

BID BULLETIN

BUMPER ISSUE 7 - SEPTEMBER 2024



Visit
**Royal Sutton
Coldfield**
BUSINESS IMPROVEMENT DISTRICT (BID)



HELLO

We are so excited for Sutton Coldfield's largest ever 2-day Food Festival that will take place along The Parade on Saturday 14 & Sunday 15 September. We decided to organise a Food Festival following feedback from local shoppers and the success of our monthly Farmers & Craft Market.

We will also be bringing a new Christmas chalet market to The Parade from 28 November to 22 December. We hope that this will be a successful, local alternative to Birmingham's Christmas Market and we will arrange festive entertainment to support the 22 day Christmas market.

We are constantly looking at ways to boost the economy in Sutton Coldfield BID area and increase footfall. The aim of these new events is to raise the profile of Sutton Coldfield town centre and benefit local businesses with increased visitors. We hope that by attracting visitors into Sutton Coldfield for a great day out, people are more likely to see the shops, restaurants and services on offer and return again in the future.

We hope you and your colleagues enjoy and support both of these new events!

Michelle Baker

Visit Royal Sutton Coldfield BID Manager
Hello@VisitRoyalSuttonColdfield.co.uk

Our upcoming events

NEW 2-DAY FOOD FESTIVAL

Saturday 14 & Sunday 15 September

Saturday 10am - 8pm & Sunday 10am - 5pm

Along The Parade, Sutton Coldfield town centre.



NEW 22-DAY CHRISTMAS CHALET MARKET

Thursday 28 November - Sunday 22 December

Tuesday - Thursday 10am - 6pm

Friday & Saturday 10am - 8pm

Sunday 10am - 5pm

Along The Parade, Sutton Coldfield town centre.



SUMMER RECAP

We've been busy!

Visit Royal Sutton Coldfield BID has had an exciting summer, organising a variety of fun family events that have brought our community closer together. Here's a reminder of what we've been up to.

Kid's Carfest

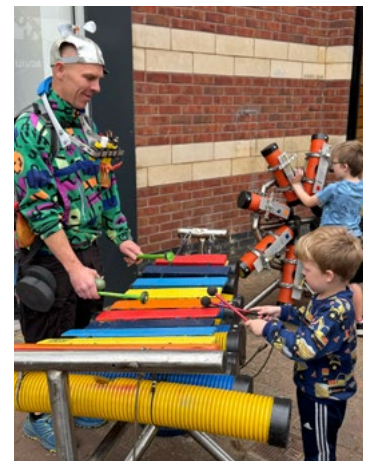
Following the success of last year's event, we brought Kid's Carfest back on Sunday 10 August. 7 cars from TV and film were parked along The Parade along with free entertainment including children's face painting, glitter tattoos, craft workshop, bubble-ologist, balloon modeller and a live music.



Kid's Music Workshop

This event took place on Tuesday 27 August (the day after Bank Holiday Monday) outside Trespass and Waterstones.

It was a free, family-friendly event where children could come and enjoy making some noise this summer.



Fireman Sam

Sutton Coldfield Fire Station held their annual Open Day on Sunday 4 August and to support their event we arranged for Fireman Sam to attend for a free meet and greet and we promoted the event on our social media platforms to raise awareness. The event was a huge success and the Station Master said they raised £3,000 for the Firefighters Charity which is an open day record!

Birmingham Jazz & Blues Festival

We were delighted to support the festival's 40th anniversary this year and we funded live jazz and blues bands and musicians for the following local venues:

- Brewhouse & Kitchen
- Coffee Number 1
- Eleon
- Heavenly Desserts
- House of Fraser Café Botantico
- Patty Freaks
- Simpson's Bar
- Tokin Tea
- The Duke Inn
- The Gate
- The Station
- The Three Tuns



Euro 2024

To celebrate the Euros, we organised free football table fun on 22 June and 13 July. A big thank you to The Gracechurch Centre for sponsoring and hosting these events, which brought plenty of excitement and enjoyment to the Sutton Coldfield.



Dino Day

Due to the success of T-Rex visiting Sutton Coldfield two years ago, we organised Dino Day on Saturday 15 June. T-Rex was the star of the show and he was joined by other dinosaurs, the Jurassic Park jeep and free entertainment including face painting, bubble-ologist and balloon modelling.

DON'T FORGET!

Our **Farmers & Craft Market** takes place on the last Sunday of the month from 10am - 3pm along The Parade.

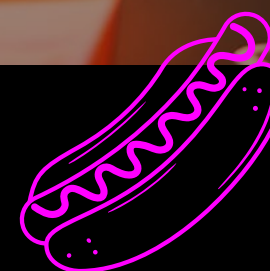
We also organise and fund free face painting every market day.

You can find the face painting in the undercover area near House of Fraser.



SUTTON COLDFIELD

FOOD FESTIVAL



Sutton Coldfield Town Centre Set to Host Exciting New Food Festival!

Get ready for a culinary extravaganza as Sutton Coldfield town centre welcomes a 2-day Food Festival on Saturday 14th September and Sunday 15th September. Organised by Visit Royal Sutton Coldfield BID, in collaboration with LSD Promotions, this event promises to be the biggest celebration of food and drink in the Royal town's history.

The free festival will transform The Parade in the town centre into a vibrant marketplace featuring 50+ traders offering a diverse selection of fresh food, local produce, and artisan gifts. Whether you're a food enthusiast or just looking for a fun day out, there's something for everyone to enjoy.

A highlight of the festival will be the cookery kitchen, sponsored and hosted by the Gracechurch Centre, where visitors can watch live demonstrations from TV Chef Phil Vickery, Michelin star chef Glynn Purnell, star of TV's Extreme Cake Makers Molly Robbins, the Bracebridge restaurant team, and Military Chef chocolate shop. Attendees will have the unique opportunity to learn from these culinary experts and gain insights into their craft.

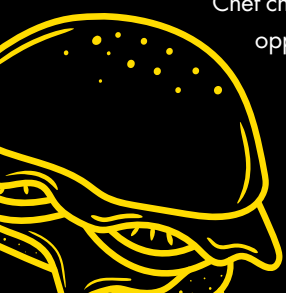
Entertainment throughout the weekend will include stilt-walking chefs, a

comedic waiters duo, balloon modelling, a bubble-ologist, live music and free activities including face painting and glitter tattoos.

Michelle Baker, Manager of Visit Royal Sutton Coldfield BID, expressed her enthusiasm for the upcoming event: "We are delighted to be bringing a new 2-day food festival to Sutton Coldfield town centre on 14th and 15th September and would encourage everyone to support and attend so that we can ensure this becomes an annual event. We are working hard to raise the profile of Sutton Coldfield town centre and to boost the local economy by organising regular events throughout the year and this event will be our biggest yet".

Siobhan Noake, Communications & Engagement Manager of LSD Promotions, said: "We are thrilled to collaborate with Visit Royal Sutton Coldfield BID to bring this exciting food festival to the heart of Sutton Coldfield. With a fantastic line-up of traders, celebrity chefs, and entertainment, the event promises to be a wonderful celebration of the town's vibrant food culture."

Sutton Coldfield Food Festival promises to be a weekend filled with delicious food, engaging entertainment, and community spirit! The festival will open on Saturday 14th September from 10am-8pm and Sunday 15th September 10am-5pm.



Traders at the Food Festival will include:

Café Cannoli

Cannoli and arancini

Chefstef

loaded mac and cheese and fries with fusion flavours

Farm to Shop

Cheese, chutney, pickles and charcuterie

Brockleby's Pies

Handmade savoury, sweet and pork pies

Greek Escape

Greek food

Alvis Homemade

Chilled Indian meals and snacks

Mad Batter

Cakes cookie based cakes and yummy treats

Brummie Honey

Local honey

Pimms and Gins

Pimms cocktails, G&Ts, Prosecco, cocktails & mocktails

A Zillion Dreams

Chocolate based fudge and vegan chocolate fudge

Dough Ay We

Cookie dough pies

Olive Branch

Olives, baklava, nuts, turkish delights, dry fruits

Fosse Way Brewing Company

Craft beers on and off site sales

Doughnutz

Handmade large sized doughnuts

A&R Pop Up Bars

Draught lagers, ciders, wines, prosecco, spirits, ales, cocktails, slushies

The Kashmiri Guys

Samosas, pakoras, onion bhajid, spicy bombay potatoes and an array of curries

Lewis Catering

Freshly made french crepes, spanish churros, speciality coffees

Hyacinth Candle Co

Handcrafted scented candles, wax melts and diffusers

Slushzilla

Slushies non and alcoholic. Sweet cups

Thainese

Burmese Street Food

Pauls BBQ and Buffets

BBQ food, street food, flatbreads, wings, indian styles

Bogarts

Cheese, chutneys cheeses crackers

Redfern Kitchen

Indonesian street food

Curds & Whey Cheese

Award winning artisan cheese

Whistler's Storm

Tea Liqueurs

Kookoofood

Persian Food

Salmon's Catering

Caribbean food

Tipsy tales mobile bar

Draught beer, cider, ale, cocktails, spirits, wine, prosecco & soft drinks

The Crafty Brewer

Draft craft beer, gin and tonic, cider

Stuffed Bakes

Stuffed cookies in a range of different flavours and styles including cookie pies

The Bead Cove

Crystals, rocks, minerals and jewellery

Simply Canine

Natural dog treats and organic skincare for dogs

Claire Walters Glass

Unique handmade fused glass

Pure Pet Food

High quality, naturally dried food, treats, and supplements for dogs

John's Whippy

Ice cream

Our special guests



Michelin star chef, Glynn Purnell



TV's Extreme Cake Makers, Molly Robbins



TV Chef Phil Vickery

**NEW
EVENT**

SUTTON  COLDFIELD

CHRISTMAS MARKET

**Join us for 22
days of festive fun**

Thurs 28 – Sun 1 Dec

Tues 3 Dec – Sun 8 Dec

Tues 10 Dec – Sun 15 Dec

Tues 17 Dec – Sun 22 Dec

**The Parade,
Sutton Coldfield
Town Centre**



SUTTON COLDFIELD'S FIRST EVER CHRISTMAS MARKET!

This Christmas, the heart of Sutton Coldfield will be transformed into a winter wonderland with the launch of its very first Christmas chalet-style market. In a partnership between Visit Royal Sutton Coldfield BID and LSD Promotions, the town centre will come alive with festive cheer from Thursday 28 November to Sunday 22 December.

Over 22 days, visitors can immerse themselves in the spirit of Christmas along The Parade, where charming wooden chalets will offer a variety of festive treats and unique gifts. The market will be open on the following dates:

Thursday 28 November – Sunday 1 December

Tuesday 3 December – Sunday 8 December

Tuesday 10 December – Sunday 15 December

Tuesday 17 December – Sunday 22 December

Michelle Baker, Manager of Visit Royal Sutton Coldfield BID, said: "We work incredibly hard to organise events that boost footfall and elevate the profile of Sutton Coldfield town centre. This year alone we have organised a range of events from a business seminar with Dragons' Den star Sara Davies to fun-filled family events including a Kid's Carfest, Dino Day and a giant Easter Egg trail, meet and greets with children's TV characters CoComelon, The Turtles and Fireman Sam and we organise the Farmers and Craft Market each month. But we knew we had to create something truly magical for Christmas.

The new Christmas market means families can experience the joy of the festive season right here in Sutton Coldfield, without the need to travel to Birmingham city centre. Join us this Christmas in Sutton Coldfield at our first-ever Christmas market with wooden chalets lined along The Parade and please support local businesses when you visit".

Siobhan Noake, Communications and Engagement Manager at LSD Promotions said, "LSD Promotions are thrilled to partner with Visit Royal Sutton Coldfield BID to bring this festive first to Sutton Coldfield. The Christmas market promises to be a magical

addition to the festive season, offering visitors a fantastic mix of local artisans, festive treats, and Christmas cheer in the heart of town. Expect to see homemade, unique gifts, delicious hearty food, and warming mulled wine, as well as festive entertainment for the whole family to kick start your festive celebrations."

Applications for traders are now open, inviting local businesses to be part of this exciting event. Interested traders can find more information and apply at [lsdpromotions.com](https://www.lsdpromotions.com).



BROUGHT TO YOU BY:



SEE OUR WEBSITE FOR MORE INFO
[VISITROYALSUTTONCOLDFIELD.CO.UK](https://www.visitroyalsuttoncoldfield.co.uk)

PROJECTS

LAVENDER

We adopted the brick planters outside of the DVSA (theory driving test centre) offices on Birmingham Road and planted lavender.

Thank you to Howden Insurance and the Brewhouse & Kitchen who have been watering the lavender and removing the litter each week.



New Litter Bins

We have ordered 2 new litter bins to replace the 2 near Sutton College on Lichfield Road.

We have also ordered 1 new litter bin to be installed outside of the DVSA (theory driving test centre) offices on Birmingham Road as the brick planters there are used to dispose of litter. All 3 litter bins will be installed in September. Birmingham City Council will add the litter bins to the routine collections.

Food & Drink Guide 2024

We have updated the Food & Drink Guide to showcase the 60 venues in Sutton Coldfield and they will be distributed to visitors at the Food Festival. To view a copy online please see: visitroyalsuttoncoldfield.co.uk/food-drink-guide

Bunting

We organised and funded the bunting along The Parade for a second year, to brighten up the town centre and be a colourful backdrop to our events. The bunting was installed in April and will be taken down in October.



Graffiti Removal

We arrange the graffiti removal from all private business premises in Sutton Coldfield town centre. If you spot some graffiti that needs removing please let us know and email michelle@visitroyalsuttoncoldfield.co.uk

10K Facebook Followers

Our Facebook page has now reached 10,000 followers! This will really help us to promote local businesses and town centre events. If your business has some news, a special offer, new products or a job vacancy that you would like us to promote on Facebook, please send us a Facebook message or email the details to michelle@visitroyalsuttoncoldfield.co.uk

NEW CONNECTION HUB

Introducing Sutton Coldfield's new Connection Hub, 'Cherished,' opening soon at The Gracechurch Centre. This vibrant space is dedicated to building collaboration and community spirit, offering much more than just a workspace. It's where purpose and innovation come together, featuring flexible desk areas, meeting rooms, and a versatile training room tailored to the needs of local businesses.

Cherished is calling on local businesses to help furnish this welcoming hub by donating any surplus furniture, seating, or IT equipment. If you'd like to contribute, please contact Hannah at hannah@cherisheduk.org

cherisheduk.org



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www.suttoncoldfieldtowncentre.co.uk
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