

JEWELLERY QUARTER VISIONING

Foreword



The Jewellery Quarter is a truly mixed use part of Birmingham city centre, with an estimated 10,000 workers, 10,000 residents and over 5,000 students. Its name derives from the trade at the heart of the area and the culture of the Jewellery Quarter can be described as one of creativity and enterprise - of designing, making and trading.

Layer upon layer of identity has been laid down throughout a history of constant change. The area was transformed from open pasture in the early 1700s to a residential district by the early 1800s. Manufacturing spread through the 19th and early 20th century, seeing houses turned into workshops and factories sitting cheek-by-jowl with houses. The area changed again in the mid-20th century as manufacturing reduced, major infrastructure was built, and the residential population moved out to the inner city and suburbs. In the late 20th century jewellery retail was established and, attracted by city living, residents began to return to the area in significant numbers. In the 21st century, the area continued its radical transformation with residential population growth. Creative and other service sector businesses were located in the area, sitting alongside

over 300 jewellery-related businesses. The area's ebb and flow of fortunes and population left their mark on the Quarter; characterful streets and established, engaged communities gives the area a vibrancy and maturity unlike anywhere else in the city. However, a legacy of rapid change, vacancy and dereliction, coupled with the needs of the Jewellery Quarter's communities and a rapidly-evolving world mean that some parts of the Jewellery Quarter need a helping hand.

The Jewellery Quarter Neighbourhood Plan recognises 3 parts of the Quarter which have some of the most complex challenges and would therefore benefit from further work. In the following pages you will see some community-driven answers to these challenges. These have been developed by volunteers from the resident, business and student community whose unique insight and experience have produced exciting glimpses of what the Jewellery Quarter can be. They are intended to generate discussion and action - developing them further and providing a basis for investment and change which will provide a Jewellery Quarter fit for the rest of the 21st century.

These visions are for you - you can pick them up and make them happen. You might live in the Jewellery Quarter or work here. You may be a developer or landowner, or from local, regional or central government. You could be a visitor, a student, or a community organisation. You can use this report to inspire, discuss, lobby, campaign and, most importantly, work together to make any part of these visions happen.



Matthew Bott

Director, Jewellery Quarter Development Trust &
Co-Chair, Jewellery Quarter Neighbourhood Plan

Introduction

In 2021 the Jewellery Quarter Development Trust (JQDT) secured Local Centres funding from the Greater Birmingham & Solihull Local Enterprise Partnership (GBSLEP) to create a Jewellery Quarter Cultural Action Zone.

Funding was targeted at three specific interlinked goals: 1) development (visioning) studies, 2) a creative incubator, 3) visitor economy enhancements.

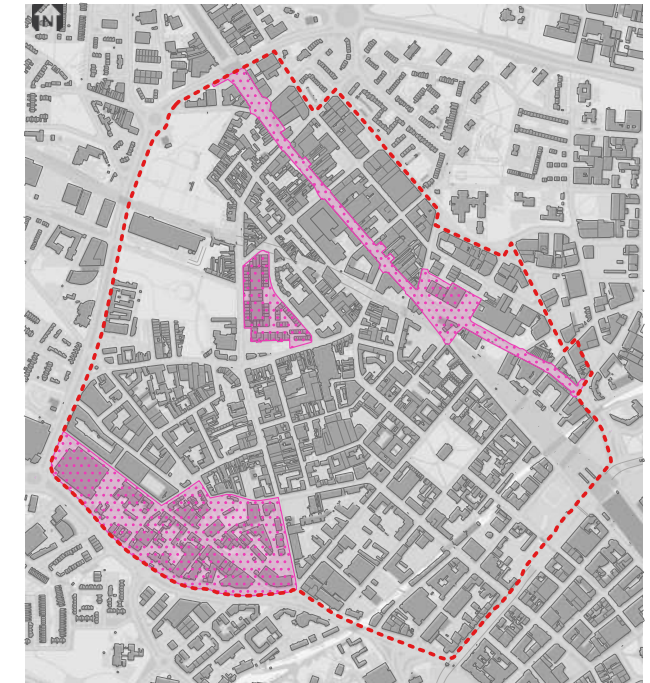
Goal 1 involves the creation of 3 community-led visioning studies for areas of the Jewellery Quarter in most need of help. The aim is for these studies to stimulate and direct investment, whilst safeguarding the built environment. They are presented on the following pages, along with a narrative on how they were developed and how they apply to local, city-wide and regional strategic policy. The subject areas are shaded in pink in the map to the right.

In March 2022, the JQDT issued a call for volunteers and over 30 people opted to spend their spare time, energy and enthusiasm in 3 working groups, each delivering a vision for their part of the Jewellery Quarter. The vision

scope was to be defined by the volunteers, so it did not have to be constrained to economic or built environment matters. The process of creating the visions involved the identification of local issues, local assets, desired outcomes and many solutions, resulting in a robust, aspirational and deliverable vision.

The visions a) demonstrate how the Jewellery Quarter Neighbourhood Plan could be implemented in areas most in need of reconnection or regeneration, and b) give confidence to people and organisations considering investing in these areas. These are not masterplans in the urban design sense - they are proposals which view each 'place' holistically and include recommendations for physical, cultural, environmental and other interventions.

The visions can be used by the JQDT and the wider community to engage and lobby local, regional and national government. They can be used as a basis for further grant applications to develop worked-up proposals. Section 106 and 278 funds and Community Infrastructure Levy (CIL) receipts can be directed to deliver these visions - if the Jewellery Quarter Neighbourhood Plan is passed at local referendum, 25% of CIL monies generated by local development will be used for local projects.



Visioning Studies

Map 7

Key:
JQ Plan Boundary
Visioning Study Area

Implementing these visions will fix some of the current challenges in the Jewellery Quarter, unlocking its potential so that more businesses and residents can boost the local economy, improve productivity, increase investment and provide a better quality environment for local people.

Our volunteers

With the exception of professional support provided by Akerlof, all members of the Jewellery Quarter visioning group were volunteers.

The eligibility criteria were that a volunteer had to work / live / own / have a specific interest in the Jewellery Quarter or close to one of the 3 areas. A major local landowner in each of the 3 areas volunteered their time to participate, joined by a mix of residents, workers, business owners and students following the JQDT's call for volunteers on 1 March 2022.

This group of 30+ stakeholders attended the launch on 9 March 2022 in JQ Modern on Vyse St to hear a briefing on the project, its goals, and how the process would be managed. Attendees were split into 3 groups and spent time getting to know each other, agreeing their group's rules of behaviour and discussing their areas.

Each group had a series of 3 workshops, with background work in between, to develop their thinking. They were then brought back together on 7 June 2022 to present their final drafts for review and feedback.



The groups were diverse in background and thought, constituted from residents, local businesses and students, bringing a range of skills and opinions.

38
volunteers

Diverse range of
opinions



650+
volunteer hours



11
workshops



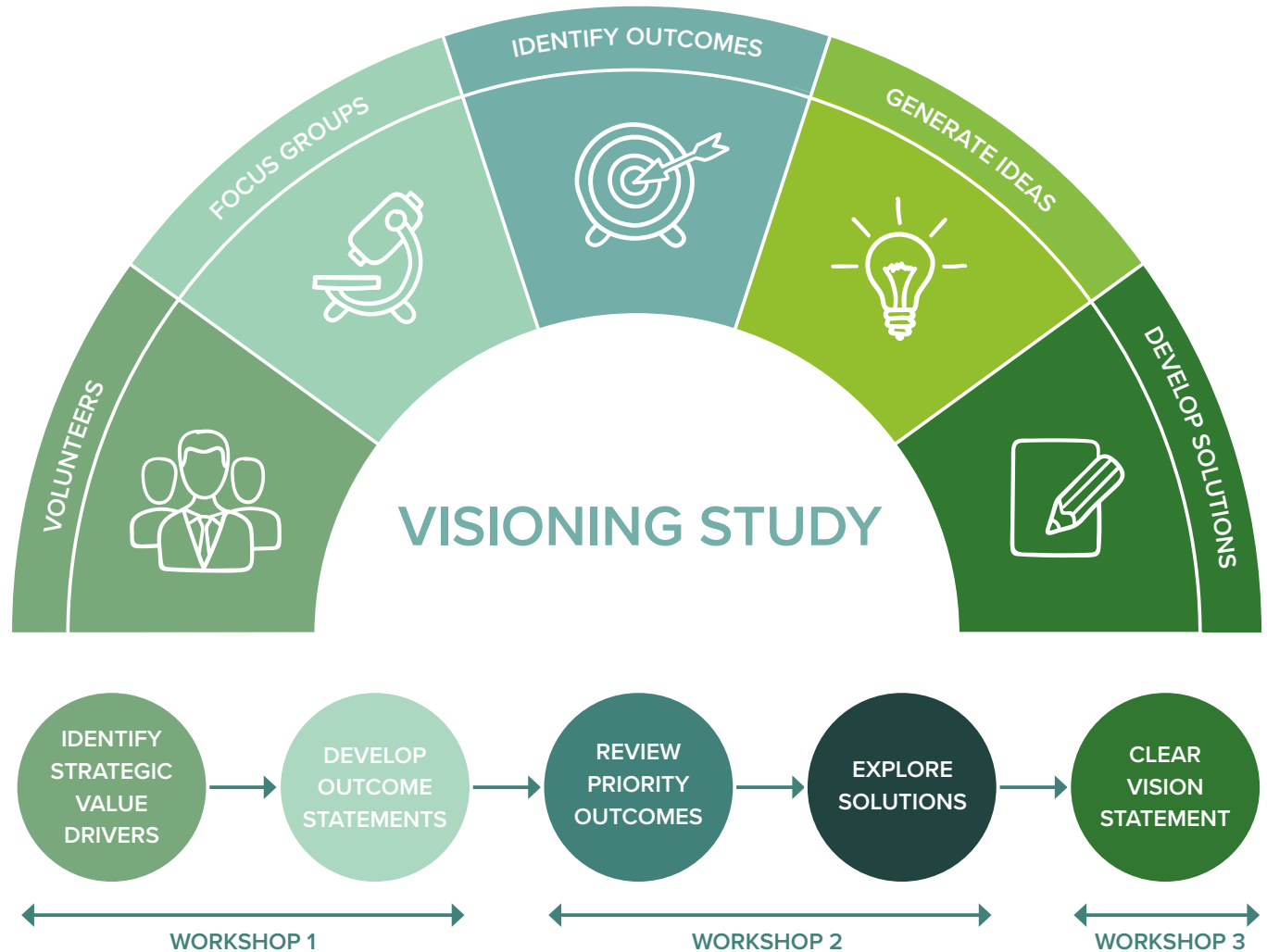
Our approach

The visioning study followed a **5-step approach**, underpinned by the principles of the Value Toolkit framework.

The Value Toolkit enables value-based decision making, to deliver better social, environmental and economic outcomes. The principles of the approach were adapted by Akerlof so that volunteers could make balanced, informed decisions, maximising the impact of their solutions and driving a broader, more holistic view of the wider vision on their Jewellery Quarter area.

Workshops followed a clear sequence of objectives, which supported the volunteers in developing a comprehensive view on how to deliver value to their prescribed area.

Solutions to meet their desired outcomes were then generated and refined, and a vision statement was agreed as a group.



Strategic importance



The visions will reinforce the Jewellery Quarter's identity and status, and enhance its unique role within the City of Birmingham.

With community-led ideas and aspirations set out in public, there is a platform around which the community, developers, the council and others can direct investment and develop ideas. In the short term, JQDT, business and residents' action can start delivering, and Section 106 funds can be directed toward them. In the medium to long-term, development proposals and planning applications can demonstrate delivery of parts of the visions; having a hyperlocal focus means that any development in the area will benefit from the improvements it enables.

As the challenges for each of the 3 areas is different, each study has taken a different form. There are, however, common strategic goals, including:

- Compliance with the Jewellery Quarter Neighbourhood Plan
- Re-connecting cut-off or isolated parts of the Jewellery Quarter with the main areas of activity

- Stimulating investment to realise the full potential of each location
- Enhancing the assets of each area
- Finding solutions to challenges
- Contributing to developing thriving local centres, providing regeneration opportunities and harnessing the potential of existing cultural and creative assets
- Alignment to the GBSLEP Towns and Local Centres Framework in relation to streets and spaces; diversity of use, creativity, and culture; and transport and accessibility

In addition, other opportunities to be considered by the groups were:

- Providing sustainability recommendations, both from an energy conservation and generation perspective, and from a long-term deliverability perspective
- Identifying opportunities for 'green' interventions, including improved biodiversity and public health outcomes, as well as resolving the perceived conflict between historic conservation and biodiversity
- Analysis of appropriate land use/site opportunities to facilitate authentic development

- Identifying highways improvements to facilitate sustainable travel
- Scoping appropriate use for active frontage on key routes
- Analysis of opportunities for public realm improvements to give people working and living in the Jewellery Quarter more outside space

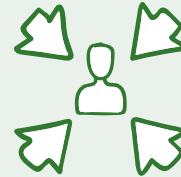
As a recommendation in the Jewellery Quarter Neighbourhood Plan - submitted to Birmingham City Council (BCC) on 31st May 2022 - the visions are empowered by the Plan. While not a formal policy, the visions deliver the aspirations of the Neighbourhood Plan and comply with its policies. They align with the GBSLEP's Towns and Local Centres Framework within its Strategic Economic Plan. It also offers the opportunity to influence BCC's 'Our Future City Plan' - a non-statutory planning document whose vision and set of strategic actions will guide the implementation of a delivery programme by BCC and partners, supporting policy and project development including a review of the statutory Birmingham Development Plan.

Outcomes of the study

Cleaner air



Boost local
visitor economy



Meets the needs
of the community

Brings
communities together



Creative
solutions

Long term
vision



3 BOLD vision
statements



Reuse of public assets

Community
led



Prosperity
growth



Greener, more
connected
future



Aligned
to policy



Value-led
prioritisation



CHARTISTS

Introduction to the area

The Chartist area has been named after a gathering of Chartists - electoral reform campaigners - on Newhall Hill in 1832 where 200,000 people met in support of extending the vote to the working classes.

It demarcates the south-western border of the Jewellery Quarter and connects Paradise with Spring Hill. It has had significant redevelopment in the latter part of the 20th century and has lost much of its traditional industry and urban grain. Disconnected from Ladywood by a major arterial route but with low traffic, this area is also disconnected from the core of the Jewellery Quarter by its topography and road layout. It suffers from a lack of identity despite having several significant historic buildings. The lack of identity may be in part due to the historic pattern of the area's development – it was a series of gentlemen's houses with private gardens; however very few of these original houses and plots remain.

The briefing for the Chartists group included the following suggestions:

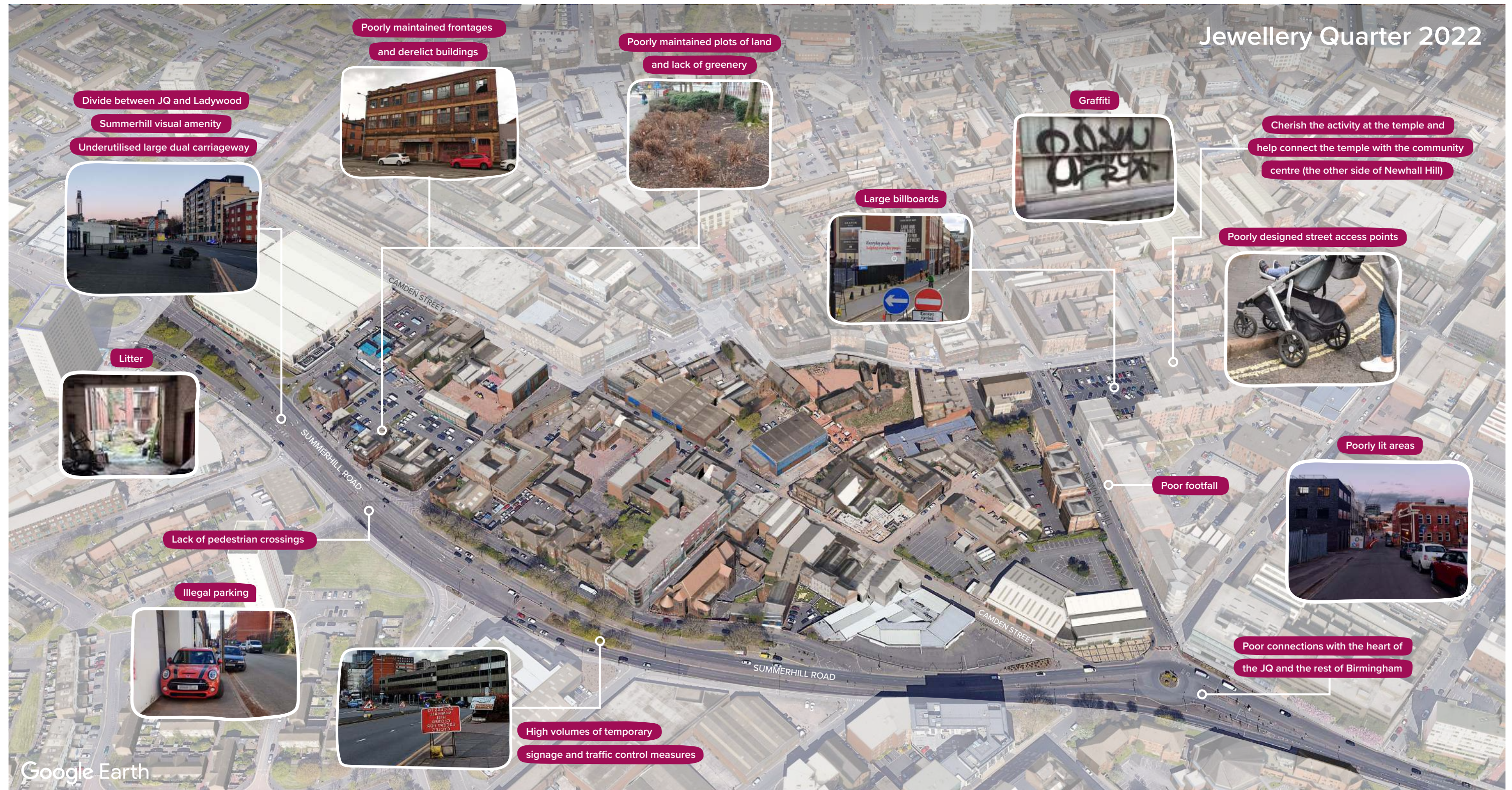
- Identify the areas historic assets and suggest how they can be used to generate a new identity for the area

- Recognise that residential and educational uses are likely to dominate the area - alluding to its original characteristics - and recommend what amenities are required to cement it as a neighbourhood
- Improve the connection towards the heart of the Jewellery Quarter
- Remove the barrier across Sandpits and Summer Hill Road to allow better connection into Ladywood
- Provides exemplars for how contemporary architecture, sustainable development, green infrastructure, and local amenity can all be delivered amongst an internationally-significant conservation area



Problem statement

The group identified a selection of attributes that the Chartist area held that they felt could be improved or enhanced. These underpinned the outcomes the group wanted to achieve and thus what change could be implemented to achieve their final vision.














Chartist prioritised outcomes

The groups used the Value Definition Framework developed by the [Construction Innovation Hub's Value Toolkit](#), as a mechanism to establish key outcomes for the area. The Toolkit provides a holistic framework, based on a four capitals model (human, social, natural, produced), to identify and prioritise a rounded set of outcomes. The use of an outcomes-based approach enabled the stakeholder groups to generate a clear purpose for the visioning study.

Once outcomes had been established, stakeholders independently scored them from 1 - 5 in order of priority. The score is made up of 3 criteria:

- **Influence:** Their ability to influence the desired outcome
- **Driving change:** The importance of the outcome in driving meaningful change for the area
- **Risk:** The risk that the solution will not be achieved (a score of 5 represents a low risk)

Solutions were then developed to meet as many as the prioritised outcomes as possible. This in turn ensured proposed interventions and the wider vision met the needs of the local area, as well as the wider community.

ICON	OUTCOME	SCORE	CAPITAL
	Improve pedestrian safety and connectivity	4.1	Social
	Retain and exchange local heritage character and identity through history, community and religious assets	4.0	Produced
	Increase public safety	3.8	Human
	Treat all people fairly	3.7	Social
	Reduce traffic	3.7	Human
	Reduce air pollution	3.6	Natural
	Reduce noise pollution	3.4	Human
	Reduce the number of brownfield sites	3.4	Produced
	Better maintenance of existing areas of the Jewellery Quarter	3.4	Natural
	Reduce vandalism	3.2	Human
	Integrate the canal for connectivity and leisure	3.1	Produced
	Reduced litter	3.1	Natural
	Greater use of local suppliers	3.0	Produced
	Reduce antisocial behaviour	3.0	Human

Vision statement

“ Our vision is for a well-connected place which uses its identity to welcome people to the Jewellery Quarter. People will recognise this identity by looking around them, seeing Jewellery Quarter streets and architecture but also seeing and hearing the activity of the Quarter: industry at work, places of worship, people learning, people living and people socialising. It will be a place that puts people first, integrating new and innovative environmental improvements with existing assets to help all those who live, work and visit the area.

Our Big Idea is to create a linear park stretching from Spring Hill to Paradise via Summer Hill that links the Jewellery Quarter to communities in Spring Hill and Ladywood. It will be a stimulating and colourful environment that welcomes people into the Jewellery Quarter; one where people can relax and interact, where they can travel easily and safely to and from work or study, and which attracts footfall – all of which help our businesses to thrive.”



Solutions

The Chartists team's solutions for the area are mapped against prioritised outcomes to demonstrate alignment. The group established 3 leading ideas indicated below with a yellow border and described in greater detail in the next few pages.



Linear Park

We propose a linear park running along Summer Hill Road from the A4540 roundabout, past the former BMW garage, and up to Paradise.

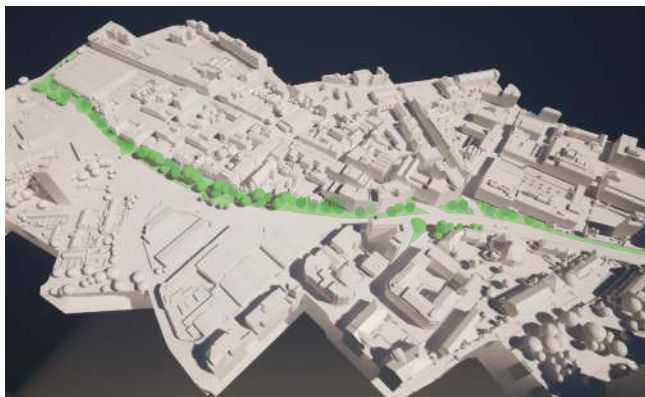
This street is an important connection between the city centre and the Jewellery Quarter and therefore presents the opportunity for a safe and attractive pedestrian and cycle route that encourages routine physical activity.

We wish to see the current road narrowed, allowing for greater pedestrian priority and creating a welcoming, accessible, inclusive and intergenerational space with informal areas for people to gather, and for children to play and explore.

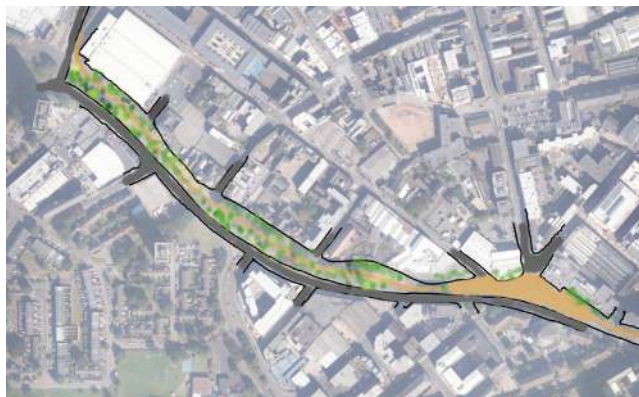
In addition to the extensive existing greenery, trees and wild planting at the roadside will create an interesting and colourful environment where people can relax and interact. A new network of trees and urban greening will soften the otherwise harsh landscape of the main road towards the city centre / Paradise.

A linear park will also help repair the 'tear' in the urban fabric between the Jewellery Quarter and Ladywood, encouraging a sense of community and providing the basis for much-needed services in this area, allowing independent businesses to thrive.

The space will complement new residential developments in the area, providing areas for residents to spend time outdoors. It will also reduce car parking on the street and help calm / slowdown any traffic.



Credit: BPN Architects



Credit: Martin Stockley



Credit: Martin Stockley

Sharing Newhall Hill

Semi-pedestrianising Newhall Hill will enhance social activity, the local economy and the built environment.

Jewellery Quarter Neighbourhood Plan policy designates the south of Newhall Hill as a 'gateway node' into the Jewellery Quarter and therefore increased footfall on this street is possible, supporting the growth of its unique cultural presence and independent business.

Green infrastructure and eye-catching urban design, inspired by the Jewellery Quarter's history, would make for a pleasant introduction to this district.

We recognise that residents and businesses will still need to access their homes and workplaces by car. To the end, Newhall Hill could be semi-pedestrianised, allowing for car access but prioritising pedestrians. Church Street, Birmingham and Carnaby Street, London provide a successful examples.

Improvements to the street could include, trees and soft landscaping, paving instead of tarmac, street furniture

and interventions to encourage informal gathering and play, street lighting and areas for new development to 'spill out' on the street.

Pedestrianisation will enable more events and markets to be held in the area, similar to Moseley Farmers / Crafts market, or Edgbaston market.

A pedestrian-first approach will create an opportunity for a 'celebration space' connecting the Ramgarhia Sikh Temple to the community centre.



Celebrating local heritage

The strength of the Jewellery Quarter is its vibrant mix of residential, industrial and commercial uses, as well as its diversity of people. It is just as important to make the area better for worshippers as it is for factories conducting their daily business.

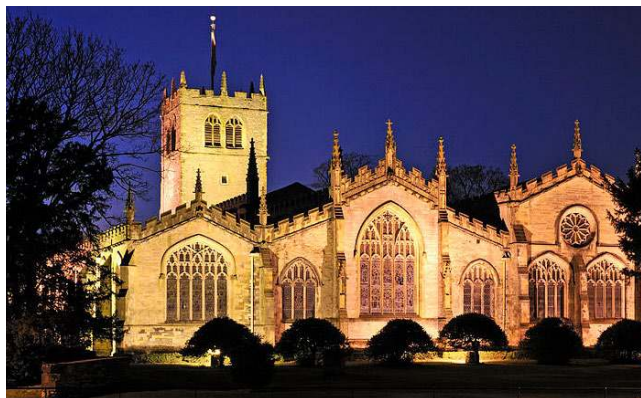
New development in the area should consider opportunities to support and enhance the heritage and community of the area as a matter of course.

For example, encouraging mixed use areas, such as ground floor commercial units, to maintain the vibrant nature of the Jewellery Quarter. Street name signs should be refurbished, including the removal of rust. The billboards and concrete patch next to the Sikh temple could also be tidied up, adding a bench and ensuring advertising is displayed more sympathetically.

The padlock walk could be enhanced, looking at opportunities to add plaques or information boards. Heritage signs provide people with a natural opportunity to stop, read and take in the buildings. Blue Heritage Plaques are great for providing navigation

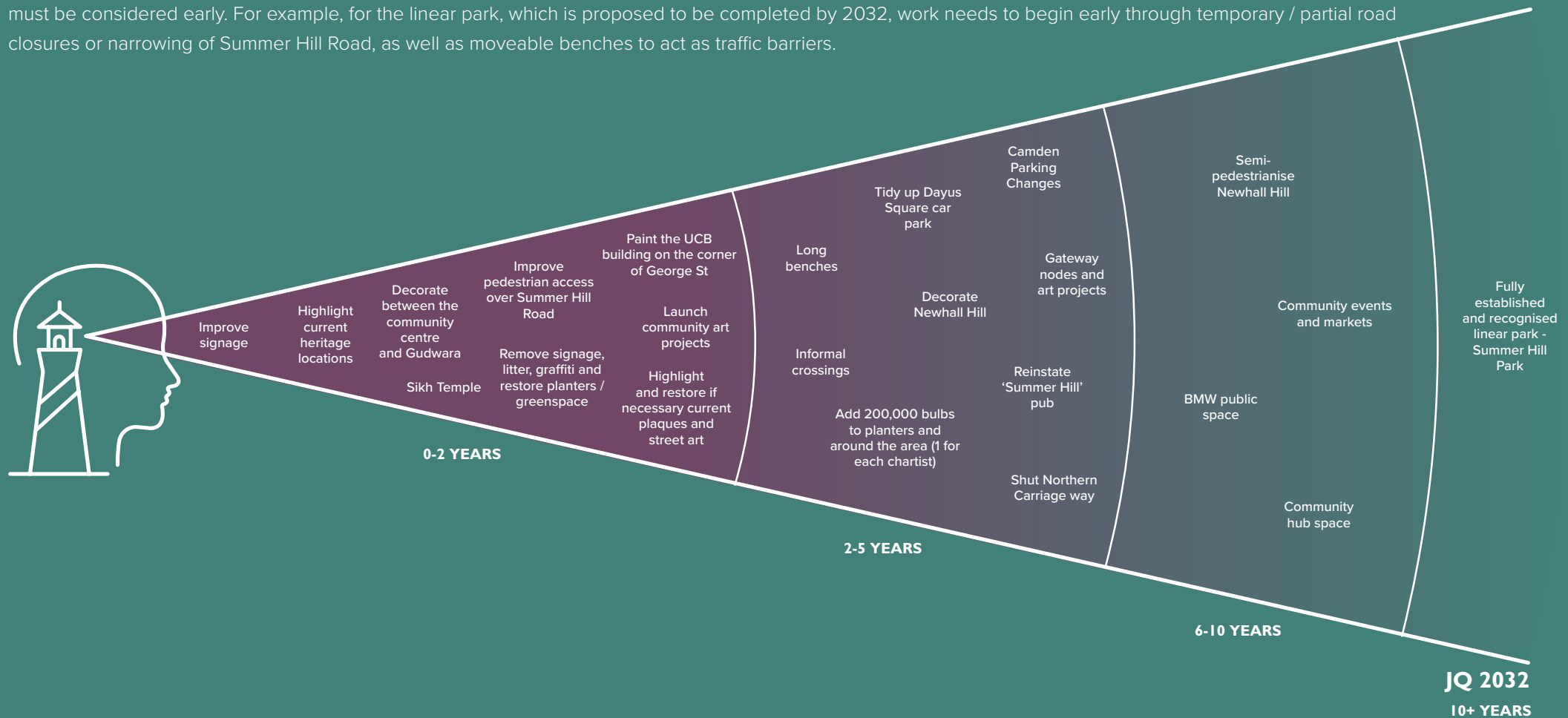
to heritage sites, however these are subtle and can be missed. For the Birmingham City Church, Greek Orthodox Cathedral and others, better wayfinding that explicitly includes key heritage buildings around this zone would reinforce their importance.

A Trafalgar Square fourth plinth approach to displaying local work could be adopted, and art around the area can explore all the stories of the people and materials that came to this place. Local buildings could be decorated appropriately to showcase and enhance the identity of the area. Key buildings, such as the Orthodox Cathedral, could be lit so they are visible at night.



Vision timeline

The vision timeline was created by the Chartists group and serves as a roadmap for the delivery of solutions proposed, taking into account the ability to influence the specific change, policy objectives and financial support required. The timeline highlights quick wins in years 2-5, as well as larger proposals which will require long-term planning, which must be considered early. For example, for the linear park, which is proposed to be completed by 2032, work needs to begin early through temporary / partial road closures or narrowing of Summer Hill Road, as well as moveable benches to act as traffic barriers.



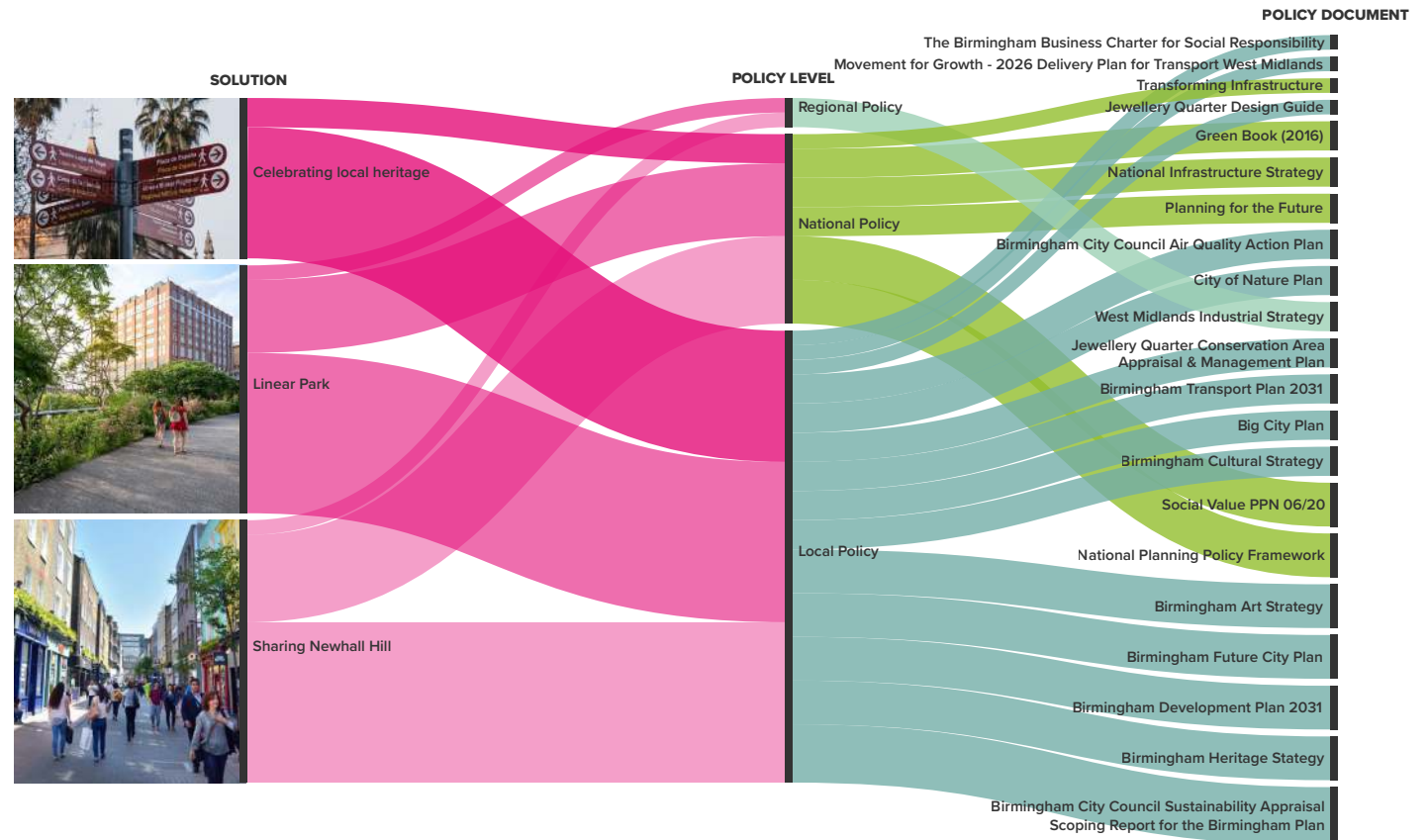
Policy alignment

The visioning statement for Chartists meets many policy objectives of both local, regional and national policy. Key policy strategic drivers and goals were mapped to solutions to identify connections: [Policy Alignment](#)

This mapping exercise demonstrates that the community-led solutions are practical in delivering the demands of far-reaching policies.

The Chartists' vision will connect local communities and the city centre through a linear park, re-using public space as travel habits change, improve biodiversity, increase clean air, public safety and wellbeing, creating space for people to travel, meet and just be whilst celebrating the heritage of the area and creating new gateways and connectivity.

This demonstrates a high degree of alignment to the Jewellery Quarter Neighbourhood Plan, Birmingham Development Plan, Birmingham Transport Plan, City of Nature Plan and the Future City Plan early work, among others.



JQ COMMON

Introduction to the area

JQ Common is at the traditional heart of the area and is named to evoke a place to be shared by the Jewellery Quarter's communities at the traditional heart of the area. It has the Jewellery Quarter train and tram station to its north, the Chamberlain Clock at its south-western corner and features a large new public space - Golden Square.

Redevelopment in the 1960s and 1970s led to the creation of JQ Modern (formerly the Hockley Centre and Big Peg), a flatted factory and prominent landmark in the Jewellery Quarter. The factory cut across historic road patterns, and neighbouring Victorian factories and housing were demolished to create industrial units and a now-underused multistorey car park to the north. In the 1980s wholesale jewellery industry pivoted to retail, with these industrial units being converted to retail in a piecemeal fashion.

The briefing for the JQ Common group included the following suggestions:

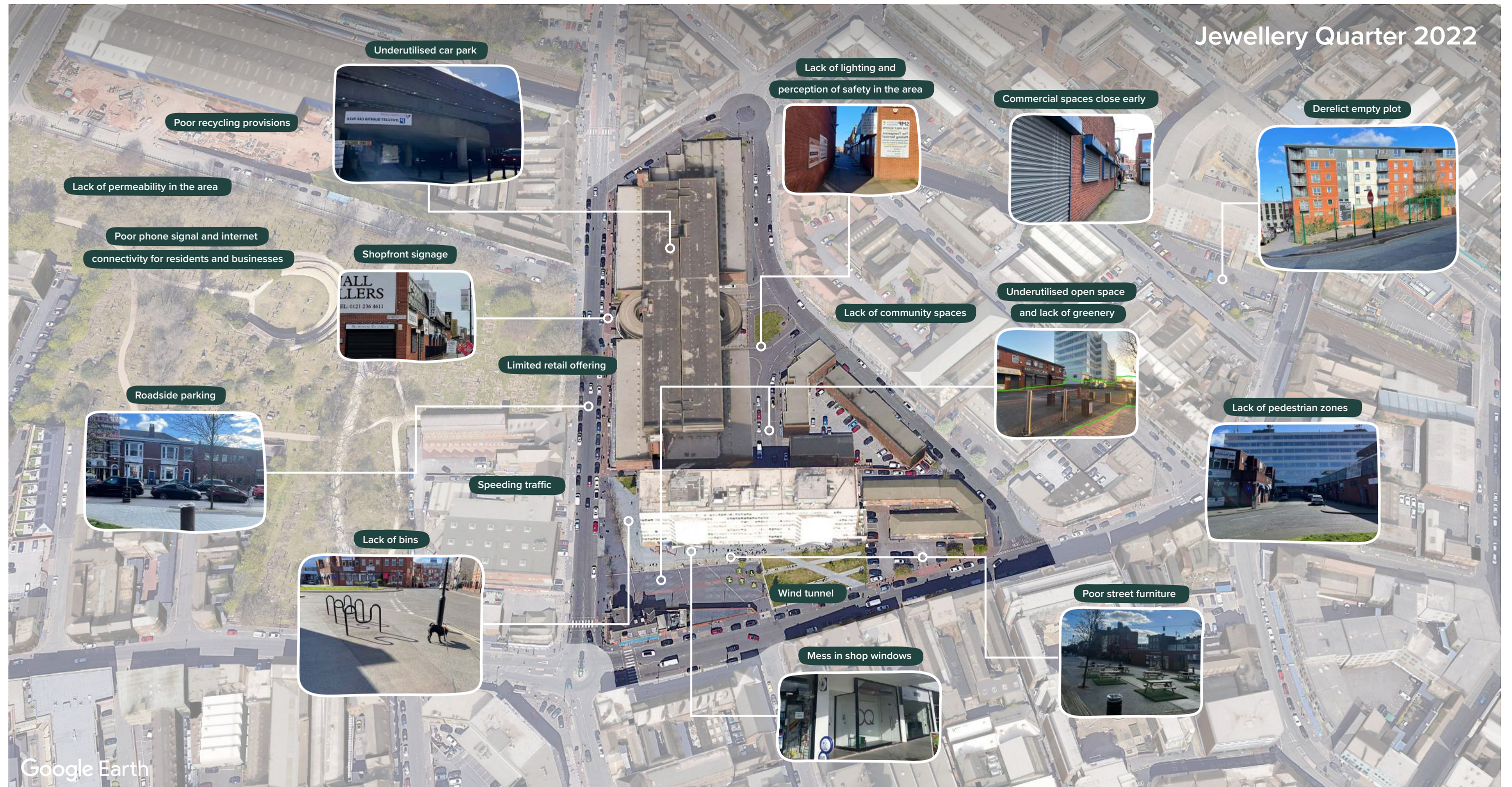
- Re-establish a north-south link and create a circular route for retail footfall



- Suggest means to create a visually appealing high street by improving the industrial units, respecting the historic setting and retaining businesses that want to stay there

Problem statement

The group identified a selection of attributes that the JQ Common area held that they felt could be improved or enhanced. These underpinned the outcomes the group wanted to achieve and thus what change could be implemented to achieve their final vision.



JQ Common prioritised outcomes

The groups used the Value Definition Framework developed by the [Construction Innovation Hub's Value Toolkit](#), as a mechanism to establish key outcomes for the area. The Toolkit provides a holistic framework, based on a four capitals model (human, social, natural, produced), to identify and prioritise a rounded set of outcomes. The use of an outcomes-based approach enabled the stakeholder groups to generate a clear purpose for the visioning study.

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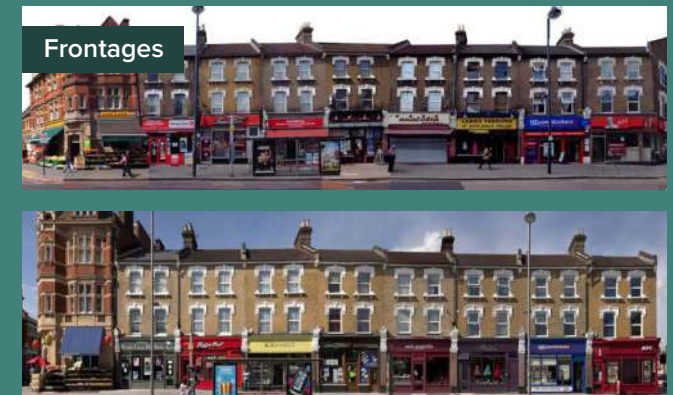
Solutions were then developed to meet as many as the prioritised outcomes as possible. This in turn ensured proposed interventions and the wider vision met the needs of the local area, as well as the wider community.

ICON	OUTCOME	SCORE	CAPITAL
	Increase visitors	3.9	Produced
	Increase community land use	3.9	Natural
	Create a better retail experience	3.8	Produced
	Reduce the number of brownfield sites	3.7	Produced
	Improve resident wellbeing	3.7	Human
	Improve pedestrian safety and connectivity from place to place	3.5	Human
	Better public transport connections	3.4	Social
	Increase local trade and improve opportunities for small businesses	3.4	Produced
	Improve residential services	3.4	Human
	Increase events capacity	3.3	Produced
	Increase employment opportunities	2.9	Human
	Increase natural habitats	2.9	Natural
	Reduce carbon footprint	2.7	Natural
	Increase public knowledge on the areas heritage	2.6	Social
	More green travel options	2.5	Natural
	Reduce flood risk	2.3	Produced
	Improve recycling provisions	2.2	Natural
	Reduce air pollution	2.1	Natural

Vision statement

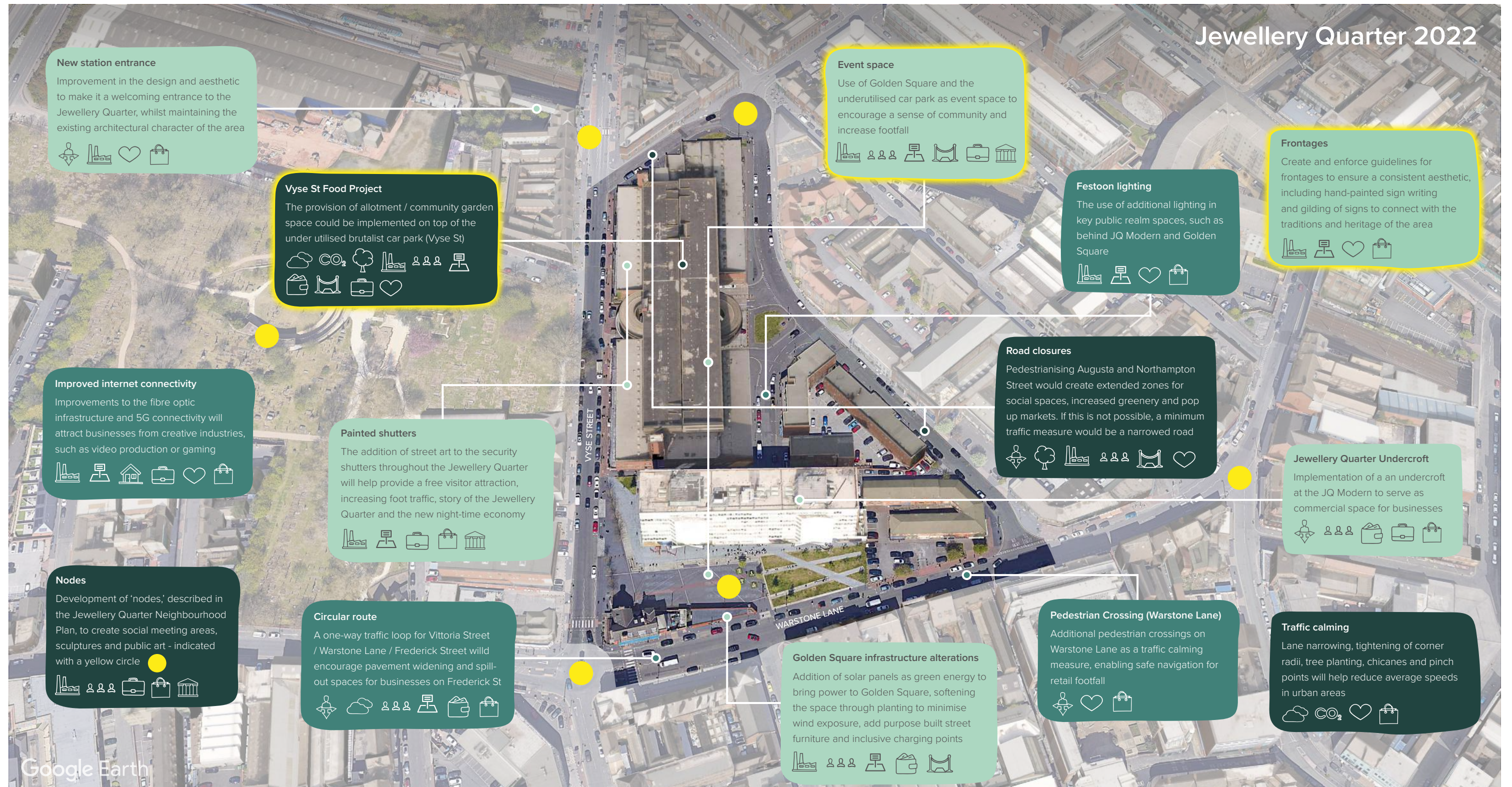
“ JQ Common lies at the heart of the Jewellery Quarter, and as the heart of the area it will provide a space for everyone - a common - which nurtures and connects its communities and welcomes visitors. A golden triangle of diverse businesses and attractive shopfronts will link the Quarter's entry points and landmarks as a place for work, play and community. An independent, distinctive retail experience which meets the needs of businesses and residents will also entice visitors, creating a destination which showcases Birmingham's next 1,000 trades. In the short term, quick win-transformations will create a sense of positive change and vibrant spaces. Simple actions such as painting roller shutters, improving lighting and planting will turn public spaces into usable community nodes.

Our Big Idea centres on re-purposing the under-utilised Vyse St multistorey car park as a mixed use community asset for both people and cars. It will maximise its potential by becoming a community garden, market hall, events space and much more. As a focal point to serve the Jewellery Quarter and wider communities it will attract local and regional visitors as both an event and green space. It will be a beacon of the creative ingenuity and industrial heritage of the area and its ability to adapt and thrive.”



Solutions

The JQ Common team's solutions for the area are mapped against prioritised outcomes to demonstrate alignment. The group established 3 leading ideas indicated below with a yellow border and described in greater detail in the next few pages.



Vyse St Food Project



We propose the provision of an allotment / community garden over the underutilised brutalist car park (Vyse St). This will help to cultivate an active community in the Jewellery Quarter and beyond.

The space will aim to attract people of all ages and walks of life, providing an accessible asset with paths wide enough and planters high enough for all to enjoy. It will also provide the community with access to organic

food to encourage people to lead a healthier lifestyle, fresh food to help assist with the cost of living crisis and increased wellbeing through gardening.

Ongoing development of the garden space could see the introduction of a circular and fully regenerative food system for the Jewellery Quarter, with produce supplying local businesses and residents. Compost will also be collected and returned to the garden and a food school could be hosted on site. A logistics hub or micro-consolidation facility for ingoing and outgoing deliveries would complete the complex.

Slow Food Birmingham has already engaged positively with Birmingham City Council's Food Trails initiative, which has helped develop a Birmingham Food Strategy. This will be released for consultation in the coming weeks. A major influencer of the plans is the potential disposal of the multistorey car park by Birmingham City Council when it nears the end of its working life.



Event space

The Jewellery Quarter has an increasing resident population but lacks proportionate community and large scale event spaces. We propose two key areas for event space at Golden Square and the underutilised multistorey car park.

The existing Golden Square event space requires additional architectural wind breaks to minimise the need for marquee hire, so it can be consistently used as an open public space. The wind breaks provide opportunity for play, artwork and planting.



The introduction of dual purpose seating and pop-up shop / activity spaces would increase usage and enable programmable events to take place. Additional planting wall features will enable shelter and social photo walls / visual breaks from bordering traffic. This element could be structured to form a band stand performance space for live music and theatre to take place.

The area would also benefit from power supply infrastructure that could be connected to JQ Modern as a chargeable feature, ensuring a sustainable power supply for events. We advocate the use of pop-ups to attract wedding fairs, local artisans, food trucks and live bands into these spaces. This will promote local businesses and deliver enhanced social experiences.



We also propose to transform the multistorey car park into a multi-use space, including a rooftop community garden, using spare parking capacity for a market and events at the weekend. Sundays present an opportunity as the car park is already closed.

A quarterly market would set a precedent for the car park to be used for other events, supporting the small economy and increasing local footfall. Surplus space could be used for workshops and independent retail outlets. The indoor / outdoor space could be used in all weather conditions and will mitigate against future pandemic concerns.



Frontages

Frontages will play a pivotal role in the redevelopment of the area, making the Jewellery Quarter feel more inviting and attracting more customers for longer.

Jewellery shopping tends to be for a special occasion and, unfortunately, the area is currently not especially inviting, with a range in quality of shopfronts, signage and building maintenance.

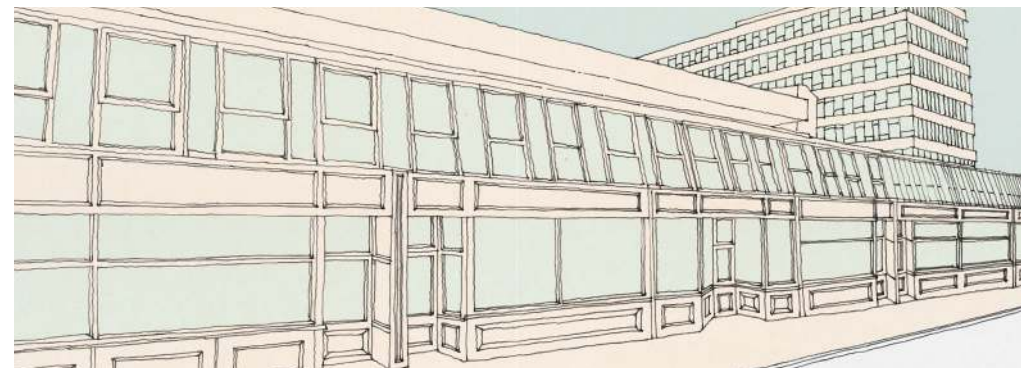
Brand guidelines for frontages should be developed to create an aesthetic suitable to the building type. This may include hand painted sign writing and gilding of signs to align with the traditions and heritage of the area, whilst still enabling brands to set themselves apart from others. These guidelines can then be used to attract grant-funding to help transform the street.

The majority of shops looping the area have wall furniture in place from which to hang traditional advertising signs. Most lampposts also have hoops for

hanging baskets. ing these existing features already in place will encourage visitors to look up and enjoy the distinctive architecture.

Strategically-placed, well-maintained greenery contributes to an attractive environment and conveys a sense of what is important to an area.

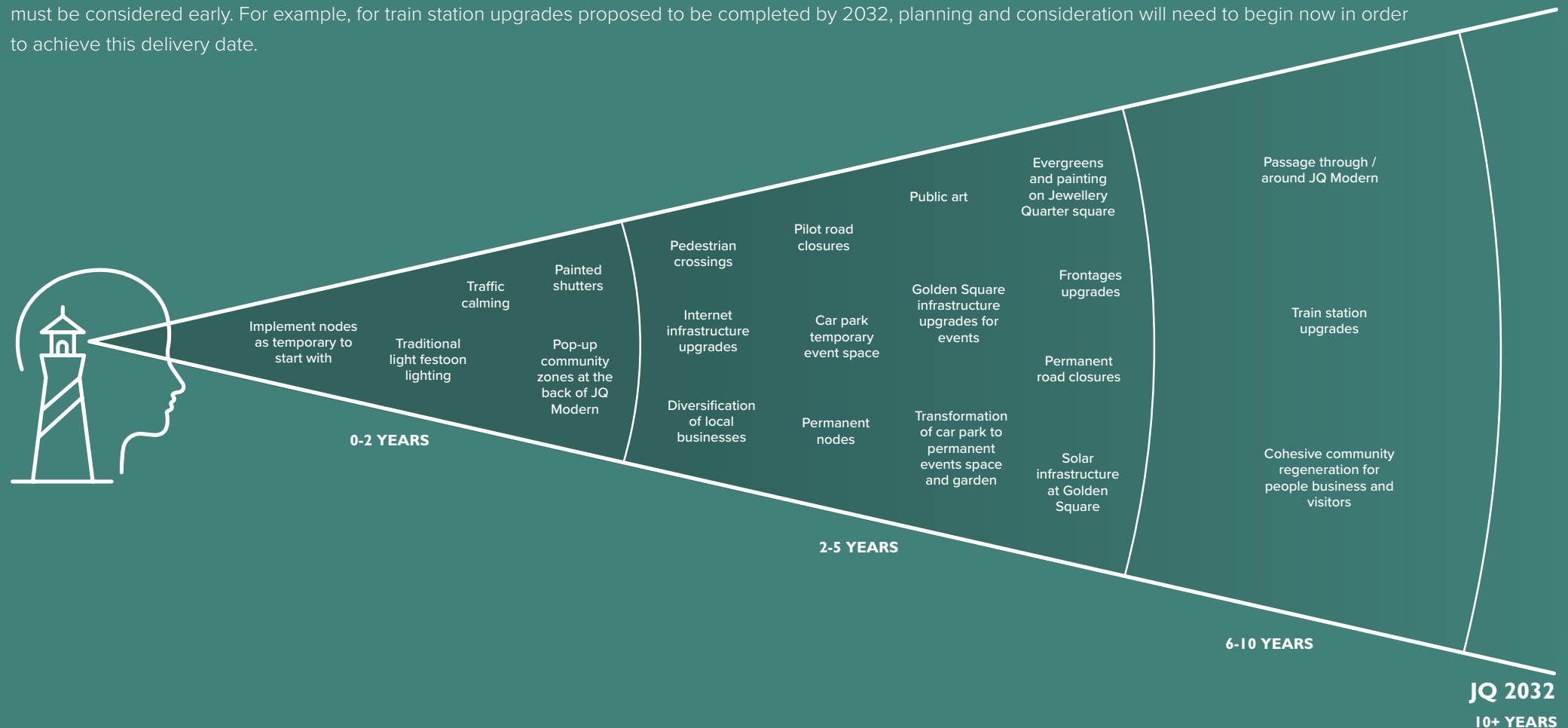
Engagement and involvement of stakeholders, especially shop owners, will ensure solutions are planned in collaboration.



Credit: Donald Insall Architects

Vision timeline

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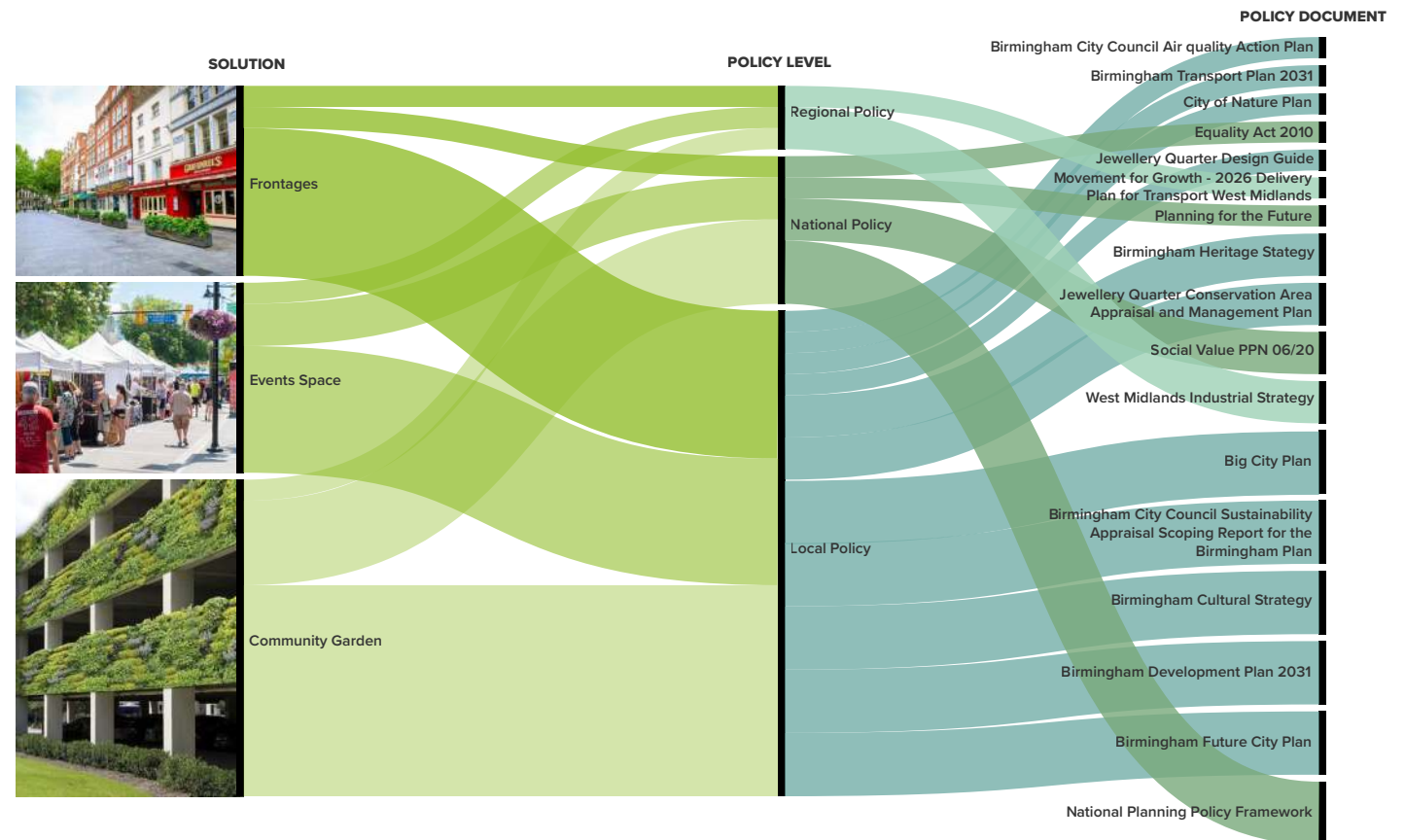
Policy alignment

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This mapping exercise demonstrates that the community-led solutions are practical in delivering the demands of far-reaching policies.

The JQ Common vision will boost the local visitor economy, create a hub for the residential community in a way that brings prosperity and growth, increase sustainability, clean air, community health and wellbeing, shorten food supply chains and make the most of underutilised public assets.

This demonstrates a high degree of alignment to the Jewellery Quarter Neighbourhood Plan, Birmingham Development Plan, Sustainability Scoping, Birmingham Cultural Strategy and City of Nature Plan among others.



GREAT HAMPTON STREET

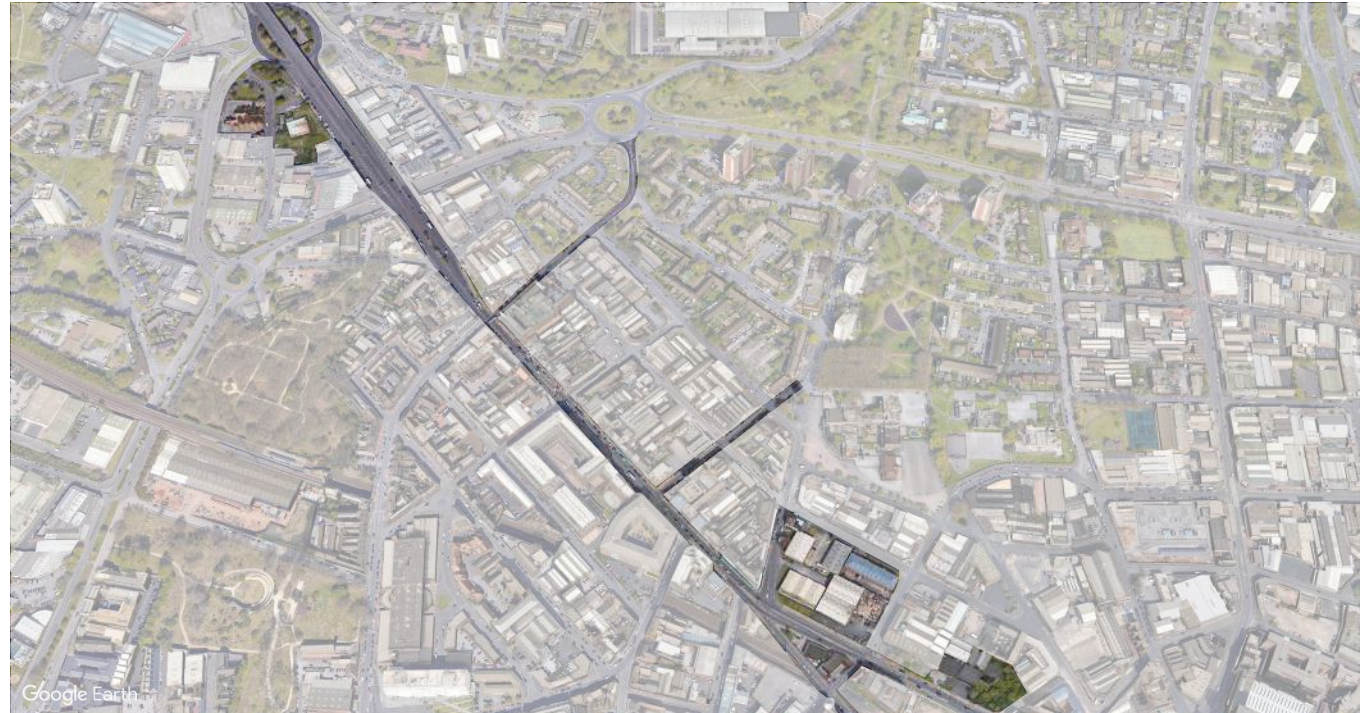
Introduction to the area

Together Hockley Hill, Great Hampton Street and Constitution Hill is one of the most intact Victorian arterial routes into the city's core.

It is an important connector between Snow Hill, the Jewellery Quarter, Hockley, Handsworth, Soho, New Town and the Gun Quarter. It has a high proportion of listed buildings and is also one of the most derelict areas of the Jewellery Quarter, with a great deal of heritage at risk. It has a wide range of uses and activity along its length but is also dominated by a 4-lane highway which creates a barrier to pedestrian movement and connection between neighbourhoods.

It is envisaged that this area would become the focal point for uses that align with the Jewellery Quarter's culture of enterprise, innovation, design, making and trading, whilst being complementary to the traditional business of jewellery making.

The briefing for the Great Hampton St group included the following suggestions:



- Identify the assets in the locality
- Identify the heritage at risk and propose uses which would secure their long-term sustainability
- Re-vision the street, identifying how activity and uses along it could:
 - a. Provide a psychological, cultural and physical connection between Soho Hill and Snow Hill befitting of a significant route into the city centre
 - b. Suggest highway changes that would calm traffic, stimulate the use of the public transport, increase pedestrian and cycle movement and encourage dwell time.

Problem statement

The group identified a selection of attributes that the Great Hampton Street area held that they felt could be improved or enhanced. These underpinned the outcomes the group wanted to achieve and thus what change could be implemented to achieve their final vision.



Great Hampton Street prioritised outcomes

The groups used the Value Definition Framework developed by the [Construction Innovation Hub's Value Toolkit](#), as a mechanism to establish key outcomes for the area. The Toolkit provides a holistic framework, based on a four capitals model (human, social, natural, produced), to identify and prioritise a rounded set of outcomes. The use of an outcomes-based approach enabled the stakeholder groups to generate a clear purpose for the visioning study.

Once outcomes had been established, stakeholders independently scored them from 1 - 5 in order of priority. The score is made up of 3 criteria:

- **Influence:** Their ability to influence the desired outcome
- **Driving change:** The importance of the outcome in driving meaningful change for the area
- **Risk:** The risk that the solution will not be achieved (a score of 5 represents a low risk)

Solutions were then developed to meet as many as the prioritised outcomes as possible. This in turn ensured proposed interventions and the wider vision met the needs of the local area, as well as the wider community.

ICON	OUTCOME	SCORE	CAPITAL
	Reduce the speed of traffic	4.7	Human
	Increase public safety	4.6	Human
	Become a self-generating business destination	4.3	Produced
	Increase community land use	4.3	Natural
	Aesthetically pleasing street and public space	4.2	Produced
	Improve pedestrian accessibility and connectivity	4.2	Human
	Make space for pedestrians, street amenities and public art	4.2	Human
	Increase public knowledge on the area's heritage	4	Social
	Reduce air pollution	4	Natural
	Variety of shops, restaurants and assets to serve many communities	3.9	Produced
	Better community engagement and cohesion	3.8	Social
	Increase employment opportunities	3.7	Human
	Reduce noise pollution	3.7	Human
	Connect local areas and communities	3.4	Social
	Encourage meaningful use of buildings	3.3	Produced
	Maximise diverse housing tenure	3.2	Social
	Build upon existing social assets	3	Social

Vision statement



Our vision for Hockley Hill to Constitution Hill is for this thoroughfare to be a diverse, grand street which connects communities and connects different parts of the city. It will be a destination in its own right, full of activity and successful businesses operating alongside engaged residents and active places of learning and culture. It will improve public health and make the most of its transport connections by realigning the highway - prioritising pedestrians, cyclists and public transport - and increasing biodiversity through strategically placed greenery along its length. It will tell its history through its magnificent architecture and engineering and through the creation of new welcoming public spaces.

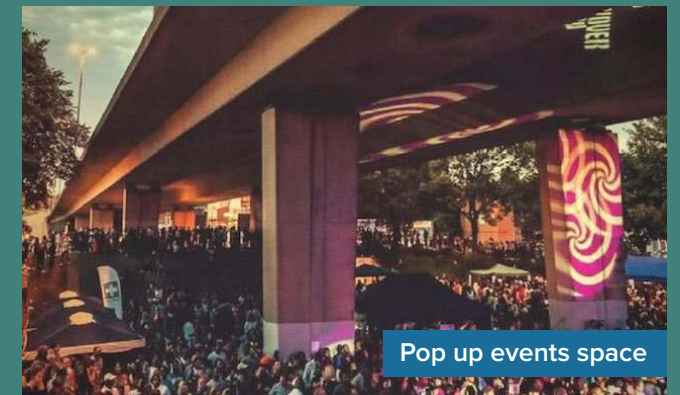
Our big idea is to transform Hockley Circus into a connector between communities in Handsworth, Soho, Hockley, Newtown and the Jewellery Quarter. By turning the flyover into the 'Hanging Gardens of Hockley' people can be brought together through shared facilities for sport, exercise, allotments or gardens. The space below the flyover will be re-established as a well-used performance and arts arena, preserving the newly-listed William Mitchell artwork for future generations and providing a space for future Flyover Shows. This big idea will in turn enable the rescue and re-use of Icknield St School next to it.



Streetscape remodelling and active frontages

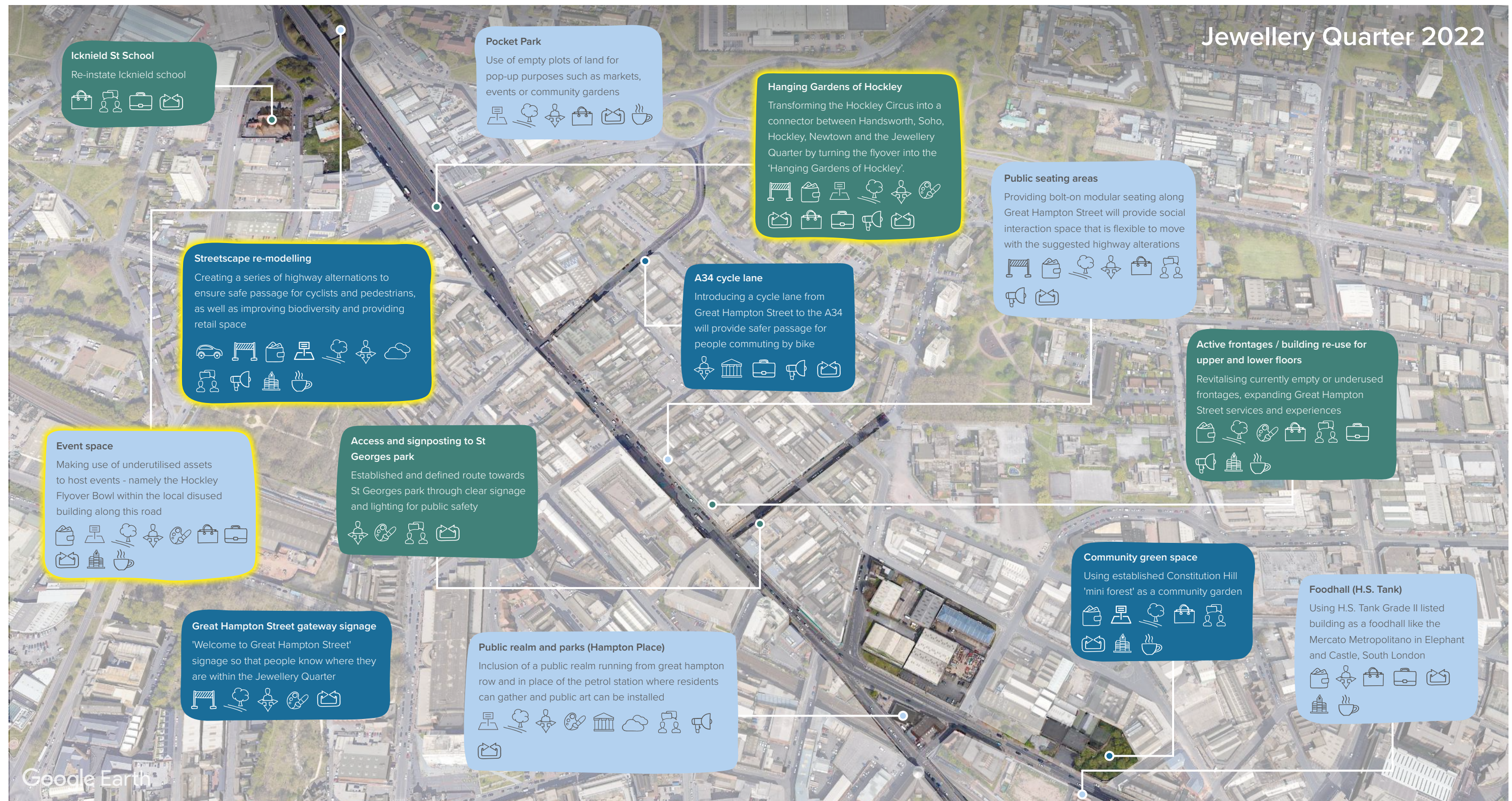


Public realm improvements



Pop up events space

The Great Hampton Street team's solutions for the area are mapped against prioritised outcomes to demonstrate alignment. The group established 3 leading ideas indicated below with a yellow border and described in greater detail in the next few pages.



Streetscape re-modelling

A series of highway alterations will improve public safety and establish Great Hampton Street as part of a community hub for the area.

Slowing traffic, easing congestion, improving pedestrian safety, encouraging active travel and improving biodiversity can all be achieved by reallocating road space and reducing 4 lanes to 2.

This would provide an opportunity to widen pavements, install a segregated and defined 2-way cycle lane and create space for planting.

Road width reduction will naturally slow traffic and a 20mph speed limit will further reduce the risk to pedestrians whilst helping traffic to merge. Defined crossings will be required at key junctions and entrances, whilst Dutch-style crossings would give pedestrians priority at junctions.

The cycle lane will encourage active travel especially for those travelling short distances, and should continue down Livery St.

Widened pavements will allow people to dwell and hospitality businesses to spill out on to the street.

Planters and semi-mature trees can also use this space to provide shading, improve the visual appeal of the street and enhance biodiversity.

Public art, street furniture and signage can be used to tell the story of the area and showcase local talent.

Access to public transport will remain a priority. Bus gates and bus priority at traffic lights will help, and buses stopping in the road will also help regulate traffic flow (as seen on King's Heath High St).



Credit: InfraCGI

Hanging Gardens of Hockley

We propose to transform Hockley Circus into a connector between Handsworth, Soho, Hockley, Newtown and the Jewellery Quarter by turning the flyover into the 'Hanging Gardens of Hockley'.

We envisage the flyover to be shut off to traffic, allowing access to cyclists and pedestrians only. The space will be utilised as a catalyst for community activity, including the development of community allotments and gardens

for all to enjoy, whilst boosting the biodiversity of the area. Success with similar transformation projects has been seen in Seoul with 'The Sky Garden' and in New York with 'The High Line,' which acts as a green transport corridor and visitor attraction.

As well as planting community gardens and allotments, the space could also be used for sporting and activity purposes. The flyover is roughly 0.65km long and could easily accommodate a series of 5-a-side pitches, similar to those seen on city rooftops, or for hosting other sporting activities.

The aim of this idea is to provide Great Hampton Street and the surrounding areas with a space to attract people from all walks of life to an active community asset through allotment space, attractive gardens or sporting facilities.

In the event the flyover is decommissioned and demolished, temporary uses such as mobile gardens / allotments could be a feasible alternative.



Pop-up event space

We propose to transform the flyover underpass (The Bowl) to host local events for the local community, as has been achieved previously to host festivals.

Cleaning and enhancement works would be a quick win for this space and further development to increase accessibility will enable people of all abilities to access the space.

Currently, The Bowl is prone to litter and vandalism, so the area's upkeep must be maintained for it to be viable space for events in the future. To improve its aesthetic, The Bowl could be dressed with lights and display street art from the local community and artists to deter tagging.

Events hosted in the space could include lightshows, music, community art projects or projections could occupy the area over a given period of time to attract visitors and the local community.

As well as The Bowl, there are a number of vacant spaces within the area, which could also host various pop-up events. A disused building campaign could be developed to entice pop-up cultural events or trades such as art, music and antiques, reducing the number of empty frontages and increasing footfall in the Great Hampton Street area.



Community green space

An urban 'mini-forest' which lies on the corner of Constitution Hill and Bond Street could carefully be turned into a new community green space.

Our major inspiration is The Dalston Eastern Curve community garden in London, which is run by a community enterprise, as well as being influenced by the Skip Garden at King's Cross. The Dalston Eastern Curve (0.24 hectares) features a licensed bar that also sell pizza and other simple foods. There is undercover seating and a small stage area utilised for small



community events, as well as community education sessions for primary school children. A mix of volunteers and employees run and manage the space, ensuring it is lockable to protect the area from misuse.

The Skip Garden at King's Cross is run by Global Generation, an educational charity that connects people to nature in the city. Local young people work alongside construction workers, students and volunteers to build and run this urban oasis, picking up invaluable skills and connections along the way.

Currently, the site is overgrown, with fencing in disrepair, and is a difficult site to redevelop given its size / shape, at 0.15 hectares. The Great Hampton Street community

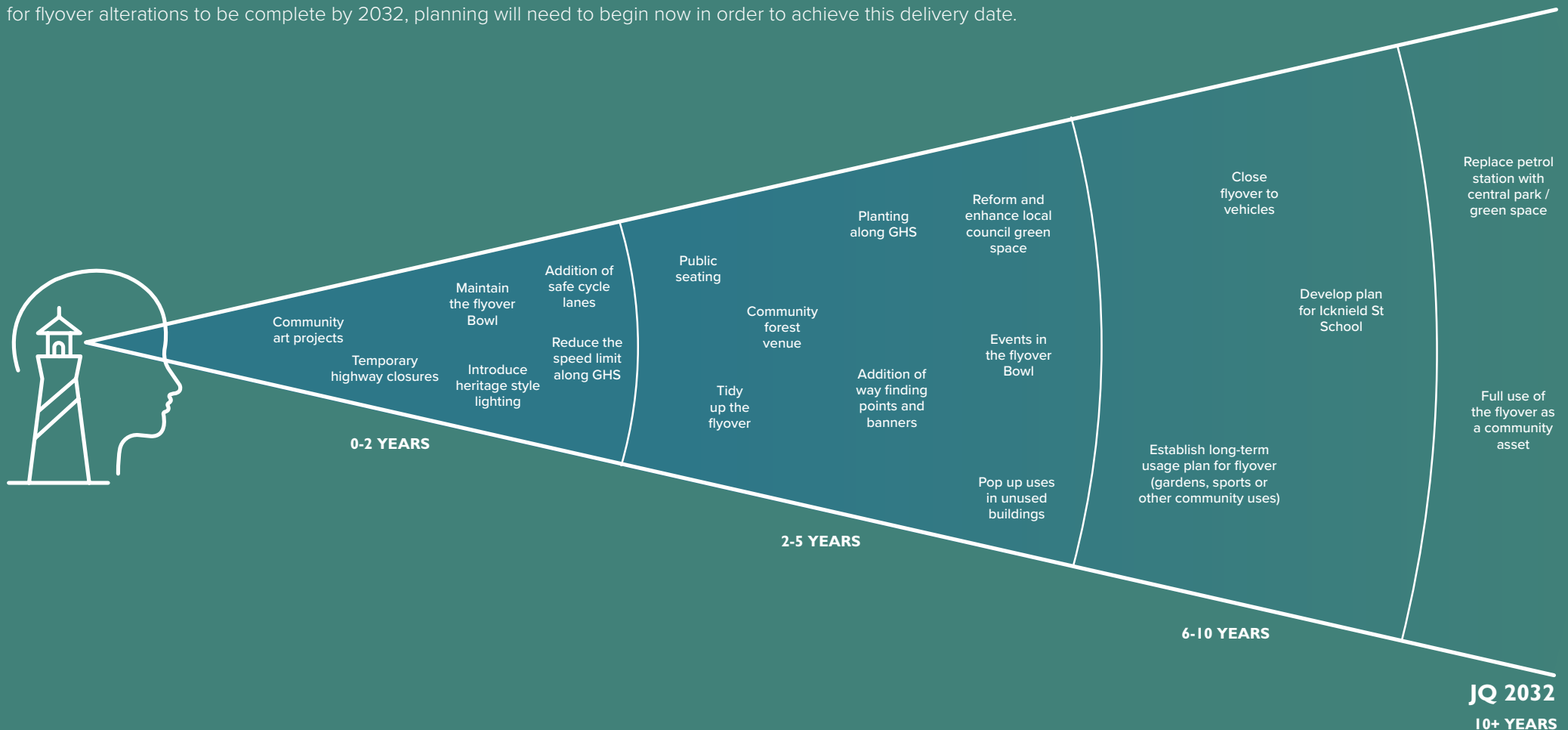


green space would encompass a range of planters and tree cover, making best use of the resident range of semi mature trees, including a flowering cherry tree. The space would be partially cleared to allow for structures to be brought in / built, with the design respecting the semi-mature trees already in place and quirky shape enabling a sense of discovery. Skip planters would spill out into the some of the car parking spaces directly outside the site and local people, school children, BCU Landscaping and Architecture students would all help input into the design, ensuring it is flexible for long term or meanwhile use. The set-back building line stretching up Constitution Hill could create a space for extending the trees into the wider area.



Vision timeline

The visioning timeline serves as a roadmap for the delivery of solutions proposed, taking into account the ability to influence the specific change, policy objectives and financial support required. The timeline highlights quick wins in years 2-5, as well as larger proposals which will require long-term planning, which must be considered early. For example, for flyover alterations to be complete by 2032, planning will need to begin now in order to achieve this delivery date.



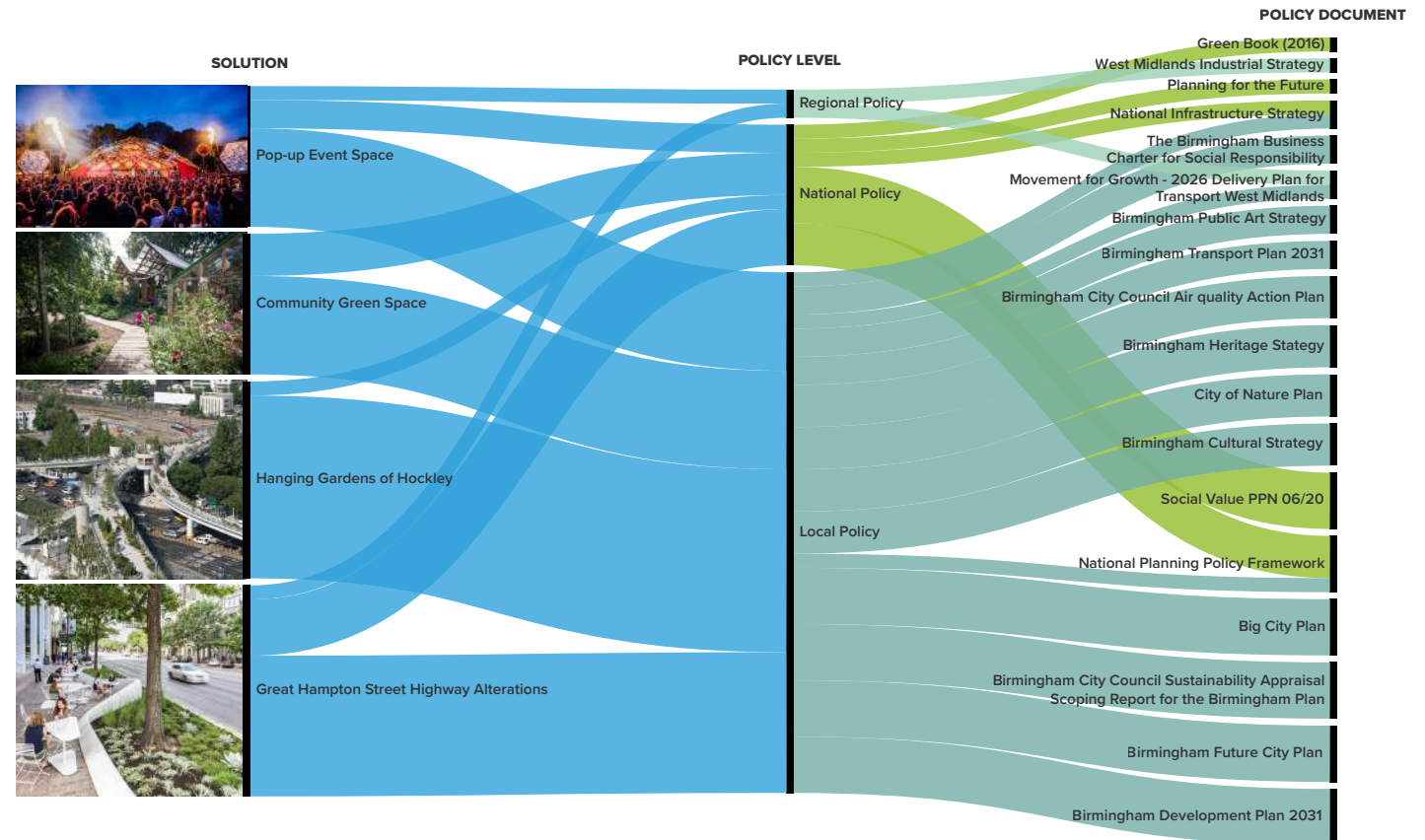
Policy alignment

The visioning statement for Great Hampton Street meets many policy objectives of both local, regional and national policy. Key policy strategic drivers and goals were mapped to solutions to identify connections: [Policy Alignment](#)

This mapping exercise demonstrates that the community-led solutions are practical in delivering the demands of far-reaching policies.

The Great Hampton Street vision will connect local communities by re-using public space as travel habits change, boost the local visitor economy, create a hub for the residential community in a way that brings prosperity and growth improving biodiversity, increase clean air, public safety and wellbeing creating space for people to travel, meet and just be whilst celebrating the heritage of the area and creating new gateways and connectivity.

This demonstrates a high degree of alignment to the Jewellery Quarter Neighbourhood Plan, Birmingham Development Plan, Birmingham Future City Plan, Sustainability Scoping, Birmingham Cultural Strategy and City of Nature Plan among others.



Acknowledgements

Thank you to our volunteers



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Holly Harrison, resident

Ed Bowness, University of Birmingham student

Aqem Mirza, resident

Anna Hajilari, resident

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Akerlof's mission is to create better outcomes within the built environment through the application of different approaches. Combining market leading experience within the built environment and Environmental Social and Governance (ESG) enables us to be expertly positioned to provide credible, informed advice, leadership and project management - without bias.

Supporting this project through creation of the engagement strategy, project management and content finalisation.

Special thanks to John Handscomb and Alex Gee for out-of-hours enthusiasm and good humour.



Established in 2011, the JQDT CIC is constituted and operated for the benefit of the communities in the Jewellery Quarter. The JQDT delivers projects that tangibly improve the Jewellery Quarter for businesses, visitors and residents of the area. Since 2012, the JQDT has secured over £5 million worth of investment for the Jewellery Quarter.

Bringing this project together through realising the need, gaining funding and leading the project through the dedication of Matthew Bott.



The Greater Birmingham and Solihull Local Enterprise Partnership Limited (GBSLEP) was established in 2010 as a partnership of business, public sector and further and higher education leaders.

GBSLEP's mission is to drive the economic growth of the Greater Birmingham and Solihull area, creating jobs and increasing the quality of life for all our residents.

Supporting this project through grant funding.

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