



As a business within the West Bromwich Town BID CIC area, please take a few minutes to respond to the following questions about what projects you would like to see delivered over the next five years and what we have delivered so far

**Company Organisation: -**

**Name: -**

**Address: -**

**Email address: -**

**Contact phone number: -**

**Social media – do you have the following: -**

**Facebook**    Yes/No                      **Twitter**                      Yes/No                      **Instagram**    Yes/No

**Do you follow our social media pages?-**

**Facebook**    Yes/No                      **Twitter**                      Yes/No                      **Instagram**    Yes/No

**What type of business do you operate (please tick)?-**

- Independent
- Small independent group (1-5 stores)
- National organisation

**What sector does your business operate in (please tick): -**

- Retail
- Bars/café/restaurants
- Hotel
- Professional services Community facility
- Health & wellbeing
- Other

**Which areas of the business improvement are most important to you and your business?  
(Please number from 1 to 4, with 1 being most important)**

Clean & Green	
Promotion, Marketing and Events	
Community Safety i.e. Ambassadors, BCRP and CCTV	
Staff Loyalty Scheme	
Footfall Counter	

**Clean & Green: -**

- Increased street cleaning – litter picking 6 days a week 6pm to 8pm
- Intense Jet Wash on pedestrian high street every 2 months
- Chewing gum removal by Serco
- Graffiti removal
- Cleaning up areas (not SMBC land) litter picking, removal of weeds etc

**Have you noticed a cleaner town in the last 4 years: - Yes/No**

**Comments: -**

**Promotion, marketing & events: -**

- Social media Facebook, twitter and Instagram
- West Bromwich Town website [www.westbromwichtown.co.uk](http://www.westbromwichtown.co.uk)
- BID Newsletters
- Staff Loyalty card for staff working in the BID area to spend in west Bromwich town
- Footfall counters
- Events timetable for the town centre and increase in festive events/marketing

**Have you noticed increase in footfall for events? Yes/No**

**Comments: -**

**Have you noticed our BID news, social media pages and website? Yes/No**

**Comments: -**

**Community Safety: -**

- Town Centre Ambassadors
- Town Centre Ambassador body cameras
- Attended a Business Crime Reduction Partnership meeting (lead by BID)
- Partnership working with PCSO's, PC's
- Partnership working with SMBC EPO's

**Are you part of the radio link scheme? Yes/No**

If yes, how do you value this scheme: -

**Are you aware of the Town Centre Ambassadors? Yes/No**

If yes, how much do you value their work and input: -

**What suggestions do you have for BID priorities in the next 5 years?**

**What are your concerns for the town centre?**

**General BID Activities: -**

**When asking for support, how do you contact West Bromwich BID team (please circle)?**

Phone                      Phone call to specific member                      Email                      Letter  
Via BID website              Town Ambassador

**How would you rate the services provided by West Bromwich Town BID (please circle)?**

Excellent                      Good                      Average                      Poor

Please explain your reasons: -

**Currently, would you vote to continue West Bromwich Town BID for BID2?**

Yes                      No

**Renewal Ballot details (if different to the above):-**

Company Name: -

Nominated voters name: -

Address: -

**Any other comments: -**

**West Bromwich Town BID CIC  
4 St Michaels Court, Victoria Street, West Bromwich, B70 8ET  
Phone number:- 0121 525 8471 or 07572 121906  
Registration Number:- 9716368**