



WELCOME TO
MORE
BIRMINGHAM

Your Guide to Birmingham



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Birmingham - Our Evolving Landscape

More great nights, more delicious food, more fabulous shopping, more world-class sport, more brilliant music, more stunning theatre, more excitement, more fun. Welcome to more. Welcome to Birmingham.

Birmingham has always led the way. From its days as the birthplace of the Industrial Revolution when its innovations changed the world, through to today's thriving business and cultural hub, it's always pushing forward, creating and setting new standards.

It's a confident city, youthful, entrepreneurial, aspirational - a city that's going places and the world is sitting up and taking notice.

It's a place where people want to be, to visit, work and live. During 2014, Birmingham welcomed a record 37.2 million visitors, and more people relocated from the capital to Birmingham than to any other UK city - no wonder, when it's

been ranked as having the highest quality of life of any regional city by the Mercer Quality of Living Report 2015.

Food lovers can take their pick from any of the city's five Michelin-starred restaurants, the urban cool of its street food artisans, the international flavours of the famous Balti Triangle, stunning sky cocktail bars, delicatessens and farmers' markets - Birmingham really does cater for all tastes.

Already a shopper's paradise, in 2015 Birmingham ramped it up even further, becoming the only city outside of London to have a Harvey Nichols, a Selfridges and a John Lewis. With big name brands sitting

alongside quirky independents, fashion-forward boutiques, and artists creating breath-taking pieces in the world-famous Jewellery Quarter, the city offers everything to everyone.

It's a city bursting with culture - the birthplace of heavy metal isn't afraid of taking Old Masters, urban artists, prima ballerinas and street theatre, mixing them up and running with it to create a totally unique experience.

It's a city that's truly arrived on the global stage. The influential Rough Guides series named Birmingham in its top 10 global cities of 2015, backing previous 'must-visit' endorsements

from The New York Times and New York Magazine.

Continuing into 2016, Birmingham is standing up and celebrating, with more anniversaries, openings and international cultural and sporting events. It's a time when all eyes are on Birmingham and the city is welcoming the world. 2015 marked the arrival of the next phase in Birmingham's exciting evolution, it was the start of something incredible, with more to experience, more to discover, more to explore.

And there's even more to come.
Welcome to more.
Welcome to Birmingham.





Grand Central & John Lewis

In a city famed for its shopping, autumn 2015 saw the arrival of an exciting new name – Grand Central, a premium shopping destination sitting right above the redeveloped New Street Station.

This stunning complex is home to leading retailers such as Joules, Cath Kidston, Foyles, Hobbs and The White Company, as well as 20 international restaurants and bars including Giraffe, Yo Sushi!, Square Pie and even a dedicated champagne bar - making Grand Central the ultimate destination to meet, eat and shop.

At the heart of Grand Central is the biggest name of all – John Lewis – which arrived in the city for the first time.

The impressive £35million John Lewis Birmingham is one of the retailer's largest shops outside of London. The shop offers customers a staggering 350,000 items from the full John Lewis range including the latest in fashion, beauty, homewares and technology.

For more information, visit grandcentralbirmingham.com



New Street Station

Birmingham's gateway to the UK and beyond, New Street Station is the busiest station outside of London – over 140,000 passengers use it every day. It's also the busiest rail interchange in the UK, with a train leaving every 37 seconds.

At the heart of the country's rail network, 2015 saw the completion of a £600million redevelopment of New Street Station, creating a world-class gateway fit for a leading city.

The station has undergone a complete transformation, its stunning design seeing the central concourse topped by a huge light-filled atrium the size of a football pitch.

The new station also brings easier access for travellers, with dedicated lifts and escalators to every platform. Bigger, brighter and more accessible, it is a station that Birmingham can be proud of.

Did you know?

Over 60 million people are expected to pass through New Street Station and Grand Central every year.



Did you know?

Resorts World Birmingham is the first large scale leisure and entertainment resort of its kind to open in Europe, and we mean large! It is equivalent to 12 and a half football pitches in size!

Resorts World Birmingham

The arrival of Resorts World Birmingham to the NEC campus brings a totally unique leisure experience to the UK.

Joining similar complexes in destinations including Singapore and New York, Resorts World Birmingham is Europe's largest integrated leisure and entertainment complex.

Resorts World is home to a 178 room four star Genting Hotel and spa, an 11-screen cinema, a wide range of international restaurants and bars, outlet shopping with 50 stores, casino and a state-of-the-art banqueting and conferencing venue - all under one roof. The 50 store outlet shopping experience is the first of its kind in

the region, offering shoppers a minimum of 30% off RRP across a wide range of brands such as Gap and Nike, all year round.

Two million visitors a year will enjoy the combination of luxury accommodation, international cuisine, big-name shopping and entertainment, an experience like nothing else in the country.

For more information,
[visit resortsworldbirmingham.co.uk](http://resortsworldbirmingham.co.uk)





The Mailbox

Home to Birmingham's most luxurious retail and leisure offering, and with a stunning new look unveiled this year, there are plenty of reasons to visit the Mailbox.

With a new glass roof creating a sky-lit "Urban Room", the redeveloped retail space will showcase the very best in luxury shopping, combining iconic global brands with British independents.

Now found at the heart of the Mailbox, the chic Harvey Nichols store is a must-visit for discerning shoppers. Seamlessly mixing style and technological innovation with a brand new design concept, it is the undisputed home of luxury shopping. Showcasing more than 200 of the world's most desirable brands across womenswear, menswear, beauty, food and wine, the store features the most impressive designer collections ever seen in the city.

Alongside the Harvey Nichols store you'll find a range of enticing brands, including American heavyweights Tommy Hilfiger and Calvin Klein Underwear. The exciting retail mix continues with luxurious brands including Hugo Boss, LK Bennett, Daniel Footwear, and Gieves and



Hawkes, as well as an exquisite gallery from Castle Fine Art, and the luxurious salons of Toni & Guy and Nicky Clarke.

It's not just shopping that's on offer at the Mailbox, as the enviable canalside location provides the perfect setting to enjoy a range of bars and restaurants. Serving an irresistible selection of cuisines from around the world, there's something to enjoy whatever the occasion.

Also found in the canalside area, Everyman Cinema delivers luxury film to the Midlands with signature sofa seating and a mix of the latest new releases alongside iconic classics. With meals and snacks that can be delivered directly to your seat, including the irresistible Spielburger, it is the ultimate cinema experience.

For more information, visit mailboxlife.com





Selfridges

The iconic Selfridges Birmingham building has dominated the city's skyline since 2003 and has been at the centre of fashion here ever since.

One of Birmingham's most distinctive landmarks, Selfridges has recently had a major overhaul as part of a £20million 'Masterplan' project. From the installation of unique 360° display windows to the redevelopment of the Beauty Hall and Menswear floors, the Selfridges shopping experience is more extraordinary than ever before.

The store has a host of high-end brands, exclusive to Selfridges in the city, from high-end designer names including Victoria Beckham's V by VB Womenswear, to celebrity make-up artist Charlotte Tilbury's first beauty counter outside London.

For more information, visit shoppinginbirmingham.com



Did you know?

The exterior of Selfridges is covered in 15,000 spun aluminium discs and was inspired by the signature style of fashion designer Paco Rabanne.

Shopping In Birmingham

From leading shopping centres to unique arcades, luxury fashion to the biggest high street names, Birmingham offers something for everyone, attracting over 40 million shoppers every year.

With five department stores in the city centre including a heritage House of Fraser store, Debenhams and Selfridges at Bullring, a newly extended Harvey Nichols at The Mailbox and a brand new John Lewis at Grand Central, shoppers are spoilt for choice.

For high street fashion, Birmingham leads the way boasting flagship

Topshop and River Island stores and one of the largest Primark stores in the UK, opening at the Pavilions in early 2018.

The central retail district is bustling with independent retailers, coffee shops, restaurants and bars, and there is more to explore at the beautiful Great Western, Burlington and Piccadilly Arcades.



Sporting Pedigree

Birmingham is in a league of its own in the sporting world.

In the early 1860s it is said that friends Major Harry Gem and Augurio Perera combined elements of other games to create what is now modern-day lawn tennis, and played it in their garden in Edgbaston. They also played nearby at the Edgbaston Archery and Lawn Tennis Society, the oldest lawn tennis club in the world.

William McGregor, a local businessman and resident of Birmingham, founded the Football League, the first organised football league in the world in 1888.

McGregor was a director at Aston Villa FC where he also became club chairman, and later chairman of The FA itself.

Edgbaston Stadium is home to Warwickshire County Cricket Club and the Birmingham Bears team. The Stadium has hosted many major international games including the ICC Champions Trophy Final in 2013, as well as several of the most famous Ashes encounters, including the 'Greatest Ever Test' in 2005.

Many sporting associations also call Birmingham home. The Professional Golf Association's headquarters are at The Belfry, four-time Ryder Cup host. Alexander Stadium is the national headquarters to British Athletics, and also home to the famous Birchfield Harriers, the UK's premier athletics club, which counts Mark Lewis-Francis and Denise Lewis as past alumni.



Year-round Line-up

Birmingham hosts major sporting events year-round, from tennis to athletics and everything in-between. No matter what the sport, there's an opportunity to see the world's best in action.

Annual events that are hosted by the city include the Aegon Classic Birmingham, the first chance each year to see the biggest names in women's grass court tennis. Previous winners include Martina Navratilova, Billie Jean King and Maria Sharapova.

The world descends on the Barclaycard Arena every spring to see the YONEX All England Open Badminton Championships. Players from around the world come together to compete in six days of fast-paced, electrifying sport, and 2016 will be the tournament's 23rd year in Birmingham.

The city region's football scene is also jam-packed with local clubs including Aston Villa, Birmingham City, Wolverhampton Wanderers and West Bromwich Albion.

British and International athletes are at home in the city's Alexander Stadium and Barclaycard Arena with the city hosting Grand Prix and Diamond League meets across the year.

Edgbaston Stadium will see more Test Match cricket during the summer of 2016 with England facing Pakistan in the third Test of the Investec Series, as well as once again hosting the Natwest T20 Blast Finals Day. And through to 2019 the Stadium has confirmed it will once again be hosting games as part of the ICC Champions Trophy, the ICC Cricket World Cup and an Investec Ashes Test Match.

Did you know?

Aston Villa's first match was actually played as rugby for the first half, and then changed into football at half-time.



Time For Celebrations

The past 18 months have seen many of the city's biggest names having reasons to celebrate. During 2015 we saw celebrations from:

25th Anniversary:

Birmingham Royal Ballet

The UK's leading touring ballet, based right here at the Birmingham Hippodrome.

Cadbury World:

A family favourite, millions of visitors have discovered the history, the making and magic of the famous Cadbury confectionery.

50th Anniversary:

Ikon Gallery

Founded in a kiosk in the old Bull Ring Centre, Ikon is now a leading contemporary art gallery.

250th Anniversary:

Lunar Society

Founded in 1765, this group of intellectuals whose members included Erasmus Darwin and James Watt, helped to shape world history.

300th Anniversary:

Birmingham Cathedral

One of the city's oldest buildings, over 1,000 events will mark its tercentenary of the heart of the city's Anglican faith.

Celebrations in 2016

40th Anniversary of NEC

The city's famous exhibition and conference centre celebrates its 40th year during 2016.

400th Anniversary of William Shakespeare

2016 commemorates 400 years since the death of William Shakespeare and the year will be filled with performances, events and exhibitions across the region to celebrate his life, works and legacy.



Did you know?

Classic kitchen cupboard staples like Bird's Custard, Cadbury chocolate, HP sauce and Typhoo Tea all started life in the city.

More Food

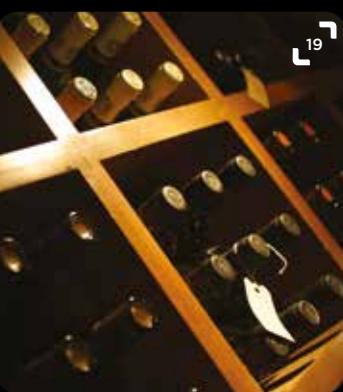
Birmingham is a city packed with a vast array of cultures and nationalities. Eating out in the city is like taking a gastronomic tour of the world. It's total foodie heaven and there has never been a better time to dive into the delectable delights on offer.

The creative talent in the city is overflowing, powering its culture, its food, its independent scene and more. There is no end of new and enticing restaurants emerging alongside exciting culinary projects and pop ups - representing some 27 different nationalities and styles of cooking to tantalise the tastebuds.

Birmingham has more Michelin-starred restaurants than any other UK city outside the capital, and plenty of others to tempt, such as the famous Digbeth Dining Club. This superstar in the heart of the city's creative quarter has

won Best UK Street Food Event at the British Street Food Awards for the past two years.

There are food venues around every corner, with the perfect venue never far away. Take a stroll through the Chinese Quarter to sample stunning authentic dishes, or visit the Balti Triangle for a real taste of Birmingham and the famous Balti. The city has all the best known eateries as well as an exciting group of independent restaurants offering that extra special dining experience that you won't get anywhere else.





Arts & Culture

Birmingham's art and culture scene is as vibrant as it is diverse, meaning that there's always something new and unique to experience.

The city is home to the Birmingham Royal Ballet, one of only three royal ballets in the UK, the Hippodrome hosts the biggest theatre productions in the country – from pantomimes to operatic masterpieces, and the City of Birmingham Symphony Orchestra's programme sees classical overtures sit side by side with Bollywood showstoppers and concerts for all the family.

Birmingham Museums are of international importance – there are seven museums across the city, housing world-class collections of fine art including the largest Pre-Raphaelite collection in the world, archaeology, and artefacts from across the globe.

Birmingham is also home to cutting edge art and performance – from the biggest names in rock and pop who grace the city's arenas, to street dance and circus arts at venues such as the Custard Factory, and contemporary art at leading gallery IKON.



Festivals

Birmingham has one of the UK's most unique and varied festivals and events scenes, with hundreds of events taking place across the city, offering visitors a unique experience and an atmosphere like no other. From music, arts and film to food and cultural celebrations, Birmingham's festivals create a city with a carnival atmosphere all year round.

Music

As a city famed for its musical talent and heritage as the home of Metal, it's no wonder that Birmingham hosts internationally-renowned music festivals right across the genres. From the Moseley Folk Festival which sees world-famous acts perform alongside up and coming talent, to the extensive range of performances at the 10 day International Jazz & Blues Festival, Birmingham's events attract visitors from across the globe to sample the very best in musical talent.

Arts

Culture vultures are spoilt for choice, with a host of arts festivals showcasing the best in music, art and performance. There's the eclectic, inner-city Supersonic Festival which combines art, music, film and crafts; the BE Festival which celebrates diverse cultures in an innovative programme combining theatre, dance, comedy, circus, music, visual and performing arts; whilst the BASS Festival is

the UK's only month-long celebration of black music, art and entertainment.

Film

Birmingham's unique personality and cityscape has inspired countless film makers, and the city's own Flatpack is a film festival like no other. This internationally-acclaimed celebration of film brings a diverse mix of late night parties, live silent films, VHS séances and a good dose of eccentricity to venues across the city.

Food

Birmingham is a real foodie's heaven and this is reflected in the wide range of food festivals, which celebrate the city's independent food producers and the foods from across its diverse cultures. Highlights include the Independent Food Fair, where visitors can sample the area's tastiest treats, Brindleyplace Chilli Festival, celebrating all things hot and spicy, and Colmore Food Festival, showcasing the city's business district restaurants.

Annual Events

Year-round there are show-stopping events that bring the city together to celebrate everything that is great about Birmingham and its people. Birmingham Pride, the UK's biggest lesbian, gay, bisexual and transgender festival takes over the city's Southside for a weekend-long celebration featuring superstar artists. Birmingham's St Patrick's Day celebrations are some of the most spectacular in the UK culminating in the famous St Patrick's Day Parade, whilst the celebrations held in the Chinese Quarter each Chinese New Year mesmerise visitors with acrobatics and cultural performances.

The biennial International Dance Festival Birmingham, one of the world's largest dance festivals, returns in 2016 with another incredible world-class programme using locations all across the city centre.



Birmingham Airport

Birmingham Airport sits in the centre of the country and is the UK's third largest airport outside of London. Located just eight miles from the centre of Birmingham and a little over an hour to London by train, it serves 10 million people a year, travelling with 50 airlines to a growing 140 direct destinations, including daily flights to New York, Delhi, Istanbul, Dubai, Paris and Frankfurt.

In the last year, Birmingham Airport has celebrated its 75th anniversary, record passenger numbers and completed a £300 million package of works, which culminated with the opening of the long awaited runway extension when the first aircraft used the extension to fly to Beijing.

The year 2015 shaped up to be another celebratory one, with new routes already

launched between Reykjavik, Madrid, Barcelona, Malaga, Antwerp, Bucharest, Warsaw, New York JFK and Beijing, as well as extra services to Istanbul, Delhi, Athens and Dubai. The Airport is experiencing monthly passenger growth, as travellers realise the benefits of travelling through Birmingham Airport into the UK to Birmingham and the wider region for business and leisure.



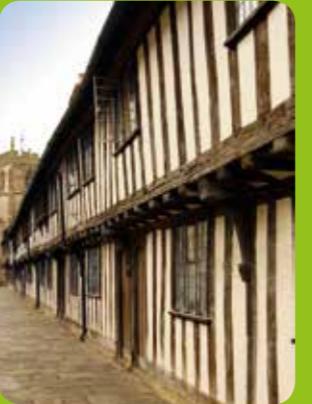
Even More In 2016

Birmingham's inspiring, vibrant and go-getting 2015 was just the beginning – there's even more to come in 2016 in a city that never sits still.

As home to the great Bard himself, the West Midlands will be the focus of national and international commemorations throughout 2016 marking the 400th anniversary of Shakespeare's death. The year-long calendar of events across the region will offer an unforgettable experience for visitors from across the globe.

One of the city's biggest attractions, the world famous National Exhibition Centre (NEC), is celebrating its 40th anniversary with a packed-out events calendar. Home to firm favourites such as the BBC Good Food Show and Crufts, 2016 will see the NEC celebrate in style.

2016 will also see the return of the International Dance Festival - produced by DanceXchange and Birmingham Hippodrome, this biennial festival presents a world-class programme of performance and participation in theatres and public spaces across Birmingham and the West Midlands. One of the largest dance festivals in the world, this carnival of movement is one not to be missed!



The cityscape will continue its incredible transformation with a number of major projects taking leaps forward:

Paradise Birmingham

The biggest redevelopment seen in Birmingham for a generation, Paradise Birmingham will transform the heart of the city centre, creating a vibrant development incorporating corporate, civic, retail and leisure spaces that enhance Paradise's historic setting.

Arena Central

Due for completion in 2018, Arena Central is a 9.2 acre mixed-use site bordering Centenary Square and Broad Street that will create a unique city space centred around an urban meadow. Boasting HSBC's UK headquarters as its anchor tenant, this development will also house retail, leisure and apartments offering the ultimate city centre location.

The Grand Hotel

One of Birmingham's most iconic historic buildings, a multi-million pound development is restoring the Grade II listed Grand Hotel to its former opulence. Situated on the city's prestigious Colmore Row, the revitalised landmark will complement the luxury hotel at its heart with high end retail and leisure units.

The city's ever-changing landscape will be home to even more shops, restaurants, business and leisure space – making Birmingham the ultimate must-visit.

Birmingham's next stage of its evolution is only just beginning – join us on the journey.



GETTING TO BIRMINGHAM

It's so easy by train - forget traffic, forget parking.
London Midland will take you straight to the heart of the city.
Plus get 2for1 entry to top attractions when you go by train.

YOUR • SOCIAL • NETWORK

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to Birmingham from	one way book early from	return pay on the day from
CREWE	£7	£26.30
HEREFORD		£16.10
KIDDERMINSTER		£7.50
LICHFIELD		£6.10
LIVERPOOL	£9.50	£28.50
LONDON	£6	£22
MILTON KEYNES	£5	£14
NORTHAMPTON		£14.80
RUGBY		£10.30
SHREWSBURY		£14.40
STAFFORD		£10.80
WATFORD JUNCTION	£6	£20
WORCESTER		£8.90

prices are subject to change 15 May 2016

BUY AT THE STATION OR ONLINE
londonmidland.com

Contact Us

About Visit Birmingham

Visit Birmingham is the official tourism programme for Birmingham and the wider region. One of the top visitor cities in the UK, Birmingham attracts over 37.2 million visitors a year. It's a must-visit leisure destination for all.

For further information on the city and to access our image library, visit birminghamtoolkit.com

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