

**RETAIL BID
BIRMINGHAM**

Edit

FREE • NOVEMBER/DECEMBER 2015



The eyes have it

Why first city centre independent to advertise on New Street digital 'eye' is a perfect fit



We're on the map

Brilliant new Birmingham Shopping maps are here... all 150,000 of them

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.

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Edit magazine is published by



www.edwinelliscreativemedia.com

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FROM THE EDITOR



What started out as Super September grew and grew to become the city's very own Awesome Autumn.

The openings of Grand Central and John Lewis were followed by the Weekender city centre arts festival, Style Birmingham Live fashion event and, my pick of the bunch, more than £500,000 being raised for Birmingham's Children's Hospital at the Big Hoot owl auction.

What a staggering success the Big Hoot became. Never before has a Birmingham art project captured the public's imagination in quite the same way, raising thousands for a superb cause and bringing visitors to the city centre in their droves to take part.

Catch up with these events and many more in the first edition of **Edit**; a new bi-monthly magazine brought to you by Retail Birmingham.

We hope you like it. This is your magazine, created to share your stories about city moves, your staff achieving great things, must-see events and the essential initiatives that make the city centre a more welcoming and safe shopping environment.

If you have a story worth telling email me at stacey@edwinelliscreativemedia.com. I'd love to hear from you, but in the meantime, enjoy the magazine.

Stacey Barnfield

FROM RETAIL BIRMINGHAM



Welcome to the first edition of our new Retail Birmingham member magazine.

There is always a huge amount of work and good things happening in the city centre retail area, driven by the BID, and we are keen to keep you regularly updated.

We also have two websites, a popular customer site shoppinginbirmingham.com which is available to you to promote your offers and events plus our Retail BID member site retailbirmingham.co.uk which stays up-to-date with city centre issues.

We also have strong ShoppingInBham social media channels on Twitter, Facebook and Instagram.

We are really pleased to be working with Stacey Barnfield who was recently the editor at the Birmingham Post, so please do keep the stories coming, we've a lot to shout about!

In this edition you can read about how the BID invested in a £40,000 pavement deep-cleaning programme and funded new Christmas lights.

The BID also sponsored the Christmas tree at the New Street/Corporation Street junction and supported the traditional Christmas Grotto at House of Fraser, in aid of the Help Harry Help Others charity.

We hope you all have a super, profitable festive trading period and if you need any assistance, promotion or support please do get in touch.

Steve Hewlett, Retail BID manager

'This is about our city – it's our passion and it's in our hearts'

Choir director Maxine Brooks Page 8

The Contact Lens Practice advertisement is directly opposite the practice itself, on the left of the picture



Contact Lens Practice has its eye on increased trade with the perfect advertising solution

Blink and you WON'T miss it!

It's a match made in advertising heaven.

What better business to promote itself on one of New Street station's giant digital 'eyes' than the nearby specialist Contact lens Practice?

Just yards away from the rebuilt station, the Lower Temple Street-based practice will be the first city centre independent to advertise on one of the 100 ft-long eyes, seen by thousands of commuters every day.

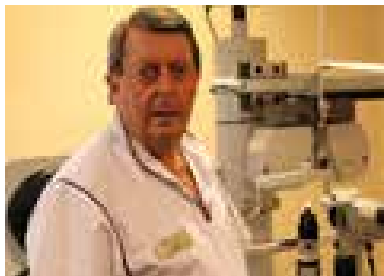
The Contact Lens Practice has occupied the same first-floor space on the corner of Lower Temple Street since it opened in the early 1970s.

Acocks Green-born founder Geoff Wilson, a pioneering contact lens expert, was the first independent

optometrist in the UK to set up a practice devoted to fitting contact lenses and the first optician to invest in a retinal camera more than 20 years ago.

Today with 3D deep Ocular Scanning having virtually replaced retinal photography,

Geoff Wilson, below, and Lower Temple Street through the ages, right



Geoff was one of the first optometrists five years ago to invest in this latest MRI like infra-red imaging.

Geoff explained it was his staff that suggested the unusual format for his latest advertising campaign, which will feature an image of a blue eye blinking across the full width of the screen on Stephenson Street and the message 'just a blink away'.

"When the practice first opened in 1973 Lower Temple Street was a normal road with buses from all over the city passing by," he said.

"Legally The Contact Lens Practice couldn't advertise then but as we were on the first floor of the building we got a lot of patients from the upper decks of buses who could see our business at eye level.

"We struck up a deal with the rail station builders who wanted to use our practice for a webcam as it looks out to the station. In return they offered us the advertisement on the eye."

The practice was home to a car showroom selling Hillman and Singer vehicles before Geoff converted it to its current use.



THE MAILBOX FACTS & FIGURES

It is the second largest mixed-use building in the United Kingdom and measures 300m from front to back, just six metres short of the Shard if you were to lie it down.

Harvey Nichols has more than doubled in size to a 45,000 sq ft signature store at the heart of the premises.

It is home to an Everyman cinema, Birmingham's newest boutique cinema with 328 seats across three screens. Visitors can order food and drinks to their luxurious sofa seats.

There are 282 bedrooms in the two on-site hotels, Malmaison and Ramada.

There is a 400m tunnel that connects the Mailbox to Birmingham New Street station, this was used by electric tractors to haul sacks of post directly to the sorting office.

The Mailbox hosts a 24-hour, manned car park which has over 600 spaces.

There are over 3,000 restaurant seats within their 20 on-site restaurants and bars.

The new sky-lit roof took eight weeks to manufacture and a similar time to install, and weighs around 22 tonnes.

The Mailbox building was previously Britain's biggest Royal Mail sorting office, which operated for 26 years from 1970.

Guests enjoy speeches at the Urban Room unveiling



You've got MAIL

After its two-year rebuild the Mailbox retail space reopens to critical acclaim

Mailbox managers have described the recent unveiling of the building's stunning Urban Room retail space as 'completing Birmingham's retail picture'.

The transformation of the Mailbox by owners, Brockton Capital and Milligan, began in 2013 and has seen a complete reinvention of the retail space, shaped by customer feedback.

The Mailbox's luxury shopping space now offers a unique collection of international and national brands alongside high-end independents and designer pop-up retail.

The redevelopment has seen Harvey Nichols relocate to the centre of the Mailbox and open a new 45,000 sq ft concept store, in addition to attracting a premium leisure resort including luxury cinema operator Everyman Cinemas and independent bars and restaurants, Gas Street Social and Aluna.

The unveiling of the skylit Urban Room marks the biggest milestone to date. Designed by Stirling Prize winning architects,



Stanton Williams, the Urban Room features luxurious seating areas, creating a beautiful space for shoppers to enjoy during the day and an impressive destination for Birmingham's events, exhibitions and social activities after retail hours.

The Urban Room is home to a line-up of luxury retailers including BOSS, Calvin Klein, Tommy Hilfiger, Gieves & Hawkes, LK Bennett and Daniel Footwear. Armani Collezioni and Jaeger are set to open at the Mailbox in early 2016 alongside Kitchen Gallery and a host of other retail and food and beverage brands.



Dancers from Rosie Kay Dance Company perform in the Mailbox's Urban Room

David Pardoe, Head of Marketing, Retail and Tenant Engagement at the Mailbox, said: "The re-launch of the Mailbox has been a huge success.

"The official unveiling, alongside our free-to-attend Mailbox Sessions and activity over the weekend tying into our Life Made Beautiful campaign, was extremely well received by visitors and retailers alike and this has been reflected in footfall and sales.

"With its luxury retail offer, hotels, Everyman Cinema and the canalside restaurants and bars, the Mailbox completes

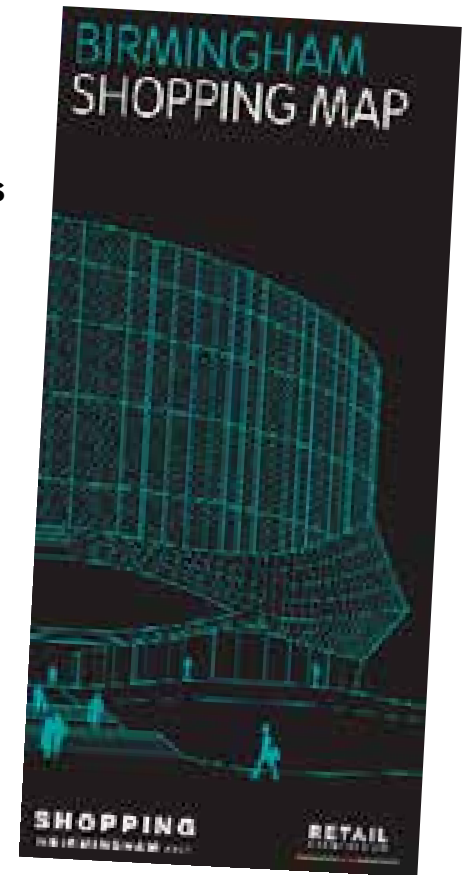
Birmingham's retail picture and plays a key role in the transformation of our thriving city."

The unveiling of the Urban Room marked the start of a weekend of events to celebrate a new era for the Mailbox and the huge physical transformation of the space. Inspired by the creative campaign Life Made Beautiful, the weekend featured specially commissioned dance from acclaimed choreographer, Rosie Kay, live musical performances from Birmingham Conservatoire and 100 Beautiful Moments to surprise shoppers.



Pointing the way

BID commissions new version of shopping map to include latest stores



The front of the new Birmingham Shopping map, above, and an area in detail, below

More than 150,000 Birmingham Shopping maps have been printed to help visitors find their way around the city centre.

The folded pocket-sized map is the third version of the Retail Birmingham-commissioned guide and features new shopping landmarks such as Grand Central and John Lewis.

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

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

Retail Birmingham worked again with

Bristol-based planners and designers City ID on the new map.

A City ID spokesman said: "Over the past nine years, City ID have worked with Marketing Birmingham, Birmingham City Council, Centro and BIDs to deliver Interconnect Birmingham – a world-class way-finding system, helping pedestrians move seamlessly between modes of transport, including walking, bus, metro and rail.

"Working closely with Retail Birmingham, we were pleased to produce the third iteration of the Shopping map, using the Interconnect resources for consistency across print, on-street and digital.

"Coinciding with the opening of New Street Station and Grand Central, the map encourages visitors to explore the diverse range of retail that Birmingham has to offer."





Retail Birmingham's owl designed by graffiti artist sells for £18,000 at auction

You Hoot-iful people!

Just over £500,000 was raised for Birmingham Children's Hospital at The Big Hoot sculpture auction, which saw the two Retail Birmingham owls selling for the highest bids.

Birmingham was all of a flutter as the 85 large owls raised £508,035 for the hospital, exceeding their half-a-million-pound target.

The Big Hoot, presented by public art specialists Wild in Art, in partnership with Birmingham Children's Hospital, captured the imagination of everyone in Birmingham and beyond this summer.

Michael Dunne, founder of the All Saints retail chain, placed the highest bid of the auction, winning Re-Tail, by celebrated Birmingham graffiti artist Temper and sponsored by Retail Birmingham, for £18,000.

Ozzy's Owl by Ozzy Osbourne and his

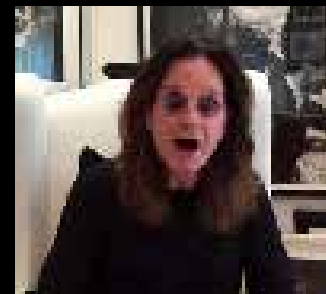
friend Graham Frank Wright sold for £12,500.

Fans of The Big Hoot enjoyed special surprise guest appearances at the auction, including a video message from Ozzy Osbourne.

Funds raised from the sale of the owls at auction will go towards the UK's first ever Rare Diseases Centre for children at Birmingham Children's Hospital.

Sally-Ann Wilkinson, Director at Wild in Art said: "We thank everybody who has worked hard to ensure a perfect end to such a successful trail."

The auction, sponsored by Vodafone, took place at Thinktank, Birmingham Science Museum and raised £530,835 in total, with £15,000 for G'owl'd by Temper going to Edward's Trust, and £7,800 for Fleet and Free going to Birchfield Harriers.



Ozzy Osbourne sent a special video on the night to encourage people to bid for his owl

THE TOP 10 OWL SALES

1. £18,000 – Re-Tail by Temper
2. £12,500 – Ozzy's Owl by Ozzy Osbourne and his pal Graham Frank Wright.
3. £12,000 – You Can Call me Owl by Stephen McKay
4. £11,500 – Owl by Night by Sophie Handy
5. £11,000 – Selfie by Martin Band
6. £10,500 – Dr Whoot by Stephen McKay
7. £10,200 – Starlight – by Caroline Jariwala working with Birmingham Children in Care
8. £10,000 – two owls at £10,000 – Tick-Tock by Illona Clark and also Bluey by Natalie Guy
9. £9,800 – The Green Owl by Julia Zeller-Jacques
10. £9,000 – two owls at £9,000 – New Street Flyer by Mik Richardson and also Buttons by Michelle Heron



Artist Temper with Re-Tail the owl, which sold for £18,000

SHOPPING IN BIRMINGHAM



The biggest names all together for Christmas

the recording and understood its ethos. "This is about our city – it's our passion and it's in our hearts." The volunteer-led Birmingham Community Gospel Choir is hoping to release its first official CD in the new year. Assia Sohaib, Deputy BID Manager, said: "We wanted to promote our world-class

retail offering this Christmas, with the five major department stores, alongside our three fabulous shopping centres, flagship stores and over 100 independents. "The region-wide campaign, funded by the BID, goes live on 16 November and includes radio, digital advertising and a viral Christmas film."

The Shopping in Birmingham Christmas campaign features crackers with branding for department stores and centres



Christmas on Cannon Street

BID SCHEMES LIGHT UP THE CITY CENTRE

Retail Birmingham has extended the festive lighting scheme it installed last year to continue further along Cannon Street towards House of Fraser.

The BID also continues to fund the Christmas lights for Birmingham Markets to support traders and businesses along Edgbaston Street with the introduction of new illuminated features.

Combine this with BID sponsorship of the Corporation Street/ New Street Christmas tree and support for the traditional Grotto at House of Fraser, in aid of the Help Harry Help Others charity, and it's going to be a very merry Christmas!



THREE FOR THE DIARY

1 Frankfurt Christmas Market and Craft Market 2015. Victoria Square and New Street - 12 Nov to 22 Dec, 10am to 9pm

2 Ice Skate and Observation Wheel. Centenary Square - 14 Nov to 10 Jan 2016, 10am to 10pm daily [open until 6pm Christmas Eve, closed Christmas Day]

3 Help Harry Help Others Traditional Santa's Grotto. House of Fraser Corporation Street - 28 Nov to 24 Dec 11am to 5pm

Corporation Street will soon be the 'great street it once was'

One of Birmingham's most recognisable independent retailers admitted he thought about 'waving the white flag' during years of construction works outside his store.

Now David Johnson, Managing Director of Rex Johnson & Sons jewellers is looking forward to a bright future as work to enable the Metro tram extension along Corporation Street comes to an end.

In fact, so confident is David of an upturn in fortunes he is doubling in size his store, in anticipation of Corporation Street 'returning to the great street it once was'.

"The works started in July 2012. We had a barrier outside for ten months meaning people couldn't cross the road to get to us," said David.

"We can start to see the light at the end of the tunnel to the extent we're now extending into next door because, after Corporation Street has gone downhill in recent years, it is now going to be a much better street in the future."

David admits he thought about relocating, before he 'heard a rumour' that technology giant Apple was opening a store at the historic Midland Bank building, just yards from David's store.

"I was thinking whether we should go into Grand Central, or the Mailbox, but I heard a rumour Waterstones might become an Apple store," he said.

"With Grand Central open and the Apple move I think we're in a fair site in town. The customer that is going to Grand Central and Apple is our type of customer.

"For years the shift has been towards the Bullring. I think it might shift back. The balance will be better."

The front of the extended store will follow the Rex Johnson & Sons look but the new interior will be more minimalistic, said David.

"We're going to have more top-end watches; pre-owned Rolex and Patek



Rex Johnsons & Sons managing director David Johnson outside his Corporation Street store

Philippe, certificated diamonds and top-end Victorian and Edwardian jewellery," he added.

David believes his is not the only independent outlet that will have suffered during the Metro project.

"It's been hard for the independents with these works going on," he said.

"The city centre has been hit hard because the public do not like shopping on a working site.

"It has been really tough to see out these three years. There were times I thought about waving the white flag it was that difficult.

"I'm sure it will get better for all the independents, such as those in Piccadilly Arcade, when all these works are finally finished and out the way."

David said Retail Birmingham's backing for independents during the construction work has been invaluable: "I'm a big supporter of the BID. Their support during the works has been unquestionable," he said.

"When we've had a real problem during construction they supported us. We had the one body that represented all independents. They would get things cleared."

A Centro spokesperson explained the transport body has worked closely with traders along the route of the Midland Metro extension during the course of the works to minimise the impact on them and the public.

"We also worked closely with Retail Birmingham and the city council in assessing any impact on trade in Corporation Street and Upper Bull Street and have negotiated Business Rate reductions for traders as well as compensation packages," he said.

"We recognise the works have had an impact but it's important not to lose sight of the benefits we believe traders will gain once the tram extension is complete and starts delivering more than 3.5 million people a year into the heart of the city with a stop right in Corporation Street."

METRO LATEST

Retail Birmingham has been working with Birmingham City Council, Centro and contractors Balfour Beatty to ensure minimum disruption in the BID area during the crucial festive trading period. Centro has agreed to the BID's request to suspend works during this period and barriers and work sites will be removed. "We look forward, with our partners, to a fabulous Metro extension opened in early 2016," said Retail BID Manager Steve Hewlett.

Picture: Verity Milligan

Living for the weekend



Thousands head to city centre for two massive events

Fashionistas and families flocked to the city centre and stores enjoyed increased footfall with the return of Style Birmingham Live and the Birmingham Weekender arts celebration.

Just over 2,000 people descended on Birmingham Museum and Art Gallery's Gas Hall as the fashion event made its much-anticipated comeback.

Hosted by TV personality Mark Wright, visitors to Style Birmingham Live were treated to catwalk shows, goody bags and special offers at participating retailers.

A range of stores showcased collections at this year's show, including the city's new John Lewis, Jigsaw, Marks & Spencer, House of Fraser, Coast, Moss Bros, Hawes & Curtis and award-winning independents, Liquor Store and Disorder Boutique. Mark Howard, co-owner and designer at

Disorder, said Style Birmingham Live puts him on a level footing with global retailers.

Birmingham Weekender visitors danced on rooftops, paraded through city streets and soaked up the musical atmosphere. Crowds joined Birmingham Royal Ballet in a Swan Lake Flash Flock in the Bullring, watched an astronaut fly through the markets, listened to opera in coffee shops and sketched the festival en mass.

The £600,000 festival was part-funded by the Retail BID and delivered in partnership with Birmingham Hippodrome.

Jonathan Cheetham, Chair at Retail Birmingham and General Manager of Grand Central, said: "Each year our retailers quote increased footfall as a result of Style Birmingham Live. With the Birmingham Weekender also pulling in the crowds, this year has been the most successful yet."



Birmingham Royal Ballet performing in Bullring, right, and Style Birmingham Live, above



INSTA CITY

what our retailers
have been snapping



liquorstore_est Today is definitely a Red Wing kinda day!



wstonesnewst Adam suggests Beware of Pity and The Life of Pi from our #buybooksforsyria campaign.



lauraashleyuk Isn't this the prettiest table setting you've ever seen?



Watches of Switzerland's Lloyd Morgan talks to Edit

Watch this space

Timing is everything for one of the city's premium watch retailers.

A decade after opening its New Street showroom Watches of Switzerland is about to double in size with a new and bespoke interior space.

The luxury retailer has been selling Swiss-made timepieces from 124 New Street since 2005 and is now expanding into a new showroom at 122 New Street.

And the move couldn't have come at a better time, with the New Street/Corporation Street area's retail sector benefiting from the reopening of New Street station and Grand Central plus the upcoming Metro tram route extension.

"We've pretty much outgrown our existing showroom in terms of the customer experience we want to deliver," General Manager Lloyd Morgan told **Edit**.

"This gives us the opportunity to work with our key watch makers and expand our showroom to create some truly bespoke areas.

"It will really give the client the opportunity to be submerged in their chosen brand.

"For example we'll have certain areas with dedicated Rolex furniture as they're one of our key makers.

"We're market leaders and we want our clients to have an experience that's synonymous with Watches of Switzerland."

Lloyd expects to see an increase in footfall and watch buyers as a consequence of all the retail activity in the New Street area.

"With Grand Central behind us and Apple coming into New Street, along with the Metro, it's a good time to be here and we're expecting to see a client shift and greater shopping experience across the whole of the city centre," he added.

Lloyd Morgan at his city centre showroom during refurbishment works (below)



Waterstones will be new 'cultural hub' for city centre



The listed Waterstones building in High Street, Birmingham

New cafes and glass frontage plus reopened basement as part of £1.8m investment in chain's High Street branch

Waterstones' High Street branch has been transformed after a nine-week renovation programme that will create a 'cultural hub' for Birmingham city centre.

The £1.8 million interior and exterior refurbishment includes the creation of new children's and fiction floors, two cafes and a new glass shop front.

The refit comes at the same time it was revealed Waterstones is planning to vacate its New Street branch; the historic former Midland Bank building, which will be a new Apple store.

The book retailer has extended the lease on its High Street outlet with the aim of creating a flagship bookshop for the Midlands – home to many more books than before and a revitalised events programme.

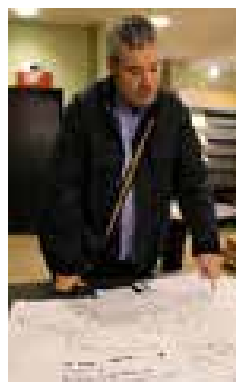
The comprehensive refurbishment of the listed building, both to the interior and the exterior, includes the re-opening of the basement floor to house a new fiction department, a new children's floor, two cafés, a striking new shop front, a generous

choice of seating, new flooring and oak bookcases fitted throughout.

The bookshop will be a cultural hub for Birmingham city centre, running a vibrant and varied events programme to include book launches for local authors, poetry readings, talks from celebrated writers, reading groups, children's activity days and celebrity book signings. Events already booked in for November include visits from bestselling authors Jonathan Coe on 24th and Simon Scarrow on 25th with more to follow in the run up to Christmas.

Stuart Bartholomew, Waterstones Birmingham Regional Manager, said: "We have ambitious plans to maximise the opportunities the refurbishment brings to cement Waterstones High Street's reputation as a cultural hub for the city centre.

"We'll be running a vibrant events programme and this, coupled with our fantastic new facilities and enhanced book range, will help us to create a truly dynamic bookshop that will be a joy to visit."



Stuart Bartholomew, Waterstones Birmingham Regional Manager, looks at plans for the new-look store during refurbishment works, top left

LOCAL DELIGHTS ON OFFER AT TWO CAFES

Freshly made artisan breads from the Jewellery Quarter's celebrated Peel and Stone bakery, delicious homemade cakes from Boldmere's Tobizzzy2bake and award-winning On The Go granola bars and cheesecakes from Mrs Mills Makes Cakes in Kings Norton are just some of the goodies to be found on the locally sourced menu at Waterstones High Street's two new cafes.

Award-winning handmade condiments from Kings Heath's Pip's Hot Sauce and Staffordshire-based Just Crisps range of fine potato snacks will also be on offer.

Art from several Birmingham-based creatives will be on display including illustrations from Sparklymouse Louise Marie Jones, photography from Tanya Upton and CRH Photography and paintings of Birmingham city centre from Robert Geoghegan.



VISION OF NEW ERA FOR THE PAVILIONS

These images show how the new Primark Pavilions retail regeneration scheme could look when it opens in spring 2018.

The architects' impressions show Primark's plans for the 263,600 sq ft centre in High Street following its landmark acquisition last year.

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

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.

A 3D Reid statement said the application for the reconfigured Pavilions would 'heal the rift between High Street and Bullring'.

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.

Retail Birmingham partners with police to use latest online technology

New Facewatch portal to help retailers fight crime



City centre businesses can now benefit from an instant crime fighting tool to immediately report incidents online.

Facewatch allows companies to capture security related incidents and accompanying CCTV imagery in and around their premises.

They can then analyse the data in order to help defend premises against future crime attempts; share watch lists with other businesses; and report incidents and statements to the police as 'digital evidence packages'.

More than 1,000 businesses in the West Midlands area are already using Facewatch to provide police with evidence sometimes within minutes of an offence being committed.

The system can be used on a computer or smart phone and can be used by multiple members of staff according to who has been given access rights.

Crime reports submitted via Facewatch are instantly sent to West

Midlands Police and passed to officers who can then access full details from their desktop while automatic update emails are sent to the victim.

City police officers have been using another Facewatch application, FacewatchID for more than two years. This free app allows the general public to submit information anonymously on suspected criminals in their area. This has led to more than 100 people being arrested, having been identified by eagle-eyed members of the public.

West Midlands Police & Crime Commissioner David Jamieson said: "With even greater uptake of schemes like Facewatch we can tackle business crime and make streets safer and more welcoming places to visit."

Retail BID members can join the Retail Birmingham Facewatch Group and funding is available to be part of the scheme.

Visit www.facewatch.co.uk/cms/

LEARN MORE AT SPECIAL EVENT

A Facewatch information evening will allow businesses to learn more and sign up. Facewatch staff will be on hand to answer questions and register new users.

This event will take place on Thursday 26 November 2015, 6pm-8pm, in the Lord Knights Suite, West Midlands Police Sports & Conferencing Centre, Pershore Road, Birmingham B5 7RN.

If you would like to attend please contact Sergeant Paul Street, West Midlands Police. Email paul.street@birmingham.gov.uk

Cherry Street during and after its deep cleanse



Clean break for city streets

Gum litter and grime targeted in pedestrian area deep-cleaning programmes

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

The ongoing night-time works are just one of several initiatives launched to brighten the BID area.

An area of New Street was transformed as part of a campaign to reduce gum litter after the BID joined forces with a national action group to help tackle the issue.

Members of the Retail Birmingham Clean Team took to New Street to circle every single piece of discarded gum in an area near Union Passage, using water soluble fluorescent chalk, to see the public reaction to the eye-catching measles-like patterns created across one of Birmingham's busiest streets.

Working with the UK-wide Chewing Gum Action Group, BID representatives have been removing the gum to make the streets more attractive.

The action group is chaired by Defra and funded by the chewing gum industry.

Birmingham benefited from a £20,000 'Bin It Your Way' advertising campaign as part of the scheme, paid for by the Chewing Gum Action Group

The BID invested in a steam cleaning programme of 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 night-time works started at the beginning of September and are being 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.

Retail Birmingham Manager Steve Hewlett said: "The works are programmed so as not to impact on retail businesses, and all businesses within the identified problem areas will be notified in advance.

"It's 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 need to help keep Birmingham city centre clean and install pride in the streets of our great city."

Discarded chewing gum is highlighted with fluorescent chalk in an area near Union Passage



The Bin It Your Way advertising campaign

CHARITY SCHEME'S 30% DROP IN LITTER

Birmingham city centre streets have seen a 30 per cent reduction in litter thanks to an innovative charity project.

The Bin it for Good scheme, designed to keep streets clean by rewarding the Retail Birmingham partner charity LoveBrum for any increase in rubbish collected from bins in the city centre has achieved significant early success.

The 48 bins covered by the Bin it for Good initiative had 2.03 tonnes of rubbish deposited in them during September 17-23, representing an increase of 8.9 per cent on the period August 18-24.

Meanwhile, litter picked up from the streets where the bins are located during the same period saw a 30 per cent decrease (down to 145.66 kg).

The way in which the project works is simple – the more litter that goes into 48 bins across the city centre and the less on the ground, the more money the charity will receive.

Money from the Bin it for Good scheme, up to £1,300 across September, October and November, will go to LoveBrum, with the final payout set to be calculated on a sliding scale based on tonnages collected in the designated bins, all of which have stickers denoting their involvement in the scheme.

Clr Lisa Trickett, Cabinet Member for Sustainability at Birmingham City Council, said: "The early results are extremely encouraging and would appear to show that this scheme is making a positive contribution towards our aim of achieving cleaner streets in the city centre."



SAVE £££s

by showing your copy of **Edit** at these leading independent retailers...

LIQUOR STORE

10% OFF



30 Great Western Arcade, Colmore Row, B2 5HU. Tel: 0121 236 5830

SMITHSONIA

10% OFF



5-9 Piccadilly Arcade, Birmingham, B2 4HD. Tel: 0121 643 8405

MINT NAIL & BEAUTY

£5 OFF a One Step Gel Manicure



11 Cannon St, Birmingham B2 5EN. Tel: 0121 634 3034

WILLPOWER

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City Arcade, Birmingham, B2 4TX. Tel: 0121 448 9191

HIGH STREET HEROES

#1: Paul Barnett - Retail Birmingham Business Support Officer



A new Retail Birmingham scheme is aiming to help rough sleepers and the homeless following a rise in begging and anti-social behaviour in the city centre.

The project is response to a police survey of city centre businesses that revealed 88 per cent of managers believe there is a problem with begging and almost all saying it is having an adverse effect on trade.

A new Homeless Street Triage (HOST) car – provided by housing group Midlands Heart – will carry a Birmingham Police officer in plain clothes alongside two outreach workers, including a substance abuse specialist, operating from 9am until 9pm Monday to Friday.

At the heart of the project is Paul Barnett, recently-appointed Retail Birmingham Business Support Officer, and **Edit** magazine's first High Street Hero.

Paul sets out early every morning checking the retail area for rough sleepers and beggars. He is an ex Team Leader of the Street Wardens and is an important member of the BID.

Paul is also working on specific issues to address the homeless problem in Needless Alley alongside Birmingham City Council and other agencies.

Steve Hewlett, Retail Birmingham Manager, said: "Paul has a huge amount of experience to bring to the BID to support our business area. He knows the city centre retail area really well, including many of the hidden areas which can attract anti-social behaviour.

"The retailers already recognise and trust Paul from his time spent as a city centre warden. His role will be to support businesses on a day-to-day basis and to work closely with West Midlands Police and Birmingham City Council to help ensure our city remains clean and safe for members and visitors."

Paul joined the BID at an important time with the unveiling of the new Grand Central shopping centre and New Street station.

He will be working closely with the BID's dedicated Police Community Support Officer Pat McGregor.

High Street Heroes aims to single out the city centre workers going above and beyond the call of duty to make Birmingham a safer and more welcoming destination.

Do you have a High Street Hero in mind? Email stacey@edwinelliscreativemedia.com