

BID NEWS

SPRING 2023 - ISSUE 29

THIS EVENT IS FUNDED BY
WEST BROMWICH
Business Improvement District



SATURDAY 8TH APRIL
11AM-4PM



HAPPY EASTER
WEST BROMWICH



KINGS SQUARE

EASTER CIRCUS WALK ABOUT - BALLOON MODELLER - WITH A TOUCH OF BUNNY MAGIC!

NEW SQUARE REPTILE CORNER



ASTLE RETAIL PARK

MEET ALICE IN WONDERLAND & WHITE RABBIT

HIGH STREET EASTER CIRCUIT

QUEENS SQUARE

WALK ABOUT WITH OUR EASTER MASCOTS

EASTER

FOR FURTHER ENQUIRIES
CONTACT

ADMIN@WESTBROMWICHTOWN.CO.UK



BID NEWS

SPRING 2023 - ISSUE 28



PAUL RAMSEY

Chair, West Bromwich BID

West Bromwich BID

www.westbromwichtown.co.uk



@WestBromwichTC



West Bromwich Town centre



Westbromwichtown

I hope everyone is keeping well.

For those of you who are unaware, West Bromwich BID and the Black Country Chamber of Commerce are offering businesses the opportunity to join the Sandwell Business Community, providing a suite of support and advice to promote your business and lots of networking opportunities.

If you sign up before 28th February you will receive 12 months membership, completely free to new members. For further information and to take advantage of this offer which is funded by Sandwell MBC, email membership@blackcountrychamber.co.uk before the deadline.

We have been working hard with our local Police team to address anti-social behaviour and have been to visit the improved Safer Travel CCTV control room in Birmingham where they can alert us to signs of unusual activity. This has enabled us to act quickly and has resulted in

19 stop and searches and a series of arrests. We are also working with a local college ambassadors to tackle three priority areas – youth violence, drugs, and street drinkers. There are several police surgeries coming up in New Square Shopping Centre, Queens Square Shopping Centre and West Bromwich Library. Keep your eyes peeled on the West Bromwich WMP Twitter page for upcoming dates and times.

Sadly, most businesses are feeling the pinch of the financial crisis but the BID are here to support you. On **Thursday 23rd February** at the Utilita Offices on the High Street, Utilita staff will be available to advise you on how you could possibly save money on energy bills. Come along to the Business Breakfast between 8am-9am to take advantage of the advice available. **To book your space email lisa.hill@westbromwichtown.co.uk**

Thank you all on behalf of the West Bromwich BID team.

To get in contact with the BID Team please call
07572 121 906 or email **admin@westbromwichtown.co.uk**.

Thank you, Lisa, Demi, Tony, Harvey and Lindsey.

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West Bromwich Police

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

Current local policing priorities

COVID-19 | Under-25 Violence | Domestic Abuse

The West Bromwich Neighbourhood Team have been really busy over the last few months and have continued the partnership approach to tackling Crime and Antisocial behaviour in the Town Centre.

Firstly, I would to promote a number of engagement events which the officers and staff conduct on a regular basis –

- Coffee with a copper at West Bromwich Central Library.
- Coffee with a copper at the ‘Lets chat hub’ located within the bus station.
- A crime prevention surgery in Queen Square.
- A crime prevention surgery in New Square.

All of the above and more are advertised on our twitter page (@WestBromwichWMP) and we would love to see you there. Where able I would like to ask you to promote these events and please get in touch if you have any ideas for future events. With spring fast approaching and the weather getting milder our aim is to conduct further events outdoors to attract more people.

The priorities for the town centre neighbourhood policing team remain the same and these are ‘Under 25 violence,’ ‘Street Drinker/ASB’ and ‘Drugs.’ Over the past six months the team have been focusing on these issues and looking for long term solutions. As a result of the work the team have been successful in gaining four criminal behaviours orders – these are order issued by the court when they are satisfied that a person’s behaviour is having a negative impact on the community. I am pleased to say that these orders have been extremely successful and removing these people from the area at specified times has had a positive impact. Working together with the BID we have also identified a number of people who will be focusing on next.

Unfortunately, a small minority of people who are visiting the town still behave in a manner which is not acceptable and the team are really



keen to ensure that this is prevented. The team continue to be supported by the Guardian Police patrols and other departments including WMP Dogs who conduct

patrols during key times in the town, during lunch times and the end of school and college. Again, we have completed a number of stop and searches where appropriate and have identified and seized drugs and weapons.

I would like to ask that the members of our community continue to feed in intelligence so that we are able to act upon it. Intelligence can be submitted in a number of ways including in person to one of the officers patrolling the town, via 101, via email westbromtown@westmidlands.police.uk or anonymously via crime-stoppers – ‘crimestoppers-uk.org’ (0800 555 111)

Finally, I would like to promote WMNOW – this is a free email messaging service from West Midlands Police. Sign up to receive updates straight into your inbox about crimes, police activity and other local news. When you sign up you can let us know what topics you’d like to hear about – whether that’s vehicle crime, burglaries or anti-social behaviour in your neighbourhood. You can also choose to receive updates from some of our partners including the fire service, Action Fraud and your local council. Remember to share our updates with your friends, family and neighbours to help keep our communities safe and connected. – A member of my team sends weekly updates to ensure you are kept up to date! www.wmnow.co.uk

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

Queen's Square Shopping Centre

www.queenssquaresc.co.uk

Kings Square Shopping Centre

www.kings-square.net

New Square Shopping Centre

www.newsquarewestbromwich.co.uk

Astle Retail Park

www.astlepark.co.uk

New Sandwell College campus

Ground works to prepare for construction of new Sandwell College campus begin

Preparatory ground works for the construction of the £4.8 million Sandwell Civil and Mechanical Engineering Centre (Sandwell MEC) on West Bromwich High Street have begun.

The Council's contractors have been on site since November 2022, preparing the foundations, sub-structure and external works for the new campus and are set to complete this round of works by February 2023.

As a new technical campus for Sandwell College, the centre will encompass 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.

The new facility will prepare hundreds of young people and adults for future life and work. Students will also benefit from activities that will enable them to progress into the workforce, higher skills jobs, or to continue their learning at university.

Construction of the campus building – which will be a modular build - is expected to start between March and April 2023, with completion due by September 2023. Modular construction is much quicker than conventional construction. It takes place offsite, using controlled plant conditions, before the components of the building are transported and assembled at the final location.

Creating a 900sqm facility on remediated land along West Bromwich High Street, the new Sandwell MEC is part of the £1.8bn 'Regenerating Sandwell' pipeline of regeneration projects being delivered across the borough's six towns over the next five years. Funding for the project has been provided by the Towns Fund, Department for Education, and Sandwell College.

Councillor Peter Hughes, Sandwell Council's Cabinet Member for Regeneration and Growth said: "I am delighted that preparatory works for the construction of the Sandwell MEC have begun. The new campus will grow West Bromwich's



'Knowledge Quarter' and is one of ten education and skills projects aimed at increasing provision in the borough under our £1.8bn 'Regenerating Sandwell' pipeline. By enhancing skills infrastructure, Sandwell has an opportunity to build on recent increases in skills levels which will pave the way to a more prosperous future. This will prepare residents for future industries, and, in time, bring good quality and well-paying jobs to the borough."

Sandwell College Principal, Graham Pennington said: "With thanks to Sandwell Council and the Town Fund, the College will launch its new specialist centre for engineering and associated technologies offering academic, technical and apprenticeship courses. This is an exciting development for the town and the borough and will bring further regeneration to the High Street of West Bromwich. We look forward to welcoming students and apprentices at the centre in September 2023."

Chris Hinson, Chair of West Bromwich Town Deal Board, said: "I am pleased to see ground works proceeding smoothly on site to prepare for the start of construction work in the Spring. Sandwell MEC will be West Bromwich's education hub, delivering in-demand skills to meet the needs of business – including Sandwell's specialisms in construction, manufacturing and logistics. This exciting project is part of the Towns Fund investment to support high quality skills and training hubs related to key growth sectors and opportunities that could deliver good quality and well-paying jobs to Sandwell."

STREET FOOD VENDORS WANTED

**FOR NEW PITCHES AT PRINCESS PARADE,
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www.sandwell.gov.uk/streetfoodpitches



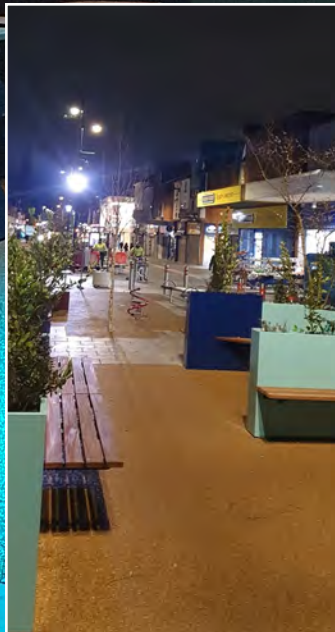
Indoor Market - relocation

Funding from Towns Fund will help to deliver the relocation of the Indoor Market from its current site to better located vacant premises on West Bromwich's High Street. Public consultation is now complete with almost 500 responses demonstrating overwhelming support for an improved Indoor Market. Design proposals are currently being developed and work is planned to start in coming months. The site could deliver 10,800 sqft of market floorspace which would accommodate over 25 traders and will include a new food court. The new location will consolidate market trading numbers and provide traders with a modern, fit-for-purpose home in a prominent location. This will not only futureproof the Indoor Market, which is a social and economic cornerstone of the town but

will also provide a much-needed boost to the evening economy and free up the existing market location for future development.



Let there be light...



Pleased to report that new bins have been installed along Princess Parade and also colour changing lights have been introduced alongside the updating of the functional LED lights on the Parade. It is hoped that improving the evening lighting will help people feel safer and also use the High Street longer into the evenings.

Adding the coloured lighting will provide infrastructure to assist evening events and also provide a better sense of place. The last bit of work is to repaint the Light Columns and install handles to the benches – the benches are likely to be treated with a protective coating during the Summer.

Phase 2 is set to begin in March which will see the connectivity improved along the edge of the High Street from Dartmouth Square to Queens Square / Walsall Street. The paving will be replaced and new public realm introduced which will see the introduction of an avenue of street trees + flower beds and a dedicated pedestrian and cycle route and a gateway piece of artwork. There should be minimal impact on businesses in the area but we will update in due course.



Retail Diversification Project

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Urban Greening

The first phase of works on the Town Fund Urban Greening Project, to improve green spaces and boost the physical and mental wellbeing of local people is now complete.

The Council has delivered a range of improvements to the appearance of West Bromwich town centre on the Princess Parade/ Bull Street section of High Street, including the restoration of Farley Fountain and Dartmouth Clock Tower.

These culturally important pieces of West Bromwich's architecture have been restored and redecorated with green, blue and gold heritage colour tones to bring a fresh look to people using the High Street and potentially attract more people to the town centre to see the iconic landmarks.

For more information, please visit regenerating@sandwell.gov.uk

A Day in The Life Of A

As a town centre Ambassador we are the first point of contact for Businesses and m



When we arrive in the morning our first task is to sign onto the town link radio so that users know we are on duty for the day ahead. This will then be followed by a briefing with the BID Manager covering what duties will be expected for that day. After our briefing we conduct our daily patrols, each of our Ambassadors are subject to certain areas in the BID area providing help and support for our Businesses and informing them of what we do, also answering any queries from our Businesses or any problems they may have.

Our week consists of working 6 days a week Monday - Saturday between the hours of 8.30am - 5.30pm (Times may vary during our events)



BID Ambassador

members of the public.



Our main duties of being a BID Ambassador include:

- Reporting fly tipping, graffiti and any broken or damaged street furniture in the BID area to Sandwell Council (My Sandwell Portal)
- To promote Businesses on our Social Media platforms which include Facebook, Twitter, Instagram and LinkedIn. We keep our followers updated with daily work of the BID Ambassadors and any upcoming events
- Working closely with the local Police Neighbourhood Team, Environmental Protection Officers, College Ambassadors and other Key Stakeholders
- Attend relevant meetings i.e., BCRP and share information with our key partners who attend
- Assist with BID events when taking place. We complete surveys from general public for feedback of our events for reports.
- Build a good working relationship with the community
- Undertake Business visits on a scheduled basis promoting the work of the BID and dealing with appropriate issues raised by the businesses
- Distribute literature on behalf of the BID to local Businesses in the BID area
- Promote Disc which is an Information Sharing Tool and ensure the Radio Link is used correctly by members.

Our end of day task involves the completion of our daily logs paperwork which includes our patrol figures, any reporting we have done to local authorities or any problems we have come across or dealt with which are then sent through to our BID Manager for reporting.

IF YOU REQUIRE ANY HELP WITH YOUR BUSINESS IMPROVEMENT DISTRICT, PLEASE DO NOT HESITATE TO GET IN TOUCH.

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steve.burnet@bctg.org.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	983
Business Engagement 2022	3,845
Business Engagement 2023	637
Reported incidents to Sandwell Council or other partners 2022	298
Reported incidents to Sandwell Council or other partners 2023	66
First Aid incidents 2022	13
First Aid incidents 2023	0

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



Sandwell
Metropolitan Borough Council

Town Hall Quarter Project

Works on the Town Hall Quarter Project are planned to start in Summer 2023 and will aim to restore and renovate the Grade II listed West Bromwich Town Hall and Central Library buildings, internally and externally and provide a new Equalities Act compliant entrance to the Town Hall from West Bromwich High Street.

The investment will transform the Town Hall and Central Library (built in 1907) into modern and vibrant facilities to benefit local people, community groups and third sector organisations.



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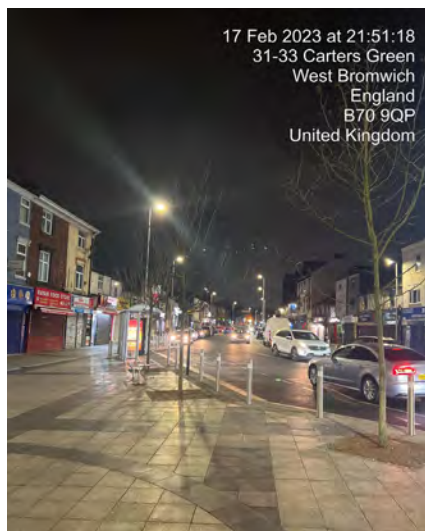
www.theangelsclub.com

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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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



"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."



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



Dino Takeover!

Thursday 6th April, 11am – 4pm

Join us for a roarsome day of fun this Easter holiday! Become a dino ranger and meet Dexter the T-Rex and his cute prehistoric pals. Get crafty creating a dinosaur mask, before embarking on a Jurassic trail to uncover Tiny the Triceratops' eggs!



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