

# Asset-Based Community Development

Helping 4.0 and your organisation; shifting from what's wrong to what's strong



Our Development Offer

# Nurture Development

## An Overview

Since 1996, Nurture Development has supported citizens and the institutions that serve them to work more effectively together and to strengthen local communities in over 30 countries worldwide.

We are strategic partners with the Asset-Based Community Development Institute in Chicago and its leading trusted partner in Asset-Based Community Development, Community Building and Strengths-based practice in Europe.

“I believe that Nurture Development is uniquely placed to provide thought leadership and practical support in promoting more place based, citizen centred approaches throughout the UK and beyond. I highly recommend Nurture Development and am proud to have them as strategic partners.”

Professor John McKnight, Co-Director of the ABCD Institute, DePaul University, Illinois.

Our ethos and methodology sets us apart from more traditional development organisations where the starting point is with what's wrong, not what's strong. At Nurture Development, we are confident in the capacities and potential of local communities to use what is strong to address what is wrong and make what is strong even stronger. We recognise that communities also require outside supports, but believe that sustainable development must be bottom up and come from inside out.

**Our development offer provides training, support and guidance for communities and organisations looking to make a shift from what's wrong to what's strong. Those we train, gain the knowledge, practical tools and confidence to apply what they have learnt to make change in the neighbourhoods they live and/or serve.**

In supporting citizen led change-making, we bring a unique blend of evidence, practice and development tools to enable places to truly embrace bottom-up, asset-based community development. Our dual purpose is to support local communities to do what they do best, and to work with organisations such as ICGs, NHS providers, local authorities, civil service departments, voluntary, community and faith sector organisations and to help them cultivate strong community oriented practices, get beyond silos and start working in a place-based way.

In his TEDx talk, Cormac Russell, Managing Director of Nurture Development and internationally recognised thought leader and practitioner in Asset-Based Community Development (ABCD) explains what it means to make the shift from what's wrong to what's strong.



# Our Work

Our work to date, has enabled a wide variety of organisations and the communities they serve to support sustainable change, and to strike a more effective balance between service provision and community building.

## UK

Over the last seven years, we have developed 12 Learning Sites (see map) across the UK, working with in excess of 100 communities and supporting multiple agencies to proliferate Asset-Based Community Development principles and practices. Examples of impact can be found [here](#).



## International

Some examples of our work include:

1. Facilitating The Wellspring Foundation to mobilise citizen-led community building efforts in 484 villages and 49 schools in the Gasabo district of Rwanda. ([link to stories](#))

2. Enabling True Sport Canada and a consortium of Community Foundations to change the dominant narrative around sport in four Canadian cities. ([link to videos](#))

3. Working in partnership with the Municipal Association of Victoria with Bank of I.D.E.A.S (Australia), we are currently facilitating the growth of Asset-Based Community Development demonstration sites across Australia. ([link to info](#))

Our practical experience on the ground, working with managers, professionals, political representatives, community leaders and citizens has enabled us to build a deep understanding of context, of what works and what doesn't. We have a solid foundation of ABCD in both theory and practice, understanding effective ways to create a lasting legacy and culture of help which enables citizen-led change to prevail.

## Making Change Happen

Over the last 20 years, relationship by relationship, neighbourhood by neighbourhood, we've seen cities and regions move from deficit to asset-based principles. Increasingly people are realising that many traditional forms of helping that do things to or for people are in fact harmful and disabling. Innovative and savvy citizens and practitioners are moving towards new forms of helping that enable and connect people to each other, their local economies, their place of residence and their cultures.

Nurture Development is very flexible, adaptable and nothing is ever a problem. They will support you in any way to meet your aims and objectives.

Anne Clarke, Assistant Director of Public Health, NHS Ayrshire and Arran

# Helping 4.0: Making the Shift

## Making the shift from what's wrong to what's strong: Helping 4.0

At Nurture Development, we use the term Helping 4.0 to describe this new expression of 'helping that enables'. Helping 4.0 is not about providing relief (Helping 1.0), or rehabilitation (Helping 2.0) nor indeed is it about providing advocacy (Helping 3.0). Helping 4.0 \* is an Asset-Based Community Development (ABCD) informed change process that has been designed by Nurture Development to enable communities and organisations to effect enduring change that puts citizens and their communities in the driving seat.

\* More detail on the four forms of helping can be found [here](#).

### What difference can we make?

Through the Helping 4.0 change process, we can help entire cities and counties to redefine:

1. Community Engagement to Community Driven Change
2. Social Work (Case management) to Strength Based/Community Social Work
3. Youth Work to Youth-led Community Building
4. Public Health & Health Engagement to Community Driven Health Creation
5. Public Safety (led by police) to Public Safety through collective efficacy
6. Criminal Justice (professionally led) to the creation of community alternatives to incarceration and the promotion of alternative sentencing
7. Top-down Local Economic Development to the growth of sustainable livelihoods, cooperative and bottom-up economic development

We also work at the leadership and strategic level, working with senior leadership teams, elected members, governing bodies, commissioners, academics and policy makers across all levels of government and allied services, civil society and faith communities who are committed to the relocation of power.

### Who will be interested in this change process?

Any organisation that is transitioning to a more community-driven, place-based way of working but struggles with the classic dilemmas of deficit thinking, top-down/hierarchical practice or traditional structures will benefit hugely. Organisations who are committed to the principles of Helping 4.0 but recognise the tendency to revert to 'deficit approaches' will also benefit from our programme.

Working with CCGs, NHS providers, local authorities, civil service departments, voluntary, community and faith sector organisations and also directly with communities, we can provide four levels of development support, detailed below.

# Helping 4.0 and your Organisation

*How do we make the shift from what's wrong to what's strong?*

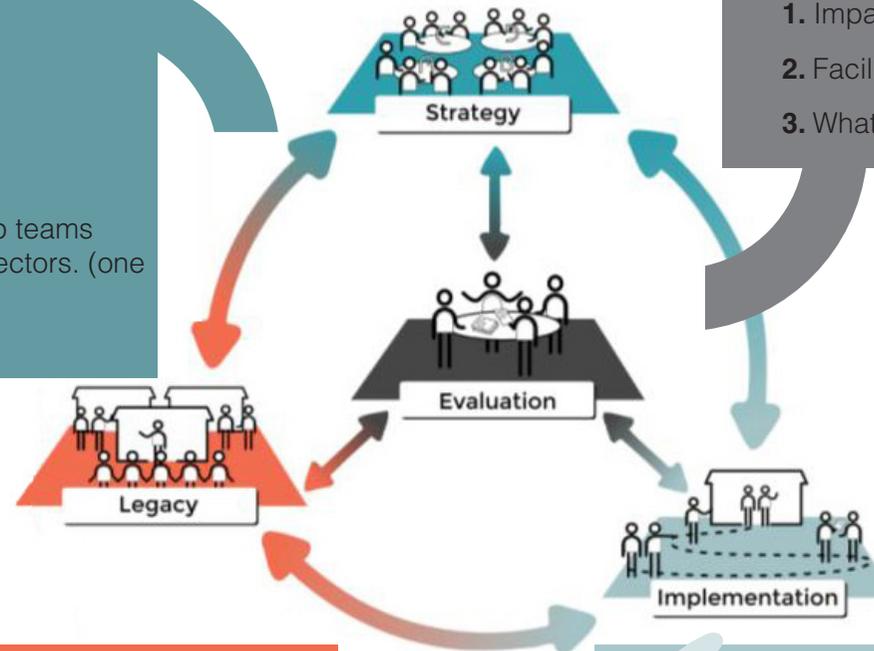
We can help with Strategy & Planning:

1. Rapid Strategy Review
2. Coaching and developing strategic leadership teams including elected members and Non-exec directors. (one to one and group coaching)
3. Develop detailed Strategic Plans

*We are determined to achieve real improvement, how do we measure our impact?*

We can support Evaluation in depth:

1. Impact reviews
2. Facilitated shared learning experiences
3. What worked and why case studies



*How do we keep this going, to build a lasting change?*

We can help you build a Legacy:

1. Establish, train and facilitate an ABCD Stewardship Circle
2. Facilitate a cross-sector Community of Practice
3. Deliver an ABCD Guide Training Programme

*How do we deepen our ABCD practice to effect change in the neighbourhoods we serve?*

We offer guidance for Implementation:

1. Organisational Development support for practitioners across all sectors
2. Training for specialised Community Building practice
3. Mentoring for the development of learning sites

# Development Experience

Our development offer spans across the 14 areas (see diagram above), and links together into a bespoke support process that is designed to be flexible and respectful of the local context.

The truth is that the change needed in disconnected hyper-individualised communities happens over the span of decades not years. Though we are currently running shorter term 12 day training programmes for Local Authorities, our Development Programme 'Making the Shift from What's wrong to what's strong: Helping 4.0' spans a 48 day period over two consecutive years, and in many instances develops into a longer term relationship. This long term learning relationship creates a platform for deep practice development and actual impact in terms of strengthening communities at neighbourhood level.



**Nurture Development's support has been invaluable in helping us to reflect on our practice and encouraging us when we have hit a stumbling block.**

Emma Carter, Leeds City Council

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