

Together for a Thriving Brandwood



The Brandwood Buzz Charter is our shared promise to grow vibrant, resilient, and welcoming neighbourhoods across the Brandwood suburb of Kings Heath. By signing up, members join a collective effort to strengthen Brandwood's Cultural Action Area creating a long-term, place-based network where local businesses and communities thrive side by side, powered by culture, creativity, and connection.

Inspired by the 1992 Earth Summit framework for sustainable development, the Charter is built on four pillars that guide our vision for a thriving Brandwood:

Local Prosperity

- Connect neighbours, businesses, and local organisations to build lasting partnerships and financial resilience, including through increased regular, local trade.
- Balance economic growth with social wellbeing — one should never come at the expense of the other.
- Share success fairly so everyone benefits from local opportunities.

Greener Connections

- Invest in Brandwood's green spaces to boost wellbeing and encourage outdoor activity and support safe walking routes so more people shop and enjoy recreation locally.
- Celebrate heritage and culture to spark pride, connect neighbours, and inspire care for the environment.
- Choose local first by working with nearby suppliers and businesses for events and activities.

Stronger Communities

- Create a welcoming and inclusive environment for every activity and event, and take all possible steps to remove barriers to participation.
- Strengthen ties between businesses and communities.
- Invest resources in meaningful change — focusing on the people and places that need it most.

Shared Culture

- Shared Culture
- Create uplifting opportunities for communities and visitors to celebrate people and places in Brandwood.
- Promote unity and understanding through shared cultural experiences.
- Champion local talent and businesses as key, preferred partners for events.

Cultural Action Area Aim 1: Economic and Place-Based Regeneration

Our Aims & Aspirations:

Boost awareness of what's happening in Brandwood — who, what, when, and where — through the creation and ongoing maintenance of www.brandwoodbuzz.co.uk.

This is the go-to website for everything in and around the suburb. It helps residents and visitors discover community places, green spaces, local groups to join, activities and events to enjoy, and opportunities to volunteer and build skills.

The site also highlights local services, schools, and sources of support, while giving businesses of all sizes — and local creatives — a valuable 'shop window' to strengthen their financial resilience.

Stay local. Shop local. Discover more.

Boost Brandwood as a destination to live, visit, and work by celebrating its rich heritage and unique character. As a superb suburb of the Kings Heath area, Brandwood offers abundant green spaces, waterways, and recreational opportunities — setting it apart from the urban Local Centre around the High Street.

Cultural Action Area Aim 2: Cultural and Creative Development

Our Aims & Aspirations:

Boost Brandwood's sense of place through new projects that explore and celebrate the neighbourhood's heritage and its people. By using creative interpretation and drawing on local talent, we will share stories that highlight and honour the distinct character of Brandwood.

Boost the vibrancy of Brandwood by maintaining and adding to the 'wow factor' of high-quality art that gives the area its own distinct character, different from Kings Heath High Street. Floral displays in shared spaces and shop parades, alongside creative interventions that address neighbourhood challenges, will help pride of place to flourish and bloom.

Boost celebration for Brandwood with the growth of an annual summer showcase event in Dawberry Fields Park. The event will highlight local talent, open up access to cultural activities, and share information about community services and local groups. Local businesses will be invited to take part and support the celebration through participation and sponsorship.



Cultural Action Area Aim 3: Community Engagement and Cohesion

Our Aims & Aspirations:

Boost pride in the area through developing and implementing a strong brand identity for Brandwood as a 'place' with unified community, business and public sectors working together.

Boost community cohesion through further development of Dawberry Corner Community Garden as a shared asset for community use, culture and inclusion.

Boost the number of people who care for Brandwood's green spaces, streets, and retail areas. This includes both local citizens and businesses working together to keep the neighbourhood tidy and welcoming.



Cultural Action Area Aim 4: Social Impact and Opportunity

Our Aims & Aspirations:

Boost quality of life through place-based creative projects with a cultural twist which unify the consortium members, engage residents, improve the environment, encourage healthy living, eating and lifestyle and create new volunteering opportunities to improve physical and mental wellbeing.

Boost curiosity and connectivity around Brandwood by improving alley ways, introducing colourful and creative wayfinding 'short cuts' signage and access information, and encouraging residents and visitors to explore and discover the area by foot or bicycle.

Boost community spirit through the long-term Brandwood Blooms project, working towards official 'In Bloom' recognition. The initiative will create opportunities for residents to learn woodworking and gardening skills, encourage greater social action, and generate a vibrant buzz across Brandwood – for both people and pollinators.

Boost opportunities for children and young people within their own neighbourhoods by creating new provision that meets their needs. We will promote and engage them in co-design through schools, while proactively finding pathways to support skill development, broaden experiences, and ensure their voices are heard.

Boost pathways for decision-making so all residents can take part in local democracy and place-making through creative and culturally relevant approaches.

Boost grassroots community action by building momentum around The Zebra Zone. Together, we will continue working to keep children safe on their journeys between school and home, turning local collaboration into lasting change.

Our Aims & Aspirations:

Cultural Action Area Aim 5: Delivery Model

Boost our collective impact by strengthening what we can achieve together to help Brandwood thrive. Consortium members will continue to foster partnerships and collaborate, with networking meetings forming a regular part of the annual calendar. Activities and events will be more effectively coordinated, and a culture of championing each other's work will be embedded to reach and benefit even more people. Members are also encouraged to harness Brandwood's Cultural Action Area (CAA) status as a platform to attract future funding and investment, ensuring long-term sustainability and growth.

Boost our collective understanding of Brandwood's neighbourhoods by regularly updating and sharing community profiles and local knowledge. We will measure the impact of the Cultural Action Area and its activities through an annual Public Perception Survey, comparing results against the 2024 baseline data to track progress and change over time.



A working Action Plan will be developed with consortium partners to implement the Vision Statement and aims of our Legacy Plan 2026-2030.

