



The Jewellery Quarter

An urban village thriving with energy and steeped in history which spans centuries, now a global tourist destination. Home to a community of independent makers with a flourishing food and drink scene.



JEWELLERY QUARTER BID

The Jewellery Quarter

An historic gem in Birmingham

Described by English Heritage as a “national treasure” the Jewellery Quarter contains Europe’s largest concentration of jewellers dating back over 200 years and 40% of UK jewellery is still made in the area. The quarter offers something for all kinds of visitors including independent shops, hands-on experiences, museums and attractions, boutique hotels, plus incredible food and drink.

Enjoy a sneak peek:
jewelleryquarter.net/traveltrade



Journey Times

- ◆ Birmingham City Centre 10 mins
- ◆ Bournville 35 minutes
- ◆ Stratford-Upon-Avon 1 hr 15 mins
- ◆ London 2 hrs 10 mins

Travel trade contact

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Did you know...

- ◆ The Jewellery Quarter is home to over 200 listed buildings, Birmingham's last remaining Georgian Square, and two Victorian cemeteries which both contain catacombs.
- ◆ The original FA Cup, whistles for the Titanic, and coffin fittings for Winston Churchill were all made in the Jewellery Quarter.
- ◆ Industrialists James Watt and Matthew Boulton both worked in the Quarter with the former also living in the area too.
- ◆ The Jewellery Quarter was the centre of Birmingham's pen trade. During the 19th century, 75% of everything written in the world was with a Birmingham pen.
- ◆ World renowned artist Banksy painted a mural on the wall outside the Jewellery Quarter station during Christmas 2019, the mural has since attracted thousands of visitors.



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Learn & Explore

The Jewellery Quarter is steeped in a rich history and is a true wonder to explore. Delve deeper at local museums and visitor attractions, take a guided tour of the area, or simply enjoy a stroll in St Pauls Square or one of the historic Cemeteries.

- ◆ 5 unique museums and galleries
- ◆ St Pauls Church – the ‘jeweller’s church’
- ◆ 2 Victorian cemeteries with catacombs
- ◆ Range of unique walking tours



Browse & Buy

The Quarter is home to manufacturing jewellers who combine the very best of traditional craftsmanship with innovative designs and high-quality materials to create beautifully crafted custom jewellery. But the Jewellery Quarter is more than just its namesake. Home to independent retailers and craftspeople, creating a unique, shopping experience.

- ◆ 40% of UK’s manufacturing jewellers
- ◆ Over 150 independent retailers including makers, drinks merchants, florists and chocolatiers.



Eat, Drink & Relax

The food and drink scene has flourished in recent years and has seen an influx in many fine dining restaurants, plus nightlife options including swanky bars, micro-breweries and traditional pubs. With a range of cuisines and prices, there is sure to be something for everyone to enjoy.

- ◆ More than 80 food and drink venues, including Michelin starred restaurants
- ◆ Outdoor dining options including roof terraces and beer gardens



Local attractions & experiences

Coffin Works Museum

13-15 Fleet Street B3 1JP coffinworks.org

Time-capsule museum of the Victorian manufactory which produced some of the world's finest coffin furniture including coffin handles for Winston Churchill.

For FIT and Groups. Group rates for 10 – 45 people

Exclusive tours for your clients

Duration of stay 1 hour 15 mins

Trade rate £9pp. in opening hours, £11pp. out of hours

Bookable by email: newmanbrothers@coffinworks.org



Pen Museum

Argent Centre Frederick St B1 3HS penmuseum.org.uk

Discover fascinating objects and details which tell the story of Birmingham's pen trade, once a major industry employing over 8,000 workers (mostly women).

For FIT and Groups. Group rates for 10 to 45 people.

Exclusive time slots for your clients

Duration of stay 1 hour

Trade rate £5.50 per person.

Bookable by email: enquiries@penmuseum.org.uk



Museum of the Jewellery Quarter

70 – 80 Vyse Street B18 6HA bit.ly/3FriW5I

The perfectly preserved workshop of Smith & Pepper manufacturing jewellers, offering a glimpse of working life in the renowned Jewellery Quarter.

For FIT and Groups. Group rates for 10 to 45 people

Exclusive tours for your clients

Duration of stay 1 hour

Tours are £10 for adults, £6 for concessions

Book by email: groups@birminghammuseums.org.uk



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Local attractions & experiences



RBSA Gallery

4 Brook Street B3 1SA rbsa.org.uk

The Royal Birmingham Society of Artists (RBSA) is an artist-led charity. The RBSA Gallery hosts a range of exhibitions, events and workshops.

For FIT and Groups. Free admission for all exhibitions

Duration of stay 1 hour

Discounts available for group bookings on artist led workshops, see website for dates and availability

Bookable by email: rbsagallery@rbsa.org.uk



St Paul's Church

St Paul's Square, B1 1QZ stpaulsjq.church

Grade I listed church in Birmingham's last Georgian Square. Known as jeweller's church, Matthew Boulton & James Watt worshiped here. Renowned music venue.

Group tour rates for 5 to 15 people.

Exclusive tours for your clients

Duration of stay 1 hour

Trade rate £5 per person.

Bookable by email: bookings@stpaulsjq.church



Key Hill Cemetery & Warstone Lane Cemetery

B18 5AH and B18 6NR www.fkwc.org

Birmingham's oldest cemeteries with fascinating Victorian catacombs and famous burials including Joseph Chamberlain and John Baskerville.

Group rates for 10 to 25 people

Exclusive tours for your clients

Duration of stay 1.5 hours

Trade rate £4 per person.

Bookable by email: friends-kh-wl-cem@outlook.com

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Getting to the Jewellery Quarter

Car

The Jewellery Quarter is well signposted from Birmingham city centre via the brown tourist signs. From the north-west/north-east take the M6 or M1. From the south-west/south-east take the M40 or M5. Multi-storey car parks are located on Vyse Street (www.bit.ly/BCCJQCarPark) and Newhall Street (www.bit.ly/JQNewhallCarPark).

Train

The Jewellery Quarter has two train stations. Jewellery Quarter train station and Birmingham Snowhill are both connected to major towns and cities across the UK with trains running approximately every 10 minutes to and from Birmingham Moor Street.

Metro

There are three tram stops in the Jewellery Quarter: Birmingham Snow Hill, St Paul's, and Jewellery Quarter station. It takes approximately 7 minutes to reach the Jewellery Quarter from Birmingham City Centre.

Air

The closest international airport is Birmingham Airport (BHX) which is a 20-minute train ride from Birmingham New Street from where visitors can take the tram or a taxi to the Jewellery Quarter.

Coach Travel

Coaches can drop visitors off on Branston Street or Fleet Street which are both in the Jewellery Quarter. Coach parking is available on Brewery Street (B6 4JB) which is 0.5 miles outside of the Jewellery Quarter. Booking is necessary via email: parking@birmingham.gov.uk or phone: 0121 675 5119. Up to 6 hours is £10, up to 24 hours is £20.

Getting around

The majority of venues and attractions are easily reached by foot. Some pedestrian footpaths can be uneven, particularly where traditional cobblestones are still in place. West Midlands Cycle Hire bikes can be hired from the centre of the Jewellery Quarter (B18 6NF) for quick travel across the district.

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