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ARE INVITED**

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**SOMETHING**

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*HUGLE*



# THE GOODSYARD

*PROUDLY 7Q | EST 2023*

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THE  
GOODS  
YARD



**“ Sometimes if you  
want something to  
exist you have to  
make it yourself.”**

---

*Dear,*

*Photographer, Author, Director, Barista,  
Bartender, Chef, Dancer, Stylist,  
Model, Friend, Lover, Campaigner, Feminist,  
Neighbour, Tailor, Jeweller, Barber, Volunteer,  
Curator, Artist,  
Poet, Architect, Anarchist,  
Sommelier, Singer, Philosopher, Potter,  
Bartender, Historian, Influencer, Craftsman,  
Dog-walker, Researcher, Sculptor,  
Journalist, Actor, Florist, Baker, Gardener,  
Grower, Entrepreneur, Athlete,  
Nutritionist, Therapist, Tattooist, Publisher,  
Interior Designer, Thespian, Boxer,  
Marketeer, Pinball wizard, Yogi,*



**Fearless  
Modernity  
Meets**  
*Centuries  
of Craft*

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**A New  
Manifesto  
for the**  
*Jewellery  
Quarter*

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**“INSERT YOUR IDEA HERE”**

*(wild imaginations warmly welcome...)*



“STYLE IS THE ANSWER TO  
EVERYTHING. IT IS BETTER TO  
DO A DULL THING WITH STYLE,  
THAN A DANGEROUS THING  
WITHOUT IT”

“LIVING WELL  
CAN BE AN ART”

COLLABORATION  
IS THE ANSWER,  
COMPETITION THE  
ENEMY

“GREAT DESIGN IS A FORM OF GOOD MANNERS”

BE BOLD, BE BRAVE, BE FEARLESS

LIVE IN THE PRESENT AND  
FUTURE ALL AT ONCE -  
RESPECT AND CELEBRATE  
(Y)OUR HERITAGE

THE OLD LLOYDS BANK, GREAT HAMPTON STREET





17 new commercial spaces  
seeking brilliant businesses



395 new homes to rent

A new public Square  
for everyone to enjoy



Events created by local  
tastemakers



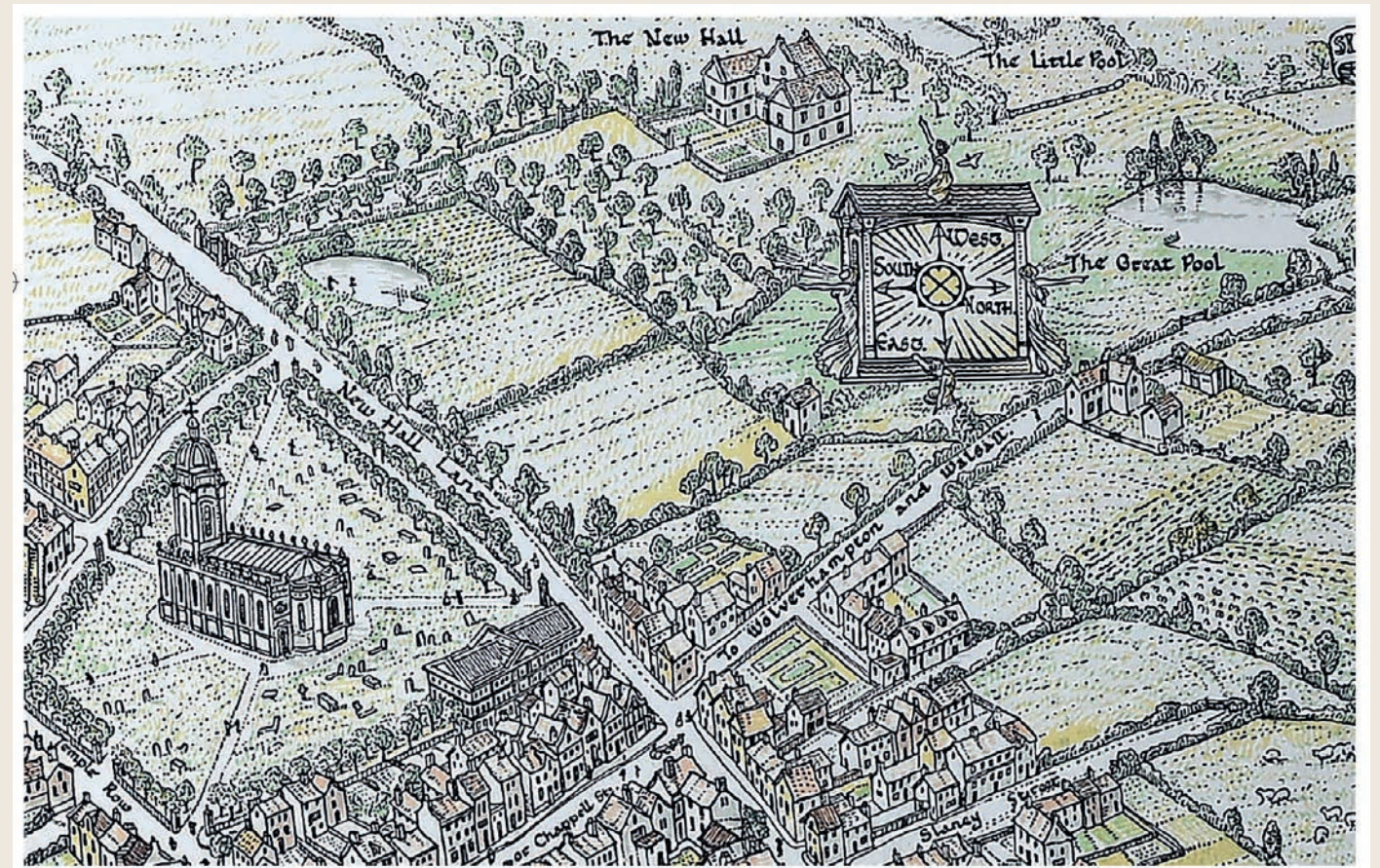
**FILLED WITH  
GEMS FROM  
DAY ONE**

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# JEWELLERY QUARTER – FROM COUNTRY ESTATE TO CENTRE OF INNOVATION

By Jonathan Berg



Colmore Estate, 1730: The family estate of the Colmore family with their home Newhall still visible with its tree-lined boulevard, known today as Newhall Street.

*In 1980 we were in need of a couple of wedding rings. Being relatively new to Birmingham I asked work colleagues where the Jewellery Quarter was - but no one really knew. In the 1980s the Jewellery Quarter was not a place many visited unless you worked there. In the end, armed with the name Warstone Lane, we found ourselves in Rob Turley's workshop. He sorted us a couple of rings, selling them to us after first placing them on a pan balance and checking the price of gold with a quick phone call.*

*Birmingham is known as a city of continuous change and this is certainly reflected in the history of the Jewellery Quarter. In medieval times this was the grounds of St Thomas' Priory, sold on by Henry VIII after the*

*reformation and becoming the country estate of the Colmore family. In the Georgian period the Colmores moved to London, dividing their land into development leasehold plots as they left. From the early Victorian period the Quarter was built on local inventiveness and entrepreneurship. Larger factories developed, often producing small metal items, known as 'Birmingham toys', for sale across the world.*

*The success of Birmingham still includes the historical ability to start up a business based on innovative ideas. George and Henry Elkington provide an impressive example which changed the world. The Elkington cousins realised that traditional Jewellery Quarter methods of*

*manufacturing plated-ware were hazardous to health. They set up a small factory in Newhall Street with new plating processes, using boiling solutions of metal salts. Then, bringing together the ideas of others including Volta and Faraday, they finally invented electroplating. In September 1840 with patent No. 8447 in place they built huge factories to commercialise their inventions. Indeed, your mobile phone, filled with its electroplated components, works due to Birmingham's Jewellery Quarter!*

*Inventiveness moving to mass production was seen in other areas, for example techniques for mechanical pen nib manufacture saw Birmingham's Jewellery Quarter...*





*...dominating world production for many years. At its height as many as 30,000 people worked in Jewellery Quarter industries. While many were employed in large factories, around fifty percent were either self-employed or worked in smaller family businesses. As the Quarter developed the pressure on industrial space saw residential developments, such as the estate of Colonel Vyse around Pitsford Street, converted for industrial use, with extensions and 'shopping' the name for smaller factory units built in courtyards to increase production space.*

*This fine-grain street scene that can be experienced today has been retained in part due to the designation of the Quarter as an Urban Village in the later part of the twentieth century. The modern Jewellery Quarter is Europe's largest centre of jewellery production, with the Birmingham Assay Office hallmarking around 12 million items a year.*

*Developments today aim to ensure that unique aspects are retained as the Quarter plays a key role in the modern city. Certainly, continued success will depend on ensuring that it is a place that sees innovative ideas and ways of working as central to the future.*

**Jonathan Berg is a Birmingham-based photographer, author and historian.**

**[positivelybirmingham.co.uk](http://positivelybirmingham.co.uk)**



TURLEY'S JEWELLERY REPAIRS, WARSTONE LANE



Baskerville Regular

*Baskerville Italic*

**Baskerville Bold**

***Baskerville Bold Italic***



Baskerville. After a death almost as eventful as his life – he was finally laid to rest in Warstone Lane Cemetery Catacombs opposite The Goodsyards.



## NEIGHBOURHOOD

The Jewellery Quarter is one of Birmingham's most desirable places to live – architecturally unique and home to some of the city's greatest creative talent and brands.

Expect city living with a relaxed urban village vibe.

We're building a creative community at the heart of it.



ST PAUL'S SQUARE, JEWELLERY QUARTER









*Gladman & Norman Ltd*  
**BADGES MEDALS PLAQUES**

NO PARKING  
LOADING BAY  
IN CONSTANT  
USE!







Est - 1972

 SPECIALISTS  
DIAMOND



 DIAMOND





## Eat & Drink Well

- 1** The Goodsyard
- 2** Rose Villa Tavern
- 7** The Jam House
- 10** Tranquil 1992 Coffee Shop
- 11** Birmingham Whisky Club
- 12** Urban Coffee
- 13** The Wilderness
- 14.** Folium Restaurant
- 15** 1000 Trades
- 16** Lucky 7 Cocktail Bar
- 17** The Button Factory
- 18** The Rolling Mill
- 21** Jeweller's Arms
- 22** 40 St Paul's Gin Bar
- 23** St Paul's House

## For The Culture Vulture


- 1** The Goodsyard
- 3** School of Jewellery
- 4** Pen Museum
- 5** Royal Birmingham Society of Artists
- 6** St Paul's Church
- 8** The Blue Orange Theatre
- 9** Museum of the Jewellery Quarter
- 24** Warstone Lane Retail Jewellery Shops

## Feel Beautiful

- 19** Nails Bab
- 20** Hazel & Haydn



# Look for



*Some of the area's most prominent brands, artists and creatives spill the tea on what you need to know, where you need to go and their JQ story.*







# THE COFFIN WORKS

## EST 1894

*Sarah Hayes, Museum Director (Coffin Works)*

**Not many places have a museum dedicated to coffins, can you tell us a little bit about the Coffin Works and its history?**

The museum is actually all about coffin fittings, so rather than the coffin itself, it's focussed on the adornments such as the handles, plates and ornaments. But the main reason I love it is because it's a time capsule! It preserves the contents of the former Newman Brothers' Coffin Fittings manufactory established in 1894. It's a remarkable survival of not only the contents, but also the building itself and the machinery, much of it still in working action.

It's also the only surviving example of a purpose built Victorian coffin fittings manufactory in the country, made even more special owing to the fact that Birmingham was the centre of this trade. And Newman Brothers didn't just make any old coffin fittings, they made the very best and supplied the royal undertakers for most of the 20th century. Many a king, queen and prime ministers' coffins were adorned with fittings from this factory in Birmingham. So, the factory for me really emphasises Birmingham's industrial dominance and its position as the city of a 1000 trades.

**What's your insider tip for the new resident or business to the JQ?**

I think being willing to partner with other businesses and not seeing them as competition, but as allies, is key. We're stronger together and one of the Coffin Works' aims this year is to work with a diverse group of businesses, not just heritage organisations and develop our events offering.

**Why do you love the JQ?**

My first museum job was here, I was a tour guide at the Museum of the Jewellery Quarter whilst I was at Uni. It got me hooked and the JQ feels like it's part of my DNA now. I've seen it change so much and for me, always for the better. Part of the reason I love my job so much at Coffin Works is its location. It's 'town' but 'not town', as it's a slower pace of life and the JQ community is what makes it special.

**You've got an hour to relax, tell me how you'd spend it?**

I'm grabbing a coffee from Urban Emporiums and then going for a walk through Warstone Lane Cemetery or Key Hill Cemetery. I particularly love it in the spring when the bluebells are out. There's a spot in Key Hill that I visited a lot during lockdown and when the sun is shining it's a sanctuary.

**If you want to grab a low-key dinner, where would you go?**

I've got to say it has to be Arch 13. I love how friendly the team are, it is well priced and dog friendly too! I don't think there's anywhere quite like it in Brum, and I always take family who are visiting from out of town to this spot.



**Where do you shop if you're picking up a gift or two?**

Sticking with the same spot, I always head to Connolly's in Arch 13 to grab a bottle of wine. An added bonus is that I can get Ed's advice on the latest beers he's tried or wines he's recommending.

**And finally, where are you taking me for a drink?**

I love an old building and The Shakespeare on Summer Row is exactly that so it has to be there. It's over 150 years old and you can see that charm inside the building with its slightly crooked floor and original features. Its not just the interior that has a warmth and charm though, the team always make you feel welcome and the beer selection is second to none.

**Visit The Coffin Works. 13 - 15 Fleet Street. B3 1JP.**

[www.coffinworks.org](http://www.coffinworks.org)

*“Many a king, queen and prime ministers’ coffins were adorned with fittings from this factory in Birmingham.”*



# GQ (JQ) SOMMELIER OF THE YEAR

*Sonal Clare, Wine Director at The Wilderness Restaurant*



## **How much of an influence has the JQ been on your business?**

It's hard to imagine us being anywhere else. Our restaurant is pretty different from the standard fine-dining restaurant — being in an old factory is a massive part of that. Most of our team live in the JQ too so it's very much the centre of our universe. Guests travelling from outside Birmingham love the fact that we're here in this weird mix of old and new — it gets them to spend time in a super interesting part of the city.

## **And why do you personally love the JQ?**

It's an energy. The JQ might be just a 10 minute walk from the city centre, but it's light and day. We do things more relaxed here — and there's lots of green space when you need a moment. There's also lots of great spots for a drink, or three.

## **Favourite restaurant?**

My Mum is in Wolverhampton so I often jump on a tram from the JQ and go see her — there's lots of great Desi pubs there! In the JQ — I can't say The Wilderness can I? — Hockley Social is pretty cool, and there's variety there.

## **I need a great Birmingham gift, where should I go shopping?**

Arch 13 is 5 minutes from my house and has lots of good wine. Who doesn't love wine? Get wine.

## **Finally, where are you taking me for a drink?**

Arch 13 for just a glass, or Actress & Bishop — I've been known to be there til the early hours after service. Close to work, close to my apartment, open late. It's a winning combination.

***Visit Sonal for some grapes at The Wilderness. 27 Warstone Lane. B18 6JQ.***

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







# ARCH 13

*Abi Connolly, Owner of Arch 13*



*“We have amazing regular guests that consider us their local, and we couldn’t be happier to have created a neighbourhood wine bar just a stones-throw from the city centre.”*

**Arch 13 and Connolly’s have been part of the JQ DNA for some time now, but how has the JQ shaped what you do?**

Whilst the bar has been here for almost 6 years, the shop itself moved to the JQ from central Birmingham in 1991, it’s safe to say we’ve seen the JQ change considerably over that time. When we first put the bar into place, we thought we’d be attracting the corporate clientele of the offices nearby, but we quickly realised that whilst we still get some of those corporate guests, we’re a neighbourhood bar at heart and community is the key to so much that we do.

We have amazing regular guests that consider us their local, and we couldn’t be happier to have created a neighbourhood wine bar just a stones-throw from the city centre. As we grow, we’re really putting a focus on putting the JQ at the heart of everything we do; whether that’s holding our big tastings at St Paul’s Church in a bid to raise money for their new roof or creating a safe place for residents within our walls. Our goal for 2024 is to bring and do more for the Jewellery Quarter.

**What makes the JQ unique?**

It’s a neighbourhood unlike any other in Brum. Community is at the heart of everything. You’re just outside of the city centre but you also have everything you need on your doorstep. I think most people that work or live in the JQ just want to see it thrive, the people here support their local indies and it shows by how many small businesses are opening. At the same time, it remains a retreat away from the hustle and bustle of the city and life is just a little more relaxed around here.

**Favourite restaurant?**

There are so many, but right now it’s got to be Folium. Lucy and Ben are incredible, Ben is cooking at the very top of the game at the moment and Lucy is an absolute front of house superstar. It’s a treat for sure but I can’t recommend it enough.



**Where are you taking me for a drink?**

We could go for a cocktail or several at Lucky 7. Rob and Kyndra produce some sensational drinks, and they’re open on Mondays, that’s a win in my book.

**You’ve got 1 hour to relax, tell me how you’d spend it?**

I’m going to see the ladies at Nails Bab to get my trotter hands taken care of. They’re absolute artists in that place, even went there for my wedding nails.

**Finally, I need a local gift, where should I shop?**

Pop and see Alex at Ivy and Rose Gifts. She’s absolutely lovely and sells some wonderful cards and gifts.

***For all your wine needs Arch 13. 220 Livery Street. B3 1EU.***

***www.arch13bar.co.uk***



# B18 LEATHER

*Deborette Clarke, Educator / Designer / Maker*

*“I love that this area has always been full of makers - predominantly jewellery but other creative industries too...”*

## **First up, can you tell us a bit about what you do?**

I work with leather; I hand craft small leather goods, I undertake commissions and I deliver workshops too. Check out B18 Leather and Deborette Creative for more on that side of my practise.

I'm also one half of Greenwood Presents which is an inclusive platform for small and emerging creatives to showcase their work and network. We've delivered exhibitions at RBSA gallery and also markets at Hockley Social Club. Finally I'm also part of a maker-collective called Quartermasters, working on a whole host of projects with established JQ makers Tina Francis and Frilly Industries

## **Why do you love the Jewellery Quarter?**

I really love the history and the architecture of the JQ, as well as the vibrant creative community that thrives here. I love that this area has always been full of makers - predominantly jewellery but other creative industries too - that's what makes it special, and it's part of the reason I fell in love with the place.

## **Where should I go for dinner tonight?**

It has to be Syriana Restaurant. I absolutely love the food, I've been going there on and off for years.



## **If I need to shop for a gift, where are you recommending?**

I would send you to Summer and Silver on Vyse Street- gorgeous and really affordable silver jewellery. I have quite a few pieces from them as they've been in the JQ for ages.

## **You've got an hour to relax, how are you**

## **spending it?**

I love riding around the JQ on my bike, I'm definitely a fair-weather cyclist though. There are loads of places I love to stop for a drink- I love Damascena and Viela, those are my 'go-to' stops at the moment.

***Find out more about Deborette and shop her creations at***

***[www.b18leather.co.uk](http://www.b18leather.co.uk)***



*“The community is **HUGE** for me, it’s community that means areas thrive, I have given my time to organising community events to bring us all together, raise money for different charities and so on.”*



# HAZEL & HAYDN

*Dale Hollinshead, Owner of Hazel and Haydn hair salon*

## **For the uninitiated, tell us about Hazel and Haydn? Who visits H&H?**

Our client base is rather diverse I think helped by the Jewellery Quarter having so many different industries and age groups. We’re a fully inclusive space that always welcomes you with a smile and great service.

## **How much of an influence has the JQ been on your business story?**

It’s been huge, I started in the JQ and I’m still here, the Jewellery Quarter has literally grown with me, we opened in 2011 and the change in the area over the years is massive, that’s brought more people to the area allowing us to grow to where we are, we’re a strong community that helps each other.

## **You’ve been a massive advocate for JQ life – including organizing epic festivals in St Paul’s Square. What does the JQ community mean to you?**

The community is **HUGE** for me, it’s community that means areas thrive, I have given my time to organising community events to bring us all together, raise money for different charities and so on. I’m always looking at new ways to give the people of the Jewellery Quarter new and exciting things that brings us all together.

## **Why do you love the JQ?**

There is loads to do! A great selection of wonderful places to eat, creative avenues such as pottery studios (like Pavlov Ceramics) where I’ve done a couple of excellent 6 week courses.

## **Favourite restaurant?**

The Wilderness for sure! LOVE IT, great food, a wonderful team and a brilliant experience. For something quick I’d say Saint Paul’s House; good food along with a nice all round experience. It’s a favourite after work haunt for me.

## **After you’ve done my hair, where are you taking me for a drink?**

I’m taking you to 1000 Trades JQ for a glass of red on one of the three tables in front of the open fire. The perfect place in winter!

## **You’ve got 1 hour to relax, tell me how you’d spend it?**

Perhaps a yoga class with Maria at Joie Yoga Studio or pilates with Rachel Peppin Parker Pilates at Cool Pilates. Rachel used to be a principle dancer for Birmingham Royal Ballet!

***Book your next trim with Dale at Hazel & Haydn. 25 Caroline Street. B3 1UE.***

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



what could

you do here?











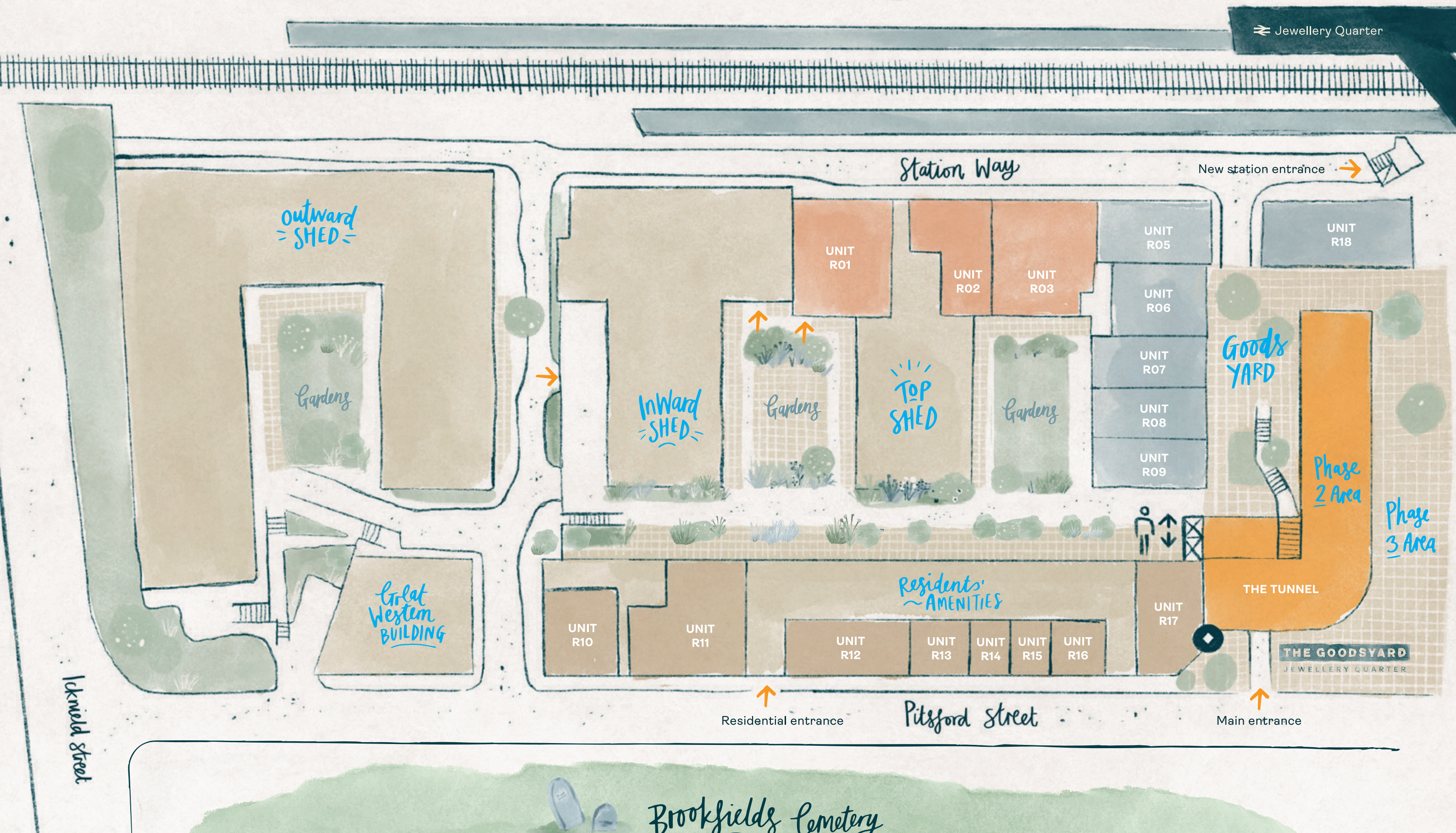






Key Hill Cemetery

Jewellery Quarter



Brookfields Cemetery



*Here's to all the hard  
work, big plans, and the  
sketchbooks filled with  
dreams*

*Here's to the all the work  
that nobody sees, and the  
sketchbooks filled with  
dreams.*

*Here's to believing in  
something with everything  
you have, here's to defying  
the odds..*

*Here's to building something  
amazing.*

*Here's to the story only you  
can tell.*





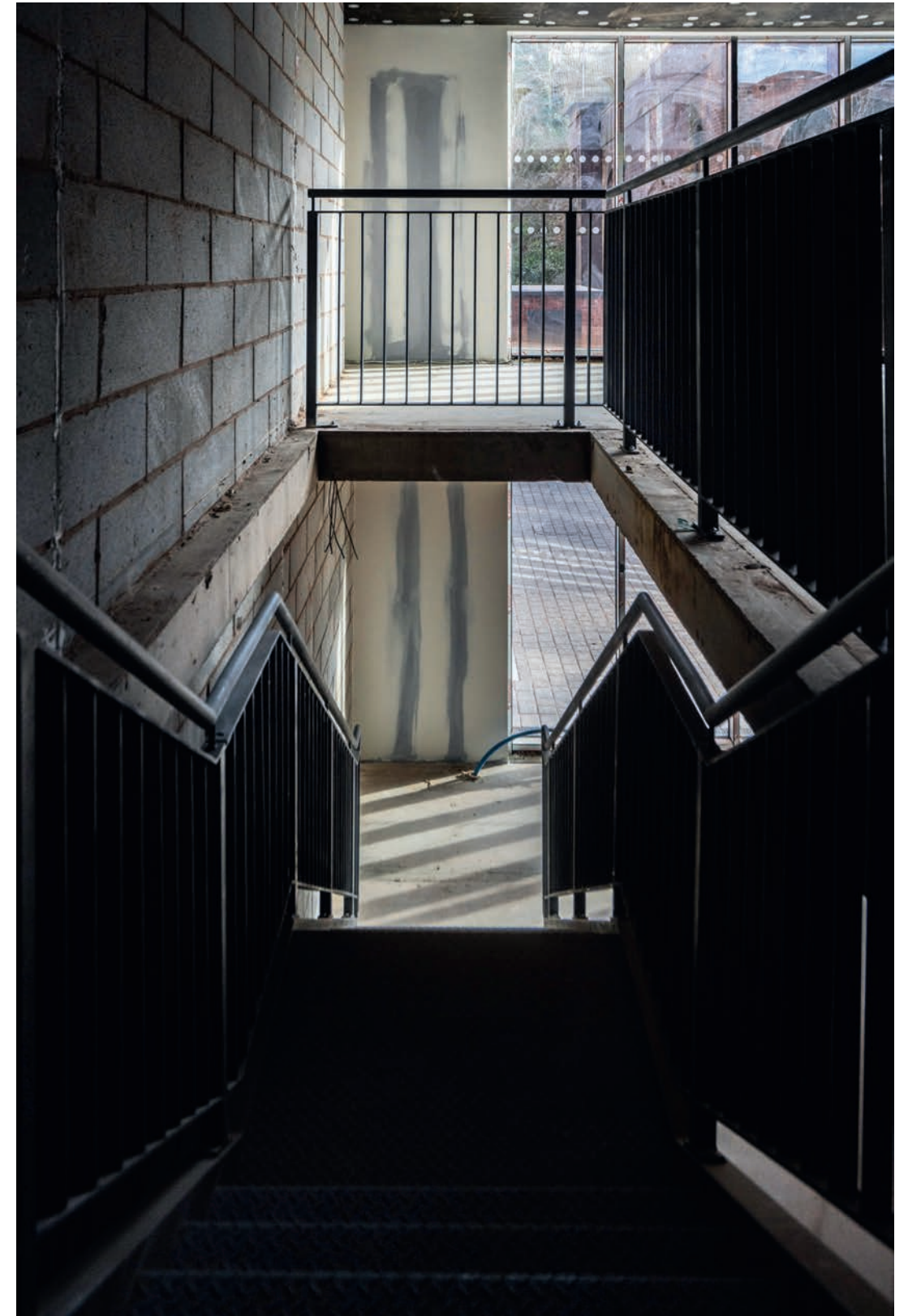




# TELL US YOUR STORY

We want The Goodsyards to be a place where brilliant stories come to life – we're seeking businesses and visionaries to set up shop as part of our community.

We understand business can be hard so you can expect unparalleled support as standard to bring your vision to life.













**THE STORY**

**STARTS 2024**





WANT TO BE

PART OF IT?

THE BIG PEG, WARSTONE LANE



**GET IN TOUCH FOR A COFFEE**

**(OR BEER IF YOU LIKE)**



ST PAUL'S SQUARE



# Local Curators (at your service)

*Nobody knows a place like the people that live and work there. That's why if you want to visit or chat about joining us at The Goodsyards, you'll be able to reach out to one of our Jewellery Quarter based team who know the area better than anyone else. Our curators are your first point of contact if you're interested in joining our community.*



Alex Nicholson-Evans,  
[community@rough-diamond.co.uk](mailto:community@rough-diamond.co.uk)



Alex Claridge,  
[alex@rough-diamond.co.uk](mailto:alex@rough-diamond.co.uk)



Rachael Whittle,  
[rachael@rough-diamond.co.uk](mailto:rachael@rough-diamond.co.uk)



Jordan Quinlan,  
[jordan@rough-diamond.co.uk](mailto:jordan@rough-diamond.co.uk)



# *Retail & Hospitality*

## *Expertise every step of the way...*



**Louise Larking,**  
**Louise.Larking@fljtd.co.uk**  
**07814478560**

*Our local curators are supported by property specialists focused on exceptional retail and hospitality. Our team are on hand to guide and support through every stage of bringing your business to The Goodsynd - Louise and Maddy will be the friendly faces that guide you through the leasing process and answer any questions that may arise along the way.*



**Maddy Wright,**  
**Maddy.Wright@fljtd.co.uk**  
**07542025118**



## NOTES & IDEAS

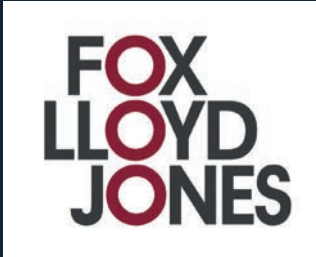
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*A new community by...*



*Letting Agent*



*Louise.Larking@ffjltd.co.uk*  
*Maddy.Wright@ffjltd.co.uk*

GD  
YD

**Anti Money Laundering**

Please note: in accordance with the Money Laundering, Terrorist Financing and Transfer of Funds (Information on the Payer) Regulations 2017 (as amended in 2019), we may be required to complete AML checks on all parties involved in the transaction and where appropriate an information document will be issued.

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Our grateful thanks to the brilliant local businesses and individuals who have kindly given their time and passion in pursuit of making good things happen in the Jewellery Quarter.