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



TikTok champs offer a four-day week as standard

Tribera, the creative content agency based in Alpha Tower, promises to create and amplify digital content to enable consumers to have a 'real, emotive connection with your brand'.

Its techniques range from film and animation to visual effects. With nine million video views, it won the 'Best Use of TikTok' award at the UK Digital PR Awards 2023 for its campaign to promote WD-40 to people under 40. It was also a finalist for 'Best Low Budget Campaign' with online furniture brand Swoon.

If you like the idea of a four-day week, generous pension scheme, Beer Fridays and socials, and generous parental leave, then keep an eye on its socials, email joinus@tribera.com or visit tribera.com.



Westside university has third oldest Royal Charter

Everyone knows that Birmingham hosts Aston University, BCU and the University of Birmingham – plus the University College Birmingham.

But did you know that Westside is also home to another city centre university – the University of Wales Trinity Saint David (UWTSD)?

UWTSD, formed in 2010, is based on the canal side at Cambrian Wharf, just two minutes' walk from the Utilita Arena. Its previous roots as the former University of Wales Lampeter and Trinity University College Carmarthen mean that its Royal Charter is the third oldest in England and Wales, with only Oxford and Cambridge being older.

The university launched its site at Westside's Quay Place in 2020. It backs onto the Birmingham & Fazeley Canal, and is just yards from the former National Indoor Arena, the ICC, Symphony Hall, Brindleyplace, Lego Discovery and National Sea Life Centre – plus the 'golden mile' of Broad Street.

The university's courses include Marketing, Public Health and Social Care in Practice, Financial Technology, Early Years Education, Care to Skills for The Workplace, Applied Computing, Business Management and Leadership and Management Skills for the Workplace.

[Find out more](#)



Austin Court guides visitors to the future

The Institution of Engineering and Technology (IET) is based in Austin Court at 80 Cambridge Street, a group of Georgian buildings that were 220 years old in 2023.

It was back in 1994 when the then Institution of Electrical Engineers knew the derelict site had great potential. Architect Roger Beale transformed it into Austin Court – named after the pioneering car manufacturer Herbert Austin when it opened in 1997.

Back in 1803, the then Kingston Buildings in Kingston Wharf included a warehouse for nail and metal goods merchants Theodore and Philemon Price. Other metal merchants occupied the building from 1821 before Walter Showell & Sons brewers moved in half a century later in 1871.

By the early 20th century, the buildings' mixed uses included a garage, cycle company and paint manufacturer, as well as lime, cement and wartime gas supplies. The site was also used to make Igdodine for use in factory first aid boxes and even to store bunting for the 1937 coronation of King George VI.

Today, Austin Court still has some original features, including a gabled wagon entrance, and boasts a stairwell highlighting 100 ideas that changed the world, as chosen by IET members.

The venue, refurbished in 2019, is used for everything from conferences to launch events, audio visual services, weddings and corporate Christmas parties. For a 3D tour, click on the link below.

[Video tour](#)



Fair shares for staff at Curtins

Bill Curtin founded engineering services company Curtins in a Liverpool house in 1960. Today it has 14 offices across the UK and Ireland, including one in The Wharf off Bridge Street in Westside.

With the motto of 'Building a better future', the company offers 'design solutions for the built environment' and can help with everything from new builds to redevelopments, transport planning, conservation and heritage, infrastructure,