



West Bromwich BID Projects:-

Town Centre Ambassadors: -



- 2 Town Centre Ambassadors patrolling the BID area
- Point of contact for information, help and assistance
- Reporting of town centre issues eg. broken slabs etc
- Reporting of Anti Social Behaviour, Street drinkers etc
- Assisting homeless and beggars if they require any help
- Working in partnership with council and police officers/PCSO



More Attractive, Tidier & Cleaner (to supplement but not replace council services): -

- Additional litter pick of the town 7 days a week 6-8pm
- Bi-monthly intense jet wash in BID areas
- Chewing Gum removal from pavements
- Graffiti Removal



Marketing & Events: -

- Events throughout the BID area throughout the year
- West Bromwich Town website to promote our town centre
- Social Media pages (Facebook, Twitter, Instagram and Linked-in)
- BID News Magazine

Signage: -

- New signage around the town Centre



Hanging Baskets: -

- X60 Hanging baskets 10 months of the year from Winter Pansies to Summer Flowers
- Signs identifying who the baskets are funded by

Staff Loyalty Scheme: -

- Discounts for staff who work in the BID area only
- Retailers will only be in West Bromwich Town Centre BID area
- Free App notifications

West Bromwich Radio Link Scheme



Enquiries about BID levy payments:-

0300 456 0514 SMBC

How to pay:-

https://www.sandwell.gov.uk/info/200308/business_rates/4118/business_improvement_districts_bids_in_sandwell/1

Enquiries about West Bromwich BID Services:-

Lisa Hill – BID Operations Manager

4 St Michaels Court, West Bromwich, B70 8ET
Office:- 0121 525 8471 Mobile 07572 121906
or lisa.hill@westbromwichtown.co.uk