

Jolise

MAGAZINE

ISSUE
11

Shop local this Christmas

Supporting our Jewellery Quarter indies



JEWELLERY QUARTER
BUSINESS IMPROVEMENT DISTRICT

Young or old, married or unmarried, you need to ensure that your loved ones are looked after if something happens to you.

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JQlife

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JEWELLERY QUARTER
BUSINESS IMPROVEMENT DISTRICT

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

Bring on 2021



I think we're not alone in wishing to see the back of 2020.

After an extremely turbulent year, at least December gives us the chance to stop, reflect and look forward to more promising times ahead.

2021 will see the many projects outlined in our COVID-19 Response Plan come to fruition, including car park takeovers and road closures to support hospitality and creative businesses. Read more about our exciting plans for the future of the Jewellery Quarter on pages 6-7.

We will also see the continuation of the roll-out of the Emergency Birmingham Travel Plan. On page 11, we welcome Cllr Waseem Zaffar as he talks about the impact of the plan on the Jewellery Quarter and how the city aims to move towards a low-carbon future.

Through a year of so much sadness, it's uplifting to see that the Jewellery Quarter is still welcoming so many new businesses to the area (page 5). In this issue we meet proud owner of Nails Bab, Rosie Lynall (pages 26-29) as she becomes the third family member to have a business in the Jewellery Quarter; and we step inside the highly anticipated Roots Market - a brand-new independent supermarket that's set to take the JQ by storm (pages 14-15).

2021 will also be an exciting year for the JQ Townscape Heritage Project as works are set to be completed on the Argent Centre and Chamberlain Clock. We hear from the team on pages 30-31.

And our Winter edition of JQ Life wouldn't be complete without our gift guide. With independents needing your support more than ever this year, why not check out a few Christmas gift ideas on pages 22-23 - or explore the rest of the JQ's indies on our new destination website for the Jewellery Quarter: www.discoverjq.co.uk

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, click here to visit our website and sign up to our newsletter

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What's new in the JQ

A new way to shop in the Quarter

Roots Market is an exciting new independent supermarket concept that will be opening up in the Jewellery Quarter soon. Expect locally sourced groceries, healthy 'good-to-go' meals and a range of organic produce. Roots Market is set to become an instant favourite for residents and workers seeking access to zero waste fresh and healthy food and will add another string to the Jewellery Quarter's 'independent' bow.

You can follow Roots Market on Instagram [here](#) and discover the Roots Market space on p14-15.



Malaysian street food on your doorstep

A small independent Malaysian street food gem in the heart of the Jewellery Quarter has arrived. Whether you're out and about and fancy a snack or you decide to order a takeaway, Kopitiam offers breakfast, lunch and dinner, six days a week (closed on Thursdays).

You can visit Kopitiam on Facebook [here](#).



Hazel & Haydn hatch a plan for coffee on-the-go

Get your caffeine fix at Hazel & Haydn's new coffee hatch. You can grab a takeaway drink from the Caroline Street based salon's window between 10am - 2pm, Monday - Saturday.

Find Hazel & Haydn's coffee hatch at 25 Caroline Street.

Japan comes to the JQ

A new Japanese inspired cocktail bar has arrived in the JQ. Ikigai will be bringing you seasonal Japanese cocktails in their new minimalistic venue, above 1000 Trades on Frederick Street, every Thursday - Saturday between 6pm and 10pm.

Follow Ikigai on Instagram [here](#).

New Businesses...

Hidden Flare (22a Augusta Street) | West Coast E-Scooters (Kenyon Street) | Baantu (5-11 Fleet Street)

Kopitiam (21 Augusta Street) | Tianna J Williams Photography (14 Hylton Street)

Nails Bab (18a Hall Street) | Jewellery Quarter Diamonds (112 Vyse Street) | Roots Market (199 Warstone Lane)

Revitalising the Jewellery Quarter

in response to COVID-19

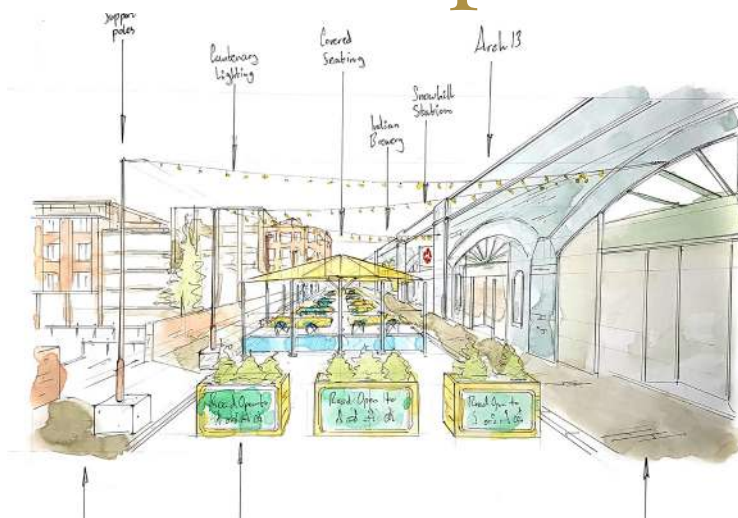


Illustration of Livery Street (Mark Hipwell)

Despite the promising news of a vaccine, we are likely to be living with the effects of the pandemic for a while longer. Usually a place of vibrancy and energy, the Jewellery Quarter, like other Birmingham districts, has seen a huge reduction in footfall as Government guidance has forced many businesses to close and customers to stay at home. Even though these measures are temporary, some of the lifestyle changes that people are adopting are likely to become permanent. Therefore, it is vital that the Jewellery Quarter Development Trust (JQDT), which sits at the heart of the JQ's community, acts now to ensure the Quarter's long-term sustainability.

The JQDT, established in 2011, is operated for the benefit of the local community and is responsible for a range of projects, most notably, the Jewellery Quarter Business Improvement District (JQBID).

Since the beginning of the crisis, the Trust has been working on a robust two-phase proposal that aims to help stimulate business growth in the area whilst welcoming visitors and supporting residents.

Our community is renowned for its resilience and its ability to think innovatively and collectively in the face of challenges. Therefore, it has been of huge importance that plans suit the people who live and work here. With that in mind, we're happy to say that phase one has been received positively by a variety of businesses and members of the community, which has come at a time when the Quarter would ordinarily be welcoming visitors from across the world to its shops, bars and restaurants, in the run up to the festive season.

Several projects are proposed in the detailed plan. Highlights include plans to transform

car parks into creative hubs, pedestrianise some areas to improve prospects for hospitality ventures and to make the Jewellery Quarter Station more environmentally-friendly and aesthetically-pleasing.

The document also confirms plans to improve transport links in the JQ, provide extra cleaning of the area and to build an updated website to provide up-to-date information for residents and visitors.

A heavy focus of the proposals is to accommodate visitors and residents who use the pubs, restaurants and entertainment venues in the JQ - businesses that have been hit particularly hard by restrictions.

An example of one of the projects intended to support these kinds of businesses is the closure of Livery Street at the junction of Great Charles Street Queensway. The closure

Illustration of
The Golden Square
(Mark Hipwell)



will cause very minimal disruption to vehicles and will allow hospitality venues to take full advantage of additional space.

Abigail Connolly, Owner of Arch 13, a popular wine bar on Livery Street, says:

“The plan from the JQDT turns a street that is neglected and forgotten about into a real hub and has the potential to transform the way people look at the JQ. It will encourage those from Colmore Row to venture further down and explore the Quarter more, improve trade and showcase one of the absolute gems of Birmingham that is the Jewellery Quarter.

We see this road closure as vital for our business in current times, and can't wait to see the plans be put into action.”

The activities included in the plan combine with several

exciting projects that will also be completed in 2021. The £2.3 million restoration project of the Jewellery Quarter cemeteries is due to be completed early next year, along with the return of the iconic Chamberlain Clock after extensive repairs to its tower and clock mechanism. Improvements to restore the Jewellery Quarter's industrial middle will also see work finished on a number of the area's most historic buildings, including the 157 year old Argent Centre which houses the world-famous Pen Museum.

Birmingham City Council and The National Lottery Heritage Fund have contributed over £4 million in order to improve the Jewellery Quarter's landscape and to protect its heritage, facilitated by JQBID as part of the JQDT. Now, with the release of the JQDT's COVID Response Plan, the Jewellery Quarter can look forward to a more positive future in a post

pandemic world.

Luke Crane, Executive Director of the JQDT, is excited to see the plans finally launched.

“The JQDT's COVID Response Plan is an amalgam of conversations with many stakeholders over the course of the past 3 months. We are excited to work with Birmingham City Council on a number of these projects and look forward to their cooperation in what is a crucial step for the future of the Jewellery Quarter.

We can't wait to see many of the JQDT's projects finally come to fruition in what promises to be an exciting year for the Jewellery Quarter. The area is a national treasure and the projects that the JQDT and JQBID are working on will protect it for generations to come.”

The full response plan can be viewed [here](#).

JOBID & JQDT Highlights

Christmas 2020



This will be a Christmas like no other, but the JOBID is ensuring that the Jewellery Quarter is still a festive place to come and visit. With over 100 bespoke Christmas lights lighting up the Quarter, two 30ft Christmas trees, and the return of the illuminated JQ Ring to the Golden Square, the Jewellery Quarter is Birmingham's very own little winter wonderland.

For the second year running, we've also organised the JQ Christmas Window Trail with over 50 local businesses competing against each other

to win the crown of the JQ's best window display (see more on p12-13). To vote for your favourite and to be in with a chance of winning a JQ Christmas bundle, visit our website www.jewelleryquarter.net/jq-christmas. The website also contains handy links to the businesses' online retail shops and delivery menus.

The Jewellery Quarter is known as Birmingham's hub for independents brimming with creativity and passion. Let's make Christmas 2020 the year to support local businesses. Why not buy a voucher from your favourite café or nail salon, commission a unique gift from a local artist, or send a Christmas wreath to someone special – every purchase supports our local businesses! Get some ideas from our gift guide on p22-23.



Ambassadors



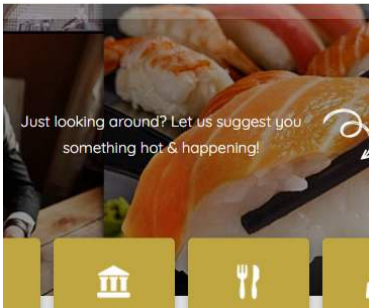
Ambassador Matt has epitomised the word 'flexibility' this year, balancing working from home with being present in the Jewellery Quarter when it is safe to do so. A large part of Matt's work has been to navigate businesses through the ever-changing new restrictions, grants and support schemes available as the landscape quickly changes. Throughout it all, our local businesses have done everything possible to keep going in the face of adversity, while maintaining the highest standard of safety for staff and customers.

Matt stated: "I have been blown away with how quickly local businesses have managed to implement the new COVID safety measures."

Discover JQ



own menu ...



The brand-new visitor website developed by the JQBID has now been launched. The new website makes it easier than ever to find exactly what you are looking for. Whether you are shopping for Christmas gifts, daydreaming about future staycations, or looking for a takeaway treat, there are hundreds of local businesses to discover! Check it out at www.discoverjq.co.uk

Clean Team

Despite this year being largely spent in lockdown, it's still been an active time for the JQBID Clean Team with just under 5,000 bags of rubbish collected off the JQ streets. The team have also been busy cleaning an increased amount of graffiti, removing stickers from lampposts and picking up hundreds of pieces of PPE – another unfortunate by-product of the pandemic. The Clean Team has a strong relationship with the local council, and together they have installed a number of new bins throughout the Jewellery Quarter.

Adopt a Station- Jewellery Quarter Improvements

“We’re excited to begin a new planting and heritage project inside the Jewellery Quarter Station.”

The COVID-19 pandemic sadly halted our plans to exhibit at the Chelsea Flower Show. However, through working with West Midlands Railway, we’re excited to begin a new planting and heritage project inside the Jewellery Quarter Station. Working with a local gardener, the improvements will see a number of new planters along the platforms, as well as art displays from local community groups and artists. Plans will begin in 2021.

Keep up-to-date with the project by visiting www.jewelleryquarter.net/adopt-a-station



Online Poppy Day Exhibition



This year's Remembrance Sunday and Poppy Day events have been more muted, but no less poignant. Thank you to all the businesses and customers in the JQ who donated to this year's Poppy Appeal.

To find out more about the impact of the World Wars on the Jewellery Quarter, visit our online exhibition. Originally displayed in the JQ train station in 2019, the full exhibition is now available [here](#).

Updates from the Cemeteries Project Team

Although renovations to the Jewellery Quarter's cemeteries began in July 2019, the Activities Programme didn't begin until the autumn, meaning 2020 was the year when most aspects of the project really got underway (or were supposed to before COVID-19 came to visit). Despite the difficulties of running a heritage project in a global pandemic, we are proud of everything that's been achieved and the support we've received from local residents and organisations.

The first phase of the restoration project ended in January this year, with Midland Conservation adding the finishing touches to the Warstone Lane Cemetery railings and the structural repairs to the catacombs in both cemeteries. Phase two then began with HFN Landscapes repairing the pathways and drains. Although



we couldn't be there to see a lot of the progress in the first lockdown, we loved receiving photos of the nicknamed 'yellow brick road' paths. We were pre-warned that the yellow colour wouldn't stay so bright, but are still sad to see it fading to its final mellow tone.

The new soakaways in Key Hill have had a thorough test with the summer storms, and after adding additional capacity, they can now deal with higher volumes of water – once the rain stops and the 'soaking away' starts. The contractors have also done an amazing job of continuing their work, but the memorial stone which will be the crowning glory of the new 'Garden of Memory' has unfortunately been delayed. We know it will be worth the wait when it arrives and can't wait to celebrate the completion.

Throughout the first

lockdown, we loved seeing images of the area's wildlife as members of the public embraced the cemeteries as a place to take their daily walk. Once lockdown was lifted, the support for our outdoor events were incredible. With assistance from the JQBID, we organised 13 community litter picks over the summer with over 30 different volunteers.

We also ran multiple nature events with small socially distanced groups and expert guides. These included foraging, bees, butterflies and fungi. We also enjoyed urban sketching and outdoor theatre in the Warstone Lane catacombs, courtesy of local theatre company, Don't Go Into The Cellar.

This year, virtual communication has been more important than ever and our online talks programme has been well attended. We enjoyed making videos about bats and pumpkins this Halloween, and over the winter we will be releasing self-guided resources so that people can explore the cemeteries with their household.

Find out more at www.cemeteries.jewelleryquarter.net or on their social media channels.



Guest Column:

MOVING TOWARDS A LOW-CARBON FUTURE

Councillor Waseem Zaffar: Cabinet Member for Transport and Environment at Birmingham City Council



Every weekday in Birmingham, more than a quarter of the journeys travelled by private car are less than one mile long.

Providing the infrastructure to encourage people to take these short journeys by active travel (walking and cycling) instead will be a big step in improving our city's health, as well as reducing air pollution and congestion.

Back in May, the City Council published the Emergency Birmingham Transport Plan, which set out the short, medium and longer-term actions Birmingham can take to enable a low carbon, clean air recovery from COVID-19. With help from the Department for Transport's (DfT) Emergency Active Travel Fund, we brought forward emergency measures to support walking, cycling and public transport throughout the city.

As part of this, several new pop-up cycle lanes have been installed to connect with existing cycle infrastructure, key employment sites and other major destinations. This includes a route which enables safer cycling between the Jewellery Quarter, City Hospital, Port Loop and Edgbaston Reservoir. There are now segregated cycle lanes on Graham

Street, Legge Lane, Carver Street, Hingston Street, Clissold Street and Northbrook Street.

These measures have, on the whole, had a positive response – particularly from Birmingham's cycling community. However there has been some negativity, with the argument sometimes being that the appetite from the public to cycle doesn't exist.

But the data suggests otherwise. Cycling doubled during lockdown, and we saw a reduction in pollution concentration. The 2017 Sustrans Bike Life survey found that 56% of Birmingham residents would like to start riding a bike, or could ride their bike more, and 79% support building more protected roadside cycle lanes, even when this could mean less space for other road traffic.

We should learn from our past mistakes, and in the past, we have prioritised cars over people. Cars will always have a place in Birmingham, but we need to redress the balance with other modes of transport to ensure safe and sustainable alternatives are an attractive and viable option – particularly for journeys less than one mile.

What's more, as we continue to invest in a carbon neutral transport network including electric vehicle charging, hydrogen buses, electric scooters and more, we will in turn support sustainable economic growth. By 2031, Birmingham's population is forecast to grow by 150,000 to 1.25 million. Reducing reliance on cars will reduce the demand for car parking, releasing land for new homes and for businesses to thrive.

This has huge benefits for areas like the Jewellery Quarter. Making it easier to get around on foot and by bike supports the vision of the Jewellery Quarter Neighbourhood Plan. Less congestion will not only improve the area's attractiveness, but will also reduce air and noise pollution, making it a much nicer place to live, work, shop and eat.

The current pandemic has shown us that we can change and adapt to protect ourselves and others. Making fundamental changes to the way we move around our city will be key to our recovery.

Experience the magic of the JQ *from home*

We're bringing the magic of the JQ's streets to you so you don't miss out on the festive fun this year!

Browse all the window displays from the comfort of your home and vote for your favourite for a chance to win a JQ Prize Bundle which includes artisanal chocolates, silver earrings, a whisky testing set, vouchers to use in local businesses & more!

The Jewellery Quarter is packed with independent businesses that need your support to survive this winter.





Explore the range of delivery, click & collect and takeaway options available from local retailers and hospitality venues as you admire their festive window displays at www.jewelleryquarter.net/jq-christmas.

Ranging from family jewellers to cake decorators, hairstylists, florists, chocolatiers, wedding shops and so much more – let the Jewellery Quarter make your Christmas shopping this year an absolute breeze.

We can't wait to welcome you back to experience the magic of the Jewellery Quarter once it is safe to do so!



The Christmas Window Trail displays can be viewed at www.jewelleryquarter.net/jq-christmas where you can also download the JQ Shopping and Food & Drink Guides to explore even more local independent businesses.

Changing SPACES

Roots Market

Changing the way we shop by offering a one-stop shop for healthy eating, living and wellbeing, Roots Market is taking up the fight with the big supermarket chains.

There is a new kind of supermarket in town and Roots Market is here to shake up the way we do the weekly shop. Located right in the middle of the 'Tesco Triangle', their 1,800 square foot space on Warstone Lane will be the first of its kind in the West Midlands where organic, zero waste products will take centre stage.

Delivering a fresh view on the community shopping experience with three concessions under one roof, Roots Market will also feature Roots Fraiche; mix and match style ready-prepared cook-at-home meals as well as healthy convenient grab and go options, and Roots Remedy; a tranquil space for body and mind with natural vitamins and supplements as well as skincare products.

After a long career as a chef, founder Andrew Goldsby has turned his passion for sustainable living to his main focus. Moving back to Birmingham after 15 years in the South of France, Andrew saw an opportunity to bring some European flair to the West Midlands.



The team behind Roots Market





The concept of Roots Market came into mind, as he was missing the way he would shop at local farmers markets for organic produce and in the 'bio' shops for anything from organic wellbeing products and supplements to chemical free cleaning products.

For the past three years, Andrew has called the Jewellery Quarter home and after keeping a keen eye on the development of this vibrant urban village, he felt that this was the perfect location for his new venture. He says,

“The demographic is exciting and dynamic with an eclectic mix of backgrounds, which makes it a great place to be. We worked with local talent to help our brand take shape and we are thrilled to see the space come to life.”

When COVID hit in March, Roots Market was still in its infancy.

However, a global pandemic didn't seem to stop Andrew, who has used the time to really get the feel of the place right. When working in restaurants, he always placed vast importance on the quality of ingredients, and this translates to Roots Market too, where he and the team have taken the time to fine tune the list of suppliers and offerings by curating an interesting line-up of both local farmers and imported high-quality produce as well as products made in-house.

And the ambitions don't just stop here. The aim is to expand and provide Roots Market all over the Midlands, either in similar capacities to the Jewellery Quarter location, or as stand-alone shops for each concession. In London, you have the major players like Whole Foods and Planet Organic, but outside the M25, supermarkets with a focus on organic zero waste produce are sparse, and Roots Market is at the ready to offer the region a sustainable alternative to the big supermarket chains.

Building relationships with the suppliers has always been key to Andrew's success and it is no different being back in the West Midlands. The team has done extensive research and is working very closely with dedicated producers to bring the freshest ingredients to the shop while bringing down the carbon footprint at the same time. There will also be an opportunity to reduce plastic waste and packaging by shopping for pulses, grains and store cupboard items in the pick 'n' mix style dispensers.

The strong relationship with their suppliers will also form the basis of a range of educational events, talks and workshops throughout the year. It is important for Andrew and the team to bring together the community and by offering a comprehensive calendar of events, Roots Market is hoping to become a hub for activities across a range of topics.

Roots Market is on a mission to take the public on an educational journey and challenge people's perceptions of what a supermarket is. By showcasing his love for food through different ways of shopping for produce, Andrew is using his passion for organic zero waste produce to give the Jewellery Quarter a healthy alternative for grocery shopping.

Visit Roots Market on 199 Warstone Lane or follow them on Twitter and Instagram @rootsmarketjq

In their own words:

Sibling Duo, Sonny and Leesha from Sonny's Jewellers & Jewellery Quarter Diamonds

In every issue, we invite members of the JQ community to tell us about their JQ in their own words.

Names: Sonny and Leesha

Businesses: Sonny's Jewellers & Jewellery Quarter Diamonds

Job Titles: Owner (Sonny) and Operations Manager (Leesha)

Years Worked in the JQ: 11 years (Sonny) and 5 years (Leesha)

In this issue, Sonny and Leesha of Sonny's Jewellers, and most recently Jewellery Quarter Diamonds, tell us about their experience growing up in the JQ and why they chose to set up not one, but two jewellery stores here in the Quarter.

Sonny: As a third generation jeweller in the JQ, I was raised here. My greatest memory is growing up around my grandad and sharing moments in the factory with him. I remember sitting with him in the evenings or on weekends, chatting away, having lunch together or just doing odd bits here and there to hang out with him. He'd ask me to help with literally anything, from working on the machines, sorting stones or doing wages. And so whilst I officially started working here in 2009, I'd been following my grandad around since I was born!

It allowed me to get vast experience of different jobs within the jewellery industry, from repairs and manufacturing behind the scenes to the retail side and being face-to-face with customers. All of which was very useful when opening up my first store, Sonny's, back in 2015.

Sonny's

36 24 26

Diamonds

Sonny

GIA



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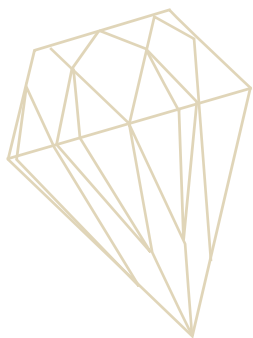
JEWELLERS

SINCE

1968



ement lines



Our choice for choosing the JQ to open up Sonny's was obvious; it's what we know and having grown up in the Quarter, it truly is a part of us. Similar to Coronation Street, not only is everything at our doorstep, but the community here is one of a kind and always has each other's best interests at heart. Whilst this may seem strange as we are also all competitors, we have found that people will do anything to help each other out, which really is beautiful to be a part of.

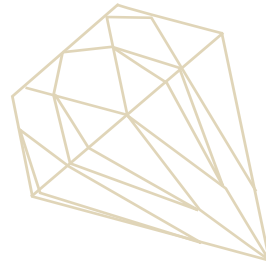
Affordable Luxury

Leesha: Sonny's is a traditional, family-run business that has something for everyone, with the motto, 'If we don't have what you want, we'll make it for you!' We offer most services including purchasing from stock, designing new pieces, rejuvenating a sentimental piece of jewellery,

repairing a broken article and buying scrap gold. It really is a place where we welcome everyone, with pieces varying from £10 to £10,000!

For me, opening Sonny's was a truly special moment, as we just never knew what it would be at the time. It was the first retail experience we had coming from a manufacturing background. I distinctly remember Sonny lifting up the shutter and that was it - we were ready to go.

At the beginning when we opened the store, it was just two of us doing absolutely everything, and working all hours possible, seven days a week. It was definitely hard work. Luckily that has paid off and we have been fortunate enough to build the business up over the last five years to have a great team with us here today. It's crazy to think that we've grown from just the two of us at



Sonny's to a team of 14!

Craft Your Forever

Sonny: Earlier this year we opened up our second jewellery store down the road from Sonny's - Jewellery Quarter Diamonds. It is a completely different concept, where we offer a relaxed and conversation style setting to allow customers to craft their 'forever pieces' through a bespoke service at an affordable price.

In this store, we have brought almost the entire manufacturing process in-house from conceptualisation to realisation of our customers dream product. The entire experience is one of a kind and unlike the majority of jewellers where you can't see your pieces being made, here we have a glass divider allowing customers

to see their forever creations being made by our goldsmith in real time.

Leesha: At our press launch, we invited our guests to come in, and speak with our specialists, choose styles, designs and colours and have a digital model created on the spot, whilst enjoying a glass (or two) of Moët, hors d'oeuvres and live music to showcase the luxury experience our customers can expect at Jewellery Quarter Diamonds.

Our first Christmas!

Sonny: We are so excited to celebrate our first Christmas at Jewellery Quarter Diamonds and have patiently been waiting to put the decorations up. When you pass our store, you'll find art-deco-themed Christmas window displays and an



“We always try to support independent retailers in the Jewellery Quarter”

elegant splash of Christmas if you peek inside.

To stick with the contrast between our two stores, at Sonny’s, an all-out traditional Christmas is what we’re going for. We plan on having our first ever jewellery ‘advent calendar’ at Sonny’s, that will be displayed in our windows. Each day we’ll open a door to reveal a new piece of jewellery and on that day, that item will have a huge discount.

The team always dresses festively and the stores will be fun to be around when safe to do so, and we will, of course, be

operating in a COVID-safe space for both stores.

Supporting local retailers

Leesha: We always try to support independent retailers in the Jewellery Quarter, especially given the current circumstances. We often shout out and interact with businesses online, especially those that we use ourselves and can 100% vouch for.

At Sonny’s, we ran a social media campaign for Independent Retailer Month, giving a shout out to some of our favourite bars, eateries and shops. And

the press launch for Jewellery Quarter Diamonds was no different! Our aim was to use as many local businesses as possible for all that we needed. The likes of Saint Pauls House, Cake Quarter, Lily Jones Flowers, Chocolate Quarter and 16 Printing were involved.

We have recently started a blog feature called ‘Supporting Independents’ where we conduct interviews with wedding-themed businesses, to help our customers plan for their big day and give more exposure to these companies also.

My JQ my picks

Do you have a fun fact to share about the JQ?

Sonny: I have two! The first, is that during both World War One and World War Two, the factories here in the JQ used to create munitions, as well as buttons, badges and medals for the military.

The second, and one I'm proud to be a part of, is that the Jewellery Quarter contains the largest concentration of skilled jewellers in Europe!

What's your top tip for a visitor to the JQ?

Sonny & Leesha: If you are in the area or have planned a trip to the JQ, come and say hello! You can find us at Sonny's Jewellers - 105 Vyse Street, B18 6LP. Or pop down the street to find us at our brand new store, Jewellery Quarter Diamonds - 112 Vyse Street, B18 6LP.

What is your favourite piece of jewellery?

Leesha: We both love sentimental pieces of jewellery, they are so meaningful and can be passed down from generation to generation, or be a piece that someone wears everyday. We are lucky enough to see people's reactions when they first see their jewellery, or have them share their stories with us about the piece, allowing us to be a part of their journey all the way through and that to us makes it all worth it. Luckily, we have boxes of tissues on hand!

How would you sum up the JQ in three words?

Sonny: Luxury shopping experience

Leesha: Community / Picturesque / Creative

What' excites you about the JQ's future?

Sonny: I see all of these new developments coming along and planning permissions being accepted all around us. Being a foodie, I never have to end up eating the same thing two or three days in a row, there is always something new and funky happening around here.

The JQ feels more vibrant again. It reminds me of how it used to be back when all the streets were crowded, cars were parked up everywhere, shops were full and factories were buzzing. I feel like that is coming back again now, with shops getting busier, restaurants and bars always packed, and really cool activities such as Escape Live going on around the corner and 180 Club on the square. It's become a real destination, not just for jewellery but for tourism as well. A cool overflow of the city. I love it.

To find out more about Sonny's Jewellers, visit www.sonnysjewellers.com. Call 0121 236 2426 or email info@sonnysjewellers.com.

Special Offer: **10% off** instore and online at Sonny's throughout December. To get the discount online, use code 'CHRISTMAS10' at checkout.

08



What a gem

A Lora Leedham Aspen ring is a must for the wow factor this Christmas. The ring can be customised to include a wide array of stones, including birthstones - perfect for that personal touch.

Visit www.loraleedham.co.uk to check out the range or contact Lora for more pricing.

01



07



Bee kind

Designed in-house, these bee themed notecards are ideal for letting a loved one know you're thinking about them, especially if you're apart this Christmas.

Pick up a pack of 6 for £7 here. Last shipping date for guaranteed arrival before Christmas is 18th December or make use of the brand new click and collect service from Honey Bee Home's studio (Unit 1, 81 Vyse Street) until 23rd December.

Gift up to

It's been a challenging year for our Quarter. You can put a smile on the owners by shopping local this Christmas. Here are some fabulous gifts you can

06



A Christmas Rose

This stunning Christmas rose pendant is just one of the beautiful pieces of locally-made jewellery you can find at Artfull Expression. If you can't make it to the store, book an appointment for an online chat to discuss your jewellery requirements.

The Christmas Rose Silver Pendant is now available for £60 here.

05



The gift

Give the Progress gift you can use on fun 1-2-1 recording to-face

Voucher the Pro more.

Join the club

The World of Whisky collection from The Birmingham Whisky Club is the ideal gift for the whisky-lover in your life. Six carefully selected whiskies from around the world will guide you through the variety of flavour profiles and regional differences. Taste at your leisure or join an online tasting in January.

Prices start at £35. Visit the website for more.

02

Self care = great hair

Kérastase's luxury gift sets, available at Hazel & Haydn, include a shampoo, conditioner and a blow-dry styling product. Normally priced at £70.50, Hazel & Haydn is offering the special price of £51, plus a free shampoo.

Now available at the discounted price of £51 in-store at 25 Caroline Street. For more info, email dale@hazelandhaydn.co.uk



ing the

our independents in the Jewellery Quarter's indie biz Christmas. Here's a small selection of what you can pick up in the JQ.

Gift of music

The gift of music this Christmas with Progress Music Academy's music lesson vouchers. The gift vouchers can be used for a professional, inspirational and motivational musical instrument, vocal and songwriting studio lessons (online or face-to-face).

Prices range from £30 to £118. Visit [Progress Music Academy website](http://www.progressmusicacademy.co.uk) for more.

03

Cheers to that!

Featuring a beautifully rippled surface, the Ferm Living Ripple Champagne Saucer presents a classic glass for sparkling wines. Your New Year's Eve toast has never looked so stylish.

Pick up a set of two glasses at minimauk.com for £35.



04



Dachs-ing through the snow

For the dog lover in your life, this vibrant 'Frankie' Dachshund money box by Pomme Pidou is sure to bring a smile and brighten the darkest day.

Take 'Frankie' home from Station Gifts and Jewellery for £19.99 here

Check out more of the Jewellery Quarter's indies at www.discoverjq.co.uk. Shop local this Christmas.

Inspiration & innovation in the JQ

Meet Parity Network

The Jewellery Quarter is an area steeped in history. The JQ connotes tradition and images of bustling factories and aged workshops. And, while the trade industry continues to thrive, the JQ is fast becoming a hotbed for modern and innovative minds who also know a thing or two about getting their hands dirty, although this time not in the literal sense!

One of those new businesses is Parity, a currency and marketplace platform based on Vyse Street. Businesses can use Parity to trade with local suppliers without cash, using Parity currency. Customers such as 1000 Trades and Rock'n'Roll Brewhouse use Parity to advertise their offerings and build relationships with local traders.

Not only are the team dedicated to the growth of this innovative model that has the potential to support businesses globally, they are currently using their expertise to benefit small independent businesses operating locally, at the heart and soul of the JQ.

John Stapleton, Co-founder of 1000 Trades, says: "Using Parity is a great way of deepening relationships with local businesses, some of which we never knew existed, and feeds into the community ethos that we like at 1000 Trades. And it's a simple way to make and receive payments."

We caught up with Matteo Vanzini, Marketing Director of Parity, to discuss more about work and life in the ever-changing JQ.



From left
Max Edw

Learn mo

Driven by innovative minds

Parity was founded at the University of Birmingham. PhD candidate Stuart Bowles met Matteo Vanzini while researching Sardex, an Italian model similar to the one Parity operates now. Max Edwards later came on board to complete the team.

They shared the vision of building a tool that would support sustainable and regional development, with the overall aim to support local businesses.

“Small businesses are the backbone of our economy. Our goal is to level the playing field, offering something exclusively to local independent businesses so they are equipped to thrive and grow.”

Prioritising local economic strength

The team of three credit their keen curiosity for their ability to remain one step ahead. An outlook which has served them well, not only in developing a model that aims to revolutionise the way businesses operate, but also as a result of the challenges faced as a result of the pandemic.

“As a start-up, we were just starting to raise awareness about the project when lockdown was announced. However, we took this opportunity to collect feedback and develop our tech to meet emerging needs and demands.”

The global situation has inspired the team to work harder to achieve its goals and continue to offer support to those that need it. Parity can be of significant support to business-owners as they navigate the economic fallout off the back of the crisis.

“We see how small businesses are the ones paying the higher price of the economic downturn, for instance struggling to access finance. Parity offers additional support, something local business-owners are better off with than without; extra liquidity and an

additional market to trade more.”

Through research into similar models, the team found that trading locally can be a crucial tool and can result in better success for local economies, in spite of recession.

Part of the community

After getting to know more about what key drivers make for economic success, it is clear to see why the Jewellery Quarter is the chosen HQ for Parity Network.

“This model requires a vibrant and diverse network of local businesses. The JQ’s local community is the perfect place to start a project like this.

Entrepreneurs in the JQ really care about the local economy and want to work together with other local businesses. People are proud to live and work here.”

What the future holds

“Our next goal is to reach critical mass, 50 to 100 businesses in the network. This would allow Parity to offer a broad and diverse range of products so it can appeal to more businesses.

Our goal is to employ local young people who can help us build our community and strengthen relationships within the network.”

The JQ neighbourhood remains inspired by its industrial roots, which has led the way for innovation. Over the years, the area has continued to thrive as a direct result of its enduring sense of togetherness. It is hard to imagine a better place for Parity, a company that does better when those around them are succeeding.

“Parity can only be successful if businesses in our network thrive and profit from our solution.”



From left to right - Stuart Bowles, Max Edwards, and Matteo Vanzini

Nailing it *in the JQ*

Birmingham-based nail artist Rosie Lynall – better known as Nails Bab – has garnered quite a bit of attention thanks to her eccentric designs. Rosie and her team of talented nail technicians have even gone as far as to impress the queen of quirky, Katy Perry, who follows Nails Bab on Instagram, along with over 90K others.

So, after years of impressing her customers with her intricate nail art in her spare time, Rosie decided that 2020 was going to be the year she took Nails Bab full-time and moved her troupe of techs to the Jewellery Quarter. Setting up shop in the JQ for a team of artists seems like a no-brainer, thanks to the location's status as one of the most creative spaces in the city, but for Rosie the decision was a little more personal.

Rosie is the latest Lynall to bring her artistic flair along to the JQ. Both her father and brother are business owners operating out of the area and have been producing jewellery and sculptures, respectively, for quite some time. Rosie's sibling Tom runs an eponymous business from a local workshop and is used to high praise for his collection of avant-garde keepsakes. And, her father, Nigel of Lynall's

Jewellers has worked from one of the suburb's most well-known streets for decades.

Having spent much of her younger years visiting and working in the JQ, thanks to her family connections, Rosie just knew that this was the place she wanted Nails Bab to be.

“My dad trained in jewellery when he was really young. He opened up his jewellers on Spencer Street in his early twenties and stayed here ever since.

My first full-time job was at Bett's on the same street as my Dad's shop. I believe that location plays a big part in my ability to think creatively so it just felt natural to move my business here.”

Rosie Lynall, founder of Nails Bab



Nigel, as you can imagine, is incredibly pleased about his daughter's recent move, just a stone's throw away from his shop.

"I just love what I do and where we are, it's a very special place. I'm absolutely thrilled and delighted and couldn't be more proud that Rosie is bringing her shop to the JQ. The Jewellery Quarter has always been such a special place for me and to think that my children will continue to be up here is wonderful.

It's lovely to see some younger people coming through now with a lot of artistry and flair."

Despite the many perks of her new location, the biggest driving factor for the move, for Rosie, is the people. She believes creativity thrives from the experiences you have and the people you meet. These elements are key for anyone who needs to feed off the energy of others in order to create their best work. There is no doubt that the JQ encourages and inspires people working in the arts.





“Practically, I decided to move here for a few reasons; we needed a bigger space and a high street location, plus a tonne of my clients already live here. Most importantly, if what you’re focusing on is artsy and creative, you need to be surrounded by like-minded people.



Brummies are great, everyone is so friendly and that is one reason I love the industry I’m in - the people make it so interesting.”

This is something her brother Tom seconds.

“There are some amazingly talented people here and talking to a bunch of other creative people has helped me, in turn, to become more creative. It has definitely pushed me to do some of the things I have done. I love that the JQ has a village feel to it. When you walk down the street, people say hello to each other. Everybody knows everybody and everybody helps each other out. There are so many like-minded people.”

Rosie has wanted to make the move for many years now. And, after some thought, following this year’s events, and finally having assembled a team who are just as passionate as she is, she is set up, ready to go and feeling more inspired than ever. Rosie is certainly excited to welcome old and new customers, back where she belongs, so make sure to drop by and say ‘hello!’

“My first ever boss at Bett’s said I’d always end up coming back here... and here I am!”

Nails Bab is open for appointments now at **18a Hall St, Birmingham B18 6BS**
Follow **@nailsbab** on Instagram.

The latest from Jewellery Quarter: *Townscape Heritage*



JQ Townscape Heritage Grants

Works are due to start on two Vittoria Street properties under the JQ Townscape Heritage grants scheme. Numbers 22-24 were originally part of a group of six back-to-back houses, likely dating from the late 1830s or early 1840s. The grant's works will aim to reverse some of the unsympathetic alterations previously made, and bring the building back to its original design.

Numbers 51-53 were initially a pair of three-storey town houses dating from 1830 but were converted to industrial use by 1875. They retain many original features such as a semi-circular headed doorway, a panelled door and sash windows. The restoration works will use traditional materials and techniques to repair the exterior, restore the original architectural details, and make both buildings wind and watertight through repairs to brickwork and roofs.

Over the past year, a lot of work has taken place on the Argent Centre project and it has been an exciting programme to follow. It is due to be completed in January 2021 with activity currently focusing on the reinstatement of the corner turrets and restoring the stonework. The corner turrets are an exciting element of the restoration, bringing back lost features which contributed to the original design and will have a major positive impact on the building's significance.

There are a number of JQTH grants projects in the pipeline which are expected to be announced in early 2021.



Working on the Argent Centre turrets
(Photo: Blue Monday)

The Chamberlain Clock

The grade II listed Chamberlain Memorial Clock is currently undergoing restoration works thanks to joint funding from the JQBID and JQTH. The work is being carried out by Smith of Derby; a specialist clockmaker established in 1856, who have experience in working on major public and architectural clocks including the removal, restoration and re-installation of Little Ben in London. Various parts of the clock have been treated with primer and an undercoat, ready for the final coats of green paint and English gold leaf, bringing it back to its former glory. The 117-year-old clock is expected to return to the Jewellery Quarter in early 2021 and will have a new information board nearby to share its history with visitors. Three young co-curators have been recruited for the project, to explore the history of the clock and of Joseph Chamberlain, and to help programme activities and events for when it returns.

Keep up-to-date on the latest Chamberlain Clock news [here](#).

Slow Looking JQ

The JQTH has launched a self-guided slow looking trail, highlighting six buildings of historical importance in the JQTH area. The trail encourages visitors to slow down and take a good look at these remarkable buildings, seeking out features which would normally be overlooked. The buildings on the route include Alabaster & Wilson, Victoria Works, New Standard Works, School of Jewellery, 16 Regent Place, and 62 – 64 Albion Street. Slow looking is an approach used by many museums, suggesting visitors take the time to carefully observe more than the eye can see at first glance.

You can download the JQTH's guide to slow looking and trail map [here](#).

For further information, visit th.jewelleryquarter.net

How we *make it*

Ever wondered how a pair of 18ct yellow gold diamond set earrings are made? Element Bespoke Jewellery takes us from the initial stage to the final piece.

With over 50 years of experience between master craftsmen Joe and Greg, everything in store is handmade. That includes these 18ct yellow gold diamond earrings that were made in only one week, ready for the customer's wedding day. How did Element make it?

01



Stage One - Melt

Gold is recycled and melted together. The Element team are able to use new gold or your own; this is a special touch if you have sentimental gold, or would like to remodel an existing piece of jewellery.

02



Stage Two - Roll

The melted gold is filed and rolled into the desired profile using a rolling mill. Once shaped it is then pulled through a drawer plate to make a length of wire.

At Element every piece is finished to
and displaying their own collection,
you can hold on to

03



Stage Three - Form

The wire is shaped by hand, with pliers and other hand tools to create the basic form of the jewellery. Joints are pierced, filed and prepped for soldering.

04



Stage Four - Solder

Once the joints are neat and clean, they are soldered together using solder which matches the metal grade and type. The solder runs into the joint at high temperature. Once buffed and polished, the solder joint is seamless and completely invisible.

05



Stage Five - Stone Set

The last stage is stone setting. Whether it's flush, grain, microclaw, rubover, tension or the classic claw, your choice of gemstones are expertly set by hand by Element's stone setter.

06



Stage Six - Collect

Element arrange for you to come and collect your dream piece of jewellery, ready for a lifetime of admiration with it's very lucky owner.

the highest standard, and you are welcomed to be a part of the creative process. Further to crafting bespoke jewellery Element can also restore or remodel your treasured pieces, re-use stones in a new piece, or adjust size and shape, so to the original sentiment without compromising on appearance. Find out more about Element Bespoke Jewellery [here](#).

Starts
13th Nov
until
25th Dec

JEWELLERY QUARTER

Window Trail

CHRISTMAS 2020

WIN
ENTER OUR
COMPETITION
& WIN A
JQ PRIZE
BUNDLE

Discover the magic of Christmas as you
explore over 50 window displays!
Vote for your favourite and
WIN a JQ Prize Bundle!



Find out more at
jewelleryquarter.net/jq-christmas

