

# Grand Central Birmingham

grandcentralbirmingham.com

Birmingham City Council and Network Rail challenged us to develop an integrated website and touch screen system for the newly developed £150 million retail complex built above Birmingham New Street Station.



Grand Central Birmingham is a joint venture between Birmingham City Council and Network Rail to redevelop the old Palisades shopping centre above Birmingham New Street Station, into a futuristic-looking, world-class retail, dining and leisure experience.

## The Challenge

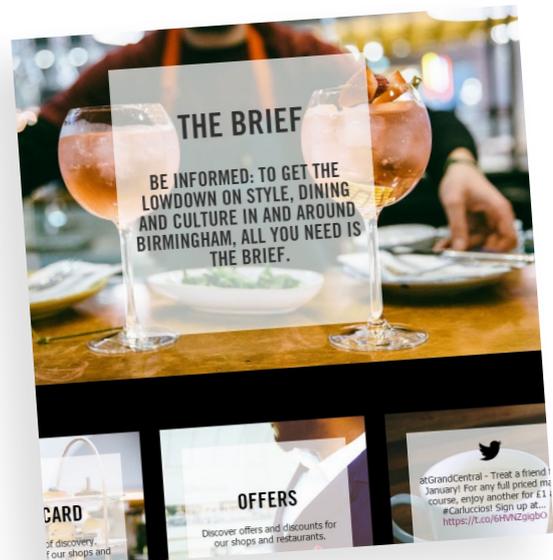
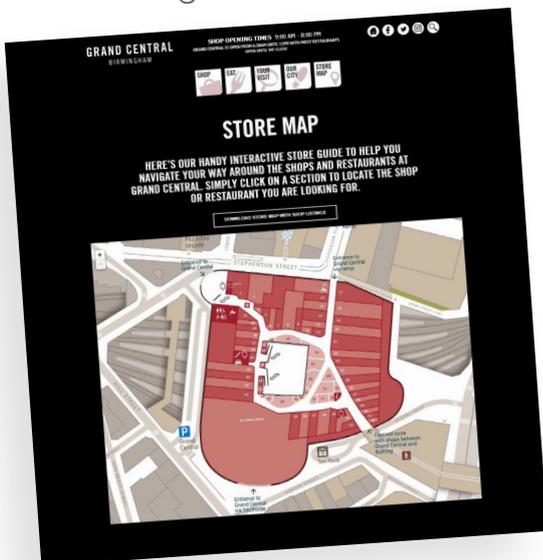
To coincide with its launch, Birmingham Grand Central needed a website to help showcase its new, world-class retail offer, before visitors arrived and an easy-to-use way finding system to help them once they had arrived.

In order to cater to the large number users that would be in transit, the website, of course, had to be responsive, and it also needed to repurpose selected content for display on touch screen totems located throughout the futuristic building.

## The Work

We developed an award-winning, highly-evolved content management platform that enabled content to be managed easily and simultaneously on both the website and touch screens.

Then we combined sleek and dynamic design cues from the building's architecture to ensure that the digital experience matched the ground-breaking design of the UK's most important architectural launch of 2015.



## The Difference



Multi-award winning website – winner of the 'Tourism and Hospitality' Category at the Milton Keynes Digital Awards 2016 and winner of the 'Best B2C Technology Innovation' accolade at the Bright Sparc awards 2016.

Since October 2015, 400,000 individual users have accessed the website, with 30% revisiting for more information with an average dwell time of over 2 minutes. Over 66% of all traffic to the website is from organic search.

### GRAND CENTRAL

*"I found the team from Interdirect a pleasure to work with. They were attentive, helpful and ensured that we had a dedicated contact who resolved any queries swiftly. Additionally, they provided useful information that helped me make the right choices for this project."*

**Ashley Innis, Major Project Manager, Birmingham City Council**