

Place Value campaign

At the time of its creation, the Place Alliance made the bold claim that:

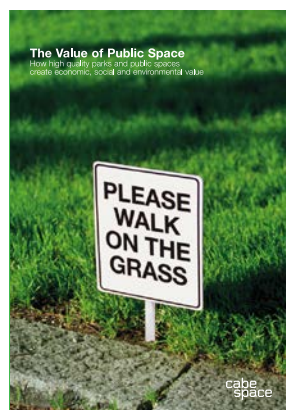
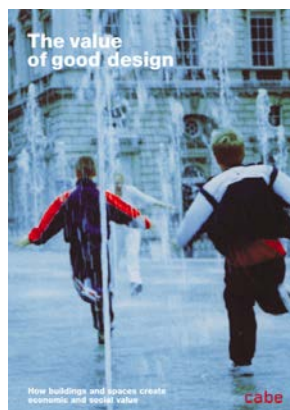
“Whoever we are, our everyday engagement with the places in which we live, work and play will influence the lives we lead, the opportunities available to us, and our personal and communal happiness, identity and sense of belonging.”

It is now time for Place Alliance to put some meat on the bones of this assertion and be more active in its promotion. A Place Value campaign is proposed.

Stage one, evidence

Throughout much of its existence, CBE pursued the idea that better design adds value, economically and socially, and that body of evidence is still used heavily to support arguments for investing in quality design today. Whilst still very relevant, this body of evidence is now aging and is in danger of being dismissed as out of date.

Two of the most influential CBE reports on this mode were: *The Value of Design*, and *The Value of Public Space*, both simple compilations of evidence drawn from a wide range of sources, but brought together in a clear and concise manner for decision-makers and others to cite.



As the first stage in a larger long-term campaign focussing on the value of place quality, it is proposed to compile a new volume *The Value of Place Quality*, to update the evidence base and make it similarly and freely available to users. As a starting point it is proposed that this should be structured around the five 'F's first proposed in *Place Matters*, and later adopted by the House of Lords Select Committee on the Built Environment in their report *Building Better Places*: friendly, fair, flourishing, fun and free.

A similar slim, accessible and attractive report is proposed to those produced by CBE, as a repository of carefully chosen and robust evidence on all these constituent dimensions of place quality. Sponsorship could be sought for this work and its publication.

Stage two, Place Promise

Place Alliance hosted at The Bartlett, UCL Faculty of the Built Environment

Email: placealliance@ucl.ac.uk

Web: www.placealliance.org.uk

Twitter: [@PlaceAllianceUK](https://twitter.com/PlaceAllianceUK)

Once compiled, publication of *The Value of Place Quality* could mark the start of a second more active campaigning phase of this initiative. This might include several elements:

- A launch event in the Houses of Parliament for *The Value of Place Quality*
- A Big Meet on the value of place, exploring the evidence in greater depth, how to use it to convince others, and how to keep adding to the evidence-base
- An online case study library (see related paper)
- A 'Place Promise' campaign

The final element in this list is inspired by Big Meet 6 in which participants were exhorted by Debbie Sorkin to “just do something”, no matter how small, either in their personal or professional lives to forward the healthy cities agenda. This idea of many small but cumulative actions focussed on the quality of place is a powerful one and might conceivably form the basis of a country-wide campaign in which the help of Place Alliance supporters and their organisations could be enlisted to encourage communities, professionals and others to “just do something” in their areas, and to commit to this through making a 'Place Promise'.

Place promises, small (e.g. reporting a broken street light or cleaning graffiti) and large (e.g. instigating a neighbourhood plan), could be publically recorded, mapped and publicised by the Place Alliance. The intention would be to i) spread the message about place quality more widely, beyond the already committed ii) empower ordinary citizens with the sense that they can do something themselves and don't have to wait for others iii) help to raise aspirations about the quality of local place. Sponsors might also be sought to back this campaign.