

JQ Life

Issue 6 - Autumn 2019



JEWELLERY QUARTER
BUSINESS IMPROVEMENT DISTRICT

www.jewelleryquarter.net

FREE

CHAMPIONING THE JQ'S GEMS

ALEX NICHOLSON-EVANS
TAKES US ON A TOUR
OF HER JQ

▶ **Made in the JQ**

Steve Lovell explores the many different sides of the Quarter

▶ **100 years of history brought to life**

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Issue 6 - Autumn 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

Autumn is packing a punch!

The JQ Festival returned in June, bringing thousands of visitors to the area to take part in free entertainment, an array of heritage focused activities, and the return of JQ Open Studios. Organised by the JQBID, plans are already underway for next year's Festival with the date already set for 20 and 21 June 2020.

But just as we close the doors on what has been an incredibly busy summer, we welcome an autumn that's already packing a serious punch.

Kicking off the season is Birmingham Heritage Week, a city-wide event that will raise the profile of local heritage. The JQBID are proud to sponsor the event, which will explore the JQ through tours, trails, and workshops. Discover more on page 10. You can also look forward to our annual Christmas Lights Switch On, 'Lighting up the JQ'. Enjoy mulled wine, music, and fireworks as we kick off the festive season. (page 11).

We've also been busy with the launch of our new website (page 6) and brand-new marketing campaign that celebrates the very best of what's Made in the JQ. JQBID's Communications and Marketing Manager, Steve Lovell, explores this in pages 12 - 15.

I'd also like to say a huge welcome to our two new JQDT Board Members. We welcome Alex Nicholson-Evans, Commercial Director of Birmingham Museums Trust, who you can read more



about on pages 18 - 23. We also welcome Helen Bicknell, co-owner of Mitchel & Co, an independent, family-run jeweller based in the heart of the JQ.

Enjoy reading.

Luke Crane

JQDT Executive Director

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

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

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

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



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JEWELLERY QUARTER
BUSINESS IMPROVEMENT DISTRICT

What's new in the JQ?

CREATIVE JEWELLER'S CAREER ACCELERATES

An emerging creative jeweller, Megan Louise, has been awarded the Business Accelerator Award after completing the Design for Industry course at the School of Jewellery. Megan has been mentored by David Louis, Director of Artrfull Expression, who are recognised for showcasing designers and makers with a passion for the heritage of the Jewellery Quarter. The award win has given Megan the opportunity to open an online shop with Artrfull Expression and to also display her work in their gallery.

Discover Megan Louise's work at www.artfullexpression.co.uk or visit the gallery at Artrfull Expression, 23 - 24 Warstone Lane, B18 6JQ

JQ HOME AWARDED BY BIRMINGHAM CIVIC SOCIETY

Malcolm Kirkham and Jan Arkwright are the proud owners of Mary Street, winner of the Birmingham Civic Society Renaissance Award. The former workshop, which dates back to 1823, has been sensitively restored and transformed into a modern home. It was designed and developed by BPN Architects, who are based just across the road from the house. Working alongside BPN Architects, Malcolm and Jan were committed to retaining the building's history and identity, whilst bringing it into use and ensuring its future. Mary Street was one of two JQ projects shortlisted, with The Squirrel Works also getting a nod in the final four.

Read more about Mary Street at www.birminghamcivicsociety.org.uk/we-have-a-winner

HOCKLEY MINT PUT A MODERN TWIST ON TRADITION

British casting specialist and fine jewellery manufacturer, Hockley Mint, has launched a new collection of plain and diamond-set letter pendants ahead of International Jewellery London 2019. The new Initials collection will be available in 9k and 18k white, yellow and rose gold, as well as Fairtrade gold, platinum, and palladium.

Although created in response to current market trends, Hockley Mint was determined to add its own twist to the letter pendant concept inspired by its high standards of quality, craftsmanship, and 'British Made' ethos. To achieve this, Hockley Mint commissioned its own bespoke font for an alphabet that is both easy-to-read and eye-catching in display units.

The Initials collection will be formally unveiled at International Jewellery London 2019, from September 1 - 3 at Olympia London.

Discover the latest at www.hockleymint.co.uk

ST PAUL'S CHURCH WELCOMES REVEREND CONAN CHITHAM

Reverend Conan Chitham joins St Paul's Church as Assistant Priest, where he will be regularly leading services and sharing pastoral care for the Church's growing congregations, as well as liaising with the business community across the city.

Read more at www.jewelleryquarter.net/st-pauls-church-welcomes-rev-conan-chitham

CHECK OUT WHO'S JOINED THE JQ

Honey Bee Home
www.honeybeehome.co.uk

Brew
www.wearebrew.co.uk

House of Coco
www.houseofcocobridal.com

Primedical Aesthetics
www.pmaclinics.co.uk

Jemz Nailz
www.jemznailz.com

Couture Clinic
www.coutureclinic.co.uk

Commisum
www.commisum.com

MS Taxes - Tax Investigation Experts
www.mstaxes.co.uk

Makes Sense Accountants
www.msaccounts.co.uk

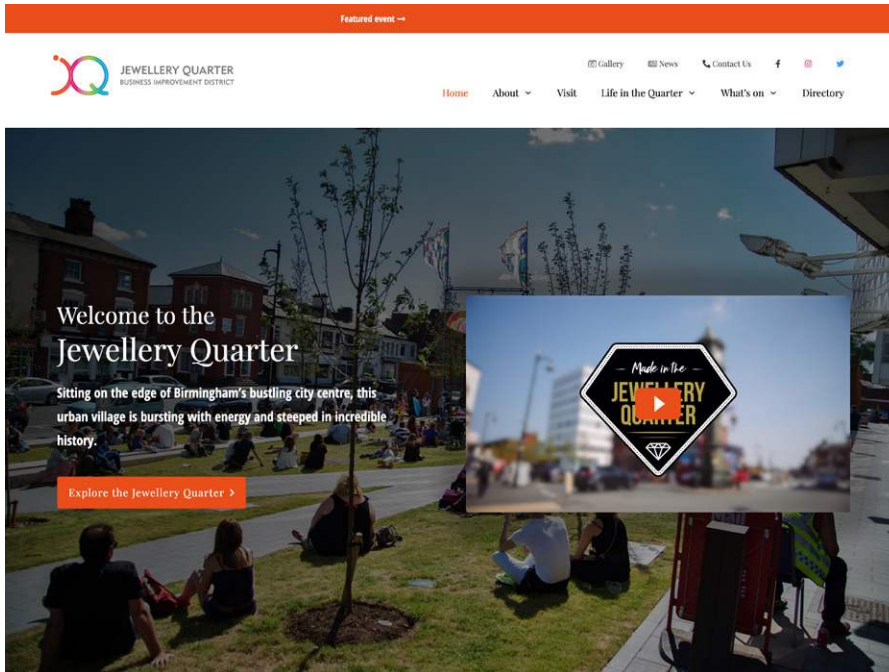
The Whitmore Collection
www.thewhitmorecollection.com

Kjokken Space
kjokkenspace.co.uk

Correct as of August 2019

Are you a new business in the JQ? Please get in touch and let the JQBID know by emailing info@jqdt.org

JQBID & JODT Highlights



NEW JQBID WEBSITE LAUNCHED

We're excited to reveal the brand new JQBID website. Its new simplified design, and upgraded What's On and Directory sections, make it a lot easier for visitors to discover what to do and where to visit in the JQ. Visitors can also browse through our new gallery to discover more about life and work in the Jewellery Quarter including our many independent shops, unique heritage, and amazing events.

Check out the new website at www.jewelleryquarter.net

WORLD CLEAN-UP DAY – 21 SEPTEMBER

Join us for another community clean-up event as part of the global 'World Clean-up Day' campaign. After the huge success of our Great British Spring Clean on 22 March, where over 40 people attended, we're hoping this one will be another busy day with the support of our residents and businesses. All materials will be provided including gloves, bags, and high visibility vests. We hope to see you there!

Visit www.jewelleryquarter.net for more information.





ADOPT A STATION PROJECT STEAMS AHEAD

The Adopt a Station project is in full swing. Outside the front of the Jewellery Quarter station, there are four planters which contain a mix of evergreens and perennials as well as several bedding plants. Alongside Platform 1, the edible garden is beginning to take shape with five planters containing a variety of fruits and vegetables.

Stretching down one of the main walkways inside the station is also the new station art gallery which currently showcases Townscape Heritage's People's Archive project, celebrating people who have worked and lived within the TH boundary area.

If you would like to get involved in any of the Adopt a Station projects or would like to sign up as a volunteer to help water our plants or look after our station, please email info@jqdt.org.



JQ FESTIVAL: 29-30 JUNE

Over 1,000 people filled St. Paul's Square on 29 June for 7 hours of live music. With the Jam House celebrating their 20th birthday, festival goers were gifted with gorgeous sunshine, music ranging from salsa to indie, and food and drink supplied by the bars that surround the square.

Over in the Golden Square, families enjoyed an array of fun activities including a rideable steam train, a street magician, giant Scalextric, as well as performances from CircusMash.

Sunday saw a different programme of events to previous years with the introduction of heritage and history focused activities ranging from tours and talks, as well as an exhibition area with a Jewellery Quarter art gallery.

And with the return of JQ Open Studios, the Brewery Quarter, and Music Trail, visitors were treated to an action-packed two days.

Watch the 2019 Festival video at <http://bit.ly/jqfest-19>

BBC GARDENER'S WORLD LIVE: 13-16 JUNE

The award-winning showcase design of 'The Watchmaker's Garden' was conceived and built by designer, Alexandra Froggatt, with support from the JQBID. The design was inspired by the cottage industries of the late 19th century and the W.F. Evans and Sons watchmakers firm, who built the iconic Chamberlain Clock. The interior was faithfully created, and the local business community lent original items to furnish the set design. Members of the JQBID staff were on hand to talk to visitors about the garden and its links to this historic neighbourhood of Birmingham. The design won both Platinum Award and Best in Show.

JQTH HIGHLIGHTS



JQTH AREA

JQTH GRANTS UPDATE

The first few grant applications are close to being submitted so we hope to see works on site by the beginning of next year. In addition to these larger projects, we are now also offering grants for minor works.

Small grants are available for the restoration or re-instatement of architectural detail where the building is in an otherwise good condition. Eligible works include repairs to original windows, doors, and masonry. The use of traditional materials and methods will be required.

To be eligible, the building must fall within the JQTH area and you must either own the freehold or hold a lease of at least 10 years.

For further information please contact Mandy Hall, JQTH Capital Works Manager via townscapeheritage@jqdt.org

SPOTLIGHT ON FREDERICK STREET

After the success of Spotlight on Vittoria Street in May, the focus will be placed on Frederick Street for a week during January 2020. Frederick Street is one of the most interesting and varied streets in the area, encompassing grand houses, huge factory buildings, and small workshops, plus the famous Chamberlain Clock. Spotlight is an opportunity to celebrate and explore the heritage of the street and engage people with its history.

We would love businesses and organisations on Frederick Street to get involved, by sharing the heritage of their building with the public in creative and interesting ways.

The JQTH team can assist organisations who would like to take part by providing information about the history of their building and can fund engaging activities and projects. If you'd like to take part, get in touch with Kate via kate.oconnor@jqdt.org



PATRICK LAMBERT BY ANDY PILSBURY

JQ PEOPLE'S ARCHIVE ON DISPLAY

Interviews and photographic portraits from the JQ People's Archive will be on display as part of a new exhibition this autumn. 'Still: Stories from the Jewellery Quarter' aims to highlight the experiences of people who have living memories of the area's 'industrial middle'. Volunteers from the JQTH project have interviewed a range of participants over the last few months, including those who have worked in the area, owned businesses, and those who visited as children. Audio from the interviews will be presented publicly for the first time, alongside portrait photos of participants taken by Andy Pilsbury and Ines Elsa Dalal.

The Iron House Gallery on Great Hampton Row will host the exhibition, which will run from 26 October to 10 November 2019. There will be a programme of events and activities supporting the exhibition, including a panel discussion with the photographers, talks from project participants, hands-on workshops which explore the skills and creativity of participants, and film screenings.

The JQ People's Archive is an ongoing oral history project organised by the JQ Townscape Heritage project. If you know of anyone who has memories of the area that they'd like to share, or if you would like to contribute your story, please get in touch via jqstories@jqdt.org

Striking the Balance:

MANAGING THE HERITAGE OF COMMERCE AND COMMUNITY IN THE JEWELLERY QUARTER

GUEST COLUMN

The Jewellery Quarter's very own PMP Consultants and Javelin Block recently hosted the latest #BuildingBrum debate, organised by the RIBA and 9 other professional bodies. A diverse panel, all of whom are embedded in Jewellery Quarter life, considered this question: 'The Jewellery Quarter, an unfinished urban village?'

Debate anchored on regeneration of the Quarter with heritage a key topic. The liveliest of discussion concerned priorities for the future, with differing views on how to balance ambitions for development with the needs of existing businesses and residents. After all, being a 'village' goes beyond the built environment, to the people and communities within.

What makes this community special? Skills, enterprise, and innovation feature strongly, as does the 'can-do' attitude that has permeated the area for centuries. These traits, and the organisations embodying them, are as integral to the Quarter's character as its industrial buildings.

Equal effort should be given to maintaining the nature of the Quarter's historic commercial community, as it is the conservation of its heritage assets. So, how can this be achieved? The tools for preserving the built legacies of historic industry are well-known and afforded great weight through the planning system. We have an expansive conservation area and 244 listed buildings to boot. A marriage of clear direction, clever design, and scrutiny by local authorities should keep the Quarter on track.

Preserving the famed innovative spirit of the Jewellery Quarter is a different challenge.

Planning controls cannot protect an ethos. We cannot legislate for creativity. Whilst bricks and mortar can be repaired, can the unique fabric of the Quarter's communal heritage be so readily restored?

The solutions are perhaps as complex as the pressures facing the Jewellery Quarter. Experiences elsewhere show that a sustained and collaborative effort between many stakeholders can make a difference. Managing the delicate balance of residential and commercial uses will be key, particularly retaining affordable working space to house traditional businesses and allow new innovators to take root. We have to incentivise creation of new space through development, or at least ensure that any loss is offset. The Jewellery Quarter Development Trust (JQDT) is crafting a Neighbourhood Plan to support this, and to help the whole community reap the benefits of private investment.

In the spirit of the Quarter's industrialists, contemporary and historic alike, we can be creative in reusing historic buildings. The third sector is leading the way. Many of the Quarter's historic institutions now blend a cultural offer with provision of affordable, commercial opportunities. The Coffin Works, restored and managed by the Birmingham Conservation Trust, is a flagship example. Most know its quirky museum, and a few see the thriving business community nestled within. This landmark of the Quarter is now host to architects, graphic designers, consultants, charities, and delightfully, two whole units dedicated to the jewellery trade.



JACK HANSON



MATTHEW BOTT

With the right approach, and latitude to use all the tools we need, we can ensure the Quarter's full spectrum of heritage is not only preserved but nurtured, supporting it through its next 200 years and 1,000 trades.

Jack Hanson is Principal Heritage Consultant at Locus Consulting (www.locusconsulting.co.uk), based in the Jewellery Quarter, and a Trustee of the Birmingham Conservation Trust (www.birminghamconservationtrust.org).

Matthew Bott is Director with responsibility for planning and development at the JQDT, and a Head of Design at Kier.

Want to have your say on one of the JQ's hot topics? Email jqlife@digitalglue.agency

What's On: What to watch out for in the JQ this Autumn

BIRMINGHAM HERITAGE WEEK

Dates: 12 - 22 September 2019

Sponsored by the JQBID, Birmingham Heritage Week returns in 2019 for its fifth year. From 12 - 22 September, the popular city-wide festival will shine a spotlight on Birmingham's fascinating history.

The JQBID and JQTH will be running a series of guided tours and creative workshops to highlight the history and heritage of Birmingham's beloved Quarter, including:

- **Baskerville Cemeteries Tour**
Friday 13 September, 6.00-7.30pm

Join a twilight cemetery tour on a spooky Friday the 13th and discover the surprising story of John Baskerville's burial in Warstone Lane Cemetery.

- **Sign of the Times Walk**
Saturday 14 September, 1.00-2.30pm

A city reveals its secrets to those on foot. Join an urban ramble through one of Birmingham's most historic neighbourhoods in search of signs, lettering, and numbers to see what they reveal about the Quarter.

- **JQ Coasters and Bookmarks Workshop**
Thursday 19 September, 6.00-8.30pm

Learn leather skills with Deborette Clarke and make a bookmark or coaster based on some of the buildings and architectural features seen around the Jewellery Quarter. The workshop includes a short walk around the Jewellery Quarter in search of patterns, shapes, and images to inspire your designs.



- **St. Paul's Church Tour**
Saturday 21 September, 11.00am-12.30pm

Discover the story of St. Paul's Church and learn more about the unique historic features of this Grade I listed building dating from 1779.

In addition to JQBID and JQTH events, there will be a range of activities from local Jewellery Quarter museums, galleries, and businesses to celebrate Birmingham Heritage Week, including:

- The Museum of the Jewellery Quarter
- The Coffin Works
- 1000 Trades
- The Hive

To book onto one of the above events or discover more events, visit <http://bit.ly/jqhw>



MEET THE JQ BID TEAM

Date: 10 October 2019
Time: 5.00 - 7.00pm
Location: The Rose Villa Tavern

Come and discover more about who we are and what we do over an informal drink and a chat!

BIRMINGHAM POPPY DAY

Date: 5 November 2019
Location: JQ wide

Join the city-wide Birmingham Poppy Appeal and raise much-needed funds for the Royal British Legion. Make a difference by either volunteering to raise funds, or by taking the time to make a contribution. Volunteers will be stationed around the JQ throughout the day selling poppies and other RBL merchandise.

THE ROYAL
BRITISH
LEGION



PERSONAL SAFETY WORKSHOPS

Date & Time: Multiple dates and times in October
Location: Kaizen Centre, The Argent Centre, 60 Frederick Street, B1 3HS

These free 1-hour sessions, offered in conjunction with Kaizen Centre, will cover the fundamentals of personal safety theory and offer practical ideas and solutions. The sessions are informal, relaxed, and open to all. No previous experience is necessary. There are multiple dates and times available in October.

To find out more, please contact us via phone on **0121 233 2918** or email for further details on **info@jqdtf.org**

LIGHTING UP THE JQ

Date: 15 November 2019
Time: 5.00 - 7.00pm
Location: The Golden Square

Join us for free live music on The Golden Square and tuck into some delicious street food or treat yourself to a warm cup of mulled wine. The evening will culminate with a spectacular firework display at 6.00pm to celebrate the installation of the bespoke JQ Christmas Lights as the festive season kicks off.



Keep up to date with all the happenings in the Jewellery Quarter by visiting www.jewelleryquarter.net/whats-on

Are you made in the JQ?

**HOW DO YOU DEFINE BEING MADE IN THE JQ?
IS IT A PIECE OF JEWELLERY YOU BOUGHT,
AN ITEM YOU OWN, A MEMORY YOU MADE?**

BEING 'MADE' IN THE JQ SHOULDN'T JUST BE A PHYSICAL PURCHASE
OR SOMETHING BEING HANDCRAFTED OR BUILT. IT'S A COMBINATION OF
EVERYTHING THAT HAPPENS IN THE AREA ON A DAY-TO-DAY BASIS.

LIFE EXPERIENCES ARE CREATED, CAREERS ARE MADE, COMPANIES ARE BUILT TO
THRIVE. NOT TO MENTION THE RESTAURANTS AND BARS TO CHOOSE FROM, AND
PRICELESS MEMORIES THAT CAN BE MADE WITH FAMILY AND FRIENDS.



WELCOME TO THE JQ

The Jewellery Quarter offers you the chance to work, live, eat, sleep, and be part of a unique community spirit which is hard to find elsewhere.

Someone who knows what's on offer all too well is JQBID's very own Steve Lovell. Having lived in the JQ in his early twenties, Steve moved on to pastures new and left the area a few years ago. But the 'pull' of the JQ was just too much, and he returned this year as JQBID's Communications and Marketing Manager.

"I fell in love with the JQ's community spirit when I first came to live here. I lived with my brother and we were always out and about involved in the area's activities; whether that was in the Golden Square, pub quizzes, or just relaxing around in St. Paul's Square. It all seemed very different from city centre living, with a proper community that is hard to come by".

THE VISION FOR THE AREA

Older and wiser, and back working in the Jewellery Quarter, Steve's vision is to shout about the companies, people, and experiences that are happening and made every day in the area.

"I want the area to be showcasing its true potential. The Jewellery Quarter is a part of Birmingham like no other, and there's a lot more to the Quarter than just jewellery. We have restaurants vying for Michelin stars, award-winning bars, three universities, and a huge community of makers of all kinds".

Steve wants everyone to share his passion of being made in the JQ.



"Who doesn't want to shout about the work they're doing, in an area they love? Working and living in the Jewellery Quarter is a choice people have made. Products are still made here, but so too are people and experiences."

"We're launching this campaign for that reason – who and what has been made in the Jewellery Quarter? You could walk into any jewellers or factory and be told a number of tales of the area's past and present, through the eyes of someone who has been here to see it all. That's what it's all about, being made in the JQ. And we want to hear people's stories of the area".





OPHEEM

HENRIETTA STREET GYM

HOW CAN YOU BE MADE IN THE JEWELLERY QUARTER?

People

The Jewellery Quarter is full of educational establishments, such as the celebrated School of Jewellery, which has been the starting point of many people's careers. Businesses in the area also employ young people, train them up, and give them the skills to flourish.

“We want to hear from the hundreds of people who have made their careers here. There are people whose whole life has been dedicated to the Jewellery Quarter. They were born here, worked here, and have retired here”.

Businesses

The campaign also showcases all of the incredible start-up businesses that chose the Jewellery Quarter as their home. One great example is Henrietta Street Gym, which was created with a £250,000 investment and renovated by Jewellery Quarter's very own property developer Javelin Block, who created the gym alongside four loft-style apartments above.

Why did they choose this area? What benefits did the Jewellery Quarter have that other parts of Birmingham, or even the country, didn't? Whether it's a gym, hair salon, chocolatier, or even tapestry making, the JQ's independent scene is very large and diverse.

“And that's just start-ups! The number of accountants, architects, jewellers, factories, or even pubs that have stood the test of time and been in the area forty or fifty years is astounding. Even newer companies to the area, such as digital businesses, need to be celebrated and shouted about”.





Memories and experiences

Nightlife is huge in the area, with the choice as varied as the businesses and people in it. Whether it's amazing food, award-winning drinks at the nationally and globally recognised 40 St.Paul's, or a fine dining experience at Aktar Islam's Opheem, the Jewellery Quarter gives you the platform to make an alternative night out.

Products and jewellery

Many famous items have been made in the Jewellery Quarter, but the area doesn't always get the recognition it deserves for its craft and artistry. It's called the Jewellery Quarter for a reason, and has the Museum of the JQ to showcase its accomplishments.

Birmingham has been called the 'workshop of the world' and is widely known as the city of 1,000 trades. The JQ is home to the creation of the Titanic whistles, created by Acme Whistles, as well as past Wimbledon trophies and even the FA cup.



There are many different sides to the Jewellery Quarter, with many different stories, and we want to hear them all.

In a time where the high street is losing out to big corporates, and consumer behaviour is predominantly switching to online, this is the time to show that the Jewellery Quarter is alive and kicking with a vibrant community who strive to create and innovate.

Are you made in the JQ, and want to celebrate the area and all of its achievements? Get in touch with the JQ team by emailing info@jqdt.org

Take a look at the Made in the JQ video and learn more about the campaign by visiting: <http://bit.ly/madeinthejq>

PROMOTIONAL



TRANSFORMING YOUR PERCEPTION OF DENTISTRY

Currently welcoming new patients to our beautiful Dental Clinic, due to recent expansion of our Dental Team.

Why not take advantage and book in for a practice tour? Or alternatively you may prefer to visit our Treatment Co-Ordinator to discuss your dental needs and queries.

With either of these available we know you will not be disappointed. St Pauls Square Dental Practice caters towards all your needs from general maintenance visits to advanced procedures like full mouth reconstruction.

Call us now on **0121 233 0867** to discuss further.

WITH YOU EVERY STEP OF THE WAY

0121 233 0867

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- Fixed Orthodontics
- Endodontic Treatments
- Facial Aesthetics
- Direct Access Hygiene Facility
- Free Itero Scanning for every Orthodontic enquiry
- Free Whitening to all Smile Makeover Cases
- Referral brochure available to every new patient registration

WELCOMING DR NIDA KHAN TO THE TEAM

Nida qualified from Birmingham University in 2013. He completed his vocational training in Luton and Bedfordshire. He has since worked as an associate in multiple practices in Birmingham and Manchester.

He has expanded his knowledge by attending extra courses for aesthetics and can provide short term orthodontic treatment (Invisalign and Quick straight teeth). He has also completed a Masters in Fixed and Removable prosthodontics at Manchester Dental Hospital. He wishes to complement this masters with a course in implants in the future. Recently he has been appointed as a restorative clinician at the Birmingham Dental Hospital, whose practice is limited to prosthodontics.

Nida enjoys all aspects of dentistry and aims to provide the best care and treatment for his patients. He is a firm believer in continuous learning and strives to keep up to date with the latest developments in dentistry.



In his spare time he enjoys travelling and playing sports. He is an avid Manchester United fan!

A photograph of a workshop or industrial setting. In the foreground, a person's arm wearing a black and white zebra-print sleeve rests on a dark, heavy metal workbench. On the workbench, there are various tools and a small, ornate metal object. In the background, there are wooden cabinets and a wall with a power outlet. The lighting is warm and focused on the workbench area.

In Their Own Words: Alex Nicholson-Evans

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

IN THIS ISSUE, ALEX NICHOLSON-EVANS, COMMERCIAL DIRECTOR OF BIRMINGHAM MUSEUMS TRUST, AND FOUNDER AND MANAGING DIRECTOR OF LIVING FOR THE WEEKEND LTD, TELLS US HOW SHE'S CHAMPIONING THE JQ'S HERITAGE, CULTURE, AND HOSPITALITY.



NAME: **ALEX NICHOLSON-EVANS**
CV: **COMMERCIAL DIRECTOR OF BIRMINGHAM MUSEUMS TRUST. FOUNDER AND MANAGING DIRECTOR OF LIVING FOR THE WEEKEND LTD.**
YEARS LIVED IN THE JQ: **7**

“ THE BIGGEST THING THAT’S CHANGED SINCE I MOVED TO THE JEWELLERY QUARTER IS MY PERCEPTION OF BIRMINGHAM.

I moved to the city from just outside of London with this really negative and completely incorrect perception of Birmingham. It was only when I started working for Birmingham Museums and began to explore the city that I got to know how incredible it really is. Now I consider myself to be a champion for the city and I feel like it’s part of my role as an adopted Brummie, but also through my job and new role as JQDT Board Director, to showcase the incredible, vibrant, diverse, and innovative city that it is. I want to be part of ensuring those less positive perceptions of our city change for good.

By day, I am the Commercial Director for Birmingham Museums Trust, an independent charitable trust that looks after the city’s nine museums, including the internationally



CHAMPIONING THE JQ'S HERITAGE AND CULTURE

Visiting the Museum of the Jewellery Quarter is like stepping back in time. The factory workers hung their coats up at the end of their last day and left. Management had planned to come back and clear the place out but they never did so it's literally a time capsule! Visitors to the museum can tour the factory, hear the stories of the trade, see the historic machinery in action, and even join walking tours of the local area. It's such an important museum and a great place for local residents and tourists alike to visit and get to know the area a bit better.

It's so important for Jewellery Quarter residents to support this gem of a museum. Funding for arts and culture is a challenging landscape to navigate.

I don't think any of us working in the sector believe that the formerly higher levels of public funding will be coming back, so we need to generate more of our own earned income to ensure the city's museums stay open for the people of Birmingham (and beyond) to enjoy. We're a charity first and foremost, but not everyone knows that. We've got work to do as a Trust, to help people understand the funding perils that cultural organisations are facing,

and how they can play a role in ensuring these organisations remain open. I'd encourage everyone to make the most of what's on their doorstep, and support where they can. You can support us by shopping in our gift shops, hiring our fantastic spaces for your next event, or just popping into one of our cafes or restaurants for a bite to eat. The Smith and Pepper Tearoom in the Museum of the Jewellery Quarter, for example, is somewhere JQ residents can pop into to get their takeaway coffee even if they're not visiting the museum. Beyond funding, we are always looking for volunteers and the Birmingham Museums volunteer programme is an excellent opportunity to meet new people and give something back.

Some of the projects I'm most excited about are those that allow us to generate more income whilst also developing our visitor experience. The Museum of the Jewellery Quarter has a Jeweller in Residence scheme, in partnership with Birmingham City University (BCU). This scheme places a jeweller who is a graduate of BCU in the museum's factory, where they design pieces based on our collections and archives. Fiona Harris is our first Jeweller in Residence. She creates pieces in the factory and then uses the School of Jewellery's

renowned Birmingham Museum and Art Gallery, Thinktank Birmingham Science Museum, and the Museum of the Jewellery Quarter. I look after the trading side of the organisation, including conferencing and retail, and also have leadership of our six historic properties.

In addition to the day job, I'm the Founder and Managing Director of Living For The Weekend Ltd, which is the company behind Birmingham Cocktail Weekend and Birmingham Wine Weekend.





CHAMPIONING THE JQ'S HOSPITALITY

Birmingham has got a name for itself as a culinary city but it's only in more recent years that we've been on the map as somewhere to go for a cracking cocktail. One of the reasons I started Birmingham Cocktail Weekend five years ago was to help put us on the map for just those reasons.

When I first moved to the city, I didn't know what fantastic places were on my doorstep. It wasn't until a friend of mine took me out to a couple of great cocktail bars that I realised what I'd been missing out on. I figured there would be other people in the same boat as me; people who had moved to the city for a new job, really into their food and drink, who had yet to discover the fantastic bar scene in Birmingham.

To test whether there was a demand for something like Birmingham Cocktail Weekend, I set up a Twitter profile. If I got 100 followers, I promised myself I'd set up the event. 100 followers came quite quickly, then 150, and then the Birmingham Mail called me and asked what was going on, so I decided it was time to act!

high tech facilities to finish her work. We then sell the final pieces in our shops. When Fiona is on site, she talks visitors through her process of developing and making the pieces; I love that you can experience the historic factory and also hear from a current designer-maker, then take away a unique piece of jewellery to remember your visit. I think it's a real privilege for us at the Museum of the Jewellery Quarter to showcase such talented local makers.

Birmingham Museums also leads on organising Birmingham Heritage Week, a fantastic showcase for the city. This year, the

festival runs from the 12 - 22 September. There are over 100 events, so you'll be spoilt for choice but I'd definitely recommend trying out one of the walking tours. Book quickly though - they are always very popular as they are such a great way to get a taster of some of the city's stories.

You can find out more about Birmingham Museums Trust at www.birminghammuseums.org.uk. Discover Birmingham Heritage Week (12 - 22 Sept 2019) at www.birminghamheritageweek.co.uk



This year it was our 5th birthday, and we worked with 50 venues and brought thousands of cocktail lovers to the city. We've had some fantastic brands working with us over the years, such as Edinburgh Gin and Maker's Mark. We've had national press coverage in Waitrose's magazine and even in The Telegraph's Stella magazine.

Nationally people are finally sitting up and realising what Birmingham has to offer, which is exactly what I set out to achieve.

Two years ago, we also introduced Birmingham Wine Weekend. We have exceptional wine expertise in the city and I wanted to create a festival that makes wine more accessible. I wanted to give people the chance to try something new and learn a bit about what they are drinking too, without the formality. Reading the label on a wine bottle or pronouncing a region or grape variety can be really off-putting for some people; Birmingham Wine Weekend is the chance for people to discover something new with no pressure or judgment. That said, it's also a great festival for wine buffs; some of our venues present some exceptionally interesting wines!

Both weekends give me the opportunity to work with some fantastic venues. We're spoilt for choice in the JQ; Arch 13, Saint Paul's House, The Birmingham Whisky Club, The Pig & Tail, The Rectory, The Rose Villa Tavern, The Vanguard, and 1000 Trades. I have a soft spot for The Birmingham Whisky Club because it's in the Museum of the Jewellery Quarter. Amy Seton, who runs it, is fantastic and I love the fact that she's completely challenged the out-of-date notion that whisky experts are all men. When she was looking for a space for her new venture, I was so glad we were able to facilitate! You can see into the Smith and Pepper factory while you're sat having a dram. Even if you're not a whisky drinker, there's plenty of other options, so I'd really recommend a visit.



SAINT PAUL'S HOUSE

Keep up-to-date with the latest from Birmingham Cocktail Weekend (www.birminghamcocktailweekend.co.uk) and Birmingham Wine Weekend (www.birminghamwineweekend.co.uk)

MY JQ, MY PICKS

WHAT EXCITES YOU ABOUT THE JQ'S FUTURE?



So much! I'm excited to see the hospitality industry and the culture scene continue to develop. I'm sure there'll be planning challenges ahead, but we should use the balance of residential, culture, and commercial to continue to build a community.

WHERE DO YOU SPEND A LUNCH BREAK IN THE JQ?



I rarely take a lunch break, which is really poor form, but when I do I'll either grab a smoothie from Urban Coffee or a sandwich from the Smith and Pepper Tearoom.

The Smith and Pepper Tearoom is within the Museum of the Jewellery Quarter. The tearoom serves freshly made sandwiches and treats along with a selection of teas and coffees.

www.birminghammuseums.org.uk/jewellery/cafes-shop

BEST VIEW IN THE JQ?



I love walking my dog through Warstone Lane Cemetery. Particularly if I'm spoilt with a gorgeous 'Brumset'. It's wonderfully peaceful.

FAVOURITE MEMORY IN THE JQ?



I bought my first house here with my partner, Matt. That's an incredibly happy memory.

IS THERE ANYTHING YOU WOULD CHANGE ABOUT THE JQ?



I would love to see more pockets of green space. It's important to make this part of any future planning and development.

WHO ARE YOUR 'ONES TO WATCH' IN THE JQ?



Sam at The Vanguard is doing some really cool and creative things. I'm certain what he's doing now is only the beginning. Abi Connolly of Arch 13 is one to watch too - she's the first fully-certified female sommelier in the city and she's created a fantastic place to kick back with a Pinot Noir!

Visit Arch 13 at Connolly's (www.arch13bar.co.uk) for a unique wine experience and The Vanguard at 1000 Trades (www.vanguardbar.co.uk) for an exciting cocktail menu.

How We Make It

ETCH COMPONENTS

BLACK SABBATH, AND THE JOURNEY
OF THEIR BIRMINGHAM BENCH

*The bench was made
in Brum, for Brum*





As part of one of the Jewellery Quarter's bespoke commission suppliers, Etch Components, Stewart Francis had a big part to play in producing the revered Black Sabbath Bench, which was unveiled on Broad Street back in February this year.

Starting off as a simple idea by huge Black Sabbath fan and architect, Mohammed Osam, the design was initially created by Egyptian artist, Tarek Abdelkawi, but it wasn't long before it made its way back to Birmingham.

"Mike Olley from Westside BID got in touch with us to make a sample of the four original band members' faces for the bench. We were thrilled to get involved and it's probably the most recognisable thing we've done."

Of course, with great reward, came great challenges. The process took three months, from December to February, to complete. A

great deal of time was focused on getting the drawings of the faces correct and in the right format.

"The shading and detail were absolutely crucial to the design. It took over a week to get the faces perfect. They were the centre piece of the new design. We etched them with all of the artworks given to us, and cut the profiles out of the sheets. I'm very happy to say they came out really well!"

Working against a tight deadline brought out the best in Etch Components, which has been running since 1982 in the Jewellery Quarter's Caroline Street. They're used to working on obscure and ambiguous requests, which has included supplying etchings to the jewellery trade and major car manufacturers.

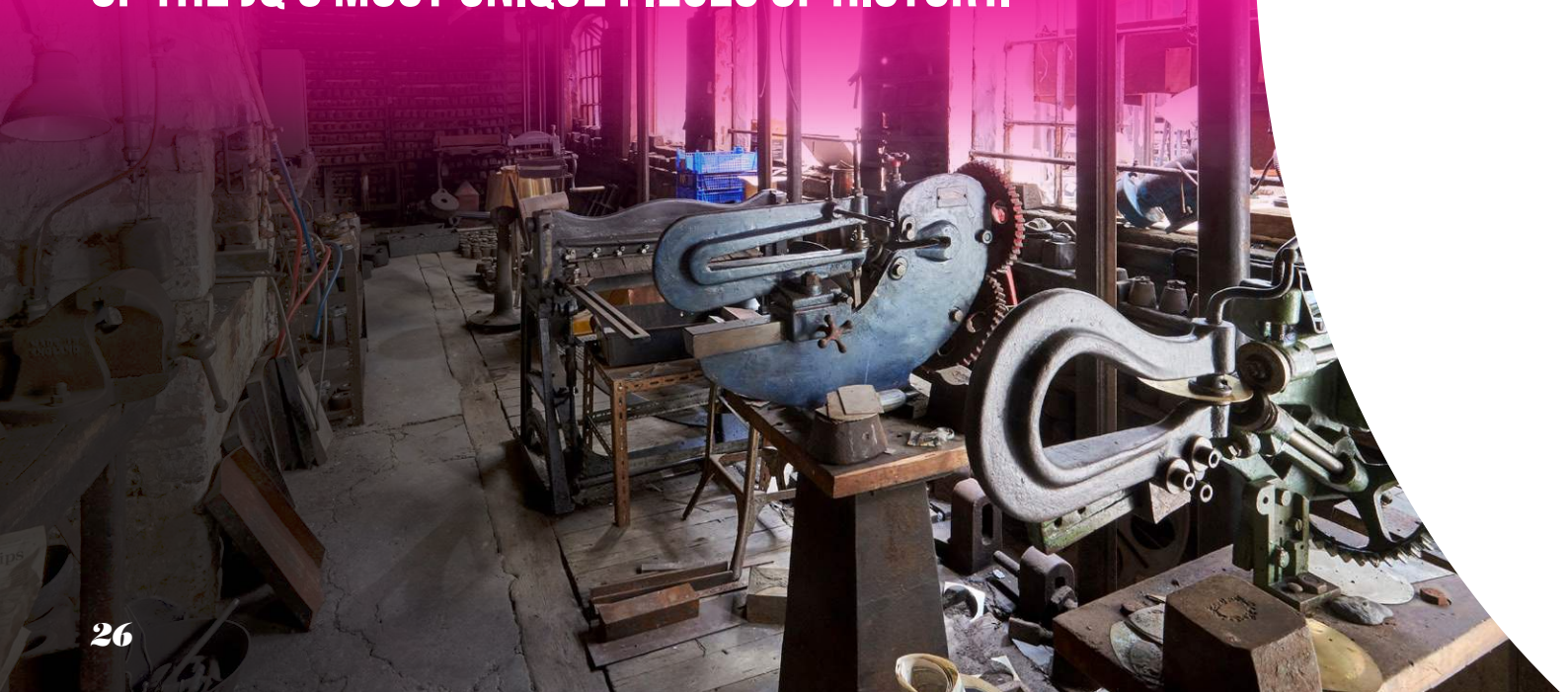
The final manufacture of the bench was completed by Tyseley-based Gateway Steel Fabricators, but Stewart couldn't be prouder of the role Etch Components had in the process, which now sits proudly on the renamed 'Black Sabbath Bridge' across the Canal on Birmingham's Broad Street. It has the inscription: "Geezer. Ozzy. Tony. Bill. Made in Birmingham 1968".

"It was an honour to be asked to do the bench. No one is going to fly the flag higher for Birmingham than the people themselves, and I for one am delighted Black Sabbath's journey has almost come full circle to where it all started, and we've had a little part to play in that".

Etch Components are based at Unit 3,
58 Caroline Street, B3 1UF.
www.etchcomponents-uk.co.uk

J.W. Evans – Bringing 100 years of history to life.

NESTLED AMONGST THE STREETS OF THE JQ, YOU COULD BE EASILY FORGIVEN FOR PASSING BY J.W. EVANS SILVER FACTORY, BUT THE VICTORIAN TERRACED EXTERIORS HIDE ONE OF THE JQ'S MOST UNIQUE PIECES OF HISTORY.



Originally opened in 1881, Jenkin Evans started his factory at his terraced house home at 54 Albion Street. For over 100 years, the factory stayed within the Evans family and extended from its single terraced house roots to encompass the three houses next door.

Out of sight behind the doors is a truly hidden world, chronicling the metal work that took place here until the factory closed in 2008.

The factory is a true rabbit warren, with rooms and staircases leading to areas that have sat untouched since the factory was closed.

From original Victorian working spaces with benches that have been worn away by the workers who sat there day to day, to offices that were left when the factory shut its doors; this space doesn't just chronicle the history of the work that was done here, but the lives of the local people that worked in the space.

The workshops themselves have a staggering number of tools and presses covering just about every inch of free space, thousands of pieces that would have been used in the original manufacturing process. There are so many, in fact, that English Heritage who manage the site haven't yet got around to counting them all!

So how do you look at taking a place like J.W. Evans and making it accessible for the future? English Heritage took over the site in 2010, and it has recently been awarded a Resilient Heritage Grant from the National Lottery Heritage Fund. With this funding, English Heritage are able to undertake extensive research into how this important site of industrial heritage can be enjoyed by the local community and beyond.

Michelle Lisa Gayle, who works with English Heritage at the site tells us that it's not just the history of the building they want to be able to share, but also the social history.

“When visitors understand how history is relevant to their lives, it gives us an emotional experience that places us in the lives of those who came before us.

It's only by looking at how we live now and comparing it to how people used to live that we can understand how far we have come," says Michelle.

There was a strong artistic streak in the Evans family. Jenkin himself was an artist who studied at the Birmingham School of Art and Design, and his son Harold was a keen photographer. "It is a good place to start exploring and engaging with these concepts. In museums and heritage, we are recognising the interest visitors have in people that lived and worked in the

places they visit. This is a great opportunity to share information with our visitors that is still relevant and important today."


"When our descendants look back at us, and what we do now, the journey of technical evolution will have context. As well as looking at the past, I feel it's really important for J.W. Evans to capture future history, by capturing, sharing, and recording the way that people live today in the Jewellery Quarter. That way, we are making history for the future."



Pre booking is necessary, with tours of the J.W. Evans factory available every month. To find out when the next tours are, visit the website www.english-heritage.org.uk/visit/places/j-w-evans-silver-factory or call 0370 333 1181

Changing Spaces: The Lampworks - looking through a lens at the JQ

SPREAD OUT OVER A WHOPPING 7,500SQFT, THE LAMPWORKS IS THE NEWEST CREATIVE ENDEAVOUR TO HIT THE JQ; A SERIES OF STUDIOS AVAILABLE TO HIRE FOR FILMMAKERS, PHOTOGRAPHERS, AND CREATIVE PROJECTS ALIKE.



*There's even been
a photographer
with their own
boa constrictor!*

Comprised of a series of interlinked buildings, the two main spaces, The Loft and The Factory, were originally a 1960s factory manufacturing lights - hence the name Lampworks! The space was perfect for transforming for creative use, with the big open spaces in The Factory providing perfect open plan areas for shooting, and the unique industrial history providing a one-of-a-kind aesthetic.

With flexible spaces available for creative work including offices, meeting rooms, and costume and make-up areas, the Lampworks has already attracted everyone from local make-up artists, fashion designers, and musicians.

The Lampworks has played host to TV shoots for Rotunda Films and Channel 4, amongst others as well as genre films - the team were somewhat surprised to see Batgirl on the roof one day, and there's even been a photographer with their own boa constrictor!

The Lampworks is also the beating heart of Birmingham Film Festival, headed up by president of the festival, Kevin McDonough, who runs the Lampworks alongside David Mahony and Chris Barrow. ***"When I first started in the film industry, I'd always wanted to operate from the JQ. It has history, beautiful aesthetics, and an atmosphere that seemed to sit well with creatives,"*** says Kevin.

So when choosing a place for the studio project, there was really no question as to where it would be. All the people involved in the project live and work in the JQ, so it was important for the team to try and create the sort of thing they would like to see in the environment that they call home. When the opportunity arose to acquire the space and the semi-derelict land to the rear, the idea of a mixed-use project was born.



The intention is to create a centre for the Birmingham and West Midlands film and video community.



The intention is to create a centre for the Birmingham and West Midlands film and video community.

"And then when the opportunity to establish a film studio came up, there was just no way we could resist. The potential is limitless, meaning it was the best place for us to establish the headquarters of the Birmingham Film Festival," Kevin says, "There is a buzz of activity which we've noticed since moving in, and it seems to be growing, bringing out the JQ's personality."

To find out more about the Lampworks and to book space, visit their website www.the-lampworks.co.uk. The Birmingham Film Festival runs from 1 - 10 November 2019.

My piece of the JQ

HOW ONE WOMAN IS BRINGING THE JQ TO FINLAND

WHEN IT CAME TO CELEBRATING HER FAVOURITE BAND'S 25TH ANNIVERSARY, DEBBIE CURTIS HAD SOMETHING SPECIAL UP HER SLEEVE.

“I’m a big fan of The Rasmus, a Finnish rock band”, says Debbie. “As a hobby, I make custom minifigures of friends and famous people. Last year, I decided to combine my two passions and create minifigures of The Rasmus, in celebration of their 25th anniversary”.

With a brilliant idea taking shape, Debbie enlisted the help of the JQ’s talented makers - although her 11-year-old son, Michael, wanted to make the band in Lego to live his dream of working for Lego in the future!

To kickstart her project, Debbie reached out to Aconia to cast the lead singer’s minifigure in silver, before getting the piece hallmarked at the Assay Office. Debbie is now working on further minifigures with a range of JQ makers getting involved.

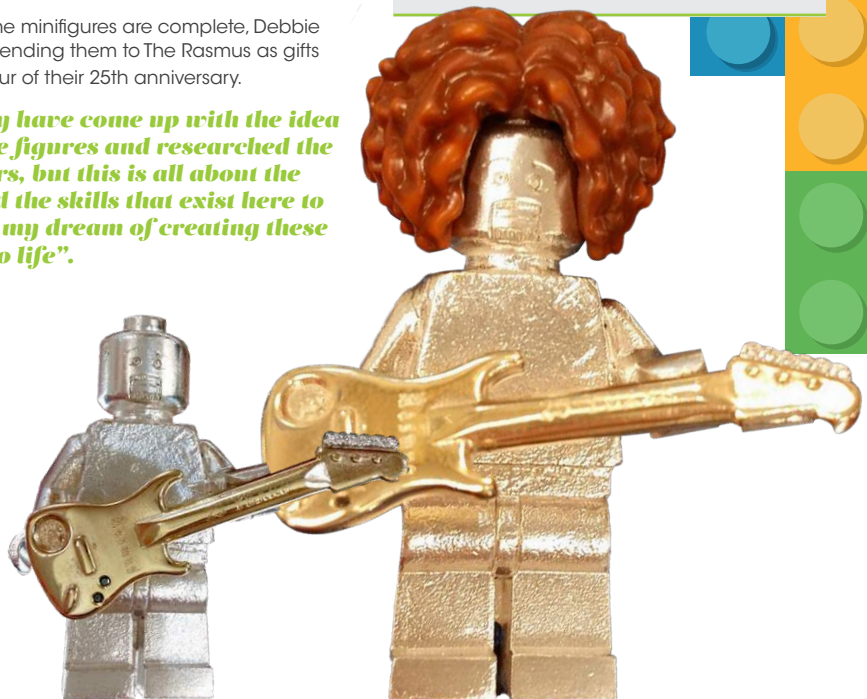
“John at Aconia will be making gold guitars for the figures, while Eileen at E.A.G Engraving is engraving faces on the figures

and adding inscriptions in Finnish. And I’ve also asked Mandy at Wards Jewellers to add tiny diamonds to the head of the guitars. I’m also getting the figures’ hair plated in rose gold by PJF Metal Processors.”

Once the minifigures are complete, Debbie will be sending them to The Rasmus as gifts in honour of their 25th anniversary.

“I may have come up with the idea for the figures and researched the makers, but this is all about the JQ and the skills that exist here to bring my dream of creating these gifts to life”.

Do you have a story about a piece of the Jewellery Quarter? Share it with us by writing to JQLife@digitalglue.agency



JQ Life



JEWELLERY QUARTER
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Christmas in the Jewellery Quarter

SAVE THE DATE
Christmas Lights Switch On

Friday 15th November 5pm-7pm

The Golden Square, Birmingham, B18 6NF

Join us on the Golden Square to kick-off the festive season in style. Enjoy free live music, delicious street food and hot mulled wine before the spectacular fireworks display at 6pm.



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