

WEST BROMWICH



BID NEWS

SEPTEMBER 2021 - ISSUE 24



I hope everyone is keeping safe and well.



PAUL RAMSEY
 Chair, West Bromwich BID

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

From Monday, 19th July, the Government implemented stage four of its roadmap for easing restrictions. We must not forget that COVID-19 is still here and we must still comply with COVID-Secure measures to keep each other safe, even if you have been fully vaccinated. Don't forget 'hands, face, space'.

Following the recent West Bromwich Police and BID team partnership to address anti-social behaviour in the Carter's Green area, thank you to everyone who attended the Business Crime Reduction Partnership meeting, it was really helpful to hear about the issues and concerns that are affecting our local businesses and partners. On behalf of the BID I'd also like to show my appreciation to those who helped make our Health & Wellness Event a success. It was a fun way for us to raise awareness of the support and guidance services we have available.

Throughout August, the BID team have also been collecting donations for the West Bromwich Food Bank, thanks to those who made kind donations for such a great cause.

There are still lots of plans in place to deploy additional street cleaners in the town centre and the BID team recently joined forces

with Litter Watch, local MP Nicola Richards and a team of volunteers to litter pick in the local area as part of the BIG West Bromwich Spring Clean. The group collected an impressive 30 bags of litter from the streets. We have also been busy removing graffiti in West Bromwich. Please report any graffiti in the area so we can get that removed to help keep the area clean and tidy.

Following our recent business survey we have collated lots of information with feedback that will help aid our future decision making. We will be keen to address all areas that were highlighted as needing improvement.

Look out for our schedule of FREE family entertainment events taking place over the next few months to help increase footfall in the town centre.

Our ambassadors are out and about patrolling the town in their new uniforms for visibility, please continue to let them know if you need any help or support.

Enjoy the remaining days of the summer as autumn is just around the corner.

Thank you all on behalf of the West Bromwich BID team. Paul.

Covid-19 has not gone away

– it is still a deadly virus!

Please do all you can to keep yourself, your loved ones and others safe.

- Get your jabs as soon as you can – make sure you get both doses.
- You will need both vaccine doses to travel to many countries.
- You must self-isolate and book a PCR test if you develop symptoms.
- Use rapid (lateral flow) tests twice a week – if you test positive, book a PCR test to confirm the result.
- Continue wearing a face covering in shops, on public transport and in communal areas of flats – as well as NHS buildings and other health settings.
- Keep washing your hands regularly.
- Remember, outside is safest for meet-ups.

Please take care. The more people you meet and the closer you get to people you don't live with, the higher the risk of catching and spreading Covid-19.

Sandwell Council...working for you

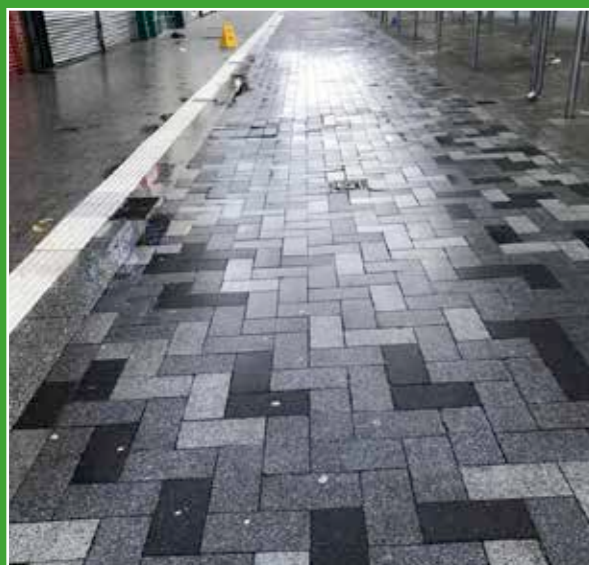
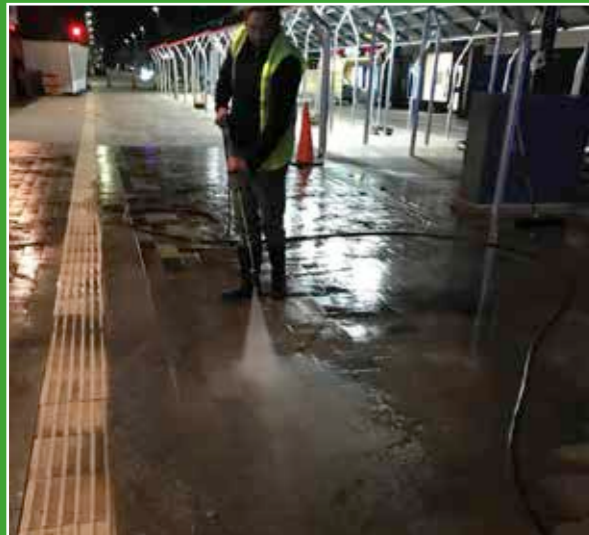


To get in contact with the BID Team please call
07572 121 906 or email **admin@westbromwichtown.co.uk**.
 Thank you, Lisa, Kelly, Tony and Harvey.

Cleaner & Greener

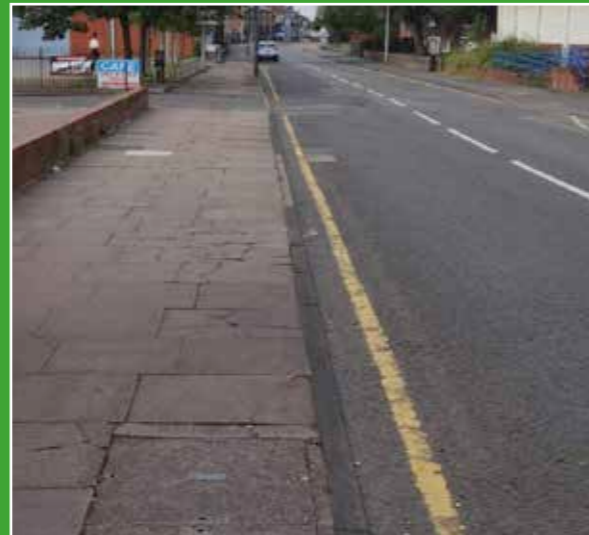
Jetwashing

From September 2021 Jetwashing will be completed in other areas of the West Bromwich BID area. The other areas covered will be:-
Carters Green, Bull Street, St Michaels Street, New Street, High Street Duchess and Princess Parade, High Street (old Premier inn side). A rota will be set up for each area to be done once a year. Start date to be confirmed.



Litter

The BID litter picks the BID area 6 days a week 5pm to 9pm (when Serco finishes). We have a timetable of when areas are litter picked.



Weeding

The BID team along with Litter Watch has been removing weeds from private areas of the BID area.
This is to tidy our area up
If weeds are seen on SMBC land we report this on My Sandwell to get removed.



Graffiti

Graffiti removal has taken place this year. Please see some before and after photos which were in our BID area.
This is to try and make the area look cleaner and tidier and graffiti free
If you do see any graffiti in our BID area please contact the BID team.



BUILDING BETTER PEOPLE

Investing in staff to benefit your business

Investing in your workforce's professional development is a vital ingredient for both growing your business and staff retention. As the market landscape becomes ever more competitive, having a skilled, motivated team is key to achieving positive results.

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Our Apprenticeships include:

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Group ★

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- Ages 16-24
- Earn while you learn (min £4.30ph)
- Progress into full time work
- Sectors include:
 - Business
 - Finance
 - Sales & Marketing
 - Retail
 - Digital/IT
 - Health & Social Care
 - Construction
 - Engineering & Manufacturing

Traineeships

- Ages 19-24
- 8 weeks online learning
- 70 hours work experience with an employer
- Support funding available
- Progress to an Apprenticeship or full time work

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West Bromwich Police

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

Current local policing priorities

COVID-19 | Under-25 Violence | Domestic Abuse



Police Update:

town centre.

Just before 11.30am, officers were patrolling the town centre in New Square when they noticed two people acting suspiciously. When they approached the two men, they became aggressive and attacked our officers. The pair produced knives, and slashed at officers, before they were ultimately detained, with plain clothes police officers, New Square security officers and members of public all being of great assistance in detaining the pair. A woman who had been with the two offenders, who had attempted to make off, was also arrested shortly after. She has been released on bail as enquiries continue, with very

strict bail conditions. The two males were taken to custody, and were quickly charged with the attempted murder of the pair of officers. Additionally, the pair were charged with possession of an offensive weapon, possession of an imitation firearm, and a further charge of possession of a prohibited item. The pair are set to appear at Wolverhampton Crown Court in late August.

As for the two officers involved, both were treated at hospital for minor slash wounds, and have since fully returned to work. Both officers greatly appreciate the support and well-wishes they received from local businesses, members of public and their colleagues.

Assault on officers

Three people have been arrested after two police officers were injured in West Bromwich on the morning of 21st July.

A Section 60, giving officers extra powers to carry out additional stop checks was granted, and had been live since 11am, for parts of West Bromwich

Return to college

A carefully orchestrated plan has been developed for the impending return of students to schools, colleges and sixth forms in early September.

From discussions held with the senior leadership team of Sandwell College, we know that they are anticipating 3,000 plus students either joining or returning to college in West Bromwich. This is a substantial

number, and will see a change in West Bromwich town centre – after months of lockdowns, followed by the College and St. Michael's Sixth Form being open at limited capacity.

In addition to liaising with educational establishments, we are also liaising with other partner agencies, along with local businesses, in order to provide reassurance and establish any steps we can take to assist them.

Furthermore, we are always striving to build relationships with the new students and we look forward to meeting them over the coming weeks! As part of this, we are planning to launch new schemes to try and engage with young people on the town centre, such as the launch of a new Streetwatch group, along with advertising local Police cadet groups.



Guardian/robberies

Following weeks of investigation, two offenders suspected of carrying out a number of knife-point robberies in West Bromwich have been arrested. No further details can be provided at this time, but this is a great result for us, after a significant amount of hard work was put into identifying and apprehending them. The spate of knife-point robberies that they are suspected of carrying out had been one of the key reasons

why extra officers from Project Guardian have been present in the West Bromwich area, over the past few weeks.

Whilst the street robberies proved to be a major part of why Project Guardian officers were active in West Bromwich, further results that they have enjoyed in recent weeks have been profound. Along with their role in deterring to help prevent the street robberies, their proactive approach has resulted in the seizure of a number of vehicles,

along with confiscation of drugs, knives and other weapons.

Additionally, preparations are being made by Project Guardian and the local neighbourhood team to ensure a strong police presence around the town centre, once students return to college in September. This will involve regular patrols of ASB hotspots, along with routine weapon sweeps, proactive stop searches, intelligence-led operations and more.

Keep up to date

Twitter @WestBromwichWMP

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youtube.com/westmidlandspolice

instagram.com/westmidlandspolice

Snapchat - Search for WestMidsPolice

flickr.com/westmidlandspolice

soundcloud.com/westmidlandspolice





Success...at our Health & Well-being event

West Bromwich BID are proud to have hosted our first event on the Carters Green entertainment area. The event was called “Health & Wellbeing” on 12th August 2021. We involved all the pharmacies in this area and the local TA Army Reserves Centre plus some partners like Kaleidoscope, Decca, Vaccination bus and the hub in side YMCA.

The BID team look forward to organising more events in this area for the future.



Join us for our next event

AROUND WEST BROMWICH

Saturday 4th September 2021
11am - 4pm
FREE EVENT

QUEENS SQUARE SHOPPING CENTRE
 Dinosaur & Baby Dinosaur
KINGS SQUARE SHOPPING CENTRE
 Carnival Dancers
ASTLE RETAIL PARK
 Jungle Adventure
NEW SQUARE SHOPPING CENTRE
 Sea Sphere Globe & Busy Bumblebees

WEST BROMWICH
Business Improvement District



Towns Fund investment

West Bromwich is set to benefit from £25 million of investment following Sandwell’s successful bid to the Government’s Towns Fund.

West Bromwich was specifically selected by the Government to bid for funding, and Sandwell Council worked closely with partner organisations, councillors, MPs, the business sector and local community to prepare the bid.

The £25 million investment is subject to the submission and approval of final business cases.

Go to
www.sandwell.gov.uk/townsfund
 for more information.

- Planned projects are to:**
- Create a civil and mechanical engineering centre, delivering a range of apprenticeships and training
 - Create a ‘digital den’
 - Regenerate the Town Hall Quarter to boost the cultural and entertainment offer in the town centre
 - Begin the next phase of the town centre transformation, paving the way for a new indoor market, education centre and high-quality housing
 - Create a new green corridor linking the town centre with Dartmouth Park and Sandwell Valley
 - Create new cycling and walking routes across the town centre and to Sandwell Valley



WEST BROMWICH
Business Improvement District

West Bromwich BID

www.westbromwichtown.co.uk



@WestBromwichTC



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



WEST BROMWICH
Business Improvement District

**“DISC” is available to you in the
West Bromwich BID area**

“FREE” of charge!

What is Disc ?

West Bromwich Town BID welcomes our BID Levy payers to the Disc system to share information with it's members.

Disc helps protect you, your staff, your property and your customers from low-level crime and anti-social behaviour.

It can save you money, increase your business, contribute to your bottom-line - and contribute to your local community.

The Disc system is “FREE” of charge to all our BID Levy payers.

With Disc you can:

- Quickly access mugshot galleries of local Offenders who may be banned from your premises.
- Submit incident report as well as Intelligence Report about them and other local trouble makers.
- Access ‘alerts’ about immediate threats to your property.
- Customers and staff as well as news, new documents and information about up-coming events
- Use Disc’s built-in Instant Messaging system to share urgent Alerts with your fellow members.
- Receive a weekly ‘eNewsletter’ summarising everything that’s been added to West Bromwich BID system in the previous seven days.



If you would like more details on the Disc App

Please Contact:-

Lisa Hill **07572 121 906** or email

lisa.hill@westbromwichtown.co.uk



Revamp for outdoor market

We've redeveloped the outdoor market in West Bromwich with new stalls that include solar panels.


The solar panels on these modern stalls power the stall lighting and any surplus energy goes back to the grid.


Sandwell Council's cabinet member for quality homes and thriving neighbourhoods Councillor Zahoor Ahmed, who is responsible for markets, said: "The project has been recognised for its environmentally-friendly design, having been named as a finalist in The Energy Awards 2021 for Public Building Energy Project of the Year – which we're absolutely thrilled about."








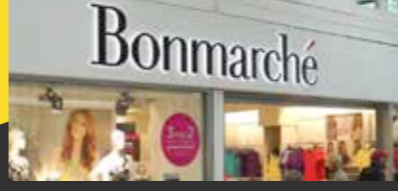





"It's great to see such innovation really improving the High Street in West Bromwich."

"Not only are the stalls more attractive, they're also green – which is really important to us. We've had a really good reaction from shoppers and traders alike and the new stalls are contributing to our plans to further regenerate the town centre."




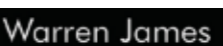



Funding for the project came from the Government's Accelerated Towns Fund, following a successful bid by Sandwell Council.






























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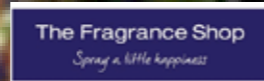


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WEST BROMWICH BID LOYALTY CARD



Discounts available from many stores including:



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Download the West Bromwich BID App



DID YOU KNOW.....?

If your business is part of the West Bromwich BID, your staff will be eligible for our 'West Bromwich Loyalty Card'

Your staff will have exclusive access to offers and discounts in the BID area only

If you are a business in our BID area you can take part in the Loyalty Scheme and offer staff a discount.

Not only does this make your business more visible in and around West Bromwich, but it will also increase footfall into your store.

For more details please visit:
www.westbromwichtown.co.uk
 or contact:
 Tony Vogan
admin@westbromwichtown.co.uk
 07471356372



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Why Us?

We give you a flat, competitive price starting from £120 for tax returns. Ahmed Financial Accountants will take away the hassle of you having to worry about your tax affairs, provided you supply all the relevant information and documents to us with an appropriate timescale. So you can enjoy running your business whilst we deal with your financial matters.

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 (Offer Ends 31st January 2022)

Self-Employed Tax Returns - £95
 (Offer only applies to those that are located in the Sandwell region)

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Town Centre Ambassadors

- BID Ambassadors patrolling the BID area with new uniform
- Each business will have an Ambassador appointed to them as point of contact along with contact details
- Point of contact for information, help and assistance
- Reporting of town centre issues to relevant partners
- Reporting of Anti Social Behaviour, Street drinkers etc
- Working in partnership with SMBC and West Midlands Police



Cleaning Project (to supplement but not replace council services)

- Additional litter pick of the town 6 days a week
- Bi-monthly intense jet wash in most BID areas
- Graffiti Removal
- Weed Removal in public spaces
- Cigarette bins around the BID area
- Recycled chewing gum pots around the BID area

Marketing & Events

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

Hanging Baskets

- Hanging baskets & Planters



Staff Loyalty Scheme

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



Security Project

- West Bromwich Radio Link Scheme
- Disc to be introduced to all businesses in BID area
- BCRP Monthly meetings
- Pubwatch/Betwatch schemes to be introduced
- Youth Street watch with Sandwell College



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 Clarks • Deichmann • Echo Island • Funky Monkeys • Greggs
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 Post Office • Primark • River Island • Schuh • Select • Shoezone
 Shop Mobility • Specsavers • Sports Direct • Subway • Tesco
 Tessuti • Timpsons • The Entertainer • The West Brom • TUI
 Turquoise Kitchen • Warren James • Vodafone • Yours

For the latest news on store openings and hours visit our website at newsquarewestbromwich.co.uk



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