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Stay connected with what's happening in your community.

We have handpicked the top stories from our website bringing you the latest news, offers, key developments, and exciting local opportunities.

Read on for key highlights.

Westside BID Website Overwhelmed as 27 million Tune in for Ozzy Osbourne Procession.

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In a heartfelt tribute to one of rock's most iconic figures, Westside BID, the owner of the Black Sabbath bench and bridge, welcomed the Osbourne family to Broad Street as thousands gathered to remember the legendary Ozzy Osbourne.

The poignant event saw a crowd of nearly 15,000 fans and mourners lining Broad Street, paying their respects as the cortege passed through the heart of Birmingham — the city where it all began for the Prince of Darkness.

The atmosphere was one of reverence, love, and raw emotion, as both locals and fans from around the globe came together to honour Ozzy's extraordinary legacy.

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6 Weeks of Fun on Westside: A Family Holiday Guide.



Planning a fun-filled summer in Westside? You're in the right place. Whether you've got thrill-seeking kids or just want to make the most of your time off, Westside's top attractions have something for everyone. Here's your ultimate guide to spending the six-week holiday in the beating heart of Birmingham.

[Read more](#)

Broadway Plaza Brings the Beach to Birmingham: A Free Summer Escape for Kids.

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Looking for a family-friendly escape this summer without the hassle of travel? Look no further than **Broadway Plaza**, where the city is getting a beachy makeover. From the **25th July – 6th September**, between **9:30am and 6:00pm daily**, families can enjoy a slice of the seaside right in the heart of the city — and the best part? It's **completely free for children aged 8 and under**.

[Read more](#)

Exclusive Advertising Discount For Westside Members.



We have partnered with the ICC to bring you fantastic preferential 'neighbour' rates for advertising activation on their digital screens.

With a weekly footfall of 90,000, this busy thoroughfare offers exclusive B1 postcode advertising space, putting your brand, products and services in front of an engaged professional and family audience profile.

Between June-Sept 2025 we are happy to confirm that as Westside BID brand partners, you can now take advantage of 3 weeks activation for the price of 2 (Buy 2 get one free-over 30% discount).

Alternatively, please speak to rebecca.fox@necgroup.co.uk who will be happy to provide additional info on longer-term preferential rates and availability.

[Read more](#)

Why We Need More “Good Enough” Days: The Case for Lowering the Bar.

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Let's be honest: chasing the "perfect day" is exhausting. Inbox zero, morning yoga, a full water bottle, cheerful meetings, inbox zero again... who has the time? The truth is, setting the bar sky-high every single day isn't noble. It's a fast-track to burnout.

[Read more](#)

Molding Relationships: Hands-On Networking Meets Clay Art in Westside.

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Networking



The Details

A Westside BID event, in partnership with Birmingham Mind, Akers of Art, and The Distillery.

Join us for *Clay & Connect* — a unique networking event that blends creativity, connection, and wellbeing. Step away from the usual routine and carve out time to unwind, get hands-on with clay, and support a fantastic cause: Birmingham Mind.

- **Get Creative:** Tap into your artistic side with a guided clay activity.
- **Connect:** Meet like-minded professionals in a relaxed, informal setting.

Date: Wednesday, 10th September

Time: 11:45 AM – 1:00 PM

Location: The Distillery, Birmingham

Price: £22.38 per person (includes welcome drink and pizza slice)

25% of the proceeds go to Birmingham Mind, supporting mental health and wellbeing in our community.

FOR MORE INFO WWW.WESTSIDEID.CO.UK | LIMITED TICKETS AVAILABLE



Westside BID, in collaboration with Birmingham Mind, Akers of Art, and The Distillery, is proud to present *Clay and Connect* — a unique networking event with a twist of creativity, calm, and connection. Taking place on Wednesday 10th September, this unique experience encourages people from across the city to pause their busy routines and engage in a hands-on session of artistic expression alongside meaningful conversations. It's a chance to relax, recharge, and build supportive connections in a welcoming environment.

Taking place at the stylish **Distillery** on Sheepcote Street, the event runs from **11:45 AM to 1:00 PM**, offering guests an inspiring midday break filled with clay, conversation, and community.

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