

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

**EDIT**

FREE • OCTOBER/NOVEMBER 2016

**Thank**  
**you!**

**MEMBERS VOTE  
FOR BID RENEWAL:  
PAGES 2,3,4,5**



**Capturing Brand Brum**

**SEE THE WINNING PICTURES IN PHOTOGRAPHY COMPETITION BACKED BY BID**

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

**Call** 0121 643 3896

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

[www.shoppinginbirmingham.com](http://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](mailto:stacey@edwinelliscreativemedia.com)

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# FROM THE EDITOR



**Congratulations to Retail BID Birmingham for successfully securing a new term representing more than 400 city centre businesses between 2017-2022.**

Being a Brum resident and commuter who works, drinks and shops in the city centre on an almost daily basis, I'm delighted the BID can carry on its programme of cleaning and gum removal to keep the streets looking ship-shape and Birmingham fashion.

And there's the timetable of events we can look forward to over the coming years, many of which are partnered or promoted by the BID. One of the biggest is the Weekender arts celebration that pulled in more than 150,000 visitors during the autumn of 2015.

Weekender will be back next autumn, with an outstanding line-up of events across the city centre, featuring all the leading arts organisations in Birmingham. It's a colourful, noisy, celebration of culture that will once again pull in visitors from far and wide. Find out more on pages 6 & 7.

This issue of Edit features an interview with Primark Store Manager Paul Chittim, who talks about an intriguing couple of years ahead as he and his staff prepare to move across to the old Pavilions site and one of the largest department stores in the country.

We also speak to something of a stalwart in city centre retail, Autograph menswear, which, at almost 30 years selling contemporary and classic brands, is aiming to remain as relevant as ever with a new ecommerce and social media manager.

That's just a snapshot of what's inside. I hope you enjoy this issue.

**Stacey Barnfield**

# FROM RETAIL BIRMINGHAM



**I would like to take this opportunity to thank all of our members who gave a positive 'yes' vote for the Retail BID.**

Without doubt the period from 2012 to 2016 has been the most challenging time for retailers due to the massive transport infrastructure improvements in the city centre, together with the difficulties of the retail sector nationally.

It is a huge endorsement from members to be able to continue the work of the BID and the board and team will now start putting the plans for 2017 to 2022 into action.

It is important that we continue to enhance the customer experience in Birmingham city centre, ensuring the public realm remains clean and safe, and to create engaging events and promotional activity that drives footfall.

The BID will be here to support members throughout the next five-and-a-half years and we aim to continue to make Birmingham the regional destination for shopping and leisure.

**Steve Hewlett, Retail BID manager**

*'Where else can you listen to a world-class orchestra or witness stunning dance performances for free, on the streets?'*

Gary Topp, Culture Central - Pages 6&7

**RETAIL BID BIRMINGHAM – THE NEXT FIVE YEARS: THANK YOU FOR YOUR VOTE**

**Business Improvement District secures ballot success for a new five-year term**

**The Retail BID has secured a third five-year term following a successful Renewal Ballot of its member businesses in the city centre.**

The secret postal ballot conducted by the Independent Scrutineer, Electoral Reform Services closed on 27th October 2016.

In order for a BID ballot to be successful, the majority of those who voted must have voted in favour of the BID, both in terms of number and rateable value. A total of 79% voted in favour of the Retail BID continuing, with 86% in rateable value.

The result of the vote was confirmed by Robert Connolly, Deputy BID Ballot Holder and Head of Electoral Services at Birmingham City Council.

A Business Improvement District (BID) is where local businesses in a defined area vote to invest together in additional projects and services to improve their business environment. There are now well over 200 BIDs in towns and cities across the UK, with 11 of these in Birmingham alone.

The Retail BID's first term spanned 2007-2012 and following its first Renewal Ballot, continues from 2012 to March 2017. During this time, the BID has delivered high profile events and marketing campaigns, street scene improvements and business support, as well as lobbying on behalf of its businesses on many key issues affecting the city centre.

Chair of the Retail BID and General Manager of Grand Central, Jonathan Cheetham said: "This is excellent news and shows the confidence that our businesses have in the Retail BID and their support for our plans to improve the success of the cityscape over the next five years.

"I would like to thank the BID Board of



Directors and our BID Manager, Steve Hewlett and his team for all their hard work in securing this ballot success for the benefit of our city centre businesses."

The BID works in partnership with Birmingham City Council and organisations on a number of projects and services.

City Council Leader, Cllr John Clancy, said: "I am delighted that the Retail BID has secured its third term, enabling continuation of all the good work carried out since 2007 and as a key partner of the City Council on matters concerning the city centre."

The third term for the Retail BID commences on 1st April 2017 and ends on 31st March 2022.

For further information, visit [www.retail-birmingham.co.uk](http://www.retail-birmingham.co.uk)



Jonathan Cheetham, Chairman, Retail BID

## RETAIL BID BIRMINGHAM – THE NEXT FIVE YEARS: **THANK YOU FOR YOUR VOTE**

**Retail BID board members talk about the hopes and challenges for the next five years representing member businesses**

**Retail BID is excited to have been re-elected by members and is looking forward to representing city centre businesses for the next five years.**

That's the verdict of BID board member Richard Norgrove of influential Hortons' Estate, who spoke to **Edi**t magazine immediately after the Renewal Ballot result was announced.

Richard, a well-known figure in the West Midlands property sector, has been a Director at Midlands-based Hortons' Estate since 2008. The company owns and manages a large property portfolio within Birmingham city centre.

Richard believes the work of the BID will be critical for projects such as the planned improvements to New Street; one of the key themes of the new term Business Plan.

"The BID is excited about the new term. Obviously the BID was very pleased to see the re-election confirmed, and the affirmation from businesses to acknowledge the good work it does," said Richard.

"This re-election reinforces the good work that the BID has done during the first two terms."

BID achievements between 2012-2017 include the removal of almost one million pieces of chewing gum, more than 100,000 square metres of street cleaning and 25 new floral features.

"The BID supplements the work done by the local authority, and has picked up on some of the areas where their funding cuts have meant they have not been able to reach some of the parts they would have previously done so," added Richard.

"The BID does a great job in supporting retailers and occupiers in the city centre through its various events and ensuring



# BID board 'excited' to be working for a better city centre

that the area presents well to visitors and businesses alike. This will be important going forward and it will be taking an active role in the New Street Summit to see public realm improved within the city centre.

"There is a lot to do, and the team do understand the challenges involved. There is plan, and strategy, and although these

take time to implement, there is a path set to achieve them.

"The BID are excited, and look forward to moving the area forward."

David Pardoe, Head of Retail and Brand, The Mailbox, added: "Retail Birmingham is hugely important to the city as it provides the only platform for the city's shops and

# 200,000 pocket maps for visitors to city centre



Retail BID board members, from left to right: David Pardoe, Paul Denning and Richard Norgrove

stores to influence the decision makers who affect our trading environment – it's run by retailers for retailers."

The Mailbox has recently welcomed a new Paul Smith store and will soon see the opening of a Tom's Kitchen restaurant.

"The next five year BID term will be a key period for all of Birmingham's retailers as the city continues to evolve and mature as the most significant shopping destination outside of London," added David.

Writing for the Retail BID Business Plan, which outlines projects and ambitions for the next five years of BID, M&S High Street Store Manager Paul Denning said: "As part of the Retail BID I am really excited about the next five years.

"I believe the BID is a real opportunity to improve and enhance the city centre experience for all our visitors and is an integral part in driving footfall to the city centre.

"The work the BID team continue to do has seen some significant improvements across our city centre. I hope to be a part of this over the coming years."

**'There is a lot to do, and the team do understand the challenges involved'**



A section of the map and its front cover

Retail BID has printed 200,000 pocket-sized Birmingham Shopping maps to help guide visitors around the city centre.

The new maps are being distributed to transport hubs, hotels, tourist information offices and city centre venues.

All major retail and leisure destinations, attractions and services are shown on the map with grid references and an 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 has worked again with Bristol-based planners and designers City ID on the new map.



# Weekender wonder



## Spectacular city centre arts festival to return in 2017 with renewed support from Retail BID Birmingham

**Birmingham’s biggest arts festival, Birmingham Weekender, will return from Friday 22 to Sunday 24 September 2017.**

The award-winning Birmingham Weekender promises a packed weekend of free outdoor theatre, music, art installations and performance across the city centre, from Broad Street to Digbeth, including the city’s retail heart. The festival will feature well-known local arts organisations and invited international artists, including a number of significant new commissions.

Retail BID is a key supporter, along with Birmingham City Council and several arts organisations, such as Birmingham Hippodrome.

Steve Hewlett, Retail BID manager, said: “The Retail BID is committed to the long-term success of such an amazing weekend of culture and shopping in the city.

“The businesses are looking forward to being part of the Birmingham Weekender again in 2017.”

The 2017 festival will build on the success of the first Birmingham Weekender, which took place in 2015 and attracted an estimated audience of 150,000 people, who enjoyed 200 performances, including seven new commissions, over three days. Birmingham Royal Ballet performed in Bullring shopping centre, street artists could be found in the newly opened New Street Station and the City of Birmingham Symphony Orchestra popped-up in The Mailbox, while the night-time spectacular *Maudits Sonnants*, presented by Birmingham Hippodrome, saw a fairy-tale performance in the skies above Centenary Square.

Visitors danced on a carpark roof, bumped into a flying urban astronaut, learned the Haka and enjoyed a Mexican day-of-the-dead party, complete with a 6-metre-tall walking puppet of Lady Godiva.

Birmingham Weekender 2017 aims to draw residents and visitors into the city



Pictured: Some of the performances at Weekender 2015

centre for a weekend celebration of the city’s culture. Visitor surveys from Birmingham Weekender 2015 indicated that some 46% of visitors came from outside of the city, helping to establish Birmingham as a major cultural visitor attraction.

**‘Where else can you listen to a world-class orchestra or witness stunning dance performances for free, on the streets and in shopping centres?’**

Birmingham Weekender is brought to the city by Culture Central, the cultural development agency for Birmingham. Gary Topp, Director of Culture Central, said: “We are delighted that Birmingham Weekender will return in 2017.

“The city centre will be humming with a party atmosphere – where else can you listen to a world-class orchestra or witness stunning dance performances for free, on the streets and in shopping centres?”

Further details of Birmingham Weekender 2017 will be released early in 2017.

# BID brings TV's Bear Grylls to Big Sleuth trail

**Iconic explorer teams up with BID to design sculpture for Children's Hospital trail**

**Retail BID is backing Birmingham's second mass-participation, public art trail, The Big Sleuth.**

Iconic explorer, Bear Grylls has teamed up with the BID to design one of the 165cm tall bear sculptures set to leave their paw prints all over Birmingham next summer.

The Big Sleuth, so named because a group of bears is called a sleuth, is the highly-anticipated sequel to The Big Hoot, delivered by Birmingham Children's Hospital Charity and creative producers Wild in Art.

Up to 100 of the stunning sculptures will appear across Birmingham, and its surrounding areas, for 10 weeks from July 2017. At the end of the trail, the bears will be auctioned off with all proceeds going to Birmingham Children's Hospital Charity. Last year's event raised more than £500,000 for the charity's Star Appeal to fund the UK's first Rare Diseases Centre for children.

Famed for his role as Chief Scout and wilderness TV shows, and with an upcoming live arena tour 'Endeavour', Bear is the first cele-bear-ity to put paw to paper and show his support for The Big Sleuth.

Born Edward Michael Grylls, Bear was given the nickname by his older sister when he was just



visitors and it's important for businesses to get involved to help raise money for Birmingham Children's Hospital Charity. The care they provide for children in our city and throughout the UK is very special.

"Having the legendary adventurer and Chief Scout Bear Grylls as our first celebrity bear is brilliant and we look forward to working with him on his fantastic design, which we are sure will be hugely popular on the trail."

Last year's The Big Hoot attracted more than 800,000 visitors and involved more than 25,000 school children. As well as the large bears, this year's learning programme will see smaller sculptures seek to engage children and young people both inside and outside of schools, such as the many girl guides and scout groups around the country.

The Big Sleuth is currently looking for artists and corporate sponsors to come forward and help get the project off to a roaring start. Sponsorship packages are available from £6,000.

For more information on the project and details of how to get involved visit [www.thebigsleuth.co.uk](http://www.thebigsleuth.co.uk).

Bear Grylls (top right), a Big Sleuth Bear on Corporation Street (centre), and the Big Sleuth logo will become a familiar sight next year (below)





# Paws to look at first four bears

Organisers of The Big Sleuth have unveiled the first quartet of pawfectly designed bears, which will leave their prints all over Birmingham next summer.

The bears, named The Bees Knees; Who Looks Outside, Dreams; Who Looks Inside, Awakes; Banteay Srei Bear; and Sunny will join up to 100 colourful characters on the highly-anticipated trail next July.

**The Bees Knees** has been created by Birmingham-based Jane Anderson, who designed the Peacock and The Birchfield Sable owls. Jane is a multidisciplinary designer whose practice spans across graphic design, illustration, photography, fine art and public art.

Inspired by the Sun Bear's nickname, honey bear, The Bees Knees brings to life the honey bear and bee conservation. Her design features

facts and figures about pollination, wildflower flowers and the brilliance of our bees.

**Who Looks Outside, Dreams; Who Looks Inside, Awakes**, has been created by Birmingham art legend, Glenn Anderson, who designed two owls on last year's The Big Hoot trail – Stop – Rewind and Come Again! and Yellow.

Glenn's bear relates to the spring Hindu Holi Festival and is a celebration of colour and life. Glenn's work features typography – both conventional and non-conventional – and his unique style sees him work in Biro with aerosol, weather wood and rusted nails to create his desired design.

**Banteay Srei Bear** has been designed by Manchester-based artist Jodie Silverman, who created Beorma and The Oozells Owl. Jodie is a figurative artist and art therapist

Above, left to right:

## THE BEES KNEES

## WHO LOOKS OUTSIDE, DREAMS; WHO LOOKS INSIDE, AWAKES

## BANTEAY SREI BEAR

## SUNNY

and her Big Sleuth bear is inspired by the beauty of Khmer architecture, which can be found in Cambodia and Southeast Asia.

Her motivation comes from the Banteay Srei, a 10th Century temple dedicated to the Hindu God Shiva. Jodie was struck by the vibrant colour of the red sandstone and the intricacy of the base relief carvings and devatas, so she has painted the bear to look as if it's been carved from sandstone.

The final sculpture **Sunny** has been brought to life by Guy McKinley who is an illustrator, concept artist and painter from Liverpool. Guy designed Blodeuwedd owl. He has exhibited his work all over the UK, Europe and the USA.

Artists interested in submitting a design can find out more at [www.thebigsleuth.co.uk](http://www.thebigsleuth.co.uk).

Pictured: Hanny's portfolio of pictures captured the city and includes iconic landmarks and cultural attractions



Hanny collects her Brand Brum prize from Jessops in the city centre, with Steve Hewlett of Retail Birmingham

# How talented Hanny sees Brand Brum

What does Brand Brum mean to you? Which building, event or person encapsulates 21st century Birmingham?

Retail BID joined forces with city centre branding agency ORB to pose those questions through a unique photography competition.

Photographers were asked to show what Brand Brum means through a series of ten images.

Whether they were an iPhone snapper or professional photographer, judges wanted entrants to capture



Highly commended: Matt Beach, who submitted this picture of Great Western Arcade



Highly commended: Tim Cornbill, who submitted this picture of Stephenson Street

the real beauty of the city and highlight what Birmingham's brand means.

Almost 1,000 photos were submitted and after a day of judging, Hanny Foxhall won the first prize of £1,000 of photography equipment, courtesy of Retail Birmingham, [shoppinginbirmingham.com](http://shoppinginbirmingham.com) and retailer Jessops, plus the chance to work on a commercial photo-shoot with former Sony World Photographer of the Year, and Brand Brum competition judge, Martin Brent.

Hanny, aged 36, was able to capture the 'Everyday Moments' that made Birmingham

### Stunning portfolio wins £1,000 of camera kit in BID challenge with branding agency

different. From shots of Snow Hill to the Birmingham Royal Ballet, she was able to showcase the creativity, beauty, realness and special moments that sum up Birmingham.

Hanny hails from Mexico but came to the UK to study in Leicester. She now lives in Shirley.

"I've been capturing Birmingham ever since I moved here," she said. "It's a place that is filled with vibrant places, buildings, people and culture and that's what I wanted to get across in my images."

Hanny has an Instagram following of more than 50,000 people and is hoping to become a commercial photographer.

Retail Birmingham Manager Steve Hewlett, one of the competition judges, added: "Congratulations to the very talented Hanny for winning this great prize."

"What stood out for me was Hanny's ability to showcase so many different aspects of the city, from the bustle of the city centre, to cultural performances, through to the beautiful open spaces we all enjoy."



The new Byron on New Street

## BYRON BRINGS ITS BURGERS TO BRUM

Byron Hamburgers has opened its first West Midlands restaurant in a former amusement centre on New Street.

The national chain has converted the Grade II-Listed 92 to 93 New Street into a 182-cover restaurant, which has created 50 jobs.

Byron was founded in 2007 with, according to its website: "a simple mission: to do one thing, and do it properly. We serve simple, delicious hamburgers, made fresh from properly-sourced British beef and the best ingredients possible, paired with a cold craft beer or an extra-thick shake."

The chain has joined forces with One Feeds Two® providing 250,000 school meals to children in the poorest parts of the world.

The new Birmingham restaurant celebrated its launch with a promotion serving burgers for just 25p. It took place on Tuesday, November 1.

The New Street building opened as a cinema in the 1970s and was a Casino amusement centre up until 2013.

Byron joins nearby restaurants La Galleria, Wagamama, ASK Italian and recently-expanded Yorks Bakery Cafe in a booming food and beverage area of New Street, Temple Street and Ethel Street.

# 84-room hotel to open on John Bright Street

## easyHotel buys lease to space above Turtle Bay

**One of the country's leading budget hotel chains is opening an 84-room hotel on booming John Bright Street.**

Budget operator easyHotel will open above Turtle Bay restaurant in spring 2017.

easyHotel was granted planning permission for the hotel in May 2016 after acquiring the 125-year lease for 81-91 John Bright Street.

Guy Parsons, chief executive of easyHotel, said it wanted to capitalise on improvements to the city centre, particularly New Street and Grand Central.

He said: "We are delighted to be investing in the UK's second largest city. Along with its six universities and internationally reputed arts scene, Birmingham is also the UK's fourth largest tourist destination, with 34 million visitors in 2014. We see significant opportunity for easyHotel to service business customers and leisure visitors to Birmingham's lively events programmes and look forward to building our brand presence in the city.

"In line with the strategy, the current financial year to date has seen an acceleration in both the owned and franchised hotel development pipelines as the company continues to establish itself as the leading branded super budget chain."

John Bright Street has seen numerous bars and restaurants open recently, including The Stable, Cherry Reds, Brew Dog and Turtle Bay, along



Construction work on the new easyHotel, above, and the Birmingham Figure sculpture, below

with plans for a new seafood restaurant called Peninsula Lobster in the historic Futurist Cinema building.

A prominent piece of public art on the street has also undergone extensive conservation as part of a project to improve the flourishing area.

The sculpture by artist Lee Grandjean, called 'Birmingham Figure', stands outside the Orion building, and is part of the portfolio of public artworks managed by Birmingham Museums Trust. Retail BID worked with the Museums Trust on the conservation project.





Last year's grotto at House of Fraser and the Hamley's Nerf gun target board, on the fifth floor of House of Fraser



The new £1 coin

## RETAILERS WARNED OVER NEW £1 COIN

Retail BID members are being warned to get ready for the arrival of the new pound coin which is drastically different to the current coin and described as the most secure coin in the world.

Coming soon after the new plastic £5 note, the 12-sided £1 will arrive in March next year, giving shops, bars and restaurants across the city five months to prepare.

The Government is launching a campaign to raise awareness about its arrival, and top of that list is a reminder to check any equipment that handles £1 coins, such as vending machines.

The new shape and other features of the new coin are designed to combat forgeries, which account for around £45 million worth (three per cent) of all £1 coins currently in circulation.

"The pound as we know it will not be round for much longer. The introduction of this new £1 coin will be a highly significant event and we are working with The Royal Mint to ensure key industries are ready and to ensure a smooth transition," said chief secretary to the Treasury David Gauke. "The new £1 coin will be the most secure of its kind in the world and its cutting-edge features will present a significant barrier to counterfeiters, reducing the cost to businesses and the taxpayer."

Retailers can find out more at [www.thenewpoundcoin.com](http://www.thenewpoundcoin.com)

# Children's Hospital to benefit from grotto

**Birmingham families will be delighted to hear the popular grotto at House of Fraser is returning this Christmas.**

The grotto will open on December 1 on the fifth floor of the Corporation Street department store and stay open until Christmas Eve.

The House of Fraser Grotto will be near the new Hamley's toy concession, also on the fifth floor, which features all this year's must-have gifts and demo areas such as a Nerf gun target board.

Hamley's opened its city centre concession on October 19.

"We're very excited to have Hamley's back in House of Fraser again," said Matthew Brown, sales manager on the fifth floor of House of Fraser Birmingham.

All profits raised from this year's

House of Fraser Christmas Grotto will go to Birmingham Children's Hospital Charity.

House of Fraser provides the space for the grotto and decorates it free of charge, to help support the charity's valuable work.

Elinor Eustace, Deputy Director of Fundraising at Birmingham Children's Hospital Charity, said: "We are incredibly thankful to Retail Birmingham and House of Fraser for choosing us as its charity partner for this year's Christmas Grotto and

we look forward to working with them to spread lots of joy and festive cheer.

"The money raised will support our £3.65 million Star Appeal to build the UK's first Rare Diseases Centre for children."



## £30,000 FOR CHRISTMAS LIGHTS

**Retail BID has invested £30,000 in Christmas lights to help bring to life the city centre for the festive period.**

**There will be new lights on New Street (outside Piccadilly Arcade) and also new pavement level Christmas trees and lights alongside Corporation Street.**

**House of Fraser has also invested in new lighting for its building.**

# Let's party! Grand Central turns one

**September marked the first-year milestone for Grand Central; one of Birmingham's most talked about developments in decades, which introduced a number of premium brands that the city had never played host to before.**

The £150 million development has brought a shopping and dining hub experience different to any other in the city. With the atrium located above the vibrant bustle of the New Street passenger concourse, Grand Central provides shoppers with a central destination connecting Birmingham to the rest of the UK.

Since launching last September, the shopping and dining hub has changed the architectural horizon of Birmingham due to its high-gloss mirrored exterior snaking its way from Southside to Stephenson Street.

The shopping centre houses a diverse range of 67 shops and restaurants, including one of the biggest John Lewis stores in the UK where customers can even enjoy a range of treatments in its very own spa and beauty salon!

Grand Central has flourished since its launch with the people of Birmingham really embracing the new centre and the brands it has brought to the city.

Jonathan Cheetham, General Manager for Grand Central, said; "The brands are our fortune at Grand Central. We wanted to ensure that we chose the perfect retail and dining offering that would compliment the centre and deliver a unique and unforgettable shopping experience for all."

Lisa Williams, Head of Branch at John Lewis Birmingham, said; "It's been an exciting year for the city of Birmingham and every one of our Partners here at John Lewis is proud to have been a part of the



**Retail and leisure destination celebrates in style**

Pictures: The iconic centre, above, and performers at the birthday weekend celebrations

Courtesy: [www.jamesbastable.co.uk](http://www.jamesbastable.co.uk)

launch and growth of Grand Central.

"Since opening our doors a year ago we've launched a number of brand new concepts including our &Beauty spa and salon, our Loved & Found fashion offer, as well as bringing a range of new brands to the city such as Joe & The Juice."

**To tie in with the birthday weekend, shops and restaurants inside Grand Central shared some interesting insights into Birmingham shoppers over the last year:**

■ There's no denying that our city is home to many a chocoholic as 16,120 Nutella crepes from Crepeaffaire have been purchased along with over 80,000 churros from Tapas Revolution.

■ On the subject of food, it seems us Brummies' have a huge sweet tooth with Gobstoppers selling 620KG of jelly beans since opening, and 12 tonnes of macaroons have been consumed at Cocomacs.

■ Whether it's a boozy beverage or the non-alcoholic kind, the people of Birmingham love a drink. Ed's Easy Diner has sold 32,000 milkshakes in the past year, and the fizz lovers amongst us have drunk 17,000



litres worth of fizz at the Fizz! bar.

■ The welcomed addition of PAUL Bakery clearly took Grand Central by storm, as they've used 3.5 tonnes of flour over the year to produce their freshly made bread in store every day, which tastes as good as it smells!

■ From business professionals to fitness fanatics, Birmingham shoppers need a variety of footwear to suit their fashion needs, so it's no surprise that since the day Grand Central opened Jones Boot-



maker has sold 31,620cm of shoe lace.  
■ Pho restaurant has revealed just how much Birmingham has embraced the national dish of Vietnam, Pho pronounced 'fuh', by having served enough rice noodles that if laid end to end, they would stretch from Grand Central in Birmingham to Grand Central Station New York.  
■ John Lewis love just how generous the people of Birmingham are as the last year has seen them sell enough gift wrap to cover up the Aston Expressway TEN times!



## Award-winning social enterprise and new bar added to line up of new and expanding stores

**Great Western Arcade has welcomed both new and familiar faces, with Miss Macaroon and The Whisky Shop opening their doors to the public. In addition to a host of other retailers set to open in the coming months.**

Miss Macaroon opened its doors at the end of October, unveiling the bright new space to sip prosecco while visitors munch macaroons. With room for eight people – and a further six al fresco in spring – those with a sweet tooth can enjoy up to 30 different flavours.

As well as selling its namesake treats, Miss Macaroon brings its signature 'Macaroons That Make A Difference' [MacsMAD] mission to suit the new venture, which is situated in the 320 sq ft unit 8 at Great Western Arcade.

The social enterprise already provides employment and training programmes for young people, particularly care leavers and ex-offenders.

Miss Macaroon currently provides a four-week pastry training course for 18-35 year-old, long term, unemployed people in the Midlands. All of the macaroons produced are made by these trainee patisserie chefs supported by a team of professional chefs as Miss Macaroon changes the world one macaroon at a time.

With the debut of the shop, Miss Macaroon also now offers a scheme in line with this, that gives these vulnerable young people the opportunity to pursue a career in retail. Four new staff have been taken on to run the shop and profits generated here will go towards expanding the organisation's 'Macaroons Make a Difference' course.

Miss Macaroon joins a host of exclusive F&B retailers, including 1847, Anderson & Hill, Bread Collection, Loki Wine, Sushi Passion, Chouchoute, Mr Simms Olde Sweet Shoppe, The Charter Rooms, and The Whisky Shop.

Next door in unit nine, The Whisky Shop's expansion plan is also complete, moving



from unit 35 to enjoy the larger space.

Originally making Great Western Arcade its home in September 2011, The Whisky Shop has been a firm favourite of the arcade, selling a vast array of deluxe whiskies. One of 22 shops nationally, GWA's The Whisky Shop sells exclusive ranges from the likes of whisky heavy-weights Glenfiddich, Bowmore, and LadyBurn, as well as scotch-infused marmalades and mustards.

In addition, the expert team host tastings, imparting their wisdom about whisky to lovers of the tippie. The new shop will be in-keeping with The Whisky Shop's current brand and is due to welcome in whisky-lovers early this month.

Added to this, the arcade is getting





ready to welcome The Charter Rooms Birmingham in February. By the people who produce Langley's Gin, the dual level bar will open in the heart of the historic arcade.

The Charter Rooms Birmingham will embody the old-school salons and drawing rooms of the Victorian era, complete with darkened lighting, quirky layouts and traditional soft furnishings. The fully stocked bar will, of course, serve up Langley's No. 8 Gin and the recently-launched Langley's Old Tom Gin but is not to be mistaken for a gin bar. The new Birmingham hot spot will specialise in the best spirits, finest wines along with bespoke and classic cocktails. Not only that, the venue will have a private events space on the first floor.

Miss Macaroon founder Rosie Ginday, right, has been recognised and won awards for social enterprise and support for unemployed with training courses

Below left: An artist's impression of the Charter Rooms, which will bring a touch of Victorian-era charm to Great Western Arcade





# Digital drive at the heart of Autograph's future thinking

After almost 30 years in business, Ethel Street boutique is determined to remain as relevant as ever



**Despite being open for almost 30 years, leading menswear retailer Autograph is refusing to rest on its laurels.**

The Ethel Street store has built a reputation for innovation through its sought-after collections and boutique-style personal service.

And now Autograph is once again keeping up with changing trends and competition by taking on an ecommerce manager to enhance its social media and online presence.

Autograph has also relaunched its website with interactive features such as collection updates through a blog.

Tom Baldwin, from Worcester, joined the store just weeks ago with a brief to build

a new social media following, to help launch the new website and ensure the Autograph philosophy stays as relevant today as it was two decades ago.

The city centre store has recently expanded from two to three units and is now split into three concepts: Contemporary, heritage tailoring and high-end niche brands.

Founded by Carl Lester in 1988 Autograph has been perfectly placed to watch an ever-changing Birmingham with Grand Central and the Metro tram extension emerging just yards away.

"Perceptions of Birmingham are changing," said Tom.

"Working here I've managed to see a lot

more of the city than I used to. There's a lot going on. When I was younger I didn't enjoy Birmingham as much. I thought it was a grey industrial city but now there's so much going on.

"Because of our products, you forget we're an independent and social media is so important for that message.

"We'll be promoting the store with editorial photography and shots of collections through the new blog."

Imraan Ahmed has been the store's creative director for almost 20 years and he believes the national and international acclaim Autograph receives comes from its unique approach.

"Social media is really important to us for online sales and attracting people to the store," said Imraan.

"You think about how the culture is changing in the city; there's a lot of people here in Birmingham who don't know we exist.

"We're probably the only independent that carries the product we do.

"We get people travelling from London and Berlin, but there's a massive clientele in Birmingham that still don't know we're here.

"Social media can be a powerful and effective way of spreading the word."

Imraan takes pride in the one-to-one experience clients enjoy at Autograph, which has won the store recognition in national newspapers and magazines such as the Guardian, FHM and Esquire.

"You have to know your client," he said.

"As soon as they walk in you've got to know 'he's a 31 waist, 36 chest, size 8 shoe'.

"And if you don't know that you can forget being in this trade because that client is going to lose interest instantly.

"They're coming for that experience, and I love that.

"I love being so hands on. I would have given up a long time ago if it was something I didn't enjoy doing."



Autograph attracts shoppers from as far afield as Berlin and has won national newspaper recognition for its collections



# Primark boss Paul is a man on the move

Store manager talks about retailer's high-profile relocation to Pavilions

**Construction work has now started at one of the city centre's biggest retail projects as the new Primark Pavilions starts to take shape.**

The clothing retailer is relocating from New Street to the former Pavilions shopping centre on High Street in a move that will create one of the UK's largest fashion stores.

Architects' impressions released earlier this year show Primark's plans for a striking four-storey 160,000 sq ft store on High Street and a view of the building from Moor Street Station.

**‘People could quite happily shop online at home, so when they come into the city centre we need to ensure that their visit is as pleasing as possible’**

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

And while Paul Chittim, Store Manager at Primark, has one eye on the new project, he understands the importance of high standards and customer care at the existing New Street branch.

Paul has been with Primark for 18 years, starting as trainee manager in Middlesbrough in 1998 before moving around the country. He worked at the New Street store between 2003-2009, as Assistant Manager, before moving to roles in Wolverhampton and Hanley in Stoke-on-Trent before returning to Birmingham city centre as Store Manager.

“My role is to not only run this store but also to make sure the team here is ready to transfer over to the new store in 18 months time.”

Paul is keen for Primark to play its part in Retail Birmingham’s ambition to enhance the city centre ‘Visitor Experience’, a key strand of the Business Improvement District’s third-term business plan.

“Coming into a town or city centre used to be a necessity for shoppers. It isn’t any more, it’s a leisure choice,” said Paul. “People could quite happily shop online at home, so when they come into the city centre we need to ensure that their visit is as pleasing as possible. We want to make sure every single customer has a fantastic shopping experience in our store so we are constantly looking at ways to improve customer service through our Customer Promise initiative.”

Retail Birmingham has set up regular meetings between city centre department store managers to discuss shared challenges and promote best practice with the intention of driving footfall across the city centre.

“I’m really keen to meet the other store



Paul Chittim at the New Street store and an artist’s impression of the new Primark Pavilions, as seen from Moor Street, top

managers in Birmingham to share ideas about how we can drive footfall and make it a nicer environment,” said Paul.

Primark New Street has 478 employees while the new store will employ in excess of 1,000.

“The team is excited about the move,” added Paul. “They have seen the plans and they are looking forward to working in a brand new cutting edge store environment with increased space to display Primark’s amazing fashion at amazing prices. It is my job to keep that morale going as we prepare for the new store.”

How does Paul see the high street evolving over the next ten years?

“You look at how the younger generation shops. Everyone is attached to their mobile phones, so companies need excellent websites for people to research what they want to buy. Over 70% of our product is showcased on our non-transactional website so customers can see our offering online and then come to our stores to make purchases.”

# Tech fans queue to welcome Apple to Listed bank building



**Digital giant opens its flagship branch at former Midland Bank building on New Street with fans eager to see it first**

**Technology giant Apple opened its highly-anticipated flagship store on New Street with fans queuing to get the first glimpse inside the historic building.**

Apple now occupies the Listed 128 New Street Midland Bank building, which was most recently a Waterstones. The building has been sensitively refurbished by Apple and has quickly become one of the most popular retail destinations in the city centre, driving footfall and new visitors to the New Street, Corporation Street area.

The new store is five times the size of the old Bullring shop, which has now closed, after opening its doors on September 24.

Crowds started queuing from 8am and contained a mix of people who wanted to see the new store, Apple customers who had appointments with the Genius Bar, and those who only wanted to pick up new pre paid purchases.

The new store features more than 150 connected Apple products for customers to try. There are more than 100 employees on hand to provide help and assistance.

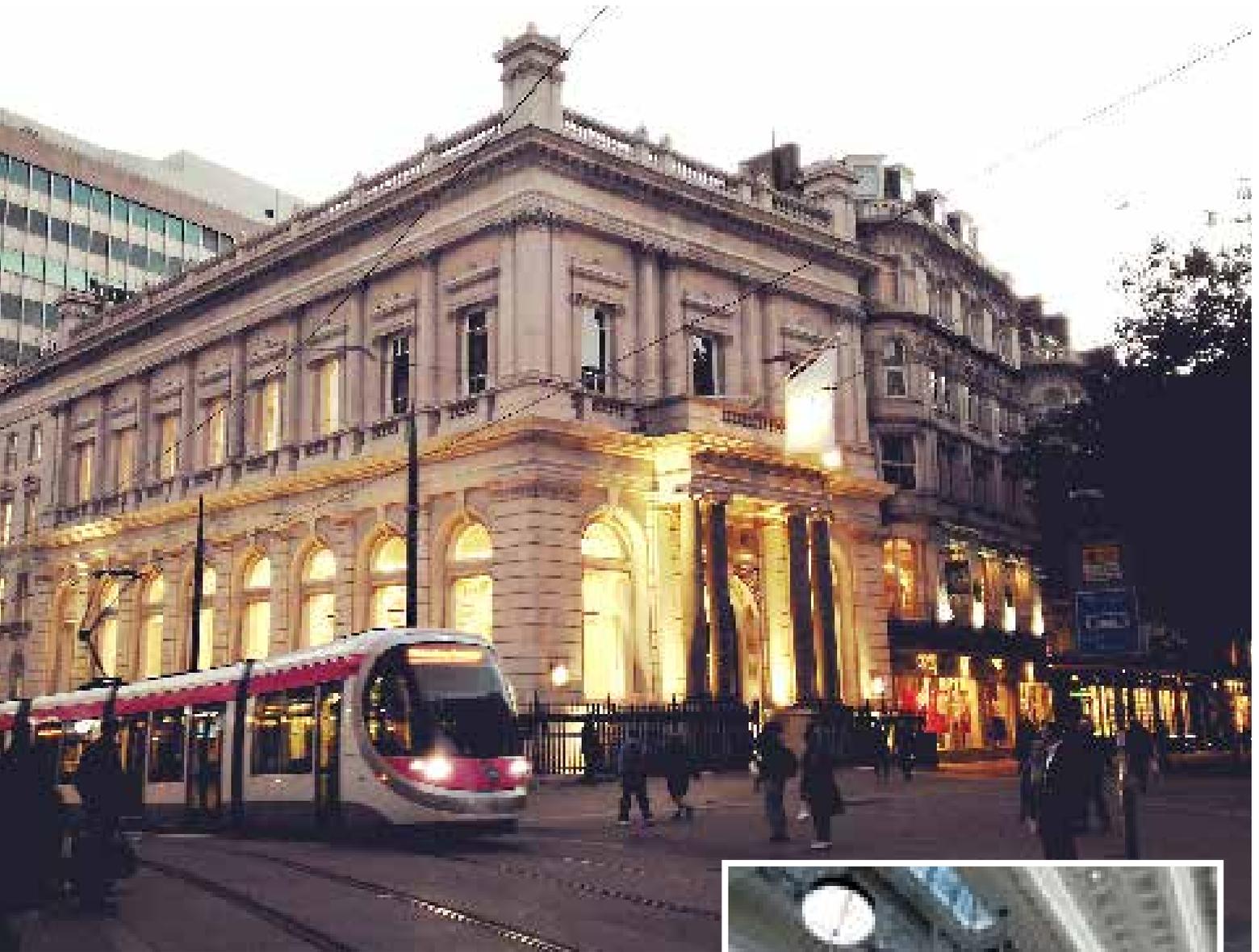
The basement area offers workshops, tech classes and special events, which



are promoted through the Apple website.

Apple's move to New Street comes after the opening of the Metro tram extension, which passes alongside the historic building.

The launch of the new Apple store comes after premium watch retailer Watches of Switzerland extended its



store in nearby 124 New Street and a new Byron burger restaurant opened at the junction of Ethel Street and New Street.

Meanwhile, TSB has opened a new flagship branch at 131-132 New Street. This is the first time TSB has launched a new purpose built site since it launched back on to the high street in September 2013.

Pictures: Apple's New Street store has become an instant favourite with gadget shoppers and tourists using the passing Metro tram extension to New Street station





# Uplifting experience on Cannon Street

**Lingerie and swimwear brand Bravissimo opens concept store creating 21 jobs**



Bravissimo's Cannon Street concept store, above and main picture

**Birmingham's female population is in for a treat after lingerie and swimwear company Bravissimo opened a new 3,500 sq. ft. city centre store.**

The company has brought a brand new concept store to Cannon Street in the town centre, creating 21 jobs – including 18 new fitting consultants.

The outlet is the 26th UK store to be opened by Bravissimo since it first started operating 21 years ago from founder and chief executive Sarah Tremellen's front room.

Designed to put Bravissimo's customers at the heart of the in-store experience, the new shop gives them the opportunity to share their experiences through the display of photos, testimonials and more. Each changing room has been named after one of Bravissimo's customers and there is an inspirational quote from them included within it.

Sarah Tremellen said: "When I started

the company 21 years ago, the aim was to provide an environment for big boobed women to feel good about themselves. There's a real sense of fun and community in our brand so we wanted to design our new store to reflect this and to create an inclusive, confident-boosting and fun shopping experience for everyone.

"Our Birmingham customers have been asking us to open a shop in the city centre for a while and we're thrilled to be able to finally grant their wishes. We're looking forward to welcoming every one of them in to see us in our new Cannon Street home."

Bravissimo's new Birmingham store officially opened its doors to customers in August and offers an uplifting fitting service and Bravissimo's full collection of lingerie, bra-sized swimwear and unique clothing range designed to fit and flatter big boobed women.

# Shop has perfect scents with new store on High St



The Fragrance Shop now has 180 units nationwide



Bravissimo founder and chief executive Sarah Tremellen

The Fragrance Shop has opened a new store at 74 High Street, Birmingham city centre.

The new store forms part of the group's expansion plans, bringing the total number of nationwide units to 180.

The High Street store will showcase the group's new store design, boasting a clean, modern interior where large digital screens bring fragrance marketing campaigns to life and where hundreds of fragrances are stocked from designer brands such as Dolce & Gabbana, Armani and Loewe as well as star studded scents by One Direction, Lady Gaga and David Beckham.

Commenting on the new store opening, The Fragrance Shop spokesperson Tom Peters said:

"We're delighted to be opening a new store in Birmingham. This will be our fourth store in the region, further strengthening the retail offering in the area and giving shoppers an opportunity to secure the very best of fragrances at great value, something that is very important to our customers in today's tough economic climate."

The opening of the new store looks to help charity too as for every transaction made at The Fragrance Shop, 5p is donated to selected children's charities. To date over £600,000 has been raised by The Fragrance Shop, helping grant magical wishes for seriously ill children.

The opening of The Fragrance Shop secures five new jobs at the store.

# Drapers award glory for city boutique Liquor Store

**Great Western Arcade favourite picks up Drapers award for Menswear Independent of the Year**

**Birmingham contemporary fashion boutique Liquor Store has been named Menswear Independent of the Year at a leading national retail awards ceremony.**

The Great Western Arcade store picked up the accolade at a glamorous ceremony held at The Brewery, London, where the fashion industry elite came together for an afternoon of recognition and celebration of the sector's achievements.

The Drapers Independents Awards are the most applauded and relevant awards in the fashion independent sector. The awards provide industry recognition and unrivalled opportunities, according to organisers.

With 13 categories, the awards cover every aspect of the independent fashion industry, from Best Store Design to Lifestyle Independent of the Year.

Liquor Store overcame competition from retailers across the UK and Republic of Ireland to win the coveted prize.

Store owner and Retail BID board member Phil Hazel told Edit magazine: "I am humbled that Liquor Store has been awarded the title of Menswear Independent of the Year by a prestigious institution such as Drapers.

"The Liquor Store team and I love what we do and to be recognised in this way makes all of our hard work worthwhile.

"Our loyal customers couldn't be any more supportive which we are also so grateful for.



Phil Hazel, centre, collects Liquor Store's Drapers award at the London ceremony and the trophy on display, below

Phil believes the city's thriving independent scene has gone from strength to strength in the past few years and it's an exciting time to be a part of it, but there's still work to do.

Liquor Store was one of the independents to feature in the recent 'Found' directory, published by Retail Birmingham.

"There's a great scene among independents at the moment with a bit of momentum, but it's mainly in food, beverage and cafes, moreso than what we do," added Phil.

"I'd love to see more independent

book shops, record stores, cycle shops; that type of thing, growing around the food and drink.

"It's a scene on the up but it needs to keep on happening.

"A key thing is for the city to understand the importance of it, and that multiples aren't the only thing people are looking for.

"Bullring and Mailbox are great places and essential to the city, but they can't be everything.

"It's hard work but you need the city to understand the importance of independents."



# City's Slaters says thanks to customers of 20 years

Popular Cannon Street retailer marks milestone with £100 vouchers for lucky trio

**Slaters Menswear celebrated its 20th year in the city centre by rewarding three loyal shoppers with gift vouchers to spend at the store.**

Still run by the Slater family, the company now has 24 stores nationwide including the world's largest menswear store in Glasgow. Each store has its own team of tailors and seamstresses offering a free alterations service to all customers.

The menswear and formal hire store has been open on Cannon Street since 1996 and is one of only six Slaters stores to reach 20 years at the same location.

The popular branch won a Retail Birmingham Recognition Award for Outstanding Customer Service in 2015.

To celebrate the 20-year milestone, three customers who have shopped at the Cannon Street store since it opened were presented with £100 gift vouchers to thank them for their loyalty.

Gary Gayle, Roger Beech and Roger Partridge explained why they're such big fans of Slaters.

"Kam [assistant manager] is the main reason I keep coming back," said Mr Gayle.

"I shop here because of the way Kam



Pictured: Kamran Jhanghir (Slaters), Gary Gayle, Roger Partridge, Roger Beech, David Mann (Slaters)

treats me. All my family and friends come here now as well."

Roger Beech has also shopped at Slaters since it opened in Birmingham.

"I came in wanting some Levi's 511s after I emailed Levi's who said they don't do Levi's in 36/36. I mentioned it to Kam and he ordered them from America. Kam sorted it out and Levi's couldn't!"

Roger Partridge visits the store most weeks and was among its first customers when it opened.

"I was here the moment this place opened 20 years ago and I come in most weeks," said Roger.

Slaters founder Paul Slater said: "I am

delighted to be celebrating the 20th Anniversary of our Birmingham store.

"The people of Birmingham have been wonderful, loyal customers and I must thank our manager, David Mann along with Department Manager Kamran Jhanghir and all the staff for their hard work building the Slaters brand.

"We've seen a lot of changes over the last couple of decades, especially in the city centre which has seen huge improvements. Here at Slaters, we continue to strive to achieve the highest standards of service and to ensure all our customers have an enjoyable experience.

"A big 'thank you' to the people of Birmingham and the surrounding areas for supporting our store and we look forward to welcoming them back over the next 20 years!"

**'A big 'thank you' to the people of Birmingham and the surrounding areas for supporting our store'**



# How Royal British Legion plays vital role in the city

**As Birmingham bustles with volunteer collectors, **Edit** looks at the work of the Royal British Legion - as important today as it ever has been**

**The Royal British Legion's role remains as contemporary and as vital as it has ever been supporting today's generation of Armed Forces families and veterans, whether living with an injury or illness, coping with bereavement or finding employment.**

However the Legion does so much more, including funding external support projects, delivering specialist dementia support, and providing city centre support through its Birmingham Pop In Centre on New Street.

The money raised through the Poppy Appeal goes directly to The Royal British Legion's work providing through life support to anyone who is currently serving in the British Armed Forces, who has previously served, and their families. This vital work is entirely dependent on the public's generous support, with Birmingham Poppy Day



on Wednesday 2nd November providing the public with a chance to show their support for our Armed Forces community past and present.

The Poppy Appeal for last year currently stands at just over £42.6 million and this provides about a third of money the Legion raises each year. In

Birmingham, over £40,000 was raised in one single day last year and this year the charity is hoping to top that with its annual city Poppy Day.

This year, the charity is encouraging the public to 'rethink Remembrance' and recognise the sacrifices made across all generations of the British Armed Forces.

Birmingham city was bustling with collectors across the whole city and the day saw four military bands welcoming travellers at Birmingham Airport, Birmingham Snow Hill Station, as well as New Street station, while Victoria Square was buzzing with activity.

**If you would like to learn more about The Royal British Legion visit [www.royalbritishlegion.org.uk](http://www.royalbritishlegion.org.uk) or if you need help, call the Contact Centre helpline on 0808 802 8080.**

## FACT FILE

■ The fundraising target for the Poppy Appeal 2016 is a record £43m.

■ As a result of the public's support in the last year The Royal British Legion has been able to answer more than 780,000 requests for help from the Armed Forces community.

■ During the Poppy Appeal 2016 over 45 million poppies will be distributed by 150,000 dedicated collectors.

■ Approximately 6.2 million people in the UK are eligible for the Legion's support and it is proud to serve those in need, today and for the rest of their lives. It is the nation's biggest Armed Forces charity, and it provides social, emotional and financial support to serving and ex-Service people and their families.



■ With around 250,000 members, the Legion is one of UK's largest membership organisations.

■ More than 900 volunteers support the charity as case-workers, information volunteers in the Pop In centres and visitor volunteers, and help at care homes.

■ The Legion has around 4,000 Poppy Appeal Organisers who support the tens of thousands of volunteers who collect during the Poppy Appeal.

# Bullring busy preparing for Christmas ‘Black Friday’

## New tenants and a focus on LinkStreet pop-up shops

**With Bullring’s busiest time of the year just a few weeks away we’re preparing for the festive rush with several new tenants and a focus on Black Friday.**

The LinkStreet area of the mall has been a particular focus for us over the past 18 months, including a refurbishment of the space and units, as well as the introduction of five new kiosk spaces for pop-up shops. In the run-up to Christmas we have a new line-up of tenants at LinkStreet, including the hugely popular, Cereal Killer Café. The café, which is the brand’s first branch outside of the capital, offers over 100 different brands of cereal from across the world as well as cereal cocktails, pop-tarts and other refreshments.

Other new additions to LinkStreet include men’s barber shop, Barber Barber, iconic footwear and accessories brand, Irregular Choice, and fashion brand, Religion, ultimately providing our customers with a completely new offer in the run-up to Christmas. Within the main mall it is also great to see a number of tenants, including Scotts, Schuh, PizzaExpress, The Perfume Shop and Next, investing in their shop fits to refresh their stores.

November brings Black Friday and while a relatively new addition to the retail calendar in the UK, Black Friday is now famed for heavy discounting. We anticipate the trend will continue this year but retailers are more likely to spread offers out over a longer period of time. At Bullring to accommodate our shoppers we will be offering extended opening hours to customers on Friday 25th November (7am – 10pm) and Saturday 26th November



(8am – 8pm). Extended opening hours will run into December as we remain open until 10pm on weekdays in the lead-up to Christmas. As the centre’s 14th Christmas and my third at the helm, we’re looking forward to the Christmas period and expect to see in the region of one million customers a week leading up to the big day.

**Michaela Moore,**  
General Manager at Bullring

Recent LinkStreet arrival Barber Barber, above, and Michaela Moore of Bullring, right



# Mailbox secures Paul Smith and Tom's Kitchen restaurant

**High-profile names are latest to open at refurbished destination**

**The Mailbox has secured Paul Smith and Tom's Kitchen as the latest high profile names to join the city's premier lifestyle and shopping destination.**

Paul Smith Birmingham will stock Paul Smith collections for men and women alongside an expertly curated selection of shoes, accessories, artwork and curiosities.

The 1,634 sq ft unit will overlook the Mailbox's Urban Room, and feature white concrete walls, found furniture influenced by the Arts and Craft movement, unusual objects and specially selected artwork. Behind the tills, a signature picture wall – a common feature of Paul Smith shops across the world – adds to the irreverent atmosphere, while flashes of colour within the shop echo its use across all Paul Smith collections.

Paul Smith said: "From a giant bright pink box in Los Angeles to a Victorian townhouse with a cast iron facade in London, I always try to come up with totally unique shops, wherever they are in the world.

"What's lovely about this one is it has a great mix of clothes and accessories for men and women, as well as a few unexpected twists and turns too!"

Founded by one of the UK's most acclaimed and inspirational chefs, Tom Aikens, Tom's Kitchen Birmingham will open as a restaurant, bar and deli at the Mailbox in December.

As the first UK Tom's Kitchen venture outside of London, the 3,624 sq ft Tom's Kitchen Birmingham will offer all-day dining, seven days a week, and



## **NEW APP CAN BOOK AND PRE-ORDER FOOD**

**The Mailbox is set to launch its leading edge, smart technology solution and customer app this Autumn, bringing a range of new and exciting services to deliver a whole new level of engagement.**

**The new Mailbox app will allow customers to pre-book and pre-order food, access personalised promotions and experiences, book tickets for events and get the latest exclusive content.**



will serve British favourites and comfort food classics in a relaxed and informal setting.

There will also be a range of private and semi-private spaces, perfect for parties and events.

Speaking of the launch of Tom's Kitchen Birmingham, founder Tom Aikens said: "Birmingham is a vibrant and bustling city with a thriving food scene.

"There is already a wonderful array of restaurants in the city, and I believe that Tom's Kitchen will offer an exciting new option for diners in the Mailbox development".

Simon Samuels, Partner at Brockton Capital, joint owners of the Mailbox, said: "Our strategy for the Mailbox has been to

bring world-class names to Birmingham, curating an exciting retail mix complimented by a high quality and innovative food and beverage offer.

"We know that Paul Smith will be a hugely welcomed addition to our strong and diverse fashion offer, and we're delighted to have attracted Tom's Kitchen to Birmingham."

The latest names will sit alongside Harvey Nichols' 45,000 sq ft flagship store, Tommy Hilfiger, Calvin Klein Underwear, BOSS, Armani Collezioni, LK Bennett and Gieves and Hawkes, in addition to Castle Fine Arts, Kitchen Gallery, Everyman Cinema, Malmaison, AC Hotels and the Mailbox's popular canalside bars and restaurants.

The new Paul Smith store opened this autumn and overlooks the Mailbox Urban Room

**'Our strategy for the Mailbox has been to bring world-class names to Birmingham'**



easygym #MondayMotivation



gwabirmingham No suit can be complete without a striking pair of cufflinks. Check out @montblanc\_world's collection at @ThePenShopUK



lovebravissimo These Bravissimo girls took a trip to our new Birmingham store and said 'Finally! It's arrived!'

# 79%

voted in favour of Retail BID continuing with its new five-year term between 2017-2022

**STORY AND REACTION:  
PAGES 2,3,4&5**



# £42 MILLION

The amount last year's Poppy Appeal raised to support the vital work of the Royal British Legion

**STORY:  
PAGE 28**

# 160,000 SQ FT



The size of the new Primark Pavilions store on High Street

**STORY:  
PAGES 20&21**

RETAIL BID  
BIRMINGHAM

# Edit IN NUMBERS

# 150,000

People enjoyed Weekender 2015. The festival will be back for 2017

**STORY: PAGES 6&7**



# 26

The number of stores Bravissimo now has across the UK after its recent opening on Cannon Street

**STORY: PAGES 4&5**



# 1988

The year Ethel Street-based fashion boutique Autograph was founded. It has remained one of the city centre's leading independent retailers ever since.

**STORY: PAGES 16&17**