

# THE JEWELLERY QUARTER NEIGHBOURHOOD PLAN

2022-2032

Regulation 15 - Consultation Statement



April 2022

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# Introduction

This Consultation Statement has been prepared to fulfil the legal obligations of the Neighbourhood Planning (General) Regulations 2012 in respect of the Jewellery Quarter Neighbourhood Plan.

Regulation 15 (2) defines a consultation statement as a document which:

- Contains details of the persons and bodies who were consulted about the proposed neighbourhood development plan;
- Explain how they were consulted;
- Summarises the main issues and concerns raised by the persons consulted; and
- Describes how these issues and concerns have been considered and, where relevant, addressed in the proposed neighbourhood development plan.

This document describes how the legal requirements and the guidance for consultation on the Neighbourhood Plan have been met, setting out the approach to community engagement and a summary of the type of events and activity.

It is important to note that the Jewellery Quarter Neighbourhood Plan is a Business Neighbourhood Plan – this is due to the commercial nature of the area as well as a large residential population.

# Timeline

The timeline of engagement and consultation for the Jewellery Quarter Neighbourhood Plan is formed from a number of phases:

- **Groundwork** – late 2011 to summer 2012 - generating interest in developing a Neighbourhood Plan, including early evidence-gathering.
- **Designation** – early 2013 to summer 2014 - consultation during the designation process including publicity surrounding it.
- **Research and review** – spring and summer 2016 – engagement with specialists to provide input and feedback.
- **Informal public consultation** – late 2016 – series of public engagement sessions to test the goals and emerging policies with the Jewellery Quarter’s business, resident and visitor community.
- **Hiatus #1** – 2017 & early 2018 – consultation paused during drafting as responsibility for the ‘Design in the Jewellery Quarter’ document passed from Birmingham City Council to the Neighbourhood Planning Forum.
- **(Re)designation** – spring 2019 to autumn 2019 – consultation during the new designation process including publicity surrounding it.
- **Hiatus #2** – spring 2020 to summer 2020 – Neighbourhood plan progress largely paused as a result of the Covid-19 pandemic.
- **Regulation 14 consultation** – July 2020 to September 2020 – formal Regulation 14 consultation for 8 weeks, with supporting publicity and explanatory sessions.
- **Hiatus #3** – January 2021 to summer 2021 – Neighbourhood Plan progress largely paused as a result of the Covid-19 pandemic.
- **Regulation 15 run-up** – March 2022 onwards – general publicity and promotion for awareness prior to submission to Birmingham City Council. Includes the Jewellery Quarter Visioning exercise derived from a recommendation in the Neighbourhood Plan.

Throughout this timeline, evidence-gathering and drafting took place with regular, infrequent updates provided, particularly in the periods between the above phases.

# Summary and approach to community engagement

Involving the community in the development of these policies has been at the heart of the creation of the Jewellery Quarter Neighbourhood Plan, with the people who live and work in the area regularly engaged with to make sure their feedback was considered. Given the Jewellery Quarter's national and international importance, there is a large base of studies, reports and other evidence already in existence for the area. However, crucially, and contrary to most Neighbourhood Plans, the first phase of activity was to establish what the Jewellery Quarter wanted from the Neighbourhood Plan - most communities start off with specific objectives in mind, but the Neighbourhood Planning Forum felt that it was important to ask an open question to the community before policy work started.

Throughout 2012, a series of activities carried out by the Jewellery Quarter Development Trust built up a base of interest to create a Neighbourhood Plan. The residents' body of the Trust – the Jewellery Quarter Neighbourhood Forum (JQNF - not to be confused with the Neighbourhood Planning Forum) held visioning workshops and the Prince's Foundation was invited by the Trust to lead a workshop on how to unlock the Industrial Middle – a Conservation Area locality within the Jewellery Quarter suffering from dereliction.

Early in 2013 the Jewellery Quarter Development Trust (JQDT) agreed to set up a working group to start the Neighbourhood Plan process and in November 2013 the JQDT issued a call for volunteers to form the membership of the Jewellery Quarter Neighbourhood Planning Forum. 45 people responded, more than two thirds of whom were not members of the Trust. The proposed Neighbourhood Plan area was drawn in broad alignment with the Jewellery Quarter Conservation Area and the Trust's Business Improvement District. A formal application was lodged with Birmingham City Council in December 2013 and following a formal consultation period, the Jewellery Quarter Neighbourhood Planning Forum was designated on 1st May 2014. It is important to note that the Forum is a separately-constituted body to the Trust.

The first meeting of the Forum took place on 16th June 2014 and proceeded to meet monthly. The Forum organised into a project management group and a set of working groups derived from themes identified in early research in order to tackle developing the plan. The working groups were set up around the following four topics:

- i. Connectivity;
- ii. Land & Building Use;
- iii. Design; and
- iv. Jewellery & Retail.

These working groups reviewed existing research as well as carrying out new research and engagement with the wider community to explore their priorities under these headings, and this ran well into 2015. During 2015, the Neighbourhood Planning Forum was largely devoted to reviewing research and drafting policy and context. The Forum continued to meet monthly, with working groups tabling their findings and suggested policies for review by the wider group. This continued into 2016, with gaps in the evidence base identified and addressed, including by holding a symposium for the jewellery industry in conjunction with the National Association of Jewellers in March 2016, a meeting with Historic England in April 2016, and a workshop with Birmingham Connected – Birmingham City Council's transport planning body in June 2016.

In November 2016, the Neighbourhood Planning Forum undertook a semi-formal planning consultation to test the goals and work-in-progress policies with the wider Jewellery Quarter community. Events were hosted in a range of venues on different dates and times in order to be convenient for all members of the community. 86% of respondents to the questionnaire strongly supported the Neighbourhood Plan's goals.

# Summary and approach to community engagement

2017 saw a c. 12 month break in the Neighbourhood Plan progression as responsibility for a key aspect of the Plan – design guidance referenced in the design policy – moved from Birmingham City Council to the Neighbourhood Planning Forum. The Forum paused to regroup and decide whether this aspect should feature in the Neighbourhood Plan, and if so identify how it could be delivered. It was decided to proceed using the expertise within the Design working group, which included practitioners in architecture, heritage, transport and construction. The Design working group produced a draft document over a period of several months which aligned this key policy with the rest of the Neighbourhood Plan policies.

Earlier in 2019 the Neighbourhood Plan underwent a major policy review from consultant Tony Burton, with advice given on honing policies and referencing the evidence base. As the original 2014 designation lapsed, a new application was made in March 2019, Birmingham City Council published the application for consultation, and designation was made in October 2019. In November 2019 the Forum was granted financial support from the JQDT to commission an external organisation – Node – to project manage and draft design guidance with the support of the Design working group. This was produced from November through to March 2020 in readiness for the Regulation 14 consultation scheduled for spring 2020.

Early 2020 saw a further pause in progression of the Neighbourhood Plan as Covid-19 struck. As soon as restrictions began to ease, and government guidance advised that Neighbourhood Plan consultation could recommence online, the Regulation 14 consultation was programmed for late summer. The Regulation 14 version of the Neighbourhood Plan was formally published for consultation from 24th July 2020 through to 25th September 2020 and accompanied by a range of online presentations and Q&A sessions. Nearly 200 individual comments were received from a range of parties and in general showed strong support for the Neighbourhood Plan and its policies. Comments were reviewed and processed by the Forum in the latter part of 2020 on the 'Reg 14 Comments Tracker' appended to this Consultation Statement.

Once again the Neighbourhood Plan progress was paused for the first half of 2021 as Covid-19 restrictions were imposed. Late 2021 saw the final refinement and review of the Neighbourhood Plan with additional collateral generated for the document, and a review undertaken by Andrew Seaman – an independent examiner – to improve the robustness of policy drafting and check the overall health of the plan prior to Regulation 15 submission.

# Communication activity

The Forum's activity has been categorised into three main groups:

- **Engagement** - Meetings and discussions with members of the local community, keeping them informed of the progress of the plan and asking for input.
- **Promotion** - Building the profile of the plan, and publicising its existence, letting people know how they can get involved.
- **Consultation** - More formal conversations with the community, including research, seeking and recording their input or views on the plan.

The means of engagement has varied widely, not least because of the impact of Covid-19. A variety of media were employed in acknowledgement that different communities within the Jewellery Quarter respond to different approaches, including:

- website updates
- blog posts

- email
- leaflets
- drop-in sessions
- online meetings
- in-person meeting
- interviews
- questionnaires
- face-to-face questions
- social media
- local press
- letters
- consultation portals

Engagement and consultation moved purely online throughout 2020 due to Covid-19, and for most of 2021 there was a hiatus in the progression of the Neighbourhood Plan due to the pandemic.

# Formal consultations

In addition to the formal designation consultations undertaken by Birmingham City Council in 2014 and 2019, there was a Regulation 14 consultation in 2020 and a semi-formal 'community sense-check' in 2016.

As well as direct emails on 11th August 2020 to the list of statutory consultees provided by Birmingham City Council, community awareness was raised using printed media (flyers, posters, Hockley Flyer magazine, JQ Life magazine), emailed newsletters from the JQ BID and social media.

The feedback and resulting action from the Regulation 14 consultation in 2020 is tabulated in a 'Reg 14 Comments

Tracker' appended to this Consultation Statement and key issues are summarised here. 180 individual responses were received and given the following classifications:

- Observation (20%)
- Support (19%)
- Object (7%)
- Question (1%)
- Suggestion (53%)

Responses were received from people living and / or working in the Jewellery Quarter, plus authorities. Individual comments and responses can be found in the appended tracker, with a summary in the table below:

Type of feedback	Resulting action
<p><b>SUGGESTIONS</b> - many were in support of the Neighbourhood Plan policies and sought to underline the importance of aspects context or policy, particularly around the provision of green space and pedestrian/cycling infrastructure. Some suggestions were for things outside of the remit of a Neighbourhood Plan or outside the Neighbourhood Plan area. A large proportion of suggestions were from authorities – Birmingham City Council, West Midlands Police, and Canal &amp; River Trust, recommending additional wording and/or tightening of policy or context.</p>	<p>In general, these suggestions resulting in new policy wording, additional context and underlining of existing aspirations. 20 of the 91 comments required no further action, 13 required action to be considered and the remaining 58 resulted in action being taken.</p>
<p><b>OBSERVATIONS</b> – many of these were statements broadly supportive of the Neighbourhood Plan and expanding on some of the issues in the Jewellery Quarter (i.e. no conclusion or recommendation). They include some aspirations and frustrations, and some that fall outside the remit of a Neighbourhood Plan.</p>	<p>Of the 36 observations, 20 required no further action – they were simple statements or warranted re-statements of existing context and/or policy. Some resulted minor wording changes to the Neighbourhood Plan, and others were outside the remit of the Plan or Plan area.</p>
<p><b>SUPPORT</b> – the comments of support ranged from general support, to support for specific aspects and policies and came from residents, workers, and authorities.</p>	<p>15 of statements of support were general in nature, with the remainder being topic-specific. 28 of the 34 statements required no action.</p>

# Formal consultations

Type of feedback	Resulting action
<p><b>OBJECT</b> – most of these were from a planning consultant “instructed by several businesses and land owners which have premises in the Jewellery Quarter” and mainly centred around non-compliance with the Birmingham Development Plan. Other comments classified as objections were to references to building height (one saying it is too restrictive, one saying it is too generous), and to note that the Use Classes had changed.</p>	<p>Regarding the Birmingham development Plan, the Neighbourhood Planning Forum’s response to these was “The JQ Plan is in general conformity with the BDP. The LPA has reviewed the draft JQ Plan and confirmed compliance with the strategic policies of BDP.”</p> <p>The other objections were responded with a clarification as to development inside and outside the Conservation Area, and a rewording of policy based on the new Use Classes.</p>
<p><b>QUESTION</b> – there were 2 questions raised, seeking to clarify points raised.</p>	<p>Both resulted in minor rewording to resolve the question.</p>

The Neighbourhood Planning Forum also undertook a ‘semi-formal’ consultation in 2016 to test the goals and work-in-progress policies with the wider Jewellery Quarter community. Four in-person drop-in sessions were hosted across the Jewellery Quarter at different times and dates so as to be accessible to as many people as possible. 60+ people attended to hear about the Neighbourhood Plan, ask questions and provide feedback. Attendees were given a questionnaire and 86% of respondents to the questionnaire strongly supported the Neighbourhood Plan’s goals. None were undecided or disagreed.

# Informal consultations

Throughout the entire Neighbourhood Plan evolution there have been numerous informal consultations and engagement sessions, some general in nature and open to all, and others targeting specific parts of the community. Some of these were to raise awareness, some were to seek opinion, and others were to obtain feedback.

Innumerable advocacy conversations were held and specific events and meetings are identified in the 'Schedule of Consultation Activities' appended to this Consultation Statement. Key informal consultations are noted below with a short summary of the outcomes:

- Attendance at meetings with the JQDT, Jewellery Quarter Neighbourhood Forum (JQNF – a residents' body, not Neighbourhood Planning Forum), and Jewellery Quarter Association from 2012 to present day. Outcomes were raised awareness, questions answered and feedback received.
- Feedback from businesses, residents and visitors was achieved through having a Neighbourhood Plan stands at the Jewellery Quarter Festival & Open Studios in 2015 and 2016. The outcomes were raised awareness, priorities and general support.
- Engagement with local and national government also took place in addition to the regular contact between the Neighbourhood Planning Forum and Birmingham City Council, including with the Department for Communities & Local Government (October 2014), highways department (June 2016) and city council leadership (August 2020). Outcomes were raised awareness and support.
- Meetings and presentations to other authorities, industry bodies and civic groups, including Birmingham Civic Society (December 2016), Urban Land Institute (September 2016), Jewellery Quarter Industry Cluster (May 2019), Jewellery Quarter Townscape Heritage (meetings from 2014 to 2021) and Historic England (April 2016 and as part of the Townscape Heritage steering group). Again, outcomes were raised awareness, support and feedback.

# Evidence gathering

As noted in the Timeline and Summary / Approach sections above, the community was consulted in the run-up to applying for designation, and also before crystallising the aspirations and goals of the Neighbourhood Plan. A form of consultation also occurred when evidence was commissioned in order to develop policies. The details of these can be found in the evidence base of the Neighbourhood Plan, and a selection of these are noted below as they raised awareness of the Neighbourhood Plan and the process:

- JQNF ‘Shaping the JQ’ (February 2012) – an open meeting to capture residents aspirations and issues with the area which fed into the ‘business case’ for a Neighbourhood Plan.
- JQDT, MADE and Prince’s Foundation public workshops (March 2012) engaged the community in planning-related matters and discussed how a Neighbourhood Plan could help the area.
- JQNF held an open meeting (August 2013) to refresh residents’ views and prioritise their outcomes.
- The JQDT organised a jewellers’ symposium with the National Association of Jewellers (March 2016) to have an open conversation around the challenges and opportunities facing the jewellery industry in the area.
- The JQDT and Neighbourhood Planning Forum commissioned research (March 2019) into the location, number and size of jewellery businesses in and around the Jewellery Quarter.
- A ‘Jewellery Quarter Priorities’ 3-minute/10-question survey to local businesses was published by the JQDT, JQ BID and Neighbourhood Planning Forum (June 2021).

# Conclusion

As outlined above, the development of the Jewellery Quarter Neighbourhood Plan has itself involved extensive consultation with the area's communities over a long period of time. This was in the form of surveying and identifying priorities, evidence-gathering, testing goals, developing ideas and then reviewing them. It culminated in the formal Regulation 14 consultation which was promoted widely and facilitated through online sessions.

Throughout the process of creating the Neighbourhood Plan and collecting the views of the Jewellery Quarter's community, the Jewellery Quarter Development Trust has presented a work-in-progress Neighbourhood Plan to any willing land owner or developer considering new development in the Jewellery Quarter. This has influenced a number of planning applications, where the developer is able to cite community support for certain aspects.

The inclusion of heritage-related policies in the draft Neighbourhood Plan provided support to the Jewellery Quarter Development Trust's successful application to the National Lottery Heritage Fund's Townscape Heritage initiative, securing £1.8m for restoration of the area's most treasured buildings. The Neighbourhood Plan's recommendation that 'visioning studies' be undertaken for three localities within the Jewellery Quarter helped

the Jewellery Quarter Development Trust secure a grant from the Greater Birmingham & Solihull Local Enterprise Partnership's Strategic Economic Fund, and at the time of this Regulation 15 submission, the visioning studies exercise is underway with 30+ volunteers taking a detailed look at these three areas.

The draft Neighbourhood Plan has been influential in discussions with the local authority – Birmingham City Council. The council has been consistently supportive of the community undertaking a Neighbourhood Plan at both officer and political level. The council also developed its own update to the Jewellery Quarter Conservation Area Appraisal & Management Plan in parallel with, and complementary to, the Jewellery Quarter Neighbourhood Plan - an exemplar in collaboration between the authority and community. Furthermore, the draft Neighbourhood Plan has fed into 'Our Future City Plan' – a work-in-progress non-statutory framework being developed by the council for central Birmingham as a replacement for the much-lauded 'Big City Plan'.

This is evidence that the Jewellery Quarter Neighbourhood Plan is already having a positive impact on the community, even prior to the forthcoming referendum.

# Appendix 1

Schedule of consultation activities

JQ Plan - Schedule of Consultation Activities

Date	Title	Type	Format	Summary	Outputs	Influence on JQ Plan
07/12/2011	JQDT, MADE & Prince's Foundation scoping meeting	Engagement	In-person meeting	Scoping session involving the Jewellery Quarter Development Trust (JQDT), Midlands Architecture and the Designed Environment (MADE), the Prince's Foundation for Building Community.  Established scope and terms of reference for the area of focus – the 'Industrial Middle'.  It also identified that Town & Country Planning could be a means by which potential issues could be addressed, and ascertained that a Neighbourhood Plan could be a solution.	Scope/terms of reference for workshops & report.	Kickstarted the engagement process.  Set the scene for Neighbourhood Plan to be a mechanism to address some of the area's issues.
10/12/2011	JQNF blog post <a href="http://jqnf.net/2011/12/10/we-need-a-cunning-plan/">http://jqnf.net/2011/12/10/we-need-a-cunning-plan/</a>	Promotion	Website	Blog post describing how a Neighbourhood Plan might help the JQ. NB JQNF is the residents organisation within the JQDT.	Discussion around the merits of a Neighbourhood Plan	Set the scene for Neighbourhood Plan to be a mechanism to address some of the area's issues.
15/12/2011	JQNF reference in minutes. "Little City Plan" discussed.	Engagement	In-person meeting	Discussion based on the blog post above.	Interest in a Neighbourhood Plan expressed.	Set the scene for Neighbourhood Plan to be a mechanism to address some of the area's issues
15/12/2012	JQNF blog post <a href="http://jqnf.net/2012/02/15/we-need-a-cunning-plan-part-two/">http://jqnf.net/2012/02/15/we-need-a-cunning-plan-part-two/</a>	Promotion	Blog post	Blog post describing how a Neighbourhood Plan might help the JQ. NB JQNF is the residents organisation within the JQDT.	Interest in a Neighbourhood Plan expressed.	Set the scene for Neighbourhood Plan to be a mechanism to address some of the area's issues
28/02/2012	JQNF Open Meeting at St Paul's Church, surveying residents needs and wants "Shaping the JQ" <a href="http://jqnf.net/2012/02/29/our-sweet-sweet-task-of-creating-a-great-jq/">http://jqnf.net/2012/02/29/our-sweet-sweet-task-of-creating-a-great-jq/</a>	Consultation	In-person meeting	Open forum discussion and data capture of the needs of Jewellery Quarter residents' needs.	Report 'Shaping the JQ' Survey 1	Provided evidence for the creation of strategic goals and supporting policies, especially heritage, traditional industry, retail offer, pubic realm.
19/03/2012 - 21/03/2012	JQDT, MADE & Prince's Foundation workshops	Consultation	In-person meeting	Facilitated workshops with JQDT, MADE, Prince's and local residents and business representatives.  This identified many issues that continued to be raised throughout the Neighbourhood Plan process.	Jewellery Quarter Unlocking The Industrial Middle report	Identified some of the fundamental issues facing the built environment in the Jewellery Quarter.  Evidence base, highlighting importance of i) footfall to the Jewellery Quarter and ii) use classes to dereliction.
07/03/2013	JQDT board meeting	Engagement	Board meeting	JQDT formally supports Neighbourhood Plan process and agrees to establish a Neighbourhood Planning Forum.	Minutes supporting	First formal step to create a Neighbourhood Plan.
XX/07/2013	JQDT board meeting	Engagement	Board meeting	JQDT supports the draft constitution and area map for the Neighbourhood Planning Forum.	Minutes supporting	First formal step to create a Neighbourhood Plan.

13/08/2013	JQNF held a brainstorming session to refresh what the priorities of residents were	Engagement	In-person meeting	Residents committee meeting to revisit 'Shaping the JQ' survey and discuss matters raised in more detail.	Minutes supporting	Provided evidence for the creation of strategic goals and supporting policies, especially heritage, traditional industry, retail offer, public realm.
12/11/2013	JQDT issues press release calling for volunteers for the NP Forum	Promotion	Press release Website	Raise awareness of the JQ Plan and provide opportunity for people to join the Neighbourhood Planning Forum.	Press release	Creation of the Neighbourhood Planning Forum
15/11/2013	Article in Birmingham Post <a href="http://www.birminghampost.co.uk/news/local-news/opinions-sought-jewellery-quarter-neighbourhood-6309890">http://www.birminghampost.co.uk/news/local-news/opinions-sought-jewellery-quarter-neighbourhood-6309890</a>	Promotion	Local press – hard copy & online	Raise awareness of the JQ Plan across Birmingham and provide opportunity for appropriate people to join the Neighbourhood Planning Forum.	Newspaper article	Creation of the Neighbourhood Planning Forum
30/12/2013	Application to become a Neighbourhood Planning Forum and Neighbourhood Plan Area made to Birmingham City Council.	Engagement	Email	Formal application.	Cover letter Constitution Boundary plan	Creation of the Neighbourhood Planning Forum & Area
10/02/2014 - 05/03/2014	Public consultation on designation of area (6 weeks).	Consultation	Public notice BCC website	Formal designation consultation period.	Officer report	Creation of the Neighbourhood Planning Forum & Area
01/05/2014	Neighbourhood Plan Area and Forum officially designated by Birmingham City Council.	Engagement	Public notice Email Website	Formal designation as a Business Neighbourhood Plan.	Notice	Creation of the Neighbourhood Planning Forum & Area
19/06/2014	Birmingham Mail publishes designation article <a href="http://www.birminghammail.co.uk/news/midlands-news/jewellery-quarter-given-power-plan-7293778">http://www.birminghammail.co.uk/news/midlands-news/jewellery-quarter-given-power-plan-7293778</a>	Promotion	Local press – hard copy & online	Raise awareness of the JQ Plan across Birmingham.	Newspaper article	None
2014-2019	Jewellery Quarter Townscape Heritage (JQTH) Steering Group	Engagement	In-person meetings	JQ plan co-chair on JQTH steering group as part of JQDT-organised collaboration. Historic England, Homes & Communities Agency, Birmingham City Council also part of steering group. Historic England written response.	Awareness raised Refresh to existing CAAMP produced Written advice received from Historic England	Direct influence on heritage & conservation-related policies as evidence base Peer review of goals & policies
21/06/2014	Birmingham Post editorial supports	Promotion	Local press – hard copy & online	Raise awareness of the JQ Plan across Birmingham.	Newspaper article	None
31/10/2014	Presentation to the Department for Communities & Local Government	Promotion	In-person meeting	Explaining the uniqueness of the JQ and the JQ Plan given its scale, location, designation as a business area, and perspectives from a heritage and industry angle. Was pointed toward other Business Neighbourhood Plan areas.	Meeting	Receive general advice and raise awareness of the JQ Plan
18/07/2015 & 19/07/2015	Jewellery Quarter Neighbourhood Plan drop-in and feedback sessions at the Jewellery Quarter Festival	Engagement	Drop-in session	Opportunity for the public to ask questions and provide feedback.	Feedback	Feedback on priorities

Mar 2016	JQPlan leafleting	Promotion	Leaflets & posters	1750 leaflets distributed	Awareness raised	None
07/03/2016	Future of the Jewellery Quarter - Jeweller's Symposium with the National Association of Jewellers and local jewellery makers	Consultation	In-person meeting	Open discussion with 20 representatives from across the jewellery-related industry, looking at the strengths and weaknesses of the JQ and the industry here, and what the opportunities and challenges are.	Notes/minutes	Feedback on priorities
07/04/2016	Headline topics from the draft Neighbourhood Plan published on jewelleryquarter.net for feedback	Engagement	Website	Test wider response to priority areas and get support/identify any missed areas.	Feedback	Feedback on priorities
27/04/2016	Meeting with Historic England	Engagement	In-person meeting	Discussion to brief Historic England West Midlands on the Neighbourhood Plan area, headline topics and get advice on heritage priorities and policy writing.	Feedback	Feedback on policy drafting
22/06/2016	Transport workshop with Birmingham Connected and JQ Plan	Engagement	In-person meeting	A workshop between the Neighbourhood Plan and Birmingham City Council directorate for Transport & Connectivity to discuss the Birmingham Connected strategy and provide two-way feedback specific to the Jewellery Quarter aspects being addressed in the Neighbourhood Plan.	Feedback	Raise awareness of the JQ Plan & feedback on policy drafting
23/07/2016	Neighbourhood Plan drop-in session as part of the Jewellery Quarter Festival	Engagement	Drop-in session	Opportunity for the public to ask questions and provide feedback.	Feedback	Feedback on goals & priorities
XX/08/2016	Strategic Environmental Assessment screening determination by Birmingham City Council	Consultation	Public notice  BCC website	<a href="https://www.birmingham.gov.uk/info/20054/local_plan_documents/76/jewellery_quarter_neighbourhood_development_plan">https://www.birmingham.gov.uk/info/20054/local_plan_documents/76/jewellery_quarter_neighbourhood_development_plan</a>	Notice	None
22/09/2016	Creative use of historic buildings in the Jewellery Quarter – panel discussion with the Urban Land Institute	Promotion	In-person panel	Hosted by the Urban Land Institute for its Young Leaders to learn about the Jewellery Quarter, the Development Trust, the Neighbourhood Plan and the Townscape Heritage programme.	Awareness raised	None
Oct & Nov 2016	JQPlan leafleting	Promotion	Leaflets & posters  Email newsletter  Social media	Flyers and posters put up in shops/bars/cafés and other locations promoting forthcoming drop-in sessions to learn more about the JQ Plan and provide feedback. Also done electronically via email and social media	Awareness of semi-formal consultation raised	None
16/11/2016	Semi-formal consultation: community sense-check drop-in session at Pen Museum	Consultation	Drop-in session	Wednesday drop-in session 4pm-8pm to raise awareness, answer questions and obtain feedback. Day/time selected so that workers, students, visitors and residents could attend.	Awareness/support raised  Feedback received	Feedback on goals & priorities
19/11/2016	Semi-formal consultation: community sense-check drop-in session at Coffin Works	Consultation	Drop-in session	Saturday drop-in session 11am-4pm to raise awareness, answer questions and obtain feedback. Day/time selected particularly convenient for visitors and residents.	Awareness/support raised  Feedback received	Feedback on goals & priorities
23/11/2016	Semi-formal consultation: community sense-check drop-in session at 1000 Trades	Consultation	Drop-in session	Wednesday drop-in session 4pm-9pm to raise awareness, answer questions and obtain feedback. Day/time selected so that workers, students, visitors and residents could attend.	Awareness/support raised  Feedback received	Feedback on goals & priorities
25/11/2016	Semi-formal consultation: community sense-check drop-in session at Museum of the Jewellery Quarter	Consultation	Drop-in session	Friday drop-in session 11am-4pm to raise awareness, answer questions and obtain feedback. Day/time selected particularly convenient for workers, students and visitors.	Awareness/support raised  Feedback received	Feedback on goals & priorities
08/12/2016	Introduction to the Jewellery Quarter Neighbourhood Plan with Birmingham Civic Society and the Urban Land Institute	Promotion	In-person meeting	Hosted by the Urban Land Institute and Birmingham Civic Society introducing the Jewellery Quarter, the draft Neighbourhood Plan and a walk around the area. Also attended by Birmingham City Council officer.	Awareness raised	Feedback on drafting

					General advice received	
XX/05/2017	Jewellery Quarter Association Breakfast featuring the Jewellery Quarter neighbourhood Plan	Promotion	In-person meeting	Overview of the JQ Plan and its goals to raise awareness to businesses in the JQ	Awareness raised	None
22/06/2018	Article in JQ Life quarterly magazine	Promotion	Hyperlocal press – hard copy & online	Raising awareness of the Neighbourhood Plan through the context of the Trust's activities around planning.	Awareness raised	None
17/07/2018	Jewellery Quarter Neighbourhood Plan progress update and feedback at the Jewellery Quarter Neighbourhood Forum AGM & Open Meeting	Engagement	In-person meeting	Progress report at open meeting of the JQNF i.e. open to all residents, to raise awareness, answer questions and receive feedback.	Awareness raised Feedback received	Examples suggested for context/policy
15/03/2019	Jewellery Sector Data Gathering 2019	Engagement	Face-to-face & telephone interview	Major survey to identify the location and size of the jewellery industry in and around the Neighbourhood Plan area. This was commissioned for the Neighbourhood Plan and raised awareness of the Plan and its prioritisation of the jewellery industry. Fieldwork was largely conducted between 12/01/2019 and 01/02/2019, although a handful of follow-up cases were undertaken up until 26/02/2019. 308 jewellery-related businesses were identified, 76% of whom engaged face-to-face and a further 6% by telephone.	Report Evidence base	Feedback on priorities Direct influence on industry-related policies
29/03/2019	Application to become a Neighbourhood Planning Forum and Neighbourhood Plan Area made to Birmingham City Council.	Engagement	Email	Formal application for new designation.	Cover letter Constitution Boundary plan	Creation of the Neighbourhood Planning Forum & Area
03/05/2019	Jewellery Quarter Industry Cluster (JQIC)	Engagement	In-person meeting	Presentation and discussion of the Neighbourhood Plan and the JQIC's report with representatives of the jewellery industry and report authors from Birmingham City University.	JQIC report received Awareness raised	Feedback on priorities Direct influence on industry-related policies
17/05/2019 - 21/06/2019	Public consultation by Birmingham City Council on (re)designation of Neighbourhood Plan area.	Consultation	Public notice BCC website	Formal designation consultation period.	None	Creation of the Neighbourhood Planning Forum & Area
04/07/2019	Building Brum: the Jewellery Quarter – an unfinished urban village?	Promotion	In-person panel discussion	A chaired debate on the future of the Jewellery Quarter with a particular look at the built environment and new development. Co-chair present on panel providing insight from the Neighbourhood Plan's research and draft policies.	Awareness raised	None
16/07/2019	JQDT Members Meeting	Engagement	In-person meeting	Progress report at JQDT members meeting to raise awareness, answer questions and receive feedback.	Awareness raised Feedback received	None
05/09/2019	Article in JQ Life quarterly magazine	Promotion	Hyperlocal press – hard copy & online	Raising awareness of the Neighbourhood Plan through the context of heritage.	Awareness raised	None
17/10/2019	Neighbourhood Plan Area and Forum officially designated by Birmingham City Council.	Engagement	Public notice Email Website	Formal designation as a Business Neighbourhood Plan.	Notice	Creation of the Neighbourhood Planning Forum & Area
21/11/2019	Lecture to University of Birmingham students on the Jewellery Quarter	Promotion	In-person meeting	Raising awareness of the Neighbourhood Plan.	Awareness raised	None

	Business Improvement District and Jewellery Quarter Neighbourhood Plan					
<b>March 2020</b>	<b>Coronavirus pandemic hits UK</b>	<b>n/a</b>	<b>n/a</b>	<b>Pandemic affects schedule of meetings and ability to consult. Reg 14 consultation postponed.</b>	<b>n/a</b>	<b>n/a</b>
10/04/2020	Neighbourhood Plan issued to Birmingham City Council for review and comment	Engagement	Email	Comments received from Planning & Development, Culture, and Conservation.	Comments received	Context and policies reviewed in response to the comments
24/07/2020	Regulation 14 version of the Neighbourhood Plan published	Consultation	Online notice Social media Email/news letter	Jewellery Quarter Neighbourhood Plan formally published by the Neighbourhood Planning Forum for Regulation 14 consultation.	Comments received	None
24/07/2020 - 25/09/2020	Regulation 14 consultation period	Consultation	Online Email Social media	Note: 8 weeks allowed for rather than the recommended minimum 6 weeks.	Comments received	Context and policies reviewed in response to the comments
13/08/2020	Briefing of BCC leadership	Engagement	Online meeting	Presentation of the Neighbourhood Plan to the Leader and Deputy Leader of Birmingham City Council, and Cabinet Member for Transport, with opportunity for Q&A and feedback.	Awareness raised & support received	None
08/09/2020	Introduction and overview of the Jewellery Quarter Neighbourhood Plan	Consultation	Online meeting	Online presentation of the Neighbourhood Plan followed by Q&A from members of the public. Registration via Eventbrite. NB – in-person events not delivered due to Covid-19. Made available afterwards on Youtube: <a href="https://www.youtube.com/watch?v=8H0CTC_m1oM">https://www.youtube.com/watch?v=8H0CTC_m1oM</a>	Awareness raised & comments received	Context and policies reviewed in response to the comments
09/09/2020	Jewellery Quarter Neighbourhood Plan article published in The Hockley Flyer	Promotion	Hyperlocal press – hard copy & online	<a href="https://thehockleyflyer.info/the-jewellery-quarter-neighbourhood-plan">https://thehockleyflyer.info/the-jewellery-quarter-neighbourhood-plan</a> The Hockley Flyer is targeted at JQ business with good reach in the jewellery industry	Awareness raised	None
10/09/2020	The future of heritage and the Jewellery Quarter Neighbourhood Plan	Engagement	Online panel discussion	Presence on Birmingham heritage Week panel, delivered in conjunction with Birmingham Conservation Trust, Jewellery Quarter Business Improvement District. Panel arranged in-person and socially-distanced, audience online.	Awareness raised	None
15/09/2020	What Impact will this Plan have on heritage in the Jewellery Quarter?	Consultation	Online meeting	Online presentation of the Neighbourhood Plan's research and policies specifically related to heritage, followed by Q&A from members of the public. Registration via Eventbrite. NB – in-person events not delivered due to Covid-19. Made available afterwards on Youtube: <a href="https://www.youtube.com/watch?v=wKKeInhqDzg">https://www.youtube.com/watch?v=wKKeInhqDzg</a>	Awareness raised & comments received	Context and policies reviewed in response to the comments
16/09/2020	Jewellery and creative industries workshop	Consultation	Online meeting	Online presentation of the Neighbourhood Plan's research and policies specifically related to the jewellery and other creative industries, followed by Q&A from members of the public. Registration via Eventbrite. NB – in-person events not delivered due to Covid-19. Made available afterwards on Youtube: <a href="https://www.youtube.com/watch?v=W4_wwU4KxQI">https://www.youtube.com/watch?v=W4_wwU4KxQI</a>	Awareness raised & comments received	Context and policies reviewed in response to the comments
20/09/2020	Jewellery and creative industries workshop	Consultation	Online meeting	By popular request, a second online presentation of the Neighbourhood Plan's research and policies specifically related to the jewellery and other creative industries, followed by Q&A from members of the public. Registration via Eventbrite. NB – in-person events not delivered due to Covid-19. Made available afterwards on Youtube: <a href="https://www.youtube.com/watch?v=x5TNx8ZIYS0">https://www.youtube.com/watch?v=x5TNx8ZIYS0</a>	Awareness raised & comments received	Context and policies reviewed in response to the comments

22/09/2020	How does the Jewellery Quarter Neighbourhood Plan impact the planning process?	Consultation	Online meeting	Online presentation of the Neighbourhood Plan with specific focus on the role it has in the planning process, followed by Q&A from members of the public. Registration via Eventbrite. NB – in-person events not delivered due to Covid-19.  Made available afterwards on Youtube: <a href="https://www.youtube.com/watch?v=1Jjw-7K6nT0">https://www.youtube.com/watch?v=1Jjw-7K6nT0</a>	Awareness raised & comments received	Context and policies reviewed in response to the comments
23/09/2020	Jewellery Quarter Neighbourhood Plan wrap-up consultation session	Consultation	Online meeting	Online presentation of the Neighbourhood Plan followed by Q&A from members of the public. Registration via Eventbrite. NB – in-person events not delivered due to Covid-19.	Awareness raised & comments received	Context and policies reviewed in response to the comments
18/03/2021	Update to Strategic Environmental Assessment screening determination by Birmingham City Council	Consultation	Public notice  BCC website	<a href="https://www.birmingham.gov.uk/info/20054/local_plan_documents/76/jewellery_quarter_neighbourhood_development_plan">https://www.birmingham.gov.uk/info/20054/local_plan_documents/76/jewellery_quarter_neighbourhood_development_plan</a>	Notice	None
12/05/2021	Habitat Regulations Assessment screening assessment by Birmingham City Council	Consultation	Public notice  BCC website	<a href="https://www.birmingham.gov.uk/info/20054/local_plan_documents/76/jewellery_quarter_neighbourhood_development_plan">https://www.birmingham.gov.uk/info/20054/local_plan_documents/76/jewellery_quarter_neighbourhood_development_plan</a>  Natural England's response was received on 10/06/22	Notice	None
03/06/2021	Jewellery Quarter Priorities – 3 minute survey	Consultation	Web-based survey	Joint JQDT/JQBID/JQ Plan survey of Jewellery Quarter businesses to further inform the Neighbourhood Plan, future BID activities for term 3, and the Trust's Covid-19 response plan. This survey was commissioned to obtain views in light of Covid-19.	Report	Context and policies reviewed in response to the comments

# Appendix 2

Shaping the JQ JQNF survey report

**Development Characteristic****Development Mix**

	More	More	Same	Same	Less	Less
<b>New-build flats</b>	<b>0</b>	<b>0.0%</b>	<b>11</b>	<b>29.7%</b>	<b>26</b>	<b>70.3%</b>
<b>Conversions of old buildings into flats</b>	<b>24</b>	<b>66.7%</b>	<b>11</b>	<b>30.6%</b>	<b>1</b>	<b>2.8%</b>
<b>Jewellery shops/manufacturers</b>	<b>17</b>	<b>45.9%</b>	<b>19</b>	<b>51.4%</b>	<b>1</b>	<b>2.7%</b>
Mixed commercial/residential & 'Live-Work'	23	65.7%	11	31.4%	1	2.9%
<b>Mixed 'market' and 'affordable' housing developments</b>	<b>13</b>	<b>37.1%</b>	<b>15</b>	<b>42.9%</b>	<b>7</b>	<b>20.0%</b>
Workshops/light industry	13	36.1%	21	58.3%	2	5.6%
Office/studio space developments	20	55.6%	15	41.7%	1	2.8%
<b>Independent retailers</b>	<b>36</b>	<b>97.3%</b>	<b>1</b>	<b>2.7%</b>	<b>0</b>	<b>0.0%</b>
<b>Niche ('funky') shopping e.g. vintage clothing</b>	<b>35</b>	<b>94.6%</b>	<b>1</b>	<b>2.7%</b>	<b>1</b>	<b>2.7%</b>
Chain stores	2	5.4%	10	27.0%	25	67.6%
<b>Pedestrian/cycling connectivity with City Centre</b>	<b>35</b>	<b>94.6%</b>	<b>2</b>	<b>5.4%</b>	<b>0</b>	<b>0.0%</b>
Canal access/amenities	33	89.2%	4	10.8%	0	0.0%
20 MPH speed limit zones	19	52.8%	12	33.3%	5	13.9%
Physical traffic calming	19	51.4%	10	27.0%	8	21.6%
<b>Boulevards/street trees</b>	<b>31</b>	<b>83.8%</b>	<b>6</b>	<b>16.2%</b>	<b>0</b>	<b>0.0%</b>
<b>Mews/town houses</b>	<b>26</b>	<b>70.3%</b>	<b>8</b>	<b>21.6%</b>	<b>3</b>	<b>8.1%</b>
<b>Family-friendly developments/amenities</b>	<b>22</b>	<b>52.4%</b>	<b>19</b>	<b>45.2%</b>	<b>1</b>	<b>2.4%</b>
Bars, restaurants, small hotels	19	51.4%	17	45.9%	1	2.7%
Coffee shops	15	40.5%	20	54.1%	2	5.4%
Community centre/flexible indoor public space	17	54.8%	12	38.7%	2	6.5%
Sports facilities	20	54.1%	13	35.1%	4	10.8%
Open spaces and public squares	30	81.1%	7	18.9%	0	0.0%
<b>Creative incubation/outlets (galleries, theatres, design centres)</b>	<b>34</b>	<b>91.9%</b>	<b>3</b>	<b>8.1%</b>	<b>0</b>	<b>0.0%</b>
<b>Other</b>						
Community gardens/allotments	4		0		0	
Betting shops	0		0		1	
Creative/architectural lighting	1		0		0	
Street markets	1		0		0	
Legge Lane improvement	1		0		0	
Relaxations to planning constraints	2		0		0	
Antiques/vintage shops	1		0		0	
Public art	1		0		0	
Medical services	1		0		0	
Golf driving range	1		0		0	
Street trams and fewer cars	1		0		0	

# Appendix 3

Future of the Jewellery Quarter - Jeweller's Symposium with the National Association of Jewellers minutes and report

## JQ Plan / NAJ - Jewellers' Preview

Monday 7<sup>th</sup> March 2016

### Executive Summary by Matthew Bott (29<sup>th</sup> May 2016)

- The meeting was well-attended given the traditional difficulties in attracting representation from the industry, which is perhaps a little 'initiative-weary' over the years.
- There was representation from across the sector, from the 'industrial' side of smelting and production through findings, assayers and silverware to designer-makers and retailers. In addition there was representation from support bodies.
- It was felt that much of the JQ's sector offer is still hidden away. Designer-makers or bespoke jewellers should be public-facing, and there should be a central information point to help tourists and visitors. This could be also a meeting point for business visitors so that the jewellery sector can meet its clients there and then take them to their premises.
- Businesses are located here still because of the jewellery ecosystem (agglomeration). It is an original business cluster where trades depend on each other for specialist skills, labour, materials, support. The clustering also provides safety in numbers.
- There is a question over the size of the manufacturing side of the sector – this is a UK-wide issue rather than JQ-specific – due to competition from overseas. It is recognised that a return to large-scale mass-production in the UK is highly unlikely.
- There was consensus that a significant part of future of the sector in the JQ is on the design, making and sale of high-value jewellery and precious goods and on bespoke jewellery. It will remain a nationally-significant jewellery retail centre but the shops need upgrading to provide 'destination shopping' and a better customer experience. Visitors may want to see jewellers working at their pegs.
- 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.
- There is recognition from the sector that residents are here to stay and are essential to the success of the JQ as a whole as they provide sustained demand for the facilities that visitors and workers require during working hours. Notwithstanding this there is a fear of a potential culture clash in terms of nuisance and competition for space and it is recognised that this is not just between jewellery & residents, but between jewellery & other business or leisure & residents.
- Connectivity to the city core, residents and facilities are important to driving footfall, which is important to the jewellery sector.
- Car parking is important to jewellery sector workers because public transport provision is poor for a 7am start.
- All were agreed that dereliction and vacancy is bad for the JQ.

Key messages are highlighted in yellow in the minutes of the meeting below.

## **Attendees**

NFM - Nicola Fleet-Milne – JQ Plan

MB - Matthew Bott – JQ Plan & JQDT

TF - Tina Francis – JQ Plan/Tapestry

JC - Jilly Cosgrove – JQ Plan

MR - Michael Rawlinson – NAJ

LS - Lindsey Straughton – NAJ

SM - Steve Millington – L J Millington

MH - Mike Henrick – Henricks The Jewellers

BW - Becca Williams – Jeweller (Designer-Maker)

RL - Rhiannon Lewis – Jeweller (Designer-Maker)

KS - Kate Smith – Jeweller (Designer-Maker)

SG - Sarah Gee – Gee & Co

SGe – Sharon Gee – Gee & Co

MHi - Mark Higgins – Argent College & former jeweller

DMJ - Dawn Meadon-Johnson – The Bespoke Jewellery Training Co.

VH - Veit Hermesmeier – T.H. Findings

MW - Marion Wilson – Assay Office

GA - Gaynor Andrews – BCU School of Jewellery

JW - Jerry Witcomb – Master Melts

GW - Garry Wroe – Hockley Mint

LC - Luke Crane – JQ BID Manager & JQDT

JCo - John Coupland – Sanders & Shepherd

TFa - Tom Fattorini – Thomas Fattorini

GS - Gary Speakman – Thomas Fattorini

## **Minutes**

Meeting opened at 2.12pm. MR confirmed the NAJ's objective is to gain ideas specifically from the jewellery sector re. the development of the jewellery industries specifically in Birmingham's JQ. It is a mixed use area – need input from all sectors to ensure it meets all needs

NFM introduced the JQ Plan and the JQNPF team. Indicated a need to stick to the questions listed on the agenda and move the 'general discussion' to the end of the meeting, if necessary. 2012 marked the very beginning of discussions around the JQ Plan. This is the first chance to meet and discuss putting things into action – there will be more opportunities to meet and discuss further. There are milestones to meet before the referendum when a vote will take place; if the majority vote is yes, the JQ Plan will become planning law. JQNPF needs to come up with a document which meets the needs and wants of the whole JQ – jewellers, manufacturers, retail, residential, offices, transport etc

MB asked everyone to refer to the map showing the JQ boundary line. Although the map has a BCC stamp, the council has no further involvement with the project – this is the JQ making plans and decisions for the JQ, supported by the council. BCC must implement the changes if the majority referendum vote is 'yes'

NFM asked for the questionnaire to be completed by everyone present – useful to both the NAJ and JQ Plan to gather evidence which reflects what the JQ wants and needs

2.19pm – Questions from the Agenda

1. MR introduced the discussion of the JQ as a destination in Birmingham, or just a place to work

GA – the JQ needs to be friendly to staff and students alike – some are also residents of the JQ. It needs interesting places to eat – artisan locations. Needs to be all-encompassing

MR asked how many attendees are also JQ residents – approximately a third

MH – there are places to eat locally, and the JQ provides plenty of choice, but there is still some way to go before it becomes a 'village'. The JQ has 6,000 residents – essential to make some changes in order for it to survive

MR – this is what the Plan can help to achieve

KS – lots of people visit the JQ just to look for wedding/engagement rings. Contemporary designer-makers are being overlooked. Need more visibility – shop fronts. Contemporary offerings need to sit beside the more traditional suppliers. Although there is the museum, it feels like the JQ is missing a central point – e.g. an information centre, with maps, list of things to do, family attractions etc

DMJ – clients who come to the JQ from outside Birmingham would benefit from a central meeting point. Better to have a JQ 'hub' rather than meeting people outside individual premises. People come to Birmingham to learn – need to make this a positive experience

JCo – as a manufacturer, JQ makes sense as a base because everything is here – Assay Office, suppliers – based here purely for commercial reasons. Currently 12 employees in the firm. Also a sense of 'safety in numbers' – people want to feel safe. There is a need for more police officers in the area. Key Hill Cemetery is also a great open space, but not many people know about it

NFM – the idea is to 'grow' an area for people who work here, as well as for visitors

KS – currently a lack of places to sit outside during the summer

GW – the Hockley Mint staff need car parking. Without this, there is the need to consider moving away from the JQ

NFM – understands [street] parking is an issue, but this is not something the Plan can change – can't encroach on local by-laws

SM – the JQ has been transformed over the past 30-40 years. It is now a much nicer place to work and socialise in the evenings. L J Millington previously looked to expand and moved away from the JQ – now based just outside it, with parking available. JQ has a better ‘feel’ to it now – more people about, feels more secure

NFM – the role of the Plan is to encourage this further, without being detrimental to trade in the JQ. Need to create a ‘continuous action’ space for residents and trade, during the day, evenings and weekends

2. MR introduced second question – advantages and limitations of the JQ

TFa – there is the possibility of a potential culture clash in the future, as residents increase and manufacturing decreases. Thomas Fattorini has been in its building for 100 years; in recent years it was suggested there have been noise abatement orders and residents’ complaints. The JQ is a famous area – Fattorini has been featured in the Times and received honours awards, all of which promotes the JQ outside Birmingham

GS – wouldn’t want to move away from the JQ and lose the ability to walk to suppliers, but feels the manufacturing side is doomed

VH – companies who have tried to move out of the JQ have then failed as businesses

GS – the recession has meant some people have had to move out and work from home

Room divided over whether moving out of the JQ causes jewellery businesses to suffer

NFM asked TFa to expand on the noise abatement issues

TFa – 10 years ago, a law firm complained about the noise of hammering, meaning the manufacturer had to close the window and work in unpleasant conditions. The law firm moved to the JQ and then complained about noises from the jewellery trade. TFa noted the complaint was informal and that a noise abatement order had not been issued.

MH – jewellery but also a developer, has a good relationship with neighbouring jewellery firm. Assisted the firm with reducing the noise of their extractor, which has made it better for the relationship. What the JQ doesn’t need is another 20 years of empty, derelict buildings. Development work is going to be noisy, as is the work of manufacturers

NFM – the Plan can add a clause that any developers need to appreciate that manufacturing firms will cause noise. Developers need to mitigate against that – use additional insulation, ensure bedrooms/offices are on opposite walls to manufacturers’ buildings. Acoustic surveys will need to be carried out – and mitigation cost falls on developer to find ways to mitigate noise for residents/offices

GS – what would this mean for manufacturers who want to return to the JQ? Cost would then fall on them to prevent noise disturbance

MH – jewellery trade suffers more than others in a recession. Number of derelict buildings in the JQ has meant developers have seized the opportunity to move in. JQ Plan needs to find a way for everyone to live and work together as harmoniously as possible

NFM – Plan has looked into the concept of streets being designated for certain usage. A full survey has been carried out, with all streets labelled with their current use. Now looking into how the

streets can be best developed – this is why input is needed from jewellers. The JQ is made up of a thriving jewellery industry, and a residential area

LS asked about the Golden Triangle – correct in recalling this was a previous concept like this; an area where noise levels can be higher and is therefore a centre for manufacturers?

MB – this area does exist behind the Big Peg, but isn't the same concept. There isn't a ruling re. higher noise levels, but there are restrictions on residential development, unless it is a mixed-use scheme

LS raised the idea of a designated manufacturers' area meaning reduced rates – this would encourage smaller, independent manufacturers to set up in the JQ

MH – rates are currently higher than ever based on postcode

NFM – we don't have information regarding rates today, however the presumption against residential development has contributed to high number of unused buildings. The Plan can recommend residential developments are not built within 'noise tolerance zones', or that the developer mitigates against the noise, which applies to bars as well as factories. Whoever arrives at the site second shouldn't be able to get original companies surrounding them shut down

SG – recently returned to the JQ – really struggled to find a workshop for smaller company. Argent Centre doesn't want jewellers in there, due to noise. Space is currently being used by non-jewellery companies, e.g. advertising firms. Even council properties are not affordable or secure

NFM – the Plan can't solve problems with the council. However, it can help to deliver good quality, affordable workspace. Need people to specify what is needed – size, requirements etc [Post-meeting note: we need to investigate asset transfers to the community]

SG – too many buildings are now serviced office space, with restrictions on noise. H&S measures have also made it harder to take on apprentices

3. NFM introduced the question of space/building stock in the JQ – how do companies expand?

MW – the Assay Office can provide data showing the JQ is now made up of a higher number of smaller companies

GA – jewellery graduates tend to opt to share space and equipment. As an industry, an understanding is needed of the differences between large and small companies, and the ways in which they can work together. More networking is needed, so companies aren't just working alone

MR asked rhetorically if traffic usage causes problems? (?) Would it help having rental discounts in certain areas? There wasn't an answer offered

NFM – the Plan can include some general rules about usage of space. Need to not be too prescriptive, as this has been the problem previously. Space needs to be adaptable, to prevent buildings ending up empty. There is also the need to respect the JQ as a conservation area and ensure buildings are renovated appropriately

JCo – HS2 will have an effect on the JQ – there are already overseas investors looking at the space. More likely to be residential developments, to provide income for investors/developers. Need to keep the balance – e.g. Albion Street currently has a silversmith, residential units, office space, a crèche, a salon, a church, a pub and a school. Best for areas to have a mixture of uses this could be an exemplar area.

NFM – the Plan can guide what residential developments look like, in terms of the type of investors and residents

TF – this has happened with developments in London, but the trade is still being looked after, with gallery space being provided at a reasonable price etc. The Plan has the scope to do the same for JQ trade. The JQDT also has a part to play here

MR acknowledged it could be possible for the NAJ building to be used. The JQ needs industry investment in buildings, so it has control over the usage and can ensure the JQ has plenty of mixed-use space – retail, workshops etc

MH – the Development Trust is currently looking at potential spaces to do this

MHi – within Argent College, looking into the idea of having incubator units within the building. In return, companies would be asked to provide work experience opportunities for students

BW has always assumed it will be necessary to move out of Birmingham to open a gallery – somewhere more 'touristy'. If there were more street level units available, the JQ would be ideal for a gallery. There could then be residential units above the gallery space

VH asked if BW would consider sharing a space, e.g. in the museum? BW would prefer her own space to use all year round. NFM agreed – we need to keep this kind of ambition within the JQ, not move it outside

SG – two types of jewellers present at the meeting; smaller companies need the backing of 'Brand JQ' to support them, as well as this then promoting the JQ outside Birmingham. Part of a campaign to encourage people to 'buy British'

KS – concerned if the JQ pushes outwards from its core its identity could be lost. Need to have more independent retailers within the JQ

NFM – the JQ extends as far as Great Charles Street. Pushing outwards should strengthen it – use the existing footfall within the wider JQ to encourage more business for the centre

LS asked about the plans for the tram – is this extending further into the JQ?

There is a plan for the existing JQ tramline to link with New Street as well as Snow Hill – this is happening in the near future. Will encourage more people to come to the JQ from Grand Central

NFM – there are currently connectivity issues because of the Paradise redevelopment. When this is finished, a whole new corner of the JQ will be opened up, creating an additional direction for people to access the JQ

MR – harder for larger companies to expand within the JQ, as they have traditionally done. Parking will always be an issue, making additional expansion difficult

MH – introduction of parking permits, wardens and allocated spaces has actually caused more trouble, trades used to double/triple park on the roads

NFM – parking is even more of an issue in the CBD. Encourage staff to use public transport

GW – most manufacturers start at 7am – public transport services not the best at this time

GA – park & cycle/run encouraged within the education sector – staff and students alike

GA – the JQ needs footfall – people who will turn up and spend money

GW – people see the JQ as somewhere to get a bargain. NFM suggested it was more a case of getting the best value for money, in terms of quality

MH – residential parking is rarely in use at the weekend, suggesting it's actually commuters who are using this during the week. Need to make it unavailable to them

NFM – the Plan can bring in a 'no inconsistencies' clause to JQ parking

JC – there is a need to raise the profile of the JQ so it is visited for quality – people looking for bespoke designs, rather than a bargain

GW – retailers are currently struggling to make sales – how can we tell them to raise their game?

MH – need to increase footfall, which has been damaged by the Paradise work. NFM agreed – could look at better signposting for the JQ

GW – Newhall Street needs to become a bigger part of the JQ – it will naturally bring people from town to the JQ. MH agreed – the ring road has turned the JQ into an island

MR – need to find a balance, as we don't want people to only shop on Newhall Street and never venture any further into the JQ. Issue of connectivity is key

MB – BW mentioned using Symphony Hall at Christmas as the venue for a collaborative exposition – this has been happening for the past 15 years. Why this venue and not one on the JQ? BW – idea is to bring artists out of the JQ and into a popular retail space. MB asked if the JQ therefore needs a venue that can cater for this type of event. KS agreed the event could be more successful than it is

Discussion of whether designers should be taking their work to the target audience, or bringing the audience to the JQ. Some disagreement over whether designers should be doing more themselves

JC – the JQ needs a variety of retailers, not just jewellery – build it into a 'different' area, with an eclectic mix of retail available. VH believes this has definitely improved compared to 20 years ago

MW – the restaurant/bar offering has improved – on a Saturday night, it's not just residents who are out and about but people who have travelled to the JQ as well

JW – the evening visitors aren't necessarily the same people who already come to the JQ to shop – need to advertise to them and show what's on offer. Ideal would be to bring people into a place where all jewellers are together, providing the best choice for customers

NFM – most retailers aren't open on a Sunday, which is a prime shopping day. If the advertising is there, people might reasonably expect to be able to shop on Sundays. MH indicated they don't want to work on Sundays

JW – the internet is also a competitor, as people will use that to shop instead

JC – people likely to use the internet to research, but still come to the JQ to actually buy items. Not everyone wants the cheapest option – some people are after the best stone, most unusual design etc. People do come and visit the JQ at lunchtime, to buy food etc – need to capitalise on this for the jewellery industry. How?

NFM – we want JQ residents to not even consider going elsewhere for jewellery. The bespoke element is a strong area to focus on

MR – we need to build a ‘vision’. JQ has built itself up from tradesmen only, to include retail as well. **We don’t do retail well in the JQ – need to make shops look better and improve the customer experience.** Change the perception of the JQ – the skill set available means we can definitely fight the internet and play on the expertise the JQ has. A change of mindset is needed across the board to raise standards

MH – the passion has gone out of selling jewellery – customer focus is now on the certification of the item, because of research carried out online I **recall MH saying that customers like to see jewellers working at their peg in a shop window (was that at this point?)**

GA – need to educate people on the skills we have in the JQ so customers understand why the price is higher – they need to see the effort that goes in

NFM – the Plan has two official parts; first part is more black and white, while the second part is aspirational. Focus on the visionary – what do we want to see? This gives the planning team at BCC the reasons behind the first part. Still need to ensure things are achievable – if people want to see prettier shop fronts, this needs to be realistic and sustainable

GA – **the JQ needs to be interesting so people want to come back. Mixture of permanent galleries and pop-up exhibitions**

#### 5. Threats to businesses?

JCo – it can feel unsafe in the JQ, with gangs of young people hanging around – no evidence of this offered. If we want to attract customers with money, it needs to feel safe

MH – there have been discussions in the JQ Finance Group about installing CCTV cameras with vehicle registration recognition software (ANPR). It is impossible to police the whole area – the JQ now only has 7 dedicated police officers

DMJ – there has been an increase in the number of people begging in the JQ, which is also off-putting for customers and visitors

#### 6. Support mechanisms to assist ageing workforce?

JC – do we have ‘the future’ coming through to the JQ? We have the history – old, traditional firms – but what about the future? The School of Jewellery is the main source for this

KS – **if the JQ doesn’t have the right spaces for graduates to rent, younger people won’t take up the mantle in the JQ**

NAJ has tasked its Education Dept. with looking into this – need the age of the current workforce to be profiled

MH asked BW, KS and RL if they have always been local. BW – yes, studied at School of Jewellery and stayed in the JQ afterwards. KS went away to study, then returned to the area. Need to find a way for the JQ to support itself – students, retail sector, manufacturers, designer-makers. KS – funding is the main issue

DMJ – need people to pass on their skills. Students should learn from the trade on a one-to-one basis – the skills are out there, and the trade is very willing to share knowledge with next generation

TF/GS – Fattorini has had to become more in-house and self-sufficient, as the skills aren't readily available externally. People have stopped being trained externally – no longer enough skilled workers. There are fewer people to go to for each stage of the process

MR – skill structure relies on volume of business – need to build this back up again. Mass market has gone overseas – can't change that. Need to follow other UK industries who have the best skills in niche areas of design and manufacture. The Plan needs to accommodate a 'new look' JQ

GA – need to ensure graduates are coming out of education with the right transferable skills. People within the trade then need to be prepared to work with grads and train them

MW – there aren't enough big employers who can afford to train people. Need to encourage grads to stay in the industry – help them by providing affordable space within the JQ. Plan needs to overcome the cost issues – JQ needs to be affordable

MB – the skills gap crisis in the industry – are there any other industries with transferable skills to the jewellery trade? Lots of shaking of heads but no actual answers offered. What kind of space do people need?

GA – well-fitted out workshops are required – hands-on skills are needed. Currently, people are investing in bespoke courses at BCU, so the training is available. BCU are inundated with Chinese firms wanting to set up in the JQ and employ School of Jewellery grads as designers. This is both a threat and an opportunity – could lose the manufacturing side, but develop our designers

DMJ – it is a real coup that we have bespoke courses available at the School of Jewellery – need to shout about this. The reason students come here is because it's a holistic approach compared with training in-house

SM – concerned the skill set will no longer be there in 20 years' time. Could outsource the design and manufacturing, and have items hallmarked overseas, but it would be sad to sell items in Birmingham that haven't been made here. The JQ can't work for larger companies in the future – will be better suited for niche/bespoke companies

VH – there will always be a market for smaller orders – much better not to go overseas. SM – without the skills in Birmingham, we'll struggle to even produce small orders

NFM asked if there is a lack of networking amongst firms; would this be a way of making connections and finding the right talent?

TF – in the last 10 years there has been a big improvement in cooperation between firms. Realisation that companies are stronger together – can beat larger organisations by collaborating with competitors. There is a need to focus on excellence as a centre – must train the next generation. Possibly need a dedicated training centre within the JQ, on a smaller scale to similar centres in London

NFM – everything about the JQ has to be excellent – people will buy British excellence

MR – not sure whether the industry would be keen to share databases with the NAJ for the purpose of inviting people to networking events. Current NAJ lists aren't up to date – is there an appetite to share this information?

MH/JCo – people are definitely happy to support one another – on the whole, people involved in the jewellery trade are a 'helpful bunch'

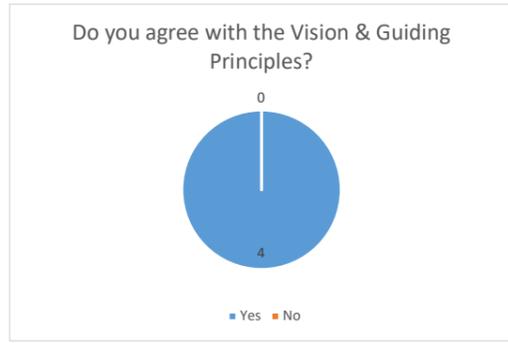
MR – very willing to look at organising a meet up through the NAJ. Could look at twice yearly events, in the summer and at Christmas. This year's AGM is in Birmingham on 8<sup>th</sup> June – happy for people to attend after the meeting, as a way of bringing the whole industry together

MB – reminder about the questionnaire – will also email out a copy, to get a wider response

NFM – thanks to everyone for attending. People are welcome to have one-to-one chats, or get involved with the JQNPF – there is an open door policy

Meeting closed at 4.30pm

# JQ Plan NAJ survey results March 2016 - report



The Jewellery & Retail Working Group of the JQ Plan developed a Vision and a set of Guiding Principles, which were agreed by the wider group.

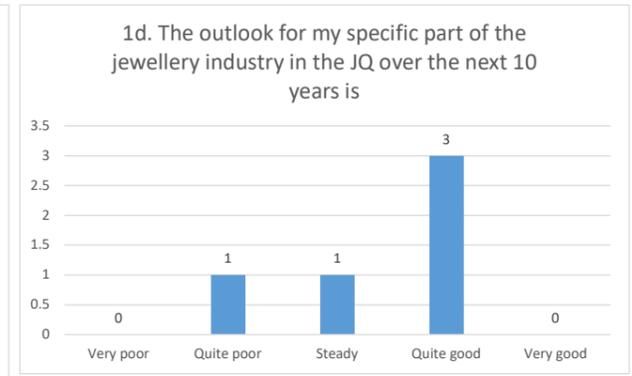
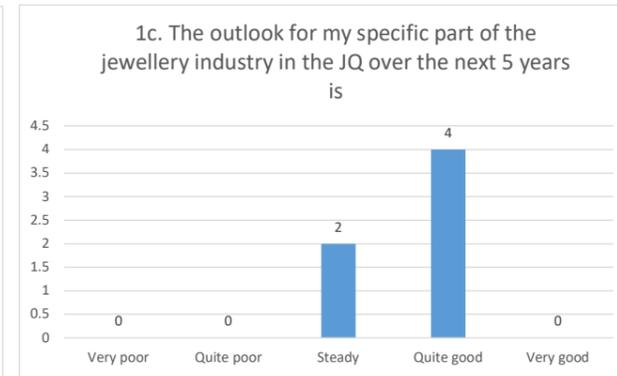
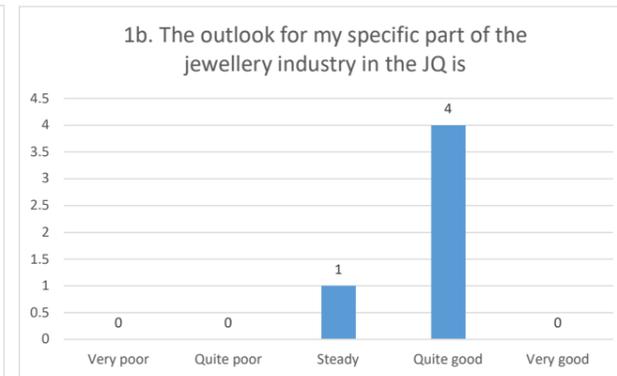
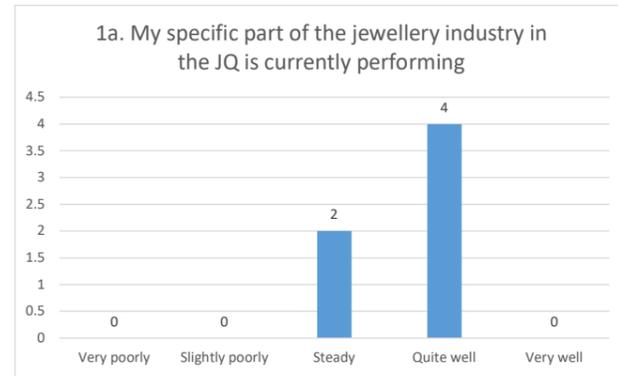
The Vision is:

*“Build on the internationally renowned reputation of the Jewellery Quarter of quality, expertise and valued history by a) supporting existing flourishing industries; b) nurturing the Quarter’s intellectual capital; and c) widening out the retail experience offering, locationally and through diversity, to ensure that the Quarter becomes a sustainable and captivating destination for tourists, businesses and residents alike.”*

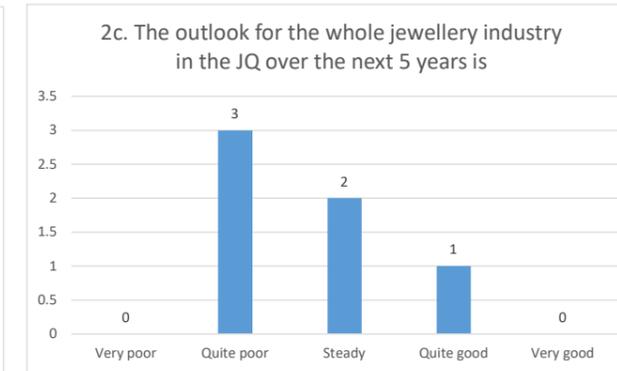
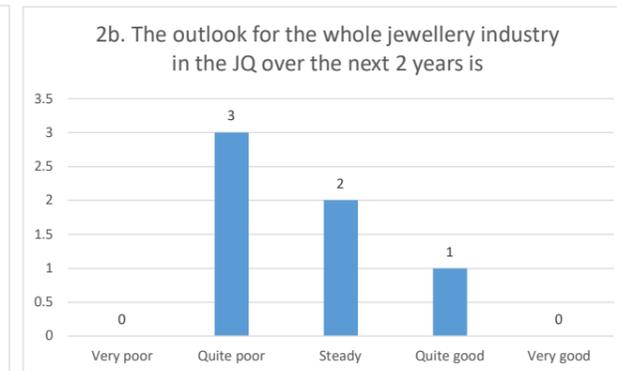
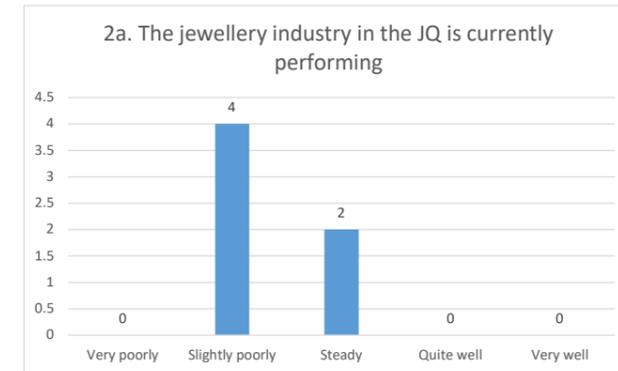
Its Guiding Principles are based on the words, history, quality and practice. It seeks to:

- Minimise the impact of new development on existing businesses - we are looking for enhancement and not policies which help deliver new business at the expense of old businesses.
- Look to accept a wider range of uses across the Quarter (perhaps less restrictive ground floor policies) which could mean encouraging flexible interim use of empty ground floor units and showcase innovation to increase footfall.
- Support the growth of educational uses and institutions (such as the Assay Office) so as to not become a living museum but create a more interactive environment for the benefit of all.
- Encourage the next generation of property requirements for designing, making and retailing products within the Quarter.
- Support the Jewellery Quarter as a “go to” destination for handmade quality.

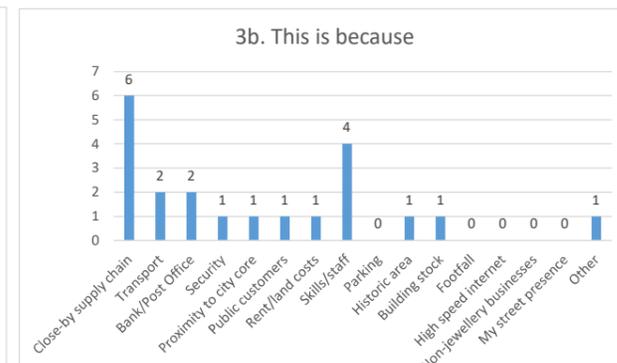
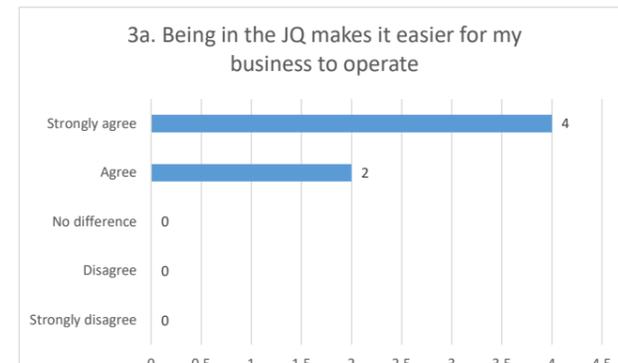
## 1 My sector of the jewellery industry



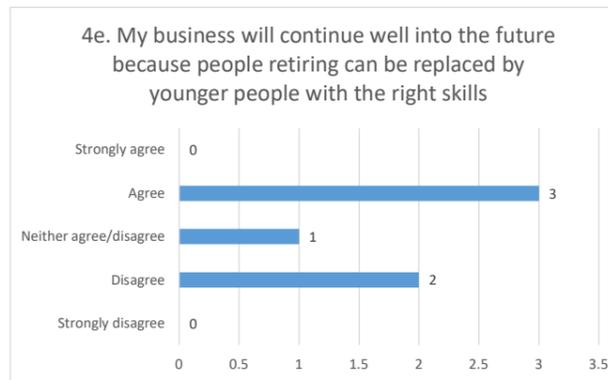
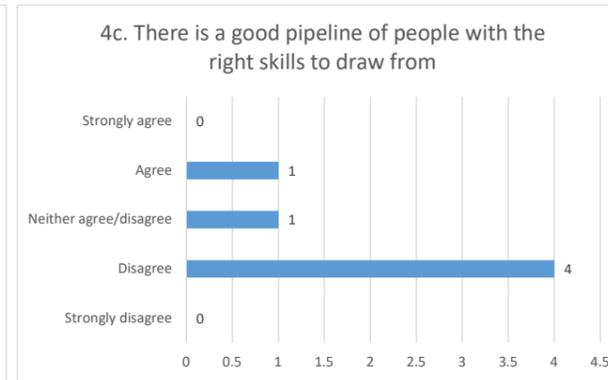
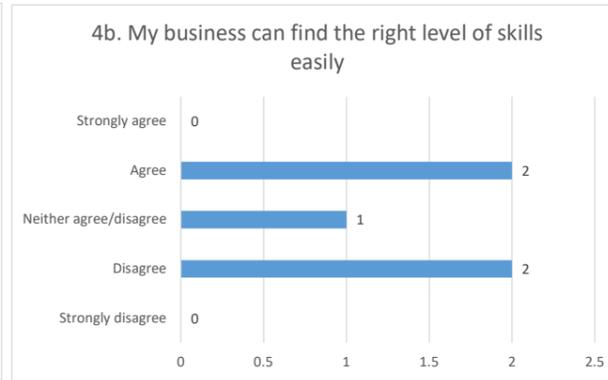
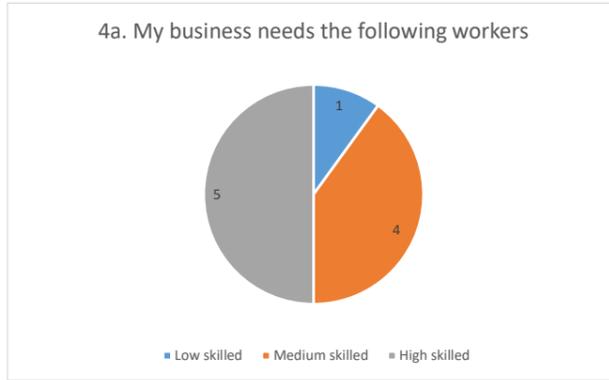
## 2 The jewellery industry in the JQ



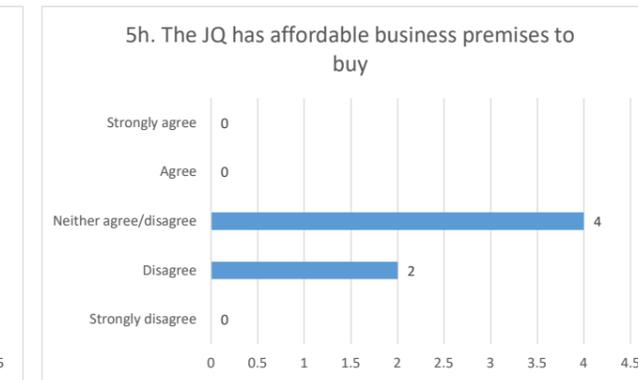
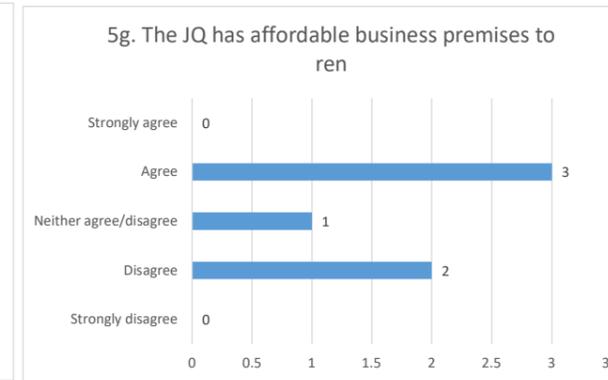
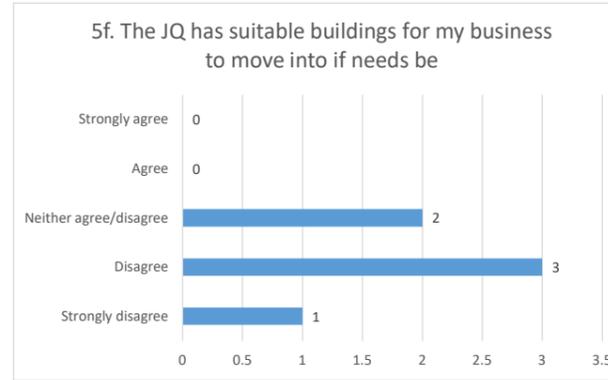
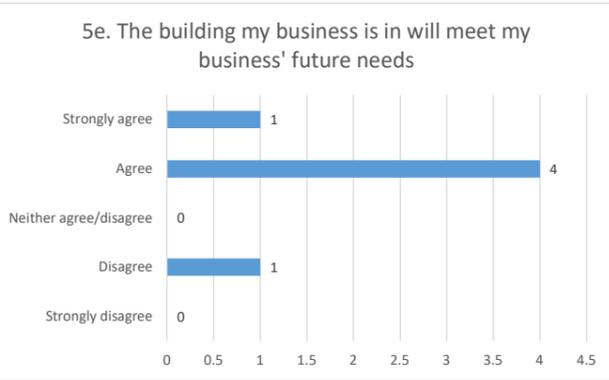
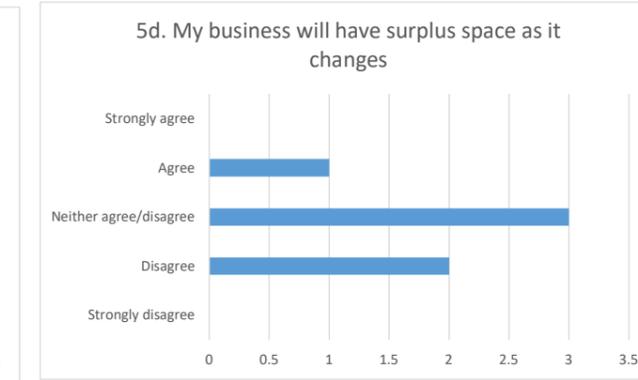
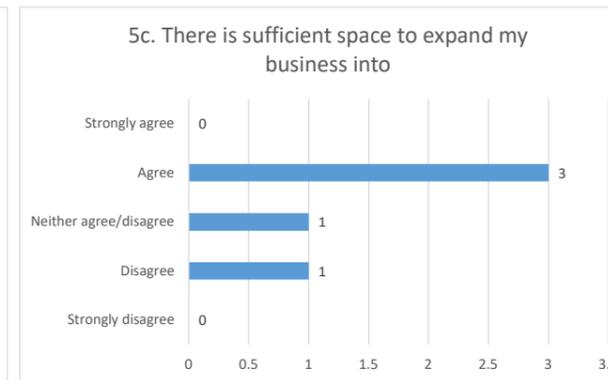
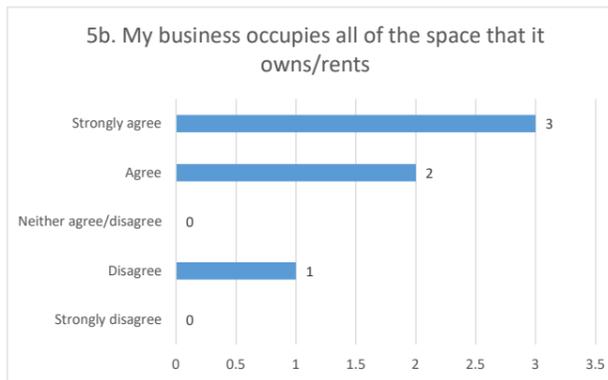
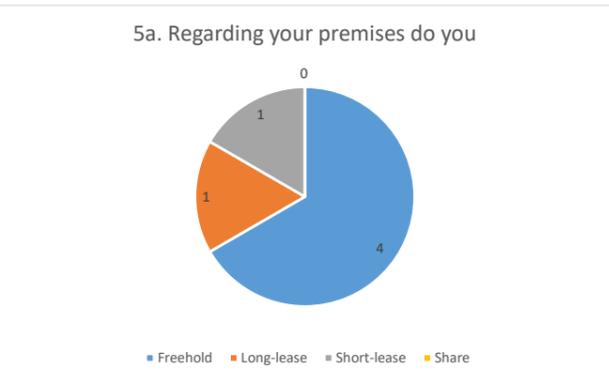
## 3 Location



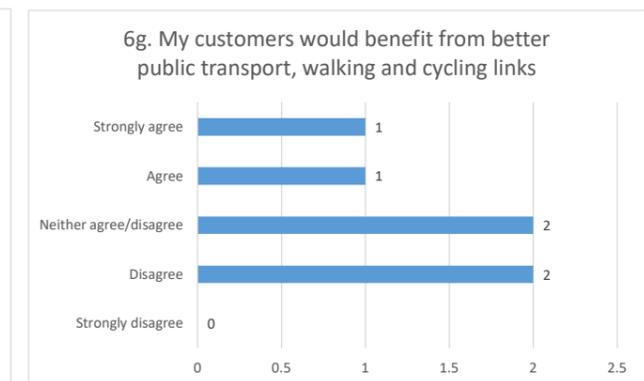
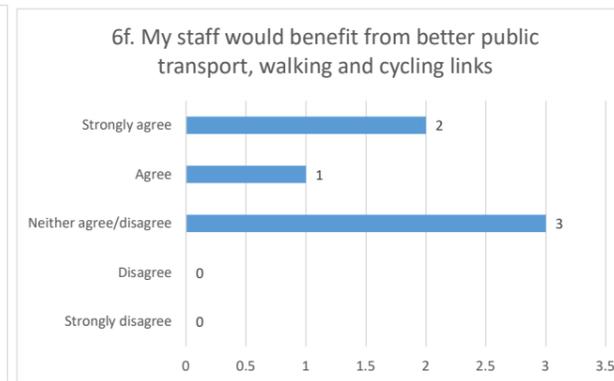
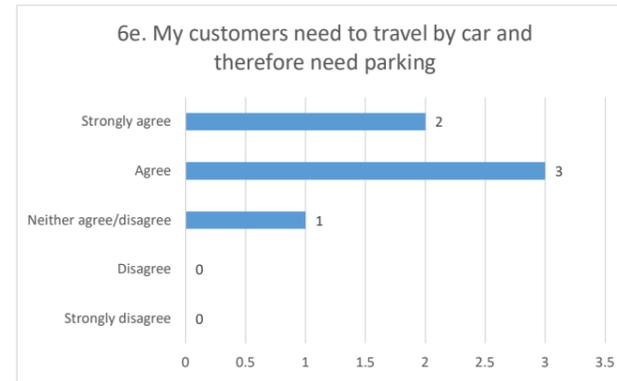
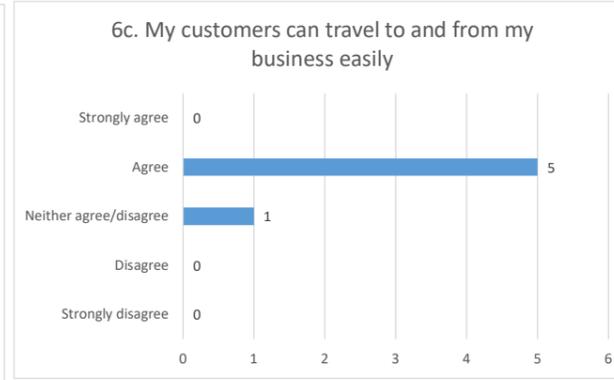
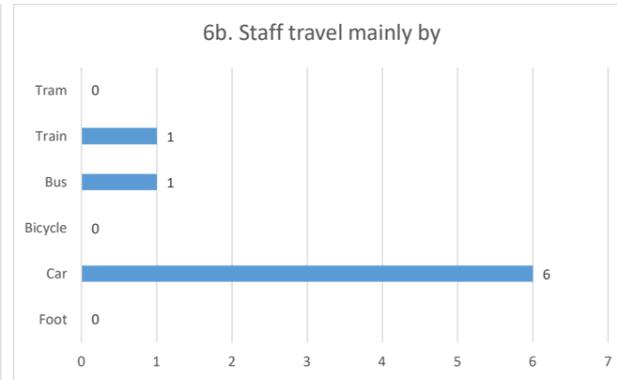
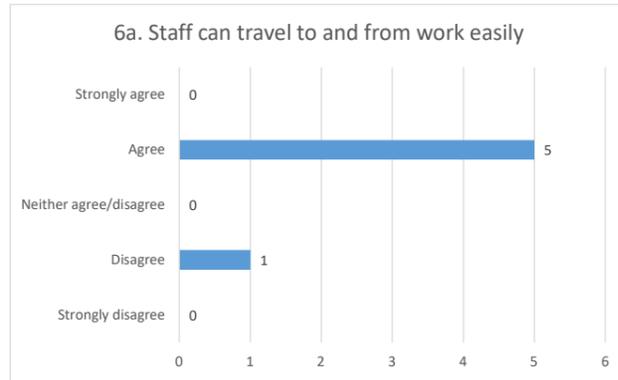
### 4 Skills and succession



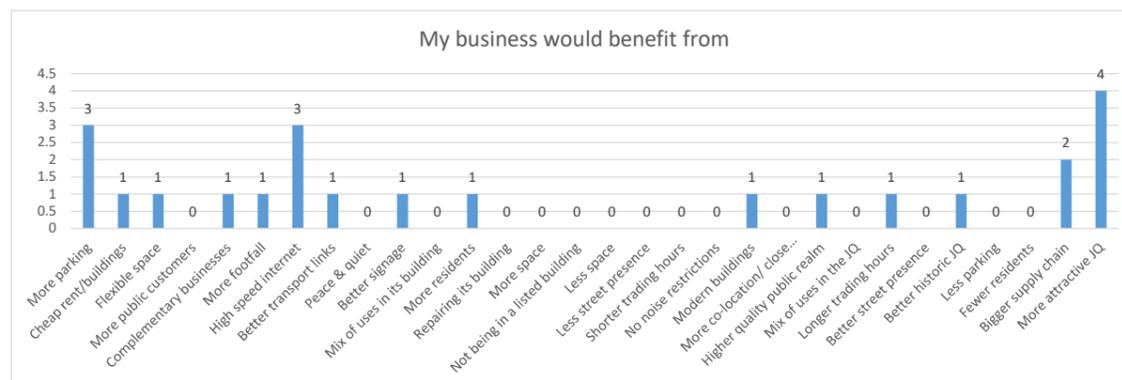
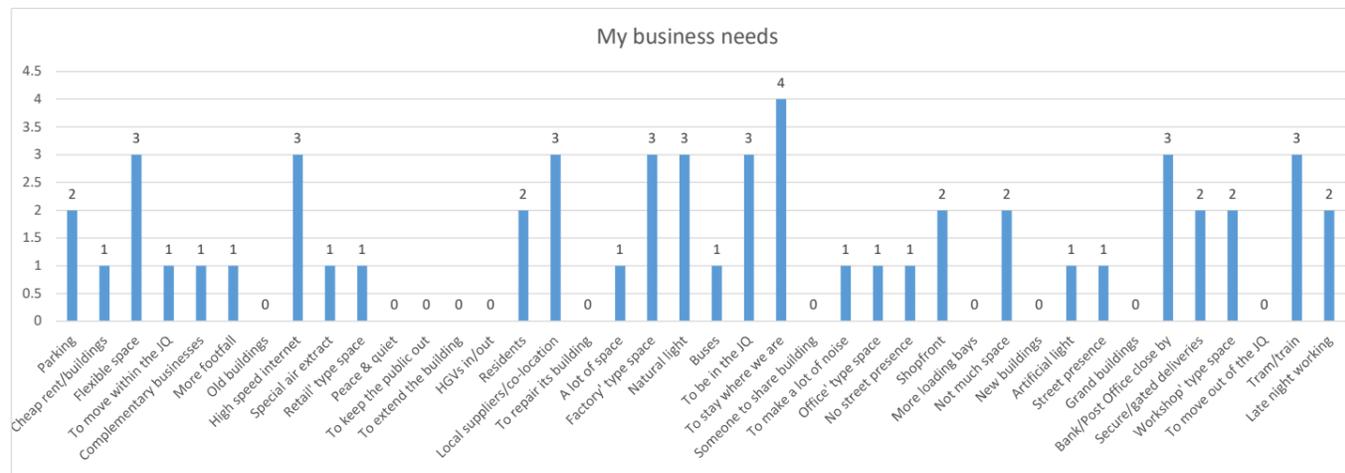
### 5 Premises



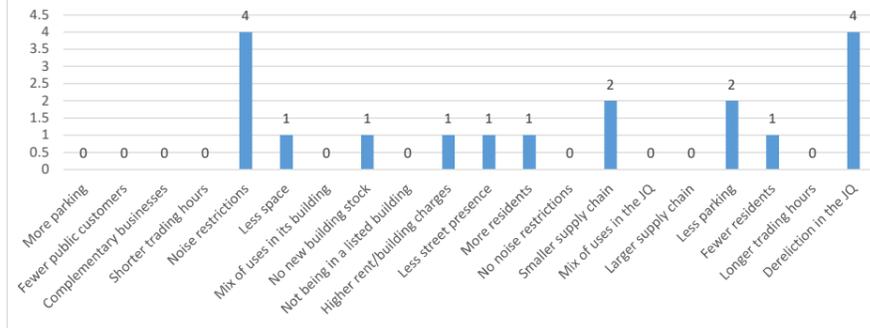
## 6 Travel and transport



## Business requirements



My business would suffer from



# Appendix 4

2016 semi-formal 'community sense check' report

## Jewellery Quarter Neighbourhood Plan November 2016 - Community sense check:

In November of 2016, we carried out some direct engagement with the community on the draft plan. This was primarily to sense check the draft policies with those living in the Jewellery Quarter, who had been involved throughout the development of the plan, as outlined in the timeline above.

The sense check launched on Wednesday 16<sup>th</sup> November 2016 and was open for the community to receive feedback until 14 January 2017.

### Promoting the engagement

To promote the sense check, we ran a social media campaign from a dedicated twitter account @JQPlan, using #JQPlan to ensure the events were fully searchable.

We also used the local community site nextdoor.co.uk to promote the consultation events along with other social media channels such as the Instagram and Facebook.

**JQ Plan** @JQPlan Follows you

Tweets **452** Following **585** Followers **1,143** Likes **197** Moments **1**

Illustration courtesy of www.jqplan.com

1 8 7

**JQ Plan** @JQPlan · 30 Oct 2016

#JQPlan events in Nov:  
WED 16 @thepenmuseum, 4-8pm  
SAT 19 @CoffinWorks, 11-4pm  
WED 23 @1000TradesJQ, 4-9pm  
FRI 25 @MJQBirmingham, 11-4pm

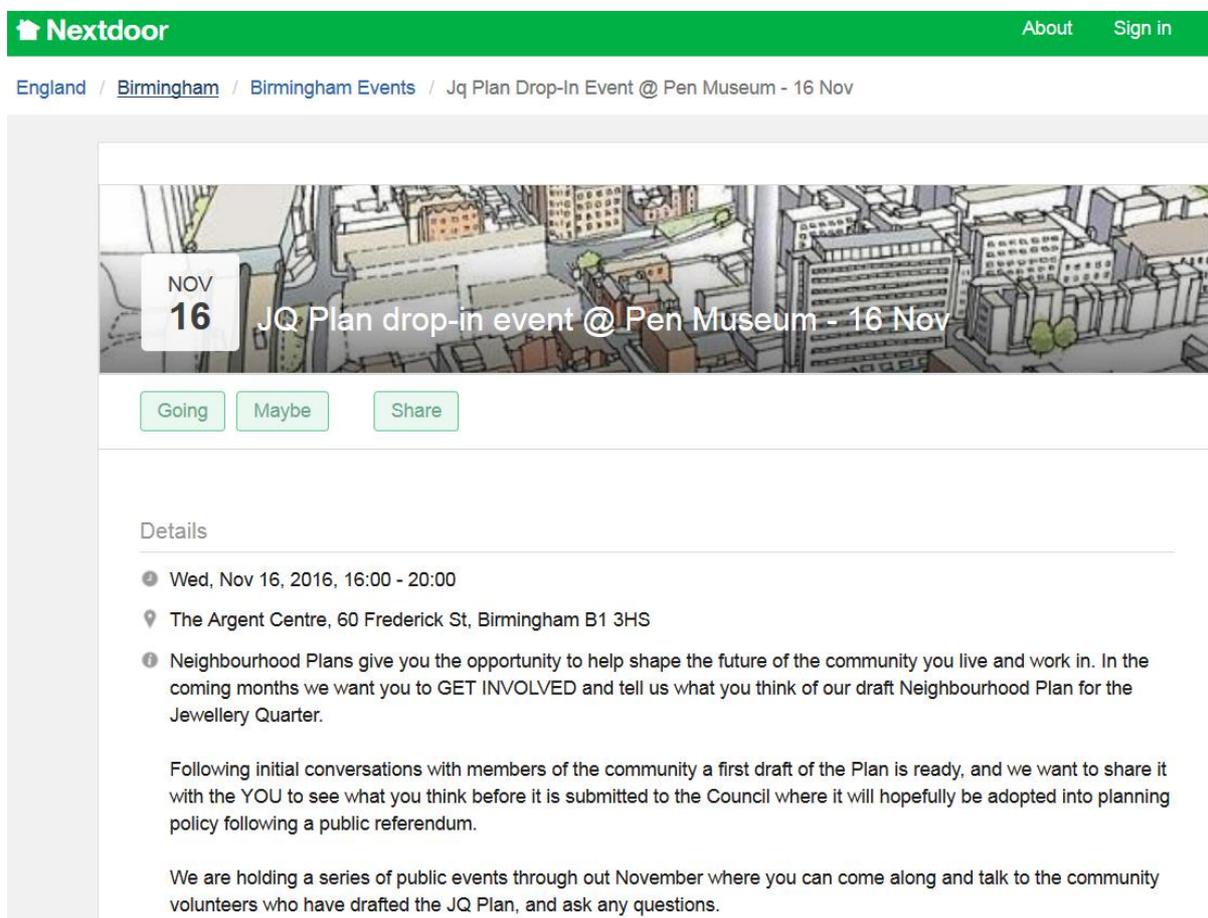
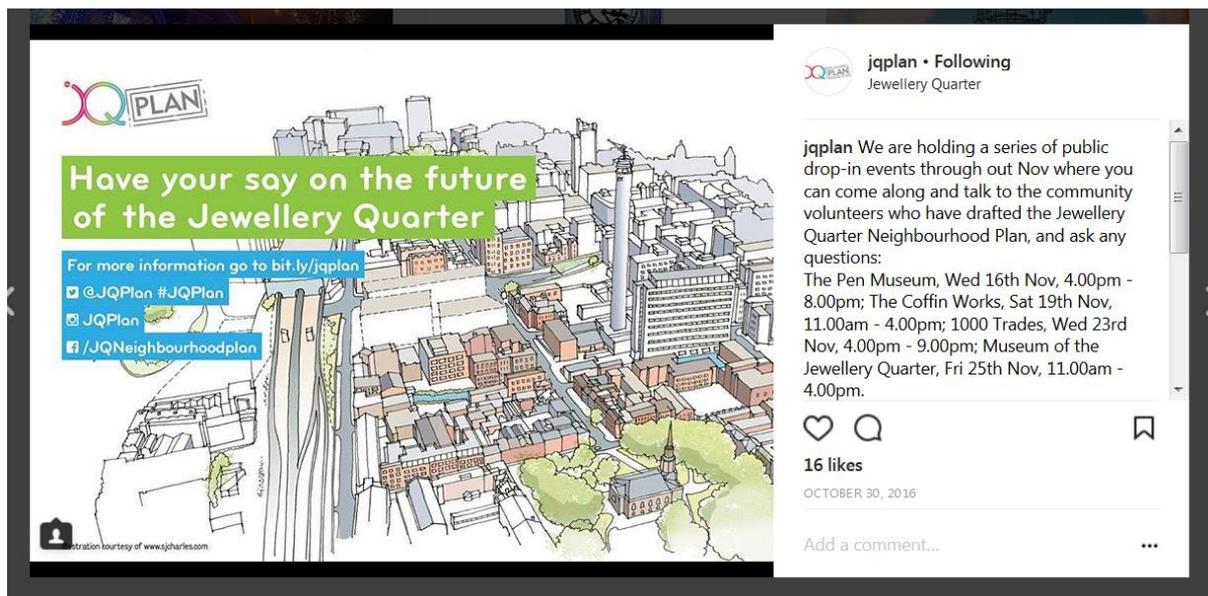
Have your say on the future of the Jewellery Quarter

For more information go to [bit.ly/jqplan](http://bit.ly/jqplan)

@JQPlan #JQPlan  
JQPlan  
/JQNeighbourhoodplan

Illustration courtesy of www.jqplan.com

2 27 18



Invites to attend the events were also sent to all members of the Jewellery Quarter Neighbourhood forum.

As well as social media, we put posters in key community areas throughout the Jewellery Quarter. Locations included pubs, restaurants and community spaces throughout the area.



Finally, around 1750 leaflets were delivered through doors, and at local businesses throughout the consultation. As well as inviting people to the events, all the promotional material directed people to the JQ Plan website <https://jewelleryquarter.net/jq-neighbourhood-plan/> , where people were able to download copies of the engagement leaflet, which contained information on the key policies and their goals, as well as wider information on the development of the plan. Further details on the information made available throughout the engagement can be found below.

## Events

We held four community drop in events which were staffed by volunteers from the Neighbourhood Plan team. At the events visitors were able to talk through the proposals in the plan, and leave their feedback through various channels. We sense checked the policies and goals and collated further feedback to consider in the development of the final draft plan.

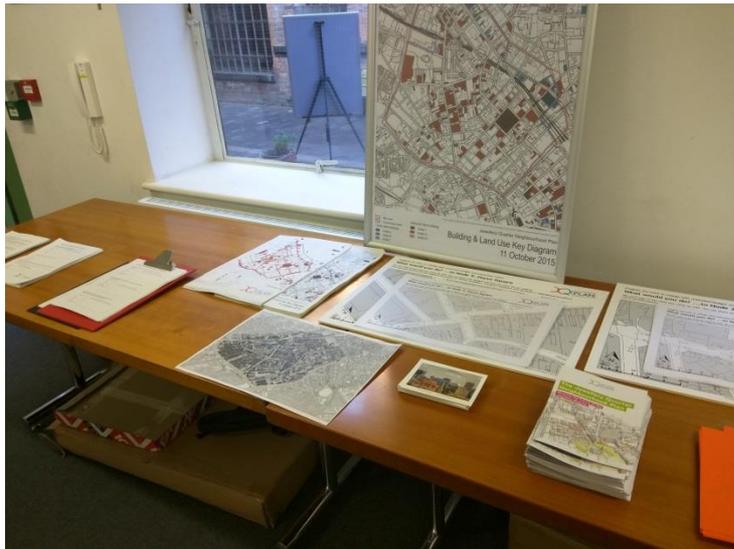
Events were held at the following dates and times, and were scheduled to maximise peoples opportunities to attend.

- **Wednesday 16th November, Pen Museum, 4pm-8pm**
- **Saturday 19th November, Coffin Works, 11am-4pm**
- **Wednesday 23rd November, 1000 Trades, 4pm-9pm**
- **Friday 25th November, Museum of the Jewellery Quarter, 11am-4pm**

We were visited by around 60 people across all the events, and were able to have conversations with residents from across the Jewellery Quarter.

In addition to this, we installed a permanent display in the window of the JQ offices at Golden Square, so that those unable to attend the events would be able to find out more about the draft plan.

Materials at the event included banners showing the key highlights of the plan's draft goals, maps which allowed visitors to set out their ideas for what they would like to see form part of the plan, as well as feedback forms and copies of key maps to support the proposed plan.



### **Feedback from the community sense check**

Throughout this period of engagement, we put in place multiple feedback mechanisms through which people could provide their comments on the draft plan. We asked a series of questions with the aim of focussing feedback on the policy goals within the plan, and also asked for more general feedback on the proposals.

To capture feedback, we created a free online survey, provided a free post address for people to mail hard copy responses, provided a dedicated email address ([JQneighbourhoodplan@gmail.com](mailto:JQneighbourhoodplan@gmail.com)), and also collected hard copy feedback forms at events.

We asked the following questions as part of the community sense check:

- 1) Do you support the JQ Plan's goal to enable businesses and residents to co-exist together?
  - a. Do you have any further comments on this goal?
- 2) Do you support the JQ Plan's policy goal to drive up the quality of new developments and tackle dereliction?
  - a. Do you have any further comments on this goal?
- 3) Do you support the JQ Plan's policy goal to protect our heritage of beautiful buildings, jewellery and creative industries and allied activities?
  - a. Do you have any further comments on this goal?
- 4) Do you support the JQ Plan's policy goal to facilitate the wider projects needed to support the growth and vitality of the Jewellery Quarter?
  - a. Do you have any further comments on this goal?
- 5) Overall, do you support the goals of the JQ Neighbourhood Plan?

We asked people to state one of the following options:

- Strongly agree
- Agree
- Undecided
- Disagree
- Strongly disagree

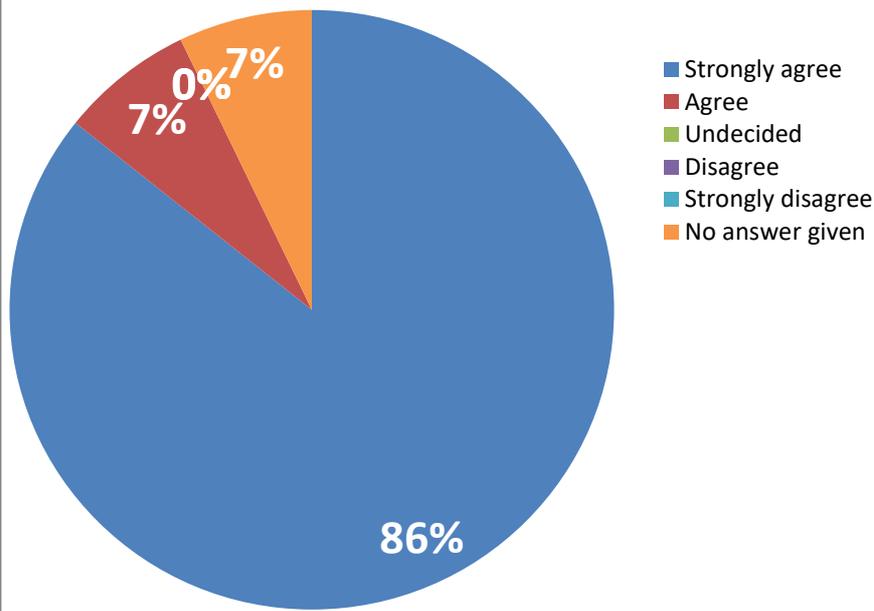
There was strong support from those who attended. We received 14 responses to the community sense check, as well as a number of emails with further suggestions and comments on the plan.

The results from the survey were as follows:

**Q1) Do you support the JQ Plan's goal to enable businesses and residents to co-exist together?**

<b>Response</b>	<b>Number</b>
Strongly agree	12
Agree	1
Undecided	0
Disagree	0
Strongly disagree	0
No answer given	1

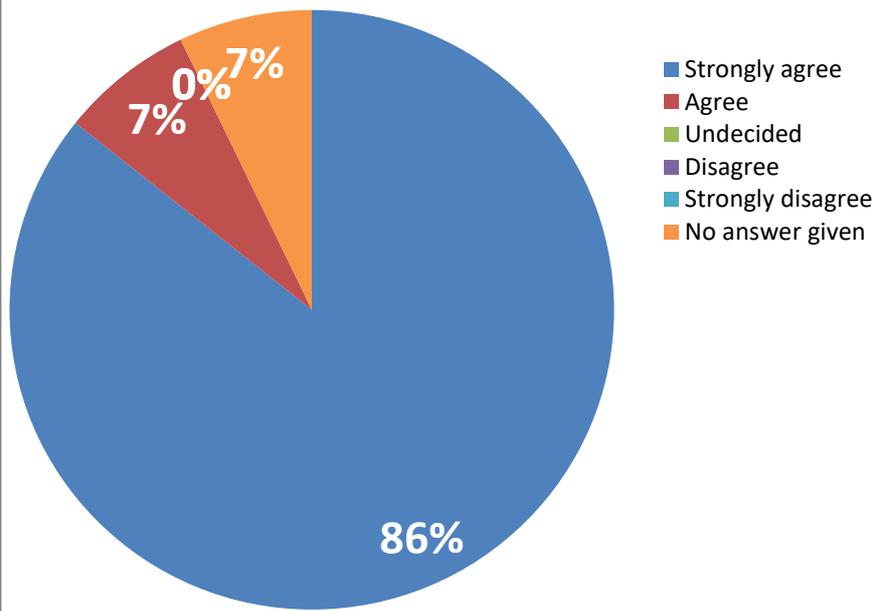
**Q1) Do you support the JQ Plan's goal to enable businesses and residents to co exist together?**



**Q2) Do you support the JQ Plan's policy goal to drive up the quality of new developments and tackle dereliction?**

<b>Response</b>	<b>Number</b>
Strongly agree	12
Agree	1
Undecided	0
Disagree	0
Strongly disagree	0
No answer given	1

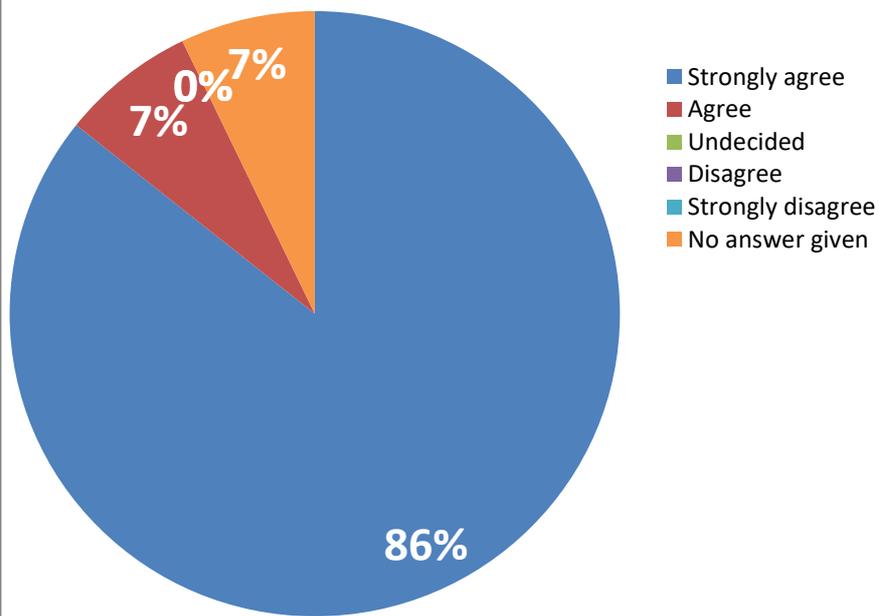
**Q2) Do you support the JQ Plan's policy goal to drive up the quality of new developments and tackle dereliction?**



**Q3) Do you support the JQ Plan's policy goal to protect our heritage of beautiful buildings, jewellery and creative industries and allied activities?**

<b>Response</b>	<b>Number</b>
Strongly agree	12
Agree	1
Undecided	0
Disagree	0
Strongly disagree	0
No answer given	1

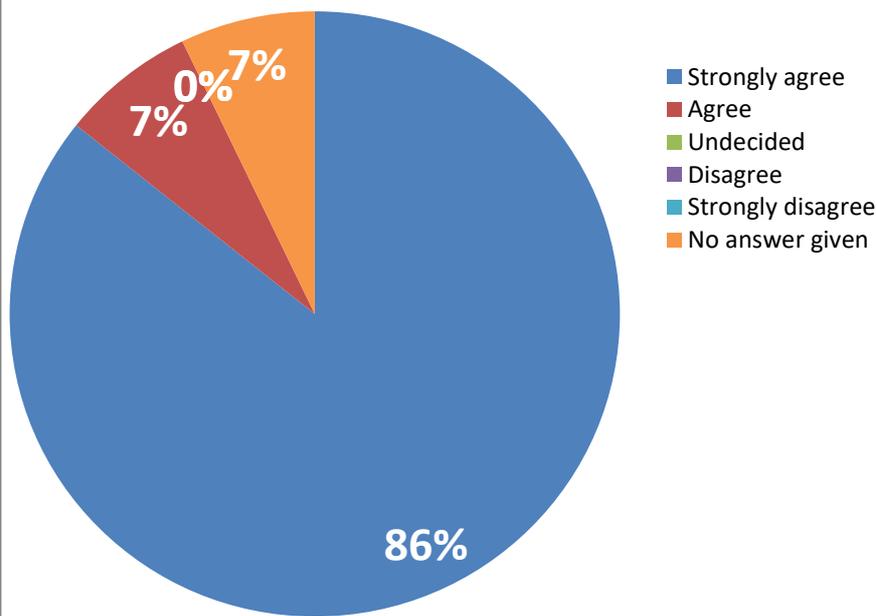
**Q3) Do you support the JQ Plan's policy goal to protect our heritage of beautiful buildings, jewellery and creative industries and allied activities?**



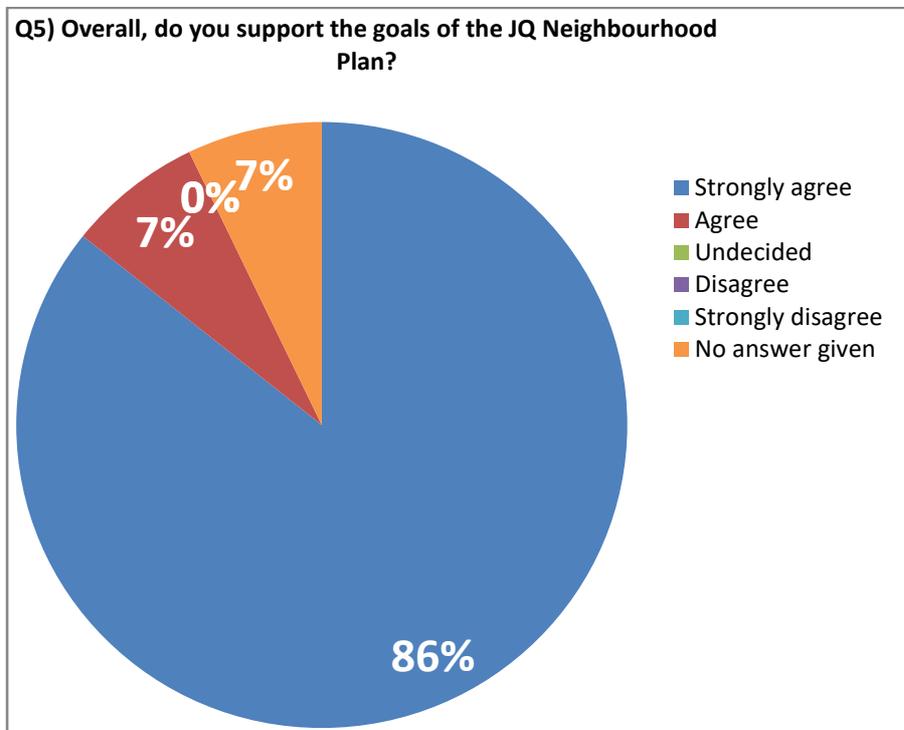
**Q4) Do you support the JQ Plan's policy goal to facilitate the wider projects needed to support the growth and vitality of the Jewellery Quarter?**

Response	Number
Strongly agree	12
Agree	1
Undecided	0
Disagree	0
Strongly disagree	0
No answer given	1

**Q4) Do you support the JQ Plan's policy goal to facilitate the wider projects needed to support the growth and vitality of the Jewellery Quarter?**



Q5) Overall, do you support the goals of the JQ Neighbourhood Plan?	
Response	Number
Strongly agree	12
Agree	1
Undecided	0
Disagree	0
Strongly disagree	0
No answer given	1



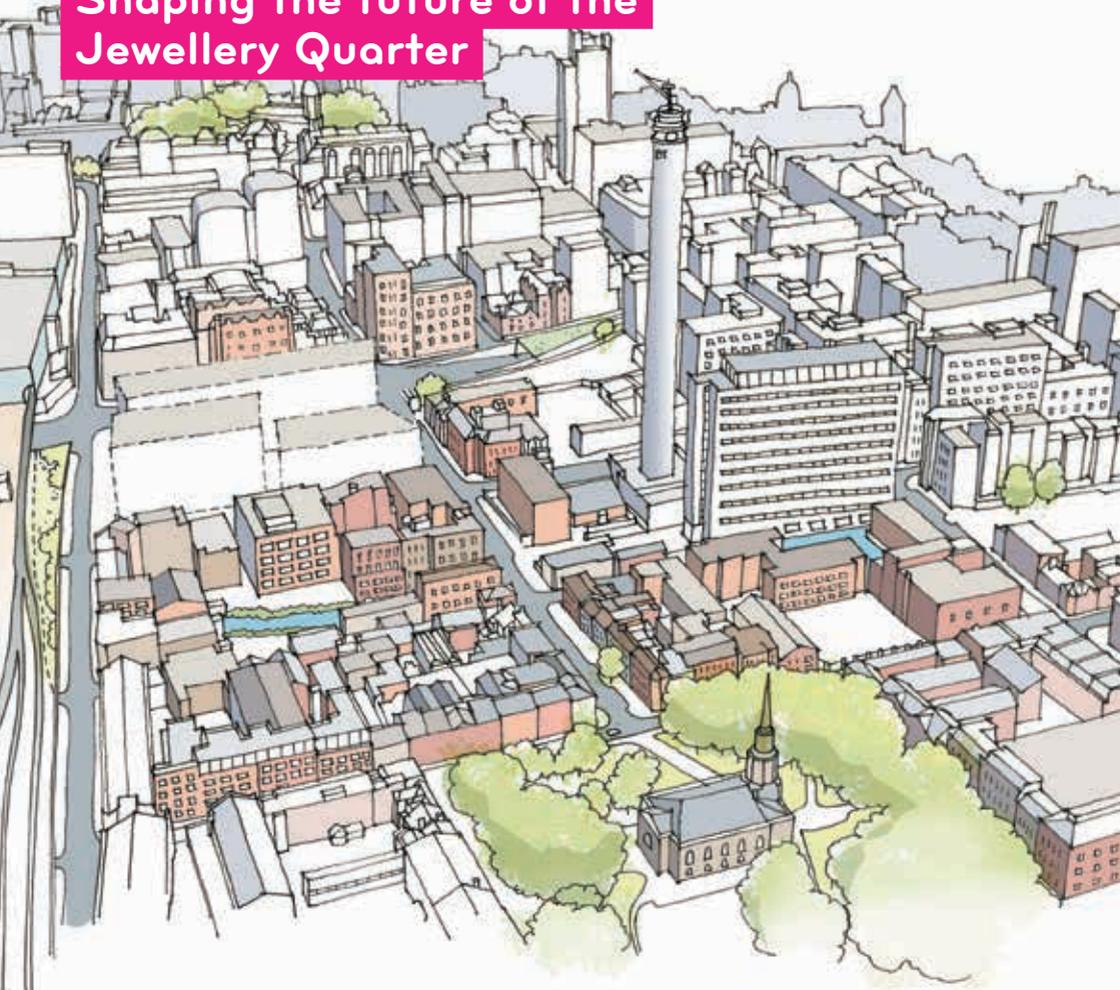
# Appendix 5

Promotion material for 2016 semi-formal and Regulation 14 consultation



# The Jewellery Quarter Neighbourhood Plan

Shaping the future of the  
Jewellery Quarter



## What is a Neighbourhood Plan?

The Jewellery Quarter Neighbourhood Plan is an opportunity for the community to help shape policy and have their say on the future of the area.

Neighbourhood planning was introduced by Government through the Localism Act in 2011. It is a legal document drafted by the community, which contains a set of planning policies that the Local Authority (Birmingham City Council) has to adopt as part of the local planning process. It's a great opportunity for the community to influence development within the Jewellery Quarter.

rossjukesphoto.co.uk



## The JQ Plan's Vision

We love the Jewellery Quarter. Its architecture and industrial heritage make it unlike anywhere else in the world. It's been a hotbed for jewellery production and manufacturing for over 250 years and is home to thousands of residents who are proud to call the JQ home.

The JQ Plan is your chance to help tackle the dereliction threatening the area, and preserve its rich heritage for the future.

- We want to make the Jewellery Quarter an exceptional place to live, work and visit.
- We want to safeguard the businesses that make the Jewellery Quarter what it is, and provide them with the facilities they need.
- We want the Jewellery Quarter of the future to be a vibrant and characterful area, with excellent connectivity and opportunities for both traditional and modern businesses.
- We want to create a high quality urban realm, with green spaces and well kept streets that aren't dominated by cars.
- We want to attract distinctive retailers to join the already expanding leisure and cultural offering in this area.
- We want to provide a range of places to live that residents want and need, and contribute towards community life.

We have developed a draft Neighbourhood Plan that aims to achieve the four main goals described in this booklet. We need your help to see if we are on the right lines, you can find out how to give us your feedback on the last page.

## Goal One: Enabling businesses and residents to co-exist and be successful together

The Jewellery Quarter contains large residential and business communities, and the JQ Plan sets out policies that will help these two groups live together and thrive within the area. It does this by:

Defining three types of street within the JQ ('Main', 'Character' and 'Social') and making sure proposed developments are appropriately located on these types of streets.

- Encouraging a range of sustainable residential or business developments.
- Promoting developments that suit future uses.
- Making sure developers identify and tackle potential nuisances during the early design stages.
- Making sure developer's plans don't inhibit existing trades and that new bars, restaurants, cafes, and residential properties do not have a negative impact on each other.

### Nuisances could include things like:

- Noise
- Smell/fumes
- Vibration
- Traffic
- Light Pollution
- Habitats for gulls

Detailed maps outlining the policies in the Plan are available to view online or at one of our public consultation events.



## Drive up the quality of new developments, and avoid dereliction

The JQ Plan will give developers and designers the tools and flexibility to design great buildings, whilst ensuring that they are sensitive to the important character of the Jewellery Quarter. This flexible approach will also help to avoid dereliction.

### It will do this by:

- Providing a Jewellery Quarter Design Handbook.
- Safeguarding the heart of the Jewellery Quarter - The Golden Triangle.
- Creating high quality urban realm.
- Using empty plots and courtyards more effectively.
- Reducing the visual dominance of parked cars.





## Facilitate the wider projects needed to support the growth and vitality of the JQ

Having an adopted Neighbourhood Plan will have a clear financial benefit for the community by giving it the ability to retain 25% of all Community Infrastructure Levy payments made for development within the Jewellery Quarter.

This gives the community a greater say in projects that get funding and is a great opportunity to see real change.

The JQ Plan itself also seeks to do the following to help support growth and vitality within the community:

- Improving accessibility.
- Improving facilities for cyclists.
- Acknowledging and promoting use of the canal network.
- Supporting the next generation of jewellers.

## Protect the heritage of beautiful buildings, jewellery and creative industries, and allied activities

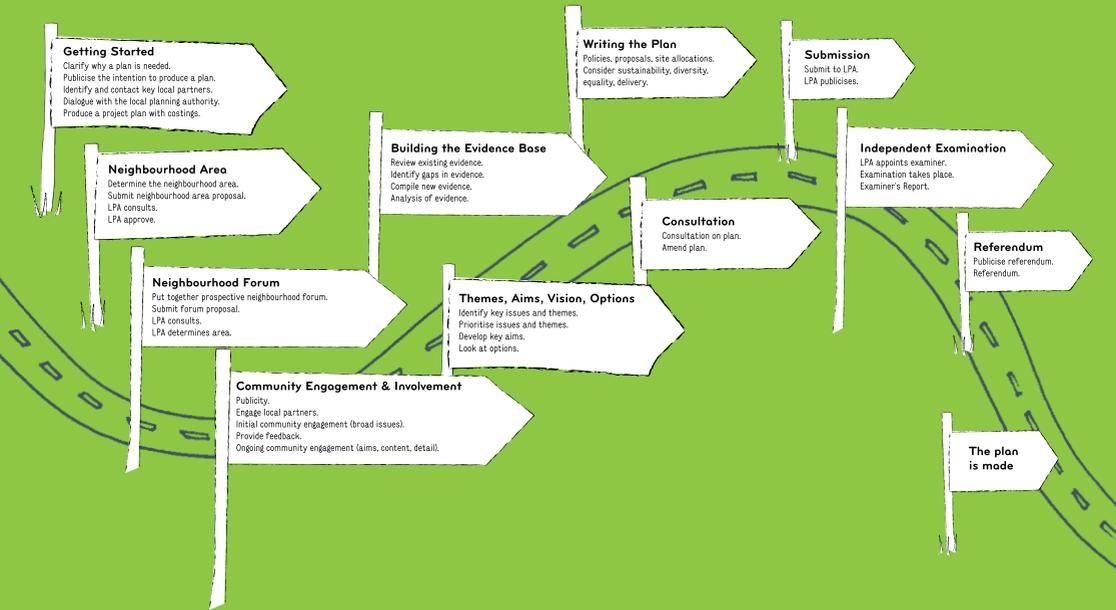
The Jewellery Quarter is truly unique, and the JQ Plan seeks to make sure that its defining buildings and business are protected by doing the following:

- Conserving and finding uses for our most precious listed buildings.
- Conserving non-listed buildings.
- Providing suitable accommodation for the evolving jewellery industry.
- Encouraging the use of sustainable technologies and biodiverse design.
- Ensuring signage and advertising respects its surroundings.



# What happens next?

We need your feedback and help us to further shape the JQ Plan before it is submitted to Birmingham City Council where it will hopefully be adopted into planning policy following a referendum of businesses and residents.



The Public Consultation runs from 14th November 2016 until 7th January 2017, and you can make comments and give us feedback on the draft Neighbourhood Plan between these dates. You can visit our website to fill out our online feedback form, or fill out a hard copy available at our events.

For more information go to [bit.ly/jqplan](http://bit.ly/jqplan)

 @JQPlan #JQPlan

 JQPlan

 /JQNeighbourhoodplan



## What is a Neighbourhood Plan?

The Jewellery Quarter Neighbourhood Plan is an opportunity for the community to help shape policy and have their say on the future of the area.

Neighbourhood planning was introduced by Government through the Localism Act in 2011. It is a legal document drafted by the community, which contains a set of planning policies that the Local Authority (Birmingham City Council) has to adopt as part of the local planning process. It's a great opportunity for the community to influence development within the Jewellery Quarter.

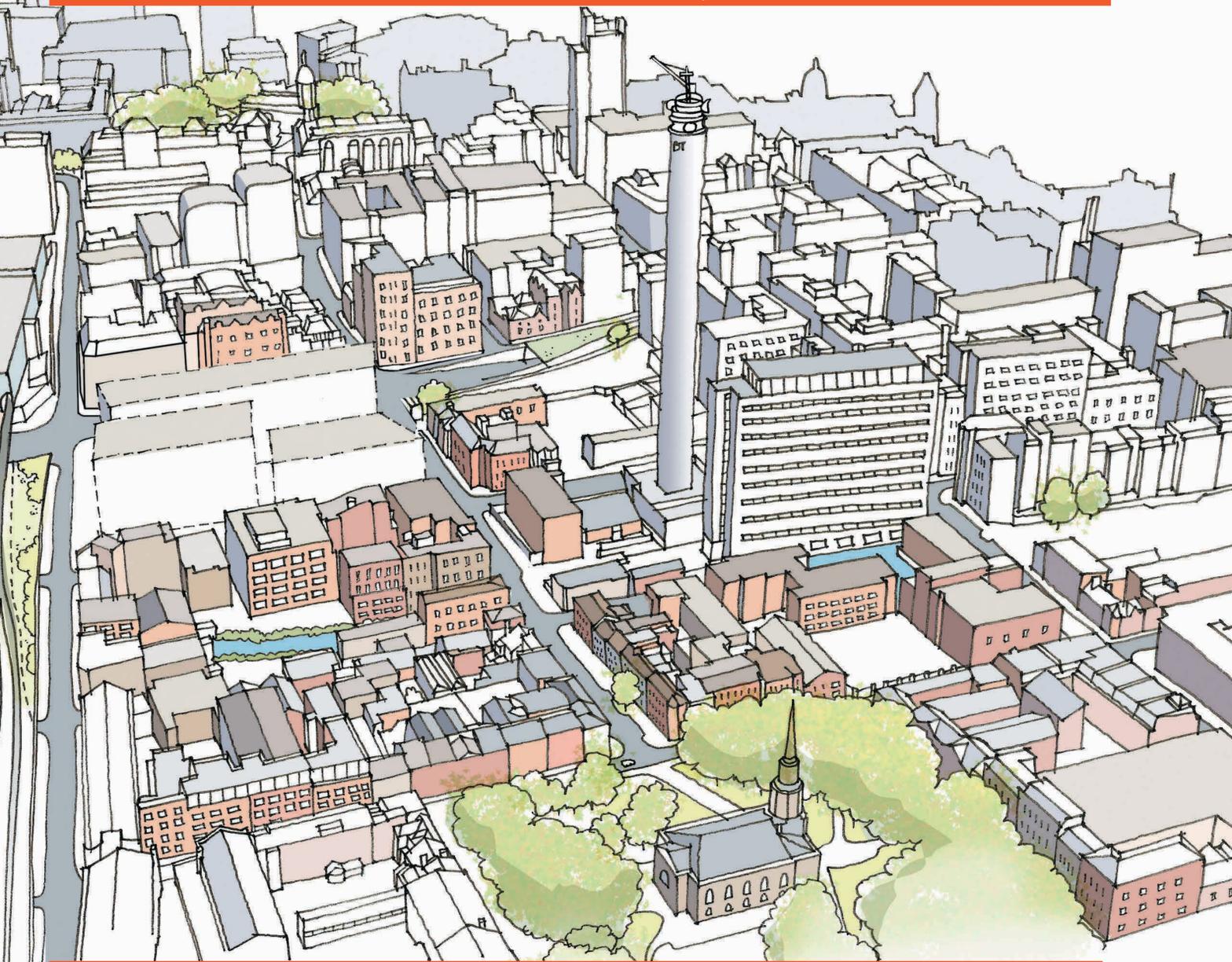


### What happens next?

Your feedback will help us to further develop the JQ Plan before it is submitted to Birmingham City Council where it will hopefully be adopted into planning policy following a referendum of businesses and residents.

## The JQ Plan's Vision

We love the Jewellery Quarter. Its architecture and industrial heritage make it unlike anywhere else in the world. It's been a hotbed for jewellery production and manufacturing for over 250 years and is home to thousands of residents who are proud to call the JQ home.



The JQ Plan is your chance to help tackle the dereliction threatening the area, and preserve its rich heritage for the future. We want this unique place to do more than just survive. We want it to thrive!

- We want to make the Jewellery Quarter an exceptional place to live, work and visit.
- We want to safeguard the businesses that make the Jewellery Quarter what it is, and provide them with the facilities they need.
- We want the Jewellery Quarter of the future to be a vibrant and characterful area, with excellent connectivity and opportunities for both traditional and modern businesses.
- We want to create a high quality urban realm, with green spaces and well kept streets that aren't dominated by cars.
- We want to attract distinctive retailers to join the already expanding leisure and cultural offering in this area.
- We want to provide a range of places to live that residents want and need, and contribute towards community life.

We have worked hard to design a draft JQ Plan that secures and enhances the future of this unique part of our City, but we need your help to make sure we are on the right lines.

The Public Consultation runs from 14th November 2016 until 7th January 2017, and you can make comments and give us feedback on the draft Neighbourhood Plan between these dates. You can visit our website [bit.ly/jqplan](http://bit.ly/jqplan) to fill out our online feedback form, or fill out a hard copy available at our events.

Website: [bit.ly/jqplan](http://bit.ly/jqplan)

Twitter: [@JQPlan](https://twitter.com/JQPlan) [#JQPlan](https://twitter.com/JQPlan)

Instagram: [JQPlan](https://www.instagram.com/JQPlan)

Facebook: [/JQNeighbourhoodplan](https://www.facebook.com/JQNeighbourhoodplan)

## Enabling businesses and residents to co-exist and be successful together



The Jewellery Quarter contains large residential and business communities, and the JQ Plan sets out policies that will help these two groups live together and thrive within the area. It does this by:

### Defining three types of streets within the JQ:

- Main
- Social
- Character

Making sure proposed developments are appropriately located on these types of streets.

### Encouraging a range of sustainable residential or business developments by:

- Promoting residential developments with a range of sizes that support a balanced community of all ages and family situations.
- Limiting the amount of studio apartments, except in certain circumstances.
- Prioritising the delivery of properties suitable for start-ups and creative industries.
- Promoting flexible use to encourage businesses to stay within the area.

### Promoting developments that suit future uses:

- Asking developers to demonstrate how their buildings could be reconfigured in the future.
- Asking developers to consider future uses in the initial design of a building.

### Making sure developers identify and tackle nuisances in the early design stage. Any proposed commercial or residential development. Any proposed commercial or development would need to demonstrate that:

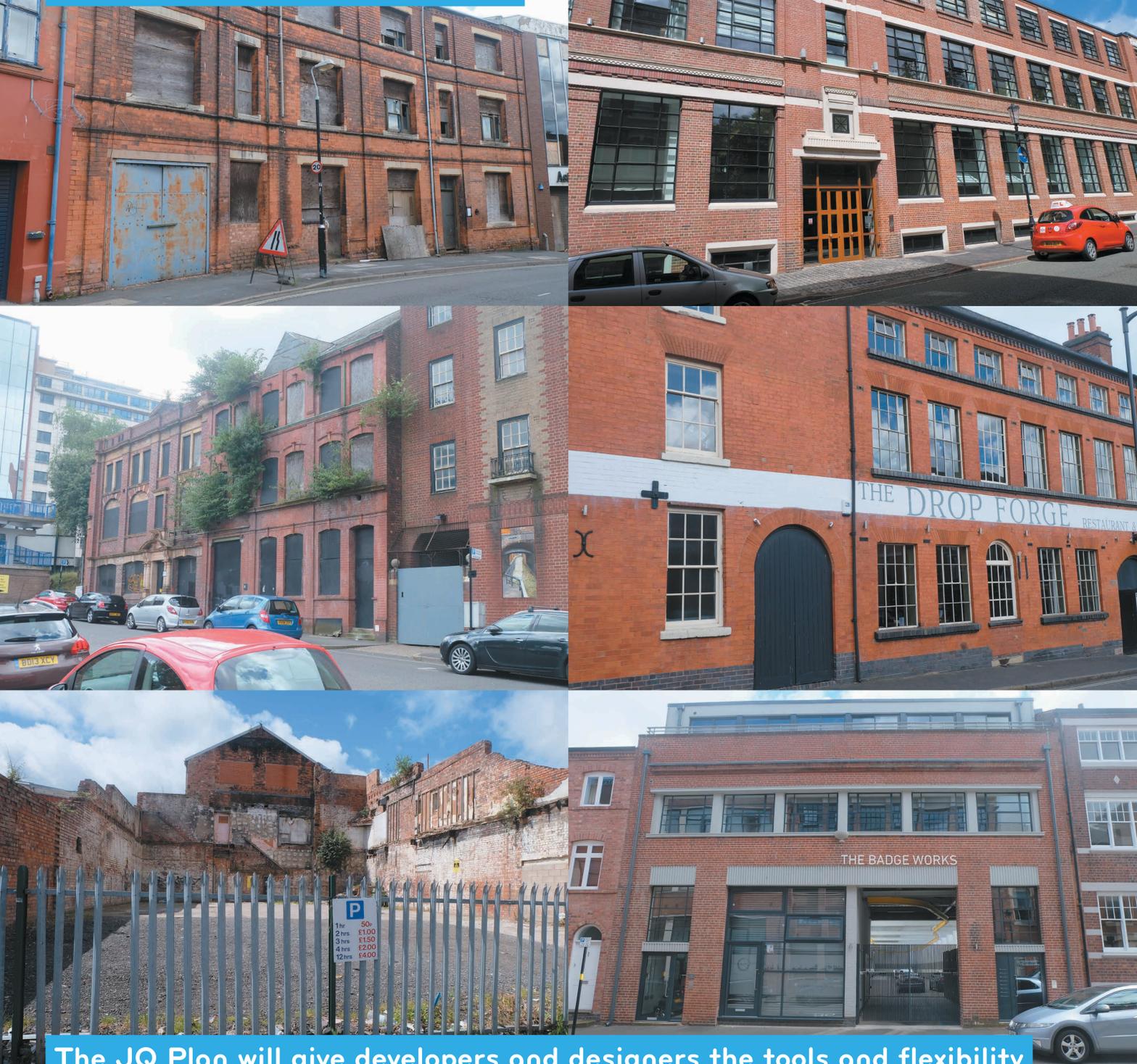
- It does not inhibit existing trades.
- New bars, restaurants, cafes, etc. do not have a negative impact on residential properties.
- Likewise, new residential uses do not have a negative impact on existing bars, restaurants, cafes, etc.

### Nuisances could include things like:

- Noise
- Smell/fumes
- Vibration
- Traffic
- Light Pollution
- Habitats for gulls



## Drive up the quality of new developments, and avoid dereliction



The JQ Plan will give developers and designers the tools and flexibility to design great buildings, whilst ensuring that they are sensitive to the important character of the Jewellery Quarter. This flexible approach will also help to avoid dereliction.

It will do this by:

### Providing a Jewellery Quarter Design Handbook.

Developed in partnership with Birmingham City Council, the handbook sets out a standard design approach for the Jewellery Quarter.

### Safeguarding the heart of the Jewellery Quarter.

The JQ Plan affords The Golden Triangle area, which is home to some of the area's most beautiful buildings, special protection. It also allows for the consideration of limited residential development under very specific circumstances.

### Creating a high quality urban realm.

Helping to ensure new developments are designed to a high standard and sympathetic to their surroundings.

### Using empty plots and courtyards more effectively.

Developers should consider the design of courtyards and opportunities to create new and interesting communal spaces.

### Reducing the visual dominance of parked cars.

The JQ Plan recognises the importance of cars to local businesses, but also aims to discourage the use of areas within the Quarter as private car parks. The Plan will help encourage high quality design of new car parking developments.



## Protect the heritage of beautiful buildings, jewellery and creative industries, and allied activities



The Jewellery Quarter is truly unique, and the JQ Plan seeks to make sure that its defining buildings and business are protected by doing the following:

### Conserving and finding uses for our most precious buildings.

- Identifying key, and listed buildings and making sure they have an active use.
- Encouraging a more flexible outlook on change of use, to prevent dereliction.
- Supporting Birmingham City Council to force building owners to maintain their property.
- Promoting modern and innovative architecture that suits its surroundings.

### Conserving non-listed buildings.

Not all of the buildings within the Jewellery Quarter are listed, but the JQ Plan seeks to do the following to protect them:

- Prevent the demolition of any building of historic or architectural value or significance, unless there are extenuating circumstances agreed by the Local Planning Authority.
- Enforce against building owners who fail to properly look after their properties.
- Treat Grade A structures in the same way as listed buildings, and promote application for listing.

### Providing suitable accommodation for the evolving jewellery industry.

- The JQ Plan will promote proposals that contribute towards the delivery of appropriate and affordable workspace for the local jewellery trade, start-ups and associated creative industries.

### Encouraging the use of sustainable technologies and biodiverse design.

- The JQ Plan supports the use of energy-saving and micro-generation technologies in new developments, and retrofitting to existing buildings.
- The JQ Plan promotes new developments that have a positive impact on biodiversity without compromising its historic environment.
- New developments will be expected to follow steps published in a JQ Biodiversity Strategy.

### Ensuring signage and advertising respects its surroundings.

The JQ Plan sets out that signage and advertising should:

- Consider the important character of the area, using subtle colours, illumination and placement.



## Facilitate the wider projects needed to support the growth and vitality of the JQ



Having an adopted Neighbourhood Plan will mean that the community will have the ability to retain 25% of all Community Infrastructure Levy payments made for development within the Jewellery Quarter. This gives the community a greater say in projects that get funding and is a great opportunity to see real change.

The JQ Plan itself also seeks to help support growth and vitality within the community by:

### Improving accessibility

In terms of accessibility, the Jewellery Quarter is currently a challenging environment. The community expects that new developments should seek to have a positive impact on users with specific needs.

### Improving facilities for cyclists

There is currently very little dedicated provision for cyclists within the Jewellery Quarter, and the JQ Plan encourages new developments to provide secure, convenient and sheltered cycle parking for residents and visitors.

### Acknowledging the canal network

New developments should promote the use of the canal, work to provide a safe and attractive environment and, where possible, provide new access routes between the canal and the street network.

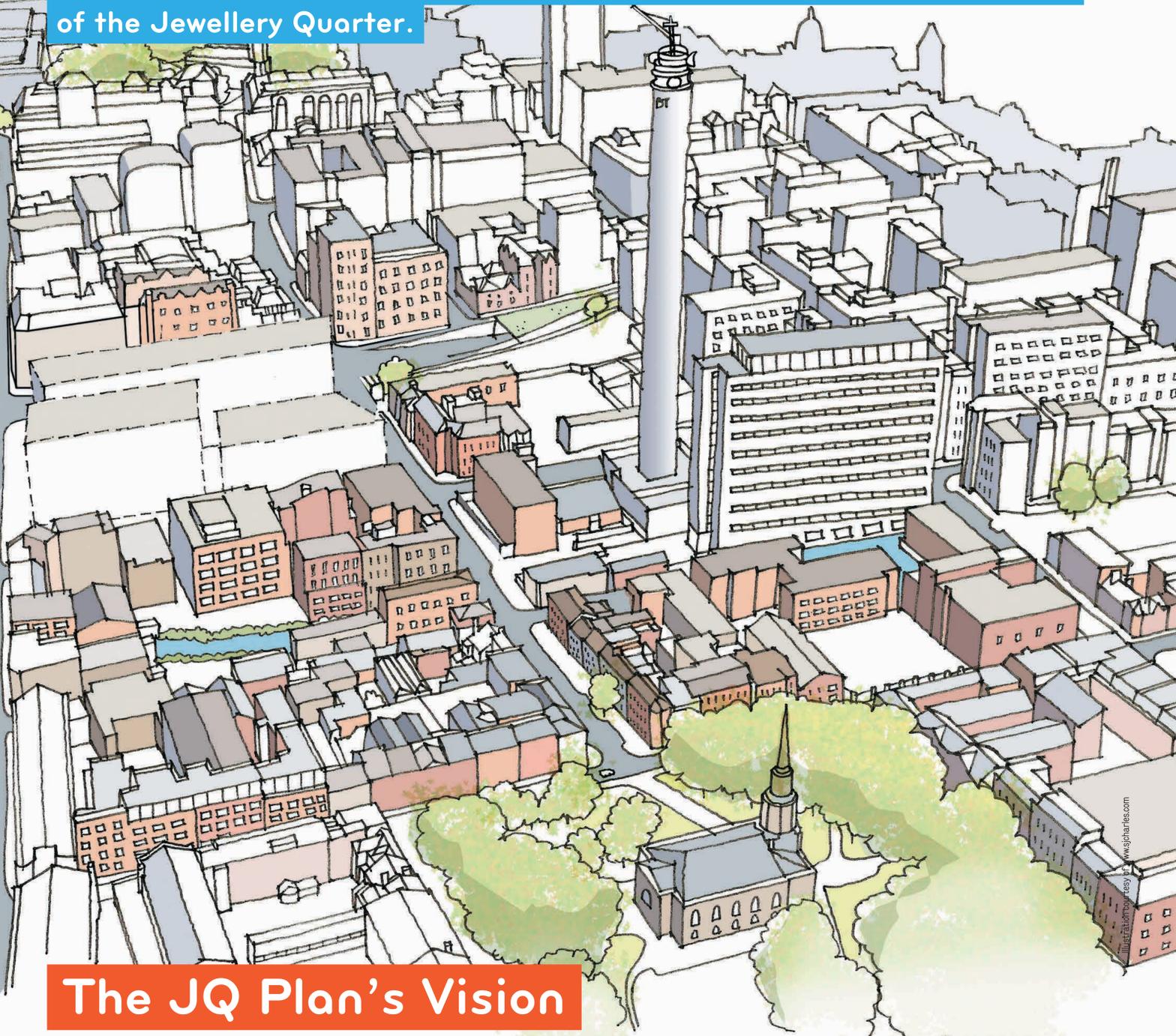
### Supporting the next generation of jewellers

The JQ Plan seeks to provide (by various means), a Jewellery Quarter Design Centre to support start-up businesses and provide incubation space for graduates and younger entrants into the profession.

## What is a Neighbourhood Plan?

A Neighbourhood Plan is a legal document drafted by the community, which contains a set of planning policies that the Local Authority (Birmingham City Council) has to adopt as part of the local planning process.

The Jewellery Quarter Neighbourhood Plan (JQ Plan) is an opportunity for the community to help shape policy and take control over the future of the Jewellery Quarter.



## The JQ Plan's Vision

The Jewellery Quarter's architecture and industrial heritage make it unlike anywhere else in the world. Its streets are paved with history but dereliction is threatening to damage this much loved part of the city.

The JQ Plan seeks to stop this, and also sets out the community's vision for the future.

- We want to make the Jewellery Quarter an exceptional place to live, work and visit.
- We want to safeguard the businesses that make the Jewellery Quarter what it is, and provide them with the facilities they need.
- We want the Jewellery Quarter of the future to be a vibrant and characterful area, with excellent connectivity and opportunities for both traditional and modern businesses.
- We want to create a high quality urban realm, with green spaces and well kept streets that aren't dominated by cars.
- We want to build on the rich independent heritage of the past and encourage a range of boutique and distinctive retailers to join the already expanding leisure and cultural offering in this area.
- We want to provide a range of places to live that residents want and need, and foster a long-term, stable, residential population.



## The JQ Plan

A group of community volunteers have created a draft Neighbourhood Plan (JQ Plan) which uses planning policy to try and achieve the following four key goals:

- To enable businesses and residents to co-exist and be successful together
- To drive up the quality of developments and prevent dereliction
- To protect the heritage of our beautiful buildings, jewellery and creative industries and allied activities
- To facilitate the wider projects needed to support the growth and vitality of the Jewellery Quarter



## Have your say!

We need you, the community, to let us know that the Plan is on the right track. Come to one of our events, or visit our website to learn more about the Plan and give us feedback on the draft. This is your chance to help shape the future of the Jewellery Quarter! We hope to see you at one of our events:

**Wednesday 16th November, 4.00pm - 8.00pm**

Pen Museum, The Argent Centre, 60 Frederick St, Birmingham B1 3HS

**Saturday 19th November, 11.00am - 4.00pm**

Coffin Works, 13-15 Fleet St, Birmingham B3 1JP

**Wednesday 23rd November 4.00pm - 9.00pm**

1000 Trades, 16 Frederick St, Birmingham B1 3HE

**Friday 25th November, 11.00am - 4.00pm**

Museum of the Jewellery Quarter, 75-80 Vyse St, Birmingham B18 6HA

**If you can't make it you can visit our website to read more or fill out our online feedback form:**

**Website: [bit.ly/jqplan](http://bit.ly/jqplan)**

**@JQPlan #JQPlan**

**JQPlan**

**/JQNeighbourhoodplan**

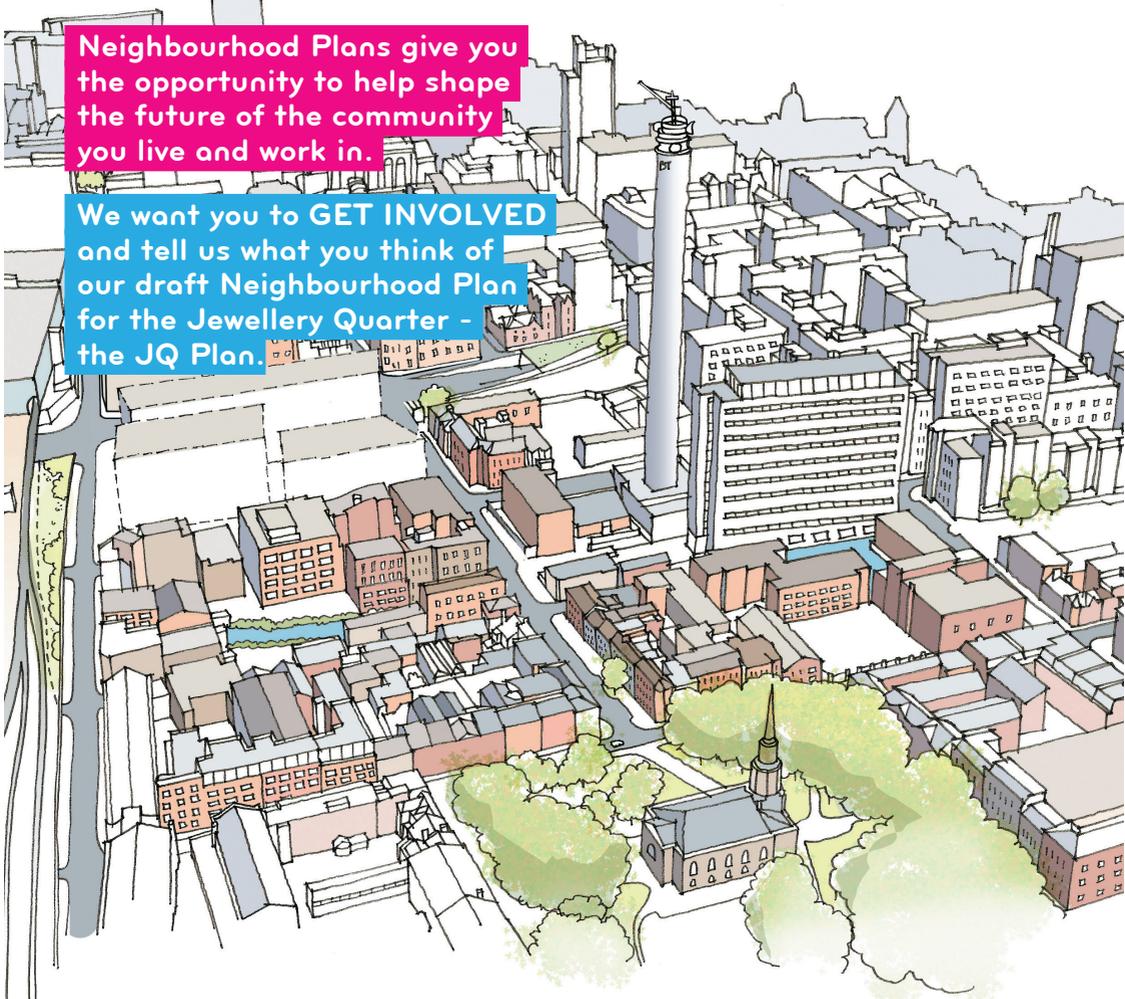
The Public Consultation runs from 14th November 2016 until 7th January 2017, and you can make comments and give us feedback on the draft Neighbourhood Plan between these dates. The draft plan will be available online from 14th November 2016, and hard copies will also be made available to view at our events, and at various locations within the Jewellery Quarter. See [bit.ly/jqplan](http://bit.ly/jqplan) for more details.



# Have your say on the future of the Jewellery Quarter

Neighbourhood Plans give you the opportunity to help shape the future of the community you live and work in.

We want you to **GET INVOLVED** and tell us what you think of our draft Neighbourhood Plan for the Jewellery Quarter - the JQ Plan.



**We are holding a series of public events throughout the Jewellery Quarter where you can come along and talk to the community volunteers who have drafted the JQ Plan, and ask any questions:**

**Pen Museum**

The Argent Centre, 60 Frederick St,  
Birmingham B1 3HS  
**Wednesday 16th November**  
4.00pm - 8.00pm

**Coffin Works**

13-15 Fleet St, Birmingham B3 1JP  
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**1000 Trades**

16 Frederick St, Birmingham B1 3HE  
**Wednesday 23rd November**  
4.00pm - 9.00pm

**Museum of the Jewellery Quarter**

75-80 Vyse St, Birmingham B18 6HA  
**Friday 25th November**  
11.00am - 4.00pm

**We hope to see you there!**

For more information go to [bit.ly/jqplan](http://bit.ly/jqplan)

📷 @JQPlan #JQPlan

📺 JQPlan

📌 /JQNeighbourhoodplan

**Or sign up to the Jewellery Quarter neighbourhood on [Nextdoor.co.uk](http://Nextdoor.co.uk)**



# Have your say on the future of the Jewellery Quarter

Neighbourhood Plans give you the opportunity to help shape the future of the community you live and work in.

We want you to **GET INVOLVED** and tell us what you think of our draft Neighbourhood Plan for the Jewellery Quarter - the JQ Plan.

We are holding a series of public events throughout the Jewellery Quarter where you can come along and talk to the community volunteers who have drafted the JQ Plan, and ask any questions:

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Wednesday 23rd November  
4.00pm - 9.00pm @ 1000 Trades

Friday 25th November  
11.00am - 4.00pm  
@ Museum of the Jewellery Quarter

For more information go to [bit.ly/jqplan](http://bit.ly/jqplan)

📍 @JQPlan #JQPlan

📷 JQPlan

📌 /JQNeighbourhoodplan

# Appendix 6

Regulation 14 Consultation Notice 1, 2 & 3



Jewellery Quarter Neighbourhood Planning &lt;jqneighbourhoodplan@gmail.com&gt;

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## Jewellery Quarter Neighbourhood Plan - Regulation 14 Consultation Notice

2 messages

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**Jewellery Quarter Neighbourhood Planning** <jqneighbourhoodplan@gmail.com> Tue, Aug 11, 2020 at 12:03 PM  
Bcc: midlands@historicengland.org.uk, swwmp@environment-agency.gov.uk, t.joyce@west-midlands.pnn.police.uk, Trevor.A.Brown@birminghamchildrenstrust.co.uk, CityCentreDevelopmentPlanning@birmingham.gov.uk, Lawrence.Munyuki@birmingham.gov.uk, Gary.Woodward@birmingham.gov.uk, Adrian.johnson@highwaysengland.co.uk, ATS.licensing@caa.co.uk, customerservices@tfwm.org.uk, jackie.giles@naturalengland.org.uk

Good afternoon,

We are contacting you as representatives of the Jewellery Quarter Neighbourhood Plan (JQNP).

The JQNP has entered into the key 'Regulation 14' stage, a period of public and stakeholder consultation required before proceeding to referendum.

Your organisation has been identified as amongst a number of "consultation bodies", with whom we are obliged to engage. The consultation bodies are set out in Schedule 1 of the Neighbourhood Planning (General) Regulations 2012.

The JQNP has been written by the community, for the community. Ordinary people who work, live and/or represent the Jewellery Quarter, have created and contributed to the JQNP with help from professionals across Birmingham and beyond.

The 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 areas on to stay.

A dedicated online portal allows the JQNP documents to be viewed, and comments to be submitted:

<https://jewelleryquarter.net/neighbourhood-plan/>

If you wish to comment, please do so by Friday 25th September 2020.

We look forward to receiving your feedback.

Best wishes

The JQNP Team

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**Midlands ePlanning** <e-midlands@historicengland.org.uk>  
To: "jqneighbourhoodplan@gmail.com" <jqneighbourhoodplan@gmail.com>

Thu, Aug 13, 2020 at 1:43 PM

Hi there

Thank you for sending us the below. Please could you provide a contact name who we can address the response to?

Many thanks

Clare

Clare Saint

Business Officer

Regions

Historic England, The Axis, [10 Holliday Street, Birmingham, B1 1TF](#)

Mobile: 07717 468 962 (Monday to Thursday)

**Please note I do not usually work on Fridays**

---

**From:** Midlands

**Sent:** 11 August 2020 15:15

**To:** Midlands ePlanning

**Subject:** FW: Jewellery Quarter Neighbourhood Plan - Regulation 14 Consultation Notice

**From:** Jewellery Quarter Neighbourhood Planning [<mailto:jqneighbourhoodplan@gmail.com>]

**Sent:** 11 August 2020 13:04

**Subject:** Jewellery Quarter Neighbourhood Plan - Regulation 14 Consultation Notice

**THIS IS AN EXTERNAL EMAIL: do not click any links or open any attachments unless you trust the sender and were expecting the content to be sent to you**

[Quoted text hidden]



Jewellery Quarter Neighbourhood Planning &lt;jqneighbourhoodplan@gmail.com&gt;

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## Jewellery Quarter Neighbourhood Plan - Regulation 14 Consultation Notice

1 message

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**Jewellery Quarter Neighbourhood Planning** <jqneighbourhoodplan@gmail.com> Tue, Aug 11, 2020 at 12:07 PM  
Bcc: developerservices@south-staffs-water.co.uk, enquiries@affinityforbusiness.co.uk, growth.development@severntrent.co.uk, bsol.comms@nhs.net, swbccg.time2talk@nhs.net, n.grid@woodplc.com, info@espug.com, avrequests@energyassets.co.uk, customerservices@gtc-uk.co.uk

To whom it may concern,

We are contacting you as representatives of the Jewellery Quarter Neighbourhood Plan (JQNP).

The JQNP has entered into the key 'Regulation 14' stage, a period of public and stakeholder consultation required before proceeding to referendum.

Your organisation has been identified as amongst a number of "consultation bodies", with whom we are obliged to engage. The consultation bodies are set out in Schedule 1 of the Neighbourhood Planning (General) Regulations 2012.

The JQNP has been written by the community, for the community. Ordinary people who work, live and/or represent the Jewellery Quarter, have created and contributed to the JQNP with help from professionals across Birmingham and beyond.

The 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 areas on to stay.

A dedicated online portal allows the JQNP documents to be viewed, and comments to be submitted:

<https://jewelleryquarter.net/neighbourhood-plan/>

If you wish to comment, please do so by Friday 25th September 2020.

We look forward to receiving your feedback.

Best wishes

The JQNP Team



Jewellery Quarter Neighbourhood Planning &lt;jqneighbourhoodplan@gmail.com&gt;

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## Jewellery Quarter Neighbourhood Plan - Regulation 14 Consultation Notice

1 message

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**Jewellery Quarter Neighbourhood Planning** <jqneighbourhoodplan@gmail.com> Tue, Aug 11, 2020 at 12:08 PM  
Bcc: enquiries@fulcrum.co.uk, hello@energetics-uk.com, info@espug.com, info@gtc-uk.co.uk,  
richard.longden@ineos.com, ssepl.supplypoint.enquiries@sse.com

To whom it may concern,

We are contacting you as representatives of the Jewellery Quarter Neighbourhood Plan (JQNP).

The JQNP has entered into the key 'Regulation 14' stage, a period of public and stakeholder consultation required before proceeding to referendum.

Your organisation has been identified as amongst a number of "consultation bodies", with whom we are obliged to engage. The consultation bodies are set out in Schedule 1 of the Neighbourhood Planning (General) Regulations 2012.

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The 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 areas on to stay.

A dedicated online portal allows the JQNP documents to be viewed, and comments to be submitted:

<https://jewelleryquarter.net/neighbourhood-plan/>

If you wish to comment, please do so by Friday 25th September 2020.

We look forward to receiving your feedback.

Best wishes  
The JQNP Team

# Appendix 7

Reg 14 comments tracker



Jewellery Quarter Neighbourhood Plan - Reg 14 Consultation Comments Tracker MASTER

Table with columns: No., Commenter name, Commenter interest, Comment, Date, Category, Relevant to (General, Jewellery, Creative Mixed, Movement, Environment), Response (Comment, Action, Owner). Rows 1-41.











# Appendix 8

Email JQ Plan - compliance with the strategic policies of the BDP

## Matthew Bott

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**From:** <Lawrence Munyuki>  
**Sent:** 10 February 2022 12:02  
**To:** Matthew Bott  
**Subject:** JQ Plan - compliance with strategic policies of the BDP  
**Attachments:** 3Bs\_Basic\_Condition\_Statement\_V2\_AF.pdf; General-conformity-with-strategic-local-planning-policy-2021.03.15.pdf

----- Forwarded message -----

**From:** Lawrence Munyuki <>  
**To:** Matthew Bott <>  
**Cc:** Nicola Fleet-Milne <>; Matthew Bott <>; Gary Woodward <>  
**Sent:** Thursday, 10 February 2022, 12:02:30 GMT  
**Subject:** RE: JQ Plan - compliance with strategic policies of the BDP

Hi Matthew

I have checked my emails and I can't find or recall sending the email. However, in line with the regulations this has to be part of the Basic Condition statement that you will need to send as part of the documents you will submit to us for Reg 15. The Basic Condition will cover the following:

- have regard to national policy
- contribute to the achievement of sustainable development
- general conformity with the strategic policies in the development plan for the local area
- compatible with EU obligations.

So the onus is on you to prove that your policies conform and are not contracting the strategic policies in our Development Plan. I attach an example done by the 3Bs. They provided tables which highlight how the NP policies conform to the National Policies (NPPF) and the strategic local policies. If you wish you can send me your Draft documents before you submit, so that I can provide quick comments. From our comments we sent to during the Reg 14 consultation, the Council were generally in support of the policies in the Plan and I am confident that they are in general conformity with the policies in the BDP.

Let me know if you want to have a further discussion on this.

Kind regards

Lawrence

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# Appendix 9

Jewellery Quarter priorities 3 minute business survey report

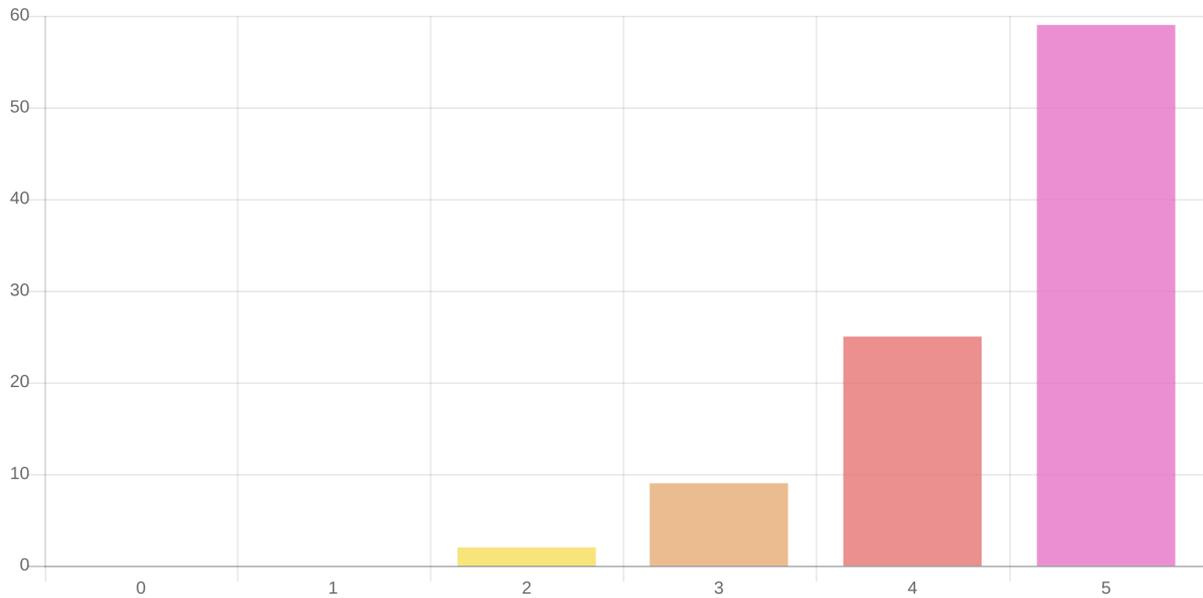






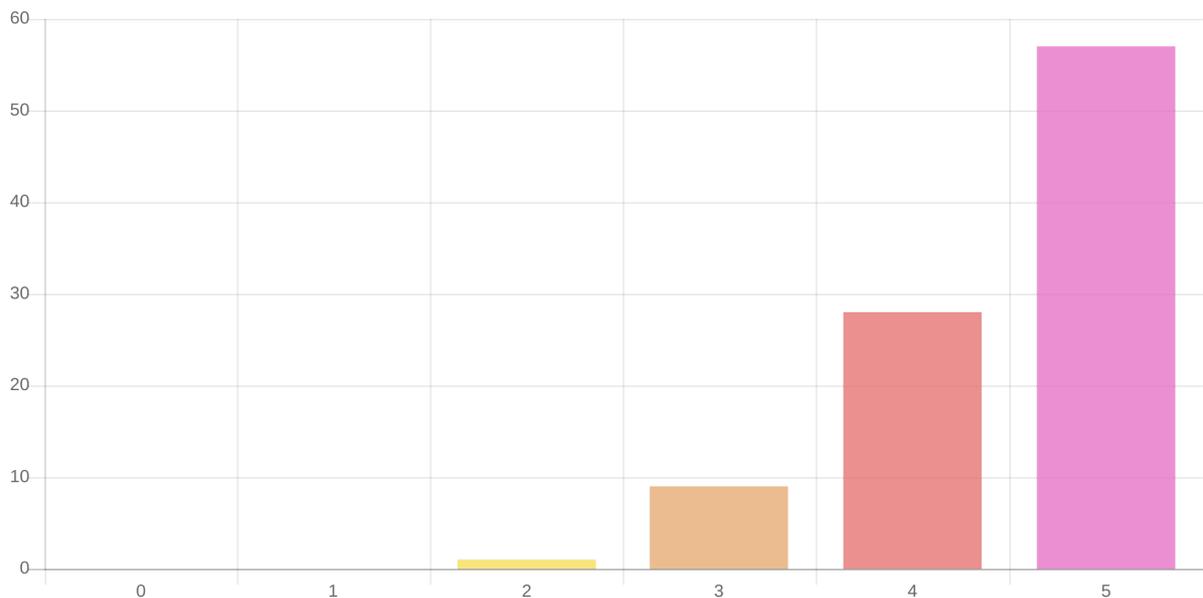


## 6 How important is the quality of design of new buildings in the JQ?



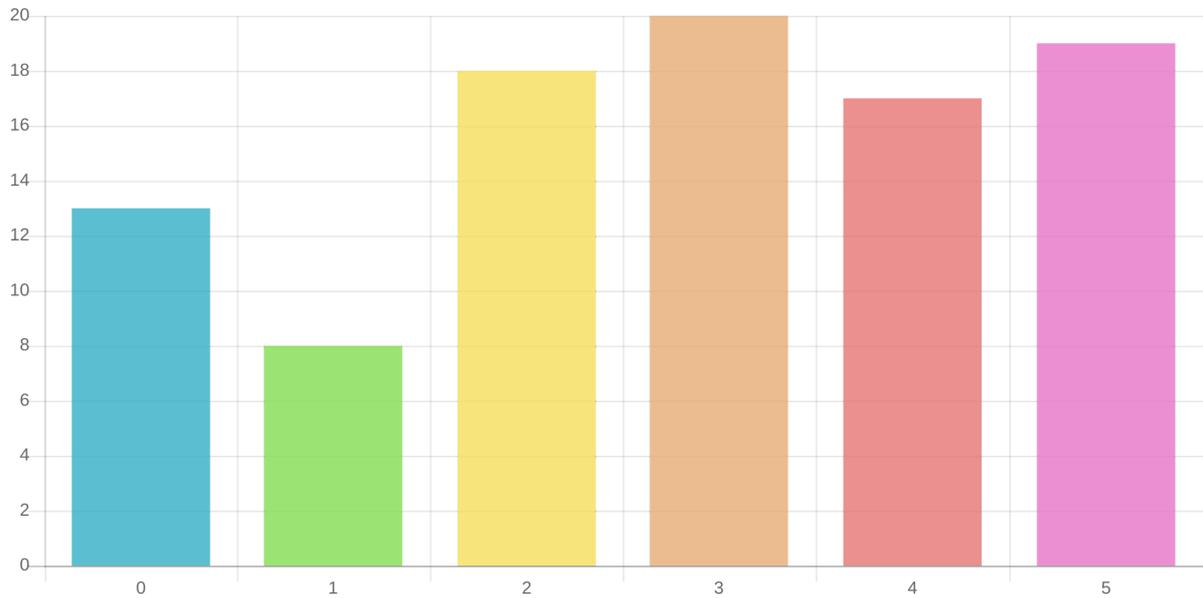
	0	1	2	3	4	5	Standard Deviation	Responses	Weighted Average
<b>Not important - Extremely important</b>	0 (0%)	0 (0%)	2 (2%)	9 (9%)	25 (26%)	<b>59</b> <b>(62%)</b>	21.16	95	4.48 / 5
									4.48 / 5

## 7 How important is it to have a JQ which has communities of businesses and residents as good neighbours?



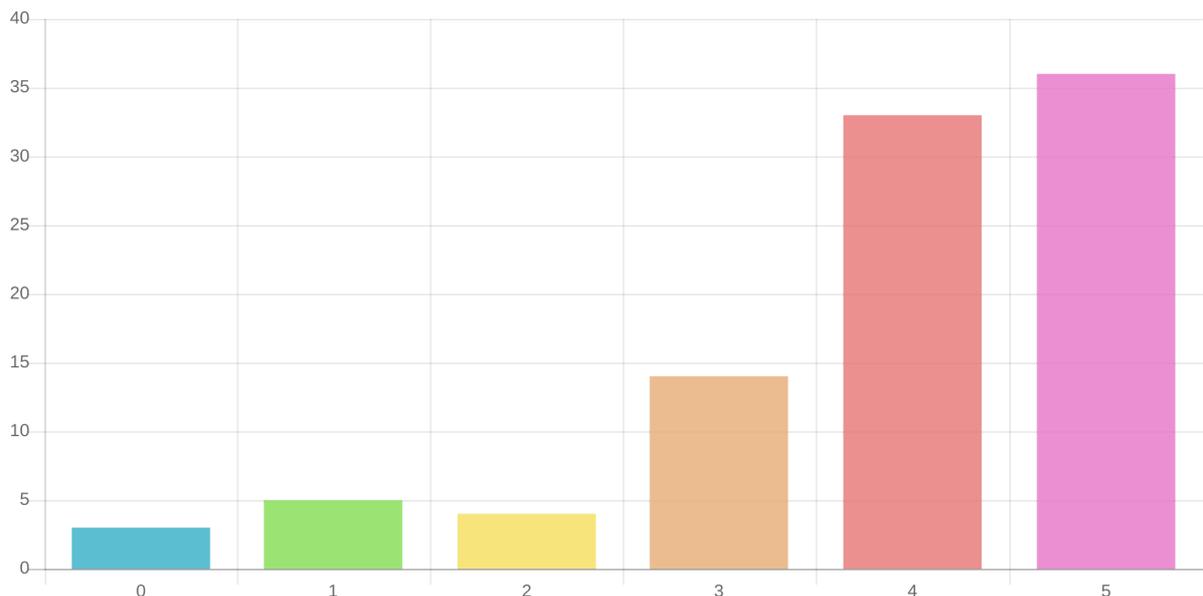
	0	1	2	3	4	5	Standard Deviation	Responses	Weighted Average
<b>Not important - Extremely important</b>	0 (0%)	0 (0%)	1 (1%)	9 (9%)	28 (29%)	<b>57</b> <b>(60%)</b>	20.86	95	4.48 / 5
									4.48 / 5

**8** How concerned are you about property prices and space in the JQ (to rent/lease or buy)?



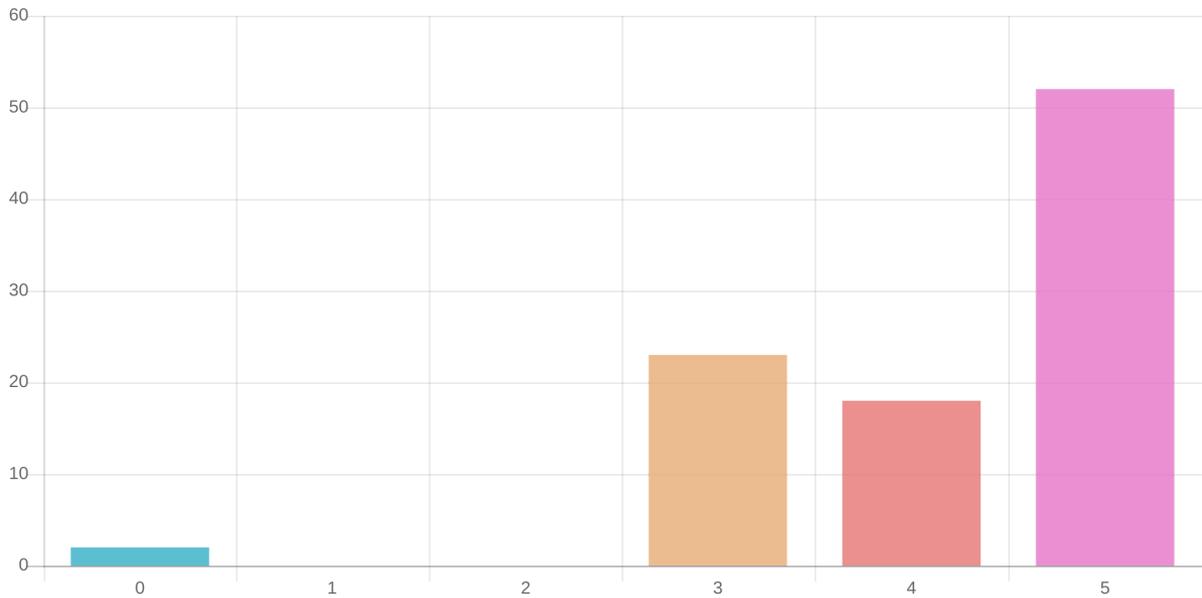
	0	1	2	3	4	5	Standard Deviation	Responses	Weighted Average
Not concerned - Extremely concerned	13 (14%)	8 (8%)	18 (19%)	20 (21%)	17 (18%)	19 (20%)	4.14	95	2.81 / 5
	2.81 / 5								

**9** How important is it to ensure a supply of a range (in type, price, space) of business premises in the JQ?



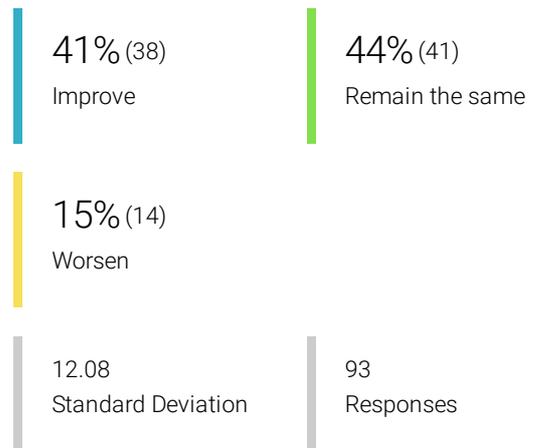
	0	1	2	3	4	5	Standard Deviation	Responses	Weighted Average
Not important - Extremely important	3 (3%)	5 (5%)	4 (4%)	14 (15%)	33 (35%)	36 (38%)	13.7	95	3.86 / 5
	3.86 / 5								

**10** How important is it to attract external funding to the JQ to make improvements to the area?



	0	1	2	3	4	5	Standard Deviation	Responses	Weighted Average
Not important - Extremely important	2 (2%)	0 (0%)	0 (0%)	23 (24%)	18 (19%)	52 (55%)	18.52	95	4.22 / 5
	4.22 / 5								

**11** [Optional] Over the next 12 months, do you think your business's profitability will:





## 12 If you would like to leave any additional comments please do so here:

### NEED RENT AND RATES REDUCTION

Barriers/bollards around Ludgate hill & St Paul's square are a nuisance, people can't park up, run in and grab a sandwich/coffee as they use to. Footpaths are adequately wide enough and there is no need for these ballads which seem to be serving the scooter fraternity only, to remove these would be a great help to my and I'm sure Saints kitchen business no end the Jq ship owner won't just walk dish to me xby more but would return if they could just drive down !

In terms of visitors, being welcoming to an ageing population (including disabled people) and their families is essential for future-proofing development

Streetscape improvements absolute priority for us; more pleasant environment, reduce traffic, more space for businesses

open New Hall Hill to traffic from the Sandpits island

ALL THESE ARE STRATEGIC ISSUES THAT THE JQDT HAS DABBLED IN BUT NEVER GRASPED SO I AM DELIGHTED THAT THE JQNP IS DEALING WITH THEM FINALLY

Not at this time ,council never listens

I don't think that people see the Jewellery Quarter as full of independents. Maybe for food and drink but not for on street retail. we need to make more of this.

I believe communicating with residents in terms of specific services would be useful, eg, engraving, stone replacement, recycle old jewellery or family heirlooms, gifts for wives, gifts for friend, etc, specific service focus rather than just 'buy jewellery' linking the specific need of the resident with a specific service available.

Good trading is dependant on the lockdown easing actions by Government and rationalising the Clean Air charges so as not to penalise night time visitors

Reverse the road closure of Newhall Hill.

With more and more residential properties going up it's still imperative to remember that this is a manufacturing area.

This is based on an MIA view as opposed to the Pen Museum

As I both live and work in the JQ I'm interested in preserving at least some workshop spaces whilst also realising it has become an attractive place in which to live. It has an atmosphere of a "village in the city" This must be preserved.

A more pertinent issue now is the accessibility of the JQ. This is essential if the trade is to survive let alone thrive.

Need Rates and Rent reductions or compensation of any sort.

The clean air zone fee will make a big difference, i feel people will continue to work from home to save the expense.

The Jewellery Quarter must resist the temptation to believe that rents have to be set to support unviable businesses. The rent must reflect market forces. If a firm can't afford the rent then their business isn't viable.

If you don't encourage the creative manufacturing industries to survive (jewellers, bakers, brewers, painters, patterners, carpenters, dance studios

if you don't encourage the creative manufacturing industries to survive (jewellers, bakers, brewers, painters, potters, carpenters, dance studios etc), the JQ will evolve to a soulless place. Every city needs an accessible place where the creative juices can flow. It is good for the mental health of its citizens. The focus on Property (where the quick money is) is destroying businesses and replacing them with shells that generate little value or relevance. There are enormous parts of Birmingham which can be re-developed; the JQ should be a low priority for the city for re-development. For the developers - JQ it is low hanging fruit.

Novus have lived in the JQ for 12 months now, it would be great to have an opportunity to meet other businesses in the area and get to know the JQ people more.

Whilst we commend your efforts to make the Jewellery Quarter a cleaner, more environmentally friendly place, this has to be done in conjunction with improving public transport. The clean air charge, closing roads to cars and prioritising cycle lanes is all very well if your business has staff that live on the doorstep. The majority of our staff have a commute of more than 10 miles and even before the pandemic, public transport wasn't adequate or reliable. Trains from Snow Hill in all directions at peak times were crammed with commuters in far too few carriages. After 18 months of adhering to the social distancing rules to prevent contamination, our staff are returning back to the office as the Covid restrictions are gradually eased and they are justifiably concerned over the potential risk to their health. It's all very well focusing on the costs and availability of business premises in the Jewellery Quarter, but if you can't provide the means for staff to commute there safely, it's all a bit academic.

Derelicts and poorly maintained or lacking facilities in workshops from the Council owned building is detrimental to the manufacturing businesses in the area as many outworkers are moving out and away. Potential council plans to redevelop and sell their workshop spaces etc is not good and only seem to be interested in others development whilst letting their property assets lay empty or have shockingly poor facilities. Is a large concern for manufacturers and businesses that we will entirely be driven out by the increase in flats and residential, we already are having to plan for this as we are constantly fending off complaints regarding noise, smell, dirty industrial - overly compliant in all areas spending thousands to ensure latest and over compliance; but as we can only see this getting worse we are making contingency plans to have to move to another area in the next five years; very sad after over 300 years of direct family working in this area. Understand the need for development and change but without some protections in place for heritage and trade specific businesses, not just designer makers but actual industry, then the future of actually making jewellery in the jewellery quarter is potentially bleak. Large quantity of stock in the shops is not UK or local and the statistics of jewellery manufacture in the quarter is usually only based on hallmarking statistics etc, which includes overseas manufactured goods. The problems with getting staff and young people into the trade is getting worse and despite numerous efforts, including laughable apprenticeship schemes and government schemes like Kickstart which have failed us miserably with no applicants to work in the trade, there is no coordinated efforts to get this sorted and to protect the skills in the trade locally. Too many 70year old+ skilled tradesman are gone from the trade with no replacements and so is all their skill and this leakage will end the local manufacturing trade in the quarter. Skills die out and then the area is just shops, selling all the same jewellery to people buying engagement rings purely on bartered price between the shops, often made overseas or elsewhere; and nice old factories and new flats, so the same as so many areas in the UK.

Unsure on a couple of answers (e.g. importance of jewellery sector or property prices) as I don't have knowledge about these, so gave "middle" answers.

the way things are going it is costing too much money to come to work for lots of us thanks BCC

Flower Tubs need filling

The clean air zone will reduce footfall and have a negative impact on businesses

Use the money on speed reduction, get rid of the hire scooters very dangerous to pedestrians and traffic,

Specific to our fringe of the JQ Bid (3 Lionel Street) the pavement surfaces in the archway are generally covered with bird faeces, which would be great to resolve in some way or at least clean occasionally. We've also stared at a building site for a decade, which we were led to believe was to become a new entrance to the Metro/Snow Hill station, with a plaza out front. An update here would be appreciated. The street does not feel safe after dark either and we had a near miss mugging incident at 8pm as recently as last week.

The city and other organisations use the JQ to leverage funding. It's about time we saw some of that funding invested in our area - this is an important role of the BID and JQDT to ensure that this happens. We also need to establish a pride across all businesses within the JQ not just focussing on the jewellers - although it is essential that the jewellers are encouraged to stay - you can't have an area called the Jewellery Quarter with no industry there. We don't want to be like the Lace Market in Nottingham!

I would like to see planning restrictions changed to allow a varied use of the older derelict buildings and bring them back into use. I also think the Clear Air Zone will have a negative affect on footfall in the JQ.

Proper enforcement and extension of the 20mph zones. Continue to increase space for active travel (walking & cycling - not scooters!) at the expense of private motor vehicles.

The district has the potential to be a real destination but some practical shops i.e. Boots would be good

Not to affected by covid but Brexit has ruined our export trade

Test



CONSULTATION STATEMENT