

CASE STUDY

JEWELLERY QUARTER VISIONING

PROJECT OVERVIEW

The Jewellery Quarter Development Trust (JQDT) secured funding from the Greater Birmingham & Solihull LEP to create community-led visioning studies for three areas of the Jewellery Quarter most in need of reconnection and regeneration.

Following a call for volunteers, a mix of residents, workers, land owners, business owners and students came together to form three working groups. These groups were tasked with developing a vision for each area that would improve connectivity and stimulate investment, whilst maintaining the area's strong heritage and improving biodiversity and public health outcomes.



WHAT WE DID

Akerlof ran the programme, facilitating structured engagement through a series of workshops and feedback mechanisms to focus each group's output to achieve project objectives.

We conducted a total of 11 workshops with 38 stakeholders. Each group was diverse in ethnicity, age and gender, representing a broad scope of local views and opinions.

Our approach helped the volunteers to make balanced, informed decisions, maximising the impact of their solutions and driving a holistic view that incorporated the wider vision for the Jewellery Quarter, as well as achieving policy ambitions for Birmingham and the wider region.

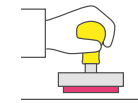
Interactive workshops and digital tools ensured we formed cohesive teams with motivated individuals, resulting in a creative and community-driven response to unlocking the potential within the Jewellery Quarter.

[Download the visioning study report](#)

THE IMPACT



Three comprehensive visions that can be used by the JQDT and the wider community to engage and lobby local, regional and national government



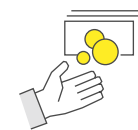
Can be used as a basis for further grant applications to develop worked-up proposals



Full alignment with local, city-wide and regional strategic policy



Holistic proposals, including recommendations for physical, cultural and environmental interventions



Increased confidence for local people and organisations considering investing in the area

DON'T JUST TAKE OUR WORD FOR IT...

“ The JQDT is a Community Interest Company and, as such, we are passionate about community-led initiatives. It was important to us that the professional team managing the programme created something tailored to our needs, which absolutely wasn't a one-size-fits-all approach to engagement and consultation. Akerlof delivered in every aspect: knowledgeable, a realistic, understandable roadmap, leading without being dogmatic, flexible and responsive, delivering a high quality output. It was a pleasure to work with the Akerlof team and a joy to see our working groups embrace them and vice versa.

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

Three new community visions for the future of the Jewellery Quarter have been released [Read the press release](#)

Business Live covers how Birmingham's Jewellery Quarter could be going green and getting a New York-style elevated garden in [Hanging Gardens of Hockley](#)

GET IN TOUCH

John Handscomb
07305 486 581
John.Handscomb@akerlof.co.uk