

WEST BROMWICH



BIDNEWS

E A S T E R 2 0 2 2 - I S S U E 2 6

HAPPY EASTER!



BID NEWS

E A S T E R 2 0 2 2 - I S S U E 2 6



PAUL RAMSEY

Chair, West Bromwich BID

West Bromwich BID

www.westbromwichtown.co.uk



@WestBromwichTC



West Bromwich Town centre



Westbromwichtown

A lot has happened since our last edition, and I think I can speak on behalf of the BID team by saying our thoughts are with the people of Ukraine as they face this unimaginable situation.

Thank you for BID Ambassador Harvey for patrolling the area during storm Eunice to ensure everyone was safe. Our Ambassadors are in the area 6 days a week from 8.30am-5pm to provide assistance and update on existing and upcoming projects as well as keeping the public safe. If you have some time to spare and would like to get involved in patrols alongside s PCSO and/or an Ambassador please get in touch.

We are working hard to keep the Town Centre a safe place to live, shop and work. Over 60 local businesses are part of the town centre radio link which allows our businesses and key partners to communicate with each other directly. Each month we hold the Business Crime Reduction Partnership where the BID and partners discuss anything that may be negatively impacting our businesses. The free to download Disc security app is an online sharing system to share anything that may be beneficial for local businesses to know (however, please make sure all

crime is reported via 101) and Pub/Bet Watch enables licensed premises and betting agents to discuss any ASB on a quarterly basis.

In our latest communication with Sandwell Council we received an update of the latest Masterplan for the town centre regeneration. The plans are very ambitious and exciting and can be viewed at the council house or online. They outline the proposal to add a new town square for events, improved transport network, residential development, and green space integration. It is anticipated that over 1500 jobs will be created as a result.

Hopefully sunnier days are just around the corner and we would love to hear your ideas on any possible events to welcome visitors new and old and of course increase footfall. With the installation of hanging baskets and continuous weeding all year round, come spring we should have a colourful town centre.

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

The BEATING HEART OF YOUR MUM'S DAY



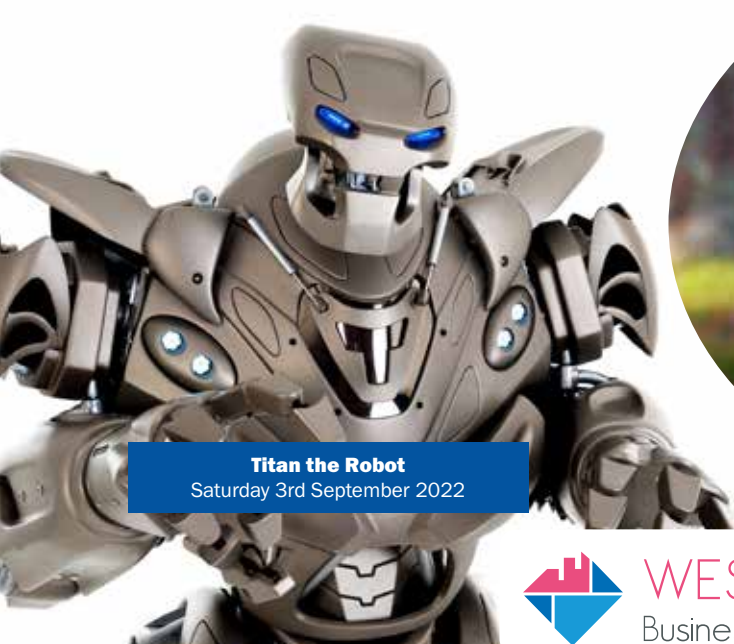
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SOMETHING
SPECIAL!

£100 *Boots*
VOUCHER

ENTER TO WIN

To enter Queens Square Shopping Centre Mother's Day Competition and be in a chance of winning your mom £100 Boots voucher please use this link

www.queenssquaresc.co.uk/



Titan the Robot
Saturday 3rd September 2022



Easter in West Bromwich
Thursday 21st April 2022



WEST BROMWICH
Business Improvement District

Events Calendar for 2022

DATE	EVENT	TIME	LOCATION
Thursday 21st April 2022	Easter in West Bromwich	11am to 4pm	See page 7 of this newsletter
Saturday 4th June 2022	Queens Jubilee	11am to 4pm	Entertainment around the BID area - TBC
Saturday 23rd July 2022	Commonwealth Games (opening)	11am to 4pm	Entertainment around the BID area - TBC
Saturday 6th August 2022	Commonwealth Games (Closing)	11am to 4pm	Entertainment around the BID area - TBC
Saturday 20th August 2022	Summer BBQ in West Bromwich	11am to 4pm	Pedestrian High Street
Saturday 3rd September 2022	Titan the Robot	11am to 4pm	High Street, Queens Square Shopping Centre and New Square Shopping Centre
Saturday 26th November 2022	Xmas light switch on	3pm to 6pm	High Street, West Bromwich
Friday 9th December 2022	Carters Green Christmas event	4pm till 7pm	Carters Green Events area
Saturday 17th December 2022	Xmas around West Bromwich	11am to 4pm	Entertainment around the BID area - TBC

for more information please visit
www.westbromwichtown.co.uk

Easter Bunny Bakery

Thursday 14 April, 11am – 4pm
New Square, West Bromwich

Become a star baker this Easter at New Square! Kids can create their own bunny cookies in the burrow bakery before embarking on a Great Big Egg Hunt with a tasty chocolate reward!

**FREE
EVENT**



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Sandwell Council in conjunction with West Midlands Police and West Bromwich Business Improvement District will soon be introducing the Safe Spaces Scheme to the West Bromwich Town Centre.

This scheme will provide a safe place indoors for anyone who may feel vulnerable, distressed or worried while out and about in the West Bromwich Town Centre.

Safe Spaces are buildings such as shops, banks, libraries and other organization's where you can go if you feel unsafe outside while you call and wait for a family member or friend to collect you, for example, or for the police to arrive.

Organizations and businesses taking place in the Safe Spaces scheme can be identified by a Safe Space sticker displayed in their window.

Contact the Community Safety department at Sandwell Council if you are an organization or business that would like to become a Safe Space by emailing Community_SafetyTeam@sandwell.gov.uk



For more information on the Safe Spaces Scheme in the West Bromwich Town Centre, please visit: www.sandwell.gov.uk/safespaces or call Lindsey Slater on 07917 739104 or email lindsey.slater@westbromwichtown.co.uk

EASTER

in West Bromwich

Thursday 21st April 2022

11am - 4pm



New Square Shopping Centre

Petting Zoo

Queens Square Shopping Centre

Children's Eco Craft Workshop

Kings Square Shopping Centre

Bunny Magic Walkabout

Astle Retail Park

Easter Bunny Walkabout

Pedestrian High Street

Bubbles Stilt Walker



FREE EVENT

hosted by



WEST BROMWICH
Business Improvement District

Regeneration masterplan approved

Ambitious plans to regenerate and revitalise West Bromwich town centre over the coming decades have been approved by Sandwell Council's Cabinet.

Regeneration bosses hope the masterplan will unlock further opportunities to boost the town's future economic growth and long-term prosperity.

Feedback from a public consultation showed there was overwhelming support for change with more than 80 per cent of respondents supporting the plan.

The masterplan underpins the projects already identified under the Town Investment Plan for West Bromwich. The plan includes a new Metro gateway, a town square for events, new green links, squares, parks and improvements to the sustainable transport network.

The council expects the masterplan to generate 1,359 homes, 1,740 jobs, new retail floor space, health, education and community uses and improved public transport accessibility.

The council expects the Masterplan to generate:

- 1,359 new homes;
- £6.6 million extra expenditure by new residents in West Bromwich;
- 1,740 new jobs;
- 12,000m² of new retail floor space – replacing 30,000m² of out-of-date and vacant retail floorspace;
- significant health, education and community uses;
- Improved public transport accessibility.

Sandwell Metropolitan Borough Council

West Bromwich Town Centre Masterplan

"The Future of West Bromwich: A transformational Town Centre Masterplan"





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



West Bromwich Police

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

Current local policing priorities

COVID-19 | Under-25 Violence | Domestic Abuse

Police Update:



West Bromwich Police welcome a new Inspector to Sandwell – Inspector Glynis Tomlinson, please call me Glyn!

I am really delighted to have joined Sandwell NPU in January 2022 as the Sandwell North Neighbourhood Manager, covering West Bromwich, Tipton and Wednesbury.

I joined West Midlands Police in 2001 and have worked across many departments including Response, Child protection, Learning and Development and most recently Neighbourhood Policing.

As part of my role, West Bromwich is a key location and I recognise it as an important business

and leisure venue. It provides important public transport links with both Buses and Trams easily accessed from West Bromwich. Being such a popular location, I am conscious of the problems that it can also attract to an area, such as begging, homelessness, theft from Shops and stalls and street drinking.

However, I have been overwhelmed since my arrival with the fantastic collaborative work that is taking place between the Police including the local Neighbourhood team led by Sergeant Paul Bishop, but also the support of the partners including the Business Improvement Team (BID), Safer Travel, Sandwell College to name but a few, there are many more groups and organisations who are showing their support for West Bromwich to showcase the location.

This collaborative approach will continue and I look forward to meeting you all in person now that COVID restrictions have relaxed and to building on the partnership work going forward to combat the concerns that the Town have been experiencing.

I would like to thank all of you for the tremendous warm welcome I have received since joining Sandwell NPU and I look forward to meeting with you all personally.

You can report issues to the police by the following:-

- Telephoning 101
- Live chat facility at <https://west-midlands.police.uk/contact-us>
- On-line tool Incident report | West Midlands Police (west-midlands.police.uk)

Keep up to date

Twitter @WestBromwichWMP	facebook.com/westmidlandspolice	twitter.com/wmpolice
twitter.com/WMPBreaking	youtube.com/westmidlandspolice	instagram.com/westmidlandspolice
Snapchat - Search for WestMidsPolice	flickr.com/westmidlandspolice	soundcloud.com/westmidlandspolice



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



For future events please check our BID website
www.westbromwichtown.co.uk



Winter Pansies

13th October 2021 to March 2022

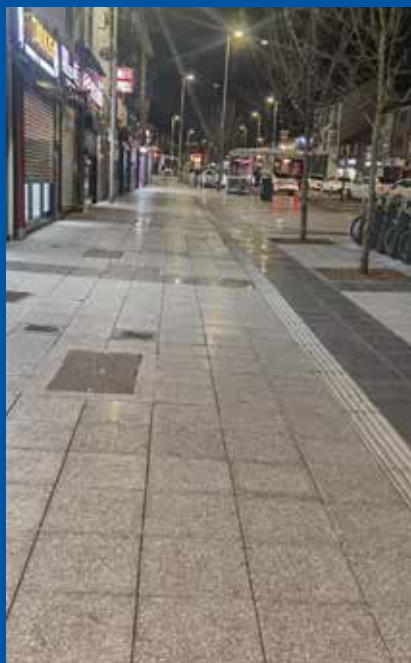
Locations:-

- Lombard Street West
- Lombard Street
- Bull Street
- Shaftesbury Street
- Temple Street
- Sandwell Road
- Dartmouth Street
- Lodge Road
- High Street to Carters Green

West Bromwich BID litter pick 6 days a week 6pm to 9pm.

Here is the timetable of when your area is litter picked.

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Carters Green	High Street (Court House) to St Michaels Street/New Street	Carters Green	New Street	High Street (Premier Inn side)	Carters Green
John Street	Lombard Street	John Street	Providence Place	George Street	John Street
Sandwell Road	Lombard Street West	Sandwell Road	Pedestrian High Street	Overend Street	Sandwell Road
Bratt Street	Victoria Street	Bratt Street	Bull Street	Spon Lane	Bratt Street
Church Street	Price Street	Church Street	Reform Street	Thomas Street	Church Street
Lombard Street	Edwards Street	Lombard Street	New Square Grass verge		Lombard Street
New Square Grass verge	St Michaels Street	Guns Lane			Guns Lane
Guns Lane	Moor Street				
	Lodge Road				



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- ✓ **Free advertising:** Thorough sift & select process, providing you with excellent candidates to consider
- ✓ **Free business needs analysis:** Tailored for your business with recommendations on any funding you may benefit from.

Contact us today for a no obligation discussion regarding your employment needs or scan the QR Code below to fill in an enquiry form.



Meet our West Bromwich BID Ambassadors

West Bromwich BID Ambassadors patrol the BID area over 6 days a week Monday to Saturday. They work 8.30am to 5pm.

Our BID Ambassadors have patrolled areas **8,425** for 2021 and **1,255** for 2022 so far. Please see our breakdown on our patrols in the whole BID area below.

We also keep figures of every business engagement – 2021 = **771** and 2022 = **366** (1/1/2022 to 2/3/2022)

Reported incidents to Sandwell MBC or any other partner for 2022 = **67**

First Aid incidents for 2022 = **5**



Harvey

07572 121 628

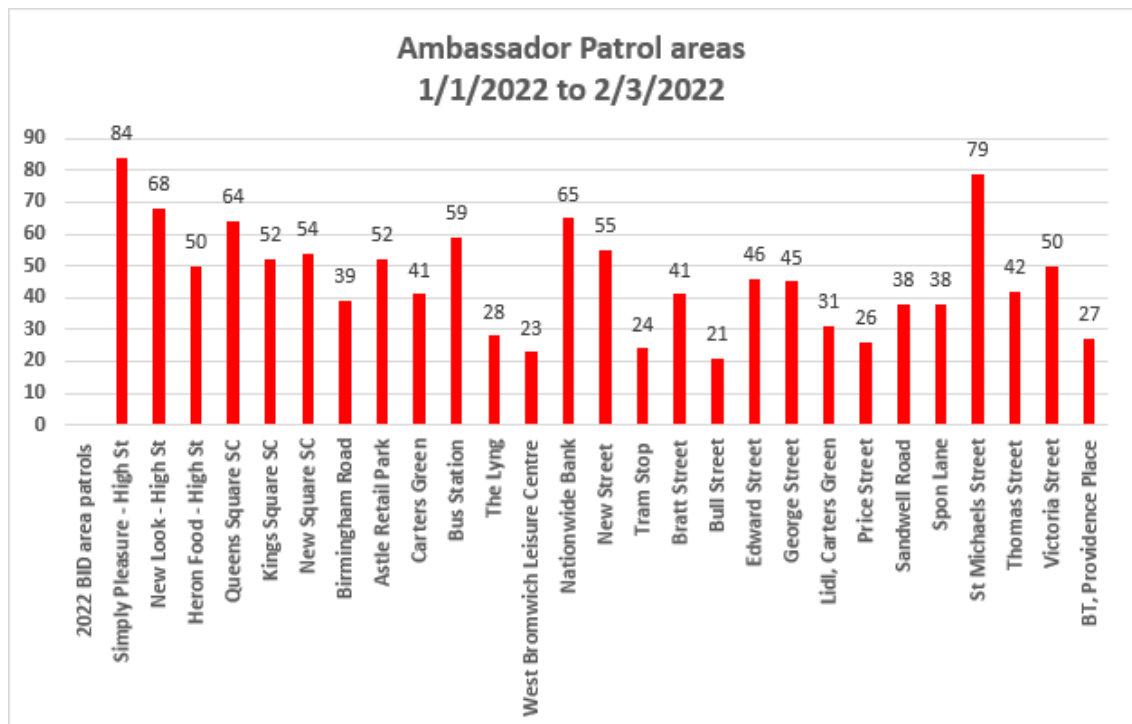
Ambassadors@westbromwichtown.co.uk



Tony

07471 356 372

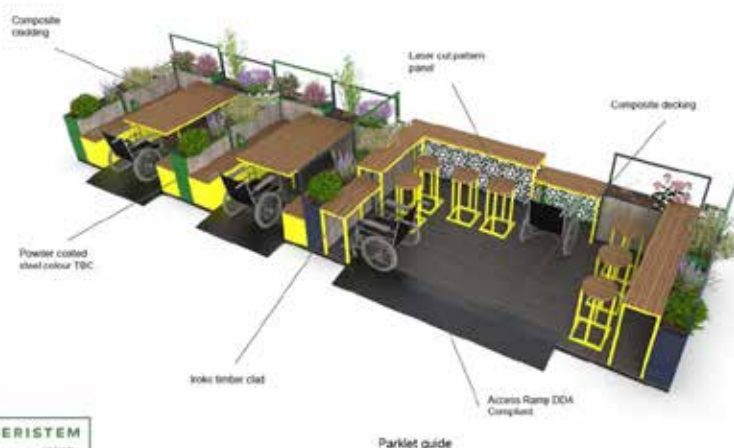
Ambassadors@westbromwichtown.co.uk





Parklet guide

3D Visual - Full Diner Parklet



Urban Greening project

– update –

The West Bromwich Urban Greening project plans to deliver a number of initiatives over a five-year programme, to enhance existing green space and improve the appearance of West Bromwich town centre.

This will include the introduction of new trees, parklets (which include seating, plants and dining amenities) and play space. These will complement planned infrastructure works to establish better links from the town centre to Sandwell Valley.

The first instalment of funding has enabled the project to start landscape design work, undertake critical infrastructure surveys and progress to the final stage of detailed design of the scheme.

A condition survey is planned for the historic fountain and clock on Princess Parade. This will help understand the scope of the restoration and opportunities to introduce lighting to showcase these heritage assets.

A cultural programme will also be delivered

alongside the capital development works, including community involvement and artistic interpretation to help improve the physical and mental wellbeing of people. The cultural programme will start later this spring, following the successful appointment of a local provider.

The Urban Greening project is part of the Department for Levelling Up, Housing and Communities' Towns Fund investment programme for West Bromwich, with Sandwell Council, West Bromwich Business Improvement District (BID) and other partners working closely together on the details of the scheme.

For more information on the project or to provide feedback on the parklet proposals, contact Lisa Hill at West Bromwich BID.

Caption for images: Concept designs for parklets based on initial consultations – these are subject to change as detailed planning and design continue.

Six form and College are not your only option!

Skills Training UK is a leading independent Apprenticeships and Traineeships provider at the forefront of thinking and policy in skills, education, and employability. Each year we empower thousands of young people and adults to improve their lives by developing the skills and self-belief to progress, including through programmes of study, offering an alternative to school education.

We were awarded the Training Provider of the Year for the Times Education Supplement FE Awards for 2019 and Outstanding Contribution to the development of Apprenticeships at the AAC Awards. In 2020 we were awarded Apprenticeship Provider of the Year at the TES Awards also.

Why choose Skills Training UK?

**BTEC
Qualifications**

Smaller Class sizes

**English & Maths
available up to
GCSE**

**1-2-1 Careers Advice
& Mentoring**

College and Sixth Form not for you?



We're not like school or college – classes are smaller, your programme is tailored to you and our supportive trainers and mentors will help you reach your potential.

We offer vocational qualifications at Level 2 and 3 alongside qualifications in English and Maths if you need them.

We support individuals to succeed in their careers by developing their knowledge and skills, and by igniting their confidence and motivation.

Our courses for 16–18-year-olds

These are Level 2 and 3 BTEC courses designed to support 16–18-year-olds who are not in education, employment, or training. Tutors help learners develop their skills and confidence with the aim of progressing into a job, Traineeship, Apprenticeship, or further education.

Our Traineeships

Traineeships are for young people aged 16–24 who do not have the qualifications or industry experience to start a full-time job. In partnership with employers, Skills Training UK has developed sector-specific Traineeships that are relevant to today's job market, maximising the chances of securing employment.

Employers' incentive for offering Work Experience

Are you a local employer within the West Bromwich BID District?

If your business can offer work placements to a young person on our training programmes, or if you'd like support to recruit more young people, please get in touch so we can discuss your needs.

Traineeships provide young people aged 16–24 with industry specific training and work experience of between 70 – 100 hours duration and can last between six weeks and six months. There is no limit to the number of traineeship work placements that an employer can offer. The government's £111m investment means:

Employers completing a work placement with a trainee from 1 September 2020 to July 2022 will receive a £1,000 Government grant per learner. This includes up to ten trainees per region for employers. National employers can apply for multiple regions.

If you are looking for an Apprentice, we have a dedicated apprenticeship department that can support your business needs!



Get in touch



Please contact us on 0121 803 9504 or email

victoriapickerill@skillstraininguk.com or visit our West Bromwich Centre

2nd Floor Kingston House, 438 High Street, West Bromwich, B70 9LD

www.skillstraininguk.com



Registered Office: Skills Training UK, Hygeia House, 3rd Floor, 66 College Road, Harrow HA1 1BE.
Company Reg. No. 037 13 193. VAT Reg No. 735828113.



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West Bromwich Town Centre



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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



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