

WEST BROMWICH

BID NEWS

SUMMER 2024 - ISSUE 34



SATURDAY 27TH JULY 2024

11AM TO 4PM

CARTERS GREEN, WEST BROMWICH
(EVENTS AREA DIRECTLY OUTSIDE MILUS
SUPERMARKET, B70 9QP).

PUPPETS IN CARTERS GREEN

ANIMAL PUPPET CORNER
FUN GAMES WITH PRIZES
SANDART CRAFT WORKSHOP
LIGHT CATCHER TABLE GAMES

FACE PAINTER
LIVE DJ



VISIT WWW.WESTBROMWICHTOWN.CO.UK
FOR MORE INFORMATION

WEST BROMWICH



BID NEWS

S U M M E R 2 0 2 4 – I S S U E 3 4



PAUL RAMSEY

Chair, West Bromwich BID

West Bromwich BID

www.westbromwichtown.co.uk

@WestBromwichTC

West Bromwich Town centre

Westbromwichtown

We are now in June 2024 and nearly approaching July lets hope the weather gets warmer.

Our new colourful summer hanging baskets are all up and in place, we hope you like them and they bring colour to the BID area.

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 1,530 black bags of rubbish off the town so far and cleaned up many private areas. These areas look much tidier.

We have our Autumn Spring Clean booked 5th September 2024 and 8th

October 2024 we are always looking for volunteers to come and join us and Litter Watch. If you would like to join us please email admin@westbromwichtown.co.uk.

This month we are delivering our 4 Years of achievements up to 2024. These figures are from 1st July 2020 to 1st June 2024. We are very proud of these figures and it proves the hard work the BID Team deliver in West Bromwich Town Centre.

For the Summer Holidays we have lots of events planned starting on 27th July 2024 in Carters Green. Please see our events page in this newsletter.

Please do remember that the BID team are here to serve you and your business, do reach out to us should you require support or advice

Best wishes,
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, Lindsey and Alina

Summer Fun!

22nd July – 1st September 11am-5pm

The beach is returning to New Square this Summer! A huge sandpit and a variety of amusement rides will make the perfect family day out.



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4 YEARS OF ACHIEVEMENTS DELIVERED BY WEST BROMWICH BID (2020 - 2025)



£315,000 a year investment into the town



3,135 posts with 727 followers



6270 loyalty cards issued



47 events held by the BID



130 times we have removed graffiti on private land



Town centre radio linked to key partners – **63** members



Hosted **44** BCRP Meetings



310 hanging baskets via the Cleaner/Greener Project



940 panic alarms issued to Businesses



92.1 k posts
20.4k engagement



1209 incidents reported by BID Ambassadors to assist the town centre



4 YEARS OF ACHIEVEMENTS DELIVERED BY WEST BROMWICH BID (2020 - 2025)



410 First Aid incidents dealt with by the BID team



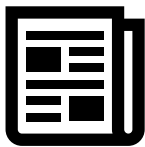
35,925 attendance spots BID Ambassadors completed in the BID area



1,584 followers



Training workshops to all businesses – **220** delegates



33 BID newsletter issues since 2015



14,120 business visits by BID Ambassadors have completed



185 tourist forms



Spring Clean Events (including weed removal on private land - **7**)



1,530 black bags have been collected by the BID (Cleaner & Greener project)

For any further queries please contact
Lisa Hill (BID Manager)
Lisa.Hill@westbromwichtown.co.uk
0757 2121906



West Bromwich BID Litter Pick

6 days a week 6pm to 9pm

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	



WEST BROMWICH AUTUMN CLEAN - UP

IN PARTNERSHIP WITH LITTERWATCH

THURSDAY 5TH SEPTEMBER 2024

10:30 - 13:00

THURSDAY 8TH OCTOBER 2024

10:30 - 13:00

Any volunteers are welcome to join us

If you are interested please contact us at
admin@westbromwichtown.co.uk
or call 07719 546973



WEST BROMWICH
Business Improvement District



**Litter
Watch**

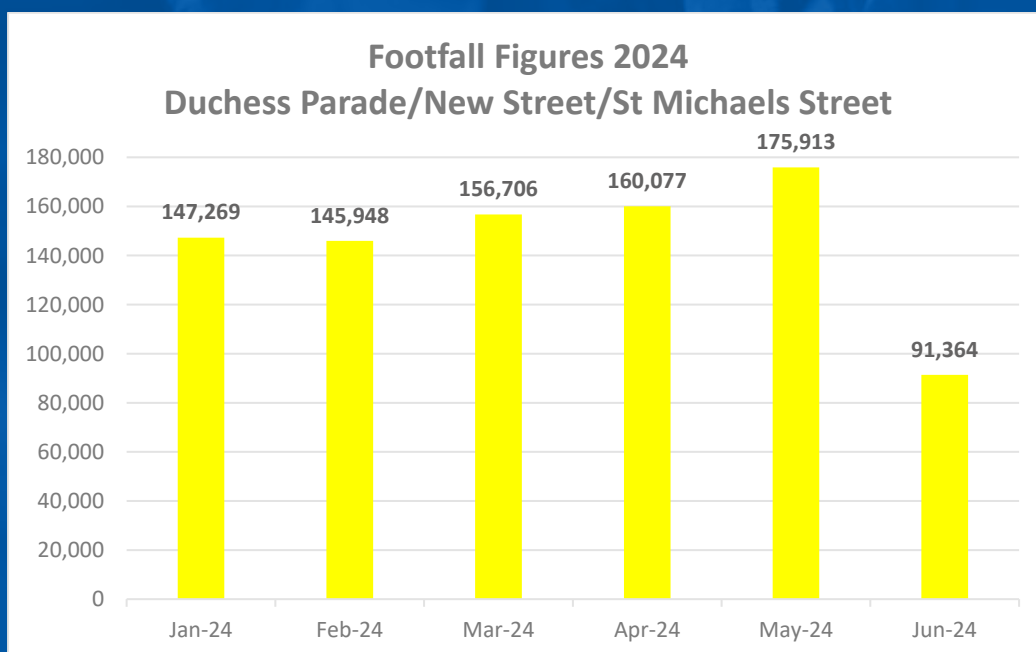
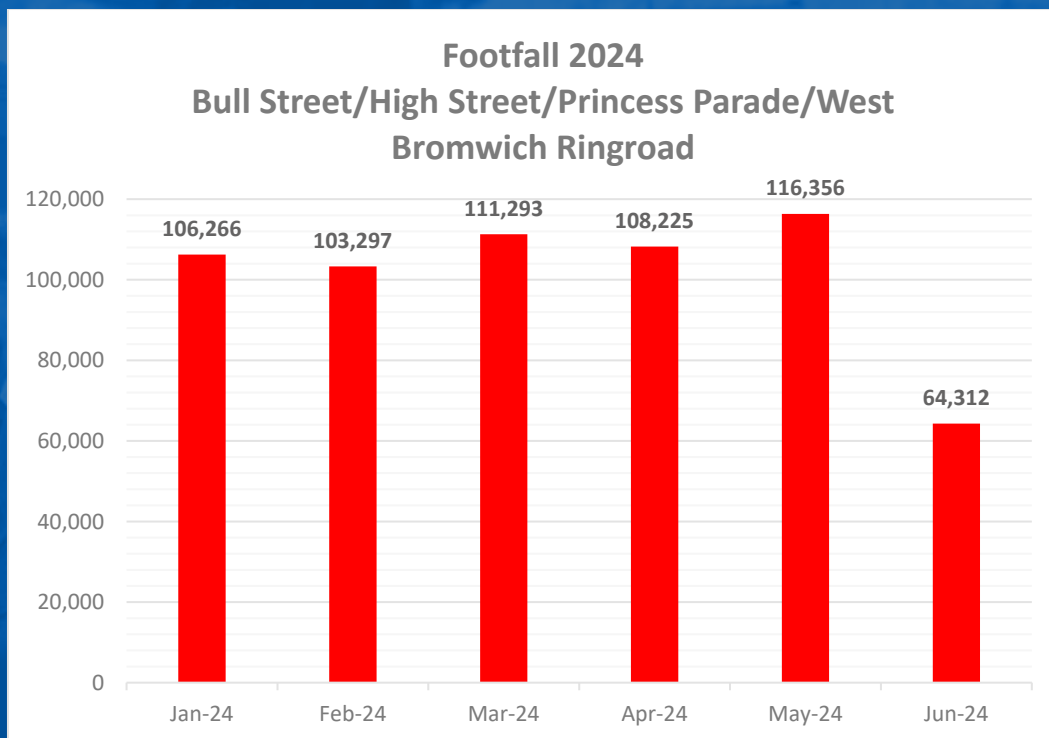


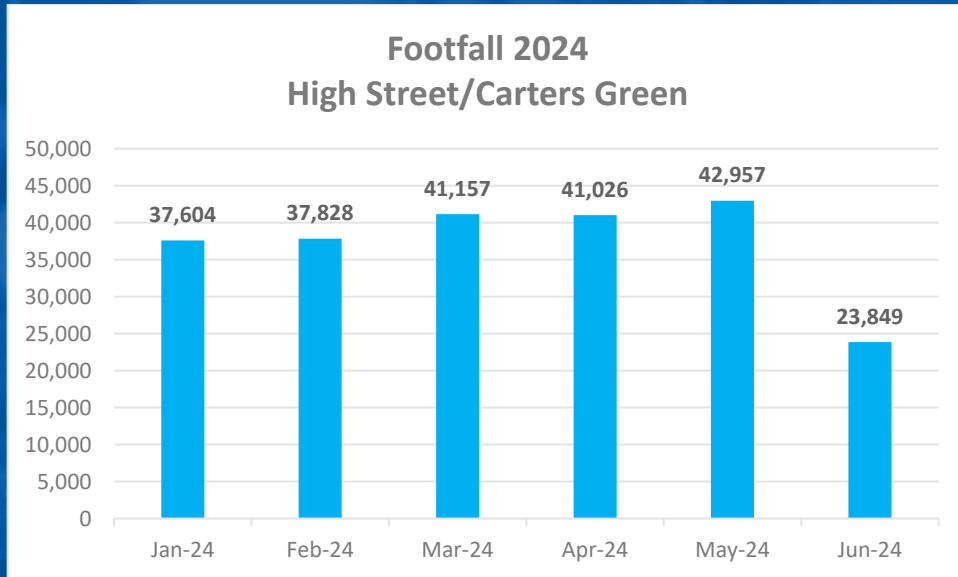
2024 Footfall Figures

for West Bromwich Town Centre

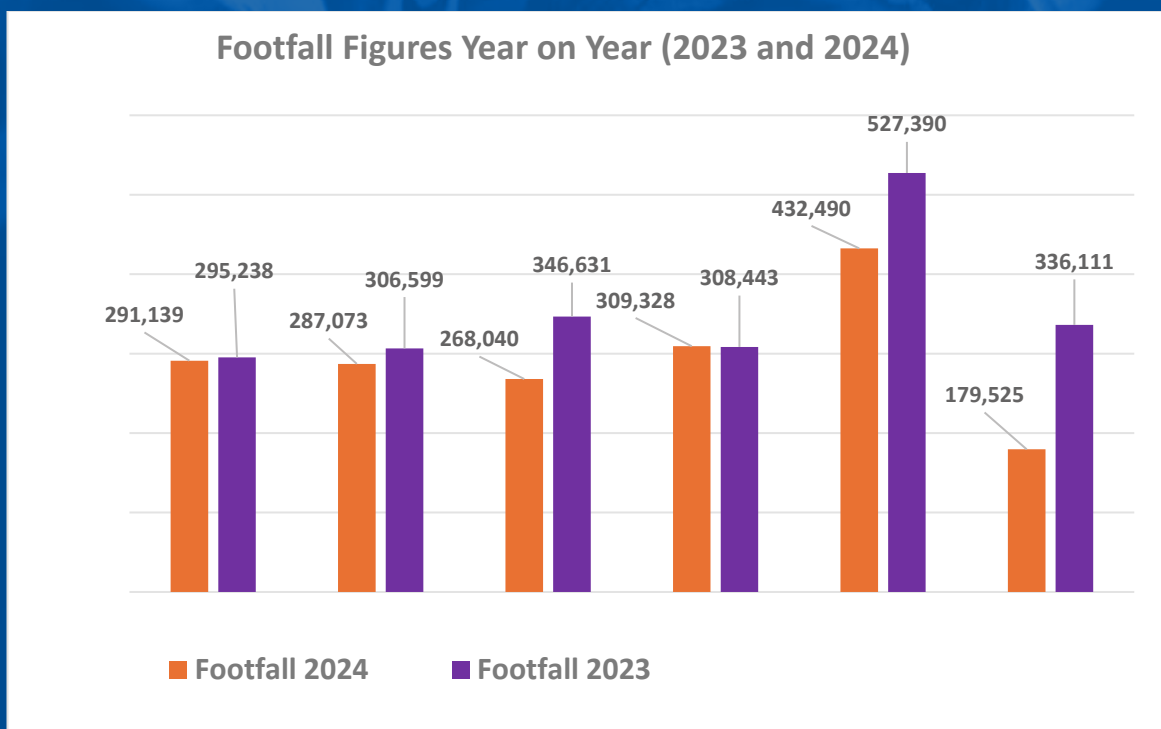
Areas covered:-

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





Busiest day of 2024 so far is
11th May 2024
with figures of **15,162**



Safer Travel

Safer Travel is a unique partnership made up of officers and staff from West Midlands Police, British Transport Police and Transport for West Midlands.



Our aim is to tackle crime and anti-social behaviour on the public transport network. We conduct daily patrols of the entire network across the region, and use tactical operations to make the transport network safer.

We work with transport operators and West Midlands Combined Authority to investigate reports of crime and anti-social behaviour, run targeted campaigns to encourage reporting and conduct operations to keep transport staff and passengers safe.

Our monthly tasking meeting involves all of our

partners to identify hotspots or crime patterns to help us focus our teams where they need to be. A tactical assessment is produced every month by our intelligence team, enabling us to ensure we are in the right places. To allow the public to contribute to this we encourage reporting of any Anti-Social Behaviour experienced on buses to be reported via our 'See Something Say Something' campaign. It's simple to do, just text SeeSay to 81018 with details of the bus route, time, location and what the issue was on your journey.

Another of our campaigns is Project Empower where we raise awareness of, and encourage victims of unwanted sexual behaviour on the transport network to report to police.

Project Empower materials are displayed on buses and at transport hubs across the region. The posters ask people to report behaviours such as inappropriate touching, stalking, harassment and sexual comments. Passengers can report to us by scanning a QR code and opening Live Chat on the force website.

Over 1600 posters are placed on buses as well as in buses, stations, schools, universities and football stadiums. The posters aim to raise awareness of unwanted sexual behaviour and encourage people to speak to police. Transport for West Midlands (TfWM) will also include safety advice and links to report incidents on their Swift app for passengers that are purchasing tickets or planning journeys.

Reporting through Live Chat allows passengers to talk quickly and discreetly about what's happened to them. It also reduces the chance of being overheard or alerting others nearby, which can sometimes be a barrier to reporting sexual offences.

We hold regular engagement events across the region including our popular Time to Talk sessions at bus stations in the area. Most recently we teamed up with West Bromwich BID where, together we spoke with nearly 1500 passengers using both bus and metro to understand any concerns they have about travel across Sandwell. We also meet monthly with the BID team to more fully appreciate issues affecting residents.

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UPCOMING EVENTS

Date	Time	Event	Location
1st July 2024 to 31st July 2024		Foodbank Donation Month	BID Area
Thursday 18th July 2024	9.30am to 12.30pm	Bleed kit/De-Fib/Basic First Aid Training	Select Lifestyles, 335-337 High Street, West Bromwich, B70 8LU
Saturday 27th July 2024	11am to 16.00pm	Puppets in Carters Green	High Street, Carters Green
Saturday 3rd August 2024	11am to 16.00pm	West Bromwich Summer BBQ	Princess Parade, High Street
Saturday 31st August 2024	11am to 16.00pm	Summer Holidays in West Bromwich	Princess Parade, New Square Shopping Centre, Kings Square/Queens Square Shopping Centre, Astle Park
Thursday 5th September 2024	10.30am to 13.00pm	Autumn Spring Clean with Litterwatch	BID Area
Thursday 8th September 2024	10.30am to 13.00pm	Autumn Spring Clean with Litterwatch	BID Area
Saturday 23rd November 2024	15.00pm to 18.00	West Bromwich Christmas Lights Events	Princess Parade, High Street
November 2024		Black Country Womens Aid Donation Month	BID Area
Saturday 7th December 2024	11am to 16.00pm	Christmas in Carters Green	High Street, Carters Green
Saturday 21st December 2024	11am to 16.00pm	Christmas in West Bromwich	High Street, New Square Shopping Centre, Kings Square, Queens Square Shopping Centre, Astle Park

FREE SUMMER FUN EVENT IN WEST BROMWICH



Saturday 31st August 2024

11am - 4pm



Princess Parade, High Street - Dinosaurs in West Bromwich Town



Astle Retail Park - Circus Multi Skilled Entertainer



New Square SC - Pirate Walkabouts with music & Bubble giveaways



Queens Square SC & Kings Square SC - Bumble Bee Walkabouts & Bee Teddy costume character with Minder & Bee Bomb giveaways

For any further information please email

admin@westbromwichtown.co.uk or call 07719 546973

Hosted by



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 2023	11,560
Attendance Spots 2024	4,701
Business Engagement 2023	5,041
Business Engagement 2024	1,983
Reported incidents to Sandwell Council or other partners 2023	574
Reported incidents to Sandwell Council or other partners 2024	299
First Aid incidents 2023	7
First Aid incidents 2024	3

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 SUMMER BBQ

**Saturday 3th August 2024
11am to 4pm**

Princess Parade, High Street, West Bromwich

"FREE" Entertainment:-

Surf Simulator

Sandpits

Mobile BBQ (tickets only)

Sand Bracelets

Punch & Judy

Balloon Modeller

DJ/Music

Deck Chairs



For more information www.westbromwichtown.co.uk



WEST BROMWICH
Business Improvement District



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FREE EVENT

COME AND MEET THE BIG RED



Saturday 26th October 2024

11.00am - Queens Square Shopping Centre

12.45pm - Pedestrian High Street

2.30pm - New Square Shopping Centre

HOSTED BY



WEST BROMWICH
Business Improvement District

For more information please email
admin@westbromwichtown.co.uk
or call 07719 546973



Social Entrepreneurs at SWEDA Network June 2024

Looking to increase the impact that you are making on your local community?

As a business the work that you do to support your local community has never been more important. SWEDA (Skills Work and Enterprise Development Agency) is a registered charity established in 1989 and is based in the heart of West Bromwich. <https://sweda.org.uk/about-sweda/> Do you run a

coffee shop or meeting place, where you are happy for local charities and social enterprises to open their laptop and work from Do you have a workshop or studio space that local organisations can use to deliver workshops in the heart of the community? We would love to meet you.

Please contact jane@sweda.org.uk.

We are keen to promote your support



THE BEATING HEART OF YOUR SUMMER



Feeling Sporty!

SATURDAY 10 AUGUST



10am to 3pm

MEDAL MAKE 'N' DO,
CRAFTS AND RACES

TOWERING CRICKET
STILT WALKERS



From 11am

QueensSquare.co.uk

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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