

NEW SQUARE'S
favourite moments from the
past 10 years

**NEW
SQU
ARE**
Magazine

WIN A £500
shopping spree

**ALFRESCO
DINING**

THINK PINK!
Summer's Hottest Fashion

SPOTLIGHT
on Pop-Ups

Celebrating 10 Years at New Square

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A note from our Centre Manager

WOW, it's our 10th birthday, can you believe it?

I'm proud to say that I've been here from the start, taking over as manager in 2020. I have seen the centre grow and flourish over the years as well as facing up to the unprecedented, challenging times of the pandemic. But what shines through for me is the brilliant staff and customers we have here in West Bromwich.

I would like to take this opportunity to thank every person who has supported us along the way, we could not have made it to this milestone birthday without you.

There have been so many happy and proud moments since 2013, but the installation of the Celebration Statue in 2019 was a real highlight for me. It has become an iconic landmark for the town, a beautiful piece of art that carries a strong and inspiring message. You'll see that we've shared some of your highlights too on pages 13 and 14.

I hope you enjoy our 10th birthday magazine, which reflects on our past, present, and future!

Read on to discover our decade of highlights, plus there's the latest looks for you and your home and we're launching our biggest competition to date, where you could WIN a £500 shopping spree!

Here's to another fantastic 10 years!



Jackie Clay
New Square Centre Manager

How *it started*

How *it's going*

Regeneration

After much anticipation, New Square opened its doors in July 2013, with local resident John Imm cutting the ribbon at Tesco! The launch weekend also included a balloon release, performed by West Bromwich Albion legend Cyrille Regis, with hundreds of visitors turning out to check out the shops and soak up the atmosphere.

Peter Ward who lived opposite New Square when it opened said:

It's improved the whole area fantastically, because it was all very run down. We only live across the way, so we've now got a much better outlook. We had been very nervous about how it was going to turn out, but we are very pleasantly surprised. It's a relief because everything around us is being flattened, and we're surprised at how nicely it has been done. They've landscaped it very nicely too. This has upgraded the town I think.

To community champion

But it's not just about the shops and restaurants, New Square has become part of the local community thanks to the numerous events and projects throughout the year. Over 50 free friendly events have taken place over the last 10 years, from meeting Santa's reindeer to Paddington Bear, the Halloween Spooktacular to the Frozen weekend, New Square has become the place to make memories and enjoy quality time with families and friends.

Throughout the last decade, New Square has donated over £20K to local charities, supporting the likes of the Kaleidoscope Plus Group, Sandwell Hospital and West Brom Food Bank.

New Square has also become a long-term sponsor and supporter of the much-loved Baggies!

The centre has also tried to do its bit for the planet with several sustainable projects, including cash for clothes and electric car charging points. In 2019 it won a prestigious Green Apple Award, which is presented to businesses that show an outstanding commitment to the environment and New Square was selected for its sustainability work, including the introduction of a wormery to recycle coffee granules.

New Square Shopping Centre also won 'Best Shopping Experience' at the Birmingham Awards in 2018. The judges praised the centre for its outstanding parking facilities, innovative recycling schemes and new user-friendly website.

What will the next 10 years look like? Read on to discover the centre's 10th-anniversary projects and future plans.

Time to Dine

Exploring the Best Eats in New Square!

Whether it's a romantic meal for two, a family get-together or a quick bite on the go, New Square has the dining experience for you. Over the last 10 years, we have attracted some of the best restaurants in town, taking you on a culinary adventure from Indian street food to Middle Eastern dishes, Vegetarian bites to everyone's favourite

Dining with a Difference

Turquoise

Turquoise is perfect for date night or large party celebrations thanks to its stylish interior and exciting menu, which fuses the most exciting dishes from across Turkey and the Middle Eastern region. Their mouth-watering specialities include kebabs prepared in a traditional charcoal oven, wood-fired lahmacun bread and delicious homemade sweet pastries such as baklava. All ingredients are freshly sourced daily and everything is prepared from scratch by their highly trained chefs.

Opening Times
Mon – Sun: 11.30am – 11pm
Tel: 0121 525 4145

On the Go!

Costa

Costa prides itself on providing real coffee made by real people. They also serve rich hot chocolate, a range of teas and frescato, as well as a tempting selection of hot and cold sandwiches, cakes and pastries. Situated next to Odeon Cinema, Costa Coffee is the perfect place to sit back and unwind after a busy morning's shopping at New Square. There's also free WIFI!

Opening Times

Mon – Fri: 8am – 6.30pm
Sat: 8am – 6pm Sun: 9am – 5pm
Outdoor seating is available.
Tel: 01218171689

Greggs

Greggs is officially the home of the nation's favourite sausage roll! They're specialists in pasties and bakes, from steak bakes to pizza, which are all baked fresh in the New Square shop every day. Every sandwich they sell is made fresh on-site, with their own freshly baked bread. Pop in for a lunchtime break or take out a sweet treat to give you that much-needed sugar boost when you're out and about enjoying some retail therapy!

Opening Times

Mon – Sat: 7am – 7pm
Sunday: 7.30am – 6pm
Tel: 01215536748

Subway

Subway is the place to head for freshly prepared sandwiches. Famous for its iconic submarine sandwiches, Subway is the ideal destination for a quick breakfast or lunch on the go and there are always plenty of healthy options on offer to suit every taste. You can also grab a quick snack with lots of crisps and freshly baked cookies and muffins to choose from.

Opening Times

Mon – Sat: 9am – 7pm
Sun: 9am – 7pm
Outdoor seating is available.
Tel: 01215800147



The Veggie Experts

SKVP

Shree Krishna Vada Pav is bringing authentic vegetarian Mumbai street food and Maharashtrian delicacies to West Bromwich. Try the Chana Samosa or the Mixed Bhajiya plate if you're looking for a spicy snack or delve into Dal Makhani if you've got the appetite. Our personal favourite is the delicious Dahi Puri - bitesize, crispy dumplings filled with spicy potato, yoghurt and chutney! Eat in or take away, seven days a week.

Opening Times

Mon – Sun: 11am – 9pm
Email: contact@skvp.co.uk

Mr Singh's

Mr Singh's uses only the freshest ingredients and handmade dough to make their famous vegetarian pizzas! Customers travel far and wide to experience Mr Singh's at New Square and, as well as pizzas, they also serve 'chicken' burgers, hotdogs and naan wraps (all vegetarian of course!). Mr Singh's wants every customer to enjoy eating in their diners. So they do their best to ensure you can chill out and enjoy your food and the company. You want your food the way you like it, so just let them know what you want and they'll do our best to make it your way.

Opening Times

Mon – Sun: 11am – 11pm
Tel: 01215257466

Family Favourites

Hungry Horse

The Hungry Horse is BIG on value and choice – no wonder it's a family favourite! The Interceptor opened in April 2015, named after the legendary Jensen Interceptor car which was manufactured in West Bromwich. This friendly restaurant is famous for its Big Plate Specials, and a fantastic range of drinks, plus there's always something going on with superb food deals throughout the week, live sports and regular entertainment. There's also free Wifi so you can stay connected whilst enjoying a drink and some hearty food.

Opening Times

Mon – Sun: 9am – 11pm
Breakfast: 9am – 11am
Tel: 01215534563

Nando's

Fancy a Nando's? You're in luck. You'll find the legendary flame-grilled PERI-PERI chicken here at New Square; whatever your spice level, there are burgers, pittas, wraps and more – they've even got Dino meals for the little ones too. Available for Eat-in, Collect and Delivery, it's perfect for grabbing a well-earned bite if you're doing a bit of shopping or need a refuel on the way home after a long day at work.

Opening Times

Mon – Sun: 11.30am – 10pm
Outdoor seating is available.
Tel: 01215534569



ThinkPink!

Embracing the Hottest Color Trend of the Season

From pretty pastel to fierce fuchsia, pink is the shade of the season! The good news is this trending colour suits all ages and occasions. Inspired by the release of the much anticipated Barbie movie (release date: 21st July at the Odeon New Square!), here's how to shop the hot pink look.

Wedding Work



1. River Island - £130.00 2. H&M - £59.99
3. Deichmann - £29.99 4. H&M - £19.99
5. River Island - £85.00 6. H&M - £39.99

1. H&M - £39.99 2. H&M - £14.99
3. River Island - £50.00 4. Peacocks - £16.00
5. River Island - £37.00

Holidays Kids



1. H&M - £19.99 2. H&M - £24.99 3. River Island - £40.00
4. H&M - £29.99 5. H&M - £34.99 6. River Island - £39.00
7. Shoe Zone - £7.99

1. Primark - £1.50 2. Primark - £4.00 3. H&M - £7.99
4. Primark - £7.00 5. Primark - £4.00 6. Primark - £10.00
7. Deichmann - £29.99



All Fresco Feasting

Outdoor Dining that Looks as Good as it Tastes!

Bring the indoors outdoors this summer by creating a stylish alfresco space that is sure to impress your guests! Even if you're not green-fingered you can bring a pop of colour to your garden with a host of bright dining accessories, that will create the perfect summer dining experience. From patterned platters to colourful candles, we've made table dressing easy with our expert shopping guide. Cheers!



1. Primark – £9.00 2. Primark – £6.00 3. Next – £16.00 (set of 4) 4. Tesco – £100.00 5. Primark – £8.00 6. Next – £18.00 7. Primark – £3.00 8. Primark – £4.50 9. Primark – £1.50 10. Primark – £7.00 11. Next – £18.00 (set of 4)

SPOTLIGHT ON

Pop Ups

New Square West Bromwich is home to some of the nation's favourite brands, but we also like to showcase local independent businesses with our brilliant pop-ups! From vegan candles to cookie pies, they always bring something different to the centre.



Da Finchi Delights

Local lady Aisha owns the small home bakery business known as Da Finchi Delights, which has wowed New Square shoppers since 2022! Her range of yummy treats includes cookies, brownies, and cookie pies!

Aisha held her first pop-up in New Square in April 2022 but her stall has grown since then, she's here at least once a month, so make sure you check out her delicious range soon!

 @dafinchidelights

English Bespoke Candles

Sammy Greenwood started making candles five years ago as a hobby, but during the Covid lockdowns in 2020, she found she had more time to dedicate to her candle creations and started selling them online.

English Bespoke Candles have been trading at New Square for the past 12 months and are very popular with shoppers who love the individuality of these handmade products.


 @englishbespokecandles



Billys Dreams

For something a little different there's Billys Dreams, a regular at New Square selling crystals, incense, dream catchers, backflow burners and handmade jewellery, with new products added every time!

Billys Dreams owner, Lynda, always creates a stunning stall at the centre, which never fails to attract the attention of passing shoppers. If you're looking for a unique gift or some self-care treats, don't miss them next time they're in town!


 @BillysDreams



Mary's Cupcakes

This family-run bakery business was created by Mary and her husband Shane. Their aim? To sell proper cakes made with real ingredients. They make a wide range of beautiful, handmade cakes and treats including cookie sandwiches, cookie cups, stuffed cookies, brownies, blondies, cupcakes, Viennese, large cookies, GooCups, cookie pies and cookie tarts to name just a few!

As regular at New Square, we look forward to sampling some of Mary's Cupcakes again very soon.

 @marys_cupcakes_uk





Dino Takeover: April 2023

It doesn't get bigger than this! Our recent Dino event was roar-some! Were you brave enough to come and see Dexter the T Rex and the Dino Babies?

Highlights from 10 Years at New Square

We couldn't mark a decade of New Square without looking back at some of our favourite moments.



Summer Fun: July 2015

The seaside arrived at New Square! Families enjoyed fairground rides, fun games, face painting and a beach in this week-long event.



Halloween: October 2015

A Halloween spooktacular! Fairytale characters came to New Square including Maleficent, Little Red Riding Hood and the Wolf! Lots of families joined in the fun with plenty of mini monsters on show.



Pop Up Fashion Show: July 2017

Walk, walk, fashion baby! Another highlight was our Pop Up Fashion Show in 2017. We saw high-energy dance routines showcasing the hottest summer looks for men and women. Fabulous!



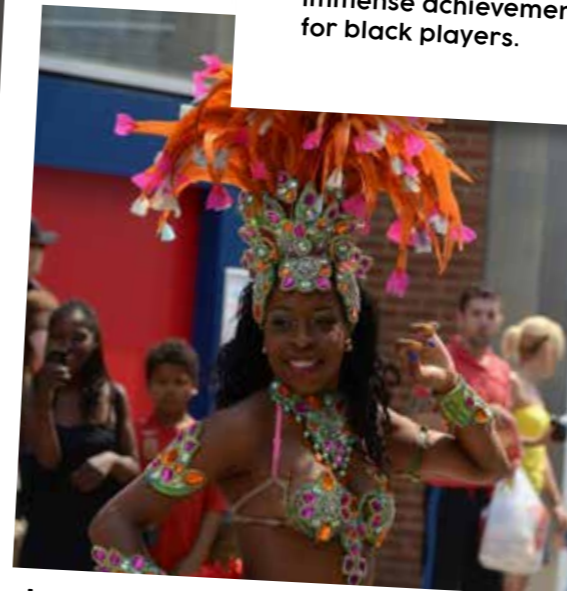
Jubilee Garden Party: June 2022

A party fit for a future King! What an honour it was to host HRH Prince Charles to celebrate the Queen's 70th year as monarch. We loved seeing all your thrown pictures on social media.



Celebration Statue Unveiled: May 2019

This was certainly our proudest moment in the last ten years. The 10ft bronze statue, created by sculptor Graham Ibbeson, depicts legendary WBA and England players Laurie Cunningham, Cyrille Regis and Brendon Batson as they celebrate a goal being scored. The statue is a lasting monument to their immense achievements as players, and their contribution to paving the way for black players.



First Birthday Carnival: July 2014

Our first birthday Carnival Weekend? Who could forget the fantastic Samba dancers?

Thank you to everyone who has attended one of our events over the years, you are what makes New Square so special. We have lots more exciting activities coming up, so make sure you follow us on social media to be the first to know about future events.

Can you spot yourself in these photos? Or maybe you have some of your own pics of New Square from 2013-23? Share them on social media and don't forget to tag us! We'll be sharing our favourites throughout the summer and picking our 10 favourites, each one will win a £10 gift card!! @newsquarewestbromich @newsquareshopping #Newsquare10



10th Birthday Celebrations

A year of **Kindness Community & Wellbeing**

We've made it to double-digits and that's got to be worth celebrating! To mark this special milestone we will have several activities over the next 12 months that focus on kindness, community, and wellbeing.

We kicked things off early, with the launch of the Kindness Bench as part of Mental Health Awareness Week in May. The beautiful seating was created in partnership with local children, including pupils from King George V School in Sandwell, who created designs inspired by the theme of kindness.

It was commissioned to sit at the heart of New Square's new community garden, which is being created as part of our birthday celebrations, providing a relaxing green space for people to rest and reflect, as well as connect with others.

The community garden space will include floral displays, areas of planting, a wormery, a bug hotel, a water collection butt, and seating.

This summer we will also be making a £200 donation to The Kaleidoscope Plus Group charity, which supports people across the West Midlands with a range of mental health issues.

Jackie Clay, centre manager at New Square Shopping Centre comments, "We're so excited about developing the community garden at New Square. The Kindness Bench is central to its design and it's been wonderful working with local children to create the design and then to see it all come to life.

We hope that this new space when it's finished will become a great place for people to visit, take time out and reflect on how we can all be kinder to each other and ourselves."

Random Acts of Kindness

No party would be complete without some presents! On our 10th birthday, we'll be giving away gift cards to spend in some of our favourite stores to lucky shoppers at random! However, there's only a limited number, will you be one of the lucky ones?

Wellbeing at Work

We will also be shining a light on our brilliant staff at New Square during our anniversary year. We will be promoting wellbeing at work with a number of relaxing yoga and meditation sessions for our team, to ensure New Square remains a happy environment for staff and customers.

Giving Back

During our 10th year, we want to give back to our community and we'll be embarking on a number of projects that will benefit the people who live and work in the local area. From recycling and tackling waste to volunteering and charity fundraising – it's going to be a feel-good year and we can't wait to get started!

If you're a local charity and have some ideas of how we could support you, please get in touch.

Email: reception@newsquarewb.co.uk

We asked you to name your favourite New Square moments from the past decade, and we were overwhelmed by the response. Thank you to everyone who commented on social media, we loved reading your happy memories. Congratulations to our six winners, who won a £50 gift card as well as being featured in this anniversary magazine.

Harpal Matharu

I love West Bromwich New Square. I love Primark, Next, Tesco, H&M, Tessuti, and the lovely eating places, and it's so easy to get to. Parking is good. I enjoy everything about New Square, I prefer coming here to going to Birmingham town centre so I call it 'Best Bromwich' instead of West Bromwich. Love New Square.

Liz Jewiss

I have so many happy memories of my children participating in the New Square events. Halloween with the Ghostbusters car and Marshmallow Man, the Smurf Village, Santa's sleigh and reindeer, and not forgetting the obligatory photo in the huge deck chair.

Annette McDonald

I love all the shops, the cinema and the restaurants in New Square, it's just what West Bromwich needed for years. I can shop and my little boy gets to go to Funky Monkeys after shopping. In the holidays there's always fun for the kids to do.

Lucy Bridge

My favourite memory was the teddy bear picnic on the opening weekend with my two daughters. Now the eldest goes up to secondary school with her friends.

Kelley Powell

My daughter loved it when the Minions came to town in 2019. New Square has held some lovely events for children through the summer, autumn, and winter. I can't wait to make many more memories with our new baby boy and his big sister.

Rachel O'Connor

My daughter loves New Square's creative days... she loved the Spring Garden event in 2019 when she decorated a pair of wellies that she still has in her Grandad's greenhouse.

We Love New Square!

New Square Store Map

NEW
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Shops

1. Tesco
2. Claires
3. vacant
4. TUI UK
5. Greggs
6. Warren James
7. West Bromwich Building Society
8. Card Factory
9. Charlie Browns
10. Specsavers
11. Yours
12. Deichmann
13. vacant
14. Shoe Zone
15. O2
16. Vodafone
17. Clarks
18. The Entertainer
19. Primark
20. Funky Monkeys
21. Post Office
22. Pandora
23. Peacocks
24. Select
25. Sports Direct
26. One Below
27. Hungry Horse
28. Subway
29. Nando's
30. Odeon
31. Turquoise
32. Vacant
33. Vacant
34. Vacant
35. Mr Singh's
36. SKVP
37. Shop Mobility
38. Next
39. JD
40. Tessuti
41. H&M
42. Schuh
43. River Island
44. Costa

Opening hours

Monday	9am – 7pm
Tuesday	9am – 7pm
Wednesday	9am – 7pm
Thursday	9am – 8pm
Friday	9am – 7pm
Saturday	9am – 7pm
Sunday	11am – 5pm
Bank Holiday	10am – 6pm

Some stores and restaurants may differ

To celebrate our 10th birthday we are giving you the chance to WIN a summer shopping spree worth £500!

Shop until you drop and get everything you need for summer at New Square, West Bromwich with high-street favourites including H&M, Primark, River Island, JD, Next, and Schuh!

For a chance to win, all you need to do is answer a very simple question, which, funnily enough, relates to our tenth anniversary...

Question?

What year was the Celebration Statue of legendary WBA and England players Laurie Cunningham, Cyrille Regis & Brendon Batson unveiled at New Square?

To enter simply scan the QR code below:

Terms & Conditions

The prize will consist of gift cards for New Square, West Bromwich stores only, to the value of £500. No cash alternative. Only one entry per person. A winner will be picked at random and notified via email by 1st September 2023. The prize must be claimed by 1st November 2023.



**WIN £500
SHOPPING
SPREE ON
US AT NEW
SQUARE!**