

It's people who turn  
places into great  
places.

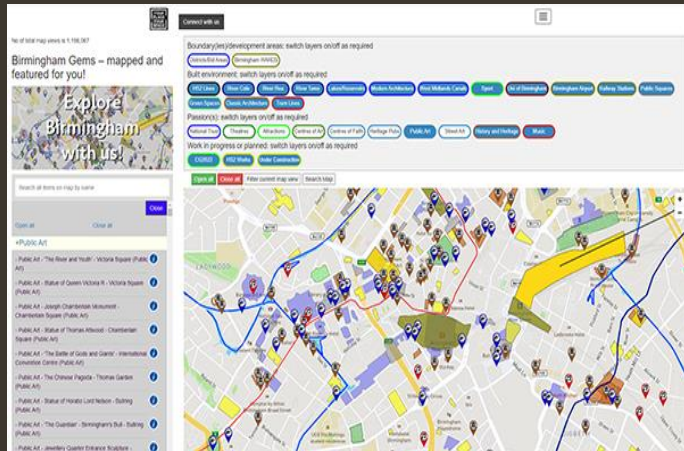
It all started  
with  
A passion for place  
and  
A passport for community

In the period leading up to the Commonwealth Games in Birmingham in 2022, a small number of people with a shared passion for place started to create and share content digitally using a new digital space called Community Passport.



[www.CommunityPassport.com](http://www.CommunityPassport.com)

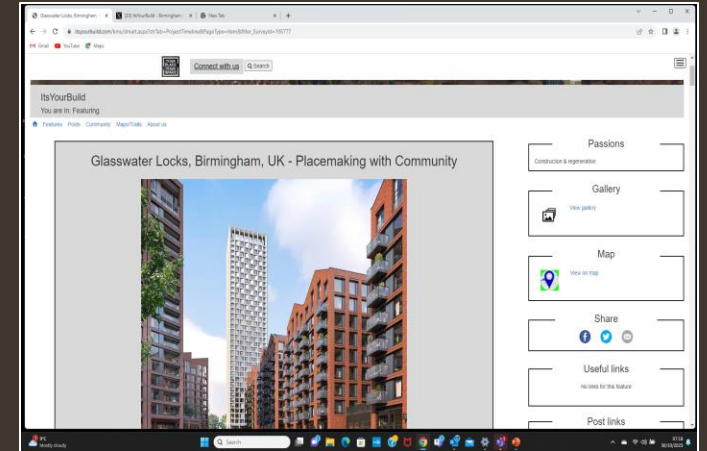
# Mapping places



# Creating videos



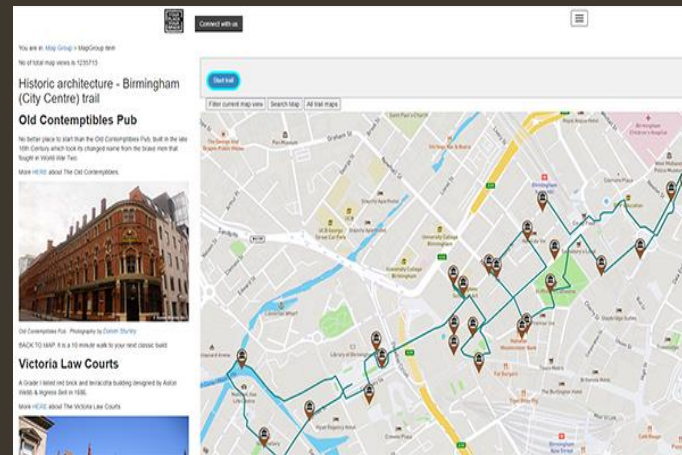
# Creating features



# Sharing photography




# Creating trails



# Sharing drone footage



This community generated content has now been viewed over 2.4 million times already.



**Canals & Waterways**

Your Place Your Space



A collage of images related to canals and waterways, including a canal boat, a map, and a canal scene.




**Historic Buildings**

Your Place Your Space




A collage of images related to historic buildings, including a large classical building, a map, and a Gothic church.




**Public Art**

Your Place Your Space




A collage of images related to public art, including a sculpture, a map, and a family walking.



**Modern Architecture**

Your Place Your Space



A collage of images related to modern architecture, including a large curved building, a map, and a modern building.



**Parks & Open Spaces**

Your Place Your Space



A collage of images related to parks and open spaces, including a park scene, a map, and a tree.




**Public Squares**

Your Place Your Space



A collage of images related to public squares, including a statue, a map, and a square scene.




**It's Your Build**

Your Place Your Space




A collage of images related to building and construction, including a cityscape, a map, and a building.



**Centres of Creativity**

Your Place Your Space



A collage of images related to centres of creativity, including a building, a map, and a street scene.

All of this proving that  
the greatest asset of any  
place is its people.

Let us now introduce you to a new collective  
that is totally focused on growing Pride of  
Place with the greatest asset of any place,  
its people.

For shared prosperity.

For inclusive community wellbeing.

For social value.

For economic growth.



**Centre for Pride of Place**



**Academy for Pride of Place**



**Society for Pride of Place**



First, let us introduce you to our plans for a roll out of Centres for Pride of Place.





[View video here](#)

Let us explain how Centres for Pride of Place can grow to become modern day academies for Pride of Place.



Then let us explain our plans for a Society for Pride of Place that will ensure the rich insight and knowledge is shared for maximum economic impact and optimum social value.

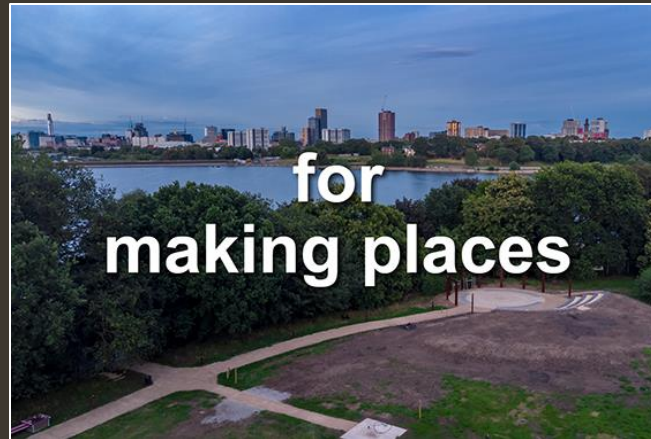


The Pride of Place collective is an initiative of Values Shared.



[www.ValuesShared.com](http://www.ValuesShared.com)

Outputs and outcomes will benefit society in so many ways.



# Centres for Pride of Place



for an inclusive and empowered community

A Centre for Pride of Place is a place where people come together to help in the making, shaping and promotion of place.

A Centre can be established anywhere where there are people who can benefit from being involved in the future of the places they live in, work in and grow up in.



# Throughout 2024, Centres for Pride of Place will be rolled out across the West Midlands.

The image is a composite graphic. On the left, there is a vertical banner with three sections: a landscape photo of a tree and hills, a blue banner with the text "West Midlands We Are Your Place Your Space", and a photo of a canal boat. Below this is a large blue "C" logo containing the text "PoP" in orange, with "Centre for Pride of Place" written below it. On the right is a map of the West Midlands region, densely populated with "PoP" icons. Red arrows point from the top text to various locations on the map, indicating the rollout of these centres. The map includes labels for various towns and cities such as Wolverhampton, Birmingham, and Coventry.

A Centre for Pride of Place can be virtual or can run out of somewhere people already meet and connect.

Everyone at a Centre for Pride of Place will have access to Community Passport, a digital space that gives them the opportunity to share their passion for their place and help make, shape and promote those places people care about.



[www.CommunityPassport.com](http://www.CommunityPassport.com)

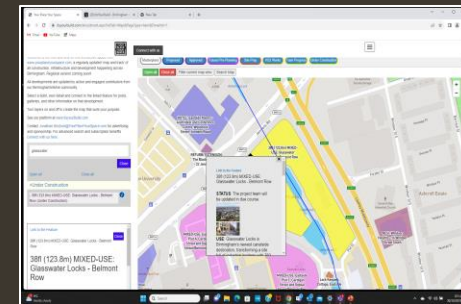
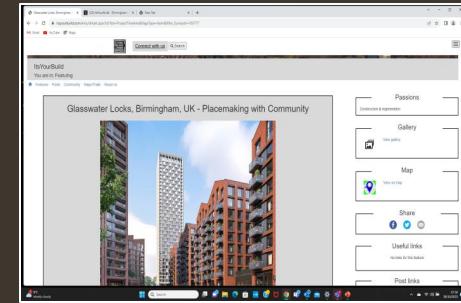
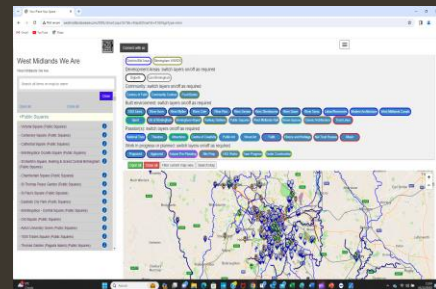
Community Passport is a flexible and adaptable digital space for engaging and connecting community, business and local government in shaping and promoting places.

Working together or individually, people can:

Build and access their own resource library and publish regular content.

Map local assets, create regular maps and trails.

Gather insight and share knowledge.



Schools and Colleges are perfect Centres for Pride of Place.

So are libraries, community centres, cafes, parks and places  
people visit.

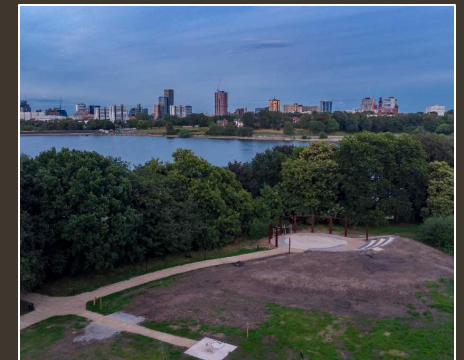
New developments and housing associations are also ideal  
places to run a Centre for Pride of Place.

Our first Centre for Pride of Place will be in a stunning location close to Birmingham City Centre



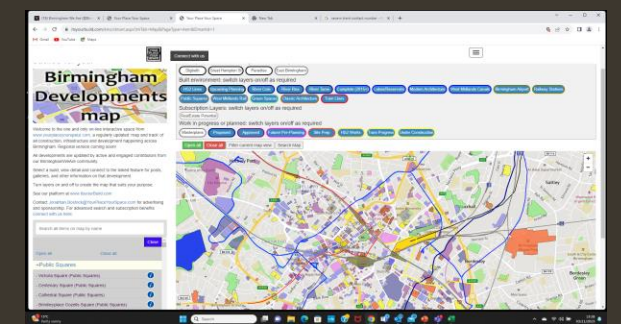
We could not ask for a more perfect location for our first Centre for Pride of Place.

This CPOP will run out of the stunning Nature and Wellbeing Centre operated by Birmingham Settlement at the Birmingham Reservoir.



# Young people have already been actively engaged and involved in mapping local assets and shaping places at the Centre.

<https://x.com/BirminghamWeAre/status/1725063588799263194?s=20>





Many more schools and colleges are lined up to be involved.

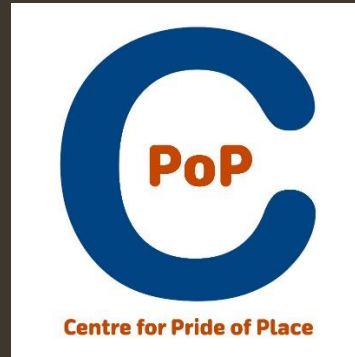
Working with corporate businesses, charities and community interest companies, digital devices have been gifted to be used as part of programmes and campaigns to engage and involve people with limited or no access to the internet.



We are actively talking to charities such as The Good Things Foundation to see how more devices can be made available.

Let's talk:

# Centres for Pride of Place



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# Academies for Pride of Place



for place-based learning

A modern day academy for Pride of Place has a clear focus of engaging and connecting people with their place and their community through the use of digital for social good.

Programmes, courses and events are all designed to suit the locality, the community and, of course, the individual.

People will be guided on how best to use digital so they can share pride in what they have achieved, created or experienced during the time spent at the academy.

The academy will be given access to a purpose built digital space for sharing content created by those involved in growing Pride of Place.



[www.CommunityPassport.com](http://www.CommunityPassport.com)

The Nature and Wellbeing Centre at Edgbaston Reservoir in Birmingham makes for a perfect setting for the first Academy for Pride of Place



With funding and digital support ...

Centres for Pride of Place can quickly grow into Academies running courses, programmes and events, engaging and connecting people through the use of digital, and together shaping and promoting the places they live and grow up in.

Social good in practice with, within and for community.



Courses and programmes run at an academy have a practical purpose with the outcome being the personal wellness derived by becoming more connected with the local community through shared Pride of Place and creating content to be proud of.

Programmes, courses and events offer a mix of digital for creativity, wellbeing, cultural exploration and provide a big focus on nature and the environment. This practical place-based approach is unique.

For real, practical and effective Pride of Place, people need ways to express and demonstrate their pride for the places they live in and grow up in.

The Nature and Wellbeing Centre provides the ideal environment for learning new skills whilst creating digital content for the wider community to enjoy.

An introductory session is offered to everyone registering so that their digital knowledge and skills can be assessed, followed by an offer to join various content creation programmes.

Digital place shaping programmes

Health and wellness programmes + digital

Creative programmes + digital

Cultural programmes + digital

Nature and environmental programmes + digital



Starter programmes



Intermediate programmes



Advanced programmes

### With and within education

Programmes specifically for schools, academies and colleges so they can engage and involve their students in their community (whether neighbourhood, city or region) and together build a shared Pride of Place.

### With, within and for community

Programmes developed to support the needs of the local community for shaping and promoting their neighbourhoods and will be run in partnership with community groups, with input from local councillors and MPs

### With business and with partners

Programmes developed with partners that offer skills and resources that complement the skills and resources available through the Academy or Centre for Pride of Place.



## Digital starter programmes

Some people may have little or no knowledge of digital or may not own a digital device.

We can offer entry level programmes that are person centred and offer appropriate learning structures to achieve stated goals.

Progression from a person's base level will be the focus with the opportunity to join further programmes.

Where possible the physical technology and devices will be provided.

All content created on the programme can be shared in a "I created that" way giving the individual personal satisfaction they can feel proud of. Events can also be held on site.





## Digital intermediate programmes

Some people may have a good initial skillset and are just keen to produce Pride of Place content.

We can offer programmes that are immediately involving people in creating content for publication. These programmes can be for individuals or run for teams bringing individual skills together.

The creative skills and structural knowledge for achieving the output of the assets will be acquired as part of the process and delivered by people skilled in that aspect of digital.

Assets produced will vary according to the skill level of the person and will be based on achievability.

Many skills can be explored and acquired including photography, research and journalism, artistic creation and exploration of heritage.



## Digital advanced programmes



For people wishing to progress into producing advanced Pride of Place assets we offer structured programmes which can include advanced mapping, high level video production, use of drones and even content in a virtual reality world.

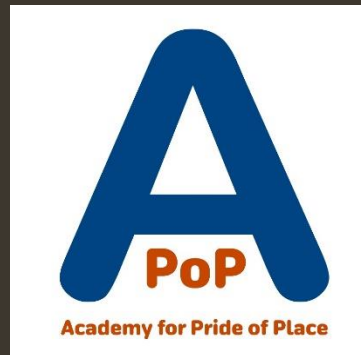
Varying levels of complexity with each asset produced can involve teams of participants where individual roles can be adopted within the process. The emphasis will be on encouraging the participants to drive the project's form and content with the support of people experienced in arts, crafts and digital technology.

Where possible the physical technology and devices will be provided.



Let's talk:

# Academies for Pride of Place



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## Step 3 of the initiative

Society for Pride of Place  
(fresh insight to inform lasting social value)





Social value is the collective social benefit derived by all in society from the decisions taken by those in positions of influence.

So how much is understood by those responsible for delivering social value about the impact of their investment in the community?

Is it creating the value as intended?

What works well and what doesn't?

Every Centre for Pride of Place and every Academy for Pride of Place will be using a digital space Community Passport to ask important questions that can help inform those responsible for taking important place-based decisions.

These decision makers include organisations in the private sector developing and building places for people to live in and grow up in as well as policy makers within the public sector.

# Rich new insight into how to grow Pride of Place will also look to address many challenges that face society



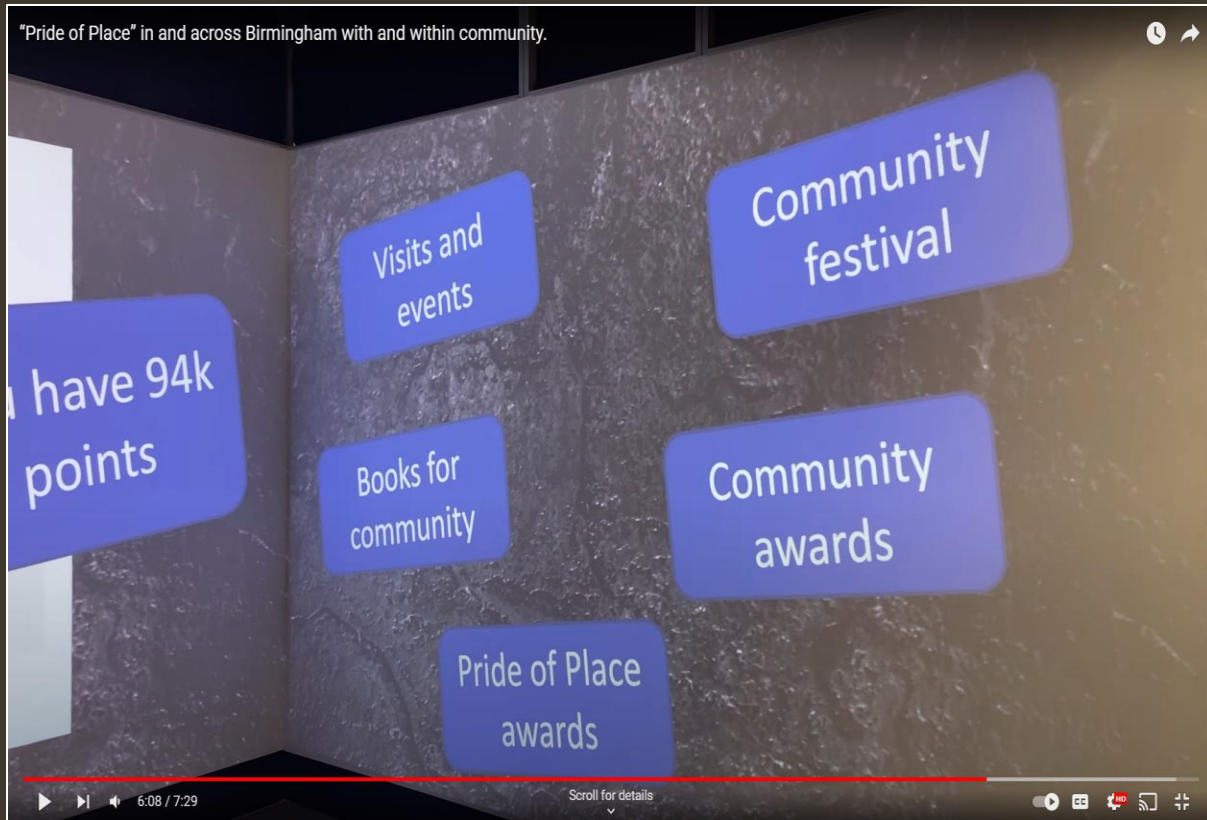
Given the richness and value of the insight being regularly collected through conversations, events and engagements at Centres and Academies, a Society for Pride of Place will be established to collate, analyse and share findings.

A library of rich regularly updated knowledge will be available to those joining as members of the society.

Experts in their field, including academics and those responsible for making and shaping places will be on hand to add their thoughts to the valuable new insight, helping to shape this knowledge into new practical ways of growing Pride of Place.

Steamhouse in Birmingham, with its academic links and focus on building strong partnerships, is considered a perfect location for a new Society for Pride of Place with a clear focus on growing a membership that will cut across the private, public and third sectors.





It is only fair that people who contribute to growing “Pride of Place” and become actively involved in empowering others should be recognised for the positive contribution they make to their place.

The Society will be taking forward a new initiative that looks to recognise the work of contributors with a digital currency that rewards the community they represent.

This form of gamification is now in a test phase of development.

Let's talk:

Society for Pride of Place



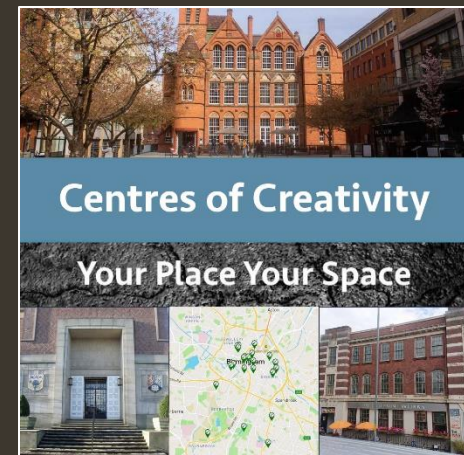
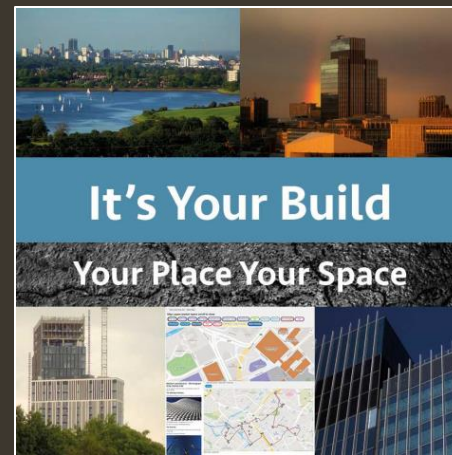
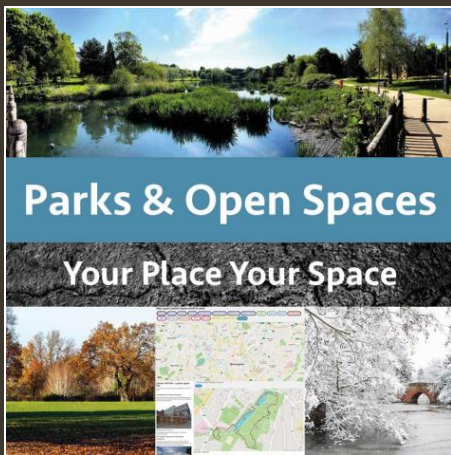
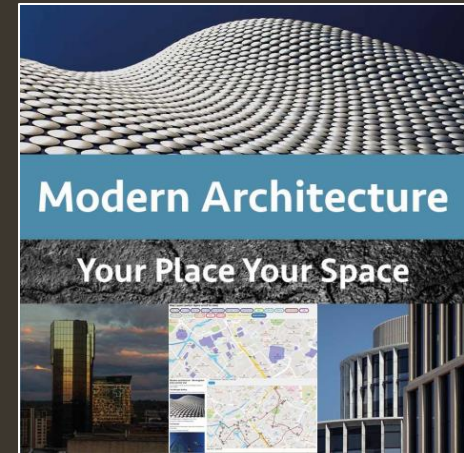
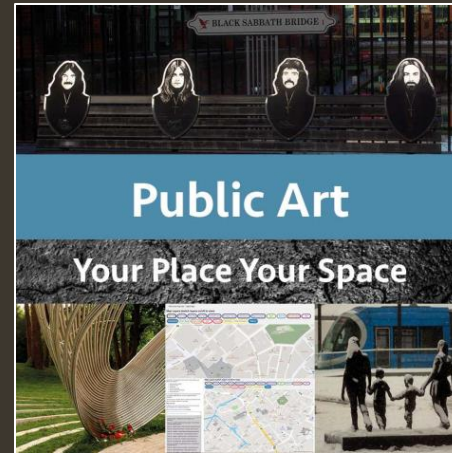
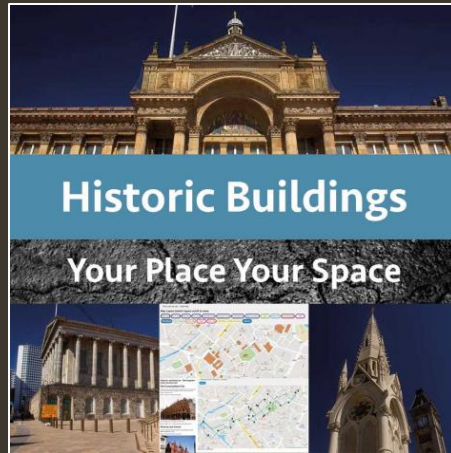
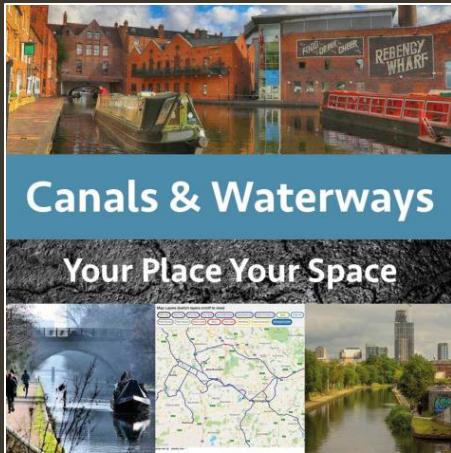
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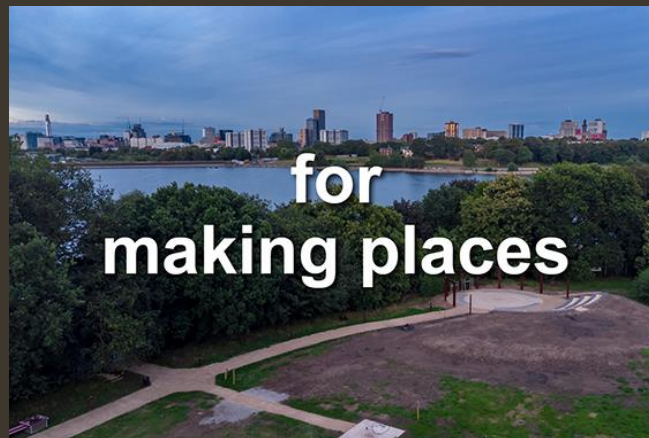


And what will be the impact and  
outcome of this venture?

Within and across neighbourhoods, community connections will be stronger as a result of shared passions.



Values will be shared with even greater social, economic and community purpose.



Regionally, more community generated content will be published on multiple platforms with a regional reach that builds on the over 2.4 million views achieved so far by Birmingham.



Wolverhampton We Are  
Your Place Your Space



Dudley We Are  
Your Place Your Space



Walsall We Are  
Your Place Your Space



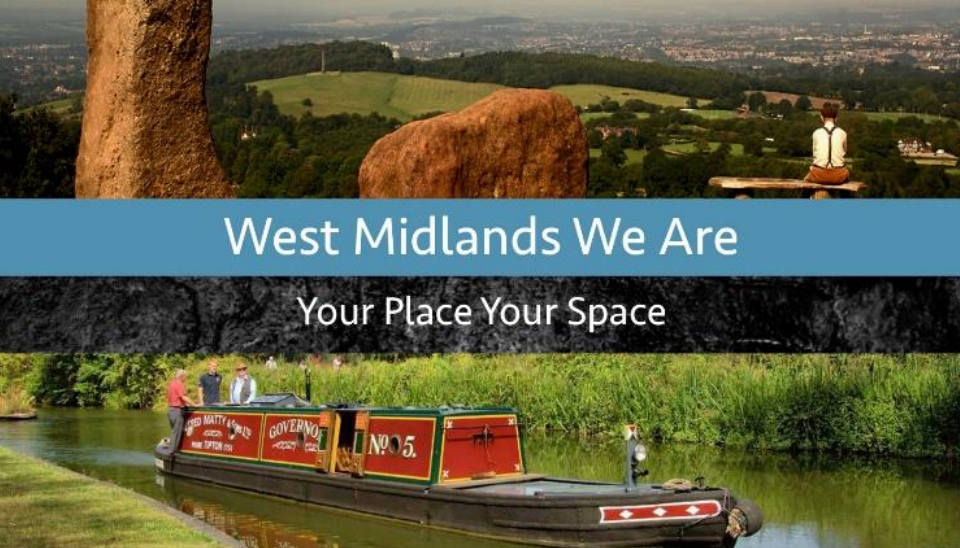
Sandwell We Are  
Your Place Your Space



Birmingham We Are  
Your Place Your Space



Solihull We Are  
Your Place Your Space



West Midlands We Are  
Your Place Your Space



Coventry We Are  
Your Place Your Space



Let's connect and together grow pride

in neighbourhoods

in towns

in cities

across the region

with, within and for community



# Values Shared

With community. Within community. For community.

[www.ValuesShared.com](http://www.ValuesShared.com)

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