



**Minutes**  
**BID Board Meeting 20<sup>th</sup> March 2025**  
**4.30pm ASH Restaurant**

**1. Welcome and apologies**

Attendees (alphabetical order):

Alison Clack	Michelle Baker BID Manager
Anna Jackson	Richard Parkin Cllr
David Barrie Cllr	Ross Symonov
Kevin Wood	Stephen Nixon
Mark Harris	Stephen Roberts
Mark Wilkinson Chair	

Apologies:

David Hemming

**2. BID Area Updates**

MB provided the following updates:

- **TGI Restaurant Vandalism:** The TGI Restaurant has been vandalised over the last 4 weeks. The Police inspector advised MB to escalate the matter to Birmingham City Council (BCC) and TGI administrators after knives were found in the building, and videos of the vandalism were posted online. The Police temporarily boarded up one window but recommended further escalation for proper resolution. As the extra boarding did not take place, the building was subject to additional vandalism. MB reported the incidents to Birmingham City Council (BCC) and administrators multiple times, but both organisations referred the issue to the other. MB informed BCC Chief Executive on the matter. The property was boarded today (20/03/2025) by BCC who emailed to say they conducted a site visit and were in agreement that it must be addressed.
- **Knights House Hoardings:** MB spoke with Urban Village Group regarding the hoardings that had been removed opposite KFC. RS mentioned that this

issue is ongoing. The Board agreed that this matter should be handled by Gracechurch and the Urban Village Group.

- **BCC CCTV Proposal for the Town Centre:** The costed proposal for CCTV in the town centre from BCC has not yet been received. It was noted that the BID does not have responsibility or funds to deliver public CCTV.
- **BCC/Police are organising ASB Week (30th June - 6th July):** The BID has been offered to host an ASB Day in Sutton Coldfield town centre. The Board expressed the view that an anti-social behaviour day would not be beneficial for raising the profile of the town.
- **College Career Talks:** AJ asked which BID Board members would like to participate in Moving On Up career day for students. MB will circulate this by email to those Board members interested.
- **Harvey Norman:** RS provided an update on the opening of Harvey Norman's head office and department store.

### **3. BID Events organised for this year (1<sup>st</sup> April 2025 – 31<sup>st</sup> March 2026)**

MB provided an overview of the BID events that have been organised for 2025:

#### **Farmers & Craft Markets (9 events)**

Held on the last Sunday of each month from March to November. These markets are organised and managed by the BID, with the BID also funding free face painting, entertainment, and picnic benches each month.

#### **Food Festivals (2 events)**

-April Friday 11th – Sunday 13th

-September Saturday 13th – Sunday 14th

61 traders are booked for the April Food Festival. LSD Promotions are handling stallholder bookings on behalf of the BID and agreed to provide free stalls for two BID levy payers. The BID has organised and funded entertainment for all three days, along with 20 picnic benches and advertising.

#### **Meet and Greet with Peter Rabbit**

Saturday 19<sup>th</sup> April (Easter weekend), jointly funded by the BID and Gracechurch.

#### **Young Trader's Markets**

Saturday 10<sup>th</sup> May and regional finals in July. A press release regarding this new event, which supports young entrepreneurs, will hopefully be published in the local news this Saturday.

## **Birmingham Jazz Festival (18th – 27th July 2025)**

A series of performances at various venues, funded by the BID:

- Fri 18th: 12:30pm at Silver Tree Bakery
- Sat 19th: 5:00pm at The Duke Inn
- Sun 20th: 1:00pm at Patty Freaks + 7:00pm at The Gate
- Mon 21st: 4:00pm at Heavenly Desserts
- Tues 22nd: 1:00pm at Tokin Tea
- Thurs 24th: 12:30pm at The Cake Solution + 8:00pm at Kings Arms Pub
- Sat 26th: 3:00pm at Ash
- Sun 27th: 2:00pm at The Bottle of Sack + 7:00pm at The Station

The date for Military Chef is still to be confirmed, and further contact will be made with Three Tuns, The Townhouse, House of Fraser Café and The Rhodehouse to see if they would like to participate.

## **Victorian Christmas Market**

- Thursday, December 11th – Sunday, December 14th
- Thursday, December 18th – Sunday, December 21st

LSD Promotions are booking all traders for this event, and the BID is organising and funding the entertainment for all dates.

Board members asked RP if the Town Council would be funding free car parking for all 8 days of the Christmas Market this year. RP stated that he would find out and discussed footfall figures from December 2024. A similar question was raised with RS regarding the Gracechurch car park.

## **4) BID Projects (1<sup>st</sup> April 2025 – 31<sup>st</sup> March 2026)**

MB said the current 5-year BID term ends on 31<sup>st</sup> December 2026, with a rebalot scheduled for September 2026. It is crucial that the BID approaches its initiatives strategically, focusing on delivering fewer, but higher-quality outcomes. MB advised that the BID must position itself so that key projects and events become a hallmark of what we deliver as a BID. Rather than starting from scratch each year with different projects.

### **MB recommended that the BID continue and prioritise the following key projects and activities for the remainder of the BID term:**

- Enhancing the vibrancy of the town through events and initiatives that drive footfall and promote local businesses

- Farmers & Craft Markets with free face painting and entertainment (3rd anniversary of the BID's market this September 2025)
- Food Festival
- Jazz Festival
- Christmas Market
- Children's / character events
- Bunting along The Parade for a third year
- High profile business speakers
- Graffiti removal on private business property (if Councils are unable to)
- Food & Drink Guide updated for 2025
- Professional Services Guide updated for 2025
- BID Security Rangers during December
- Improving areas ie new litter bins X3, planting neglected areas, removing rubbish in doorway opposite Aldi containing drugs
- Strong social media presence to promote businesses and BID area news
- Monthly press releases
- Lobbying for improvements ie boarding up Poundland, increased Police patrols
- Assisting with filling vacant shops ie Patty Freaks and Military Chef
- Cover the cost of the Sutton Pastors public liability insurance to support their work

The BID Board agreed to continue these existing projects and initiatives with the exception of the high profile speaker events which will be paused.

**MB said there are additional opportunities to focus on and develop leading up to the rebalot, including:**

- Coordinating the new Safer Sutton Partnership meetings and a new Town Centre Business Crime Partnership – House of Fraser. The Entertainer, JD Sports, Toys 4You interested in attending
- Public art – i.e. white wall on Mill Street and telecoms boxes
- Creating new areas for people to sit and enjoy i.e Birmingham Road
- Parklets
- Business networking – breakfast event discussion took place and KW said Howden are introducing a new NetWalking event through Sutton Park
- Business training
- Business directory on website
- Collating details of all board rooms in BID area for any businesses that would like to share or hire their facilities to other businesses

The BID Board agreed to these new projects and initiatives.

**MB discussed projects and initiatives that the BID has delivered previously but will be pausing:**

- Pop up cinema (Halloween 2023) – no requirement now that the cinema has reopened
- Kid's Carfest (2023 and 2024) – popular event the BID delivered twice
- Birmingham Chamber Business Fair stall and headline sponsor (2022 and 2023)
- Underwriting stall fees for Christmas Market traders (2024)
- Events held inside businesses i.e. wreath making workshops (2023 & 2024), Carl Chinn talk (2024), toy appeal sponsorship (2024) – the Board said that if a business hosting helps us to deliver an event that is acceptable. SN said the BID funded face painter at the cinema for Christmas was great but it did not state who had funded this so we require sponsorship guidelines so that BID funded activities are recognised
- High profile business speaker events. MW said we could have a local speaker on the topic of AI and combine with a networking event

The BID Board discussed all and were pleased with the amount of projects that are delivered on the BID's budget. It was agreed that MB would prepare a budget reflecting the above.

**5) Sutton Coldfield Town Council**

Sutton Coldfield is one of 75 towns awarded £20 million under the new Neighbourhood Plan. Sutton Coldfield Town Council will manage the fund locally, and a new Neighbourhood Board will be established to determine which projects will be delivered.

MB said she had been informed by the Town Council today (20/03/2025) that the BID will not have a place on the new Board as it will have a community focus with places offered to include faith groups and the fun run, amongst other organisations. The BID was not aware of the final list. RP provided an update, stating that the full list of individuals on the new Board will be published in the Council board papers later this evening. RP said he will be a member of the new Board and as a Councillor and BID Board member will ensure the BID is represented.

Members of the BID Board expressed disappointment that the BID had not been invited to join the new Board to represent businesses in Sutton Coldfield, given the BID's significant role in enhancing town centre vibrancy and footfall through year-round events and activities, as well as having

300+ members that are local businesses. The BID has contacted the Town Council previously to express an interest in joining and were disappointed that the BID would not be involved.

The BID Board highlighted the Ministry of Housing, Communities and Local Government guidance for the Plan for Neighbourhoods, which specifies that Board representation should include “the chair or board members of the local Chambers of Commerce or Business Improvement District (BID), where these exist.”

The Board agreed that SN will review the relevant legislation.

RP also provided an update on planning matters, including the Sutton Gateway project and Aldi.

## **6) BID income April 2025 – March 2026**

MB informed the Board that Birmingham City Council had provided details of this year’s BID levy income. The BID Board stated that they had not signed the agreement when BCC introduced the new collection charge and BCC are still charging. Additionally, the BID Board pointed out that BCC is charging a 3% collection cost based on the BID levy they are invoicing businesses, rather than on the percentage of levy collected.

Total levy to be invoiced by Birmingham City Council:	£254,158.49
3% collection charge by BCC:	£7,624.75
Levy remaining:	£246,533.74
April advance payment 1:	£193,282.45
October advance payment 2:	£40,924.60
Total Advanced to the BID and our annual budget:	£234,207.05 (92.2% of total BID levy)

MB is preparing the 2025/26 budget based on this income.

## **7) BID expenditure 2024/24**

MH said the BID was able to deliver additional events in 2024, including the high-profile guest speaker and Christmas market, by using reserves. However, this year, the BID will be operating within the available budget.

## **8) BID Board Membership**

MB said we are awaiting the 2025 BID levy payers spreadsheet from BCC, they are sending in April.

**9) Any other business**

Comprehensive BID company insurance cover was renewed from 17<sup>th</sup> March 2025 with Howden insurance, the only insurance company in the BID area.

Cllr David Barrie said he will keep the BID informed on BCC planning matters.

AC said she will review office arrangements.

*Meeting end.*