

WEST BROMWICH

 WEST BROMWICH  
Business Improvement District

# BID NEWS

SUMMER 2022 - ISSUE 27

## WEST BROMWICH WELCOME'S THE COMMONWEALTH

**SATURDAY 23RD JULY 2022**

**11AM - 4PM**

**Pedestrian High Street  
Cricketers**



**New Square Shopping Centre  
Hula Hoop Workshop &  
Walkabouts**



**Queens Square Shopping Centre  
Adjudicators**

**Kings Square Shopping Centre  
The Legwarmers**



*There will also be a performance at  
3.30pm on High Street (towards  
Birmingham Road)*



**Astle Retail Park  
The Man of All Sports**

Hosted By



WEST BROMWICH  
Business Improvement District

**FREE  
EVENT**



WEST BROMWICH



# BID NEWS

SUMMER 2022 - ISSUE 27



**PAUL RAMSEY**

Chair, West Bromwich BID

**West Bromwich BID**

[www.westbromwichtown.co.uk](http://www.westbromwichtown.co.uk)

[@WestBromwichTC](https://twitter.com/WestBromwichTC)

[West Bromwich Town centre](https://www.facebook.com/WestBromwichTowncentre)

[Westbromwichtown](https://www.instagram.com/Westbromwichtown)

**S**unnier days are finally upon us and I hope everyone is enjoying the glorious weather.

Following the installation of 60 hanging baskets and continuous weeding all year round, we should have a colourful town centre once the flowers are in bloom during the summer months.

For a cleaner town centre a revised and improved jet spraying scheduled for the BID area has also been approved so this will enhance the pedestrian areas for shoppers.

Thank you to everyone who joined in the Queens Jubilee window dressing competition. An astonishing 98 businesses took part in the competition. Thank you to local MP Nicola Richards for judging entries and a huge well done and congratulations to our winners – Billingham's Florist, Shaws Direct and Shelter.

The Commonwealth Games are just around the corner and we have some fantastic family friendly events to celebrate the opening and closing ceremonies. These will take place on Saturday 23rd July and Saturday 6th August. Let's not forget that locally, Sandwell Aquatic Centre will be hosting swimming events which may well increase footfall within the town centre due to the use of local hotels and the metro rail link.

As always, our ambassadors are out and about patrolling the town, please continue to let them know if you need any help or support.

Please continue to give us your feedback on how we can support you better.

*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](mailto:admin@westbromwichtown.co.uk). Thank you, Lisa, Kelly, Tony, Harvey and Lindsey.

# Summer of Champions

FREE EVENTS

To celebrate The Commonwealth Games, New Square is inviting mini champions to join us in our Summer Sports Zone every Thursday.

## THE AWESOME GAMERS 28TH JULY 11AM – 4PM

Join in the world's most exciting sports day, with all the classics from hula hoops to the classic egg and spoon race!

## SPORTY FACE PAINTING 4TH AUG 11AM – 4PM

## ROLL UP! ROLL UP! 11TH AUG 11AM – 4PM

Brush up your circus skills with a circus professional!

## SPORTY FACE PAINTING 18TH AUG 11AM – 4PM

## GOALLL!! 25TH AUG 11AM – 4PM

A day of football fun for all ages.

## EVERYONE'S A WINNER 1ST SEPT 11AM – 4PM

Design your own medal before taking your place on top of the podium for a picture perfect photo opportunity!



SHOPPING, FOOD, FASHION, MOVIES, EVENTS, AND SO MUCH MORE.

[f](https://www.facebook.com/newsquarewb) [i](https://www.instagram.com/newsquarewb) [t](https://www.tiktok.com/newsquarewb) [y](https://www.youtube.com/newsquarewb) [newsquarewb.com](https://www.newsquarewb.com)



# Events Calendar for 2022

DATE	EVENT	TIME	LOCATION
Saturday 23rd July 2022	<b>West Bromwich Welcomes the Commonwealth Games</b>	11am to 4pm	Queens Square, New Square Astle Park, Kings Square Pedestrian High Street
Saturday 6th August 2022	<b>West Bromwich Mini Games</b>	11am to 4pm	Pedestrian High Street
Saturday 20th August 2022	<b>West Bromwich Fashion Show</b>	11am to 4pm	BID area
Saturday 3rd September 2022	<b>Titan the Robot</b>	11am to 4pm	High Street, Queens Square Shopping Centre and New Square Shopping Centre
Saturday 26th November 2022	<b>Xmas light switch on</b>	3pm to 6pm	High Street, West Bromwich
Friday 9th December 2022	<b>Carters Green Christmas event</b>	4pm till 7pm	Carters Green Events area
Saturday 17th December 2022	<b>Xmas around West Bromwich</b>	11am to 4pm	Entertainment around the BID area - TBC

**for more information please visit**  
[www.westbromwichtown.co.uk](http://www.westbromwichtown.co.uk)



Check out Queens Square Shopping Centre's new  
**SUMMER SELFIE SPOT**  
and make sure you follow our links on Facebook & Instagram to enter our monthly competitions!  
**@queenssquaresc**

**West Bromwich Town Centre Safe Spaces Scheme**

“Is someone behaving in a strange way around you?”

“Does it feel like someone is following you?”

“Do you feel unsafe outside?”

Visit a Safe Space in West Bromwich town centre who can provide you with refuge inside whilst you call and wait for further support to arrive.

For a full list of Safe Spaces, visit: [www.sandwell.gov.uk/safespaces](http://www.sandwell.gov.uk/safespaces)



At British Heart Foundation in Princess Parade, West Bromwich – PCSO Parveen Kumari (Sandwell Police), Councillor Kerrie Carmichael (Leader of Sandwell Council), Caroline Williams (British Heart Foundation), Lindsey Slater (West Bromwich Business Improvement District), Councillor Bob Piper (Deputy Leader of Sandwell Council), and PC Charlotte Brown (Sandwell Police)

# WEST BROMWICH WELCOME'S THE COMMONWEALTH

## SATURDAY 23RD JULY 2022

### 11AM - 4PM

**Pedestrian High Street Cricketers**

**New Square Shopping Centre Hula Hoop Workshop & Walkabouts**

**Queens Square Shopping Centre Adjudicators**

**Kings Square Shopping Centre The Legwarmers**

**Astle Retail Park The Man of All Sports**

*There will also be a performance at 3.30pm on High Street (towards Birmingham Road)*

Hosted By  
**WEST BROMWICH**  
 Business Improvement District

**FREE EVENT**

# SAFE SPACES ARE NOW AVAILABLE

*A Safe Spaces scheme has now launched in West Bromwich.*

**S**afe Spaces provide people with places to wait indoors for support if they ever feel unsafe while out and about in the town centre.

People can call and wait for a family member or friend to collect them – or wait for the police to arrive.

Look out for shops and buildings with the ‘We are a safe space’ sticker displayed on the window.

Thank you to businesses and voluntary groups taking part in the scheme, which is supported by

Sandwell Council, West Midlands Police and West Bromwich Business Improvement District.

The network is part of the Home Office-funded Safer Streets project in West Bromwich, which has a particular focus on tackling violence against women and girls.

Go to [www.sandwell.gov.uk/safespaces](http://www.sandwell.gov.uk/safespaces) to find out more, including a map of Safe Spaces in the town centre.



For more information on the Safe Spaces Scheme in the West Bromwich Town Centre, please visit:

[www.sandwell.gov.uk/safespaces](http://www.sandwell.gov.uk/safespaces)

or call Lindsey Slater on 07361 917 900

or email [ambassadors@westbromwichtown.co.uk](mailto:ambassadors@westbromwichtown.co.uk)



## ASTLE RETAIL PARK: GETTING YOU READY FOR SUMMER FUN

*Getting ready for a summer of fun? Astle Retail Park, adjacent to West Bromwich town centre, is the town's leading leisure and retail park with more than 115,000 sq ft of retail space.*

**F**rom buying affordable treats at Oops!, the nationwide food and beverage clearance store, for a family day out, to heading to high street favourite B&M for everyday household goods, toys and garden products, there is plenty of choice to suit all pockets.

And with the long school holidays on the horizon, there's no need for the children to be bored, thanks to Inflatation. The fun inflatable theme park has an array of activities, including slides, obstacles, games and a ball pool that even the youngest children can enjoy.

Those wanting to get out on the road can also head to Leisure Lakes, the specialist bicycle retailer that has a host of market-leading technology and innovations to help cyclists choose equipment to fit them perfectly, and leading Spanish retailer Máximo-Moto for motorcycle clothing and equipment

Afterwards, treat yourself to something tasty to eat and drink at GDK (German Doner Kebab) and Subway, while night owls can enjoy mocktails, shakes, desserts and ice creams at the Vogue Café Lounge, and mouthwatering Indian cuisine at Paradise Lounge and Restaurant.

Astle Retail Park, which is also home to M&S Outlet, Pavers, Sonique and Pure Gym, has 300 car parking spaces, plus four chargers for electric vehicles.

We hope to see you soon.



**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](mailto: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:



Inspector Glynis Tomlinson

The west Bromwich Neighbourhood Team have been really busy over the last few weeks and have continued the partnership approach to tackling Crime and Antisocial behaviour in the Town Centre.

The sunny weather and the Recent jubilee activities have certainly put a smile on us all and its really lovely to see all the communities getting together and sharing in all the activities.

There have been a number of events that the West Bromwich Neighbourhood Team have supported including the Shine the Light Festival, and the recent Crime Prevention event in the Town. It was really great seeing everyone come and speak to the officers and our partners. I look forward to more of these activities and engagement opportunities taking place.

Unfortunately a small minority of people who are visiting the town still behave in a manner which is not acceptable and the team are really keen to ensure that this is prevented. The Police priorities

continue to be tackling violence, particularly Under 25 Violence and challenging this behaviour. Understanding why there is a need for some young people to carry and use weapons. The team continue to be supported by the Guardian Police patrols which are conducted during key times in the town, during lunch times and the end of school and college.

We have completed a number of stop and searches where appropriate and have identified and seized drugs and weapons. The team continue to support our colleagues who work in our primary and Secondary schools providing relevant information around safeguarding and how they can manage conflict and prevent incidents from escalating.

Some recent good news – The team have recently arrested a Prolific offender that was using a number of petrol stations across Sandwell to fill up their tank but not pay!

The team have also seized an off road bike that was being used in an anti-social way. The team have arrested and detained a number of Shop Lifters and we will continue to work with businesses to identify the most prolific to ensure action is taken to prevent their activity and issue Criminal Behaviour Orders.

Last minute Preparations are now focused on the Common Wealth Games and many of the officers will be working and supporting this across Birmingham. This is a huge resourcing challenge for West Midlands Police however, it will be an exciting time and I am sure an event of this scale will not be repeated!

I am really looking forward to the games and showcasing the West Midlands and although we will have fewer officers during this period there will still be a presence and we will continue to work and support our partners.

#### 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](https://west-midlands.police.uk))

### Keep up to date

Twitter @WestBromwichWMP	<a href="https://facebook.com/westmidlandspolice">facebook.com/westmidlandspolice</a>	<a href="https://twitter.com/wmpolice">twitter.com/wmpolice</a>
<a href="https://twitter.com/WMPBreaking">twitter.com/WMPBreaking</a>	<a href="https://youtube.com/westmidlandspolice">youtube.com/westmidlandspolice</a>	<a href="https://instagram.com/westmidlandspolice">instagram.com/westmidlandspolice</a>
Snapchat - Search for WestMidsPolice	<a href="https://flickr.com/westmidlandspolice">flickr.com/westmidlandspolice</a>	<a href="https://soundcloud.com/westmidlandspolice">soundcloud.com/westmidlandspolice</a>



# COMMONWEALTH GAMES INFORMATION

*Sandwell is host to the Sandwell Aquatics Centre which will hold the swimming and diving events during the Birmingham 2022 Commonwealth Games.*

The centre will be in operation from 29 July to 8 August and as a result there will be some local traffic restrictions close to the venue.

To see what this may mean for you, you can view the Local Area Traffic Management and Parking Plan (LATMPs) for Sandwell Aquatics Centre here.

Although it doesn't pass through Sandwell, we would also encourage you to take a look at the LATMP map for the Cycling Time Trial which will travel from Wolverhampton to Dudley on Thursday 4 August here. Roads are expected to be busier in the Sandwell area on the day of this event.

There are also several venues and sports occurring in Birmingham, all of the LATMPs for these areas are available here.

As a result of the Commonwealth Games coming to the West Midlands region, we are expecting the road and public transport networks to be significantly busier than usual. Therefore, in Sandwell our advice to businesses is:

- Plan ahead. Get your business ready to avoid disruption. Consider how your staff, visitors, customers and others will be affected and what this means for your business
- Work together with your supply and delivery chain to identify the best ways to avoid disruption to deliveries
- Ask people to consider leaving the car at home if they can, could they complete their journey by walking or cycling, or via public transport?
- Roads will be busiest in the area between 11am and 2pm, could you retime your journey and leave slightly earlier or later?
- Rail services to Smethwick Galton Bridge and The Hawthorns are expected to be very busy on event days. Rail services to and from Birmingham City Centre are expected to be busy between 1PM and 2PM and 9PM and 11PM, look to re-time your journey to outside these times if possible.
- Information on bus services will be provided in due course. Follow @GetSet2022 on Twitter to stay up to date
- Use our road and rail network maps to see which junctions or services are likely to be busy on which days and at which times, a bus network map will also be available at a later date on the same page
- Please complete our quick "Get Games Ready Form", this will ask you some short questions about your business and will provide you with suggested solutions for how you may be able to adapt during the Games
- If you would like to receive regular travel advice and updates in relation to the Games, please sign up for our newsletter
- Please download our business toolkit to access free posters, social media assets, email signatures and more to help spread the word of the Games

If you have any questions at all in relation to transport during the Games, please contact: [cwgbusinesssupport@tfwm.org.uk](mailto:cwgbusinesssupport@tfwm.org.uk)



## Summer Hanging Baskets

19th June 2022 to October 2022

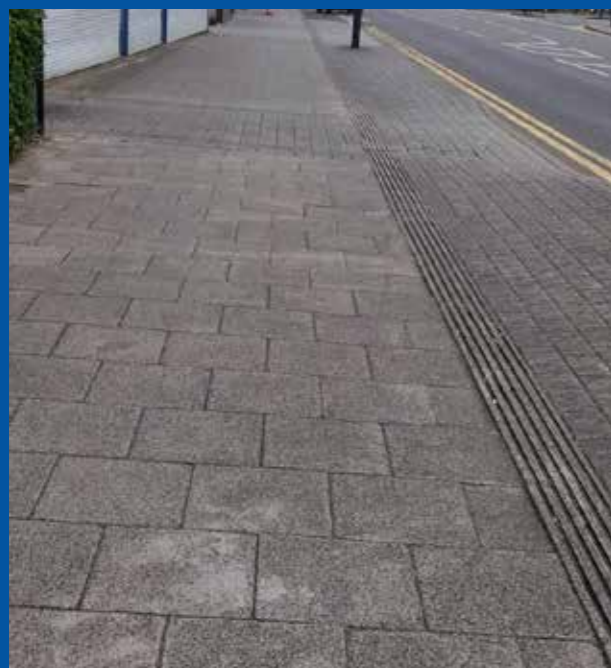
### Locations:-

- 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				



**FREE EVENT**

# West Bromwich Mini Games

**Saturday 6th August 2022**  
**11am - 4pm**  
**Pedestrian High Street**



**Street Games**



**Archery**



**Arts & Crafts**

hosted by





# WEST BROMWICH BID PROJECTS

## Town Centre Ambassadors

Our BID Ambassadors patrol the BID area 6 days a week. They are a point of contact for businesses who require any information about the BID. We manage Safe Spaces and are always available for any help and assistance.



## Cleaner & Greener

The BID try to make the BID area a cleaner and greener town by:

- Additional litter picking (outside of SMBC hours) 6 days a week.
- Intense jet wash of the BID area.
- 60 hanging baskets installed around the BID area.
- Graffiti and weed removal.
- Reporting of any fly-tipping or graffiti on public land to Sandwell Council.

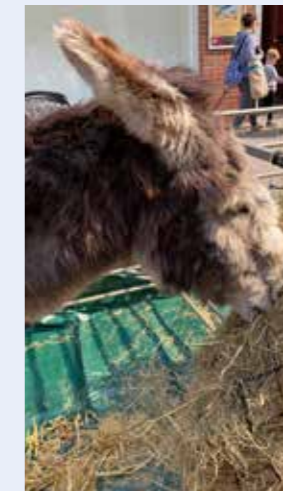


## Marketing

- The BID use their website - [www.westbromwichtown.co.uk](http://www.westbromwichtown.co.uk) - to promote the town centre.
- BID News Magazine
- Social Media Pages (Facebook, Twitter, Instagram & Linked-In)
- Staff Loyalty Card for staff who work in the BID area.

## Events

The BID pride ourselves on the events which we organise for our Levy payers to welcome new visitors to the town which will help increase footfall in the BID area.



## Security

The safety and security of our businesses is an important project of the BID.

We do this through the following ways:

- West Bromwich Radio Link Scheme
- Disc - An information sharing app, free to all businesses in the BID area.
- Monthly Business Crime Reduction Partnership Meetings.
- Quarterly Pub/Bet Watch meetings with all licensed premises in the BID area





Meet our

# West Bromwich BID Ambassadors

West Bromwich BID Ambassadors patrol the BID area over 6 days a week Monday to Friday 8.30am to 18.00 and Saturday 8.30am to 5pm.

Our BID Ambassadors have patrolled areas **8,425** for 2021 and **4,091** for 2022 so far. Please see our breakdown on our patrols in the whole BID area below.

Business Engagement in our BID area for 2021 we had - **771**. For 2022 we have = **1,856** so far.

Reported incidents to Sandwell MBC or any other partner for 2022 = **174**

First Aid incidents for 2022 = **10**



## Harvey

07572 121 628  
Ambassadors@westbromwichtown.co.uk



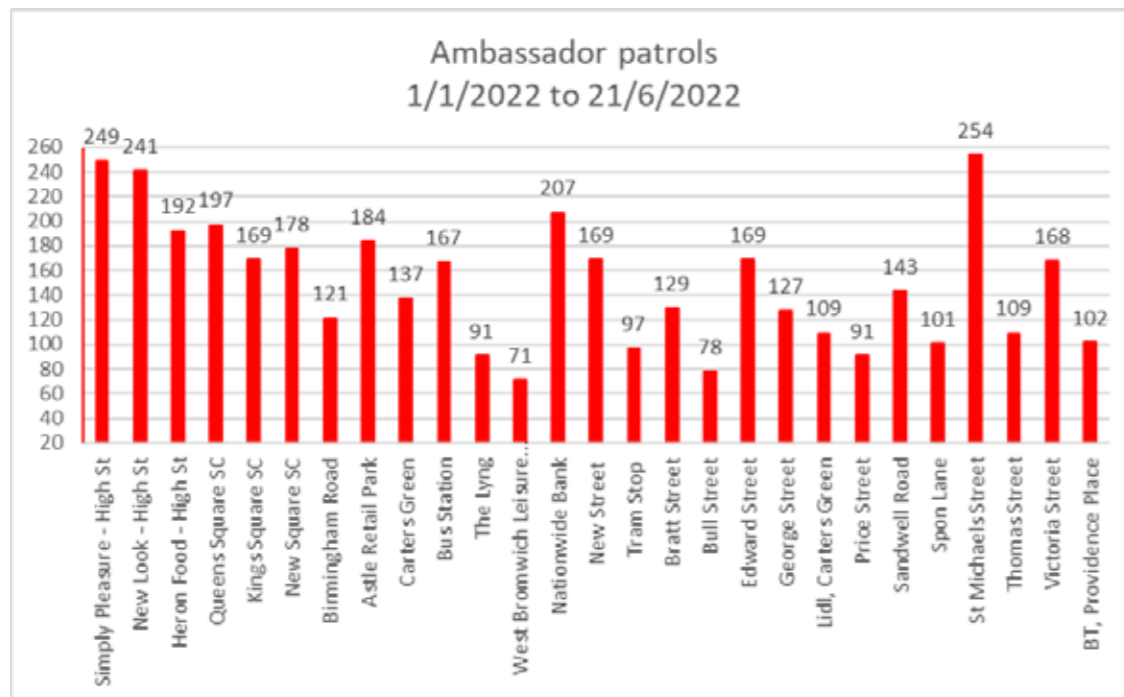
## Tony


07857 947 462  
Ambassadors@westbromwichtown.co.uk







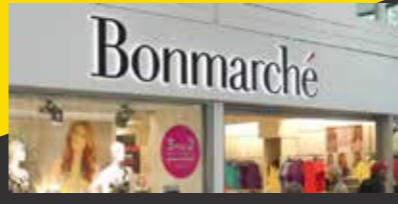




## Lindsey

07361 917 900  
Ambassadors@westbromwichtown.co.uk




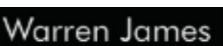
















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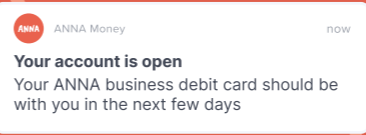


# The business account and tax app for small businesses

With ANNA Money you get a business account and debit cards, as well as tools for invoicing, receipt scanning, expenses and calculating your taxes. Handy.



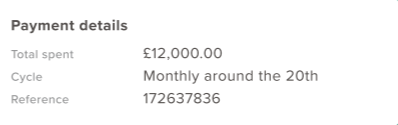
## The ANNA business account



**Get an account in minutes**  
Get an ANNA Mastercard® within 2-3 business working days.



**Multiple debit cards for your business**  
Still reimbursing employee expenses? Give them their own ANNA debit card



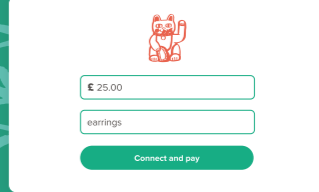
**Free, easy Direct Debits**  
It's simple, quick and free to set up Direct Debits



**International payments IBAN**  
Business crosses borders. You can now easily send and receive international payments



**Get 1% cashback**  
Get cashback when you pay for a range of business expenses. Ker-ching!



**Accept payments online**  
Get your own unique payment page so your customers can pay you in a click

## Automated bookkeeping

- Scan and sort receipts
- Categories expenses
- VAT filling
- MTD and HMRC compliant app
- Xero and Sage integration
- File VAT returns from the app

Book an appointment with your local ANNA representative

07498 999173  
warren@anna.money



# REPORT IT STOP IT

You can help the Police to stop crime in West Bromwich by reporting it.



For non emergency incidents

**Call 101**

In an emergency, always

**Dial 999**



Quickly and easily report a non-emergency incident at

[www.west-midlands.police.uk/incident-report](http://www.west-midlands.police.uk/incident-report)

Scan the code to chat live to West Midlands Police



SCAN ME



*Nicola Richards*

MEMBER OF PARLIAMENT  
FOR WEST BROMWICH EAST



# REPORT IT  
STOP IT

This West Bromwich business **ALWAYS** reports crime.



DO YOU NEED MY HELP WITH ANY LOCAL ISSUES OR CONCERNS?



**0121 553 6897**



[www.nicolarichards.org.uk](http://www.nicolarichards.org.uk)

*Nicola Richards*

MEMBER OF PARLIAMENT  
FOR WEST BROMWICH EAST





WEST BROMWICH  
Business Improvement District

**West Bromwich BID**

[www.westbromwichtown.co.uk](http://www.westbromwichtown.co.uk)

@WestBromwichTC

West Bromwich Town Centre

Westbromwichtown

**Queens Square Shopping Centre:**

[www.queenssquareesc.co.uk](http://www.queenssquareesc.co.uk)

**Kings Square Shopping Centre:**

[www.kings-square.net](http://www.kings-square.net)

**New Square Shopping Centre:**

[www.newsquarewestbromwich.co.uk](http://www.newsquarewestbromwich.co.uk)

**Astle Retail Park:**

[www.astlepark.co.uk](http://www.astlepark.co.uk)

**Here Come's The Sun**

Summer has finally arrived and we're going to be ready for it with some of the hottest summer styles from New Square Shopping Centre. From classic florals to pops of colour, you can find anything you need for your summer style!

**H&M – smileyface shorts £24.99**

**Tesco – Cali Lemon Print Sundress £16**

**primark – peach twisted mule £14**

**Peacocks – White Graphic T-Shirt £12**

**H&M – Girl's Swimsuit £15.99**

**River Island – Chelsea Girl Crop Top £15**

**NEW SQUARE WEST BROMWICH**

# Long term parking now available at New Square – Primark and multi-storey car park only.

Up to 8 hours parking for £6 in Primark and multi-storey long stay car park only Spend £5 in Tesco, receive a voucher worth £1.60 which can be used on all tariffs.

Pay by card or coins at Pay machines  
**No Change given**

**Download the Nexuspay  
app available on Apple  
and Android**

£39 for 28 days

£12 for 7 days



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SQU  
ARE**  
WEST BROMWICH

SHOPPING, FOOD, FASHION, MOVIES,  
EVENTS, AND SO MUCH MORE.

    [newsquarewb.com](https://www.newsquarewb.com)