



WEST BROMWICH
Business Improvement District

BUSINESS PLAN 2025 – 2030



A brighter future for **West Bromwich Town**



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Message from the Chair of the BID Board – Paul Ramsey

It has been an honour to serve our stakeholders as the Chair of West Bromwich Business Improvement District over the past 4 years.

As a BID we have faced some real challenges mainly caused by external factors beyond our control. We have battled through lots together and demonstrated the importance of working in partnership. Thank you for giving us this opportunity.

As the world evolves and becomes more reliant on digital technology our shopping experience has changed and will continue to change as consumer needs are different. Whilst some businesses have benefited from the digital era others have suffered due to falling footfall. Its fair to say this will remain as one of our top priorities and to deliver initiatives to positively affect footfall. We have to think positively and move as fast as the environment around us.

The West Bromwich BID board is made up of long-standing business people who have a vested interest in the success of the town. We are here to support and represent the business's, we will always mediate in your best interest. All marketing events are carefully planned and thought through with the levy payers at the forefront of our minds.

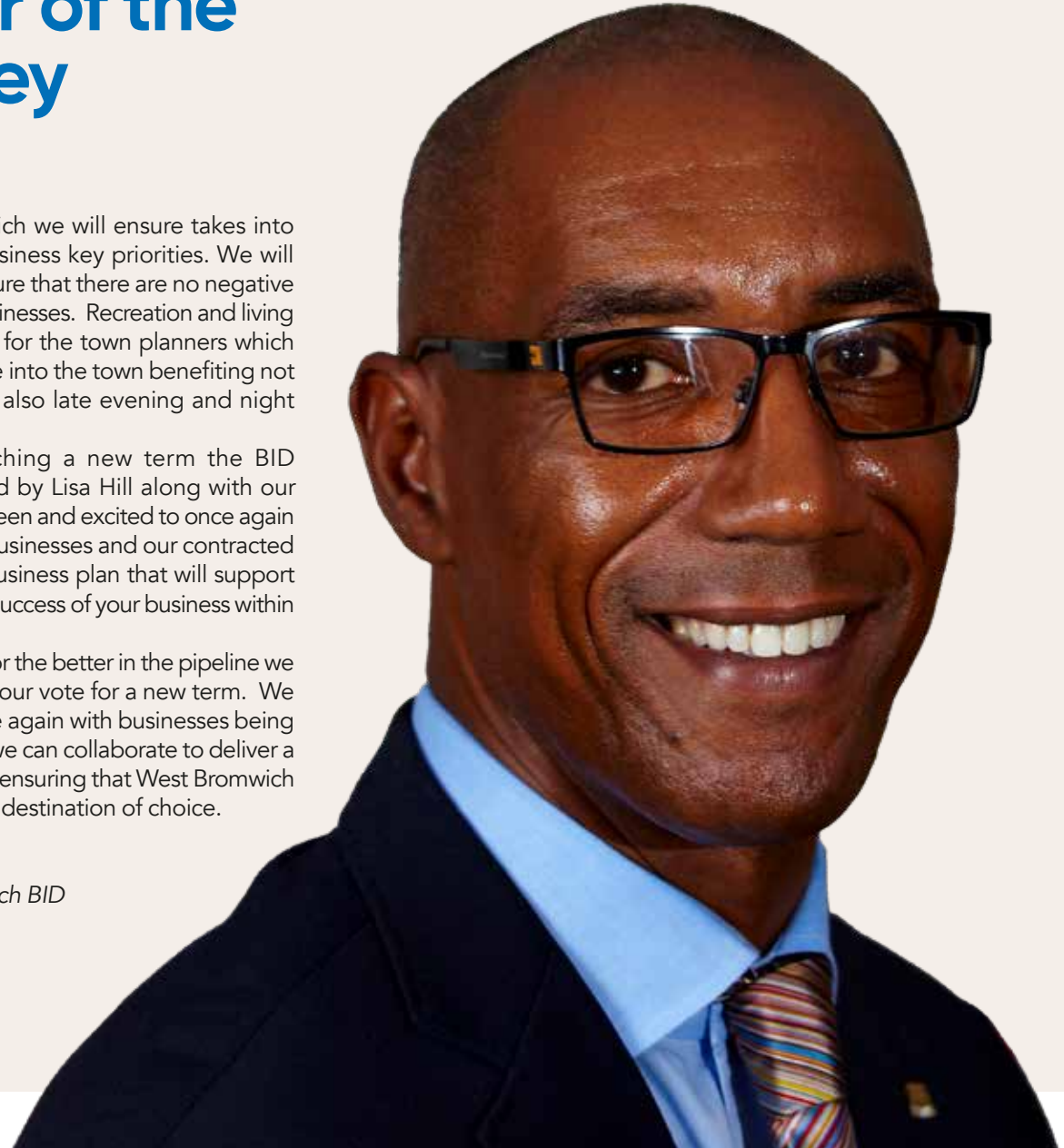
There are currently some exciting development

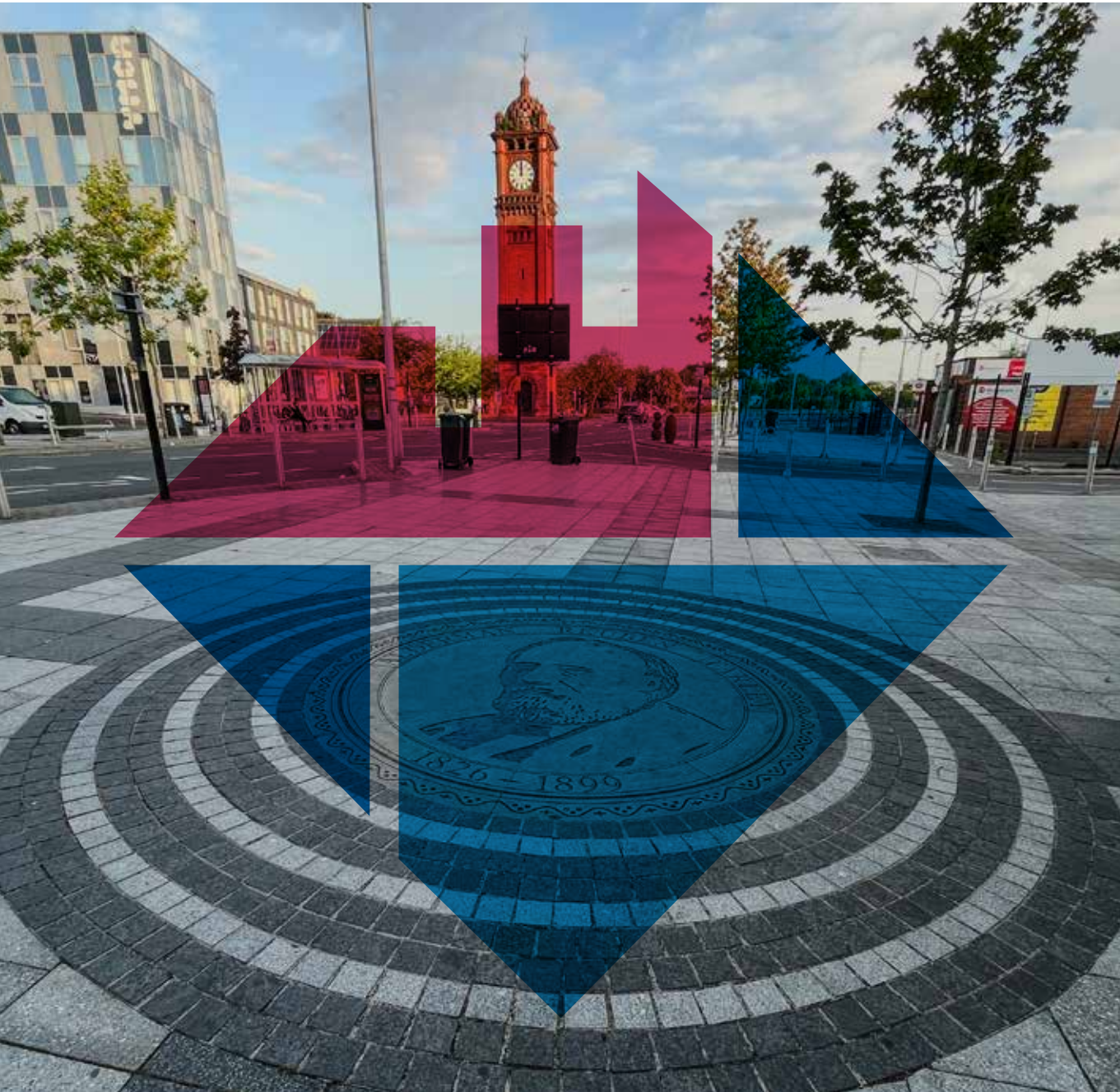
plans for the town which we will ensure takes into consideration local business key priorities. We will work hard to try to ensure that there are no negative impacts for existing businesses. Recreation and living space is also a priority for the town planners which should breathe new life into the town benefiting not only the day time but also late evening and night time economy.

As we are approaching a new term the BID management team led by Lisa Hill along with our BID Ambassadors are keen and excited to once again work closely with the businesses and our contracted partners to deliver a business plan that will support the growth, safety and success of your business within the BID area.

With lots of change for the better in the pipeline we hope you will give us your vote for a new term. We are confident that once again with businesses being supported by the BID we can collaborate to deliver a bigger and better plan ensuring that West Bromwich Town Centre remains a destination of choice.

*Paul Ramsey
– Chair, West Bromwich BID*







What is a Business Improvement District?

A BID is a business-led and business-funded body formed to improve a geographical defined area.

Most BIDs are governed by a board made up of BID Levy payers who represent the various types of businesses within the BID area. This means businesses have an influence in deciding and directing how the town can be improved.

There is no limit on what projects or services can be provided through a Business Improvement District, but they should be in addition to services provided by Local Authorities. The BID works with Sandwell Council to identify all those services that the council provides, to ensure that any BID funding is only spent

on additional services. Examples may include extra safety/security, cleansing and environmental improvements, events and marketing. Without a BID, Sandwell Council does not pick up these additional services.

There are 359 (as of July 2024) Business Improvement Districts around the UK which are now successfully operating and making a positive, tangible difference to businesses and the economy, collectively investing over £150million per year into towns and cities.

There are
359

Business Improvement Districts
around the UK

Investing over

£150 Million

per year into towns and cities.

How are BID's Funded?

BIDs are mainly funded through a levy calculated as a small percentage of the rateable value of the business for rate payers within the BID area.

Please see Section 5 for the geographical limits of the BID area.

The main source of BID funding is the annual BID levy, which will be applied to all business ratepayers as follows: -

- The levy will be set at 1.95% of the rateable value of a business.
- The maximum total annual BID levy payment will be capped at £5000 for any individual business ratepayer.
- No relief is given for vacant premises.
- The levy will be discounted for charitable organisations at the same level as their mandatory rate relief, which is 80%.
- The BID will also look at other sources of funding, including match funding and grants available.
- The BID levy will be applied to hereditaments with a rateable value of £5,000 or more, except for private car parks.
- Hereditaments with a rateable value of less than £5,000 and private car parks will be exempt from paying a BID levy.



West Bromwich BID Benefits ?

CONSTANT BID
AMBASSADOR
PRESENCE
INCREASING THE SAFE
SECURE FEELING IN
THE TOWN



INCREASED
FOOTFALL INTO
THE TOWN CENTRE
THROUGH EVENTS,
MARKETING AND
PROMOTIONS



NETWORKING
OPPORTUNITIES
WITHIN THE
LOCAL BUSINESS
COMMUNITY



IMPROVED
RELATIONS WITH
LOCAL AUTHORITIES,
POLICE AND ANY KEY
AGENCIES



GIVING BUSINESSES
A VOICE ON MAJOR
PROJECTS THAT THEY
WANT FOR THEIR
TOWN CENTRE



IMPROVED
PROMOTION AND
MARKETING OF WEST
BROMWICH TOWN
AND BUSINESSES
WITHIN IT

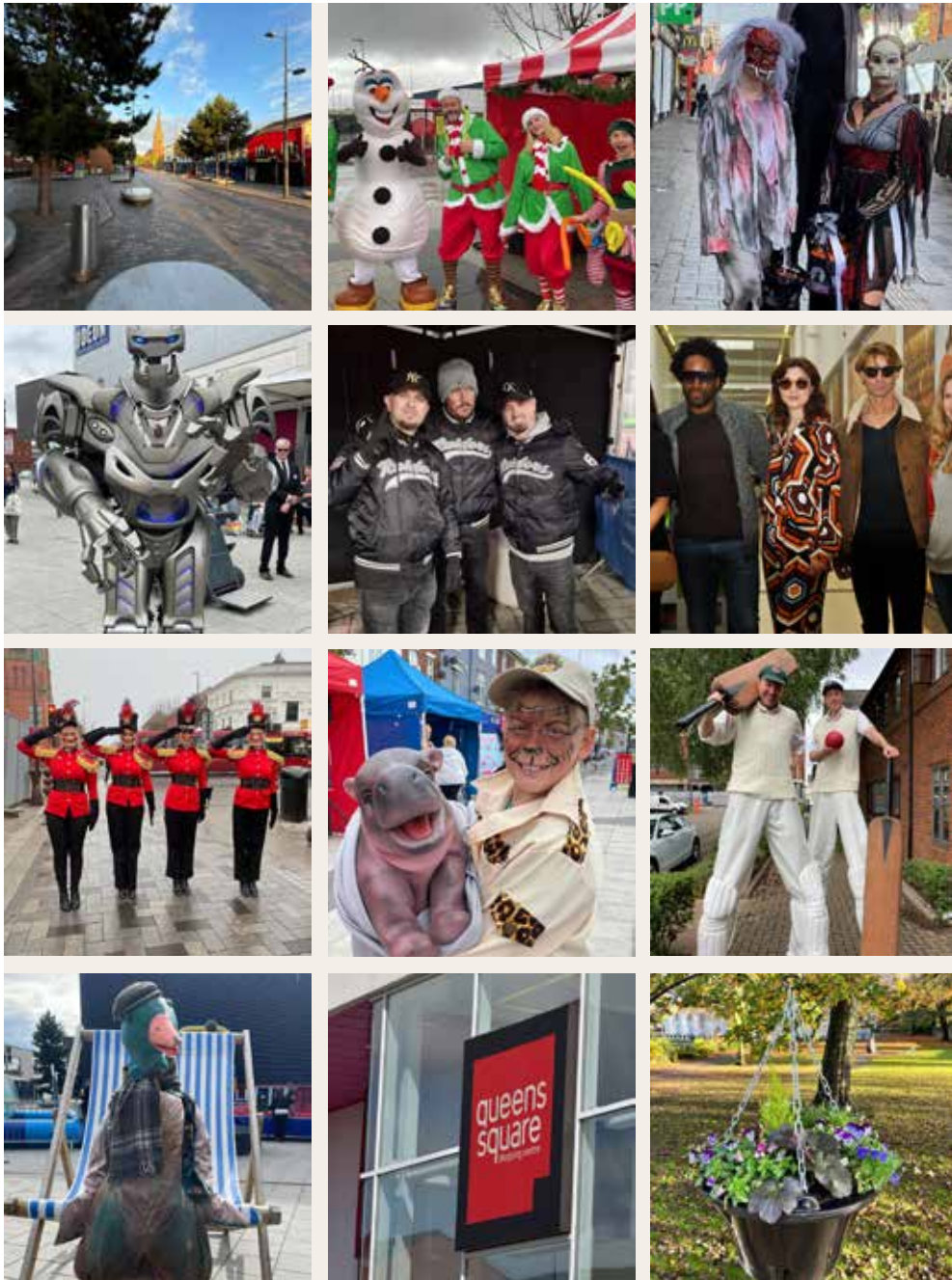


The Current BID Board

Members of West Bromwich BID Board are drawn from businesses within the BID area that will represent the interests of over 500 levy payers.

Board Members	Organisation
Ian Lloyd.....	Astle Retail Park
Vojtech Tokar	Link Recruitment
Alex Oxley	Planning, Sandwell MBC
Diane Lees	Job Centre Plus
Insp Richard Boulter.....	West Midlands Police
Jackie Clay	New Square Shopping Centre
Jas Babra.....	Tax Assist Accountants
Jeff Hatfield.....	Kings Square Shopping Centre
Gerry Ritchie	Sandwell MBC
Mike Bradley	Queens Square Shopping Centre
Mo Osman	Queens Square Shopping Centre
Mark Brayford	West Bromwich Building Society
Jessica Lewis	Sandwell College
Paul Ramsey	McDonalds
Laura Hadley	SIP's
Grace Maddocks	YMCA
Stephanie Mercer	Nationwide
Gully Dhillon	D&D Enterprises
Cllr Pam Randhawa.....	Sandwell MBC
Calum Nisbet.....	The Kaleidoscope
Cllr Sukhbir Gill	Sandwell MBC
Vijay Chamber	Victorious Coaching
Jamie Hitchins.....	Best Western





West Bromwich BID Achievements

– *The Story so far...*

West Bromwich BID was established in 2015 and is now on its 10th year of delivering projects, events and services for West Bromwich Town Centre.

As we reach the end of our current 5-year BID Term we have consulted with businesses to form our plans for the next 5 years for the town centre 2025 to 2030.

We completed over 325 surveys from businesses in our BID area. This survey helps the BID to understand what is important to you in the next 5 years.

This business plan sets out a combination of the established services you have seen

in the BID to provide and develop over the last 10 years and a few new services.

The work at the BID remains proactive and we work hard to achieve our goals over the 5 year term.

We have listened to your feedback to ensure the projects and services in this business plan continue to reflect your priorities.

BID2 Projects which have been achieved successfully

Security

- West Bromwich BID manage the Shop Link Radio System with over 60 businesses who are on-line. Partners involved are: - Town Centre businesses, Sandwell CCTV, West Bromwich Police Neighbourhood Team, Security Guards, Sandwell College Ambassadors, SMBC Environmental Protection Officers. We all share intelligence through the radio link.
- The BID leads the "Business Crime Reduction Partnership" meetings which run monthly. So far, we have hosted over 44 meetings. We have 62 partners who are invited to this meeting. This meeting is a great opportunity to share information and any concerns ongoing in the town centre. Partners who attend these meetings include:- Independent Retailers, Tesco, Primark, Paddy Power, Nationwide. B&M Bargains, Iceland, Lloyds Bank, New Square Shopping Centre, Queens Square Shopping Centre, Astle Retail Park, Kings Square Shopping Centre, West Midlands Police, Sandwell MBC Licensing, WMCA, WMFS, WM Metro, Safer Travel and many more partners...
- Safe Space initiative for vulnerable people who need help in West Bromwich Town Centre. BID Ambassadors are a Safe Space and can be approached by anyone that would need help. We have 25 locations of safe spaces around the town centre and welfare checks are done by the BID regularly.

- Knife Bin to help remove knives from public spaces. This is regularly emptied with assistance from West Bromwich Police Neighbourhood Team and Serco
- The BID has hosted training course for our levy payers: - Self Defence in a Workplace, Bleed Kit/Defib training and Basic First Aid Training in a workplace. Over 220 staff of our levy payers have attended these courses.
- Intelligence Sharing processes that have recorded 184 incidents to help reduce retail crime and ASB.

Town Centre Cleaning

- **Additional litter picking 6 days a week 6pm to 9pm** (not Sundays)
 - * Litter picking takes place by an allocated contractor through the BID.
 - * A weekly rota is in place to ensure the BID area is cleaned.
 - * Over 1,530 black bags of rubbish have been collected off the streets so far.
- **Graffiti Removal in private areas.**
 - * Graffiti is to be identified by the BID Team or a business and a disclaimer is completed by the business owner. A contractor will then clean the graffiti,
 - * Over 130 businesses have had graffiti removed from their premises.

- **Weed Removal in private areas.**

- * The BID works in partnership with Litter Watch and we have organised over 7 Spring/Autumn Spring cleans for West Bromwich Town.

- **Intense Jet washing**

- * Periodic jet washing for specific high-footfall areas.

Town Centre Hanging Baskets

- 690 Summer and Winter hanging baskets have been installed around the BID area. This is to bring some colour into the town centre.

Over

1,530

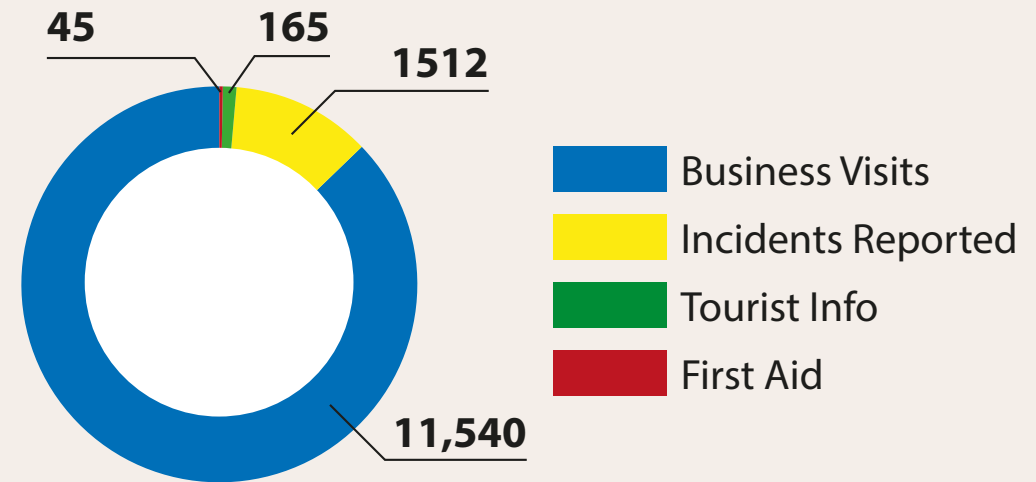
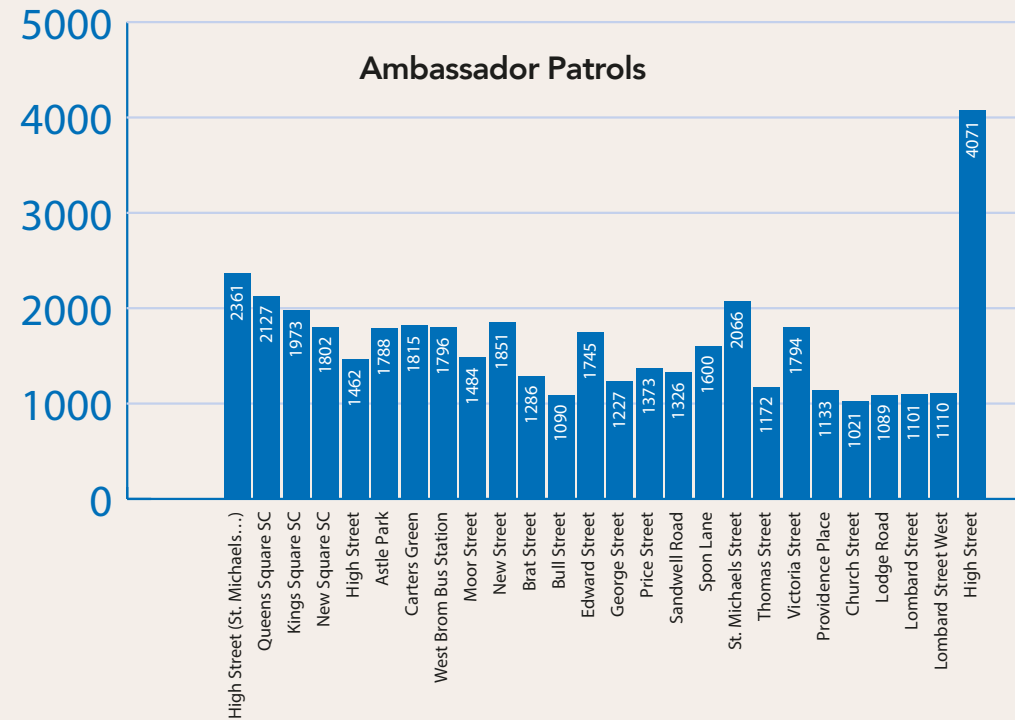
black bags of rubbish have been collected off the streets so far.

690

Summer and Winter hanging baskets have been installed.

Town Ambassadors – On Street presence

- BID Ambassadors play a crucial role in West Bromwich Town Centre welcoming and assisting visitors and working very closely with all businesses in the BID Area and with their security staff.
- BID Ambassadors carry body worn cameras to provide CCTV to assist with any further enquiries for our key partners.
- BID Ambassadors have made over 12,000 business visits over the term delivering information and collecting views and concerns for action.
- BID Ambassadors have received training from Cranstoun on drug/alcohol abuse, Alzheimer's/Dementia Training, Adult Safeguarding, St Johns Ambulance First Aid, Mental Health First Aid, Sharps awareness, SIA Training, Counter Terrorism e-learning,
- BID Ambassadors have attended over 60 incidents where someone has been injured or is in distress and has either given first aid or called for an emergency service.
- BID Ambassadors have assisted over 200 visitors to the town with tourist information.
- BID Ambassadors have completed over 1,600 reports, raising concerns about damaged property, safety hazards, fly-tipping and other environmental problems. Some of the organisations the reports are sent to include:- SMBC, Biffa, WMCA, BT, Serco, WM Metro, JC Decaux, Clear Channel, Doocey, Royal Mail, South Staffs Water and miscellaneous private landlords.
- BID Ambassadors patrol the whole BID area and their patrols are recorded. In this term they have recorded over 37,000 attendance spots.
- BID Ambassadors regularly join up and complete joint patrols with key partners including; West Bromwich Police Neighbourhood Team, SMBC Housing Solutions, SMBC Youth Team and Sandwell College Ambassadors



Events & Marketing

Events:

- The BID have organised over 50 events since 2020. These events are to promote the town centre and drive footfall.
- The events have included: -
 - * Petting Zoo
 - * Halloween events
 - * Carters' Green wellbeing event
 - * Cyber Crime workshops on-line
 - * Christmas events in Carters Green, Shopping Centres and High Street
 - * Titan the Robot
 - * Commonwealth Sporting events
 - * Fashion Show
 - * Foodbank Drive involving the businesses
 - * Black Country Women's Aid Drive
 - * Eid al-Adha Event
 - * Summer BBQ Event
 - * Dinosaurs in West Bromwich
 - * Easter creepy crawlies in the town
 - * The Big Red Robot
 - * Euro's Football Table Competition

Events – Christmas Light Switch-on

- The BID Team organises these events every year (Covid didn't allow events in 2020 and 2021) and they are the biggest event of the year. Celebrities are invited to this event to drive footfall to the town centre. Celebrities invited already are: -
 - * Five (2022) + Signature
 - * East 17 (2023)
 - * Damage (2024)
- The BID has issued over 34 editions of The BID Newsletter. All editions have been distributed out to the BID area by hand, e-newsletters or through social media platforms. This also gave businesses chance to promote their business, free of charge.
- Social Media platforms with over 30,000 followers across X, Instagram, Facebook and LinkedIn.

Marketing

- The BID have a website www.westbromwichtown.co.uk for a business directory of the BID area, news, events and the loyalty card offers.
- The BID website has an audience of over 50,000 visitors.
- The BID created an App "West Bromwich Town" – QR Code.

West Bromwich Loyalty Card Scheme

- This scheme is available for the staff who work in the West Bromwich Town BID area. The BID has worked with businesses to give offers available in selected stores. All businesses are available on our App or the website.
- 7,000 cards have been handed out to staff in the BID area since 2020.
- 46 businesses are on board with offers.
- Result from consultation with 325 businesses (1=Poor and 10=Excellent)

30,000

followers across X,
Instagram, Facebook and
LinkedIn.

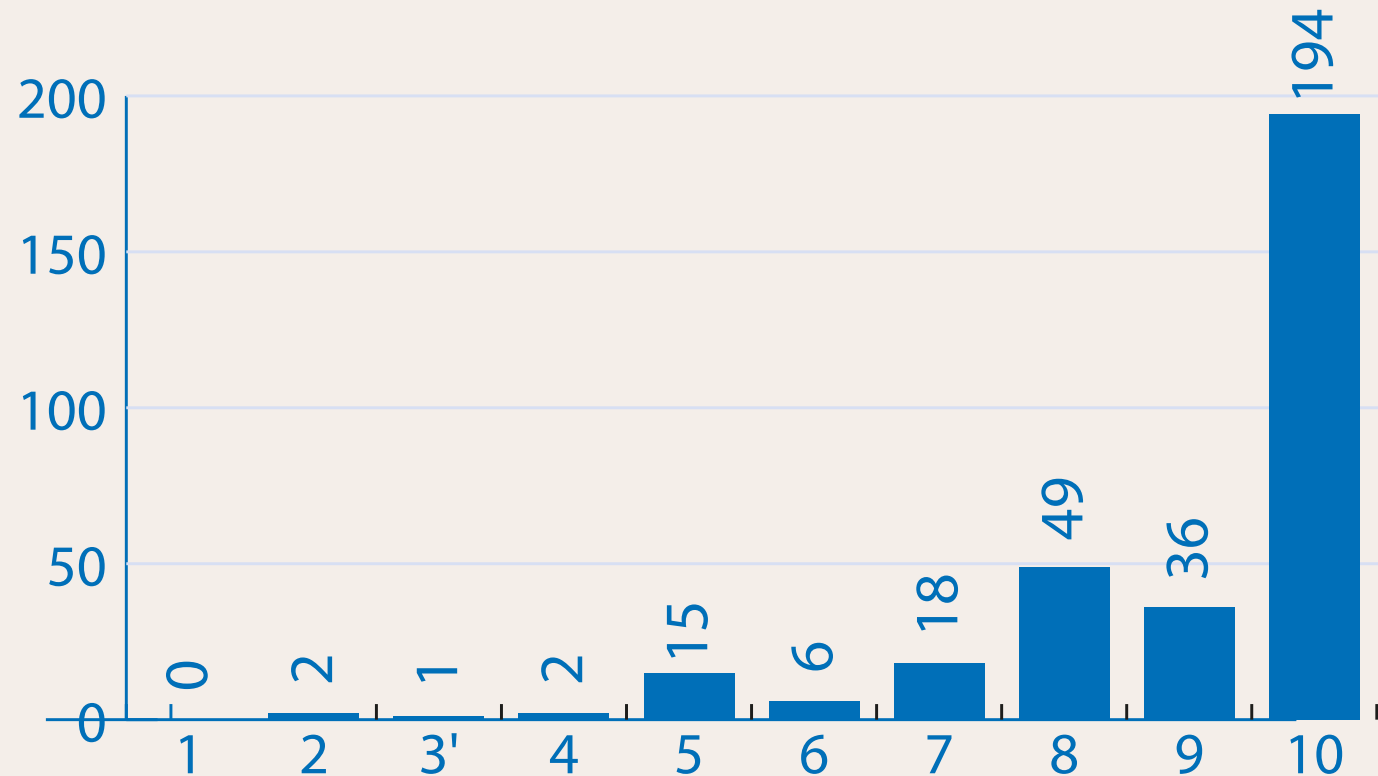


West Bromwich BID App

Scan the QR code and download
the BID App



How effective is the West Bromwich BID in supporting and promoting the town centre and businesses?



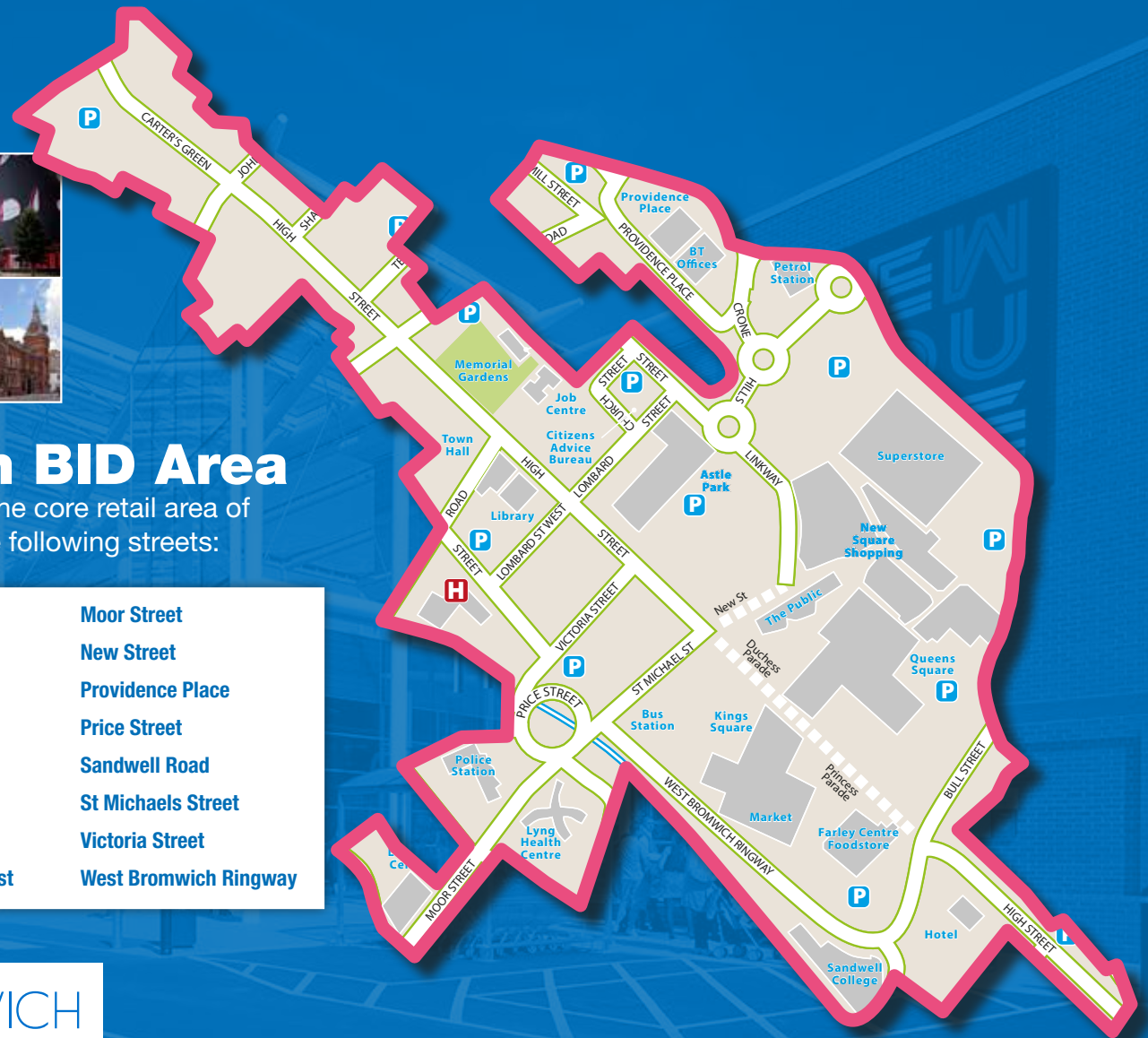
Result from consultation with 325 businesses (1=Poor and 10=Excellent)



West Bromwich BID Area

The West Bromwich BID includes the core retail area of the town centre, including all of the following streets:

Astle Outlet Park	Carters Green	Moor Street
Kings Square Shopping Centre	Church Street	New Street
New Square Shopping Centre	Cronehills Linkway	Providence Place
Queens Square Shopping Centre	Edward Street	Price Street
Bratt Street	High Street	Sandwell Road
Bull Street	Lodge Road	St Michaels Street
	Lombard Street	Victoria Street
	Lombard Street West	West Bromwich Ringway



The Consultation Process

West Bromwich Town BID have consulted with businesses within the BID area since May 2024 as part of its process of developing our business plan for term 3 from 2025 to 2030.

The priorities that businesses said were important to them will underpin the activities and projects proposed for the next BID3 Business Plan.

325 businesses (58% of all businesses in the BID area) have responded to consultation process and your feedback has been crucial to the development of this business plan.

Our research has included: -

- Business Surveys face to face or electronically
- One to one meetings with BID Manager

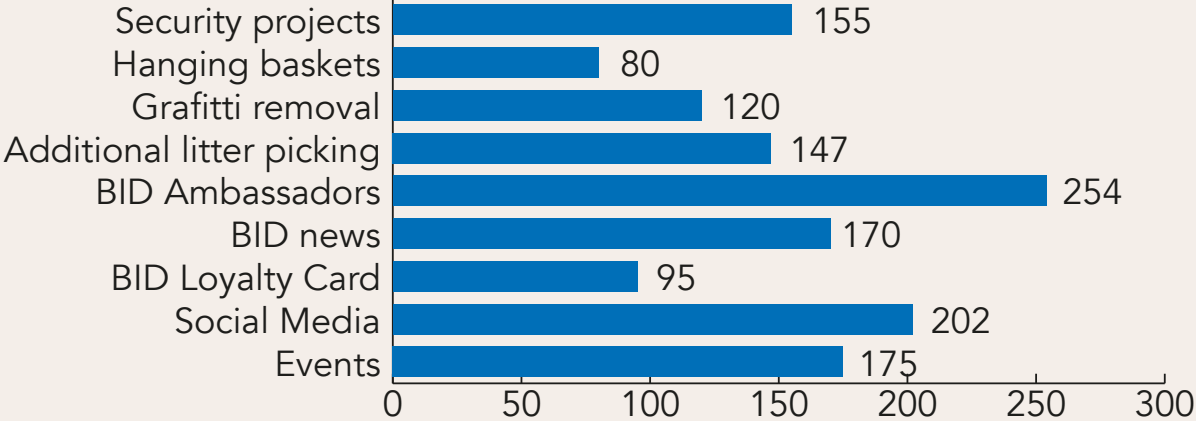
Key Delivery Themes: -

- Provide a uniformed presence in the town with BID Ambassadors
- Continue security projects specifically West Bromwich Business Crime Reduction Partnership Meetings
- Continue the BID Newsletter for communication on what is happening in the town centre.
- Continue events in the town centre and the BID area.
- Enhance social media and gain more followers.
- Install more hanging baskets for colour
- Work with partners to tackle the challenge of homelessness and beggars in the town.
- Work with partners to tackle the challenge of street drinkers in the town.
- Add businesses on the loyalty card scheme

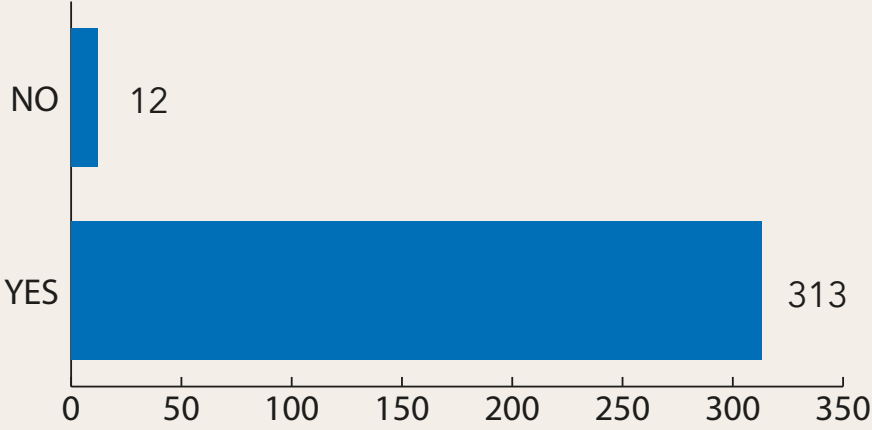




What BID projects are a priority to you and your business



West Bromwich BID launched in 2015. Would you like to see the BID continue into a third term from 2025 – 2030



BID 3 Projects Summary 2025 – 2030 (New projects =*)

Cleaning Projects

- Litter Pick 6 days a week 6 pm – 9 pm
- Graffiti removal
- Weed removal in private spaces
- Periodic jet washes *



Security Project

- Maintain Radio Link & upgrade system *
- BCRP monthly meetings
- BCRP affiliation *
- Safe space destinations
- Womens Safety Forums twice a year *
- Crime prevention tools – Purse Bells, Purse Chains etc for visitors and businesses
- Workplace training courses for levy payers



Marketing / Comms / Events project

- Full yearly events calendar
- AGM meetings for levy payers *
- Social media
- Website upgrade
- BID News
- More businesses on Loyalty Card
- West Bromwich Town App



Ambassador Project

- Maintain 3 BID Ambassadors
- Hours to be reviewed to benefit businesses *
- Daily patrols of the BID area
- Training courses to help improve performance
- BID Ambassador contact for levy payers and visit at least once a month for welfare
- Delivery of Loyalty Cards for levy payers
- Radio Link welfare checks in allocated areas
- Engagement with Key Partners in the town

Greener Town Project

- Install Winter & Summer Hanging Baskets in the BID area



VOTE FOR BID 3 ✓
YES

£1.4 Million
investment.

Vote YES for BID 3 and you will secure a further £1.4m investment into West Bromwich Town Centre



Your vision – Your Future for another

During the consultation the businesses identified several themes that are important. From this we have developed the following business plan.

Cleaning Project: -

- Litter picking 6 days a week after 6pm till 9pm
- Graffiti removal in private areas.
- Weed removal in private areas – Tidier Town Centre!!
- Periodic jet wash

Greener Town Project: -

- Install Summer and Winter Hanging Baskets in BID area



Marketing, Events and Communications Project: -

- Events – Full yearly calendar to include all the BID area. The events will include an Artisan Market, local charity events, religious celebrations, Christmas Light Switch on event. More events to be confirmed.....
- The BID will organise an AGM Meeting for all levy payers to attend with partner guests.

Marketing/Communications

- Social media – providing marketing promotion for the businesses and a useful resource and contact point for information for visitors.
- Transform the Website – Utilise the website for the full directory of shops in the BID area with up-to-date news and events being organised for the area with a target of 60,000 visits 30% returning visitors 70% new visitors.
- BID Newsletter and helping businesses promote their business
- Loyalty Cards for staff who work in the BID area and can spend in local businesses.
- More businesses on the Loyalty Card to help the businesses and staff.
- West Bromwich Town App. Increase the use of the West Bromwich App.

BID Ambassadors Project: -

- BID Ambassadors – BID to maintain 3 BID Ambassadors (2 full-time and 1 part-time).
- BID Ambassador hours to be reviewed to maximise the benefit for the businesses.
- Each business will be provided with a named BID Ambassador who will visit them at least once a month or on request to check-in and help if needed.

er 5 years with BID3 2025 to 2030



- BID Ambassadors will maintain Radio Link checks in their areas monthly.
- BID Ambassadors will ensure loyalty cards are delivered to all staff in their area.
- BID Ambassadors will endeavour to add more businesses on the Loyalty Card Scheme.
- BID Ambassadors to continue their training including First Aid

Workplace Training: -

- The BID will host workplace training sessions for staff who work in the BID area including:-
 - * Counter Terrorism Training
 - * First Aid in a workplace Training
 - * Managing conflict in a work place for staff
 - * Mental Health Awareness Workshops

Security Project: -

- Upgrade current radio Link system as old system is 10yrs old.
- Business Crime Reduction Partnership to be maintained by the BID and become affiliated to NABCP (National Association Business Crime Partnership).
- Women's Safety Forum – BID to introduce and run forums and events to improve the safety of women in the town centre.
- Safe Space to be maintained by BID Ambassadors and to ensure all locations have welfare checks regularly.
- Crime Prevention – Purse bells, purse chains etc, for visitors and businesses in the BID area.
- Action walkabouts – BID Ambassadors and BID Manager to undertake joint patrols with partners to address key themes such as homelessness, begging, street drinking and drug use.

West Bromwich BID Budgets

What you Want	How it will be achieved	Yearly Investment
Marketing & Events	Events Programme for the BID area. BID news, Social Media, West Bromwich Town Website, West Bromwich Town App	£39,000
Ambassadors	Ambassadors to welcome visitors and engage with Businesses in the BID area	£110,000
Security	Radio Link partial upgrade, Business Crime Reduction Partnership and Women's Forum	£9,000
Cleaning	Extra cleaning in the town centre	£25,000
Greener environment	Hanging baskets to brighten up the town	£10,000

Operational costs		
To employ staff	BID Manager BID Administrator	£55,000
Accommodation	Office and meeting room costs	£15,000
Billing Costs	Cost of levy collection	£16,000
Contingency	Emergency/unforeseen costs	£10,000
Total		£289,000



Proposed budget for another 5 years is
£1.4 million
 = £289,500 a year

West Bromwich BID Rules

In developing the rules that will apply to the BID, consideration has been given to “The 2019 National BID Criteria” produced by British BIDs



2025 BALLOT

1. Civica will send those responsible for the properties or hereditaments to be subject to the BID a ballot paper prior to the start of ballot.
2. Each property or hereditament subject to the BID will be entitled to one vote in respect of this BID proposal in a 28-day postal ballot which will commence on 28th February 2025 and close at 5pm on 27th March 2025. Ballot papers received after 5pm on 27th March 2025 will not be counted.
3. In order for the proposal to renew the West Bromwich Town BID to be successful at ballot the result will need to meet, as a minimum, two independent criteria which are:
 - a. Of those ballots returned by the close, those voting in favour of the BID proposal must exceed those voting against it, and
 - b. Of those ballot papers returned by close, the total rateable value of those properties or hereditaments which vote in favour, must also exceed the total of those voting against.
4. The result of the ballot will be announced as soon as practically possible after close of ballot.
5. If successful at the ballot, the new BID will commence delivery of services on 1st July 2025 and will continue for a period of 5 years to end 30th June 2030.



FINANCES

1. It has been assumed that a minimum of 90% of the billed Levy will be collected each year, and this collection rate has been applied throughout the term. This is in line with collection rates achieved to date.
2. The budgeted income from Levy collection in the first year is approximately £289,500 against 598 hereditaments.
3. The average budgeted annual Levy available to be spent by the BID for the term is £289,500.
4. A contingency provision on expenditure provides for an anticipated surplus of £10,000, by the end of the term which equates to 5% of expenditure.
5. Operating costs are expected to be below 20% of total income or expenditure.



THE LEVY

1. The Levy rate to be paid by each property or hereditament in the first year of the renewed BID is 1.95% of its rateable value as at the ‘chargeable day’ based on the 2023 Ratings List.
2. Only properties or hereditaments with a rateable value of £5,000 or more will be liable for a payment of the Levy.
3. The number of properties or hereditaments liable for the Levy is estimated at 500.

4. The maximum Levy to be charged on any single hereditament will not exceed £5,000 per annum in any year.
5. The levy will be charged annually in advance, although businesses which cease to have liability for business rates during the year will be entitled to a refund for the remainder of the period.
6. The Levy will be charged as one amount annually in advance, with the chargeable period being July – June each year.
7. The owners of untenanted properties or hereditaments will be liable for payment of the Levy.
8. Charitable organisations that are subject to relief on their business rates liability will pay at an 80% reduced rate.
9. Private car parks for private use will be exempt from the Levy.
10. If, during the term, the rateable value assigned to a property or hereditament falls below £5,000 for whatever reason (either through physical change, change of use, or revaluation arising from the adoption of a revised rating list) the property will be exempt from the Levy from the next chargeable period.
11. The exception to this will be any change of use or a physical change to a property or hereditament including amongst other things, new construction, merger, subdivision, extension and refurbishment which results in the issue of a new entry in the ratings list current at that time.
12. Sandwell Metropolitan Borough Council will be responsible for the collection of the Levy and will make an administrative charge of £16,000 per annum.



GOVERNANCE

1. The not-for-profit company which manages the BID will continue.
2. The Company's Board of Directors will continue to operate and, if successful at ballot, it is intended that a BID Committee, including Directors of the Company, will continue to represent Levy paying businesses within the BID area. The BID Committee will be made up of Levy paying businesses.
3. The Board shall have the ability to vary service delivery and expenditure allocation according to the changing demands of Levy payers. However, any change to the BID boundary or to the Levy rate proposals would require an alteration ballot.
4. Notice of the intention to hold a ballot will be given to the Secretary of State on 12th August 2024. Notice of ballot will be sent to participating businesses by Sandwell Metropolitan Borough Council within the required statutory period.
5. The BID Board alongside the BID will continue to monitor performance against agreed annual objectives and targets and will report to Levy payers at least once a year. Regular updates and periodic newsletters will keep businesses informed. A financial statement will be distributed to businesses along with the BID Levy invoice annually.



Meet the West Bromwich BID Team

Lisa Hill
BID Manager

James Fanthom
BID Ambassador

Lindsey Slater
Senior BID Ambassador

Tony Vogan
BID Ambassador



Accolades from Businesses and Partners:

The BID has provided invaluable support to my business, CC Uniforms, throughout the years. They have been available to mediate between us and various institutions, including Sandwell College, the police, and other local businesses. This level of support fosters a sense of community and collaboration. I have also witnessed their dedication to helping those less fortunate, offering assistance to individuals experiencing homelessness and providing a compassionate ear to those in need. This commitment to social responsibility strengthens our community and makes West Bromwich a better place for all.

Mandy

Owner - CC Uniforms, Kings Square Shopping Centre, West Bromwich



They provide a vital source of information, connectivity and collaboration. Their community spirit is infectious; they bring us all together so that people know who is who and where to go to when people they meet need help. They have "held victims hands" into our services and have shown such kindness and humanity. Their eyes and ears for people as well as the businesses makes West Bromwich a great place, a safe place to work and support vulnerable people.

Sara Ward

CEO - Black Country Women's Aid, Victoria Street, West Bromwich



Having the BID team supporting the town here is fantastic. They are our link to the local services we may need on a daily basis, constantly looking at ways to improve the town and always available when we are in need. We at JD Sports fully support their ongoing help.

Sam Phillips

Store Manager - JD Sports, New Square Shopping Centre



SIPS is an education co-operative based in the centre of West Bromwich, with a workforce of 370 local people. We're very grateful to all at the West Bromwich BID for their support of the local business and retail community and their work improving the public realm – helping to make the town centre a safe, attractive, welcoming and vibrant place to live, work, shop and socialise. We are in wholehearted support of the proposed 2025-2030 extension.

Brian Cape, CEO

- SIPS, Cronehills Linkway, West Bromwich



Having Lisa and the BID team is a great support to Superdrug as a business, and all individuals working for us. We are kept in the loop with everything that is happening and feel the difference the BID makes on a daily basis.

Karolina Sokolowska

Store Manager - Superdrug,
New Square Shopping Centre



We are very happy to have the West Bromwich BID Team around who play a key role in keeping the retail going. The BID Team really matters, because without it small businesses would be lost, as the BID Team organises events through which we get known to others and a communication link is created where customers get to know about us and the businesses, encouraging repeat visits and sales.

Owner

Rubee's House of Fashion, High Street

Accolades from Businesses and Partners: (Cont...)



West Bromwich Town BID are an integral part of the joint partnership that is in place in the Town Centre with West Midlands Police West Bromwich Town Neighbourhood Team. The joint work that is undertaken to keep the businesses in the town centre, our community members and visitors to the areas safe is excellent.

From joint patrols to joint initiatives with other key partners such as Trading Standards, as well as the intelligence that is shared amongst the teams that allows targeted interventions to improve the safety of the town, are vitally important. The success of this partnership should not be underestimated from a preventing crime and reassuring communities perspective. The joint work to reduce the harm and impact of the street drinkers is an excellent example of joint problem solving to tackle issues impacting the town, businesses and visitors.

It would be a huge loss if the BID team were not in place in West Bromwich and would impact the joint approach to community safety that is currently seeing crime and harm being reduced

Chief Superintendent, Kim Madill
West Midlands Police



The BID team are always professional and assist us with any queries that we have within the BID area. BID Ambassadors, James, Lindsey and Tony come in to see us regularly and we speak with Lisa about updates within the West Bromwich area. All of the team are very approachable and friendly whenever we see them in the town centre.

Cara Hodgetts
Pertemps, Bull Street, West Bromwich



As a business on the High Street, we have witnessed first-hand the impact that the BID team has had on local businesses and the surrounding areas in West Bromwich. Lisa and her team are extremely helpful, very approachable, and genuinely care about businesses. They are proactive in resolving any issues brought to their attention, even when they are not required to. For these reasons, we are grateful for the BID and look forward to continuing to work with them in the future.

Raja Purewal
Owner - AR Estates, High Street, West Bromwich



Ideal Employment would like to express its gratitude to West Bromwich BID for their hard work in managing and keeping the community secure, as well as ensuring that our company is safe and unhindered. Our company has been operating for many years, and West Bromwich BID has consistently supported us over this time to ensure our wellbeing.

They are always our first port of call for any issues we may experience in the West Bromwich area, in which they always handle promptly and effectively. It is refreshing to converse with the BID Ambassadors during their visits, and we appreciate how the BID patrol the area to guarantee everyone's safety. The diligence and compassion of the West Bromwich BID Team make a great physical impact in our community. They provide chances for community building within our area and collaborate with locals to develop initiatives that will improve our community. They also provide a platform for the voices of those who aren't always heard. We value their ability to alert us about neighbourhood issues and provide us safety tips and advice on how to handle circumstances that can impact our company.

Given the constantly evolving nature of the region, it is necessary that we have West Bromwich BID for the future. They are able to quickly handle crises, unite our community, and keep us updated on critical information that is necessary for the efficient operation of our agency. We are extremely fortunate to have the BID Team looking out for us and the community in West Bromwich

Daniel Gordon

Director - Ideal Employment, Carters Green



I just want to say Thank You to West Bromwich BID for supporting our Nursery, by creating more social media awareness, this has helped introduce more prospective parents to us. We also appreciate your support in attending our recent Graduation ceremony in 2024, we had positive feedback about your team from our graduate parents. Thank you Lisa and all the team for your continued support.

Vera Akal,

Owner - Tender Troops Nursery, Bratt Street, West Bromwich

Supporting the BID and why you should vote "YES"

Without a **majority YES Vote** we would lose the connected, collaborative business community that we have all worked hard to build and the incredible benefits this has brought to the town centre. The current BID term would come to an end on 30th June 2025, resulting in: -

- | | |
|--|--|
| ✗ NO Town Ambassadors patrolling your town 6 days a week | ✗ NO BID Networking events |
| ✗ NO dedicated Social Media platforms | ✗ NO Reporting of un-even paving slabs or dangerous slabs |
| ✗ NO West Bromwich Town website | ✗ NO Graffiti removal from private premises |
| ✗ NO Events for the town to drive footfall | ✗ NO Point of contact to report fly-tipping and SMBC issues |
| ✗ NO Events programme in the BID Area | ✗ NO Additional Cleaning on the high street |
| ✗ NO Christmas light switch-on Event | ✗ NO Colourful hanging baskets |
| ✗ NO BID loyalty card | ✗ NO Training for levy payers i.e. de-fib training |
| ✗ NO BID News Magazine | ✗ NO Voice for West Bromwich Businesses in local, regional and national forums |
| ✗ NO Business Crime Reduction Partnership Meetings | |

However, with a **majority YES Vote**, not only can we maintain our thriving business network and wide range of successful services, we will continue to improve and develop West Bromwich Town to achieve its exciting potential.



Every VOTE makes a difference!

The West Bromwich BID 3 postal ballot will open for voters on Friday 28th February 2025 and closes at 5pm on Thursday 27th March 2025.

(Ballot papers received after 5pm on Thursday 27th March 2025 will not be counted).

Your Vote couldn't be easier: -

- Step 1** Notice of Ballot will be delivered to each business with copy of the BID3 Business Plan from Monday 27th January 2025

- Step 2** Ballot papers will arrive in the post to businesses within the BID area asking for them to vote from Friday 28th February 2025

- Step 3** Voting lasts 28 days

- Step 4** Voting "yes" will establish a BID in West Bromwich for the next 5 years and securing up to £289,500k of investment each year in West Bromwich Town Centre

- Step 5** Ballot papers must be returned by post no later than 5pm on Thursday 27th March 2025. A brown postage paid, addressed return envelope will be enclosed with your voting papers.

- Step 6** If a majority of those who vote are in favour, the new BID Term and all its services will be guaranteed from 1st July 2025

Ballot Timetable: -

Notification of Ballot	Monday 27th January 2025
Ballot opens	Friday 28th February 2025 - Ballot papers issues to businesses by post.
Ballot closes	Thursday 27th March 2025 - Ballot papers must be received by post no later than 5pm
Ballot results announced	Friday 28th March 2025

Announcing the Results: -

The result of the ballot will be announced on Friday 28th March 2025. If successful, the new BID term will continue delivery of services on 1st July 2025 – following the expiry of the current BID term.

Dates for your diary...

Business drop-in Sessions to hear about BID3 and our new projects. Coffee/tea and cake will be supplied "FREE"

Tuesday 7th January 2025

11am until 4pm

BID office, 4 St Michaels Street,
West Bromwich, B70 8ET

Wednesday 15th January 2025

11am until 2pm

Morgan Payne & Knightley,
9 Carters Green, West Bromwich

Thursday 16th January 2025

4pm until 7pm

Pepes, 12 New Street,
West Bromwich, B70 7PN

Tuesday 21st January 2025

11am until 2pm

AR Estates, 113a High Street,
West Bromwich

Friday 24th January 2025

11am until 2pm

Wesley Church, 291 High Street,
West Bromwich





**VOTE FOR
YES BID 3 ✓**



Further enquiries please contact:-

Lisa Hill

BID Manager – West Bromwich BID CIC

E: Lisa.hill@westbromwichtown.co.uk

M: 07572 121 906







WEST BROMWICH
Business Improvement District

www.westbromwichtown.co.uk