



**Westside Business – a regular newsletter bringing you the latest news, ideas, celebrations and offers from BID members...**



## **Zeiss are chasing a bite of Apple**

Zeiss Vision Care, responsible for ‘eyeglass lenses and magnifying visual devices’, has a base on Westside at 22 Gas Street Studios.

The company is working with Apple to provide precision optics for people who require vision correction, so they can hopefully use the forthcoming Apple Vision Pro whose expected availability is early next year in the US.

Zeiss says: “Our optics are needed to manufacture microchips, to aid research into diseases, to manage the quality of electric cars and windmills, to provide the best possible treatment for brain and eye surgery and create award-winning films. And, of course, they also help the world’s consumers enhance their vision

The Carl Zeiss company was founded in Jena, Germany in 1846 by an engineer who endorsed precision, innovation and the creation of real value for customers and society. Today it employs some 42,000 employees worldwide in almost 50 countries.

For more information, click on the button below.

[Find out more](#)



## Resillion searching for a digital forensic investigator

Resillion Digital Forensics also has a base at 22 Gas Street and is currently searching for a new digital forensic investigator and an incident response lead.

The company tests software, cyber security and devices, plus it masters media content, legacy formats and digital content archival services.

The US arm has helped to restore major movies from Citizen Kane to Mean Streets, Thelma & Louise, Dreams, Malcolm X, Blue Velvet, Double Indemnity

and Days of Heaven.

Resillion says: “We partner the world’s leading brands to take their devices, software and digital content to market through our managed testing services.”

For more details about Resillion, visit [resillion.com](https://resillion.com), or click on the button below to find out more about the job.

[Find out more](#)



## Westside is becoming a corporate land of the giants

Buildings in the Westside BID area have been getting consistently taller in the past few years.



From the two Bank towers to the new Moda Living and Cortland Tower on the corner of Byland Street, it seems as if Birmingham is reaching for the sky.

Visitors to Westside will now see the new Octagon tower rising from its position just beyond our boundary – when it opens in 2025 it will be taller than the BT Tower, ending its half-century reign as the city’s only 500ft-plus structure.

In our picture taken from Centenary Square a few days ago, you can already see Octagon’s concrete core rising above the peerless Baskerville House.



## Heights specialist is thriving

With all of this high-rise activity going on, it’s just as well that The Wharf on Bridge Street is home to working-at-height safety specialists HCL.

HCL was founded in the 1960s before becoming independent in 1992, and since 2015 it has been part of MSA Safety Incorporated, the “global leader in the development, manufacture and supply of safety products that protect people and facility infrastructures”.

HCL employs more than 70 people in ten operational areas around the country covering design and installation, system inspection and maintenance, fall

Retrofitting older buildings is just as much of a speciality as working with architects on new builds.

The company says it is the “only fall protection company to have an Employee Safety Training Assessment recognised by the CSCS (Construction Skills Certification Scheme)”.

[Find out more](#)

## Graduates get inspirational hashtag

Bouygues UK might be fiendishly difficult to spell, but the construction firm has a presence on Westside and in more than 80 countries – with 20,000 employees in the UK helping to generate £4 billion worth of sales.

Listed on the French stock market, Bouygues SA is a public business founded as a construction company more than 70 years ago, in 1952.

It has diversified into a range of activities and services across construction

Telecom) and media (TF1).

Bouygues Energies and Services is based in Albert House, Quay Place in Edward Street close to the Utilita Arena, and describes itself as a “client-focused facilities management, energy performance, and smart city partner”.

The company recently took on 15 new graduates who were given a #FutureLeaders hashtag on social media site X (formerly Twitter) with the message: “Over their induction, they learned more about the business, developed their elevator pitches and started to build their network.”

You can follow the company via @BouyguesESUK or by clicking on the button below.

[Find out more](#)



## TV channel dancing to the beat

Brit Asia TV has a base close to Five Ways at 158 Broad Street and can be seen on Sky Channel 767 and Freeview 264.

The station reached a milestone this month when The Official Punjabi Music Chart Top 20 – compiled by The Official Charts Company – celebrated its 200th edition.

The station claims to have a reach of 100K daily views and 1.2 million per month and says the "British Asian Community alone possesses a disposable

income valued at £34 billion annually".

[Find out more](#)

## ***Work in Westside.***

If you're struggling to fill a vacancy, please get in touch with Luisa Huggins at [luisa.huggins@westsidebid.co.uk](mailto:luisa.huggins@westsidebid.co.uk) so we can promote it on our website.



## ***What's on in Westside?***

To find out what's happening in your area visit our website.

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