

Solihull BID

...working for you

issue 5

Get ready for a Golden 2012!



Shirley Sturzaker
Project Director

The BID team certainly saw out 2011 on a high, with significant progress made within the three strands of our business plan: Marketing, Accessibility and Safe & Secure.

We launched the first-ever Dining Week at the start of October which saw thousands of people visiting restaurants, bars and coffee shops in the Town Centre to sample a myriad of tastes and flavours from across the world.

Hot on the heels of Dining Week were two fashion events at the LG Arena, designed to create awareness and promote Solihull's fashion brands to 30,000 Rihanna fans. Following this success we, along with our SMBC partners, were awarded a £40,000 grant to improve signage for pedestrians from the train station into the town. This was based on the findings of a signage audit we commissioned in June 2011. The much needed new signage will be in place in the Spring and is designed to enhance the visitor journey into Solihull.

The BID also played its part in a series of retail crime initiatives, including additional CCTV monitoring and bespoke training sessions with our experienced Town Hosts.

Thank you to everyone who attended our presentation evening in November. Designed to keep all BID companies up-to-date with our progress against your business plan, it was a very important event for us and we plan to host several events throughout the year to keep you informed of our continued progress.

We launched our new BID website in December, packed with useful resources and information, a dedicated section for the Business Exchange Card and links to our evolving social media pages. 2011 was topped off by the launch of our sparkling Christmas marketing campaign, in the form of a specially designed silver purse tempting shoppers away from other retail destinations in Warwickshire, Worcestershire and the West Midlands. The campaign reached around 1.5 million homes and, as well as raising the profile of Solihull at a critical trading period, the campaign has boosted our data lists for use in future marketing campaigns.

Solihull was successful in bucking the national economic trend with both

Touchwood and Mell Square reporting an increase in visitor numbers compared with the previous year.

In the week leading up to Christmas Day visitor numbers were up by nearly 16 percent, while on Boxing Day there was an incredible 62 percent rise in the number of people passing through Touchwood's doors.

Mell Square Manager Paul Round said: "The period leading up to Christmas and the Boxing Day sales is obviously an incredibly important time of year for retailers and despite the economic downturn across the UK, signs for us here at Mell Square are looking very positive."

2012 promises to be a very special year for the UK, with the Olympics and Diamond Jubilee creating a festival atmosphere. Solihull will proudly play its part, making the most of the Olympic torch visit to the town and celebrating the Jubilee weekend with a host of events including our first ever Jazz & Blues Festival, followed by a Dance Festival in July. Both events are designed to bring visitors flooding in and boost the town's profile.

Watch this space...

Carolyn Pearce
Project Co-ordinator
Media & Online
Communication



Our Digital and Online media campaign is up and running! The revised 'Visit Solihull' website is now live and our own 'Solihull BID' website has also had a brand new look, featuring all the latest Business Exchange offers, current events and much more. We hope you will all like us on our 'That's so Solihull' Facebook page, where you will hear about latest offers and events, follow us on Twitter @solihullbid for business news and @thatssosolihull for events updates. For any details of the above please contact me on **0121 709 6954** or email carolyn@solihullbid.co.uk

John Timms
Town Host Manager



We have had a busy 2011 implementing the successful new initiatives to deter retail crime in the Town Centre. We can offer comprehensive training to your staff teams and focus on preventative distraction walkthrough operations at your request, helping elevate Solihull to be one of the safest places to visit, becoming a no go area for crime. If you wish to know more about the above, including information on the Retail Radios linked with the Solihull Retail Crime Initiative (SRCI) then contact John on **07875373800** or email johnt@solihullbid.co.uk

Melanie Palmer
Project Co-ordinator
Marketing & Business
Communication



The Business Exchange card has gone from strength to strength! The registrations are increasing each week, so don't forget to register yours to receive the additional weekly offers and updates through our Tuesday E-Shot. If you would like to join the Business Exchange, feature in the E-Shot, receive a card, or keep us up-to-date on your own business events then please contact me on **07969 891826** or email melanie@solihullbid.co.uk

That's so **Solihull**



Dining out on Success

The Solihull 'So Tasteful' Dining Week event launched in Mell Square on 1st October proved to be a gastronomic delight, enjoyed by thousands.

Well promoted through the publication of 70,000 glossy 'So Tasteful' dining brochures, local residents and workers reaped the benefits of a range of special offers and money off vouchers across the food and drink businesses. In addition, 13,000 Dining Week Passports with 'kids eat free' offers were delivered to over 40 local primary schools. Solihull's taste buds were certainly tantalised with an appetite for success for good food!

Blue skies and smiling faces greeted the Town Centre chefs at the launch, as they took to the stage to demonstrate their culinary skills and unique styles of cuisine. The demonstration kitchen proved a central focus throughout the week and provided a platform for over twenty restaurants and businesses to showcase their dining and taste influences from around the world.

From the St John's Hotel Head Chef demonstrating how to prepare and cook succulent scallops, to dancing with Giddy the Giraffe, the public responded with great enthusiasm, which resonated around the Town Centre.

Adding to the culinary experience, Bhangra dancers changed the pace midday and had the audience up on their feet trying out the latest Bollywood moves and a few



hours later the talented Salsa dancers taught the basic steps of their expert Latin moves to a willing crowd. Saturday's events flowed forward into Sunday, with the Jazz Brunch accompanied by the uplifting sounds from the 'Doctors of Jazz' performing from their vintage Morris Minor!

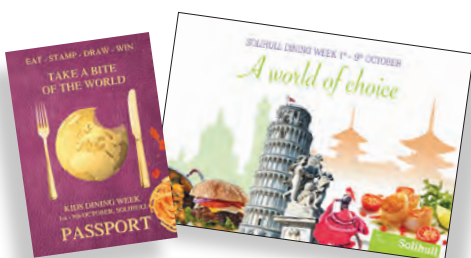
The week continued with a buzz of events and workshops taking place in Touchwood. Local schools were invited to attend mini master chef classes including Sushi school, cupcake icing, and designing their own pizzas.

The Kids Dining Week Passport proved equally popular as a ticket to travel the world of tastes in Solihull. Visiting restaurants of their choice, young diners were encouraged to explore new tastes, and collected stamps in their passport as proof of their journey, as well as receiving postcards for the colouring competition. The completed postcards were subsequently displayed at Solihull Arts Complex during half term week and our congratulations go to everyone who took part. The winners were Ella Weber-Brown, Katie Rowland and Sally Lowe who were thrilled to receive prizes kindly donated by Pizza Hut, Build a Bear, Cineworld, La Tasca and the handmade burger Co.

More than 4,000 vouchers were redeemed throughout the week, bringing new customers and direct benefits of the campaign to all the food and drink businesses. For example, the handmade burger Co. significantly increased sales with redemptions of 600 vouchers. Giraffe restaurant also witnessed an uplift in diners, as Manager Richard Pigott explained.

“**The Dining Week has been a really worthwhile event, enabling us to introduce new customers to the global cuisine of Giraffe. Over 300 vouchers were redeemed during the week increasing sales noticeably**”

A huge thank you to all the food and drink businesses which took part in the event, without your hard work and enthusiasm we could not have made this such a spectacular success. We are looking forward to planning the next dining event and have some very exciting plans in the pipeline. To see the video footage from the event please visit <http://vimeo.com/channels/solihullbid>





Rihanna...ana...ana

Thanks to the new partnership between The NEC Group and Solihull BID, some of Solihull's young high-street fashion brands showcased their latest collections to fans attending concerts of pop queen Rihanna.

The fashion extravaganzas were held on a catwalk in Forum LIVE – the LG Arena's pre-show entertainment space – on 15th October and 18th November.

Using professional dancers and models, exciting fashion shows were created to showcase the Autumn/Winter collections of Topshop, Serene Order, Parkinsons, Swank, Two Seasons, House of Fraser, Office, River Island, Aspire, Steven Quance, Fabulous, Swarovski, and Zara.

This was also a great opportunity to promote Solihull by capitalising on The NEC Group's powerful social media channels and utilising their database of 30,000 attendees to the event. Special thanks to all the retailers who took part, and also Simon Paul Hair and Beauty and John Lewis Chanel counter for styling the models for the event.

Go to <http://vimeo.com/channels/solihullbid2> for the video link.



Local Recipe

Roasted chicken breast, creamy mash, wild mushroom sauce - for 4 people



Situated on the Warwick Road, the Metro Bar is a classic, yet contemporary gastro haven with a buzzy brasserie feel for discerning diners. The award winning menu offers succulent steaks, grills, salads and pasta amongst other culinary delights. Whether sampling the finest old world wine, the wide selection of lagers, real ales and bottled beers from around the world, not to mention a cheeky cocktail, the Metro Bar is the perfect destination. Metro Bar & Grill, Warwick Road. Tel no 0121 705 9495

INGREDIENTS

- 4 free range/corn fed chicken breasts
- 1kg red potatoes
- 150g butter
- ½ pint cream
- 100g wild mushrooms (sliced/chopped so all similar size)
- 1 chopped shallot
- 2 finely chopped cloves garlic
- ½ pint chicken stock
- 2 sprigs thyme

METHOD

- Pan fry chicken breasts for 1 minute on each side on a high heat, transfer to oven dish/pan and cook in 160°C oven for 18 mins.
- Peel, chop and boil potatoes until tender, allow to drain and dry thoroughly, mash then add 100g butter and ¼ pint of cream, whip using a wooden spoon and keep warm.
- Melt 50g butter in a pan, add the thyme, garlic, shallot and mushrooms and gently

sweat for 2 mins. Add the chicken stock and reduce by half over a medium heat, add ¼ pint cream and again reduce all the liquid in the pan by half.

Place a portion of the mash in the centre of each plate, slice each chicken breast in half at an angle and place on the mash, spoon the wild mushroom sauce over.

Why not share your favourite recipes and images with us via our **Facebook (That's so Solihull)** and **Twitter (@thatsosolihull)** sites...



HEALTHY NEW YEAR... HAPPY NEW YOU!

The New Year brings with it a fresh new start which can be a daunting prospect after the party season.

Solihull Town Centre has a wide variety of facilities to help kick-start your positive New Year's resolutions with a touch of pampering thrown in! They'll also keep you energised, fit, healthy and feeling wonderful, both inside and out.

So what are you waiting for...
let the new you begin!



Why not energise your New Year with a new exhilarating sport? Snowboarding, Skiing, Surfing or Skating?

TWO SEASONS MELL SQUARE

Two Seasons is an impressive two-storey haven for ski, snowboard, skate and surf enthusiasts, and equally enticing for outgoing and active spectators who want to absorb the style and look of these amazing sports. Brands here include, amongst others, Element, O'Neill, Billabong and DC, together with an extensive range of sporting equipment. The professional team of staff are all amazingly talented and knowledgeable in their chosen sports and their expert advice and comments will definitely inspire you.

Paul – "I surf because... the wave of the day can make you forget all of your worries. When I'm in the water I just feel better."

Jozef – "I skate because... no other feeling comes close to the moment that you land that trick you've been trying all summer. With no rules to follow, skating gives you a sense of freedom of exactly what you want and not what a referee is telling you."

Sean – "I snowboard because... it's my release from the real world and its constraints. It's when I can concentrate the hardest, create the most and experience the truest form of fun. It's a cliché, but it is my way of life."

Business Exchange card holders can also take advantage of 10% discount offers at Two Seasons.

For an active life, visit Two Seasons in Mell Square, for further information: Tel: 0121 705 1227



● Indigo Spa, Drury Lane

● Located on Drury Lane, Indigo Beauty Spa is dedicated to helping you look and feel younger, improving your vitality and wellbeing, leaving you refreshed and rejuvenated.

● Business Exchange cardholders can now take advantage of a special introductory offer of **20% off all treatments** from 23rd January to 23rd February 2012. This includes the amazing Universal Contour Wrap (UCW) inch loss treatment, which is guaranteed to kick start your New Year diet and detox programme. Terms and conditions apply, see instore for details.



● **For further information Tel: 0121 711 4600**

● Clarins Red Rooms - House of Fraser

● "To help improve skin tone and texture, exercise regularly, try yoga and drink at least eight glasses of water a day", says manager Lin Taylor. Visit Clarins at House of Fraser to find out more about their treatments available.

● **Further information Tel: 0121 705 8111**

● BUPA HEALTH AND WELLNESS CENTRE

● The Bupa Health and Wellness Centre is a sublime sanctuary located on Station Road, offering a wide range of health services, with a strong emphasis on preventative intervention.

● This state-of-the-art centre is open to everyone wishing to improve their health and can be accessed without referral from a GP, or the need to be a BUPA member.

● Departments and services for individuals and the workplace include: health assessments and wellness programmes, physiotherapy, cosmetic treatments, specialist dentistry, dietician and occupational health clinicians. The popular run check and fitness test is also designed to help you live a longer, healthier and happier life.

● The Centre Manager, Emily Partridge, heads up a friendly team of specialists and top level clinicians. So for those of you thinking about a fresh new healthy start to the year, the Wellness Centre could be the changing lifestyle catalyst you are looking for.

● The centre supports the Business Exchange cards and would like to invite the first reader to phone them, on Tel: 0121 711 6400, for a pain free laser hair removal treatment worth £100. The following 50 callers will receive a free consultation and taster session.



● St John's Hotel Gym

● "New Year, New You" – Get fit, and keep that New Year's Resolution", says Thomas Massey.

● Receive one month's free membership when you join in January. When presenting the Business Exchange card – 25% off leisure membership.

● **Further information - Tel: 0121 711 3000**



● Tudor Grange Leisure Centre

● Do you want to get fit, but never seem to get around to it? Tudor Grange Leisure Centre with its 140 work station gym will give you the kick-start that you need!

● Philippa Reynolds' top tip: "Why not try exercising with a friend, this will help you to keep more motivated and achieve your results together." »



KCUK Hair and Beauty Day Spa, Mill Lane

KCUK offers to awaken your senses as you revive, relax and rejuvenate in an oasis of luxury and tranquillity.

For a new you this New Year, Krystle Conway suggests treating your 'partied out' skin to a Dermalogica prescribed facial, for a brighter, more youthful look. She also advocates revamping last year's hair colour with their exclusive Nutri Colour Creme Booster – which can add another four weeks onto your colour!

Solihull employees can enjoy **15% off full price treatments** plus an exclusive offer from 31.01.12 to 07.02.12 **50% off dermalogica facial.**

Further information
Tel: 0121 711 7373



Skin Deep

A friendly and professional nurse-led clinic, specialising in cosmetic treatments for skin care, rejuvenation and hair removal.

The clinical team offers cosmetic injections, specialist hair removal – including threading and state-of-the-art laser treatments – skin rejuvenation treatments such as microdermabrasion, chemical peels, pigment removal and beauty therapy.

Skin Deep also sells a range of cosmeceutical home care products that really 'do what it says on the tin'!

The team's top tip is to use sunscreen daily even throughout the winter, as it protects you and your skin from UVA, which is present all year round and causes potential cell mutation and collagen destruction.

To perk up your skin after the party season, Skin Deep is offering Business Exchange cardholders the opportunity to **try a microdermabrasion and Omnilux Revive for £45 (rrp £60)**

Further information
Tel: 0121 711 7038



“**Eat well, sleep well, stay active, and be positive**”

Teresa Lok, Holiday Inn



REGIS

Specialising in creative cuts and colour techniques from a team of expert stylists, Regis Hair and Beauty offers a 20% discount to Business Exchange cardholders on all services, excluding products. Emma Kent, manager at Regis House of Fraser explains, keeping your cut looking fresh is the secret and the top tip to having gorgeous hair. "Depending on your style, we recommend regular appointments every four, six or eight weeks, so it's always best to book ahead from one haircut to the next." Regis can also be found on Drury Lane.

Further information
Tel: 0121 711 8291
Drury lane Tel: 0121 705 6444



SixNineNine Creative Hair Design - Warwick Road

Gareth Jones gives his views: "The biggest thing for healthy looking hair at the moment is light weight nourishing oils which can be used on all hair types and include Redkens Argan-6 oil and L'Oreal Mythic oil at £14.95. In-salon treatments are a great way of fixing the hair from within and prices range from £5 to £15 for the L'Oreal Fiberceutic hair filling treatment, which was named 'Botox for the hair' and with continued use will promote less breakage and stronger ends."

Further information
Tel: 0121 711 7699

and copper for a dramatic effect. Soft warm golds, camels and coppers give the illusion of a full-head colour, particularly when intricately woven with fine pieces."

Simon Paul offers 20% discount on hairdressing services with the Business Exchange card.

Further information:
Tel: 0121 705 2002



The Face

2012 Brings shorter fringes, urban wave, bigger blowouts, glistening hair and the ponytail is back!

So whether you go with the vibrant BOLD colours predicted for the year or just a re-touch on your present colour – get the look you want at The Face and receive a 25% discount. Call **0121 705 6900** for an appointment.



Toni & Guy, High Street

"Refresh your partied out hair by making new changes. The New Year means new hair. Try adding a statement fringe or a splash of colour to your worn out ends", says Ryan Coates.

Further information:
Tel: 0121 711 7676

Simon Paul Hairdressers, Manor Walk

"Colours are deep, rich and luxurious. The classic winter colours of mahogany, auburn and chocolate will remain, but will be infused with lighter pieces of honey

Club Moativation, Holiday Inn

"Joining a health club is one of the most positive decisions you'll make and with Club Moativation, Solihull on your doorstep there's no reason not to get fit!", says Rachel Stanley, Club Moativation Manager, Holiday Inn. Corporate Membership is £30.95 per month with no joining fee and membership includes use of the gym facilities and swimming pool, sauna and

spa, plus 20 fitness classes to choose from. Free fitness assessment available on joining with re-assessments every six weeks. Three hours parking included when using the gym, plus food and beverage discounts within the Holiday Inn, Solihull. Thirty day written cancellation period applies.

Further information
Tel: 0121 623 9901



Join today with your Business Exchange card and receive £25.00 off straight away with NO JOINING FEE! And get your first 3 months full corporate membership for just £30.00 (Note: after three months a standard discounted rate of £34.00 will apply).

Further information -
Tel: 0121 705 6371





John Timms Update on the Solihull Retail Crime Initiative

We have recently welcomed three new Town Hosts to the team in Malcolm Milner, Darren Tonks and Emma Kidner. Since completing their training they have been working closely with our key partners at SMBC and West Midlands Police and have become familiar faces amongst businesses in the BID area.

With the benefit and support of a full strength team, John Timms, Town Host Manager, has been busy implementing new initiatives to deter retail crime in the Town Centre.

Specialist training for retail staff was identified by John as a key activity focus and was designed to reflect the influx of temporary Christmas staff from November onwards, who may have had minimal shop floor experience. The training programme was developed to raise the awareness

of retail crime at the busiest time of year and was welcomed by all retailers who took part. The sessions taught the staff to recognise the signs and techniques of shoplifters and how to spot something unusual which could indicate or lead to a crime being committed.

The training was carried out in-house to minimise trading disruption and each training session was tailored to the specific business needs. Over 17 retailers involving 300 staff signed up for the training, which was provided free of charge to businesses within the BID area.

As a direct result of the training, along with the preventative distraction walk through operations, we are pleased to advise that retailers are reporting this has assisted in the reduction of stock loss for the period.

Commenting on the Loss Prevention Training carried out by the Town Hosts, Leigh Chambers the manager at Topshop said: "The training was excellent and really informative. It certainly raised the overall awareness of the staff, and I would definitely have the training again in the future". John, who has worked closely with Town Host Malcolm Milner on the project, is planning to make this a permanent on-going service to businesses throughout the year.

Commenting he said: "The community spirit within the Town Centre and commitment to training is making Solihull one of the safest places to visit and a no go area for potential thieves."

Richard Dearden Q&A

Richard Dearden is the Managing Director of John Lewis in Solihull and an active board member for Solihull BID. He has been in the position for the past 18 months and has worked for the UK's leading retail company for 26 years.

Q1. As a board member for Solihull BID, what are the key elements of the BID you feel have had a direct impact on the Town Centre and John Lewis?

The Safe & Secure element to the BID has produced fantastic results. The Town Hosts provide a wonderful service to visitors, their visible presence helps shoppers feel more secure and overall provide a friendly face to the town.

The new signage will make walking from the train station to the Town Centre for pedestrians so much easier and the premium quality of the signs are spot on for Solihull.

The BID also provides a continually robust marketing strategy, noticeably increasing footfall to the Town Centre and John Lewis. The 'So Tasteful' Dining Week was excellent, promoting the wealth of places to eat and drink within the Town Centre.

Q2. John Lewis in New Street is due to open in 2014. What will be the main differences between the two stores?

The two stores will be similar in size, both full line department stores, although Birmingham will not have a dedicated car park as we do here. The Birmingham store will help to cater for the West Midlands' regions demand for John Lewis and will work well alongside the Solihull branch. In London we have five branches within close proximity of each other and they are a proven success story. The new addition in Birmingham will be a huge benefit to the West Midlands economy.

Q3. Which would you say is John Lewis's most successful marketing campaign and why?

This has to be the 2011 Christmas campaign, with its wonderful message that Christmas is all about giving. The part with the little boy trying to turn the clock forward was the best section for me!

John Lewis

Q4. What has been your most memorable achievement or event?

From a working perspective it was when I was offered the position of MD here, and from a personal view, it was the birth of my children.

Q5. How do you relax?

Simply watching a good film or reading a great book is a perfect way to unwind, but on a grander scale the ultimate wind down has to be skiing!

Q6. Where are your favourite places to shop/dine in Solihull?

Apart from the obvious choice of John Lewis, I enjoy dining out in the Metro Bar which has great food and people! I also often pop into The Slug and Lettuce after late night meetings at work.

Q7. If you could be anywhere in the world right now, where would it be?

On top of a mountain in the Alps!

Q8. How did you spend Christmas last year?

At home, with a house filled with family and friends. It's such a great time to catch up with everyone and relax.



Drury Lane... a hidden gem



Discover the wonderful hidden gem that is Drury Lane. Tucked away just off Mell Square lies a stunning collection of independent fashion boutiques.



This is the ultimate designer label shopping destination for discerning fashionistas and those with a love for truly beautiful clothing and designs.

LE SCARPE

Jayne Tombs opened Le Scarpe 22 years ago in Solihull and has gathered a loyal following from her personal service and exclusive selection of footwear, accessories and handbags. Labels such as **Armani, Dolce & Gabbana, Calpiere, Stuart Weizman, K&S** and the much sought after **Braccialini** providing eye-catching displays with a real 'Wow' factor. Jayne sources most of her collection from Milan and is one of the few remaining outlets to offer half sizes. For all enquiries please contact Jane and her team on

Tel: 0121 704 2218
www.lescarpe.co.uk

KATHERINE DRAISEY

Katherine Draisey offers clothes for a modern lifestyle with on trend styling in a relaxed and friendly atmosphere in Drury Lane. Like fashion, Draisey is continually evolving with the forthcoming arrival of spring being marked by intriguing pieces in either bold



block colours or the latest classic palette for instant happiness. From fun separates to stunning dresses and cashmeres, there's a new wardrobe just waiting to be worn.

Tel: 0121 704 2233
www.katherinedraisey.com

GANT

Gant is a lifestyle brand with an American sportswear heritage, offering modern high quality casual wear with a European touch and flair. Gant has been designing menswear fashion for over 60 years, so whether you're going for a stroll in the park or an elegant evening meal, Gant has the perfect outfit. **Tel: 0121 711 7467**
www.gantuk.com

PARKINSONS

An eclectic mix of lifestyle clothing, accessories and footwear can be discovered in this spacious store, favouring such popular brands as **White Stuff, Dubarry, Barbour, Ugg** and many other well-known names. A warm and friendly welcome can be expected from Manager Nathalie and her team, who put customers at ease and provide helpful advice in co-ordinating their coveted collection. Enjoy 10% discount with your Business Exchange card.

Tel: 0121 704 3322

PERSPECTIVE OPTICIANS

Perspective is Solihull's award winning independent opticians offering individual eye care and fantastic designer eyewear. With over 1,500 frames available and complete glasses starting from £39.95, everyone can enjoy better vision with style. Business Exchange cardholders can receive a 10% discount, excluding professional services. **Tel: 0121 709 1000**

www.perspectiveopticians.co.uk

MADELEINE ANN

Madeleine has built up a loyal customer following over the last 30 years, including clients from Europe and Saudi Arabia - and it's not hard to see why.

This gem of a boutique boasts an extensive range of designers selected mainly from shows in Milan and includes

Alice Temperley, Fabiana Filippi and the stunning **Armani Collezione**, who are now joined by **Michael Kors**. A personal one to one service with expert advice on achieving the perfect look is her speciality and you can be assured of a warm and friendly welcome from Madeleine and her professional team of advisers. If you would like to book a personal shopping session with Madeleine and the team, please call.

Tel: 0121 704 9454,
www.madeleineann.co.uk

CLEMENTS & CHURCH

Clements & Church are an award winning British tailoring firm. Established in 2001, they have since grown into one of the most talked about tailoring brands of recent times. As the purveyors of quintessential English style, Clements & Church dress individuals who are interested in the rules of tradition, but in a visually exciting and contemporary way. Whether you are looking for a bespoke suit or a pair of socks, Clements & Church promises to offer the best: the best quality, the best design, the best craftsmanship but most importantly, the best service.

Tel: 0121 703 0545
www.clementsandchurch.co.uk



SERENE ORDER AND SO SERENE

Serene Order on Drury Lane offers a wide range of designer fashion for men, women and kids - including **Dior, McQ** by Alexander McQueen and **Little Marc Jacobs**. Next door, its sister store, So Serene offers street wear from brands including **Luke 1977** and **Weekend Offender** plus a **Religion** concept store. Business Exchange cardholders receive 10% off all non-sale purchases. **Tel: 0121 711 6942**

www.sereneorder.com



BRATZ

Bratz are the UK's leading independent retailers of designer brand childrenswear. These include ranges from some of the world's best known designers, including **Armani, Diesel, Burberry, DKNY, Baby Dior, Timberland** and many more.

Tel: 0121 705 8766
www.bratz.co.uk



Spotlight on...

Lennette Bruce has worked at House of Fraser Solihull for the past 15 years and has witnessed the changes and its successful transformation into a landmark department store.

As the Senior Sales Manager on the ladies fashion floor, Lennette uses her experience and expert knowledge to maintain the high standards of customer service within the department.

As she explains: "The vision and values of the store make this a most rewarding place to work and shop, as we treat every customer as a VIP whilst they browse our premier shopping departments."

The fashion floor is also home to a vast array of designers and brands including Therapy, Linea, Episode, Jaeger, Dickens & Jones, Warehouse and Mango.

For Brides to be, Mothers of the Bride and anyone with a wedding date in their diary this year, House of Fraser is definitely the place to shop for that very special Big Day. Highly experienced and helpful advice is always at hand through its personal shopping service, which can be pre-booked at your convenience. The team is available to provide advice on lingerie, footwear, clothing, hats and even those important wedding gifts. Clients can also receive a complimentary makeover session in the beauty department.



To book your personal shopping experience, please call 08448 003758



Your Dream Wedding



Finding the perfect wedding and reception venue that suits your requirements can be challenging, but Solihull has a particularly enviable choice of hotels with well appointed accommodation.

ST JOHN'S HOTEL

For a most spectacular wedding St John's Hotel is the perfect venue. It can cater for up to 700 guests with a private entrance and 180 en-suite bedrooms and 300 car parking spaces. For Business Exchange cardholders St John's Hotel offers 10%

off weddings for 2012.

For all enquiries

Tel: 0121 711 3000

*Terms and Conditions apply.

HOLIDAY INN SOLIHULL

Enjoy your wedding at Holiday Inn Solihull for just £999!* Your dream wedding doesn't have to be out of reach with one of our fantastic wedding packages. The award winning Holiday Inn Solihull is the ideal location for your wedding. With its own grounds, the hotel has some fantastic backdrops for those memorable wedding photos, such as a water fountain and a sun terrace, which are ideal areas for guests to relax and enjoy reception drinks. To find out more call our Wedding Co-ordinator on

Tel: 0121 623 9988

*Terms and Conditions apply.

RAMADA HOTEL

Celebrate your big day amid the romantic Tudor surroundings of Ramada Solihull Hotel which can accommodate over 100 people for a sophisticated reception. There is also a choice of smaller reception rooms including a wooden-beamed bar. Conveniently located opposite St. Alphege Church, couples also benefit from personally tailored packages and a dedicated wedding consultant. A 10% discount is available to Business Exchange cardholders on wedding bookings. Contact Ros Wilson - Weddings & Events Sales Manager

Tel: 0121 711 2121

*Terms and Conditions apply.

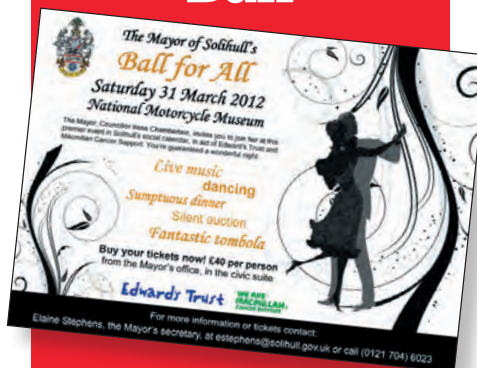
BRIDES OF SOLIHULL

Brides of Solihull is the premier bridal shop in Solihull and has been trading in the Town Centre for 20 years providing excellent service from its highly experienced, fully trained staff, who are members of the Retail Bride Association. Brides to be have a wide choice of top designer dress and headwear styles to choose from including labels by Ian Stuart, Maggie Sottero, Sophia Tolli, Amanda Wyatt, Justin Alexander, Alfred Angelo and Ellis Bridal. As well as the stunning range of bridesmaid dresses by Ebony Rose and Alfred Angelo, Brides of Solihull also boast a fabulous footwear collection. Business Exchange cardholders get 10% discount on full price items. For further information

Tel: 0121 709 0677

www.bridesofsolihull.co.uk




Lord Mayor's Ball



For more information contact Elaine Stephens at estephens@solihull.gov.uk or call 0121 704 6023

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