

# THE JEWELLERY QUARTER NEIGHBOURHOOD PLAN

2022-2032



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# Foreword

This draft neighbourhood plan is the culmination of over 7 years of contributions, efforts, ideas, contradictions and general debate about how best to influence the development of the Jewellery Quarter without destroying its heritage and unique feel.

It is a place of special significance, not just to Historic England but to the people who live and work here. I am a Jewellery Quarter resident, too, so I have taken great interest in the vision contained herein. The 'why' is as important as 'what'.

It's important to mention that this is *not* a Birmingham City Council project, though the team have played their part in supporting and contributing. Ultimately, if the plan becomes part of the planning lexicon, the community's wishes will be taken into consideration when the planning team make a decision.


I would urge you to have a really good read through it. Ask questions, interrogate the intentions, and satisfy yourself that a 'yes' at the Referendum is a worthy use of your vote.

The Jewellery Quarter is a complex area and its challenges are diverse. It is particularly significant to this city's economy ; it's heritage needs protecting, but the future must also be embraced to ensure the quarter flourishes for all.

Our city has ahead of it a golden decade of opportunity and we must be bold in our ambitions for it. The Jewellery Quarter was once the catalyst for change in this city, and it will be again.



Deborah Cadman

A handwritten signature in blue ink, which appears to read 'Deborah Cadman'.

Jewellery Quarter resident foremost.

Chief Executive  
of Birmingham City Council, 2021+



# Preface

Welcome to a piece of history in the making.

This document represents the views and desires of the community living in, and working in, the Jewellery Quarter, for its future.

But the most important part is yet to come, getting the plan into the local planning lexicon. So what happens now?

On receiving the submitted plan proposal and supporting documents, the local authority is responsible for checking that the proper legal process has been followed, such as the neighbourhood area being ‘designated’ and that the plan has met the legal requirements for consultation and publicity. The local authority is also responsible for publicising the proposed plan and arranging for the independent examination and referendum to take place, for example in appointing the independent examiner.

If the Neighbourhood Plan is found to be satisfactory by the examiner, with or without modifications, then the local authority will arrange for the referendum to take place. If more than 50% of those voting in the referendum vote ‘yes’, then the local planning authority will bring the plan into force.

The Jewellery Quarter is also a business area, so there are two separate votes. If there is a different result from the business referendum and the residents’ referendum, the local planning authority will decide whether to bring the plan into force.

Once a Neighbourhood Plan is brought into legal force, it forms part of the statutory Development Plan for that area. Consequently, decisions on whether or not to grant planning permission in the neighbourhood area will need to be made in accordance with the Neighbourhood Development Plan, unless material considerations indicate otherwise.

Having a plan in place is just part of the story – elements of the plan will need active interventions on the part of the community, the local planning authority, other organisations, and other key stakeholders.

We have led this process for the past 7 years, but we will need more involvement from the community going forward, so please take time to read this plan and think about where you might be able to assist.

It has been hard work so far, but this is where the fun really starts. We’d love your engagement.

Nicola and Matt



# Introduction

The Jewellery Quarter Neighbourhood Plan was initiated by the Jewellery Quarter Development Trust (JQDT) and has been proudly produced by the Jewellery Quarter community. People working in, living in and representing the Jewellery Quarter have created, contributed to and reviewed this Neighbourhood Plan, with help from professionals across Birmingham and beyond.

The JQDT recognised that a Neighbourhood Plan was one way of delivering on some of the community's aspirations around safeguarding the area's heritage and addressing some of the problems in the physical environment. The JQDT started the Neighbourhood Plan process in 2014 and the intervening years saw a huge amount of evidence gathered including studies and surveys. Whilst the Jewellery Quarter has changed since 2014, the underlying issues remain and the evidence supports this. The goals of the Neighbourhood Plan remain the same in part because the planning rules haven't changed. This is the Jewellery Quarter's opportunity to change those rules.

This Neighbourhood Plan has been written by the community, for the community. As most of the Jewellery Quarter is a Conservation Area, Birmingham City Council is legally required to produce a Conservation Area Character Appraisal and Management Plan. The Neighbourhood Plan 'Regulation 16' issue references the current 2002 version of this but also works with the 2021 version which is being consulted on concurrently.

The impact of Covid-19 meant there was an enforced hiatus from March 2020 until the start of 2022. The challenges presented by the pandemic have reinforced the need for this Plan and underlined how robust it needs to be.

For more information on Neighbourhood Plans visit <https://neighbourhoodplanning.org/>

Image: Newly renovated JQ clock  
Credit: Anne-Marie Hayes



## About the Jewellery Quarter

The Jewellery Quarter is a truly mixed-use part of Birmingham city centre, with an estimated 10,000 workers and 10,000 residents. Its name derives from the trade at the heart of the area - gold and silversmiths have been working in this part of Birmingham for around 250 years and their presence is still prominent with over 300 jewellery-related businesses in the area.

Prior to the 18th century, the area now known as the Jewellery Quarter was rolling open pasture and heathland located northwest of the Birmingham town boundary and St Philip's Church. In the mid-18th century, the landowners, the Colmore family, began releasing land from their New Hall Estate for development with ambitions for a residential district anchored on a Georgian grid with a central square.

Although housing spread rapidly across the area, the 19th century saw the start of the dominance of manufacturing. A process of converting houses began, together with new construction, firstly with gardens being appropriated for narrow 'shopping' (workshops), then villas and rows of terraces were replaced with larger purpose-built

manufactories. It is this built heritage that sees the Jewellery Quarter home to 144 listed buildings and a designated conservation area.

The jewellery industry reached its peak in the early 1900's with approximately 70,000 people employed locally, mostly in wholesale and support services. There were no jewellery shops for customers until the economic downturn of the 1970's which prompted manufacturers to sell directly to consumers.

In the last 20 years the area has undergone a radical transformation as creative and other service sector

businesses have moved to the area. There has also been continuous growth of its residential population with new apartment blocks developed and vacant buildings converted. Complementary independent businesses serve the growing residential and business population including stylists, cafes, bars and restaurants.

Built heritage and economic heritage is engrained into the Jewellery Quarter, shaping its distinctive character and providing the foundations upon which people construct their identities.



Image: 6 Legge Lane, Jewellery Quarter  
Credit: Matthew Bott / JQDT



## What is a Neighbourhood Plan?

The Localism Act introduced Neighbourhood Planning into the planning process in England, giving communities the right to shape their future development at a local level.

On 17 October 2019, Birmingham City Council formally designated the JQDT's Neighbourhood Planning Forum and Neighbourhood Plan Area. This includes the area formally recognised as the Jewellery Quarter, plus an industrial area to the north of Great Hampton St. We have been designated as a Business Neighbourhood Plan as the area is dominated by businesses but noting a significant residential population.

The Jewellery Quarter Neighbourhood Plan reflects community-wide comments, observations and concerns about its future. It brings them together with strategic and statistical evidence, into a plan for the future that mirrors the community's overwhelming desire to help businesses and residents look after our heritage, improve the quality of new development and stimulate the projects needed to improve the vitality of the Jewellery Quarter.

Community consultation has taken place throughout the development of the Neighbourhood Plan to provide review, feedback and evidence. Further detail can be found in the Consultation Statement.

This 'Regulation 16' plan - and its preceding 'Regulation 14' plan - has been produced by a Neighbourhood Planning Group including local

business owners, local workers, local residents, local councillors, community volunteers and members of the JQDT. Following this 'Regulation 16' consultation and a review by an Independent Examiner, a referendum will be held for Jewellery Quarter businesses and residents to vote to bring the plan into force.

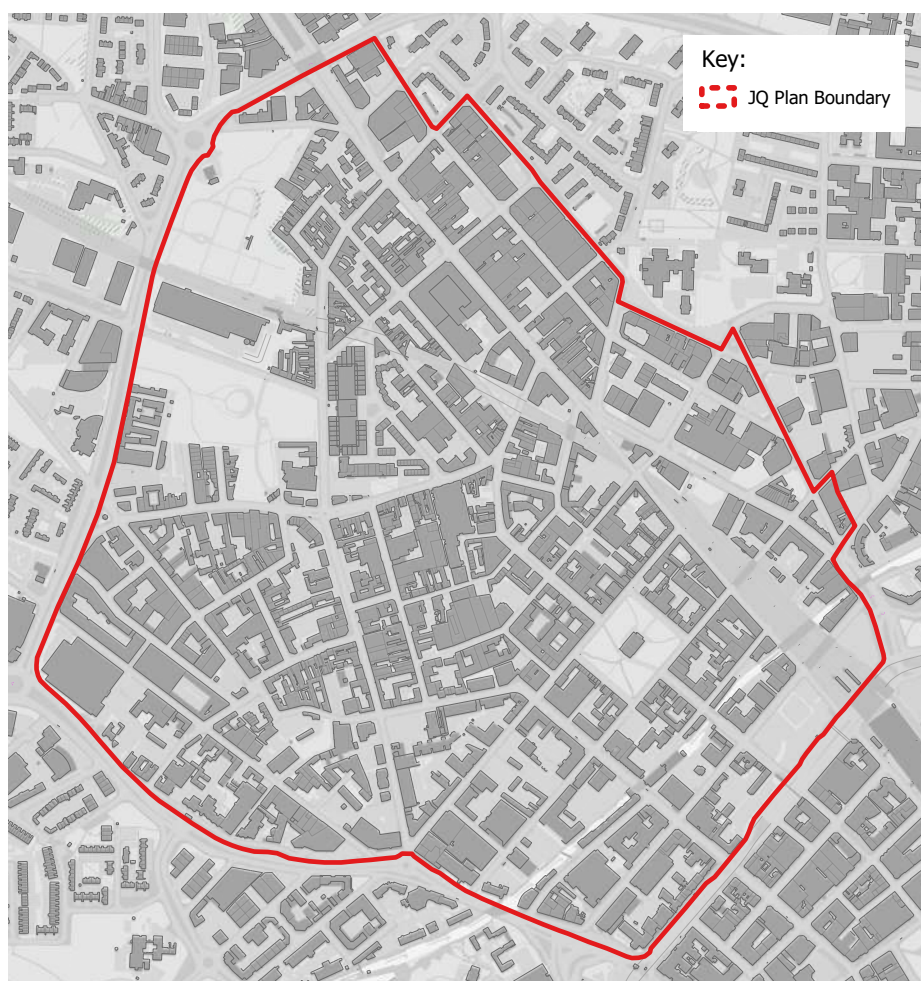


Figure 1: The outline of the JQ Neighbourhood Plan area (in red)



## How to use this document

There are a set of basic conditions for a Neighbourhood Plan:

- Have regard to national policy
- Contribute to the achievement of sustainable development
- Be in general conformity with the strategic policies in the development plan for the local area
- Be compatible with EU obligations

National policy is set out in the National Planning Policy Framework (NPPF) as updated 20th July 2021, and is supported by National Planning Policy Guidance (NPPG). Paragraph 13 of the NPPF also states that

*Neighbourhood plans should support the delivery of strategic policies contained in local plans or spatial development strategies; and should shape and direct development that is outside of these strategic policies.*

In Birmingham, the local plan is the Birmingham Development Plan 2031 (January 2017) and Birmingham City Council has confirmed that the Jewellery Quarter Neighbourhood Plan achieves compliance with the strategic policies of the Birmingham Development Plan in an email dated 10 February 2022.

Jewellery Quarter-specific planning considerations include the following Supplementary Planning Documents (SPD) and Supplementary Planning Guidance (SPG):

- Jewellery Quarter Conservation Area Character Appraisal & Management Plan (2002) SPD
- Jewellery Quarter Conservation Area Design Guide (2005) SPG

And also:

- Draft Jewellery Quarter Conservation Area Character Appraisal & Management Plan (2021)

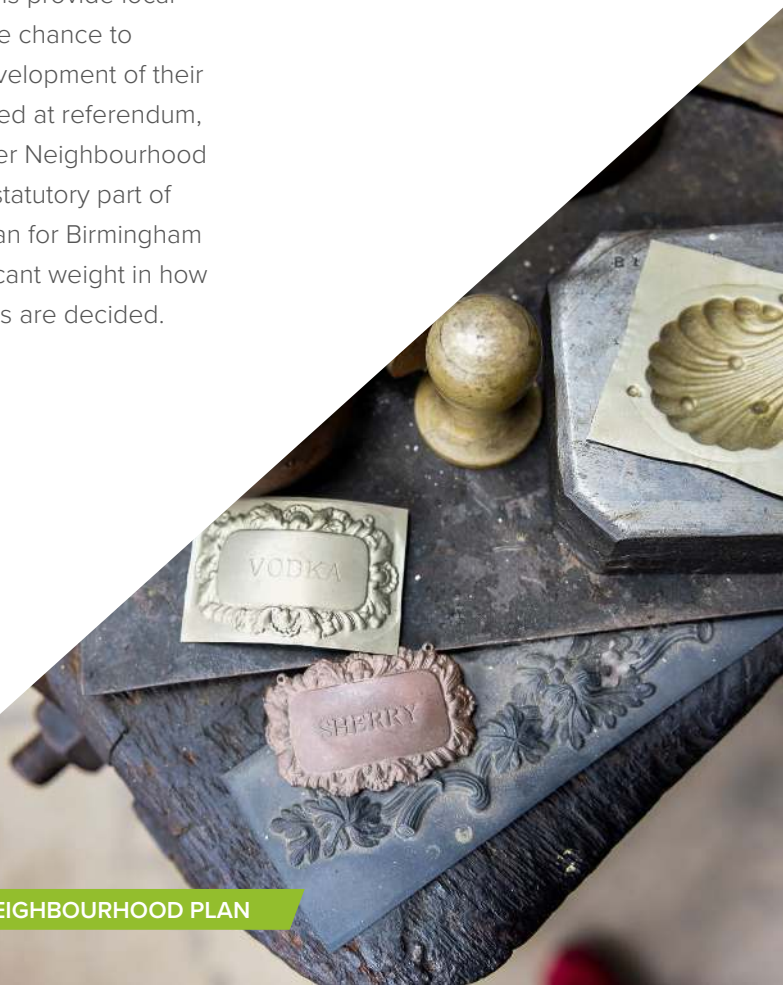
There are other Birmingham-wide SPD's and SPG's which support the Birmingham Development Plan which also have a bearing on development in the Jewellery Quarter.

Neighbourhood Plans provide local communities with the chance to shape the future development of their areas. Once approved at referendum, the Jewellery Quarter Neighbourhood Plan will become a statutory part of the development plan for Birmingham and will carry significant weight in how planning applications are decided.

Along with the Birmingham Development Plan and Jewellery Quarter Conservation Area Character Appraisal and Management Plan, these 3 documents will be the starting point for development in the area.

As Neighbourhood Plans are part of the planning process, it means that there are important issues of interest to the local community that cannot be addressed in a Neighbourhood Plan if they are not directly related to planning. The Jewellery Quarter Neighbourhood Plan recognises that it can play a role in supporting non-planning initiatives and will publish on the JQDT website a list of the challenges, aspirations and community actions that have been suggested. This can be used as a basis for future projects in the Jewellery Quarter.

Image: JW Evans workshop detail  
Credit: Anne-Marie Hayes



## How to use this document continued

The Jewellery Quarter Neighbourhood Plan contains 4 sections grouped around 4 different themes:

1. Supporting and protecting the jewellery and creative industries
2. The Jewellery Quarter as a creative, mixed-use quarter
3. Moving around the Jewellery Quarter
4. The Jewellery Quarter environment

Within each section are references – and sometimes quotes – related to supporting evidence. These demonstrate the case for the policy. A table of evidence and supporting information is provided separately, along with the evidence and information itself.

There are documents appended to the Neighbourhood Plan produced specifically for the Jewellery Quarter and intended to be used as tools and references to help deliver some of the policies of the Neighbourhood Plan:

- ‘Design in the Jewellery Quarter’ – cited in policy 4(a) this deals with the design of buildings and spaces in the Jewellery Quarter. Although it is aimed at landowners, developers and designers, it is written so everyone can understand it and play their part in driving up the quality of design in new development.
- ‘Jewellery Quarter Biodiversity Strategy’ – cited in policy 4(g), this gives the biodiversity context for

the Jewellery Quarter. It forms part of the evidence base and is also a resource for landowners, developers and designers when considering their biodiversity solutions.

The Jewellery Quarter Neighbourhood Plan is intended to be

in place for 10 years i.e. 2022-2032 and an interim review by the JQDT and Birmingham City Council will take place in 2027. It will be refreshed for 2032 which will allow it to follow the next iteration of the Birmingham Development Plan.

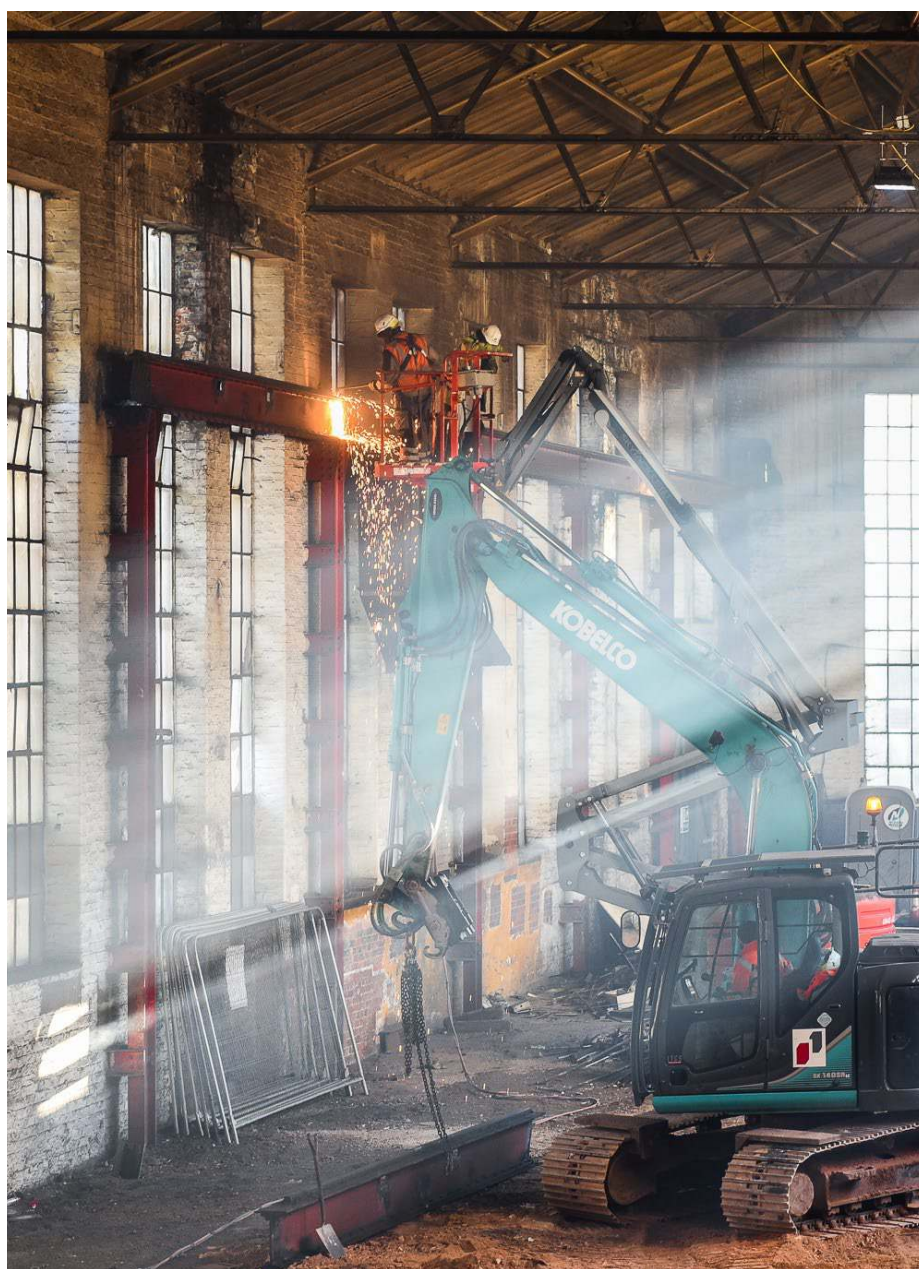


Image: Derwent Works, factory interior  
Credit: Anne-Marie Hayes



## Vision, goals and how they will be achieved

The Jewellery Quarter Neighbourhood Plan's vision is for the Jewellery Quarter to be a successful community of businesses and residents, with jewellery and designing/making at its heart. It will foster a creative approach to conservation whilst demanding the highest quality design for new development, and it will stimulate the vitality of the area by making it easier to get around and giving people a reason to stay.

The strategic goals of the Neighbourhood Plan are:

1. Enabling businesses and residents to co-exist and be successful together
2. Drive up the quality of new developments and avoid dereliction
3. Protect the heritage of beautiful buildings, jewellery and creative industries, and allied activities
4. Facilitate the wider projects needed to support the growth and vitality of the Jewellery Quarter

These strategic goals were arrived at based on a review of several studies of Jewellery Quarter businesses and residents to identify the positives and negatives of the area, including 'Jewellery Quarter Neighbourhood Forum Brainstorm' (2013), 'Jewellery Quarter Property Market & Employment Study' (2013),

'Shaping the Jewellery Quarter Survey' (2014), and the 'Jeweller's Preview Symposium' (2016). The goals were tested in a series of 4 in-person consultation events from 16th - 25th November 2016 and 86% of respondents strongly agreed with them. The vision was crystallised from the strategic goals.

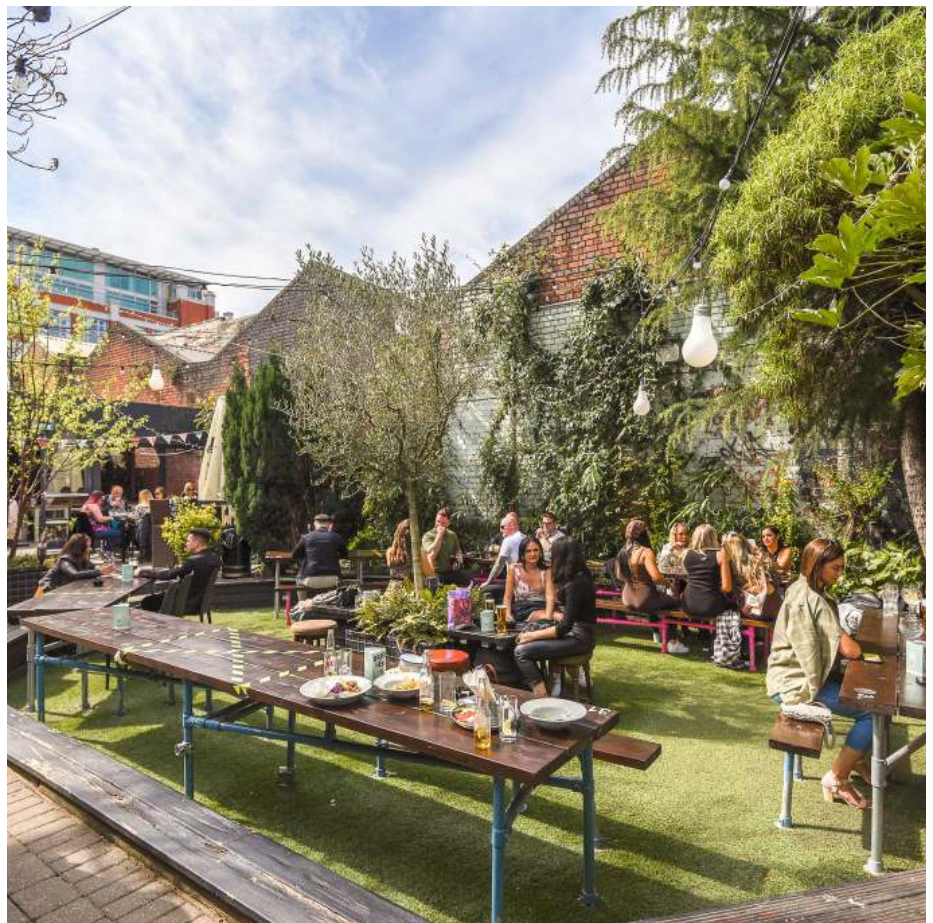


Image: Lord Clifden beer garden

Credit: Anne-Marie Hayes

## Vision, goals and how they will be achieved continued

As some policies deliver on multiple goals, the policies are organised by common theme rather than goal, and together they achieve the strategic goals. The list of outcomes below links the policies back to the strategic goals:

- Great weight is given to development which conserves the Jewellery Quarter's industrial heritage and its built heritage.
- Our industrial heritage will be conserved by creating a zone to protect the jewellery industry, based on where the jewellery industry exists as opposed to the conservation area zones which are based on architectural character. Development in this area will need to help the jewellery industry by preventing loss of workspace and providing new suitable workspace.
- Our built heritage will be saved by permitting investment that safeguards the ones in most need, and supporting enforcement where buildings are left to rot.
- Quality will be improved by

requiring the design of buildings to follow the requirements of 'Design in the Jewellery Quarter'. New buildings should be as good as our historic ones.

- The Jewellery Quarter's reputation as a creative district will be enhanced by providing space suitable for creative businesses involved in design, making and trading.
- New, high quality public spaces will provide focal points, making the area even more distinctive and easier to navigate, promoting opportunities for artists and creatives in public realm design. Developers will improve the public realm around them, reinforcing the area's identity and making the area much more accessible for those with mobility impairments.
- Footfall, spending and investment will be stimulated by creating new routes into the cut-off and derelict parts of the Jewellery Quarter. Main routes through the Jewellery Quarter will have shops, workplaces and leisure premises

on the ground floor to keep the streets busy and safe.

- More greenery in appropriate places will improve health and wellbeing by providing access to nature and increasing biodiversity.
- Nuisance will be dealt with by placing the onus on the developer to identify and mitigate potential issues as part of their planning permission.

The Neighbourhood Plan intends that new development will contribute to these outcomes as appropriate, and that Birmingham City Council will determine proposals with regard to the Jewellery Quarter Neighbourhood Plan, all with the expectation that developers, the community and the JQDT will work co-operatively to achieve the strategic goals and outcomes. To support these outcomes, the Neighbourhood Plan also forms a platform for future dialogue with non-planning authorities, and a basis for grant applications for further investment in the Jewellery Quarter.



## Implementation

There are several ways in which the goals of the Jewellery Quarter Neighbourhood Plan will be implemented:

**Statutory development plan:** The Neighbourhood Plan policies will be implemented through the planning process. Once the Plan is 'made' following a successful referendum, it becomes part of the statutory development plan for Birmingham and will be considered when reaching planning decisions.

**Commenting on planning applications:** The JQDT has been commenting on planning applications since 2011 through its Planning Consultation Committee. The committee will be refreshed following the making of the Neighbourhood Plan and continue to represent the

Jewellery Quarter by using the plan as the basis of comments, and will also encourage businesses and residents to engage via the JQDT or directly.

**Engagement with developers:** The Planning Consultation Committee plays a proactive role by providing review and input to developers prior to applications being prepared and submitted. This will continue with a specific aim of delivering the Neighbourhood Plan's goals. The committee will be open to members of the Neighbourhood Planning Forum to provide expertise in the context and reasoning behind the policies.

**Projects:** The Neighbourhood Plan outlines a number of projects to deliver improvements in the Jewellery

Quarter. The plan will be used to galvanise community action to deliver some of these improvements and will act as a foundation for attracting investment into the area, whether private or public investment or as a basis for applying for grants.

**Community Infrastructure Levy (CIL) expenditure:** 25% of revenues from CIL in an area with a Neighbourhood Plan in place should be spent in the plan area on projects prioritised by the community. A priority list will be maintained by the JQDT, initially based on the priorities identified in the Neighbourhood Plan consultation process and then refreshed as they are delivered.

## Monitoring and review

The effectiveness of the Neighbourhood Plan will be monitored by the JQDT and members of the Neighbourhood Planning Forum. 'On-the-ground' monitoring via commenting on planning applications and engaging with developers will provide live feedback.

These will be supplemented by regular reviews, at least annually, which will look at:

- Officer reports

- Planning application decisions and policy compliance
- Planning appeals and decisions
- Enforcement notices
- An assessment of delivery against specific policy objectives such as:
  - Provision of workspace
  - Vacant sites
  - Dereliction

The reviews will also look at changes to local and national legislation,

and other external factors such as economic performance, demographic changes and major infrastructure changes. A major review of the Neighbourhood Plan should take place between 3 and 5 years after it is made.

## List of policies

### 1. Supporting and protecting the jewellery and creative industries

- (a) New development and conserving industrial and built heritage in the Creative District
- (b) Stimulating improvements in the Creative District
- (c) Providing workspace suitable for the jewellery and creative industries in the Creative District
- (d) A Jewellery Quarter Creative Incubator

### 2. The Jewellery Quarter as a creative, mixed-use quarter

- (a) Authenticity in the Jewellery Quarter
- (b) Conserving heritage assets outside the Creative District
- (c) Conserving non-designated heritage assets outside the Conservation Area
- (d) Diversity in residential space including affordable housing
- (e) Diversity in business space
- (f) Maintaining workspace for jewellery and creative industries
- (g) Avoiding nuisance
- (h) Major development providing new workspace for the creative industries
- (i) Meanwhile uses

### 3. Moving around the Jewellery Quarter

- (a) Key Routes - active uses keeping streets busy and safe
- (b) Improving permeability by creating new high-quality public routes
- (c) Improving mobility in the Jewellery Quarter
- (d) Nodes - pockets of high-quality public realm and active uses
- (e) Accessibility - step-free access
- (f) Development adjacent to the canal

### 4. The Jewellery Quarter environment

- (a) Design in the Jewellery Quarter
- (b) Core design principles
- (c) High-quality public realm adjacent to development
- (d) Art
- (e) Dereliction and vacancy
- (f) Promoting the development of vacant land
- (g) Biodiversity in the Jewellery Quarter
- (h) Signage and advertising
- (i) Ensuring car parking does not prevent development
- (j) Provision of parking on development sites

# Section 1: Supporting and protecting the jewellery and creative industries

The Neighbourhood Plan seeks to support the industrial cluster which gives our area its name by:

1. Giving great weight to conservation of existing industrial and built heritage
2. Protecting against harmful development in the traditional core of the Jewellery Quarter, particularly all-residential development
3. Avoiding development which does not add to the character and vitality of the area
4. Stimulating the repair and re-use of underused heritage assets
5. Supporting the provision of space suitable for the jewellery and creative industries

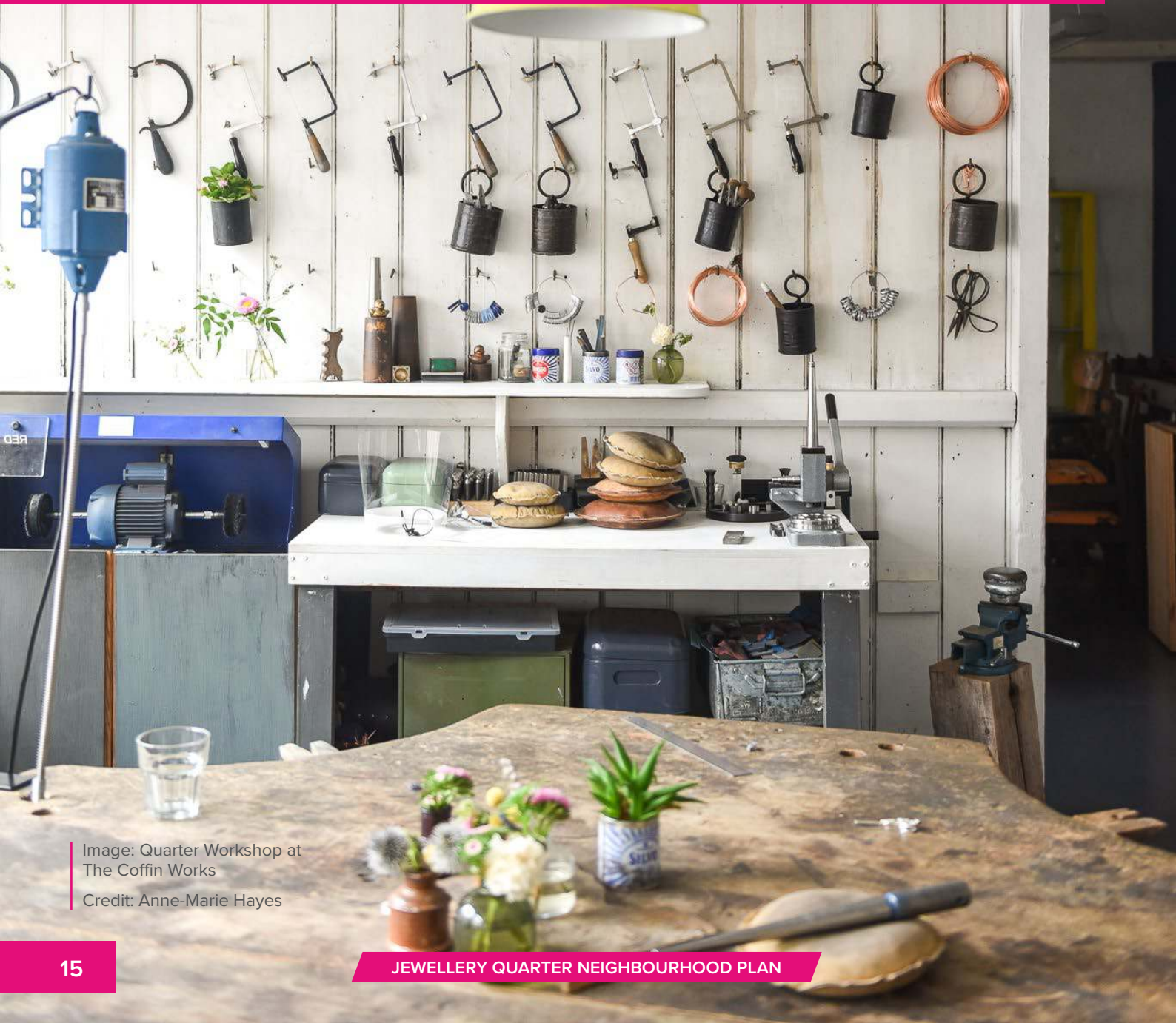


Image: Quarter Workshop at  
The Coffin Works

Credit: Anne-Marie Hayes



## 1.1 The Creative District at the heart of the Jewellery Quarter's economic character

*Birmingham's Jewellery Quarter is a national treasure. It contains the best and most extensive surviving group of Victorian and 20th-century buildings devoted to the manufacture of jewellery and similar small goods in Europe, a place of unique character. But there is more to it than industrial archaeology. The Quarter remains a thriving manufacturing community, people often still working from original premises and in many cases using original machinery and tools. The Quarter's buildings are under pressure from two directions - dereliction and decline, especially at its edges, and buoyant economic demand for expansion and change of use, especially at its heart.*

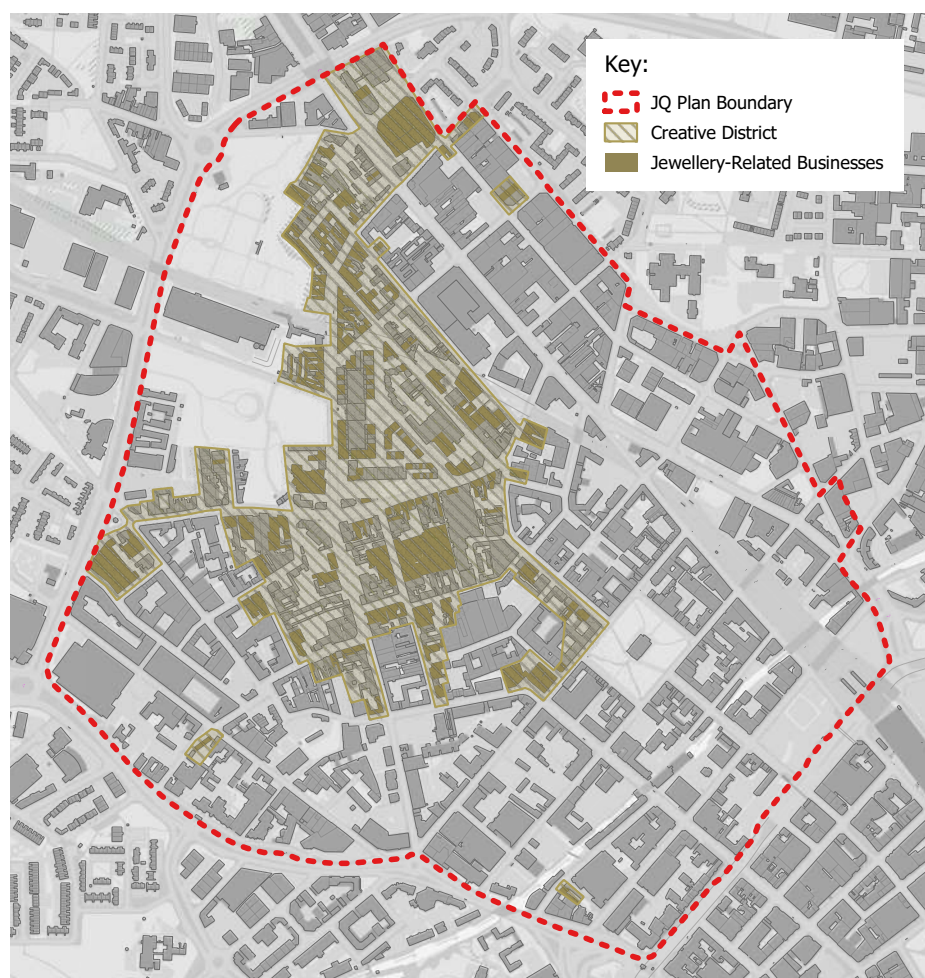
Foreword to 'The Birmingham Jewellery Quarter' by English Heritage (2000)

These words were written over 2 decades ago but they are still pertinent. The Birmingham Development Plan 2031 (January 2017) recognises the importance of the Jewellery Quarter to the city, both in terms of its heritage assets and also its character. Policy GA1.3 'The Quarters' states:

*New development must support and strengthen the distinctive character of the areas surrounding the City Centre Core raising their overall quality, offer and accessibility.*

The Neighbourhood Plan will deliver this by supporting the economic character of the Jewellery Quarter, addressing the development pressure by designating a Creative District - a zone of special character defined by the economic activity carried out within it; namely the jewellery industry cluster and allied businesses.

The Neighbourhood Plan gives special protection to the Creative District, identified in Map 1 below, which is home to an important concentration of character buildings and the jewellery and manufacturing trades. The boundary was drawn by Birmingham City Council based on a survey 'Jewellery Quarter Plan - Mapping the Jewellery Sector' (March 2019) which identified over 300 businesses and their locations.



Map 1: Creative District (shown in yellow)



## 1.1 Continued

This aligns with earlier studies such as the 'Jewellery Quarter Property Market and Employment Study' (October 2013) which found 67% of jewellery businesses were located in the 'Golden Triangle' Conservation Area locality and 22% in the 'Industrial Middle'. Although these two localities have a high degree of alignment with the Creative District, an important difference is that the 2019 survey shows that the jewellery industry is absent in the southern end of the Industrial Middle.

Buildings in this area designated as heritage assets include those on the National List, locally listed buildings and those recognised as making a positive contribution to the Conservation Area.

Image: JW Evans workshop  
Credit: Anne-Marie Hayes



## 1.2 Creative industries in the Jewellery Quarter

The government, through the Department for Digital, Culture, Media & Sport (DCMS) defines the creative industries as:

*“Those industries which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property.”*

The DCMS document ‘Sector Economics Estimates - Methodology’ updated 4th September 2019 lists the Jewellery Quarter as having representation in the following Standard Industrial Classifications, amongst others: 2. Architecture; 3. Crafts; 4. Design and designer fashion; 5. Film, TV, video, radio and photography; 8. Museums, galleries and libraries; and 9. Music, performing and visual arts.

The survey ‘Jewellery Quarter Plan -

Mapping the Jewellery Sector’ dated 15th March 2019 identifies over 300 jewellery and related businesses in the area. Research collected by the Jewellery Quarter Business Improvement District ‘Levy Payer Breakdown 2017-2022’ (2021) lists the 604 levy-paying businesses and shows that the Use Classes which apply to the creative industry constitute over 70% of levy-paying businesses - namely E(a) [retail of goods], E(g) [offices, research & development, industrial processes] and F1(c) [museums]. Not all office space is suitable for, or occupied by, creative businesses, but it should also be noted that many small businesses are not eligible to pay levy – the ‘Jewellery Quarter Property Market and Employment Study’ (October 2013) identified 1476 companies based in the area. Therefore these findings should be read together to appreciate the scale and location of the jewellery industry.

Birmingham City Council defines “culture” as meaning:

*“Performing arts, visual art, craft, film, media (including digital media), combined arts, museums, heritage, libraries, public art, creative industries and tourism related activity.”*

In its ‘Cultural Strategy 2016-2019 (Imagination, Creativity and Enterprise)’ the use of the term ‘creative’ in this Neighbourhood Plan and its link to designing, making and trading, is deliberate. The jewellery industry is one of Birmingham’s oldest creative clusters which has continued by being innovative and dynamic.

The Neighbourhood Plan cannot predict the next steps in the evolution of the creative cluster, but it can help provide the space needed to allow them to happen.

Image: Tramshed on Kenyon Street  
Credit: Anne-Marie Hayes



## 1.2 Continued

Table 1: Standard Industrial Classifications used in Creative Industries sub-sector estimates (DCMS 2019)

Creative Industries Sub Sector	SIC07	Description
1. Advertising and marketing	70.21 73.11 73.12	Public relations and communication activities Advertising agencies Media representation
2. Architecture	71.11	Architectural activities
3. Crafts	32.12	Manufacture of jewellery and related articles
4. Design and designer fashion	74.1	Specialised design activities
5. Film, TV, video, radio and photography	59.11 59.12 59.13 59.14 60.1 60.2 74.2	Motion picture, video and television programme production activities Motion picture, video and television programme post-production activities Motion picture, video and television programme distribution activities Motion picture projection activities Radio broadcasting Television programming and broadcasting activities Photographic activities
6. IT, software and computer services	58.21 58.29 62.01 62.02	Publishing of computer games Other software publishing Computer programming activities Computer consultancy activities
7. Publishing	58.11 58.12 58.13 58.14 58.19	Book publishing Publishing of directories and mailing lists Publishing of newspapers Publishing of journals and periodicals Other publishing activities
8. Museums, galleries and libraries	74.3 91.01. 91.02.	Translation and interpretation activities Library and archive activities Museum activities
9. Music, performing and visual arts	59.2 85.52 90.02 90.03 90.04 90.04	Sound recording and music publishing Cultural education 90.01 Performing arts Support activities to performing arts Artistic creation Operation of art facilities



### 1.3 Development should contribute to the vitality and heritage of the Creative District

A survey of people living, working or studying in the Jewellery Quarter by the Jewellery Quarter Townscape Heritage project found that **MOST people are MOST impressed with the rich industrial history** as stated in the 'JQ Townscape Heritage Project Activity Statement and Community Engagement Report' (January 2015). Similarly, the JQDT survey of businesses 'JQ Priorities - 3 minute survey' (June 2021) found that 63% of respondents thought the jewellery industry was **extremely important** to the Quarter.

However, the 'Jewellery Quarter Industry Cluster Survey' (September 2016) in its review of businesses in the area found 69% of the sample saw:

*The heightened focus on residential development similarly posing a further threat to the viability of the Jewellery Quarter Industry Cluster, [and that] most businesses did not wish to relocate or were unable to relocate.*

The 'Jewellery Quarter Conservation Area Character Appraisal and Management Plan' (2002 extant) - writing about the Golden Triangle locality states that:

*Pressure for residential development in the industrial core of the Jewellery Quarter poses a serious threat to its traditional character" and in the Industrial Middle locality "there are some relatively small vacant buildings and sites and hence potential pressure for residential development.*

Its analysis concludes:

*The most significant change in the land use pattern of the Jewellery Quarter has been the recent introduction of new residential development. On the periphery of the area these can encourage valuable new uses and significant regeneration. Further in it leads inevitably to pressure for inappropriate residential development in the industrial heart of the Jewellery Quarter threatening the interdependent and increasingly fragile structure of the jewellery trade and diluting the character of the conservation area.*

This recognises that residential uses can be a threat to manufacturing uses and makes the point that the best conserved areas of the Jewellery Quarter are those where the

manufacturing is retained within the historic buildings that were built for that purpose. It states:

*Residential development of unsympathetic character and scale has in the past caused significant harm to the character of the conservation area, in terms of both architecture and the wider paraphernalia and activities which are particular to domestic rather than industrial uses [and that] Pressure for residential development also poses a threat to jewellery-making and related industry, as many properties occupied by these trades represent attractive character properties; which, if converted, would command higher capital values as residential units than they would as industrial units.*

'Jewellery Quarter Conservation Area Character Appraisal and Management Plan' (2021 Draft)

This evidence base identifies both a distinct concentration of character buildings and trades in the Creative District and the risk from single use / majority-led residential development. It is reinforced by an appeal decision for Beverly Hall Court on Regent Place (Planning Inspectorate reference APP/P4605/W/15/313839) which dismissed



## 1.3 Continued

an appeal to convert B1 commercial space into C3 residential, stating:

*...the appeal proposal would give rise to harm to the character and appearance of the Conservation Area, a designated heritage asset, the conservation of which should be given great weight as set out in paragraph 132 of the Framework.*

*The harm identified to the Conservation Area therefore is not outweighed by the public benefits identified...*

The JQDT survey of businesses 'JQ Priorities - 3 minute survey' (June 2021) found that 63% of respondents thought the jewellery industry was **extremely important** to the Quarter. Furthermore, 88% of respondents found that ensuring a supply of a range in type, price, and space of

business premises either **important** (15%), **very important** (35%) or **extremely important** (38%).

As a business area, development proposals in the Creative District should reinforce its economic character and contribute to its vitality and 'living heritage' by avoiding loss of employment space suitable for jewellery and other creative businesses, and providing a supply of new space. To maintain the character of the area it is important that the Creative District does not become dominated by residential uses, and therefore residential space permitted as an enabler which makes the delivery of commercial space viable and/or secures the conservation of a heritage asset must not be the largest proportion by floor area.



Map 1: Creative District (shown in yellow)

### POLICY 1(a): New development and conserving industrial and built heritage in the Creative District

In order to conserve and enhance the creative industries and the character of the Creative District, development proposals in the Creative District shown in Map 1 should be commercial in nature (e.g. Use Class B, E, F or Sui Generis). Flexibility to include a proportion of residential use (Use Class C) by conversion of existing premises or new build will only be supported where:

- i. They are part of mixed-use developments which make a positive contribution to the Creative District's economic vitality by providing space suitable for the jewellery and creative industries, and
- ii. They make a positive contribution to the character and appearance of the Conservation Area and/or significance of heritage assets.

Any residential element is supported as an 'enabler' which makes the development viable: the quantity of residential space shall be agreed on a case-by-case basis and be proportionate to the extent of the benefit. To maintain the commercial nature of the development and Creative District, in all cases Use Class C shall not constitute the largest use by gross internal floor area.

This flexibility will not be supported where there is evidence of neglect or damage to a building.

## 1.4 Stimulating improvements in the Creative District

There are significant opportunities in the Creative District to stimulate redevelopment of existing buildings that make no positive contribution to the area's character and appearance while ensuring the retention of existing commercial uses and providing other public benefits. The Neighbourhood Plan encourages 'additionality' by supporting the provision of - through renovation, extension or redevelopment of these sites - additional use classes where it secures improvements to design, community infrastructure and / or the provision of commercial space more suited to the needs of the jewellery and creative industries.

Development should maintain at least the existing quantum of commercial uses; any residential use

is only permitted as 'enabling' the development and the quantum should be linked to the extent of the benefit, for example:

- Reconstruction of a lost rear shopping wing with limited residential on upper floors if it provides workshops for the jewellery industry on the lower floors.
- Where present historically, reinstatement of a pitched roof and chimneys with an apartment contained within, thus restoring a lost aspect of the roovescape.
- Introduction of residential use which funds conservation work to a building on Historic England or Birmingham City Council's 'Heritage at Risk' register, thus removing it from the register.

All such development is subject to other policies in the Neighbourhood Plan.

'Gold-plating' a scheme - whereby a proposed development is given an air of respectability by including a notional amount of jewellery / creative industry space in order to support a relaxation of policy - is not acceptable.



Image: Derwent Works, factory interior  
Credit: Anne-Marie Hayes

### POLICY 1(b): Stimulating improvements in the Creative District

Development proposals shall be supported in the Creative District shown in Map 1 which provide for the more intensive use of existing buildings or sites not currently making a positive contribution to its character and appearance (as defined in the Jewellery Quarter Conservation Area Character Appraisal & Management Plan). Such proposals should, as a minimum, maintain the same gross internal floor area for business use and:

- i. Offer an improved design; and/or
- ii. Provide business space more suited to the needs of the jewellery and creative industries.

Applicants should also have regard to the Jewellery Quarter Conservation Area Character Appraisal & Management Plan which contains policies on residential uses which affect the Creative District.

## 1.5 Providing workspace suitable for the jewellery and other creative industries in the Creative District

The Jewellery Quarter is synonymous with its jewellery and creative industries. This unique trade and the wealth of interrelated industries have specific needs and it is recognised that appropriate and affordable workspace is key to allowing this to continue and to flourish. The Creative District plays an important role in providing for the specific needs of the jewellery and creative industries that lie at the heart of the Jewellery Quarter's story. Proposals for change of use, alter use proportions, or increase floorspace should benefit the jewellery and creative industries. Applications which seek to improve building fabric but do not affect use or floorspace, for example reinstatement of original features or new signage, are deemed as providing improvements and will be supported where they comply with the relevant Conservation Area Appraisal and Management Plan and the requirements of the Neighbourhood Plan, including 'Design in the Jewellery Quarter'.

Maintaining a supply of affordable and suitably-configured units provides an environment that will sustain local jewellery trade and creative businesses involved in designing and making. The 'Jewellery Quarter Property Market & Employment Study' (2013) states:

*“High rents, shortage of skills and perceptions of lack of support from the Council, through tax, facilitation or support, [each] negatively affected 24% of jewellers. Others mentioned that jewellery is a declining industry moving into a niche status with workers retiring and causing the ‘critical mass’ of the Jewellery Quarter to be eroded. Few young people are joining the profession to replace them, not helped by a reduction in public funding for training.”*

This approach has been recognised by the Local Planning Authority when giving consent to the 'A E Harris' site redevelopment (planning application 2018/04482/PA) which specifies provision on-site of c. 17% of the total non-residential A1-A5, B1 & D2 uses as affordable workspace at a rent of 30% below the market rate, with a cap on service charges in perpetuity.

The Black Swan Jewellery Quarter Property Market & Employment Study (2013) found strong demand for small units, incubator units and small workshop space, and also states that:

*“...the business survey suggested unrestricted residential growth could have a detrimental effect on business, due to direct conflicts including noise and also by offering a comparatively higher return on sale and lettable values.”*

This is supported by the Jewellery Quarter Industry Cluster Survey 2016 which found:

*“85% of businesses interviewed felt that higher rents and rates posed a serious threat to the Jewellery Quarter Industry Cluster (JQ-IC) with 69% of the sample seeing the heightened focus on residential development similarly posing a further threat to the viability of the JQ-IC.”*

More recently the draft Jewellery Quarter Conservation Area Character Appraisal and Management Plan notes:

*“In recent years many traditional manufacturing businesses have closed or left the Jewellery Quarter. One factor in this decline is the trend for residential accommodation which has enhanced property values in the area and reduced the affordable workspace for traditional industries.”*

In addition, the National Association of Jewellers / Jewellery Quarter Development Trust 'Jeweller's Preview' symposium show there are common features to the kinds of spaces creative businesses require.



## 1.5 Continued

Reference should also be made to the document 'Design in the Jewellery Quarter' included with the Neighbourhood Plan:

- There is no overriding requirement for hi-spec space - simple, robust, flexible with all the basics is essential
  - Plentiful natural light
  - Small units or a shared larger space, depending on the tenants/ purchasers
  - Communal amenities that can be shared among several businesses
  - Workshop environments for makers - i.e. craft and artisan businesses - reconfigurable, hard-wearing finishes
  - Studio environments for designers - flexible in layout, good distribution of power and data, hard-wearing finishes
  - An ability to make noise and vibration (tools and machinery) and not disrupt neighbours within the building or adjacent buildings
  - Access to extract ventilation (above that of office use) for some makers - i.e. craft and artisan businesses, including food
  - Three-phase electricity supply
  - Good quality high-speed broadband
  - For some, the ability to share / co-host a showroom or gallery space
  - For others, the ability to have their own retail / customer space (e.g. jewellery designer / makers, furniture designers, cake makers)
  - Secure premises, especially when working at night
  - In many cases, awkward 'left over' spaces facing courtyards are suitable
- Provision of affordable workspace in the Jewellery Quarter should be in line with Birmingham City Council's

equivalent proportion and rate for residential Major Development which currently translates to 35% of non-residential space available at 80% of the market rate. Flexible application of this has a local precedent for less space but at a more discounted rate, set in the Section 106 agreement for the consented 'A E Harris' scheme (planning reference 2018/04882/PA) which has a provision of 18% of the nonresidential use space at 70% of the market rate.



Image: J.W. Evans workshop interior  
Credit: Anne-Marie Hayes

### **POLICY 1(c): Providing workspace suitable for the jewellery and creative industries in the Creative District**

Development proposals in the Creative District shown in Map 1 should incorporate or contribute towards the delivery of appropriate and affordable workspace suitable for the local jewellery and other creative industries to a level proportionate to the scale of the proposals; including by:

- Provision of a range of unit sizes and configurations which are demonstrated to be suited to those industries' requirements; and
- Provision of affordable workspace, configured to suit these industries, at rents maintained at least 20% below the market rate for the purposes of sustaining the business mix which contributes to the character and appearance of the Jewellery Quarter; and / or
- Retaining existing business uses in appropriate space in terms of type, specification, use and size in the completed development where they are at risk of displacement or otherwise demonstrating suitable alternative accommodation is available within the Neighbourhood Plan area and providing appropriate relocation support arrangements before commencement of new development.

## 1.6 Supporting the next generation of jewellers and jewellery-related businesses

The Jewellery Quarter is fortunate in that it is home to the world-renowned School of Jewellery and an original industry cluster which gives the area its name. More needs to be done to develop and retain talent in the Jewellery Quarter and usher in the next generation of businesses and skilled workforce which will continue the tradition of jewellery design and manufacture.

As highlighted in Section 1.5, the 'Jewellery Quarter Property Market & Employment Study' (2013) identified skills shortages affecting 24% of jewellers. On the topic of skills and business support, the Jewellery Quarter Industry Cluster Survey (2016) summarised:

- 70% of businesses were training for the future but in insufficient numbers to replace the industry; of 899 employees in the sample 51 were apprentices represented 5.6% of all staff employed, with many of the practical skills drawn upon reaching or past retirement and an urgent requirement for replacement. The industry has been trying to address this problem for the last 4 years with apprenticeship schemes and training initiatives.
- All businesses required more practical (Bench, Engineering, IT) and more commercial skills training, with insufficient emphasis on these skills to meet JQ-IC business need.
- More focus on start-up development would help to ensure replacement rates, with just six businesses under 10 years old, and just two (under 10%) under three years old.
- With the average age of businesses in the sample at 78 years, this was a well-established business cluster, consistently contributing taxes and rates and providing employment to local people, in many cases generations of members from the same family.
- 93% of those surveyed felt that some form of JQ Hub, promoting practical skills development with strong market focus, would help provide a transition option for graduates to work collaboratively and collectively to promote their start-ups, sharing equipment, machinery, marketing. The Hub, if in one place rather than distributed, could house new business, making, retail, café / restaurant and even accommodation.

This is echoed in the executive summary of the 'Jeweller's Preview Symposium' (2016) which says:

- Skills and the loss of skills as people retire is seen as a big threat to the future of the sector. This may not affect the retail side immediately but the network of specialists is crucial to the cluster effect. Many businesses may only need that person 1 day per month therefore the cluster needs to be big enough to have 25 businesses needing them – or that person diversifies.
- Graduate startup and retention is also a key issue. Graduates and newly-established designer-makers need access to low-cost workspace, often a shared studio and shared equipment, to enable them to get on the ladder. They need gallery/fair/exhibition space to display and they need support for their fledgling businesses. The Assay Office says that the JQ is now made up of a higher number of smaller businesses.

## 1.6 Continued

The Neighbourhood Plan promotes the creation of a new Jewellery Quarter Creative Incubator that will act as both a physical space and organisational support for the next generation of craftspeople and business owners. The physical space may take the form of a single centre or a series of peripatetic spaces around the Jewellery Quarter. The Neighbourhood Plan supports an appropriate organisation coming forward to lead this vision to fruition.

Birmingham City Council's 'Cultural Strategy 2016-2019 (Imagination, Creativity and Enterprise)' reinforces this point, particularly in Chapter 3:

*A Creative City - supporting and enabling the growth of creative and cultural SMEs and microbusinesses and individuals through business support, skills and talent development and access to finance.*

which has desired outcomes and actions including:

### OUTCOMES

- Creative and cultural businesses diversify their markets through cross-innovation and spill-over, leading to business growth.
- Creative and cultural businesses are more entrepreneurial with more resilient and sustainable business models.
- Spaces for creative and cultural businesses promote and enable clustering, creative networking, knowledge transfer and spillover innovation to support growth.
- The city's young and diverse population develops skills necessary to enable creative and cultural businesses to grow.
- Residents have more and better opportunities in direct and indirect creative and cultural sector jobs.

### ACTIONS

- We will tackle identified sector-specific skills gaps in the broadcast, film and digital media sectors; business leadership, high level design / IT skills for digital media, line production and writing skills for film and TV, skills modernisation and business skills for the jewellery sector, uptake of creative courses at NVQ3.
- We will initiate a variety of programmes to develop core skills and establish the creative and cultural sector as a career option.
- We will develop low cost workspace for creative businesses and to support cross innovation.
- Develop a citywide programme to support business start-ups in the creative and cultural sector.

Image: Tools at Alabaster & Wilson  
Credit: Anne-Marie Hayes





## 1.6 Continued

The Cultural Strategy 2016-2019 has further supporting actions and outcomes in Chapter 4:

*Our Cultural Capital - Cementing Birmingham's role and reputation as a centre of imagination, innovation and enterprise, with local roots and international reach.*

### OUTCOMES

- More artists, creators, makers, producers, performers and curators attracted to train, live and work here and contribute to Birmingham.
- Birmingham has a compelling, consistent and clear story about the quality, range and depth of its cultural ecology locally, citywide and internationally.
- Birmingham's status and reputation as a cultural capital leads to improved opportunities for international partnerships and inward investment.
- Local confidence, identity and awareness of the cultural offer are improved with added "feel-good" factor.

### ACTIONS

- We will promote the Jewellery Quarter as both a significant heritage site and visitor destination, and as a centre for contemporary making.
- We will support development of capital projects in the cultural sector with clear links to our strategic ambitions and outcomes including places for artist development and production, and for artists to live and work.
- We will support, develop and promote a range of arts and cultural festivals, established, growing and new that contribute to achieving economic, social and cultural impact for the city.
- We will encourage the city's key property developments actively to enhance and support our cultural ambitions.
- We will ensure heritage is properly considered in planning and development processes.



Image: Soda Bread Cafe on St Paul's Square  
Credit: Anne-Marie Hayes

### POLICY 1(d): A Jewellery Quarter Creative Incubator

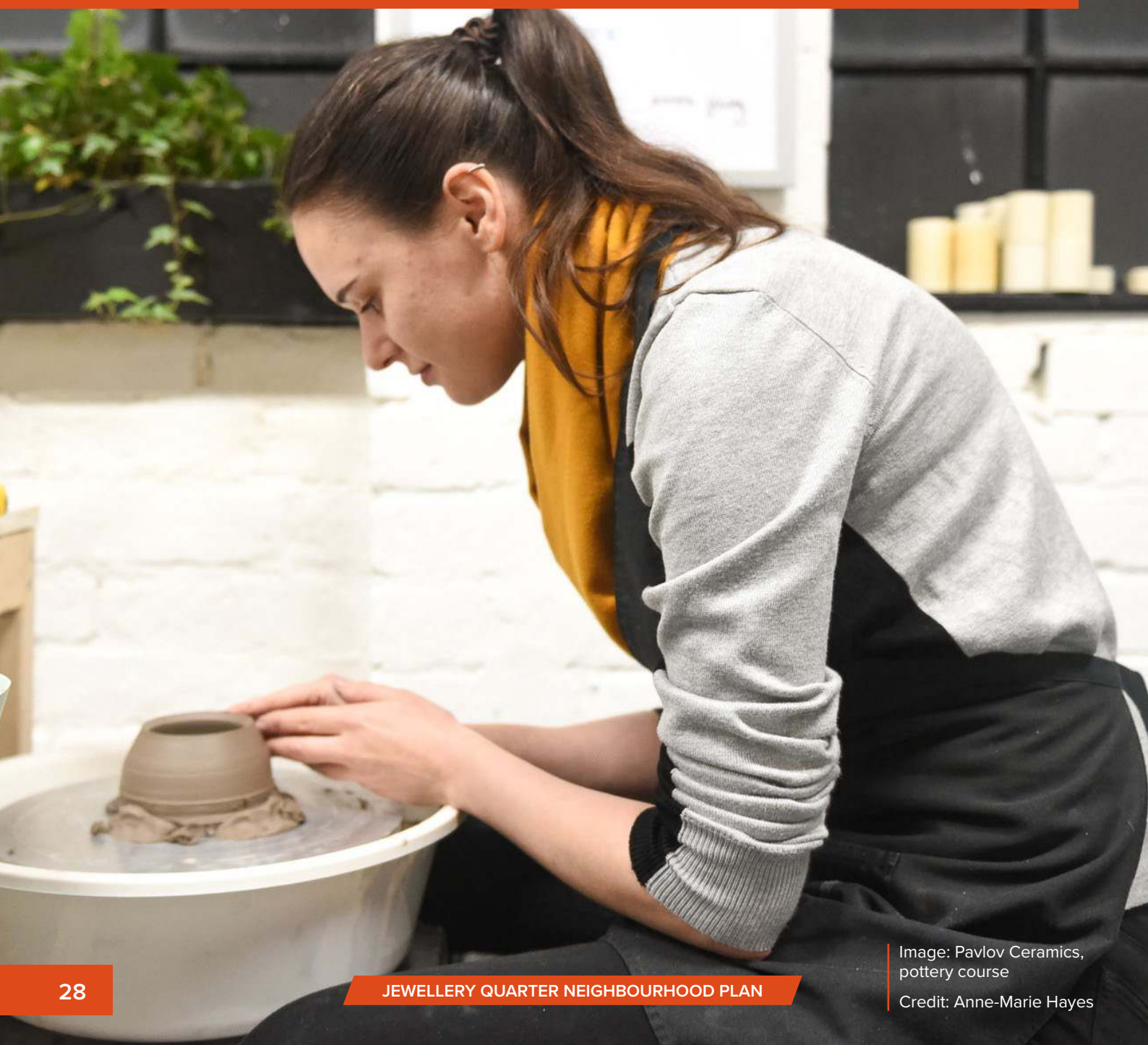
Development proposals for a new Jewellery Quarter Creative Incubator which provides incubation space to support new entrants and start-up businesses in the jewellery and creative industries will be supported.

## Section 2: The Jewellery Quarter as a creative, mixed-use quarter

Creativity - designing, innovating, making and trading - is core to the Jewellery Quarter's authenticity, whether carried out by web designers, musicians, breweries, make-up artists or, of course, jewellery-makers.

The Jewellery Quarter possesses a high concentration of buildings and spaces suitable for creative businesses, and they remain an important aspect of its character. It is therefore important to retain existing, and encourage new, spaces suitable for creative purposes so that the Jewellery Quarter's culture and ethos remains.

The Jewellery Quarter is also a place of learning, with three universities and two secondary schools contributing to the creativity and vitality of the area.



## 2.1 Development across the Jewellery Quarter Neighbourhood Plan area

The Oxford English Dictionary defines authentic as *“of undisputed origin and not a copy”, “genuine”* and also as *“made or done in the traditional or original way; or in a way that faithfully resembles an original”*. The Jewellery Quarter is an authentic section of Birmingham city centre which hasn’t been subjected to wholesale redevelopment. It has remained authentic because it has retained its character and integrity in the following ways:

- **Economic** - the Jewellery Quarter possesses a 250+ year-old industrial cluster.
- **Physical** - building typologies provide an archaeological clue as to the history of the area and the major infrastructure interventions in the 18th, 19th and 20th centuries are highly visible.
- **Culture** - one of creativity, enterprise and innovation which has sustained it as an area for experimentation, designing and making for centuries. This is often expressed in the physical environment.

The Neighbourhood Plan supports authentic development i.e. that which

contributes to the uniqueness and specialness of the Jewellery Quarter. It does not seek to simply replicate traditional buildings; it favours originality and design integrity which satisfies the economic, physical and cultural integrity and character outlined above. Arts Council England (ACE) recognises that creativity is an expression of culture in their 2020-2030 strategy ‘Let’s Create’, stating:

*“‘Creativity’ describes the process through which people apply their knowledge, skill and intuition to imagine, conceive, express or make something that wasn’t there before. While creativity is present in all areas of life, in this Strategy, we use it specifically to refer to the process of making, producing or participating in ‘culture’.”*

They also go on to say (of culture):

*“We also recognise that the traditional boundaries between and around cultural activities are disappearing as new technologies and other societal changes alter the ways in which many artists, curators, librarians and other practitioners work, as well as how culture is*

*made and shared. We’re excited by these changes, which we expect to accelerate over the next decade - and in response, we will become more flexible about the range and type of cultural activities that we support over the years to come.”*

Development is welcomed which supports all three of these characteristics - economic, physical and cultural - to reinforce the authentic nature of the Jewellery Quarter, in ways such as:

- i. Economic - where development takes place inside the Creative District, it provides space appropriate for the demands of the jewellery and creative industry in the 21st century.
- ii. Physical - building typologies reflect their uses and provide innovative, site-specific design which responds to the history of the site and its surroundings.
- iii. Cultural - provision of space for creativity, enterprise and innovation and which is often expressed in the physical environment.

### POLICY 2(a): Authenticity in the Jewellery Quarter

Development in the Jewellery Quarter Neighbourhood Plan area must be authentic i.e. retain and maintain its historic and cultural character and integrity relevant to its site and context.

Development should contribute to the Jewellery Quarter’s unique character and function, and demonstrate how it respects, conserves and enhances the existing scale and grain of the built environment, and the unique mixture of uses present. Proposals which support and enhance the variety of jewellery, design and making uses are encouraged.



## 2.2 Conserving and finding uses for empty and underused buildings designated as heritage assets

Ensuring listed buildings and other heritage assets have an active use in today's Jewellery Quarter is vital in order to prevent dereliction and potential loss. This is sometimes challenging when considering the financial liability that these buildings can pose, and the area contains a large number of listed buildings that have remained empty or underused for over five years, which also puts their heritage value at risk.

One building in the area is currently on Historic England's 'Buildings at Risk Register' (St Paul's Church, St Paul's Square), one is on the Victorian Society's 'Top Ten Most Endangered Buildings 2019' (Pelican Works, Great Hampton St).

The Blackswan Jewellery Quarter

Property Market & Employment Study (2013) identified 89 buildings in the Conservation Area whose condition was either **poor, very poor or derelict**, 33 of which were listed and an additional 37 identified as **historic** i.e. pre-WW2 including locally listed.

Three years later, the Rodney Melville & Partners 'Birmingham Jewellery Quarter Conservation Appraisal Review (2016)' identified sixty-nine individual buildings in poor or very poor repair and that **"the condition of historic buildings in the Conservation Area continues to deteriorate"** (para 20.6).

A June 2020 review by the JQDT of the source data for the Black Swan study 'Review of Blackswan Report JQ Master Data Sheet 20141013

for heritage at risk' (Evidence E44) shows that some improvement has been made, but seven years later the majority of historic buildings identified as **poor** or worse have no externally-visible signs of improvement, and some have been demolished or part-demolished. Table 2 below taken from the Black Swan study shows the situation in the Conservation Area.

There is strong support for the built heritage of the Jewellery Quarter, most recently demonstrated in the JQDT survey of businesses 'JQ Priorities – 3 minute survey' (June 2021), where 59% of respondents felt that the built heritage of the Quarter was 'extremely important' and effort should be spent saving derelict or dilapidated buildings.

Condition in 2013	Listed	Locally listed	Other historic (pre-WW2)	Total	Condition in 2020
Derelict	10	1	15	26	14
Very poor	2	0	2	4	10
Poor	21	1	18	40	13
Unknown	N/A	N/A	N/A	N/A	9
Since demolished	N/A	N/A	N/A	N/A	4
Total	33	2	35	70	50

Table 1: Condition of historic buildings following 2020 review of 2013 Black Swan study

[s://historicengland.org.uk/advice/heritage-at-risk/](https://historicengland.org.uk/advice/heritage-at-risk/)

<https://www.victoriansociety.org.uk/news/victorian-society-top-10-most-endangered-buildings-2019>

## 2.2 Continued

Image: Pelican Works, Great Hampton Street

Credit: Matthew Bott



Image: 30 Smith Street

Credit: Nicola Fleet-Milne

### POLICY 2(b): Conserving heritage assets outside the Creative District

For the area outside the Creative District shown in Map 1, development proposals which enable the appropriate conservation and re-use of designated or non-designated heritage assets will be supported.

Where the asset is 'at-risk' (as defined by the Local Planning Authority and/or Historic England) and viable uses for the building are contrary to policies 2(f) and 2(h), these uses may be supported where compliance with national policy can be demonstrated. This is to be judged on a building-by-building basis and not as an assembled development site.

Applicants should also have regard to the Jewellery Quarter Conservation Area Character Appraisal & Management Plan which contains policies on residential uses.

Where there is evidence of neglect of, or damage to, a designated heritage asset in order to secure alternative uses then this Policy shall not apply.

## 2.3 Conserving non-designated heritage assets outside the Conservation Area and inside the Neighbourhood Plan area

Parts of the Neighbourhood Plan area sit outside the Conservation Area and non-designated heritage assets outside the Conservation Area do not benefit from the protection afforded by the Conservation Area designation. Heritage and the historic urban environment are important characteristics of the Jewellery Quarter and the evolution of the area can be read in its buildings, therefore it is important to safeguard important buildings which tell the history of the Jewellery Quarter. A mixture of building types and ages also provides a variety of accommodation for businesses and residents, and provides diversity in lease costs. There is strong support from the local community for local heritage to be both conserved and positively used, as demonstrated in initial brainstorming exercises and then endorsed in the 2016 public review of the Neighbourhood Plan's goals.



Map 2: Non-designated heritage assets outside the Conservation Area  
(shown in purple)



## 2.3 Continued

In March 2020 a walking review was carried out by Birmingham City Council's Conservation Officer and the JQDT and its findings captured in 'Neighbourhood Plan Buildings of Interest - schedule & map of non-designated heritage assets' (March 2020). Its purpose was to identify heritage assets which sit outside a Conservation Area boundary but inside the Neighbourhood Plan area. Several assets were identified as contributing positively to their surroundings using the criteria for positive buildings as laid out in the new Jewellery Quarter Conservation Area Character Appraisal and Management Plan, and they are identified in Policy 2(c). Their significance is historic, architectural, or both. As they are important to the area's identity, despite not being designated heritage assets they should be conserved in any new development.

The Neighbourhood Plan affords these buildings and features a degree of protection by identifying them as non-designated heritage assets in Map 8 and listed in Policy 2(c). Some of these buildings are proposed to be included within the updated Jewellery Quarter Conservation Area Conservation Area Management Plan, to be read in conjunction with this Neighbourhood Plan.

The Neighbourhood Plan supports these buildings being added to the local list and encourages research into which other assets should be considered for statutory or local listing.

An Article 4 Direction (under the Town and Country Planning (General Permitted Development) (England) Order 2015) will be sought if these buildings are threatened with demolition.

The Neighbourhood Plan is clear that heritage assets and buildings which contribute positively to the Conservation Area are to be safeguarded, and it includes policies to support their viability.

The Neighbourhood Plan supports enforcement action where there is evidence of neglect such as leaving property unsecured, vandalism, lack of essential maintenance / repair. Where this evidence exists, policy clauses supporting flexibility in application will not apply e.g. 2(b).

### **POLICY 2(c): Conserving non-designated heritage assets outside the Conservation Area**

Non-designated heritage assets outside the Conservation Area are indicated on Map 8 and are listed below. These contribute positively to the Neighbourhood Plan area and should be conserved in any future development proposals.

- i. 6 to 11 Mott Street, a mid-19th century terrace
- ii. 89 to 91 Constitution Hill, a mid-20th century factory in the Moderne-style
- iii. The former The Hampton public house 15-17 Great Hampton Row, an early 19th century pub
- iv. 30 Smith Street and 123 Hockley Street, a 1950's concrete framed factory with tiled elevations
- v. The block formed by Harford Street, Barr Street and Great Hampton Row
- vi. The block bounded by Lionel Street, Old Snow Hill, Water Street and the viaduct

## 2.4 Providing a residential and business mix

The Jewellery Quarter is an area where both residents and businesses co-exist. The community wishes to promote successful and mutually supportive residential and business growth throughout the Jewellery Quarter through better land use.

### A) RESIDENTIAL DEVELOPMENT

When considering the current residential market, the majority of new developments comprise studios, one-bedroom and more recently two-bedroom properties. Such accommodation can serve the young professional and retiree age-range well, but it does not adequately serve families and larger

households. Covid-19 has highlighted the importance of outdoor amenity space and has accelerated the trend to more working from home. Both of these factors should influence the configuration and design of new residential development, with consideration given to private and communal amenity space and work space.

As demonstrated in surveys such as the Jewellery Quarter Neighbourhood Forum Brainstorm (2013) and 'Shaping the Jewellery Quarter Survey (2014)' there is community support for greater diversity in the residential market provision, and a desire to

foster a greater sense of community ownership of the Jewellery Quarter through striking a balance of owner-occupiers, long-term renters and assured shorthold tenants.

The Neighbourhood Plan supports the policy approach in the Birmingham Development Plan, including Policies TP27, TP30, and TP31. For the purposes of meeting the nationally described space standard and the planned mix of housing types and tenures in the Birmingham Development Plan, this Neighbourhood Plan treats studios as one bedroom dwellings.

#### **POLICY 2(d): Diversity in residential space including affordable housing**

In line with the Birmingham Plan 2031 (2017) and any subsequent version, residential development which contributes to providing a wide choice of housing sizes, types and tenures catering for a range of affordability needs and ages will be supported.

The Neighbourhood Plan supports the requirement of the draft 'Development Management in Birmingham' (2019) document, that "the Gross Internal floor area and Storage area of all dwellings shall meet the nationally described space standard as a minimum". For space-planning purposes studio flats shall be considered as one bedroom dwellings.

## 2.4 Continued

### B) BUSINESS DEVELOPMENT

The Jewellery Quarter's buildings are generally suited to small and medium sized businesses which benefit from the established network of creative trades, as well as the close proximity to the city centre. The jewellery industry gives the area its special character. Businesses in the Jewellery Quarter have become increasingly varied, ranging from traditional jewellery manufacturers to creative tech and design businesses.

The 'JQ Priorities - 3 minute survey' (June 2021) showed that, even after the Covid-19 pandemic affecting the way people work, 88% of respondents found that ensuring a supply of a range in type, price, and space of business premises either **important** (15%), **very important** (35%) or **extremely important** (38%).

Ensuring that there is a good supply of fit-for-purpose spaces that are flexible to a greater diversity of businesses will help the Jewellery Quarter adapt to the ever-changing economic environment. Building configurations for these businesses will evolve over time and therefore it is the responsibility of the applicant

to justify their proposals. As the Black Swan Jewellery Quarter Property Market & Employment Study (2013) and National Association of Jewellers / Jewellery Quarter Development Trust 'Jeweller's Preview Symposium' (2016) show there are common features to the kinds of spaces creative businesses require as listed in Section 1.5. Reference should also be made to the document 'Design in the Jewellery Quarter' appended to the Neighbourhood Plan:

- There is no overriding requirement for hi-spec space - simple, robust, flexible with all the basics is essential.
- Plentiful natural light.
- Small units or a shared larger space, depending on the tenants / purchasers.
- Communal amenities that can be shared among several businesses.
- Workshop environments for makers - i.e. craft and artisan businesses - reconfigurable, hard-wearing finishes.
- Studio environments for designers - flexible in layout, good distribution of power and data, hard-wearing finishes.
- An ability to make noise and vibration (tools and machinery) and not disrupt neighbours within the building or adjacent buildings.
- Access to extract ventilation (above that of office use) for some makers - i.e. craft and artisan businesses, including food.
- Three-phase electricity supply.
- Good quality high-speed broadband.
- For some, the ability to share/co-host a showroom or gallery space.
- For others, the ability to have their own retail / customer space (e.g. jewellery designer / makers, furniture designers, cake makers).
- Separation of 'front-of-house' display areas and 'back-of-house' stores so that stock and raw materials are not visible.
- Secure premises, especially when working at night.
- Not everyone wants to be visible, and some businesses prefer anonymity.
- In many cases, awkward 'left over' spaces facing courtyards are suitable.

#### POLICY 2(e): Diversity in business space

Development proposals which provide a range of sizes and types of buildings for business use will be supported and the inclusion within developments of units within the E(g) (i), (ii) & (iii) Use Class, which are of a size and configuration suitable for start-ups, creative, design and making industries will be encouraged.



## 2.4 Continued

Changes in national legislation (The Town and Country Planning (Use Classes) (Amendment) (England) Regulations 2020 (SI 2020/757) have been introduced to provide greater flexibility to some spaces within town centres and high streets to more quickly adapt to consumer and business needs - Class E: 'Commercial, Business and Service Uses' - whilst other uses are to be more carefully regulated, being classified as Sui Generis (in a class of their own). A number of these changes, alongside extensions to permitted development rights - from Class E to Class C 'Residential Uses' - are considered to pose a threat to the provision of business space within the Jewellery Quarter and specifically the Creative District, through the displacement of existing business space.

The policies in the Neighbourhood Plan seek to protect existing space as far as is possible, and seek the inclusion of new space within new development.

Alongside these policies the JQDT will work with Birmingham City Council to seek additional provisions and protection against the erosion of business space, and associated undermining of the special character of the Jewellery Quarter, with the removal of certain rights through an Article 4 Direction (The Town and Country Planning (General Permitted Development) (England) Order 2015).

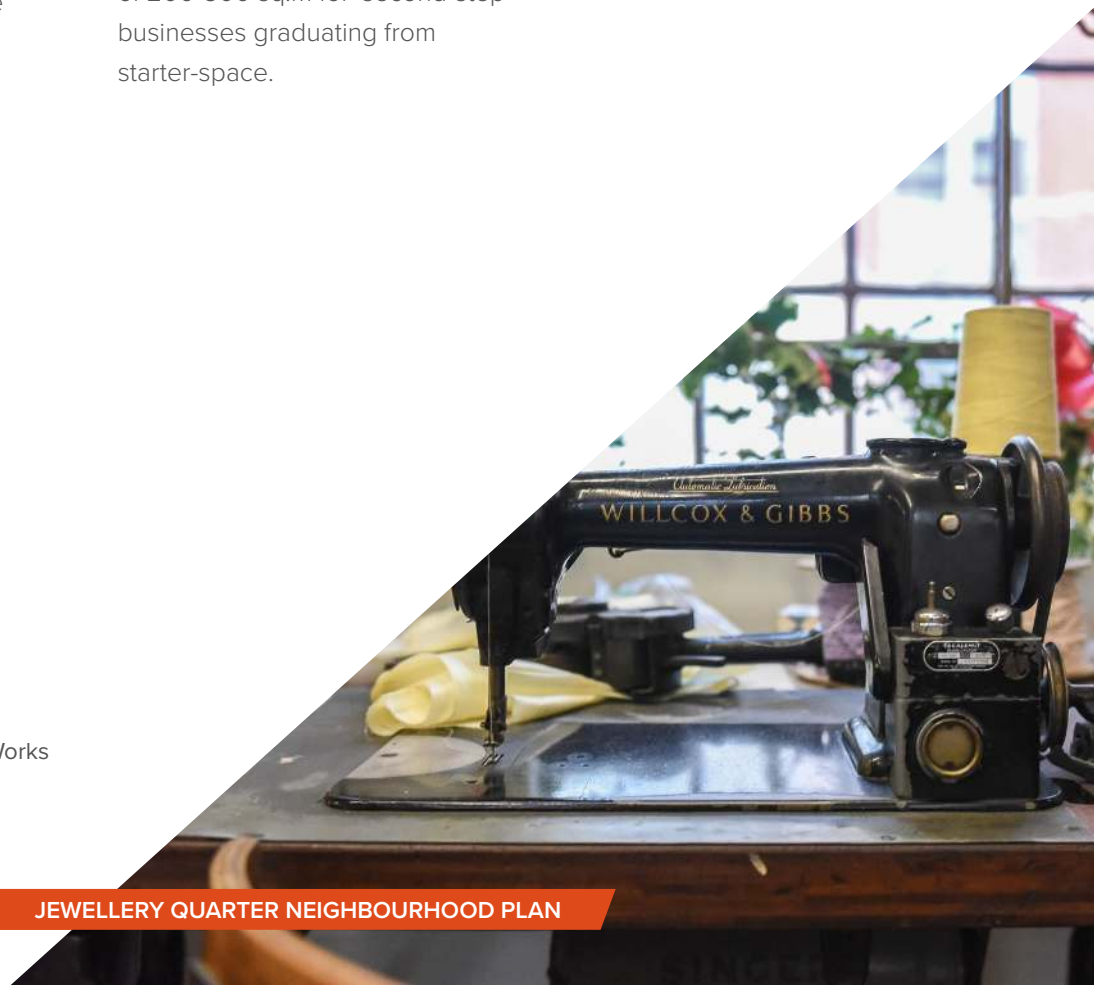
The 'Jewellery Quarter Urban Village Framework' (revoked 2013) identified two forms of provision for managed workspace:

- Additional small managed space for smaller and micro-businesses, at affordable rents and possibly geared to jewellery trades and related businesses - providing units starting from 50 sq.m to 150 sq.m.
- Managed premises in the range of 200-500 sq.m for 'second-step' businesses graduating from starter-space.

Although revoked, these provisions align with the findings from the 'Jewellery Quarter Property Market & Employment Study' (2013) which summarises:

*In the Jewellery Quarter area, the survey noted a strong demand for small units, incubator units and small workshop space. However, we also noted that by its very nature this space does not tend to carry a high value. From the economic viability section we were also able to predict that it was extremely unlikely that new affordable workshop space would be provided, but more likely that some of this space would be converted into higher value office or residential uses. As such there is a use which would be difficult to provide through the market, but which is important to the area.*

Image: Shroud Room at The Coffin Works  
Credit: Anne-Marie Hayes



## 2.4 Continued

The 'Jeweller's Preview Symposium' (2016):

*Graduate startup and retention is also a key issue. Graduates and newly-established designer-makers need access to low-cost workspace, often a shared studio and shared equipment, to enable them to get on the ladder. They need gallery / fair / exhibition space to display and they need support for their fledgling businesses. The Assay Office says that the JQ is now made up of a higher number of smaller businesses.*

The Neighbourhood Plan seeks to ensure the provision of workspaces suitable for jewellery, design, making and creative industries and prevent the unnecessary loss of existing workspaces. It does this by supporting the re-provision of suitable workspace

within new development, or where loss is unavoidable and suitable alternative space exists, appropriate relocation support is provided by the applicant. Support should be proportionate to the business space and disruption and be based on like-for-like (or better). For example it may

cover removal and legal costs, or it may also mean support with costs in reconfiguring and refurbishing the new premises. 'Workspace' in this context is typically defined as space falling within Use Classes E(g)(i),(ii) and (iii).



Image: Quarter Workshop at The Coffin Works, with Victoria Delany  
Credit: Anne-Marie Hayes

### **POLICY 2(f): Maintaining workspace for jewellery and creative industries**

Development proposals that involve the loss of existing workspace for jewellery, design/making and other creative industries will not generally be supported. Where proposals are considered, development proposals should:

- Ensure that an equivalent amount of space appropriate (in terms of type, specification, use, and size) is re-provided in the proposed scheme, incorporating existing businesses where possible, or
- Demonstrate that suitable alternative accommodation (in terms of type, specification, use and size) is available in the Neighbourhood Plan area and where existing businesses are affected, that they are provided with appropriate relocation support arrangements before the commencement of new development.

Development that does not deliver these requirements will not be supported. Attention is drawn to Section 1 policies where development proposals are located in the Creative District shown in Map 1.

## 2.5 Identifying and mitigating nuisances at design stage

One of the special characteristics of the Jewellery Quarter is the close proximity of residential and commercial uses to each other. It is consistently recognised in the evidence base that this mix is positive for the area but also identifies the potential for tension caused by incompatible uses, e.g. in the 'Jewellery Quarter Residents' Survey: How do residents in the Birmingham Jewellery Quarter perceive, understand, and value their neighbourhood?' (2010), 'Jewellery Quarter Property Market & Employment Study' (2013), 'JQNF Brainstorm for Neighbourhood Planning of the Jewellery Quarter' (2013), 'Jeweller's Preview Symposium' (2016), 'Jewellery Quarter Industry Cluster Survey' (September 2016) and 'JQ Priorities - 3 minute survey' (2021).

The community wants to ensure that existing commercial premises are not jeopardised by incompatible land uses and that new businesses are suitable to be located next to existing residential developments. As such, developers and applicants are the "agents of change" and should be responsible for identifying and mitigating foreseeable local conditions that may cause nuisance (including but not limited to noise, smells, vibration, traffic, installations (existing or proposed), gulls and vermin) to neighbours and existing or future occupiers of the proposed development. This might include mitigating at source. This approach is consistent with the expectations of National Planning Policy Framework (2019) which states "the applicant (or 'agent of change') should be required to provide suitable mitigation before the development has been completed" (paragraph 187).

In particular, it should be ensured that:

- New commercial or residential uses do not inhibit existing trades
- New bars, restaurants, cafes, etc. do not have a negative impact on existing residential uses
- New residential uses do not have a negative impact on existing bars, restaurants, cafes, etc.
- The uses and design of development should discourage antisocial behaviour
- Steps are taken as part of new development to discourage gulls, pigeons and vermin from the Jewellery Quarter, such as limiting access to food sources by securing bin stores and reducing the number of viable nesting sites e.g. bare flat roofs

### **POLICY 2(g): Avoiding nuisance**

In order to safeguard the amenity of occupiers of new developments and to prevent new or intensified uses from causing harm to existing established businesses or dwellings, planning applications should identify potential nuisances at the design stage and provide evidence as to how any nuisances will be mitigated, taking into account use, frequency and operating hours. Mitigation measures should be in place before the development is completed.



## 2.6 'Major Development' in the Jewellery Quarter

Major Development is defined by 'The Town and Country Planning (Development Management Procedure) (England) Order 2015' as 1,000 square metres or more or on a site having an area of 1 hectare or more.

Most Major Development given planning consent in the Jewellery Quarter between 2015-2020 is residential-led i.e. greater than 50% residential by gross internal floor area. Given the importance of start-ups, independent and creative industries to the Jewellery Quarter and wider city-centre economy, residential-led Major Development provides an opportunity to add to the supply of space suitable for jewellery and other creative industry businesses.

The Jewellery Quarter Business Improvement District 'Levy Payer Breakdown 2017-2022' (2021) lists 452 of a total 604 businesses with a Use Class which apply to the creative industry - namely E(a) [retail of goods], E(g) [offices, research & development,

industrial processes] and F1(c) [museums]. The 'Jewellery Quarter Plan – Mapping the Jewellery Sector' (March 2019) found 308 jewellery-specific businesses, out of a total of 1476 businesses in the Jewellery Quarter identified in the 'Jewellery Quarter Property Market and Employment Study' (October 2013).

Therefore of the total businesses in the Jewellery Quarter:

- c. 20% are specifically jewellery-related businesses.
- c. 40% have premises large enough to be business rate payers/ BID levy payers.
- c. 70% of levy-paying businesses occupy space suitable for the creative industry.

In Hatton Garden, London's equivalent to the Jewellery Quarter, Camden Council sets out in 'Camden Planning Guidance – Employment Sites & Business Premises (2018) that *"any scheme involving an increase of 200 sqm or more (gross internal*

*area) of any use must provide 50% of the uplift in floorspace as affordable B1c jewellery sector workspace."*

Major Development in the Neighbourhood Plan area or is required to be mixed-use (except within the Creative District shown in Map 1, where uses can be commercial-only i.e. Class E, B2, B8) and in accordance with the various policies within the Neighbourhood Plan.

Residential-led Major Development in the Neighbourhood Plan area is therefore required to ensure that at least 50% of the commercial space proposed is suitable for creative industry uses. Provision should be demonstrated through the physical configuration and specification of the units, and a proportion of them should be affordable.

Image: Warehouse at The Coffin Works  
Credit: Anne-Marie Hayes



## 2.6 Continued

Flexibility in the percentages stated in Policy 2(h) may be considered where there is general compliance with the Neighbourhood Plan and Birmingham Development Plan, and where:

- A commercial Major Development is proposed by and to be mostly occupied by a jewellery industry business, or
- The Major Development exceeds its obligations in providing a wider benefit for the Jewellery Quarter as outlined in this plan, e.g.
  - Exceeds the minimum requirement for affordable housing,
  - Contributes to the delivery of a local 'node' described in Policy 3(d),
  - Restores an 'at risk' designated heritage asset.

Flexible application has a local precedent for less space but at a more discounted rate, set in the Section 106 agreement for the consented 'A E Harris' scheme (planning reference 2018/04882/PA) which has a provision of 18% of the non-residential use space at 70% of the market rate.

### **POLICY 2(h): Major development providing new workspace for the creative industries**

Proposals for Major Development (as defined by 'The Town and Country Planning (Development Management Procedure) (England) Order 2015' (as amended or revised from time to time) should provide flexible workspace suitable for creative industry businesses. This suitability should be demonstrated by providing amenity, size and configuration suitable for these occupiers, and be provided on-site wherever possible or otherwise within the Neighbourhood Plan area.

Where Major Development is residential-led, 50% of the commercial space proposed should be allocated to creative industry businesses.

Where Major Development is commercial-led, it should provide affordable workspace in line with Birmingham City Council's equivalent proportion and rate for residential Major Development [which at the time of publication of this plan translates to 35% of commercial space available at 80% of the market rate].

## 2.7 Meanwhile uses

Many start-up, creative, leisure and cultural businesses benefit from short-term leases and events spaces which allow them to establish before seeking longer-term arrangements. There are also numerous gap sites and vacant / partly vacant buildings in the Jewellery Quarter which have a negative impact on the area and the buildings themselves. One solution to both issues is to allow 'meanwhile uses' i.e. temporary uses in buildings and plots, which contribute to the economic, physical and creative vitality of the area.

It is important there are a range of opportunities for artists and creatives to have space to relevantly respond to the area's unique character, history and future, as well as contribute to social, economic and spatial placemaking.

Meanwhile uses is one approach within a spectrum of varying approaches. Temporary uses and resultant opportunities can be particularly favourable for new and emerging creatives and supporting spaces for experimentation alongside creative sector growth.

Meanwhile uses are relatively short term as the plot or building will be pending redevelopment, upgrade or a long-term use. They do not involve permanent installations or modifications to sites. The Neighbourhood Plan encourages appropriate meanwhile uses whether on vacant plots or in vacant buildings as they help keep buildings secure, and rental income can pay for essential maintenance.

Meanwhile uses may include pop-up shops or bars, markets or exhibition

space - other uses will be considered but are subject to the policies in the Neighbourhood Plan and guidance in the Jewellery Quarter Conservation Area Character Appraisal & Management Plan e.g. nuisance.

Meanwhile uses permission should be limited to 12 months in order to avoid a temporary use preventing a permanent use, unless there is compelling evidence that proposals for the site are under development, in which case longer periods may be acceptable.



Image: 2019 JQ Festival at Golden Square  
Credit: Anne-Marie Hayes

### **POLICY 2(i): Meanwhile uses**

Development proposals for 'meanwhile uses' i.e. temporary uses whether on vacant plots or in vacant buildings, will be supported where they contribute to the vitality of the Jewellery Quarter, especially where it can be demonstrated that the use helps safeguard a building e.g. security through occupation, or providing essential maintenance.

Parking is not an acceptable meanwhile use.



# Section 3: Moving around the Jewellery Quarter

Safely getting more people to the Jewellery Quarter is important to the area's success. The way people get to and move around the Jewellery Quarter is changing rapidly.

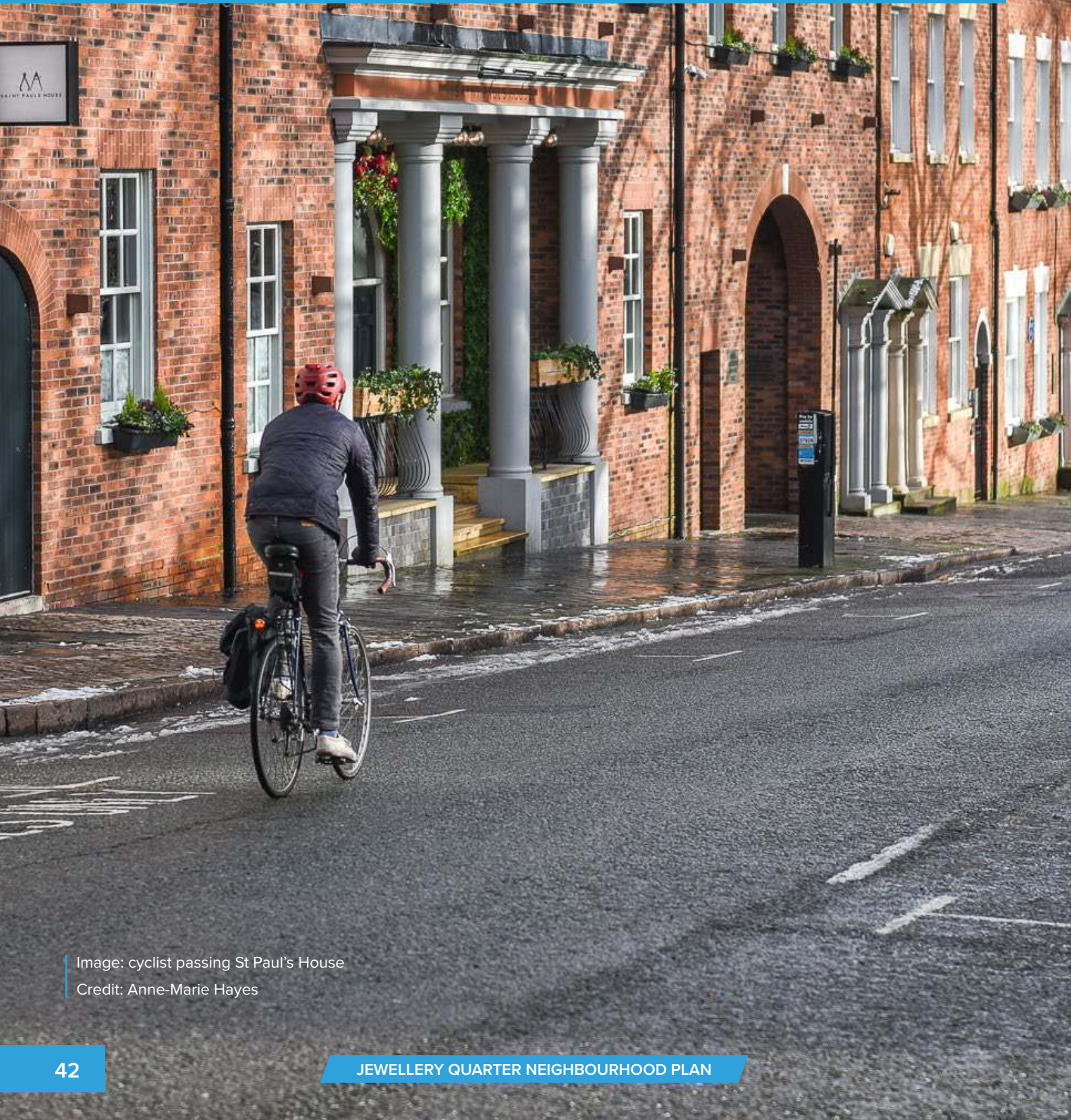


Image: cyclist passing St Paul's House

Credit: Anne-Marie Hayes



## 3.1 Access to- and around- the Jewellery Quarter

Safely getting more people to the Jewellery Quarter is important to the area's success. This has been a consistent message from businesses and residents, ranging from the resident-focused 'JQNF Shaping the JQ Survey' (February 2012) where 94.6% of respondents wanted more pedestrian/cycling connectivity to the city centre, through to the most recent business-focused 'JQ Priorities – 3 minute survey' (June 2021) where 89% of respondents said that making it easier & safer for people to get to/from town and neighbouring districts was either 'important' (12%), 'very important' (21%) or 'extremely important' (56%).

The way people get to and move around the Jewellery Quarter is changing rapidly. The Birmingham Transport Plan 2031 (October 2021) and Clean Air Zone have a major influence on the mode of transport used to access the city centre.

Transport infrastructure investment such as the tram extension and scooter- and cycle-hire directly impact how people get to/from the Jewellery Quarter. Development at Paradise, proposed boulevarding of Great Charles St Queensway and the future redevelopment of Snow Hill Station will affect the flow of people to the city core, and the draft Future City Plan 2040 looks at better connecting

the city centre to its surrounding districts.

Public transport, walking and cycling are high on the national agenda due to public health and sustainability benefits. In addition, UCL's research 'Walking & cycling: the economic benefits' (2020) for Transport for London demonstrated that improvements to make it easier to walk and cycle in London's town centres led to:

- 17% decline in empty shops and a 7.5% increase in retail rental value
- 93% increase in people walking
- 40% more local spend by people walking / cycling / using public transport compared with car drivers
- 216% increase in 'street dwell-time'
- 4% increase in office rental value

The Birmingham Transport Plan splits the city centre into cells which direct traffic to enter from the Middleway. Motor vehicle access is currently important for the Jewellery Quarter due to the transport of goods (especially high-value goods), and the jewellery industry hours of operation where manufacturing typically starts at 7-7.30am. The logistical needs of businesses can be accommodated with the consideration of consolidated deliveries, avoidance of peak times and the use of alternative modes,

e.g. cargo bikes. The Jewellery Quarter Neighbourhood Plan seeks to reinforce the principle that motor traffic in the Jewellery Quarter should be for the Jewellery Quarter, therefore contributing to its economy.

The Jewellery Quarter Neighbourhood Plan supports Birmingham City Council's Walking and Cycling Strategy, as well as measures to encourage a modal shift from private motor vehicle to public transport, cycling and walking.

Cycle infrastructure should include segregated cycle routes on roads that are busy with motor traffic, and plentiful public and private cycle parking. Cycle parking should be accessible, visible, well-lit and ideally benefit from CCTV and facilities such as showers and lockers. The Neighbourhood Plan also supports the Jewellery Quarter being a Low Traffic Neighbourhood, with calming measures which prioritise pedestrians. The Neighbourhood Plan also supports the making permanent of emergency Covid-19 measures such as cycle lane infrastructure, parklets and wider pavements. Where parklets directly benefit businesses, e.g. hospitality, they should have responsibility for hours of operation, cleaning and basic maintenance.

## 3.2 Key routes

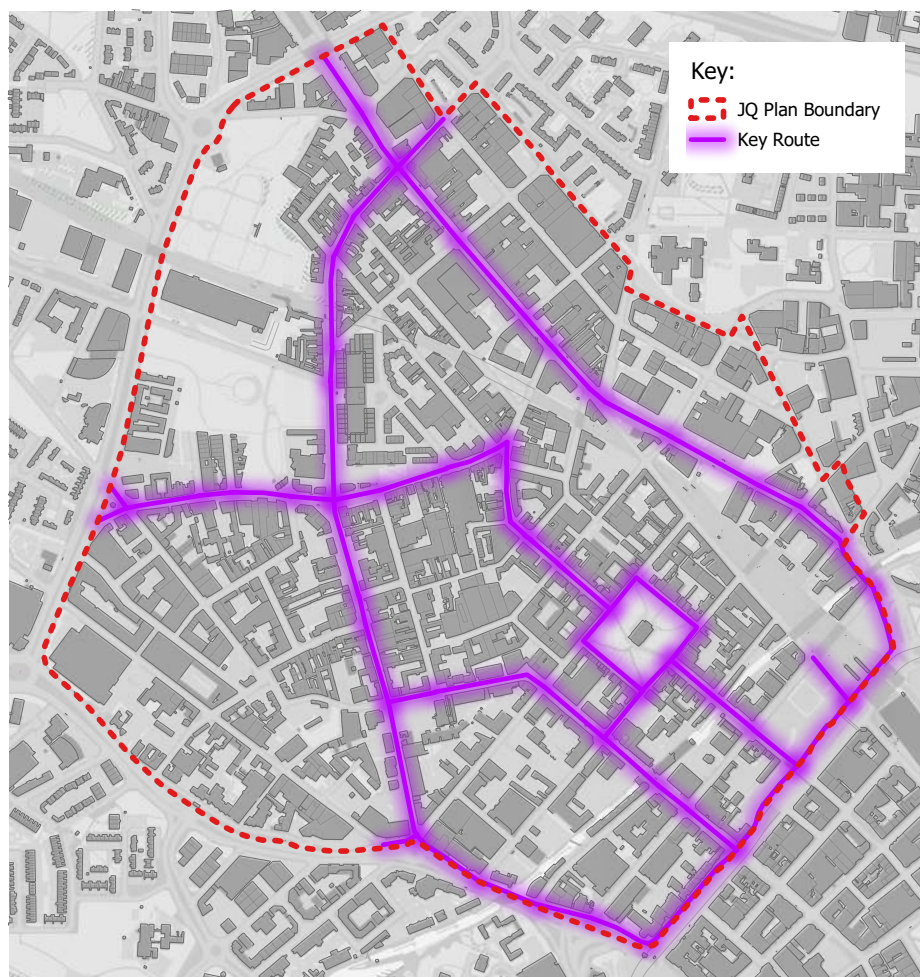
'Key Routes' in the Jewellery Quarter are the main pedestrian routes to/from and through the area designated to address the issues raised by businesses and residents of navigation in and connection to the area. These are identified in Map 2.

The principle of Key Routes was recommended in the Prince's Foundation report 'Unlocking The Industrial Middle' (April 2012) which says:

*There is much to gain simply from making the JQ more inviting to people who may walk or cycle from the city centre or from other parts of the canal network.*

*The JQ's attractions are spread over a wide area, and they are not generally apparent from the edges of Quarter, from its gateway. Coherence is needed, which is partly about ensuring that people can access the Quarter through safe and inviting routes, and partly about providing a network of streets that encourage people to explore the SW cultural quarter, the SE retail quarter and the canal.*

A University of Birmingham study 'Reshaping the Quarter' (June 2015) commissioned for the Neighbourhood Plan identified gateways to the Jewellery Quarter and classified existing routes as either primary, secondary or tertiary. It also proposes



Map 2: Key routes

future route classification in response to initiatives either in progress or planned, so that future development can take this into account. This study was updated and refined by transport consultants Systra in a 'Street Syntax Analysis' (October 2019), on which Map 2 is based.

Development proposals on Key Routes are expected to contribute to a variety of uses along the route, which through the 'comings and

goings' of businesses, residents and visitors, will provide vibrancy from morning to evening. Proposals should incorporate active frontages at street level and should appeal to a wide range of age and social groups with an accessible and inclusive environment. This will aid navigation around the Jewellery Quarter and contribute to a sense of safety and security, deterring antisocial behaviour and low-level crime. A 'monoculture' of uses along



## 3.2 Continued

Key Routes is undesirable as they will likely contribute to ebb and flow at peak times rather than continual activity throughout the day.

Variety should be viewed from a pedestrian experience perspective. It is not desirable to consider it from solely a 'percentage' consideration which could see all-residential use at one end of a Key Route and all-commercial use at the other end but in sum a 50/50 balance.

In order to allow context to be understood where a change of use is proposed, applicants should identify the existing uses along the Key Route and demonstrate how their proposals contribute to variety along the route. In all instances existing uses in the vicinity should be identified i.e. adjacent, opposite, and within the street block.

Proposals should also have regard to the compatibility of neighbouring uses. Where Key Routes pass through the 'Creative District' indicated in Map 1, proposals should demonstrate variety in the context of, and having regard to, policies in Section 1.



Image: The Argent Centre, Frederick Street  
Credit: Anne-Marie Hayes

### **POLICY 3(a): Key Routes - active uses keeping streets busy and safe**

Development proposals along the Key Routes shown in Map 2 and listed below should add to the variety of uses in the vicinity and should incorporate active frontages at ground floor level:

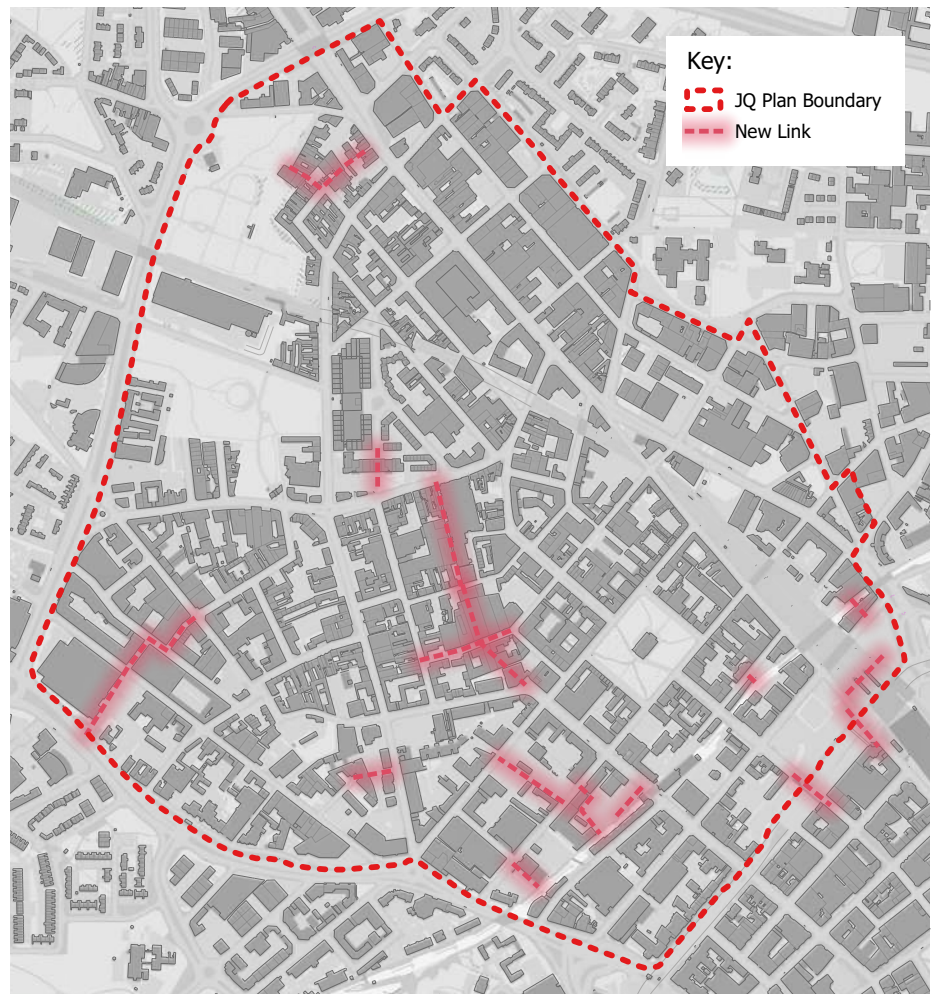
Caroline St.	Great Hampton St.	Hockley Hill.	St Paul's Square.
Charlotte St (northern end).	Great Charles St.	Newhall Hill.	Summer Row Parade.
Constitution Hill.	Hall St (southern end).	Newhall St.	Sandpits (eastern end).
Frederick St.	Livery St (southern end).	Old Snow Hill.	Warstone Lane.
Graham St.	Ludgate Hill.	Vyse St.	Well St (southern end).

### 3.3 Improving permeability of the Jewellery Quarter

Parts of the Jewellery Quarter are isolated and access is via convoluted routes and dead-ends. Some of these areas are subjected to antisocial behaviour and squatting and many are derelict. Tackling dereliction is a goal of the Neighbourhood Plan and consistently supported by the community, most recently in the business-focused 'JQ Priorities - 3 minute survey' (June 2021) where 59% of respondents felt that the built heritage of the Quarter was 'extremely important' and effort should be spent saving derelict or dilapidated buildings.

The Neighbourhood Plan proposes to address this issue by creating new connections and reinstating historic connections, addressing issues of poor access and making the Jewellery Quarter more permeable. This in turn will drive up footfall, improve viability, and address safety through natural surveillance.

This approach follows a precedent shown in the Prince's Foundation report 'Unlocking The Industrial Middle' (April 2012) which proposes to 'unlock' an area of the Jewellery Quarter suffering from vacancy and dereliction by, among other measures, introducing a north-south route and reinstating an east-west route through



Map 3: New routes (shown in red)

the A E Harris site. This facilitates the movement of people to and from the city core as well as across the Jewellery Quarter and breaks the site into smaller blocks, easily navigable on foot. This suggestion manifested itself in proposals for the A E Harris site redevelopment (planning reference 2018/04482/PA).

Applying these principles to the wider area improves permeability as assessed in the University of Birmingham study 'Reshaping the Quarter' (June 2015) and subsequent 'Street Syntax Analysis' (October 2019).

## 3.3 Continued

Justification for these routes can be split into 3 broad categories:

1. Unlocking development / tackling dereliction
2. Improving permeability
3. Reinstating a historic route

Justification for each of the routes is as follows:

- i. “B1” site (50 Summer Hill Rd) - improving permeability by continuation of the new route ‘Tenby St South’ formed in the consented and built scheme St George’s Urban Village (planning reference 2015/00775/PA).
- ii. Newhall Hill to Sloane St - new route to tackle dereliction around Sloane St and improve permeability.
- iii. Charlotte St to George St - reinstating access using a historic canal route.
- iv. Northwood St (southern end) - reinstating a historic route.
- v. From the junction of Graham St and Newhall St - improving permeability as suggested in ‘Unlocking The Industrial Middle’ (April 2012).

- vi. Hylton St to York Terrace - unlocking development / tackling dereliction and improving permeability, identified in planning refusal on 50 Hylton St (2017/05421/PA) for reasons including:

*The development of this site in isolation from adjoining land would prejudice the wider regeneration of the area to the detriment of the Jewellery Quarter Conservation Area...*

- vii. Livery St (Jewellery Quarter) to Livery St (City Core) - improving permeability and reinstating a historic route, identified in Birmingham City Council’s Big City Plan (2010):

*Key to the Jewellery Quarter’s future success will be re-establishing historic linkages to the City Core across Great Charles Street and improving pedestrian routes to the heart of the quarter.*

- viii. Ludgate Hill to Church St - improving permeability and reinstating a historic route, identified in Birmingham City Council’s Big City Plan (2010).
- ix. Through the Big Peg from Northampton St through to Golden Square - improving permeability and reinstating a historic route.
- x. Between Regent Place and Warstone Lane, adjacent to Heritage Court - improvements to an existing route to improve permeability.

Permeability can also be improved in a low-cost manner by wayfinding measures. Signage and wayfinding should be co-ordinated with the wider city centre wayfinding strategy, with particular focus on to / from public transport hubs and the city core.

The Jewellery Quarter also provides opportunities for public realm interventions which will help permeability and navigability of the area, and provide much-needed pocket squares, parklets and public spaces. These will further enhance the Jewellery Quarter’s sense of place and as such deliver policy PG3 of the Birmingham Plan 2031 (2017).



### 3.3 Continued

They are identified as 'Nodes' on Map 4 and are typically gateway locations or significant route confluences. Some of these are already partially complete e.g. Dayus Square and Golden Square.

This network of nodes will help create hyperlocal identities, aiding navigation and providing spaces to meet and dwell for those visiting, working and living in the area.



Image: Historic view toward St Paul's Church from across Great Charles St  
Credit: Unknown Source

#### **POLICY 3(b): Improving permeability by creating new high-quality public routes**

Development proposals along the Key Routes shown in Map 2 and listed below should add to the variety of uses in the vicinity and should incorporate active frontages at ground floor level:

- i. "B1" site (50 Summer Hill Rd) from Camden St to Summer Hill Rd within the southern half of the site.
- ii. Newhall Hill to Sloane St (adjacent 50 Newhall Hill) and Arthur Place - a new route.
- iii. Charlotte St to George St along the historic canal route.
- iv. Northwood St (southern end) – re-opening the AE Harris route connecting James St with Vittoria St.
- v. From the junction of Graham St and Newhall St through to the re-opened Northwood St (southern end).
- vi. Hylton St to York Terrace, with consideration to improving the link to Key Hill Drive.
- vii Livery St (Jewellery Quarter) to Livery St (City Core) across Great Charles St Queensway, reinstating the pre-Queensway route at grade.
- viii Ludgate Hill to Church St across Great Charles St Queensway, reinstating the pre-Queensway route at grade.
- ix. Through the Big Peg from Northampton St through to Golden Square, aligning with Vittoria St.
- x. Between Regent Place and Warstone Lane, adjacent to Heritage Court – reinforcing this alleyway as a pedestrian route.

As a minimum these should provide pedestrian and cycle access. Proposals should consider requirements for motor vehicle deliveries, emergency access and maintenance access.

## 3.4 Mobility

Movement around parts of the Jewellery Quarter is challenging for those with mobility or visual impairments. Inconsistent locations of dropped kerbs, uneven surfaces, narrow pavements with high footfall and prioritisation of vehicles create difficulties whether using a stick, wheelchair or assistance dog, and also for pushchairs and goods trolleys. The Neighbourhood Plan supports measures to improve mobility and access for all to create a more inclusive environment by removing obstacles and prioritising the pedestrian. Obstacles typically include:

- Badly-set cobbles
- Lack of dropped kerbs
- Clutter e.g. signage and lighting mounted on different columns / posts

- Signboards, refuse collection bins and loose chairs / tables on narrow pavements
- Vehicles protruding into the footway when parked on forecourts.
- Chained bikes in the footway

Measures could include rationalising the number of posts used for road signage and lighting, widening pavements to have a clear pedestrian zone, implementing a step-free strategy for access across the JQ, and creating 'Dutch Entrance Kerbs' at the junction with side roads. The addition of street benches also offers opportunities to rest and the provision of publicly-accessible WCs is also essential.



Image: Dutch entrance kerbs

Credit: InfraCGI

### POLICY 3(c): Improving mobility in the Jewellery Quarter

Development proposals which include improvements to the streetscape, especially for those with mobility impairments, by removing or rectifying obstacles will be supported. Obstacles can include badly-set cobbles, lack of dropped kerbs, items in the footway and narrow pavements.

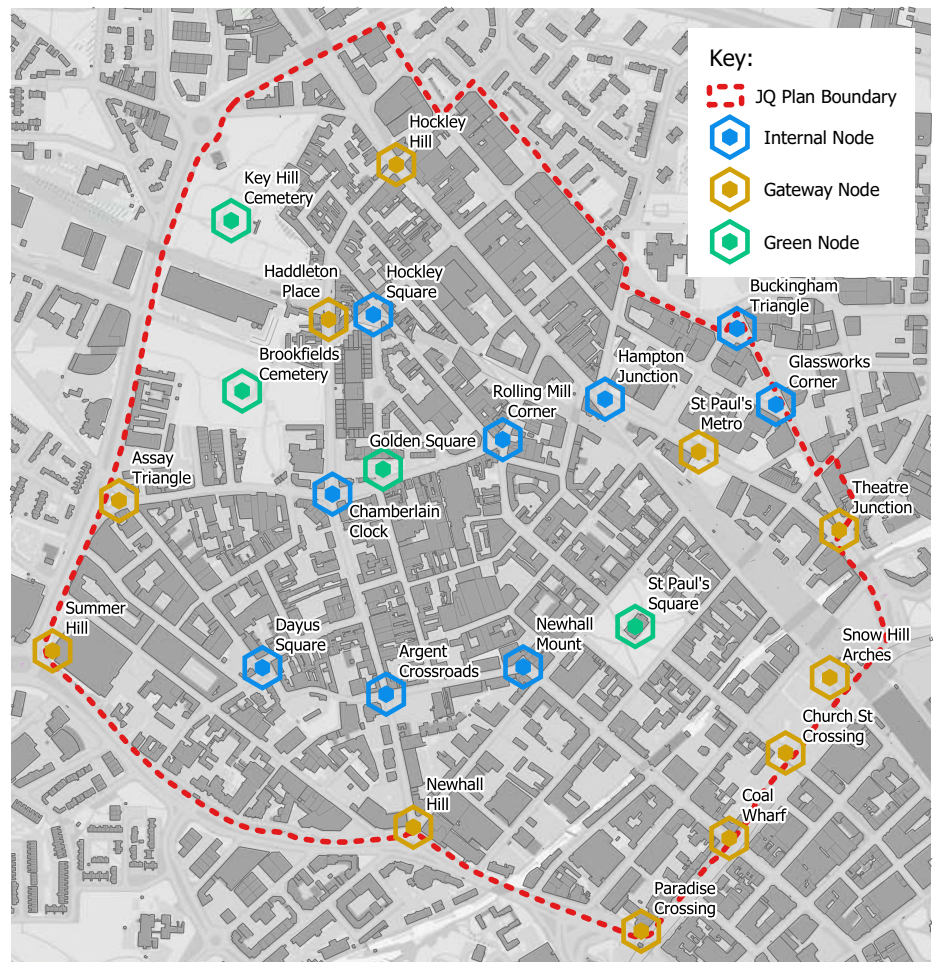
The solution should have regard to the requirements of the Jewellery Quarter Conservation Area Character Appraisal & Management Plan, and existing historic features e.g. cobbles should be re-set or reinstated during improvement work.

## 3.5 Nodes

There is strong demand for more public space in the Jewellery Quarter. Residents stated this in the 'JQNF Shaping the JQ Survey' (February 2012) where 81% of respondents wanted more open space and public squares, and in 'JQNF Brainstorm for Neighbourhood Planning of the Jewellery Quarter' (2013) which identified *more public realm* and *improve gateways* as important to the area. This view has been supported throughout the Neighbourhood Plan consultation, most recently in the business-focused 'JQ Priorities - 3 minute survey' (June 2021) where 86% of respondents replied that greenery and public space in the Jewellery Quarter was either *important* (21%), *very important* (24%) or *extremely important* (41%). Furthermore, The 'Big City Plan' (2010) identifies *lack of public spaces beyond St Paul's Square and the Cemeteries* as a key issue in the Jewellery Quarter.

The Neighbourhood Plan identifies locations suitable to deliver small pockets of high-quality public space, including gateway sites, and which aid navigation around the Jewellery Quarter. The nodes are intersections of important routes, gateways, or green spaces. The opportunities for these were identified in 'Reshaping the Quarter' (June 2015), refined in the study 'Street Syntax Analysis' (October 2019) and finalised in 'Urban design advice on nodes' (2019).

Nodes present diverse opportunities for site-specific, contextual, creative / artistic practice and collaboration at the earliest stages of design



Map 4: Nodes

pre-planning application. Creative practitioners' contributions to place making, through a range of integrated approaches throughout a scheme timeline (from innovation and design through to construction and beyond) should be valued, embedded and budgeted for. Opportunities should allow creative practitioners to respond to all aspects of a development, including, but not limited to: local character assessments and considerations; participation and community dialogue; social and cultural narratives and infrastructure; heritage and the historic environment;

connectivity, wayfinding and wider public realm enhancement; biodiversity and sustainability.

The design of nodes should consider how natural surveillance, specification of materials and lighting can encourage 'social behaviour' while deterring antisocial behaviour. There is strong support for more greenery in the Jewellery Quarter and some node locations will be suitable for planting, with an emphasis on using greenery to create a sense of place, provide visual amenity and support biodiversity net gain.

## 3.5 Continued

### **POLICY 3(d): Nodes – pockets of high-quality public realm and active uses**

All Major Development proposals, and development proposals adjacent to or with a significant impact on any of the nodes shown in Map 4 should deliver, or contribute towards the delivery of, their nearest node. These nodes should be pockets of high-quality public realm surrounded by a mix of uses with active frontages. Where possible, appropriate amenity space should be provided and enhanced building design and publicly-accessible art should be considered.

The nodes occur in the following locations, based on the following urban design criteria:

- **Green node:** intersections of key routes with a large public space and extensive greenery.
- **Gateway node:** an arrival point into the Jewellery Quarter on a key route.
- **Internal node:** intersections between key routes within the Jewellery Quarter.

**Green nodes** - large public spaces featuring extensive greenery and planting:

- i. St Paul's Square
- ii. Golden Square
- iii. Warstone Lane (Brookfields) Cemetery
- iv. Key Hill Cemetery

**Gateway nodes** - arrival points into the Jewellery Quarter:

- v. Junction of Vyse St / Hockley Hill / Great Hampton St
- vi. Jewellery Quarter Station
- vii. Warstone Lane / Icknield St junction
- viii. Newhall Hill / Sandpits / Parade junction
- ix. St Paul's tram stop on Constitution Hill
- x. St George's St / Hampton St / Howard St junction
- xi. Snow Hill Station (Jewellery Quarter entrance)
- xii. Newhall St / Great Charles St junction
- xiii. Congreve St / Great Charles St / Summer Row junction
- xiv. Church St / Ludgate Hill / Great Charles St junction (after A38 downgraded)

**Internal nodes** - confluences within the Jewellery Quarter that aid navigation:

- xv. Hockley St / Spencer St / Northampton St junction outside the Jeweller's Arms
- xvi. Chamberlain Clock - junction of Vyse St / Frederick St / Warstone Lane
- xvii. Caroline St / Warstone Lane / Spencer St junction.
- xviii. Constitution Hill / Great Hampton St / Great Hampton Row / Kenyon St junction
- xix. Mott St / Hampton St junction
- xx. Old Snow Hill / Constitution Hill / Summer Lane / Water St junction
- xxi. Graham St / Newhall St junction and the consented Harper's Hill route
- xxii. Newhall Hill / Frederick St / Legge Lane / Graham St junction
- xxiii. Dayus Square

Development proposals which identify, justify using the criteria above, and enable delivery of additional nodes will be supported.



## 3.6 Accessibility

The townscape of the Jewellery Quarter can be a challenge for those with mobility difficulties, especially access into older buildings which were frequently designed with steps up to the ground floor. Despite Building Regulations stating:

*Reasonable provision must be made for people to: (a) gain access to; and (b) use, the building and its facilities.*

There are instances of recent new-builds such as Mint Phase 8A on Icknield St, Beverley Hall Court on Regent Place not providing step-free access to ground floors. In addition, much of the streetscape creates obstacles for wheelchair users, those with walking aids, and those with pushchairs. These obstacles include:

- Badly-set cobbles (due to age

and / or poor repairs by utilities companies)

- Lack of dropped kerbs and inconsistent locations of dropped kerbs
- Clutter e.g. signage and lighting mounted on different columns / posts, signboards, refuse collection bins and loose chairs / tables on narrow pavements
- Vehicles protruding into the footway when parked on forecourts

As cycle use increases, chained bikes are also anticipated to contribute to street clutter.

The Neighbourhood Plan therefore supports measures to improve accessibility across the Jewellery Quarter by requiring step-free access

to all new-build development where possible.

Improvements to the public realm should assume step-free road-crossings, and the Neighbourhood Plan supports the creation of raised crossings where the road surface is raised to pavement level - such as Dutch Entrance Kerbs - which provide level crossing from pavement, indicate pedestrian priority at road junctions, and calm traffic.

The Neighbourhood Plan also encourages businesses and dwellings to follow a code of conduct when placing items on the pavement, to ensure that wheelchairs can pass freely. Birmingham City Council and West Midlands Police will be supported in enforcement action where necessary.



Image: Various poorly designed entrances

Credit: Nicola Fleet-Milne

### POLICY 3(e): Accessibility – step-free access

All new-build development should, wherever possible, incorporate step-free access to the ground floor. Development of existing buildings which incorporate step-free access in a manner sensitive to its character and significance will be supported, with innovative solutions to heritage assets encouraged.

## 3.7 Acknowledging the canal network

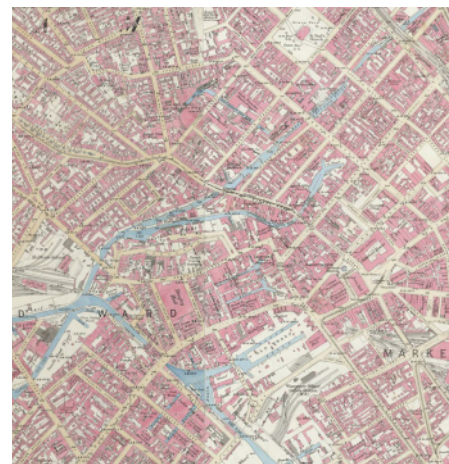
Currently it is not always obvious that there is a canal passing through the Jewellery Quarter. Historically the canal was a hive of commercial activity but as it fell out of use as transport infrastructure, access points were lost and development ‘turned its back’ on the canal.

Redevelopment of areas around Brindleyplace and The Mailbox has shown how the canal can be transformed into an asset for the city. The canal provides important habitat and foraging/migration corridors as well as human navigability; pedestrian and cycle routes in turn provide significant public health benefits. The canal also remains an important heritage feature, with the Farmers Bridge lock flight notable as a non-designated heritage asset. Development along the canal should embrace this heritage and provide an opportunity to reactivate the canal.

The Neighbourhood Plan establishes the Canalside Development Area shown in Map 5 in which new development should acknowledge its proximity to the existing canal and lost/historic canal arms. The Canalside Development Area relates to city blocks which adjoin the canal so that new access points from road to towpath can be factored into the site layout of proposals. The lost canal arms are also shown in Map 5 and identified from ‘Ordnance Survey Birmingham Centre 25 inch’ (1887) map.

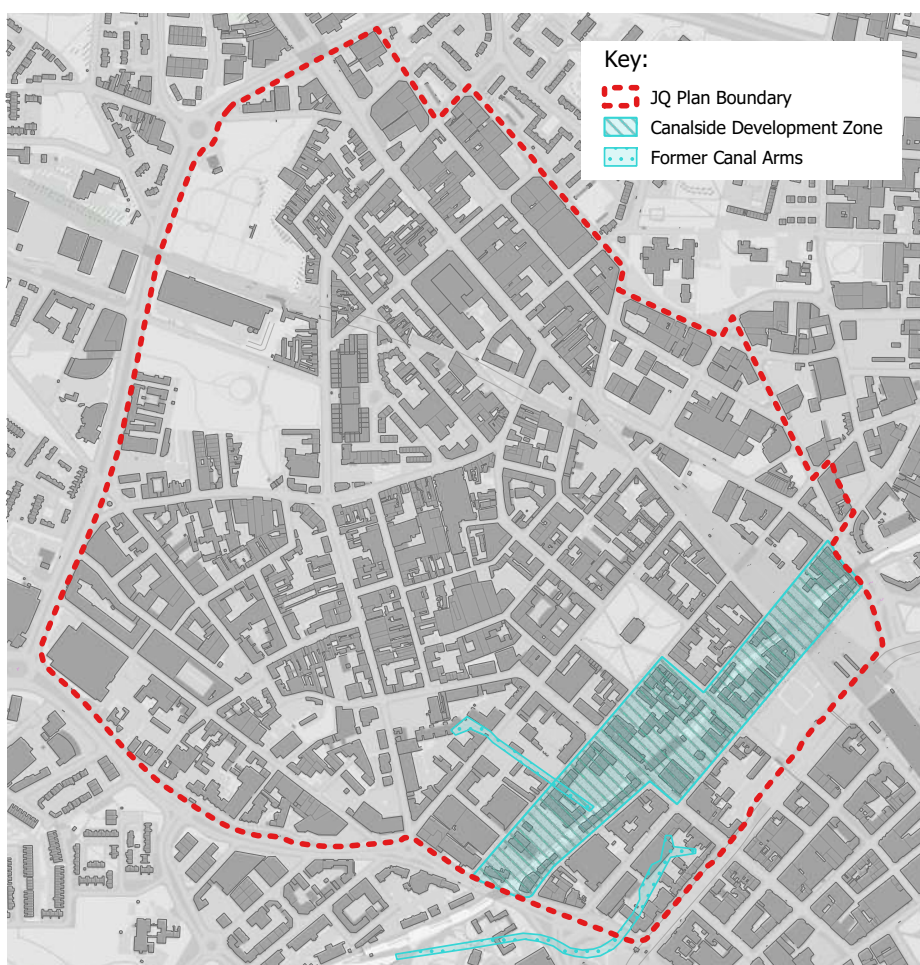
The Canal & River Trust expresses support for this proposal in their response to the Regulation 14 consultation, stating:

*The Trust welcomes section 3.4 [now 3.7] of the plan, which aligns with the intentions and vision of the Trust for its waterway in this part of the city going forwards. We also support the intention to reinstate or interpret former canal arms, which sits well with the restoration objectives of the Trust.*



Map 5: Ordnance Survey Birmingham Centre 25 inch (1887) showing historic canal arms

Credit: Reproduced with the permission of the National Library of Scotland under Creative Commons license CC-BY-NC-SA



Map 5: Canalside development area (shown in blue)

## 3.7 Continued

Proposals in the Canalside Development Area should promote the use of the canal, improve wayfinding through improved signage and potentially through the use of art. They should provide a safe and attractive environment and, where possible, provide new access routes between the canal and the street network. Development should also help address the dark corners and blind spots along sections of the canal which attract antisocial behaviour. Development fronting the canal should contribute

to improving safety on the canal by providing natural surveillance, which also provides visual amenity for the future occupants of the development. The extent of measures provided should be proportionate to the scale of the proposals; where they are for minor matters i.e. repairs, fabric upgrades/replacements, they may be regarded as an improvement to the canal area if in compliance with the Neighbourhood Plan and Jewellery Quarter Conservation Area Appraisal and Management Plan and are therefore supported.

Development in the Canalside Development Area should also contribute positively to biodiversity and support delivery of the Jewellery Quarter Biodiversity Strategy, referenced in Section 4.

Pre-application consultation with the Canal & River Trust early in the design process is strongly advised for proposals in the Canalside Development Area as it is a statutory consultee in the planning process.

### **POLICY 3(f): Development adjacent to the canal**

Development proposals in the Canalside Development Area shown on Map 6 should contribute to the recognition and improvement of the canal environment, including by:

- i. Reinforcing existing and reinstating public access routes from street to towpath, and creating new access points where possible at:
  - i) Newhall Street
  - ii) Charlotte Street
  - iii) Near 32-35 Water Street
  - iv) Junction of Constitution Hill and Lionel Street
- ii. Making provision on the sites of lost canal arms shown on Map 6 for:
  - i) Where possible, reinstating canal arms as an extension to the canal system; or
  - ii) Designing development so that a lost canal arm can be reinstated in future; or
  - iii) Otherwise providing publicly-accessible routes mimicking them; and/or
  - iv) Indicating the location of the former canal arm in the landscaping of proposed development.
- iii. Ensuring development does not 'turn its back' on the canal, allowing occupants visual amenity and providing natural surveillance while respecting the historic pattern of development around canals. Vehicle parking near the canal should be screened to reduce visual intrusion and provide a discreet, robust barrier to prevent them from entering the waterspace.
  - iv. Promoting a biodiverse canal ecosystem which supports delivery of the Jewellery Quarter Biodiversity Strategy and the Canal & River Trust project to increase biodiversity net gain, including by:
    - i) Using external lighting which is friendly to nocturnal species such as bats. NB: floodlighting of the canal corridor is not permitted;
    - ii) Providing new or enhanced areas of leisure and amenity space which supports wildlife; and
    - iii) Linking planting schemes to the Canal & River Trust's planting strategy for Birmingham city centre.



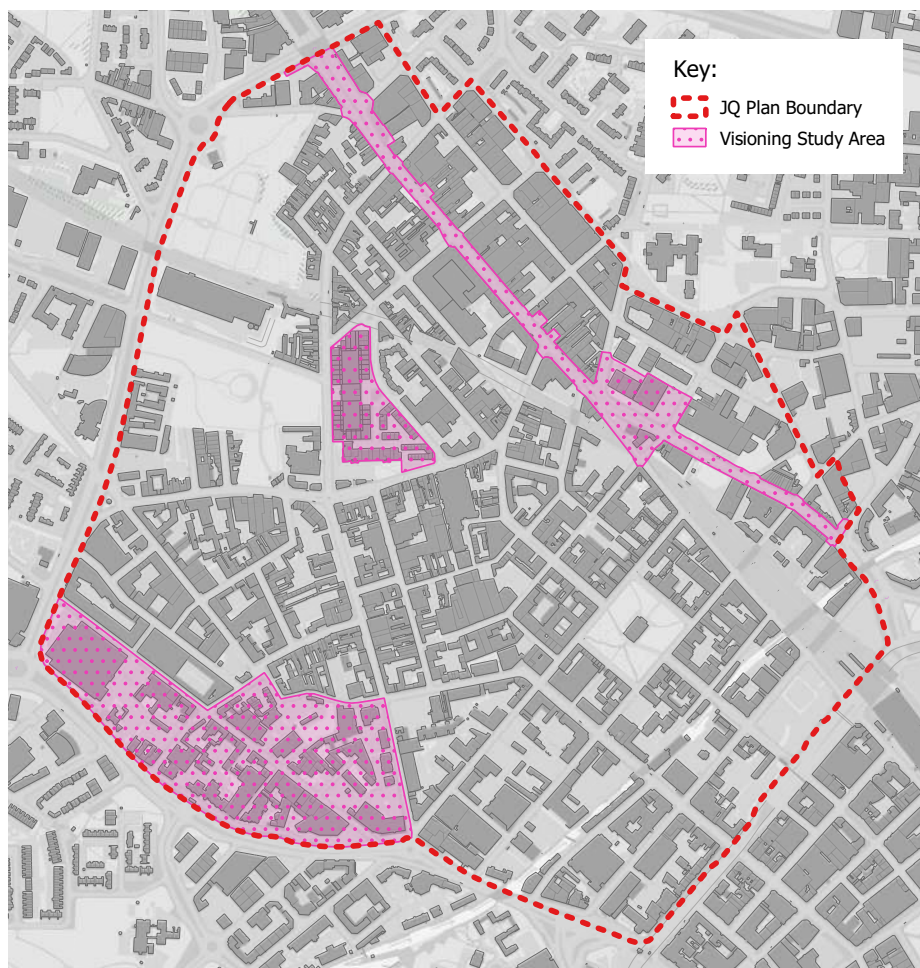
## 3.8 Visioning studies for key parts of the Jewellery Quarter

The Neighbourhood Plan recognises that in order to tackle hyper-local issues and achieve some of the improvements in movement around the Jewellery Quarter, it is desirable to undertake small-scale visioning and masterplanning exercises. These will help provide coherence to piecemeal development and help secure delivery of the Neighbourhood Plan's aims.

Visioning studies should capture the Neighbourhood Plan policies at a hyper-local level, and should indicate appropriate uses, scale, public realm and highways changes. Dependent on the nature of the area, an arts and creativity plan could be appropriate, dovetailed with the wider area visioning, for example where there is a particularly interesting history, context of narrative to share, or interesting aesthetic considerations that have potential for reactivation.

Map 6 shows three areas where the JQDT is initiating visioning studies with the support of the Greater Birmingham and Solihull Local Enterprise Partnership and local stakeholders.

i. The 'Big Peg' locality identified in the Jewellery Quarter Conservation Area Character Appraisal & Management Plan, in particular the



Map 6: Visioning study areas (shown in pink)

area to the north of the Big Peg, incorporating the new link through the Big Peg and the node at Hockley Street.

ii. Hockley Hill - Great Hampton St - Constitution Hill.

iii. Camden St (north and south) and Camden Drive.

The Neighbourhood Plan supports the creation of additional visioning studies which deliver the goals and policies of the Neighbourhood Plan. These may be carried out by any local stakeholder and / or interested party but should achieve support from Birmingham City Council and the JQDT.



# Section 4: The Jewellery Quarter environment

In the same vein as its historic buildings, the Jewellery Quarter should be a place for present-day building designers to do their best work. To do this, the community wishes to give designers and developers sufficient flexibility to design and build innovative and exceptional buildings of the highest quality whilst ensuring that they are sensitive to the character and appearance of the Jewellery Quarter, its needs, and its environment.



Image: St Paul's Church  
Credit: Anne-Marie Hayes



## 4.1 Design of the built environment in the Jewellery Quarter

In the same vein as its historic buildings, the Jewellery Quarter should be a place for present-day building designers to do their best work. To do this, the community wishes to give designers and developers sufficient flexibility to design and build innovative and exceptional buildings of the highest quality whilst ensuring that they are sensitive to the character and appearance of the Jewellery Quarter, its needs, and its environment. High quality design of the built environment receives strong community support - the business-focused 'JQ Priorities - 3 minute survey' (June 2021) showed 97% of respondents felt it **important** (9%), **very important** (26%), or **extremely important** (62%).

The Jewellery Quarter Neighbourhood Plan and Birmingham City Council developed the principles behind the document 'Design in the Jewellery Quarter' which forms a key

component of this Neighbourhood Plan. It establishes that new development in the Jewellery Quarter should be of the highest quality and enhance the surroundings through innovative and coherent design.

Design in the Jewellery Quarter has been subject to public consultation as part of this Neighbourhood Plan. For sites within the Conservation Area, Design in the Jewellery Quarter should be read along with the Jewellery Quarter Conservation Area Character Appraisal and Management Plan and where applicable, the Colmore Row and Environs Conservation Area Character Appraisal and Management Plan.

The document Design in the Jewellery Quarter may be updated or replaced during the period of the Neighbourhood Plan and the most recent version shall apply for the purposes of Policy 4(a).

Policy 4(b) identifies a series of design-related requirements applicable to the Jewellery Quarter Neighbourhood Plan area. They derive from the document 'Design in the Jewellery Quarter' appended to the Neighbourhood Plan and the extant (2002) Jewellery Quarter Conservation Area Appraisal & Management Plan. They have been further developed in consultation with Birmingham City Council's Conservation Officer to be common with design-related principles in the 2021 draft Jewellery Quarter Conservation Area Character Appraisal and Management Plan, with complementary security-related input from West Midlands Police.

### POLICY 4(a): Design in the Jewellery Quarter

All development proposals in the Neighbourhood Plan area must have regard to the document 'Design in the Jewellery Quarter' (or subsequent versions) appended to this Neighbourhood Plan and demonstrate how they follow and meet its requirements.

## 4.1 Continued

### **POLICY 4(b): Core design principles**

To maintain the distinct local identity and provide a continuous urban design approach with the Jewellery Quarter Conservation Area, the Neighbourhood Plan area which sits outside a Conservation Area should be regarded as a buffer zone.

Development proposals should have regard to the following design-related requirements:

- i. The building lines on street frontages are to be maintained and respected.
- ii. New development will respect and maintain the existing hierarchy of the historic street patterns.
- iii. Historic plot boundaries will be maintained to preserve the historic grain of the area and reintroduced where they have been lost by previous cycles of development.
- iv. On larger sites where the grain of the area is to be reintroduced the developments should be designed as individual buildings reflecting the plot divisions with variations in the height and form of the roofs and variations in the floor slabs and elevations.
- v. New developments on sloping sites should be designed to step down the slope to reflect the topography of the area. Large single unbroken floor plates will not be acceptable.
- vi. Larger sites which historically would have been multiple properties should be developed as a series of individual buildings with a variety of heights, plans and roof forms to reflect the historic grain of the area.
- vii. New buildings shall use different brick bonds to create variety in the elevations.
- viii. New buildings will address the street; long blank walls at street level will not be accepted.
- ix. The scale and mass of new buildings will respect the scale and mass of traditional buildings within the locality.
- x. New buildings are to respect the heights of traditional buildings within the streetscape and locality. Poor quality precedents set by excessively tall, unsympathetic developments that are uncharacteristic of the area are not to be followed.
- xi. The roof forms and rooflines of new buildings will respect and complement the roof forms and rooflines of the adjoining buildings. Variations in the number of storeys, ridge heights and eaves heights to create visual interest is encouraged.
- xii. The plan form, elevational treatment and materials used in new developments will complement the historic and architectural character of the area.
- xiii. Materials proposed in developments should reflect those found in the in the surrounding historic buildings. Alternative materials will be considered where they are high quality, well-detailed and where they provide a deliberate sense of contrast which enhances the setting of nearby historic buildings.
- xiv. New development will create safe environments that design-out crime and design-in safety and security measures that promote positive social interaction and natural surveillance to reduce crime, fear of crime, and antisocial behaviour. Measures must be sensitive to their context and comply with other policies in the Neighbourhood Plan and the Conservation Area Character Appraisal and Management Plan.

Existing buildings which are unsympathetic to the character of the Neighbourhood Plan area will not be regarded as valid precedents for further uncharacteristic development.

Applicants with sites inside the Conservation Area are directed to the Jewellery Quarter Conservation Area Character Appraisal and Management Plan for additional requirements.



## 4.2 Creating high-quality public realm

Areas within the Jewellery Quarter already possess public realm that is a distinctive part of the area's identity; namely blue brick paviers (with heritage value in some cases) and granite kerbs. In addition to these there have been recent projects to create high quality pockets of public realm such as Dayus Square and Caroline St boulevarding. These

have been by way of publicly-funded intervention including using Section 106 funds.

Some of the largest developments in the Jewellery Quarter have upgraded paving, however this is not sufficient to deliver a Jewellery Quarter-wide upgrade of the public realm.

Therefore where there is a need or desire for an upgrade, new development should contribute to its adjacent public realm e.g. by replacing paving that is not blue-brick, or creation of a parklet. New developments should have high quality public realm that respects the heritage and culture of the Jewellery Quarter.



Image: Dayus Square

Credit: Anne-Marie Hayes

## 4.2 Continued

Where original or old pavement or road surfaces are present e.g. beneath asphalt, then they should be exposed - in some cases it will be necessary to salvage and re-lay them, especially for safety reasons e.g. adjacent the canal.

This will directly benefit the development and can enable a multitude of uses, such as markets, community events, relaxation space and areas for wildlife, so spaces and streets can be enjoyed by residents, workers and visitors. Shopfronts are

inherently related to the public realm and there is a significant opportunity for shopfront improvements throughout the Jewellery Quarter.

### **POLICY 4(c): High-quality public realm adjacent to development**

Development proposals should contribute to the improvement of their surrounding public realm where appropriate. The required contribution will be proportionate to the scale and impact of the proposed development and could include:

- i. Provision or restoration of blue brick paviers on the street frontage in line with the document 'Design in the Jewellery Quarter' and to Birmingham City Council's adoptable highways standards.
- ii. Upgrading of footways and crossings.
- iii. Reallocation of street space in favour of pedestrians and cyclists.
- iv. Additional outdoor leisure, open and amenity spaces for the community.
- v. Lighting and/or public art installation.
- vi. Mobility improvement measures described in Policy 3(c).
- vii. Contribution to local 'Nodes' (see Policy 3(d) and Map 4).

Applicants are encouraged to carry out the work during the development, but in some instances (e.g. small frontages, multiple landowners adjacent) the Local Authority may accept a financial contribution to fund a wider public realm improvement adjacent.

## 4.3 Arts and creative practice within the public realm (and beyond)

There is enormous potential in the Jewellery Quarter for professionals from a wide range of creative disciplines to partner with other creative built environment professionals to maximise opportunities, which in turn can lead to a unique, vibrant high-quality public realm. Different forms of arts, culture and creativity, from temporary installations or events to permanent artworks and designs, bring people together to transform space and perspectives of place. In the Jewellery Quarter, creative approaches to public realm provide additional visibility for current and future creative industries that contribute to the life and energy of the quarter.

Active engagement of a diverse range of creative practices in the delivery of the Neighbourhood Plan is key in achieving its ambitions. Approaches for early engagement could include the development of site arts plans to consider strategic opportunities; artists / designers / makers appointed within design teams; artist residencies on site and working alongside communities; or specific design briefs and commissions. A considered and supported engagement of experienced creative practitioners will lead to high-quality and unique outcomes, reflecting the area-wide character, identity, context, culture, history and narratives.



Image: The Jewellery Business Centre

Credit: Anne-Marie Hayes



## 4.4 Making provision for publicly-accessible art

The Jewellery Quarter has a wide range of artwork that is publicly accessible. This helps reinforce the identity of the area as a creative district and often references the traditions of the area. The current repertoire draws heavily on the heritage and culture of the Jewellery Quarter, and includes the gates to the Jewellery Business Centre on Spencer St, and pavement plaques on Frederick St, Newhall Hill and Newhall St. The pavement plaques also provide a navigational use as do the 'nests' on lampposts on Newhall St, Vyse St and Warstone Lane.

Art incorporated within development can also enhance the public experience of the Jewellery Quarter.

It is important that art integrated into the design of developments should be part of the design process. It should not be a 'bolt-on' afterthought. All development, and in particular Major Development, presents diverse opportunities for

site-specific, contextual, creative/ artistic practice and collaboration at the earliest stages of design pre-planning application. Creative practitioners' contributions to place making, through a range of integrated architectural and artistic approaches throughout a scheme timeline should be valued and embedded.

Opportunities should allow creative practitioners to respond to all aspects of a development, including, but not limited to, local character assessments and considerations; participation and community dialogue; social and cultural narratives and infrastructure; heritage and the historic environment; connectivity, wayfinding and wider public realm enhancement; biodiversity and sustainability.

Consideration may be given to publicly-accessible temporary art as part of a 'meanwhile use' on a site where the artistic endeavour is sustained for 6 months or more.



Image: Gargoyles on the Jewellery Business Centre

Credit: Matthew Bott

### POLICY 4(d): Art

Suitable development proposals which provide or contribute to publicly-accessible art will be supported. Major Development should incorporate art or contribute to public art in its vicinity, including supporting the delivery of Key Routes and Nodes in the neighbouring area.

## 4.5 Dereliction and vacancy

There are large parts of the Jewellery Quarter which are blighted by buildings in varying states of disrepair, many of which are listed. This not only negatively affects the Conservation Area and jeopardises the heritage of the area, it can also deter visitors and investment. There is strong community support to tackle dereliction, most recently demonstrated in the 'JQ Priorities - 3 minute survey' (June 2021) where 94% of respondents felt it was **important** (11%), **very important** (24%), or **extremely important** (59%) that effort should be spent saving derelict or dilapidated buildings. The Neighbourhood Plan encourages efforts to tackle dereliction and vacancy, providing a framework by which derelict or vacant buildings can achieve occupancy whilst making a positive contribution to the Jewellery Quarter.

The Neighbourhood Plan also encourages appropriate 'meanwhile' i.e. temporary uses whether on vacant plots or in vacant buildings as they help keep buildings secure, and rental income can pay for essential maintenance. Meanwhile uses should not cause harm to the character or appearance of the Conservation Area.

The Neighbourhood Plan supports the creation and maintenance of a Jewellery Quarter 'Heritage at Risk' register by Birmingham City Council and/or Historic England.

It also supports enforcement action where owners of sites, plots and buildings allow their properties to deteriorate and fail to take meaningful steps to secure their buildings, especially those on the 'at risk' register. Where structural failure due to neglect leads to the collapse or dismantling of a heritage

asset (whether in-part or whole) the Neighbourhood Plan supports the Local Authority taking action to ensure their re-erection using the historic building materials which should be salvaged and securely stored.

The Neighbourhood Plan encourages speedy action, including Urgent Works Notices, Repairs Notices and Compulsory Purchase Orders if necessary, when listed buildings fall into dereliction and dilapidation. The Neighbourhood Plan emphasises that owners should not be rewarded with the benefit of alternative uses if they allow their buildings to fall empty and degrade whilst waiting for time periods to elapse.

### POLICY 4(e): Dereliction and vacancy

Development proposals which tackle dereliction of heritage assets and secure their conservation through sensitive repair, restoration, and occupation by an appropriate use is supported.

Where there is evidence of neglect, vacancy and/or damage to a heritage asset in order secure alternative uses, the flexibility in approach described in policies 1(a) and 2(b) shall not apply.

Where heritage assets have been allowed to deteriorate, the Neighbourhood Plan supports the use of enforcement powers to ensure the conservation of the asset. This especially applies to assets which are allowed to decay to such an extent that they are at risk of being demolished in full or in part.

### POLICY 4(f): Promoting the development of vacant land

Proposals which develop vacant land and/or remove existing surface car parks will be supported where they enhance the character and appearance of the Neighbourhood Plan area. Where forecourts have existed historically, proposals are encouraged which remove current forecourt parking and replace them with their original use or other amenity.

## 4.6 Biodiversity in the Jewellery Quarter

Access to nature and the biodiversity that forms it is good for individual well-being, and Public Health England's 'Spatial Planning for Health: an evidence resource for planning and designing healthier places' (July 2017) document states:

*Access to, and engagement with, the natural environment is associated with numerous positive health outcomes, including improved physical and mental health, and reduced risk of cardiovascular disease, risk of mortality and other chronic conditions.*

Coupled with the air quality benefits of greenery and its ability to mitigate the effects of an urban heat island, there is a strong case for nature-based interventions in the city centre.

The 'Jewellery Quarter Biodiversity Strategy (2017)', prepared for the Neighbourhood Plan by Dr Stefan Bodnar, identifies that biodiversity resource within the Jewellery Quarter is limited and there is little scope to increase the resource substantially, however with more appropriate and suitable management of the existing green resource and with effective mitigation and compensation for post-industrial sites that are lost, overall biodiversity of the area can be sustained and enhanced. This can be done by planting appropriate species, and through design of buildings incorporating habitat and biodiversity features. Although the strategy was developed in 2017, the principles and significant green infrastructure identified are relevant.

Notable biodiversity features within the Neighbourhood Plan area are the canal corridor, railway corridor and St Paul's Churchyard. Also included are Warstone Lane Cemetery and Key Hill Cemetery, which are the only city centre areas of semi-natural habitat in Birmingham City Council's Green Living Spaces Plan. Protected species present include Black Redstarts and Peregrine.

There is a wide range of species, including some which are nocturnal, that use the canal corridor for migrating and foraging. Waterside lighting, including illuminated signage, can affect how the waterway corridor is perceived, particularly when viewed from the water, the towpath and neighbouring land. For example it can lead to unnecessary glare, reflection and light pollution if it is not carefully designed. Lighting can help safeguard users of the towpath network and surrounding areas without causing harm to biodiversity: external lighting should not floodlight the canal corridor; it should be directed down within sites and on to areas such as towpaths.

The Canal & River Trust has a city centre-based project working outwards to provide a linear orchard between Wolverhampton, south Birmingham and Solihull along the towpath verges and adjacent green spaces. This includes the canal stretch through the Jewellery Quarter. The city centre planting theme includes orchard / fruit trees for people and wildlife, and plants and shrubs of value to pollinators and wildlife, as

well as edible species. Development in close proximity to the canal should seek Canal & River Trust input to link their planting schemes to the Trust's project to increase biodiversity net gain and green infrastructure across the city. The extent of contribution should be proportionate to the scale of development, and the solution should not cause harm to the heritage value of the development and its surroundings.

These measures also provide an opportunity for artists whose practice is themed around biodiversity, thereby contributing to the delivery of Policy 4(d) - Art.

Detailed biodiversity advice can be found in the 'Jewellery Quarter Biodiversity Strategy (2017)'. Examples include:

- Bird and bat boxes and bricks.
- Brown and green roofs.
- Insect houses.
- Native species planting, especially pollen and fruit-bearing plants.

In order to deliver an increase in biodiversity, the 'Jewellery Quarter Biodiversity Strategy' (2017) recommends **"for new buildings with flat roofs a minimum of 30% of the roof area [is] to have an Eco-roof installed"**.

The Green Roof Organisation's 'Green Roof Code of Best Practice' (2021) states:



## 4.6 Continued

*A green roof is created when a planting scheme is established on a roof structure. The roof can be at ground level, often with an underground car park beneath, or many storeys higher. Green roofs can be designed as recreational spaces to be enjoyed by people, as visual, sustainable or ecological features to support wildlife or a combination of both. [goes on to state] Extensive green roofs designed specifically to create habitats for plants and animals can be termed Biodiverse (or Brown) roofs. These types of roofs are becoming increasingly specified in urban areas in order to recreate habitat lost by the development, [and] Extensive green roofs are normally intended to be viewed from another location as visual or ecological features, and are usually not trafficked.*

Flat roofs provide opportunity for biodiversity enhancement measures through the use of extensive green roofs, and these are encouraged on all new development. There is an added benefit that they provide water attenuation and a deterrent to nesting gulls. Where in heritage-sensitive areas, visibility from the street must be considered and the locations of these should be agreed with the Local Planning Authority.

Planting will be expected to base the choice of species and aggregations of species on species (mainly native, though some non-native species are appropriate) with proven biodiversity benefits. Inside more historic areas (e.g. Industrial Middle and Golden Triangle) visible planting may be inappropriate so could be on flat roofs or hidden in courtyards. Other areas may offer glimpses of planting e.g.

inside courtyards, and visible planting may be acceptable where it does not adversely affect historic areas at its perimeter. Street planting and planting at nodes is permitted outside areas of highest historic conservation value.

Reference should be made to the Bat Conservation Trust & Institute of Lighting Professionals Guidance Note 'Bats and Artificial Lighting in the UK' 08/18 (or subsequent version) <https://www.theilp.org.uk/documents/guidance-note-8-bats-and-artificial-lighting/> for all external lighting / replacement schemes. Typically these would be low lux, low level bollard type or on motion sensitive timers. In all cases lighting columns should be directional and cowled to avoid upward light splay. Particular attention should be given to specific corridors which wildlife use, particularly the rail / tram line and the canal areas.

### **POLICY 4(g): Biodiversity in the Jewellery Quarter**

Development proposals in the Neighbourhood Plan area which involve the construction of new buildings or extension of existing buildings should provide a biodiversity net gain. They should do this by having regard to the Jewellery Quarter Biodiversity Strategy and demonstrating how they will maintain and increase the existing level of biodiversity associated with the site.

Development proposals for heritage assets which cannot incorporate improved biodiversity measures due to Conservation Area and/or Listed Building requirements should instead ensure no biodiversity net loss.

Where development is in the Canalside Development Area shown on Map 5, applicants should have regard to the Canal & River Trust's project to increase biodiversity net gain and green infrastructure.

As part of their biodiversity measures, Major Development [as defined by The Town and Country Planning (Development Management Procedure) (England) Order 2015, as amended or revised from time to time] which features flat roofs should have Extensive Green Roofs installed [as defined in the Green Roof Organisation's 'Green Roof Code of Best Practice' (2021), as amended or revised from time to time] covering a minimum of 30% of the flat roof area.

To establish a baseline, applicants should provide evidence of existing biodiversity extents. Impact on heritage assets needs to be considered and the locations of the biodiversity measures should be agreed with the Local Planning Authority. Solutions should have regard to other policies in the Neighbourhood Plan and applicable Conservation Area requirements.

## 4.7 Ensuring signage and advertising respects its surroundings

The extant Jewellery Quarter Conservation Area Character Appraisal & Management Plan (2002) recognises that some signage and advertising is harmful to the area, stating:

*Over-scaled, crudely-formed and over-prolific signage has a detrimental effect on the Quarter particularly within the Golden Triangle and - like security shutters - masks architectural detail and detracts from the architectural quality of historic buildings.*

This has not significantly improved since 2002, with the 2021 draft version stating:

*Signage can be excessive, obtrusive and/or over-scaled, dominating the building and degrading the local street scene. The application of advertising vinyls to shop windows and upper storeys is harmful the appearance and vitality of the street [and goes on to say] More temporary signage also has a negative impact with many buildings and vacant sites displaying large 'To Let' signs or 'For Sale' advertising boards. Some boards are duplicated, with vacancy information being repeated several times on the same building.*

To help address this harm, signage and advertising within the Neighbourhood Plan area should respect the appearance and character of the Conservation Area and benefit the community. This can include, for example, the promotion of local businesses or community events or a percentage of display time being turned over to local artists. Care should be taken to ensure that only relevant advertising is displayed and is removed promptly when no longer required.

In order to promote a cohesive identity of the Jewellery Quarter and to recognise that the Neighbourhood Plan area is constituted from a Conservation Area and its buffer, signage and advertising across the Neighbourhood Plan area is subject to the same constraints as that within the Conservation Area: permanent signage should be an inherent part of a building's design and use appropriate materials; internally illuminated signage including neon and LED signage, is not permitted.

Temporary signage and advertising, such as notices and property agents' sign boards are encouraged to follow the relevant requirements for permanent signage and advertising outlined in the Neighbourhood Plan, 'Design in the Jewellery



Image: Signage in the Jewellery Quarter  
Credit: Nicola Fleet-Milne

Quarter' appendix, and applicable Conservation Area Character Appraisal & Management Plans, so as to promote and reinforce the Jewellery Quarter's identity. It should be present for the minimum amount of time necessary, with defunct and out-of-date items removed promptly.

Temporary hoardings e.g. for construction sites should be kept in good condition, with vandalism and graffiti tagging removed. The commissioning of local artists and / or schools to decorate construction site hoardings is encouraged. Construction projects are also encouraged to provide details of the project in a visible location, including elevations / plans, visuals and timescales.

## 4.7 Continued

Images: Signage in the Jewellery Quarter  
Credit: Nicola Fleet-Milne



### POLICY 4(h): Signage and advertising

Proposals for advertising or signage, including property agents' signboards and billboards/hoardings, should have regard to the document 'Design in the Jewellery Quarter'. Proposals which remove defunct, damaged or expired signage are encouraged.

To reinforce the Jewellery Quarter's distinct identity, the Neighbourhood Plan area which sits outside a Conservation Area should be regarded as a buffer zone and therefore proposals should also have regard to the Jewellery Quarter Conservation Area Character Appraisal & Management Plan's requirements on signage and advertising.

Development proposals which require permanent signage, e.g. business premises and apartment block entrances, should integrate the signage as an inherent part of the building's design. 'Bolt-on' signage as an afterthought will not be supported. Internally-illuminated signage – including neon, LED and dot-matrix signage - is not permitted.

Proposals which retain or restore 'ghost' signs and original, traditional handpainted signs will be supported, and new ones encouraged where they make a positive contribution to the character and appearance of the area.



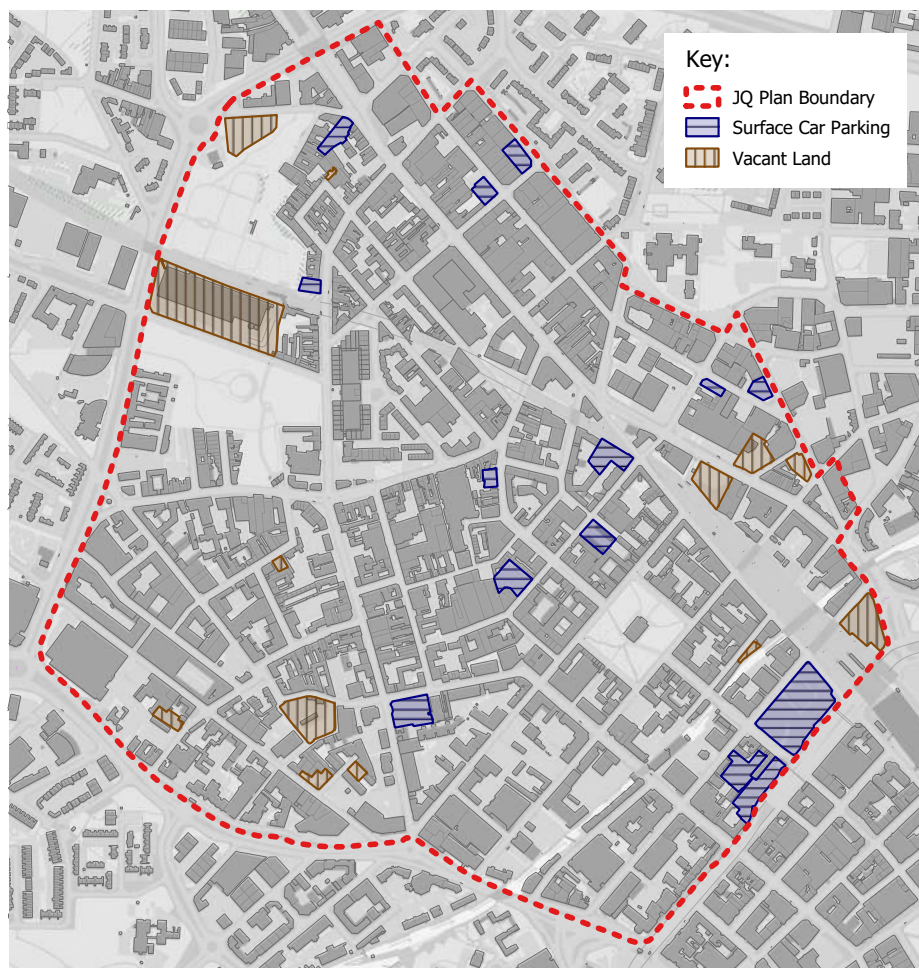
## 4.8 Development of surface car parks on vacant and derelict land

The extant Jewellery Quarter Conservation Area Character Appraisal & Management Plan (2002) says:

*Pressure for car parking space within the Jewellery Quarter compromises its traditional enclosure and has resulted in considerable erosion of the historic townscape.*

This has been reinforced by refusal of applications to use vacant land as car parking, e.g. planning application 2016/10085/PA for parking at 56 Caroline St, stating:

*This proposal would fail to preserve or enhance the character of the Conservation Area and as such fails to meet with the policies PG3, TP12 of the BDP, 2.1 of the Jewellery Quarter Conservation Area Character Appraisal and Management Plan and paragraphs 129 and 131 of the National Planning Policy Framework.*



Map 8: Vacant land and surface parking (shown in brown and blue respectively)

### **POLICY 4(i): Ensuring car parking does not prevent development**

In order to deliver to aims of the Jewellery Quarter Neighbourhood Plan and the Birmingham Transport Plan, planning applications for the conversion of land to car parks, whether permanent or temporary, and the renewal of temporary car park use, will not be supported.

## 4.8 Continued

The 2021 draft Jewellery Quarter Conservation Area Character Appraisal & Management Plan highlights the harm created by gaps sites and their use for car parking:

*Whilst most car parking is provided on the street in designated bays or in multi-storey car parks there are large expanses of surface car parking space within the conservation area, most of which are located on gap sites which have been allocated to this use on a temporary basis. These car parks perpetuate gap sites in the conservation area which have a negative impact upon the character and appearance of the area with little incentive for owners to develop them with appropriate schemes.*

A significant area of the Jewellery Quarter is vacant or derelict land (as defined by the government's National Land Use Classification), much of it occupied by car parks on cleared plots of land - see Map 7. It is estimated that 2.5 hectares is currently used for these purposes. The Jewellery Quarter Conservation Area Character Appraisal identifies that vacant sites used for surface parking is a poor use of land, visually unattractive and can delay redevelopment. Plots on Caroline St, Northwood St and Vyse St are all being used for parking despite development activity taking place around them. By extension, it also has a harmful effect on the parts of the Neighbourhood Plan area which are outside the Conservation Area and form the buffer zone.

The Neighbourhood Plan encourages the positive development of this land and discourages the creation of additional surface car parks.

Image: Open-air car park in the Jewellery Quarter  
Credit: Nicola Fleet-Milne



## 4.9 Car parking provision

The draft Birmingham Transport Plan (Jan 2020) explicitly aims to reduce reliance on private cars, and states:

*“Where development potential exists, land currently occupied by car parking will be put to more productive use.”*

Across the Jewellery Quarter, parking provision varies greatly and there are different levels of car ownership and usage. It is recognised that provision of an appropriate level of car parking may be desirable, in line with Birmingham City Council’s guidelines for the city centre. Applicants should also refer to Birmingham City Council’s Parking Supplementary Planning Document. Solutions that use the existing parking assets more efficiently and reduce

the use of on-street car parking spaces by commuters who work outside of the Jewellery Quarter will be supported. For more significant developments requiring a Transport Statement or Assessment it will be important to have details of the parking management plan as part of the expectation established in National Planning Practice Guidance for “a description of parking facilities in the area and the parking strategy of the development” (Paragraph: 015 Reference ID: 42-015-20140306).

Alternatives to car ownership are encouraged, such as car-sharing ‘pool cars’ for larger developments, and ‘car clubs’ with dedicated spaces such as that operated by Enterprise. Where parking is provided on-site, management arrangements which improve parking space efficiency

are welcome. An example is ‘permit to park’ whereby spaces aren’t designated. Similar to hotdesking, there are more permits than spaces as not everyone will be requiring a space at the same time and therefore fewer parking spaces are needed overall.

Applicants are also directed to Birmingham City Council’s policies on parking, including the Parking Supplementary Planning Document.

Below-ground facility reduces the visual impact of parking. When considering this option, applicants should be cognisant of infrastructure such as adjacent basements, neighbouring historic buildings without foundations, the canal, and the Anchor tunnel network.

### **POLICY 4(j): Provision of parking on development sites**

Development proposals should prioritise active travel, and where appropriate provide secure cycle parking.

Proposals which include space for motor vehicle parking are encouraged to make the most efficient use of space and therefore minimise the impact on the character and appearance of the area by:

- i. Placing emphasis on secure parking for smaller vehicles such as mopeds, scooters and motorbikes (as well as cycles)
- ii. Providing alternatives to car ownership such as car clubs, and/or
- iii. Using management techniques to reduce the number of spaces needed, such as ‘permit to park’, and/or
- iv. Providing underground parking for cars.

Where planning applications are required to be accompanied by a Transport Statement or Transport Assessment this should include a parking management plan which is maintained and monitored post-construction.

For non-residential uses, additional cyclist facilities such as showers should be considered.



## 4.10 Safety and security

The Neighbourhood Plan proposes measures which contribute to personal safety and security as well as the security of the built environment. 'Eyes on the streets' provided by a mix of uses across the Jewellery Quarter with comings and goings from morning to evening will help keep the area safe. Good design practice which facilitates natural surveillance and removes dead-ends and dark corners helps reduce antisocial behaviour.

New development which promotes the evening economy should consider the need for safety and security and reducing antisocial behaviour and the fear of crime.

The Jewellery Quarter's evening economy should appeal to a wide range of age and social groups with an accessible and inclusive environment.

The Neighbourhood Plan supports the provision of Jewellery Quarter-wide CCTV and the upgrade of street lighting to modern standards using heritage columns.

By necessity, many Jewellery Quarter premises require physical and electronic security. As well as achieving security through good urban design (buildings built to back of footpath, defensible space, lamp posts at adjacent back of kerb and not against buildings) additional measures such as security grilles, CCTV and lighting may also be required. Security is equally important in residential buildings; entrance halls, car parks, cycle storage and incoming post all present opportunities for crime.

'Secure by Design' principles can be addressed and designers must factor in the complex considerations of the Jewellery Quarter when considering

proposing physical and electronic measures, e.g. Conservation Area status, listed building designation, biodiversity and light pollution. Security grilles can be decorative and security screens should be inside glazing rather than external roller shutters. CCTV and lighting can be sensitively incorporated, and anti-tailgating measures are easier to design-in than retrofit. It is recommended that applicants contact West Midlands Police for further advice on security measures and guidance on Secure by Design and Park Mark standards.

Image: Family sat in St Pauls' Square  
Credit: Anne-Marie Hayes



# Related documents

The following documents relate to the Jewellery Quarter Neighbourhood Plan:

Related documents	Status
Design in the Jewellery Quarter	Part of the Neighbourhood Plan
Jewellery Quarter Conservation Area Character Appraisal and Management Plan SPG (2002)	Current (extant) version of Birmingham City Council's document
Jewellery Quarter Conservation Area Character Appraisal and Management Plan (2021)	Proposed revision to Birmingham City Council's document
Colmore Row and Environs Conservation Area	Proposed revision to Birmingham City Council's document
Jewellery Quarter Biodiversity Strategy	Part of the Neighbourhood Plan, evidence and resource document
Jewellery Quarter Neighbourhood Plan – Plain English version	Explanatory note
Jewellery Quarter Neighbourhood Plan List of Evidence	Schedule of evidence and supporting information
Birmingham Development Plan (2017)	Part of Birmingham's Local Plan

Table 1: Documents related to the Neighbourhood Plan

# Thank you

A huge thank you to:

Insert list of individuals/organisations





# Appendix A: Design in the Jewellery Quarter

Appendix A: Design in the Jewellery Quarter

# Appendix B: Jewellery Quarter Biodiversity Strategy

## Appendix B: Jewellery Quarter Biodiversity Strategy