

Winter Update 2019/20



JEWELLERY QUARTER
BUSINESS IMPROVEMENT DISTRICT

FREDERICK STREET TOWNHOUSE

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

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/JewelleryQtr



@JQBID



@JQ_BID



2019 definitely ended on an incredible high for the Quarter!

From our most successful Christmas Lights Switch On event to date to managing the arrival of an original Banksy, the Jewellery Quarter welcomed record visitors and achieved an incredible amount of both national and global media attention.

As we plan ahead for 2020, we hope to continue this momentum into the new year with many more events and initiatives. Our work continues to progress with the JQ train station, and with projects including the restoration of the cemeteries, the Chamberlain Clock and the Argent Centre, we're looking forward to an exciting year ahead.

I hope you enjoy reading our Winter Update which provides you with a more detailed update on 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

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: http://bit.ly/JQBIDplan](http://bit.ly/JQBIDplan)



JQ Life Magazine

Issue 7 of JQ Life can now be picked up in all JQ coffee shops and bars. You can read the magazine [online here](#).

This issue meets Hazel & Haydn's Dale Hollinshead, reveals the JQ's latest restoration works to the Chamberlain Clock and Warstone Lane and Key Hill cemeteries, and shares our guide to gifting in the JQ.

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

Making the Quarter Clean & Attractive



JQBID Clean Team Update

Winter was a busy month for the JQBID Clean Team, supporting both the Events Team and managing the arrival of the Banksy! Having the Clean Team on hand during the Christmas Lights switch on event meant the Golden Square remained a clean and welcoming space for all visitors to enjoy. The sudden appearance of a genuine Banksy in December meant help was needed from both the Clean Team and Ambassador staff, to not just protect the street art, but to welcome visitors as the world's attention was focused on the Jewellery Quarter.

**994
Bags
Oct-Nov
2019**



Grow JQ

Stemming from the planting activities inside the Jewellery Quarter Station, this Summer will see the launch of our campaign to 'Grow JQ'. We hope the campaign will start a flurry of planting activity for businesses and residents.

As part of the Adopt a Station Scheme and in partnership with the University of Law, November saw us hold our first 'Build Day'. University students and members of the local JQ community volunteered their time to help weed and replant several garden planters alongside Vyse Street on either side of the Jewellery Quarter train station.



RHS CHELSEA FLOWER SHOW

Sponsored by



Adopt a Station

As the formal 'adopter' of the Jewellery Quarter Station, 2019 saw us manage a series of arts and gardening projects at the station and at the station approach.

Our plans this year are ambitious and in May 2020, the JQBID, along with local business owner Gaynor Steele of Garden Design, we will be working with West Midlands Railway to exhibit at the RHS Chelsea Flower Show in London, showcasing the Jewellery Quarter to a national audience.

As part of the Adopt a Station scheme, the 'Action Stations' Community Garden will feature the Jewellery Quarter Station as a national example of communities helping to 'green up' their urban environments with examples of how plants can be used to not only improve the physical appearance of the station but also provide habitats for wildlife and improve air quality whilst lifting the spirits of the travelling public.

Work has already begun on the exhibit planning and planting for the Spring is to resume inside the station this month, alongside the installation of a new Jewellery Quarter map and local artworks.

For any further information on the Adopt a Station projects please visit <http://bit.ly/JQBIDStation>



Ambassador Update

In early August, the Ambassador Team began working in partnership with Birmingham Changing Futures Together to support vulnerable individuals within the JQ. Assisting predominantly the homeless community, the partnership ensures individuals get access to services such as housing, mental health support and NHS access. For more information on the partnership and what you can do to help, visit: <http://bit.ly/BhamChangingFutures>

The appearance of a surprise Banksy, as well as the first ever JQ Christmas Window Trail, pushed the combined visitor interactions of the Clean Team and Ambassadors to over 6,000 people during October to December. The teams have also reported 380 issues, including graffiti and fly tipping.

Security Update

Our participation in the Local Partnership Delivery Group (LPDG) continues as we air all concerns related to security in the Quarter. As a result, the Police presence in the Quarter was elevated throughout December in response to an increased number of reports. If you would like to report something to the local police, please call 101 or use the Live Chat function on their website (www.west-midlands.police.uk/contact-us). To stay up to date and receive the latest policing news and crime alerts for your local business or home area, sign up to the WMNow newsletters: www.wmnow.co.uk.



Making the Quarter Sustainable & Green



First Mile

Establishing a greener JQ is a desire that's not just shared by the JQBID, but by the many businesses and residents that work and live in the Quarter. Our subsidised recycling scheme with First Mile streamlines your current recycling systems, improves recycling rates and overall works towards a greener JQ. First Mile can also take your unwanted left over Christmas trees, turning them into mulch and compost for local farmers. For more information on the scheme and the work of First Mile, email vinny.madhar@thefirstmile.co.uk.



Community Clean Up!

After the success of our 2019 community clean-up, we're returning for 2020 on Friday 20th March.

Our Spring clean-up allows businesses, residents and members of the community to come together to take pride in where they work or live.

We'll be meeting at 1pm on The Golden Square (B18 6NF) for collection of equipment and a safety briefing. The route will take around 1 hour to complete. Bring colleagues and friends as we work to help clear up the streets of the JQ!



Clean Air Zone (CAZ)

Birmingham City Council expects the Clean Air Zone (CAZ) will come into operation on 1 July 2020. The CAZ will operate 24 hours a day, 375 days a year. For non-compliant cars, taxis, LGVs and Minibusses, the charge will be £8 per day. For non-compliant HGVs, coaches and busses, the charge will be £50 per day. To check whether your vehicle is compliant, to learn what short term exemptions there are and for more detailed information, please visit:

<https://www.brumbreathes.co.uk/what-does-it-mean-for-me>

Marketing and Promoting the Quarter



Festive Round Up

Our annual Christmas Lights Switch On event took place in November, kicking off the JQ festive season in style. The incredible firework display, along with live music, food and beverages made 2019's event the biggest to date, with the Golden Square witnessing a record 1,500 visitors. Our event also saw us in the Telegraph listed as one of the 13 best Christmas Lights Switch On events in the UK - seeing us alongside London's Oxford Street.

The JQBID also introduced the first ever JQ Christmas Window Trail. Local businesses decorated their shop windows with intricate festive displays and with a printed trail to support the windows, the public were invited to visit and browse. The trail was available online and in print from local venues. Our social media campaign for the trail reached just under an incredible 70,000 individuals online.

Made in the JQ

Our consumer facing brand – Made in the JQ – continues to be the forefront of our marketing to attract visitors to the Quarter. Over Christmas, our radio campaign with Smooth Radio enticed over 4,000 listeners to enter our competition to win £500 to spend in the Quarter. 700 of those opted in to receive further communications from the JQBID. Our festive campaign also saw adverts in the Metro newspaper, the ICC digital screens and across all social platforms. Throughout 2020, we will be increasing our content creation with local businesses for use on our social media channels. If you would like your business promoted, please email karin.de.figueiredo@jqdt.org.



Marketing & Sponsorship

Our Marketing and Sponsorship document provides you with the many ways BID Levy Payers can use the JQBID as an additional marketing arm. Email info@jqdt.org for your copy or ask one of our Ambassadors.

We will share any social media content if you tag @JQBID and use the hashtag #MadeinTheJQ

Maintaining Heritage & Legacy



Armed Forces Covenant

The end of 2019 saw the Jewellery Quarter Development Trust (JQDT) sign the Armed Forces Covenant, pledging our commitment to offer continued support for Armed Forces personnel and their families. Lt Col Paul Walkley, Lead Officer for Engagement for the Army West Midlands commented on the signing: "The trust joins a growing array of organisations who are determined to ensure that servicepersons and their families are not disadvantaged as a result of their service to the nation." To find out more visit <http://bit.ly/JQDTcovenant>

JQ Cemeteries Restoration

A £2.3 million restoration to Key Hill and Warstone Lane cemeteries is now underway. Funded through a partnership between Birmingham City Council, The National Lottery Heritage Fund and the Jewellery Quarter Development Trust, the works will see the cemeteries, which date back to the nineteenth century, have extensive restoration work undertaken to the catacombs, major boundaries and surrounding footpaths. For more information visit: <http://bit.ly/CemeteriesJQ>



Birmingham Poppy Day

Thanks to volunteers from the Royal British Legion and the JQBID, donations were raised by the local business community and residents on Birmingham Poppy Day. Members of the Royal Warwickshire Regiment Re-enactment Group brought replica military artefacts to the Golden Square and engaged with passers-by about life as a soldier in WWI. Stories of local employees, residents and factories were highlighted in a public exhibition at the JQ train station produced by the JQBID, as part of the Adopt a Station scheme.

Chamberlain Clock Restoration

October saw plans released for major renovation work to take place on our beloved Grade II listed Chamberlain Clock in 2020. Delivered by the JQBID and Jewellery Quarter Townscape Heritage project, the exciting plans will restore our landmark back to its former glory.

The repair will include a full overhaul of the decorative cast iron tower and the clock mechanism as well as being fully repainted. All features previously painted in gold are set to be gilded in 23 ½ carat double thickness English gold leaf. The clock dials will become backlit using LED tubes with the exterior lanterns also lit by modern, heritage style LED bulbs.

First JQTH grant awarded

The first grant of the Jewellery Quarter Townscape Heritage scheme has been awarded to the Grade II* listed Argent Centre, built in 1862. The project will commence in early 2020 with an anticipated completion date of autumn 2020. Works will see the addition of pyramid turrets, as depicted in drawings of the building, as well as comprehensive repairs to the exterior including the brickwork, stonework and windows. For more information on the progress of the project or to enquire about the grants that are available through the scheme, visit <https://th.jewelleryquarter.net/>



Encouraging Investment, Growth & Networking



West Midlands
Growth Company

West Midlands Growth Company

Our partnership with the West Midlands Growth Company (WMGC) has enabled us to develop two packages to promote the Jewellery Quarter: A Craft City Break and a Romantic City Break. These are being promoted through a social media campaign ran by WMGC as well as oversees visits to India and Europe.

The city breaks are also being promoted to the travel trade through a Travel Trade guidebook and attendance at various exhibitions. If your business can offer experiences or accommodation at a net rate, please email steve.lovell@jqdt.org to be listed.

Free Business Health Check

SaveTheHighStreet.org are offering independent businesses in the JQBID a free Business Health Check to help you identify areas for growth. The short online survey can be reached here: <http://bit.ly/bus-health-check> and includes:

- Personalised suggestions for growing footfall and sales.
- An interactive map showing the total annual spend on different products/services in the area.
- The option to book a call with an expert to discuss your health-check results.



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 & #MadeinTheJQ



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