

# JQ Life

Issue 5 - Summer 2019



JEWELLERY QUARTER  
BUSINESS IMPROVEMENT DISTRICT

[www.jewelleryquarter.net](http://www.jewelleryquarter.net)

FREE

## CELEBRATING 20 YEARS OF THE JAM HOUSE

JOHN BUNCE SHOWS US HIS JQ

▶ **Let's hear it  
for the indies!**

We meet three of the  
JQ's many independent  
businesses

▶ **Changing Spaces**

Hitting the bullseye  
with 180 Club



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# JQLife

Issue 5 – Summer 2019

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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/jqbld](http://www.jewelleryquarter.net/jqbld)

## Celebrating life in the JQ this Summer

Our annual JQ Festival (29 & 30 June) is here to kick off the summer season! This is a celebration of the vibrant energy and incredible heritage you will find here in the Jewellery Quarter. The event gives us a great excuse to recognise many of the JQ businesses, old and new, that showcase the very best of JQ life in this issue.

Dating back to 1779, and as our only Grade 1 listed building, St. Paul's Church is one of the Jewellery Quarter's most iconic buildings. In this issue, we welcome Reverend Andrew Gorham to shine a light on the Church's remarkable history and discuss the exciting plans for its ever-changing future (page 26).

Another exciting and unique venue of the Jewellery Quarter is the Georgian fronted Jam House. This impressive building has been labelled one of Birmingham's best live music venues, and we celebrate its 20th birthday with an interview with General Manager, John Bunce (page 18).

Continuing the theme of celebration, we also highlight three up-and-coming independent businesses as we launch our new feature 'Let's hear it for the indies!' (page 12).

On another note, we explore the various 'green' initiatives in operation across the Jewellery Quarter (page 10), which have been put in place to address the growing concern of the environmental impact of



humanity on our planet. We also invite back Mark Lever to give his opinion on how businesses in the JQ could thrive through the introduction of Birmingham City Council's Clean Air Zone (CAZ) policy (page 9).

Enjoy your read.

#### Luke Crane

JQDT Executive Director

 @jq\_bid

 [facebook.com/JewelleryQtr](https://facebook.com/JewelleryQtr)

 @JQBID

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JEWELLERY QUARTER  
BUSINESS IMPROVEMENT DISTRICT

# What's new in the JQ?

## SILVER LINING FOR THE SILVER FACTORY

The Heritage Lottery Fund has awarded a Resilient Heritage Grant to the historic J.W. Evans. The funding will help the Albion Street factory carry out a consultation to explore how best the site can be enjoyed by visitors and the Jewellery Quarter community.

**Established in 1881, J.W. Evans will use the feasibility study to open from August to December and be part of the annual JQ Festival on the 30th June. Visit J.W. Evans at 54-57 Albion Street, B1 3EA, to find out more about their exciting events and how to get involved in this unique project, or find out more at [english-heritage.org.uk/visit/places/j-w-evans-silver-factory/](http://english-heritage.org.uk/visit/places/j-w-evans-silver-factory/)**

## BLACK SABBATH, BIRMINGHAM, AND A BENCH

Part of the renowned Black Sabbath Bench unveiled in Broad Street back in February was made in the Jewellery Quarter. Partly produced by Stewart Francis of Etch Components, the bench incorporates the band's original four members and has been placed on the renamed Black Sabbath Bridge across the canal on Broad Street.

Etch Components added the prominent design to the back of the steel bench, featuring the band's portraits and signatures, which are the centre-piece of the new design.

**Etch Components are based in Unit 3, 58 Caroline Street, B3 1UF. Visit [www.etchcomponents-uk.co.uk](http://www.etchcomponents-uk.co.uk)**

## GRAVE, SET AND MATCH FOR TENNIS PIONEER

The grave of lawn tennis pioneer, Harry Gem, has finally been restored in Warstone Lane Cemetery. Forming the world's first Lawn Tennis Club, Harry Gem, along with his friend Augurio Perera, first played the game in 1859.

Tennis enthusiast, Robert Holland, found out Mr Gem didn't have a gravestone, so set up the Harry Gem Project to restore his grave and promote the tennis pioneer's legacy.

**You can keep in touch with Harry Gem's sporting heritage at [www.theharrygemproject.co.uk](http://www.theharrygemproject.co.uk) or join the Project's group on Facebook at [www.facebook.com/gempereralawntennis](http://www.facebook.com/gempereralawntennis)**

## THE JQ IN PERFECT HEALTH

Neil Graham is on a mission to get a defibrillator placed and available in the centre of the Jewellery Quarter. The fitness instructor owns a personal training studio, Body in Perfect Health on Augusta Street, and has already purchased the defibrillator which he wants to make available to the general public. He is now looking to raise money to buy the glass casing and have it placed near The Big Peg.

He is aiming to hit his £1,500 target so he can purchase a second defibrillator for the area.

**If you want to donate, visit [www.gofundme.com/k437yc-community-defibrillator](http://www.gofundme.com/k437yc-community-defibrillator)**

**Body in Perfect Health is on 42 Augusta Street, B18 6JA**

## CHECK OUT WHO'S JOINED THE JQ

**Motion Therapy**  
[www.motiontherapy.co.uk](http://www.motiontherapy.co.uk)

**Frederick Street Townhouse**  
[www.frederickstreettownhouse.co.uk](http://www.frederickstreettownhouse.co.uk)

**Gaynor Steele Garden Design**  
[www.designmygarden.org](http://www.designmygarden.org)

**Oaks Consultancy**  
[www.oaksconsultancy.co.uk](http://www.oaksconsultancy.co.uk)

**BBJ and K**  
[www.bbjandk.com](http://www.bbjandk.com)

**Bright Minds Nursery**  
[www.brightmindsdaycare.co.uk](http://www.brightmindsdaycare.co.uk)

**The Lampworks**  
[www.thelampworks.co.uk](http://www.thelampworks.co.uk)

**Escape Brum**  
[www.escapebrum.com](http://www.escapebrum.com)

**Movement & Wellness Coach**  
[www.bodybybrathwaite.com](http://www.bodybybrathwaite.com)

**TaxAssist Accountants**  
[www.taxassist.co.uk](http://www.taxassist.co.uk)

**Sehgal & Co. Solicitors**  
[www.sehgal-solicitors.co.uk](http://www.sehgal-solicitors.co.uk)

**Narce Media**  
[www.narcedia.com](http://www.narcedia.com)

Correct as of June 2019

Are you a new business in the JQ? Please get in touch and let the JQ BID know by emailing [info@jqdt.org](mailto:info@jqdt.org)

# JQBID & JODT Highlights



## GREAT BRITISH SPRING CLEAN

We had a record-breaking 40 people at this year's Spring Clean! The volunteers from Amey, First Mile, and local businesses across the Quarter collected 51 black bags and 17 recycling bags while enjoying some early spring sunshine. A huge thank you to everyone that turned up including Councillor Chaman Lal. The next community clean up event will be on Saturday 21 September as part of World Clean Up Day.



## WELCOME TO STEVE LOVELL!

Our new Communications and Marketing Manager, Steve Lovell, has been getting stuck in with our many projects and campaigns. Steve joined the team in February after working for the past 7 years at a communications company. Steve will be leading the BID's marketing strategy, ensuring the successful promotion of the Quarter as a unique place to live, learn, work, visit, and invest.

## JQBID ON THE ROAD: BRITISH TOURISM & TRAVEL SHOW, & MAKERS CENTRAL

In the past few months, the JQBID team have attended two shows at the NEC to raise awareness of the Jewellery Quarter. At the British Tourism and Travel Show in March, we spoke to four operators from around the world about the many fantastic sights and unique heritage of the JQ. We returned to the NEC in May for the second ever Makers Central event to highlight the vibrant creative community at the heart of the Quarter.



## BID LEVY PAYER'S DINNER

It was fantastic to see so many of our BID Levy Payers at this year's annual event in April. The delicious three course meal was hosted and prepared by students at the University College Birmingham. Students and tutors from the Academy of Contemporary Music provided excellent musical accompaniment to the evening. The dinner was a great opportunity to reconnect with old friends and make new acquaintances while reflecting on the BID's achievements over the past year.



## TH PLACES: SPOTLIGHT ON A STREET

During May half term, we ran 'Spotlight on Vittoria Street' - a week of activities which highlighted the heritage of this street that lies at the heart of the Townscape Heritage area. Families enjoyed seeing their work displayed in the JQ, as well as making an architecture-inspired badge with Space Play. Phoebe Rutter, a children's illustrator we've been working with, created a fun new trail for children to explore Vittoria Street which we'll be running again during the JQ Festival, so keep a look out for that.

We also shared the research into the history of the School of Jewellery building conducted by one of our volunteers, Steve, by creating window panels with text and images from the BCU archives. Additionally, photographer Anne-Marie Hayes, ran a new walking tour on 30 May which focused on the history of Vittoria Street.

Find out more about what we got up to at [www.th.jewelleryquarter.net](http://www.th.jewelleryquarter.net)



## JQBID ADOPT A STATION

The JQBID has become the first Business Improvement District in the UK to formally adopt a station. Through a range of projects and activities, and with support from West Midlands Railway and a local landscape gardener, a new community group led by the JQBID are on a mission to improve the attractiveness of the station, making it a more welcoming and friendly place for visitors, residents, and workers.

To make our vision a reality, we need your help! We're currently on the lookout for volunteers and sponsors to join in with our plans. Projects can include art installations and exhibitions, community events, and planting. If you would like to get involved in the project or have any ideas that could help support its improvements, please email [info@jqdt.org](mailto:info@jqdt.org).



## NEW WEBSITE FOR JEWELLERY QUARTER TOWNSCAPE HERITAGE PROJECT

In May, we launched a new website for the TH Project, which enables us to share lots of the work that the team and volunteers have been doing, including:

- A research page for volunteers to share what they have been doing with a wider audience
- Events listings
- A blog which the JQTH team and volunteers will be contributing to
- A range of photos including aerial shots taken by Anne-Marie Hayes and historic photos from the BCU archives.

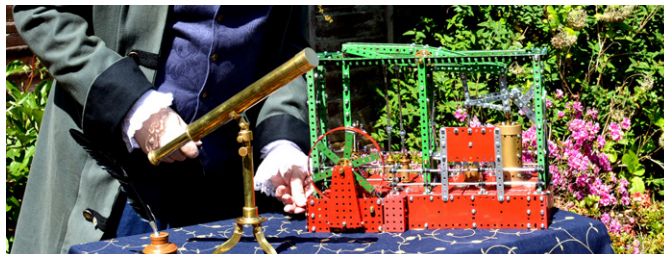
Visit the new website [www.th.jewelleryquarter.net](http://www.th.jewelleryquarter.net)

# TOWNSCAPE HERITAGE UPCOMING EVENTS



## 'JOSEPH CHAMBERLAIN: PERSONAL, POLITICAL, COLONIAL', 27 JUNE, 6 – 9PM

Get tickets at [www.th.jewelleryquarter.net/events/joseph-chamberlain-personal-political-colonial](http://www.th.jewelleryquarter.net/events/joseph-chamberlain-personal-political-colonial)



## WATT ABOUT THE JQ (PART OF JQ FESTIVAL), 29 JUNE

Drop in between 11am and 4pm. Find out more at [www.th.jewelleryquarter.net/events/jq-festival-watt-about-the-jq](http://www.th.jewelleryquarter.net/events/jq-festival-watt-about-the-jq)



## ANTIQUES & ARTEFACTS OF THE JQ TOUR, 30 JUNE, 1-2PM

Search for 'Antiques & Artefacts of the JQ' on Eventbrite to register for your free ticket.



## JQ SIGN OF THE TIMES & JQ LETTERING WORKSHOP, 10 AUGUST

Book both workshops for just £6!

Visit [www.th.jewelleryquarter.net/events/jq-sign-of-the-times-walk](http://www.th.jewelleryquarter.net/events/jq-sign-of-the-times-walk) and [www.th.jewelleryquarter.net/events/jq-lettering-workshop](http://www.th.jewelleryquarter.net/events/jq-lettering-workshop) to book

For more information and to book, visit [www.th.jewelleryquarter.net](http://www.th.jewelleryquarter.net)



# What will be the impact of the CAZ on business?

## HOW BETTER TRANSPORT NETWORKS WILL TRANSFORM THE JQ FOR THE BETTER.

GUEST COLUMN: MARK LEVER

As you will have probably heard, in March 2019, Birmingham City Council was awarded £52 million from central government to implement its proposed Clean Air Zone (CAZ).

The majority of this funding (£38m) will be used to support businesses and individuals most affected by the proposals. A range of time-limited exemptions have been put in place for businesses, local fleet operators, key workers, and residents, with an indefinite exemption for vehicles used by people with disabilities. These will help to balance the urgent need to improve our air quality, whilst supporting our SMEs as a priority.

By 2031, it is expected that the CAZ will have done its job; the majority of cars on the roads will be compliant and no more charges will be collected. By this point there should also be a brand-new Snow Hill Station, downgraded A38, HS2 running to London, and several new West Midlands Metro routes. The transport picture will look very different for the region. But what will the JQ look like in 2031?

To get the most from this opportunity, the JQ needs to be ambitious and set out its own plans now; increasing walking and cycling by creating interesting streets, removing rat-runs, and prioritising public transport. Without this, we'll be back to where we began - with more traffic and only slightly better air.

***For businesses this is a no brainer. Recent research by TfL highlighted that these sorts of improvements can increase retail sales by 30%. 73% of London Business Improvement Districts also agree that active travel is important for attracting and retaining staff.***

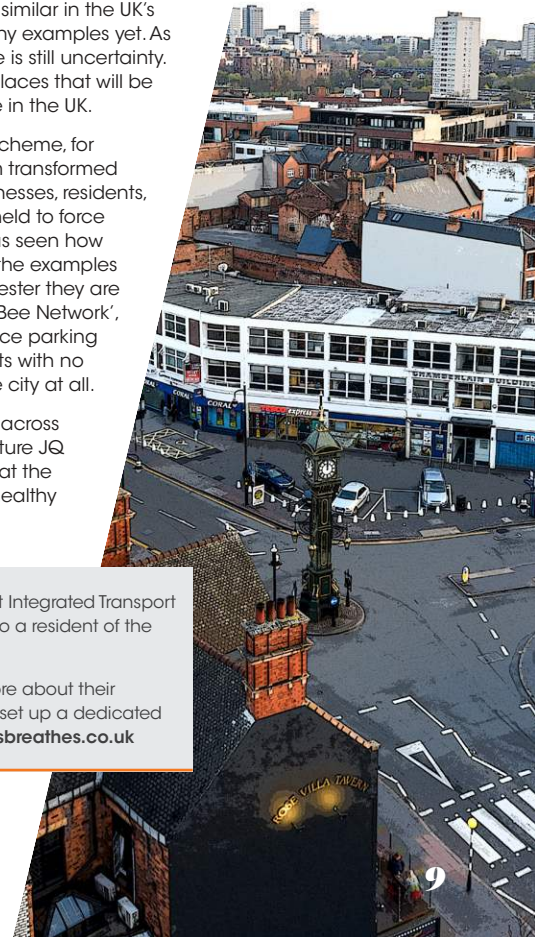
I imagine that the statistics would be similar in the UK's second city, but we just don't have any examples yet. As a result, it's understandable that there is still uncertainty. But Birmingham is just one of many places that will be undergoing transformational change in the UK.

Take Waltham Forest's 'Mini Holland' scheme, for example. It has seen initial scepticism transformed into overwhelming support from businesses, residents, and visitors alike. Protests were even held to force politicians to finish the job when it was seen how well the schemes were working. And the examples aren't just in London - across Manchester they are investing in the cycling and walking 'Bee Network', and Nottingham has used a workplace parking levy to fund its transport improvements with no negative impact on businesses in the city at all.

In taking the best bits from examples across the UK and Europe and creating a future JQ that focuses on people, we ensure that the JQ remains relevant, attractive, and healthy for decades to come.

Mark is a Principal Transport Planner at Integrated Transport Planning ([www.itpworld.net](http://www.itpworld.net)). He is also a resident of the JQ and member of the JQDT.

To help those affected understand more about their options, Birmingham City Council has set up a dedicated website for businesses - [www.businessbreathes.co.uk](http://www.businessbreathes.co.uk)



# Greener Initiatives

## KEEPING THE JEWELLERY QUARTER GREEN AND CLEAN.

Establishing a greener JQ is a desire that's not just shared by the JQBID, but by the many businesses and residents that work and live in the Quarter.

Over the last 12 months, the BID, together with a number of partners, have established several core initiatives that are leading the way to a more sustainable JQ.

## RECYCLING WITH FIRST MILE

Partnering with First Mile to help improve recycling across the Quarter, the JQBID offers a subsidised recycling scheme to BID levy payers in order to streamline current recycling systems and improve recycling rates.

Matt Verney is First Mile's and Birmingham's leading Recycling Advisor and believes the more awareness that can be promoted around sustainability in the JQ, the better people's attitude will be toward being green.

"I initially set up the partnership with the BID as a way of reaching out to multiple businesses and helping the Jewellery Quarter tackle issues around recycling. The Jewellery Quarter is a very unique area of the city that benefits from fantastic independent businesses providing a range of services to the community. The problem for most independents is that they are not always offered good quality recycling services suitable to them because of their size. First Mile want to make sure that every business has access to recycling and is given an opportunity to recycle everything it possibly can."

Founded in 2004, First Mile now serves over 25,000 customers and recycles 65,000 tonnes every year. By inspiring businesses to recycle

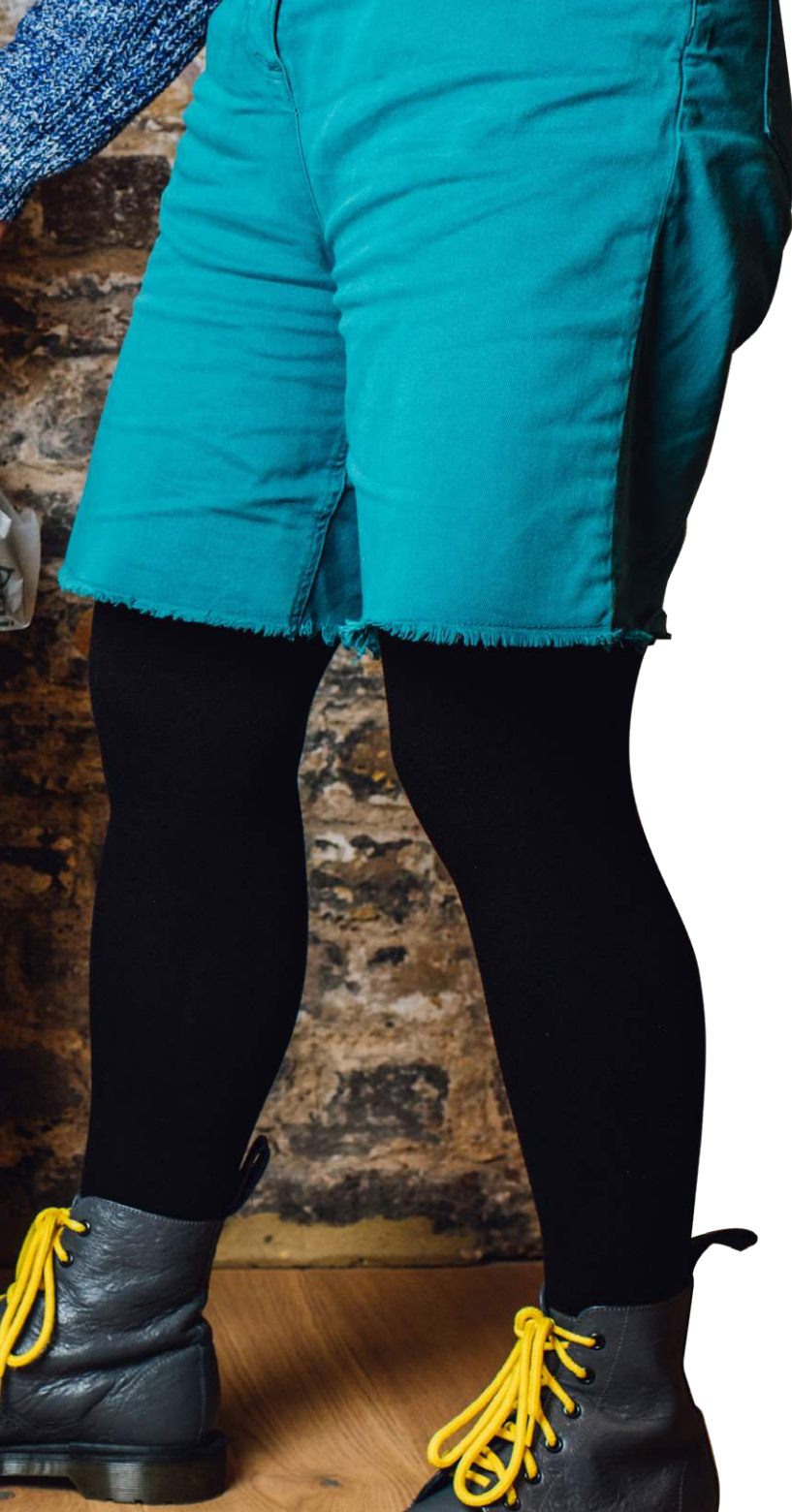
more, First Mile want to encourage employees to head home and recycle more too.

***"Our first aim is to get 200 live BID Levy payers using JOBID co-branded recycling sacks. At the same time, we are recording and improving the recycling rate of all of the businesses we serve. Future plans include setting up community recycling schemes, such as coffee cup recycling and subsidised confidential shredding for all businesses. Our relationship with the BID means we are able to introduce new environmental schemes as and when they become a key focus for the JQ."***

To ensure sign up for businesses is as hassle-free as possible, First Mile have introduced a dedicated Recycling Advisor for the Jewellery Quarter, Vinny Madhar.

For more information on the scheme, businesses can contact Vinny via email [vinny.madhar@thefirstmile.co.uk](mailto:vinny.madhar@thefirstmile.co.uk) or call him on: **07701 315 703**.





## REDUCING PLASTIC WITH REFILL BIRMINGHAM

The reduction of plastic waste is another area that we're trying to improve across the Quarter. Refill Birmingham is an initiative that allows users to refill their water bottles at refilling stations, rather than buying additional plastic bottles. In March this year, the JQBID Ambassadors teamed up with volunteers from Severn Trent for a Birmingham Action Day to encourage local businesses to sign up to the Refill initiative.

Once signed up, businesses appear on the Refill App which then helps users locate their nearest refilling station in their vicinity. Encouraging people to carry reusable bottles, the initiative massively helps reduce plastic waste. The Ambassadors will continue to help and encourage local businesses to sign up to Refill Birmingham initiative in our continued effort to make the JQ greener and more sustainable.

Are you interested in signing up and being part of the initiative?  
Email [info@jqt.org](mailto:info@jqt.org)

## LITTER PICKING WITH COMMUNITY CLEAN-UPS

Community clean-ups, organised by the JQBID, have become a regular event in the JQ calendar. A record-breaking 40 people took part in this year's Spring Clean. The national campaign, which ran from March to April, took place on March 22, with volunteers from Amey, First Mile, and local businesses across the Quarter collecting 51 bags of general waste and 17 bags of recycling. Over half a million volunteers took part across the country, with 957,377 bags of litter collected.

The next Jewellery Quarter community clean-up event will be on Saturday 21 September as part of World Clean Up Day. More details on how to join in will be posted on JQBID's social media profiles closer to the date. Keep your eyes peeled!



# *Let's hear it for the indies!*

## HOW THREE INDEPENDENT BUSINESSES ARE BRINGING SOMETHING TOTALLY NEW TO THE JQ.

THE JQ IS JAM-PACKED WITH UNIQUE INDEPENDENT BUSINESSES, BRINGING A RANGE OF DIFFERENT PRODUCTS AND SERVICES TO THE AREA, AND FORMING A HUGE PART OF WHAT MAKES THE JQ AN EXCITING PLACE TO LIVE, LEARN, WORK, AND VISIT. WE ASKED THREE INDEPENDENT BUSINESSES HOW THEY'RE BRINGING SOMETHING DIFFERENT TO THE AREA AND WHY THEY THINK IT'S IMPORTANT TO SUPPORT SMALL BUSINESSES.

DORCAS WALTERS - THE ART OF MOVEMENT

JANET GRAY - FEED MY CREATIVE

AARON WILLIAMS - SARTŌ

# DORCAS WALTERS, THE ART OF MOVEMENT

## On what The Art of Movement do...

"I help people gain good posture, flexibility, joint mobility, core strength, and a fuller range of motion using the 'Gyrotonic Expansion System'. The Gyrotonic method was developed in the 1980s and uses circular and flowing movements, as well as weights, pulleys, and rotating parts that resist, support, and extend movements to enhance strength, flexibility, and enable a full range of movement.

My background is as a principal dancer with Birmingham Royal Ballet, so I offer specialist training for dancers and athletes, but also work with a wide range of people; from elite athletes and ballroom dancers, to those recovering from injury or surgery, and even pre and post-natal mums."

## On bringing something different to Birmingham...

"The Art of Movement is bringing something unique and new to Birmingham. London has around 25 studios offering the Gyrotonic method and Barcelona has 14, but until now Birmingham has had none!

One of the key differences is, regardless of whether you book private or duet sessions, you'll get personal attention, focusing on your own needs and goals each session. I believe exercise should be enjoyable, and leave you feeling stretched, refreshed, and stimulated – I don't subscribe to the no pain, no gain mantra... it just isn't true!"

## On how the JQ gives independents something unique...

"Until I opened my studio in the JQ, I taught from home in Bournville, but I wanted to expand and get more equipment so I could offer duet and small group sessions and make Gyrotonic more affordable. Commercial property is so expensive and it was quite hard to find an empty, light, and airy space that

was large enough for my equipment, but didn't cost more than a new house. Most commercial buildings are designed as traditional office spaces but in the Jewellery Quarter there are spaces that are a little bit different. Especially some of the old industrial buildings. I opened my studio in January 2019, so I am completely new, but I hope to grow and expand further."

## On the growth of the JQ independent scene...

"Since I moved to Birmingham in 1990, the Jewellery Quarter has changed enormously and it is now full of different independent and creative businesses, as well as apartments, restaurants, and coffee shops. It is also a very quick hop on the tram from New Street or Snow Hill, and the parking is reasonably priced."

## On why it's important to support the JQ's independents...

"Independent businesses provide real character and variety to an area. They are usually run by local people who pay their taxes in the area and have ties to the community, which means they will want to serve the area well and support it.

Starting a new business is quite a leap of faith and it is expensive – it is hard to make a living and charge a reasonable rate, when you don't have economies of scale, but if people don't want homogenous chains

dominating every town and city then they can help by supporting and promoting local independent businesses in their local area."

## Where can you find them?

Studio 307f, The Big Peg, 120 Vyse St, B18 6NF

Visit [www.theartofmovement.co.uk](http://www.theartofmovement.co.uk), or get in touch with Dorcas on [dorcas.walters@gmail.com](mailto:dorcas.walters@gmail.com)

**Independent businesses provide real character and variety to an area**



# JANET GRAY, FEED MY CREATIVE

## On what Feed My Creative do...

"Feed My Creative is a social enterprise working creatively with young people and adults to demonstrate ways to be sustainable with textiles by reusing clothing, soft furnishing, fabrics, and furniture to reduce waste. The project gives people the freedom to learn in a 'no limits' environment, learn basic skills, and create things at a relatively low cost.

Our aims are to reduce waste and create more sustainable communities. What we do is not just about the sewing - it's about people coming together and 'sewcialising'! If you come to a workshop, you will have fun and I guarantee you'll leave with a completed product even if you have no previous sewing experience."

## On serving the local community...

"My textiles are donated by a local large well-known retailer, which enables me to donate soft furnishings like bedding and curtains to homeless charities, those working with supported housing, survivors of domestic violence, and refugees. I also run creative textile workshops with local community groups, educational organisations, and charities, and support young people on their own creative journey by offering mentoring and a free workspace."

## On how the JQ is the perfect place for independents...

"I moved into the JQ in September 2017, so I haven't been here that long, but coming here with my business was an easy choice to make. I needed somewhere that was central and easy to get to. Location is key for me and being so close to the train and tramline from the city means it's an accessible space for everyone to visit.

When I saw the space that I'm in now, I knew straight away that it was the best place for me to be in. Everyone in the JQ is so friendly, and

***We can't exist without the support of our community - it helps us to grow and to also give back.***

being involved with the JQ Festival each year with Quartermasters has also created opportunities for me to introduce what I do to more people. The Jewellery Quarter ticks all the boxes for me."

## On why it's important to support the JQ's independents...

"Independent businesses work tirelessly, and unlike larger retailers, we go above and beyond to create quality, authentic pieces and give first class personal customer service. You can build better relationships with independent businesses, because there is more attention to detail. The authenticity of independents is something you see as soon as you walk through the door.

We can't exist without the support of our community - it helps us to grow and to also give back. We're definitely stronger together."

## Where can you find them?

Unit 26 Hylton Court,  
25 Hylton Street, B18 6HJ

Visit [www.feedmycreative.com](http://www.feedmycreative.com) or get in touch with Janet on [info@feedmycreative.com](mailto:info@feedmycreative.com)





*Local, independent businesses tend to have passion that bigger corporations have lost.*

## AARON WILLIAMS, SARTÕ

### **On why this isn't just another haircut...**

"We define a character through their hair. Our main aim is to be competent in the theory and science behind the technique. People should visit Sartõ when they're tired of rockabilly barbers and pretentious scissor-spinning hair dressers. If you want to feel passion and get a haircut that sums you up as a person, then Sartõ is for you."

### **On the go-getters of the JQ independent scene...**

"The Jewellery Quarter is a hotspot for rising talent and people that we love working with – Tom Bird, Maxwell Media, and the team at The Indian Brewery, for example. We're surrounded with local businesses that excel in their area, like Salcooks, (situated on the ground floor of

our premises), Otto Pizza, and Lucky Duck, to name a few! And of course, inspirations like Javelin Block who gave us the opportunity to do what we do."

### **On the spirit of the JQ...**

"We've been in the JQ a little over a year in – in fact, we recently celebrated our one-year anniversary! We celebrated with clients that have supported us and our passion since our opening, as well as lots of the local people from around the JQ. There were good vibes, wicked music, and great people!"

### **On passion...**

"Local, independent businesses tend to have passion that bigger corporations have lost. They specialise in a particular field

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Find out more about the independent businesses in the JQ by browsing our directory at [www.jewelleryquarter.net/jq-directory](http://www.jewelleryquarter.net/jq-directory)



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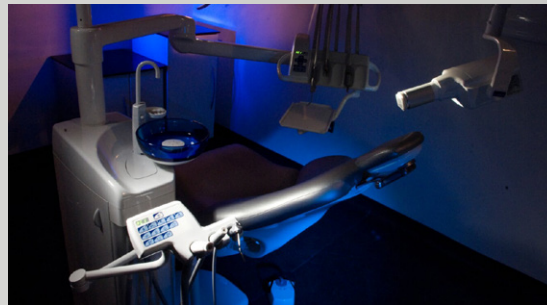
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# *In Their Own Words: John Bunce*

**IN EVERY ISSUE, WE INVITE MEMBERS OF THE JQ COMMUNITY TO TELL US ABOUT THEIR JQ IN THEIR OWN WORDS.**

IN THIS ISSUE, JOHN BUNCE, GENERAL MANAGER OF THE JAM HOUSE, SHARES HIS HIGHLIGHTS FROM THE LAST 15 YEARS AND EXPLAINS WHY HE THINKS THE JAM HOUSE REMAINS A JQ FAVOURITE AFTER TWO DECADES.



NAME: **JOHN BUNCE**  
ORGANISATION: **THE JAM HOUSE**  
JOB TITLE: **GENERAL MANAGER**  
YEARS WORKED IN THE JQ: **15**

“ I'M NOT AN INDIGENOUS BRUMMIE, I'M FROM BRIGHTON ORIGINALLY.

I was living and working in London with a leisure company, and they asked me to go and work at a place called The Night Out in Birmingham, which was a theatre and restaurant in what is now the Academy. I've worked at the Jam House for 15 years, but I've lived in Birmingham for the last 35 years. When I go home they all think I talk very 'Brummie'!

When I first started here 15 years ago, there was nothing going on in the JQ unless you went into St Paul's Square, and even then, all you had was the Jam House, a couple of bars, and a couple of restaurants. In the last 5 years that's really changed, thanks to people like Matt Scriven from Bitters 'N' Twisted taking on places like The Rose Villa Tavern. Now there's Ana Rocha, The Button Factory, and a number of others that have exploited - in the nicest possible way - the increased residential quality of the Jewellery Quarter.



## MY JQ, MY VISION: BALANCING LIVING WITH LIFESTYLE

There's a lot more residents in this area now, which brings its own problems because we're not the quietest of neighbours! Generally, I think people who move here see the value of us.

I think if the JQ ended up being just a purely residential affair, with a few little night-time businesses dotted about, it would just be like another part of the city. St Paul's Square has a good balance between residential and leisure – on a Sunday afternoon, the square is full of people sunning themselves and enjoying the vibe, then they pop back home, spruce themselves up, and come out to the bars. There's a lot of action from the JQDT and the Localism Act to ensure that there is a balance between residential and effective business, but I've had to be a bit more proactive with the planning department because some propositions have been a little close for comfort.

Thankfully, I've had support from the council and the planning department. And if there is a noise issue, it's more of a dig in the ribs and a quiet conversation! We try to keep those communication channels open. We meet regularly with people like the JQBID and even the Vicar. We like to go and have a word with the Vicar every now and then – he's got an entertainment business bigger than ours!

***If you'd asked me about my greatest achievement a few years earlier, I guess I would say bringing the business into profit, increasing range of customers that come in, and putting the business on the map. Now, I think our biggest achievement is that we've maintained the business for 20 years.***

We've just celebrated our 20<sup>th</sup> anniversary, which is amazing. Without overplaying it, the night time industry is dynamic in terms of places opening and closing. Lots of bars and venues open with a flash, trade well, then crash and burn because they're simply the day's fashion. Fashion is, unfortunately, short term. That's the nature of this industry, but we're doing as well as we were 10 years ago. I wouldn't say we're a fashionable business – we're just a place where people know they can come out and have a good, entertaining, safe, and enjoyable night.

We're not stuck in our ways though. I think we've achieved what we have in the last 20 years because we strike a balance between being predictably a 'good night out', while also constantly changing what we do. That includes changing the music to make sure we move with the times. But that doesn't mean that a lot of the old songs get thrown out – we simply upgrade the 'entertainment package'.

I'll recruit lots of new bands, as well as new projects from established musicians, but that new band has to be a 'Jam House' band. We'll test it out in the early week so they get used to the way I am, the way the Jam House is, and the way the Jam House audience might react, before they get promoted to a Friday or Saturday night. I don't want to give you the impression that I'm a hard taskmaster, but there are certain things that need to be done. The band needs to make sure the dance floor is thriving.

***What are my standout performances from the last 15 years? Well, I can't answer that question without mentioning Jools Holland. He is the star of***

***the firmament. He had a major connection with the building when it first opened and there's as much communication between us and him now as there was 20 years ago. Every time he plays the Jam House, it's a standout performance.***

I suppose another highlight would be the first time we had Ben E. King play here. We had so many of the Birmingham glitterati attend... Roy Wood, the likes of ELO, Bev Bevan from The Move, Steve Gibbons... all the faces you'd imagine from the Birmingham muso collective. Robert Plant – a boyhood hero of mine – was even standing in the queue to come and see him. Ben E. King had invited Led Zeppelin to support him on his world tour before anybody knew who The Yardbirds-come-Led Zeppelin were. He puts down a lot of their success to that tour. And they met up again at the Jam House!

Another one would be Ocean Colour Scene. They recorded their live album here. I went to see some family in central London and emblazoned in the windows of the Oxford Street HMV were adverts for their record of the week... and the album cover was a picture of the Jam House! It makes you feel a little warm inside, you know.





## THE FUTURE OF THE JAM HOUSE IN THE JQ

I view the future of the Jam House hugely positively. Physically, we are looking at some minor upgrades into the presentation of the business to make sure the place keeps up, and in terms of entertainment, there will always be new musicians and new projects. We want to maintain that change. Keep the old, but also move into the new. We're not self-satisfied, but we are also quite confident that we'll move into the next couple of decades as strongly as we are leaving the last, regardless of what happens. We'll always react and adapt.

Take the recession, for example. Prior to that, a lot of corporate business made up our early week. We'd often have big corporate events once a month, which would represent almost 50% of our normal weekly turnout in one night. As soon as the recession happened, they just went. They simply stopped spending. It happened prior to Christmas, and we were losing bookings left, right, and centre, as most of our business at that time came out of banks in the financial sector. It probably took us six months of dilemma, but we basically turned our guns on to the populace rather than the corporate bods. As a result, we grew the business back into being very much a business for the public rather than one that's prepared to close three nights a month to take the corporate pound.

If some other problem presents itself, I'm sure we'll find a way of finding our way through it. Again, it comes back to how we've achieved our longevity.

***We're managed to stay open for 20 years, and there's no reason I can think of as to why we won't be open for another 20 years."***

[thejamhouse.com](http://thejamhouse.com)

# OUR JQ, OUR PICKS

FAVOURITE PLACE IN THE JQ?

Erm, let me think... The Jam House.



WHAT EXCITES YOU MOST ABOUT THE JQ'S FUTURE?

How it can be managed through inventive planning.



WHERE'S THE BEST VIEW IN THE JQ?

The top floor of The Jam House, looking down on to St Paul's Square in springtime with all the blossoms.



WHAT'S YOUR TOP TIP FOR A VISITOR TO THE JQ?



Spend the day here. Enjoy the great museums, restaurants, and later on, the bars.

TELL US A FACT ABOUT THE JQ.



St Paul's Church was built in 1779 and the square was developed as a sort of leisure area to cater to the industrialists. The building the Jam House is in was built the year after. It's one of the oldest buildings in the Jewellery Quarter.

WHAT DO YOU WISH PEOPLE KNEW ABOUT THE JQ?

Its existence.



WHAT WOULD YOU CHANGE ABOUT THE JQ?

Nothing. It is always changing, and it should just carry on changing.



WHERE DO YOU SPEND A LUNCH BREAK IN THE JQ?

Rarely do I get time for it, but if I did it would be a quick bite at Saint Kitchen or a full blow out at Andersons.



# *Changing Spaces: Hitting the bullseye with 180 Club*

“WE HAD A CLEAR VISION FOR 180 CLUB FROM THE START. WE WANTED TO INTRODUCE BIRMINGHAM TO SOMETHING SPECIAL, SOMETHING THEY HAVE NEVER SEEN BEFORE.”

BERNADETTE SCOTT-RUSHFIRTH, GENERAL MANAGER OF THE RECTORY AND 180 CLUB, SHARES THE VISION BEHIND THE NEW DARTS BAR VENTURE BASED IN THE HEART OF THE JO.





Located in the 2,000 sq ft basement of The Rectory, Birmingham's latest underground darts bar, 180 Club, is the first of its kind – bringing the sport into the 21st Century by blending it with shots, sharer cocktails, and New York-style snacks for casual and competitive players alike.

Overlooking St Paul's Church, The Rectory Bar and Restaurant is an established pub with a rich history. So, what factors contributed to changing the format of the basement space into a quirky bar, and why now? "We had a clear vision for 180 Club from the start; we wanted to introduce Birmingham to something special, something they have never seen before," Bernadette Scott-Rushfirth, General Manager explains. And with cutting-edge electronic dart boards and cool underground vibes, it really is the first of its kind. "We wanted to create an amazing social platform where you can gather with friends and colleagues alike, share your experience and a flaming cocktail or two!"

***The room on its own stands out as nothing you have seen in the city. We really think it has hit the bullseye with regards to what people want for a fun night out.***

Made up of six darts lanes, each of which can host 14 players at a time, the space that already existed as part of the pub underwent a transformation that strived not to disturb the heritage of one of the JQ's historic buildings. "We wanted to maximise the space to make it not only comfortable for all of our guests, but to also achieve the right feel in the process," Bernadette says. "With the extensive refurbishment works to the basement, we were very conscious to keep the original features of the building, whilst adding the new neons and dart boards."

The basement space, already connected to The Rectory, acted as a great platform for 180 Club. "The basement wasn't being used to its full potential, so we wanted to maximise that and bring something exciting to our city," Bernadette says. But with already established regulars visiting the pub, it was imperative everything was meticulously planned to cause as little disturbance as possible. "As a new company taking over, we wanted to make sure we had everything in place and were not making a rash decision about how we would change the interior." This also included decisions around the exterior of the building. "From the moment we started planning the renovation, we were very conscious of keeping

The Rectory as a beautifully placed and unchanged venue," Bernadette explains. And the team have achieved just that.

***From the outside, we have kept all of the original features of the building. The addition of a new, safer staircase to enter 180 Club is the only structural change we have made to the venue, which is fantastic!***

So, what makes the JQ the perfect location for the bar set to change the face of the city's experimental bar scene? "As a born and bred Brummie, I am proud to say the JQ is a fantastic place for all kinds of culture, independent venues, and business people alike, which fits in perfectly with our vision of something new and exciting to enjoy in St Paul's Square. This area is known for its heritage and the locals have welcomed us with open arms which is a fantastic thing to have."

Visit [www.180club.co.uk](http://www.180club.co.uk) to find out more and book your lane

# *The vision for St. Paul's Church*

REVEREND ANDREW GORHAM SHARES  
HIS HIGH HOPES AND AMBITIONS  
FOR THE JQ INSTITUTION.





It's hard to imagine the Jewellery Quarter without its iconic St. Paul's Church. Built in 1779 as a chapel of St. Martin's-in-the-Bull Ring, St. Paul's is one of the only surviving 18th Century churches in the city. And standing in the city's only surviving Georgian square, it is known as the 'Jewellers' Church'.

Its interim Reverend in charge, Andrew Gorham, has been with the church for 14 months and has high hopes and ambitions for its future.

***"It's a privilege to be part of the Jewellery Quarter and its vibrant community. I have come to realise that St. Paul's is at the heart of the JQ and is one of the most iconic buildings in Birmingham."***

The church has a capacity of 400 people, and is available to be booked for a variety of functions, concerts, or events. It has hosted art exhibitions and lessons, organ and piano practices, and is a fantastic venue to show films, or even hold masterclasses.

"With its huge churchyard, it's one of the most beautiful locations in Birmingham."

With the first minister of the church, William Young, being a scholar and musician, it's only right that Reverend Gorham wants the future to be as melodic as its past and increase its musical profile.

"We've played host to some of the biggest folk and contemporary music acts in the country, including members of the bands Japan and Tangerine Dream, and in the folk world, The Unthanks and Johnny Flynn."

The church will very much be involved in the JQ Festival (29 and 30 June) and the Birmingham Fest (12 - 28 July), and wants to develop its capacity for theatre and performing arts in the near future, with the church receiving requests for the use of the churchyard in the summer months for music, food fairs, and exhibitions.

Music is one of the main themes of the church, which has a local band of committed ringers, who ring the bells prior to the Sunday evening service, and a number of times throughout the week.

But what Reverend Gorham is arguably most proud about is the support network the church provides to so many organisations.

"At the heart of St. Paul's is our weekly worship with a growing international worshipping community. The church is a very popular venue for baptisms, weddings, and other special services. We also provide a meeting place for the JQ Neighbourhood Forum, the Refugee Support Network, Birmingham St Mary's Hospice, and many other organisations."

The next stage is now to have the church open every day to become one of the main community hubs in the JQ.

Do you have a unique or interesting story about an historic Jewellery Quarter building or feature? Email [JQLife@digitalglue.eu](mailto:JQLife@digitalglue.eu)

If you're interested in helping fundraise for the church, please email [info@jqdt.org](mailto:info@jqdt.org) or call **0121 233 2814**

# How We Make It

## MICHELE WHITE JEWELLERY

PUSHING THE BOUNDARIES OF CREATIVITY  
TO TURN JEWELLERY INTO WEARABLE ART.



Michele White, acclaimed British contemporary jewellery designer, has been hand-making jewellery in the Jewellery Quarter for over 30 years. Selecting precious metals and rare gemstones, Michele creates unique collections she describes as 'wearable art'.

As a qualified gemmologist, Michele uses gemstones that stand out from the ordinary – those with an interesting inclusion or unusual cut, and these are often the creative motivation for the way her pieces develop. "I work with precious metals, but I am always looking for minerals and gemstones that I can use," she says.

***I like to build landscapes  
within my designs –  
many of them are  
often layered***

"There are new minerals and gems being discovered all the time, and although many of them are beautiful, they're not always practical for jewellery," she explains. Dealers often visit Michele's workshop from countries far and wide where she chooses from their extensive stock



of wares – one of Michele’s signature pieces, the Paradise Island brooch, for example, boasts a boulder opal from Australia.

Michele describes her method of jewellery making as one that is dictated by the sort of finished product she is after. “All of my pieces start as a drawing in my sketchbook, and I work faithfully from that,” she says. For Michele, it’s all about combining different materials to create a piece of art. “I like to build landscapes within my designs – many of them are often layered. I find it gives them depth without weight,” she explains. This is often achieved by mixing textured and polished metals with smooth stones and crystals.

As the majority of Michele’s jewellery is handmade, the process begins by gathering silver and gold sheet and wire, a saw, files, pliers, and other tools, to start building the piece with reference to her sketches. “My first brooches were made with landscape agates which lend themselves perfectly to the pieces. Nevertheless, my favourite gems are opals – they’re all so beautiful and varied, and I use them a great deal, especially in my handmade 18ct rings. The opals contrast brilliantly with the yellow of the gold, and are finished with diamonds to complete the whole piece,” she explains.

***This piece is the only one of its kind***

## MEET THE PARADISE ISLAND BROOCH

Michele White’s Paradise Island brooch was inspired by the lozenge-shaped boulder opal sourced from Australia, which instantly struck a chord with Michele as being perfect for an ocean scene piece. “The lower half of the opal is green like the sea, and the upper half is blue like the sky, with a glittering green line across the centre. This piece is the only one of its kind,” Michele says.

The elegant brooch was created in two parts, showcasing Michele’s layered approach. The background holds the opal and the yellow diamond sun, while the foreground presents the island on the sea with the tree growing from

it. For the tree, Michele used 18 carat gold wire which was shaped into flowing branches with pliers and then glued to the silver sheet. When the glue was dry, a strong flame was used to fuse the pieces. When all elements were complete, they were riveted together – a process which allows for the sheets to be joined without using heat or soldering.

So, what makes the JQ the perfect home for Michele White Jewellery? “Many of the suppliers and services I use are on my doorstep here on Caroline Street, but it is the sense of community that makes it such a pleasant place to work. I can’t imagine being anywhere else.”

The Paradise Island brooch is available at Michele White Jewellery, cost on application. Find out more information by visiting [www.michelewhite.com](http://www.michelewhite.com)

Michele is also owner of Artisan Alchemy, a fine furniture and jewellery gallery located on Caroline Street. Find out more at [www.artisan-alchemy.co.uk](http://www.artisan-alchemy.co.uk)

# My piece of the JQ

## ENGRAVING A FAMILY LEGACY.

A LOT OF PEOPLE HAVE CERTAIN PIECES OF JEWELLERY THAT ARE OF PRICELESS AND PRECIOUS VALUE. BUT HAVE YOU EVER ENGRAVED A FAMILY MEMBER'S FINGERPRINT TO REALLY BE CONNECTED?

That's exactly what Emily Mould did. When her grandad John was diagnosed with Motor Neurone Disease three years ago, Emily sought to find a piece of jewellery that would attach him to it, and after doing some initial research, she began looking into fingerprint engravement.

***"My grandad is my hero in my eyes, so having his fingerprint engraved into my ring seems the most fitting and touching thing I could do. After having a look around, Warstone Jewellers in the Jewellery Quarter seemed the best fit for me."***

"I went in and told the ladies how and what I wanted to achieve. They thought it was a lovely gesture, and straightaway got to work, answering all my questions regarding the engraving."

Once the correct ring size arrived in store, Emily tried it on again to make sure it was definitely the one for her. Then, once ordered, she had the challenge to get a fingerprint from her grandad.

"Once ordered, I had to get one fingerprint from grandad, and had a few tries to get the



correct print. Once the ring was back, I took the prints to the jewellers and they advised on the best one. They sent this off away again to be engraved, and I haven't took the ring off since."

The whole process took two months, with Warstone Jewellers on Warstone Lane recommended to Emily by a close friend.

For a unique and bespoke service, Emily couldn't be happier with how her ring has turned out, and how she can now carry a piece of her grandad around with her forever.

***"This is the most sentimental piece of jewellery I own, and one I'll be able to treasure, look down at and have great memories of. It's not something you hear about every***

***day, and I hope my grandad is as happy as me. I love the fact I have a piece of jewellery that has been custom made and there's nothing like it in the world".***

Do you have a story about a piece of the Jewellery Quarter? Share it with us by writing to [JQLife@digitalglue.eu](mailto:JQLife@digitalglue.eu)



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