

# Did you know?

## Go Green

Solihull Faith Forum's Eco Group presents the "Go Green" Fair on Saturday 2nd July 2011 in Mell Square, from 10.30am-3.30pm.

The aim is to highlight environmental issues and for Green groups to raise their profile and increase membership and support. If you are interested in taking part, please contact Beryl Moppett at [beryl.moppett@virginmedia.com](mailto:beryl.moppett@virginmedia.com)

## Bus timetable changes

There have been changes to bus services 30, 42, 58, 71, 71a, 72, 73, 957 and 900.

For more information please contact Steven Turland, Travel Shop Manager, Station Road, or call National Express on 0121 254 7600.

## Shopmobility

Serving everybody with mobility problems in Solihull town centre.

• **19 Drury Lane:** Monday-Saturday, 9am-4.30pm.  
Call 0121 711 8701 for information.

• **Touchwood Orange Car Park:** Monday-Saturday, 9.30am-5pm, and Sunday, 11am-4pm. Call 0121 711 4231 for information.

Membership is £10 a year or users can pay for one-off hire of a wheelchair or scooter. Visit [shopmobilityuk.org](http://shopmobilityuk.org) for more information.

## British Legion

Solihull Royal British Legion welcomes new men and women members of all ages, whether they have served in the Armed Forces or not. There are excellent social and sporting facilities, plus real ales, home cooking and regular entertainment to be enjoyed in the comfort of the Legion's spacious lounge. Membership is £27 per annum and a British Legion monthly car parking pass is priced at £60 (sorry this offer has now sold out, but we will update you if any future spaces become available). Visit [britishlegion.org.uk](http://britishlegion.org.uk) for more information or contact Alan Eames on 0121 705 0742.

And why not get involved in the nationwide celebrations of the 90th anniversary of The Royal British Legion by hosting a Poppy Party on the weekend of 10th-12th June 2011?

Visit [www.thegreatpoppypartyweekend.org.uk](http://www.thegreatpoppypartyweekend.org.uk) to download a brochure, register your party or download sponsor forms and don't forget to let us know if you're planning to take part!

## Save on car parking

It is far cheaper to obtain a season ticket for parking in Mell Square and Marks & Spencer car parks than to pay every day. For more details, contact Mell Square Centre Management on 0121 704 3941. Alternatively, Solihull Council have season tickets available with prices from around £15 a week. Contact SMBC direct on 0121 704 8000 or e-mail [parking@solihull.gov.uk](mailto:parking@solihull.gov.uk)

## Jubilee Gardens Community Day

On 18th May, Patricia Willetts, the Environment Champion, is organising a Community Day at Jubilee Gardens, at the rear of Touchwood. Volunteers will be working closely with other communities to repaint benches, reseed the grass and generally tidy up. BID members wishing to take part should contact Patricia on 0121 704 6534.

## 'Touchwood Thursdays'

Touchwood has recently launched a targeted campaign to drive increased awareness of late night trading hours, until 8pm on Thursdays. The 'Touchwood Thursdays' campaign was launched with a full page advertisement in the Solihull News at the end of March, and features across all of Touchwood's current marketing communications.



## Look out for the next issue

Your next Solihull BID newsletter will include an update on **SPOTTERS: Solihull** - Prevention of Theft, Together Ensuring Retail Safety. This is the proactive retail crime operation for Solihull town centre, uniting police, retailers and Solihull MBC.

There will also be information on our forthcoming networking event and much more. Don't miss it!

**Photography:** Robert J. O. Elmer [www.rjphoto.webeden.co.uk](http://www.rjphoto.webeden.co.uk)

# Solihull

Issue 2

Solihull BID working for you

## BID springs into action



**Solihull BID is your Business Improvement District. Together, we have identified which developments will improve your trading area, created a business plan, appointed a team to manage the projects and begun implementing them.**

We also now have a new Chair of the Board, Paul Round, who says: "I am thrilled to have been elected as Chair of the Solihull BID Board. Having been involved in the BID since its inception, it is extremely rewarding to see so many fantastic projects coming to fruition. I am also looking forward to being significantly involved in the development of new initiatives, which I am confident will impact very positively on the future success and prosperity of the town centre."

**Shirley Sturzaker, BID Director, comments** "This is a very exciting time for Solihull BID. Our recent board meeting was a great opportunity to welcome the new Board of Directors who will represent the interests of the business community of Solihull. We are very privileged to have such a great team of proactive people with such a diverse set of skills and a wealth of experience in their field. I look forward to working with our new board to deliver the projects our businesses voted for, to make a difference in Solihull."



## What's happened so far? So far, so good!

Businesses in Solihull town centre have given a warm welcome to Solihull BID, and have been highly supportive - providing us with useful information on our data capture exercises and Business Exchange Feedback forms. There has also been a great response to the Town Hosts: Solihull's new friendly faces supporting visitors and businesses alike.



### The new Solihull BID board, elected 2nd March 2011

**Paul Round (Chair)**  
General Manager - Mell Square  
**Andrew Cole (Vice-Chair)**  
General Manager - Ramada Jarvis  
**Karen Morris**  
Store Manager - House of Fraser  
**Richard Dearden**  
Managing Director - John Lewis PLC  
**Paul Birkett**  
General Manager - Lend Lease  
**Susie Ankrett**  
Director - Plum Personnel Ltd  
**Peter Fowles**  
Managing Director - PNF Chartered Surveyors  
**Jim Harte**  
Service Director - Transport, Highways & the Environment - SMBC  
**Alan Sinnett**  
Senior Partner - The Wood Glaister Partnership  
**Rob Dickenson**  
Director - Walnut & Weave Ltd  
**Karen Winfield**  
Neighbourhood Inspector - West Midlands Police  
**Georgia Darlison**  
Branch Manager - Yorkshire Building Society



That's so the way to find out more.

### Contacts

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That's so Solihull

That's so Solihull

## Carnaby Street comes to Solihull

It was in Carnaby Street in the Swinging Sixties when 'boutiques' – small, independent, fashionable clothing stores – first opened their doors in the UK. Now they can be found in most towns and cities – and Solihull town centre is no exception. Anyone looking for trendy, retro, independent and the decidedly different, should look no further than Mill Lane and Drury Lane where you will find a selection of boutique retailers, including those featured below.



**Merc** began life in the 1960s in Carnaby Street itself – and now it's here in **Mill Lane**. A men's and ladies' clothing retailer inspired by the decade of the first Summer of Love, Merc is a showcase for the latest retro styling trend. Think of The Beatles, The Who and pioneering British fashion and Merc certainly fits the bill. And visitors won't just come for the clothes: they'll come for the memorabilia too – including a real vintage Lambretta!



One of the UK's Top 100 Rural Shops is now in town – in Mill Lane to be precise. **Aspire** is an independent retailer selling "everything a woman could dream of" and if she is dreaming of something unique, beautiful and vintage-inspired, then they're probably right. Aspire is a friendly, girly boutique disguised as an Aladdin's cave of fashion clothing, jewellery and gifts, and style-savvy fabulous shoes and bags. Top brands stocked include Orla Kiely and Tara Starlet.



Just around the corner in Drury Lane is **Toga + Loll**, which describes itself as being on a "fashion mission." The boutique stocks a vibrant, on-trend fashion collection of kimonos and kaftans in a delicious colour palette, produced by a women's co-operative in India. They use traditional craft and techniques to produce stunning individual pieces in what the store calls "a noisy and colourful style." Combining vintage and unique modern products from all over the world, plus avant-garde dresses and nostalgic costume jewellery, Toga + Loll is a great place to end a tour of the boutiques of Solihull – or a great place to start it.



## Four fresh spring starts

In this issue we focus on four businesses which are celebrating a launch, relaunch or refit in Solihull.

### Neal's Yard Remedies opens its doors in Solihull



Natural remedy and organic skincare pioneers, Neal's Yard Remedies, officially opened in Solihull on Friday 11th March. The new store is located at Poplar Arcade, Touchwood. Neal's Yard Remedies offers the UK's largest range of organic health and beauty care, as well as organic herbal teas, therapeutic herbal remedies, supplements and over 65 essential oils. Proprietor, Wendy Ashworth declared herself "really delighted to be open in Solihull and to share our passion with customers here."

### A new manager for the Saddlers Arms

New manager Kelly Blair is determined to build on the Saddlers Arms' reputation for great food and drink and an excellent programme of entertainment. Situated on the Warwick Road, The Saddlers Arms offers all the major live sports events on Sky Sports, shown on a number of large plasma screens. There is a fantastic atmosphere, and it's well worth a visit for a lunchtime snack or a great night out.



### Lush gets lush still

Lush makes Fresh Handmade Cosmetics and believes in "making effective products from fresh organic fruit and vegetables, the finest essential oils and safe synthetics." Their Solihull Store in Mill Lane had a refit in February to make it even more fabulous. To celebrate the makeover, Lush staff made fairy cakes and dressed up as film characters.



Left to right: Daisy, Louise and Rhianna



### TK Maxx – la-di-dah labels for less in Mell Square

Shoppers at TK Maxx's brand new store in Solihull can save up to 60% on the RRP of a wide range of designer and high street labels for women's and men's apparel, accessories and shoes. Helen Gunter for TK Maxx Solihull says: "Our boutique store offers a more intimate shopping experience, with the same big choice of high street fashion, but with little unique touches added with fashion lovers in mind."

### Spring-Summer Campaign

Reaching over **one million homes** through an exciting mix of outdoor, radio, door-drop inserts and experiential, we will be promoting Solihull in a way you have never seen before. Watch this space...



\* Please note: Until issued with a BID Business Exchange Card which is currently under production, to qualify for the offers, BID Members need to show a work pass, wage slip or ID. All offers are subject to the terms and conditions of each business. Exclusions may apply and offers may be withdrawn at any time. All discounts apply to full price purchases only. Please contact the individual businesses for more details. \*\* The offers for the next three months are: March – Ludas Dance Company, BID offer only £7 (normal price £10). April – Ha Ha Holmes, BID offer only £10 (normal price £15). May – King Pleasure And The Biscuit Boys, BID offer only £10 (normal price £14). \*\*\* Artists impression of door-drop insert only.

## The Business Exchange

Employees of Solihull BID businesses can now benefit from the newly launched Business Exchange project. A selection of the exclusive offers that are available are listed below and many more can be found on the BID website. Please note the terms and conditions below\* and visit [solihullbid.co.uk](http://solihullbid.co.uk) for details of all the offers and more information.

### Café Rouge

25% off Sunday to Thursday. Excludes Mother's Day, Easter and all Bank Holidays

### Regis

20% off all hairdressing services, excludes products

### Giraffe

20% off food bill Monday to Friday and Sundays after 7pm. Excludes Bank Holidays

### La Tasca

25% off food bill Monday to Friday. Offer ends 30.10.11. Excludes Bank Holidays

### Parkinsons

10% of full price items

### St Johns Hotel

10% off dining in Tempus Restaurant, 10% off weddings 2011-2012, 25% off leisure membership

### Footasylum

10% off non-sale items. Exclusions apply

### Fleur-De-Lis

10% discount / £15 per week on business flowers, including vase loan

### Solihull Arts Complex

Discounted tickets on selected shows, please contact the box office on 0121 704 6962 quoting 'BID offers' to find out more. There will be at least one BID offer per month\*\*

### Ramada Hotel

Free car parking when you spend £10 or more in the bar or restaurant

### Toga + Loll

10% off non-sale items

### Neal's Yard

10% off all items

### Swarovski

10% off full price items. Exclusions apply

### Castle Galleries

10% off