



Autumn Update 2019



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

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The beginning of Autumn can only mean one thing: the lead up to Christmas has begun! With more Christmas lights than ever before across the whole of the Jewellery Quarter as well as a fantastic Christmas Lights Switch On event on Friday 15th November, we're very excited for the festive season to start this year!

We're also improving our communications with our BID Levy Payers which is why we've upped the frequency of our communications with you. You'll now receive monthly communications and one Quarterly update.

We hope you enjoy reading this newsletter which has an updated structure to fit our key workstreams and explores the various projects that 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](tel:01212332814) or email info@jqdt.org

See you soon

Luke Crane

JQDT Executive Director

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For more information visit our website:
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>



JQ Life Magazine

Issue 6 of JQ Life can now be picked up in all JQ coffee shops and bars.

You can read the magazine online here:

<http://bit.ly/JQLife6BID>

Issue 6 shines a spotlight on one of our new Board Directors, Alex Nicholson-Evans, and also takes a look inside the incredible J. W. Evans Silver Factory on Albion Street.

Making the Quarter Clean & Attractive



JQBID Clean Team Update

With the sun making an appearance most days this summer, the Jewellery Quarter was busy with people enjoying food and drink in the sun. Sadly this led to an increase in the workload of the Clean Team who removed a total of 1,812 bags of litter between July and September.



Christmas Lights

November will see the return of our Christmas Lights throughout the Jewellery Quarter. The bespoke jewellery themed lights will illuminate the dark nights and set the festive mood for the Quarter. There will be an additional 24 new commissioned lights installed this year in addition to the 110 existing displays.



World Clean Up Day

Over 20 people, including members from Good Gym Birmingham and Greenpeace, joined us on Saturday 21st September as we took part in World Clean Up Day. Walking the streets of the JQ, we picked up a total of 28 bags of litter. Thank you to everyone who participated!

Making the Quarter Safe & Welcoming



Adopt a Station

In our mission to improve the attractiveness of the JQ station, creating a more welcoming environment, planters have now been installed outside the entrance on Vyse Street with an edible garden alongside platform one. The edible garden features a variety of fruits, vegetables and herbs for visitors to pick at their leisure.

Through local sponsors from the JQ community and funding from West Midlands Railway, projects for 2020 will include a new map commissioned by a local Jewellery Quarter artist, vinyl and artistic displays representing Jewellery Quarter heritage; and further projects to enhance the station's urban garden.



Ambassador Update

This month we welcome a new member to the Ambassador Team, Aaron, who will be joining Matt as the second Ambassador. Matt has seen a very busy few months, assisting 540 people in the area and reporting 286 number of issues across the JQ including graffiti, fly tipping and more. Matt also represented the JQ at both the University of Birmingham and the University of Law Freshers Fairs to talk with students about what the JQ has to offer.

Security Update

We continue to partake in discussions with both Birmingham City Council (BCC) and West Midlands Police, airing all concerns related to security within the Quarter. The Local Partnership Delivery Group (LPDG) meetings, that bring together BCC and local partners, have been a useful source for coordinating local resources.

Self Defense Workshops

As the nights close in during October, we are hosting free Personal Safety Workshops for members of the JQ business community. These fun and practical 1-hour sessions are led by The Kaizen Performance Centre. For more information, or to book a spot, contact the JQBID team via info@jqdt.org or call 0121 233 2814.

Making the Quarter Sustainable & Green



First mile

Since we began working with First Mile 12 months ago, we have helped 121 JQ businesses sign up to the subsidised recycling scheme. In total, this has meant that an incredible 127,365 kgs of waste has been recycled rather than going to landfill. That's the equivalent of 746 trees and 96 tonnes of CO2 saved. If you are interested in signing up to the scheme, please contact Vinny, from First Mile on [07701 315 703](tel:07701315703)



Clean Air Zone (CAZ)

With the Birmingham CAZ coming into effect in 2020, Birmingham City Council (BCC) are encouraging all local businesses to get ready. Creating a travel plan, for example, enables businesses to consider travel options in their area. Create your own plan by visiting www.modeshiftstars.org. Additional information about the CAZ, including FAQs, can be found here: www.brumbreathes.co.uk



Refill Birmingham

After teaming up with Refill Birmingham in March 2019, there are now 24 JQ bars and cafes that have signed up to the scheme which allows members of the public to top up their water bottles for free. If you would like your business to join the scheme, simply download the Refill Birmingham App and follow the simple instructions: <https://refill.org.uk/get-the-refill-app/>



Marketing and Promoting the Quarter



Made in the JQ

The digital marketing campaign that promotes the Jewellery Quarter has now been live for three months. For our social media advertising, we've had over 1,400 unique link clicks to the web page (www.jewelleryquarter.net/made-in-the-jq) and over 45,000 video views of our Made in the JQ video. On Facebook, we've had over 150 likes and 40 shares and on Instagram we've had over 700 likes. The clicks, likes and shares help spread awareness of the Jewellery Quarter outside of our region, with the aim of increasing visitor footfall.

Join in on the conversation by including #MadeintheJQ in your social media posts.

TV series

We're currently working with Parable, a TV research company, about the potential development of a 12-part series to be filmed right here in the JQ. Focusing on retail, especially jewellery, they would like to follow the journeys of customers and capture the special moments of buying jewellery. Parable are looking for Jewellery Quarter businesses that would like to take part. If you are interested in this fantastic opportunity, please email jewellery@parable.co.uk



Sponsorship and Marketing

We've recently developed a document which details all the many ways that you as BID Levy Payers can become involved in the BID. From sponsoring events, through to press releases, there are many ways that the BID can feed in to your own marketing activity. Contact steve.lovell@jqdt.org for a copy of this document.

Christmas Lights Switch On Event

November will see the return of our Christmas Lights throughout the Jewellery Quarter which will be turned on by The Lord Mayor at our Christmas Lights Switch On event. This free event is open to all so come along for music and fireworks, as well as mulled wine and delicious street food. Taking place on The Golden Square from 5 – 7 pm on Friday 15th November.

Maintaining Heritage & Legacy



JQ Cemeteries

Our newest member of the team, Josie Wall, joins us as JQ Cemeteries Activities Programme Manager. With work now underway at both Warstone Lane and Keyhill cemeteries, Josie will be working on an Activity Programme to engage with members of the public. More information about the improvements to the cemeteries will be published soon.

Still: Stories from the Jewellery Quarter



JQ Townscape Heritage

JQ Townscape Heritage are excited to announce the launch of their exhibition: Still: Stories from the Jewellery Quarter. Running from the 26th October through to the 10th November, the exhibition will explore the past and present experiences of those who spend their lives working in this important and historic area of Birmingham. Hosted at the Iron House Gallery, Free entry. More information can be found here: <http://bit.ly/JQTH-still>



Birmingham Heritage Week 12 – 22 September

The JQBID were proud to sponsor this city-wide event which celebrates the history & heritage of Birmingham. There were some fantastic events across the JQ by local businesses and museums. The JQBID arranged free walking tours in the JQ exploring the legacy of Kathleen Dayus, the Cemeteries and St Paul's Church.



**Birmingham
Heritage
Week**

Encouraging Investment, Growth & Networking



West Midlands Growth Company

Working with WMGC, we're helping local JQ businesses in the marketing and promotion of their business. With the Birmingham 2022 Commonwealth Games not far away, visitors are already planning their trip to Birmingham. Gain access to the support provided by WMGC and VisitBritain here: <http://bit.ly/WMGC-BID>

The West Midlands Tourism Awards are currently open. Show off to the rest of the West Midlands how great the Jewellery Quarter is by entering your JQ business into categories ranging from best hotel to best attraction. The winners will automatically be entered into the national VisitEngland awards. Enter here bit.ly/WMGC-awards



What's On

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



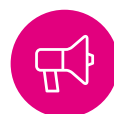
Join our Free Directory

Is your business listed on the free JQ Directory? If not, please contact info@jqdt.org 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 and we'll share it on our news section.

For more information visit our website:

www.jewelleryquarter.net

Join the conversation with #JQBID



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