

WEST BROMWICH BID NEWSLETTER

CHRISTMAS 2020 | ISSUE 22



MERRY
CHRISTMAS

AND HAPPY NEW YEAR



WEST BROMWICH

Business Improvement District

WEST BROMWICH
Business Improvement District

WEST BROMWICH BID NEWSLETTER

CHRISTMAS 2020

Welcome

to Issue 22 of the BID Newsletter...



PAUL RAMSEY
Chair, West Bromwich BID

West Bromwich BID
www.westbromwichtown.co.uk
@WestBromwichTC
West Bromwich Town centre
Westbromwichtown

"I am absolutely delighted to represent the West Bromwich BID as the Chair, taking over from the previous Chair, Rebecca Jenkins.

We are still in the middle of a global pandemic and on the verge of coming out of a second national lockdown. From a personal point of view being a McDonald's franchisee, these past few months have been challenging, and I know we still have hurdles to face. We still continue to see adjustments to social and business restrictions, which we are all still becoming accustomed to. I know that these measures will be creating some uncertainty for us all but the BID is still here to make sure our local businesses get access to the support they are entitled to.

It continues to be more important than ever for us to look after each other, and to demonstrate kindness and patience as many of us start to get into the Christmas spirit. Whatever the festivities may look like this year, it's wonderful to see the Christmas lights bring some colour to West Bromwich town centre.

It's been great to see our ambassadors Scott and Tony patrolling the town, working alongside Sandwell Police and Sandwell Council to help make the high street and town centre an enjoyable and ultimately safer place for our local community. Please continue to let them know if you need any help.

Continue to keep safe and well.

Paul"

To get in contact with the BID Team please call
07572 121 906 or email admin@westbromwichtown.co.uk.
Thank you Lisa, Kelly, Tony and Scott



Let's Help West Bromwich Town Food Bank this Christmas

This year has been a real struggle for West Bromwich Food Bank to keep the vulnerable individuals and families within West Bromwich supplied with much needed food.

This Christmas, West Bromwich Town BID would like to help relieve some of this struggle with our food bank drive!

If you would like to donate anything to the Food Bank, you can do so at any of these drop off points or at the BID office in St Michaels Court between 1st December and 18th December.

BT Building
SCVO - Lanchard House
West Brom Building Society Head Office
HSBC
Nationwide
New Square Shopping Centre Management Suite
Queens Square Shopping Centre Management Suite

All donations will be delivered to West Bromwich Community Church, Victoria Street, West Bromwich on Monday 21st December 2020

You can also donate through our Just Giving page through this link https://www.justgiving.com/crowdfunding/westbromwichtown-bid-bigshopforwfb?utm_term=zQjWXGJG6





Sandwell
Metropolitan Borough Council

Major regeneration starts in West Bromwich town centre

Demolition work in West Bromwich town centre has signalled the start of major regeneration – despite the challenges of coronavirus restrictions.

Sandwell Council Deputy Leader Councillor Maria Crompton said she wanted people to know that, despite all the difficulties and demands of the pandemic, the council continues working hard for a better future.

Towns across the West Midlands, many of which were already struggling from changing shopping habits before the

pandemic, have seen footfall drop by more than 30% compared to last year while store closures nationwide are at a record high.

Yet despite the unprecedented crisis, an important investment package agreed by Sandwell Council and West Midlands Combined Authority (WMCA) is now moving forward, kickstarting plans to revitalise the centre of West Bromwich.

In October, heavy demolition machinery began tearing down the 1970s-built Queens Square multi-storey car park in

Bull Street to make way for a modern mix of new homes, leisure and retail facilities.

Councillor Crompton said: “Here in Sandwell, as all over the country, Covid-19 has disrupted so much and put so many demands on our resources that authorities have had to put important work on hold. “But we are still pressing ahead with our key projects despite that – we still have to look to the future, especially for our young people.

“Creating better economic prospects

is vital and this development will be home to a thriving new residential and business community in the heart of town, with more greenery and safe open spaces.

“It will bring local jobs and opportunities – and I look forward to working together on many more projects across the borough.”

The combined authority has worked closely with Sandwell to help make the regeneration scheme possible by providing funding to cover the demolition costs.

Mayor of the West Midlands Andy Street, who chairs the WMCA and is the former boss of retailer John Lewis, said: “Even before coronavirus struck, high streets were struggling to keep up with changing shopping habits and the fast rise of online retailers.

“Lockdown has only made things worse yet we believe town centres can once again be the beating heart of our communities by reinventing themselves with people-focused environments, smart technology and multiple community features.

“That will not only help reverse their recent decline but also play a key role in our £3.2bn plans to get the wider West Midlands economy back on track.

“Throughout the pandemic we have continued to use government funding

to not only unlock sites like this one for new homes and jobs but also give local people the skills they need to work in the industries of the future.”

West Bromwich is one of five town centres across the West Midlands that have been put forward by their local councils for WMCA priority funding for regeneration schemes, reflecting the town’s broader importance to the wider regional economy.

The other four town centres are Bordesley Green, Bilston, Dudley and Walsall.

Last year the WMCA also set up a Regional Town Centre Taskforce made up of prominent people from the worlds of retail, development, finance, housing, education and government to work with local councils on moving forward redevelopment plans for town centres.

Taskforce chair, Jon Bramwell, a managing director at HSBC Commercial Banking, said: “At such a difficult time it’s extremely encouraging to see this redevelopment get under way.

“The Taskforce was set up for exactly this reason – to work closely with local authorities to unlock investment and deliver new schemes that can drive economic growth and improve the quality of life for local people.

“That was badly needed before the pandemic and is even more vital now.”

The car park, erected in the 1970s, was shut in 2019 due to the buildings poor state of repair and ongoing deterioration.

Since then it has stood vacant, occupying a key town centre regeneration site.

Demolition of the car park will unlock much-needed land for high-quality town centre homes and improvements to the local area, including increased greenery and community spaces.

On site works, undertaken by the council’s contractor, Colemans, are proceeding as planned and are scheduled to be complete by early 2021.

Having started the mechanical demolition at the end of October, work on site is well under way and all of the car park structure has now been demolished.

The site is located within the WMCA’s Town Centre Programme area and Sandwell Council proactively sought funding for this work.

West Bromwich has also recently been selected to bid for up to £25m through the Towns Fund, which will also focus on the comprehensive regeneration of this area of the town, in addition to improving skills and connectivity.

Demolition of the car park represents a step change in the council’s ambitious regeneration plans for the town.



Ami's Cafe

5-star rated Cafe in West Bromwich Bus Station

They have traded since 2003 in Unit 3 of the Bus Station, recently they have incorporated a cafe into their shop.

The Cafe provides all traditional English foods which is cooked freshly to order and they take pride in their food, the presentation and the clean seating areas. They offer fresh ground bean coffees and pot of teas and all other hot and cold drinks.



Opening times:-

Open from 7.30am and last orders for hot food 3.00pm, closing doors at 3.30pm.

Takeout and Call & Collect

During Covid and lockdown restrictions the above will be restricted to a take away service only. They are currently operating from 7.45am and closing at 2.30pm for takeout and collections only.

Cafe contact number is 0121 580 0999



We look forward to meeting you, many thanks, Ami & Scott.

4 WEEKS OF CHRISTMAS ARTS AND CRAFTS

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WIN A VOUCHER WORTH £25* BY TAKING PART IN OUR CHRISTMAS CRAFT COMPETITION EVERY WEEK IN DECEMBER!

Download the instructions every week from Queens Square's Facebook page. Make your own creations at home with the family. Post a photo of your crafts in the comments below the post!



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West Bromwich Town Centre

Westbromwichtown

Queens Square Shopping Centre:

www.queenssquareesc.co.uk

Kings Square Shopping Centre:

www.kings-square.net

New Square Shopping Centre:

www.newsquarewestbromwich.co.uk

Astle Retail Park:

www.astlepark.co.uk

Useful Telephone Numbers

New Square Security	0121 647 7045
Queens Square Security	0121 500 2906
Kings Square Security	07881 463 091
Astle Park Security	07391 866 182
Wardens/EPO'S	07787 274 422
Markets Office	0121 553 3074
Crimestoppers	0800 555 111
West Midlands Police	101 or www.west-midlands.police.uk to report a crime or 999 if it is an emergency.
West Bromwich Town BID (Monday - Saturday)	Kelly 07719 546 973 Lisa 07572 121 906 Josh 07572 121 628 Tony 07471 356 372
Sandwell Council (to report any issues or concerns)	my.sandwell.gov.uk or 0121 569 2200
Discover Sandwell (to advertise any services or information)	www.discoversandwell.co.uk
Midland Metro (Customer Services)	0345 835 8181 www.westmidlandsmetro.com
West Bromwich Bus Station	0121 200 2700 www.nxbus.co.uk/west-midlands
National Rail	0333 311 0039 www.westmidlandsrailway.co.uk



Discover all the best brands at New Square, West Bromwich's ultimate shopping destination.

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**NEW
SQU
ARE**
WEST BROMWICH



West Bromwich Police

e: westbromtown@west-midlands.pnn.police.uk

Current local policing priorities

COVID-19 | Under-25 Violence | Domestic Abuse

YOUTH DISORDER

In recent weeks, there have been pockets of disorder in the town – with footage from some instances being released by Birmingham Mail or uploaded to social media.

We are aware of these incidents, and are in the process of working with partners to investigate the matters and bring any identified offenders to justice and put relevant interventions in place to prevent a repeat of what happened.

Not connected to the above, but one of the steps taken to combat violent disorder has been the consistent undertaking of weapon sweeps around the town centre.

Officers can often be seen patrolling around the Metro lines and town centre, searching for any weapons/illegal substances that may have been stashed.

We conduct these patrols all year round, and whilst we may not always find items, the weeks where we find combat knives, machetes, baseball bats and more, always make these patrols worthwhile.

JOINT OPERATION TO COMBAT ANTISOCIAL BEHAVIOUR

In recent weeks, we have received a number of complaints regarding a group that have been congregating around the bus station.

The group have been drinking, smoking and causing harassment to passengers and employees working in the area. Due to this, we have worked alongside British Transport Police and West Midlands Police Safer Travel to take several steps to combat this group. In an operation on 19/11/2020, officers issued several fines to members of the group, who despite our warnings, continued to return to the area. The fines issued start at £200, with any further fines doubling. Furthermore, several members of the group have been issued with Community Protection Warning (CPW) letters, and Community Protection Notice letters.

These actions will hopefully serve to deter the group from continuing their behaviour!

TACKLING DRUG ISSUES IN THE COMMUNITY

Over the last few days, officers have taken action against local drug dealers in a number of ways.

From submitting pieces of intelligence onto our system regarding their associations, vehicles and hotspots – as well as obtaining a vital piece of evidence that shows a known drug dealer stashing a significant value of drugs - our actions this week may prove vital in facilitating arrests and convictions in the future.

Furthermore, an officer on patrol sighted a vehicle linked to a drug dealer, and followed it into a nearby car park – at which point he came across another vehicle with three of his acquaintances on board. Due to suspicion that the group were in possession of drugs, they were detained for purposes of a search - during which, vital intelligence was obtained and one male was found to be in possession of cannabis. The male was reported for this, and is now required to undergo a drugs intervention program.

COVID-19 PATROLS

During the 28-day lockdown, our officers have maintained a strong presence around West Bromwich, dispersing large groups and challenging those who were not wearing face coverings whilst indoors.

During this lockdown, officers have issued a total of 1502 directions to leave, for individuals not complying with the government guidelines.

These 'directions to leave' are records of individuals who have been informed they must wear a face covering, or when a group of more than 6 people have been dispersed. Furthermore, 11 dispersal orders have been given to larger gatherings, and 6 Fixed Penalty Notices given to individuals who refused to comply.



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JOB ROLES

- Logistic Specialist
- Driver
- Chef
- HR Specialist
- Officer
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OPPORTUNITIES

- Adventure Training
- Gain Driver Qualifications
- Tour Opportunities
- Sports Instructor Qualifications
- Battlefield Studies
- Support with Education
- MATTs instructor Qualifications

We are the Midland's logisticians (159 Regiment, RLC) with sub-units in Telford, Stoke, Burton, West Brom, Kings Heath, Canley and Grantham. Recognised as one of the most versatile elements of the British Army, Royal Logistic Corps soldiers and officers delivering crucial supplies to troops all over the world by road, rail, air and sea. Meet new friends, **earn an annual tax-free bounty** and gain transferable skills in your spare time. Develop Yourself by learning new skills such as team building, decision making and leadership. Army Reservists are trained to serve alongside the Regular Army, at home, on attachments or overseas. All we ask for is a minimum of 27 days commitment a year, alongside your requirement to pass all of your Military Annual Training Tests (MATTs) on a yearly basis. These tests cover all of the basic military skills such as fitness, weapon handling, first aid, navigation etc. You will then be paid a tax-free bounty.

"The only Joy in the world is to begin.... Begin with 237 Sqn RLC!"



Contact Us

Address:

237 A troop
 Normandy House, Carters Green
 West Bromwich B70 9LP
237 B troop
 Nut beam House,
 Dawberry Fields Road, Kings Heath,
 Birmingham B14 6NY

Email:

James.Lewis339@mod.gov.uk
 Tel: 01215 002877 / 0776707301

Email:

Roger.waters942@mod.gov.uk
 Tel: 01214 834326 / 07776245649



#237Sqn



facebook.com/159Regiment





Sandwell Council trading standards and police providing advice and reassurance visits in the town centre



Sandwell
Metropolitan Borough Council

Council support for town centre



Sandwell Council continues to work closely with West Bromwich Business Improvement District (BID) to support local businesses and improve safety for people who work, live and shop in the town.

As well as providing day-to-day services, the council is working with partner organisations on long-term, major regeneration plans for the town.

Among the many services provided in the town by Sandwell Council are:-

- Management of the indoor and outdoor markets;
- CCTV coverage managed and monitored by the council's CCTV control room;
- High visibility patrols by council Environmental Protection Officers (EPOs), working closely with the BID and police;
- Management of the town centre Public Space Protection Order (PSPO), to help prevent and tackle anti-social behaviour;
- Regular meetings chaired by the council's Anti-Social Behaviour Manager on aggressive begging and preventing homelessness;

- Monthly town and borough tasking meetings that bring partner organisations together to tackle crime and anti-social behaviour;
- Engagement with young people through the council's Young People's Services, plus strong links developed with Sandwell College;
- The iTrust project, which has supported pupils to make positive choices as they move from Year 6 to Year 7 in West Bromwich schools;
- A working group led by licensing officers to address street drinking;
- Ongoing work by trading standards and licensing officers with town centre businesses.

The partnership between the BID and council means the BID can provide 'real-time' information on issues in the town centre, helping partner organisations to respond quickly.

Covid-19

During the ongoing Covid-19 pandemic, the council's EPOs, environmental health, trading standards and licensing officers are working closely with the police and BID to make sure businesses and shoppers are aware of the latest Government restrictions and providing advice and support to anyone who needs it.

The council's Markets Service also continued to operate with essential goods being sold on the council markets so that local residents still had the opportunity to shop with local independent retailers as well as the larger supermarket chains.

The council's public health team has advised businesses on Covid-19 infection prevention and provided support to employers where there have been positive cases among workers.

Any businesses that have had to close (or been severely impacted) as a result of Government restrictions should visit www.sandwell.gov.uk/supportforbusinesses to check if they are eligible for grants and find out how to apply.

Towns funding

Looking to the future, West Bromwich has been selected by the Government to bid for up to £25million from its Towns Fund.

The council along with the BID and other partners, are working hard on proposals for this regeneration opportunity. And Sandwell has recently secured an additional £750,000 from the Government to kickstart work on the outdoor market and the Town Hall redevelopment. For more details visit www.sandwell.gov.uk/townsfund.

Part of that scheme will give a boost to the retail sector by replacing a section of the outdoor market with modern, innovative new stalls, with integral solar panels to generate their own electricity for lighting. The stalls have been designed with input from West Midlands Police to help reduce crime and antisocial behaviour.

You can also read about an important investment package agreed by Sandwell Council and West Midlands Combined Authority (WMCA) that is now moving forward, kickstarting plans for a modern mix of new homes, leisure and retail facilities on the site of the now demolished multi-storey car park in Bull Street. See page 04 of the BID newsletter for full details.

Nuisance drinking and dog mess

Have your say on how we deal with nuisance drinking and dog mess in the council's public space protection orders (PSPOs) consultation.

The council plans to renew two borough-wide PSPOs, which include West Bromwich, to help tackle nuisance drinking in public places and dog owners not picking up after their pets.

Go to www.sandwell.gov.uk/consultation to have your say by 8 January 2021.



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West Bromwich BID Projects

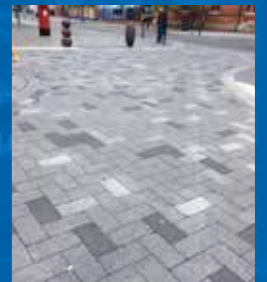
Town Centre Ambassadors

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

West Bromwich BID

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