

CBD
digest



CBD

Taking care of business for
another 5 years

Looking for a silver lining
in the A38 Tunnels

Jazz in the District



Food Festival

**Go on...
tuck in!**

Colmore Business District

Colmore Business District (CBD) is a business improvement district (BID) established to project manage improvements and services to the business quarter of Birmingham. A BID is a defined geographical area within which local businesses collaborate to invest in projects, services and initiatives that improve the environment in which they work. BIDs deliver additional services to those provided by the local authority and the police.

The CBD area is Birmingham's premier concentration of professional and business service companies, with around 500 companies, employing up to 35,000 people and occupying approximately 5.6 million square feet of office space. CBD's diverse business community provides quality services and expertise to regional, national and international clients. The District also has a first class hospitality sector, comprising of excellent restaurants, bars, pubs, shops, coffee houses and hotels that provide for corporate customers and visitors to the area.

CBD Digest is Colmore Business District's quarterly magazine, giving updates on CBD's projects and activities as well as providing news and features on local businesses within the District.

www.colmorebusinessdistrict.com

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Articles with the CBD Activity stamp are related to projects and activities organised and delivered or supported by Colmore Business District.

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WELCOME

Michele Wilby
Managing Editor



Summer is here again and we're excited to be holding our third CBD Food Festival on Friday 12th and Saturday 13th July. A huge success over the past two years, the festival showcases and celebrates the superb food and drink offering that we have in Colmore Business District. Outdoor live music will also be adding to the vibrant environment in the District through our participation in the Birmingham International Jazz and Blues Festival in July. This will be our fifth year of participation, which will see us bring live music to the open spaces of the District. Take a seat on our popular branded deckchairs and enjoy the music and atmosphere!

In addition to news and features on local businesses in the area, this edition also contains more updates on our activities as we work on improvement projects and services to make Colmore Business District a high quality area for all to enjoy.

We have recently launched our proposed business plan for a second five-year term and would welcome feedback from our businesses (see page 6).

To get in touch about our projects or the magazine, please contact Tahreen Kutub: tahreen-k@colmorebusinessdistrict.com / 0121 236 4686.

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News in Brief

Website launched for tunnels closures

A website has been launched to help Birmingham residents, businesses and visitors plan ahead for the closures of the A38 tunnels through the city centre this summer.

www.brumtunnels.co.uk offers visitors to the site an overview of the works that are being carried out as well as advice on suggested routes and alternative transport into the city centre.

The St Chad's and Queensway tunnels will be completely closed to all traffic from 19 July to 2 September while essential refurbishment is carried out. The closure will be preceded by four weeks of overnight closures, from 10pm to 6am, and followed by up to two weeks of similar overnight closures.

Amey, working in partnership with Birmingham City Council, has launched the website which will be updated regularly. The site aims to encourage people who work in the city centre or who visit to consider how they will travel during the six week closure period, with train, bus and cycling all being viable alternatives to driving.

Colmore Business District is liaising with Amey to keep businesses informed with any updates to the closures. CBD is also putting together a programme of activities encouraging alternative travel methods and to help with any congestion issues (see page 4).

Foreign investments into Birmingham up by over 50%

The number of foreign investments into Birmingham has risen by more than half in the last 12 months as a result of the city's continued drive to attract more inward investment, according to research from the Marketing Birmingham Regional Observatory reported in May.

Birmingham attracted a 52% increase in foreign direct investment (FDI) projects in 2012/13, with the city securing 41 new projects compared with 27 in 2011/12 (the results are for Birmingham's local authority area only). The 41 projects created and safeguarded 4,003 jobs for the city – an increase of 29%. The jobs will boost the local economy by an estimated £174 million.

Since launching in April 2011, Business Birmingham, the city's inward investment programme, has helped to double the number of foreign investment projects coming to the city from 19 in 2010/11 to the 41 reported in the analysis.

Colmore Plaza extends Concierge Services with installation of new gym

The Carlyle Group, owner of Birmingham's Colmore Plaza development, is extending the building's already outstanding range of occupier facilities with the installation of a new gym.

Colmore Plaza is one of the highest specification office buildings outside London and one of the only buildings in Birmingham to hold a BREEAM 'Excellent' rating for its highly efficient design. Building occupiers include Aecom & Davis Langdon, Aedas Architects, Amey, Grant Thornton LLP, Investec Wealth & Investment, Marsh, Orega and Robert Half.

The self-contained gym will feature the latest equipment, including rowing machines, cross-trainers and weight stations, exclusively for the use of Colmore Plaza occupiers. The building's existing changing rooms and shower facilities will also be revamped and expanded as part of the works in order to meet the expected increase in demand.

Academy's vision embraced by LEP

Birmingham's biggest further education college is creating a specialist academy,

to guarantee that the city's professional services sector can satisfy its skills needs - long into the 21st century.

Birmingham Metropolitan College (BMET) has created a new purpose-built centre, on its Sutton Coldfield campus, to house the venture.

Recruitment for the Greater Birmingham Professional Services Academy started in May and the innovative concept gets under way in September, with a curriculum focused on qualifications in law, finance, accounting, banking and insurance.

The venture has already been backed by seven of the biggest and most successful organisations in the city's professional services sector. Deutsche Bank, Gateley LLP, GVA, KPMG, LaSer UK, Lloyds Bank and Wesleyan Assurance Society have signed on as official partners.

Each will support BMET by providing high-level professional support for the students, including internships at their Birmingham offices, mentoring by senior staff, workshop sessions, and 'guru' lectures at the campus by members of their executive teams.

Graduate checks in at Bruton Knowles

The Birmingham office of property consultancy Bruton Knowles has added to its team with the appointment of a graduate surveyor.

May Dudley joined Bruton Knowles in April as part of the firm's professional team.

May's new role involves supporting David Pugh, partner and head of the professional team, with valuation and rent reviews for a number of clients including LTSB and Wolverhampton City Council. She will also be taking seats in the firm's development and rating teams later in the year.

Looking for a silver lining in the A38 tunnels



Mike Mounfield

The A38 tunnels through the city centre will be closed for six weeks this summer while essential refurbishment is carried out. The St Chad's and Queensway tunnels will be completely closed to all traffic from 19th July to 2nd September. The closure will be preceded by four weeks of overnight closures, from 10pm to 6am, and followed by up to two weeks of similar overnight closures...

Imagine the scene: it's August, it's gone nine o'clock and the forecast scorcher of a day is already making its oppressive presence felt. The car air-con moans and you wish you'd remembered to ask the garage to re-charge it as it hisses out lukewarm, tepid air that smells vaguely of mechanical stuff. Your knuckles whiten on the steering wheel. The traffic is stationary and has been for a while.

While you understand the pressing need to carry out vital maintenance on the St Chad's and Queensway tunnels and the fact that some of that maintenance involves major civil engineering work that can't be done while the tunnels are open, you grumble about the unfairness of it all. After all, your boss hasn't been late since the works started and he lives not that far from you. Come to think of it, he's the one who has started doing some grumbling of his own as you arrive for

work, late again, looking stressed before you even sit down at your desk to deal with the day's hassles.

OK, let's do that scene again, but with a different version of the script...

You wheel the bike out of the garage for the tenth time since the tunnels closed, give it a quick check over and climb aboard. You know which checks to make because 'Dr. Bike', organised by Colmore Business District (CBD) and provided by a local bike social enterprise, showed you what's important, as well as fixing one or two problems with your bike when you took it down from the shed door and showed up with it before the tunnel closures started. You're not a cyclist, or you don't think of yourself as one, and yet here you are, arriving for work feeling invigorated and refreshed.

It was a bit tough the first few days, as your body got used to the unexpected demands that involved more than sitting in your driver's seat for the commute, but your energy and confidence are soaring thanks to the help from the Bike Buddy scheme, again organised by CBD and provided by Bike Right. Surrounded by a mix of keen cyclists and newcomers to bike commuting, and led by an experienced cyclist, for those vital

first few days you met up not far from home and rode right into the city centre. CBD also made sure you had a list of directions and a map showing the quieter roads you could use, gleaned from a website you'd never even heard of before. A cheery 'hello' from your boss as you both park your bikes in the temporary bike park outside your building sets your day off to a great start.

OK, let's do that scene again, but with yet another version of the script...

You close your novel with a snap and return it to your briefcase as the train pulls into the station. Not a bad start to the day; you return the Brompton folding bicycle to its dock in the station before stepping out into the warming sunshine of Colmore Business District. You've been having fun trying different ways to cover the two miles from your house to your nearest suburban rail station: park and ride, 'kiss-and-ride' (significant other required), and even catching the bus that you never realised passed the end of your road every ten minutes and stopped right outside the station. And now this variation: pick up a folding bicycle from the Brompton Docks at the station on your way home, keep it in the garage overnight and ride it to the station the next morning.

► A pleasant ride from your house to the station, the chance to get a bit of reading in on the train and then a pleasant walk to the office. No road rage, no parking problems, no traffic jams, no hassle. You feel less stressed and more energetic than you can remember in a long time.

OK, that's a fictional imagining of how we might turn the A38 tunnel closure scheme into an opportunity to encourage sustainable travel to the District. How does CBD intend making fiction become reality? With a little help from our friends, that's how.

Bike buddy rides give you the opportunity to increase your confidence in commuting by meeting up with an experienced cyclist at a location on your commute and riding as a pair or a small group into the city centre. We are talking to Centro as well as Birmingham City Council's Smarter Choices Team about providing this service.

Dr. Bike servicing gives you the confidence in riding your bike even if it's spent most of its life on the back of the shed door. Bring it into the District and Dr. Bike will give it the once-over and show you what daily and weekly checks are needed to keep your machine in roadworthy condition. We are in discussion with Birmingham City Council's Smarter Choices Team about providing this.

Workplace cycling information sessions help inform you about everything from what to wear, what to ride and what routes to ride it on. Again, our friends at Birmingham City Council's Smarter Choices Team have said they provide this invaluable advice for the novice or returning rider.

Knowledge is power and a commuter needs power to control the safety and enjoyment aspects of their commute. Web sources that can plan your route to the last detail from house to the office, including varying the hilliness and busy-ness of your trip are just a click away and we will be promoting them in the lead up to the tunnel closures. For a sneaky peek, take a look at cyclestreets.net and travelwisewestmids.org.uk.

www.brumtunnels.co.uk offers an overview of the works that are being carried out on the A38 tunnels as well as advice on suggested routes and alternative transport into the city centre.





Taking care of business for another 5 years

Colmore Business District's Business Plan for a second five-year term

Colmore Business District (CBD) was launched in April 2009 for a five year term, as a business improvement district (BID) for the commercial quarter of Birmingham.

In October 2013, businesses in the area will have the opportunity to vote on a proposal to see CBD continue to a second five-year term from April 2014.

The BID is a defined geographical area within which local businesses pay a levy on Business Rates to invest in projects and services that bring improvements to the area. These are above the baseline provided by Birmingham City Council and West Midlands Police. Organisations in CBD have contributed over £3 million since 2009, which have been invested in a number of improvement projects and services in the area. These have included projects with long-term impact such as the new Church Street Square; short-term environmental improvements including the deep cleansing of streets and seasonal enhancements; flagship events such as the CBD Food Festival; community cohesion

projects including our Colmore Chorus choir and Community Games; arts and cultural activities; and services to make the District feel safer and more welcoming, such as Street Wardens.

We have launched our proposed business plan for a second five-year term detailing our objectives to continue to deliver projects, services and initiatives to make tangible improvements to the District. Our proposed key themes for the second BID term are detailed on the right.

A summary of the proposed business plan and the full plan is available on the CBD website www.colmorebusinessdistrict.com. The business plan is at consultation stage and therefore we welcome feedback from our businesses in the District. Please send your feedback to Tahreen Kutub by 17th July: tahreen-k@colmorebusinessdistrict.com 0121 236 4689.

www.colmorebusinessdistrict.com

BID2 Proposed Key Themes

Business Matters

Shaping and articulating the strategic voice for CBD across the city to make sure that the collective message of all businesses is received in appropriate loci of influence. Working with others to amplify the message.

Outstanding Places

Caring for the physical aspects of CBD by delivering, influencing and partnering on public realm projects to make CBD an outstanding place made up of outstanding places.

Accessible and Connected

Caring for the experience of moving around CBD. Influencing and partnering on policy and projects to make CBD navigable for people with differing mobility.

Safe and Sound

Caring for the experience of being in CBD and feeling safe and secure day and night. Partnering on projects and delivering services that enhance this experience from a variety of perspectives across age, gender, race and cultural backgrounds.

Place Marketing

Caring for the brand of CBD and partnering and delivering projects and events that:

- promote the brand internally and outwardly, adding leverage to the external marketing offer of the City; and
- contribute to the vibrancy of 'Colmore Life' for those who work, live and play here.

Community Building

Caring for CBD's community of employees and business owners and adding a dimension to the 'Colmore Life'. Offering the opportunity to connect with networks for business and professional development, as well as outlets for corporate and individual social responsibility. Building bridges to the local labour pool to nurture aspiration and meet future resource needs.

Police Community Support Officer



in Colmore Business District

Colmore Business District (CBD) is working with West Midlands Police in an innovative partnership arrangement aimed at reducing crime, anti-social behaviour and the fear of crime in Birmingham's business quarter.

City Centre Police Community Support Officer (PCSO) Matt Jones will be working with the business district and with the CBD team for an initial period of six months. Matt will continue to respond to calls to the police in the District, but will have an added responsibility to support the business community in the area.

David Bradshaw, board director of Colmore Business District, said: "One of our key objectives is to implement initiatives and

activities to ensure the District is as safe and welcoming as possible. In fact, in a survey that we undertook last year with business owners and employees in CBD, respondents rated Safe & Welcoming as the most important CBD strategic objective. We are delighted to have Matt working within the District to help with improving actual and perceived safety in the area.

A major strength of Business Improvement Districts (BIDs) is their ability to facilitate partnership working with key stakeholders to make things happen and bring about change. We are pleased to have entered this unique partnership agreement with West Midlands Police as part of our safety objective in the District."



PCSO Matt Jones

Commenting on this trial, Chief Superintendent Clive Burgess said, "We need to make sure that our local policing is of the highest standard. Giving the BID an opportunity to be jointly involved with us in the tasking of PCSO Jones will ensure that the concerns of people in the District are addressed at the earliest opportunity. We are confident that this initiative can make a real difference across this area."

Birmingham launches first Community Security Zone

Colmore Business District (CBD) is to become Birmingham's first Community Security Zone (CSZ).

The aim of the new project is to encourage businesses to work together to improve the area's resilience to major incidents.

The move follows the successful launch of pilot zones in London and Belfast. Similar zones are planned for all major towns and cities and are being set up with the help of the National Counter Terrorism Security Office.

It is hoped that greater coordination and cooperation between tenants, landlords, the local authority and the emergency services will make the District a safer place in which to work, live and visit.

The CBD area was chosen to be the first CSZ in Birmingham as it holds a high proportion of the city centre's businesses, iconic venues and transport hubs. There are approximately 500 businesses and 35,000 employees in the area.

The scheme will initially be police led but it is hoped that, through establishing a security and resilience forum, local businesses will drive the agenda. The forum will organise workshops and information sessions to address the needs of its members.

"The key objectives are to minimise the threat from terrorism, reduce crime and improve the ability of all businesses to respond to and recover from a major incident," said Superintendent Sue Southern (pictured) from the West Midlands Counter Terrorism Unit.

"The CSZ will promote a community approach to security and give those responsible for safety and contingency planning the chance to meet and share best practice, whatever the size of their business."

The first forum was held at the KPMG offices at One Snowhill in Colmore Business District. KPMG took part in the London pilot in Southwark where growing crime rates



were seen to level off and then fall after the launch.

Michele Wilby, executive director of Colmore Business District, said: "We recognise the benefits that the project has brought to businesses in Southwark and we want to see that replicated here in Birmingham.

"Our aim is to help make the District as safe and welcoming as possible and we're pleased to have helped to facilitate the creation of a Community Security Zone in the area."

Contact Teri Tromans to find out more and if you wish to become involved: theresa-t@colmorebusinessdistrict.com/ 0121 236 0269



CBD Executive Director meets Chair of Birmingham Office Market Forum

Michele Wilby

Co-incidentally it was my second meeting in one week with John Griffiths from GBR Phoenix Beard as we had met each other at an earlier meeting to discuss inward investment into the city, at which John played a key part in the discussion.

John has worked in the office sector for the last 25 years and has always been based in and around Colmore Row. In 2003, John was heading up Jones Lang LaSalle and took the opportunity to set up his own business, GBR, and then eventually he and his business partners merged with Phoenix Beard. They now have a fully serviced office on Newhall Street and specialise in the office sector in terms of development and regeneration for occupiers and developers.

Originally from Birmingham, John has a massive passion for what can be achieved in the city and has seen lots of changes over the last 25 years, but he feels there are many more exciting opportunities.

John is the new Chair of the Birmingham Office Market Forum (BOMF), which was set up in 2007 as a means of providing a focal point and vehicle for key office agents who want to move and develop the office market; Birmingham was in fact the first city to set up such a group. The idea came from a developer challenging the office agents to work together to help Birmingham compete in what was and is a very tough environment. His view was that to draw in potential investors, agents needed to work together to promote the offer to really get Birmingham on the map.

BOMF now play a key role in defining the market and producing a consistent set of data, which is essential to attract financial investment into the area. From 2007-10 Birmingham was the only city property market which had a consistent set of data for stock availability, development pipeline information and take-up of space. This is fundamental to investors as they want to know how the market behaves and now all of the agents have a consistent story to tell. BOMF annually produces a central Birmingham office market map; the current map was launched at a breakfast event in April at Opus at Cornwall Street.

Relationship building is a key part of BOMF and they have formed a collaboration with Business Birmingham which has been mutually supportive. They have also forged relationships with Birmingham City

Council, which provides opportunities to innovate, out of which came the idea of how to launch the enterprise zones. This was a high profile event that was funded by developers and attended by Lord Heseltine and George Osborne.

During his two years as Chair of BOMF, John is looking to develop an iPhone/iPad app with Business Birmingham and Birmingham City Council, as a promotional tool to better promote the enterprise zone sites to landlords and agents.

We chatted about the office market and John feels it is paramount to the viability of the Birmingham economy and therefore has a direct impact on the fortunes of the city. He feels that there is a role in promoting Birmingham nationally and that this will come through collaborative working with many organisations, including Colmore Business District (CBD). The message needs to get out there that Birmingham is 'open for business,' that we have good quality office space, readily available staff and a fantastic lifestyle. But people need to act as availability will start to dwindle, there will be constraints on supply – so get in quick!

The attractions of CBD as an area in which to locate your business are the good quality buildings, great working environment, public transport and access to leisure and retail amenities. John feels that the public realm improvements to the area, for example Church Street Square, also help with people feeling safe; he said that you rarely hear people grumbling about security.

We talked about CBD's rebalot which will be in October, John feels our biggest challenge is apathy; he thinks people have quickly got used to what we do and now see us as the 'fabric and furniture' of the city and don't realise that if they don't vote 'yes' in October the BID will go. His view is why on earth would we not want this much improved situation to continue, he feels it would be a disaster if we did not win the ballot.

On that very positive note, I left John. What an enjoyable meeting! We are lucky to have John in the city, a passionate Brummie, who sees endless opportunities to continue the journey of making Birmingham a great city!

www.birminghamofficemarket.co.uk

What's Colmore Business District Doing in our Public Spaces?

One of the things that sets Colmore Business District (CBD) apart from many Business Improvement Districts (BIDs) is our determination to improve the public spaces around the District. This has meant partnering with Birmingham City Council in some cases, such as our successful project to build a new square in Church Street, and in others it means us going it alone, such as in Colmore Square (see opposite). The snapshots in this article provide a round up of where we are with current projects.

Furthermore, our first foray into significant public realm improvement has received national recognition by the influential Chartered Institute of Highways and Transportation (CIHT). We have been awarded a commendation certificate for Church Street Square in the *CIHT/EnterpriseMouchel Streets* category at the CIHT Awards 2013. The awards night took place in London on 13th June 2013. www.colmorebusinessdistrict.com

At the time of writing we are going out to tender for a suitable contractor to improve this rather drab space that causes few people to linger. The new-look square will be an exciting design incorporating extra trees, seating and shrubs, cycle parking and a pocket-sized 'chess park'.

Colmore Square

This substantial project to improve both the square outside Snow Hill Station and the highway has been split into two parts with the preliminary work being done this year and construction work starting in spring 2014. We are currently shortlisting a detailed designer with Birmingham City Council.

Snow Hill Gateway

Public realm improvements don't always mean landscaping and new street furniture; sometimes it means art projects. After protracted negotiations with Network Rail, our artist George Benson is ready to start work on improving the expanse of drab grey concrete that forms part of the Snow Hill Station boundary wall at the lower end of Livery Street in the District. Expect a colourful and intriguing design.

Livery Street Wall

This infamous link between CBD and the Jewellery Quarter is being improved with better lighting, repainting and blocking off areas that accumulate litter and encourage anti-social behaviour. Improved links between these two parts of the former Colmore family estate are a top priority in the forthcoming Snow Hill Masterplan,* for which CBD has had an influential seat at the table. Work should start in late summer.

Great Charles Street Footbridge



*Part of the Big City Plan, the Snow Hill Masterplan will see the eastern expansion of the central office core area around Snow Hill Station. The objective of the Masterplan for the Snow Hill District is to maximise the significant opportunities that redevelopment can bring to this part of the city centre as an Area of Transformation over the next 20 years, strengthening the quality and function of public spaces and pedestrian routes, and maximising accessibility to and from Snow Hill Station and Colmore Business District.



Boutique Intellectual Property Firm Moves Back to the District

Tahreen Kutub

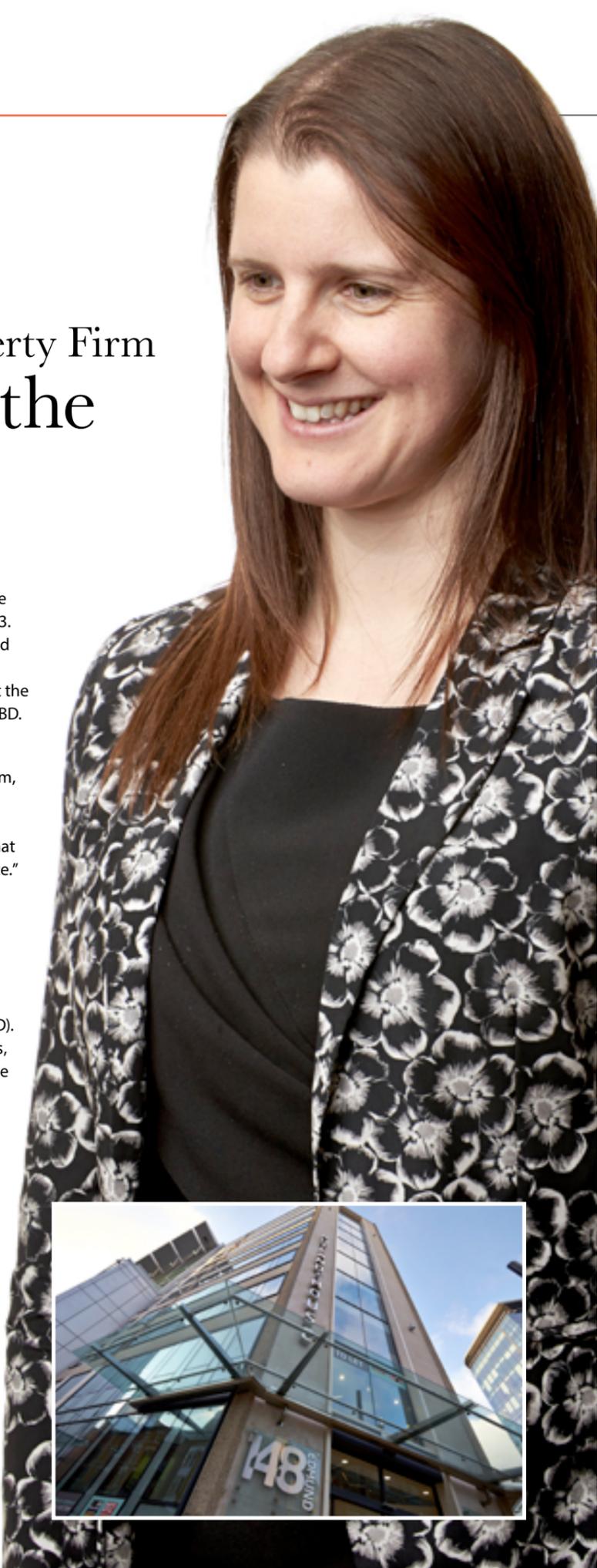
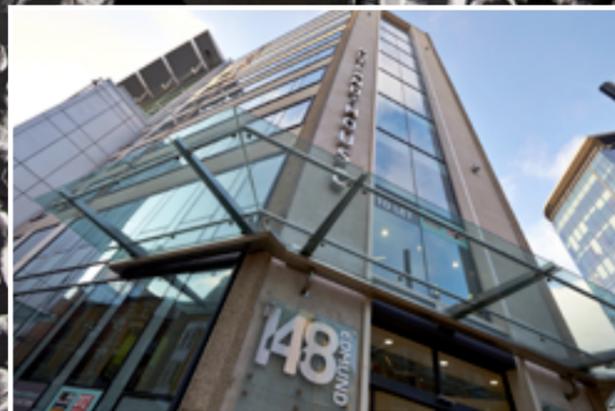
Intellectual property firm, Forresters, moved into Rutland House on Edmund Street, Colmore Business District (CBD) in May 2013. Having been located in the same building during the 1970s and the majority of the 1980s, the move has seen a return to the firm's previous home. Marketing executive, Kirsty Gallagher talked about the move and what she is most looking forward to about working in CBD.

Established on Colmore Row in 1884, the firm's roots are in Birmingham and the Colmore area. Now with offices in Birmingham, London, Merseyside and Munich, Forresters has grown from a regional firm into a full service international intellectual property practice. The Birmingham office has 40 employees working for what Kirsty described as a "modern and dynamic boutique legal practice." Forresters handles all aspects of intellectual property, working with companies to protect their innovation from a commercial perspective.

The firm moved to CBD to be even better placed for clients and associates, many of whom are based in the District, and also to be an integral part of the Colmore Business Improvement District (BID). Kirsty said, "We wanted to be a part of the District and its activities, which we've heard about from our contacts in the area. For me, the creation of Church Street Square has fundamentally changed the area for the better and it is great to be overlooking this in Rutland House. I think there's a strong sense of community in the District, which can be hard to find in some areas, and is something that has been encouraged by the BID's activities such as the outdoor community events. I feel like we're part of a wider network in the District."

On working in CBD, Kirsty commented she was most looking forward to developing further her network of business contacts in the area. She said venues such as the District's independent coffee shops make it easier to go out and meet people face to face in a relaxed environment. Kirsty also highlighted that the firm was very open to making new contacts in the area: "We're here and approachable, and looking forward to getting involved and being a big part of the CBD community."

For further information on Forresters, visit www.forresters.co.uk



Tahreen Kutub

The UK's best-selling floorcare appliance company, Vax, opened its first Birmingham office in Two Colmore Square in October 2011. Since this time, the office has seen much growth, almost doubling its team from 80 people to 150.

I'd met members of the Birmingham based team in December last year, when two Vax teams were submitted to take part in our entertaining Christmas Tug of War tournament, as part of our festive programme of community activities. This time, I visited Two Colmore Square to meet with David Winterbottom, the managing director of Vax,



David Winterbottom – Managing Director

to chat about the growth in the company and his thoughts on being based in the District.

The first thing I noticed as I waited in the reception area is the strength of Vax's brand in its internal spaces; the company colours and strapline of "Performance is everything" are displayed clearly on the walls. Specialising in carpet washers, steam cleaners and vacuum cleaners, the company, "never rests on its laurels" according to David, and the offering has developed consistently through innovation since Vax was set up in Droitwich in 1977.

Examples of innovation have included the introduction of the Tub Canister back in 1977 as well as the Vax Air Upright vacuum cleaner in 2009, which was the lightest product of its kind in the market, developed as a result of consumer feedback. In 2012, Vax launched the Air3 - an ultra lightweight vacuum that's designed to have great suction and offers



great manoeuvrability. Again, this was developed through listening to consumer feedback, which David reiterated was extremely important to the company and a key part of its development.

Vax is continually looking to expand its product category range and expand into new markets, which has resulted in developing into the steam cleaning market and initiating sales in Russia and North Africa. The company's original office in Droitwich has been maintained but the main national office is in Colmore Business District, which includes departments specialising in new product development, marketing and sales.

On the subject of having an office in Birmingham, David spoke of there being a great energy in the District and he believes being here has helped retain staff and attract good candidates to the business. He said, "People like working here; the area is clean, attractive and safe. There's a great work/life balance with all the opportunities available as well as a strong community spirit between businesses. We're close to all amenities and can readily access central Birmingham facilities whenever needed."

The company has been keen to take an active part in local events; hence the team's

involvement in our community activities. Vax was also involved with the Birmingham Made Me Design Expo (6th -21st June) at Millennium Point, culminating in the Birmingham Made Me Design Awards. The Expo included an interactive showcase of the best design and innovation from the Midlands, in which Vax featured with its award nominated and Birmingham designed Vax Air3 vacuum. It was important for Vax to be involved in the event to demonstrate the depth of thinking, design and innovation at work in designing its leading household products.

Talking about the future, David spoke of a "three year product road map, full of innovative new products that use the latest in technological advancements and creative thinking, to deliver the answers to consumers' problems," at which point he stopped on the detail, simply telling me to "watch this space...!"

www.vax.co.uk

Inside Bruntwood's Cornwall Buildings

Teri Tromans

Bruntwood is a family-owned property company that provides office space throughout Birmingham, Manchester, Liverpool and Leeds. Its properties in Birmingham include Cornwall Buildings on Newhall Street in Colmore Business District (CBD). Rob Valentine, Head of Birmingham Offices for Bruntwood, and a CBD board director, talks about the success of the company within CBD. Katie Scott, the front of house supervisor for Cornwall Buildings, also joins us for the interview.

How many properties do you have in Birmingham City Centre?

Rob: We currently have three properties; I work here at Cornwall Buildings on Newhall Street in the heart of the business district. We also have McLaren on Priory Queensway and Centre City which was bought 12 months ago and is currently under-going a £4million refurbishment. Bruntwood has owned Cornwall Buildings for 16 years, which is at 87% occupancy, the highest in five years!

What are your plans for the future?

Rob: Of course we want to invest further and we are always looking for opportunities. The CBD is the heart of the financial district and it remains the most prestigious area in Birmingham. The benefit to being here is the architectural character you get and the proximity to some of the best restaurants and bars in the city.

We have created a new area on the third floor of Cornwall Buildings with 15 extra work stations. We have refurbished this Grade II listed building, ensuring there are modern facilities but maintaining the building's original character.

Katie: We have had a number of prestigious companies move into Cornwall Buildings this year including ACCA, G4, and Define who are in partnership with our other new tenant, Mode Transport Planning. Some of our existing clients are also expanding within the building.

What services do you offer that make your property more attractive to prospective tenants?

Katie: The building is packed full of character, which is something that's attractive to many customers. We pride ourselves on our customer service, being flexible and cost efficient. We don't have any hidden charges, we offer comprehensive recycling services to all customers and we source green energy.

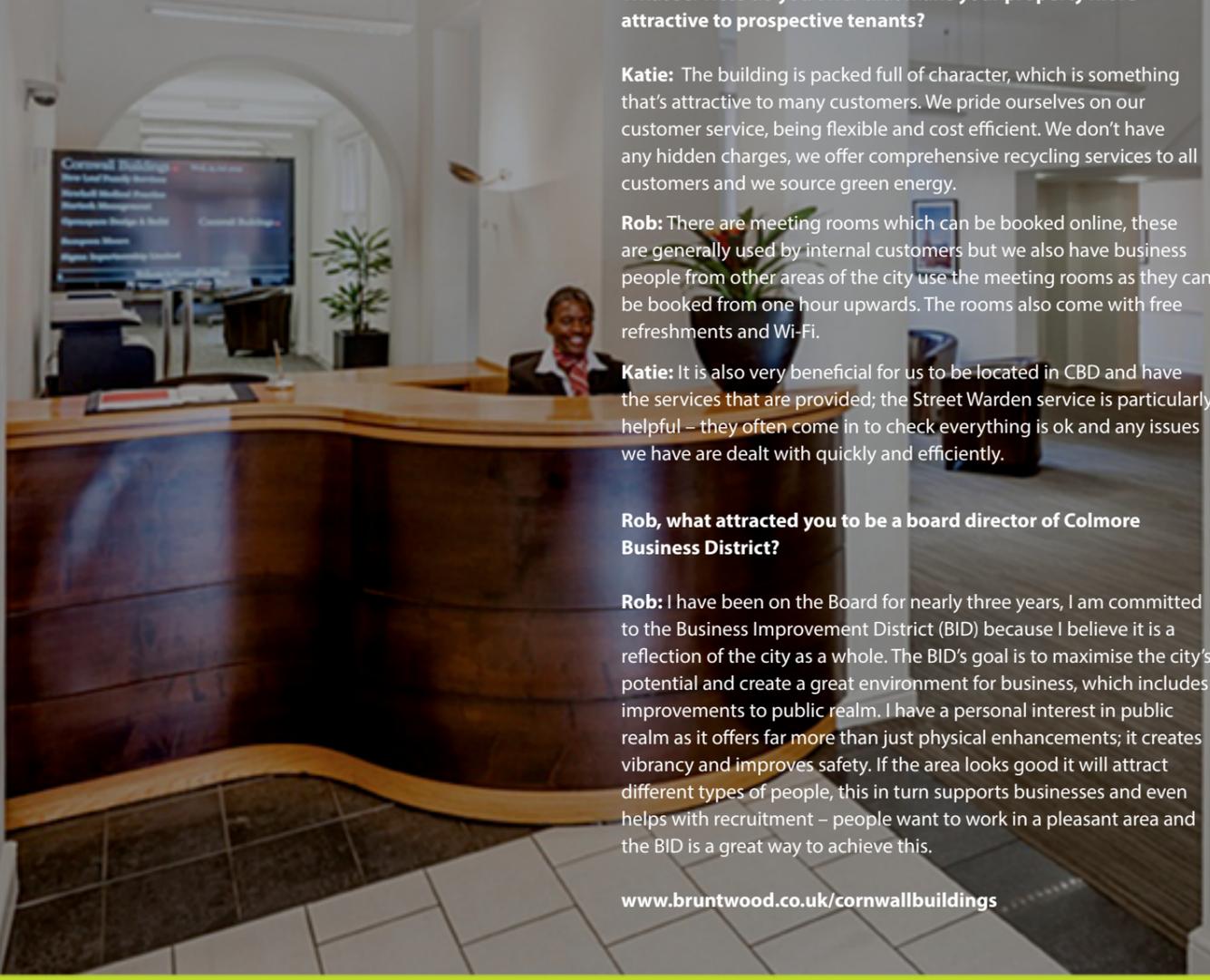
Rob: There are meeting rooms which can be booked online, these are generally used by internal customers but we also have business people from other areas of the city use the meeting rooms as they can be booked from one hour upwards. The rooms also come with free refreshments and Wi-Fi.

Katie: It is also very beneficial for us to be located in CBD and have the services that are provided; the Street Warden service is particularly helpful – they often come in to check everything is ok and any issues we have are dealt with quickly and efficiently.

Rob, what attracted you to be a board director of Colmore Business District?

Rob: I have been on the Board for nearly three years, I am committed to the Business Improvement District (BID) because I believe it is a reflection of the city as a whole. The BID's goal is to maximise the city's potential and create a great environment for business, which includes improvements to public realm. I have a personal interest in public realm as it offers far more than just physical enhancements; it creates vibrancy and improves safety. If the area looks good it will attract different types of people, this in turn supports businesses and even helps with recruitment – people want to work in a pleasant area and the BID is a great way to achieve this.

www.bruntwood.co.uk/cornwallbuildings




Food Festival



**Friday 12th to Saturday 13th July,
11am – 7pm
Victoria Square**

The CBD Food Festival, one of the city's top food and drink events, is back for a third year in July. Taking place on Friday 12th and Saturday 13th July in Victoria Square, the CBD Food Festival showcases the fantastic food and drink offering in Birmingham's commercial quarter, Colmore Business District (CBD).

Participating venues range from fine dining restaurants, hotels, pubs and bars to coffee shops, bakeries and delis. Many of the participants are independent businesses in CBD. The festival will offer an exciting variety of international and British cuisine, sweet and savoury options as well as beverages including real ales, cocktails, fine wines, and coffees. There is no festival entry fee and the tasters are priced competitively from £1.50 to £5.

For the first time this year, the festival will present voucher booklets with offers that can be redeemed at food and drink venues in CBD from the date of the festival to autumn 2013.

The CBD Food Festival will present a packed entertainment programme, including CBD's highly popular cookery and beverage making demonstrations from top chefs, mixologists and baristas in the District. Venues presenting on stage this year include Purnell's, Opus at Cornwall Street, JoJolapa Bar & Restaurant, Saffron, Asha's Contemporary Indian Bar & Restaurant, Ginger's Bar, Purnell's Bistro, The Jekyll & Hyde and Six Eight Kafé. Visitors will also be able to enjoy live music as part of the Birmingham International Jazz & Blues Festival, which CBD will be participating in for the fifth year.

Spontaneous outdoor theatre acts, in the form of giant lobsters and cheeky seagulls, have provided much entertainment in the previous two festivals. There will be more outdoor theatre this year, which will include very different characters and shall remain a surprise for visitors! There will also be performances from CBD's choir, Colmore Chorus, made up of people working in the District and trained by the renowned Birmingham Opera Company.

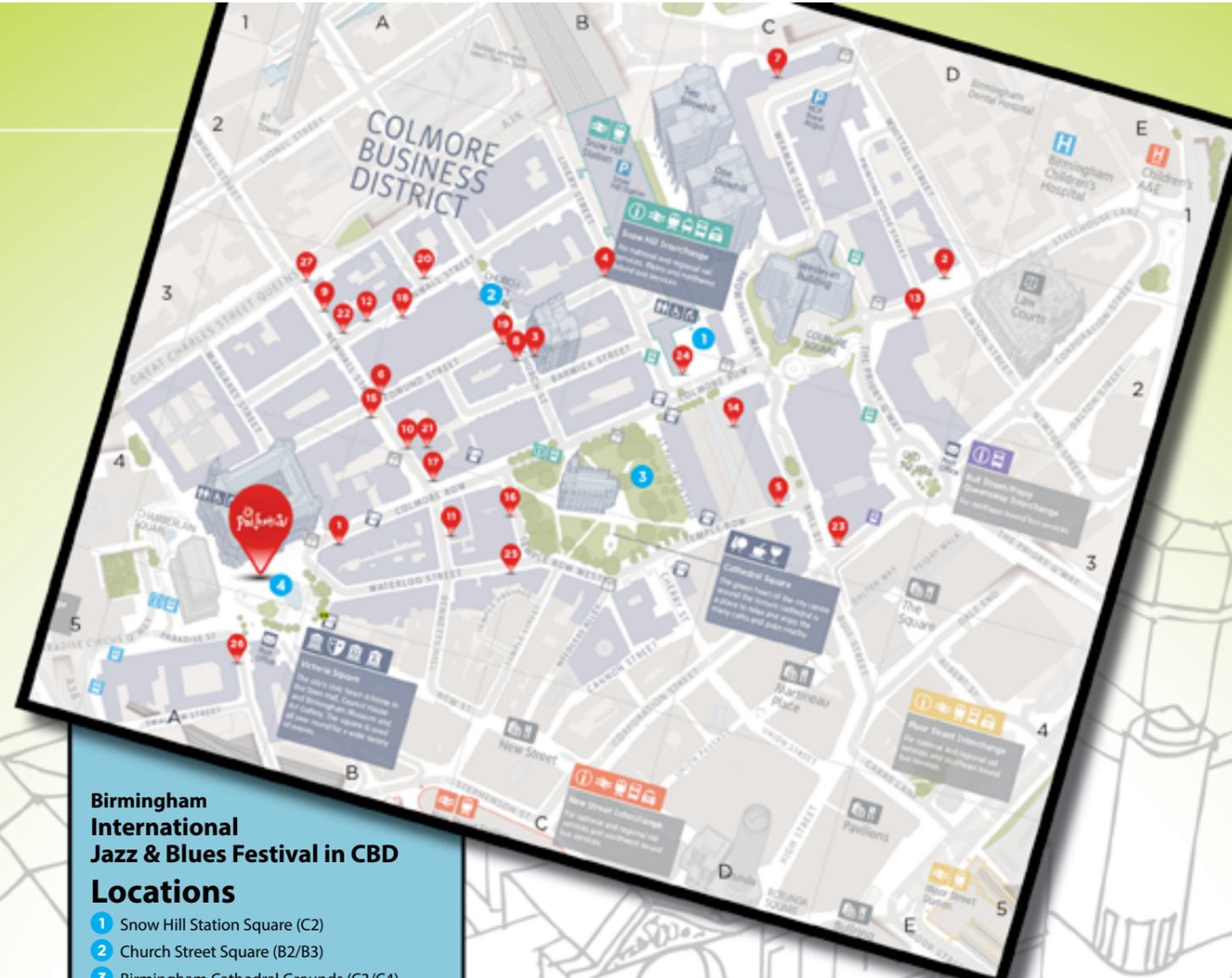
For further information on the CBD Food Festival, visit www.colmorebusinessdistrict.com or contact CBD Food Festival event manager, Tahreen Kutub on 0121 236 4686 tahreen-k@colmorebusinessdistrict.com www.colmorebusinessdistrict.com



COLMORE BUSINESS DISTRICT Food Festival

2013 Participant Listing

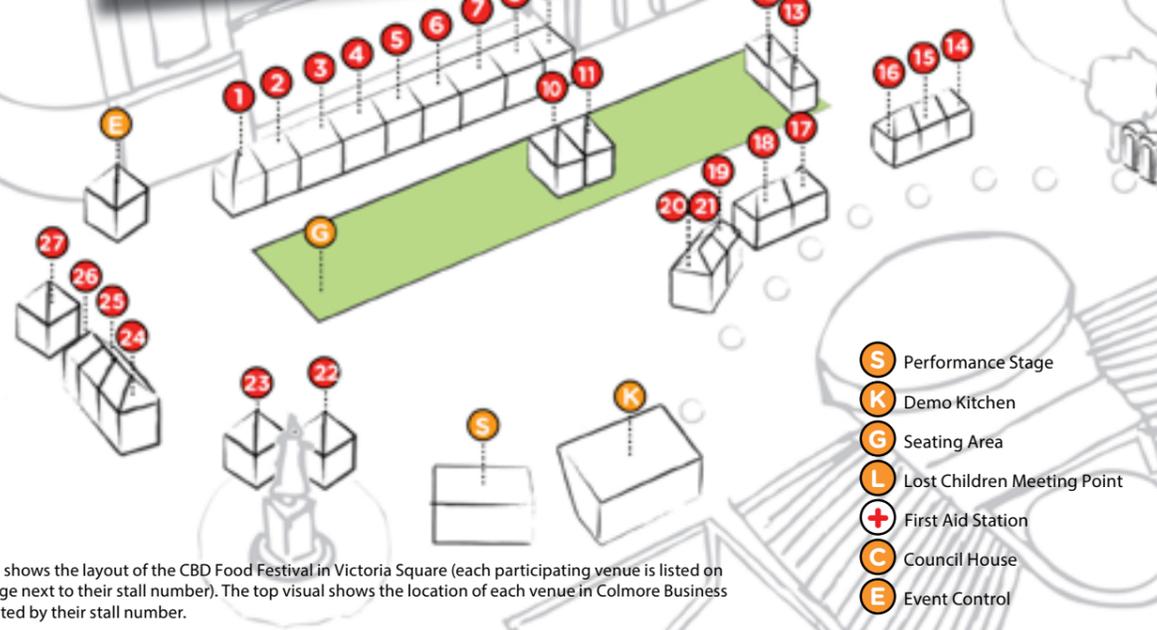
- 1 Saffron (B4)**
0121 212 0599 www.saffronbirmingham.co.uk
126 Colmore Row, Birmingham, B3 3AP
- 2 Hindleys Bakery (D2)**
0121 236 2886 www.hindleys-bakers.co.uk
128 Fountain Court, Steelhouse Lane, Birmingham, B4 6DR
- 3 Pub du Vin at Hotel du Vin (B3)**
0121 200 0600 www.hotelduvin.com/hotels/birmingham
25 Church Street, Birmingham, B3 2NR
- 4 The Old Contemptibles (C2)**
Nicholson's Pubs
0121 200 3310 www.nicholsonspubs.co.uk
176 Edmund Street, Birmingham, B3 2HB
- 5 Six Eight Kafé (D3)**
0121 448 8089 www.sixeightkafe.co.uk
6/8 Temple Row, Birmingham, B2 5HG
- 6 Edmunds Lounge Bar (B3)**
0121 200 2423 www.edmundsbar.co.uk
106-110 Edmund Street, Birmingham, B3 2ES
- 7 Thistle Birmingham City (C1)**
0871 376 9005 www.thistle.com/birminghamcity
St Chad's Queensway, Birmingham, B4 6HY
- 8 Home Is Where... (B3)**
0121 236 2339 www.homecafedeli.com
26 Church Street, Birmingham, B3 2NP
- 9 JoJolapa Bar & Restaurant (A3)**
0121 212 2511 www.jojolapa.co.uk
55-59 Newhall Street, Birmingham, B3 3RB
- 10 Ginger's Bar (B3)**
0121 200 1588 www.purnellsbistro-gingers.com
11 Newhall Street, Birmingham, B3 3NY
- 11 The Wellington (B4)**
0121 200 3115 www.thewellingtonrealeale.co.uk
37 Bennetts Hill, Birmingham, B2 5SN
- 12 Metro Bar & Grill (A3)**
0121 200 1911 www.metrobarandgrill.co.uk
73 Cornwall Street, Birmingham, B3 2DF
- 13 The Jekyll & Hyde (D2)**
0121 236 0345 www.thejekyllandhyde.co.uk
28 Steelhouse Lane, Birmingham, B4 6BJ
- 14 Anderson and Hill Fine Food and Wine (C3)**
0121 236 2829 www.andersonandhill.co.uk
Great Western Arcade, Colmore Row, Birmingham, B2 5HU
- 15 Asha's Contemporary Indian Bar & Restaurant (B3)**
0121 200 2767 www.ashasuk.co.uk
Edmund House, 12-22 Newhall Street, Birmingham, B3 3LX
- 16 The Old Joint Stock Pub & Theatre (B4)**
0121 200 1892 www.oldjointstocktheatre.co.uk
4 Temple Row West, Birmingham, B2 5NY
- 17 Yorks Bakery Cafe (B4)**
0121 236 8090 www.yorksbakerycafe.co.uk
1 Newhall Street, Birmingham, B3 3NH
- 18 Opus at Cornwall Street (B3)**
0121 200 2323 www.opusrestaurant.co.uk
54 Cornwall Street, Birmingham, B3 2DE
- 19 Urban Coffee Company (B3)**
0121 236 0207 www.urbancoffee.co.uk
30 Church Street, Birmingham, B3 2NP
- 20 Purnell's (B3)**
0121 212 9799 www.purnellsrestaurant.com
55 Cornwall Street, Birmingham, B3 2DH
- 21 Purnell's Bistro (B3)**
0121 200 1588 www.purnellsbistro-gingers.com
11 Newhall Street, Birmingham, B3 3NY
- 22 All Bar One (A3)**
0121 212 2551 www.allbarone.co.uk/all-bar-one-newhall-street-birmingham
43 Newhall Street, Birmingham, B3 3NY
- 23 The Square Peg (D3)**
0121 236 6530 www.jdwetherspoon.co.uk/home/pubs/the-square-peg
115 Corporation Street, Birmingham, B4 6PH
- 24 Costa Coffee (C3)**
0121 233 3041 www.costa.co.uk
7 Colmore Row, Birmingham, B3 2BJ
- 25 Colmore Bar & Grill (B4)**
0121 616 4442 www.colmorebarandgrill.co.uk
3-6 Waterloo Street, Birmingham, B2 5PG
- 26 The Chameleon Restaurant & Bar (A5)**
0121 643 2233 www.thechameleonbham.com
1 Victoria Square, Hill Street, Birmingham, B1 1BD
- 27 Chi bar restaurant (A3)**
0121 233 3150 www.chibar.co.uk
61 Newhall Street, Birmingham, B3 3RB



Birmingham International Jazz & Blues Festival in CBD Locations

- 1 Snow Hill Station Square (C2)
- 2 Church Street Square (B2/B3)
- 3 Birmingham Cathedral Grounds (C3/C4)
- 4 Victoria Square (A4)

For a full listing of the performances throughout the Birmingham International Jazz & Blues Festival in CBD, see page 18.



The lower visual shows the layout of the CBD Food Festival in Victoria Square (each participating venue is listed on the left hand page next to their stall number). The top visual shows the location of each venue in Colmore Business District, pinpointed by their stall number.

Food Festival

CBD Food Festival 2013: ENTERTAINMENT SCHEDULE

FRIDAY 12TH JULY

Time	Session
11am - 11.40am	Birmingham International Jazz & Blues Festival performance - Tipitina
11.40am - 12.10pm	Demo kitchen session - JoJolapa Bar & Restaurant
12.10pm - 12.50pm	Birmingham International Jazz & Blues Festival performance - Tipitina
1pm - 1.05pm	Official opening of event
1.05pm - 1.35pm	Demo kitchen session - Saffron
1.35pm - 2pm	Colmore Business District's Choir - Colmore Chorus
2pm - 3pm	Demo kitchen session - Purnell's and Opus at Cornwall Street
3pm - 4pm	Birmingham International Jazz & Blues Festival performance - Lindy Pop!
4pm - 4.30pm	Demo kitchen session - Asha's Contemporary Indian Bar & Restaurant
4.30pm - 5.30pm	Birmingham International Jazz & Blues Festival performance - Lindy Pop!
5.30pm - 6pm	Demo kitchen session - The Jekyll & Hyde
6pm - 7pm	Birmingham International Jazz & Blues Festival performance - The Art Themen Quartet

SATURDAY 13TH JULY

Time	Session
11am - 11.40am	Birmingham International Jazz & Blues Festival performance - The Black Mountain Jazz & Blues Band
11.40am - 12.10pm	Demo kitchen session - Six Eight Kafé
12.10pm - 12.50pm	Birmingham International Jazz & Blues Festival performance - The Black Mountain Jazz & Blues Band
1pm - 2pm	Demo kitchen session - Purnell's and Opus at Cornwall Street
2pm - 2.30pm	Colmore Business District's Choir - Colmore Chorus
2.30pm - 3pm	Demo kitchen session - Saffron
3pm - 4pm	Birmingham International Jazz & Blues Festival performance - The Flamin' Mamies
4pm - 4.30pm	Demo kitchen session - Purnell's Bistro, Ginger's Bar and Purnell's
4.30pm - 5.30pm	Birmingham International Jazz & Blues Festival performance - The Flamin' Mamies
5.30pm - 6pm	Demo kitchen session - JoJolapa Bar & Restaurant
6pm - 7pm	Birmingham International Jazz & Blues Festival performance - Melissa Lauren

Cutting Edge Hub Hair

Michele Wilby interviews Leanne Martin, owner of Hub Hair on 39 Colmore Row in CBD.

I first met Leanne back in 2009 when I started working for the Business Improvement District (BID) at the start of our five-year term. Although we have had contact, it was great to have a proper catch up to see how the business was doing.

Leanne explained that things were going well and she was delighted that one of their recent reviews said that they were the "Best Independent Gents' Hairdressing Salon in Birmingham". They have a great loyal customer base but like any true professional she wouldn't disclose the names of any celebrities that have had their hair cut at Hub!

I didn't realise that Leanne, as well as being a qualified hairdresser, also has a degree in Art

and Design which she puts to use in running her salon. She said the degree completely changed her approach to styling hair and she showed me the mirror arrangement she uses to cut people's hair, which provides a three-dimensional view. Having seen the system in operation I could see how beneficial it would be to cut hair whilst being able to see the emerging style from different angles.

Leanne has 26 years' experience in the industry and although she has had her own salon for many years she has also worked for a chain in the past. She has her own flair and individuality and all of her staff have bespoke training once they join Hub Hair – they all then have the benefit of Leanne's vast experience.

Hub Hair prides itself on providing a friendly service and still has many of the clients from when they first opened seven years

ago. They offer an affordable service which provides great value for money.

I was interested to hear that Leanne does a lot of research work around what is going to be the next emerging trend so that she can advise her clients of what style they need to be choosing if they want to stand out from the crowd and be a hair fashion leader.

Along with many other people in businesses within the District, Leanne is keen to work with other independents to see how they can increase footfall to the area.

We talked about the area and Leanne loves the public realm projects we are doing and because of her background was particularly delighted with Umbra, the artwork in the Church Street Square scheme. She believes that art brings people together and she is keen to see more of it within the District.

In:Site Graduate Festival of Creativity to return to CBD

Monday 9th to Friday 13th September 2013 Cathedral Square

In:Site Graduate Festival of Creativity will return to the grounds of Birmingham Cathedral in Colmore Business District (CBD) for the third year this September with an exciting programme of activities. Initiated by Craftspace, Birmingham's craft development charity, the In:Site festival provides an opportunity for selected new arts graduates to create bespoke, site specific artworks in the Cathedral grounds. Each artist will have four hours to install their temporary artwork, turning the making process into a performance. The programme of activities will take place over five days.

The festival has been supported by CBD since the first event in 2011 to welcome

positive activity to the grounds of Birmingham Cathedral and in particular to engage the young people who congregate there.

Last year 1,200 people engaged with the artists in the Cathedral Square over the five day festival, while a further 1,800 visited online. Interventions by 13 graduates from across the country ranged from a lace installation to a porcelain leaf "wishing tree".

Craftspace's director, Deirdre Figueiredo said, "We are very excited about this year's festival. Our programming has a much stronger focus on home grown talent with In:Site concentrating on West Midlands colleges."

This year, Craftspace plans to appoint a lead artist to maximise the identity and profile



Artist Sam Wilson at last year's festival with her crochet bench

of In:Site festival as it grows into a bigger annual event.

National Arts & Business, Business in the Community Award winners in 2012, Craftspace is now offering businesses in the District opportunities to get involved in the third In:Site. Contact Louise Evans to explore having an artist interact with your site and staff or to discuss brand awareness options: l.evans@craftspace.co.uk.
www.craftspace.co.uk
www.insitefestival.wordpress.com
www.colmorebusinessdistrict.com

29TH BIRMINGHAM INTERNATIONAL JAZZ & BLUES FESTIVAL JULY 5TH TO 14TH 2013

Birmingham International Jazz & Blues performances in Colmore Business District

The outdoor spaces of Colmore Business District (CBD) will once again be brought to life with live music, as the Birmingham International Jazz & Blues Festival comes to the District in July. CBD will be hosting live performances in the District for the fifth consecutive year from Monday 8th to Saturday 13th July as part of the city wide festival, which will take place from Friday 5th to Sunday 14th July.

Sit back in a CBD branded deckchair and enjoy the music!



1 The Potato Head Jazz Band [Spain]

The Potato Head Jazz Band from Granada in Spain consists of six musicians from around the world. Their most recent album, "This is not New Orleans..." has been welcomed with critical and popular acclaim. The band's live shows are full of energy and highly participative.

2 Matt Palmer's Backyard Music Boys

Matt Palmer leads an acoustic quartet playing exciting hot jazz from the 1930s drawing on popular songs from that era as well as numbers associated with the classic New Orleans bands of King Oliver, Louis Armstrong and Jelly Roll Morton.

3 Lewis Floyd Henry

Returning to the Birmingham festival, rock'n'roll whirlwind Lewis Floyd Henry is a one-man band with plenty of soul and licks. In hipster London Lewis is known as the Balladeer of Brick Lane, the Hendrix of Hackney or the Dylan of Dalston!

4 The Dixie Ticklers

The Dixie Ticklers, led by Dom James, hail from London and are a potent combination of the brightest young talent and the oldest charts in the book. Playing the music of Kid Ory, Sidney Bechet, Louis Armstrong and Jelly Roll Morton, they add a youthful gloss to great New Orleans favourites, entertaining with skill and charm.

5 The Jazz Ramblers

Banjo/guitar player Brian Mellor gathers a group of like-minded musicians for a programme of good time jazz, loosely based on the music of the 1930s and 1940s, with the emphasis on variety and entertainment.

6 Tipitina

Tipitina deliver their own unique take on the blues, barrelhouse, boogie and gospel of New Orleans. Following on from their acclaimed debut album "I Wish I Was In New Orleans", Tipitina are now on a roll with "Taking Care of Business" recorded at 2011's Birmingham International Jazz & Blues Festival, the live recording of which was supported and hosted by Colmore Business District.

7 Lindy Pop!

An up-and-coming young band from Leeds, Lindy Pop! specialises in performing classic pop tunes in a Dixieland style. Be prepared for rap, swing, singalongs, daft outfits and general silliness from a band that's like nothing you've heard before!

8 The Art Themen Quartet

The wonderfully original saxophonist Art Themen has built a major reputation on the British jazz and blues scene, initially picking up national awards with the Cambridge University Jazz Band, then playing and touring with the likes of Alexis Korner, Mick Jagger and Jack Bruce before lending his Sonny Rollins-influenced tenor sax into many top jazz groups.

9 The Black Mountain Jazz And Blues Band

This band sets out to play music inspired by the numerous musical giants of New Orleans who gave birth to the music that is being celebrated in Birmingham at this time, and whose influence continues to inspire jazz of all persuasions to this day.

10 The Flamin' Mamies

Five piece, all-girl string band from Liverpool, totally steeped in the hot jazz of 1920s. The toe tappin' deco dames from the jazz age! Syncopated rag time rhythms and old time hokum sauce, hotter than a gilded pistol!

11 Melissa Lauren (Canada)

Jazz singer Melissa Lauren has smoothly made the transition from swing singer to songwriter. Her 2012 album, "The Other Side", a collection of original compositions, was received with great reviews and soon made a place for itself on the Canadian charts, with its variety of classic sounds mixed with modern pop sensibilities.

www.colmorebusinessdistrict.com

Birmingham International Jazz & Blues Festival in Colmore Business District (8th - 13th July 2013): Schedule

Date	Time	Performance	Location
Monday 8th July	12pm - 2pm	The Potato Head Jazz Band [Spain]	Snow Hill Station Square (1)
Monday 8th July	5pm - 6.30pm	The Potato Head Jazz Band [Spain]	Church Street Square (1)
Tuesday 9th July	12pm - 2pm	Matt Palmer's Backyard Music Boys	Birmingham Cathedral Grounds (1)
Tuesday 9th July	5pm - 6.30pm	Matt Palmer's Backyard Music Boys	Church Street Square (1)
Wednesday 10th July	12pm - 2pm	Lewis Floyd Henry	Snow Hill Station Square (2)
Wednesday 10th July	5pm - 6.30pm	Lewis Floyd Henry	Church Street Square (2)
Thursday 11th July	12pm - 2pm	The Dixie Ticklers	Birmingham Cathedral Grounds (1)
Thursday 11th July	5pm - 6.30pm	The Jazz Ramblers	Church Street Square (1)

CBD Food Festival

Date	Time	Performance	Location
Friday 12th July	11am - 11.40am	Tipitina	Victoria Square
Friday 12th July	12.10pm - 12.50pm	Tipitina	Victoria Square
Friday 12th July	3pm - 4pm	Lindy Pop!	Victoria Square
Friday 12th July	4.30pm - 5.30pm	Lindy Pop!	Victoria Square
Friday 12th July	6pm - 7pm	The Art Themen Quartet	Victoria Square
Saturday 13th July	11am - 11.40am	The Black Mountain Jazz & Blues Band	Victoria Square
Saturday 13th July	12.10pm - 12.50pm	The Black Mountain Jazz & Blues Band	Victoria Square
Saturday 13th July	3pm - 4pm	The Flamin' Mamies	Victoria Square
Saturday 13th July	4.30pm - 5.30pm	The Flamin' Mamies	Victoria Square
Saturday 13th July	6pm - 7pm	Melissa Lauren [Canada]	Victoria Square

Backup locations in case of inclement weather

- 1 The Old Joint Stock, 4 Temple Row West, Birmingham, B2 5NY
- 2 The Old Contemptibles, 176 Edmund Street, Birmingham, B3 2HB

The decision to move to a back up location in case of inclement weather will be made by Colmore Business District. Listed information is correct at time of going to print. Please visit www.colmorebusinessdistrict.com for the latest information.

Please refer to the District Map on page 15 for the Jazz and Blues Festival performance locations in CBD



The Priory Rooms: From Quaker Meeting House to providing high quality meeting space...

Teri Tromans

The Priory Rooms, a Quaker Meeting House on Bull Street in Colmore Business District (CBD) is also a modern conference facility with a strong emphasis on environmental initiatives. Teri Tromans interviewed Beth Reynolds, business development manager, to find out more about this great venue in CBD.

How long has the Priory Rooms been located in CBD?

The present building has been here since 1933 and was redeveloped in 2001 to offer high standard conference facilities. There is an emphasis of mixing the old with the new; the original oak panelled Meeting House complements the bright modern Atruim refreshments area. All company profits go to Central England Quakers to support their chosen projects; these are the West Midlands Quaker Peace Education Project; Northfield Eco-Centre and Hope Project, which operates in Uganda.

What environmental initiatives have you implemented recently?

Priory Rooms has a very eco-conscious attitude and we are constantly looking for ways to help Reduce, Re-use and Recycle. Our

teas and coffees are fair-trade and our fruits come from local suppliers; water is served in recycled glass bottles to reduce waste. We also offer bio-degradable lunchboxes and recyclable coffee cups so that delegates can take any of the remaining buffet away with them.

The office team use recycled paper and there are recycling bins in every office and conference room. The extension that was created with the redevelopment in 2001 also has insulated glass to help conserve heat and make the building more energy efficient. The lighting is also energy efficient and there are light and heating sensors to ensure energy is only being used when necessary.

We have recently installed two electric car charging points outside and delegates get a free fill-up.

Do you find working in CBD beneficial to your business?

The area is great because you are close to such a large number of different companies. The Colmore Business Improvement District (BID) team is also great at helping to promote our business and there are many opportunities to network through CBD such



as the Community Games; the BID is creating a real sense of community in the area.

What services do you offer so your clients get the most out of your meeting space?

We offer good client management; each client will deal with a team member from the enquiry to the meeting stage. The meeting rooms have state of the art projectors and each room has a pager so the client can call for assistance without having to interrupt their meeting. We offer seasonal lunch menus and have just launched a new healthy breakfast option; we meet all dietary requirements. Overall our aim is to ensure the client has the best experience possible.

What is your role at The Priory Rooms?

As the business development manager, I work with the admin team and front of house, dealing with sales and enquiries, marketing and PR. I'm tasked with building new relationships with clients and developing existing ones.

www.theprioryrooms.co.uk



(From left) Gisela Stuart MP, Rachel Maclean and Jane Harris at the launch event for Birmingham Baccalaureate

Birmingham Baccalaureate

Michele Wilby met with Jane Harris, programme director for Skills for Birmingham, the Key Delivery Partner for the Birmingham Baccalaureate alongside Small Heath School and Perry Beeches Academy.

I met Jane Harris in the *Home Is Where...* deli on Church Street and, having not met her before, had made the mistake of not finding out what Jane looks like. Luckily for me Jane was far more organised and recognised me as soon as I walked in!

I was keen to find out about the Birmingham Baccalaureate, which I now know is a specifically-designed award that will be offered to city youngsters from September. Jane Harris, who was recruited by Packt Publishing, has carried out the research in terms of the skills businesses require and is now assisting with the PR on the project.

I was fascinated to learn that Packt Publishing (located in Colmore Business District), as part of their corporate social responsibility activities, had funded a report that had input from nearly 50 businesses in key sectors and had produced nine recommendations to encourage city pupils to study for skills urgently needed if the city is to compete in the future. Packt are hoping that the new award will help to overturn a youth unemployment rate of more than 23%, which is higher than any other core city.

Jane explained that the programme will allow companies to be directly involved in designing the curriculum, for example companies in the food sector could highlight the important chemistry skills that would be helpful for employment in this sector.

As part of the programme Jane is keen to get job descriptions and person specifications from companies in Colmore Business District to populate the BBac virtual job board so that the students can start to recognise the skills and attributes that are required for the jobs and practice making simulated applications.

A pilot project will be established with between eight and 12 schools in September of this year with the programme being rolled out across the city in September 2014.

Contact Nicki Senior at nicki.senior@skillsforbirmingham.com to get involved.

www.skillsforbirmingham.com

One of Birmingham's newest photographic exhibitions has teamed up with photography project Birmingham {Viewpoint} in a bid to get professional and amateur photographers to explore the unusual, historical and cultural places and spaces in Birmingham.

Findings

FINDINGS, which launched in Birmingham's Colmore Business District and Jewellery Quarter has partnered with Birmingham {Viewpoint}, encouraging people to undertake a photography trail and explore the sites featured in the pinhole photography exhibition.

The exhibition, launched in April features 50 images by internationally acclaimed photographer, Tom Hunter and reveals places and spaces in Birmingham's historic Jewellery Quarter, a designated conservation area with over 200 listed buildings and the modern corporate spaces and historical buildings found within the adjoining Colmore Business District.

Birmingham {Viewpoint}

Birmingham {Viewpoint} takes place on a monthly basis with a pre-selected subject which is published on the blog. Those taking part are given a month to photograph the subject and submit their image. The aim of the project is to see the different ways different people view the same subject. Previous subjects have included The Cube, Birmingham's Town Hall and Birmingham's Canal Network.

Those wishing to take part in Birmingham {Viewpoint} will have until Friday 19th July to submit their images via the Birmingham Viewpoint website and Flickr. Images can be of any of the 50 venues featured in the exhibition. A full listing can be found at www.findingsbirmingham.co.uk/locations. A winner will be chosen from the submissions and they will receive a signed book from artist Tom Hunter.

Pete Sloan, organiser of Birmingham {Viewpoint} said, "The FINDINGS {Viewpoint} project & competition is a great opportunity for visitors to the exhibition to really engage with it. It gives people the chance to take their personal interpretation of the buildings featured in the exhibition. I'm really looking forward to seeing the results."

Pete James, Curator of Photographic Collections, Library of Birmingham said, "The Findings {Viewpoint} project re-enforces a message that Tom Hunter expressed numerous times during his shoot – the amazing adventure of discovering the world on your own doorstep. The competition will help us see Birmingham from an exciting range of new perspectives."

For full instructions on how to participate in FINDINGS {Viewpoint}, visit www.birminghamviewpoint.com/findings

FINDINGS runs in Church Street Square and St Paul's Square until 19th July. Each location contains different images so visit both to see the full exhibition. For more information please visit:

www.findingsbirmingham.co.uk or www.colmorebusinessdistrict.com



Photos from the launch of the Findings photography exhibition, which took place on 25th April in 45 Church Street with over 100 guests.



Will Murphy Dentistry

Michele Wilby caught up with Will Murphy, owner of Will Murphy Dentistry on Newhall Street in Colmore Business District (CBD)...

I was pleased to be visiting Will, in a different capacity, not having my regular check up! As usual I was greeted by the wonderful Maggie, who always has a cheery word and smile, but I am sure keeps everyone in line, including Will!

Will bought the practice he had been working in, in 1997 but relocated to the ground floor of the Cornwall Buildings as he felt that this would be a good opportunity to become more customer focused. It also gave an ideal opportunity to redesign the practice, which is very light and airy – the reception area is perfect for sitting and relaxing whilst waiting for your appointment.

I asked Will, “why dentistry?,” and it seems there is a continuing medical theme in the careers of Will’s family. His dad was a hospital dentist so was very much involved in the academic side and his sister is a doctor. Originally from Cardiff, Will attended university in Birmingham and settled here in 1987; he loves the city and now has three children born and bred here.

The practice provides a broad general dental service to all of its patients with a philosophy based on prevention. The technicalities of dentistry have evolved rapidly over the last

10 years and the demands of the patient are much greater so the practice now caters for the specialist requirements of some of its patients. There is much information available and patients now realise the possibilities of what they can have done. Will has a personal passion for dental implants – they are now becoming popular as people prefer them to removable dentures. There is now an orthodontist within the practice who almost exclusively treats adults, as invisible braces become more and more popular. People are now moving away from wanting a false ‘Hollywood smile’ but want to rectify problems with their natural teeth, which may not have been addressed when they were children. “High speed invisible braces are the new way forward in cosmetic dentistry,” enthuses Will.

I am not surprised to hear that customer service is high on Will’s agenda as through my personal experience I found my whole visit from start to finish to be great – they make you feel that you are their most important patient and they want to make the whole experience good; you don’t feel rushed and everything is explained to you in detail. Will insists that the patient’s journey is important to him.

Will is keen to work with businesses in the area and has open days so that people can look round the facilities and meet the team. He has loyal patients with some retired people, who have moved away, coming back from as far away as Cardiff and London for their treatment.

We talked about being part of CBD and Will said he has been very impressed with how CBD has engaged with all businesses regardless of how big the company is. He was particularly complimentary about the signage and the feel of the area, saying there is a clear identity for the District that highlights all of the possibilities within the area, whether you want to eat, drink, have your hair cut, buy a suit or shoes or in fact go for a dental check-up ...

My next appointment with Will Murphy Dentistry is in late summer; hopefully by then they will have some reward stickers available..... you are never too old for a sticker (or a lollipop – sugar free of course!), well that’s my view anyway!

www.willmurphydentistry.co.uk

Midlands Fashion Awards

The Midlands Fashion Awards in association with Style Birmingham Magazine will be held at The Penthouse, Birmingham on Friday 11th October 2013. The event kicks off with a drinks reception at 6.30pm followed by the awards. Colmore Business District based Lisa Shepherd Hair Salon is Hair Sponsor for the event. Founder and managing director of the Midlands Fashion Awards, Jenny Eason, talked to CBD Digest about the awards.

Why did you set up the Midlands Fashion Awards and how long has it been running for?

The Midlands Fashion Awards started as a one off fashion show in 2008 to support aspiring fashion designers seeking a fashion platform in Birmingham. After carrying out intensive research I found that locally there were no fashion shows or events to promote the new talent.

Over the past five years, the event has transformed into an annual awards ceremony that offers a wealth of opportunities to undiscovered talent. This includes emerging designers, make-up artists, stylists, aspiring models, bloggers, journalists and photographers who may want to cover the event. The event aims to showcase the work of these talented individuals to industry professionals and the media, helping the nominees to establish their own brand and receive local and national recognition for their work.

What are the categories for this year?

Across the six categories listed below, the awards recognise designers, make-up artists and stylists. The most outstanding nominees are selected by a panel of fashion industry professionals, who judge each category drawing on their experience within their own field.

What are some of the most exciting parts of the Awards this year?

For me, the most innovative fashion shows together with the wealth of fashion design creatives and their designs are always an exciting part of the awards. I am also excited about the new categories for accessories designers, make-up artists and stylists this year, which was a natural progression for the event.

Seeing the winners awarded with their trophy and the recognition they gain from industry professionals and the media is a great aspect of the evening. However, it is not just those that win an award that go onto forge their career in the fashion world, as all the nominees are able to benefit from the exposure the event provides.

In addition to the ceremony, there will be a drinks reception before the awards, offering a great networking opportunity for all who attend. There will also be an after party allowing the show to go out with a bang!

How will you be working with CBD based business, Lisa Shepherd hair salon, on the event?

We are excited to be working with the award winning hair salon and to have Lisa and her team on board as our official Hair Sponsor. We look forward to seeing the looks they will be creating for the catwalk shows.

www.midlandsfashionawards.co.uk

Midlands Fashion Awards Categories

- Independent Designer of the Year
- Emerging Designer of the Year
- Young Designer of the Year
- Accessories Designer of the Year
- Make-up Artist of the Year
- Stylist of the Year

Categories are sponsored by Style Birmingham Magazine; SIXTYNINEDEGREES Magazine; Curvaceous Magazine and Celebrity Make-up Artist, Jules Cardozo-Marsh; and fashion industry expert, Alison Lewy of Fashion Angel London.



New Hotel for the District

Michele Wilby meets Andrea Whigham, the general manager of the new Holiday Inn Express – Birmingham Snow Hill on Whittall Street in Colmore Business District (CBD)

I first met Andrea a few months ago when she gave me a sneak preview of what the new Holiday Inn Express will have on offer for business and leisure visitors to the District. I was struck by Andrea's enthusiasm and excitement for the venture, it was infectious!

Holiday Inn Express is an international brand that provides a focused service with a simple food and beverage offering. Although there are full bar facilities, a small dinner menu is provided giving guests the opportunity to bring in takeaways to the hotel or make use of the fantastic array of eating and drinking places within the District. Andrea is hoping to forge partnerships with local businesses, so that guests can order food in and also to help with the food offering within their conference facilities.

The hotel is 19 storeys high so has stunning views from the hotel windows and there is a great sense of space and light. Andrea said the company felt the new hotel is in a unique location and is ideally placed to start building a weekend visitor market; she feels because it is on the edge of the business district it provides an oasis from the hustle and bustle of the city. She wants to show guests with families how much there is to do in the city and what a great place it is to spend the weekend. Andrea sees CBD as a dynamic area and this redevelopment was an ideal opportunity to bring an iconic building back to life. She hopes that it will encourage an independent coffee shop to open close by the hotel to provide a service to the guests to the hotels in the area and also the office community who are located in One Snowhill and soon also to be in Two Snowhill.

Andrea is from Edinburgh and relocated to the city 10 years ago when she came to manage the Holiday Inn Express in Lionel Street.

She is a passionate adopted Brummie who loves living and working in the city.

Andrea is keen that the staff at the hotel became an integral part of the CBD community and they will be looking at collaborative opportunities to continue their charitable fundraising for the Children's Hospital and networking opportunities.

There has been a long process to select the staff for the new hotel, which is creating 60 jobs and Andrea is pleased that they have been able to support people getting back into work and have also taken on some modern apprentices through Birmingham Metropolitan College.

Nick Taplin, senior vice president at Interstate Hotels & Resorts UK (the management company for Holiday Inn Express), said: "It is evident from the run-up to opening that Colmore Business District is a real forward thinking organisation. We have been delighted by the level of support we've received and there has been some invaluable partnerships and connections made through CBD." From a personal point of view Andrea feels that CBD is the "oil in the engine," she was grateful for the introductions that had been made for her and she said that we have helped her to use her time more efficiently through our work, which is fantastic news!

The hotel opens on 17th June and all members of the CBD community will be eligible for a 10% discount. For further details or to discuss your accommodation needs call reservations on 0121 647 3999.

www.hiebirmingham.co.uk

CBD DIGEST

Summer 2013 Competition

For a chance to win an overnight stay for up to two adults and two children at Holiday Inn Express - Birmingham Snow Hill with a family ticket to Cadbury World, simply send the answer to the below question to Tahreen Kutub: tahreen-k@colmorebusinessdistrict.com.

Name the general manager of Holiday Inn Express – Birmingham Snow Hill, interviewed for this edition.

Terms and conditions
Competition closing date is Friday 30th August 2013. Entries must be received by this date.
The winner will be chosen at random from all correct entries.
The winner will be announced in the next issue of CBD Digest.

Spring 2013 edition's COMPETITION



Winner!

Andrew Golder from Barclays is the winner of our Spring 2013 competition, winning a three course meal for two with a bottle of house wine at Primitivo on 10 Barwick Street, Colmore Business District.



LOVE IT!
STUDIOS

Newly opened in Colmore Business District, Love It! Studios offers three services all under one roof. Open 8am-8pm, seven days a week it's perfect for Birmingham's busy professionals.

Hair

Love It! Studio's contemporary hair salon caters for time precious professionals who want to fit a hair appointment in around their working hours. Open 8am-8pm you can pop in for a brand new look, a simple trim, creative colour or just a quick wash and blow dry.

Make-up

The talented team of make-up artists are trained to give you a great look for a special event or just a night out on the town. They will cater your look to the event and give you hints and tips to take home on how to achieve the perfect smoky eyes, flawless foundation or luscious lips.

Photography

Love It! Studio's team of professional photographers will capture you at your very best. Using a variety of sets and styles they will turn you into a celebrity for the day. Whether you want a stunning portfolio, a family portrait or just a professional profile photo, Love It! Studios can cater for all your requirements.

INTRODUCTORY OFFER
25% OFF ANY SERVICE

Whether you want all three or just one of their services why not pop in and say hello for a complimentary consultation and take advantage of their **introductory offer of - 25% off any service**. Quote **CBD06** when booking.
Offer expiry: 31st August 2013

55 Newhall Street, B3 3RB (few doors down from All Bar One)

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www.loveitstudios.com

Findings

Photography Exhibition

Ends Friday 19th July

Church Street Square (Colmore Business District) and St Paul's Square (Jewellery Quarter)

An outdoor photography exhibition of 50 new pinhole images taken by internationally acclaimed photographer and artist, Tom Hunter. The images show spaces and places that are both everyday and architecturally significant to be found in the city's Colmore Business District and Jewellery Quarter. See pages 22-23 for further details.

www.colmorebusinessdistrict.com



Friday 12th July to Saturday 13th July
Victoria Square, Birmingham

Back for a third year, the CBD Food Festival showcases the fantastic food and drink offering in Birmingham's business quarter, Colmore Business District. The festival will include live cookery and drink making demonstrations from top chefs, mixologists and baristas in the District, live jazz and blues music, outdoor theatre and choir performances.

See pages 13-16 for further details.

www.colmorebusinessdistrict.com

Peter Pan, The Never Ending Story

Friday 20th September to Sunday 22nd September

The NIA, King Edwards Road, Birmingham B1 2AA

Starring Stacey Solomon (X Factor and winner of I'm a Celebrity Get Me Out of Here), Peter Pan, The Never Ending Story World Arena Tour is a high-flying, hi-tech fantasy adventure that combines the drama and excitement of live theatre with the epic visuals of a blockbuster movie. See website for times and ticket prices.

www.thenia.co.uk

Disney's The Lion King

Friday 28th June to Saturday 28th September

Birmingham Hippodrome, Hurst Street, Southside, Birmingham, B5 4TB

Disney's The Lion King is a worldwide theatrical phenomenon, seen by over 65 million people and still drawing sell-out crowds at London's Lyceum Theatre in its 14th year. In June 2013 this acclaimed production will begin a limited season at Birmingham Hippodrome as part of its first UK tour.

See website for times and ticket prices.

www.birminghamhippodrome.com

George Catlin: American Indian Portraits

Friday 12th July to Sunday 13th October

Birmingham Museum & Art Gallery, Chamberlain Square, Birmingham, B3 3DH

During the 1830s Pennsylvanian-born artist George Catlin (1796-1872) made five trips to the western United States to document the Native American peoples and their way of life. The resulting portraits have become one of the most extensive, evocative and important records of indigenous peoples ever made.

www.bmag.org.uk/events

Faulty Towers: The Dining Experience

Tuesday 24th September to Saturday 28th September

Presented at The REP Banqueting Suites - a new conference facility in The REP's home on Broad Street B1 2EP, which reopens on 3rd September 2013.

Join Basil, Sybil and Manuel for a dining experience with a difference. Enjoy a meal in the company of these classic comedy characters and witness the inevitable chaos!

See website for times and ticket prices.

www.birmingham-rep.co.uk

Summer Open Evenings

Thursday 4th July, Thursday 1st August

Birmingham Museum & Art Gallery, Chamberlain Square, Birmingham, B3 3DH

Come along to themed weekday open evenings at Birmingham Museum & Art Gallery in Colmore Business District. Enjoy live music, meet the curators, take a tour of the gallery and see some of the city's rich and global heritage at the cultural heart of Birmingham.

For more information call 0121 303 1966 or visit www.bmag.org.uk/events

National Children's Orchestras of Great Britain

Saturday 24th August

Town Hall, Victoria Square, Birmingham, B3 3DQ

Join the NCO's Under 12 Orchestra at Town Hall as they perform an exceptional classical programme. With a maturity and finesse that belies their age, be inspired by the talent of these remarkable young players.

See website for times and ticket prices.

www.thsh.co.uk

CBD Presents Moseley Arts Market

Thursday 26th September, Friday 13th December
Birmingham Cathedral Grounds, Colmore Row, Birmingham, B3 2QB

Visit Moseley Arts Market in Colmore Business District. Talented local and visiting designers & makers present high quality handmade products, including photography, illustration, glass and wood products and textiles.

See website for times.

www.colmorebusinessdistrict.com

Birmingham International Jazz & Blues Festival in Colmore Business District

Monday 8th July to Saturday 13th July

Various outdoor locations in Colmore Business District (see schedule on page 19)

Enjoy live jazz and blues performances in outdoor spaces in Colmore Business District. This year marks the fifth consecutive year in which CBD has participated in the Birmingham International Jazz & Blues Festival. The city wide festival takes place from 5th to 14th July. See pages 18-19 for further details.

www.colmorebusinessdistrict.com

Tell Me About Your Ex

Tuesday 3rd September to Saturday 7th September

The Old Joint Stock Theatre, 4 Temple Row West, Birmingham, B2 5NY

Tell Me About Your Ex is a new play from The Old Joint Stock Theatre, made up entirely of stories from the Birmingham public! Funny, scary, sad and uplifting - this will be a show like no other!

See website for times and ticket prices.

www.oldjointstocktheatre.co.uk

War Horse

Wednesday 16th October - Saturday 9th November

Birmingham Hippodrome, Hurst Street, Southside, Birmingham, B5 4TB

A powerful and uplifting story of young Albert, his beloved horse Joey, and the unimaginable obstacles they overcome both individually and together.

See website for times and ticket prices.

www.birminghamhippodrome.com