

USING EVENT SPACES IN SANDWELL



 Visit **Sandwell**

AN EVENTS FRIENDLY AND SUPPORTIVE ENVIRONMENT

Sandwell Council has an events team with extensive experience of working collaboratively with external organisers and hosting their own programme of major events and festivals.

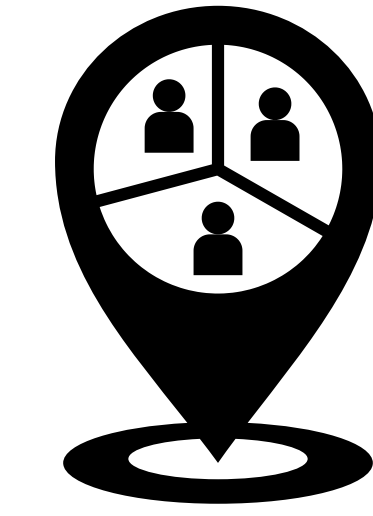
The team holds considerable expertise on both the operational logistics of event planning and delivery, but also working with Safety Advisory Groups and external partners and fulfilling requirements of hosting events on council-owned land.

There is a key desire across the council to see the area realise its full potential as an events destination and a range of departments work very closely with the events team to assist event organisers deliver high quality events. These include highways, licensing, waste, environmental health, health and safety and communications and marketing.

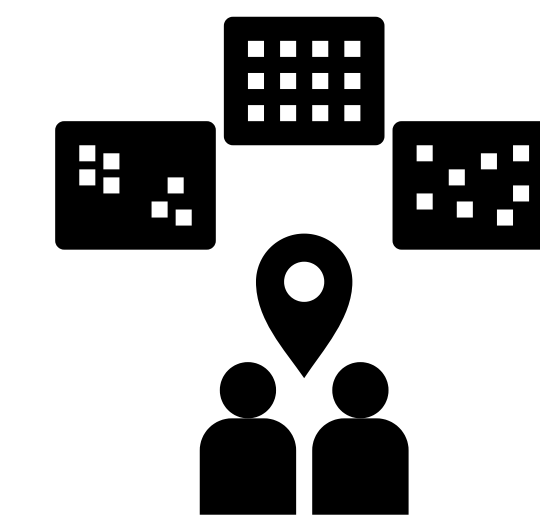


Sandwell Council hosted the Queen's Baton Relay for a day as it visited 72 countries including 180 UK communities.

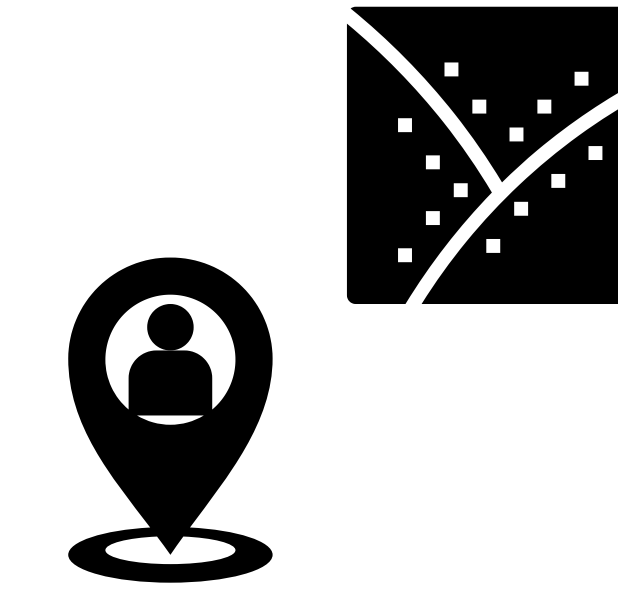
Sandwell had the highest attended event in the world with over 40,000 people joining the celebrations



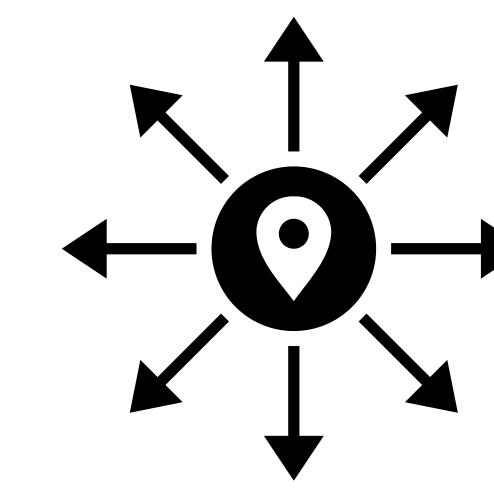
In 2022, 250,000 people attended events in the Borough



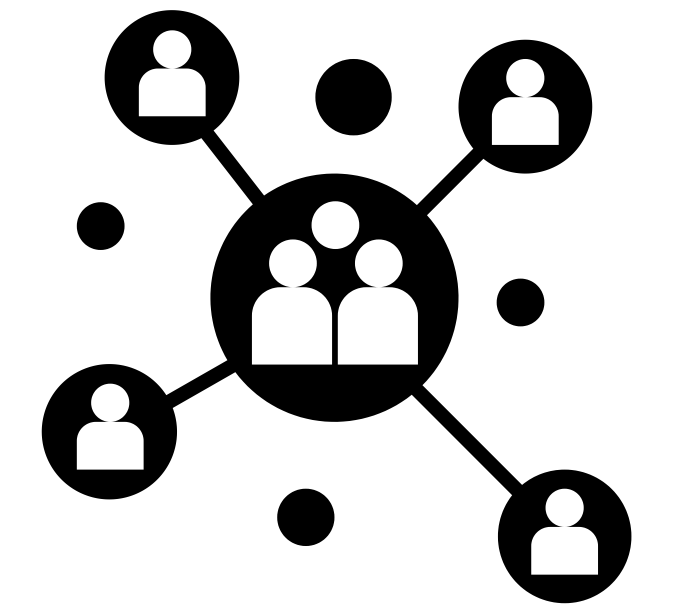
Christmas Light switch on events saw their highest ever turnouts with over 10,000 people attending



8,000 people attended the sell out Fireworks evening in 2022



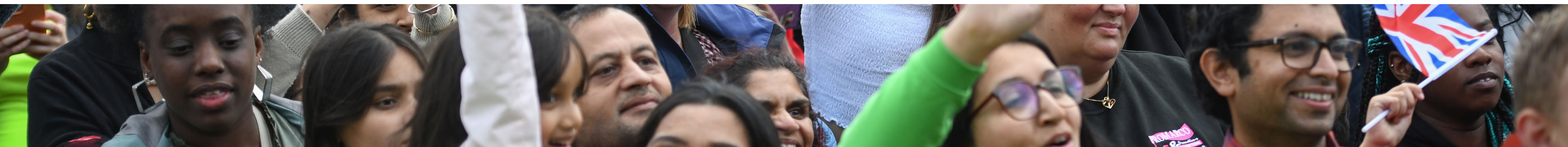
For over a decade, Sandwell has been home to some of the region's best loved events including the largest Mela celebration in Europe



Sandwell has a rising population increasing by 11% between the 2011 and 2021 censuses (6.9% England and Wales)

The proportion of population between 20 and 65 has grown faster than England and Wales averages and makes up 56.8% of the population in the Borough.

The proportion of residents aged 30-49 is much higher than England and Wales.



USING EVENT SPACES IN SANDWELL

Sandwell is an established significant events location hosting large-scale festivals, parades and sporting events including the renowned annual Mela (the largest South East Asian festival in Europe).

In 2022 the Borough was home to an official Commonwealth Games Live site and hosted the largest and most well-attended leg of the Queens Baton Relay. Over a quarter of a million people attended events within the area last year.

Sandwell has been identified by a range of nationally recognised organisations as a key economic area for cultural growth in the Midlands, particularly in relation to the provision of events.

The destination boasts a range of premium parks and event spaces with attractive heritage buildings, woods, lakes and open spaces including the most prominent country park in the Midlands conurbation.

Event venues include the prestigious Sandwell Valley Country Park, heritage locations such as Lightwoods House and Park and Haden Hill Park, popular parks such as Victoria Park Smethwick and Tipton and Dartmouth Park, West Bromwich along with intimate event settings such as Red House Park and Brunswick Park.

The area is well positioned in the West Midlands close to Birmingham City Centre with excellent transport links from the M5 and M6 and public transport networks including bus, rail and Metro.

A number of spaces within the Borough are well-resourced for events including access to hardstanding surfaces, electricity and water.



KEY DETAILS

ADDRESS

- LODGE HILL ROAD, WEST BROMWICH, B71 4BG

ACREAGE

- SHOWGROUND FIELD - 4.7 ACRES
- FENCED PADDOCKS - 1.2 & 1.0 ACRES
- SECONDARY SHOWGROUND - 4.7 ACRES
- EVENT READY PLAYING FIELDS - 11.7 ACRES

AMENITIES

- WATER ACCESS
- ELECTRICITY ACCESS (16 AND 32)
- PUBLIC TOILETS (INCLUDING - CHANGING PLACES TOILET)
- 350 PARKING SPACES

OUR SPACES - SANDWELL VALLEY SHOWGROUND, VISITOR CENTRE AND WIDER PARK

Set within Sandwell Valley Country Park, the Showground is a premium events venue surrounded by a hardstanding road loop.

The event space consists of the main Showground field, adjacent fenced paddocks and a secondary Showground field. In addition, there are adjacent event ready playing fields (King George's Playing Fields).

The adjacent Sandwell Valley Visitor Centre boasts excellent wifi connection with a large room suitable for use as Event Control and a café which can be used for crew catering.

The Visitor Centre, courtyard and kitchen garden can be hired in their own right for smaller and more intimate events.

For outdoor events, Sandwell Valley has a premise licence for up to 19,999 and we are happy to work with organisers and our Council licensing team to gain their own event licences for the space.

The space is one of the most adaptable events spaces in the Midlands offering opportunities to design multiple stages and arenas, event villages and onsite camping and the Showground also marks the start point of tried and tested running and cycling routes of 5k, 10k and half marathon. These routes pass by the scenic Swan Pool which can be used for triathlon, canoe and sailing events.

Large vehicle access is extremely well appointed for moving in HGVs and production units and there is accessible space close to the Showground hardstanding loop to create a secure boneyard.

The site is clearly signposted from Junction 1 of the M5 and is close to West Bromwich Metro Station. A number of hotels are located within close proximity to the park.



KEY DETAILS

ADDRESS

- REFORM STREET, WEST BROMWICH, B71 4AS

ACREAGE

- EVENT FIELD ONE - 4.3 ACRES
- EVENT FIELD TWO - 5.1 ACRES

AMENITIES

- WATER ACCESS
- ELECTRICITY ACCESS (16 AND 32)
- PUBLIC TOILETS (INCLUDING - DISABLED/BABY CHANGES
- ATTRACTIVE BANDSTAND
- ACCESS TO PAVILLION BUILDING

OUR SPACES - DARTMOUTH PARK, WEST BROMWICH

Historic Dartmouth Park was gifted to the people of West Bromwich by the Earl of Darmouth in the early 20th Century.

Set on the edge of Sandwell Valley Country Park and close to the centre of West Bromwich, the park boasts two large event fields - both with electricity power boxes and one boasts an attractive bandstand.

The park is a regular event venue is and used to host the annual sell out firework display and Sandwell Pride festival.

A Pavilion building adjacent to the fields has a conference room suitable to use as an event control, two offices, toilet facilities (including disabled/baby change facilities) and a shower. There is also a small cafe located within the space. Roof access to the building offers birds eye viewing of the entire events site.

There is a hard standing pathway around both fields with a large vehicle access entry point to the park and space to build a secure boneyard.

For outdoor events, Dartmouth Park has a premise licence for outdoor events and we are happy to work with organisers and our Council licensing team to gain their own event licences for the space.

There are a number of hotels in close proximity to the park.



KEY DETAILS

ADDRESS

-ADKINS LANE, BEARWOOD,
SMETHWICK

ACREAGE

- EVENT FIELD ONE - 1.3 ACRES
-ADDITIONAL EVENT FIELDS - 6.5
ACRES

AMENITIES

- ELECTRICITY ACCESS (16 AND
32) AT ONE END OF THE EVENT
FEILD
-ATTRACTIVE BANDSTAND
-OVERFLOW FIELD THAT CAN BE
USED FOR EVENT PARKING

OUR SPACES - LIGHTWOODS HOUSE AND PARK

The stunning manor house at Lightwoods Park is one of Sandwell's most iconic buildings and forms the backdrop to a large, flat event space.

The house has a number of rooms for event use including the prestigious Long Room overlooking the park which is an ideal space for VIP hosting.

There are toilet and kitchen facilities within the house along with the scenic formally laid out Shakespeare Garden to the rear with a fixed event marquee housing 100 people.

For outdoor events, Lightwoods House Shakespeare Garden has a premise licence for outdoor eventgs and we are happy to work with organisers and our Council licensing team to gain their own event licences for the space.

The venue sits directly on the border with Birmingham City with direct access from Hagley Road West to Birmingham City Centre attractions and hotels.



KEY DETAILS

ADDRESS

- PARK ROAD, SMETHWICK,
B67 7JJ

ACREAGE

- EVENT FIELD ONE - 5.2 ACRES
- EVENT FIELD TWO - 2.6 ACRES
- EVENT FIELD THREE - 3.5
ACRES

AMENITIES

- SOME ELECTRICITY ACCESS
- 300 PARKING SPACES
- ACCESS TO PAVILLION
BUILDING
- ONSITE CAFE

OUR SPACES - WEST SMETHWICK PARK

West Smethwick Park has recently undergone a massive £4.5 million Heritage Lottery funded transformation.

This large and much-loved park has three large event fields and a hard-standing small events area.

The brand new Pavilion features rentable event spaces for hire suitable for event control and production offices. There is excellent wifi and touch screen technology as well as an onsite cafe.

The park has some events electric provision, hardstanding areas and large vehicle access as well as hardstanding parking facilities for up to 300 vehicles.

There is a large lockable compound within the park suitable for creating a boneyard and for storing event production vehicles and equipment.

For outdoor events, West Smethwick Park has a premise licence for indoor events and we are happy to work with organisers and our Council licensing team to gain their own event licences for the space.



KEY DETAILS

ADDRESS

- BARRS ROAD, CRADLEY HEATH,
WEST MIDLANDS, B64 7JX

AMENITIES

-SPACE FOR EVENT CONTROL
-USE OF HADEN HILL HOUSE
-ACCESS TO TOILET FACILITIES
-GOOD WIFI CONNECTION
-ATTRACTIVE LANDSCAPE

OUR SPACES - HADEN HILL HOUSE AND PARK

Stunning Haden Hill Park is at Haden Hill, between Halesowen and Old Hill in the West Midlands, England, on the southern edge of the Black Country.

Within its grounds are the sixteenth and seventeenth century Haden Hall, the Victorian Haden Hill House and Corngreaves Nature Reserve.

Intimate event settings punctuate the park including a “punchbowl field” perfect for theatre and music and two small amphitheatre performance spaces with power.

Parking options include the nearby Haden Hill Leisure Centre and rooms within the buildings offer spaces for VIP receptions and event control spaces.



KEY DETAILS

ADDRESS

- 35 SUFFRAGE STREET,
SMETHWICK, B66 3QB

ACREAGE

- EVENT FIELD ONE - 6.4 ACRES

-

AMENITIES

- 400 PARKING SPACES

OUR SPACES - VICTORIA PARK SMETHWICK

Victoria Park Smethwick is a large Green Flag park known as home to the Mela event - the largest South East Asian festival in Europe.

The park boasts a large event field with access to a small building with toilets. There are further event fields within the park that can accommodate around 400 cars for parking.

The park is situated well for travel via public transport with a large number of bus routes passing adjacent to the park and several train stations in the local area.

There is large vehicle access to the park.



KEY DETAILS

ADDRESS

- VICTORIA ROAD, TIPTON,
DY4 8SD

ACREAGE

- EVENT FIELD ONE - 4.7 ACRES

AMENITIES

- ATTRACTIVE TRADITIONAL
BANDSTAND

OUR SPACES - VICTORIA PARK TIPTON

Victoria Park Tipton is a popular local park with children's play areas, tennis courts, grass sports pitches, skate park area, ornamental lake and wildflower.

The large event field and site are regularly used for family and community events as well as sporting activities.

The event fields features an attractive traditional bandstand and is surrounded by a hardstanding path.

There are a number of local bus routes that pass adjacent to the park and a train station nearby,



KEY DETAILS

ADDRESS

-BRUNSWICK PARK ROAD,
WEDNESBURY, WS10 9QR

AMENITIES

- ATTRACTIVE BANDSTAND
-LARGE EVENT SPACE

OUR SPACES - BRUNSWICK PARK, WEDNESBURY

Brunswick Park Wednesbury is a popular Green Flag park with a large event field a stone's throw from Junction 9 off the M6 motorway.

The park has a vibrant community surrounding it and events within the park are extremely well attended by the local audience.

The event field is looped by a hard standing path and has a large vehicle entrance giving access to HGVs and fair vehicles.



KEY DETAILS

PARKS IN SANDWELL

- EIGHT GREEN FLAG PARKS
- 28 PARKS ACROSS THE BOROUGH

NATURE RESERVES IN SANDWELL

- TEN LOCAL NATURE RESERVES ACROSS THE BOROUGH

SANDWELL TOWN CENTRES

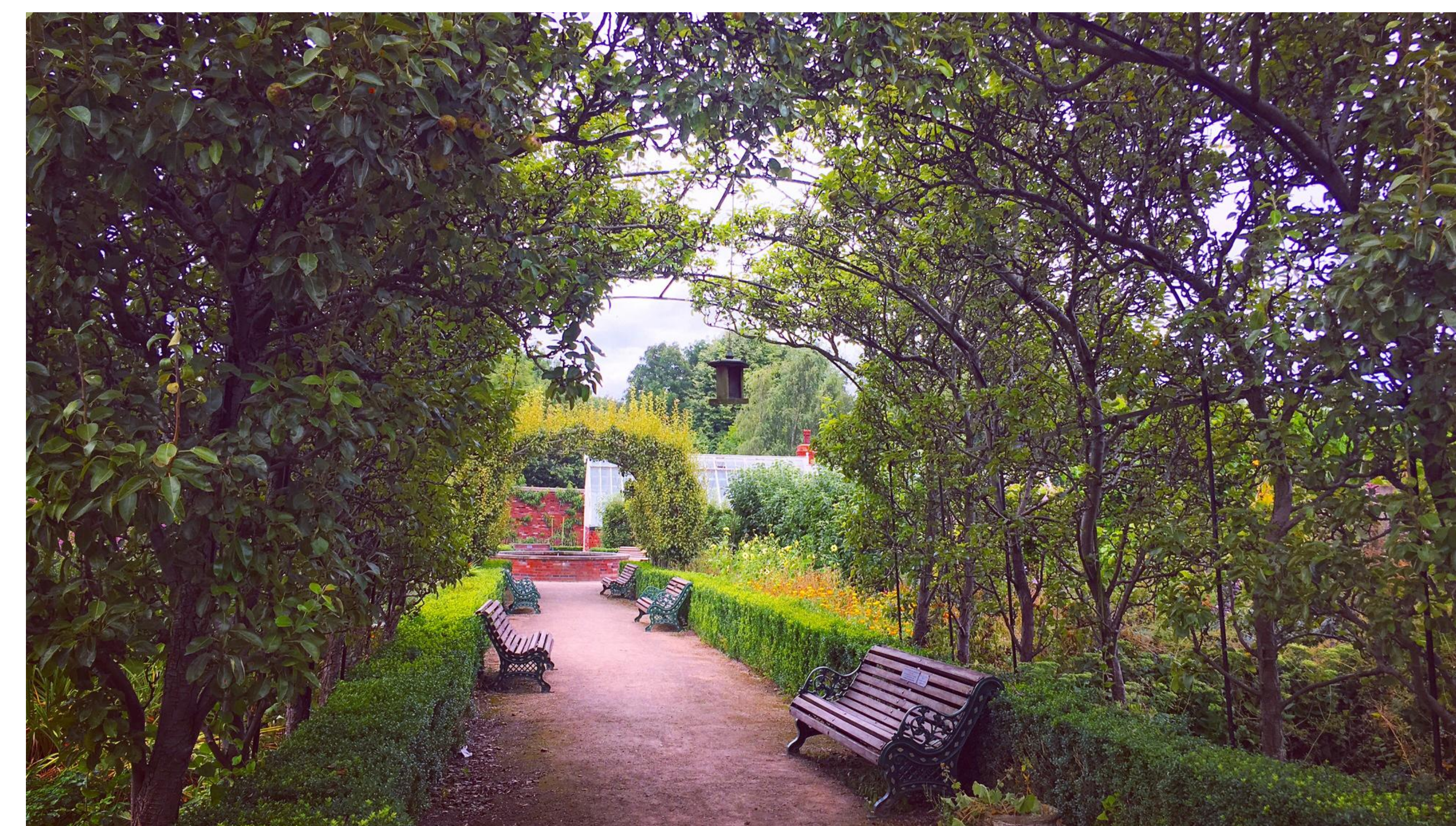
- OLDBURY
- ROWLEY REGIS
- SMETHWICK
- TIPTON
- WEDNESBURY
- WEST BROMWICH

TOWN CENTRES, HIGHWAYS, SMALLER PARKS, NATURE RESERVES, AND OTHER SITES

Sandwell regularly hosts town centre events, large-scale street-based parades, and events in other creative spaces in the Borough,

There are also a large number of smaller parks and nature reserves in the area that make perfect settings for exclusive events, small community events and bespoke activities.

The team have a wealth of knowledge on delivering both large and small-scale events in non-traditional spaces and are more than happy to discuss plans and proposals no matter how big or small.



LET'S WORK TOGETHER

We are more than happy to discuss our event spaces and what each one can deliver to help you create an amazing event.

event_enquiries@sandwell.gov.uk

