

Jewellery Quarter Business Improvement District

Spring 2019 Update



JEWELLERY QUARTER
BUSINESS IMPROVEMENT DISTRICT



Hello

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

With Spring now in full flow, I hope 2019 has started well for you all. As our event and activity calendar continues to expand, this quarter is shaping up to be an exciting period with various networking opportunities, the launch of a brand-new website and the build up to our annual JQ Festival.

The JQ Festival is taking place earlier than usual this year, on the 29th and 30th June. It promises to be a weekend that truly celebrates both the energy and heritage that the Jewellery Quarter proudly has to offer. With an average of 14,000 visits each year, I hope you can join us in what will be a spectacular weekend celebration.

It was also great to see so many faces at this year's annual BID Levy Payers Dinner that took place last week. It was a brilliant evening, coupled with an amazing three-course meal provided by the students at the award-winning Brasserie restaurant at University College Birmingham.

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

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 on the website](#).



Our new team member

Not only did February bring record temperatures to the JQ, it also brought our new Communications and Marketing Manager, Steve Lovell. Steve has joined the team after working for the past 7 years at a communications company in Warwickshire. Steve is responsible for leading the BID's marketing strategy, ensuring the successful promotion of the Quarter as a unique place to live, work, visit and invest.



2,200
Bags
Jan-Mar
2019

JQBID Clean Team Update

Allan and Dennis have been working hard to keep the Quarter clean and welcoming for all businesses, residents and visitors. The team has collected over 2,200 bags of litter between January and March this year and reported over 300 instances of fly-tipping. The JQBID Clean Team is not a replacement service but an additional service that you the BID Levy Payers make possible. The Clean Team and the Ambassadors continue to work closely with BCC to resolve all issues that arise within the Quarter. Allan and Dennis also lent their expertise to the highly successful Great British Spring Clean event on 22nd March.



SIPOG and PSPO Update

We are currently working with Birmingham City Council (BCC) and other local partners on a PSPO (Public Space Protection Order) for Birmingham City Centre to include the Jewellery Quarter. This order will provide the Police and designated Council Officers with additional powers to tackle a wide range of anti-social behaviour.

The BCC has launched a public consultation on the PSPO asking for members of the public to leave any feedback and comments by 2nd May 2019. Pop-up events will be held across the city to collect feedback and answer questions from the public. The survey and a full copy of the proposal can be accessed online by following this link: <http://bit.ly/PSPOJQ>.

Ambassador Update

The Ambassador team are often the first welcome for many visitors to the Quarter and have assisted nearly 400 members of the public in and around the area to date. The team have also attended the University of Law Wellness Week, the Birmingham SIPOG meetings, and have reported over 300 issues in the JQ including graffiti and fly-tipping. Wendy and Matt also joined the Communications Team at the British Tourism & Travel Show at the NEC where they met with tour organisers from all over the world looking for information on visiting the JQ.

Issue 4 – JQ Life Magazine

The latest issue of JQ Life is now available and features Freddy Shrieve from Blackswan discussing the vision for their new development on Great Hampton Street. Also in this issue, Dauvit Alexander shares his experience with the JQBID's clean team and we step inside the unique music store, 'Hard to Find Hi-Fi'.

Issue No.4
OUT NOW



[Click to download the magazine](#)

April-June Coming up in the JQ

JQ Festival

29th and 30th June 2019 - Throughout the JQ

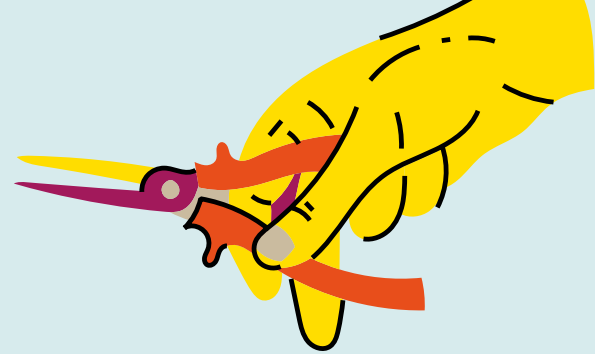
Since the Festival began, back in 2014, visitors have flocked to the Jewellery Quarter in their thousands for a weekend of free entertainment for all the family.

We're a diverse, unique area of Birmingham, full of energy and vibrancy yet one that's steeped in rich history and proud of its unrivalled heritage amongst the rest of the UK.

This year, we wanted to celebrate our character more than ever, so we've not only revamped the branding, but we've also restructured the Festival to ensure that both the Quarter's vibrant energy and rich heritage are celebrated in equal measures.

Over the course of the two days, we're also excited to welcome back JQ Open Studios who will be opening their doors once again to the general public. And a special Birthday mention to the Jam House who are celebrating 20 years with a music event on both Friday and Saturday afternoons.

For more information on how your business can get involved in this year's festival, please email karin.de.figueiredo@jqdt.org



A New Look JQBID Website

Launching next month.

We're creating a brand-new website for the JQBID. With nearly 500 visitors each day, the JQBID website is often the first impression a new visitor or prospective business has of our Quarter. It's therefore important that the user experience is as seamless as possible. The site will be showcasing a fresh feel, a streamlined structure and an updated business directory.

Highlights from the JQ October 2018 - March 2019



Christmas in the Jewellery Quarter 2018

The JQ festive season launched with a bang at the annual Christmas Lights Switch On! Over 1,300 people attended to enjoy food, entertainment and of course the spectacular fireworks show.

For the first time last year we invited our local BID Levy Payers for a Christmas Drink at St Paul's House, a chance to catch up with friends old and new before breaking up for the holidays.

Finally, the JQBID ran an extensive Christmas marketing campaign throughout November and December 2018 to promote shopping, dining and days out in the JQ. With a mix of print, online, screen and video advertising the JQ was seen everywhere this festive season!



JQ Heritage Instameet

The Townscape Heritage Project and JQBID teamed up with Instagrammers of Birmingham for an Instameet in the Quarter in January. Over 100 people turned up to explore the area's many historic buildings. Browse the full archive of photos on Instagram by searching #igb_meet_jqheritage.



STEAMhouse Meet and Greet

An open Meet and Greet event in conjunction with STEAMhouse was held in March at The Rose Villa Tavern. We invited local businesses and entrepreneurs to hear more about the free resources and support available to them from STEAMhouse who were there to answer questions prompting great discussions about potential future projects and business ideas. Learn more about STEAMhouse on their website

www.steamhouse.org.uk.



JQ Community Clean-Up

March saw over 40 volunteers join us in the Great British Spring Clean as we walked the streets of the JQ picking up as much litter as we could in one hour. Thank you to everyone that took part. Our next community clean up event is taking place on World Clean Up Day on Saturday 21st September.



JQ Levy Payers Dinner

A big thank you to everyone that attended our BID Levy Payers Dinner at University College Birmingham! It was great to meet friends both old and new and reflect on what the JQBID has achieved over the past year.

Get involved in the JQ – special offers & networking

Discount Advertising in Metro West Midlands Magazine

The JQBID have partnered with Metro West Midlands to offer discount advertising rates for BID levy payers of up to half the media card price. For more details please contact Rosalyn Hill via phone **07899 661 930** or email rosalyn.hill@mailmetromedia.co.uk

NB: All prices subject to VAT.

Full page advert in the first half of paper	£2380	Offer price £1400
Half page advert in the second half of paper	£1190	Offer price £700
Full page advert	£1800	Offer price £900
Half page advert	£900	Offer price £500
24 x 4 advertisement	£700	Offer Price £400
20 x 3 advertisement	£500	Offer Price £350
Advert strip	£450	Offer price £300

Discount Meeting Room Hire at The Coffin Works

The historic museum is offering **15% off all 2019 bookings confirmed by April 30th** with the code JQBID15. For more information contact Sarah Hayes via phone **0121 233 4785** or email sarah@coffinworks.org

Their meeting room facilities include Wi-Fi, projector, flipchart, kitchenette, and catering as well as additional activities such as museum tours and local scavenger hunts.



JQ Connect – Hospitality

Join the JQBID for an informal night of mingling at the cosy Bar 11 at Grosvenor House on Wednesday 24th April 2019 for a chance to find out more about the MFDH Awards. For more information or to sign up to this event please email, karin.de.figueiredo@jadt.org.



Your BID: stay up to date

Join the conversation with #JQBID

 /JewelleryQtr

 @JQBID

 @JQ_BID

For more information visit your website:

www.jewelleryquarter.net

What's On

Holding an event in the Jewellery Quarter? Want others to know? Email info@jadt.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@jadt.org with the following information; business name, address, company descriptor and website.



Got a JQ Story?

Email us your press release info@jadt.org and we'll share it on our news section.



Downloads

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