



Left to right: Gaynor Steele (Owner, Gaynor Steele Garden Design) Steve Lovell (Communications and Marketing Manager, JQBID) Fay Easton (Head of Stakeholder and Community, West Midlands Railway) Luke Crane (Executive Director, JQBID)

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Jewellery Quarter BID becomes the first Business Improvement District in the UK to adopt a station

A new community group led by the Jewellery Quarter Business Improvement District (JQBID) aims to bring a new lease of life to the Jewellery Quarter Station.

Through a range of projects and activities and with support from West Midlands Railway, the group has set out to improve the attractiveness of the

station, making it a more welcoming and friendly place for visitors, residents and workers.

The JQBID becomes the first Business Improvement District in the UK to formally adopt a station and is currently on the lookout for volunteers and sponsors to join in with their plans. Projects can include art installations and exhibitions, community events, and planting.

Gaynor Steele, a local garden designer who recently moved her design studio premises to the Jewellery Quarter, is the inspiration for the JQBID led group. Gaynor is an award-winning garden designer who has successfully transformed other urban sites and hopes to bring greenery and even wild flowers into the city centre.

Gaynor said: “My vision is to introduce trees, flowers and edibles such as vegetables to urban environments. The aim is to introduce a selection of planters onto the platforms which, in time will grow into edibles for people to pick and taste if they wish. In time we hope that the station will grow into a community hub for information, art displays and community links”.

West Midlands Railway supports station adoption groups across the rail network and is aiming to host community engagement activities at every one of its 114 stations across the region.

Fay Easton, head of stakeholder and community for West Midlands Railway said: “Station adoption makes a real difference to rail users and provides a valuable sense of community for the volunteers who get involved. The plans for Jewellery Quarter station are exciting and innovative. It will be fantastic to have a range of edible planters for our passengers to enjoy and the input from JQBID will be a real asset to the station.”

The Jewellery Quarter is home to a diverse community of jewellers, makers and independent businesses, a growing independent food and drink scene as well as an increasing population of residents.

Luke Crane, executive director of the JQBID believes it's important for the community to have a station that they can be proud of. Luke said: “The station should be the beating heart of the community and is often the first impression that visitors have of the Quarter. As a Business Improvement

District, we are always striving to make the Quarter as attractive, clean and vibrant as possible, which is why we are so excited to be a part of this project”.

The JQ BID are on a mission to enhance the look and feel of the station but need support from local volunteers and sponsors to make their vision a reality. If you would like to get involved in the project or have any ideas that could help support its improvements, please email info@jqdt.org.

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For further information on this release, call our press office on 03300 955150 or email press.office@wmtrains.co.uk

About the Jewellery Quarter Business Improvement District (JQ BID)

A Business Improvement District (BID) is a geographically defined area within which the local business community pool their resources to invest in projects and services that improve the business environment and the experiences of visitors and other users.

The Jewellery Quarter BID is operated by an independent business led community interest company that is committed to the area's ongoing improvement. The services that the BID delivers are additional to those provided by the local authority; they are not intended to replace them.

A BID is funded by a fair and transparent levy on all eligible properties within the BID area.

Further information is available on the website: jewelleryquarter.net

About Gaynor Steele

Gaynor Steele is a freelance, award winning garden designer based in the Jewellery Quarter.

About West Midlands Trains

West Midlands Trains operates both West Midlands Railway and London Northwestern Railway services.

- **London Northwestern Railway** services operate between Liverpool and Birmingham, and on the West Coast mainline to and from London Euston.
- **West Midlands Railway** services operate to destinations across the West Midlands via Birmingham New Street.

For more information on these services visit [westmidlandsrailway.co.uk](https://www.westmidlandsrailway.co.uk) or [londonnorthwesternrailway.co.uk](https://www.londonnorthwesternrailway.co.uk)

The West Midlands Trains franchise started on 10 December 2017 and will run until 2025/26.

West Midlands Trains operates 1,300 services a day, manages 150 stations and provides over 70 million passenger journeys a year. Over the course of the franchise, West Midlands Trains will be investing £1 billion into the rail network to deliver new trains, improved routes and station upgrades. This will include 400 new train carriages across the network and space for an extra 85,000 passengers into Birmingham and London at peak times.

The franchise is a joint venture between Abellio (70.1% share) and East Japan Railway Company / Mitsui & Co., Ltd (29.9% share in a 50:50 split). Abellio is the international passenger transport subsidiary of the Dutch national railway

company, Nederlandse Spoorwegen. In the UK, Abellio operates ScotRail and Greater Anglia train services, Merseyrail services in a joint venture with Serco and buses through Abellio London. For more information visit www.abellio.com

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