

Jolife

MAGAZINE

ISSUE
17

The official magazine for Birmingham's Jewellery Quarter

We get an insight into the mind of Alex Claridge, owner of The Wilderness restaurant, who describes his fondness for the JQ's heritage and architecture, and why we need to protect it.

Also in this issue:

Ed Shawcross, who owns Trentina and Tierra, shares his thoughts on the JQ and explains how he brings his passion for great food and hospitality to the area.

Celebrate Christmas with the JQ! We take a look at the festivities taking place across the Quarter this Winter.



JEWELLERY QUARTER
BUSINESS IMPROVEMENT DISTRICT

The background is a collage. At the top, the faces of the four Beatles are shown in a row. A large, circular graphic with a rainbow-like border and a stylized map of the world is centered. Below it, the text is displayed. At the bottom left, a black and white photo shows a boxer in a ring. At the bottom right, another black and white photo shows a young man with a hand to his face. On the far left, a vertical strip of colorful, abstract art is visible.

**THE BEATLES
OPEN DAY**

AT

bhpcollectibles

13TH NOVEMBER

**28 ST PAUL'S SQUARE
B3 1RB**

Coming this Winter

The Jewellery Quarter comes alive with the a whole host of events that turn the area into a Winter wonderland, making it one of the most exciting places to spend the festive period. This year, we welcome the much anticipated return of the coveted window trail, where local businesses show off their creative skills through festive displays. Find out more on pages 16-17. We also celebrate the launch of the festive season with the fantastic Christmas Lights Switch On event. Find out more, as well as other events this season on pages 6-7. And to help you get planning your next Christmas party, we have a range of group activity ideas on page 18.

Additionally, we've seen an exciting bunch of new businesses in the JQ this year, including Brazilian street food venue Viela, as well as Atelier, a creative drinks studio and cocktail bar, and the now-much-loved Rolling Mill on Hall Street. Find out more on page 15.

Our cover star Alex Claridge, who runs restaurant The Wilderness, explains why he loves the JQ on page 5. And that's not the only culinary-inspired content we have this issue. Head to pages 22-25 to learn all about the Imposter Restaurant Group from director Ed Shawcross, who has a passion for great hospitality.



And finally, one for the sneakerheads and streetwear aficionados. We had an interesting chat with Kam at The Pawn Shop, who stocks some of the rarest and most sought-after trainers around, and has a number of A-list celebs on his books! Head to pages 10-13 to find out more about Kam's business and how it all started.

Enjoy reading,

Luke Crane

JQDT Executive Director

 facebook.com/JewelleryQtr

 [@JQBID](https://twitter.com/JQBID)  [@jq_bid](https://www.instagram.com/jq_bid)

For the latest news from the JQBID, visit our website and sign up to our newsletter

JQlife

Issue 17 Winter 22

JQ Life is published by Digital Glue
www.digitalglue.agency



The Jewellery Quarter Business Improvement District (JQBID) provides a welcoming environment for visitors, keeps the streets clean and safe, and invests in projects to improve the area.

www.jewelleryquarter.net/jqbid

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Rough Diamonds

Alex Claridge: Chef Director

'Ello. Alex Claridge here. For those who don't know me (you lucky devils), I run The Wilderness, a restaurant and the current custodian of an old factory on Warstone Lane. I've just opened a cocktail bar in the old Whitmore Warehouse in Newhall Square.

A third JQ business is planned for early next year (yeah, I'm a sucker for punishment). I also live here, so when I affirm that the JQ is my world I have some support to such a claim. The entire raison d'être of my business is to follow in the footsteps of the mavericks, the creatives, and the enterprising folk that have historically called the JQ home.

The Jewellery Quarter is a very special part of the world. I am obsessed with its architecture; it is hard to imagine anywhere else in Birmingham, and maybe beyond, that has such a high concentration of exceptional buildings.

Buildings that are anchored in a history of changing the entire world. My partner, Rach, booked us on a thoroughly brilliant history walk with Kevin Thomas and – even as a long-term resident – it was astonishing to realise just how much of modernity is intimately entwined with the history and endeavours of this particular part of the city. Tiny we may be, but mighty too.

I am also incredibly grateful to the Jewellers who have laboured in the smallest and most obscure of workshops in deliciously esoteric buildings across this Quarter and across the centuries – ***our roots are a product of your toil. It is a part of our history that we must preserve and celebrate.***

However, perhaps controversially, I believe preservation and celebration also require self-reflection. I leave my comments as food for thought, rooted in a desire to see us sparkle. If, like me, you adore our architecture, we must present challenge to the unscrupulous who seek to erase it. If you believe we are home to a tradition to be celebrated, we must be willing to shrug cheap imitations. And if, like me, you believe the 15,000 odd residents – including many of the city's best – are here because of a shared belief in this very special part of the city, then we must re-ignite the radical innovation, convictions, and tenacity of those who walked the uneven, impractically cobbled streets before us. Together, imperfectly. Only then can we polish this rough diamond to the gem all who reside and make business here already know her to be.

To learn more about Alex' restaurant visit www.wearethewilderness.co.uk

What's On In the JQ

RBSA Exhibitions

Heallreaf Tapestry

*Tuesday 1 November – Saturday 12 November
Annual RBSA Members and Associate Exhibition,
Thursday 17 November – Saturday 7 January*

From November through to January, the RBSA are hosting a variety of events allowing you to soak up some of the local artistry. The Heallreaf tapestry exhibition is a must-see for anyone interested in hand-woven tapestry, while the Annual RBSA Members and Associate Exhibition showcases the impressive works of the RBSA's very-own artists. The shop will be open as normal with a variety of crafts on sale.

Find out more at www.rbsa.org.uk

Candlelit Evening Tours

Saturday 12th November, Coffin Works

With the nights growing colder and darker, it's the perfect time to join one of Coffin Works' candlelight tours! You'll be guided around the area in an atmospheric setting where you'll learn all about the history of the area at the hands of one of Coffin Works' expert tour guides.

Find out more at www.coffinworks.org/coffinworks/candlelit-evening-tours

Christmas Light Switch On

Thursday 17th November, Golden Square

As soon as those Christmas lights switch on, we know it's officially time to start the festivities. Begin the holiday season with live music, delicious food and plenty of mulled wine.

JQ Window Trail

Friday 18th November to 25th December

Every year, the local community dusts off the Christmas decorations and turns the JQ into a picturesque Winter wonderland. Follow the iconic trail as many JQ businesses adorn their windows with festive creations, and explore many of the area's local treasures while you're at it. The trail map can be picked up in local businesses, downloaded online, or even accessed and followed on the Discover JQ app.

Find out more information at www.jewelleryquarter.net

Gulp Italian Food Workshops with Matt O'Callaghan

Gulp is offering various Italian food workshops with the founder of Mangia! Mangia!, Matt O'Callaghan.

Pasta! Pasta! Pasta Class & Lunch

Saturday 19th November 10am-2pm. £80

Everything you need to learn the art of pasta making, enjoy your own pasta lunch and you'll have a lovely dish to take home for dinner.

La Dolce Vita

Saturday 26th November, 2-6pm. £60

Make Frutta di Martorana (marzipan fruits first created by Sicilian nuns to decorate barren winter trees); fruit cheese and chocolate salume (an edible pun of chocolate and nuts, rolled and tied to look like a salami). Perfect as Christmas Gifts.

To book, go to www.eventbrite.com/cc/mangia-mangia-workshops-1167999 or for private bookings, contact kayewinwood@gmail.com



Christmas Light Switch On

Calligraphy Classes at the Pen Museum

Sunday 20th November

Whether you're a virtuoso with a pen, or an absolute beginner, the Pen Museum's calligraphy classes are not one to be missed! These classes will teach you the key elements of the art of calligraphy, so you can take the skill home and use it for personalised cards and memos.

Find more information at penmuseum.org.uk

Christmas Wreath Making Workshop at In Bloom Flowers

Saturday 26th November - Thursday 8th December

Put your floristry skills to the test with one of In Bloom's Christmas wreath making workshops. In Bloom's experts will provide everything you need and will have a variety of flowers, leaves and other goodies on-hand to make a unique and personal Christmas decoration. There will also be refreshments including mulled wine, as well as tea and coffee.

Find out more at www.inbloomflowers.co.uk

Blue Orange Theatre Performances

Cinderella - Wednesday 30th November

The Snow Queen - 17th-30th December

The Blue Orange theatre has an array of shows and performances to get you in the holiday spirit this year. Cinderella makes the perfect family outing; expect laughs, music, magic and impressive costumes in this family-friendly panto. Alternatively, join Gerda in the Snow Queen as she embarks upon a perilous journey to save her friend. Together, you'll be faced with magic and mysteries before facing the Snow Queen herself.

Find more information at www.blueorangetheatre.co.uk

Gin Tasting & Tour

Thursday 1st December, Coffin Works

Coffin Works is collaborating with Roadhouse Gin to create the ultimate festive event. The gin tasting session will take place in Coffin Works' ambient courtyard, where there will be a variety of different gins to try out. Afterwards, the tasting will be followed by a guided tour of the Coffin Works museum.

Find out more information at www.coffinworks.org/coffinworks/gin-tasting-and-tour



Candlelit Evening Tours

Christmas Gift Market

Friday 4th December, Coffin Works

The Coffin Work's courtyard provides the magical setting for its Christmas market this season. With a variety of gifts and creations by local artists and crafters, it's the ideal place to find that unique Christmas present. Coffin Works is also offering 25% off its guided tours of the museum that day, so even more reason to pop by!

Find out more information at www.coffinworks.org/coffinworks/christmas-gift-market/

St Paul's Church Christmas Market

Thursday 8th December, 4.30pm to 7pm

The annual St Paul's Church Christmas market is back again to get you into the festive spirit! Join St Paul's for its yearly extravaganza of delicious cakes, hot beverages, and of course a variety of stalls from local businesses for you to peruse for that perfect Christmas present!

Find more information at www.stpaulsjq.church/

Download the **Discover JQ** app to discover more events in the JQ

St Paul's Church

A Community Beyond the Faith

Since 1779 there has been a church on St Paul's Square. Throughout history St Paul's has been the heart of the Jewellery Quarter community - and still is today. With a range of events, the church is an important part of JQ life, even for the wider community outside the faith.

Like most churches, St Paul's has a rich history. It was designed in the 1700s by Roger Eykyn of Wolverhampton and built on land given by Charles Colmore from his Newhall estate. During the Industrial Revolution, St Paul's was already the centre of the community. Back then, pews were bought and sold as commodities, and both Boulton and Watt had their own at the church. One can only wonder what inventions were discussed before and after service.

Fast forward to the 2000s, the Summer Fete has quickly become a crowd favourite, as has the lunchtime and evening concerts. These events go beyond the normal remit of the church and bring people together around one of the most beautiful buildings in the Quarter.

More than a Place of Worship

When speaking to Reverend David Tomlinson, Vicar of St Paul's, he speaks of the church as a place of calm, of historical interest, and of architectural importance. "If the building wasn't here, there would be no community. But, if the community wasn't here, there would be no building either. It's wonderful to see the church full for concerts, and the grounds well used. It provides a breathing space, an oasis in the hustle and bustle of life, and our vision is for the church to be increasingly used as a focus for activity - a community hub," says Tomlinson.

His observations are very relatable. The churchyard is certainly a hotspot in the spring and summer months where residents catch rays of sunshine, local workers take their lunch break, and visitors rest their feet.

But more than a place for relaxation, its nearly 250-year history, weathered walls and tall spire provide a piece of comfort for the wider JQ community. The building has stood the test of time and when everything else in the Quarter is changing, it is a reliable anchor. Tomlinson says, "Anyone who has an interest in local history and older buildings find St Paul's fascinating. During the Birmingham Heritage Week our tours had nearly 200 visitors. Safeguarding and giving it a sustainable future is in everyone's interests."

Supporting All of the Community

Days in lockdown may be a thing of the past, but the effects of it can still be felt. Tomlinson says, "During the stay-at-home restrictions, it was difficult to get our congregation together. We were doing online services and bible studies, but we missed meeting up. The pandemic has allowed people to reassess what's important to them and we are seeing that people are more invested in their immediate community. There's a real need for face to face interactions."

The church's sense of community is characterised by compassion, and a concern for those on the margins. As such, a number of Iranian refugees have found a place to belong at St Paul's. As a reflection, significant parts of the service are translated into Farsi.



Tomlinson says, “Another aim of the church is to foster the arts. With its outstanding acoustics, the church is a great venue for music.” This means concerts from Ex Cathedra at Christmas and lunchtime concerts with students from the Birmingham Conservatoire, and a play about the hymn ‘Amazing Grace’ and its author John Newton by the Oddments Theatre Company.

Many Hands Make Light Work

The Grade I-listed building requires urgent maintenance and relies on the community. Tomlinson says, “We want to make sure that we create a space for generations to come and we can’t do this without getting help from the people around us - both those who come to church to worship, and those who value the grounds and the iconic, beautiful building.”

A priority for the church is making the building waterproof for the long term and to tackle other repairs at roof level. The cost is anticipated to be in the region of £500,000. As with many other listed buildings these repairs are not straightforward.

The Jewellery Quarter residents and businesses already provide support in the form of an advisory team. This team works on fundraising events, and develops a vision for the long-term future of the building. This body will soon become a charitable incorporated organisation known as Friends of St Paul’s. For this organisation, Tomlinson is looking to recruit trustees and volunteers to form a network of people to contribute to the church and to help shape its future.



To learn more about St Paul’s and how you can get involved with the community visit: www.stpaulsjq.church

Changing Spaces: The Pawn Shop

Have you heard of the Air Jordan 1 Retro ‘Top 3 Pick’? Or what about the Off White x Air Jordan 1?! We hadn’t until The Pawn Shop moved in on Augusta Street. Meeting with sneakerhead and owner, Kam, and his wingman Anardo, we get a feel for why they decided to make the Jewellery Quarter The Pawn Shop’s first bricks and mortar home.

The hype around new releases from footwear brands like Nike, Adidas, and Yeezy creates queues hours before stores even open. Reselling is also part of the craze. US Investment firm Cowen anticipates that the global trainer resell market will reach a value of \$30bn by the end of the 2030 financial year. The Pawn Shop owner, Kam, caught onto the market growth early on when he set himself up for social media sneaker stardom in 2017.

Kam now stocks some of the rarest kicks around on a quiet, unassuming street, surrounded by jewellery shops and other manufacturers. And even though The Pawn Shop’s facade is bright and colourful, most people who aren’t in the know about footwear have no idea of the magnitude of what’s right on their doorstep.

But, Kam’s reputation brings people in from far and wide. It’s not only average geeks, collectors, and enthusiasts – he also has celebrities knocking to get the shoes no one else is wearing. And even though he says that the secret to his success is a little like KFC’s 11 herbs and spices – secret, but effective – it hasn’t been completely smooth sailing.

Turning Tragedy into the Good Life

Building your business solely on social media comes with certain risks. *“My Instagram account had over 20K followers when it got deleted. I cried for about a week while I was*



trying to get it back, but decided in the end to start over. This was also when I made the decision to open a physical store. I needed something no one could take away from me,” says Kam.

The Augusta Street location has allowed The Pawn Shop to continue to do what they do best: slinging some of the rarest trainers on the market. They are solely selling from the store at the moment, with a few select deliveries to special customers. This will change in the future as there are plans to have an online shop too.

By giving their customers a base where they can come and browse, chat, and hang out, Kam is working on creating a space for the sneaker community. The gaming console, clothing brand popups, and music

events make The Pawn Shop a hub for like-minded people. It was previously a manufacturing site for Aquaflame Systems. They moved out when the pandemic hit as they needed to accommodate the sudden change in demand. The transformation from manufacturing site to streetwear store can be hard to imagine if you had seen the shop before the change.

The wall of sneakers is the main focal point. The Pawn Shop team has used concrete, graffiti, and neon lights to create a look that easily competes with some of the independents in London’s Shoreditch. Drawing on help from friends for the artwork both inside and on the store front, they have given Augusta Street a new palette of colours to play with.



Bringing Positive Change to the JQ

The Pawn Shop is amongst a group of changemakers, trailblazers, and creatives who have decided to make the JQ their home. The Quarter has certainly changed over the years and we're seeing a stream of diverse businesses that slot in with the traditional trade of the area.

Kam says, "I like the JQ's heritage buildings. I wanted The Pawn Shop to be here because of the development prospects. There are so many things popping up - new buildings and old warehouses that are being transformed. It's definitely an up and coming area."

And the Pawn Shop is only helping the area's growth. By bringing a different kind of demographic to the Quarter, The Pawn Shop is a part of the new wave of businesses that are supplementing the footfall the jewellers, manufacturers, and metal workers already create.

"Even though it feels like the Jewellery Quarter is slowly creeping closer and closer to town, the City Centre wouldn't have the same community feel," Kam continues. Anardo jumps in, "It's like Springfield in the Simpsons. Everyone is saying hello."

Becoming Part of the JQ Community

And while this deep-rooted heritage that they both like is fantastic, it can also offer a few obstacles. The Jewellery Quarter is a close-knit community. When newcomers arrive they are always welcomed with open arms, but it can take a little while until they are fully immersed in the day-to-day happenings in the area.

"I'm not going to lie, it was challenging in the beginning," says Kam. "I think it was because most people around us didn't quite understand what we were about. There's nothing like The Pawn Shop anywhere else in the JQ." Anardo continues, "They couldn't avoid us though. We weren't going anywhere. And slowly people began to ask questions, and pop in to see what we were doing."

They have both seen a shift in attitude. Even if some of the Quarter's residents still don't shop for themselves at The Pawn Shop, they realise the value of the trainers in the store. They often come through to find the freshest kicks for their kids.





The

PAWON



SHOP



Now the team is fully-fledged JQ members - and true to tradition that meant that they competed in the 2021 Christmas Window Trail for the first time. Their version was Santa falling into a chimney wearing a pair of the iconic Nike Jordans.

Quality over Quantity

When setting up The Pawn Shop, Kam was changing his way of thinking. He ditched fast fashion in favour of quality products, but less of them. The ethos behind the store is based on a traditional pawn shop where trainer geeks can sell or trade in their shoes for different models, while they also supply box-fresh treads.

Many of the models that you can find on the shelves in The Pawn Shop are collectibles. Often the team will come across shoes that are in perfect condition and have barely been worn - or at least only once or twice. Collectors and sneakerheads look after their shoes, which makes it easy to sell them on. They are treated as an asset.

"A part of what we do is allowing people to get shoes they may not normally be able to afford. When a shoe's second hand, but is still looking like it has just come out of the box, we sell it for less than the retail price," Kam says. "We also make it possible for collectors to still get trainers they really want but may have missed out on in the stores," he continues.

And it is not just shoes you can find at The Pawn Shop. There is also a selection of streetwear, jewellery, art, and everything in between.



From Sweets to Celebs

Kam's story resembles a 'rags to riches' tale. A true product of inner-city Birmingham, he formed his career path early on by selling sweets at school. While this wasn't completely allowed, it shows his entrepreneurial mindset from a young age. All his earnings were spent after school on shoes and clothes in town.

Sweets turned into mobile phones at a market stall. But, after one miserable, cold, rainy day Kam realised that mobile phones were never going to make a difference for him. Looking at what he had in terms of clothes and shoes, he pivoted, and began shifting items that he was no longer using or wanting.

Starting off on eBay and Facebook groups, he later moved to Instagram which is where his account [@getemfromkam_](#) (now in its second iteration) really took off. His loyal following is made up of sneaker fiends both nationally and internationally, including a list of celebrities such as rappers Aitch, Big Narstie, AJ Tracey, Lil Pump, DaBaby and Mist, as well as radio and TV personalities Roman Kemp and Joel Dommet.

Although the store on Augusta Street has seen a dramatic transformation in the past year, the changing spaces are also in Kam's development. He has not only moved into a new physical space but has also changed his pace and levelled up.

Visit The Pawn Shop on **34 Augusta Street, B18 6JA**, or follow them on Instagram at [@getemfromkam_](#)

Haunted places in the JQ

With dark nights and foggy mornings approaching, it's the season to read about eerie sightings and paranormal occurrences. But what if these stories were on your doorstep?

As an area steeped in local history, the JQ has plenty of allegedly haunted locations to explore. Why not head down to the Quarter and see who, or what, you bump into in some of its fabled ghostly spots...

St. Paul's Churchyard

Built in 1779, many people have passed through St. Paul's Churchyard over the years, making it the perfect setting for ghostly sightings. One tale tells the story of an employee who was staying in the church overnight, and was awoken by a blood-curdling scream in the early hours of the morning. Deciding to take a look outside to find the source, the employee was met by thick fog, finding no one around who could have caused the scream...

Find out more about St. Paul's Church at www.stpaulsjq.church/

The Red Lion Pub

The Red Lion pub on Warstone Lane, has also been home to a few ghostly sightings. The pub has had reports of the sounds of giggling children, sightings of the ghost of a man crushed by a beer barrel and a lady in a vintage gown.

The pub is a Grade II listed building that dates back to the late 19th century. It's thought that there was a public house on the site up until around 1855, with the present building being built in around 1887. With a history that dates back over 200 years, there's bound to be plenty more spooky stories afoot!

Find out more about the Red Lion pub at www.redlionhockley.pub

The Queen's Arms Pub

Perched on the corner of Charlotte street and Newhall street is the Queen's Arms pub, which is also known for supernatural occurrences. However, the ghost that haunts the pub is a little more playful than other apparitions and in fact the pub is reported to be home to a 'bum-pinching' ghost. Bar staff and the owners have felt a cheeky squeeze on the buttocks from a spirit on multiple occasions.

The Queen's Arms is steeped in history that makes it the perfect setting for ghostly sightings. Originally built in 1870, it was remodelled in 1901 to the designs of architect Joseph D. Ward, who is credited for its iconic Art Nouveau exterior. Today, the pub's interior stills pays homage to its roots with an abundance of Art Nouveau reminders and original Victorian features that set the scene for an evening of ghost hunting.

Find out more about the Queen's Arms pub at www.queensarmsbirmingham.co.uk

Sign up to the **JQ newsletter** or download the **Discover JQ app** to stay up to date with new openings in the Quarter.

Newcomers to the JQ

The Jewellery Quarter may be the hub of the jewellery industry in Birmingham, but it is ever evolving and always welcoming new businesses to its neighbourhood. Here are some of the new additions to the JQ since last October.

Viela

From Brazil to Birmingham, the Jewellery Quarter welcomes new Brazilian street food sensation, Viela, to its locale. Not only does Viela boast a unique dining experience, it's also equipped with a studio space that is available for hire and is ideal for dance lessons, parties, performances and more.

Find out more at www.viela.uk

Atelier

Award-winning drinks maverick Robert Wood introduces Atelier, a creative drinks studio and cocktail bar, to a restored factory. Like a true atelier it offers space for complete creative freedom. It opens a few nights a week for a handful of guests, with a menu that changes regularly. Expect a constantly evolving experience.

Find out more at www.atelierbyrobertwood.com

Birmingham Design Festival

Birmingham Design Festival relocates to The Jointworks to continue supporting the city's budding creative community. The co-working and events space is full of creative echoes to the city's industrial past. This makes it the perfect spot to realise BDF's mission of making the West Midlands the creative powerhouse it deserves to be.

Find out more at

www.birminghamdesignfestival.org.uk

The Rolling Mill

Joining the ranks of JQ pubs, the Rull Brothers opened the doors to The Rolling Mill in November 2021. The pub offers the best quality British and European comfort food, in a relaxed, family-friendly setting. It's accessible to everyone with excellent customer service at the heart of the business.

Find out more at www.therollingmill.co.uk

Woky Ko

Bristol Chef, Larkin Cen, brings award-winning Asian fusion to the JQ. Combining authentic flavours of the Far East with modern-day kitchen techniques. Whether you're up for lunch, dinner or late night supper on the couch, you can order from Woky Ko exclusively on Deliveroo.

Find out more at www.wokyko.com

Gulp

Culinary creative Kaye Winwood introduced the Gulp project when moving to her Grade II listed building in October 2021. Gulp is a meeting, learning and eating space for curious appetites with a desire for the extraordinary. A programme of incredible food experiences, open studio events, talks and workshops are regularly on offer.

Find out more at www.kayewinwood.com

Teeth & Face

A practice, led by Dr Gurprit, specialising in cosmetic treatments for the teeth and face has joined the JQ community. Teeth & Face is equipped with the latest technology and materials, and offers a relaxing and nurturing environment for high-quality dental and facial aesthetics treatments.

Find out more at www.teethface.co.uk

BHP Collectibles

Opening on St Paul's Square in May 2022, BHP Collectibles distributes quality contemporary art alongside film and music memorabilia. Its collection is forever growing and includes pieces that are perfect for homes, workplaces or as gifts. It offers a bespoke framing service and is also passionate about supplying and auctioning memorabilia for events such as fundraisers.

Find out more at www.bhpcollectibles.com

Sign up to the **JQ newsletter** or download the **Discover JQ app** to stay up to date with new openings in the Quarter.

Bringing Festiv

There's nothing quite like Christmas in the Jewellery Quarter; between the historical buildings, festive decorations and plethora of Christmas-themed events, the JQ is turned into a real life Winter wonderland every year. This year, the window trail and Christmas lights switch-on return, with both events supporting local charities.

Trail Through a Winter Wonderland

Friday 18th November to 25th December

The yearly window trail brings Christmas magic to the streets of the JQ. Every year, numerous local businesses participate in the window trail and put their creative skills to the test by building unique festive-themed window displays.

The trail takes you on a journey through the JQ's local businesses, with cafes, chocolatiers, hairdressers, jewellery shops and many more getting involved. Whilst walking through the window trail, you'll discover the area's unique community of designers, makers, independent retailers – all nestled within over 200 listed buildings. And with plenty of bars, restaurants and pubs dotted along the trail, it makes it the perfect way to spend a crisp Winter evening!

This year, the window trail will be raising money for **Change Into Action**, which is an alternative scheme that supports specialist charities that work to change circumstances for rough sleepers. While working your way through the JQ's window trail, you will be able to donate by scanning QR codes that can be found across all of the festive window displays. The donations will help ensure everyone has a warm bed and meal this winter.

Find out more at www.justgiving.com/fundraising/jqbid-window-trail



e Joy to the JQ



Switching on Christmas in the JQ

Thursday 17th November

The JQ's annual Christmas lights switch-on is back, so it's time to kick-start the festivities. If you're heading to the event, expect to enjoy live music, special guest appearances, delicious food and drinks, as well as an impressive fireworks display. The Christmas lights switch-on will coincide with the window trail, so there's no excuse to not get into the festive spirit!

The event will be raising money and taking donations for **Ladywood Food Bank**, which supports those in need in the area. Donations will be taken at the switch-on, with a drop-off point outside the Big Peg open during December.

Find out more at www.ladywoodfoodbank.org.uk



As part of the window trail, independent design studio and workshop, Dual Works, has created an interactive display in support of Midlands-based charity, **The Heart of England Forest**.

Dual Works often use wood in their work, so have chosen to support the charity by designing and making limited edition Christmas tree decorations for their window trail display, which will be made from offcuts and waste material. The decorations can be exchanged for a donation, which will be used to support the development of the forest.

Find out more about Dual Works and The Heart of England Forest at www.dual.works and www.heartofenglandforest.org



To keep up-to-date with all events in the Quarter, download the **Discover JQ app**.



Festive Group Activities

in the JQ

With Christmas just around the corner, it's time to start thinking about gifts, ridiculous jumpers and of course, group outings. There are plenty of places in the JQ for delectable sit-down dinners, but if you fancy something a little different, take a look at our top picks of group activities in the Quarter.

JQ Ale Trail

The JQ Ale Trail lets you explore the area's variety of unique pubs and bars, whilst admiring the windows of the local jewellers along the way. Grab a group of friends and take your pick of the 19 pubs in the area, each serving up a range of delicious and local ales.

Find out more at <https://bit.ly/3UrEKDT>

Escape Rooms

Fancy yourself as a bit of a puzzle master? There's a whole host of escape rooms to choose from in the JQ to put your critical thinking to the test! Explore the mystic's cabin at Escape Brum, try out Escape Live's Peaky Blinders' themed room, perform a bank heist at Escape Reality, unearth mysterious treasure at Clue HQ, or enter a dystopian future at Exciting Game.

Find out more at www.escapebrum.com, www.escapelive.co.uk, www.escapereality.com, www.excitinggame.co.uk and www.cluehq.co.uk/birmingham/

Jewellery Making Class

If you're looking to soak up the heritage and culture of the area, look no further than a one-time jewellery making class at the Quarter Workshop. It offers classes where you learn everything you need to know to make a sterling ring – from shaping the metal to adding patterns and texture. After you and your group have completed the unique experience, you're even left with a keepsake at the end.

Find out more at <https://bit.ly/3Coirhk>

The Blue Orange Theatre

There's nothing quite like taking in a show over the Christmas period, is there? The Blue Orange Theatre's schedule includes the always-festive pantos, as well as performances to give you a fright as we come to the end of the spooky season.

Find out more at www.blueorangetheatre.co.uk

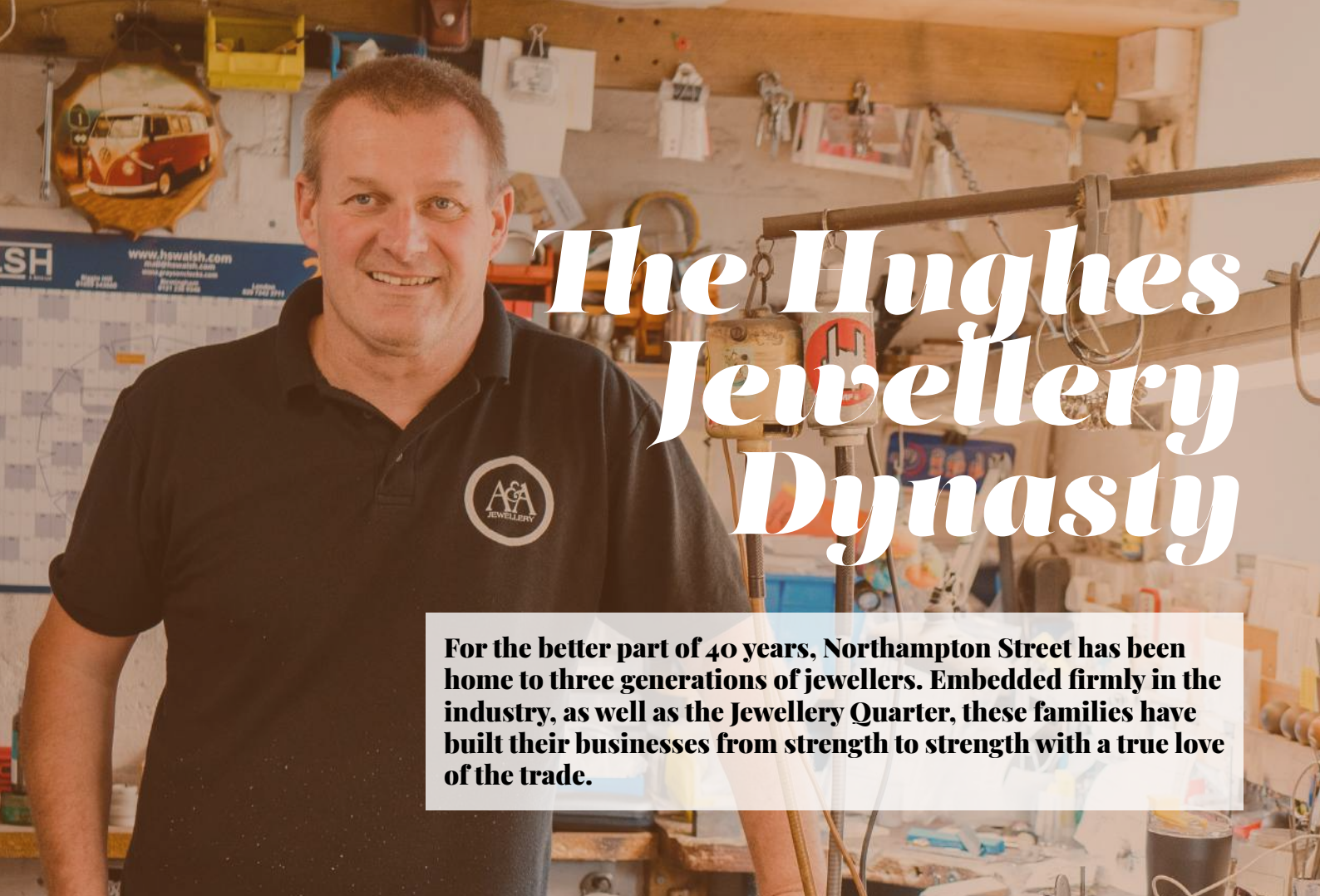


Chocolate Masterclass

Sweets and Christmas are a classic combination, so why not get into the spirit with a chocolate masterclass? The Chocolate Quarter is a chocolatier specialising in local, handmade delicacies – and they even offer various experiences. Try out their private chocolate truffle masterclass or make your own bar, each led by a master chocolatier.

Find out more at www.thechocolatequarter.com

To keep up to date with everything in the JQ, download the Discover JQ app on the **App Store** or **Google Play**.



The Hughes Jewellery Dynasty

For the better part of 40 years, Northampton Street has been home to three generations of jewellers. Embedded firmly in the industry, as well as the Jewellery Quarter, these families have built their businesses from strength to strength with a true love of the trade.

Three Generations of Jewellers

The Hughes family legacy began when Adrian Hughes, Ade to his friends, began helping his future father-in-law, Peter Morris, at his jewellery store PB Morris (Est.1978). Ade grew up in the trade doing odd jobs and running errands for Peter.

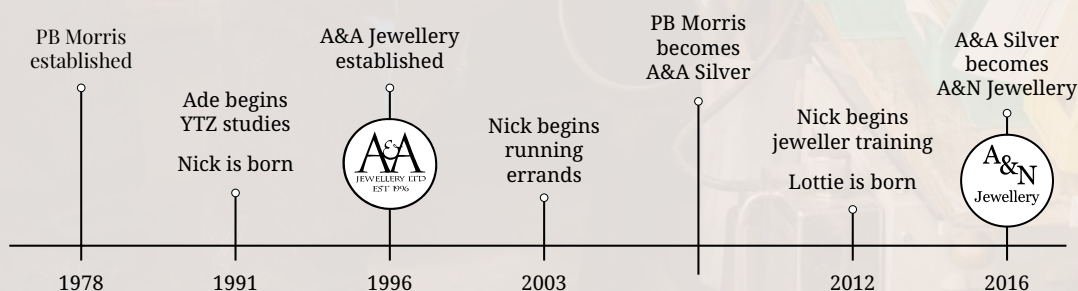
Ade studied jewellery through the Youth Training Scheme and went on to work at a manufacturer. After being made redundant in 1991 and with a son on the way, Ade opened A&A Jewellery next to PB Morris. As Peter stepped back from the business, continuing to work in the workshop, he handed PB Morris over to Ade, to become A&A Silver.

History repeated itself, as Ade's son, Nick, also grew up in the trade making the jewellers coffee and later on ran errands for his dad. When Nick was six years old he recalls his grandad saying that he should join the business. However, his dad had a different idea, "It wasn't that it was a bad trade to be in, it was more a

But, sometimes sons ignore their fathers' advice to create the most beautiful symmetry, continuing the family jewellery legacy.

matter of letting them learn their own thing," says Ade. Nick first studied lighting and filming, but as he explained, "being in the Jewellery Quarter was like my second home." With the arrival of his daughter in 2012, Nick decided to fully commit to the jewellery trade and began his jewellery training under his grandad and Ade's friend Tony. This gave Peter the opportunity to further remove himself from the business, letting his son and grandson take the lead.

Ade's business was growing rapidly and it became difficult to run both stores, so he suggested Nick and wife, Abigail, take on A&A Silver in 2016. They continued the legacy of Peter's shop (just as Ade had done), renaming it to A&N Jewellery.



Independent Businesses Defined through Differences

As traditional jewellers, the businesses produce pieces to sell in their shops, but despite being neighbours, there has never been competition. PB Morris was one of few shops producing silver jewellery and A&N Jewellery continues in the same fashion. A&A Jewellery however, Ade not wanting to compete, has always produced gold jewellery. But orders for repairs and resizing, regardless of metal, are fair game for both the workshops.

After 27 years in business, A&A Jewellery is the more established of the two. It occupies more floor space and has a larger team and more machinery. Doorways between the shops connect the families in more ways than one, making it possible to spend time together as well as share resources, skills, and knowledge.

Peter's influence remains in the skills and knowledge that he has passed on, many which modern jewellers aren't taught. The most recent example is Abigail, who is now a very capable jeweller and setter having trained at the British Jewellers Association (BJA). Peter taught her valuable skills like respringing certain elements - something which is now done by machine and which most new jewellers won't learn.

Nick and Abigail are some of the very few jewellers who still incorporate traditional skills. And as Nick says, "It seems corny to say, but it's a proper family business now. And while it's two separate businesses, we couldn't have done it without my dad and grandad."



Nick & Ade



Ray Millard & Ade



Abigail

The Importance of the JQ Community

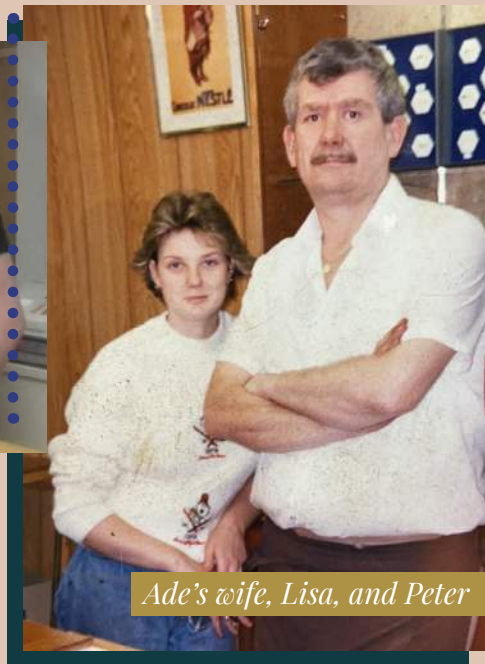
The JQ community plays an integral role in each of the businesses. Growing up in the Quarter, both Ade and Nick have known many JQ families throughout their lives.

Nick and his sister spent a great deal of time in the area playing in the parking area behind the store, running errands and making lasting relationships in the community. These friends and colleagues play an integral role in the lives of the Hughes families with Nick's daughter, ten-year-old Lottie, becoming the fourth generation welcomed by the community.

Living proof of the JQ community is Ray Millard, who Lottie considers as another grandad. Ray has been in the jewellery trade for more than 60 years and continues to work with Ade today. So many in the JQ have become like family to the Hughes' over the years. Ade explains, "You can't walk down the street without stopping to chat to people. I can't tell you what their surnames are, everyone is on first name terms."



Christmas 2021: Ade, Peter, Bethany, Abigail, Lottie and Nick



Ade's wife, Lisa, and Peter

The Evolution of the JQ

From Ade's youth in the Quarter, he has seen the area change a great deal over the years. But, one thing is certain, in order to learn the trade he would need to be in the JQ. He has witnessed the area transform from a manufacturing community to only a handful of workshops today. There are now more retail shops and where there were only two cafes and far more pubs, there are now a lot more restaurants, cafes and bars in the area. It has changed from being a place to work to somewhere to visit, that people want to socialise and spend time.

The jewellery business and trends have also evolved. When Ade started his business, he made hundreds of signet rings – today, he only has one order on his books. As Ade explains, "You cannot run a business now doing what they did then. There is not enough of the work that they were doing." The shop was just a bonus relying heavily on the workshop when he first started, but now it's the other way around.

Nick describes the JQ as a big factor in his decision to join the jewellery industry, saying, "The Jewellery Quarter is a weird place in that everyone's competing, but especially 15-20 years ago, everyone was helping each other, and I think I needed that. I needed that comfort when everything was changing."

What's to Come

Now, 27 years later, Ade is still working next door to his son and daughter-in-law. And, Peter has retired after 59 years in the trade.

These family businesses are well embedded in the JQ and will remain in the area for years to come. Ade predicts that A&A Jewellery will still be next door to A&N Jewellery on Northampton Street in 20 years' time.

But for now, he doesn't foresee much changing. As Ade says, "It's hard to say what the future holds for the shop, but I might like to do less and potentially swap or combine the stores. I won't change the business too much because I like to be hands-on, but I might slowly take a step back like my dad did." When asking Nick, he anticipates A&N Jewellers "bringing more services in-house, like CAD design and other skills that are dying out as jewellers are retiring."



Nick & Lottie

What about the next generation of Hughes? Will Lottie continue the family legacy? If her grandad has anything to say about it, it's that, "if she wants to join the trade it will always welcome her, but it is for her to decide."

**If you want to learn more about the Hughes jewellery stores, visit the websites:
A&A Jewellery | A&N Jewellery**

In Their Own Words:

Ed Shawcross, operations director of Imposter Restaurant Group

In this issue, Ed Shawcross, operations director of Imposter Restaurant Group, shares his thoughts on the JO and tells us more about their trio of restaurants in the Quarter and their passion for great hospitality.





I'm originally not from Birmingham, but my business partner Max has lived here all of his life. At the Imposter Restaurant Group (IRG) we're a bunch of hospitality fanatics who met in various bar and restaurant jobs over the years. Neil, Max, and myself have got many years' experience in different elements of hospitality, so we all bring different skills to the table.

I moved to Birmingham when I was 18 years old, and settled into St Paul's Square when I was 19. I remember walking up Ludgate Hill and thinking how stunning the area was on the day I moved in.

After many late-night conversations and ideas about restaurants, Neil, Max, and I thought we'd give it a crack. We established IRG back in 2018, when we launched Tiger Bites Pig. It's a small restaurant serving Pan-Asian food on Stephenson Street, in the City Centre. Since then we've opened three other restaurants - all in the JQ.

Independent, Unique, and Welcoming

I love the independent scene across the Quarter. We've been warmly welcomed by indie shops like The Borrow Shop. There's a great community and it just feels like everyone has one clear aim: to push the area forward. I'm sure it will just keep getting better and better.

I think the way that it feels like you're outside the city while you're only a few minutes' walk away from everything you need makes the JQ unique. You can really think that you're in a completely different place to the City Centre and that's amazing.

The Jewellery Quarter is built on passion and drive from independents and you feel that, as you walk its historic streets. Family-run businesses line the area, and have done for years, and that's the foundation of the community. You hear stories from people from all walks of life working in hospitality in the JQ.

I may be a little biased as it was my first home in the Quarter, but St Paul's Square has got to be the ultimate JQ spot. It's such a lovely hideaway from the city. The hustle and bustle around the Chamberlain Clock is awesome - it's brilliant to see people out and about.

Working in hospitality, you really appreciate the many excellent operators that have decided to call the Jewellery Quarter home. There are options for every mood and that's what's fantastic about it.

The Wilderness has got your fun, fine dining covered, and Saint Kitchen is the go-to for all your bagel-and-coffee lunchtime needs. 1000 Trades' rotating monthly takeovers is super for when you simply can't be bothered to cook.

I'd like to hope that our restaurants draw in visitors to the area too and provide people, who are taking in the heritage and culture, with somewhere to eat and drink on their travels.

The Imposter Empire

Each of our restaurants has a different cuisine, but we try to stick to a few key ideas across the board. We take the key parts of the menus and make sure they are made fresh every day. We also keep everything super accessible and make sure the team is friendly and welcoming. That's what we think is important for exceptional hospitality.

The first restaurant we opened in the Quarter was **Tierra** - a taco joint for a quick bite to eat and a couple of Tommy's Margaritas. We all love El Camion in London for late-night tequila. But, when we looked at Birmingham, we thought no one was doing tacos well. That's when we set up our first pop-up in Stirchley.



Trentina

Trentina joined the IRG family in July 2022. At this restaurant, we take the element that most people 'cheat' on (the pasta) and make it fresh. There are so few places that make pasta fresh every day, so we wanted to bring it to the JQ.

The restaurant is on the corner of Caroline Street and Mary Street, just off St Paul's Square. The site was empty for a few years before we took it. It was previously a security firm, and we've had people tell us what an eye-sore it was previously. So, we're glad that we have brought that corner back to life.

It's been a busy year or so for us in the JQ. We took over the **Church Pub** on Great Hampton Street in August 2022. It's a historic building and we are aiming to showcase everything it has to offer, while bringing a fresh, contemporary feel. Neil and I worked together at the Church about five years ago, so the IRG taking it on brings our story full circle.



Tierra

Taking over the Tierra site from a greasy spoon certainly had its interesting moments. We were so excited about the prospect of a taco restaurant that when we agreed on letting the site, we had no idea it had an upstairs. We said we wanted it, before the letting agent even told us about the second floor! Later, when we went to remove the screws from the air conditioning unit downstairs, it remained stuck to the wall and it was definitely a smell I'll remember forever.



The Church



We all in the IRG have a soft spot for pubs, so we jumped at the chance to revitalise the site when the opportunity presented itself. I think the refurb has been sympathetic. We've loved the pub for years, so we're trying to give it the TLC it needs.

I love how accessible the Jewellery Quarter is. Our restaurants are right in the middle of all the action which is great as it allows us to interact with the local residents daily. Being out of the City Centre means we're away from all the chains and we've been able to put our personal stamp on all of our sites. It's wonderful to be in such a lovely part of the city - and the support we've had since opening our first restaurant here has been unreal.

The JQ has grown over the past few years and I think there's a really good community feel. There are people of all ages and the multiple new developments across the Quarter have brought footfall to support bars and restaurants every day of the week. We've really enjoyed how welcome we've been made to feel.

What's Next for Hospitality in the JQ?

I think it's only going to get more vibrant and interesting in the Quarter in the future. Without a doubt we've still got room for more hospitality venues as more and more people move to the area. The cafes, restaurants, and bars in the JQ are just going to accelerate. The support for independent venues in the area is amazing and locals really get behind new places. People are always looking to experience new things and the JQ is the best place for this.

As for the restaurants, they're now gearing up for a busy Christmas. We're finalising menus and bookings are filling up already. The festive period last year was super successful and which we're looking to improve on. After that, who knows!

If you want to learn more about the Imposter Restaurant Group's restaurants in the JQ, visit Instagram:



@Tierratacos



@Trentinajq



@Thechurchjq_

Bite Your Brum

Sunday Lunch Spots

With that familiar autumnal nip now in the air, many of us are reaching for our cosy coats and embracing comfort food. In this issue, Bite Your Brum reveals her top five Jewellery Quarter venues for a hearty Sunday lunch, with the added appeal of a few dog-friendly venues that your pooch can frequent too.



| Dog Friendly Venues

01



The Rolling Mill

This beautifully converted restaurant is a lovely location for a Sunday lunch. There's a great choice of roasts to pick from and a host of extras you can add, including a rather naughty cauliflower cheese.

Must try: I'd go for the leg of lamb if you're a meat-eater. You can request a more rare or well-done piece depending on your preference.

02



The Wolf

I don't know another pub in the city that serves up celeriac mash with their roasts so this one has a special place in my heart. Play some board games, sink some craft beers and have a lazy Sunday lunch to remember.

Must try: the roast beef always hits the spot and don't forget to ask for extra gravy – it's liquid joy.



The Red Lion

Great for a relaxed pub lunch with friends, this JQ staple serves up a great value roast on Sundays. Expect big portions, interesting meat and veggie options and lots of tasty sides including pigs in blankets.

Must try: one of the few venues you'll find mixed roast meat combos! If like me you love both lamb and beef, you'll love this place.



1000 Trades

One for those of you looking for a more grown up Sunday lunch, this popular pub has just brought roasts back for autumn. A little pricier but a truly quality offering including plenty of veggie options, you'll also find great wines to pair with your meal.

Must try: the cider braised, pressed and roasted pork belly with roasted baby fennel is really, really special.



The Clifden

A fun and lively spot for a hearty roast, on Sundays you'll find DJs playing funky tunes and belly busting beef dinners. It's a nice spot with plenty of character for a casual Sunday relaxing with friends or family over a filling feed.

Must try: make sure you ask for extra Yorkshire puddings here – they're pretty much perfect.





Laura McEwan is the author behind award-winning food blog Bite your Brum. Covering food, drink and hospitality news in Birmingham, Bite Your Brum offers a fun insight into the best places to eat, drink and be merry within the city. She focuses on independent businesses and the best places to spend your time and money, helping readers get the best out of their local area. Having lived and worked in the JQ Laura knows the hidden gems and where to get the best bites. Check out www.biteyourbrum.com and [@biteyourbrum](https://www.instagram.com/biteyourbrum) on socials.

New Year's Resolutions

As the year draws to a close we look to 2023 for endless possibilities and opportunities to be happier, healthier, more successful people. To ensure the best start to the year we've selected the most popular New Year's resolutions and suggested a few ways Jewellery Quarter- based businesses can help you stick to them.

Be More Healthy

Whether you're participating in Veganuary or Dry January, you are among the many people who resolve to live a cleaner lifestyle after indulging during the festive season. Here are some businesses to help you start the year off on a healthier note:

-  With a variety of healthy options on their menus, **Urban Coffee** and **Saint Kitchen** also offer a range of vegan and vegetarian options.
-  You could sign a gym contract and "start on Monday" without being too specific about which Monday. Or you could join **SMR Fitness**. Try out the personal training sessions or attend HIIT classes to reinvigorate your fitness regime.
-  Attend a meditation class to revitalise your mind, find calm, and let go of stress and anxiety at the **Kadampa Meditation Centre**.
-  **The Floating Spa** yoga sessions are great fitness alternatives that can gently ease you into caring more about your body.

Learn a New Skill or Hobby

Diversify your talents and abilities by trying something a little different. Hone your skills of a long forgotten interest or try something entirely new. Challenge yourself and step outside your comfort zone by trying one of these:

-  Get those creative juices flowing by attending an **RBSA** workshop with professional artists teaching you a variety of art courses. Or visit **The Crafts Collective** to make something special to keep or give as a gift.
-  Lovers of literature can join like-minded bookworms at **The Book Club JQ** to share opinions, insights and ponderings once a month.
-  Join the **CDOB Capoeira** group at **Viela** practising the Brazilian art of dance-fighting art. Watch a class to get a taste of the experience to decide if you'd like to join.
-  It would be remiss of us to not suggest a jewellery-making course! Visit **The JQ Set** or **The Quarter Workshop** to create your very own JQ-inspired pieces and learn the workings of the local trade.

Be More Eco-Friendly

Live a more conscious and considerate lifestyle by adopting a more ethical and sustainable way of living. Every little bit helps, so here are some JQ-based businesses that make reusing, reducing and recycling a bit easier.



The Borrow Shop is a place to grab a coffee and vegan cake, and buy eco-friendly gifts and sustainable homewares. Its library of things means you can borrow useful items instead of buying to rarely use them.



Update your wardrobe by selling unwanted items or restocking it with vintage fashion from **Gingermegs Vintage**.



Reconnect with where your food comes from with the **Slow Food Hub**. Connect with local producers and food businesses to support the local economy and local people while eating fresher, tastier and more sustainable alternatives.

Be More Adventurous

It's so easy to get caught up in the mundane schedules of life. Why not be more adventurous, try something new and live outside of your comfort zone – even if only a little bit? After all, they do say that change is as good as a holiday!



Don't let stage fright deter you, showcase your passion with a short performance at **Actress & Bishop's** open mic night every fortnightly Wednesday.



Travel is synonymous with adventure, however you don't have to go far to experience something entirely "foreign" in the JQ. Visit the **Pen Museum** or Newman Brothers **Coffin Works** to time travel through the history of the JQ.



There are a number of beautiful walks, or runs for those inclined, that can be accessed on the **Discover JQ App**. Download the app to walk and see more of your local surroundings.

More Time with Family and Friends

Instead of going for a standard drink or meal to catch up with family and friends, try a new activity that will have you interacting on a different level entirely. It'll have you chatting about the experience long after – maybe with a drink or meal!



Get the gang together, combining brains and brawn to solve a series of puzzles to break out of a locked room at **Escape Brum**.



Test your general knowledge at quiz nights in the JQ. Choose from SpeedQuizzing at **Actress & Bishop** every Monday or visit the **Rose Villa Tavern** for its weekly Tuesday pub quiz.



Sample a selection of flavours to find your favourite beverage. **40 St Pauls** offers a whirlwind tour of gin, or try the tasting experience at **Grain & Glass** to explore the world of whisky.

Sign up to the **JQ newsletter** or download the **Discover JQ app** to stay up to date with new openings in the Quarter.

'Tis the Season *for Giving*

Across the Jewellery Quarter, we have a range of wonderful charities who are committed to supporting others, when they are struggling to see the light. It doesn't matter if it is big or small, read on to see how you can help this winter.



Suited for Success

Whatever the reason may be that someone can't afford smart clothing for that crucial job interview, Suited for Success is here to help. The charity supports those out of work with CV and interview prep as well as clothing.

See how you can help here: <https://bit.ly/suited-for-success>

Birmingham Central Food Bank

No one in our community should have to face going hungry. That's why the Birmingham Central Food Bank provides three days' nutritionally balanced emergency food and support to local people who are referred to them in crisis.

Share your kindness here: <https://bit.ly/Bir-Cen-Food-Bank>

Birmingham Mind

Birmingham Mind helps individuals with mental health needs and assists them to build on their strengths so that they are in control of their own lives. They do this through a range of activities such as a helpline, hubs, and groups.

Support their work here: <https://bit.ly/Bir-Mind>

Freedom from Torture

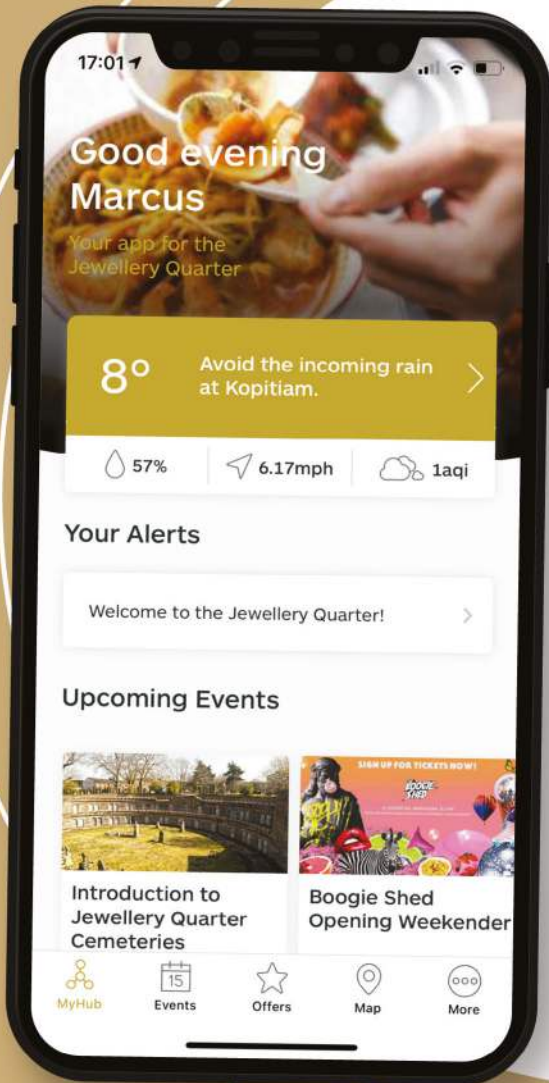
Freedom from Torture work with asylum seekers and torture survivors to address their vulnerabilities and issues through therapy and welfare support. They also help with integration through English classes and creative groups.

Make a difference here: <https://bit.ly/freedom-from-torture>

OSCAR - Organisation for Sickle Cell Anaemia Relief and Thalassaemia Support

There are around 15,000 people with Sickle Cell disease in the UK. OSCAR works to improve the quality of health, social and economic well-being for patients living with Sickle Cell and Thalassaemia in Birmingham and surrounding areas.

Give a helping hand here: <https://bit.ly/Bir-OSCAR>



Discover Jewellery Quarter

Download the app



Search 'DiscoverJQ'



COME ALONG TO THE

Jewellery Quarter Christmas lights switch on

Kick off the festive season at the
Jewellery Quarter Christmas Lights Switch On

THURSDAY 17TH NOVEMBER
5PM-7PM

THE GOLDEN SQUARE, B18 6NF

Enjoy, live music, drinks from local venues, and
food from street food vendors, with a spectacular
firework display at 6pm.

FREE
EVENT



JEWELLERY QUARTER
BUSINESS IMPROVEMENT DISTRICT



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