

Revitalising the Jewellery Quarter

JQDT COVID-19 RESPONSE PLAN: PHASE 1



NOVEMBER 2020

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Autumn 2020 - Spring 2021

About the Jewellery Quarter Development Trust

Established in 2011, the JQDT is a Community Interest Company that is constituted and operated for the benefit of the communities in the Jewellery Quarter. The JQDT carries out a range of activities, most noticeably, the Jewellery Quarter Business Improvement District (JQBID).



JEWELLERY QUARTER
Development Trust

COVID-19 has severely impacted both the Jewellery Quarter's businesses as well as the lives of its residential community and visiting members of the public. Through the first 8 months of the pandemic, the Jewellery Quarter Development Trust (JQDT) has worked on several projects that have helped support the local community.

These include:

- **Supporting** 100s of businesses access hundreds of thousands of pounds in grants to help mitigate the impact of COVID-19
- **Negotiating** a 6-month holiday for JQBID Levy Payers for the payment of BID levy bills
- **Joining** Birmingham City Council, Birmingham Chamber of Commerce and other Business Improvement Districts in lobbying for further financial support for the business community
- **Expanding** the role of the outside teams to help with monitoring security of properties during lockdown.
- **Suspending** parking bays outside various hospitality businesses to make space for socially distanced furniture for spill-out
- **Organising** an online festival to promote the Jewellery Quarter's independent businesses
- **Increasing** email communications with BID Levy Payers for the duration of the pandemic to ensure businesses are kept well informed on COVID-19 news and support
- **Implementing** a cross-city marketing campaign with other Business Improvement Districts to promote that Birmingham is Back

Planning for the future

With COVID-19 having a huge effect on how we work and value our lives, it's important that we move forward with plans that ensure both the Jewellery Quarter's long term sustainability and its place as one of Birmingham's most attractive destinations for business and pleasure.

This paper outlines further actions that the JQDT wishes to take in the immediate term to enable its communities to safely and viably operate in a world overshadowed by COVID-19.

This paper builds upon the JQDT's previous submission to Birmingham City Council in response to their Emergency Transport Plan. Thank you to the members of the JQ business and residential community who have contributed ideas to the development of this plan.



Our COVID Response Plan will be presented in two stages.

Phase 1 (Autumn 2020 - Spring 2021)

Phase 1 includes measures that are currently underway and will be completed by Spring 2021.

Phase 2 (to be published in Spring 2021)

All stakeholders will be consulted on the initiatives for phase 2 with the plans submitted in 2021.

Aims

Our six aims for reimagining the Jewellery Quarter:



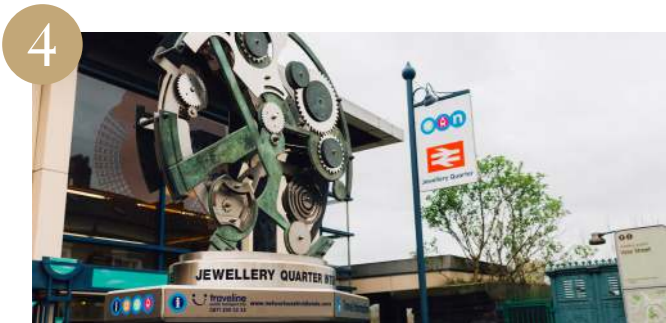
1 To promote the Jewellery Quarter as a COVID secure area by working with stakeholders on various marketing initiatives that reassure public safety.



2 To make it easier for the Jewellery Quarter's hospitality businesses to trade, by increasing the amount of outdoor space for customers.



3 To increase the amount of dwell time for residents and visitors to safely enjoy the Jewellery Quarter's public spaces and business frontages, by improving the Quarter's road system.



4 To improve the attractiveness of the Jewellery Quarter by creating welcoming entries and enhancing public realm at various nodes throughout the Jewellery Quarter.



5 To protect the longevity of our historic Jewellery industry through the implementation of the Jewellery Quarter Neighbourhood Plan.



6 To plan for the future.

Project One

Outdoor spaces for hospitality businesses

Where
Frederick Street,
St Paul's Square
& Warstone Lane

Date
Autumn 2020

Suspending a number of parking bays on Frederick Street, St Paul's Square and Warstone Lane, allows for outside seating and enables hospitality businesses to continue to operate safely and securely during and after the COVID-19 pandemic.

The JQDT would like to work with businesses in these locations and Birmingham City Council on interventions that will increase the overall aesthetic.



Project Two

Additional cleaning for a safer JQ

Where
JQ station
& throughout JQ

Date
Autumn and
Winter 2020

To ensure visitors feel safe when visiting the Quarter, the volume of cleaning measures that are currently in place will be increased. Hand sanitisation stations will be installed at the Jewellery Quarter station and both metro stops. The Jewellery Quarter Clean Team will also increase in size using both agency workers where possible as well as an additional full-time member of staff.



Project Three

A new website to support local

Where
Online

Date
Winter 2020

A brand-new website for the Jewellery Quarter is set to make it easier for customers to reach local businesses and help promote the area as a unique destination.

With people increasingly staying at home and businesses adapting to online models, Discover JQ will become the online hub to help people shop local and support smaller independents.

The new platform allows for every Jewellery Quarter based business to have their own free listing on the website. This means helping those smaller businesses who may have little to no online presence, as well as those who may be more established in the online world.

The development of a new destination website for the Jewellery Quarter will also help promote the incredible JQ package and help reach potential visitors who live outside the West Midlands.



Project Four

Promoting the Quarter as a COVID-secure destination

Where
Online and throughout JQ

Date
2020 - 2021

Working with partners and stakeholders, the JQBID's marketing strategy will focus on promoting the message that the Jewellery Quarter is a safe place to visit - and a unique alternative to the usual hustle and bustle of the city centre.

To reach a more at-home audience, there will be a new focus on utilising the strength of radio advertising and online streaming services.

Social Media will continue to play an integral role in the marketing strategy with Instagram being incredibly important. A new partnership with a local photographer will help the JQBID reach their engagement goals and help develop a unique visual identity for the Quarter.



Project Five

Developing life on Livery Street

Where
Livery Street,
3 locations

Date
Spring 2021

Working with partners, the JQDT would like to breathe new life into Livery Street. By making it safer for pedestrians and cyclists, the JQDT wants to utilise its potential as one of the main gateways to the Jewellery Quarter, attracting more people from Colmore Row.

1. A bright new entrance on Livery Street South

Closing the section of Livery St, from the A38 Queensway to Lionel Street, to motor vehicles, would support active travel and transform the experience of rail users. The scheme would also attract higher levels of footfall for the businesses with extra outdoor seating and spill out space.

The installation of decorative lighting along Livery Street, as well as the provision of outside furniture, will help create a bright and buzzing atmosphere stimulating business for the hospitality venues.

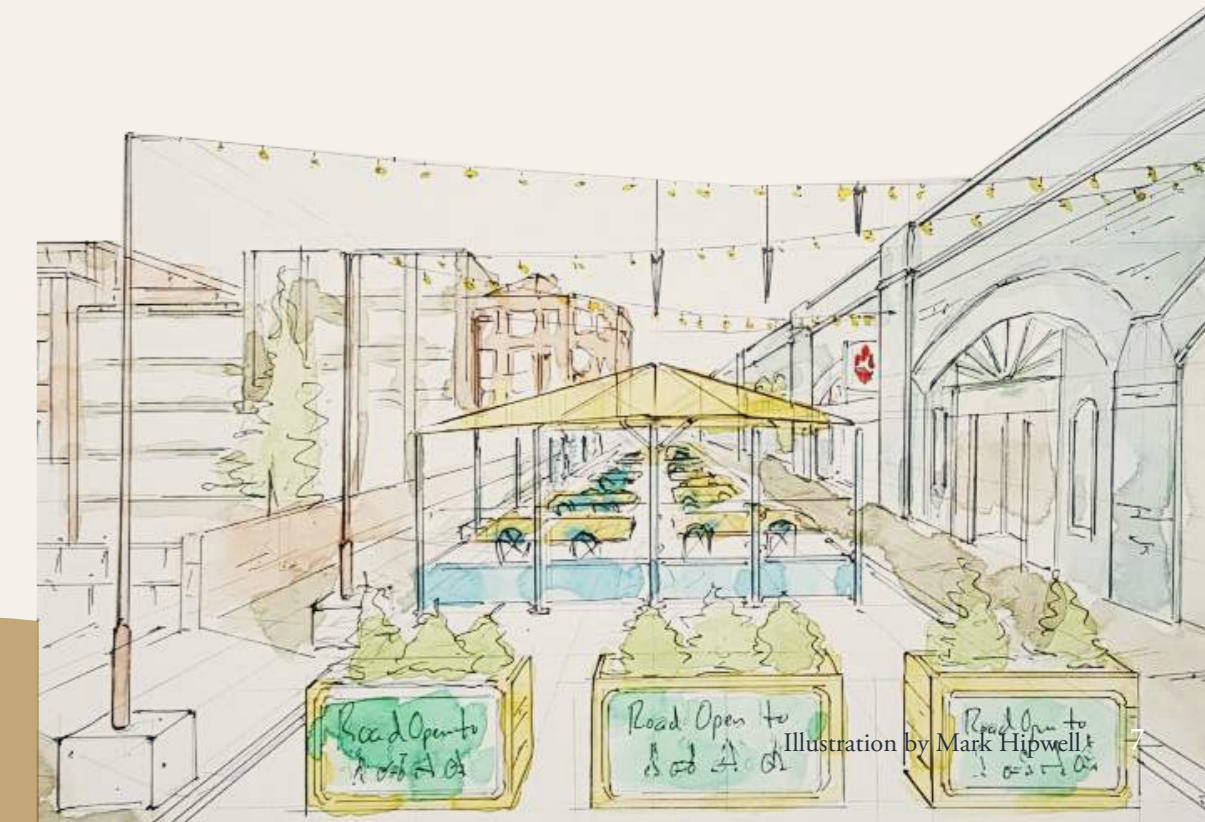
Being in a prominent position off the A38 Queensway, visually enhancing Livery Street will help promote intrigue into the Jewellery Quarter from passing traffic.

2. The closure of a dangerous junction on Livery Street North

The junction of Livery Street and Northwood Street is particularly dangerous. Closing this northerly section of Livery St to motor vehicles will help reduce potential collisions.

3. Linking the city core to the JQ on Livery Street Middle

With the length of Livery St used by cyclists in both directions, a protected cycle lane is proposed to be introduced. With the route forming part of a longer corridor between Hockley and the City Centre Core, it's important the route is protected as it provides great value.



Project Six

Al fresco dining on the Golden Square

Where

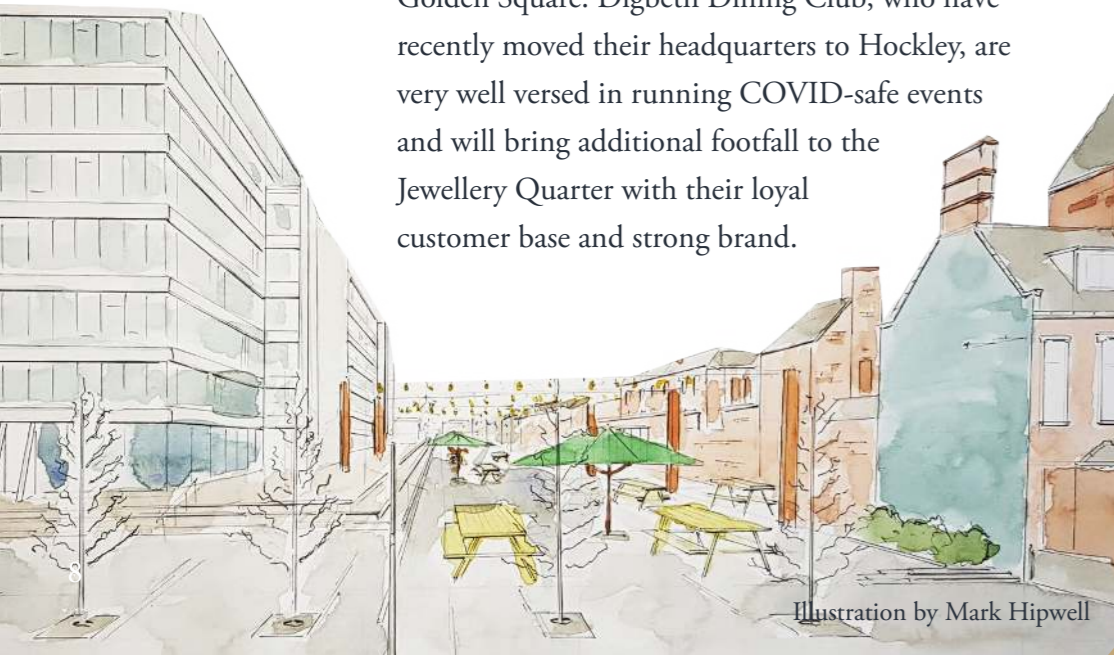
Golden Square

Date

Spring 2021

Utilising the public space on the Golden Square, socially distanced tables and chairs are to be installed for members of the public to make use of. This will create a safe public meeting space and allow members of the public to enjoy takeaway food and drink from neighbouring hospitality businesses.

The JQDT would also like to work with partners, such as Digbeth Dining Club, on potential pop-up events that would utilise the open space on the Golden Square. Digbeth Dining Club, who have recently moved their headquarters to Hockley, are very well versed in running COVID-safe events and will bring additional footfall to the Jewellery Quarter with their loyal customer base and strong brand.



Project Seven

Using car parks for creativity

Where

Vyse Street
Car Park

Date

Spring 2021

Utilising underused public space in the Jewellery Quarter for markets, events, and other activities will generate additional footfall. If it is safe to do so - and there is support from City Council – this will be tested with an event in 2021 through a partnership with Quartermasters (a group of local Jewellery Quarter makers).

Quarter Goods is a proposed event that will utilise the safe, socially distanced potential of the multi-storey car park within the Jewellery Quarter to mitigate the economic hardships faced by the retail, cultural and hospitality sectors; particularly those that are independently owned and micro businesses. By utilising this large, covered outdoor space, a cultural and independent takeover of the car park could be hosted.

If successful, a programme of events inside the underused car park could be proposed for the future.

Project Eight

Creating a welcoming and green station

Where

Jewellery
Quarter Station

Date

Spring and
Summer 2021

After adopting the station in 2019, working with partners and local volunteer groups, the JQDT aims to dramatically improve the environment of one of the main visitor entries into the Jewellery Quarter.

The Jewellery Quarter station is set to be turned into a national exemplar in tackling inner city pollution through schemes such as living walls and wildflowers to improve both local air quality and biodiversity. The project will also incorporate edible planting, rainwater collection and the creation of lawn areas to soften the landscape and provide spaces for passengers to rest.



Project Nine

A plan for the future – making development work for the Quarter

Where

Jewellery Quarter

Date

Spring 2021

The JQDT will campaign for a Yes vote for the Jewellery Quarter Neighbourhood Plan (JQ Plan), which is expected to go to a referendum of businesses and residents in 2021.

The JQ Plan is a community-led overhaul of planning documents, with a focus on:

- supporting the jewellery and creative industries
- protecting our heritage
- making it easier to get to and around the JQ
- improving the quality of new developments and the JQ environment



Project 10

Developing COVID Response Phase 2 with the JQ Community

Where

Throughout the JQ

Date

To be released
Spring 2021

The JQDT has many other plans and concepts in the pipeline, these have been drawn on from many sources from within the Jewellery Quarter itself. It is hoped that Phase 2 will be bigger and bolder in its concepts and thus the local public will be consulted with to get more ideas and to help hone the next phase of the Covid Response Plan.

It is expected that this document will be readily available in Spring 2021, where it will build on the success of the Phase 1 plan.

Get in touch

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