The Retail Core

The Retail Core, at the heart of the City Centre, is the focus for Birmingham's retail offer.

This Core area is focused on New Street, Corporation Street, High Street, The Mailbox, the Bullring and Grand Central.

Its attraction as a top shopping destination is supported by a strong mainstream retail offer at and around the Bullring and Grand Central with big name retailers set in a high quality, modern shopping environment and complemented by successful restaurants, bars and cafes. Grand Central Birmingham, a premium shopping destination for the City and the £35 million John Lewis flagship store, both developed as part of the £600 million New Street Gateway transformation, opened their doors to shoppers in September 2015.

The Bullring's offer will be further enhanced by Selfridges' £20 million renovation which is set to complete in 2017, the refit includes an expanded Beauty Hall and Menswear department.

The Mailbox is the Retail Core's destination for premium and high-end shopping and eating in an attractive canalside setting. The Mailbox's £50 million refurbishment completed in September 2015, has doubled the size of Harvey Nichols and enclosed the mall to create an attractive sky lit space.

Clusters of independent and specialist retailers are located throughout the core such as those in the historic Great Western Arcade and Piccadilly Arcade that provide an interesting and unique shopping experience.

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This, along with nationally felt changes resulting from the effects of the recession on spending patterns and the growth in online shopping, has put pressure on parts of the Retail Core. There is also a need for centre to retain its competitiveness and look at ways to diversify its offer and increase its provision of leisure uses. There is a huge opportunity to build on the successes to date and ensure that the Retail Core is strengthened and successful into the future.