Asset-Based Community Development

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

Training Programmes 2016
The Approach

ABCD stands for Asset-Based Community Development, an approach developed by Professors John McKnight and Jody Kretzmann in Chicago. After decades of research they set up the Asset-Based Community Development (ABCD) Institute in 1996 at Northwestern University and have supported the growth of ABCD across the world every since.

ABCD considers local assets as the primary building blocks of sustainable community development. It offers a robust evidence-based framework for social change, challenging us to consider the following questions:

- What is it that communities can do best?
- What do communities require help with?
- What do communities need outside agencies to do for them?

The ABCD approach helps us to find answers to each of these questions. It can also show us how to make better use of the resources that we all have or have access to, and how to support one another to use them to the benefit of whole communities. ABCD is the way by which we can build healthier, safer, prosperous and more inclusive communities.

The Training Offer

We have yet to find a sector, topic, organisation or community in which ABCD cannot be applied. It’s the beauty of the approach. Its relevance to everyone and to pretty much anything in our communities, means that we – Nurture Development – are invited to train, create and implement development programmes with hundreds of organisations across a wide range of areas.

Our one and two day workshops can focus on the following areas:

1. Whole Community Transformation.
4. Safer Communities.
5. Housing & Community Spaces.
6. Ageing well in place.
7. Recovery.
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’.

Nurture Development is a training and consultancy organisation that works with interested groups who want to learn more about ABCD. We are the only strategic partners of the ABCD Institute in Europe. Our core team is:

**Cormac Russell**

Cormac Russell 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 responsible for helping introduce ABCD in Wirral/Merseyside as an independent consultant working for both the NHS and Public Health.

Chris Shaw has also been 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.

**Chris Shaw**

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 Heath Arts Week and the Valley Park Healthy Living Space.

**Paul Macey**

Jennine Bailey 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 responsible for helping introduce ABCD in Wirral/Merseyside as an independent consultant working for both the NHS and Public Health.

**Jennine Bailey**

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**Paul Macey**

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.

**Jennine Bailey**
The Trainers

**Mark** 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.

**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.

**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.
We bring the following to our training:

We are recognised thought leaders
Our thinking on ABCD has been published in academic journals and publications in the UK and abroad. Cormac continues to work with Professor John McKnight and other members of the ABCD Institute faculty on the ongoing development of the approach. We have a conceptual and on-the-ground understanding of ABCD that ensures that we can advise and train at both policy and practice levels.

We are established trainers in both the UK and abroad
During 2015 we have delivered over 100 workshops and keynotes to 10,000+ people. We have worked on a diverse range of subject matters, including public safety, public health, inclusion, children and young people, older people, social care, community housing, prison reform, recovery and many others besides. All of our workshops are informed by what we are learning in neighbourhoods throughout the UK and beyond, where we have spent several years working side by side with practitioners and local residents.

We understand what works (and what doesn’t):
Since 1996 we have build up practical knowledge and experience in the implementation of ABCD and other strengths-based approaches in Europe, Africa and North America. We have had successes and failures and believe in sharing our learning from both. There is no one ‘right’ way to do ABCD and we have learned, through experience, how to navigate the different socio-political environments.

We are ‘doing it’ in a broad range of communities across the UK today.
Currently, as well as delivering workshops, we are working directly with Community Builders, local residents and commissioners to focus on what is strong, not what is wrong. This allows us to bring real examples and stories of how ABCD is working in a wide variety of communities.

Learning by doing
Our workshops are dynamic and interactive. We believe that people change their lives by doing, not by passively listening, and our workshops reflect that belief. During our sessions we introduce and use the tools, activities and exercises that we have developed, to bring ABCD alive in communities and neighbourhoods.
Some of our training commissioners workshops

- Big Lottery Fund, 2015.
- Local Councils: Glasgow, Isle of Wight, Bristol, Thurrock, etc. 2015.
- West London Mental Health Trust, 2015.
- National Social Care, Department of Health, 2015.

Conferences & keynote addresses

- Keynote address at National Federation of Social Housing. Copenhagen, Denmark, 2015.
- Power to the People Conference keynote address for consistence. Preston, Australia, 2015.
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- Power to the People Conference keynote address. Preston, Australia, 2015.
- The European Social Network Conference. Dublin, Ireland, 2013.
Asset-Based Community Development and Social Care

An Overview

Over many years, the social care system in the UK has become fragmented and difficult to navigate (for both people/families and professionals). It has focused predominantly on the deficits of local people, defining people by what they can’t do. The solutions to these deficits are typically to provide more services and money. This has created a dependency culture, with people viewed as ‘clients’, ‘service users’ or ‘customers’ of a social care system who are then often negatively labeled as passive recipients of social care funding or services.

Asset-Based Community Development (ABCD) is paving a clear path for citizens and policy makers away from ‘clientelism’ and towards active citizenship. In practice, its aim is to nurture individual, family and community strengths to build stronger, more welcoming and more inclusive communities. In a broader ideological sense, it is about supporting the re-imagining of social care.

BUILDING CARING COMMUNITIES FROM INSIDE OUT

One-Day Workshop

What will you learn?

This workshop will:

- Give you an understanding of the history of ABCD, relating it to your experience of community development and Social Care.
- Explore the relationship between the core principles of Social Care & ABCD.
- Define a ‘healthy community’ and identify the six building blocks or assets that can be used to build one.
- Explore how these building blocks can be more effectively identified, connected and mobilised to action in local neighbourhoods.
- Examine the relationship between institutions and communities using the Geometry lesson (Circles and Triangles).

What will you be able to do?

- You will have a good understanding of ABCD and the contribution that ABCD can make to recovery in the neighbourhood where you live/work. You will have identified actions that you could take that would improve the conditions for health and social care.
Asset-Based Community Development and Social Care

ASSET-BASED COMMUNITY BUILDING TOWARDS COMMUNITY-WIDE HEALTH AND SOCIAL CARE

Two-Day Workshop on ABCD and its relevance to Social Care

What will you learn?

This workshop will:

- Give you an understanding of the history of ABCD, relating it to your experience of community development, focusing on Social Care.
- Consider mainstream approaches from needs-based to asset-based with a focus on Social Care.
- Help you identify where and how ABCD can change communities and peoples’ lives using the 12 Domains of Change© exercise.
- Show you how to bring ABCD to life in a neighbourhood using ABCD principles and practices.
- Use stories and case studies of ABCD in action from our Learning Sites, in the UK and around the world, with video input from citizens, Community Builders and commissioners.
- Involve you in activities and exercises, e.g. Asset Mapping and Learning Conversations that you can then use to introduce ABCD to the neighbourhoods where you live and/or work.
- Explain how to establish strategic mini grants.
- Show you how to evaluate the outcomes of ABCD in relation to Social Care.

What will you be able to do after this workshop?

- Take ABCD into action in living neighbourhoods in a way that is respectful of the local context; and ultimately create safer, healthier, more economically and environmentally vibrant places to live. You will be able to use what’s strong in the neighbourhood where you live and/or work to deal with what’s wrong, but also make what’s strong, stronger.

“Nurture Development’s understanding of, and ability to demystify the core concepts of ABCD is unparalleled. Cormac’s unique ability to clearly and succinctly convey his thoughts and ideas has left no one who attended his sessions in Australia in doubt of what ABCD is really about.

Peter Kenyon, Bank of I.D.E.A.S.