

Birmingham

The area offers a diverse mix of different activities and venues that appeal to a wide range of users during the evening and at night. The area offers a mix of cinemas, theatres, restaurants, art galleries and seasonal events that enhance the reputation of the area, demonstrating a clear commitment to promote the economy and cultural contribution of its Citizens and Businesses to the vibrant City Centre.

The two principal entertainment areas; Broad Street and Southside offer a diverse and vibrant nightlife and is home to the city's Chinese Quarter and Gay Village. The area is also home to one of the busiest evening entertainment areas in the Country, offering a large variety of venues to cater for all tastes and ages. The area regularly attracts over 70,000 visitors on a Friday/Saturday evening. There is a diverse range of activities and facilities in the area that support a thriving day time and night time economy.

The Retail Area is now recognised as offering the best shopping experience in the UK outside London's West End, with over 1,000 retailers trading in the area, with over 6.7 million visitors to the area each month.

The city has one of the strongest and most stable city centre partnerships in the country, comprising of Birmingham City Centre Partnership and Birmingham City Council, West Midlands Police, Safer Birmingham Partnership, Safer City Centre Forum and Retail Birmingham – which has developed 3 Business Improvement Districts.

The Assessors and Panel were impressed by particular strengths, including:

- » The impressive crime reduction, the uniformed presence on the streets and the police "Operation Be Safe"
- » Early evening shopping and the pedestrian environment
- » The long term commitment to the city centre which started over 20 years ago and continues to improve today.

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