

The Pride of Place Collective

(for your place)

With community. Within community. For community.

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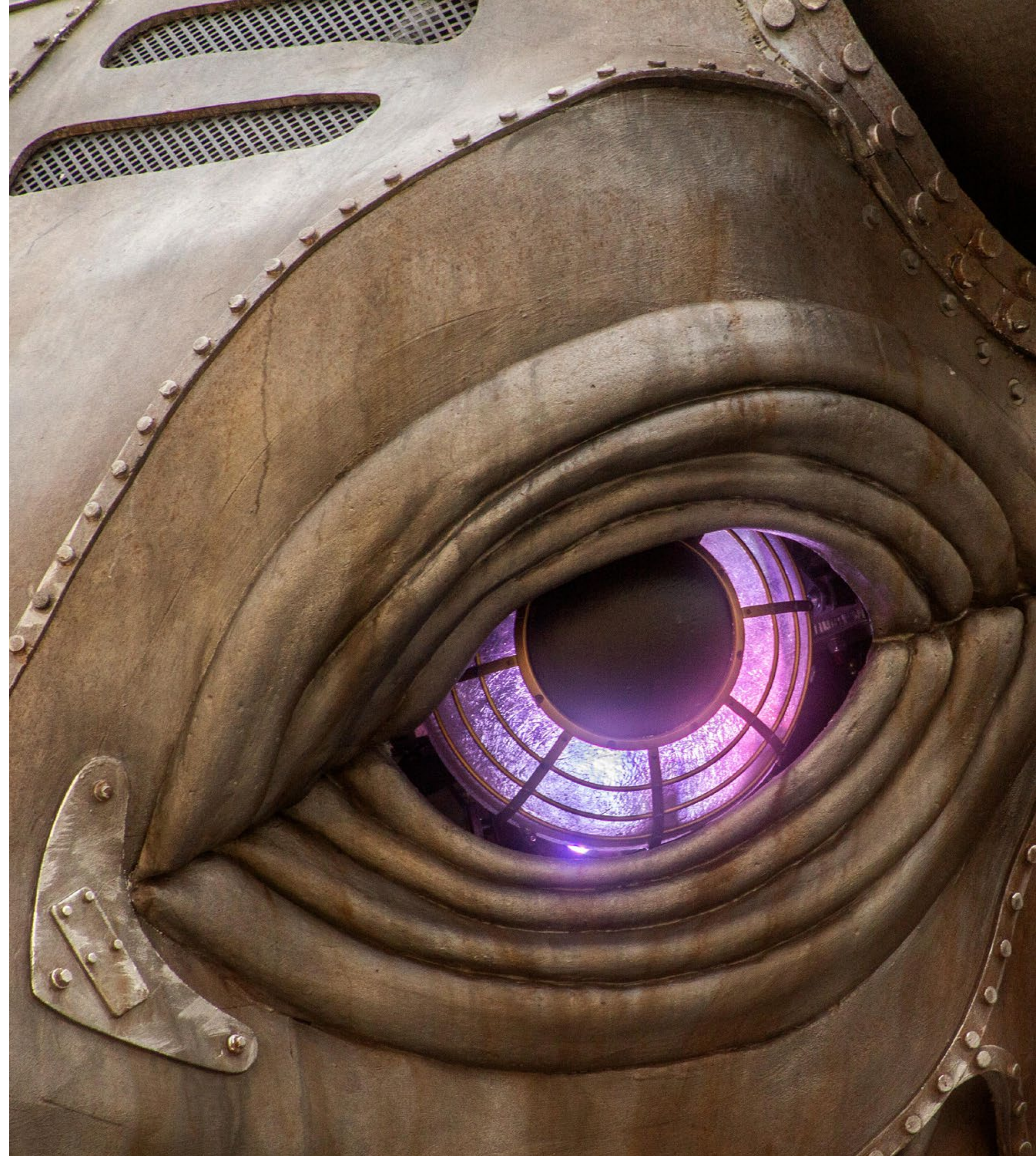
Community Passport

Introducing A Pride of Place Collective for your place

A Pride of Place Collective is a practical and effective way of engaging and involving all stakeholders in the shaping, making and promotion of a place (region, city, town neighbourhood or development).

The Collective recognises the huge challenges faced in the drive for shared prosperity and contends that pride of place can only be achieved where values are shared across business, community and local/regional government.

The focus of a Pride of Place Collective is on forming effective partnerships that deliver returns and rewards (socially and economically) that are long-lasting and sustainable, nurturing pride of place through shared values.



The economic case for pride of place and shared values

The economics of pride of place considers place-based expenditure and investment in a holistic, collective and sustainable way.

The assertion is that place-based expenditure and investment can be, and should be, measured by the long-term revenue it is forecast will be generated and/or the long-term costs it is forecast will be saved.

It also asserts that investments made in place should be measured by the collective shared value and pride each investment has the potential to generate and nurture which can increase revenue and/or reduce costs in many areas.



The cultural case for pride of place and shared values

A Pride of Place Collective will help ensure due diligence is paid to the role culture has on the pride people have in the places they live in, grow up in and visit.

Place-based decisions can affect the fabric of a neighbourhood, town, city or region and that includes the culture of the place and its community.

A thorough evaluation should be made of the impact a place-based decision will have on the heritage of a place, its hospitality, local parks and open spaces, the local environment, art and creativity, and of course, the local community. All of this brings to life the culture of a place and contributes to the pride shown by people who live and work there.



The community and society case for pride of place and shared values

As a society and a community, a sense of belonging and togetherness can enrich people's lives in so many ways.

A Pride of Place Collective opens up the opportunity for people to express their creativity and for people to connect where interests and passions are shared. The benefits that can be derived from those connections are huge with a massive one being on the health and mental wellness of community.

For contributors, including those who may be digitally excluded, there is the added opportunity to gain access to devices through the collective and learn a host of new digital skills.



**for
shared prosperity**



**for
health & wellbeing**



**for
culture & creativity**



**for
digital skills**



**for
social impact**

A Pride of Place Collective includes...

A Centre or Centres for Pride of Place (CPOPs).

A community managed digital space called Community Passport, complete with a suite of tools for collaborations that shape, make and promote places.

For large collectives, it can also include...

An Academy for Pride of Place for gathering and analysing insight and A Society for Pride of Place for bringing people together for shared pride of place.



Centres for Pride of Place

Centres for Pride of Place (CPOPs) are places where content for nurturing pride is created and shared.

Ideally suited to fulfil the role of a Centre for Pride of Place (CPOP) are colleges, schools and academies. They offer students the opportunity to connect with their community and this civic focus aligns well with citizenship, now very much part of the curriculum.

Libraries, community centres and faith centres should also be considered as they are natural places for people to connect and access digital tools for shaping and promoting places.

Developments and areas designated for regeneration are also ideal locations for Centres for Pride of Place (CPOPs), engaging and involving community as the projects take shape.



The geography of Centres for Pride of Place (CPOPs)

Pride in a place can only be nurtured if a large enough number of people have an affiliation and close connection with the place.

For many people, the place they associate themselves with may only be a small defined area such as a ward, a few miles radius around where they live. Expecting people to be proud of surroundings they have never been to or rarely visit, can prove unrealistic.

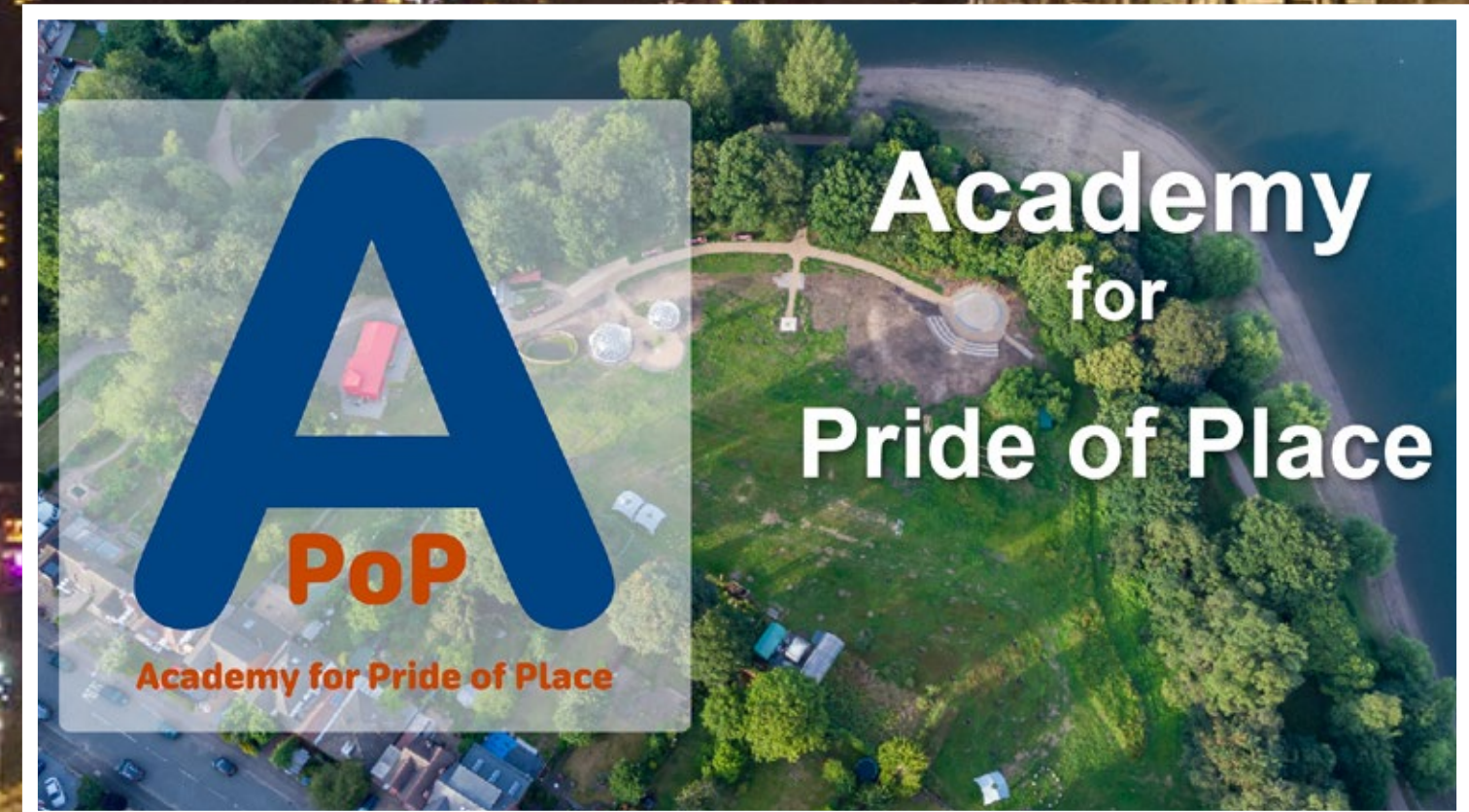
Many CPOPs, operating at a neighbourhood level, may be required to deliver pride across a region, city or large town.



A Society and/or Academy for Pride of Place

Each Centre should be reflective of local values so representation from across community, business and local/regional government is essential.

To analyse the place-based knowledge being acquired from Centres for Pride of Place, we recommend an Academy for Pride of Place be formed. This could be run by a school, academy or university. For co-ordinating a roll out of Centres for Pride of Place, and for managing the rich knowledge and insight being obtained, we recommend a Society or Association be formed.



Universities and Colleges can have a key role

With their academic focus, and with great connections, universities and colleges are ideal partners of the collective and can oversee a roll out of CPOPs.

A study of the pride people have in their place and how this is influenced by beliefs, history, culture, attitudes and behaviour will all align well with work undertaken by many universities and colleges.

Given the digital focus and use of applications such as AI, mapping, media, immersive tech, drones, etc, having universities and colleges involved would be invaluable. In return, the opportunity to be involved in the drive for pride of place will be of real interest, given all the benefits of stronger relationships that will deliver.

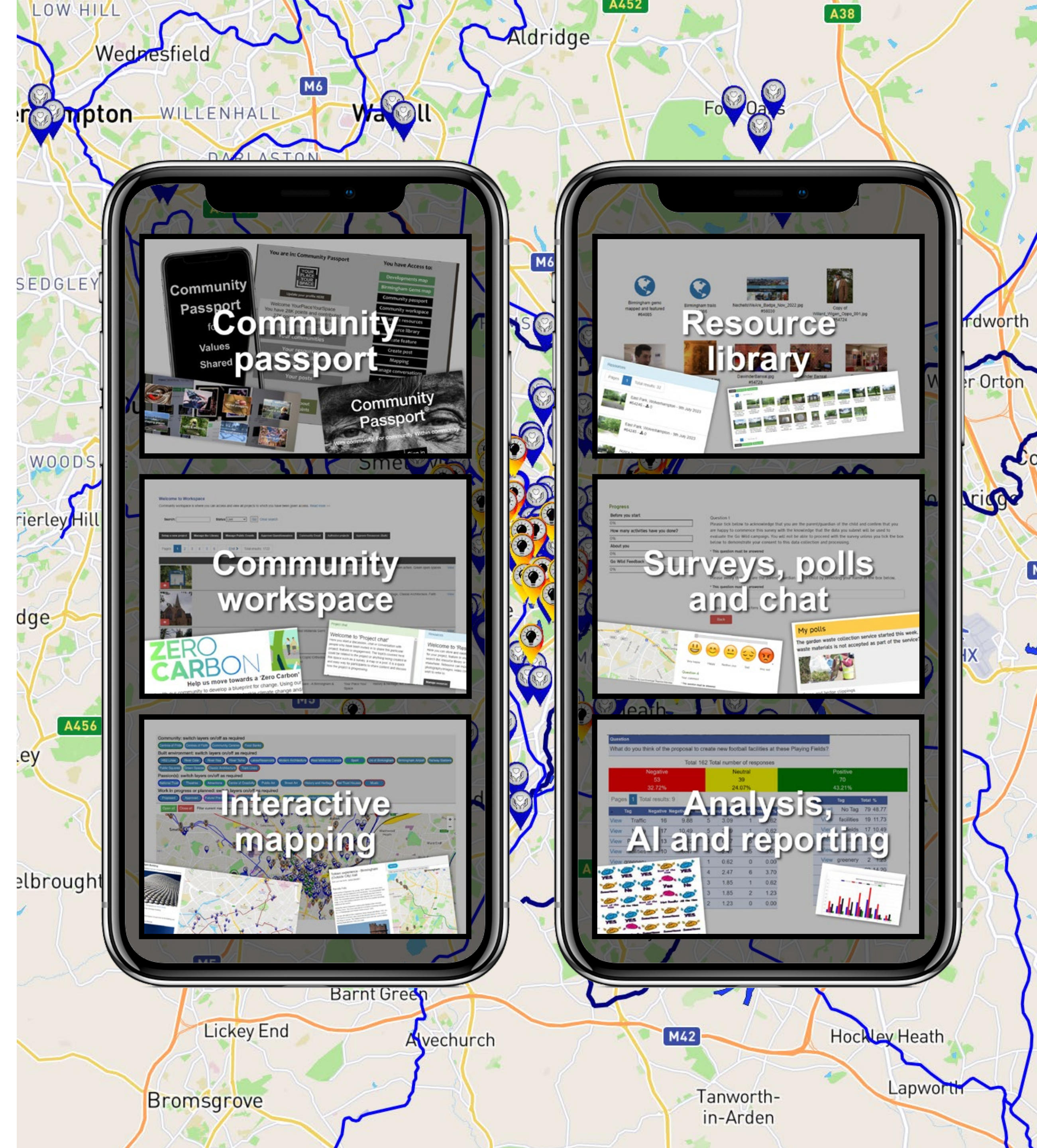


Digital is critical

Digital is key to everything the Pride of Place Collective will provide and will ensure the engagement and involvement of as many people as possible.

Using a digital product specifically created for Pride of Place Collectives, Centres for Pride of Place will engage and involve their community in mapping their neighbourhoods, towns and cities. This is a unique digital collaboration that involves local people and local businesses, creating and sharing content. This mapping of local assets will cover the culture of the area and all the developments taking place.

Community Passport is the digital platform that powers all Pride of Place Collectives. In the one digital space, a full suite of tools can be accessed by the community and used in this unique pride of place collaboration.



Case study:

A Pride of Place Collective (Birmingham and the West Midlands)

With community. Within community. For community.

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Community Passport

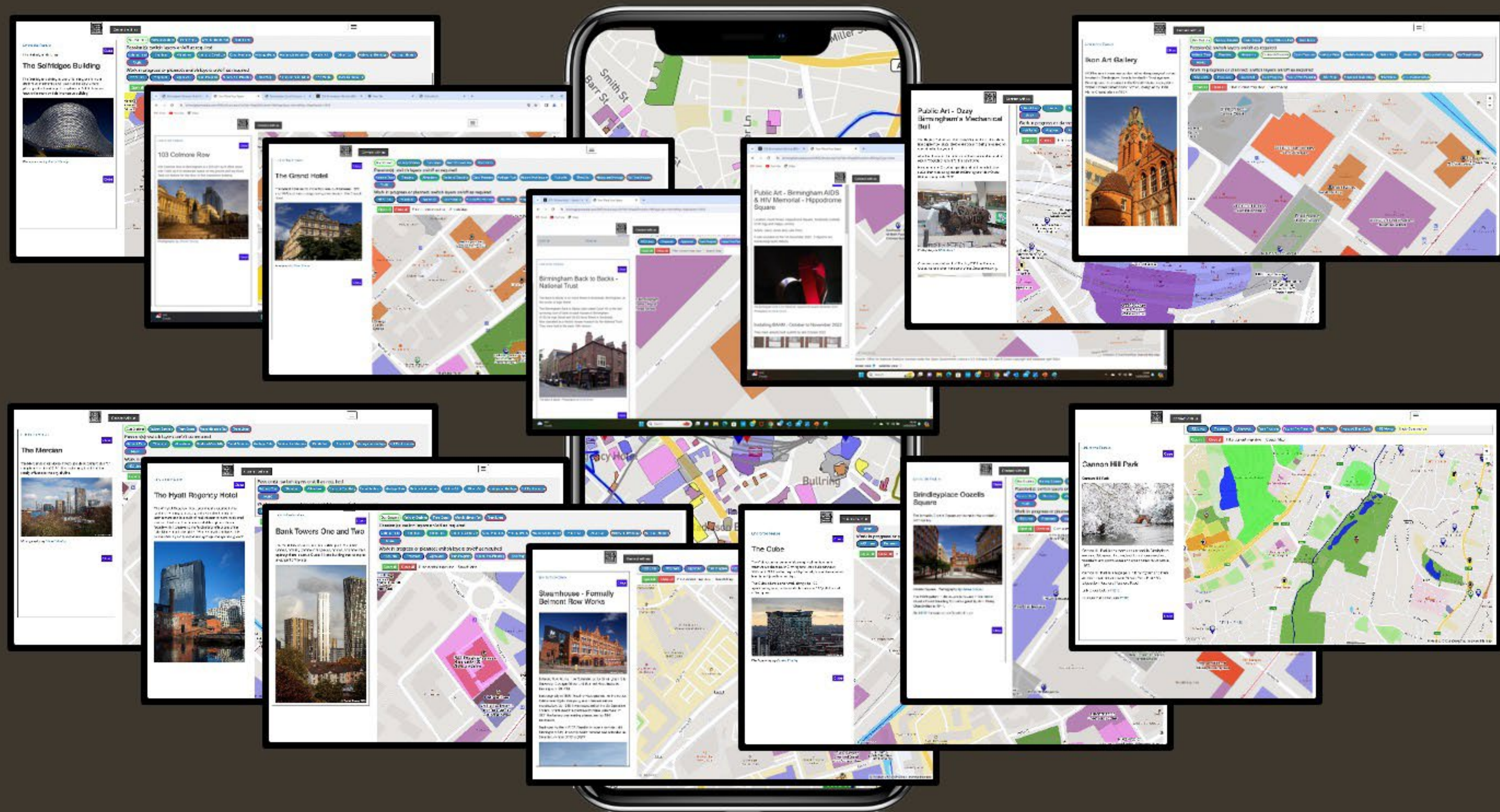
A nighttime photograph of the Birmingham city skyline. The sky is dark, and the city lights are visible. Several tall buildings are illuminated, with some showing red lights. In the foreground, there are silhouettes of trees and a dark area, possibly a park or a field. The overall scene is a panoramic view of the city at night.

This Pride of Place Collective was launched in Birmingham in 2022 and is now rolling out across the entire West Midlands.

This digital collaboration between business and community helps in the shaping, making and promotion of places, whilst ensuring culture that makes a place a great place, is protected.



All of Birmingham's amazing culture is now mapped and showcased



All of Birmingham's infrastructure is mapped and showcased





Canals & Waterways

Your Place Your Space



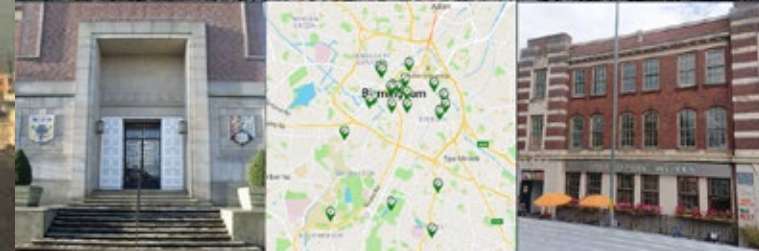
Historic Buildings

Your Place Your Space



Centres of Creativity

Your Place Your Space



HS2/Curzon Street Station

Your Place Your Space



Modern Architecture

Your Place Your Space



Public Squares

Your Place Your Space



Midland Metro Tram

Your Place Your Space



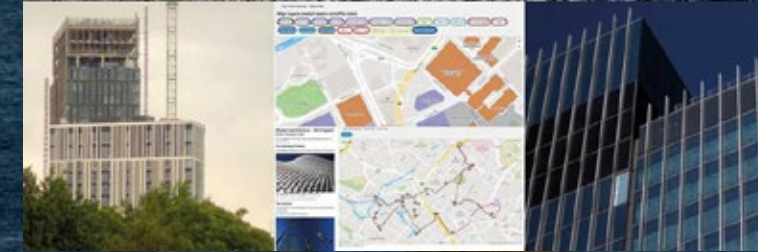
Parks & Open Spaces

Your Place Your Space



It's Your Build

Your Place Your Space

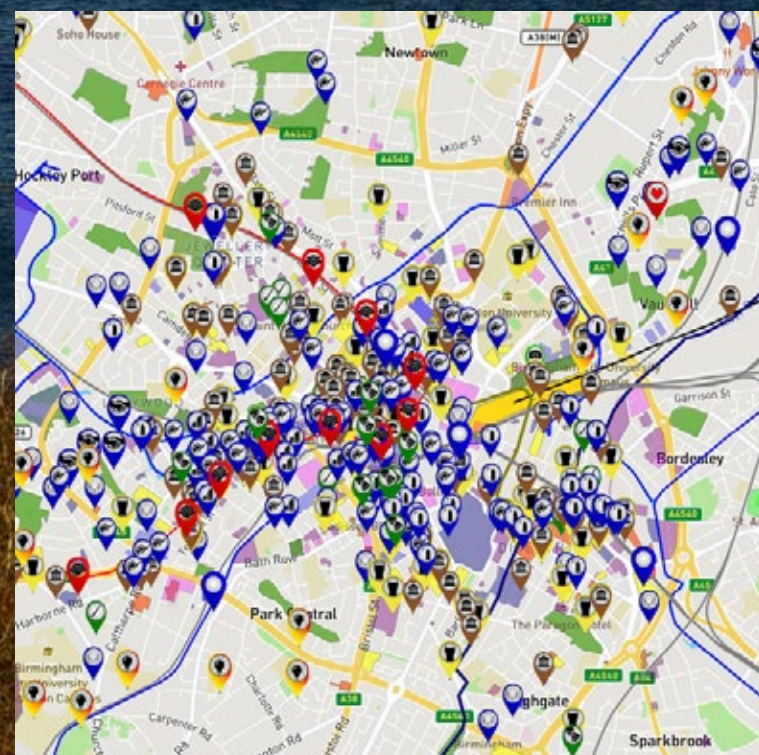


Public Art

Your Place Your Space



Birmingham developments map



Culture and infrastructure is searchable



Built environment: switch layers on/off as required

River Cole River Rea River Tame Modern Architecture Hospitals Lakes/Reservoirs West Midlands Canals Sport Green Spaces Uni of Birmingham Birmingham Airport Public Squares Classic Architecture Education

Transport: switch layers on/off as required

Bus Stations Railway Stations Tram Stops West Midlands Rail Tram Lines

Passion(s): switch layers on/off as required

National Trust Theatres Attractions Centre of Creativity Canal Features Heritage Pubs Modern Architecture Public Art Street Art History and Heritage Nat Trust Houses Music

Work in progress or planned: switch layers on/off as required

HS2 Lines Proposed Approved Tram Progress Future/ Pre-Planning Site Prep Proposed Tram Stops HS2 Works Under Construction

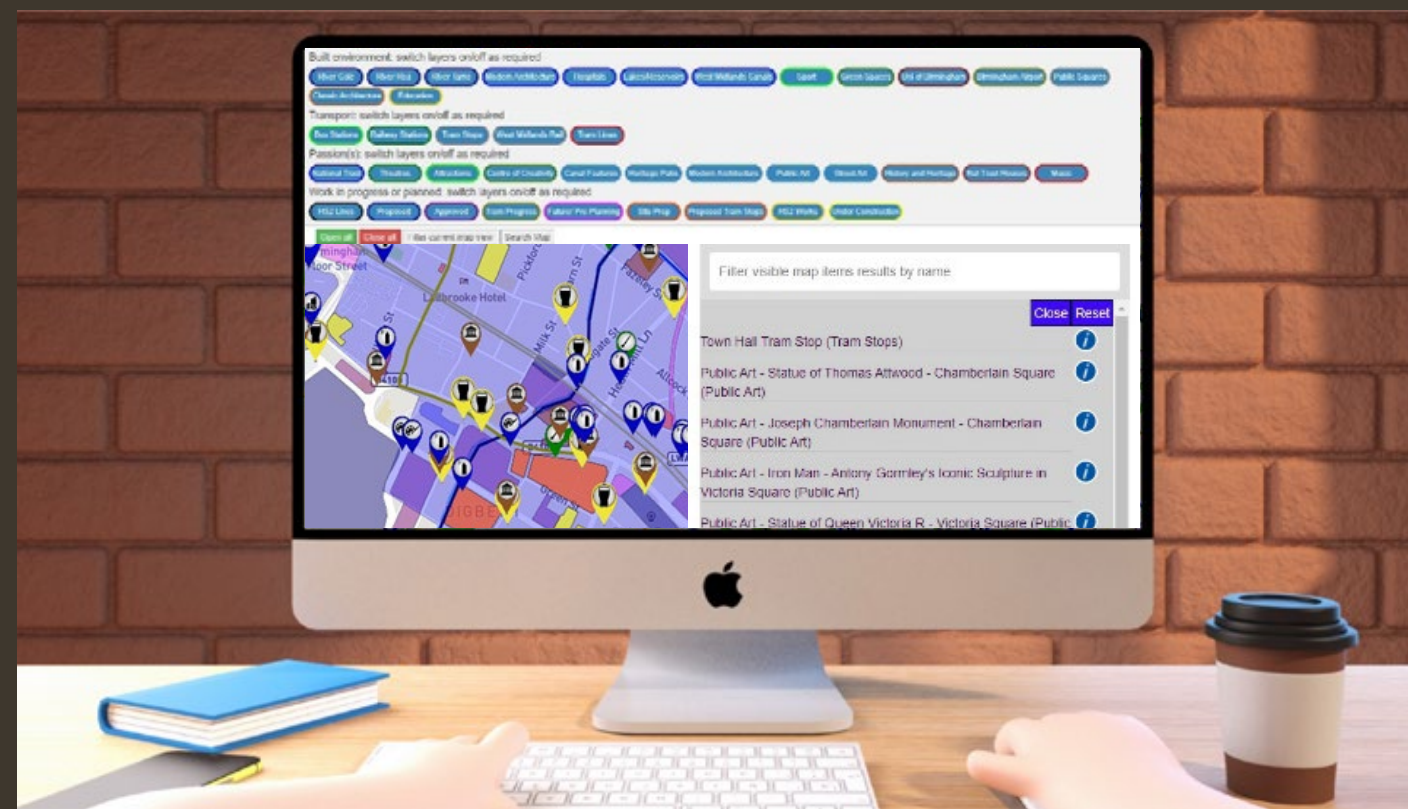
Open all Close all Filter current map view Search Map

Filter visible map items results by name

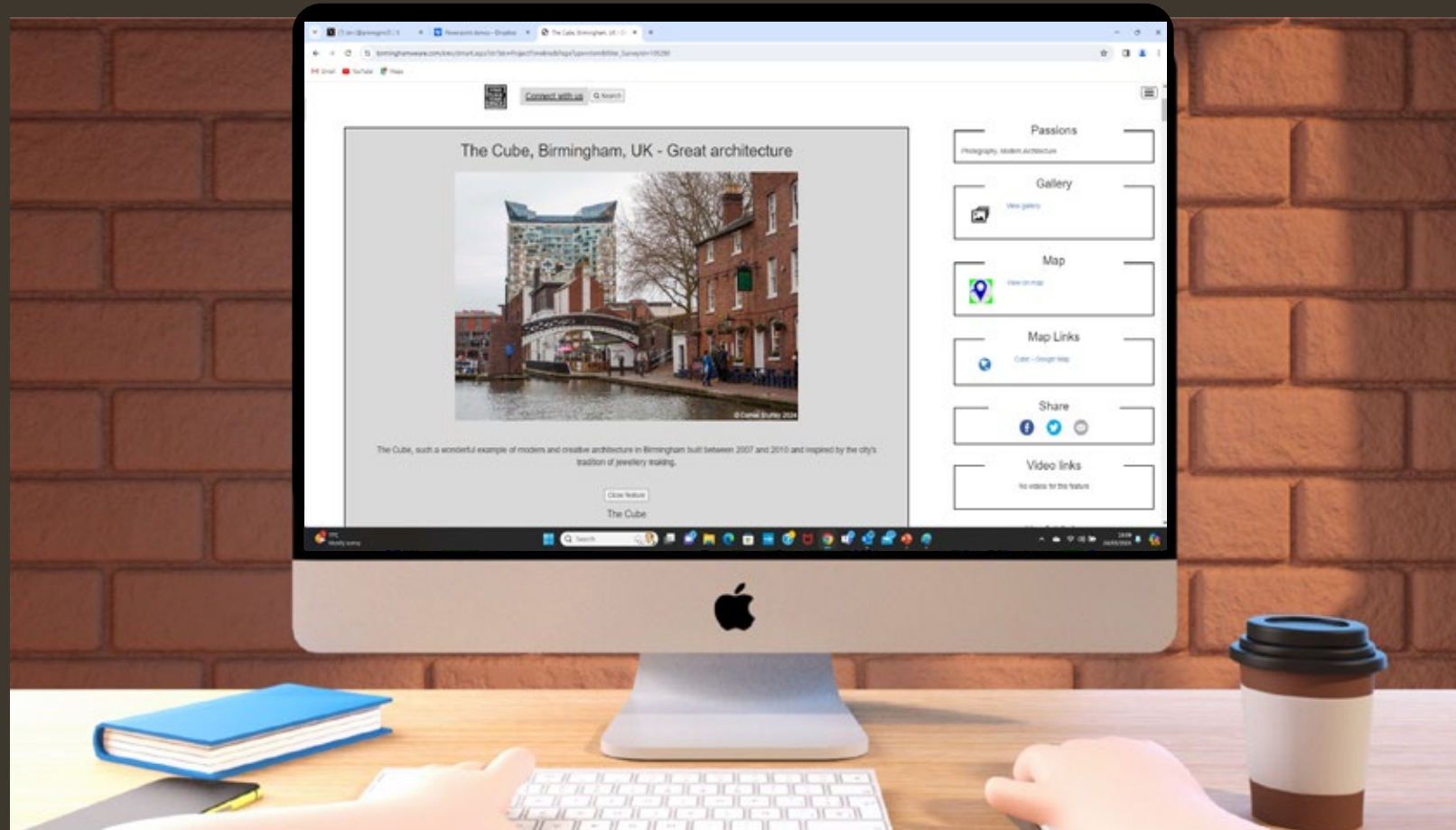
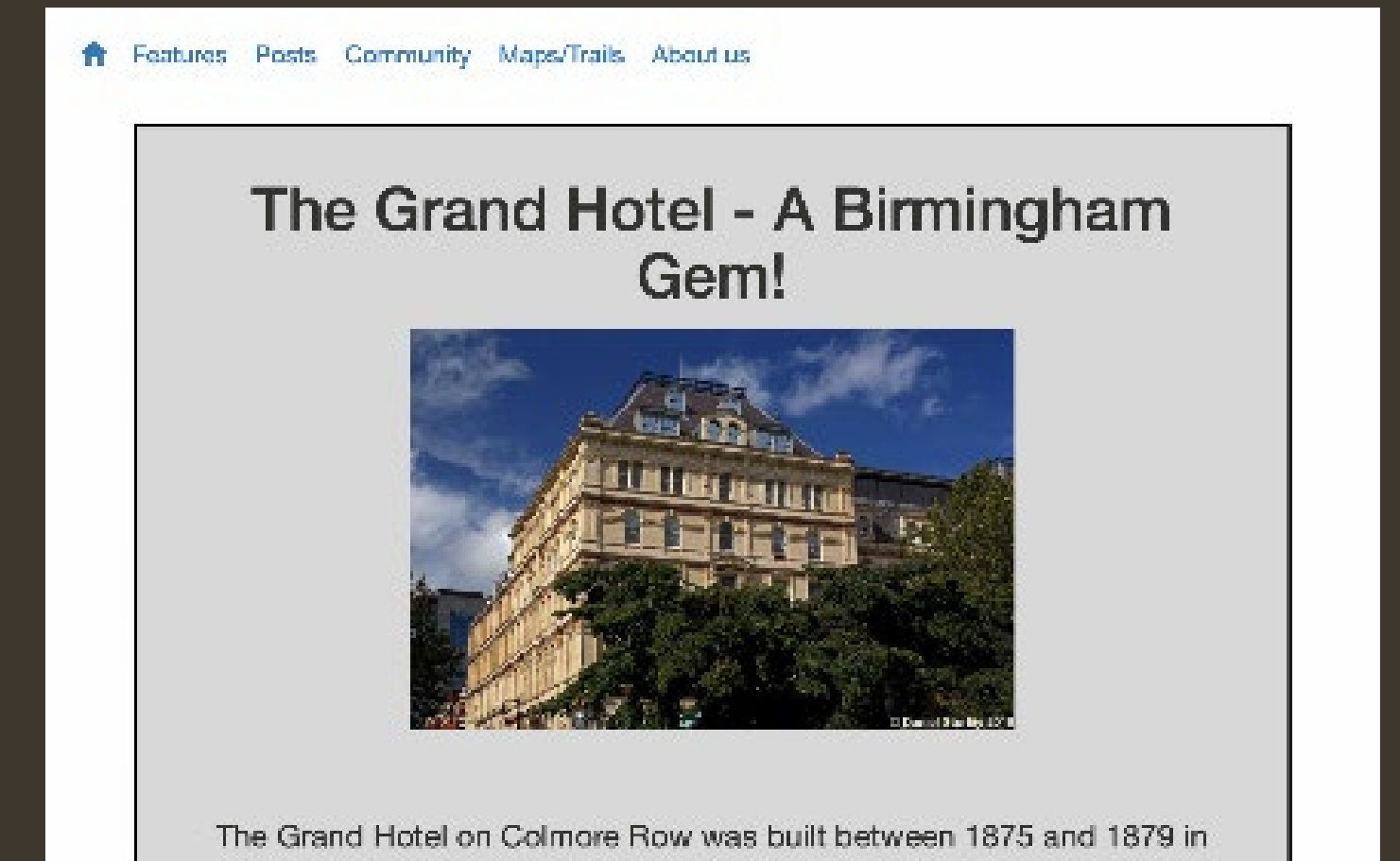
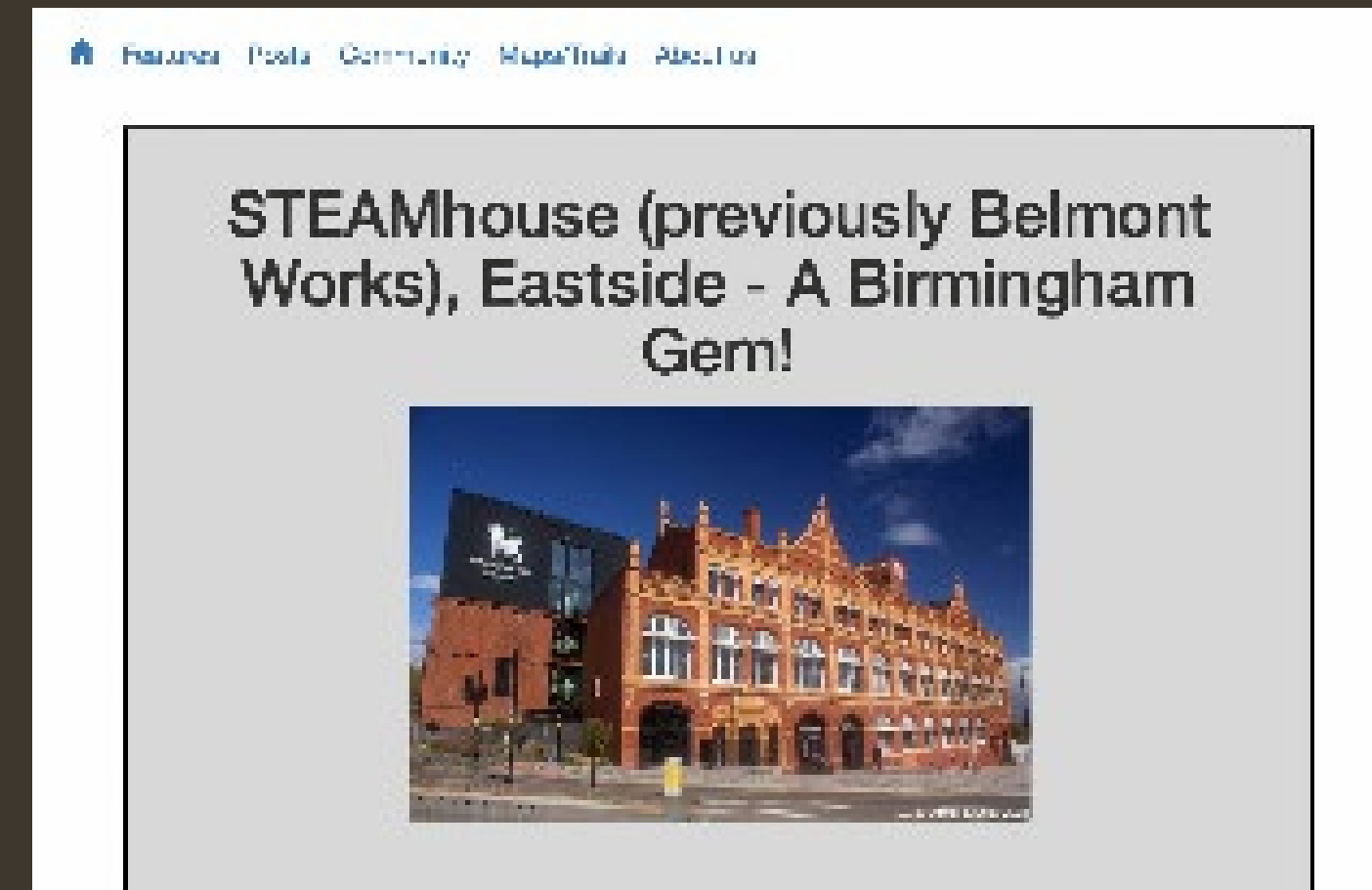
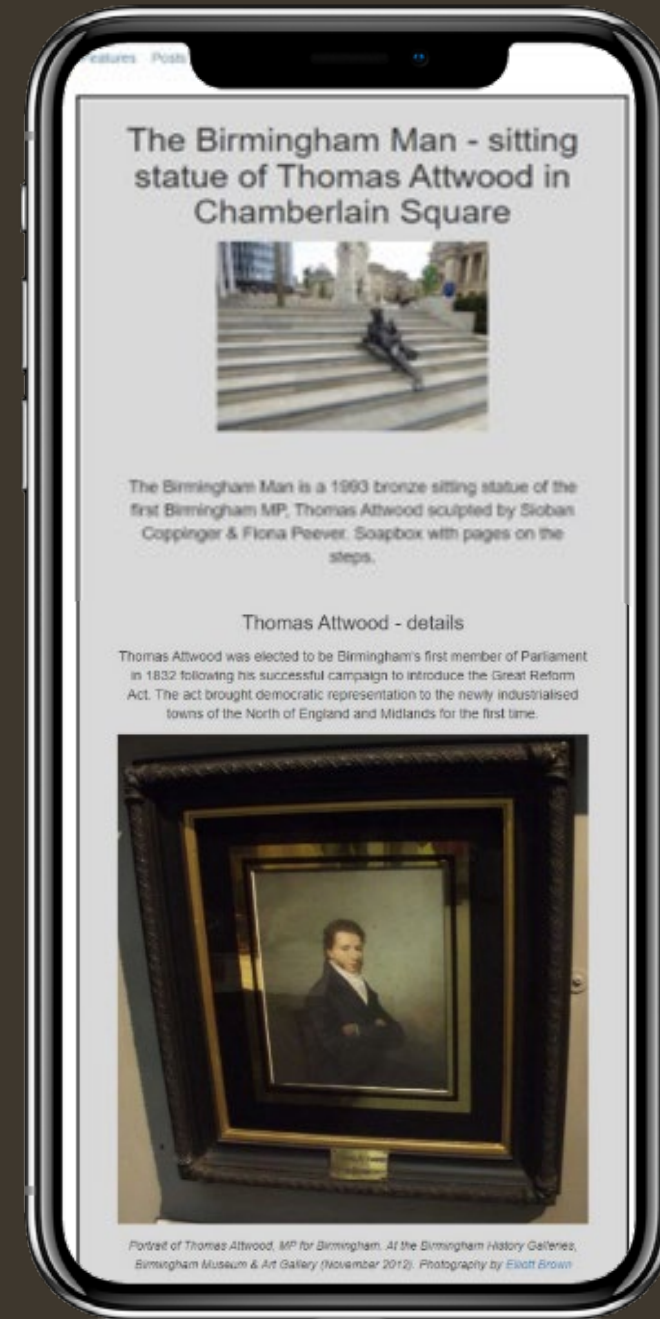
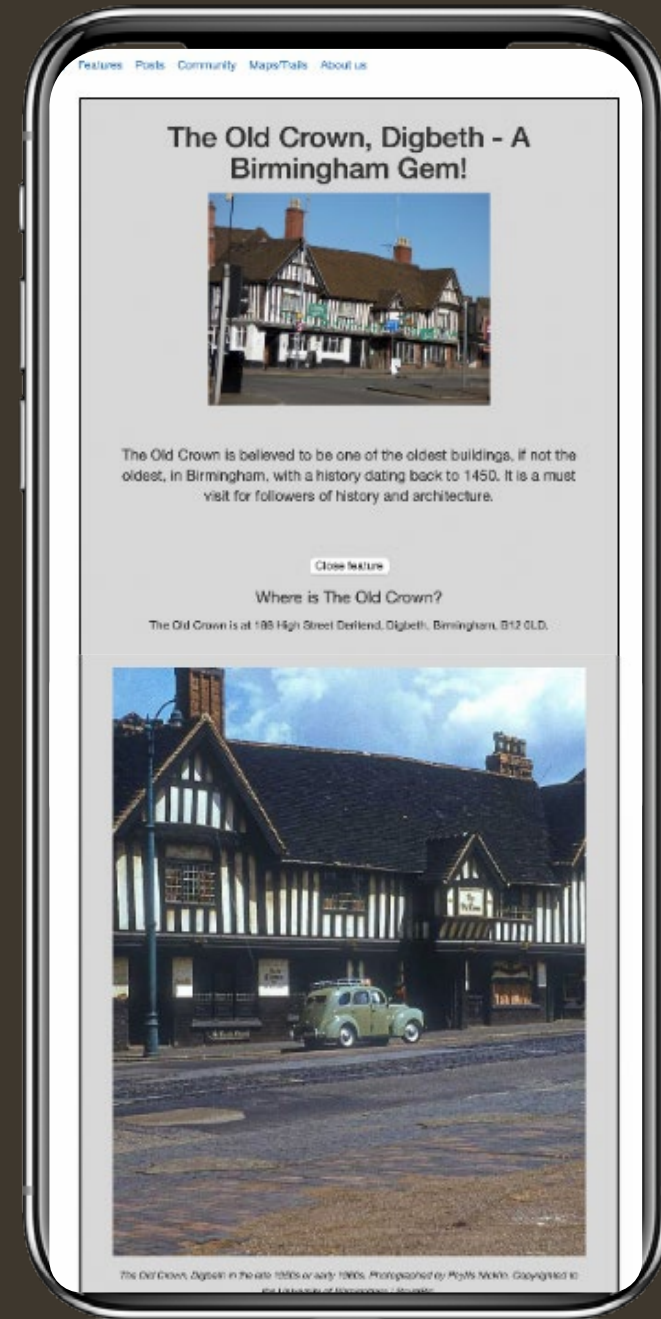
Close Reset

- Town Hall Tram Stop (Tram Stops)
- Public Art - Statue of Thomas Attwood - Chamberlain Square (Public Art)
- Public Art - Joseph Chamberlain Monument - Chamberlain Square (Public Art)
- Public Art - Iron Man - Antony Gormley's Iconic Sculpture in Victoria Square (Public Art)
- Public Art - Statue of Queen Victoria R - Victoria Square (Public Art)
- Public Art - 'The River and Youth' - Victoria Square (Public Art)
- Two Chamberlain Square (Modern Architecture)
- One Chamberlain Square (Modern Architecture)
- Birmingham Town Hall (History and Heritage)
- Birmingham Museum & Art Gallery (History and Heritage)
- Birmingham City Council House (History and Heritage)
- Victoria House - 114 - 116 Colmore Row (History and Heritage)
- Victoria Square House (History and Heritage)
- Purecraft Bar & Kitchen - Heritage Pub (Heritage Pubs)
- The Colmore - Heritage Pub (Heritage Pubs)

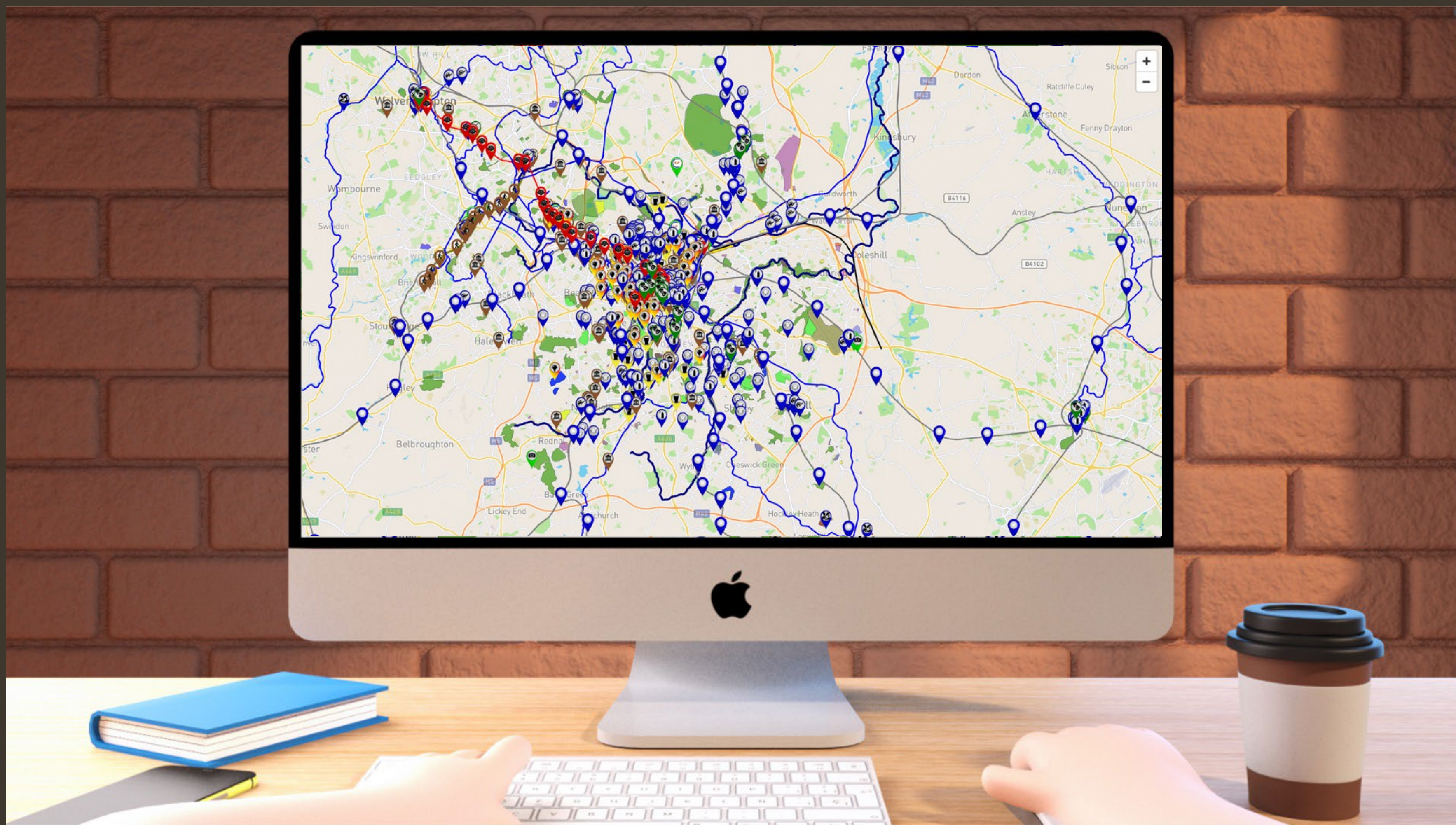
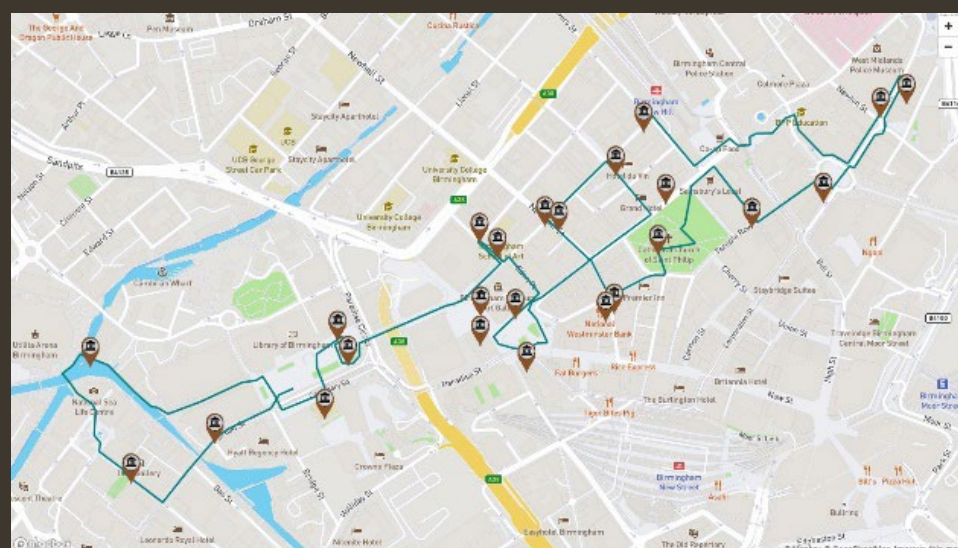
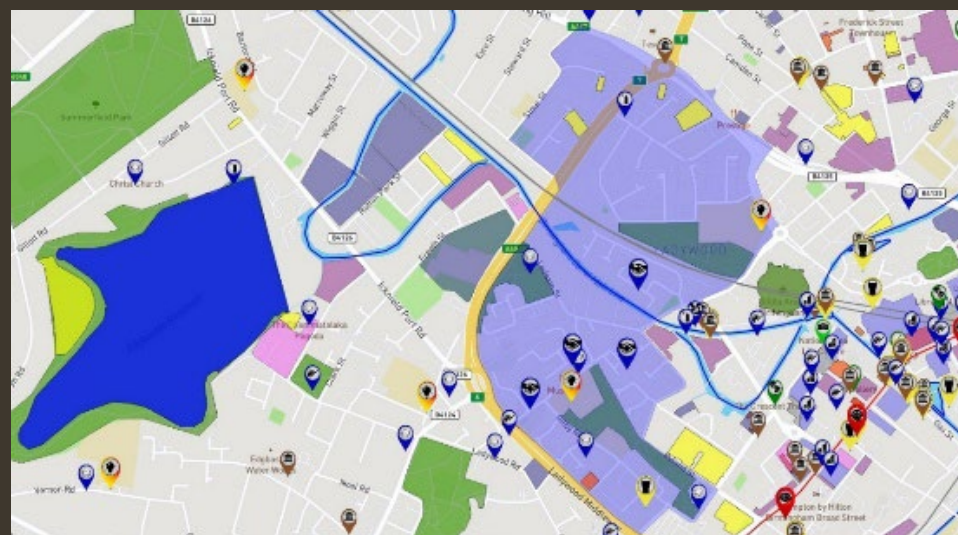
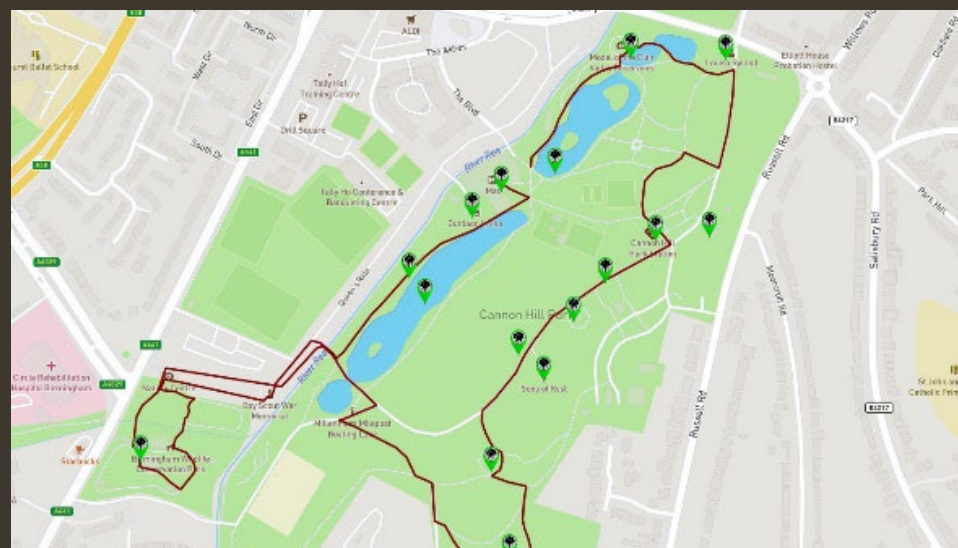
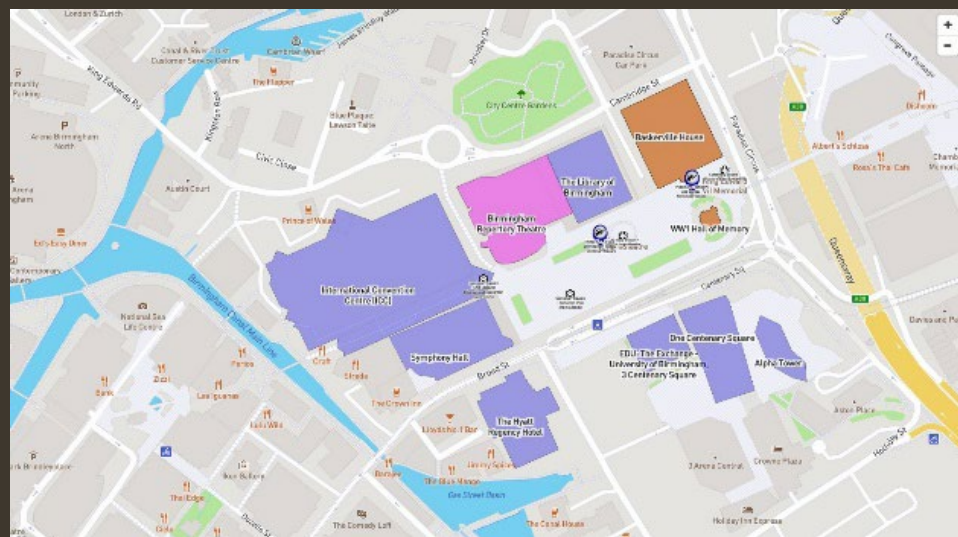
Search all items on map by name



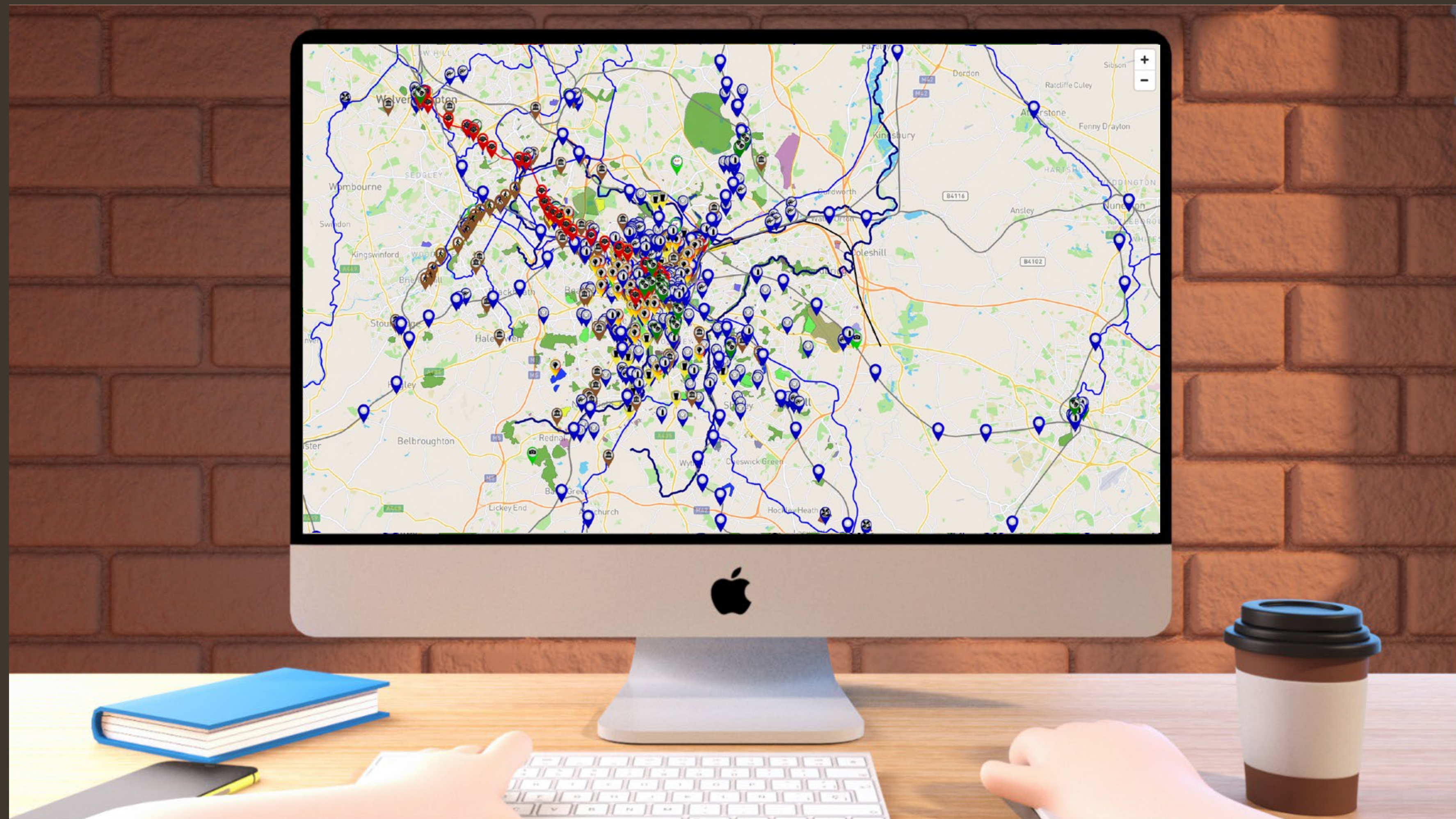
and featured



on maps already viewed
over 2.5 million times



Culture and infrastructure across the entire region is now being mapped



An aerial night view of a city skyline. The scene is dominated by numerous illuminated buildings of varying heights and architectural styles. A prominent feature is a tall, modern building under construction, which is brightly lit and has a large crane attached to its side. The city lights create a vibrant, colorful glow against the dark night sky. The text is overlaid in the center of the image, providing a message about the relationship between business and community.

This Pride of Place Collective is proof of the productive relationship that can be created, nurtured between business and community in order to help in the shaping, making and promotion of places and the protection of culture.

Centres for Pride of Place roll out

The important strength of the Collective is that each Centre for Pride of Place (CPOP) will be unique in how it serves the needs and interests of the neighbourhood it covers, whilst benefitting from digital engagement that ensures all regional CPOPs are connected.

If located in a school or academy, then the additional value brought to the community must fit with what the school or academy is already providing.

If a library or a community centre is being considered, the addition of digital will open up many new opportunities that can be explored.

If a sponsoring business is involved as a host, then that business will have a major say as to what is provided by the Centre.



The Collective's executive board

The rewards that go with nurturing greater pride in the places people live in and grow up in are, undeniably, both social and economic.

The rewards being:

- **Greater investment in the place.**
- **More visitors.**
- **Better health across the community.**
- **Reduced anti-social behaviour.**
- **A more connected and cohesive community.**

Stakeholders and organisations with local knowledge should steer the work of a Pride of Place Collective and be connected in some way. As a starting point, consideration should be given to what already exists, with a CPOP promoting the alignment of values that are already shared by business, community and local/regional government.



Key influencers in the shaping and making of place

It is recommended that close links are formed with those with a major influence over the shaping, making and promotion of a place including:

- Regional government and local government.
- The VCSE sector.
- Providers of infrastructure and transport.
- The drivers of culture.
- Major employers active in the community.
- Local University/College.
- Schools and Academies.

Community representation can be via local councillors.



Let's chat pride of place with your place

We hope this has been of interest.

We realise there is a lot to think over and a lot to discuss. Could we suggest a meeting.

At this meeting we will demonstrate the work that we have been doing to engage and involve community in their place and provide a tour of the Community Passport digital platform.

Contact:

Jonathan.Bostock@ValuesShared.com

07432 637 322

Values Shared CIC is a social enterprise (with the aim of becoming a charitable concern).

www.ValuesShared.com - registration no: 15489900



The Pride of Place Collective is an initiative of Shared Values CIC

Values Shared CIC is a new social enterprise (looking to grow into a charity) that is focussed on the greater alignment of the private sector, public sector, VCSEs and local/regional government.

Values Shared works in partnership with disruptors who share the view that new ways are required to ensure our places are supported, with culture and community playing a key role. Of particular interest to Shared Values CIC are new approaches to growing the social economy which look at social value and CSR as being more aligned to shared values with shared returns that can be measured financially to prove their contribution to the wealth of a place.



Values Shared
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