

# BID BULLETIN

ISSUE 8 - WINTER 2024/2025



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



## HAPPY NEW YEAR SUTTON COLDFIELD

What a year it's been, and we are already busy making new and exciting plans for 2025!

Thank you for your support throughout 2024 and for the positive feedback you continue to give us.

Our programme of events in 2024 successfully helped to raise the profile and helped to change the perception of the town centre and undoubtedly boosted footfall; we are so pleased with how our events and projects continue to be received.

From inviting Dragon's Den star Sara Davies to give a talk to businesses at the College, arranging for Historian Carl Chinn to give a talk at the Rhodehouse, organising a Jazz Festival across Sutton's hospitality sector, planning a giant Easter egg trail, organising a car show and food festival, supporting the Fire Station Open Day, managing a monthly Farmers & Craft Market, organising children's meet and greets with the Gruffalo, Teenage Mutant Ninja Turtles and CoComelon, organising a table football event for the Euros, a Dino Day and a children's musical workshop, adopting areas of the town to plant, installing new litter bins and removing graffiti; 2024 was a very busy and enjoyable year!

We will continue to make a difference throughout 2025.

*Michelle Baker*

Visit Royal Sutton Coldfield BID Manager  
[Hello@VisitRoyalSuttonColdfield.co.uk](mailto:Hello@VisitRoyalSuttonColdfield.co.uk)

## Sutton Coldfield Christmas Market

**NEW**

**We hope you enjoyed the new 22-day  
Christmas Market along The Parade!**

The Christmas Market opened on 29th November and closed on 22nd December.

We knew that to boost footfall in Sutton Coldfield town centre this year, we needed to do something different, and we needed an attraction that would enable the town centre to successfully compete with neighbouring shopping areas.

Many high-profile areas have a successful Christmas Market which draws shoppers away from Sutton Coldfield, so we decided to set up our own!

Yes, ours was smaller than the one in Birmingham City Centre but remember the Frankfurt Christmas Market was set up in 2001 and had just 24 stalls when it started.

We had on average 25 stalls each day with many more booked in the lead up to Christmas. The twinkling wooden chalets were a charming addition to the town centre, and we were delighted with how the market was supported by the local community. We hope local businesses benefitted from the increased footfall which was visibly much higher than it has been in recent years at Christmas.

Thank you to West Midlands Police who conducted daily patrols of the Christmas Market and wider town centre.

We worked in partnership with market operator LSD Promotions to make the event possible.

# CHRISTMAS ENTERTAINMENT

We organised and funded Christmas entertainment in the town centre for a third year.

The brass band and Christmas characters over four weekends created a fun and festive experience for shoppers and helped to attract people who were visiting with their children, friends and families. See poster below for event details.

## SUTTON COLDFIELD

# ALL WE WANT FOR CHRISTMAS

*is you*

### CHRISTMAS CHARACTERS ON THE PARADE

<b>Saturday 30 November</b> Christmas Sloths King Brasstards band	<b>Sunday 8 December</b> Christmas Sloths The Grinch	<b>Saturday 21 December</b> Bouncing Snowmen King Brasstards band
<b>Sunday 1 December</b> Bouncy Christmas Elves	<b>Saturday 14 December</b> King Brasstards band Christmas Tree Dresses	<b>Sunday 22 December</b> Gliding Toy Soldiers The Grinch
<b>Saturday 7 December</b> Gliding Toy Soldiers King Brasstards band	<b>Sunday 15 December</b> Christmas Granny Turismo	For details and timings, see <a href="http://visitoroyalsuttoncoldfield.co.uk">visitoroyalsuttoncoldfield.co.uk</a>

### SUTTON COLDFIELD CHRISTMAS MARKET

**Sutton Coldfield's 22 Day Christmas Market**  
On The Parade, between  
**28 November - 22 December**  
Tuesdays - Thursdays, 10am-6pm  
Fridays & Saturdays, 10am-8pm  
Sundays, 10am-5pm

### GRACECHURCH SHOPPING CENTRE

<b>28 November - 22 December</b> Family Ice-Rink	<b>30 November - 22 December</b> Free Meet Santa Experience
<b>Plus</b>	
Florist & Wreath-Making Classes	Choirs & Performances

For details and timings, see  
[gracechurchcentre.com](http://gracechurchcentre.com)

Brought to you by: Visit Royal Sutton Coldfield  
BUSINESS IMPROVEMENT DISTRICT (BID)

GRACECHURCH  
ROYAL SUTTON COLDFIELD

LSD Promotions  
Markets - Events - Stall Hire





## BID Security Rangers

For a third year running we organised and funded 4 BID Security Rangers. Our high-profile security patrolled the town centre every Friday and Saturday evening from 4pm-1am. This initiative that took place over 4 weekends plus New Year's Eve, supporting the evening economy and providing a safe and reassuring presence for visitors who are out enjoying a Christmas meal and festive drinks.



## Christmas Wreath Making Workshops

For a second year, we organised and funded wreath making workshops to give people another reason to visit Sutton Coldfield town centre.

Thank you to the local businesses that hosted the workshops and created experiences for their customers to enjoy:

- The Duke Pub
- The Cake Solution
- The Station Pub
- Heavenly Desserts



Image: Birmingham Live

## ROYAL CINEMA

To support the wonderful, refurbished cinema we organised and funded free face painting at the cinema on 14th December when there will be 5 screenings of The Polar Express. The Royal Cinema has organised a train conductor to stamp the children's cinema tickets and a hot chocolate, all part of the unique magical cinema experience.

## Toy Appeal

The Rhodehouse on the corner of Birmingham Road/Holland Street organised a Christmas Toy Appeal which we were delighted to support.

Donated children's presents could be dropped off at The Rhodehouse during their opening hours and a gift also secured free entry to one of their Sunday afternoon events throughout December. All gifts were donated to Good Hope Hospital Children's Ward.



## 2-Day Food Festival

Well, what can we say! This was the most successful event the town has ever seen with a 2-day Food Festival taking over the town centre with over 100 stalls, attracting unprecedented levels of footfall. On 14th & 15th September the entire length of The Parade hosted stalls, stretching from Aldi at one end, all the way to KFC at the other.

We organised and funded a cookery stage and demonstrations by TV Chef Phil Vickery, Michelin Star Chef Glynn Purnell and Cakemaker Molly Robbins.

We also organised and funded entertainment including the Comedy Waiters, Stilt-Walking Chefs, Face-painter, Balloon Modeller, Glitter Tattoo Artist and Live Music!

Plus we hired wooden picnic benches throughout the event area.

Many businesses benefited from extremely high levels of footfall and increased sales, so we were delighted with the positive impact the event had on the town. Thank you to the Gracechurch Centre for sponsoring the cookery stage and to market operator LSD Promotions.



## The Gruffalo

To celebrate October half term, we arranged for The Gruffalo to come to Sutton Coldfield town centre for a free children's meet and greet.

This event was jointly funded by The Gracechurch Centre.

## Farmers & Craft Market

Our monthly Farmers & Craft Markets have finished for another year and will return on 23rd February 2025.

Our market takes place on the last Sunday of the month from 10am-3pm and is organised and managed entirely in-house by the BID team Michelle and Jade. We set the market up in autumn 2022 to boost footfall on a Sunday which was the quietest day of the week. Since then, the market has grown and continues to be a well-supported event that showcases local traders and gives people another reason to visit Sutton Coldfield town centre.

## FACEBOOK

We now have **11,500** followers on our Facebook page!



That's an increase of **10,000** followers since we brought the social media management in-house.

If you are a BID Member and would like us to promote your business, products, services or job vacancies then please send us a Facebook message or email the details to: [Michelle@visitroyalsuttoncoldfield.co.uk](mailto:Michelle@visitroyalsuttoncoldfield.co.uk)



Follow us at Visit Royal Sutton Coldfield BID



[www.visitroyalsuttoncoldfield.co.uk](http://www.visitroyalsuttoncoldfield.co.uk)  
[Hello@VisitRoyalSuttonColdfield.co.uk](mailto:Hello@VisitRoyalSuttonColdfield.co.uk)