West Bromwich Regeneration Programme
West Bromwich town centre is undergoing one of the largest regeneration programmes taking place anywhere in the United Kingdom. Following years of essential works being carried out on the town’s infrastructure, the physical and economic regeneration of West Bromwich is now visibly taking shape.

Hundreds of millions of pounds is being invested in a number of schemes that will provide the residents of West Bromwich and Sandwell with state of the art services and excellent job and education opportunities.

The West Bromwich regeneration programme will see:

- a wider retail offer
- new leisure facilities
- quality housing
- further education opportunities
- improved green spaces
- job opportunities
- investment opportunities from outside Sandwell
- better transport and pedestrian links
- a safer place to live

Sandwell Council is more committed than ever to the regeneration of West Bromwich town centre and 2012 is a crucial year in its ongoing development.

For up to date information, please visit: www.sandwell.gov.uk/westbromwichregeneration
Timeline

- Bus Station
- Astle Retail Park
- Lyng Health Centre
- The Public
- The Lyng Gateway
- Police Station
- YMCA Nursery & Youth Centre
- Number One Providence Place

2002
2002
2005
2008
2011
2011
2011
2011

projects delivered

Sandwell Council...working for you
The New Square development will provide excellent new shopping and leisure facilities in the heart of West Bromwich town centre. Anchored by a Tesco Extra store, New Square will feature leisure facilities and a range of high street shops, cafes, restaurants and bars. Primark has been announced as the development’s second anchor store, with Next, Arcadia, JD Sports, Bank and Reel Cinemas also signed up. As part of the New Square development, a new police station has been built on land between Oak Road and Moor Street. It was officially opened in September 2011. Work on the Tesco development got underway at the end of October 2011 and will be completed by winter 2013.

The New Square development will:

• provide modern shopping and leisure facilities for West Bromwich
• generate £200 million of investment for the town
• develop an evening economy for the town
• create more than 2,000 jobs
• turn West Bromwich into a visitor destination

As part of the New Square development, Tesco is supporting business in West Bromwich town centre by helping revamp part of the Queen’s Square Shopping Centre. Work will include a new entrance, escalators and shop fronts. Sandwell Council is working in partnership with Fairacre to refurbish the rest of the shopping centre. Work is expected get underway in summer 2012 and be completed by 2013 to coincide with the opening of the New Square development.

The new look for Queen’s Square shopping centre will:

• improve links between all town centre retail areas for shoppers
• give visitors better access to public transport
• improve the look of the West Bromwich Ringway entrance, mall and shop fronts
£6.5 million is being invested to restore Dartmouth Park to its former glory.

Restoration work includes a new pavilion visitor centre, skate park and enhanced play areas, improvements to the lakes and wetlands and performance area. Work to restore the park’s original perimeter wall, decorative railings and War Memorial, has been completed along with an outdoor gym. The scheme is being delivered by Sandwell Council and the Heritage Lottery Fund.

The pavilion will open in early 2012 with the full programme of work expected to be completed by late 2013.

The restoration of Dartmouth Park will:
• create an attractive and safe green space next to West Bromwich town centre
• provide improved facilities to help attract a wide range of visitors
• improve the heritage value of the park

Providence Place provides West Bromwich with 245,000 sq ft of modern office space. The development is expected to generate tens of millions of pounds in new investment for West Bromwich and create hundreds of new jobs for a wide range of skills.

The first part of the scheme is Number 1 Providence Place, a 75,000 sq ft building occupied by BT. Staff moved into the building in October 2011, and it was officially opened in February 2012.

Additional office buildings could be built at Providence Place which will:
• provide a further 170,000 sq ft of office accommodation for West Bromwich
• generate £80 million in new investment
• create hundreds of new jobs and training opportunities

Providence Place

Dartmouth Park

job opportunities

improved green spaces
**Public Realm**

New public footways, squares and boulevards will create a better look and feel for West Bromwich town centre.

Thanks to ERDF funding Sandwell Council and its partners are investing a total of £8.2 million to improve the High Street, create a new public square and boost links around Sandwell College, Providence Place, Eastern Gateway and Dartmouth Park.

Work started on the High Street in January 2012, with further works scheduled throughout the year. It is anticipated all work will be completed by 2015.

The improvements will:

- create a more attractive town centre
- have a positive impact on the local economy
- encourage inward investment and job creation

**better transport and pedestrian links**

**A41 Interchange**

Major improvements are under way at the A41 junction by West Bromwich town centre. The £25 million project will significantly improve access into West Bromwich and cut congestion for commuters.

It involves the creation of a dual-carriageway underpass, beneath an improved roundabout. Work got under way in June 2010 and the underpass should be open traffic by autumn 2012.

Once completed, the A41 junction improvement scheme will:

- improve access into West Bromwich town centre
- boost links between West Bromwich and the motorway network at junction 1 of the M5
- cut delays and congestion on the A41
- boost pedestrian and cycle links into West Bromwich by creating safer and more convenient routes

**better transport links**
The Lyng housing development will see a total of 364 homes built next to West Bromwich town centre.

The development, which comprises of 116 affordable homes and 250 properties for private sale, is being delivered by Sandwell Council in partnership with Barratt Homes and the Lyng Community Association.

By December 2011, 66 affordable homes had been completed with the remaining 48 to be built during the next four years. Barratt Homes had delivered 19 of its 250 private sale properties by January 2012.

The Lyng housing development will:

• provide sustainable and affordable housing for West Bromwich town centre
• create new high quality public space
• create a new road infrastructure
• create employment, training and enterprise opportunities

The Eastern Gateway is a mixed-use development which will provide West Bromwich town centre with high quality affordable homes, office space and retail units. The residential-led scheme is between Bull Street, High Street and Overend Street in the town centre. The £20 million project is a partnership between Sandwell Council, Accord Group and the Homes and Communities Agency (HCA) which will transform the site into a thriving and modern residential and commercial area. The development is underway and will see 69 private and affordable homes built, as well as a new landmark office and retail building. It is set for completion by early 2014.

The Eastern Gateway scheme will:

• provide high quality, sustainable and affordable housing in the town centre
• create new retail and office space opportunities
• improve the appearance of the area with a landmark building at the eastern entrance of West Bromwich town centre
• provide safe and attractive pedestrian links to Dartmouth Park, High Street and the wider town centre

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The YMCA Western Gateway is a multi-million pound mixed use scheme located on a key gateway into West Bromwich town centre. The scheme in Carters Green provides a unique mix of supported housing and community services promoting health, skills, enterprise and civic engagement.

Following the completion of a nursery and youth centre in summer 2011, planning permission has been granted for a new gym, office space and accommodation, with provision for mothers and babies. It is anticipated that work will begin once funding for the scheme has been secured.

The YMCA Western Gateway will:

- provide accommodation for vulnerable people, single homeless people and young parents
- contribute to the prevention of rough sleeping
- promote fitness and well-being in partnership with local health providers
- deliver training and employment programmes, including social enterprise opportunities

The Greets Green schemes will:

- provide quality housing for a wide range of residents
- improving housing choice for West Bromwich
- attract new residents to the town

Greets Green is an existing neighbourhood in West Bromwich. Following consultation with residents, development sites have been established to meet local housing needs.

Goldfield Court, a £12.5 million extra care housing scheme in Dartmouth Street will provide 93 self contained apartments for older people, including rented and shared ownership properties. Sandwell Council is delivering the scheme in partnership with the HCA and Housing 21. It is anticipated the scheme will be completed by summer 2012.

There are also plans to build attractive modern properties in Claypit Lane, Coppice Street, Edith Street, Chapman Street and Wattle Road which will significantly widen the range of property choice for residents.
Up to 10,000 young people and adults study at Sandwell College’s new campus in Spon Lane, an eye-catching addition to West Bromwich’s skyline.

The new campus is close to all major transport links as well as the town’s main shopping areas. It boasts modern facilities including motor workshops, beauty and hairdressing, computer suites, engineering labs and fashion and photography studios which will help create bright futures for Sandwell’s residents.

Work on the new college started in late 2009 and opened in February 2012.

The new Sandwell College:
• adds another iconic building to the town’s skyline
• helps boost educational attainment for students in Sandwell
• creates opportunities and bright futures for thousands of people
• supports the social and economic regeneration of West Bromwich by attracting thousands of new students

West Bromwich Leisure Centre

Close to the town centre on the corner of Moor Street and Barton Street, a new leisure centre will bring back swimming to West Bromwich.

By autumn 2012 Sandwell Council hopes to appoint a development partner which will design, build, operate and maintain the £11 million leisure centre.

It is hoped the complex will open in 2014 and provide:
• a much wanted 25-metre, six lane swimming pool and learner pool
• a four court sports hall and 100-station gym
• refreshment area
Oak House

Oak House Museum is a Grade II listed house dating back to the 17th Century. A £1.7m restoration project funded by the Heritage Lottery Fund will see the historic barns restored to their former glory and provide new facilities for visitors, schools and the local community.

The project will also include the opening of the servants’ quarters to visitors for the first time, and the restoration of the timber framed stable block. Work will get under way in spring 2012 and be completed by summer 2013.

The restored Oak House Barns will:
- improve a popular tourist attraction near to West Bromwich town centre
- create new community and visitor facilities
- restore Grade II listed buildings to their former glory

new leisure facilities

The Regeneration Hub

A great way to find out more about what’s going with the regeneration of West Bromwich, as well as the latest work and training opportunities, is to visit the Regeneration Hub.

Situated in Bull Street by the Eastern Gateway development, the Regeneration Hub is open five days a week between 9am and 5pm. Visitors can find out about existing job vacancies in Sandwell, as well as those which will be created by major projects in the town.

For more information call: 0121 500 1450

Mark our Scorecard today!

These are exciting times for West Bromwich and we want to hear what you have to say about our plans to transform it to one of the region’s premier towns.

Make sure you visit: www.sandwell.gov.uk/mycouncil and tell us exactly what you think about what’s happening in West Bromwich and across the borough.
Sandwell Council...working for you

Contact:
Regeneration & Economy
Sandwell Metropolitan Borough Council
0121 569 4253
www.sandwell.gov.uk/westbromwichregeneration