



WEST BROMWICH

Business Improvement District

Your West Bromwich

Winter Newsletter Issue 39



Welcome



PAUL RAMSEY

Chair, West Bromwich BID



As we navigate another challenging period for retailers across the UK, I want to reassure all levy paying businesses that West Bromwich BID remains fully focused on supporting you and representing your interests. Our priority continues to be delivering practical value, promoting the town centre and responding to the needs of the businesses who fund and rely on the BID.

From time to time, businesses may be contacted by individuals seeking to question or challenge the relevance of the BID.

Our accountability is, and always will be, to our levy payers. Detailed financial, operational and performance information is provided directly through the established channels designed for you, and we will continue to ensure that levy payers receive clear, accurate and timely updates.

Although I no longer work in the town, I spent over 40 years of my career here, employing thousands of local people who contributed significantly to the local economy. During that time, I was privileged to play a pivotal role in the redevelopment of West Bromwich including the creation of New Square and the introduction of the educational and recreational facilities that now serve local families and businesses. This experience has given me a deep understanding of the pressures, opportunities and long-term needs of our town.

The BID continues to challenge Sandwell Council on behalf of levy paying businesses to ensure you receive value as rate payers. We also work closely with West Midlands Police and local councillors to ensure all partners remain aligned with business needs and that the town centre receives coordinated, practical support. These relationships are essential to delivering a safe, welcoming and commercially viable environment for local businesses.

As we move towards the festive season, I encourage all businesses to look out for the BID's upcoming marketing and promotional events in the run up to Christmas. These initiatives are designed to increase footfall, support local traders and create a vibrant atmosphere throughout the town centre during one of the most important trading periods of the year.

Your confidence in the BID, reflected in last year's outstanding ballot result, remains our motivation to keep improving and keep delivering.

Thank you for your continued support and engagement. We will keep listening, keep adapting, and keep working hard on your behalf.

Best Regards

Paul Ramsey
West Bromwich BID Chair



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Business Improvement District

www.westbromwichtown.co.uk

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What's coming up in 2026/27...

2026

13th October 2026

10.30am to 12pm

Spring Clean litter picking

BID area

Fri 11th December 2026

5pm to 7pm

Christmas in Carters Green

Carters Green

Tue 22nd December 2026

11am to 4pm

Christmas in West Bromwich

BID area

2027

Wednesday 17th March 2027

TBC

West Bromwich Women's Forum

West Bromwich Library



WESTBROMWICH
Business Improvement District

Regeneration



Demolition works on the former King Cinema are due to continue later this month (September 2026).



The works are scheduled for completion in January 2027.

Following demolition, the vacant land will be used for future development opportunities.

During and following demolition, the site will be appropriately secured and will not be accessible to members of the public.



Christmas in Carters Green

FRIDAY 11TH DECEMBER 2026 17.00 - 19.00PM

Entertainment to be confirmed soon



WEST BROMWICH
Business Improvement District

Finalist for Employer of the Year

We're absolutely delighted to be a finalist for Employer of the Year at this year's Black Country Chamber of Commerce Business Awards.



This award recognises employers who excel in developing their workforce and engage employees in their company values. To make the shortlist entrants must demonstrate successful strategies for employee training, career development, and skill enhancement, showcasing measurable outcomes. They also need to evidence policies that promote diversity, equity and inclusion, along with their impact on employee retention and recruitment. As part of our submission we highlighted our initiatives that foster a positive workplace culture, improve employee engagement, and support our overall staff welfare. We wish all the finalists good luck

and we look forward to celebrating with them all on November 12 at Wolverhampton Racecourse.

Proud To Sponsor MBCC Awards

We are proud to be supporting the Multicultural Business and Community Champion Awards, which celebrate the outstanding businesses and individuals making a positive impact across our diverse communities. These awards align closely with our values by recognising diverse talent, championing equality and inclusion, and highlighting the vital contribution that multicultural businesses and community leaders make to both our economy and society. They also provide valuable opportunities to strengthen connections with employers and community partners across the region. Our CEO & Principal, Lisa Capper MBE, and Director of Communications, Public Affairs and External Engagement, Claire Williams, attended the pre-award launch event alongside Roksana, one of our Level 3 Travel and Tourism students, who gained invaluable insight into a high-profile professional environment, showcasing excellent hospitality and customer service skills throughout the evening. In recognition of her fantastic



contribution, Roksana was delighted to receive an invitation to return and support the main awards ceremony in November.

Upcoming Open Days

Come along to our next open days at Sandwell College 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 and Adult Learners – Thursday, October 8 from 4pm to 7pm, and Saturday, October 10 from 11am to 3pm.

*Christmas in
West Bromwich*

22nd December 2026

11.00am to 16.00pm

ENTERTAINMENT TO BE CONFIRMED SOON:-
QUEENS SQUARE SHOPPING CENTRE
NEW SQUARE SHOPPING CENTRE
KINGS SQUARE SHOPPING CENTRE
ASTLE RETAIL PARK



WEST BROMWICH
Business Improvement District



We're now checking tickets and passes.

You must have a valid ticket or pass before you board.
You could get a **£100 penalty fare** if you don't.



Buy Before You Board.

visit website

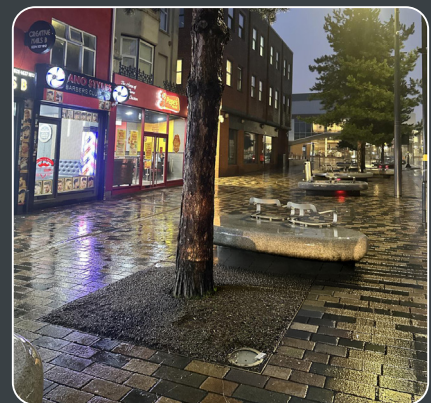


[westmidlandsmetro.com](https://www.westmidlandsmetro.com)

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

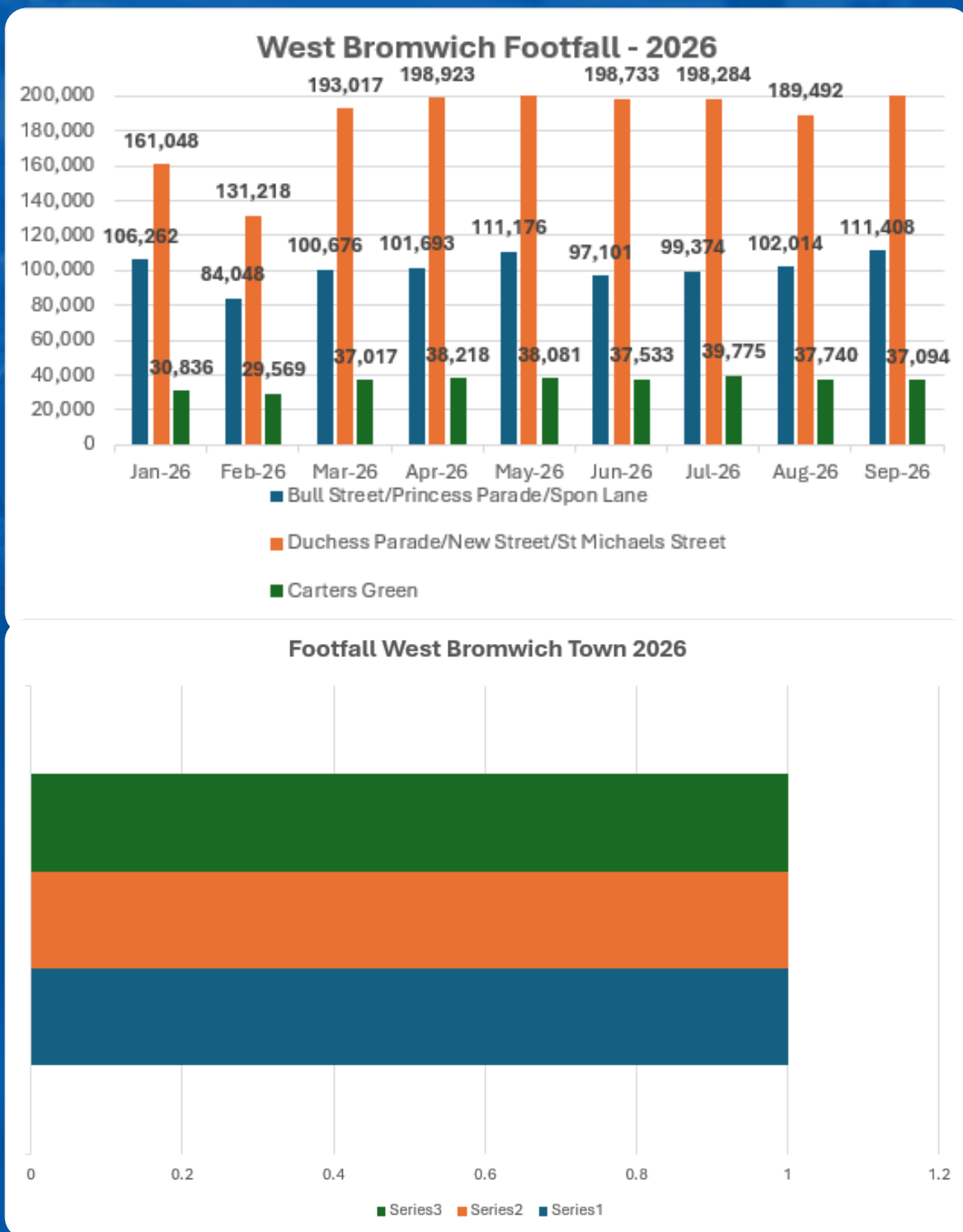
Black bags of rubbish off the streets of West Bromwich Town Centre in 2025

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





Funded by
UK Government



West Midlands
Combined Authority



FULLY FUNDED

BUSINESS SUPPORT

From idea to growth



FOR SANDWELL BUSINESSES AND SANDWELL RESIDENTS ONLY

Whatever stage you're at, SWEDA can help.

Get practical, personalised support designed around you and your business.
Choose the route that best describes where you are now.

STARTING A BUSINESS?

Pre-start or trading under 12 months

- ✓ Personalised 1:1 support
- ✓ Business planning, finance and marketing workshops
- ✓ Digital Skills for Business
- ✓ Networking and customer-growth support

RUNNING A BUSINESS?

- ✓ Tailored 1:1 business advice
- ✓ Marketing, social media and digital support
- ✓ Practical workshops you can use straight away
- ✓ Networking opportunities

SUPPORT TO HELP YOU

Develop new
business skills

Strengthen your
business skills

Reach more
customers

Make valuable
connections

READY TO GET STARTED?
CALL TO BOOK AN APPOINTMENT

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sweda@sweda.org.uk



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COMING THIS
October
♡



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, 17th March, 2027

10.30 am until 12.00 pm

West Bromwich Library (Upstairs)

Join our forum

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





WEST BROMWICH
Business Improvement District

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Instagram: westbromwichtownbid



Linkedin: 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

5,734

Attendance Spots 2026

7,911

Attendance Spots 2025

2,544 visits

Business Engagement 2026 (up to Oct 2026)

2,834

Business Engagement 2025

314

Reported incidents to SMBC or other partners 2026

370

Reported incidents to SMBC or other partners 2025

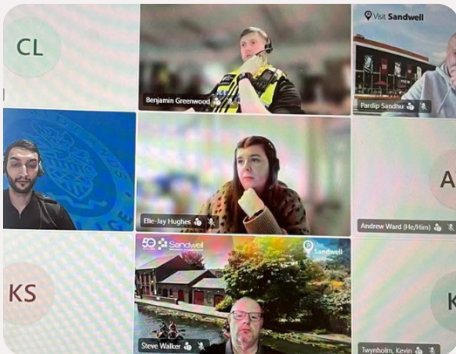
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First Aid 2026

6

Blue Light forms 2026

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**



ALIENS ARE COMING!

Wednesday 28th October 11am-4pm

Get ready for an out of this world experience at New Square! Become a space explorer, unlock the alien's DNA and be amazed by our crazy scientists with a day of free intergalactic fun.



**FREE
EVENT**

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