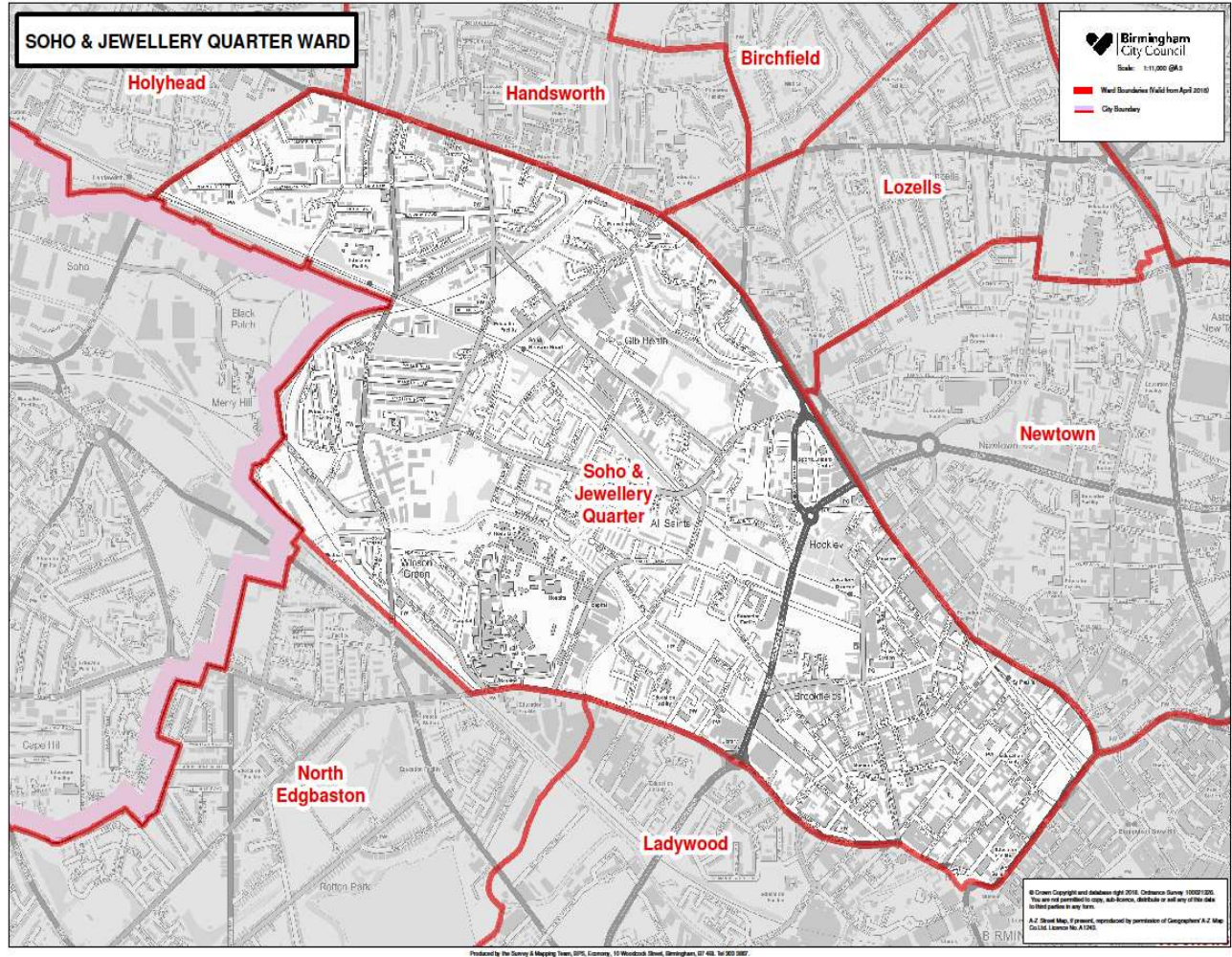


## Soho & Jewellery Quarter WARD PLAN 2020 - 2022



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## Ward Description

Soho & Jewellery Quarter ward is an inner-city ward located to the west of the city centre. It has a population of 22,606 making it the 6<sup>th</sup> most populous ward in the city. The ward has a younger age profile than the city as a whole and has a higher Black, Asian & Minority Ethnic population share.

Soho & Jewellery Quarter is mid-ranking amongst the 69 wards in the city in relation to deprivation and average income. Resident employment rates in the ward are below the city average and claimant count unemployment proportions are above the Birmingham average.

Soho & Jewellery Quarter Ward is made up of the following roads: **Great Charles Street, The Queensway, Constitution Hill, Great Hampton Street, Hockley Hill, Soho Hill, Soho Road, Booth Street, Handsworth New Road, Heath Street, Dudley Road, Spring Hill and Sand Pits Parade.**

### Soho and Jewellery Quarter Ward Councillors:



Councillor Sybil Spence- Email [Sybil.spence@birmingham.gov.uk](mailto:Sybil.spence@birmingham.gov.uk)



Councillor Chaman Lal - Email [chaman.lal@birmingham.gov.uk](mailto:chaman.lal@birmingham.gov.uk)

Alternatively contact  
Council House  
Victoria Square  
Birmingham,  
B1 1BB

Soho & Jewellery Quarter Ward is in the parliamentary constituency of Ladywood.  
Local **Member of Parliament** for Ladywood constituency is Shabana Mahmood.

**Parliamentary**


House of Commons, London, SW1A 0AA

Tel: 020 7219 7818

Email: [shabana.mahmood.mp@parliament.uk](mailto:shabana.mahmood.mp@parliament.uk)**Constituency**

Constituency office

Tel: 0121 661 9440

**Web & Social media** Website: [www.shabanamahmood.org](http://www.shabanamahmood.org) Twitter: [@shabanamahmood](https://twitter.com/shabanamahmood)

## History of Soho and Jewellery Quarter

### The Jewellery Quarter – the Jewel of Birmingham

The Jewellery Quarter has a prestigious background with a history spanning over 250 years, having been a mecca of jewellery production since the 1800s. It's long been home to some of the most highly-skilled jewellery makers and goldsmiths around with top jewellers in Birmingham working there to this very day, and being a designated conservation area with over 200 listed buildings it's a piece of UK history in its own right.



***The Birmingham Assay Office Built 1773 - Newhall Street, Jewellery Quarter Birmingham 2008***

In 1824 the Birmingham Assay Office was granted permission to hallmark goldware and by the beginning of the 20th century some 30,000 people were employed.

The Jewellery Quarter is Europe's largest concentration of businesses involved in the jewellery trade. They produce up to 40% of all jewellery made in the UK. Additionally, it is also home to the world's largest Assay Office, which certifies 12 million items a year.



***Historic Old Building Jewellery Quarter Birmingham 2013***

However, due to competition abroad and fall in demand, the industry declined throughout the 20th century.

The area is now being remodelled into an urban village and hub for artistic businesses, whilst still maintaining its communal architecture. Its historical importance has led to various contemporary schemes as well as being an Anchor Point of the European Route of Industrial Heritage.





***Colmore Row Map In 1731***

The Jewellery Quarter expanded in 1746, when the Colmore family released land to help satisfy the demands of a growing population. As the population continued to grow into the 1760's construction of houses continued up into the area now known as the Jewellery Quarter and became a wealthy residential area consisting of upmarket Georgian houses.

Despite the residential structure of the area, manufacturing businesses were also established. The increase of industry into this area was helped by the creation of the Birmingham Assay Office in 1773.



***Birmingham and Fazeley Canal***

The construction of the Birmingham and Fazeley Canal was completed in 1789 and provided a better form of transportation of goods throughout the south. As industry continued to grow the Jewellery Quarter's output surpassed that of nearby Derby as the products also improved in quality. The jewellery trade in Edinburgh declined by the end of the 19th century, and soon the middle classes in London depended more on the jewellery supply from Birmingham than from their own city.

On 28 May 1845, a party of representatives were sent to Buckingham Palace in an attempt to persuade Queen Victoria to wear British made jewellery for promotion. All products gifted to the Royal couple were manufactured by Thomas Aston of Regent's Place and Mr Baleny

of St Paul's Square and valued at over 400 guineas. By the 1900s, the jewellery trade was considered the most profitable in the city. There were also more people employed in the trade than any other in Birmingham.

The Jewellery Quarter in Birmingham rapidly expanded during the 19th century when a taste for fashionable jewellery really took off. Tradesmen worked from their homes or in small workshops and business flourished, with jewellery production quickly becoming a thriving industry that led to the expansion of the area with new streets, elegant properties and fantastic profits.

Moving into the 20th century, the Jewellery Quarter benefited from many enterprises and the industry reached a peak in 1914 with over 20,000 people being employed in this line of work. The Jewellery Quarter continued to thrive through World War I as demand for military buttons, badges and medals increased. However, at the end of the war, the demand fell and a steady decline began. The Quarter was also hit by the Great Depression and struggled to recover. Some companies constructed large factories as they tried to diversify their businesses, but to no avail. By World War II, business turned again to munitions and led to the Jewellery Quarter becoming a target of bombing raids by the Luftwaffe in the Birmingham Blitz.

In 1943, the Birmingham Jewellers' and Silversmiths' Association created a committee to discuss the regeneration of the industry in the Quarter. A decade later, a City Council survey concluded that 23 acres of land were beyond repair. The council then put its own redevelopment scheme into place. The proposals included a flatted factory, workshops with car parking above them as well as a new Assay Office, School of Jewellery, exhibition hall, restaurant, and office block. The flatted factory, known as the Hockley Centre was completed in 1971, with the workshops following a few years later.

On 5 November 1998, the Jewellery Quarter Urban Village Framework Plan was adopted to use mixed-use development to promote regeneration in the area and establish a community. The aim was to transform the area into a hub for creative businesses as well as facilitating the local people. However, residents and employees in the Quarter have criticised the council's lack of progress and published an announcement in 2008 named "Time To Polish The Gem" in an attempt to draw attention to this issue.

The historical importance of Birmingham's Jewellery Quarter was recognised by Birmingham City Council and English Heritage in the 1990s as a result of English Heritage conducting a survey of the Jewellery Quarter. This resulting survey authenticated its international significance of this historical gem and as a result, three conservation areas were merged to form the new Jewellery Quarter Conservation Area in September 2000. Eight years later, another council report proposed for the Jewellery Quarter to receive World Heritage Site status.

Birmingham City Council first recognised the importance of tourism in raising the profile of the Jewellery Quarter in the 1980s. Tourism was first brought to the area in the 1980s when the City council devised a strategy which included improved views in the area and the establishment of a museum and exchange centre to rival Germany and Italy. There are also a variety of art galleries in the Quarter, such as the gallery in St. Paul's which was home to The Royal Birmingham Society of Artists, a historic society of artists who moved to the area in 2000.

Many sporting awards are also commissioned in the Quarter, including trophy for the Wimbledon Ladies Singles tournament and the original FA Cup trophy.

Whistles also began in the Jewellery Quarter, particularly by Joseph Hudson who made the first football referee whistle in 1878 and invented the police whistle in 1883. Hudson also created whistles for the RMS Titanic, a few of which were found in the wreckage.

The Jewellery Quarter is also the place of many local landmarks. St Paul's Square is the only Georgian square still standing in Birmingham, which has now undergone a refurbishment and remains one of the only open spaces in the area. The famous Chamberlain Clock in Vyse and Frederick Street were built in 1903 as homage to Joseph Chamberlain and now stands as a landmark and symbol of the Quarter.

**Soho** is an area on the borders of Central Birmingham and Smethwick, approximately 2 miles northwest of Birmingham city centre on the A41. The name is an abbreviation of South House, denoting that it was located to the south of Handsworth. The section of the A41 separating Handsworth from Winson Green is known as Soho Road.

Soho expanded dramatically during the 19th century with the construction of numerous houses and factories, and immigration from the Commonwealth was centered in these homes during the 1950s and 1960s. Most of the immigrants who settled in Soho were of Indian origin.

Further housebuilding took place by the local council during the 1960s and 1970s.

## Places of interest



Soho House

Industrialist Matthew Boulton opened his "Soho Manufactory" (an early factory) there in 1761. Boulton himself resided at Soho House, now a community museum of the Birmingham Museums & Art Gallery run by Birmingham City Council.

Her Majesty Birmingham Prison (Winson Green Prison) and City Hospital are located within the Winson Green area of the ward.

Soho is home to a Train Care Depot and the Soho Foundry, which was Matthew Boulton and James Watt's famous factory. Most of the rest of the area is industrial with some housing.



## Key information

**Soho & Jewellery Quarter Ward:** Has a population of approximately 22,606.

Ranked **6<sup>th</sup>** out of 69 wards in Birmingham and has a demographic profile (see below).

Ranked **25<sup>th</sup>** of 69 wards on index of deprivation

Ranked **45<sup>th</sup>** of 69 wards on average income

### Age Profile

Age	Soho & Jewellery Quarter (No)	Soho & Jewellery Quarter (%)	Birmingham (%)	England (%)
16-64	16297	72.1	64.3%	64.8%
Under 18	5139	22.7	25.5%	21.4%
18-24	3205	14.2	12.1%	9.4%
25-44	9046	40.0	28.7%	27.5%
45-64	3567	15.8	20.7%	25.4%
65+	1649	7.3	12.9%	16.3%

### Ethnicity

Ethnic Group	Soho & Jewellery Quarter (No)	Soho & Jewellery Quarter (%)	Birmingham (%)	England (%)
White Total	5698	25.2	57.9	85.4
British	4197	18.6	53.1	79.8
Irish	286	1.3	2.1	1.0
Other White	1215	5.4	2.7	4.7
Mixed/ Multiple Ethnicity	1539	6.8	4.4	2.3
Asian Total	7688	34.0	26.6	7.8
Indian	3336	14.8	6.0	2.6
Pakistani	2179	9.6	13.5	2.1
Chinese	544	2.4	3.0	0.8
Other Asian	612	2.7	1.2	0.7
	1017	4.5	2.9	1.5
Black Total	5477	24.2	9.0	3.5
Black African	1266	5.6	2.8	1.8
Black Caribbean	3134	13.9	4.4	1.1
Black Other	1077	4.8	1.7	0.5
Other Ethnic Group	683	3.0	2.0	1.0

### Average income

The following are average income (16+) not household income (ranked 46<sup>th</sup> out of 69)

**Soho & Jewellery Quarter**  
£15,293

**Birmingham**  
£16,185

**England**  
£18,788

### Housing Tenure in Soho and Jewellery Quarter - see below

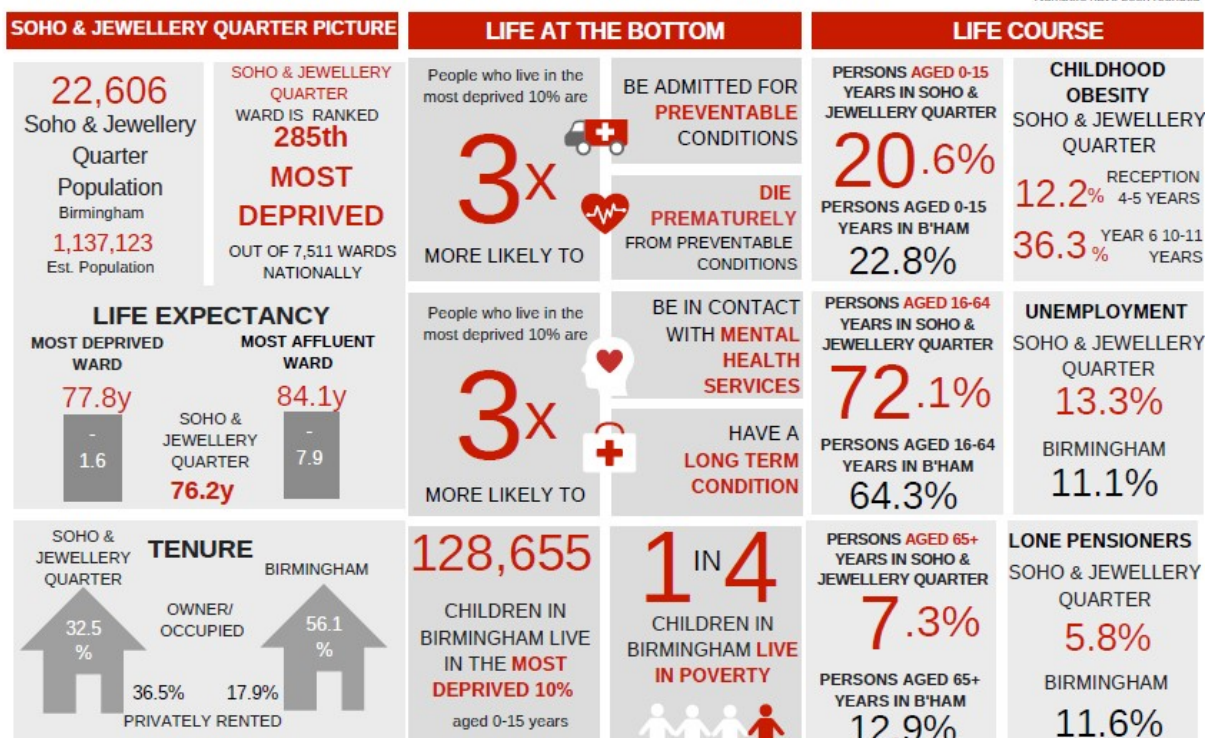
All Household	Owned Outright	Owned with Mortgage/loan	Shared ownership	Rented BCC	Housing Ass/registered Landlord	Private Landlord or letting agency	Other private rented	Living rent free
9324	1303	1607	121	1224	1449	3244	157	219

## BIRMINGHAM SOHO & JEWELLERY QUARTER

WORKING TOWARDS A HEALTHY CITY: HEALTH INEQUALITIES



Public Health, March 2019  
Numbers have been rounded



Data sourced from: population Census 2011 and Census population estimate 2015; life expectancy 2013-2015; Public Health Outcome Framework; Deprivation IMD index; and Exeter GP Registered population data; Poverty, Hard Edge Report; Graphics: Canva; The Noun Project

There are 10 schools within the ward of primary schools and secondary schools.

### Primary Schools

Name	Address/Location	Post code	Telephone
Oasis Academy Foundry	Foundry Road	B18 4LA	0121 250 8850
Oasis Academy Boulton	Boulton Road	B21 0RE	0121 464 4228
Benson Primary School	Benson Road	B18 5TD	0121 554 4913
St Michael's	Piers Road	B21 0UX	0121 554 7818
St Edmunds	Roseberry Street	B18 7AA	0121 523 7274
Brookfield	Hingleston Street	B18 6PU	0121 675 1897
James Watt	Boulton Road	B21 0RE	0121 464 4736
Nishkam	Soho Road	B21 9SN	0121 647 6890

### Secondary Schools

Name	Address/Location	Postcode	Telephone
Jewellery Quarter Academy	Albion Street	B1 3AA	0121 289 3944
Central Academy (Perry Beeches II)	Newhall Street	B3 1SJ	0121 729 7160

### Significant resources in the ward include: (e.g.)

- Soho House
- Soho Community Hall – Chapel Street
- Bishop Latimer Church Centre – Beeton Road
- Newbigin Trust – Handsworth New Road
- Tesco – Spring Hill/Spring Hill Library
- Suited for Success (Social Enterprise)
- HMP – Birmingham Winson Green
- Lodge Road Community Church Centre
- Mary Seacole House
- New Spring Street Public Open Space.
- New Bingley Hall – Hockley
- Famous Key Hill Cemetery

### Key stakeholders within the ward include: (E.g.)

- Legacy WM
- Soho 1<sup>st</sup> Community Development Trust
- Soho Road Business Improvement District (BID)
- West Midlands Metro Authority
- West Midlands Police
- West Midlands Fires Service

## Policy Context

The Paper Localism in Birmingham: A Framework for Future Policy, March 2018 set out objectives for future ward-based working which will focus on: improved service delivery in neighbourhoods, an agenda of “Neighbourly Neighbourhoods” and a commitment to a “Whole Place” and “Whole System” way of working.

The new ward planning process is one of the main mechanisms by which citizens and communities can participate in setting local priorities themselves. The ward plan will be used to develop and enhance local engagement and community governance. The ward plan will highlight local priorities and planned actions.

In January 2019 Cabinet approved the Localisation White Paper “Working Together in Birmingham’s Neighbourhoods”. This commits the City Council to a programme of transformation, “to make Birmingham a localist city, and transform the culture of the city council to support that”. It also commits the city council to:

- Strengthen Ward partnership working and Ward planning
- Strengthen neighbourhood resources
- Make services more responsive to local neighbourhoods

It sets four tests for the success of this programme by 2022:

- Services being different, better suited to the area, and more efficient.
- Officers working for ‘one council’, putting shared outcomes and local places first, not their service or directorate.
- Local councillors having more influence on services.
- Residents feeling they are more in control of their services and their local area.

This Soho and Jewellery Quarter Ward Plan is about achieving these results in our own local Ward.

The ward plan aligns with **Birmingham City Council Vision and Priorities 2017-2020**

**BIRMINGHAM CITY COUNCIL VISION** – *A city of growth where every child, citizen and place matters.*

**BIRMINGHAM CITY COUNCIL OUTCOMES** – *What we want to achieve:*

- Birmingham is an entrepreneurial city to learn, work and invest in
- Birmingham is an aspirational city to grow up in
- Birmingham is a fulfilling city to age well in
- Birmingham is a great city to live in
- Birmingham residents gain the maximum benefit from hosting the Commonwealth Games

## **Ward Priorities**

Although new ward arrangements provide an opportunity through ward meetings, councillors' advice surgeries and stakeholder engagement to re-establish local priorities, it is important to revisit and note previously agreed ward priorities and the ward action tracker, which has tracked ward priorities for over 12 months.

### **Ward Tracker Priorities from pervious ward of Soho:**

- Environment - Clean Street and Waste Collection, local businesses
- Highways (Speeding and Parking)
- Housing – Private Rented Sector/HMOs
- Policing and Antisocial behaviour
- Roads and Streets

### **Local Innovation Fund Priorities:**

- Community Cohesion
- Environment Improvement etc.
- Local engagement

### **Local Community Safety Partnership and/or Neighbourhood Tasking Group Priorities**

- ASB and street crime.
- Community engagement/ reporting
- Neighbourhood Watch

### **Current Priorities - 2020:**

1. Cleaner Streets – litter, fly-tipping and dumping
2. Housing – HMO and PRS regulation and enforcement
3. Investment
4. Neighbourhood Management/Coordination
5. Parking – enforcement, education and road safety
6. Supporting Soho First CDT's Community Economic Development Plan for Soho and Jewellery Quarter Ward
7. Supporting the Jewellery Quarter Business Improvement District (BID)/ development plans and maximising opportunities arising from the BID
8. Supporting the Soho BID

## Funding/Budgets

1. **2016 – 2018** the sum of £48k from the old ward (Ladywood and Soho) arrangements have been devolved to the organisations within the ward to deliver **Local Innovation Fund (LIF)** Projects.

Project	Org. name		Sum awarded	Status
Living with Hardship	Trident Housing		£48,000	On going
Bringing People together	Soho 1 <sup>st</sup> CDT		£6,000	Completed
Developing Local Economy	Soho 1 <sup>st</sup> CDT		£12,000	Completed
Environmental	Soho 1 <sup>st</sup> CDT		£9,000	Completed

2. **In 2018** a share of the **Proceeds of Crime funding** (where/if applicable) may be allocated to the ward [insert exact detail]

Project	Org. name	Sum awarded	Status
Come and Share	CASE	£250	Completed

3. **Highways Ward Minor Transport Measures budget** **£13,000** [insert amount and projects agreed for 2020]

Project	Org. name	Sum awarded	Status

4. **Housing Environmental Works budget 2020/21 - £11,000**

Project	Location	Sum allocated	Status



#### 5. Section 106 funding 2020/25 - £430,715

Project	Location	Sum allocated	Status
Public Realm Improvement	Craver Street POS	£37,247	Expire 08/2023
Public Opens Space	Kettle works POS Jewellery Quarter Cemeteries	£333,387	Expire 11/2025
Public Realm Improvement	Former Assay Office Cemeteries	£37,234	Expire 07/2025
Public Enhancement	B.ham Mint	£22,824	Expire 02/2023
Public Realm Improvement	25 Legge Lane	£23,247	Expire 11/2025

#### 6. Neighbourhood Network Scheme – [Facilitated by Birmingham Settlement, detail required]

Project	Location	Sum allocated	Status

#### 7. Community Infrastructure Levy 2020/21 - £48,621

Project	Location	Sum allocated	Status

[Please list any other sources of ward-based funding below]

## Useful Links

<https://www.birmingham.gov.uk/>

<https://public.tableau.com/profile/bcc.ck#!/vizhome/2018BirminghamWardProfiles/2018BirminghamWardProfiles>

[https://www.birmingham.gov.uk/downloads/file/668/jewellery\\_quarter\\_bid\\_notes\\_2020 to 2021](https://www.birmingham.gov.uk/downloads/file/668/jewellery_quarter_bid_notes_2020_to_2021)

[links to be agreed and added]

DRAFT

## Declaration

*This plan has been drafted following engagement and discussions with local residents and ward stakeholders. It was been agreed and adopted by those present at the [insert ward name] Ward meeting on: [insert day, date and year], which was held at [insert meeting venue name].*

Signed [elected member(s) signature(s)]: \_\_\_\_\_

Print: \_\_\_\_\_

Elected member (2)

Signed: \_\_\_\_\_

Print: \_\_\_\_\_

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## Soho & Jewellery Quarter Ward Plan – August 2020

*A city of growth where every child, citizen and place matters.*

### Priority 1: Make our Streets cleaner

Action(s) / What needs to be done?	Where?	By Who?	By When	Stakeholders/ Resources	Update
Map “ Hotspots” – community mapping  Estate assessments  Targeted Walkabouts with residents, local Housing Team and partner agencies (post lockdown)	Ward	Housing Team		Tenant Participation Officer, Estate Services, residents and Community partners.  Councillors	
Education – to include BCC, Housing Association and Private tenants.  Empower residents to be proud of and responsible for their estate/neighbourhood.  Promote resident involvement – “Cleaner, Greener and Safer estates “	Ward	Waste Services  Housing Teams  Residents  Community partners  ( Translation services to		All teams within BCC  Fire Service  Resident Group i.e. Soho First  West Midlands Police  Councillors	

		assist )			
Enforcement – where evidence to support legal action  Target hardening	Hotspots	Waste Enforcement Unit  West Midlands Police, BCC and Social housing partners	Ongoing throughout plan – publicise successes	Waste Enforcement Unit  Legal Team  West Midlands Police	
Remove hard standing areas that accumulate dumped rubbish/fly tipping	Markby and surrounding Roads	Tim Gibbons - Highways	2-year plan	Ward Minor Transport Measures budget	

## Priority 2: Housing (Inc. Houses in Multi Occupation)

Action(s) / What needs to be done?	Where?	By Who?	By When	Stakeholders/ Resources	Update
Map the properties causing concern	Ward	Residents Housing Team Councillors Private Rented Team Partner agencies	2 year plan	Private Rented Service Private Landlords Housing Teams Residents Councillors	
Enforce legislation in respect of HMO's;  Including rogue landlords	Ward	Private Rented Service	2 year plan	Private Rented Service Legal Team Private Landlords Housing Teams Residents - complainants	



Enforcement against individuals causing ASB:  Including bad tenants	Ward	ASB Teams  West Midlands Police	Ongoing	West Midlands Police  ASB teams  Social Housing partners  Residents – complainants	
Re-create Neighbourhood Management Board style to have a watching brief over Housing issues and development within the ward	Ward	Residents  BCC – Housing & Private rented Services  Councillors	Ongoing	Private Rented Service  Private Landlords  Housing Teams  Residents  Councillors	

### Priority 3: Investment

Action(s) / What needs to be done?	Where?	By Who?	By When	Stakeholders/ Resources	Update
To invest ward funds to locally agreed priority projects					
To identify funding and resources to support ward priorities and that of key partners, e.g. BIDs and Soho First CDT					

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#### Priority 4: Neighbourhood Management/Coordination

Action(s) / What needs to be done?	Where?	By Who?	By When	Stakeholders/ Resources	Update
To fund and implement a Neighbourhood a neighbourhood management structure/team to oversee delivery on ward priorities, to develop collaborative partnerships and to identify and secure funding for delivery of the action plan.	Ward-wide				

DRAFT

**Priority 5: Parking – enforcement, education and road safety**

Action(s) / What needs to be done?	Where?	By Who?	By When	Stakeholders/ Resources	Update
	Ward-wide				

DRAFT