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West Midlands Railway unveils vibrant new look for Snow Hill station in partnership with Colmore BID

West Midlands Railway has partnered with [Colmore Business District](#) (Colmore BID) to reveal a striking new look for Birmingham Snow Hill station, celebrating the region's most loved attractions.

The station's entrance has been refreshed with an eye-catching new frontage and vibrant panels, designed to enhance the visitor experience with wayfinding instructions for the local area.

To raise awareness with commuters of the city's key landmarks, Birmingham illustrator Tom Woolley has designed a detailed map of the surrounding Colmore District, using Stacey Barnfield's Colmore Colour Palette. Landmarks featured include Chamberlain Square, Birmingham Cathedral, 103 Colmore Row and Birmingham Museum and Art Gallery.

For those travelling further afield, the installation also showcases a colourful map of the West Midlands, including iconic locations like Lichfield Cathedral, Black Country Living Museum and Shakespeare's birthplace.

Steve McNutt, regional manager at West Midlands Railway said: "With an annual footfall of over 2.7 million, Snow Hill station is a key transport hub for commuters and leisure travellers alike. We're dedicated to bringing long-term improvements to Snow Hill, and in the meantime, we hope the new panelling will liven up the space while celebrating all there is to offer across Birmingham and the West Midlands."

Kelsey Dwyer, partnership and events manager at Colmore BID, said: "With over 650 companies employing around 40,000 people, Colmore Business District is the commercial heart of the city. In recent years, the District has evolved and welcomed a range of fantastic leisure, hospitality and retail businesses to the area. We are grateful to West Midlands Railway for the partnership, and the platform to raise awareness of the District's brilliant destinations in this key commuter location."

About West Midlands Trains

For further information on this release, email press.office@wmtrains.co.uk

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 Main Line to and from London Euston.
- **West Midlands Railway** services operate to destinations across the West Midlands via Birmingham New Street and Birmingham

Snow Hill.

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

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About Colmore BID

Colmore Business District is a business improvement district (BID) established in 2009 to project management improvements and services to the business quarter of Birmingham. Over 650 companies, employing around 40,000 people and occupying approximately 5.6 million square feet of office space now form the commercial heart of Birmingham.

Since it was founded, Colmore BID has delivered, influenced, and partnered on a broad range of projects, with the sole aim of making the District an outstanding place. Projects include the Ladywood Community Project, Colmore Food Festival and Nicklin Unseen. The BID also aims to make Colmore a safer and cleaner place for its businesses by providing services such as community teams, on-street cleaning, and an ambassador programme.

Colmore BID has recently secured a fourth consecutive term following another resounding Yes vote from levy payers and entered their fourth term on the 1 April 2024. The BID has commenced their BID4 Business Plan for 2024-2029, which enables them to actualise its vision for the District, with local businesses investing over £7.5 million across five years.

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