

The Pride of Place Collective (Birmingham)

With community. Within community. For community.

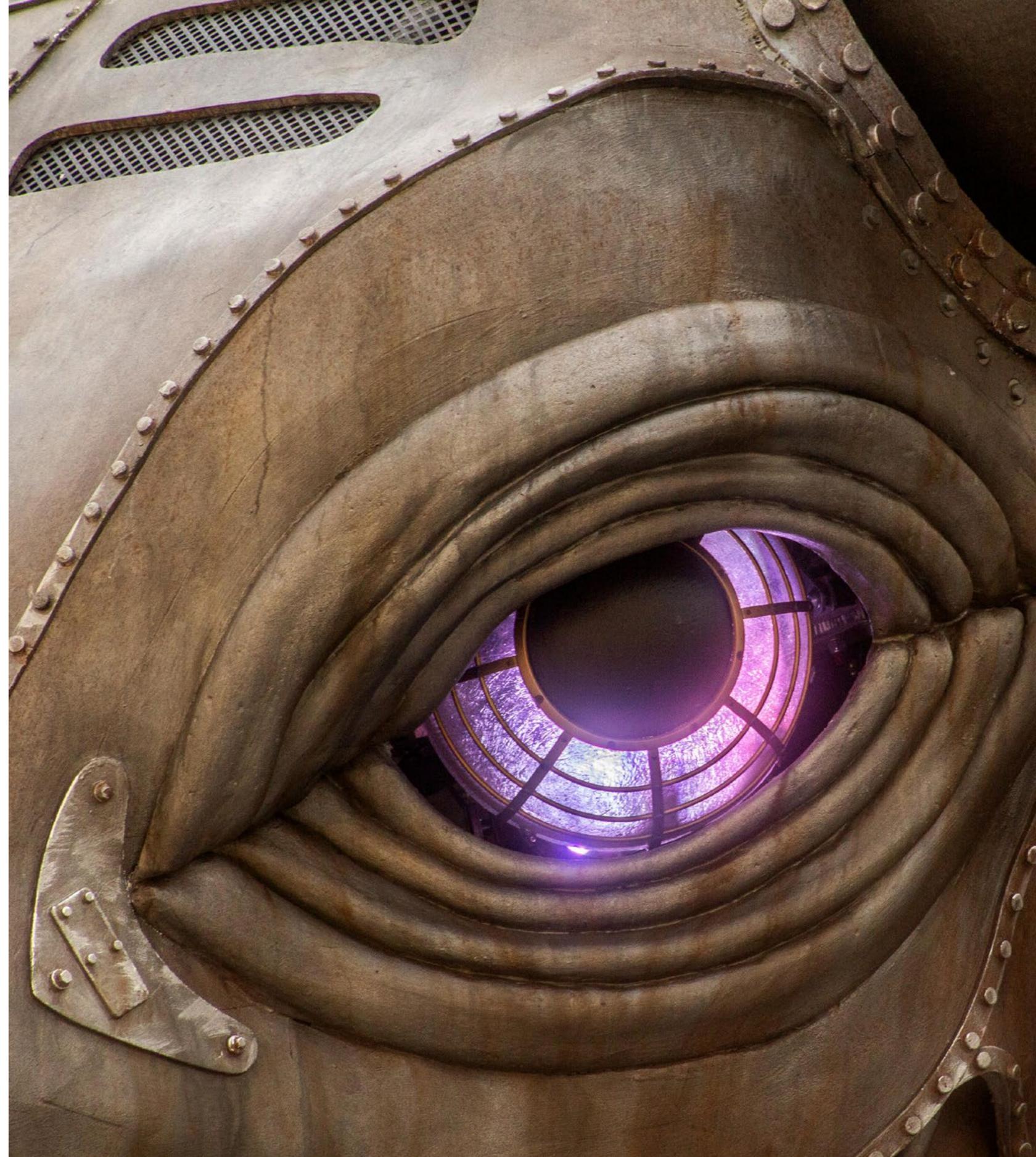
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A Pride of Place Collective

A Pride of Place Collective is a practical and effective way of engaging and involving all stakeholders in the shaping, making and promotion of place.

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 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, and through shared values, nurture pride of place.



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.



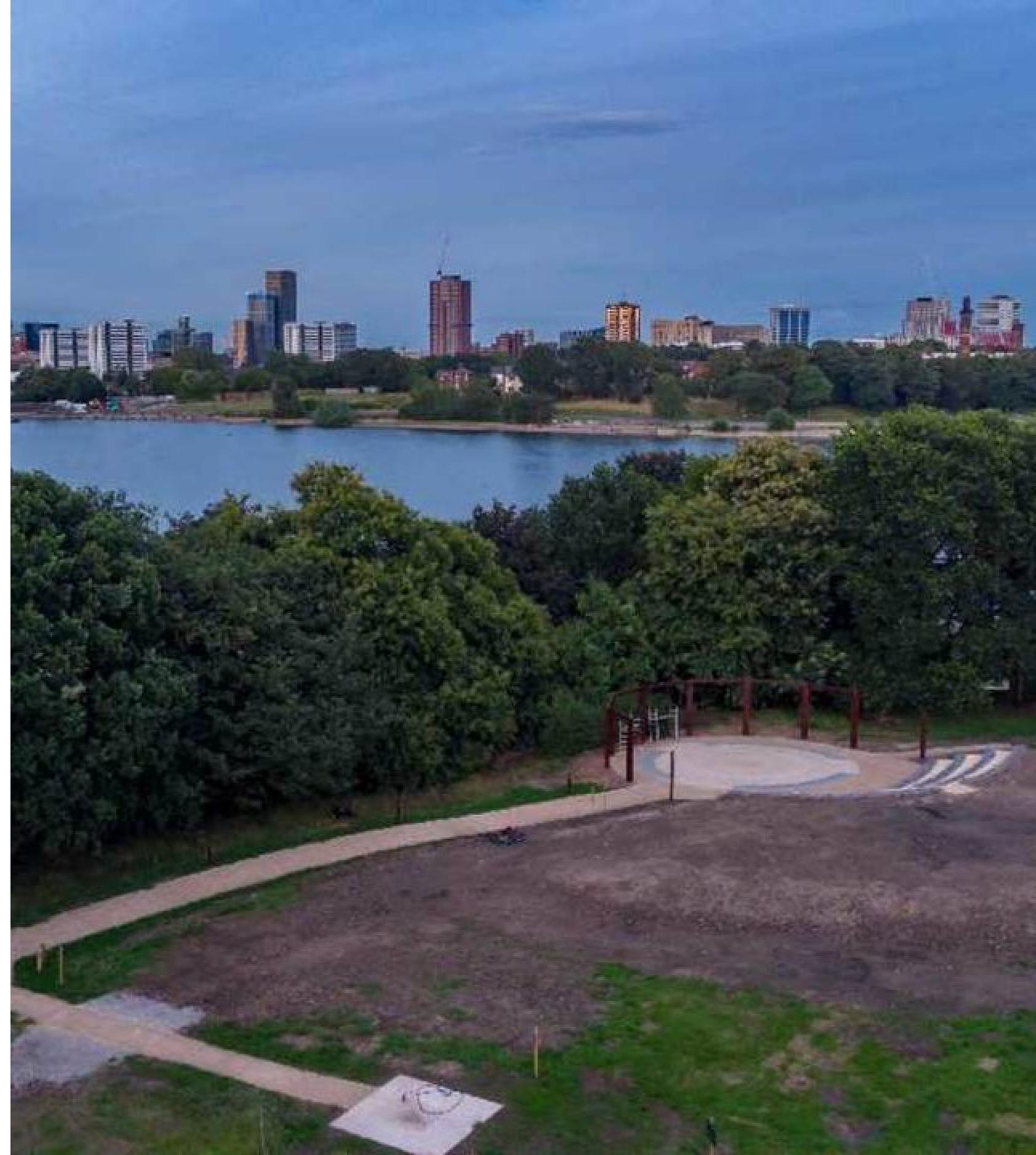
The cultural case for pride of place

The major role of a Pride of Place Collective is to ensure that 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.

These are all important considerations in the shaping, making and promotion of places.

A thorough evaluation should be made of the impact a place-based decision will have on the heritage of a place, its hospitality sector, local parks and open spaces, the local environment, art and creativity, and of course, the local community. These are all things that bring to life the culture of a place and contribute to the pride shown by people who live and work there.



The Pride of Place Collective covering Birmingham consists of ...

Centres for Pride of Place (CPOPs) across the city.

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

An Academy for Pride of Place for gathering and analysing insight.

A Society for Pride of Place for bringing people together for shared pride of place.



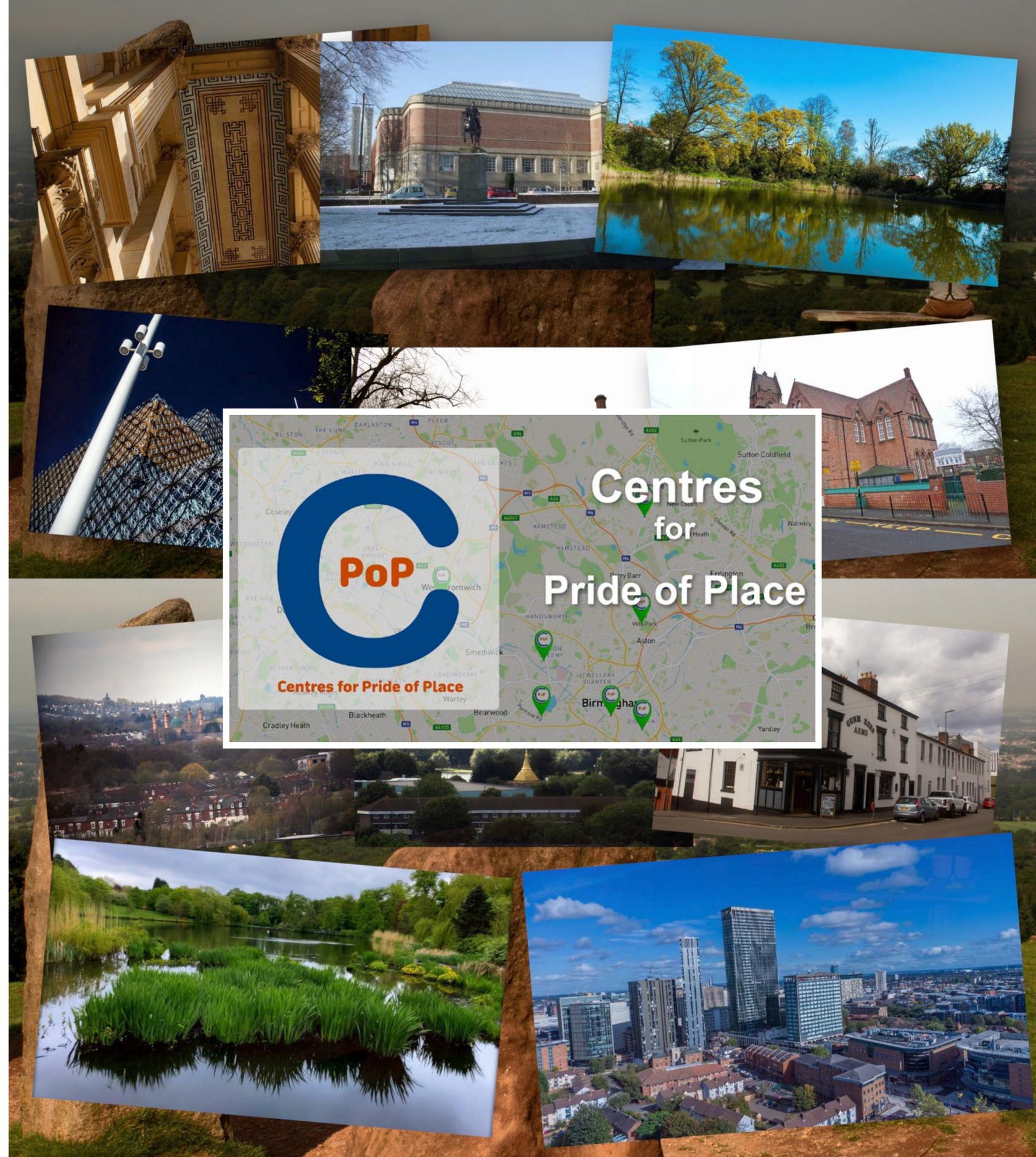
Centres for Pride of Place in Birmingham

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 as Centres for Pride of Place (CPOPs), engaging and involving community as the project takes 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 living across Birmingham, the place they associate themselves with may only be a small defined area such as a ward, just 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 the city. This city-wide Collective can then be connected to the region. Individual CPOPs can roll out as needs and opportunities arise, with the aim of ensuring that all the city's neighbourhoods are, in time, represented.

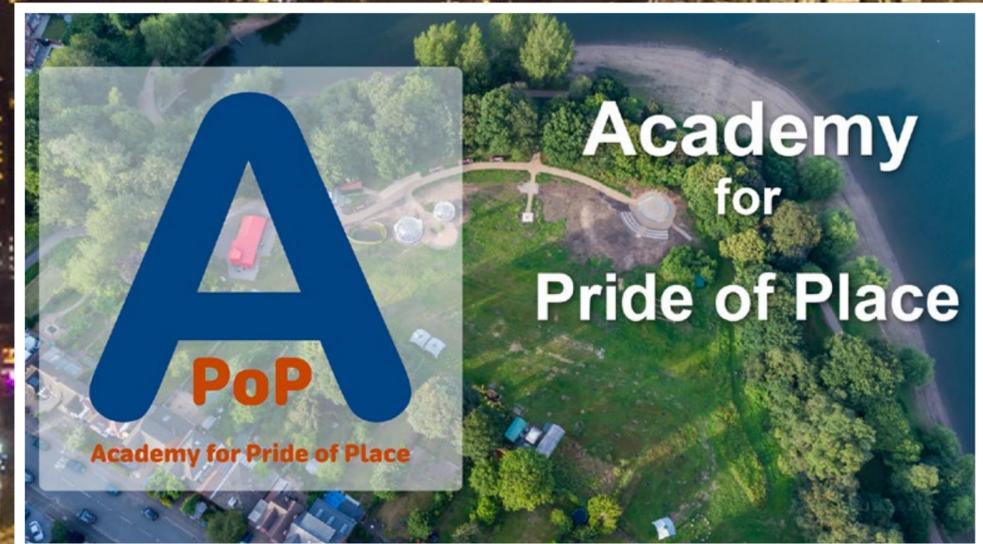


A Society and/or Academy for Pride of Place

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

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.

For Birmingham, we propose running both the Society and Academy out of Steamhouse at Birmingham City University.



Universities and Colleges can have a key role

With their academic focus, and with great connections across the city and region, universities and colleges make ideal partners of the collective.

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 universities and colleges.

Given the digital focus and use of applications such as AI, mapping, media, immersive tech, drones, etc, having a university like BCU involved would be invaluable. For BCU, 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.

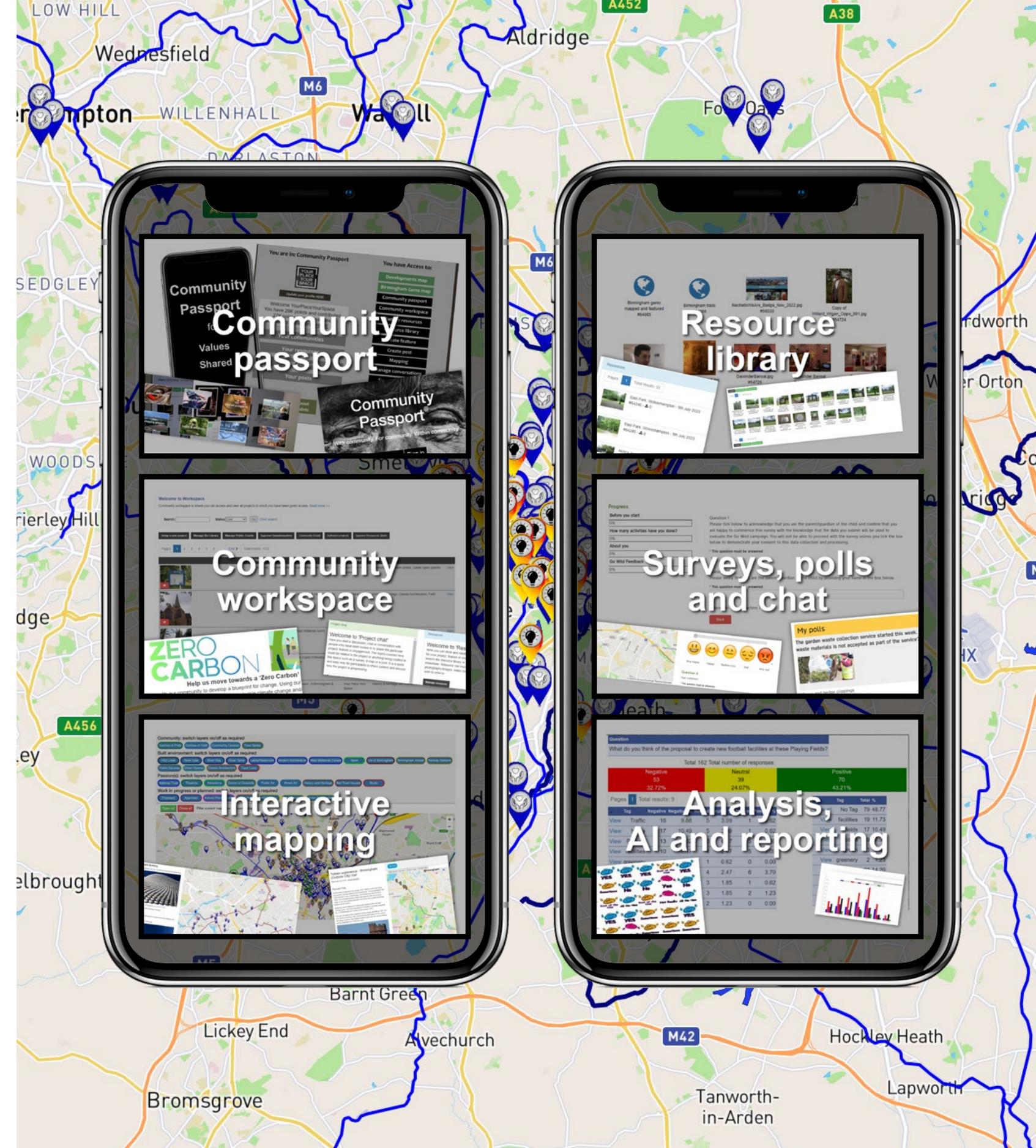


Digital is critical

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.

The first task of a Centre for Pride of Place will be to asset map the neighbourhood. This is a unique digital collaboration that involves local people and local businesses.

Community Passport provides, in one digital space, a full suite of tools that can be accessed by the community and used in a collaboration with business and local government.



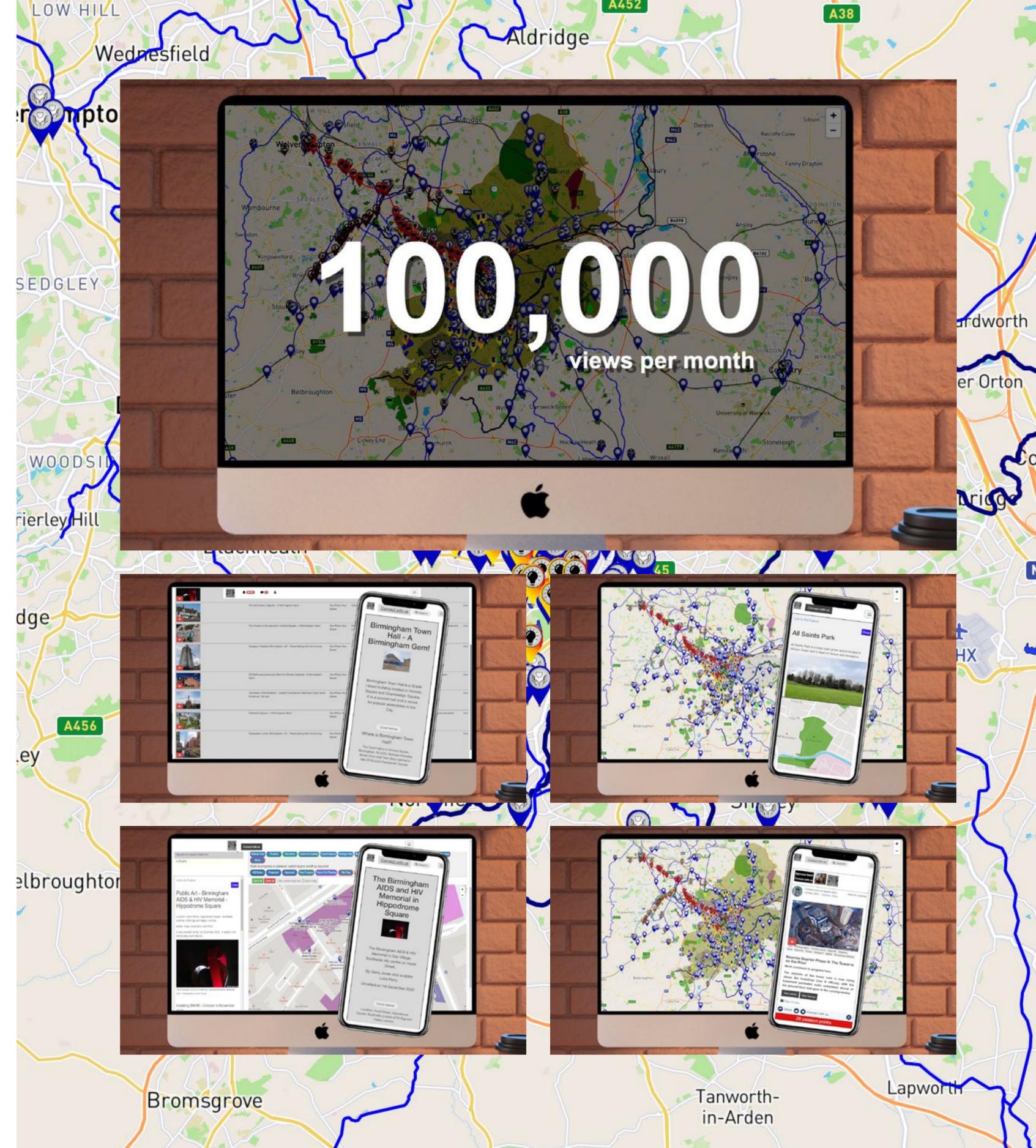
Assets mapped for the city and for each neighbourhood

Assets mapped will continue to be featured, with businesses and community collaborating to ensure all local connections and local interests are covered.

These mapped assets will be added to a digital space where this information can be published.

Note: This does not necessarily mean creating a new domain, social media account etc. If one already exists, new rich information should be displayed there.

For Birmingham, this work is already in progress with the city, its culture and its developments mapped and showcased. This rich content is now viewed over 100,000 times a month. Centres for Pride of Place will enable all of the city's neighbourhoods and local businesses to be engaged and involved to ensure they too benefit from this valuable exposure.



Every Centre will be unique but connected

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 covered, whilst benefitting from digital that connects all the CPOPs in the Collective.

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 each Centre for Pride of Place. 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 government.



Key influencers on the shaping and making of place

We would recommend the Pride of Place Collective includes representation from:

- 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 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

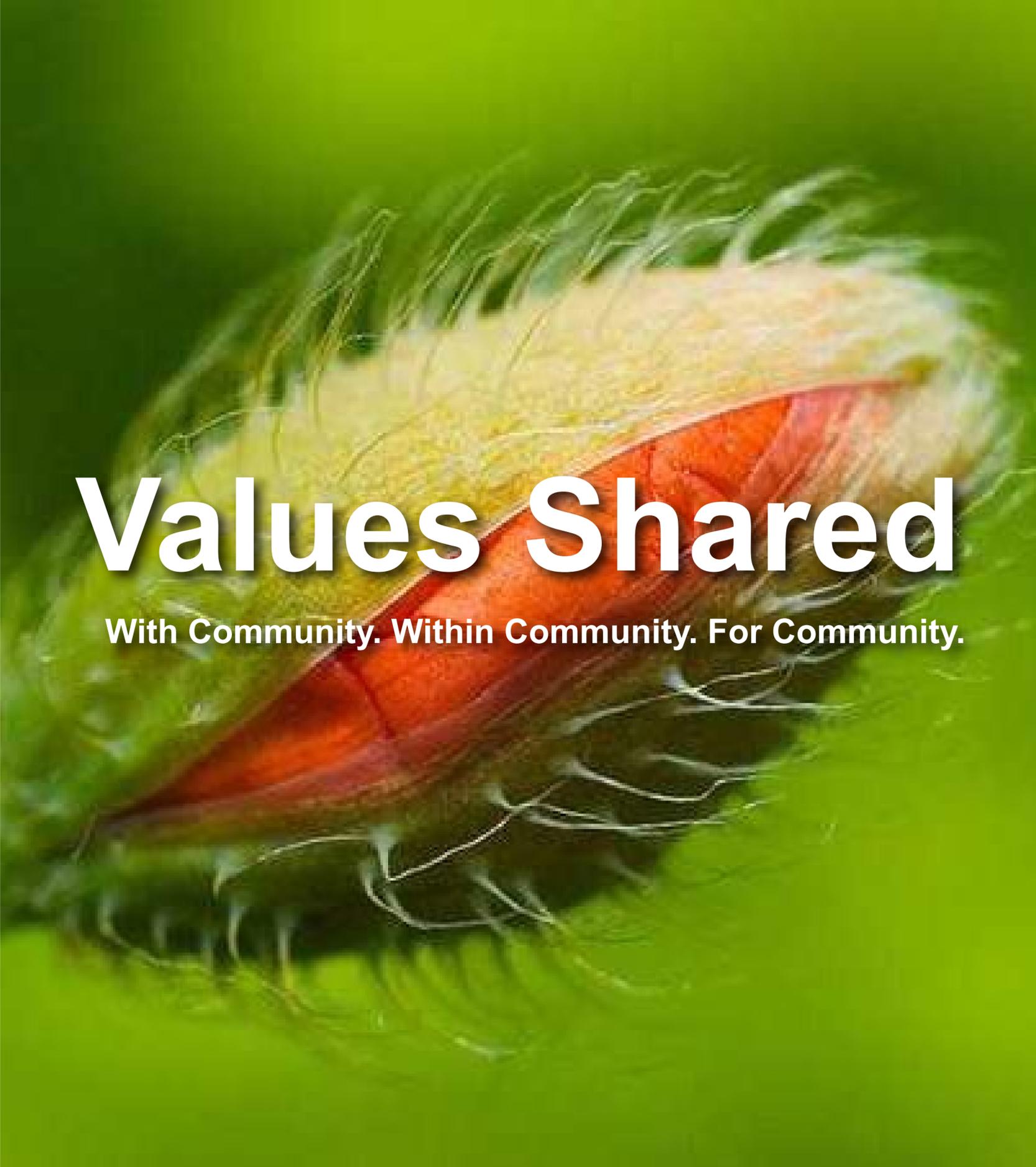


The Pride of Place Collective is an initiative of Shared Values CIC

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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