

RETAIL BID  
BIRMINGHAM

# Edit

FREE • JUNE/JULY 2016



## *Mailbox hosts Peaky premiere*



Hundreds in city centre to see music legend unveil tram in his name

## *Ozzy opens the trams*

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Retail Birmingham is the Business Improvement District (BID) for Birmingham city centre's retail area and has been supporting its members since 2007, promoting, enhancing and developing the shopping and leisure experience in the city centre.

While the retail environment is forever changing with the challenge of shopping online, the Retail BID firmly believes in supporting the shopping experience delivered by retailers in the city centre, maintaining Birmingham's position as the regional capital for shopping.

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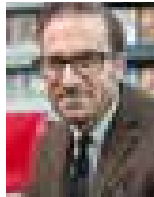


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## FROM THE EDITOR



**It's been a long time coming for city centre retailers and businesses affected by Midland Metro extension works, but here's hoping for a bright future now the service is up and running.**

And what better way of launching the new Metro extension from Snow Hill station to New Street and Grand Central, than one of our most famous sons – the rock legend that is Ozzy Osbourne – in the city to unveil a tram bearing his name.

**Edit** magazine was there at the official ceremony to speak to the great man, who appeared to be having a whale of a time meeting fans and chatting to reporters.

We've covered the Metro extension and Ozzy's visit inside this edition, along with all the other goings-on in the Retail BID area.

You can find out more about the BID's vote renewal process and consultation, after member businesses fed back to the team what they would like to see take priority in the BID's proposed third term. It makes for interesting reading.

We're also doing our bit to highlight the brilliant independents who bring a touch of Brummie uniqueness – and great tasting coffee – to visitors and commuters every day.

I hope you enjoy the latest edition of **Edit**.

**Stacey Barnfield**

## FROM RETAIL BIRMINGHAM



**It has been a really busy couple of months for the Retail BID. We've been analysing the results of the BID3 renewal consultation and what you, our members, have been telling us you would like to see happen in the next five years from 2017 to 2022.**

What is very clear is that you still want to see a clean, safe and promoted city centre, with events and activities which will continue to drive footfall, bringing in customers from further afield to be able to enjoy the 'new Birmingham'.

We now have such a great mix of world-class shopping centres, stores, bars and restaurants it gives us a great opportunity to really build a successful future together.

The Midland Metro extension is now open and it has been great to see the trams regularly running up and down Corporation Street and people using the tram stops. To promote the city centre offer through the summer we are also about to launch a region-wide marketing campaign, both on radio and online to attract customers during the school holidays.

The city centre will be adorned with 25 floral features the BID commissioned from the city's 'Chelsea Gold medal-winning' horticultural team, which will really brighten up the streets after our recent pavement deep cleansing programme. We'll also soon be welcoming the amazing outdoor photographic exhibition 'Britain From The Air' following our request to the Royal Geographic Society to bring it to the city this Summer to help create a major visitor attraction throughout the retail area.

As always, the BID are here to help and assist you, so please do get in touch.

**Steve Hewlett, Retail BID manager**

*'Piccadilly Arcade is a great community of independent stores and we all get on well'*

**Piccadilly Arcade focus Pages 18-21**

# Number of BID area charity 'chuggers' reduced by 70%

## Retail BID members to be consulted on impact of new guidelines

**Plans to reduce by 70 per cent the number of face-to-face fundraisers, known as 'chuggers', have been approved.**

Birmingham City Council's Licensing and Public Protection Committee unanimously agreed to sign a three-month agreement, drawn up by the Public Fundraising Association (PFRA) to limit the numbers of chuggers in the city centre.

The PFRA agreement will come into effect in July for the three-month trial period during which Retail BID, working in partnership with the city council, will consult with businesses to assess what impact the reduction of fundraisers has on visitor and shopper experience.

As part of the agreement a maximum of 12 fundraisers will be able to work across three zones on a given day (with a maximum of four per zone) – with no fundraisers working on New Street on Wednesdays and Saturdays.

It is hoped that by the autumn a further reduction can be agreed to limit activity to eight fundraisers (maximum of four per zone), across two zones over two days.

Fundraising teams of up to six people currently operate over seven city centre zones including Broad Street, Bull Street, Cherry Street/Union Street, Colmore Row, Corporation Street, High Street and New Street, which include two zones. In total, up to 42 fundraisers could be asking people to sign up to regular charity donations on any given day. These proposals would see a maximum of 12 fundraisers operating in the city centre on permitted days – a reduction of 71 per cent.



Chuggers will only be able to operate on New Street, above, on Wednesdays and Saturdays

Mike Ferguson, Retail BID Birmingham board member and co-owner of Piccadilly Arcade-based Smithsonia, said: "Chuggers have become a major issue in the city centre and the Retail BID has been campaigning about it for some time, as it had gone beyond the point of saturation.

"Many customers have complained to us about how the city centre had become a very unpleasant place because of how many chuggers were operating, and how aggressive they often were in getting people's attention.

"We've also learned about cases where charities would not receive any money from the companies who employ chuggers to seek donations for as long as two years.

"Hopefully, shoppers and visitors to the city centre will now feel much freer to roam around without hassle."

### THE PFRA PROPOSAL:

- Reducing the number of fundraisers per zone from six to four
- No fundraisers to work on New Street on Wednesdays and Saturdays
- No more than three zones to operate on any given day
- Only two zones to operate on Wednesdays
- No neighbouring zones to operate on the same day Implementing a shorter zone in Corporation Street to avoid it overlapping with New Street
- Broad Street and Victoria Square no longer to operate as fundraising zones.



Ozzy and Cllr Clancy

## LEADER'S DELIGHT AS 'FAMOUS SON' BACK

Joining Ozzy for the tram-naming were Cllr John Clancy, leader of Birmingham City Council, and Cllr Roger Lawrence, chairman of the West Midlands Integrated Transport Authority (ITA).

Cllr Clancy said: "Birmingham is the birthplace of many great people but Ozzy really is one of our most famous sons and I am delighted he has joined us.

"The opening of the Midland Metro extension will be fantastic news for the city and the region and having Ozzy here to unveil a tram bearing his name just adds star quality to it."

Cllr Lawrence said he was delighted that the Metro would be expanding further across Birmingham and the Black Country over the next few years.

"These are really exciting times. The expansion of the Metro means future jobs and economic growth worth millions of pounds for this region," he said.

"We've already started work on extending the route on from New Street Station to Centenary Square to open in 2019 while another extension through Wolverhampton city centre to the bus and railway stations is also expected to be completed around the same time.

"Funding has also been earmarked to take trams to Edgbaston, while the route of another extension through Digbeth has also been finalised including to the planned HS2 station."



# Fans flock to see Ozzy unveil his Metro tram



Ozzy on Corporation Street and the Metro tram with his name

**Music legend Ozzy Osbourne rocked his native Birmingham as he unveiled a Midland Metro tram bearing his name.**

The Aston-born frontman of Black Sabbath received a hero's welcome from hundreds of fans who descended on Corporation Street.

The tram was parked at a new stop forming part of the city centre extension that opened to passengers on Bank Holiday Monday.

Ozzy said: "It's great to be here and it's a great honour. Once a Brummie, always a Brummie.

"Every time I come to Birmingham there's something new," he added. "It takes me a few minutes to guess where I am. The city changes all the time. It's great.

"I remember trams from when I was a kid. I always wondered why

they stopped them and I hope this is a success."

Commenting on his forthcoming farewell tour with Black Sabbath, he added: "We never thought back in 1968 that we'd still be here, it's been an incredible journey."

The Metro extension will deliver more than three million people a year directly into the heart of Birmingham's main shopping district.

The Retail BID asked and arranged for Ozzy to be at the ceremony to help drive the PR and awareness of the tram.

Retail BID manager Steve Hewlett said: "Having the Metro running is a great boost for city centre retailers, we are really looking forward to the future. We welcome the customers it is going to bring and it was great to see Ozzy here too."





The Metro leaflet

## METRO LEAFLET EXPLAINS NEW DELIVERY PLANS

Retail BID businesses are being alerted to changes to city centre delivery access as part of the Midland Metro extension.

Corporation Street, Stephenson Street and Upper Bull Street are now access only with trams operating in both directions on Corporation Street and Stephenson Street.

All deliveries to city centre locations along the tram route must be carried out at permitted times only and all delivery vehicles must park in designated loading bays. Any vehicle that obstructs trams could be towed away.

A special leaflet has been produced to advise businesses and delivery services about the changes with a map highlighting new traffic directions and loading bay locations.

The leaflet can be downloaded by following the link at <http://centro.org.uk/transport/metro/>



# Trams back on city centre streets for first time since 1953

## Midland Metro extension opens for business

**Tram services are now running to New Street station as the city centre extension opened for business.**

The Midland Metro extension from Bull Street to the station and Grand Central shopping centre began operating at 8am on Bank Holiday Monday.

Trams are now running through the heart of the city centre for the first time since they were withdrawn in 1953.

Clr Richard Worrall, Metro lead member for the ITA's transport delivery committee, which oversees Centro, which is responsible for the project, said: "It's wonderful to see the Metro running all the way between Wolverhampton Birmingham New Street.

"It's obviously great news for Birmingham - but also for the wider West Midlands.

This extension is expected to create more than 1,300 sustainable new jobs and boost the regional economy by more than £50 million a year."

The Midland Metro runs between Birmingham and Wolverhampton, serving locations such as the Jewellery Quarter, West Bromwich, Wednesbury and Bilston.

The extension to New Street is part of a £128 million project that has also seen the purchase of a brand new 21-strong fleet of Urbos 3 trams, a refurbished depot at Wednesbury and a new stop at Snow Hill station. It will deliver more than three million people a year directly into the heart of Birmingham's main shopping district and is expected to boost the West Midlands economy by more than £50 million a year and create 1,300 new jobs.



Work has already begun extending the route from New Street Station to Centenary Square, with services expected to start running in 2019.

Funding has also been earmarked to extend the route further along Broad Street, past Five Ways and on to Edgbaston by 2021.

The route of the extension through Digbeth has also been chosen, running from Bull Street via Albert Street and on to the forthcoming HS2 high speed rail station at Curzon Street.

From there it would go along New Canal Street and Meriden Street into High Street Deritend, stopping at Digbeth Coach Station and the Custard Factory. It is anticipated the line could be open by 2023.

Top: Joe Micallef, left, and Adrian Berg of Balfour Beatty, James Aspinall of Centro and Peter Coates of National Express West Midlands break the banner on services to New Street with Cllr Stewart Stacey of Birmingham City Council, and Cllrs Richard Worrall and Kath Hartley of the West Midlands ITA transport delivery committee

Above: Commuters using the service at Bull Street

# Tram will go from New St station to Centenary Square



The Metro extension will see trams on Pinfold Street in the city centre

The next stage of the Midland Metro extension through Birmingham city centre will see trams travelling from Stephenson Street to Centenary Square in 2019.

The plans for the Birmingham Centenary Square Extension have been developed in close co-operation with Birmingham City Council and Retail BID.

The £31 million scheme supports and complements city and regional plans for development and forms part of the Centro strategy for the region 'Towards a World Class Integrated Transport Network'.

The Birmingham Centenary Square Extension will run from the new terminus stop on Stephenson Street outside New Street Station, travelling along Pinfold Street and turning west onto Victoria Square, with a new stop to serve this area and the Town Hall.

From here, the extension travels along Paradise Street to Paradise Circus then turns onto Broad Street, where it will

continue until it reaches the route terminus at Centenary Square.

Running between Wolverhampton and Birmingham Centenary Square, the extension will offer a fast and frequent service with a tram operating every six minutes.

A new stop located in Victoria Square outside the Town Hall will provide access to the Town Hall, Birmingham Museum and Art Galleries, the Council House, the Paradise Circus development and other existing commercial and residential properties in the vicinity.

The Metro extension will help create a better connected city by helping to establish world class public transport linking Centenary Square and Broad Street with central Birmingham and New Street Station, Snow Hill and the Jewellery Quarter.

The scheme is also forecasted to stimulate economic growth and help to create jobs within the Birmingham City Centre Enterprise Zone.

# BID members have their say on future of city centre

## FOUND GUIDE OUT IN JULY

The 'Found' guide to Birmingham's independent businesses is due to be released in July.

The A5 guide is a joint project between Retail BID Birmingham and leading city centre branding agency ORB.

More than 20 illustrators, artists and photographers were commissioned to take part in the Found project; each capturing the city's independent retailers in their own unique way.

The guide will be supported with a digital and online campaign.

ORB Creative Manager Naeem Alvi said: "Working on the Found 2016 directory with Retail Birmingham and so many talented creatives around Birmingham has been an amazing experience."

Assia Sohaib, Deputy BID Manager, said: "Found will be the 'must-have' guide for shoppers and visitors, highlighting all of the independents in the retail area.

"The fresh new-look guide will be a boost to a sector that is a really important part of the Retail BID and we plan to roll out a strong marketing campaign to support its release."



The Found guide front cover



## BID team analyses third-term consultation feedback

**More than 90% of Retail BID members who responded recommended street cleaning, public realm improvements, business crime support and a safer city centre were the priorities for the Business Improvement District's proposed third term.**

More visitor maps and marketing were also highlighted as areas the BID should focus on between 2017-2022.

Throughout March and April this year, Retail BID gave every member the opportunity to have their say on how its next five-year term can improve the city centre.

Every business received a survey through **Edit** magazine, via SMS service, by email, and the Retail BID

team visited as many members as possible throughout April.

Respondents held a good perception of the city centre with 76% saying they considered the area a good place to shop, 69% saying the same as Birmingham as a place to relax and socialise, as well as run a business.

There is a relatively lower perception of the city centre as a place to use in the evening however, with only 58% saying the experience was at least good.

The BID business plan for the next five years follows three themes.

The first is delivering the **'The Birmingham Welcome'** with a safe, attractive and accessible city centre. The second is to continue **'Business Support and Growth'**, representing and networking members for their benefit.

The third is to develop the **'Birmingham Experience'**, taking in projects such as reimagining New Street as a place to enjoy and trade, creating a digital city centre that engages with

visitors and customers online, in print and on street and continuing promotional and event work, to attract more visitors and shoppers.

Retail BID's vision for its third term is to 'promote and support businesses in the city centre' by committing to:

■ **Develop the Birmingham City Centre Experience** to support our world-class retail offer, creating new opportunities for leisure, evening economy and cultural businesses to thrive.

■ **We will make it easier for people to discover opportunities through strong promotion of businesses and experiences in Birmingham city centre, online, in print and on street**

■ **We will support and encourage creative, engaging events, and continue to promote the BID area.**

■ **We will work in partnership with Birmingham City Council and other service providers on the maintenance and management of the city centre, and monitor the delivery of support and enforcement services.**

■ **We will continue to give members a voice on the management and maintenance of the City Centre, and provide one-to-one personal support to Retail BID Members.**

■ **We will lead the reimagination of New Street and further public realm improvements across the Retail BID area**

Jonathan Cheetham, Chair of the Retail BID, said: "Retail BID has been a strong voice for its members since 2007, and will continue to support, network and represent businesses in Birmingham city centre throughout our third term.

"Through this 'voice', Retail BID leveraged over £1,200,000 in business support funds during our second term; by continuing to work as a single community, successes like this can be achieved again. As Retail BID ask you, its





One of the Retail BID floral displays for last year's Style Birmingham Live

members, to follow us into a third term and vote yes between 19th September to 27th October 2016, we can continue to be optimistic about the future.

"Birmingham city centre is a powerful national anchor and regional capital for shopping, with a broad range of services and opportunities on offer," added Mr Cheetham.

"There is continued investment in the city from both public and private money, and the city centre retains a healthy balance of large-scale retailing [Bullring, Grand Central, Mailbox] and unique small and independent businesses that create personality and points of difference to the City Centre Experience.

"However we must not become complacent, Birmingham City Council still has to find nearly £250 million of savings from services already reduced or removed.

"The Retail BID will ensure statutory baselines are maintained to an acceptable standard through close partnership working and we will continue to provide additional benefits for members.

"The need for the Retail BID as a strong voice to protect and influence the management of the city centre is clearer than ever."

## RETAIL BID ACHIEVEMENTS

### Business Support

£989,000 in leveraged financial support for members  
83,000,000 average annual footfall in BID area  
£600,000+ additional income  
60 retail crime radios  
38,000 texts to members

### Events & promotion

£4,600,000 in PR value  
40 Events & promotional campaigns  
320,000 Shopping Maps distributed  
14,000 Twitter followers  
9350 Tweets  
12,000 unique hits per month on Shopping Birmingham.com  
1 BCSC Purple Apple Award  
3 Style Birmingham Live Events  
30,000 Celebration of Independents Guides distributed

### The city centre

1 new wayfinding system for Birmingham  
1 City Centre Retail Strategy  
7 RHS & Chelsea Flower Show Gold Medals  
71% reduction in chuggers  
100,549+ m2 cleaned  
960,000 pieces of chewing gum removed  
25 Floral features

# Latest wave of street-cleaning gets under way



A Ramora cleaner at work on New Street near Piccadilly Arcade

**Retail BID is continuing to invest in a city centre street deep-cleansing programme to create a more welcoming, attractive environment for visitors.**

The work is being carried out by Ramora Ltd, a specialist industrial cleaning company with a proven track record in the removal of chewing gum and grime using steam clean techniques and no chemical agents.

Ramora were contracted to carry out widespread street cleansing in the autumn of 2015 with street-cleansing a key part of the BID's proposed third term.

Over the coming months the following areas will be cleaned with the busiest areas being cleaned twice. The cleaning will be during the evenings to minimise any disruption:

**New Street  
Bennetts Hill  
High Street  
Ethel Street  
Union Street  
Lower Temple Street  
Lower Bull Street  
Pinfold Street  
Cherry Street  
Hill Street  
Temple Row  
John Bright Street  
Cannon Street  
Navigation Street  
Needless Alley  
Carrs Lane  
Temple Street  
More Street Queensway  
Waterloo Street  
Severn Street**



Peaky Blinders fans at the Mailbox red-carpet premiere of the third series of the drama, with stars of the show and creator Steven Knight (above, centre)



Peaky Blinders creator Steven Knight

# Stars at Mailbox for city's Peaky premiere

**Red-carpet event at Everyman Cinema**

**Peaky Blinders fans had the chance to see the stars of the TV show and attend an exclusive Birmingham screening of the first episode of the third series at the Everyman Cinema at Mailbox.**

The new series of the BBC Two cult drama Peaky Blinders sees the famous Birmingham gangsters going international, but not before the cast made a special trip home to the city.

On Wednesday, May 4th, BBC Birmingham welcomed the cast of Peaky Blinders at an exclusive screening of the first episode of series three.

At the red-carpet evening, the attending cast included Peaky Blinders actors Cillian Murphy

[Tommy Shelby], Paul Anderson [Arthur Shelby] and Packy Lee [Johnny Dogs], as well as the show's producers and writer/creator and Birmingham-born Steven Knight, who arrived at the screening in spectacular Peaky Blinders fashion.

Steven Knight said: "I'm thrilled that the new series of Peaky Blinders will be screened in its heartland, Birmingham, and I hope the people of the city will enjoy the event. The third series is stronger than ever."

Airing on Netflix in the US, Peaky Blinders has garnered critical acclaim, including five BAFTA craft awards and an RTS award for best drama series.



Retail BID board member and Mailbox head of marketing, David Pardoe, left, City Leader Cllr John Clancy, centre, and BID manager Steve Hewlett



Local actors Jordan Bolger and Harry Kirton, who also starred on the catwalk at last year's Style Birmingham Live

# Hats off to the return of BBC's Peaky Blinders

Great Western Arcade boutique flourishes as buyers seek flatcaps worn by the infamous Shelby brothers

**A Great Western Arcade shop owner has been relishing the return of Birmingham-based drama Peaky Blinders to BBC2.**

That's because Daisy Nyamie, founder of Peter Forson hats and scarves, knew demand for her Stetson flat caps, as styled by the infamous Shelby family, would go through the roof.

Spring and summer are busy periods for Daisy, who built on her successful online business, [www.peterforson.com](http://www.peterforson.com), by opening the store last October.

With the horse racing and wedding season getting underway, sales of her designer hats and lavish accessories are also set to flourish.

"I usually sell around three or four Peaky Blinders-style caps every day but with the third series starting in May, they're even more popular," said Daisy.

"They sell well because I'm the only retailer in the city that stocks the high-quality Stetson range, which David Beckham wears.

"I was running low and had to order more in time for the show. I must stress that mine come without the razor blades!"

Business has been brisk during Peter Forson's first seven months of trade, with



the store fitting seamlessly into GWA's array of independent stores, including fashion retailers.

The shop features hand-selected headpieces from high-end designers like Borsalino, Vivienne Westwood, Nerida Fraiman, Maddox and Lara Bohinc.

Daisy also stocks Whiteley hats, the brand of choice for Duchess of Cambridge, Kate Middleton.

"We've built up a strong online presence over the last three years and I couldn't have asked for any-more since opening our first shop," added Daisy, who named the store after her mum's great uncle.

"Attention now starts turning towards the summer, with women considering what to wear at Ascot, other race meetings and weddings.

"This is where our one-off pieces, from UK and international designers, come into their own.

"Women take the fact their hat is unique, that the milliner has only made that one, very seriously.

"The last thing they want is to go to Ascot and bump into someone else wearing the same design."



Daisy Nyamie with a Stetson cap, above, and outside her store, below



## Award-winning coffee shop launches new service to take drinks to any Midlands location

**A multi award-winning Birmingham coffee shop has developed a unique way to expand its business – without needing new premises.**

Temple Row's Six Eight Kafé, recently named the city's best café in the Birmingham Mail's Brummies' Choices Awards for the second time, has gone mobile with its new 'Business Class' venture.

Businesses can hire the full Six Eight barista experience for trade events, exhibitions and networking functions after owner Devinder Dhallu invested in a modified espresso machine.

"We can bring our award-winning coffee to any temporary location in the Midlands," said Devinder, who describes how Six Eight has grown from humble beginnings into a nationally-recognised coffee shop inside five years as a 'David v Goliath' triumph.

"We supply the barista, Has Bean coffee beans, milk and all the necessary equipment. All we need is a 13 amp plug socket.

"The Business Class idea developed after a company rep, from Hexagon Manufacturing Intelligence, visited us and said his company wanted the best coffee in Birmingham at their stand at the MACH 2016 exhibition at the NEC.

"Hexagon wanted to stand out and give their clients something extra so that they would think 'if the coffee's

this good, the service must be too'.

"Word got round and for five days straight there were queues at the stand, not just from visitors but fellow exhibitors."



Owner Devinder Dhallu, top, and a Six Eight barista at work, above





Vero Software has also delivered a glowing verdict after booking Business Class for a recent exhibition.

Devinder says growing the mobile service makes better business sense than exploring the opening of a third shop, having launched an outlet at Millennium Point last year.

“Around every two months, someone pops in and invites us to open another coffee shop, but we would only consider it if the proposal mirrored our strict ‘shared risk, shared reward’ model,” added Devinder.

“We have developed a big reputation for the quality of our coffee, but we are one of the little men. There’s no big investor behind us.

“We opened during the recession, when we literally couldn’t give coffee away.

“But through the hard work of our baristas, we’ve earned local and national recognition as an artisan coffee shop. I was proud and embarrassed when GQ called us ‘legendary’ in a recent coffee feature.”

Six Eight counts two victories at the UK national barista championship finals among its many accolades, and was also named in The Independent’s top 50 coffee shops in the country. Six Eight further enhanced its reputation nationally when the BBC broadcast live six times from the Temple Row branch in 2013.

Head barista Connor Fox added: “We care passionately about the environment and everything we produce comes from sustainable sources.

“From the farmer to the roaster to the barista, so much effort has gone into every coffee bean we’re obliged to do each one justice.”

Six Eight also runs coffee tasting and brewing courses and hires out its speak-easy-style basement, also the venue for its new alternative/acoustic music nights.

**For more information about the Business Class service visit [sixeightkafe.co.uk/business-class/](http://sixeightkafe.co.uk/business-class/)**



An artist’s impression of the new Primark Pavilions

## PAVILIONS CLOSES FOR REDEVELOPMENT

Pavilions Shopping Centre has now closed to enable work to start on a multi-million pound redevelopment, which will see one of the largest Primark stores in the UK, open in late 2018.

Primark will completely re-develop the existing centre to create a 150,000 sq feet store.

The company will create four floors of trading space as well as a pedestrian walk through from High Street to the forthcoming HS2 rail station at Millennium Point.

BID manager Steve Hewlett said: “The Retail BID fully supports the move and look forward to working with Primark and other retailers in High Street during the redevelopment.”


Primark plans to remain trading at its existing New Street store until 2018.

The scheme has been designed by Birmingham architecture practice 3D Reid.

Existing tenants such as H&M, Marks & Spencer, Three and Thorntons are expected to stay at Primark Pavilions once the redevelopment is complete while Primark’s New Street store will close.

Members of Birmingham City Council’s planning committee voted unanimously to approve the redevelopment and were particularly enthusiastic about the views which will greet visitors arriving at Moor Street Station and the new HS2 Curzon Street station.





We've brought  
back the  
Bank Manager

# Special BID team looks at banking

**A special working party has been created to discuss the issues faced by banks and building societies in the Retail BID area.**

Recognising the importance of banking and finance in the city centre, the Retail BID group is aiming to share best practice when tackling subjects such as fraud and to discuss public realm matters in areas like New Street.

Plans for New Street are at the heart of Retail BID's proposed third term and the BID is working with the city council on a wide-ranging strategy for the historic thoroughfare.

Leading the BID banking group is Beth Freeman, Bank Manager Future Williams & Glyn team at RBS New Street.

Beth recently joined the Retail BID board to become its first member who works in banking.

"The working party is a great idea and I'm delighted to head the group," said Beth.

## Working party will be led by Bank Manager Beth Freeman

**'It's something I'm keen to do as part of Williams & Glyn's ambition to bring back the Bank Manager, and to be part of the community and get involved in local projects'**

"It's something I'm keen to do as part of Williams & Glyn's ambition to bring back the Bank Manager, and to be part of the community and get involved in local projects.

"BID manager Steve Hewlett said he had an idea about having a separate working party for the main banks in the city, for us to get together to talk about common issues such as fraud, when we can share best practice.

"It will be good for us to get together and get to know each other, as opposed to against each other.

"We are competitors but we do have common issues and we're all in the city centre," added Beth.

RBS England and Wales is launching the new bank, Williams & Glyn, in 2017.

Back in the 1970s Williams & Glyn's Bank was seen as a bank that people liked and respected and the new Williams & Glyn is aiming to build on this heritage when it returns to the UK high street.

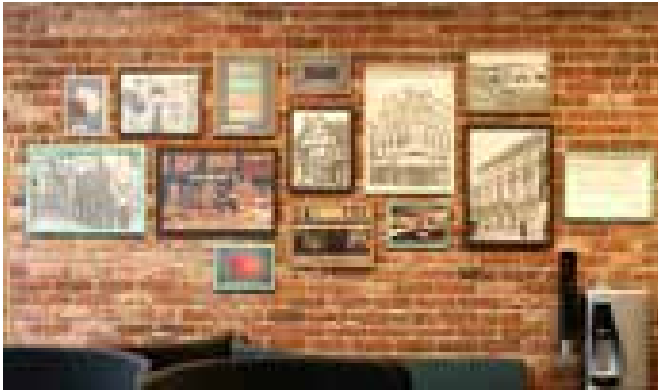
RBS New Street is the first branch in the area to adopt the colours, branding, decor and staff uniforms for Williams & Glyn.

A new feature in the branch is an exposed brick 'Heritage Wall' featuring nostalgic images of Williams & Glyn's branches from the 1980s.

"The idea was to bring along the heritage and great reputation Williams & Glyn's carried," said Beth.

"It was known as a bank at the heart of the community."

Born in Sutton Coldfield, Beth has



Beth Freeman, Bank Manager Future Williams & Glyn team at RBS New Street, left, and the branch's Heritage Wall, above

worked for RBS for 25 years in a variety of roles, which have taken her to different branches such as Edgbaston and Colmore Row.

She has been at New Street, the area's flagship branch, since June 2015.

"My new role as Bank Manager, instead of Branch Manager, is more of a public face to talk to customers about their needs, whether it be business banking, personal or mortgages.

"We will also have the digital platforms people use, such as mobile and our app, so people can choose how they want to bank."

Beth believes this is a great time to be based in Birmingham, with Grand Central transforming the city centre and people's perceptions of it.

"I think it's fantastic right now. I love Grand Central and what they've done with the station.

"I get the train to work and remember it being barricaded off for months and months and then on the Monday morning it was opened up... it was like stepping into a new country!

"It's brilliant for the city and seems to be bringing in more people.

"All this has meant lots of work in the city but it all seems to be coming together right now."

## TSB to open flagship New Street branch

TSB has revealed plans to open a new flagship branch in Birmingham city centre.

This is the first time TSB will launch a new purpose built site since it launched back on to the high street in September 2013, with the new branch opening its doors to customers before the end of this year.

With 58 per cent of TSB customers saying it is important to have branches near to where they regularly travel to, the new centrally located branch at 131-132 New Street is ideally placed for people living, working and shopping in the city.

The new branch concept has been designed in response to customer research and feedback. With TSB customers saying they want a mixture of face-to-face and digital services from their bank branch, this is what the new branch is aiming to deliver.

"With nine in 10 [87%] people requesting more TSB Partners on hand to help them, the human touch and personal service remains right at the heart of these branches," added a spokesperson.

# Three new aerial images of city centre for show



Images on display at Royal Geographical Society, Kensington, London

Retail BID is working with organisers of this summer's Britain From The Air street photography exhibition to commission three new aerial images of Birmingham city centre.

The Retail BID has pulled off a coup by earning the right to host the prestigious exhibition in the city centre.

The street gallery, featuring around 100 giant aerial photographs, will swoop into the city centre in mid-July for a two-month stay to give the BID area added appeal for shoppers and visitors.

The exhibition, free to the public and accessible 24 hours a day, will be displayed at the heart of the Retail BID area, along New Street, Corporation Street and High Street.

Britain From The Air showcases breathtaking and thought-provoking landscapes – including the new aerial

shots of Birmingham – while telling the story of the UK's geography and history.

Britain From The Air is a joint-project between street gallery pioneers We-communic8 and the Royal Geographical Society, and is supported by Craghoppers outdoor clothing.

The images are supported by text, data and maps from the Royal Geographical Society archives.

Steve Hewlett, Retail BID manager, said: "We're delighted to have secured sponsorship and been chosen as a host city for Britain From The Air, which we feel will add value to the shopping experience and bring people into the city in its own right.

"The images of Birmingham will undoubtedly show how dramatically the city has changed in recent years – for the better."

# Town Hall boss backs city 'visitor experience' plan

New chief executive Nick Reed believes a diverse mix of attractions along with new Metro route can attract more visitors to city centre



Town Hall and Symphony Hall Chief Executive Nick Reed

**The new chief executive of two of Birmingham's most important cultural venues has welcomed a strategy to create a stronger visitor experience by connecting retail, dining and arts attractions.**

Nick Reed took office at the world-famous Town Hall and Symphony Hall in January and his appointment comes after a year of unprecedented launches in the city's retail sector.

An enhanced visitor experience, which means tourists spend longer in the city centre by using a diverse mix of retail, dining or cultural attractions, is one of the key ambitions of Retail BID's proposed third term.

The BID's strategy emphasises the need for diversification to create a more rounded destination with leisure, family entertainment, food and beverage and enhanced retail markets alongside outstanding public realm.

Built in 1834 the Grade I Listed Town Hall holds a special place in the hearts of Birmingham residents, while Symphony Hall, which celebrates its 25th anniversary this year, is recognised as one of the world's great concert halls.

Both will soon benefit from improved public transport services as the Metro tram service extends across the city centre.

The Metro extension will run from the



new terminus stop on Stephenson Street outside New Street Station, travel along Pinfold Street and turn west onto Victoria Square, with a new stop to serve this area and the Town Hall.

From here, the extension travels along Paradise Street to Paradise Circus then turns onto Broad Street, where it will continue until it reaches the route terminus at Centenary Square.

Mr Reed believes Metro will help bring in more visitors who have had to rely on car travel to the halls.

"We see it [Metro] as a positive thing for Town Hall and Symphony Hall," said Mr Reed. "Anything that is going to improve connections for us is a good thing. We rely on a catchment area within an hour's drive time, but that's just driving.

"If we've got more joined up communications in the city it can only be good.

"The bulk of our audience catchment



comes from the Midlands region," he added.  
 "But if you look at what that means in terms of having a consistent and comprehensive leisure offer in Birmingham, that makes us attractive as a viable destination for much further afield."

With huge reductions in public sector grants, Mr Reed is aware of the need to find new commercial models in the arts and culture sector.

"There is a spirit of co-operation and reality in the culture sector and awareness that things do need to change," he said.

"In terms of the culture sector, the changing financial climate is demanding more resilience and economic independence.

"These are two important buildings and we have to be culturally sensitive, aesthetically sensitive and we have to work with harmonious commercial partners who

share the same objectives. We work well with trusts and foundations when we ask 'we do great things, please support us'.

"The other 'ask' is regarding our great performances where clients can entertain and we can get them behind the 'velvet rope'. This is an important part of our commercial mix."

Just three months into his new role, how is Mr Reed finding the new-look Birmingham?

"It's been fantastic," he said. "I've been in Manchester for the past ten years but went to school in Birmingham. To come back is absolutely brilliant, to see the city at a time of profound change for the better.

"There's no doubt that Grand Central and New Street was a huge totemic hurrah for the city and it felt to me, observing that from afar, there was a feeling of 'here we are' with a renewed self-confidence."

Birmingham's celebrated Town Hall is one of the city's most popular venues

**'There was a feeling of 'here we are' with a renewed self confidence'**



[Bullring @hmvbirmingham](#) have a HUGE vinyl selection as well as a range of turntables.



[greatwesternarcade](#) We're not eggs-aggerating the scotch eggs at Anderson & Hill might be the best we've ever had.



[tilt\\_brum](#) Love Fridays :) Especially that it's a bank holiday and it's an @Omnipollo takeover tomorrow!

# Voice for independent stores has been 'pivotal' during street works

## Piccadilly Arcade retailer welcomes community approach during New Street and Metro projects

**Being an independent trader, Mike Ferguson, who became a Retail BID board member nine years ago, knows all about the challenges shop owners have faced in recent years.**

But he says having a voice has been pivotal in easing issues created by projects like the New Street Station and Midland Metro developments.

"I was initially cautious about the Retail BID, thinking it would just be something else to pay for," said Mike, who runs Smithsonia in Piccadilly Arcade, one of Birmingham's oldest gift and gallery shops, with wife Verity.

"But trying to establish a body to be the voice of independent retailers added up.

"There was no community among the city's numerous little businesses and the Retail BID would be a forum for building that.

"After asking most of the questions at the initial meeting, I was invited onto the board – and they haven't got rid of me since!

"I really believe in its role. We discuss issues with decision-making public bodies on behalf of retailers."

Smithsonia, which sells silver jewellery, handmade glass, bronzes and

countless other desirable objects, has suffered from the Midlands Metro works diverting footfall away from Piccadilly Arcade.

"The city will soon be in a better place, but we've gone through so much upheaval to get there, which has affected lots of people," he added.

"The Retail BID has worked on issues like pedestrian navigation and keeping the city looking half decent to encourage people to visit."

But Mike claims the board will soon be able to focus more on making improvements, rather than constantly reacting to new problems.

"Things should get easier now the workmen have moved on and the tram is running," he said.

"We'll then be able to concentrate on the needs of the retail community, rather than always problem solving, and establish the next BID period, which is up for renewal."

Mike highlights the introduction of way finder signs, city maps and shopping guides among the BID's successes.

"A lot of money has been spent on marketing the retail offer, battling to

keep it clean and looking as good as possible during all the works, including dressing the streets with flower displays," he added.

"We've also tackled issues regarding safety, beggars, rough sleepers, chuggers and noise.

"Not everything we want gets done but if we couldn't put our case across through the BID we'd be just talking amongst ourselves."

Smithsonia, based in Piccadilly Arcade for 34 years, has established a loyal customer base but Mike can never rest on his laurels.

"We source most of our gifts from small UK-based designer makers," he added.

"Our gifts are unique, cover a range of prices and are ideal for Christmas, birthdays anniversaries, special occasions and whenever someone feels like treating themselves.

"Being established for so long, and people knowing where to find us, has been crucial during recent times, especially as we've also got new competition from Grand Central shops.

"We're hoping footfall will increase with the tram operating on our doorstep."





Smithsonia co-owner Mike Ferguson became a Retail BID board member nine years ago



Be At One has opened in a former snooker hall in Stephenson Street

## New cocktail bar for a ‘bonkers, unique space’

Cocktail-lovers will be ‘cueing up’ to try the 150 concoctions available at a new Piccadilly Arcade bar.

Be At One made its Birmingham debut when it opened its Stephenson Street doors on May 12, after transforming the ex-snooker hall beneath the popular precinct.

Blended specialties like Popster, topped with sweet and salty popcorn, and reimagined classics such as Gin Re-Fashioned feature on one of the industry’s largest cocktail lists.

There are even healthy options in the virtuous range, which contain less alcohol and sugar. Beetroot juice, manuka honey and carrot juice are among the ingredients used to create Beetroot Retox, Bee’s Knees and Flame-Haired Vixen respectfully.

Be At One’s 31st site, and 12th

outside of London, has created 18 jobs for homegrown bartender talent, who will show off their skills behind an eight-station bullnose bar.

The 4,000-square-foot sub-basement is designed to remain ‘intimate, warm and pretentious-free’.

“It’s a bonkers, unique space and we feel it’s perfect for Birmingham,” said Steve Locke, who co-founded Be At One with fellow bartenders Rhys Oldfield and Leigh Miller 18 years ago.

“Birmingham is one of our biggest units and a major step for us. The city has a thriving cocktail scene and we are very excited about joining it.

“We’re consistently refining our menu, and testing the drinks, to keep improving them.”

The focus on customer service sees bartenders undergo

nine weeks of training – costing £5,000 each. Customers will be acknowledged within five seconds of reaching the bar.

“To my knowledge no-one else invests so much in training bartenders and it’s important we employ local talent,” added Steve.

“They understand the market’s nuances. We’ve got a great team. They’re crazy, but in a good way!”

Customers can utilise Be At One’s award-winning smartphone app, with a personalised ‘Appi Hour’ and a random daily £5 cocktail available through the ‘Be Ap-pventurous’ feature.

Private cocktail masterclasses, where guests can learn how to mix Be At One cocktails through games, races and shake-offs, are available all year round.

# Bright future for historic city arcade

**Faculty feels at home among Piccadilly Arcade's mix of independent stores and boutiques**

**Small remains beautiful for a coffee and tea shop nestled among Piccadilly Arcade's array of independent stores.**

The growing reputation of Faculty belies its intimate home for just over two years in the historic precinct, which runs between Stephenson Street and New Street.

Piccadilly Arcade was built in 1910 as a picture house before being converted into an indoor shopping strip 16 years later.

The original shop fronts have survived and Faculty and sister business Sixteen Bakery/Kitchen are accompanied by jewellers, a beauty salon, cobbler, tailor and flower, gift and outdoor clothing/equipment shops.

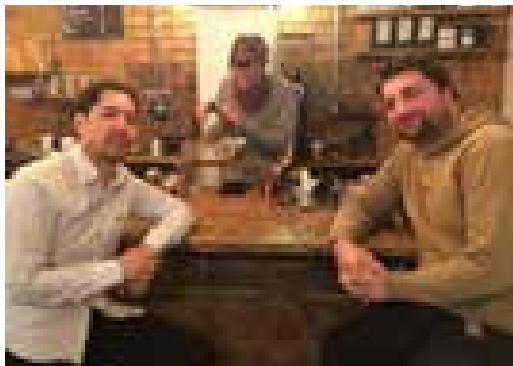
The arcade boasts spectacular ceiling art, with 'A Life in the Year of the Chinchillas', painted by

Paul Maxfield in 1989, depicting the four seasons as a metaphor for the life cycle.

Word of Faculty's brews and cakes has spread far beyond the picturesque arcade, yet owner Geoff Lam and business partner Craig Bush have resisted the temptation to expand.

Their only development work has seen the wall between Faculty and Sixteen demolished to provide extra seating options for both sets of customers.

Geoff's wife Lucy ran and produced the baked goods for Sixteen, which sells



Faculty's Geoff Lam and Craig Bush inside the cafe





sandwiches, toasties, quiches, cakes, soups and salads, until the recent birth of their second child.

"Piccadilly Arcade is a great community of independent stores and we all get on well," said Geoff, who ran Saint Caffè in St Paul's Square for eight years.

"We all offer something different but it's important we keep spreading the word. A lot of people still don't know the arcade exists.

"We opted for a small unit because we wanted an intimate and friendly atmosphere, where customers can relate to our staff.

"We're quality focused and put care and time into making every drink. The layout



**'We're based in a very interesting area, with lots of interesting shops. Now the tram's working, the pendulum will hopefully swing the other way and we'll see a further benefit to the area'**

is as open as possible so customers aren't afraid to ask questions about how we're making their drink."

Taste is king at Faculty, which also sells retail beans and brewing equipment, like V60 kits. Customers can even sup at an old school desk, donated by a former home-schooling teacher.

"Since opening, our main focus has been getting Faculty running smoothly and being the very best it can be," added Craig who, like Geoff, is a fully-trained barista.

"We aim to extract the best flavours out of our coffees. Our baristas are constantly exploring the best ways to serve drinks to give us that extra edge.

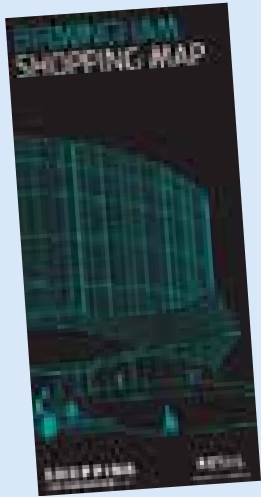
"We also offer tips on how customers can get the best out of their home brewing experience."

With new gates and improved lighting planned, the future looks bright for Piccadilly Arcade – after a challenging recent past.

"With the tram works on Stephenson Street, which had started well before we opened, it's been tough at times," added Geoff.

"But we're hoping the worst is behind us. Things have been great since the redeveloped New Street Station opened, which has been a real boost for the arcade.

"We're based in a very interesting area, with lots of interesting shops. Now the tram's working, the pendulum will hopefully swing the other way and we'll see a further benefit to the area."



The most recent Shopping Birmingham map featured new destinations such as Grand Central

## NEW SHOPPING MAP DUE FOR AUTUMN RELEASE

City centre businesses will benefit from a new Shopping Birmingham map, which is due for release in the autumn.

The folded pocket-sized map will be the fourth version of the Retail Birmingham-commissioned guide and will feature new retailers and other venues that have opened in recent months.

All the major retail and leisure destinations, attractions and services will be shown on the Shopping Birmingham map with grid references and index to help visitors find their favourite shop, café, bar, restaurant or hotel.

Independents and arcades will also be highlighted to show visitors where they can find unique and specialist stores, bars and coffee shops.

The map links with the pedestrian way-finding panels throughout the city centre and will have a print-run of over 200,000 copies. It will be distributed to all major hotels, transport hubs and visitor centres across the region as well as being made available to members to distribute to customers.



# He's a dedicated follower of fashion

## Moss Bros manager Dave Singh tells **Edi** about his store's refit and how the brand is appealing to younger buyers

**A city centre store looks tailor-made for further success as it capitalises on the increased footfall travelling past its front doors.**

Moss Bros, on the corner of New Street and Temple Street, will look as sharp as its ever-evolving menswear when it undergoes a mini refit later this year.

Around £300,000 was spent on the first phase of the store's revamp three years ago and general manager Dave Singh hopes the second stage will further increase its customer base.

Moss Bros has overcome a challenging few years caused by the New Street Station revamp and Midland Metro expansion.

But the redevelopment works have ended up playing into the store's hands.

"Business is very good – our sales figures are improving year upon year," said Dave, who has been with the company for seven years.

"We've had to work hard. Like many city centre retailers, all the redevelopment has made life difficult. It has impacted on footfall.

"When the Midland Metro work is finished, it will help bring in more shoppers – it'll be a novelty for anyone who has never been to a city with a tram.

"But we've had months with a big hole outside our front door. Although we appreciated what was coming at the end of it, it's been a testing time.

"We're now benefiting from having the doors to New Street Station in front of us. Instead of going down the old Pallasades ramp, many of the guys who work in the city's offices, our key customers, now walk past our doors."

Dave says the impending mini-refit will help Moss Bros keep pace with new trends while retaining its appeal to long-term customers.

"Before 2013, business was improving but we still looked like a more traditional outfitter," he said.



Pictures: Dave Singh, general manager of Moss Bros on the corner of Temple Street and New Street

"On the back of that major refit, we again improved our stock package to appeal to our three main markets – fashion contemporary, fashionable and the guy who comes in and buys the same black or blue suit.

"We've done well not to alienate any of our older customers while moving with the times.

"Fashion is always evolving. If you don't move with it, you get left behind. BHS is a good example of that."

Another key factor in Moss Bros' success has been the introduction of 'Tailor Me'

– a unique outfitting service that produces personalised suits for individuals or groups.

"Tailor Me is for the more discerning shopper – no-one else on the high street offers this," added Dave, who is organising a Tailor Me networking event in June.

"We have 80 different cloths that can be made into suits in skinny, tailored or regular fits and personalised with different coloured stitching, lining, monograms etc.

"It's proving very popular with couples wanting to make their wedding day more unique. We turn group orders around in 30 days and each member can order their desired fit.

"It's vital we offer this service as our younger clientele are used to having more choice."

Dave is a big advocate of the ongoing Birmingham transformation.

"I love Brum," he added.

"We're known historically as the Second City and there's loads happening here, and lots and lots to do. We need to keep shouting about it."

**'Fashion is always evolving. If you don't move with it you get left behind'**



# 150

Different cocktail concoctions available at the new Be At One Bar next to Piccadilly Arcade!

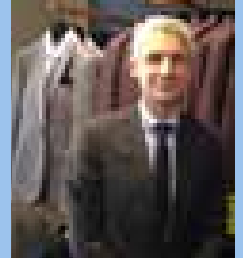
**STORY:**  
**PAGE 19**



# £300,000

Moss Bros investment in its New Street/ Temple Street store

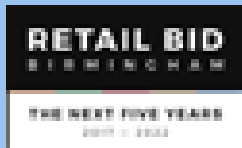
**STORY:**  
**PAGES 22&23**



# 960,000

Pieces of chewing gum removed from the streets by Retail BID

**STORY: PAGES 8&9**



RETAIL BID  
BIRMINGHAM

# Edit

IN NUMBERS

# £31 MILLION

Funding secured for next phase of Midland Metro to Centenary Square

**STORY: PAGES 6&7**



# 70%

Reduction in the number of city centre 'chuggers' after new guidelines were introduced

**STORY: PAGE 3**



# 1834

The year Birmingham's beloved Town Hall was built

**INTERVIEW:**  
**PAGES 16&17**

