

WEST BROMWICH



BIDNEWS

WINTER 2023 - ISSUE 31



WEST BROMWICH



BID NEWS

W I N T E R 2 0 2 3 - I S S U E 3 1



JACKIE CLAY

Vice-chair, West Bromwich BID

West Bromwich BID

www.westbromwichtown.co.uk



@WestBromwichTC



West Bromwich Town centre



Westbromwichtown

Nights are drawing in as we enter Autumn, but the BID Team have a fun filled few months to offer you all.

We have enjoyed a summer hosting several events around the town which saw many customers/businesses joining in the fun.

Following on from hosting the additional fully funded 'first aid in the workplace' training sessions we offered earlier in the year we have continued with offering 'counter terrorism workshops' and 'self defence in the workplace' training. It has been great to see such a positive attendance from all our businesses and we will continue to

deliver these opportunities to you all. Thanks to Select Lifestyles for having us.

We hope to see lots of you in the coming weeks at our exciting events including the infamous Christmas Light Switch and in joining us in donating to help Black Country Women's Aid donation month.

If you require any help or support please do let the Bid Team know they are out and about 6 days a week 8.30am to 17.30pm.

Thank you all on behalf of West Bromwich BID Team Jackie, Lisa Tony, Harvey, Lindsey and Alina.

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



CHRISTMAS

IN CARTERS GREEN

Christmas Style Dinosaur Walkabout

Christmas Workshop

Christmas Entertainer

Christmas Costume Walkabout

SATURDAY

09
DEC

11:00am -

15:00pm

Carters Green, West

Bromwich



WEST BROMWICH
Business Improvement District



For this BID Newsletter, I thought we could do something slightly different and give you an insight to policing from one of our new student officers, PC Matthew Cooper joined the West Bromwich Town Centre Policing Team earlier this year and here's what he has to say:

I am PC Matthew Cooper a student officer on the Police NOW programme - this programme strives to place a greater focus on neighbourhood policing and tackle long term problems within

communities. Below explains why I joined the police, explains a little more about being a part of Police NOW and my time on West Bromwich Town team - as I come to the end of my first year.

While it sounds cliché, fundamentally I joined the police to help people. I feel privileged to be in the position that I am and love engaging with my local community on an array of issues to try and make them feel happier and safer in their day to day. Despite joining the Police straight after university, I didn't join without my doubts. Seeing how the police had let the public down on so many levels in recent years, I had apprehensions to join an organisation that was letting so many down. Police Now was what changed my mind about this and continues to make me positive about the future of policing.

Having gone through their graduate leadership programme, Police Now is an organisation that is frank and honest about the state of policing and has a clear vision on how they intended to try and change any negative cultures that currently exist within policing as well as promote new approaches to policing by employing the right individuals and giving them the skills to engage with the public and fundamentally start meeting their expectations.

Since joining the police, my main focus as an officer has been on providing an excellent service to my local neighbourhood, engaging regularly with key members of the public, to better understand the problems they face and trying to unite them and tackle said issues. Since joining I have taken extra care to build relations with key organisations on West Bromwich Town Centre such as the security teams on New, Queens and Kings square, the

management for the market place, shop owners, members of bus station staff, local charities such as Cranstoun drug intervention and the Let's Chat Hub and of course the BID.

With the support of my supervision and the specialist training provided by Police Now in relation to tackling long term policing problems through evidence-based strategies, I have placed a great deal of focus on finding new solution to tackle long term issues caused by Anti-Social Behaviour. Since being on the team I have engaged with several groups within the local community to try to find unique solutions to street drinking which causes massive detriment to local business, often acts as a catalyst for crime on the town and has significant impact on the overall feeling of safety in West Bromwich.

Over the last months I have assessed the problem and why it exists and started to put in place a strategy which looks to engage the problem in new ways after assessing that previous attempts to tackle this issue haven't been effective. Within this strategy I intend to engage problem individuals and offers them better social support in return for them agreeing to certain criteria. In doing this I aim to take a unique approach to the issue that promotes the support of vulnerable members of the community whilst also aiming to put conditions in place so that they can be more effectively managed if they choose to continue to cause ASB despite the support.

In essence the scheme aims to largely promote a supportive approach to the issue rather than one that aims to prosecute individuals with addictions and suffering from deprivation. Despite only making some small changes in the form of engaging the problem groups with Cranstoun in plain clothes and then continuing to build a rapport and offer an education to the groups about the issue's street drinking causes the local community I am positive about the impact this change in approach is already having. Whilst this scheme has received a major setback in the form of the Lets Chat Hub being set for closure at the end of the month, I am working hard to find a suitable solution to this, and still remain positive about the work that has already been done as well as the future of my project.

I am stationed for a minimum of another year in West Bromwich and I'm so proud to be a part of this community. I can't wait to continue to support the local area during my second year of policing and will always welcome any support or advice that you have as I finish my student phase of my policing career.

Regards

Paul

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



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Business Improvement District

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Facebook - West Bromwich Town BID



Instagram - westbromwichtownbid



Linkedin - West Bromwich Town Business
Improvement District

New App !!

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"West Bromwich BID"
Apple or
Android

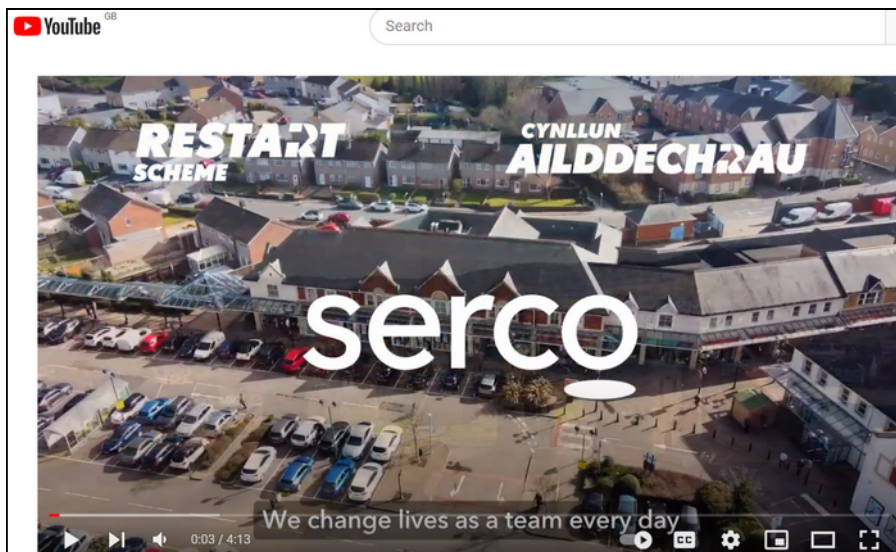


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Email: eeewestcentral@serco.com



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We deliver this programme on
behalf of

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In
partnership
with



Department
for Work &
Pensions

West Bromwich

Christmas Lights Switch - On

Saturday 25th of November 2023

15:00pm - 18:00pm (Lights Switch-On at 17:15pm)

Farley Fountain, Princess Parade, High Street,
West Bromwich, B70 7QU



East 17



Amy Lou



Bhangra Dancers

Refreshments

Mini Fairground Rides

Facepainting/Balloon Modelling



Hosted By



WEST BROMWICH
Business Improvement District

Footfall Figures

for West Bromwich Town Centre

Areas covered:-

Bull Street, West Bromwich Ring Road, High Street (towards traffic lights), Princess Parade
Duchess Parade, New Street, St Michaels Street, High Street, Carters Green

Please see tables below of these areas for 2023 so far...

From August 2022
to August 2023

West Bromwich Town Footfall

up by

38.6%

Bull Street/High Street/Princess Parade

up by

123.5%

Duchess Parade/New Street/St Michaels Street

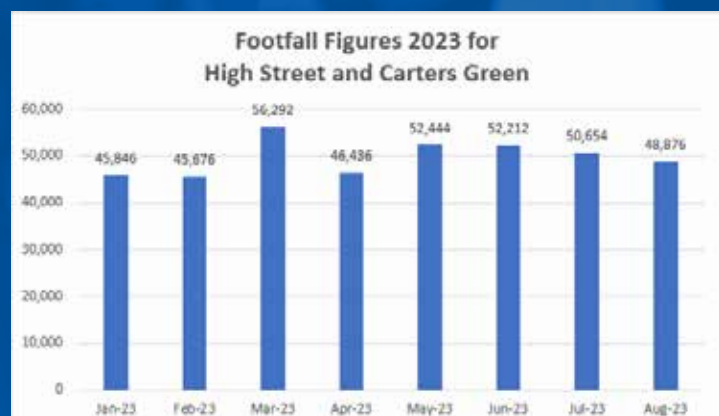
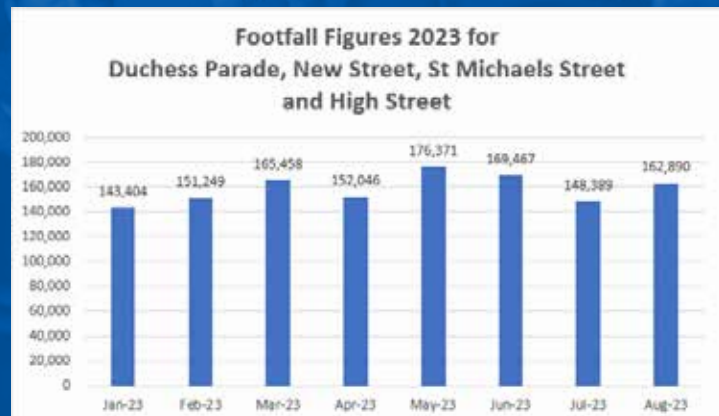
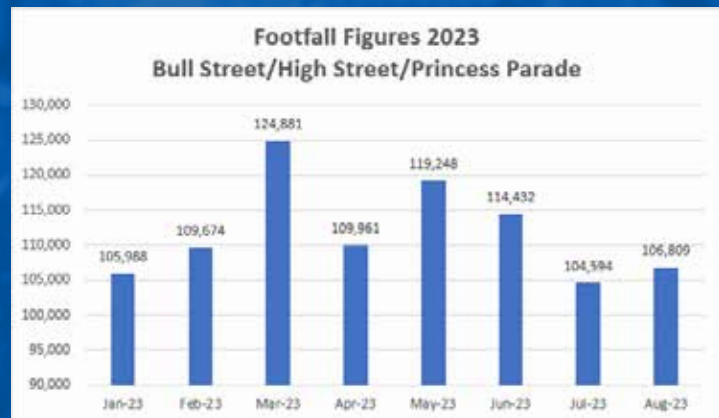
up by

155%

Carters Green

up by

119.6%





SUPPORTING AND REPRESENTING SANDWELL'S COMMUNITY GROUPS AND CHARITIES

Helping organisations improve the lives of local residents with information and support, sourcing funds, organising projects and much more.

Visit www.scvo.info
or call 0121 525 1127



INTERESTED IN VOLUNTEERING?

Learn something new...share your skills...have fun...make friends...get experience...

Find dozens of ways to help out:
www.letsgosandwell.info

POINTING THE WAY TO HEALTH AND WELLBEING

Find activities and help ranging from advice and befriending to sports groups and training.

Helping you and your family at:
www.route2wellbeing.info



SUPPORTING YOUNG PEOPLE AND FAMILIES TO GET THE BEST FROM LIFE

A directory of local activities ranging from early/after school clubs and holiday sessions to parent and family support.

www.sandwellfamilylife.info



UPCOMING EVENTS

Date	Time	Event	Location
Thursday 5th October 2023	10.00am to 12pm	Self Defence in a workplace	Select Lifestyles, Select House, 335-337 High Street, West Bromwich, B70
Thursday 5th October 2023	16.30 to 18.30	Meet the BID Team	Travel my World, 69 High Street, West Bromwich, B70 6NZ
Saturday 25th November 2023	15.00 to 18.00	Christmas Lights in West Bromwich	Princess Parade, High Street, West Bromwich, B70
December 2023		Black Country Womens Aid Collection month	
Saturday 9th December 2023	11.00am to 15.00	Christmas in Carters Green	Events Area, Carters Green, West Bromwich
Saturday 16th December 2023	11am to 16.00	Christmas around West Bromwich Town	Queens Square, New Square, Kings Square, Astle Retail Park and Pedestrian High Street

Silk & Style – Queens Square Shopping Centre

Ladies fashion from size 8 to 24.

Dresses, jackets, bags, shoes and accessories.





CHRISTMAS EVENT

Saturday 16th December 2023

11:00am - 4pm



Entertainment and locations :-

Kings Square Shopping Centre - Christmas Nutkins Walkabout

Queens Square Shopping Centre - Snowman Walkabout and Minder

Astle Retail Park - Christmas Caribbean Steel and Strings Duo Band

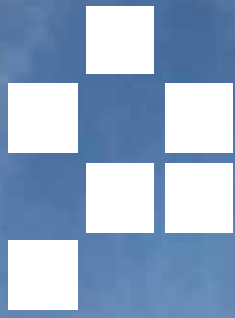
New Square Shopping Centre - Christmas Gingerbread Men Walkabout

Pedestrian High Street - Christmas Wish Fairies

Hosted by West Bromwich BID



WEST BROMWICH
Business Improvement District



Sandwell

Metropolitan Borough Council

UPDATE



Urban Greening

The final finishing touches to Phase 1 are complete – with the GreenRoots banners up and the Nature art trail completed! Phase 2 is also complete, Bull Street Green Avenue is open, along with the Pocket Park space which Sandwell College Foundation Learning Team are going to be using for Students to learn, relax and create a community led green space. Fantastic news also that New Square Shopping Centre are creating a Community Garden outside Primark and working with Green Roots Cultural Programme to plant a wildflower meadow, further details below:

Meadow Planting

Thursday 28th September 2023 – New Square Community Garden (behind Primark)

10am-12pm and 1pm-3pm (drop-in sessions)

isobeljones@multistorey.org.uk

Central St Michaels- Advanced Centre for STEM Education and Training

Works has now completed at the site and the facility has opened in September 2023 with new technologies to deliver a range of academic, vocational and apprenticeship courses. These will cover areas of skills shortage including engineering, construction and advanced manufacturing, as well as addressing other areas of demand for higher and advanced level skills and qualifications. For more information please visit www.sandwell.ac.uk

Sandwell Mechanical Engineering Centre



Digital Den

The Digital Den project is supporting digital services for West Bromwich communities, creating pathways with training provider EPIC to ensure opportunities are always accessible for education, training and employment through:

- accredited online training courses
- careers guidance, and
- online educational resources for children.

Since launching in August 2022, over 250 learners have attended the Digital Den and accessed learning through IT. The investment has also enabled a previous learner being able to gain a Community Support role at the Digital Den Offices. To date 8 learners have moved onto Health Care jobs.

The Digital Den offers a range of services such as formal training to learners (Provided by EPIC), in supporting community members who lack digital skills and/ or do not have access to online services and offer non-accredited learning. In addition to this, residents drop in for support with their day to day needs whether it be support with telephone calls, help with appointments, referring onto a course or supporting with self-confidence.

Courses are delivered Monday - Thursday 9am-2pm for ESOL, Mathematics, Health and Wellbeing courses at the centre, however, there is an open door policy where the centre supports/refers anyone that comes to the centre

Contact: info@ggce.co.uk or call 0121 525 2772 and ask to speak to Wendy for more information

Greets Green Community Enterprises, 157 Wood Lane, West Bromwich

Town Hall Quarter

The West Bromwich Town Hall Quarter Project has received funding from Governments Towns Fund Programme to restore and renovate the Grade II listed West Bromwich Town Hall and Central Library buildings, internally and externally as well as providing a new Equalities Act compliant entrance from West Bromwich High Street.

Over the last 12 months, works from the earlier Accelerated funding element of the Project has enabled refurbishment works to take place on the Town Hall Bell Tower which has now been completed. Scaffolding to both buildings has enabled the contractors to undertake the preliminary works, surveys and additional investigations over the summer to detail the complete package of restoration works required. External cleaning works have commenced to prepare the buildings for the restoration works. The Central Library remains open as normal.

Restoration works are planned to start at the end of October 2023 and once completed, will help transform the Town Hall and Central Library (built in 1907) into a modern and vibrant facility to benefit local people, community groups and third sector organisations in West Bromwich.

Towns Funds Board

The Towns Fund Board are looking for youth representatives on the West Bromwich, Smethwick and Rowley Regis Boards. Meetings take place via MS teams on a quarterly basis to review the progress of projects. If you are interested in getting involved, please contact Rina_Rahim@Sandwell.gov.uk

Free Sandwell Leisure pass for any young people (under 18) that are actively engaged and part of the Towns Fund Board Forums!

For more information regeneration projects, please visit www.regeneratingsandwell.gov.uk

BID Ambassadors

*West Bromwich BID Ambassadors patrol the
BID area Monday to Saturday 8.30am to 17.30pm*

Attendance Spots 2022	10,788
Attendance Spots 2023	7,595
Business Engagement 2022	3,845
Business Engagement 2023	3,334
Reported incidents to Sandwell Council or other partners 2022	298
Reported incidents to Sandwell Council or other partners 2023	361
First Aid incidents 2022	13
First Aid incidents 2023	6

Ambassador patrol areas:-



Tony

t: 07857 947462

e: Ambassadors@westbromwichtown.co.uk

Astle Retail Park • High Street – St Michaels Church down
to SMBC office • Carters Green • Lombard Street
Lombard Street West • Sandwell Road • Bratt Street
Lodge Road • Church Street • Providence place



Harvey

t: 07572 121628

e: Ambassadors@westbromwichtown.co.uk

New Square SC • High Street Bham Road
Bull Street/Reform Street • Spon Lane • New Street
George Street • Thomas Street • Queens Square



Lindsey

t: 07361 917900

e: Ambassadors@westbromwichtown.co.uk

Pedestrian High Street • Victoria Street
Edward Street • Price Street • Moor Street
Kings Square Shopping Centre • St Michaels Street



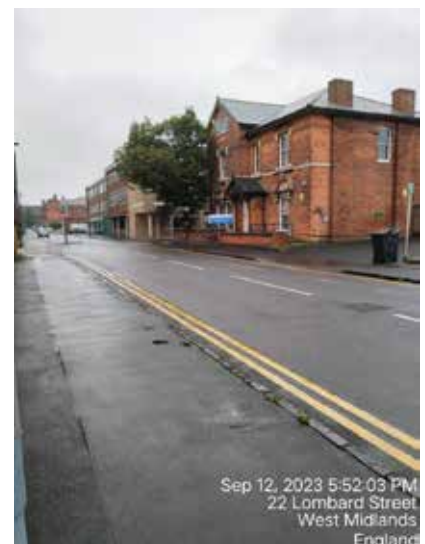
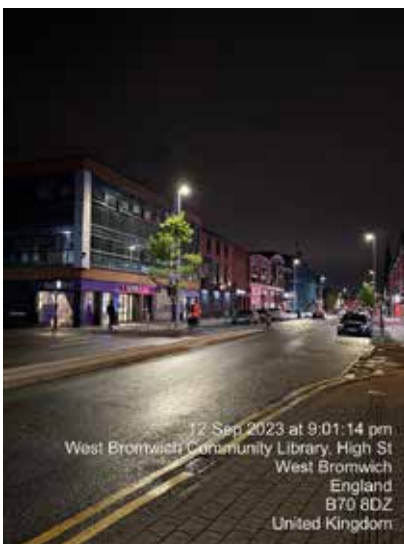
WEST BROMWICH
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West Bromwich BID Litter Pick

6 days a week 6pm to 10pm

Here is the timetable of where the BID area is cleaned

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Carters Green	High Street (Sandwell Road) to St Michaels Street/New Street	Carters Green	High Street (Premier Inn side)	Carters Green	New Street
Bratt Street	Lombard Street/ Alleyway next to Meteor Garage	Bratt Street	George Street	Bratt Street	St Michaels Street
Sandwell Road	Lombard Street West	Sandwell Road	Thomas Street	Sandwell Road	Pedestrian High Street
Church Street	Victoria Street	Church Street	Spon Lane	Church Street	Bull Street
Providence Place	Edward Street	Providence Place/ Travel Lodge	Moor Street (to leisure centre)	New Street	New Square Grass verge
New Square Grass verge	St Michaels Street	New Square Grass verge		St Michaels Street	
	Lodge Road (up to road only)			New Square grass verge	





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£10 MATCH PLAYS

EVERY TUESDAY, THURSDAY & SATURDAY

BETWEEN 08:00 AND 02:00

£10 MATCH PLAYS ON SELECTED £500 JACKPOT SLOTS OR £5 MATCH PLAYS ON SELECTED £100 JACKPOT SLOTS. MATCH PLAYS BASED ON EQUIVALENT SPEND. ONE OFFER PER PERSON PER DAY. MANAGER'S DECISION IS FINAL.



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NEW LOOK

New collection for autumn
winter at New Look



235-241 High Street, West Bromwich.

Don't forget you can get **10% off** full price
when you show your **BID Loyalty Card**

WEDNESDAY'S HALLOWEEN PARTY

WEDNESDAY 1ST NOVEMBER 11AM - 4PM

If you're creepy and you're kooky then make sure you head to New Square as it transforms into Nevermore for the ultimate Wednesday extravaganza.



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