

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

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*Stage is  
set for  
great  
year at  
theatre*

Exciting plans and shows

# *New dawn for New Street*

BID working with council to plan the future of historic area



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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.

#### 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:** Level 4, Upper Mall West, Bullring, Birmingham B5 4BU

**Call** 0121 616 2877

**Visit** [www.retailbirmingham.co.uk](http://www.retailbirmingham.co.uk)

[www.shoppinginbirmingham.com](http://www.shoppinginbirmingham.com)

**Twitter** @ShoppinginBham

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For more information, or for article suggestions please email [stacey@edwinelliscreativemedia.com](mailto:stacey@edwinelliscreativemedia.com)

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## FROM THE EDITOR



**After a year of unprecedented openings and relaunches in the Retail BID area, 2016 seems to be all about planning events that capture the imagination and keep visitors coming back to the city centre again and again.**

Hot on the heels of its £2 million refurbishment Waterstones is planning a series of diary dates that build on its ambition to become a cultural hot-spot in the heart of the city centre, including author events and gaming nights.

Similarly, The New Alexandra is using the £250,000 invested in its piano bar as a platform for some of the best shows at the theatre in years.

And all the while Retail BID is working with stores and businesses to ensure everything is in place to make the city centre a welcoming and safe environment.

New Street is at the heart of this thinking with plans afoot to transform the historic thoroughfare.

A report and summit into its future has been commissioned and all interested parties are being invited to play their part in the consultation. A thriving New Street is critical to Birmingham's prosperity. Do have your say on how it could be shaped for future generations.

Find out more about this and all other Retail BID projects inside this edition of **Edit**.

We hope you enjoy it.

**Stacey Barnfield**

## FROM RETAIL BIRMINGHAM



**This year will be important for businesses in Birmingham city centre as we will see the opening of the Midland Metro extension from Snow Hill Station to New Street, bringing more customers into the retail core.**

Whilst it has been a difficult time for many members during the construction period, we look to the future with optimism and we have lots of exciting plans for this year.

Retail Birmingham will also be going to a renewal ballot of its members during September and October, with the aim of securing a mandate for a third BID term to be able to support businesses until 2022.

The BID team and board will be entering into a consultation period with members and we look forward to hearing your views and ideas which will be extremely important to help shape the future of the city centre retail area.

**Steve Hewlett, Retail BID manager**



**PLANNERS APPROVE PRIMARK PAVILIONS**  
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**FOCUS ON BENNETTS HILL AREA**  
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*When I began working for Centro I couldn't imagine one day I would meet the queen*

**Centro Stakeholder Liaison Officer**  
**Nicky Haigh Page 5**

# Summit to debate the future of New Street

The west end of New Street looking towards Victoria Square and Town Hall

**A report has been commissioned to help transform one of the busiest streets in Birmingham as part of Retail BID's proposed third term.**

The BID is working alongside Birmingham City Council to find ways of improving New Street to make it more welcoming for shoppers and visitors to the city centre, improving the public realm and commercial viability of the street.

Businesses and retailers with an interest in the area will soon be invited to a special summit to discuss proposals and debate any concerns.

The 500-metre street, which dates back to the 13th century, connects Bullring and High Street at its eastern end to Victoria Square at its west end.

Most of the street is now pedestrianised with the Corporation Street junction crossed by the new Metro tram route and the road loop that connects Temple Street to Bennetts Hill, near Piccadilly Arcade.

Once home to King Edward VI High

School for Girls, principal tenants include Odeon Cinema, BHS, Watches of Switzerland, Macdonald Burlington Hotel, Lloyds Bank, Tesco together with the forthcoming new Apple store in the listed Midland Bank building near Corporation Street.

Major New Street tenant Primark will be moving to the nearby Pavilions as part of its landmark acquisition of the High Street mall.

Chair of Retail Birmingham, Jonathan Cheetham, said both the city council and the BID have aspirations to improve the street's public realm, which will be a key strategy in Retail BID's proposed third term.

"We are working with the city council and Greater Birmingham Local Enterprise Partnership to take the New Street project forward and to fully understand the needs and expectations of key stakeholders to establish what is the future shared vision for the street which we can then deliver. The street has an eclectic mix of businesses

from the retail, hospitality and service sectors and we need to look closely at how it works and how new public realm aligned to planning strategy can help it improve further as an important destination in the city centre."

The Retail BID has been working with the city council to assess funding options for any improvement works.

"There is identifiable funding available which we hope to access together to improve New Street and this may be a once-in-a-generation chance to get the basics right and develop an important retail landscape for years to come," he said.

"We aim to hold a New Street Summit early this year with key stakeholders, property owners and retailers to start to explore how we deliver a world-class street for Birmingham."

**To find out more about the New Street Summit and how you can be involved please contact the Retail BID team.**

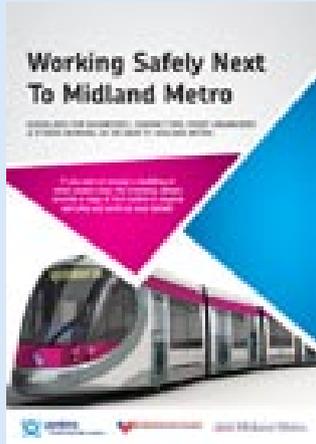


Retail BID  
Chairman  
Jonathan  
Cheetham

Below: An  
aerial view of  
trees in full  
leaf on New  
Street



# A Grand day for Her



The new safety leaflet

## NEW GUIDE TO SAFE WORK NEAR METRO

Public transport bodies and Birmingham City Council have produced a leaflet advising businesses how to work safely near the extended Midland Metro tramway.

The Centro and National Express guidelines are aimed at building occupiers, contractors and event organisers working near the new route through the Retail BID area.

The Midland Metro tram network is powered by overhead lines that run above the tramway and carry high voltage electricity. The power lines are around 18 feet at their lowest point above the tracks.

Property owners intending to carry out work within 9 feet of the power lines are being reminded of the potential dangers in the new leaflet called 'Working Safely Next To Midland Metro'.

The guide also highlights hazard zones such as kerbs, poles and building fixes. In addition, the leaflet talks about the authorisation and application process for works, along with dealing with emergencies.

For more information about Midland Metro safe working procedures contact 0121 214 7196 or email [permits@centro.org.uk](mailto:permits@centro.org.uk)



## Royal visit is crowning glory for stunning new Grand Central retail hub

Pictured above: The Queen arrives at New Street station and, right, New Street and Grand Central during construction

### The Queen officially reopened the transformed Birmingham New Street station and Grand Central retail complex.

Accompanied by His Royal Highness The Duke of Edinburgh, Her Majesty unveiled a plaque marking her visit – the first to New Street in her 62-year reign and her first visit to the city since her Diamond Jubilee tour in 2012.

The Queen and The Duke of Edinburgh were greeted by a host of dignitaries – including Sir Peter Hendy, chairman of Network Rail and Mark Carne, chief executive of Network Rail – after arriving at the station on the Royal Train.

They were shown an exhibition of the station through the ages since it was first built in the 1880s and were introduced to many of those involved in building the



latest incarnation. They also met staff who help meet the needs of the 170,000 passengers who use Birmingham New Street every day.

The new station, including the new Grand Central shopping complex, was unveiled in September of last year after

# Majesty

a five-year, £750 million Network Rail project.

The opening ceremony, which took place on the station's stunning concourse under its vast atrium, included speeches from the Lord Mayor of Birmingham, Councillor Ray Hassall, and Sir Peter Hendy, before her Majesty unveiled the special plaque which will take pride of place within the station.

The Queen also attended a short service of dedication, led by the Bishop of Birmingham, The Right Reverend David Urquhart, for the PALS War Memorial outside the new station. The PALS were volunteer soldiers from the city who were involved in World War I after signing up to the army in September 1914.

Sir Peter Hendy, chairman of Network Rail, said: "It was an honour to welcome The Queen to Birmingham New Street and be part of a very special day for Birmingham. For such an impressive and transformed station, it was fitting that it was officially reopened by Her Majesty.

"Birmingham New Street is helping to boost the regeneration of the city centre as well as provide the millions of passengers who use it with a modern, 21st century station. With the Grand Central development above it, it is a unique station which is vital to the continued development of Birmingham and the wider region."

The Queen and Duke's visit was broadcast on the station's largest 'media eye' at the front of the station for the public to watch while many also gathered inside.

Boasting an iconic new atrium over a huge passenger concourse – five times the size of London Euston's – the station was rebuilt while trains continued to run as normal for the 170,000 passengers a day who use it.

The new station will eventually feature 43 shops at concourse level. Above it sits the new Grand Central shopping complex, including one of the UK's largest John Lewis department stores.

## METRO LATEST

**Work on the city centre Metro extension resumed immediately after Christmas to complete public realm and pavement areas and to move the control unit to Stephenson Street.**

**The Retail BID is working with Centro to minimise disruption to businesses in the area, as the scheme gets ready for its launch in the spring.**

## THE DAY I MET THE QUEEN



**When the Queen opened the Metro, there to meet her was Nicky Haigh, Stakeholder Liaison Officer at Centro. Nicky has worked very closely with the Retail BID team over the past three years resolving issues and supporting retailers throughout the Metro build and delivery phases**

**When I began working for Centro in 2013 I couldn't have imagined that one day the Tram Lady (as I am now known) would be meeting the Queen.**

**In the morning I headed in to Birmingham sitting on the tram in a world of my own wondering what the day would be like, as if the reality of what was going to happen hadn't quite hit me. It was at that point I realised this wasn't going to be an average day in Birmingham.**

**I decided a special day would require extra effort. Luckily for me the lovely Pam at the Dior counter in House of Fraser was poised ready to help and she made sure my makeup was perfect.**

**At the tram stop I met up with my colleagues who were as equally nervous and excited as I was. As we waited on the tram the brass band played and the children waved their flags more excitedly than ever as the flashing lights from the motorcade could be seen coming in**

**to Bull Street via Colmore Gate. Eventually we could see the Queen (dressed in tram pink which especially got me excited) and the Duke of Edinburgh. After they unveiled the Angus Adams name plate on the tram they began to walk through it towards me.**

**Director of Centro Geoff Inskip introduced me to the Queen and explained that I worked with businesses in Birmingham.**

**I explained how some of the retailers were nervous of the disruption caused by the tram construction works. The Queen smiled and considered my comments for**

**a moment, then nodded but concluded that once all the work was complete and the tram was running that the retailers would like it.**

**Now we have the trams running into Bull Street it is wonderful to see the positive response of the retailers. We are all now looking forward to seeing the trams running to Grand Central in 2016.**



# Retail BID to ballot for five-year term renewal

Comprehensive consultation with BID members to take place this spring

**Retail Birmingham Business Improvement District (BID) has announced details of a renewal ballot which would signal a new five-year term from April 2017 to March 2022.**

If successful, it will be the Retail BID's third term.

Over £2 million could be raised during the five-year period which would be re-invested directly into the Retail BID area.

There will be a comprehensive consultation with all BID members from January to April 2016. The Retail BID team will be contacting members to establish key issues and priorities for businesses within the retail area for the next five years.

The outcome of the consultations will go towards determining the new five-year business plan.

BID members will receive notification of the ballot, together with a full proposal and business plan in August 2016, with the ballot due to

take place from 16 September until 13 October 2016.

Retail BID manager Steve Hewlett said: "The next five years is a very important time for the city centre retail area.

"The retail core has seen unprecedented levels of investment in transport infrastructure and developments with the launch of the new £600 million New Street Station and Grand Central Shopping Centre, the arrival of John Lewis, the £50 million redevelopment of The Mailbox and new store openings in Bullring plus the Midlands Metro extension and public realm improve-

ments along Corporation Street." In light of these huge changes Retail Birmingham worked with Marketing Birmingham, Birmingham City Council, Birmingham Hippodrome and public transport body Centro to ensure a spectacular 2015 was delivered, with a strong marketing campaign and series of events showcasing the new face of Birmingham city centre's retail area.

The huge city-centre wide Birmingham Weekender arts festival took place in September and Retail Birmingham's flagship fashion and shopping event Style Birmingham Live 2015 also made a return, with an exciting line-up of retailers including high street stores and independent brands.

"However we recognise that there are still lots of challenges for businesses," added Steve. "Not least from online shopping and there is a need to keep improving the retail area, ensuring it is clean, safe and promoted. It is important to increase footfall, creating experiences and longer dwell times, where customers can shop, eat and be entertained."

Retail Birmingham also invested more than £40,000 in a pavement deep-cleaning programme, to tackle pedestrian area grime in 2015.

The on-going works are just one of several initiatives launched to brighten the BID area which also included chewing gum waste removal projects and a charity scheme to encourage shoppers to put rubbish in bins, leading to a



30 per cent reduction in litter in some areas.

Retail Birmingham is committed to continuing to support and represent members moving into the BID renewal period.

Steve added: "There are now over 200 BIDs in the UK and Retail Birmingham has been an important driver of change since 2007, supporting retailers at all levels, from owner-managed independents through to the major stores and shopping centres, at the same time as promoting the city as a destination of choice for shopping.

"As local authority funding and resources become more challenging, it is important, during this consultation period, to understand what businesses want in the next five years and how the BID can help manage and support new initiatives and build on the extensive projects we are already undertaking that help create a welcoming environment in the core retail area for city centre shoppers, workers and visitors."



**'It is important to increase footfall, creating experiences and longer dwell times'**

**RETAIL BID MANAGER  
STEVE HEWLETT,  
PICTURED ABOVE**



The La Galleria team inside the recently-opened restaurant on Ethel Street

# La Galleria lives on

**The name of a once legendary Birmingham restaurant that welcomed footballers and celebrities lives on thanks to a Sicilian-born entrepreneur.**

La Galleria, near the old Central Library, was famous for its classic Italian dishes enjoyed by Midlands football managers and TV stars alike.

Its popularity inspired Erminio Shahmani to open a new version of the restaurant in Ethel Street, in the building once occupied by Chez Jules.

Not only does the new La Galleria have 'the Ferrari of pizza ovens', weighing over two tonnes, the restaurant's pizza chef was headhunted at a food show in Venice and persuaded to move to Birmingham.

Erminio was born in Sicily but has lived in Birmingham for the past 18 years. "I left home when I was 15 to travel across Europe," said Erminio.

"I came to England 18 years ago and this is my third restaurant.

"There used to be a La Galleria next to

Paradise Forum. It closed down but it had a good name. And when this building [Ethel Street] became available I asked my friends 'what do you think of opening an Italian restaurant here?' and I said to myself 'I've got to do this' and signed it off.

"I took the place over two years ago. When I got inside it was full of old pipes and air conditioning units. There were metal bars on all the windows, it was like a prison. I fitted the new flooring and opened the restaurant up. It was a lot of work, but everything is brand new.

"Where the pizza oven sits used to be an office but when people walk in I want food being prepared and the kitchens open as the first things they see."

Erminio takes pride in the simple but high quality ingredients used at the restaurant.

"We source most of our ingredients direct from Italy," he added. "The flour, oils, sausage, salami, mozzarella cheese, it's all the best. Our ingredients are the finest and cleanest."

**Famous Birmingham restaurant inspires new venture by Italian entrepreneur**

## TV STAR EMMA VISITS CITY CHARITY GROTTO

Birmingham-born TV star Emma Willis was one of the visitors to House of Fraser's Christmas grotto which, for the third year, supported cancer charity Help Harry Help Others.

Situated on the fifth floor of the store, visitors were able to make Harry Bracelets, see Santa in his yuletide cabin, see the Shenynun performers and experience all the magic of a traditional Christmas grotto, and only £5 for each child.

Emma tweeted about her visit to the grotto, saying: "Just had the best time visiting Santa @houseoffraser @harry\_moseley if you're in Brum with your little ones defo pop in #harrygrotto2015."

Harry Moseley was an incredibly brave boy who sadly lost his battle with cancer on 8th October 2011. Inspired by Harry and his fundraising efforts, the cancer charity was created.

Its mission is to raise funds to help with vital research and to help families suffering cancer.

The charity has opened a drop-in cancer support centre in the Meadway area of East Birmingham, offering support for families affected by the disease.

Harry's mum Georgie Moseley, founder of the charity, said she was delighted House of Fraser chose Help Harry Help Others once again. "I am truly humbled by the support of the store and to all the customers that support the grotto each year," she said.

"Even the lovely Emma Willis from BBC The voice and Channel 5 Big Brother brought her children to the store to show her support which is just testament to the wonderful experience the kids receive."



Emma Willis

## EXCITING CHAPTER FOR WATERSTONES

Waterstones general manager Stuart Bartholomew has revealed how the bookseller's £2 million refit of its High Street store has led to an exciting events programme for 2016.

The store is aiming to become a centre of cultural activity with author events, group activities, a monthly gaming night, book groups and a weekly adult colouring session.

The ten-week refurbishment involved stripping out and replacing all bays and flooring; the reopening of the basement and the withdrawal from the Pavilions on the third and fourth floors.

A new store frontage was also built, with wood and a two-storey pane of glass replacing the old sunken single-storey window.

With the New Street branch

closing as part of the project, there was a massive job in transporting all of New Street's 30,000 volumes of remaining stock across town under the cover of darkness

the weekend before the October 2015 opening.

"Our author events got off to a great start, with Marlon James, Jonathan Coe, David Walliams and Julian Clary all visiting before Christmas," said Stuart.

"But the highlight for me was hearing Miles Hunt from The Wonder Stuff read from his diaries and sing a few songs to a rapt audience on our cafe floor.

"We are working closely with local organisations such as Writing West Midlands and Ikon Gallery to reach as many of Birmingham's booklovers as possible for future events."



Manager Stuart Bartholomew

# Bin it for Good litter scheme a success

## Three-month trial sees reduction in street litter across Retail BID area

**A pilot project designed to encourage people to dispose of litter responsibly has been hailed a success.**

The Bin it for Good initiative, run for three months between September and November 2015, has led to a five per cent reduction in litter on streets in the main retail areas of the city centre.

Under the scheme, supported by Birmingham City Council, Keep Britain Tidy, Retail BID and The Wrigley Company, a number of bins in the city centre were designated with stickers – explaining if more waste was disposed in them, more cash would be raised on a "sliding scale" basis for LoveBrum, a Birmingham-based charity supporting a number of local good causes.

During the three-month trial, the percentage of litter waste picked up within the Retail BID area decreased, as a percentage of overall waste fell from 10.05 per cent to 4.94 per cent. Therefore, the percentage placed responsibly in bins rose from 89.95 per cent to 95.06 per cent.

This meant that LoveBrum received £1,350 for good causes, under the terms of the initiative, as agreed at its launch in the late summer.

Cllr Lisa Trickett, Cabinet Member for Sustainability, said: "Given we spend £13 million annually on street cleaning, we are delighted with the results from this pilot project."

Tim Andrews, Chairman of LoveBrum, said: "LoveBrum is a 'movement' for a better Birmingham, it unearths and funds hard to reach, hidden gem charities and organisations, which are helping to make Birmingham a better place to live and work, so our objectives are perfectly aligned."

Steve Hewlett, Retail BID manager,



added: "The Bin it for Good campaign has been very positive. We have seen people using the bins more often, helping to keep the city centre shopping streets clean whilst raising money for a great charity."

Cllr Lisa Trickett, Birmingham City Council, Tim Andrews, LoveBrum and Steve Hewlett, Retail BID Birmingham

Watches of Switzerland's New Street store and General Manager Lloyd Morgan, below



# Good times: VIP bash for store's relaunch

**Watches of Switzerland celebrates expansion and new brands with exclusive gathering**

**The long awaited Watches of Switzerland newly refurbished showroom hosted the first of many VIP events in November, which gave Lloyd Morgan General Manager and his team the opportunity to host guests.**

The store has recently doubled in size with a comprehensive brand line up and unique areas giving the client the opportunity to be exposed more to a boutique feel for brands like Rolex, Omega, IWC and Breguet; Winston Churchill's favourite watch.

Lloyd was on hand to welcome guests and tell them about the unique features of the showroom, with increased activity on New Street thanks to Grand Central and the soon-to-launch new Apple store and Watches of Switzerland creating an exciting time for this part of the city.

"The relaunch hosted our clients on November 25th and we were able to tie

this in with our pre-Christmas 'Meet the Watchmaker' event," he added.

"We had Breguet, one of the oldest watch manufacturers in the world here, with a watchmaker present at his bench. Clients were able to experience an artisan at work, which was really interesting.

"A lot of our clients have a big appreciation of the technical and artistic skills behind the micro-engineering at that level.

"We had a great turnout for the event with more than 90 guests who joined us for Champagne and canapes."

Lloyd explained how the additional space in the store is being used for new brands.

"Breguet are new for the showroom, along with Hublot," he said.

"We're pleased to be able to have these brands as there is nowhere else stocking them in the Midlands and it takes the showroom to another level."



Bill's Restaurant at Bullring

## BILL'S BRINGS WORLD TASTES TO BULLRING

Restaurant chain Bill's has opened at Bullring.

The restaurant, which has 60 outlets across the country, has taken the unit next to Selfridges formerly occupied by fashion store Mango, which has moved to a new unit inside the centre.

Bill's is a vibrant diner-style restaurant with Mediterranean meals, mezze sharing dishes and a steaks and grill selection also on its lunch menu.

The restaurant has built a new outside seating area with views across to St Martin's Church.

Bill's started life as a café in east Sussex in 2001 since when it has grown to around 65 restaurants, predominantly in London and the south of England, with a quartet of Midlands sites in Leamington Spa, Worcester, Nottingham and Leicester.

Bill's joins nearby restaurants in the Spicel Street area, a development which opened in 2011 and added Chaophraya, Browns Bar & Brasserie, Handmade Burger Co and Jamie's Italian to Bullring's list of food and drink outlets.



**urbanoutfitters** Now available for pre-order: new colors + styles in the @adidas Tubular Collection! Sku #37231701



**botanistbham** Got to love a good watering can sharer cocktail!



**bullring** What's your New Year's Resolution? Ours is to eat more food like this... #instafood #CafeRouge #healthy

# Busy arcade provides space for new store



The finishing touches being applied to Provide, above, and store owner Matt Nation, right

## Move from Digbeth for design store

**Great Western Arcade has welcomed another new retailer to its thriving independents scene.**

Clothing, gifts and design-led magazines retailer Provide has moved from Digbeth's Custard Factory to open a store in the bustling arcade.

Provide founder Matt Nation told **Edit** magazine how his move to the city centre happened in just a couple of weeks.

"I closed the Custard Factory shop in August and had a conversation with Great Western Arcade who were really keen on the brand but at the time didn't have a suitable unit available," said Matt.

"They kept me on file as someone they said they wanted to work with and when this unit became available they gave me a call straight away to tell me I could have it on a short-term licence."

Matt 'jumped at the chance' to take the

available space. "The whole thing happened in two weeks from the initial phone call. With it being so close to Christmas I just wanted to be open," he explained.

"We spent two days stripping and two days painting the walls and used almost all the materials from the old shop.

"The centre-piece table is the mirror from the old changing room and the bookshelves are the walls of the changing room, cut down.

"We didn't want Provide to lose its Custard Factory roots and this is a nice tie-in that would bring the old with us.

"Great Western Arcade is making a real effort to bring a certain type of brand into the arcade and stores like the Liquor Store, Loki Wines and Sushi Passion are spearheading this.

"The landlords are trying to turn the arcade into a real destination."



## £250k Piano Bar at heart of New Alexandra's exciting plans for 2016



The new Piano Bar at the New Alexandra Theatre in Birmingham

# Stage is set for great year at city theatre

**A brand new production of the Noel Coward classic *Private Lives*, death-defying magic show *Impossible* and the explosive *Green Day* musical *American Idiot* are just some of the productions lined up at the New Alexandra Theatre in 2016.**

Also featured in the line-up are Richard O'Brien's *Rocky Horror Show*, *Breakfast At Tiffany's* starring Pixie Lott, and Gareth Gates in *Footloose the Musical*.

The year sets to build on the successes in 2015, when the venue welcomed the regional premiere of West End hits *East is East* and *Dirty Rotten Scoundrels*, and a star-studded run of *The Producers* starring Jason Manford and Louie Spence.

2015 also saw Birmingham Stage Company taking up residence at the venue, with the world premiere of David Walliams' *Gangsta Granny* in December becoming the most successful show in their history.



Pixie Lott

A new Piano Bar was opened following a £250,000 refurbishment plan by Ambassador Theatre Group. This saw the two separate bar areas in the Station Street theatre redeveloped in a move to dramatically improve the theatre's public spaces.

This was part of a £1 million redevelopment which was ongoing since 2013, which has also seen brand new seats and carpets in Stalls and Dress Circle including ProBax Technology, a brand new orchestra pit, and extensive improvements back of house, along with greater accessibility for wheelchair users.

Andrew Lister, General Manager of the New Alexandra Theatre said: "The refurbishment was part of ATG's ongoing investment to ensure we can continue to offer a World Class theatre experience."

More information on shows at [www.atgtickets.com/birmingham](http://www.atgtickets.com/birmingham) or by calling 0844 871 3011. Booking fees apply.



Tilt's classic pinball machines

## NEW BAR IS FLIPPING MARVELLOUS!

Pinball wizards and craft beer fans will be in their element at a new city centre bar.

Tilt Birmingham is bringing premium beers and 'the top 5% of coffee produced in the world' to the Grade II listed City Arcade off Union Street.

Kirk Sadler and Richard Kimberley, who will use their expertise of CAMRA membership and working for BrewDog, are behind the new venture.

Alongside coffee roasted in Helston in Cornwall, the bar stocks baked goods supplied by BAKE, located in Edgbaston.

A whole corner of Tilt is dedicated to classic pinball machines to 'increase social interaction and friendly competitiveness', according to owners Richard and Kirk, who are also keen to host clubs such as mother and baby mornings, book clubs and a pinball children's club in the morning, when alcohol is not being served.

Tilt's City Arcade premises also benefits from the new Metro route and a tram stop on nearby Corporation Street.

Follow @Tilt\_Brum on Twitter for more information about the bar.



City Arcade and Tilt, left

# HOST car rough-sleeper aid scheme is extended

**Multi-agency city centre project has helped more than 100 people in its first three months**

**A trial project to help rough sleepers and tackle nuisance begging in Birmingham city centre has been extended for another three months.**

The dedicated Homeless Street Triage (HOST) car – provided by housing group Midland Heart and introduced by Birmingham Police, Birmingham City Council, and homeless support agencies – is responding to a growing number of calls reporting anti-social behaviour in the Retail BID area.

The project was launched at the beginning of September and in its first three months it helped 100 people, placed 145 in emergency beds and made one arrest.

The next three-month phase of the project, which started mid December, involves an early and late HOST team on patrol in the city centre at 7.30am and 10pm.

The team has also split into two with an outreach car staffed by Midland Heart support workers and an enforcement car staffed by a Proactive team officer and city centre team officer.

West Midlands Police took just over 1,000 calls about homelessness and begging between May 2014 and April 2015.

Homeless hotspots were around New Street, Corporation Street, John Bright Street and Smallbrook Queensway, while most begging complaints directed officers to Bull Street, New Street and Ladywell Walk.

Cllr John Cotton, Cabinet Member for Neighbourhood Management & Homes, said: "This multi-agency, targeted approach to the plight of people finding



## REPORTING AN ISSUE

**Members of the public are encouraged to alert homeless charity Streetlink to any rough sleepers via [www.streetlink.org.uk](http://www.streetlink.org.uk), by calling 0300 500 0914 or by using the Streetlink app.**

**To report begging or anti-social street drinking call West Midlands Police on the 101 non-emergency number.**

themselves without accommodation is very welcome in our city. Its main focus

is to sensitively and responsibly respond to the complex needs of individuals who have ended up sleeping on the streets to ensure they get the help and support they need."

Each year Midland Heart supports over 7,000 individuals to thrive and live independent lives.

Raj Shroff, Deputy Director for Care and Support at Midland Heart, added: "This is a fantastic partnership which sees our outreach team working with police to engage individuals who've found themselves sleeping on the streets of Birmingham."

**The HOST car team in Birmingham city centre**



Guests at Castle Fine Art's relaunch event; an exhibition of works by local graffiti artist Temper, who signed brochures (right)



The new-look Harvey Nichols

## HARVEY NICHOLS SCOOPS TOP AWARD

Harvey Nichols Birmingham has been named Best Department Store of the Year in the prestigious Retail Week Interior Awards.

Judges described the innovative store, designed in collaboration with Virgile + Partners, as "a departure from the sector norm" and "futuristic", concluding "lighting, materials and tech all combined to make this a clear category leader."

The new Harvey Nichols at the Mailbox has won high praise since first opening its doors in July last year.

From its Calacatta Vaggi Italian marble floor to the impressive LED entrance, it has quickly become the most talked about luxury retail environment in the city.

Set across 45,000 square feet, the store combines innovative technology – including 37 digital screens and a 360-degree "magic" mirror – with leading design features.

The prestigious Retail Week Interiors awards celebrate the very best in retail design from around the world and this year featured 15 categories that set the benchmark within the industry.

"We have had nothing but praise from industry experts and customers since we launched in the summer and are rightfully proud of our amazing space," said Harvey Nichols General Manager Richard Vickery.

# Temper draws a crowd to Mailbox

## Graffiti artist helps launch new-look gallery with Popcorn exhibition

**The newest addition to Birmingham's gallery scene relaunched at The Mailbox with an exhibition of works by celebrated graffiti artist Temper.**

Castle Fine Art re-opened in the city's premiere lifestyle and retail destination in December after closing for refurbishment in 2013.

It has now relaunched as the flagship store for Castle, which boasts a nationwide network of 35 retail galleries that exclusively stock work from Washington Green.

Temper, aka Arron Bird, returned to the art world with a bang with his new Popcorn exhibition, featuring a collection of works inspired by superheroes.

Popcorn refers to the unique technique used by Temper to create his latest body of work, which features Captain America,

The Hulk, The Joker, Iron Man, Spiderman and Kick-Ass.

Created and pioneered by Temper, his 'Popcorn' technique involves the reapplication of a single stencil of his iconic signature or 'tag'.

The artist, signed by Washington Green in 2014, said: "Growing up in the Midlands, Birmingham is a city close to my heart and I'm proud to have a newly curated exhibition of my work in this fantastic gallery."

Ian Weatherby-Blythe, Managing Director of Castle Galleries and Castle Fine Art, said: "In its 20 year history, Castle has been instrumental in making fine art accessible.

"We are proud to launch our new flagship gallery in The Mailbox with an exhibition from Temper, one of the most talented artists of his generation."

## WHO'S WHO IN BENNETTS HILL AREA

### ADAM'S

New Oxford House  
16 Waterloo Street B2 5UG  
0121 643 3745 adamsrestaurant.co.uk  
@RestaurantAdams

This is Michelin-starred British fine-dining. Adam's Restaurant offers two tasting menus with a thoughtful wine list to match.

### AMANTIA

9-10 Bennetts Hill, B2 5RS  
0121 643 3647 amantiarestaurant.co.uk  
@RestAmantia

A family-run Spanish and Mediterranean restaurant offering up sunshine food: tapas, paella and crepes.

### ASK ITALIAN

56 New Street, B2 4DU  
0121 643 1212 askitalian.co.uk  
@AskItalian

This family favourite offers pastas, pizzas and risottos and a good children's menu

### BELLA ITALIA

102 New Street, B2 4HQ  
0121 643 1548 bellaitalia.co.uk  
@Big\_bella

Classic crispy pizzas, piping hot bowls of pasta and succulent grills – there's something for everyone at the newly refurbished Bella Italia

### BODEGA CANTINA

12 Bennetts Hill, B2 5RS  
0121 448 4267 bodegacantina.co.uk  
@BodegaBirm

Mexican and South American food inspired by Bodega's team and their travels. The sweet potato fries are Birmingham legend.

### THE BOTANIST

14-16 Temple St, B2 5BG  
0121 600 7430 thebotanist.uk.com  
@BotanistBham

The Botanist will make you re-think the cocktail. Soak up the drinks with platters inspired by the deli, rotisserie and BBQ plus other home comforts.

### THE BRIAR ROSE

25 Bennetts Hill, B2 5RE  
0121 634 8100 jdthewerspoon.co.uk  
@jdwtweet

Everything you'd expect from J D Wetherspoon: comfort food, served all day.

### BUFFALO AND RYE

11 Bennetts Hill, B2 5RS  
0121 643 3312 buffaloandrye.co.uk  
@buffaloandrye

American Inspired. Made in Birmingham - meats, whiskeys & cocktails.

# A bite out of Bennetts Hill

Spotlight on city centre's new must-visit food and drink area

From Michelin-starred cuisine to award-winning craft beers, the Bennetts Hill area of Birmingham city

centre is fast becoming a food and drink hotspot.

The area, which encompasses Bennetts Hill, Temple Street, Temple Row and Waterloo Street is now home to dozens of bars, restaurants and cafes serving a mouth-watering selection of world cuisine and drinks.

At the heart of the area are the historic former banking buildings of the Cosy Club and Lost & Found bars; both with unique and stunning interiors.

Adam's Restaurant, which is now on Waterloo Street, has won a host of culinary awards and is recipient of a coveted Michelin star; one of Birmingham's five restaurants to hold the accolade.

Temple Street is home to celebrated Italian restaurant San Carlo, popular pub The Trocadero and recently-opened The Botanist with its charming outdoor seating area in the recently-renovated Cheltenham House building.

Retail BID Deputy Manager Assia Sohaib explained how the BID is working with partner organisations to ensure the area flourishes and is welcoming to visitors.

"We're in discussion with the city council about a number of environmental concerns in and around Bennetts Hill and Temple Street, such as car and delivery driver parking issues and visitor safety," she said.



Waterloo Street



BID Deputy Manager Assia Sohaib

**'We're in discussion with the council about a number of issues such as parking'**

**RETAIL BID DEPUTY MANAGER ASSIA SOHAIB**



## WHO'S WHO IN BENNETTS HILL AREA

### COLMORE BAR & GRILL

Premier Inn, 3-6 Waterloo St, B2 5PG  
0121 616 4440 colmorebarandgrill.co.uk

@Colmoreg

The place for steaks and burgers, plus the hero triple sundae.

### THE COSY CLUB

33 Bennetts Hill, B2 5SN

0121 695 1131 cosyclub.co.uk/birmingham  
@CosyClubBrum

Contemporary pub food in the former Midland Bank.

### LA GALLERIA

5A Ethel Street, B2 4BG

0121 643 5933 lagalleria-birmingham.co.uk  
@lagalleriabham

Head here for pizza cooked before your eyes at the open pizza-bar.

### THE LOST & FOUND

8 Bennetts Hill, B2 5RS

0121 643 9293 the-lostandfound.co.uk  
@hettiegwatson

Traditional British classics in a Victorian botanical hideaway.

### SAN CARLO

4 Temple Street, B2 5BN

0121 633 0251 sancarlo.co.uk  
@SanCarlo\_Group

A Birmingham stalwart, known for flavoursome Italian food in luxurious yet comfortable surroundings.

### SAN CARLO FUMO

1 Waterloo St, B2 5PG

0121 643 8979 sancarlofumo.co.uk  
@SanCarlo\_Fumo

Chic modern Italian dining with cocktails and a late lounge.

### THE TROCADERO

Temple Street, B2 5DG

0121 643 6107

thetrocadero.birmingham.co.uk

Perfect, if you're looking for a good old-fashioned pub in Birmingham.

### SUN ON THE HILL

23 Bennetts Hill, B2 5QP

0121 448 7966 thesunonthehill.co.uk  
@SunontheHill

Enjoy burgers, hot-dogs and wraps with live music and a buzzy atmosphere.

### WAGAMAMA

98 New Street, B2 4HS

0121 296 1378 wagamama.com  
@wagamama\_uk

Who doesn't love Wagamama? Modern Asian cuisine to warm the soul.



Clockwise from top: Cosy Club and The Lost & Found at the junction of Bennetts Hill and Waterloo Street; Fumo; The Lost & Found entrance; a memorial to leading Birmingham-born artist Edward Burne-Jones; Adam's Restaurant branding; Waterloo Street and restaurants on Bennetts Hill





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 December 2015 are as follows;

Week commencing

**30 November 2015**

2,091,895

**07 December 2015**

2,022,580

**14 December 2015**

2,094,494

**21 December 2015**

1,314,800

**28 December 2015**

1,189,469



The view from Moor Street Station



Architects' impressions of the High Street entrance to Primark Pavilions

Pictures: 3D Reid

# Planners say 'yes' to Primark Pavilions

**City council gives unanimous support to vast retail scheme**

**The new Primark Pavilions retail re-generation scheme has won unanimous support from Birmingham planners for its revamp of the High Street shopping centre.**

Primark, part of the Associated British Foods conglomerate, is planning to remodel the building's existing structure to create a new four-storey centre.

Architects' impressions show Primark's plans for the 263,600 sq ft centre in High Street and a new view from Moor Street Station, following its landmark acquisition.

The project will also involve a new pedestrian access route running between Moor Street and High Street and new façades fronting these two streets.

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 its redevelopment and they were particularly enthusiastic about the views which will greet visitors arriving at Moor Street Station and the new HS2 Curzon Street station.

Committee member Peter Douglas Osborn said: "We are full of anticipation. People coming into the station will be impressed by what they see. It is like a theatre curtain opening."