

# Autumn Update 2020



JEWELLERY QUARTER  
BUSINESS IMPROVEMENT DISTRICT

Your quarterly digest of news, updates and information from the Jewellery Quarter Business Improvement District (JQBID).

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## Moving forward in a COVID-19 world

It's hard to put into words the effect that COVID-19 has had on businesses in the Jewellery Quarter, with continual restrictions making it frustratingly difficult for progress to be made.

Low footfall has forced many of our businesses to dramatically change their operations, with the hospitality sector in particular now sadly facing further challenges. Joining up with Birmingham City Council, the Birmingham Chamber and other Business Improvement Districts, we will continue to ask Government for additional support for our business community at this time.

However, the resilience and togetherness shown by our business community, coupled with some incredibly exciting projects gives us reasons to be optimistic for the recovery of the Jewellery Quarter. This Autumn Update provides you with a summary of the various projects the team have been working on over the last three months.

Should you have any questions, please do not hesitate to contact me on 0121 233 2814 or email [info@jqdt.org](mailto:info@jqdt.org)

Stay safe.

JQDT Executive Director

For more information visit our website:  
[www.jewelleryquarter.net](http://www.jewelleryquarter.net)

### Our objectives

- Work with partners to maintain a safe, clean and inclusive area.
- Support the business community through projects, events and initiatives.
- Promote the JQ as the place to live, learn, work, visit and invest in Birmingham.

The JQBID Business Plan is available to read here: <http://bit.ly/JQBIDplan>

### BID Levy Newsletter

Make sure to check your inboxes at the start of every month for the JQBID Levy Payer's Monthly Bulletin which provides information on COVID-19 news and support, updates to JQDT projects and invitations to virtual events.

If you're not already signed up, email: [info@jqdt.org](mailto:info@jqdt.org)



## Making the Quarter Clean & Attractive



### JQBID Clean Team Update

Following the Spring lockdown, the team has maintained a strong presence throughout the Quarter, with the addition of a part time member of staff. The monthly walkarounds with Birmingham City Council have continued, highlighting work that needs to be actioned such as potholes, broken lampposts, and the removal of pigeon guano. Since the beginning of the year a total of **3,597 bags of litter** have been collected off the streets. The team has also reported **311 pieces of graffiti**.

Unfortunately, since it became mandatory to wear face masks in shops, we have seen a sharp increase of PPE related litter across the Jewellery Quarter. Since 24th July, the team has collected **372 items of discarded PPE**.

**372**  
Face Masks

**3597**  
Bags since  
Jan 2020



### Alfresco Dining in the JQ

Working with local businesses and Birmingham City Council, the JQBID have helped develop several outdoor seating areas for a number of our hospitality venues. These include 1000 Trades, Damascena, Coffee Tales, Saint Kitchen and Soda Bread Cafe. It is hoped that these new spaces that utilise suspended parking bays, will increase custom for the hospitality venues and reassure customers that the area is COVID secure.





## Making the Quarter Safe & Welcoming



### Ambassador Update

Since returning to the Quarter after lockdown, Ambassador Matt has been busy supporting businesses with a variety of new projects. These have included giving support on the pavement licensing applications, informing businesses of the new traffic changes, and sharing information on new JQBID initiatives, such as the Discover JQ platform. If you see Matt out and about, feel free to stop for a chat — or if you want to get in touch about an issue in your area, drop Matt an email at [matthew.alexander@jqdt.org](mailto:matthew.alexander@jqdt.org).



### Police Update

The JQBID has been working alongside the police throughout lockdown up to the present. Whilst a full lockdown was in place, a member of the JQBID team attended daily police meetings, which have now been reduced to three times a week. The meetings focus on any recent issues in the area, graffiti, petty crime and assisting the street community. This relationship with the police has had a positive effect on the area by reducing new graffiti on the buildings and keeping the streets safe.



### Adopt a Station

The COVID-19 pandemic put a stop to our plans to exhibit at the Chelsea Flower Show and also limited what improvements could be carried out at the station. Encouragingly, plans have now resumed, with station improvements underway. These will include the instalment of a new Jewellery Quarter map – commissioned by a local JQ artist, as well as a community notice board to display local news and events.

## Making the Quarter Sustainable & Green



### First Mile Report

The JQBID's partnership with First Mile allows us to offer a subsidised recycling scheme for JQ based businesses that includes a wide range of services such as toner recycling, cardboard recycling and even coffee grounds recycling. Between September 2019 and August 2020 the JQ business community recycled over 100,000 kgs of waste! That is the equivalent of 559 trees saved or 70 tonnes of CO2. For more information — or to sign up to the scheme — email [vinny.madhar@thefirstmile.co.uk](mailto:vinny.madhar@thefirstmile.co.uk).



### Birmingham Emergency Transport Plan - Cycle Lanes

You may have noticed the increasing amount of cycle lanes that have popped up throughout the Jewellery Quarter. Part of Birmingham City Council's Emergency Transport Plan, the cycle lanes are to promote alternative modes of transport in a bid to reduce city centre pollution and congestion. Numerous roads have been affected with closures now in place to allow only cyclists through. For a full breakdown of the roads affected and a map showing the one way system now in operation, head over here: <https://jewelleryquarter.net/birmingham-transport-plan-phase-1-affected-routes/>

To have your voice heard by Birmingham City Council, email your questions and views to [connected@birmingham.gov.uk](mailto:connected@birmingham.gov.uk)



### CAZ Ready for June 2021

A date has finally been set for the Birmingham Clean Air Zone. The CAZ will come into force as of 1st June 2021 and will see daily fees for older vehicles driving in the city centre, covering all roads inside Birmingham's A4540 Middleway ring road. The charges for high polluting vehicles are £8 for cars and £50 for buses and HGVs.

For more information, visit: [brumbreathes.co.uk](http://brumbreathes.co.uk)





## Marketing and Promoting the Quarter



### Discover JQ

A new website has been launched by the JQBID to better help potential customers reach independent businesses. Discover JQ is a search-based website whereby every Jewellery Quarter based business, big or small, has its own listing. The simple intuitive platform makes it easy for customers to browse through the many shops, bars, and attractions, leave reviews and contact businesses directly. To claim your free listing, please email [info@discoverjq.co.uk](mailto:info@discoverjq.co.uk). Check out the site here: [www.discoverjq.co.uk](http://www.discoverjq.co.uk)



### JQ Christmas Window Trail

After a hugely successful launch in 2019, the Christmas Window Trail returns for a second year. Many businesses reported a big increase in online interest and footfall from being part of the trail. This year's event has been expanded to accommodate a larger range of businesses and will feature a competition for the best dressed window in the JQ! Keep an eye on our social media channels and website in the coming weeks for more details.



### JQ Life Magazine

The tenth issue of JQ Life is now out. It's the third issue that has become digital-only due to the pandemic, but that doesn't mean it's lacking in content. This issue is jam packed with community news, interesting insights into JQ businesses and updates on JQDT projects. Hear from Karlus G. Tailor, owner of a bespoke tailoring business, get an in-depth insight into the world of the JQ Townscape Heritage Project, and meet the owner of the incredible Floating Spa. <https://jewelleryquarter.net/jq-life-magazine/>.

## Maintaining Heritage & Legacy



### JQTH Update

Works are set to begin on the recently approved JQTH grant projects at 51-53 Vittoria Street and 22-24 Vittoria Street. Both buildings are great examples which show the rapid evolution of the Jewellery Quarter from a residential area into a place of manufacturing by the late 19th century. The grant aided works will use traditional techniques and materials to repair the exterior of these buildings, restoring the original architectural details and making the buildings sound, wind and watertight through repairs to the brickwork and roofs.

Work continues on the Argent Centre, including the repair of the historic windows and brickwork and reinstatement of the pyramidal turrets. The Argent Centre is a significant building that currently houses many businesses, including the Pen Museum, but its history dates back to 1863, when it was built for the pencil and gold pen manufacturer W.E. Wiley. Oliver Architecture are the professionals that are planning and designing the restoration of the building, in conjunction with Midland Conservation who are the traditional building company carrying out the work.

**Both projects are expected to be completed by early 2021.**

(Photo of turrets being constructed: Oliver Architecture)

## Birmingham Heritage Week

The city-wide celebration of Birmingham's history and heritage returned bigger than ever this year. The JQBID and sister projects Townscape Heritage and JQ Cemeteries delivered a range of tours and live-streamed events. A dedicated website and marketing campaign were put together by the JQBID to promote the range of events on offer in the area. Unfortunately, due to the sudden Birmingham Lockdown, some events had to be postponed or cancelled.



### Chamberlain Clock Restoration

September saw the dismantlement of the Chamberlain Clock and its safe transportation to the Smith of Derby factory in the East Midlands. In its current form, the Clock stood with significantly corroded paintwork and a broken timepiece. The cast-iron feature, which was last restored 30 years ago, will now undergo extensive operations to restore its internal workings, its clock face, and tower. While other exciting plans involve repainting the Clock, reinstating its bell, and cleaning the structure to its former glory. The Clock is set to be reinstated in February 2021.

### JQ Cemeteries Update

Although this year has been difficult, work in the cemeteries has continued with few interruptions thanks to the efforts of HFN to keep their team safe. The improvements at Key Hill have been completed including new drainage and resurfaced pathways. At Warstone Lane, the majority of the site is finished, but some delays to the garden of memory have occurred, and deliveries of materials are still awaited. A number of successful in-person events have taken place during the Summer but the team will be focusing on online and self-guided events for the remainder of 2020 due to higher covid-19 infection rates.

<https://cemeteries.jewelleryquarter.net/>





### COVID Business Support

Throughout the COVID-19 pandemic, we increased our frequency of communications with our levy payers, informing you of the latest news regarding business and financial support. With Birmingham City Council (BCC), we also agreed a 6-month extension to the payment of levy bills. We have also joined BCC, Birmingham Chamber and other Business Improvement Districts in issuing a statement to the Government asking for additional support for our businesses during the localised lockdowns. If you need any help or advice, please contact the team at [info@jqdt.org](mailto:info@jqdt.org).

### Black JQ Guild

Local jeweller, Norma Jean Banton Murrain, recently launched the Black JQ Guild, to better promote, celebrate and protect the African Caribbean community in the British Jewellery Trade. The Guild offers a forum for mutual support and has ambitions to start a creative academy for which they are currently fundraising. To find out more, read our blog post <https://jewelleryquarter.net/protecting-the-african-caribbean-culture-in-the-british-jewellery-trade-black-jq-guild/>

### Parity Network

Based on successful models in Europe, Parity offers a digital platform for Jewellery Quarter business-owners to trade without cash. The company have recently received a grant support from the Greater Birmingham & Solihull Local Enterprise Partnership (GBSLEP). Users of Parity can now post listings on the marketplace which they are happy to exchange for the local currency. Many are posting introductory offers, promotions and special deals as a way of meeting new local clients and increasing footfall. Find out more on their website <https://parity.uk/>.



#### What's On

Holding an event in the Jewellery Quarter? Want others to know? Email [info@jqdt.org](mailto:info@jqdt.org) with your information and we'll add it to our What's On page.



#### Join our Free Directory

Is your business listed on the free JQ Directory? If not, please contact [info@jqdt.org](mailto:info@jqdt.org) with the following information; business name, address, company description and website.



#### Downloads

Useful information on the JQ including an area map and visitor information.



#### Got a JQ Story?

Email your press release to [info@jqdt.org](mailto:info@jqdt.org) and we'll share it on our news section.

For more information visit our website:

[www.jewelleryquarter.net](http://www.jewelleryquarter.net)

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