

# Summary of the assets available

Community Passport – A trademarked place-based digital product.

Pride of Place mapped applications – now viewed over 2.8 million times (currently 60,000 – 100,000 times a month)

- For real estate
- For culture
- For hospitality

All offers accepted for any mix of the above.





## **£500,000 invested digital assets and mapped applications**

Jonathan Bostock has been involved in investing over £500,000 in Birmingham and the region's future by creating a platform for the seamless collection and processing of digital community generated content.

He has invested in the build of a trademarked white label digital space where people can engage and be involved. This product is called Community Passport.

This was used to engage community in growing the largest repository of community generated content.

This content has been published on maps, now viewed over 2.7 million times.

Digital products that can be employed on public transport to increase visitors and help the region's cultural and hospitality sector are ready for beta testing.

This work can continue to grow economic wealth for Birmingham and the region, attracting investors, increasing visitors and increasing real estate value by up to 5%.

This investment now needs a home that can continue to grow pride in the places people live in and grow up in, ensuring shared prosperity, well integrated social housing and cohesive communities.





Community  
Passport

# Community passport

Values  
Shared

YOUR  
PLACE  
YOUR  
SPACE

Update your profile [HERE](#)

Welcome YourPlaceYourSpace  
You have 28K points and contributed  
27K points to various causes  
Contact your profile [HERE](#)

- Your communities
- Your resources
- Your posts

- Developments map
- Birmingham Gems map
- Community passport 
- Community workspace
- Manage resources
- Resource library
- Create feature
- Create post
- Mapping
- Manage conversations



Community  
Passport®



## The product and the IP

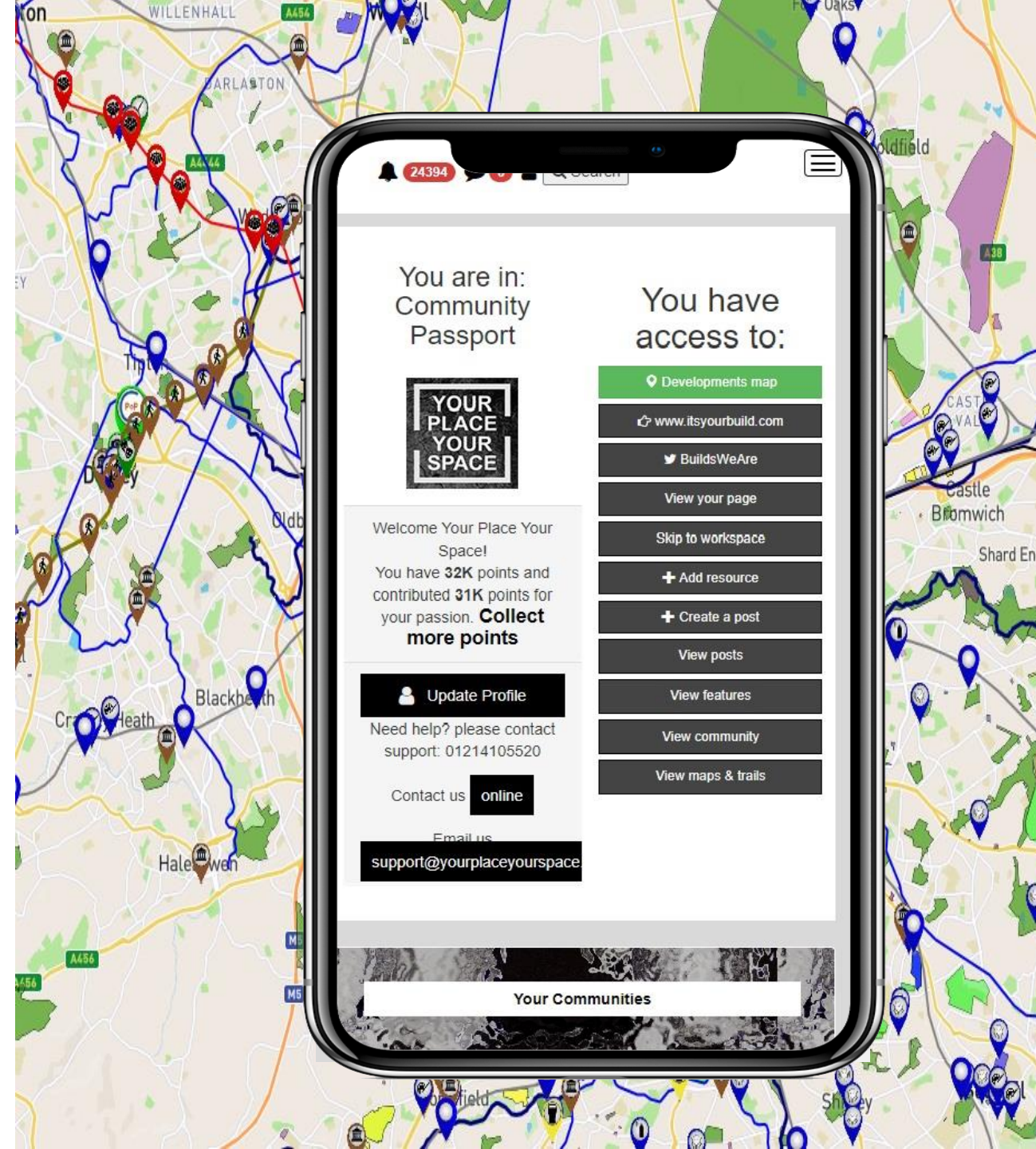
A white-label digital product has been built for any business, developer, community network, local/regional government or any alliance to use for engaging and involving customers and/or residents in the shaping and promotion of places for nurturing pride of place.

This trade-marked digital product is called:

## Community Passport <sup>TM</sup>

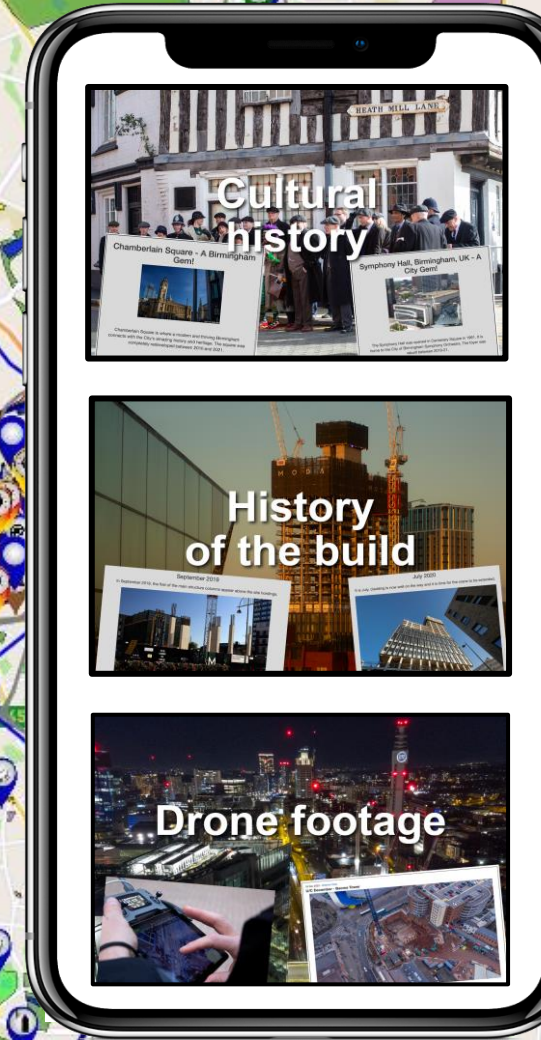
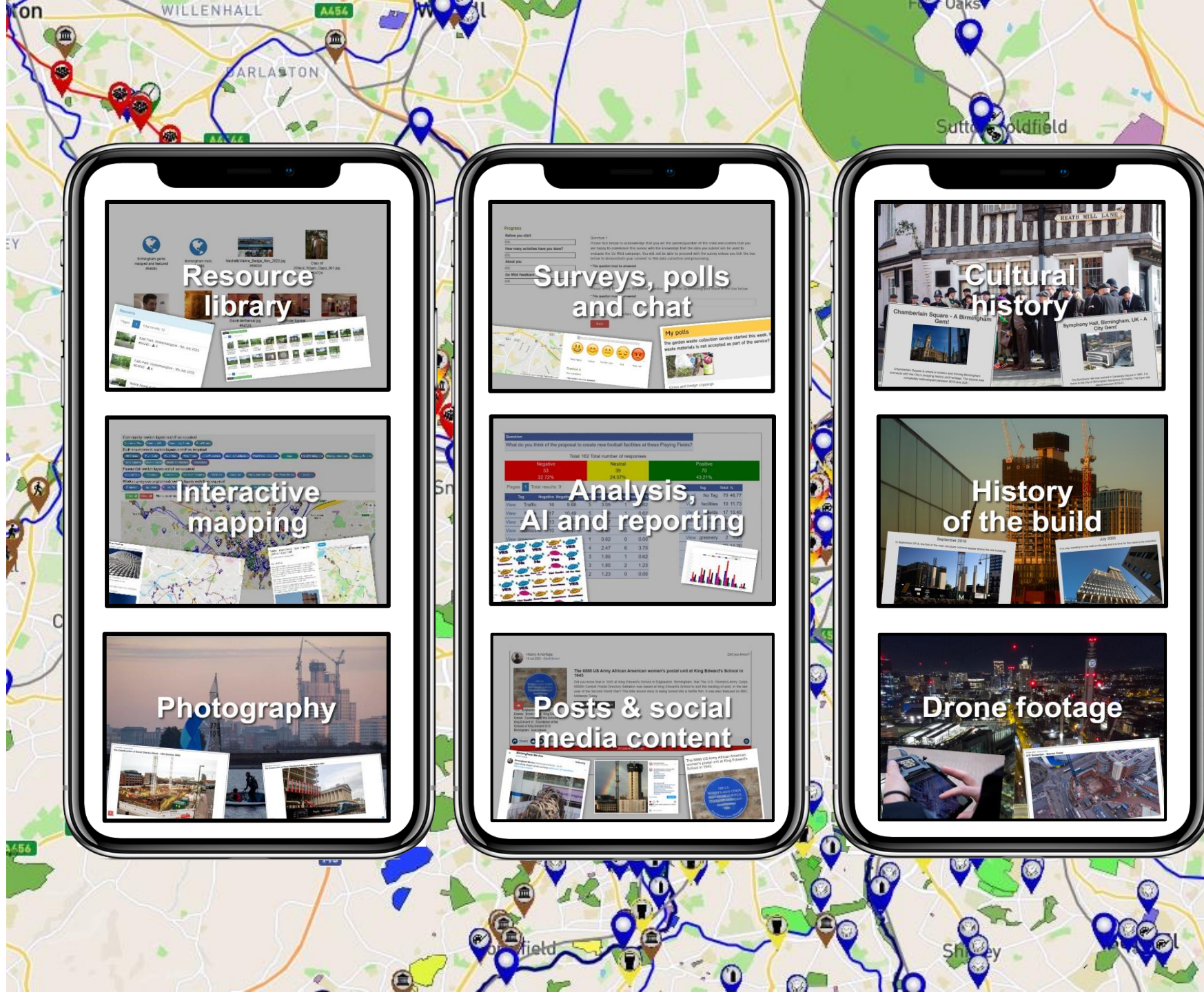
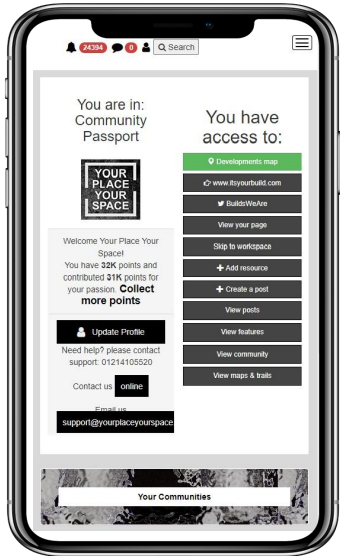


Community Passport comes with the option of deploying gamification or any form of digital currency as recognition for the contributions made by customers and residents who sign up as regular providers of digital content and wish to be engaged and involved.





# How it works:





## The complete package:

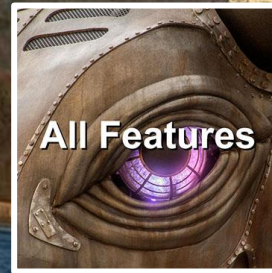
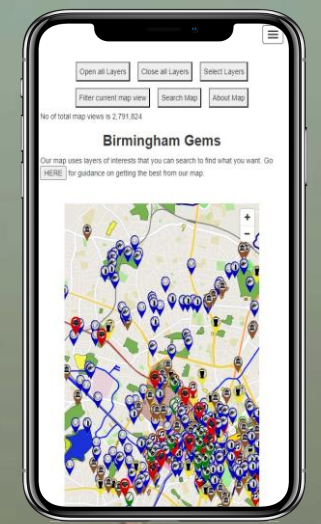
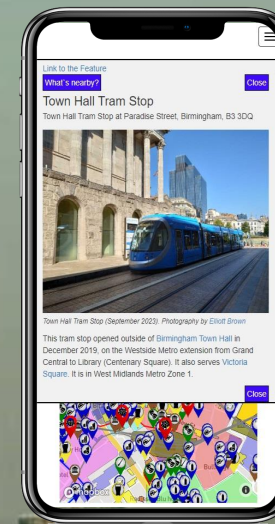
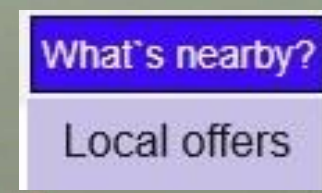
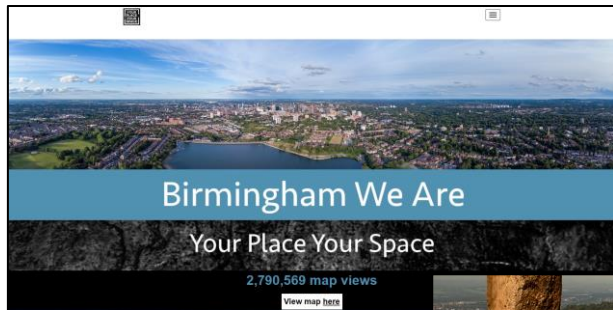
**Birmingham's most comprehensive and regularly updated repository of digital content now scaling across the region.**

Features; maps viewed between 60,000 and 100,000 every month; trails; galleries; multiple branded platforms; full social media support.

Regularly updated content held in an accessible and searchable resource library with a community engaged, connected and empowered to continue to create and share more.

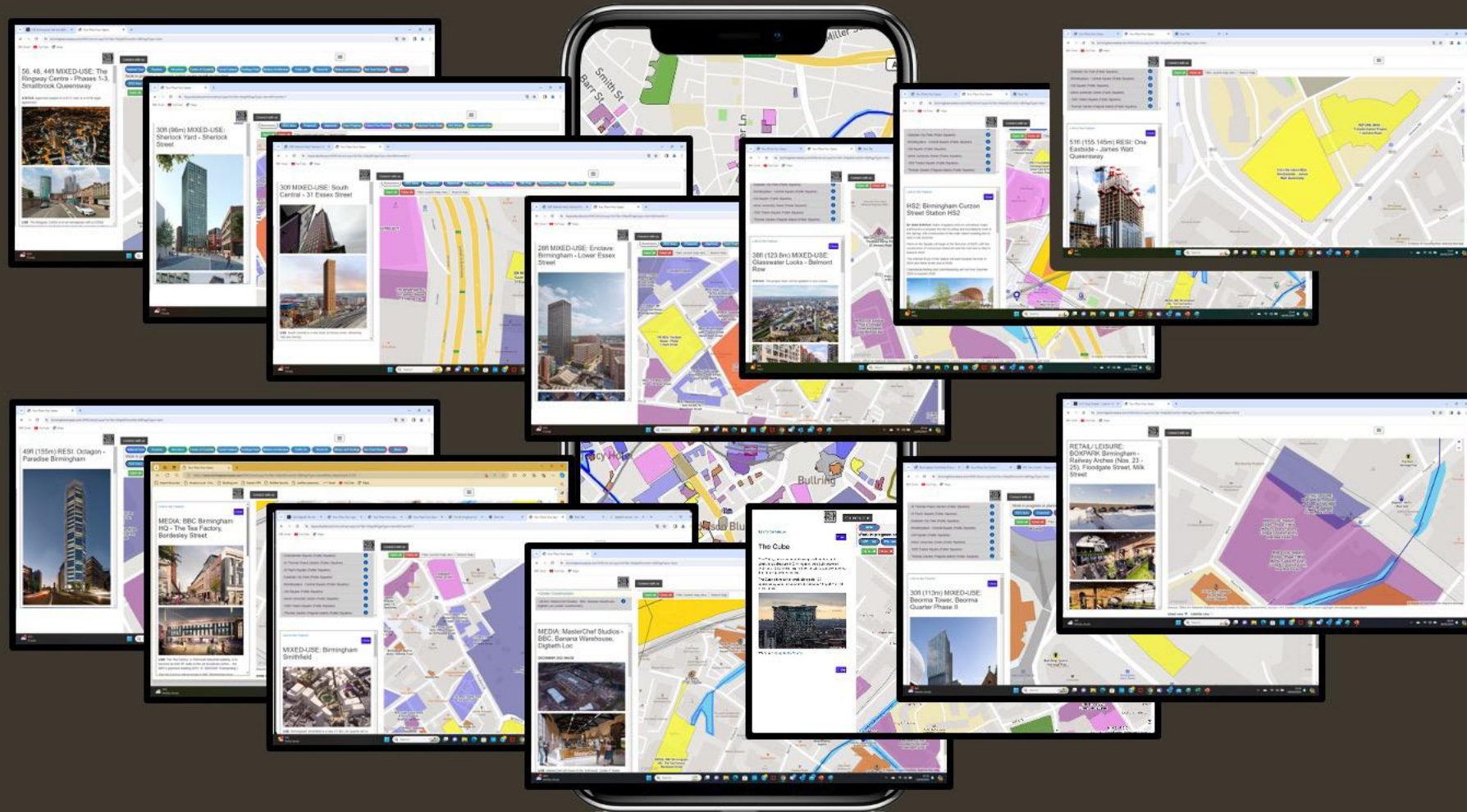
Options for growing revenue include:

- License agreements.
- Branding.
- Corporate sponsorships.
- Advertising.
- Scaling into other regions.
- Digital applications.



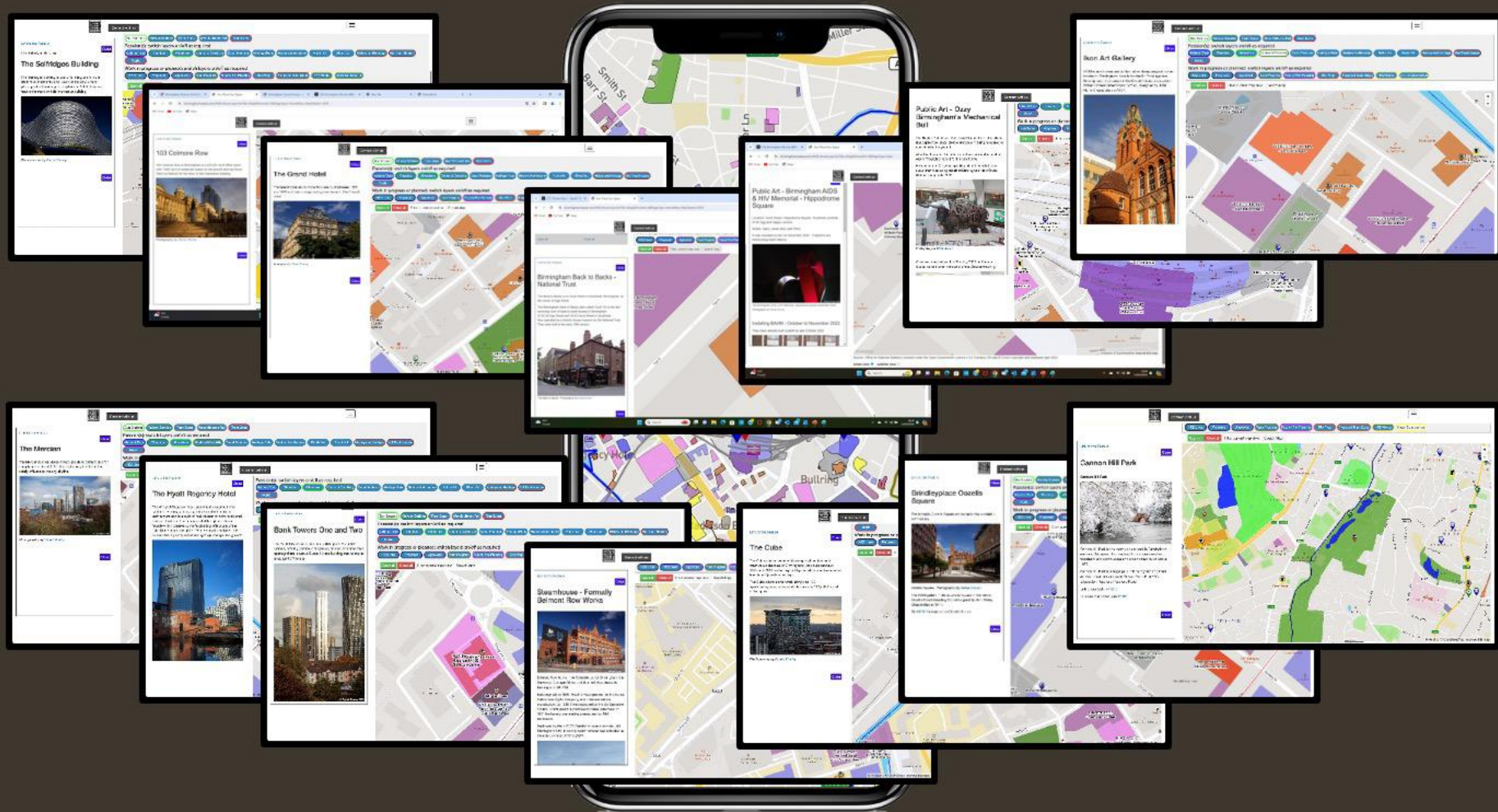


# All of Birmingham's infrastructure is mapped and showcased





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





## Application: Real estate

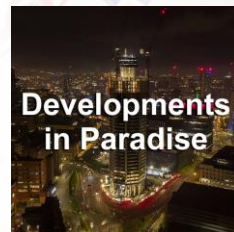
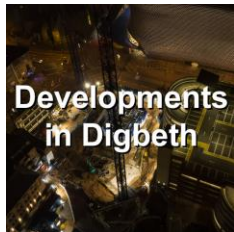
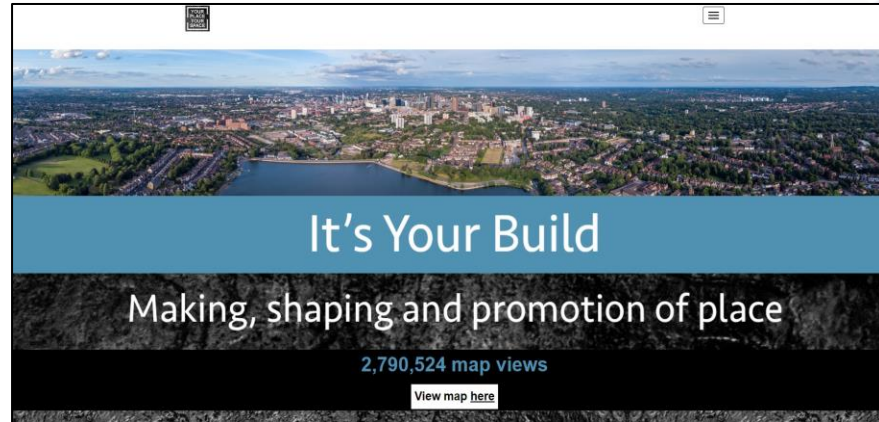
**Digital coverage of real estate supporting a 5% increase in real estate value.**

With a community engaged and empowered, the one and only interactive platform and map of Birmingham's real estate and infrastructure has been built.

Every month, maps of the city are viewed between 60,000 and 100,000. To date maps have been viewed over 2.8 million times.

This can now be rolled out across the region.

Other data sources can be added.

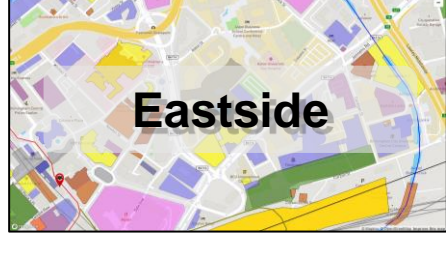
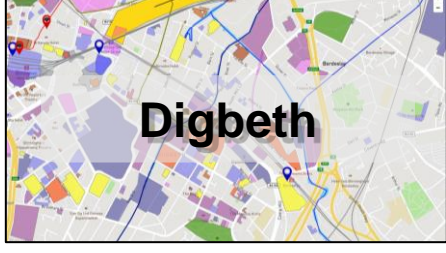


The perfect digital package for supporting growth in real estate value

Including largest social media following



**From proposal to final build, Birmingham's one and only coverage of real estate and major developments.**



Boundary(les): switch layers on/off as required

Birmingham WARDS:  Paradise  Digbeth  Southside  Colmore  Great Hampton Street  Jewellery Quarter  Retail  Westside

Development Areas: switch layers on/off as required

Digbeth  Great Hampton St  Paradise  East Birmingham

Built environment: switch layers on/off as required

Upcoming Planning  River Cole  River Rea  River Tame  Complete (2015+)  Modern Architecture  Lakes/Reservoirs  West Midlands Canals  Green Spaces  Birmingham Airport  Public Squares  Classic Architecture

Transport: switch layers on/off as required

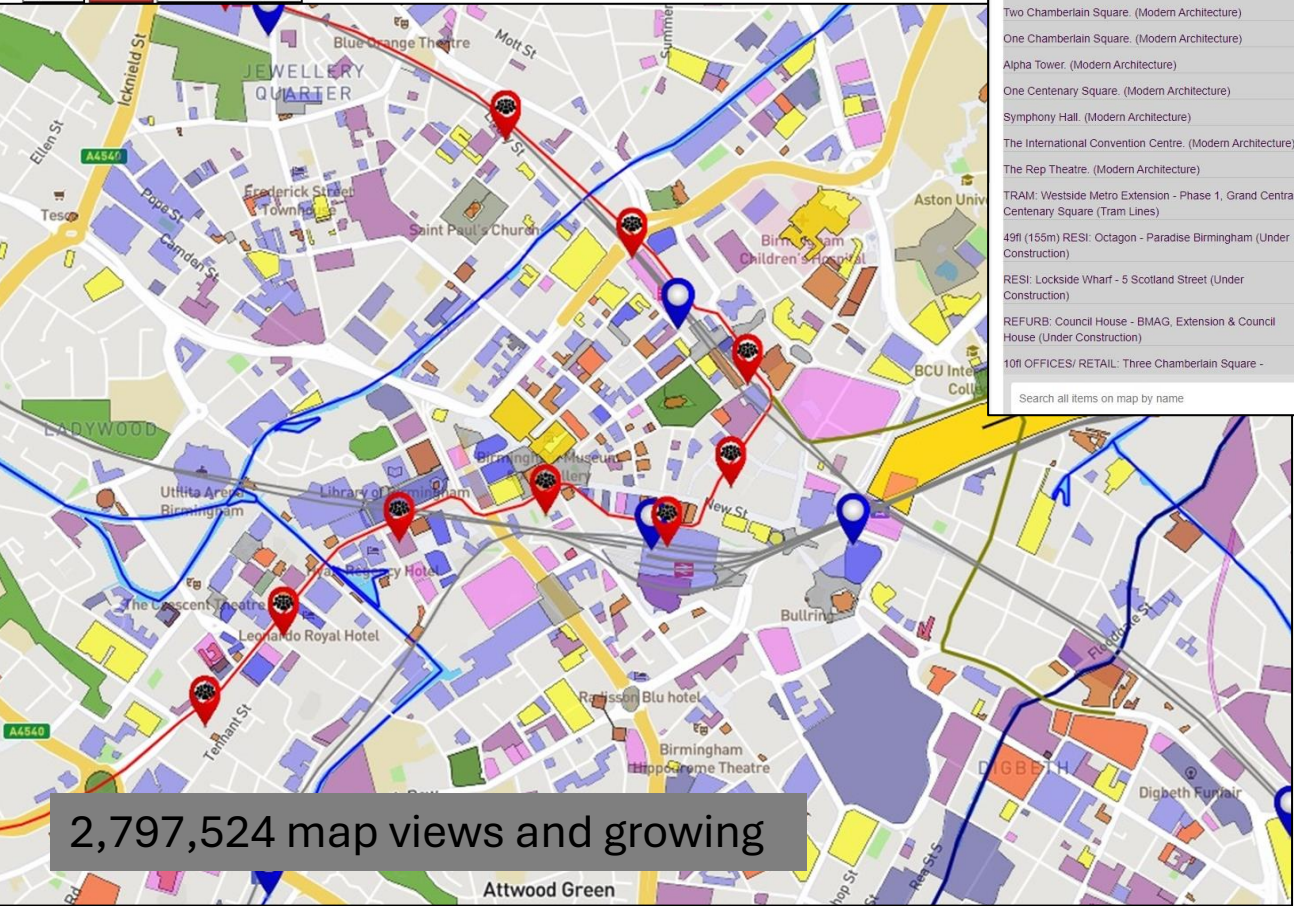
Railway Stations  Tram Stops  West Midlands Rail  Tram Lines

Subscription Layers: switch layers on/off as required

(RealEstate Potential)

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

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



Filter visible map items results by name

- Library Tram Stop (Tram Stops)
- Town Hall Tram Stop (Tram Stops)
- The Library of Birmingham. (Modern Architecture)
- Two Chamberlain Square. (Modern Architecture)
- One Chamberlain Square. (Modern Architecture)
- Alpha Tower. (Modern Architecture)
- One Centenary Square. (Modern Architecture)
- Symphony Hall. (Modern Architecture)
- The International Convention Centre. (Modern Architecture)
- The Rep Theatre. (Modern Architecture)
- TRAM: Westside Metro Extension - Phase 1, Grand Central to Centenary Square (Tram Lines)
- 49ft (155m) RESI: Octagon - Paradise Birmingham (Under Construction)
- RESI: Lockside Wharf - 5 Scotland Street (Under Construction)
- REFURB: Council House - BMAG, Extension & Council House (Under Construction)
- 10ft OFFICES/ RETAIL: Three Chamberlain Square -

Search all items on map by name

2,797,524 map views and growing

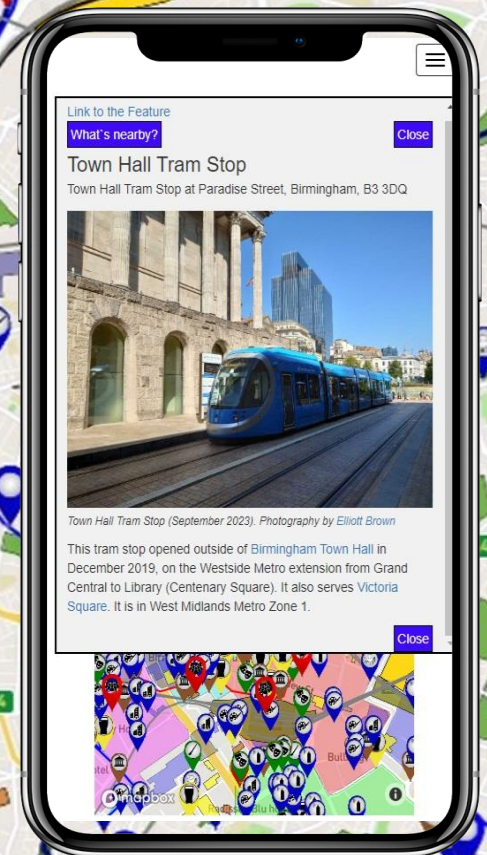
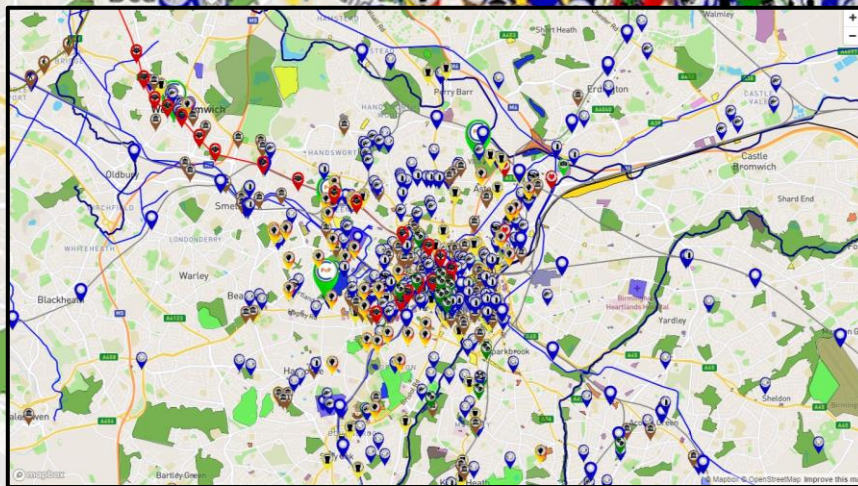
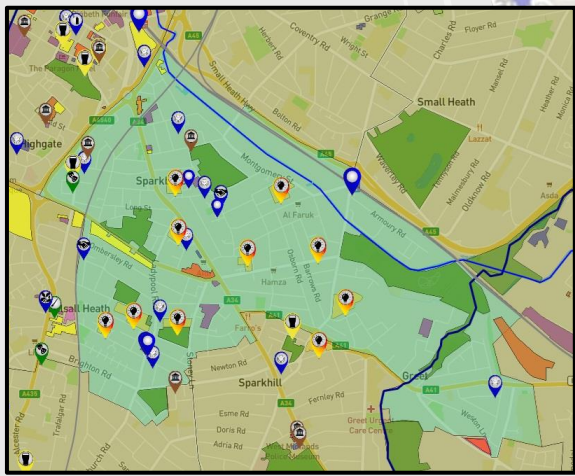
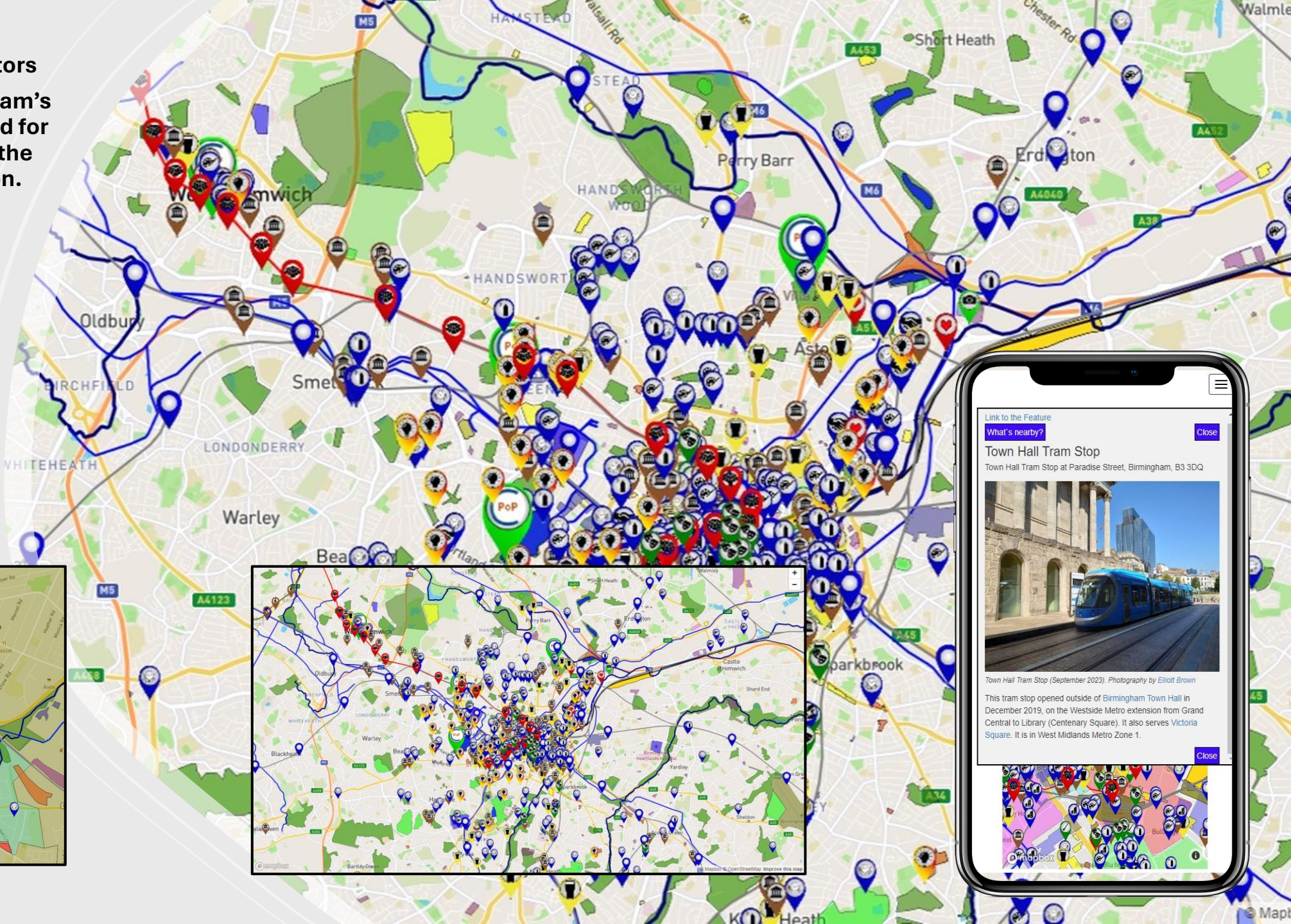




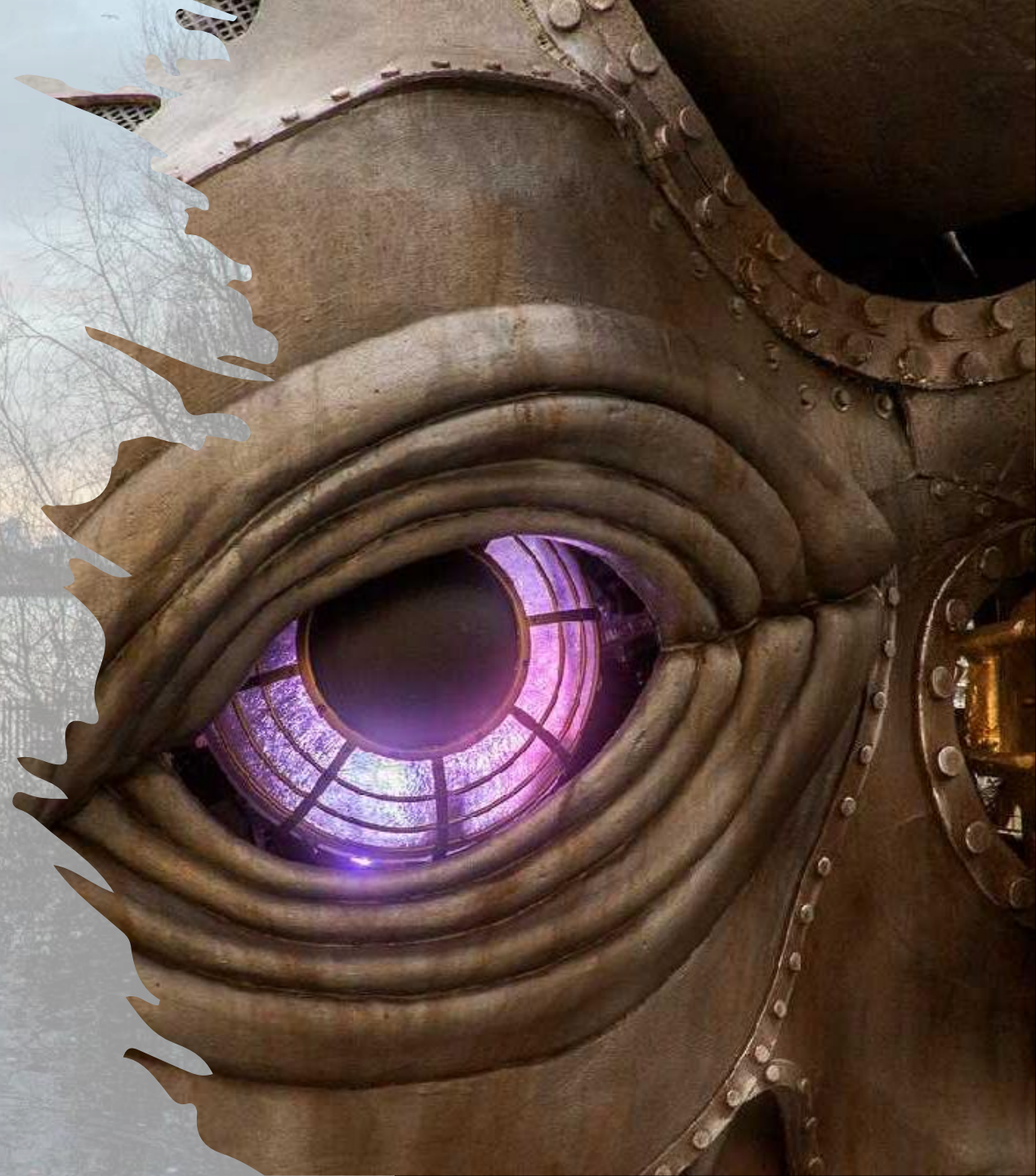
**Application: Increasing visitors**  
**Digital coverage of Birmingham's**  
**culture mapped and featured for**  
**promoting Birmingham and the**  
**region as a visitor destination.**

The package includes a number of developed applications for use on public transport, via QR codes and touch screen devices.

These applications are all ready for full beta test.







**Initial contact for further details:**

Jonathan Bostock  
Jonathan.bostock@yourplaceyourspace.com  
07432 637322

