

Jewellery Quarter Business Improvement District

Summer 2019 Update



JEWELLERY QUARTER
BUSINESS IMPROVEMENT DISTRICT



Hello

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

A huge thank you to all those businesses that helped support this year's JQ Festival. With scorching temperatures and a refreshed programme this year, it was great to see so many of you join us in what was a fantastic weekend.

Over the next few months, we're welcoming the return of the Birmingham, Sandwell and Westside Jazz Festival as well as proudly sponsoring Birmingham Heritage Week. We're also launching our Quarter wide marketing campaign – Made in the Jewellery Quarter – in our mission to increase footfall to the area.

I hope you enjoy reading the Summer update and I look forward to seeing you all soon.

Should you have any questions, please do not hesitate to contact me on **0121 233 2814** 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](#).



JQ Life Magazine

Issue 5 of JQ Life can now be picked up in all JQ coffee shops and bars. If you'd like to view it online, you can do so in our new user-friendly format: <http://bit.ly/JQLife5BID>. Issue 5 celebrates 20 years of our beloved Jam House as well as highlighting three of our independents from across the Quarter. We also shine a light on the number of green initiatives that the BID are working on in order to establish a more sustainable JQ.



2,194
Bags
Apr-Jun
2019

JQBID Clean Team Update

Our dynamic duo have been keeping up their hard work maintaining the cleanliness and attractiveness of the Quarter. Together they have collected 2,194 bags in the period from April to June and reported 929 issues, including graffiti and fly-tipping. They were both kept busy during the JQ Festival weekend as several thousand visitors flocked to the area. The Clean Team is an additional service to that provided by Birmingham City Council (BCC) and both the Clean Team and the Ambassadors continue to work closely with BCC to resolve issues that arise within the Quarter.



Ambassador Update

Our Ambassador team have been busy supporting the Communications Team at two events at the NEC as well as spreading the word about the recent Jewellery Quarter Festival. However, this hasn't stopped them from assisting nearly 250 members of the public between April and June and reporting over 200 issues across the JQ including graffiti and fly-tipping. Our Ambassadors have also attended a Deaf Awareness course and supported Birmingham City Council with their PSPO consultation work.

Clean Air Zone Update

The latest update from Birmingham City Council confirmed that the introduction of Birmingham's Clean Air Zone (CAZ) has been significantly delayed and won't come into force until July 2020, at the earliest. Due to the vehicle checking software that's required to make the CAZ operational and enforceable not being ready in time, it would have meant drivers would have had just weeks to check whether their vehicle was compliant. You can read more about the update on the Council's website here: <http://bit.ly/CAZBID>

New Jewellery Quarter Visitor Guide

To make it easy for visitors to plan their perfect trip to the Jewellery Quarter, we've created the BID's first ever visitor guide. With a 'Top Ten Tips to see and do', information on travel and parking, as well as a JQ map showing our museums and attractions, the guide will provide visitors with a handy leaflet for their time visiting the JQ. If you would like a handful of guides for your business, please email the team at info@jqdt.org



Download
.pdf Guide

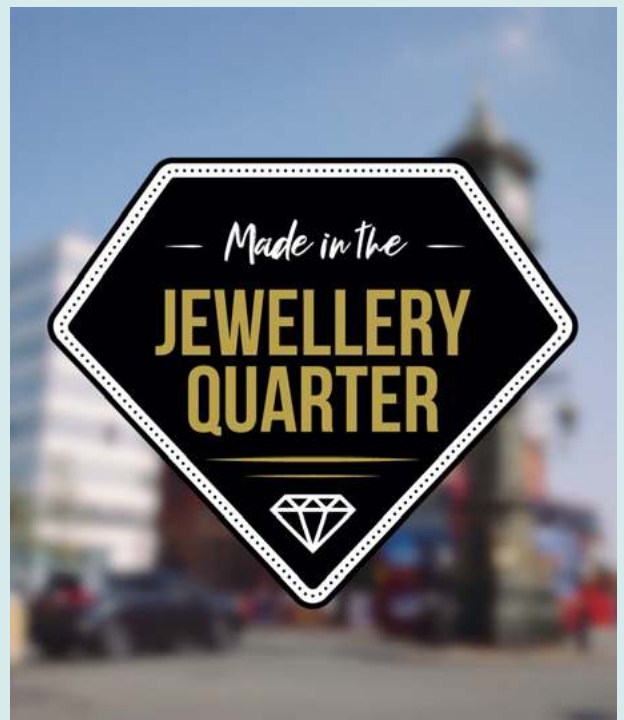
[Click to download the JQ Visitor Guide](#)

Introducing our new marketing campaign #MadeintheJQ

This month, we launched an online marketing campaign to help drive footfall to the Jewellery Quarter. Titled #MadeintheJQ; the campaign brings together all JQ businesses under one umbrella. A play on the word 'made', we not only celebrate our wonderful community of makers, we also highlight the intangible, showcasing how experiences, history and even careers can be 'made' here too.

The campaign, a joint venture between the JQBID and the Jewellery Quarter Marketing Initiative (JQMI), will run through to November and has been kick started with the release of a #MadeintheJQ video which can be viewed here: <http://bit.ly/MiJQBID>. The digitally focused campaign will predominantly be promoted through social media advertising, however our quarterly JQ Life magazine will also contain a feature.

The introduction of the hashtag #MadeintheJQ - which will be used across all social media channels - is our aim to create a social community. We highly encourage you to use this hashtag through your social media posting.



For information on how your business can use the video or if you would like to learn more about the campaign and how you can be involved, please contact our Communications and Marketing Manager, Steve Lovell at steve.lovell@jqdt.org.

Coming up in the JQ July – September 2019



Birmingham Sandwell & Westside Jazz Festival – 19th to 28th July

For the 35th year running the Birmingham Sandwell & Westside Jazz Festival returns to the city. With support from the JQBID, the Victorian Bandstand returned to St Paul's Square with free lunch-time performances (12pm – 2pm) from 22nd – 26th July. There was also live music at other JQ venues and throughout Birmingham. For more information on the festival visit our latest article: <http://bit.ly/JQJazzFest>.



Birmingham Heritage Week – 12th to 22nd September

This year's Birmingham Heritage Week is sponsored by the JQBID. This city-wide event will raise the profile of local heritage via tours, talks, workshops and other events and encourage people to visit our historic Quarter. The JQBID will be hosting a series of walking tours that explore the JQ, including the history of St. Paul's Church, the legacy of Kathleen Dayus and a Baskerville Cemeteries twilight tour. Tickets are free but limited, keep an eye on our website and social media for more information.



World Clean-up Day – Saturday 21st September

Join us for another community clean-up event as part of the global “World Clean-up Day” campaign. After the huge success of our Great British Spring Clean on the 22nd March, where over 40 people attended, we’re hoping this one will be another busy day with the support of our residents and businesses. All materials will be provided including gloves, bags, and high visibility vests. See our website closer to the date for more information. We hope to see you there!

Highlights from the JQ – March 2019 – July 2019

Jewellery Quarter Festival – 29th and 30th June

A huge thank you to all those that supported, took part or attended the JQ Festival. Feedback from visitors has been overwhelmingly positive with 97% saying that they would recommend the event and 93% saying they would return next year. Saturday saw our usual family fun entertainment on the Golden Square with a special mini-Glastonbury event at St Paul’s Square which attracted over 1000 visitors. Sunday saw something completely different as we brought a focus back to the history and heritage of the Quarter with talks, tours and an exhibition area. Planning has already started on next year’s event. Take a browse through our online gallery: <http://bit.ly/JQFestBID>.





Exhibiting at the British Tourism & Travel Show – 20th to 22nd March

The JQBID Ambassadors and Communications team spent several days talking to tour operators from around the world about the many fantastic attractions and unique heritage sites of the Jewellery Quarter. It was a great opportunity to promote the JQ's businesses and history to a wider audience.

Makers Central – 11th to 12th May

We returned to Makers Central this year at the NEC to highlight the vibrant creative community that sits at the heart of the JQ. Visitors could also participate in a free jewellery stamping activity sponsored by Cooksongold, creating their own unique pieces to take home. The free workshop was very popular and led to some great conversations about the JQ's industrial heritage and the many events that we hold.



BBC Gardener's World Live – 13th to 16th June

The award-winning showcase design of "The Watchmaker's Garden" was conceived and built by designer, Alexandra Froggatt with support from the Jewellery Quarter BID. The design was inspired by the cottage industries of the late 19th century and the W F Evans and Sons watchmakers firm who built the iconic Chamberlain Clock. The interior was faithfully created and the local business community lent original items to furnish the set design. Members of the JQBID staff were on hand to talk to visitors about the garden and its links to this historic neighbourhood of Birmingham. The design won both Platinum Award and Best in Show.

Get involved in the JQ



**West Midlands
Growth Company**

West Midlands Growth

Is your business running any workshops, taster sessions or experiences for members of the public? The JQBID have partnered with the West Midlands Growth Company in a project to attract more visitors from areas outside of Birmingham. If you are interested or would like to know more information on the project, please contact Steve Lovell at steve.lovell@jqdt.org.



First Mile

The JQBID have partnered with First Mile to help improve recycling rates across the Quarter. We're running a subsidised recycling scheme to all BID levy payers in order to streamline current recycling systems. If you are not already yet signed up to the scheme, please email First Mile's recycling advisor Vinny Madhar at vinny.madhar@thefirstmile.co.uk.



Townscape Heritage

For information on our sister project, Townscape Heritage (TH), head over to their brand new website th.jewelleryquarter.net. Here you will be able to learn information on all restoration grants in the TH area as well as events, activities and free resources.



JQA Breakfast

The JQA are hosting an evening of summer drinks instead of a breakfast and are hoping that you can join them. The meet-up will take place at Arch13 on Livery Street on the 20th August between 6-8pm. For more information and to book your place please contact emma@barques.co.uk.

Your BID: stay up to date

Join the conversation with #JQBID

 /JewelleryQtr

 @JQBID

 @JQ_BID

For more information visit our website:
www.jewelleryquarter.net

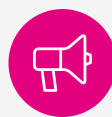
What's On

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.



Got a JQ Story?

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



Downloads

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