



UK Tentative List of Potential Sites for World Heritage Nomination: Application form

Please save the application to your computer, fill in and email to:
UKTL.Application@culture.gsi.gov.uk

The application form should be completed using the boxes provided under each question, and, where possible, within the word limit indicated.

Please read the [Information Sheets](#) before completing the application form. It is also essential to refer to the accompanying [Guidance Note](#) for help with each question, and to the relevant paragraphs of UNESCO's *Operational Guidelines for the Implementation of the World Heritage Convention*, (OG) available at: <http://whc.unesco.org/en/guidelines>

Applicants should provide only the information requested at this stage. Further information may be sought in due course.

(1) Name of Proposed World Heritage Site

The Birmingham Jewellery Quarter

(2) Geographical Location

Name of country/region

West Midlands, England

Grid reference to centre of site

406195 287662

Please enclose a map preferably A4-size, a plan of the site, and 6 photographs, preferably electronically.

(3) Type of Site

Please indicate category:

Natural Cultural Mixed Cultural Landscape

(4) Description

Please provide a brief description of the proposed site, including the physical characteristics. 200 words

The Birmingham Jewellery Quarter is an urban industrial area with a long history of jewellery and metalware production carried out in a concentration of converted houses, workshops and manufactories seemingly unparalleled anywhere else in the world. With its origins in the phenomenal eighteenth century growth of Birmingham the Quarter survives as a close-knit working entity, largely composed of small to medium sized family firms. It remains the major centre of gold jewellery production in the United Kingdom.

Five building types give the Quarter its distinctive physical character. These are converted C18 and C19 houses, C19 purpose built houses with workshops, C19 and C20 purpose built manufactories, purpose-built workshop or 'shopping' ranges and specialist buildings supporting the trade which include the Birmingham Assay Office and the School of Jewellery. The dense mix and domestic scale of these buildings is almost wholly associated with the development and localisation of the jewellery and small metal ware trades in the area. Many are still in use as industrial workshops, producing a range of metal goods using highly specialised skills, processes, tools and machinery developed in the eighteenth and nineteenth centuries and which have remained basically unchanged to the present day.

(5) History

Please provide a short summary statement of any significant events in the history of the site. 200 words

Metalworking in Birmingham is documented from the mediaeval period. By the eighteenth century the town was known for the production of 'toys', small transportable objects of relatively high value. These included jewellery and were hand-made by highly skilled small masters in houses and yards around the town.

The growth of the 'toy' trades led to a huge increase in Birmingham's working population and a demand for building land. St Paul's Square, laid out from 1772, drew prosperous masters away from the cramped town centre and provided a focus for the nineteenth century development of the Jewellery Quarter.

Domestic properties were all sooner or later converted for industry, with workshops built over the back gardens. From the 1820s houses were purpose built with workshops. The first purpose built manufactories in the evolving Quarter were constructed in the 1830s .

Increasing specialisation and subdivision of production among independent craftsmen led to the localisation of the jewellery trade. From the 1850s with further expansion of the industry the Quarter took on its close urban grain. From the 1890s to 1920 production was at its peak. Lack of space hampered recovery after WW2 and in 1965 the Council agreed a partial redevelopment, opening the Hockley Centre in 1971. The current conservation area was designated in 2000.

(6) Why do you think this site should be inscribed as a World Heritage Site?
Give reasons. 200 words

Inscription of the Birmingham Jewellery Quarter as a World Heritage Site would promote a greater recognition of its value and of the necessity to preserve it for the future through improved management and the committed and concerted efforts of agencies and communities. Providing the management necessary to meet UNESCO standards and retain WHS status would require the establishment of a clear direction for the future and of a firm balance between the conservation and protection of the area, in terms of both its physical fabric and its traditional trades and current pressures for change. The detailed and authoritative management plan needed to meet these requirements would involve the widest range of local and national stakeholders in the assessment and identification of key issues and the agreement of objectives and actions for regeneration. Inclusion in this process would ensure the necessary support for and commitment to the plan.

World Heritage Site status could thus be used to provide a direction for the regeneration of the Jewellery Quarter which would ensure the preservation of its outstanding character.

(7) Please say why the site has Outstanding Universal Value and specify the main features which underpin its importance. 200 words

The outstanding universal value of the Birmingham Jewellery Quarter lies in its survival as a living cultural and physical entity representing early industrialisation in Britain and the British global influence exerted through colonisation and nineteenth century dominance in world trade.

Industrialisation, as the basis for the development of modern societies, is one of Britain's major contributions to the world. Birmingham was in the vanguard of industrialisation in Britain and, in the mid-C18, was its fastest growing industrial town. The process in Birmingham however, as in many other areas, was one of gradual development, evolution rather than revolution. It was based on a small master economy which grew through the subdivision of production, steady improvement in technology and the transfer of skills. Much of the industrial output which drove Britain's C19 dominance in world trade was produced in domestic workshops and small manufactories such as those still found in the Jewellery Quarter.

Elsewhere in Birmingham and in other urban areas most of the evidence for the domestic model of industrialisation has been lost to redevelopment and new uses. It survives in the Jewellery Quarter, in its unrivalled concentration of buildings, in the organisation of its trade and in the continued use of historic processes, tools and machinery.



(8) Outstanding Universal Value

Please state which of the [10 UNESCO criteria for Outstanding Universal Value](#) the proposed site meets, and describe briefly why the criteria were chosen. Please see criteria note at the end of the form.

UNESCO criterion	<input checked="" type="checkbox"/>	Why was this criterion chosen? 100 words
(i)	<input type="checkbox"/>	
(ii)	<input type="checkbox"/>	
(iii)	<input checked="" type="checkbox"/>	The Birmingham Jewellery Quarter is an exceptional living example of an industrial entity in which the subdivision of production among highly specialised independent craftsmen has resulted in extreme localisation and the development of a distinctive townscape in a clearly defined area.
(iv)	<input checked="" type="checkbox"/>	The Birmingham Jewellery Quarter is an outstanding and complete illustration in material and structural form of a highly localised industry in a unique concentration of converted houses, workshops, manufactories and specialised buildings. The Quarter is representative of the productive processes (subdivision of production, development of skilled, highly specialised trades, invention and adaptation of tools and machinery, use of gas and steam power) and the export trade which made Birmingham 'the workshop of the world'. It provides a living reminder of the city's contribution to Britain's nineteenth century global dominance in manufacturing and trade.
(v)	<input type="checkbox"/>	
(vi)	<input type="checkbox"/>	
(vii)	<input type="checkbox"/>	

UNESCO criterion	<input checked="" type="checkbox"/>	Why was this criterion chosen? 100 words
(viii)	<input type="checkbox"/>	
(ix)	<input type="checkbox"/>	
(x)	<input type="checkbox"/>	

(9) Authenticity (for cultural or mixed sites only)

Authenticity concerns the current state of conservation of a cultural or mixed site; especially whether its importance, its Outstanding Universal Value, is still obvious from its physical condition. Please outline the condition of the site. 200 words

The proposed site includes the greatest concentration of buildings and processes typical of the Jewellery Quarter. This ensures a complete representation of the significance of the Quarter while excluding areas of recent large scale redevelopment. The site contains all the elements necessary to express its OUV, - converted houses, workshops, small to medium manufactories, larger factories, buildings supporting the trade including the Assay Office and the School of Jewellery, bullion dealers' and metal refiners' premises, factors', merchants' and paper warehouses, printing works, case and box workstoolmakers' works and machinery manufacturers, trade related machinery, fixtures and fittings. Many buildings are still in use as workshops and manufactories making jewellery and small metal wares. Specialised buildings retaining their original function include the Birmingham Assay Office (established in 1773) and School of Jewellery (established in 1890). There is substantial survival of the distinctive streetscape and close urban grain.

(10) Integrity

For cultural or mixed sites, please state how much original fabric is included in the proposed site, and its condition. For guidance on how the test of integrity is met for natural sites under criteria (vii) – (x), please refer to the OG 90-94. Information Sheet 6 also provides help on this point. 200 words

As a rough approximation 85% of the built fabric (late C18 - mid-C20) included in the proposed World Heritage Site is related to the jewellery industry and allied trades. This can be compared with a survival rate of approximately 60% within the Jewellery Quarter Conservation Area as a whole.

The condition of the fabric included in the proposed site is variable. Some is in a good state of repair, some poorly maintained. A number of buildings have inappropriate alterations or additions and some are vacant or only in partial use. There has been some loss of the characteristic rear workshops (shopping) and boundary walls.

(11) Are there other examples of this kind of site already on the World Heritage List?

Yes No

If yes, please list. 100 words

(12) What distinguishes this site from other similar sites?

150 words

'The Birmingham Jewellery Quarter An Architectural Survey of the Manufactories ', produced for the City Council by English Heritage in 1999 and published as a book in 2002, contains comparisons of the area with similar centres of jewellery and small metal ware manufacture nationally and in Europe and the USA. These are based on two major considerations, firstly the structure of the industry and the extent of localisation and secondly the range and concentration of building types. The authors concluded that in the small size of its businesses, subdivision of production and range of highly specialised skills the Jewellery Quarter can be compared with other centres of jewellery and small metal ware manufacture in the western world. What makes it truly remarkable is the variety and number of nineteenth and early twentieth century converted houses, workshops and manufactories concentrated in a closely defined and distinctive area, many of which are still devoted to the trade.

(13) How does the site contribute to meeting UNESCO's priorities for a balanced World Heritage List?

200 words

In 1992 the World Heritage Committee recognised the importance of industrialisation for all mankind and acknowledged the under-representation of industrial heritage and associated cultural landscapes on the World Heritage Site List. There are still relatively few industrial sites on the List today and ,as far as can be ascertained, none where a living industry survives within its own highly localised and distinctive historic environment. The inscription of the Birmingham Jewellery Quarter, as a living industrial landscape therefore, would make a significant contribution to a more balanced and representative World Heritage List.

It should also be noted that there is a wider cultural landscape surrounding the Quarter which is closely associated with early industrialisation in Britain. This includes buildings and remains associated with the various, innovative 'Soho' enterprises initiated by the manufacturer Matthew Boulton. The Soho Foundry (1795 -6), for example, the first steam engine factory in the world and where William Murdoch worked on the development of gas for lighting, lies some two miles distant on the Birmingham Canal.

(14) What benefits do you think World Heritage Site inscription would bring?

Please indicate the main opportunities and benefits.

Education	<input checked="" type="checkbox"/>	Tourism	<input checked="" type="checkbox"/>	Regeneration	<input checked="" type="checkbox"/>
Conservation	<input checked="" type="checkbox"/>	Protection	<input checked="" type="checkbox"/>	Other benefits	<input type="checkbox"/>

Please describe. 100 words.

World Heritage Site inscription would raise the profile of the Quarter, bringing in more visitors and boosting the local economy. Heightened prestige and an improved economy could attract small scale businesses to the area, providing appropriate and sustainable uses for the buildings and a supportive environment for the traditional trades. Focused, committed management and a greater range of funding opportunities would benefit educational provision, regeneration and conservation. It is hoped that the jewellery and small metal ware industries would be the major beneficiaries of inscription, enjoying increased opportunities for trade, business support and training.

(15) Are there any known threats to the proposed World Heritage Site?

Yes No

Please indicate any proposed developments, or other potential impacts on the site.

Impact	<input checked="" type="checkbox"/>	Please describe. 100 words for each issue.
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Development	<input checked="" type="checkbox"/>	The Jewellery Quarter's close proximity to Birmingham city centre makes the area vulnerable to pressure for inappropriate redevelopment which threatens the integrity of the proposed site and its surroundings. The higher property values associated with residential development and conversion pose a particular threat to its industrial character. Council policy, adopted in 2002, has sought to address this issue in the core areas of the Quarter however, through the restriction of residential uses to live-work. The quality of new design in the Quarter is variable and does not always respect the character of the area.
Environmental	<input type="checkbox"/>	
Other	<input checked="" type="checkbox"/>	Foreign competition, which has grown steadily since the Second World War, continues to be the principal factor in the decline of the jewellery industry and its allied trades. Other factors include loss of skills and, more recently, pressure to maximise property returns, displacing the low value uses associated with jewellery and small metal ware manufacture .

(16) Legal Protection

Please list any legal and other protections, including cultural and natural designations, which cover the whole or part of the proposed site. 200 words

The proposed World Heritage Site is wholly contained within the Jewellery Quarter Conservation Area designated in September 2000. This subsumed three earlier separate designations, one in 1971, the others in 1980. There are currently 207 statutorily listed buildings and structures in the conservation area (464 units).

Legal and other protections covering the Jewellery Quarter Conservation Area include:

Planning (Listed Buildings and Conservation Areas) Act 1990
 Planning Policy Statement 5: Planning for the Historic Environment
 The Birmingham Plan (2005),
 Jewellery Quarter Conservation Area Character Appraisal and Management Plan (adopted as SPG in January 2002)
 Jewellery Quarter Conservation Area Design Guide (adopted as SPG in June 2005)

(17) Ownership

Please list the main owners of the site, where possible.

Birmingham City Council is the largest landowner in the proposed World Heritage Site. The remainder of the area is divided between a number of smaller owners.

Do the owners support the application? Yes No

A statement of support from the principle owners of the proposed site should be attached to the application, preferably electronically.

(18) Local Authority support for the site

Please list all Local Authorities with an interest in the proposed site.

The proposed site lies wholly within the city of Birmingham. Birmingham City Council is a unitary authority with responsibility for all local authority functions.

Does the proposed site have local Authority support? Yes No

Please attach a statement of support from each one in relation to the application.

Please indicate whether the site is included in the local plan/s by specific policies.

Yes No Partly

Please describe. 200 words.

Paras. 15.68 - 15.77 of the Birmingham Plan (2005) relate specifically to the Jewellery Quarter. Policies aim to promote regeneration in the area while retaining and protecting its traditional industrial base and built fabric. Development is required to respect existing uses and buildings and the character of the local surroundings. The major objectives of environmental enhancement projects in the Quarter are to provide stronger links with the city centre and to mitigate the isolation caused by Great Charles Street Queensway which severs the area from the city core. The Plan recognises the tourist potential of industry and of jewellery retail in the area and encourages the development of additional visitor attractions, which respect its 'heritage', particularly alongside the Birmingham and Fazeley Canal. The Jewellery Quarter is also covered by paras. 3.27 - 3.28 of the Plan, which relate to conservation areas.

There is no reference to the proposed Birmingham Jewellery Quarter World Heritage Site in the Birmingham Plan (2005).

(19) Stakeholders

Please list the main parties with an interest in the site. 100 words

Major stakeholders include;

Birmingham Assay office
Birmingham City Council (interests include the Jewellery Quarter Museum)
Birmingham Conservation Trust
Birmingham School of Jewellery (Birmingham City University)
British Jewellers Association (BJA)
English Heritage
Jewellery Quarter Association (JQA)
Jewellery Industry Manufacturers Group
Jewellery Quarter Marketing Initiative
Jewellery Quarter Neighbourhood Forum
Jewellery Quarter Regeneration Partnership
Midland Heart
Midland Industrial Association
St. Paul's Church
University College, Birmingham
WorkSecond

(20) How will the Site be managed?

Please outline the management arrangements for the proposed World Heritage Site, including where the responsibilities lie. 200 words

The proposed World Heritage Site will be managed through a comprehensive Birmingham Jewellery Quarter World Heritage Site Management Plan which will establish clear parameters and objectives for managing change, promoting sustainable regeneration in the area while conserving and protecting those elements that contribute to its Outstanding Universal Value. Adoption as a Supplementary Planning Document (SPD) will provide one of the principal mechanisms necessary to secure its objectives and place it within a local planning policy context.

The Management Plan will set out an accountable, clearly structured and co-ordinated management system ensuring consensus across the various interest groups. It is currently envisaged that overall responsibility for implementing and monitoring the plan will lie with a core steering group of public sector and voluntary agencies. This will include representatives from the local authority and English Heritage as key partners. A dedicated World Heritage Officer employed by the local authority will report to the core steering group and liaise with stakeholder interest groups. The WHO will have day to day responsibility for the implementation of the Plan, ensuring co-ordination and continuity of action.

Action plans set out in the WHS SPD will promote the benefits identified in 14 above.

(21) Funding: the nomination

Please indicate how the preparation of the nomination would be funded. 100 words

Birmingham City Council will allocate the resources to employ a dedicated World Heritage Officer on a temporary basis. The World Heritage Officer will be responsible for preparing the nomination and management plan with in-house assistance from local authority conservation officers. The preparation of the nomination and plan will be guided by a World Heritage Liaison Group, comprising appropriate local authority officers and representatives from English Heritage and the community-led Jewellery Quarter Regeneration Partnership.

The Council will also provide the resources for the necessary processes of public consultation.

(22) Funding: management

Please outline how the future management would be funded. 100 words

The Council will seek funds to employ a World Heritage Officer who will work within the Conservation Team to manage the site. It is also anticipated that the resources necessary to meet some of the management objectives contained in the WHS Management Plan will be met through council budgets. Funding for others will be sought through a mixture of private and public sector support. The WHO will have the primary responsibility for seeking funds with assistance from the Conservation Team Grants Officer. This will include the writing and submission of bids. Some of the action plans attached to the objectives will already have full or partial funding in place.

Name and Contact Details of Applicant

Name	John Culligan
Status	Assistant Director, Planning Management, Dept. of Planning and Regeneration, Birmingham City Council
Address	Alpha Tower, Suffolk Street Queensway, Birmingham B1 1TU (until July 21 st) First Floor, 1 Lancaster Circus, Queensway, Birmingham B4 7DQ (from July 21st)
Telephone	[Redacted]
Email	[Redacted]

Completed applications should be forwarded, preferably in electronic format, to the World Heritage Team, Department for Culture, Media and Sport at the following email address: UKTL.Application@culture.gsi.gov.uk

Any material that cannot be sent electronically should be sent to the following address:

World Heritage Team, Department for Culture, Media and Sport
2-4 Cockspur Street
London
SW1 5DH

The closing date for applications is 11th June 2010

UNESCO's criteria for the assessment of Outstanding Universal Value (para 77 of the Operational Guidelines)

- (i) represent a masterpiece of human creative genius;
- (ii) exhibit an important interchange of human values, over a span of time or within a cultural area of the world, on developments in architecture or technology, monumental arts, town-planning or landscape design;
- (iii) bear a unique or at least exceptional testimony to a cultural tradition or to a civilization which is living or which has disappeared;
- (iv) be an outstanding example of a type of building, architectural or technological ensemble or landscape which illustrates (a) significant stage(s) in human history;
- (v) be an outstanding example of a traditional human settlement, land-use, or sea-use which is representative of a culture (or cultures), or human interaction with the environment especially when it has become vulnerable under the impact of irreversible change;
- (vi) be directly or tangibly associated with events or living traditions, with ideas, or with beliefs, with artistic and literary works of outstanding universal significance.
- (vii) contain superlative natural phenomena or areas of exceptional natural beauty and aesthetic importance;
- (viii) be outstanding examples representing major stages of earth's history, including the record of life, significant on-going geological processes in the development of landforms, or significant geomorphic or physiographic features;
- (ix) be outstanding examples representing significant ongoing ecological and biological processes in the evolution and development of terrestrial, fresh water, coastal and marine ecosystems and communities of plants and animals;
- (x) contain the most important and significant natural habitats for in-situ conservation of biological diversity, including those containing threatened species of outstanding universal value from the point of view of science or conservation.