



WEST BROMWICH
Business Improvement District

Your West Bromwich

Summer Newsletter Issue 38

Upcoming Free Event

Petting Zoo

Organised by the West Bromwich BID

We have a mobile zoo with lots of animals including:

Goats

Sheep

Rabbits

Chickens

Alpacas

Thursday, 2nd April, 2026

from 10 am to 3 pm
on High Street,
next to Little Desserts.



Welcome



PAUL RAMSEY

Chair, West Bromwich BID



A Strong Start to the Year:

The first quarter of 2026 has brought renewed momentum across West Bromwich town centre. Businesses, partners, and community organisations continue to work together to strengthen safety, enhance the environment, and improve the overall visitor experience. This edition highlights progress so far and outlines priorities for the coming months.

Town Centre Safety and Security:

Safety remains a central focus for the BID, with several initiatives delivering positive results this quarter.

- The BID Patrol Team increased its presence during peak trading hours, supporting businesses with incident reporting, welfare checks, and rapid responses to anti-social behaviour.
- Additional CCTV integrations with local businesses have strengthened information-sharing and improved response coordination.
- The Retail Crime Partnership recorded an increase in intelligence submissions, helping to identify repeat offenders and reduce theft-related losses.

The BID encourages all retailers to engage regularly with the BID Ambassadors, who are available daily to offer support, gather feedback, and assist with any concerns relating to safety or the trading environment.

Cleanliness and Environmental Improvements:-

A clean and welcoming environment is essential for attracting visitors and supporting local businesses.

- A deep-cleaning programme was completed across the High Street, Bull Street, and surrounding areas, including jet washing and gum removal.
- Graffiti removal response times improved significantly, with most reports resolved within 48 hours.
- New planters and early-spring floral displays were installed to enhance key entry points into the town centre.
- Preparatory work is underway for the new pop-up park in Princess Parade on the former Wilkinsons/Bargain Buys site. Construction is due to begin soon, transforming the area into an attractive public space designed to support events, increase footfall, and create a more welcoming environment for visitors. The BID is working closely with partners to minimise disruption and will keep businesses informed as the project progresses.

Further environmental improvements are planned for the summer, including refreshed signage and wayfinding.

Business Support and Engagement:-

Supporting local businesses remains a core part of the BID's work.

- Business drop-in sessions were launched, offering owners and managers direct access to the BID team for advice, concerns, and collaborative planning.
- Training workshops were delivered on customer service, conflict management, and digital marketing, with strong participation from independent retailers.
- New business welcome packs were introduced to

help new arrivals integrate quickly into the town centre community.

Retailers are encouraged to speak with the BID Ambassadors during their daily rounds. They act as a direct link between businesses and the BID team, ensuring issues are raised quickly and support is delivered where it is most needed. Traders are also encouraged to distribute loyalty cards to customers to help build repeat visits and strengthen customer relationships, and the Ambassadors can support businesses in obtaining these.

Events and Town Centre Promotion:-

Promoting West Bromwich and driving footfall continues to be a key priority.

- The January Sales Campaign highlighted local retailers across digital platforms, reaching a wide audience of residents and visitors.
- The "Love West Bromwich" Valentine's campaign showcased independent businesses and

encouraged local shopping.

- Planning for the Easter Trail is underway, with family-friendly activities designed to increase visits during the school holidays.

Businesses interested in participating in future promotional campaigns are invited to contact the BID office.

Partnerships and Community Collaboration:-

Strong partnerships continue to underpin progress in the town centre.

- The BID worked closely with Sandwell Council, West Midlands Police, and local community groups to coordinate safety, events, and environmental improvements.
- A new Town Centre Working Group was established to align priorities, share data, and support long-term regeneration efforts.

- Delivery of the Spring Clean Week, involving volunteers, businesses, and community partners.

- Expansion of the Business Crime Reduction Partnership with new digital tools.

- Launch of the Easter Trail and early-summer events programme.

- Additional training sessions focused on retail skills, digital growth, and staff wellbeing.

These partnerships will remain central to delivering improvements throughout 2026.

Looking Ahead to Quarter Two

Plans for the next quarter include:

Best Regards

Paul Ramsey
West Bromwich BID Chair

What's coming up in 2026...

18th March

10.30 am to 12 pm

West Bromwich Women's Forum

West Bromwich Library

2nd April

10am to 3pm

Easter Event – Petting zoo

Farley Fountain, High Street

21st April

10.30am to 12pm

Spring Clean

BID area

May 2026

TBC

AGM Meeting (Yearly)

TBC

9th June

10.00am to 12pm

**Workshop Training - Mental Health
in a workplace Kaleidoscope**

High Street

23rd June

10.00am to 12pm

**Workshop Training - Managing
conflict**

Select Lifestyles

31st July

11am to 4pm

Carters Green Event

Carters Green Events area

7th August

11am to 4pm

Summer BBQ in West Bromwich

BID area

28th August

11am to 4pm

West Bromwich Event

BID area

September 2026

TBC

Foodbank Collection - Banks

BID area

15th September

10.30am to 12pm

Spring Clean

BID area

16th September

10.30am to 12pm

West Bromwich Women's Forum

West Bromwich Library

22nd September

10.00am to 12pm

**Workshop training
- Counter Terrorism**

TBC

13th October

10.30am to 12pm

Spring Clean

BID Area

11th December

5pm to 7pm

Christmas in Carters Green

Carters Green Events area

Sat 19th December

11am to 4pm

Christmas in West Bromwich Part 1

BID Area

22nd December

11am to 4pm

Christmas In West Bromwich Part 2

BID Area



WEST BROMWICH
Business Improvement District

Regeneration



The Retail Diversification Programme (RDP) aims to deliver comprehensive regeneration and transformation of the West Bromwich retail submarket through major site assembly and demolition works.



The programme largely funded by Towns Fund aims to kickstart regeneration opportunities to deliver a significant number of town centre homes, improve the town's declining retail offer, repurposing surplus accommodation and unlocking large areas of brownfield land for planned regeneration.

The RDP consists of 4 key projects within West Bromwich Town Centre.

The new West Bromwich Indoor Market was completed and opened to the public in August 2025.

The demolition of the Former Wilko building was complete in July 2025. The vacant site is scheduled to be redeveloped into a meanwhile pop-up park which will provide amenity space in close proximity to the high street. Works for this are anticipated to commence in May 2026.



The remaining two demolition projects as part of the RDP are:

Former King Cinema Demolition –

Currently on site and nearing completion. The works are scheduled to be complete by end of April 2026. The demolished site will provide a regeneration opportunity to deliver the aspirations set out in the West Bromwich Masterplan.

Former Indoor Market –

Demolition works are scheduled to commence in late April/early May 2026. Similar to the King Cinema site, it will provide a regeneration opportunity for redevelopment.



It should be noted, the dates provided are indicative and could change.

FREE EVENT



WEST BROMWICH
Business Improvement District

Organised by the West Bromwich BID

PETTING ZOO

Thursday, 2nd April, 2026

10 am until 3 pm, High Street, West Bromwich (by Little Desserts)



For more information:

t: 07572 121 906 | e: lisa.hill@westbromwichtown.co.uk

West Bromwich BID Litter Pick

6 pm to 9 pm

| Monday | Tuesday | Friday | Saturday |
|------------------------------------|--|---------------------------------|---|
| Carters Green | High Street, Sandwell Road to St Michaels Church | Carters Green | Pedestrian High Street |
| Sandwell Road | Lombard Street West | Sandwell Road | High Street |
| 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 | New Street | New Street | New Square grass verge (above A41) |
| New Square grass verge (above A41) | St Michaels Street | St Michaels Street | Outdoor Market (1 hour cleaning under the market) |
| | | Moor Street (to leisure centre) | |



West Bromwich BID have collected

119

Black bags off rubbish so far for 2026

525

Black bags of rubbish off the streets of West Bromwich Town Centre in 2025



:update



Unlocking New Skills And Career Potential At The Cradley Heath Skills Campus

The brand-new campus will play a transformative role in boosting skills, employment, and social inclusion across the Black Country, acting as a catalyst for opportunity and regeneration, and bringing practical training, adult learning and community-focused education into the heart of the town. The £9.3million community-focused facility, funded by Sandwell Council's Towns Fund Programme, is an innovative investment into adult learners, apprentices and school leavers for practical, career-focused learning with industry-standard workshops.

*** Join our Coffee Morning Open Day for Adult Learners at Cradley Heath Skills Campus on Tuesday, April 14 from 10am to 1pm.**



New Learning Campus Set To Transform Skills Across Sandwell

A major new Learning Campus is set to open on the Midland Metropolitan University Hospital site, marking a significant milestone in the regeneration of Smethwick and the wider Sandwell area.

The Sandwell Colleges were delighted to be part of the recent media launch alongside ITV, BBC and Birmingham Live, highlighting the exciting opportunities this new partnership will bring. T Level, Adult Learning and Level 2 Health & Social Care students will benefit from the new campus and build

the skills needed for careers in healthcare. Through this close connection with the NHS, the MMUH, the wider sector and local universities, students will develop vital skills, gain real insight into healthcare careers and experience an immersive learning environment preparing them for progression to university or roles in the sector.

If you have a young person who would like to see the facilities and find out more, visit our Learning Campus open day on Friday, April 10 from 1pm to 3pm.

Proud To Sponsor Community Grand Iftar

The Sandwell Colleges were proud to attend and sponsor the Sandwell Council Community Grand Iftar at West Bromwich Town Hall with our partners, members of the community and council staff who joined to break their fast together at sunset, creating a welcoming space and a wonderful opportunity to mark a time of gratitude and reflection.

Upcoming Open Day

Come along to our next open day to find out more about joining our college community, and the opportunities available to you and your family:

Sandwell College Open Day for School Leavers – Thursday, May 7 from 4pm to 7pm.



Raising Standards in Care

— The Impact of Lime Healthcare Support Limited

At a time when the UK's health and social care sector faces unprecedented demand, organisations that combine compassion, professionalism, and innovation are helping shape a stronger future for community care. Among those making a meaningful contribution is Lime Healthcare Support Limited, a company recognised for its commitment to high-quality, person-centred healthcare support services.

Modern healthcare extends far beyond hospitals. Effective care increasingly depends on responsive support systems that operate within communities, homes, and specialist environments. Lime Healthcare Support Limited has positioned itself as a trusted partner within this evolving landscape, delivering flexible solutions tailored to the needs of patients, families, and healthcare providers.

What distinguishes impactful healthcare support organisations is not simply the services they offer, but the values that guide them. A strong emphasis on dignity, respect, and reliability underpins the company's approach. By prioritising compassionate care alongside professional standards, Lime Healthcare Support Limited helps ensure individuals receive support that promotes independence, wellbeing, and confidence in everyday life.

The organisation also plays an important role in

strengthening the healthcare workforce. Staffing pressures remain one of the sector's most pressing challenges. By providing trained, dependable professionals and fostering supportive working environments, the company contributes to continuity of care — a critical factor in positive patient outcomes and organisational stability.

As healthcare systems continue shifting toward preventative, community-based models, adaptable support providers are essential. Through collaboration, accountability, and a commitment to quality, Lime Healthcare Support Limited supports the delivery of care closer to home, helping reduce system pressures while enhancing the overall patient experience.

Trust, consistency, and professionalism remain central to long-term success in health and social care. By aligning its services with evolving sector standards and expectations, Lime Healthcare Support Limited demonstrates how dedicated support organisations can complement and strengthen wider healthcare provision.

In a sector built on compassion and commitment, organisations that invest in people and quality truly make a difference. Lime Healthcare Support Limited stands as a positive example of how focused leadership and values-driven service can contribute to a more resilient and responsive healthcare system.

Lime Healthcare Support Limited

100 High Street First Floor West Bromwich B70 6JW

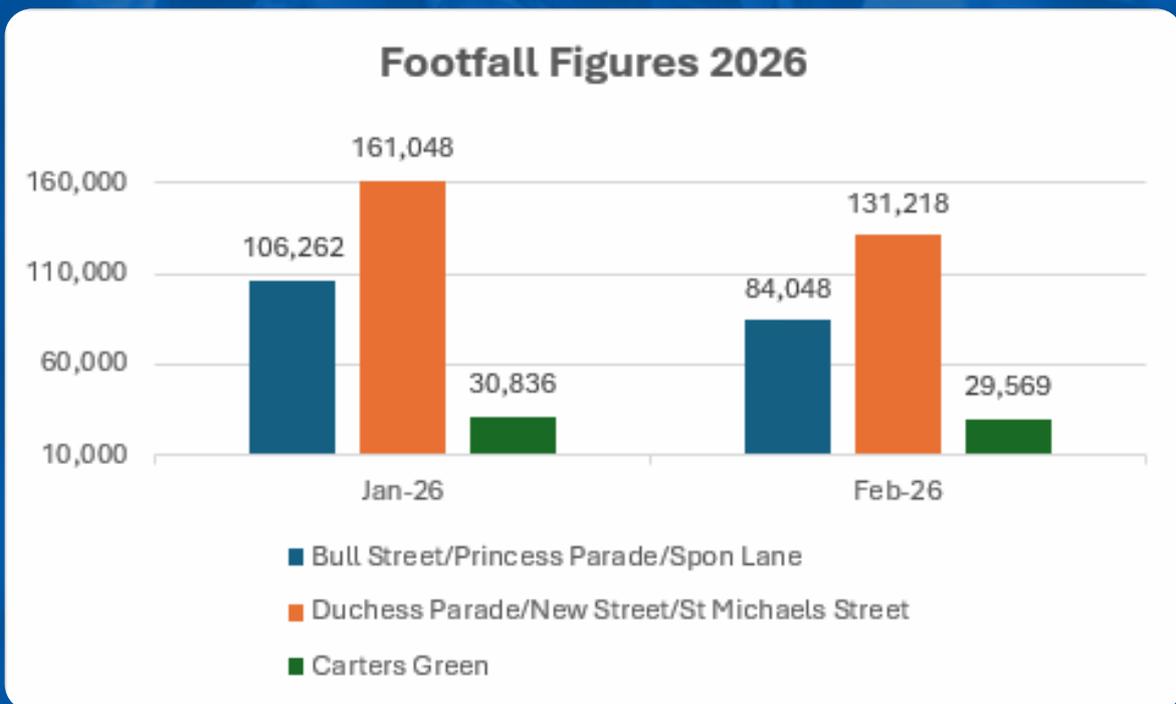
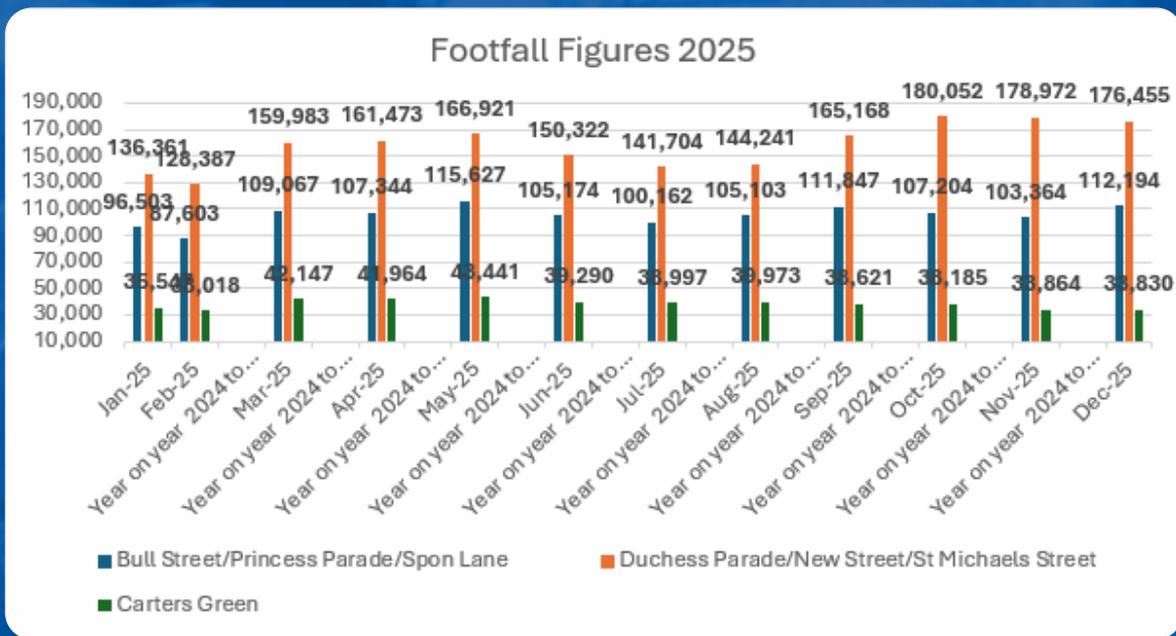
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2025 Footfall Figures

for West Bromwich Town Centre

Areas covered:-

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



WEST BROMWICH TOWN WOMEN'S FORUM

West Bromwich BID are hosting "Women's Safety Forum" to West Bromwich Town Centre.

The aim of the Forum is to make Women who work in West Bromwich Town Centre feel safe and make them aware of Safe Spaces around the Town Centre.

Invited to the forum is 1 female from each business.

The nominated person will then share all the information with your female staff within your business.

Wednesday, 16th September, 2026

10.30 am until 12 pm

West Bromwich Library (Upstairs)

Join our forum

E: lisa.hill@westbromwichtown.co.uk or T: 07572 121 906





WEST BROMWICH
Business Improvement District

Follow Us on Social Media



Let's Get Connected for Our Latest News & Updates



X: @WestBromwichTC



TikTok: West Bromwich Town BID



Facebook: West Bromwich Town BID



Instagram: westbromwichtownbid



Linedin: west bromwich town
business improvement district

New App !!

Download
"West Bromwich BID"
Apple or
Android



Meet our BID Ambassadors

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



Tony

t: 07857 947 462

e: Ambassadors@westbromwichtown.co.uk

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



Lindsey

t: 07361 917 900

e: Ambassadors@westbromwichtown.co.uk

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



Atif

t: 07553 131 082

e: Ambassadors@westbromwichtown.co.uk

- High Street (B'ham Road)
- Bull Street • New Street
- Queens Square Shopping Centre
- New Square Shopping Centre
- West Bromwich Ring Road

1,324

Attendance Spots 2026

7,911

Attendance Spots 2025

579

Business Engagement 2026 (up to Feb 2026)

2,834

Business Engagement 2025

73

Reported incidents to SMBC or other partners 2026

370

Reported incidents to SMBC or other partners 2025

0

First Aid 2026

0

Blue Light forms 2026

COUNTER TERRORISM AWARENESS WORKSHOP

West Bromwich BID would like to invite our businesses to a
Counter Terrorism Awareness Workshop.

This workshop will be presented by West Midlands Police Counter
Terrorism Unit



TUESDAY 22ND SEPTEMBER 2026

West Bromwich Library (Upstairs)

316 High Street, West Bromwich, B70 8ES

10am-12pm

If you would like to book your place. Please email

Lisa.Hill@westbromwichtown.co.uk or

call 07572 121906



WEST BROMWICH
Business Improvement District



**COUNTER
TERRORISM
POLICING**
WEST MIDLANDS CTU

ACT

**ACTION
COUNTERS
TERRORISM**

WEST BROMWICH BID INVITE YOU TO “MENTAL HEALTH IN A WORKPLACE”

TUESDAY 9TH JUNE 2026
10AM TO 12PM
KALEIDOSCOPE PLUS GROUP
321 HIGH STREET
WEST BROMWICH, B70 8LU

FREE

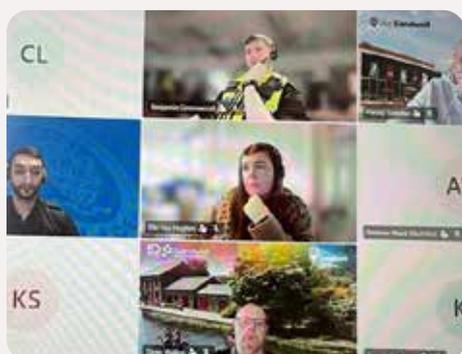


BOOK YOUR SPACE:-
LISA.HILL@WESTBROMWICHTOWN.CO.UK
OR CALL 07572 121906



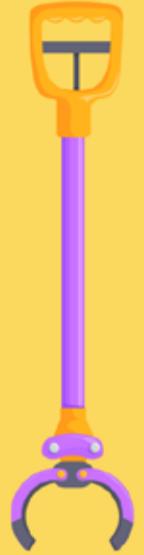
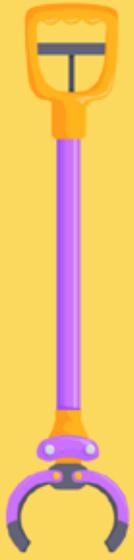
WEST BROMWICH
Business Improvement District

Business Crime Reduction Partnership (BCRP)



- West Bromwich BCRP Meetings have been running since 2017.
- West Bromwich BID have hosted every meeting.
- Meetings are run on a monthly basis for Businesses and Partners.
- 86 Meeting have been completed so far.
- Intelligence sharing.
- Gives Businesses a voice to share their experiences of ASB, shoplifting or Vandalism.
- Opportunity for Businesses to meet Partners and other Businesses.

Contact: lisa.hill@westbromwichtown.co.uk | t: 07572 121 906
for more information



VOLUNTEERS REQUIRED LITTERPICKING 2026

We would like to invite businesses, charities or other organisations to come and join us with a litter pick in West Bromwich Town.

Email

Lisa.hill@westbromwichtown.co.uk

**Lisa Hill - BID Manager
07572 121906**

**lisa.hill@westbromwichtown.co.uk
www.westbromwichtown.co.uk**



WEST BROMWICH
Business Improvement District

West Bromwich BID

Invite you to a **"FREE"** workshop

"Managing Conflict in your Workplace"



Tuesday, 23rd June, 2026

10 am until 12 pm

Select Lifestyles, 335-337 High Street,
West Bromwich, B70 8LU

Book your space
(only 16 spaces available)

E: lisa.hill@westbromwichtown.co.uk or T: 07572 121 906

Easter Eggstravaganza!



Easter Fun Day

Thursday 2nd April, 11am-4pm

Families can hop to it and get crafty creating their own Easter basket, take part in an egg hunt and even meet the Easter Bunny himself!

There's also face painting, glitter tattoos and balloon modelling to add to the fun!

Easter Mini Farm

Wednesday 8th April, 11am-4pm

Get ready for cuteness overload as you come face to face with some amazing animals including goats, sheep and chickens at New Square's Easter Mini Farm.

**FREE
EVENT**

**NEW
SQU
ARE**
WEST BROMWICH

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

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

Long term parking now available at New Square – Primark and Multi-Storey Car Park only.

Up to 8 hours parking for £7 in Primark and Multi-Storey
Long stay car park only spend £5 in Tesco, receive a
voucher worth £2 which can be used on all tariffs.

Pay by card or coins at Pay machines.
No Change given or via Just Park App.

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