



Nudge vision:

Making Union Street a street the whole world loves

Nudge mission:

We nudge lasting change in surprising and enterprising ways to build a strong local community and economy.

Nudge aims:

1. Place

We nudge local buildings and spaces to be safe and loved.

2. People

We nudge local people and businesses to be brave, creative, resilient and healthy, supporting themselves and their local community.

3. Power

We nudge local and national change by using our voice and leading by example.

How Nudge work

We build trust - Our community's trust in us is precious and something we have nurtured and developed over time. It enables us to build strong and diverse personal connections, form lasting local relationships, and enables people to take their place as decision makers and participants.

We don't over promise - This community is used to failed promises. We are carefully raising expectations as we become confident we can deliver.

We trust our instincts - Our approach has developed naturally from our instincts as residents, parents and volunteers. We use our learning, local knowledge, experience and connections in our community to make good decisions.

We listen and question all the time - Everything we do is led by residents. Nudging from behind we nurture individuals to reach their potential. We are always listening and using what we hear to inform our decision making. We learn from mistakes.

We build on little things with love and care - we join dots, people leave their mark and we make time for the little things that mean a lot. We know that this adds up to long term impact whilst showing day to day love and care.

We say yes - we create a culture where things feel possible. We create permissive environments, creatively negotiating barriers and formal requirements and supporting others to do the same.

We recognise whole people - We bend and flex to adjust to peoples' needs, skills and interests. We monitor wellbeing of staff, volunteers and associates. We hope to make lasting impact by offering great experiences and opportunities for individuals.

We love joy and colour - our community says they want to see more of this and love the creativity and surprises that happen on the street.

We are angry -we have had to learn to be resilient and stand up for what we believe, we seek to support others to do the same. We challenge power structures that have held our community back and look for alternatives. We encourage each other and our community to find their voice.

We create space for magic to happen - we create spaces for local people to thrive; creating environments where people feel valued, equal and comfortable to step-up

and be part of the solution. By energising people in this way, we welcome connections as we allow space for people to join in. Our community is hesitant and nervous of new things. There will always be space for whoever comes along.

We talk about money and value -This community is poor. With that in mind we seek to show good value in tackling some of the areas they are concerned about with fun and creative solutions, to be open about budgets and to recruit and spend locally.

We work through making connections - we are well connected across our community through personal relationships, a shared purpose and friendship. We share information to raise awareness about issues and opportunities and are open to making new connections.

We are brave and take risks - we are tackling long term issues with new solutions requiring us to be brave, be different and take risks.

We care about the future - we are growing a community and organisation that talks about and acts on key issues affecting our futures such as the climate and the young peoples chances. We reuse materials and buildings. We create opportunities with and for young people - showing alternative pathways and listening to their views.