

RETAIL BID
B I R M I N G H A M

Edit

FREE • MARCH/APRIL 2016

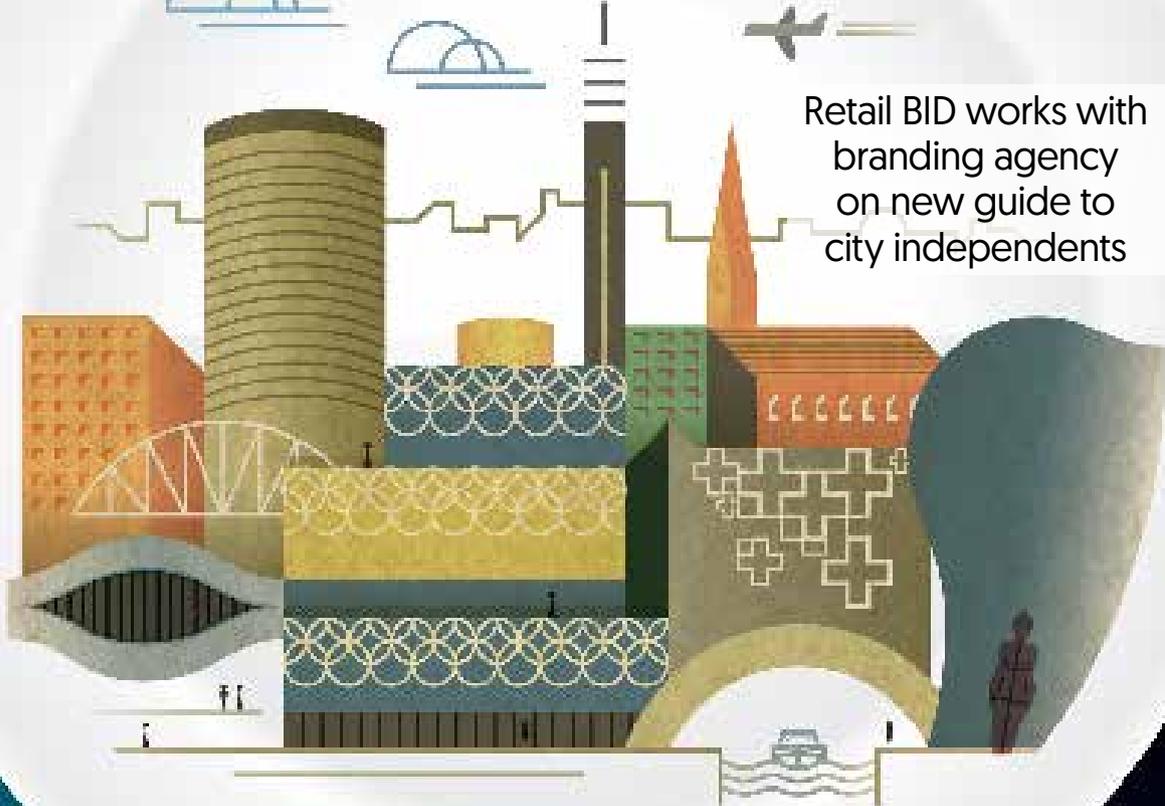


**Talk
to us**

BID moves to
new base and
launches survey
of members

SEE INSIDE

Found



Retail BID works with
branding agency
on new guide to
city independents

Edit magazine is brought to you by



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.

Retail BID Manager

Steve Hewlett

steve.hewlett@retailbirmingham.co.uk

Deputy BID Manager

Assia Sohaib

assia.sohaib@retailbirmingham.co.uk

Business Support Officer

Paul Barnett

paul.barnett@retailbirmingham.co.uk

Office: Suite 103, Cheltenham House, Temple Street, Birmingham B2 5BG

Call 0121 643 3896

Visit www.retailbirmingham.co.uk

www.shoppinginbirmingham.com

Twitter @ShoppinginBham

Facebook ShoppingInBirmingham

Instagram ShoppinginBham

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For more information, or for article suggestions please email

stacey@edwinelliscreativemedia.com

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FROM THE EDITOR



In many ways Birmingham's brilliant independent businesses are what make this city special and it is only right we do everything we can to help promote them to shoppers, visitors and workers.

So it's great to see Retail BID working with branding agency ORB on Found; a bumper new directory that will shine a light on the cafes, retailers, salons, bars and restaurants selling unique wares and specialist services.

Found has added appeal in that some of the city's best illustrators, artists and photographers were commissioned to capture the venues in their own unique way.

This edition of **Edit** is something of an independents special as we look at the Found directory, the exciting plans announced by Yorks Bakery Cafe, Serenity clinic's nationwide appeal and two unique Great Western Arcade retailers going the extra mile to make sure customers come back again and again.

You'll also get the opportunity to help shape the future of the Retail BID by taking part in a brief survey, part of the BID renewal vote process as it seeks a mandate for a third term.

Do embrace this platform to air your views and share any ideas to help make our city centre even better for fellow business owners, shoppers, visitors and workers.

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

Stacey Barnfield

FROM RETAIL BIRMINGHAM



Since the inception of the Retail BID in 2007, Retail Birmingham has placed high priority on supporting its eclectic mix of independents, with our Celebration of Independents events and guides, the latest being the new Found guide, which we are sure will prove to be very popular.

Owner-managed businesses are due enormous credit for their unwilting resolve and tenacity and truly make Birmingham city centre the fabulous shopping destination it is today.

A big part of our mission at the Retail BID in recent years has been to support the independents affected by the Metro extension by negotiating with the Valuation Office Agency, Birmingham City Council and Centro for significant reductions in Business Rates and compensation payments together with active street operations.

It's been a tough time for many independents but the city really is now on the up and with Metro opening soon and Centro already reporting higher passenger numbers coming into the new Bull Street tram stop, we have a lot to look forward to.

The Retail BID has some super plans for this year which you can read more about in this edition including a fabulous outdoor exhibition, for which the BID successfully secured substantial sponsorship to attract more visitors during the summer.

As always, please do contact us if there is anything we can do for you.

Steve Hewlett, Retail BID manager

The end result is an amazing guide to Birmingham's independent retailers for tourists and locals

Nacem Alvi Pages 4&5



The Retail BID team outside Cheltenham House on Temple Street: Paul Barnett, Chris Hurst, Assia Sohaib and Steve Hewlett

Retail BID moves to new city centre HQ

Cheltenham House on Temple Street is new base for BID

We're on the move...!

The Retail BID team has moved offices to the refurbished Cheltenham House building on Temple Street.

After being based in Bullring's management offices since 2007 the BID team is relocating to the heart of the retail and leisure area of Temple Street.

Home to the Botanist restaurant, Cheltenham House was restored in 2013 in a scheme led by dining specialists Living Ventures.

Living Ventures is behind some of the most exciting brands in the UK leisure market and about to open an Alchemist restaurant on Colmore Row as part of the Grand hotel restoration scheme.

The Retail BID team is looking forward to meeting member businesses and retailers at its new HQ, according to deputy manager Assia Sohaib.

"Birmingham city centre has changed massively in recent years and there's a real buzz around Temple Street, Bennetts Hill and New Street so we feel this is the perfect place to be," said Assia.

"Cheltenham House will provide us with a great base from which we can meet BID members in an important area for our retailers and food and beverage businesses."

Temple Street is home to an eclectic mix of businesses including San Carlo restaurant, Maplin electronics retailer, Serenity beauty clinic and The Trocadero pub.



New Street

RETAIL BID AREA'S FOOTFALL FIGURES

The Retail BID has a network of 12 pedestrian counting cameras throughout the main retail area operated by Footfall. Weekly and monthly reports are available to BID members by contacting the team. The figures for January and February are as follows;

January 2016
4,853,680

February 2016
4,934,289



Two of the Footfall cameras



How the Stephenson Street side of the building could look

Picture: Associated Architects

NEW LOOK FOR NEW STREET OFFICE BLOCK

A 1960s-built New Street office building is to be revamped in a £13 million scheme that will bring more office workers and visitors to the Retail BID area.

Originally designed for Woolworths, 102 New Street is well known for its glass lift, which overlooks the busy street.

The building is to undergo a major overhaul which will include relocating its main entrance to Stephenson Street at the building's rear to make it one of the first major office complexes people see when they leave that side of New Street station.

Previously known as The Characters, the ten-storey building now has retailers Boots and Superdrug and restaurant Bella Italia as its ground floor tenants.

The office space above is mainly vacant and existing tenants will move out before renovation starts, except for London Midland, with work phased around the rail operator.

The 112,000 sq ft project will see the Stephenson Street side reclad to provide a more contemporary appearance.

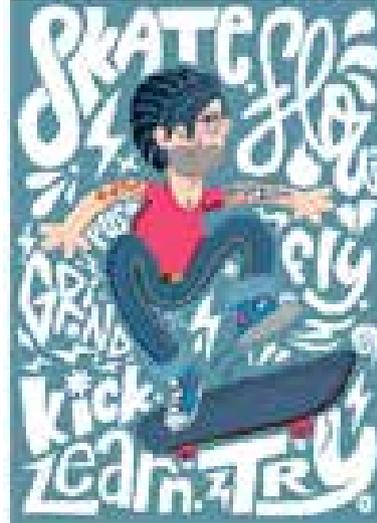
Evenacre is managing the development, which is being designed by city practice Associated Architects.

"City centre workers are important customers for our members on a daily basis and the news of this scheme is hugely welcomed by the BID," said Steve Hewlett, Retail BID Manager.

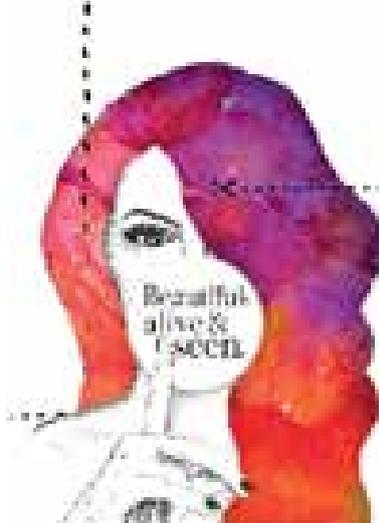
Adam's Restaurant by Brumhaus



Projekt 21 by Jim Rogers



Hush Hair by Adele Gerry



New Found guide for independents

BID works with branding agency for new directory



The Found directory front cover

Birmingham's brilliant independent businesses are being promoted through a new bumper directory called Found.

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 foreword says: "Welcome to your guide to Birmingham city centre's independents.

"Found 2016 highlights some of the most interesting and diverse independent retailers in our beloved city.

"Whether you're new to Birmingham, or a seasoned local, Found helps you discover Birmingham city centre's booming independent scene. Cre-

ated as part of the Retail Birmingham BID, Found brings together city centre independent business and the very best local artistic talent to give them both a platform to shine."

Writing for the guide, Phil Hazel, of Great Western Arcade based Liquor store and board member of the Retail BID, said: "Our brands need to have a story to tell, the ethos of a brand is of huge importance when we're handpicking them to create a unique environment for our customers."

The A5 guide has been supported by Independent Birmingham and its founder Joe Schuppler said: "From the quirky bars to the quaint cafés and epic eateries, to cinemas, theatres and even barbers, we are a one-stop guide to all things independent in Birmingham - with the website helping, and encouraging you to explore the lesser known

Phil Innes of Loki Wine by Jonathan Cherry



La Galleria by Josh Patterson



aspects of Birmingham and rediscover your city.

"From unearthing hidden gems to writing about the best beer gardens in Brum, Independent Birmingham is all about inspiring the people of Birmingham to explore their city in new and exciting ways."

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.

"Birmingham's booming independent

scene is what makes the city such a cool and diverse place to live and work.

"We invited a range of Birmingham's artists, photographers, designers and illustrators to get involved and each capture one of Birmingham's independent retailers from their perspective. The end result is an amazing guide to Birmingham's independent retailers for tourists and locals, and a promotional platform celebrating some of the city's best creative talents and their amazing work."



Retail BID Deputy Manager Assia Sohaib

Retail BID Deputy Manager Assia Sohaib added: "We are very proud to have over 100 independent businesses in the city centre, supporting and promoting these businesses is a key area for Retail BID and hence the reason Found came about.

"Many visitors to the city would not know how to find the unique independent stores, the Found guide alleviates this problem and acts as a directory and map to navigate around the city.

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

Yorks spills the beans on £150k expansion project

Popular café announces plan to double size of Stephenson Street premises



The Retail BID will boast its first coffee roastery when the £150,000 expansion of a popular café completes in April.

Yorks is doubling the capacity of its Stephenson Street premises by extending into the former Polo Grill House, and will vastly increase its food offering.

Owner Simon Ford is investing over £30,000 in coffee roasting equipment, including a world-class 12kg Probat roaster from Germany, to produce and sell freshly roasted beans on site.

Other key features of the new-look café include outside seating – embracing Birmingham City Council's bid to create an outdoor café culture – downstairs seating and toilets.

The three-month expansion project will be complete when the revamped Yorks launches on April 14.

Solihull-born Simon said: "It's proved a challenging building to convert but we've really embraced its character and are excited about what our new café will offer.

"Despite the work going on behind the scenes, there's been no disruption to customers, whose feedback we listened to before pressing ahead with the improvements.

"We'll need to close a week before the opening to remove the middle wall and rebuild the bar, but we're on schedule."

A new state-of-the-art kitchen will enable Yorks to build on its celebrated menu, having been named by the Sunday Times as one of the best places in Britain to eat brunch.

An afternoon/evening menu, plus a selection of craft beers and wine, will be introduced to complement the trademark

range of coffee, loose leaf teas and cakes.

"Brunch has become huge for us," added Simon. "It creates 35 per cent of our revenue – even more than coffee.

"But everything grinds to a halt food wise in the afternoon when we still have lots of customers coming in, so we're going to place a much bigger focus on food.

"We've looked at the coffee culture Down Under, where cafes are open until late. Going to a café has become the social thing to do. We want to jump into that space and plan to open until 10pm Monday-Saturday and 7pm on Sundays, serving food all afternoon and evening.

"We want to turn our casual eatery into our customers' second home and give them food they not only want to eat, but how they want to eat it, so there'll be an emphasis on sharing dishes.

"To this end, our kitchen team have been researching nutritional content and looking into the Peruvian and Lebanese cuisines and the new resurgence in Greek food.

"Our customers are food savvy and don't want just one thing. They want everything all at once. For example, we'll offer a selection of brunch dishes with a huge emphasis on 'trying a little of everything'."

The beans to be roasted at Stephenson Street will be sourced from a small part of South America that Yorks can call its own.

"We've worked really closely with London-based Caravan Coffee, who are integral to the quality coffee we serve," added Simon.

"They've secured a micro-plot in Columbia that's exclusive to Yorks and will source and import our green beans."

The growth of Yorks, which also boasts





Inside Yorks on Stephenson Street and owner Simon Ford, below

an espresso bar in the Retail BID area in Great Western Arcade fronting Colmore Row, won't stop, in April.

The original Yorks Bakery Café in Newhall Street, which closed last year as essential development work began on Phoenix House, will double in size when it reopens early 2017.

"With the need to temporarily close Newhall Street and relocate elsewhere, it's been a turbulent 12 months but also a great learning experience," Simon added. "We want Yorks to remain a social space that attracts a real mix of people, including families."

Keep in touch with Yorks via @yorksbakerycafe on Twitter, Facebook and Instagram.



Kitchen Gallery to open flagship store at Mailbox



World class design is being brought to the Mailbox with the arrival of Kitchen Gallery's flagship showroom.

Due to open in May, Kitchen Gallery is the largest exclusive SieMatic dealer in the Midlands, delivering bespoke luxury kitchens with a sleek European twist.

With award-winning showrooms already in Solihull and Stratford-upon-Avon, Kitchen Gallery has selected the Mailbox as the location for its flagship showroom, showcasing the very latest kitchen designs and interiors from the German-owned SieMatic brand.

Currently available in over 52 countries on five continents, SieMatic is recognised as one of the leading international brand names in kitchen design, catering for both private residential projects and yachts.

Featuring appliances by brands including Siemens and Gaggenau, as well as designer furniture and lighting from the likes of Tom Dixon and Walter Knoll, the Kitchen Gallery flagship showroom at the Mailbox will be a focal point for architects, developers, designers and individual clients.

Complete with full kitchen displays, ovens and working appliances, the showroom will also be used as an event space for cookery classes, demonstrations and wine tasting sessions outside of retail hours.

Fiona Doherty, Marketing Manager at Kitchen Gallery, said: "The Mailbox is a luxury, premium destination that is perfectly aligned with the SieMatic brand."

"Forming part of SieMatic's major expansion, the opening of our Mailbox showroom is a significant move and places SieMatic in the heart of a growing economy in Birmingham."

David Pardoe, Head of Marketing, Retail and Tenant Engagement at Mailbox, and Retail BID Deputy Chair, added: "An increasing number of luxury brands are choosing the Mailbox as a destination to open their flagship stores."

"The arrival of Kitchen Gallery is further testament to our reputation as Birmingham's premier shopping and lifestyle destination and the showroom will be an exciting addition to the Mailbox's already impressive portfolio of premium lifestyle brands."



Joy for city with award honour and £20,000 of new flowers

City chosen for prestigious honour thanks to track record of success at Britain in Bloom as Retail BID announces investment in new displays

Birmingham has shown it is really growing places after being selected to enter the prestigious Champion of Champions section of the national Britain in Bloom campaign.

The news comes after Retail BID announced it will be investing £20,000 in new floral displays to bring added colour to the city centre this summer.

To be chosen for Champion of Champions a city has to have a track record of success and be one of the top entries in the UK. Birmingham will be competing against Durham, Cleethorpes, Ahoghill, Lytham and St Pierre du Bois for the title.

Birmingham in Bloom has entered the regional campaign, Heart of England in Bloom, every year since 2003 and in 2015 Birmingham in Bloom was awarded Gold and Large City Category Winner.

The entry also received discretionary retail-related awards for Cannon Hill Park, Civic Close and the Library of Birmingham. In 2015 Bir-

The BID will be re-introducing its stunning retail-related wicker features



Birmingham was also selected to represent the region in the National Britain In Bloom, again Birmingham received a Gold Award and was the large City Category.

Birmingham in Bloom covers the whole city and is judged on three pillars: horticultural achievement, environmental responsibility and community involvement. The flowers for this year's displays will start to go out in June.

Darren Share, Head of Parks at Birmingham City Council, said: "We have centred our campaign on community partnerships showcasing our work with volunteers in our parks and partners within the business community.

"We show examples of projects and activities across the whole city and this year we are visiting the QE Hospital, Sarehole Mill, The Dingles, Cannon Hill Park, Edgbaston Guinea Gardens and finishing with a walking tour of the city centre."

Councillor Ian Ward, Deputy Leader of Birmingham City Council, added: "Over the past 10 years I have seen how the Heart of England In Bloom campaign has gripped the city.

"With everyone working together, we can deliver a green Birmingham, with a sustainable, reduced carbon footprint, and continue to enhance the appearance of the City by greening and providing the excellent floral features for the benefit of all."

The city's Britain in Bloom displays at the Council House and Victoria Square

'We can deliver a green Birmingham with a sustainable, reduced carbon footprint'

Public artwork to be cleaned as part of John Bright St plan

A prominent piece of public art is due for extensive conservation works as part of a Retail BID project to clean and brighten up the John Bright Street area of the city centre.

The sculpture by artist Lee Grandjean, called 'Birmingham Figure', was commissioned in 1987 by the city's Development Department, in collaboration with the John Bright Street Traders Association, with the Birmingham School of Architecture and West Midlands Arts. It is part of the portfolio of public artworks managed by Birmingham Museums Trust.

It is hoped that the work will be carried out between April-May and will be undertaken by Veronika Vlková ACR from Mareva Conservation Limited.

The work has been examined and a treatment plan agreed, that will involve surface cleaning to remove moss and algae growth, dirt, stains, graffiti and gum. Repairs will follow this to the structure and an application of a graffiti proof top coat, bringing the sculpture back to life.

Retail BID is spearheading a project to deep clean John Bright Street through a programme of jet washing the pavements and install new floral displays to make the area more attractive to visitors.

BID manager Steve Hewlett said: "John Bright Street is a buzzing, thriving area of the city centre with some great bars and restaurants and we want it to look welcoming and appealing to visitors and residents during the day and evening, which is why we were keen for the conservation of Lee Grandjean's important piece of public art as part of wider cleaning schemes for the street."

Sculptor Lee Grandjean added: "At the time I wanted it to be about the dynamics of change, a fracture, but with the



Lee Grandjean's Birmingham Figure

possibility of building new forms. Also a moment of the momentous, building and figure are one: Shifting, changing, new structures.

"The stone is a French Lepine sourced by Rattee and Kett of Cambridge. The carving, which is in three stacked horizontal blocks took 12 months to carve.

"I'm glad it's still there and has not suffered too much damage, perhaps by now it has become part of the fabric of your great city."



Cass Art on Corporation Street

EASEL DOES IT... CASS ART OPENS

Cass Art, the UK's leading independent art supplies retailer, has opened a store in Birmingham.

The new store is on Corporation Street and is the first Cass Art shop to open in the West Midlands, since CEO and founder Mark Cass opened his first shop in London in 1984.

Their mission, 'Let's Fill this Town with Artists', is at the heart of everything they do and the launch of their shop in Birmingham is described as an exciting step in opening affordable art shops across the country.

"Birmingham has a rich cultural heritage and continues to be a beacon of innovation, with a vibrant artist community and internationally acclaimed arts venues, there is no shortage of creative talent," said Mark Cass.

Cass Art's belief is that everyone can join in with art-making, no matter their age or ability. They are also committed to bringing the world's best art materials at low prices.

Customers over 18 years old are eligible for a Cass Art Rewards card that gives a £10 reward for every £100 spent at Cass Art.

■ Cass Art Launch Event: Saturday 9 April & Sunday 10 April. Extra 10% off everything plus free art materials worth over £50 for the first 1,000 customers who spend over £10. Plus launch event treats from Propercorn and the Boston Tea Party, and free Cass Art tote bag.



The former ABC Cinema on the corner of New Street and Ethel Street was up until recently a Cashino amusement arcade

London restaurant eyes Listed building

New venue helps BID third-term ambition to fill vacant New Street units

The bustling food and beverage scene around New Street, Ethel Street, Temple Street and Bennetts Hill could have a new addition after burger chain Byron lodged plans to open a venue.

The London-based group has submitted plans to open a 206-seat venue at the old Regent and ABC cinema on the corner of New Street and Ethel Street.

The plans are a welcome boost for one of Retail BID's key objectives for its proposed third term; to see vacant New Street units home to new tenants.

The Grade II-listed building, which housed a Cashino amusement arcade until January 2013, was set to become a Zizzi restaurant after its owner Azzurri unveiled redevelopment plans last summer, but later withdrew its application.

Byron only has two restaurants in the Midlands – in Derby and Leicester – so the Birmingham opening represents a significant addition to the Retail BID area.

It would be open from 11am to midnight, have seating for 182 people inside with a further 24 outside and create around 50 full- and part-time jobs.

Byron was founded by Tom Byng. After spending four years in the US, he used his experience of restaurants there to launch a venue in London in 2007 to fill what he saw as a hole in the market in the capital.

The restaurant will open next door to the recently-launched La Galleria which occupies the building once home to Chez Jules. Other restaurants in the area include a wagamama, Bella Italia, Ask Italian and Post Office Vaults real ale cellar bar.

RETAIL BID BIRMINGHAM

THE NEXT FIVE YEARS
2017 - 2022



Supporting businesses
for five more years

>> MEMBER CONSULTATION >>

How Retail BID members can help change city centre

Several Retail BID member businesses have already made suggestions to help shape the future of Birmingham city centre as part of the Retail BID's vote renewal consultation.

The next five years will be a crucial period for businesses to build on the recent successes of Birmingham city centre becoming a global destination for shopping, leisure and business.

The Retail BID, the Business Improvement District for Birmingham city centre since 2007 is asking its members to 'vote yes' in September 2016 and renew the company's mandate to support the city centre from 2017 to 2022.

As part of the vote process member businesses are being consulted about what the BID's third term should look like by completing this brief survey.

This feedback will help the BID shape its mandate for its next term.

Birmingham city centre's retail offer has gone through massive change in recent years with the launch of Grand Central and John Lewis at New Street rail station, a rebuilt Mailbox, and booming independent shopping and dining scene in areas such as Great Western Arcade, Piccadilly Arcade, Bennetts Hill and Temple Street.

Further changes are on the horizon with technology giant Apple's move to the former Midland Bank building on New Street and the Midland Metro extension between Snow Hill and New Street station.

Meanwhile, the BID has been supporting businesses with ongoing street-cleaning programmes and a variety of projects to tackle nuisance behaviour to make the city centre a more welcoming and safe environment.

Retail BID Chair Jonathan Cheetham is asking member businesses to play their part in what the third term will look like.

"We want you, our members, to help us shape Retail BID's third term and we would be grateful for five minutes of your time to fill in our very brief survey," said Jonathan.

'We want our members to help us shape Retail BID's third term'

About you and your business

_____ _____ _____

MEMBER CONSULTATION

10. What else would make Birmingham City Centre a great place to live, work and visit?

| Shop | <input type="radio"/> |
|-------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Relax & socialise | <input type="radio"/> |
| Run a business | <input type="radio"/> |
| Use in the evening & at night | <input type="radio"/> |
| Work | <input type="radio"/> |

Street cleaning & improved public realm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business training & support (such as online trading, recruitment or PR)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Policing & on-street safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Business Crime support (ROO, Facewatch etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More new businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Street Wardens	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

About Retail BID

11. [Redacted] Yes No I think so

12. [Redacted]

Receive letters / emails / texts from Retail BID	<input type="radio"/>				
Speak to the Retail BID team	<input type="radio"/>				
Hear about Retail BID's work in the press or online	<input type="radio"/>				

13. [Redacted]

Yes Probably Probably not No Not sure

Thank you for taking the time to fill out this survey.
When complete, please post to:

Retail BID, Suite 103, Cheltenham House, Temple Street,
Birmingham B2 5BG.

Alternatively call us on **0121 643 3896** to arrange a time for us to collect your survey.



Steve, Assia, Paul and the Retail BID Board would welcome the chance to meet with you in person and discuss 'what's next' for Birmingham, Retail BID and your business. If you'd like to have an informal chat with one of the Retail BID team, please let us know and we'll come and see you or arrange a suitable time for a phone call.

Phone
0121 643 3896

Email
contact@retail
birmingham.co.uk

Fresh wave of BID area street-cleaning

Specialist company will be brought in once again to continue fight against grime and gum

Retail BID Birmingham is investing in a new programme of street-cleaning to make the city centre a more welcoming and attractive place for visitors.

The programme of weekly spot cleans and strategically planned deep cleans is just one of several initiatives launched to brighten the BID area and will tackle grime and discarded gum using specialist steam-cleaning equipment.

The scheme continues last September's programme of night-time steam-cleans in the main retail pedestrian areas around High Street, Union Street, New Street, Cannon Street, Cherry Street, Temple Row, Temple Street, Bennetts Hill, Cherry Street and Navigation Street.

The works will be carried out by Ramora

Limited, a specialist cleaning company with a track record in the removal of chewing gum and grime using steam clean techniques and no chemical agents.

Business Support Officer Paul Barnett said: "As with last year's cleaning investment, these works will be programmed so as not to impact on retail businesses, and all businesses within the identified problem areas will be notified in advance.

"Street cleaning is a huge undertaking and one the BID takes very seriously.

"We are not alone, all city centres in the UK have the same problem and we are determined to address it.

"We are determined to keep Birmingham city centre clean and install pride in the streets of our great city."



A specialist cleaner in the city centre during last autumn's deep-cleaning operation and how the street looked afterwards, right



INTRODUCING A-PLAN INSURANCE...

Retail BID is pleased to welcome A-Plan Insurance to Bull Street, Birmingham. Here is a short introduction from the team:

Here at A-Plan in Birmingham we are keen to work with organisations to provide an insurance solution that helps owners, managers and staff save time and money on car, home, business insurance and more.

We have a dedicated team in the city which means that your employees can benefit from a personal and local service that offers genuine discounts. For larger organisations we can even bring our services to you in the form of having dedicated content with a bespoke link for intranets or scheduled visits to your premises with a stand in a designated location such as your canteen.

Who else works with A-Plan?

Clubs, schools and charities throughout the country work with A-Plan at various levels to raise funds for a variety of causes and staff discounts.

How to join A-Plan

Simply contact A-Plan Insurance Birmingham and we'll visit you soon to get the official documentation signed then away you go. You can be issued with some of our business cards, posters or a web banner if you wish.

Any more questions?

Please get in touch! We'll be happy to answer any queries you may have. For more information and testimonials about A-Plan Insurance you can also visit aplan.co.uk.

Our clients rate us 4.8/5! See our positive feedback on reviews.co.uk

Contact James Haynes –
Branch Manager
T: 0121 794 4200
E: birmingham@aplan.co.uk

Thriving arcade is our answer to Covent Garden



Chouchoute Chocolaterie owner Pierre Soualah

Innovative businesses looking at events and sessions to increase appeal in Great Western Arcade

Independent retail continues to thrive in the Great Western Arcade – as shop owners devise novel ways to increase footfall.

Mad Hatter children's parties and chocolate and wine tasting sessions are just two of the events being staged within the bustling Grade II listed shopping arcade.

The latter is the brainchild of Chouchoute Chocolaterie owner Pierre Soualah, who says the iconic 19th century indoor strip has the potential to become the Midlands' answer to Covent Garden.

Lyon-born Pierre, based in the GWA for almost 15 years, fulfills the promise of Chouchoute's English translation – to pamper, treat, indulge – by selling artisan, handmade, intensely-flavoured chocolates.

One of his most successful ventures is his tailored gifts and events for the corporate market.

Pierre said: "Our corporate sales are crucial to the business and our chocolate and wine tasting events are becoming increasingly popular.

"They're fun, gastronomic experiences. We teach customers how to distinguish the subtle differences between grand cru chocolates and how to pair gourmet chocolate with fine dessert wines.

"We're also busy creating limited edition Easter eggs. They are unique – an experience you will never forget. They are sold on a first come, first served basis.

"Since about 2012, life has become much better in the arcade. It's more of a destination now, although there is always room for improvement. It would be great if we can make it the Covent Garden of the Midlands."

Pierre may get part of his wish granted, as work recently began on an extensive



refurbishment programme within the GWA, which runs from Temple Row to Colmore Row.

Another event drawing in customers is the Mad Hatter children's parties being run at Mr Simms Olde Sweet Shoppe, which sells traditional and contemporary sweets and candy.

Tara Gahir, who took over the franchise last year, has created an 'enchanted garden' upstairs where youngsters play games with the Mad Hatter and Alice. Sweet treats are central to the fun.

The Mad Hatter parties, run on Sundays from 11am-12.30pm, are almost fully booked all the way through to August.

"I launched the parties last June and they have helped attract business to the arcade," said Dorridge-based Tara.

"The parties sold out between September and November. We didn't run any over Christmas but they've proved equally popular this year.

"The shop is closed to the public during the first hour, enabling the birthday boy/girl to go behind the counter and play shop keeper to friends. They choose their

own party bags and then pop up to the enchanted garden.

"The business has come on in leaps and bounds over the last year. I had one customer come all the way from Saudi Arabia.

"He bought 40 chocolate bars in one go!

"We do great hampers and supply a lot of pubs, cocktail bars and restaurants."

Tara believes visitors to Mr Simms, and the GWA in general, come for a unique experience.

It is home to award-winning fashion and jewellery boutiques, hair and beauty retailers, food and drink experts.

"The arcade remains one of Birmingham's best-kept secrets but through events like the Big Hoot, our reputation is growing," she added.

"People come to experience something niche and we attract a lot of tourists. For example, people come into my shop to relive childhood memories.

"The current development work will be brilliant. The more shops we have open, the better for everyone."

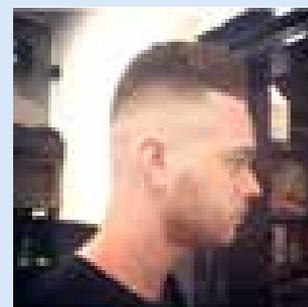
Tara Gahir took over the franchise for Mr Simms Olde Sweet Shoppe last year



BotanistBham We have a shiny new bar top! Why don't you come and check it out!



bullring Selfridges turns vibrant green tonight for this week only celebrating St Patrick's Day! #green #SefridgesBirmingham



ikonbarbers Done by PJ @play0121 #mens #hair #barber #barberlove #barbershop

'The business has come on leaps and bounds over the last year'



The Bull by Laurence Broderick features on the audio tour

EMBARK ON AUDIO TOUR OF PUBLIC ART

An audio tour of post-war public art in Birmingham has been launched by Historic England.

The GPS-led guide is free on any smartphone through the Geotourist app and will take listeners on a tour to rediscover the city's treasures from the post-war years.

England has a fascinating yet widely forgotten collection of public art from the post-war period.

Chris Hurst of Retail BID said: "The audio tour is yet another reason for people to visit Birmingham city centre.

"In Retail BID's potential third term from 2017-2022, we will be working hard to develop the city centre experience, encouraging people to come for the culture and stay for the shopping."

Lasting around an hour, the smartphone audio tour will explore a number of public artworks in Birmingham including the beautiful but crumbling Horsefair mosaic on Holloway Circus Roundabout, made from tiny pieces of coloured Venetian glass, which depicts the city's historic horse fair and William Pye's evocative Peace Sculpture which commemorates 53 people who were killed on the night of 19 November 1940, when a German plane bombed an arms factory.

To listen to the Birmingham audio tour, go to: www.geotourist.com/tours/790



Above: Britain From The Air

Left: 'Saltburn' copyright Ian Hay www.aboveallimages.co.uk part of the Britain From The Air exhibition

Sky's the limit for city street gallery

Two-month summer show for Retail BID area

The Retail BID has pulled off a coup – by earning the right to host the prestigious Britain From The Air exhibition in Birmingham.

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

Exhibition director Chris Bridge said:

"We've been inundated with requests from cities wanting to stage Britain From The Air. Birmingham was successful due to the exciting plans the Retail BID has for the exhibition which links to our long-standing relationship with the city.

"We're sure the street gallery will be a hit with shoppers and visitors alike as they're taken from street level to sky high to explore this country's contrasting landscapes, including spectacular coastlines, waterways and city silhouettes."

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.

Chris originally brought the Earth From Air exhibition to Birmingham over ten years ago and is proud to be bringing his



new street gallery back – the ninth to be hosted in the city.

“Earth From Air was immensely popular but people wanted more photos of the UK, which we’ve addressed in Britain From The Air,” added Chris.

“Bringing it to Birmingham has been more than three years in the making, while waiting for some of the major building works to be completed.

“Britain From The Air is a fun way for people of all ages, especially families, to learn about the country’s history via self-guided walks.

“Combining shopping with the free exhibition, I’m sure visitors will want to keep coming back, bringing friends, family or work colleagues.

“You can pick up the trail at any point

and each photo is captioned with interesting facts covering all manner of issues, like environmental and climate changes.”

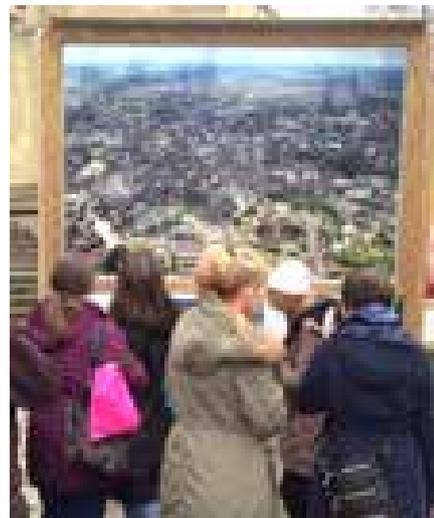
‘We’re delighted to have secured sponsorship to host Britain From The Air’

The images, taken by seven aerial photographers linked to the Ordnance Survey, 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.”



Above: ‘South Harris’ copyright Adrian Warren and Dae Sasitorn/Last Refuge www.lastrefuge.co.uk part of the Britain From The Air exhibition

Left: Visitors stop to admire the photography of Britain From The Air

HAMMERSON BUYS GRAND CENTRAL

Hammerson plc has bought the new Grand Central shopping centre from Birmingham City Council for £335 million.

Grand Central, which opened in September 2015, provides 435,000 sq ft of high-quality prime retail space, anchored by a 250,000 sq ft John Lewis department store.

The centre was developed by Network Rail and Birmingham City Council as part of the £750 million New Street Station regeneration project.

With an iconic design the centre features 40 premium stores including Monsoon, Fat Face, Hobbs, The White Company, Cath Kidston, Joules, Kiehls, Jo Malone, L'Occitane and MAC.

A significant share of space is dedicated to 20 restaurants and cafés including Carluccio's, Yo Sushi, Pho, Ed's Easy Diner, Caffè Concerto, Giraffe, Handmade Burger Co and Tapas Revolution, many opening in Birmingham for the first time. There are over a dozen pop-up units on short-term leases as well as an additional income stream from the 'Eyes' – large digital advertising screens on the exterior of the scheme.

The centre sits above redeveloped New Street Station, which, with Grand Central, now makes up a world-class 'gateway' to the heart of the city and is the busiest train station outside of London, expected to see footfall of over 55 million passengers per annum.

The centre has demonstrated strong performance since opening, attracting average footfall of 62,000 per day in its first three months of trading with up to 105,000 per day over the Christmas period.

The acquisition supports Hammerson's long-term commitment to investment in Birmingham as shown by the company's success at Bullring.



The Currys PC World team at the store's Nespresso coffee bar

High-end tech store in £20,000 new look

High Street concept store houses leading gadget brands under one roof

The city's well-known high-end electrical appliance store, Currys PC World, has reopened its doors after a £20,000 refit.

Operated by Dixons Carphone, Currys PC World is a new-look concept store on High Street which combines Currys, PC World and Carphone Warehouse all under one roof.

Aimed at gadget enthusiasts, Currys PC World stocks brands with an emphasis on performance and design and offers customers some of the most sought after gadgets around.

In addition to the relocation of Carphone Warehouse to the very front of the store, the redesigned Currys PC World store features a new collection of products, including a Nespresso coffee bar and a Dyson section complete with a dedicated Dyson

expert. The store will also sell a variety of top-of-the-range home and kitchen appliances, as well as mobile phone deals from Carphone Warehouse.

GT Chand, store manager at Currys PC World, said: "Shopping should be an experience and our new store will give customers the chance to get up close with the latest products before purchasing.

"The refit has also enabled us to demonstrate our partnership with leading mobile phone brand Carphone Warehouse."

Steve Hewlett, Retail BID Manager added: "Birmingham's retail scene is booming and this latest investment from Dixons Carphone is just further evidence of big brands recognising the need to provide our city's visitors with an unrivalled shopping experience."

Booming Serenity now sees clients from across country

Investment in new premises and technology pays off for Temple Street beauty experts

A city centre beauty treatment clinic is now able to welcome clients from across the UK after investing in new premises three years ago.

Serenity was established in Stephenson Street in 1999 and moved to its new clinic on Temple Street in 2013.

The clinic now has regular clients who travel from as far afield as Scotland and London because of its unique approach to skincare and cutting-edge technology.

Founded by Kuldip Sidhu Serenity offers services such as hair removal, waxing, massage treatments, skin consultations and manicures and works with leading skincare brands such as Environ, Jan Marini and Guinot.

Serenity director Kal Sidhu explained how the move to Temple Street has paid off.

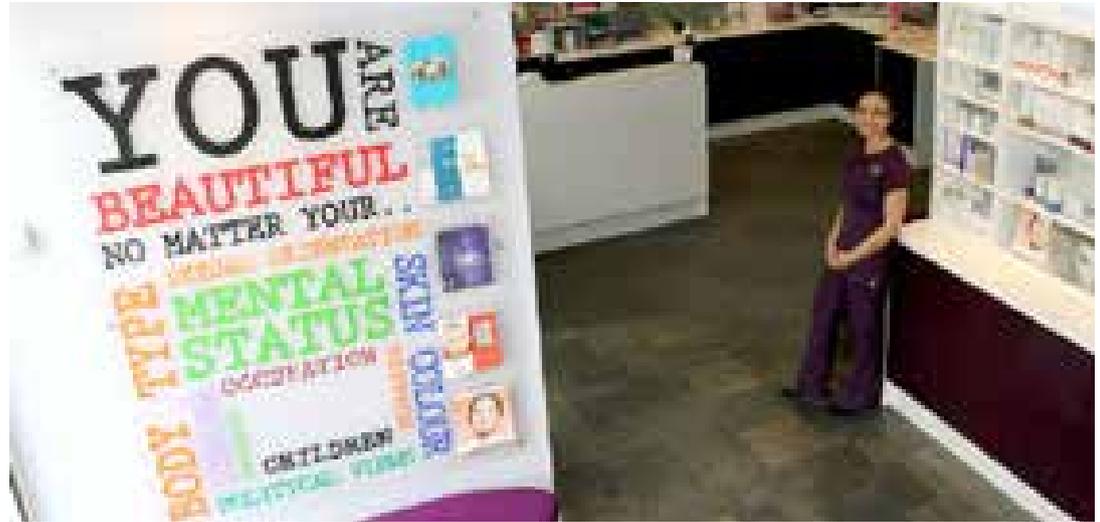
"We invested in a salon three times the size of the last place and it's going fantastically well," he said.

"We've developed it to be relaxing and welcoming through feedback from our clients.

"Kuldip is a highly-trained beauty therapist and we now have clients who come from Scotland, London, Leicester and Nottingham thanks to her expertise.

"One of our biggest strengths is that Kuldip is a qualified teacher trainer who is always staying ahead of the latest developments."

Kuldip explained why she started the company back in 1999.



"I started the business through passion and having personal skincare problems myself. I wanted to look for an holistic approach to treatment and that's how I've developed my love of beauty," she said. "I couldn't find what I needed in any one range but some salons would only sell one brand.

"What makes this salon unique is that I like to show clients they don't need to stick to one brand. They can amalgamate brands to get the best for their needs, not what the brands are trying to sell them.

"We recommend people have a consultation with the Visia scanner. We can then work out what the main needs are for that client to get those needs up to scratch on a truthful and honest basis."

Serenity is the only clinic in Birmingham to use the advanced Visia scanning system.

The equipment is so advanced plastic surgeons and dermatologists use it worldwide to show areas of sun damage, severity of acne, wrinkles and blocked pores.

"It doesn't only give superficial results but shows what's happening below the skin," explained Kal.

"It can show everything from hyperpigmentation through to acne and can really get to understand what you need to treat."

"What we're giving our clients is a high-class and honest assessment of their needs. Honesty can hurt but it's the best medicine!"

Kuldip Sidhu inside the Temple Street clinic, pictured below



Business booming with strong client base for duo

Two popular city centre stylists are putting down roots in City Arcade as they prepare to diversify their services and consider expansion plans.

Lee Riley and Stuart Carruthers opened their own hair salon, Riley & Carruthers Hair, in the Retail BID area 14 months ago.

They joined forces having worked together at various locations across the city during the past 25 years.

Business is booming as Lee and Stuart build on the strong client base that followed them to their City Arcade location.

The duo has now added another string to Riley & Carruthers' bow, by bringing in a nail technician.

And they are considering expanding their salon, which is open Monday-Tuesday, and Thursday-Saturday, from 9am-6pm. "During our time in Birmingham, we've built up a big clientele which has followed us to City Arcade, where we've been since November 2014," said Lee.

"We're pretty much full all the time and bringing in Kim, a nail technician, will offer our current customers a new service and hopefully attract new clients.

"Business is very good and we have the option of expanding into a space downstairs. We need to do it, but we've got to get the funds together first."

City Arcade is arguably less well known than the nearby Great Western Arcade, which is growing in popularity due to its thriving independent scene.

But Lee and Stuart believe the Grade II*-listed precinct which houses their salon has plenty of potential.

"We've always loved the city and working in it," said Lee.

"With all the new development going on in Birmingham, the popularity of areas change, and we feel the popularity of where we're based is increasing all the time."

The one improvement Lee and Stuart feel could be made to City Arcade is the erection of gates at each end, which would be closed outside of business hours. This would prevent the odd rough sleeper taking residence for the night, an issue that is



City Arcade

Stylists cutting it in historic City Arcade

certainly not unique to City Arcade.

The Retail BID dedicated PCSO Pat McGregor and Business Support Officer Paul Barnett regularly patrol the arcade together with the multi agency trial project Homeless Street Triage (HOST) – provided by housing group Midland Heart and introduced by Birmingham Police, Birmingham City Council.

"Ultimately, the best way to manage rough sleepers would be to have gates at each end of the Arcade, like there were in the 70s," added Lee.

"City Arcade still has loads of character, but it was really beautiful back then. It was obviously smaller than the Great Western Arcade, but equally as nice."



Lee Riley at work in the salon

How we can help the city's homeless

West Midlands Police Inspector Gareth Morris is a firm believer in supporting homelessness through organisations such as the Big Issue Foundation. He spent time selling the magazine in Birmingham city centre to find out what life is like for people experiencing hard times.

He talks about the experience in his blog: inspgmorris.wordpress.com and he kindly allowed us to reproduce an excerpt:

GIVING MONEY TO BEGGARS...

Cahal Milmo wrote an article published in The Independent on 9th February 2016. He stated "Charities who work with homeless people said that begging was more closely linked with long-term drug or alcohol addiction problems and many rough sleepers do not beg."

I completely agree.

I recently had the privilege to spend an extremely insightful couple of hours trying to sell the Big Issue (rather unsuccessfully I might add).

It really impressed me how the Foundation endeavours to help people rebuild their lives, offering support to obtain treatment, financial advice and support with savings, structured employment, housing – the list goes on. It was truly sobering how hard it was to make a sale and the looks a few gave me were not too friendly – yet people will give to those sat in a doorway with little thought as to where the money goes.

What was a real eye opener is how common an occurrence it is that Big Issue Vendors receive less daily income than some of the persistent, and sometimes nuisance beggars that frequent the city centre, yet they are in a structured supportive plan to improve their circumstances. Not only that but when we try and offer accommodation and welfare to those who beg they often tell us they can make more money begging than the state can provide through benefits. Is it any wonder that it is so hard in some instances to

persuade people to accept help? I have seen people refuse a warm drink or food and ask for change – that money in all likelihood is going to be spent on substance abuse.

Humanity and compassion leads us to give to those who appear in need.

We need to consider that every gift given with the intention of aiding someone may actually cause further harm and be a barrier to them accepting help.

I would really like to promote giving to charities like the Big Issue Foundation as a productive means of supporting those in need and encouraging those in Birmingham to give 'a hand up not a hand out' rather than giving money to beggars. It would be great to push this approach and turn the tables so those working to improve their lot see a financial reward for doing so – you can imagine the current temptation to turn to begging.

There are lots of voluntary groups, individuals and charities that try and help the homeless. They do some fantastic work.

Me – I will give to them.

Please don't let this paint an inaccurate picture that this only happens in Birmingham or is particularly concentrated here, it is not. This issue is international and it's not new; records of those begging and in need of alms go back to the earliest records of civilisation. Birmingham is a great city with fantastic opportunities – but this social issue cannot be ignored.

Thank you for reading.

**Gareth Morris, Inspector,
Birmingham City Centre**

READ THE ARTICLE IN FULL AT

<https://inspgmorris.wordpress.com/2016/02/17/homelessness-the-big-issue/>



Gareth Morris, right, with Big Issue vendor Ollie Bain

'LAST RESORT' AS BEGGARS BANNED

Two prolific beggars who repeatedly caused a nuisance in Birmingham city centre have been banned from pestering people for cash.

Birmingham Police has secured Criminal Behaviour Orders (CBO) against persistent offenders – one of whom has been banned from loitering near cash points – and stressed they face further court hearings or jail should they ignore the ruling by continuing to beg.

Officers pursued court action after concerns from shoppers and businesses about nuisance beggars.

West Midlands Police has been working with housing and care provider Midland Heart and Birmingham City Council to help rough sleepers and beggars found on the streets – including offers of emergency accommodation – but has now taken a tough stance against those who reject offers of support and ignore begging warnings.

There are up to another six orders being prepared in the coming months.

Birmingham City Centre PC Peter Ash said enforcement action was a last resort and that by not seeking city centre banning orders they wanted individuals to access support and treatment from relevant organisations.

He said: "Beggars on the streets of Birmingham can make people feel intimidated and threatened; we issued 40 warning notices between September and November to deter such behaviour.

"We do want to help beggars, of which many battle drug, alcohol or gambling addictions – but if someone continually refuses to get help and carries on begging they face the prospect of being arrested and put before court.

"Begging is an offence and from what we are being told it clearly has an impact on people and businesses in the city centre."

40

Chocolate bars bought by a Saudi Arabian customer visiting Mr Simms Olde Sweet Shoppe in Great Western Arcade!

STORY: PAGES 16&17

Tara Gahir of Mr Simms Olde Sweet Shoppe



£20,000

How much Retail BID is investing in new floral displays across the city centre this year.

STORY: PAGE 7



£30,000

The amount Yorks Bakery Cafe is investing in new coffee roasting equipment

STORY: PAGES 6&7



100

Exhibits in the Britain From The Air street gallery

STORY: PAGES 18&19



2017 TO 2022

The period of Retail BID's proposed third term.

CONSULTATION: PAGES 11-14



Supporting Businesses For Five More Years.

55 MILLION

The anticipated annual footfall through New Street and Grand Central; the busiest passenger station outside London

STORY: PAGE 20