

# Asset-Based Community Development

Using what's strong to deal with what's wrong, and making what's strong stronger.



Our Offer

# About Us

## What is ABCD

ABCD stands for Asset-Based Community Development, and it refers to a type of community development based on the work of Professors Jody Kretzmann and John McKnight.

ABCD challenges the traditional deficit-based approach that tries to solve urban and rural development problems by focusing on the needs and deficiencies of individuals, neighbourhoods, towns, schools etc.

ABCD demonstrates that local assets (people, physical assets etc.) and individual strengths are key to ensure sustainable community development, and that people have a life of their own choosing

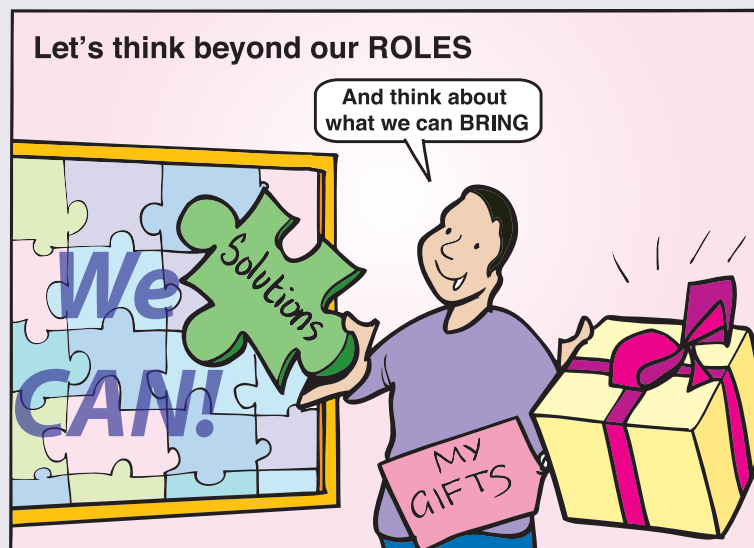
## About The ABCD Institute

The ABCD Institute was established in 1995 by John P. Kretzmann and John L. McKnight, who continue to challenge the conventional wisdom of community development and support the growth of ABCD worldwide.

In the late 1980s, along with other associates, they traveled across North America visiting more than 300 neighbourhoods in 20 cities. They wanted to understand how citizenship and community prevailed in low-income neighbourhoods, despite multiple socio-economic and political challenges.

In their book, *Building Communities from the Inside Out: A Path Toward Finding and Mobilizing a Community's Assets*, they described their findings, which confirmed that low-income communities facing hardship can, and often do, become stronger and prosper.

Their premise is that every neighbourhood is filled with human, associational and institutional assets that should be identified, connected and mobilised before seeking outside help. However, they also add that outside resources are almost always needed, but they are effective only when requested by local leaders and matched by local efforts.



# About Us

## About Nurture Development

Nurture Development was established by Cormac Russell in 1996 and since then, we have been the leading Asset-Based Community Development (ABCD) research, development and training organisation in Europe.

We are one of eleven strategic partners of the ABCD Institute, and the lead partner in Europe.

We have worked as ABCD social explorers, trainers, mentors, facilitators, researchers and consultants with change partners and disruptive innovators around the world. These include Communities, Charities, NGOs/NPOs, Faith-based organisations, Think Tanks; local and national Governments in over 30 countries.

Our ambition is to support the proliferation of inclusive, bottom up, community driven change.

We aim to achieve this by supporting local communities and supportive mediating/civic organisations to create the conditions where any neighbourhood can identify, connect and mobilise its assets to the benefit of the whole community.

## Why Is Our Approach Different?

We'd like to contribute to a different conversation that involves everyone as primary contributors to enduring change that happens close to their doorsteps. A conversation that asks fundamentally different questions than those we tend to hear in many national conversations:

1. What is it that communities can do best?
2. What do communities require help with?
3. What do communities need outside agencies to do for them?

Regardless of how well funded an agency is, ABCD invites them to work beyond their administrative boundaries and understand that people, their families and communities, have unique competencies that cannot be replaced by competent professional intervention.

The only people who can build community are the people who live, sleep and work there.

Asset-based stories tell the untold story. They tell the story where the quest is to get to know your neighbours and where leadership and heroism is distributed and not centred in one person. In these stories everyone contributes, and the 'happy ever after' is a culture of community that we work on every day.

# What We Do

## How Can We Support You?

We bring together the ABCD Institute's 30 years of community development research in the USA, with Nurture Development's 20 years of international research and practical experience of community development and pioneering approaches in other strength-based work, such as TimeBanking & Whole Person Recovery across the world.

We are very happy to work with you to develop a tailored offer, including:

- Masterclass
- One or two-days workshops
- ABCD development in practice
- Keynotes and presentations
- Research & Evaluation
- Face to face and online mentoring
- Support to establish your own Learning Site

All this involves changing practice. We have to practice change and that is where we come in: we support you to take your learning off the page and develop living exemplars of ABCD in action.

Here is a map of our current Learning Sites in the UK.

1. Ayrshire & Arran
2. Bristol
3. Fife
4. Gloucestershire
5. Kirklees
6. Leeds
7. Lichfield
8. North West (Trafford)
9. Thurrock
10. Torbay
11. West Croydon
12. Wirral



Nurture Development current Learning Sites in the UK

# Our Team



Cormac Russell

## About Cormac Russell

Cormac Russell is a respected social innovator, author, adviser, and keynote speaker.

He is a recognised leader in the Asset-Based Community Development movement, and a faculty member of the Asset-Based Community Development Institute. Over the last 20 years Cormac has worked in over 30 countries around the world.

He is passionate about the proliferation of community-driven change and citizen-centred democracy, and has supported hundreds of communities to make ABCD visible through what he calls ABCD Neighbourhood Learning Sites.

His motto, paraphrasing Benjamin Franklin, is: 'When it comes to Community Building, well done is better than well said'.

## Our Associates

Our unique team of Associates include a vast range of multi-disciplinary practitioners who bring specific experience and know-how in a wide range of areas. These areas include health, social care, housing, inclusion, as well as most centrally ABCD Community Building.



Jennine Bailey

**Jennine Bailey** has been mentored by Cormac Russell since 2010 and she now mentors and coaches other Community Builders in areas such as Cirencester, Thurrock and Matson.

Jennine has delivered training sessions and workshops for commissioners, councils and voluntary sector organisations. She has also worked as a Community Builder in various ABCD initiatives with Croydon Voluntary Action. Her work in the West Croydon Social Recovery initiative developed a movement of citizen-led action, lauded by the Greater London Authority as a huge success. She is also a Director of Success Through Art, which works to support children and young people to gain qualifications through the arts.

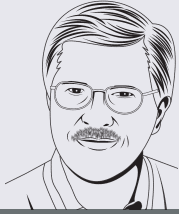


Helen Cooke

**Helen Cooke** is a qualified nurse but has been working in the charitable sector for years, including an addiction centre in Kent and the Penny Brohn Cancer Care. Her previous roles include Director of Therapy and Head of Information and Research.

Helen has been involved in sustainable healthcare initiatives for over 25 years. She strongly believes that linking the assets people and communities hold is key to producing sustainable health change and environments where people not only live, but thrive. She is presently co-authoring, with Professor David Peters, a series of self-care articles on commonly presenting health conditions.

# Our Team



Tom Dewar

**Tom Dewar** supports Associates and their community teams. He is also a long-time faculty member of the ABCD Institute.

He has co-authored *Voices from the Field III* and *Resident Led Community Building*. He has taught International and Community Development in Johns Hopkins University. He was Director of Evaluation for the MacArthur Foundation and a Senior Associate with Rainbow Research. Tom was also a Professor at the University of Minnesota's Humphrey Institute of Public Affairs for over 20 years.

Tom's experience includes citizen leadership, new forms of organising, and the dangers of an over-reliance on professionals. He has also led evaluations on topics such as juvenile justice, neighbourhood revitalisation and conflict resolution.



Sarah Frost

**Sarah Frost** joined Nurture Development in 2013. She has worked alongside colleagues in Leeds City Council and Kirklees council as an ABCD Guide. She is an evaluation specialist and facilitator with over 12 years of experience supporting the evaluation of health and social care projects in the voluntary and public sector.

Sarah was Learning Network Development Manager on the Lottery funded *Altogether Better* Programme. She is also a qualified trainer and lead author on *The Evidence Guide*, a training resource aimed at supporting the use of research and evaluation in health and social care.



Paul Macey

**Paul Macey** has delivered presentations, trainings and workshops across the UK in places such as the Isle of Wight, Bangor and Ayrshire. He also supports our work in Thurrock.

Paul has been a Community Builder for in Croydon Voluntary Action for over 4 years. His work in Croydon has played a major part in a range of community-driven activities, including the annual Thornton Heaths Arts Week and the Valley Park Healthy Living Space.

Paul has been a Community Development Worker for over 25 years. He has worked as an equalities consultant, a trainer, and a journalist. He has written for publications that include *The Voice*, *The Guardian* and *The Independent*.

# Our Team



Chris Shaw

**Chris Shaw** has worked in community mental health and substance and alcohol recovery for 20 years. 15 of those years have been in senior management roles, culminating in being CEO of a medium sized Charity for 10 years. He was also responsible for helping introduce ABCD in Wirral/Merseyside as an independent consultant working for both the NHS and Public Health.

Chris now works full time for Nurture Development as UK Coordinator & ABCD Guide. He is also a consultant advisor around fostering strengths-based and ABCD approaches in work teams and communities of interest.

He sees his recent learning of ABCD as the culmination in the evolution of his thinking as a former mental health advocate.



Mark Stephenson

**Mark Stephenson** has been an Associate with Nurture Development since 2014. He is currently working in North West England, Trafford and Fife.

He is a Director of Tiny Spark Projects and Soundingboard Research, and he has worked on over 70 projects. As a qualified social worker, Mark has worked in a number of areas including learning disabilities, mental health, children, young people, offenders and addictions. However, it is substance misuse and addictions recovery which has dominated Mark's professional's life.

He believes that recovery should be rooted in the community, - 'by the community, for the community' - and he is passionate about the potential key role that recovery coaching can play in that vision.