

The Pride of Place Collective

(West Midlands)

With community. Within community. For community.

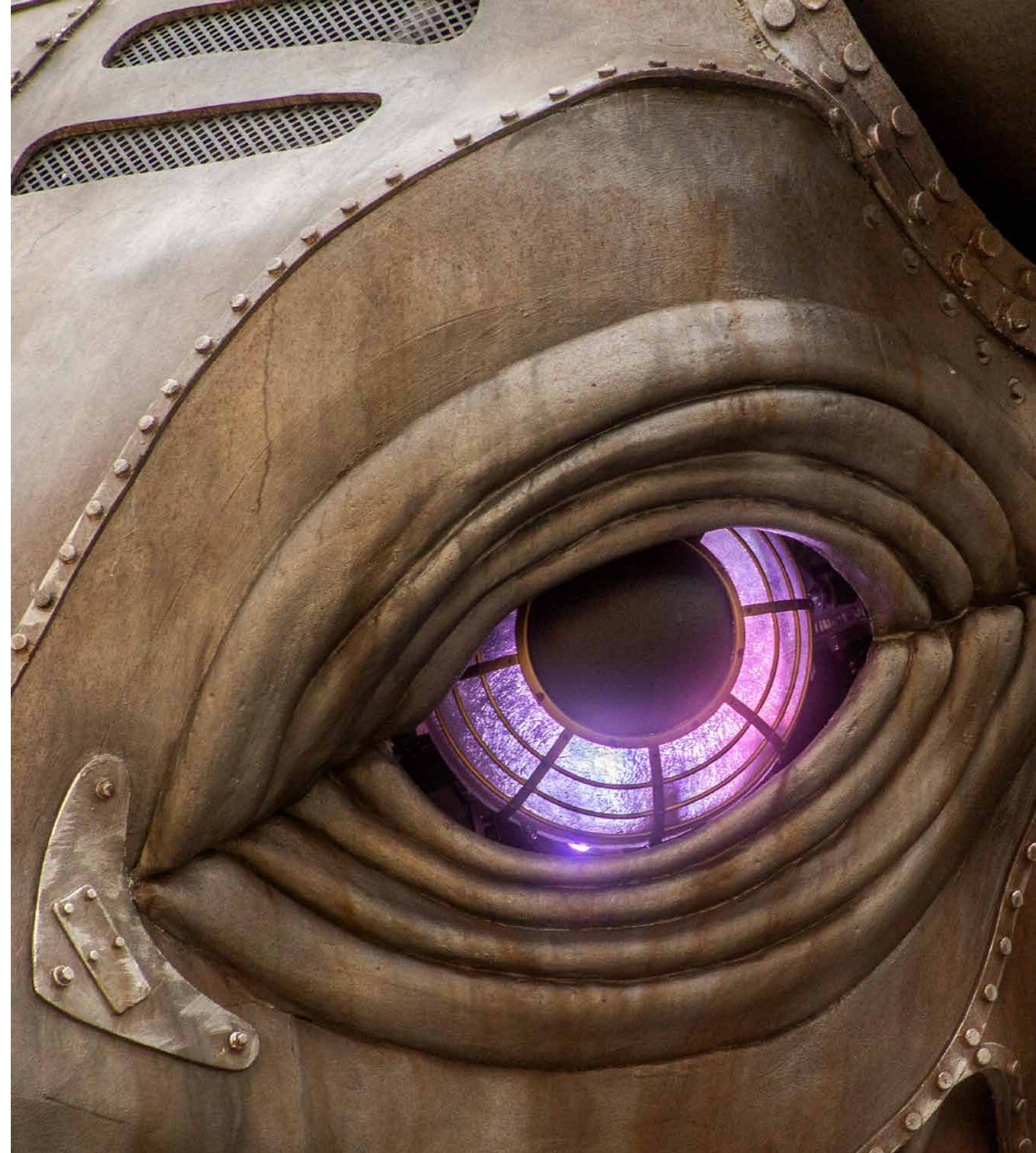
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Introducing A Pride of Place Collective for the West Midlands

A Pride of Place Collective is a practical and effective way of engaging and involving all stakeholders in the shaping, making and promotion of cities, towns and neighbourhoods that make up the West Midlands.

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 covering the region includes ...

Centres for Pride of Place (CPOPs) across all local authorities that make up the region.

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

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 across the region

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 the region. Individual CPOPs can roll out as needs and opportunities arise, with the aim of ensuring that all the region's cities, towns and neighbourhoods are represented and connected.

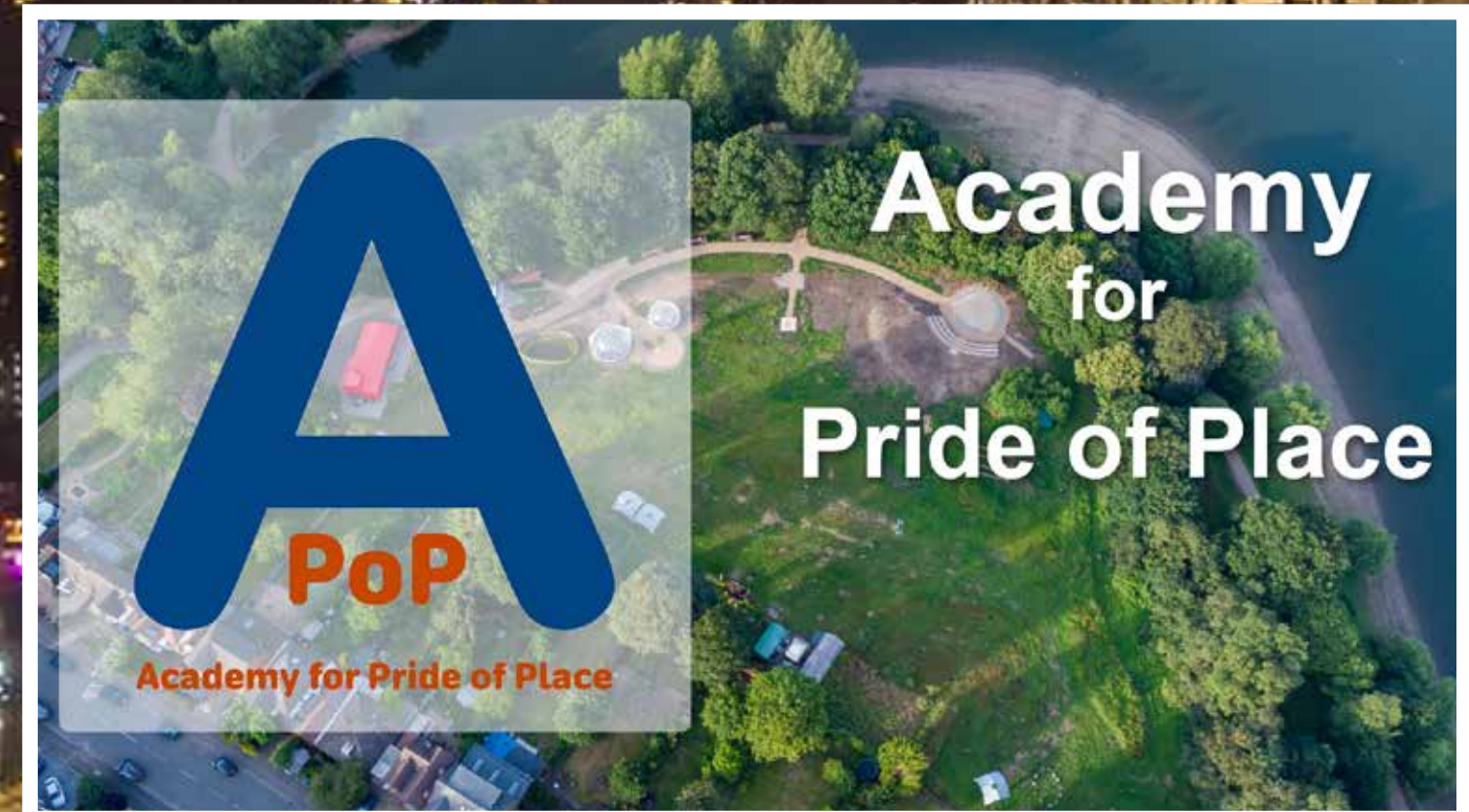


A Society and/or Academy for Pride of Place

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.

For the region, we propose running A Society for Pride of Place out of Steamhouse at Birmingham City University. An Academy could be hosted by a college or academy in each local authority district.



Universities and Colleges can have a key role

With their academic focus, and with great connections across the region, 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.

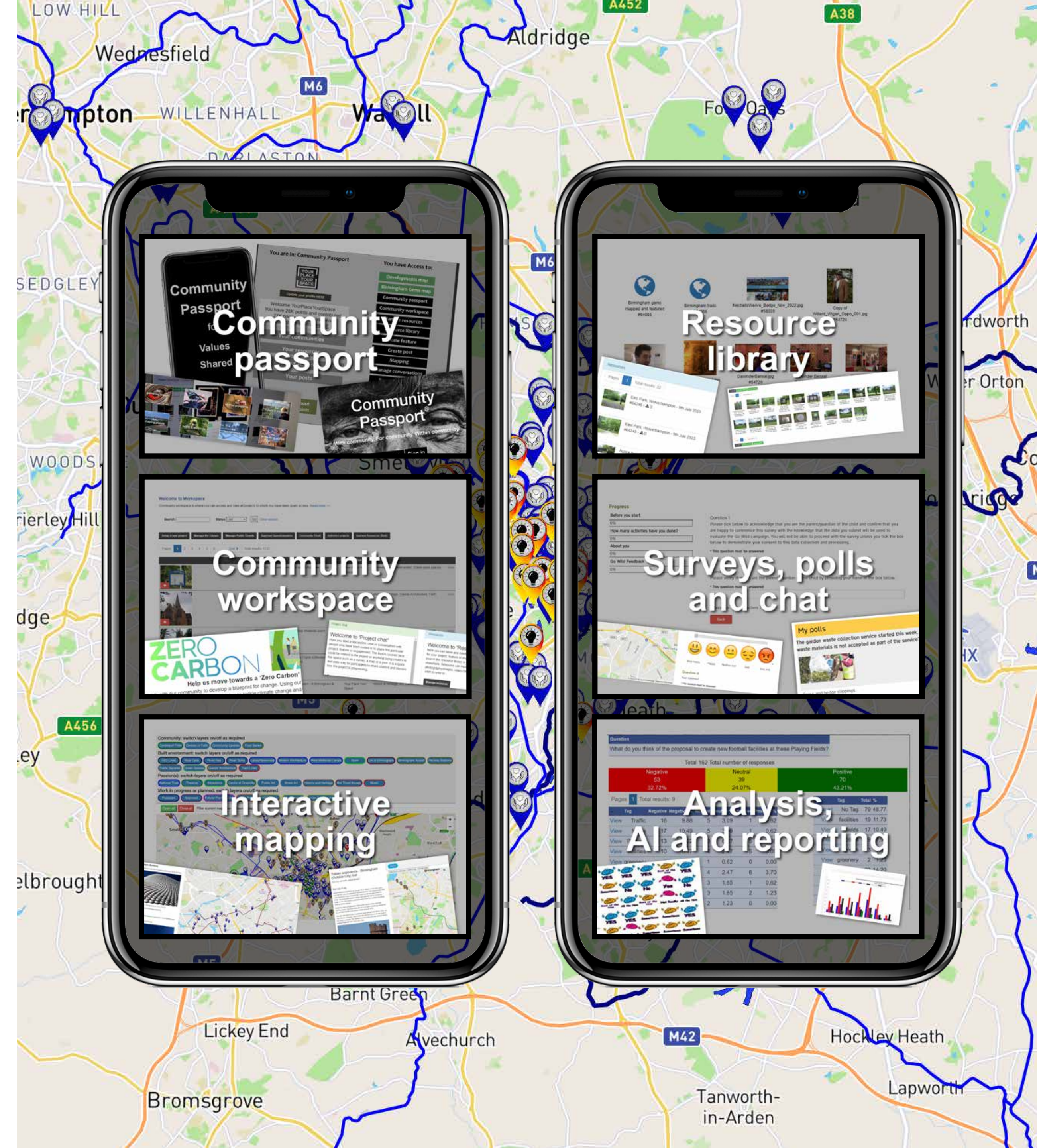


Digital is critical

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 across the region 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 that will be added to the maps of Birmingham that are now well advanced. 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.



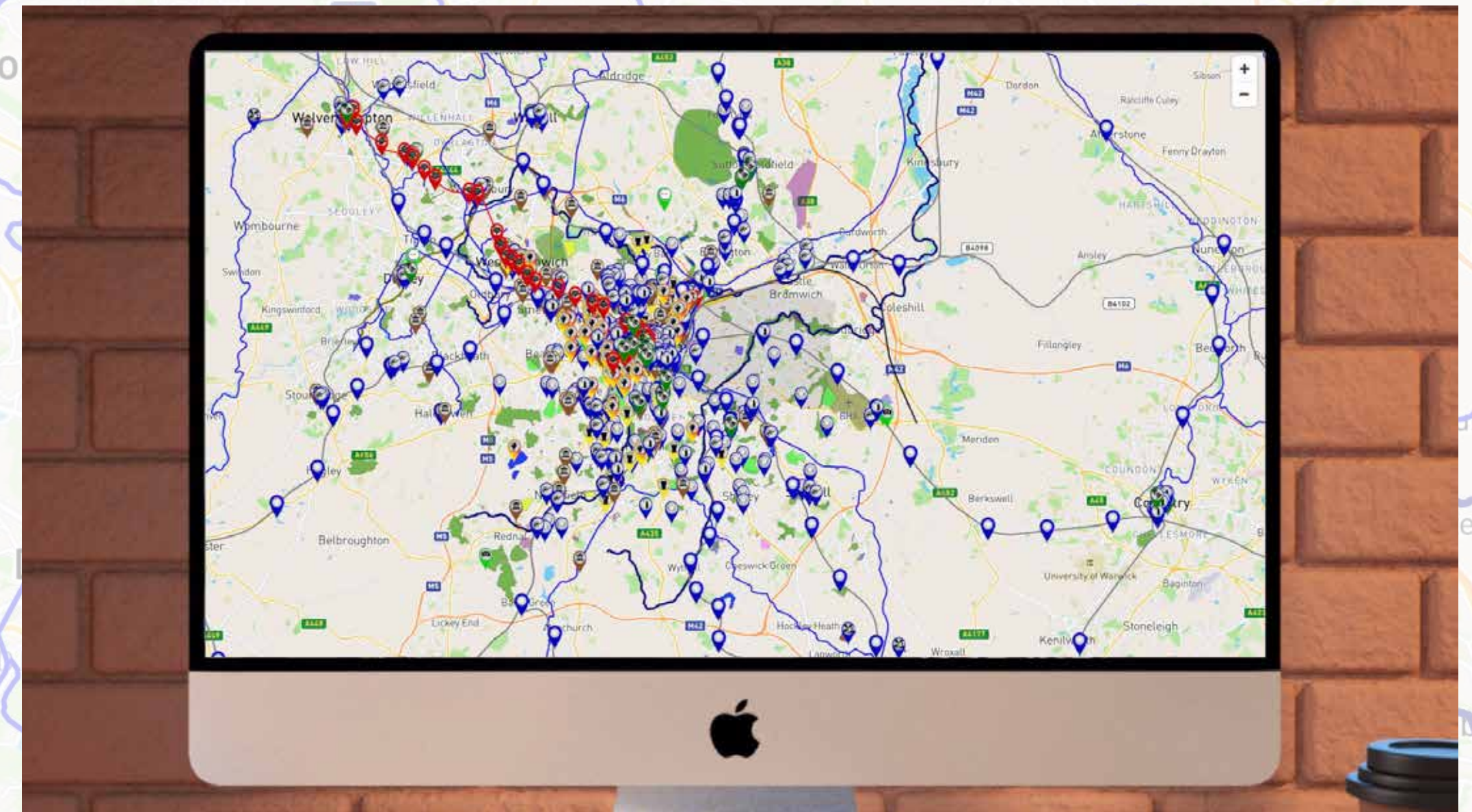
Assets mapped for the region, its cities, towns and neighbourhoods

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.

Centres for Pride of Place will help ensure all the region's cities, towns and neighbourhoods benefit, socially and economically, from the reach and exposure already generated from the mapping of Birmingham.



Bromsgrove

Tanworth-in-Arden

Lapworth

For Birmingham, the mapping of the city is now well advanced

For Birmingham, the mapping of assets, including developments (proposed through to completed) and all of the city's rich culture, is already well advanced.

This rich content is now viewed over 100,000 times every month.

Since work started, content generated by a community empowered has been viewed over 2.5 million times and has become one of the go-to digital tools for businesses investing in Birmingham.

For residents and visitors, it has developed into a massive showcase of the city's culture and infrastructure.



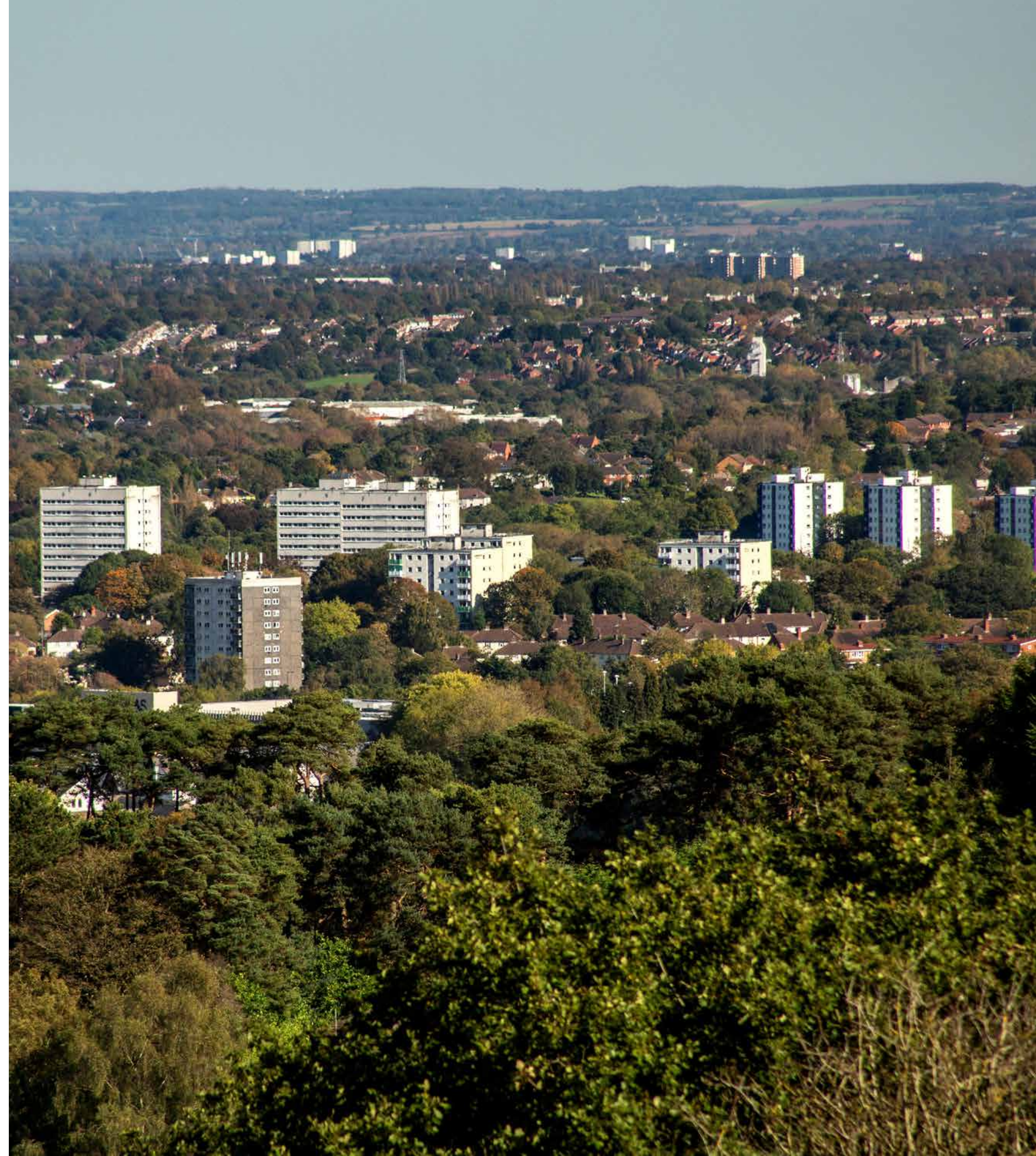
The Collective's executive board

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 the region 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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