

WEST BROMWICH



BIDNEWS

CHRISTMAS 2023 - ISSUE 32

*MERRY
Christmas*

— AND —
HAPPY NEW YEAR



BID NEWS

CHRISTMAS 2023 - ISSUE 32

**PAUL RAMSEY**

Chair, West Bromwich BID

West Bromwich BIDwww.westbromwichtown.co.uk
 @WestBromwichTC

 West Bromwich Town centre

 Westbromwichtown

With only a few weeks until Christmas the BID team have been busy actively working with local businesses and hosting another successful meeting with West Bromwich Business Crime Reduction Partnership. Lots of information shared between key partners to protect their businesses over the festive season and ensure that their customers have an enjoyable shopping experience.

The BID Team are relentless with their commitments to keep the town looking as clean as can be so you won't be surprised to hear that another successful litter pick was organised with Litter watch and Elis (Industrial Laundry Services). In total a whopping total of 40 bags of rubbish was collected around the Carters Green area despite the terrible weather the volunteers battled on and were not put off by the continuous rainfall...well done all concerned for making a massive difference.

The BID Ambassadors have welcomed a new recruit in James, he replaces Harvey who has made a career move. You will see Lindsey, Tony and James regularly patrolling around the town keeping an eye out, please do reach out to them if you require their support. Recently they have handed out Panic Alarm Kits to many of our businesses

in the BID area. These are a good device for your vulnerable staff who may also feel anxious commuting or walking alone to dark car parks. Please let them know if you require any more.

Following the improved ambiance had from the summer hanging baskets we have now replaced these with 60 winter ones. Once in bloom these will give a nice feel and add lots of visual colour around the town.

As the weeks fly by we are a few days away from our big Christmas lights switch on, on 25th November where we will have the legendary boy band East 17 alongside BGT grand finalist Amy Lou who will be flicking the switch on the countdown to lighting up the town. This will be a great family event with Bhangra dancers, fairground rides and lots more family entertainment.

This will be the BID's last newsletter for 2023 so we will take this opportunity to thank you all for your continuous support and working partnership throughout the year in a very challenging trading environment.

We wish all of you and your families a fantastic festive period and healthy New Year.

Best wishes

Paul Ramsey

West Bromwich BID Chair.

We welcome James to the BID Team

James started with the BID on Monday 6th November 2023. James is replacing Harvey who left us on Friday 3rd November 2023 for a new role. We wish Harvey the best of luck for the future.

James will cover the following areas:-

New Square Shopping Centre, High Street (Bham Road), Bull Street, Reform Street, Spon Lane, New Street, George Street, Thomas Street, Queens Square Shopping Centre

James is contactable on **07572 121628** or email **ambassadors@westbromwichtown.co.uk**



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



CHRISTMAS

IN CARTERS GREEN

Christmas Style Dinosaur Walkabout

Christmas Workshop

Christmas Entertainer

Christmas Costume Walkabout

SATURDAY



11:00am -

15:00pm

Carters Green, West

Bromwich



WEST BROMWICH
Business Improvement District

Santa's Grotto

25th November – 24th December
New Square, West Bromwich

See website for prices and opening times



**NEW
SQU
ARE**
WEST BROMWICH

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

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

Christmas opening times at New Square

Monday 4th December 9am-7pm
Tuesday 5th December 9am-7pm
Wednesday 6th December 9am-7pm
Thursday 7th December 9am-8pm
Friday 8th December 9am-7pm
Saturday 9th December 9am-7pm
Sunday 10th December 11am-5pm

Monday 11th December 11am-7pm
Tuesday 12th December 11am-7pm
Wednesday 13th December 11am-7pm
Thursday 14th December 9am-8pm
Friday 15th December 9am-8pm
Saturday 16th December 9am-8pm
Sunday 17th December 11am-5pm

Monday 18th December 9am-8pm
Tuesday 19th December 9am-8pm
Wednesday 20th December 9am-8pm
Thursday 21st December 9am-9pm
Friday 22nd December 9am-9pm
Saturday 23rd December 9am-9pm
Sunday 24th December 8am-4pm

Monday 25th December CLOSED
Tuesday 26th December 9am-6pm
Wednesday 27th December 9am-7pm
Thursday 28th December 9am-7pm
Friday 29th December 9am-6pm
Saturday 30th December 9am-6pm
Sunday 31st December 10am-4pm

Monday 1st January 11am-5pm
Tuesday 2nd January 9am-7pm



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

From October 2022
to October 2023

**West Bromwich
Town Footfall**

up by
12.8%

**Bull Street/High
Street/Princess Parade**

up by
228%

**Duchess Parade/New
Street/St Michaels Street**

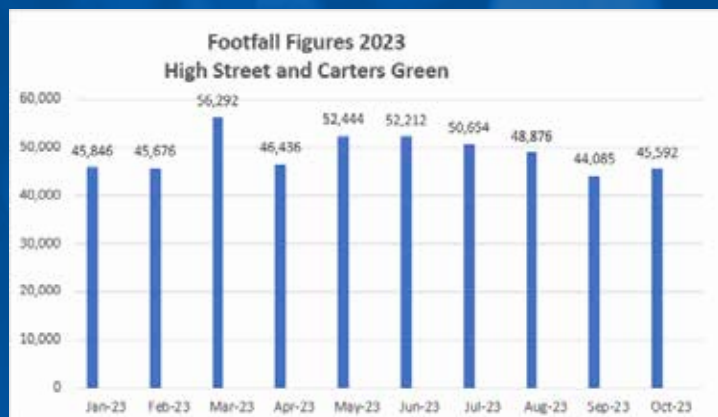
up by
220%

Carters Green

up by
193%

Busiest day for 2023 is **Friday
17th March 2023** with **25,509**
people in West Bromwich
Town Centre

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



UPCOMING EVENTS

Date	Time	Event	Location
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



West Bromwich BID installed new Winter Hanging Baskets on 22nd October 2023.

*We have a new contractor for the baskets called Amberol.
Thank you guys
Summer hanging baskets will go up early 2024*



Your Future
Starts Here



"As an employer of a company, I think it's important to give young people opportunities. It not only develops them as people but gives you the opportunity to nurture someone."



Serving the Communities of Birmingham & The Black Country

SANDWELL COLLEGE
A CAREERS COLLEGE

Tomorrow's People
DRIVING BUSINESS

Central Saint Michael's Sixth Form
A UNIVERSITY-STYLE SIXTH FORM COLLEGE

cadbury sixth form college
SERVING THE CITY OF BIRMINGHAM

Sandwell College offers a wide and varied range of vocational courses and apprenticeships, all designed to give students the skills needed for the modern workplace or university. Central Saint Michael's Sixth Form College and Cadbury Sixth Form College are specialist A Level and Advanced Learning Centres serving the communities of the Black Country and Birmingham, and are the heart of the Sandwell Family of Colleges.

Can you offer work experience to a student?

Employers are key to our future workforce. By working with us you will be building the skills of the future. Could you offer a high-quality 30-hour work experience placement to our students, giving them the chance to experience a genuine workplace environment, find out what employers' needs are, develop their employability and gain essential career skills?

Placements are fully flexible, from short term one-week placements to longer term placements over a number of weeks. You can vary them to suit your business needs.

What are the benefits for you as an employer?

- The opportunity to trial the abilities of a potential employee or apprentice
- Work with students interested in your line of business
- Attract new skills and fresh perspectives to benefit your business
- Promote your business to students, college staff and the wider public
- Work with the college and have an input into courses and programmes
- Experience the knowledge and enthusiasm that students can bring
- Link with Work Experience Officers who offer ongoing support before, during and after placements
- Help students to develop skills in your sector and put these skills into practice

How else can you get involved?

Not all employers can offer work placements, but we are always looking for experts to share their experiences with students, either at the College, or at your premises. It all helps to develop our learners' employability skills, which in turn benefits business. There are opportunities for Taster Days, Guest Speakers, Masterclasses, Live Projects set and judged by local employers, and Placements leading to jobs.

Contact us now to offer a placement, promote your business and develop the workforce of the future.

Telephone: 0121 667 5074

Email: work.experience@sandwell.ac.uk

talk Sandwell College: 0800 622 006 / 0121 667 5000
write enquiries@sandwell.ac.uk

sandwell.ac.uk

SANDWELL COLLEGE, SPON LANE, WEST BROMWICH B70 6AW

talk Central Saint Michael's Sixth Form: 0121 667 5100
write enquiries@centralstmichaels.ac.uk

centralstmichaels.ac.uk

CENTRAL SAINT MICHAEL'S SIXTH FORM, NEW SQUARE, NEW STREET,
WEST BROMWICH B70 7PG

talk Cadbury College: 0121 458 3898
write enquiries@cadbury.ac.uk

cadcol.ac.uk

CADBURY SIXTH FORM COLLEGE, DOWNLAND CLOSE, KINGS NORTON,
BIRMINGHAM B38 8QT





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

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	9,523
Business Engagement 2022	3,845
Business Engagement 2023	4,321
Reported incidents to Sandwell Council or other partners 2022	298
Reported incidents to Sandwell Council or other partners 2023	468
First Aid incidents 2022	13
First Aid incidents 2023	7

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



James

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
Business Improvement District

Follow Us on Social Media



Let's Get Connected for Our Latest News & Updates



Twitter - @WestBromwichTC



Facebook - West Bromwich Town BID



Instagram - westbromwichtownbid



LinkedIn - West Bromwich Town Business Improvement District

New App !!

Download
"West Bromwich BID"
Apple or
Android



Current local policing priorities

COVID-19 | Under-25 Violence | Domestic Abuse



West Bromwich Police

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

As the holiday season approaches, The West Bromwich Neighbourhood team are aware of the increased challenges faced by businesses in the town centre. The festive cheer brings not only joy but also the potential for seasonal crime that can impact local stores.

In this article, we'll address key concerns and highlight the importance of community involvement in ensuring a safe and secure environment for all.

The Christmas holiday season often sees a rise in certain types of crimes, including shoplifting, theft, and anti-social behaviour. Criminals may take advantage of crowded stores and distracted shoppers, posing a threat to the economic well-being of our local businesses.

It is crucial that we continue to work together. We encourage all store owners and residents to report any suspicious activity promptly. The West Midlands Police website provides a convenient platform for reporting non-emergency incidents. Visit our website or utilise the live chat option to report incidents that are not in progress. Your vigilance and cooperation is essential in maintaining a safe town centre. But please remember to dial 999 in an emergency.

Reporting incidents through the West Midlands Police website and live chat allows for a streamlined and efficient response. This approach empowers

the community to contribute actively to the safety of West Bromwich, creating a stronger network against criminal activity. By using these online tools, residents and business owners can provide valuable information that aids our efforts in preventing and solving crimes.

As we reflect on the past 12 months, I would like to personally express my sincere gratitude to the local businesses in West Bromwich town centre. Your collaboration and support have been invaluable in maintaining a strong and secure community. We understand the challenges you face, and we commend your resilience in the face of adversity.

As we approach the festive season, we extend our warmest wishes for a Merry Christmas to all the stores in West Bromwich town centre. May this season be filled with joy, prosperity, and a sense of community. Together, let us continue working towards a safer and more secure environment for everyone.

In the spirit of unity and collaboration, let us make this holiday season a time of celebration and safety. By reporting incidents, utilising online resources, and fostering community relationships, we can ensure that West Bromwich remains a vibrant and secure town centre for all. Thank you for your commitment, and Merry Christmas to the resilient businesses of West Bromwich!

Keep up to date

@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

Kings Square

Shopping Centre

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FASHION • FOOD • CAFES • BEAUTY • SPECIALIST STORES



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www.kingssquashopping.com





We like to think at Queen's Square that we are about to enter THE most wonderful time of the year. So of course to celebrate this chilly season of joy we have some fantastic events planned during the run-up to the big day.

*We're holding a fantastic **competition** that could help you with your Christmas shopping or be the perfect prize to treat yourself! By entering, you could win a **£150 voucher** from a retailer of your choice! Running from 20 November to 8 December on our Facebook & Instagram. Good Luck!*

Christmas Opening Hours



We're open 7 days a week

OPENING TIMES

Monday - Saturday 9:00am - 6:00pm

Sunday 10:00am - 5:00pm

BANK HOLIDAY OPENING TIMES

25th December Christmas Day..... Centre Closed

26th December Boxing Day 10:00- 5:00pm



Chicken Mix Deal

£9.99

2 fillet burgers. 2 fries. 2 drinks. 6 wings

Collection only

See our website for more:

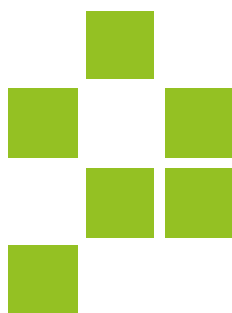
westbromwichchicken.com

Visit us at:

280 High Street, West Bromwich, B70 8AQ

or call

0121 525 7202



Sandwell

Metropolitan Borough Council

UPDATE

Town Hall Quarter

The West Bromwich Town Hall Quarter Project has received funding from Government's Towns Fund Programme to restore and renovate the Grade II listed West Bromwich Town Hall and Central Library buildings, internally and externally.

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 are currently being completed to prepare the buildings for the restoration works. Central Library remains open as normal.

Restoration works are planned to start by early December 2023 and the project is expected to be completed by November 2024. This project 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.

West Bromwich Connected

The Towns Fund programme plans to provide a segregated off-road cycle route in both directions along the High Street/Birmingham Road between Bull Street and Beeches Road, including a two-way cycle route on Roebuck Lane. The scheme will

include improved footways, improved existing pedestrian crossings, implementation of new crossings which cater for both pedestrians and cyclists, and the relocation and rationalisation of bus stops as well as road safety improvements on side roads along the corridor. Please visit www.regeneratingsandwell.co.uk for details on when the public consultations will take place.

Urban Greening

The Biotechnology and Biological Sciences Research Council (BBSRC) have funded a research study on the Urban Greening Project in West Bromwich focusing on the High Street and they have invited residents to take part in their research study, by completing an online survey. The research aims to evaluate the environmental and social impacts of the Urban Greening Project including the effects on place perception, physical/mental wellbeing and local dwell time etc. Exploring the perspectives of the public and local residents is really important in terms of measuring the effectiveness of urban greening, helping to inform lesson learning and potentially further rounds of funding. Also, this research project focuses primarily on the High Street but there is potential for further research focusing on West Bromwich more broadly.

Complete the questionnaire by visiting:

bham.onlinesurveys.ac.uk/questionnaire-on-urban-greening-project-west-bromwich-high-3



Pepe's

Piri Piri

We love chicken. We love it so much that we want all our customers to experience fresh grilled piri piri chicken which is freshly prepared to eat in or for you to take home. Our menu is freshly cooked and infuses the taste and flavours which are specially created for Pepe's.

West Bromwich

[More Info](#)

12 New Street, West Bromwich, B70 7PN
Tel: 0121 553 0282

Opening Times

Monday-Thursday: 11:00am - 11:00pm
Friday-Saturday: 11:00am - 1:00am
Sunday: 11:00am - 11:00pm

DELIVERY AVAILABLE DAILY FROM 4:30 PM

Order delivery or collect from your local store

 **ORDER FROM STORE**



Have your say on the draft

Sandwell Local Plan

Take part in the public
consultation by
18 December.

The draft Sandwell Local Plan is a document that plans for the future development of our borough. It sets out how and where we expect to build the new homes we need up to 2041, and what land is required to accommodate new jobs.

This consultation gives you the chance to have your say on the sites that are proposed for development, and where development should or shouldn't take place in Sandwell.

Sandwell Council has identified enough land to build more than 11,000 new homes by 2041. However, this isn't enough to meet the expected housing needs of our growing population.

Around 97% of these homes will be built on previously developed or brownfield land.

The draft Local Plan protects the Green Belt and does not propose any new development within it.

The draft Sandwell Local Plan also sets out how we will address challenges like dealing with climate change, protecting our natural environment, supporting our high streets, and encouraging sustainable travel. It includes policies that will help us meet our target to be a carbon neutral borough by 2041.

How you can get involved

It is really important that everyone who is interested gets involved in the consultation. Don't miss your chance to have a say!

The consultation runs until Monday 18 December 2023.

You can view the consultation documents and complete the digital comments form by scanning the QR code or visiting

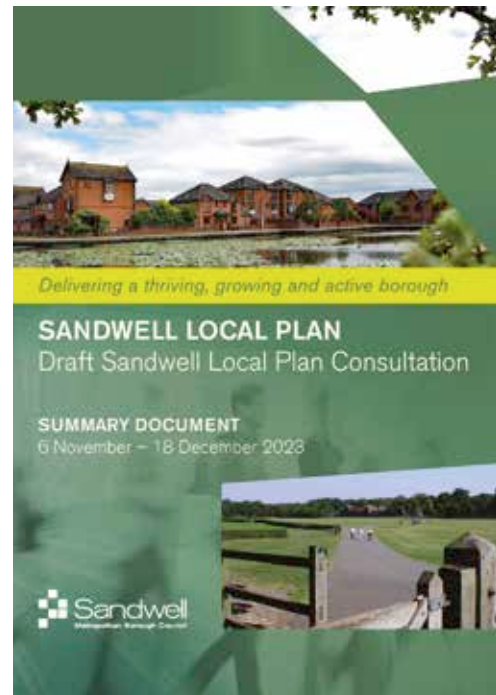
www.sandwell.gov.uk/planning/sandwell-local-plan

Paper copies of the consultation documents and summary document are also available in all Sandwell's libraries.



Any questions?

If you have any issues accessing the consultation documents, or would like to arrange to speak to a Planning Policy Officer, please email Sandwell_LocalPlan@sandwell.gov.uk or call **0121 569 4054**.



Welcoming Spaces are here for you

We know residents are worried about the high cost of living and would like to be able to drop into places where they can sit, chat and join in free activities.

With our partners in the voluntary sector, we are offering a network of Welcoming Spaces across Sandwell.

Many council buildings and community centres are Welcoming Spaces.

Go to www.sandwell.gov.uk/welcomingspaces to find a Welcoming Space near you and opening times.

Here's what you can expect at our Welcoming Spaces:

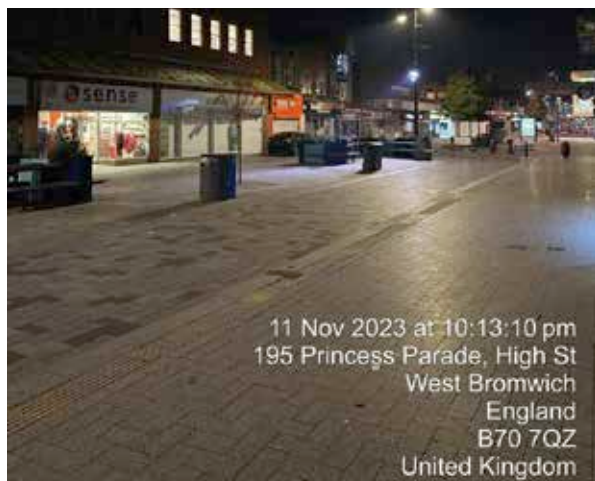
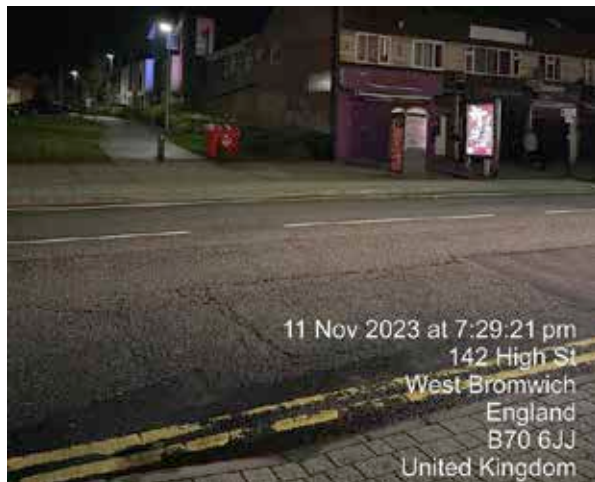
- You will receive a warm welcome every time you come to our Welcoming Spaces
- You will be treated fairly and with dignity and respect at our Welcoming Spaces
- You will be able to join in a range of free activities, if you wish
- We will not tell anyone about your need for a Welcoming Space, but we are here to listen to any of your concerns
- We will put you in touch with other services that can help, if you wish



West Bromwich BID Litter Pick

6 days a week 6pm to 10pm

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Carters Green/ Car Park Sandwell Road	High Street (Sandwell Road) to St Michaels Street/New Street	Carters Green/ Car Park Sandwell Road	High Street (Premier Inn side)	Carters Green/ Car Park Sandwell Road	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 (No residential)			New Square grass verge	





We at **Nikis Cosmetics** offer a big variety of branded cosmetics and fragrances **upto 80% off High Street prices.**

We specialise in most high end brand names. Come and visit us at **201 Princess Parade, High Street, West Bromwich B70 7QZ** and get an extra **10% off all cosmetics.**

Discount Code **“BID2023”**

Please follow us on TIKTOK **nikiscosmeticsltd** for more offers. Don't miss out !!!!



KEBABS ON TAP

GET OUR OG KEBAB FOR £5



WHEN YOU DOWNLOAD THE
NEW GDK APP

TAP. EAT. REPEAT. WITH OUR NEW GDK APP

Ordering your favourite kebab just got even easier. Download today and we'll hook you up with an **OG KEBAB FOR JUST £5**. Order to your table, click and collect or get it delivered.



GDK

T&Cs: Download the app and add an OG Kebab or Veggie Kebab from the offers section of our menu to your basket to qualify for the discount. Discount applied automatically to the basket at checkout. The offer has no cash value and cannot be refunded or exchanged. Applicable to new app users only. Applicable to one kebab only. The offer cannot be used in conjunction with any other offer. We reserve the right to exclude any person from participating in the offer on reasonable grounds. We reserve the right to end the offer or to amend these terms and conditions at any time without prior notice. Offer terms are subject to availability. Where applicable, this offer will only continue while stocks last. We reserve the right to amend the participating branches at any time without prior notice. The offer is only good for a single transaction; any additional cost exceeding the value of this coupon code will be paid by the redeemer, including service and delivery fees where applicable. Valid only at participating UK restaurants.

GET YOUR **£5 OG KEBAB** NOW



STEP 1 **DOWNLOAD THE GDK APP**

Download the new GDK app from your device's app store to get started. Please make sure you switch on push notifications so you can be kept in the loop of exclusive offers!

STEP 2 **ORDER YOUR £5 OG KEBAB**

Select **Table Ordering, Click & Collect or Delivery** and **build your order**. Tap on **Special Offers** to add your £5 OG Kebab or Veggie Kebab. Warning - you might be tempted to add some of our famous Doner Spring Rolls to your basket too! Place your order at the checkout using your preferred payment method. Make sure you create an account to save your order details.



STEP 3 **EAT AND REPEAT**

Enjoy our **game-changing kebabs!** When your next GDK craving hits, you can re-order your favourites from Your Account.

T&Cs: Download the app and add an OG Kebab or Veggie Kebab from the offers section of our menu to your basket to qualify for the discount. Discount applied automatically to the basket at checkout. The offer has no cash value and cannot be refunded or exchanged. Applicable to new app users only. Applicable to one kebab only. The offer cannot be used in conjunction with any other offer. We reserve the right to exclude any person from participating in the offer on reasonable grounds. We reserve the right to end the offer or to amend these terms and conditions at any time without prior notice. Offer terms are subject to availability. Where applicable, this offer will only continue while stocks last. We reserve the right to amend the participating branches at any time without prior notice. The offer is only good for a single transaction; any additional cost exceeding the value of this coupon code will be paid by the redeemer, including service and delivery fees where applicable. Valid only at participating UK restaurants.

THE BEATING HEART OF YOUR CHRISTMAS

For the most Wonderful Time

Win
a £150
voucher

FROM A RETAILER
OF YOUR CHOICE!*

ENTER ON OUR
SOCIALS TO WIN
@QueensSquareSC



Animatronic
Polar Bear

SATURDAY 9TH
DECEMBER

9.45AM, 10.30AM
& 11.15AM

Buddy
the Elf

SATURDAY 23RD
DECEMBER

11.30AM - 2.30PM

queens
square
shopping centre

QueensSquareSC.co.uk

*Terms and conditions apply. Competition ends at 12PM on Friday 8th December 2023.