

BID NEWS

WINTER 2024 - ISSUE 35

FREE EVENT

West Bromwich

Christmas Lights Switch - On

Saturday 23rd November 2024

Time: - 15.00pm - 18.00pm

Location: - Princess Parade, High Street, West Bromwich, B70

*Switching on the Christmas lights is "Damage" at 11.15pm
along with a performance*

Other performers:

Back2Back dance

Matilda Pratt

Sandwell College Performing art students

City of Birmingham Symphony Orchestra

Dennis Lloyd

Smile Musical Youth

*Refreshments
Facepainting
Balloon modelling*



DAMAGE

WEST BROMWICH

BID NEWS

WINTER 2024 - ISSUE 35



PAUL RAMSEY

Chair, West Bromwich BID

West Bromwich BID

www.westbromwichtown.co.uk

@WestBromwichTC

West Bromwich Town centre

Westbromwichtown

We are now in November 2024 and nearly approaching Christmas. This is the busiest time of year for retailers and town centres. We also have our Christmas Light Switch-On Saturday 23rd November 2024 3pm to 6pm, everyone is welcome to come and join the BID team.

As you will see our Winter hanging baskets are all up and in place, we hope you like them. They will be in place until early 2025.

Projects are still ongoing with the BID team: • BID Ambassadors • Cleaner & Green Project • Security Project • Marketing and Events - As usual lots of cleaning has taken place in the BID area.

We have collected over 2,500 black bags of rubbish off the town so far and

cleaned up many private areas as we can. These areas look much tidier.

We have 2 Christmas Events organised this year

Friday 6th December 2024 5pm to 7pm in Carters Green, right next to the Christmas Tree

Saturday 21st December 2024 which is around all of the shopping centres and High Street, Free Entertainment from 11am to 4pm (see posters in this BID News).

From everyone on the BID Team and our BID Board Directors we would like to wish everyone a Happy Christmas and a Happy New Year,

Paul Ramsey
West Bromwich BID Chair.

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

Seasons Greetings ! from us all at SWEDA

Starting up or growing your Business ?

Let us help

Access funding and finance

Let us help you to overcome your barriers to accessing finance

Work with your dedicated Business Advisor

Let us help connect you to the resources that you need as you grow.

Information on business growth programmes

Let us help you to find and enrol on local and national programmes

How can we help you to reach your potential?

contact Des or Claire

Des@sweda.org.uk

Claire@Sweda.org.uk

0121 525 2558



Santa's Grotto

23rd November – 24th December
New Square, West Bromwich

See website for prices and opening times



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EVENTS, AND SO MUCH MORE.

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Christmas opening times at New Square

Monday 9th December 9am-7pm
Tuesday 10th December 9am-7pm
Wednesday 11th December 9am-7pm
Thursday 12th December 9am-8pm
Friday 13th December 9am-7pm
Saturday 14th December 9am-7pm
Sunday 15th December 11am-5pm

Monday 16th December 9am-7pm
Tuesday 17th December 9am-7pm
Wednesday 18th December 9am-7pm
Thursday 19th December 9am-8pm
Friday 20th December 9am-8pm
Saturday 21st December 9am-9pm
Sunday 22nd December 11am-5pm

Monday 23rd December 9am-9pm
Tuesday 24th December 8am-5pm
Wednesday 25th December CLOSED
Thursday 26th December 9am-6pm
Friday 27th December 9am-7pm
Saturday 28th December 9am-7pm
Sunday 29th December 11am-5pm

Monday 30th December 9am-8pm
Tuesday 31st December 8am-5pm
Wednesday 1st January 11am-5pm
Thursday 2nd January 9am-8pm



OCTOBER 2024

REGENERATING WEST BROMWICH

West Bromwich Town Deal Programme Update

Restoration works at West Bromwich Town Hall and Central Library are complete.

Beyond the physical restoration, the project has delivered incredible social value to the community, led by the contractor responsible for the works, Morgan Sindall Construction.

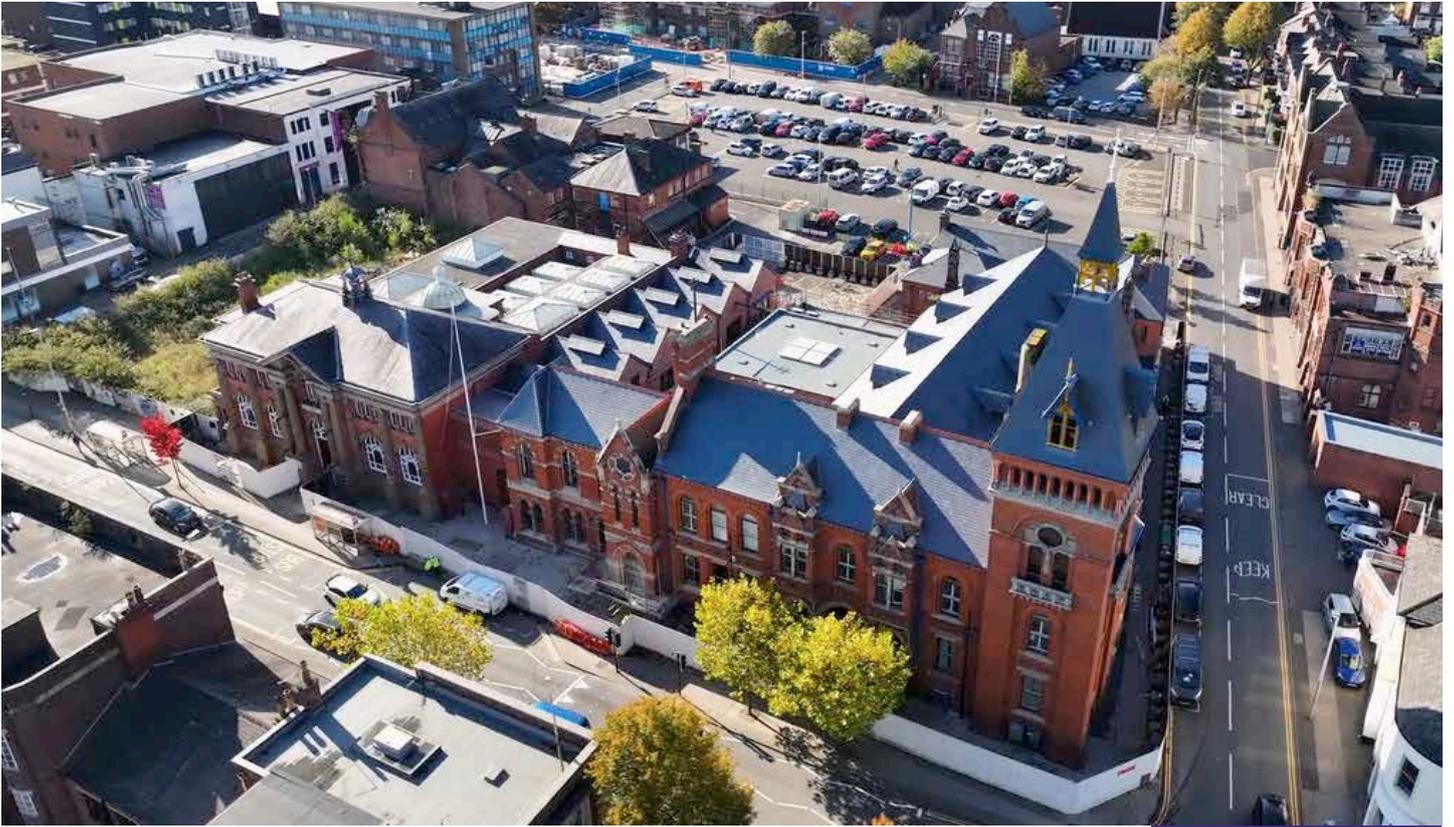
The Company achieved a remarkable local spend, with **41% of funds spent within a 20-mile radius**. In addition, a total of **135 local people** contributed to the project's success, including **34 Sandwell residents**. Through the contract, they employed a **graduate Site Manager**, and provided opportunities for **18 work experience students**, as well as **seven new apprentices** who specialised in scaffolding, construction, joinery and electrical work.

Morgan Sindall also engaged positively with educational institutions such as Sandwell College and Birmingham City University, **offering 84 hours of educational engagement activities**, including several site tours, college presentations and lectures.

They also ensured that the **local community benefited by providing 252 hours of support** through various initiatives. These included fundraising, over 2023 and 2024 for the Kaleidoscope Plus Group; supporting the Sandwell Children Trust Fun Day; providing assistance for care leavers to access employment; donating equipment to the Sandwell Visually Impaired Group; and the Central Library Welcoming Spaces Programme.

To date, the project has delivered **over £24,000 of investment back into the community**, through donations and fundraising efforts for local charities.





Restoration works at West Bromwich Town Hall and Central Library are complete.

The restoration works at the two iconic Grade II listed buildings began in November 2023. Funded by the Government's Towns Fund programme, this project has revitalised these landmark buildings through a series of essential repairs and enhancements. The works have been completed by contractor Morgan Sindall and have included: -

- High-level stone and brick repairs to the main chimney, ensuring the structural integrity of this historic feature.
- New detailed timber work and decoration to the exterior, restoring the original charm and character of the buildings.
- Extensive lead work to the finial and dome of the cupola, highlighting the architectural grandeur that defines the Town Hall.
- Urgent and significant repairs to the Town Hall roof, addressing long-standing issues and securing the building against future weather damage.
- Internal alterations to form a new Changing Places Facility.

£7.575m investment

Project Start Date:
November 2023

Project Completion Date:
October 2024

Incredible Social Value achieved



Construction begins on new indoor market in West Bromwich.

Work has now started on the new Indoor Market in West Bromwich, marking a significant milestone in the town's ongoing regeneration.

Construction of the new indoor market is being carried out by a local, Black Country company, Interclass Construction, with work scheduled for completion in July 2025. This new site will replace the existing indoor market currently situated in King Square, the fabric of which is deteriorating, and is no longer fit-for purpose.

The new Indoor Market will be strategically located on the High Street, next to the outdoor market, resulting in a centralised, hub offering both traditional and contemporary market experiences. There will be a blend of classic market stalls with modern amenities, including a specialist street food court which will feature communal seating. This design promises to create a lively atmosphere that caters to a wide range of tastes.

Existing traders from the current indoor market will have the opportunity to apply for stalls in the new location, ensuring continuity for long-standing businesses. The application process will also be open to new traders, with details expected to be released in the coming months. Both small and large stalls will be available, accommodating a variety of business needs.

“

The construction of the new indoor market is a crucial step in our plan to rejuvenate West Bromwich High Street.

Councillor Peter Hughes,
Cabinet Member for
Regeneration & Infrastructure.

”



Demolition set for the former Wilko Site.

The demolition of the former Wilko Site is anticipated to start soon with completion expected in spring 2025.

The site will be cleared to create a new walking route which will connect the High Street to the Metro, Bus Station, and Sandwell College. This transformation is a key component of the town's broader vision to improve accessibility, create easier, more convenient connectivity for residents and visitors with a view to creating a better sense of arrival into West Bromwich for people using public transport, whether by Bus or Metro.

Update on Active Travel Schemes in West Bromwich

Phase 2 of the West Bromwich Connected Towns Fund project is on-site.

The works will deliver improved pedestrian paths and cycle facilities from Bull Street, along High Street, Birmingham Road, Roebuck Lane, and linking to the Parkway Pedestrian and Cycle Route. The works on Birmingham Road will also continue to Beeches Road and Europa Avenue.

Works are expected to be completed in February 2025, subject to weather conditions.

Works progress at Europa Avenue

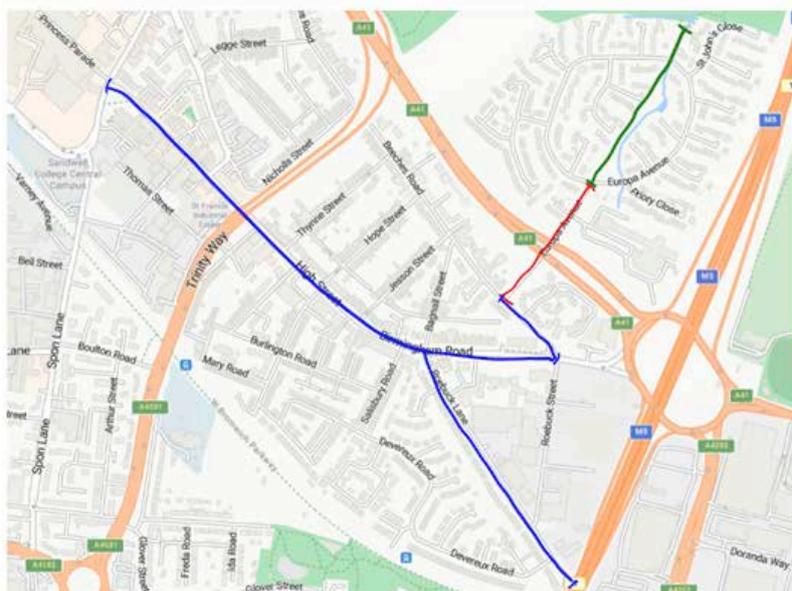
The works include widening and resurfacing the existing pathway through Europa Avenue and the installation of a new cycle path.

These improvements will link to the previous works at Europa Avenue delivered in 2021 and the Phase 2 West Bromwich Connected project.

A map of the improvements is below.



Phase 2 of the West Bromwich Connected Towns Fund project.



Route 1
Town Centre Link Phase 2
Under Construction

Route 2
Europa Avenue Phase 1a
Complete

Route 3
Europa Avenue Phase 1b
Under Construction

Map of the Active Travel Improvements in West Bromwich Town Centre.

West Bromwich BID Litter Pick

6pm to 9pm

Monday	Tuesday	Friday	Saturday
Carters Green	High Street Sandwell Road to St Michaels Church	Carters Green	Pedestrian High Stree
Sandwell Road + Trust in Care Car Park (Rear of building)	Lombard Street West	Sandwell Road + Trust in Care Car Park (Rear of building)	High Street (Premier Inn side)
Bratt Street	Lombard Street + Alleyway next to Meteor Garage	Bratt Street	Grass Verge (next to Egg Free Cakes)
Church Street	Victoria Street	Church Street	Bull Street
Providence Place + Travel Lodge overflow car park	New Street	New Street	New Square grass verge (above A41)
New Square grass verge (above A41)	St Michaels Street	St Michaels Street	
	Lodge Road (No residential)	New Square grass verge	
		Moor Street (to leisure centre)	





WEST BROMWICH
Business Improvement District

21
DEC
2024

FREE
EVENT

Christmas In West Bromwich

TIME: 11AM - 4PM

ENTERTAINMENT:-

NEW SQUARE SHOPPING CENTRE - THE GRINCH

QUEENS SQUARE SHOPPING CENTRE - WALKABOUT POLAR BEAR

KINGS SQUARE SHOPPING CENTRE - CHEEKY ALVES

PEDESTRIAN HIGH STREET - GROOVIN GRANNIES

ASTLE PARK - STEEL PANS

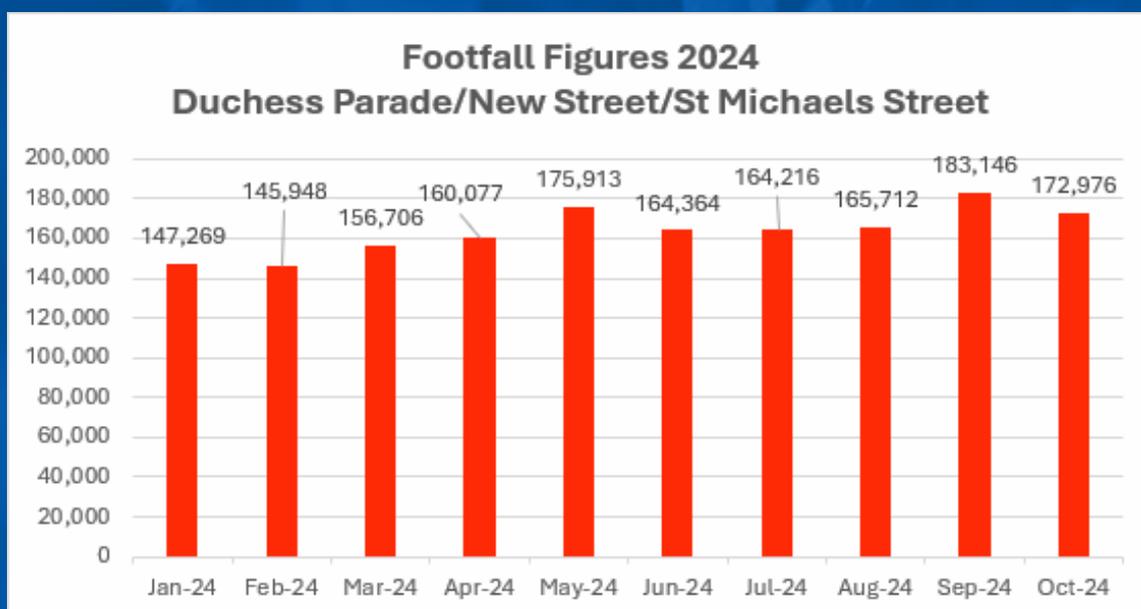
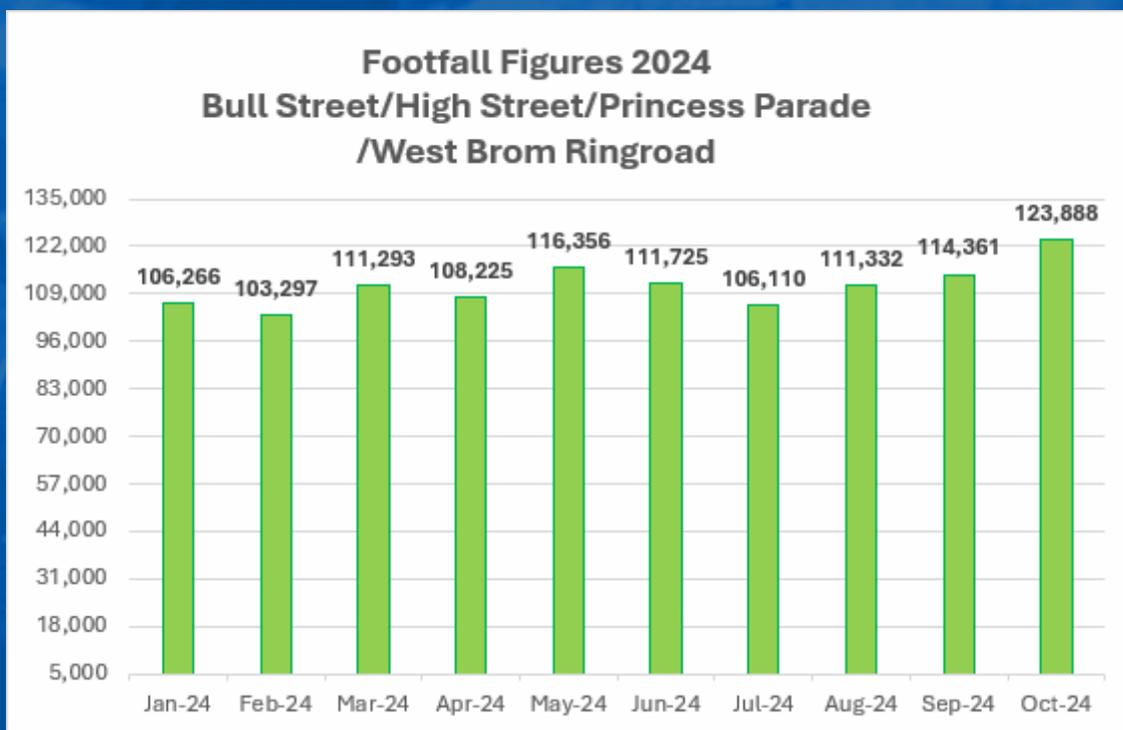


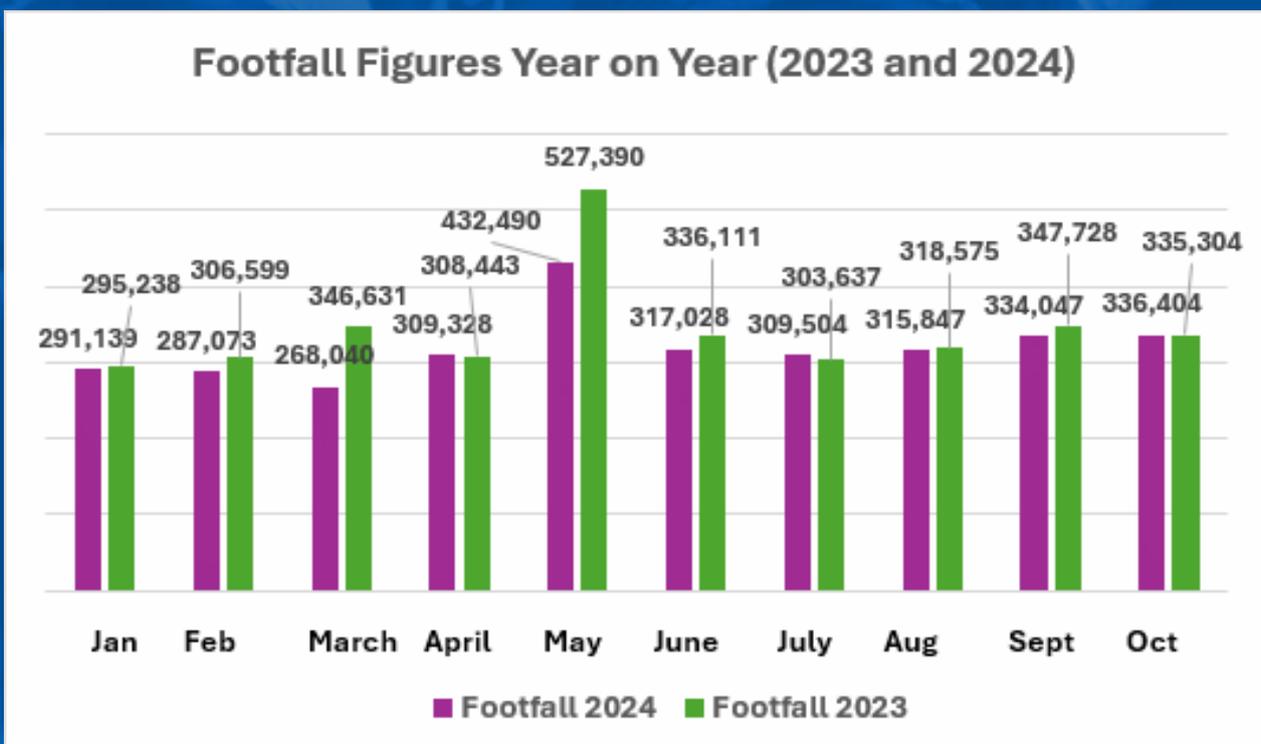
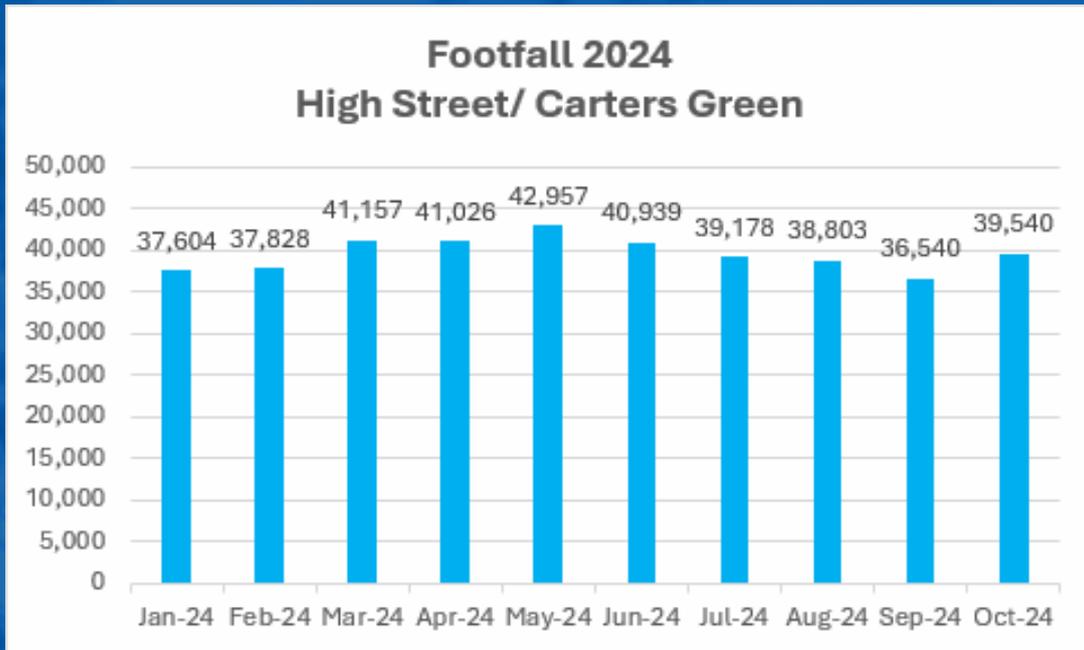
2024 Footfall Figures

for West Bromwich Town Centre

Areas covered:-

Bull Street, High Street, Princess Parade, Duchess Parade, West Bromwich Ringroad, New Street, St Michaels Street, Carters Green





Current local policing priorities

COVID-19 | Under-25 Violence | Domestic Abuse



West Bromwich Police

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

As the festive season approaches and we prepare to move into the winter months, I'd like to take a moment to update you on the work being done by your local police team and offer some advice to help keep you and your community safe.

Our team at West Bromwich Town Centre is committed to addressing the issues that matter most to local residents and businesses. Over the past few months, we have been focusing on tackling under-25 violence, particularly around the return of college students during the summer break. This is an ongoing priority, and we've been working closely with schools, colleges, and partners to provide support and prevent violence. Our officers are committed to creating a safer environment for everyone, and we continue to engage with the youth of the area, promoting positive community interaction.

New Shift Pattern for Greater Coverage

Starting Monday, 18th November 2024, our team will be operating on a new shift pattern, which will provide increased coverage during the core hours of the town centre. This means that there will be two teams working at the busiest times, ensuring we can respond more effectively to incidents and proactively patrol the areas where our presence is most needed. We believe this change will allow us to maintain a visible and active presence in the town centre, particularly as we head into the festive season when the area is busier than ever.

Addressing Street Drinking and Business Crime

Another ongoing priority for us is street drinking, which can cause disruption in the town centre and pose a risk to public safety. We continue to work with local businesses, the community, and partners to address this issue and reduce the impact it has on the area. Business crime, including shoplifting and other retail-related offences, also remains

high on our agenda. Our proactive policing efforts aim to ensure that West Bromwich remains a safe and welcoming place for shoppers, workers, and visitors alike.

Increase in Theft from the Person

Unfortunately, we have also seen a slight increase in thefts from people, particularly in crowded spaces such as busy shopping areas and public transport hubs. Purses, phones, and other valuables are being targeted by opportunistic thieves, so I want to take this opportunity to ask everyone to be extra vigilant.

Simple precautions can help prevent theft:

- Keep your valuables in zipped bags or inner pockets
- Be aware of your surroundings in busy areas
- Avoid using your phone while walking in crowded spaces
- If you're shopping, consider using a cardholder or money belt

Looking Ahead to the Festive Season

As we approach Christmas and the New Year, I want to take this opportunity to wish all of you a Merry Christmas and a Happy New Year. The festive period can bring both joy and challenges, and we're here to make sure West Bromwich remains a safe and enjoyable place for everyone.

I'd also like to remind you that our team is here to listen, support, and respond to any concerns you may have. Whether you have a question about safety, would like to report an issue, or simply want to have a chat with one of our officers, don't hesitate to get in touch. Your feedback is always appreciated, and together we can continue making our town a better place for all.

Thank you for your ongoing support. Let's all stay safe, stay vigilant, and enjoy the festive season to the fullest!

Paul Bishop

Police Sergeant, West Bromwich Town Centre Team 1

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

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Chris opening

queens
square
shopping centre

Bank Holiday Opening times

25th December 2024 Christmas Day.....Centre Closed

26th December 2024 Boxing Day Sunday.....10:00am – 5:00pm

1st January 2025 New Years DayCentre Closed



Parking for Chri

Shoppers will be able to park for free at Sandwell Council

Time limits on short stay car parks still apply. Sunday par

Free parking does not include Sandwell Valley car park

Go to **www.sandwell.gov.uk/parking** f

Christmas shopping hours



Bank Holiday Opening times

25th December Christmas DayCentre Closed
26th December Boxing Day SundayCentre Closed
1st January 2025 New Years DayCentre Closed

Christmas shopping



Free parking in council's town centre car parks on all Saturdays in December.

Free parking is already free in the council's town centre car parks.

It also covers privately-run car parks and on-street parking bays.

For details of council car parks in Sandwell.

BID Ambassadors

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

Attendance Spots 2024	8,665
Business Engagement 2024	3,877
Reported incidents to Sandwell Council or other partners 2024	484
First Aid incidents 2024	4
Blue Light forms 2024	24

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

CHRISTMAS IN CARTERS GREEN

Friday 6th December 2024

5pm - 7pm

Events Area, Carters Green,

West Bromwich, B70 9QP

Featuring performances from:

Hit The Dhol (Dhol Drummers & Dancers)

Legacy School of Dance

DanceQube

Wiśniacy - Polish Folk Dance Group



Hosted by



For more information please contact

lisa.hill@westbromwichtown.co.uk

07572 121906



WEST BROMWICH
Business Improvement District

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FESTIVE FACE PAINTING
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**WILD EARTH MOVEMENT
CRAFT WORKSHOP**
SAT 21 DEC 10AM - 4PM

PLUS MEET THE

GOODMETER ELVES
SAT 21 DEC 12PM, 1PM, 2PM**



QueensSquaresc.co.uk

*T&C's apply. Find out more at queenssquaresc.co.uk. Competition closes 09/12/2024. **30minute sets.

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.

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