

District Centre Management Quarterly Newsletter

Issue 2

Spring 2010

Welcome to the second issue of the District Centre Management Team's quarterly newsletter, an exciting bulletin giving you up-to-date information on initiatives, developments and activities taking place in Aldridge, Bloxwich, Brownhills, Darlaston and Willenhall.



**Bloxwich, Leamore and
Blakenall Business Partnership**



Darlaston
Town Centre Partnership

WILLENHALL
Traders and Community Support Group

Inside Issue 2

The Team
Shop Smart Shop Local
Making our district centres safer
Think Walsall
Facts and figures
Redundancy Support Roadshow
Support into Jobs
Around the districts
Contact us

The Team

Walsall Council's District Centre Management Team (DCM Team) works with business partnerships in Aldridge, Bloxwich, Brownhills, Darlaston and Willenhall to provide support to local businesses and promote the districts to shoppers, residents and visitors. The team has four members of staff who take responsibility for individual partnerships as well as strategic initiatives across the districts:

Helen Kindon

Team Leader 01922 652572

Antonia Pompa

Regeneration Officer for Aldridge and Brownhills 01922 652095

Diane Mansell

Regeneration Officer for Darlaston and Willenhall 01922 652416

Nikki Rolls

Regeneration Assistant for Bloxwich, Leamore & Blakenall 01922 652507

The partnerships meet approximately every six weeks and local businesses and community organisations from the catchment area are welcome to attend and bring their own experience and expertise to the partnership. The next round of meetings is as follows:

Aldridge

5.45pm, 26 May
at Aldridge Fire Station, Northgate

Bloxwich

6.15pm, 2 June
at Elmore Row Centre, Elmore Green Road

Brownhills

5.45pm, 10 June
at Park View Centre, Chester Road North

Darlaston

5.45pm, 17 June
at venue to be confirmed

Willenhall

6.00pm, 8 June
at Walsall Housing Group Office, New Road

Please contact the relevant officer for your business partnership if you are interested in attending for the first time.

Shop Smart Shop Local

Shop Smart Shop Local is a high profile campaign organised by the DCM Team to encourage shoppers to support their local high street and assist local businesses through the economic downturn. It is intended to help revitalise the district centres, creating a sustainable future for the businesses that operate within them. Having been piloted in Brownhills last year, it is now being launched across all five district centres. The campaign is multi-faceted and will incorporate several projects across the next few months including:

- Production of shopping guides
- Shop Smart Shop Local window stickers

- Branded shopping bags
- Media stories and campaigns
- A varied programme of events and activities

The campaign aims to make local residents aware of the businesses and services that are available locally, encouraging higher footfall and spend within the district centres. It aims to put the high street firmly back at the centre of the local community providing not just shopping but a genuine hub for all the community's needs. Look out for more information about the various Shop Smart Shop Local projects at your local partnership meeting.



Making our District Centres Safer

Retail Radio Link Scheme

The District Centre Retail Radio Link Scheme is a partnership initiative aimed at reducing crime and creating a safer shopping experience. It will be launched next month in Bloxwich, Brownhills, Darlaston and Willenhall. It is a multi-agency partnership initiative involving Public Protection, West Midlands Police, Transport and West Midlands Fire Service to prevent and reduce crime and anti-social behaviour and provide support to retailers, licensed and business premises.

There are many benefits for businesses in joining the Retail Radio Link scheme including:

- Swift Police back-up during incidents via the radio link from policing patrols on duty
- Reduction in the threat or fear of violence for staff members
- Increased retail security and improved profitability
- Regular meetings with other partners to share intelligence and best practice, agree future targets and exchange information about local issues

- Safer shopping experience for your customers
- Access to intelligence information and risk assessments of prolific offenders and excluded persons
- Early detection of criminal activities and reduction in local business crime

- Improved partner relations with the local Police and the CCTV Control Room

Membership packs will soon be available and officers from the DCM Team will be contacting local businesses to explain the scheme in more detail.



Making the West Midlands Safer

As part of its commitment to make the 'West Midlands Safer' the West Midlands Fire Service is continuing to look for ways to prevent fires from occurring in all sorts of different environments. Any fire has the potential to cause harm whether it be to people, animals or the environment.

The 'Business Enforcement and Safety Team' based in Wolverhampton are on hand to assist in a wide range of services to help prevent fires occurring. As well as ensuring the business community complies with the latest fire safety legislation by taking any necessary enforcement action, the team is always prepared to help and

advise businesses along the way. Advice regarding all aspects of fire safety including arson prevention, property protection and preventing false alarms are all available free of charge.

The team also look at ways of preventing 'nuisance' fires involving fly tipped rubbish, poorly sited rubbish bins and void or derelict buildings.

The DCM Team is currently working with the fire service to organise a series of Fire Safety

workshops to bring local small businesses up to date on their responsibilities and provide general guidance. If you want to know more about these workshops, please contact your partnership officer.

If you have any fire safety issues relating to business or the community in general, please contact the Business Enforcement Safety Team on 0121 380 7562.



Think Walsall is a commitment made by Walsall Council to influence and maximise the benefits of regeneration and procurement for the people and communities of Walsall in terms of:

- Using local labour wherever possible
- Using local supply chains wherever possible
- Training and developing the local workforce

The Think Walsall Team was established in November 2009 and since then we have been working in a co-ordinated partnership approach on our three priorities of:

- Economic Development
- Protecting the Environment
- Supporting Social Cohesion

We are committed to these priorities to ensure that the people and communities of

Walsall receive the maximum economic, social and environmental benefits from all investment coming into the borough. We will support and work with you to help deliver these priorities and add value to your business. Our commitment to these priorities is demonstrated through our Think Walsall Charter and also stands as the commitment we ask of all who live, work and invest in the borough.

Over the coming weeks Think Walsall will be building on our communications with local businesses and partners to identify opportunities.

For more information about how Think Walsall can benefit your business please contact a member of the team on 01922 653246 or by emailing us at ThinkWalsall@walsall.gov.uk

Facts and Figures

In January, February and March 2010, the DCM Team has:

- Completed 30 individual business audits and provided follow-up advice and support
- Helped our partnership members to secure £61 971 from the Home Office in security grants
- Co-ordinated 10 business partnership meetings
- Secured an additional £12 480 from partners to support events, promotions and public realm improvements
- Issued 8 positive press releases promoting the district centres
- Worked with our partners to deliver 11 events and environmental projects

Support into Jobs

From tips on CVs to advice on transportation costs, Support into Jobs events provide a wealth of information to help people back into work

Support into Jobs offers a range of advice, support and information to people of all ages who are looking for work or who want to explore a career change. The events are organised by the Council's Economic Well-being and Strategic Recruitment teams and is run alongside a host of other initiatives to support people affected by the economic downturn.

Local private sector employers also attend the events to promote their job vacancies and informally chat to potential applicants. If you have any job opportunities that you would like to promote at these events, please contact the Economic Well-being Team on 01922 652593 or visit www.walsall.gov.uk/regeneration_people.htm for details of other events.

The next event will be held on 19 May 2010 at St Peter's Church, 208 High Street, Bloxwich, WS3 3LA from 10am – 4pm.

Are you at risk of redundancy or have you recently been made redundant?
Need some advice?



JOIN US AT:

The Redundancy Support Roadshow

Friday 21 May 2010

Parkview Centre
Chester Road North
Brownhills
WS8 7JB

10am – 1pm

Why not drop in for a chat to talk to representatives who specialise in:

- Pre-redundancy assistance
- Pensions advice
- Advice on benefits
- Provisions for self-employment
- Career guidance
- CV preparation
- Job search facilities
- Interview techniques
- Signposting to further education and re-training

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Walsall Council



Walsall Partnership

For further information please contact the Economic Regeneration Team on 01922 652587

Around the Districts

New Kids on the Block

We are delighted to welcome several new businesses to our districts over the last three months including Hiba Restaurant, YRS Wines and Beers, Star Coffee, Subway, Serene Beauty, Chatabox Hair Design, Spice Time, Domino's Pizza, Jenny's Restaurant, Sweet and Fancy, Elaine's Tans Tastique, TV World, Thoughts and La Vera Pizza Café.

Bloxwich Re-launch

The Bloxwich, Leamore & Blakenall Business Partnership re-launched in October 2009 and has achieved much in a short amount of time including: planting a 15ft Norwegian spruce Christmas tree complete with lighting, raising funds for new Christmas lighting in Leamore precinct, working with the Friends of the Park group to secure a grant from WHG, and securing £6000 for a new lighting system for the Leamore precinct alleyway. The partnership has held 3 meetings so far covering a range of important topics including the A34 red route scheme which is due for completion by autumn 2010.

Britain in Bloom



Aldridge, Darlaston and Willenhall will be entering Britain in Bloom for the first time this summer. Working closely with Walsall Council's Street Pride and various local groups, the DCM Team believes this will develop local civic pride, have a positive impact on the local economy and introduce new environmental initiatives.

Recreating The Croft



A public consultation day and several workshops have been organised by Aldridge Rotary Club and Walsall Council to find out the community's views about making improvements to The Croft in Aldridge. Initial ideas include additional landscaping, picnic benches, new pathways and a heritage trail that will link The Croft to the local shops and the wider town.

Willenhall Celebrates

After the successful opening of Morrisons, Willenhall celebrated by holding a family fun day on the 30th January. The event showed people what a fantastic place Willenhall is and the wonderful things it has to offer including its wide range of local shops and services, as well as showcasing the talent Willenhall nurtures on a stage in the centre of the town.

More Time for Shopping

Council car parks in Darlaston and Willenhall, which are currently set at 2 hours free parking, will shortly be changing to 4 hours allowing more time to enjoy a leisurely shopping trip.

Contact Us

For more information about the District Centre Management Team and the local business partnerships, please contact us on 01922 652507 or e-mail rollsn@walsall.gov.uk