

Building on the Strengths in Your Community

An introduction to
Asset Based Community Development

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Support Hub

What you will learn:

The training provides an introduction to Asset Based Community Development as a perspective that builds on *capacities* rather than on *needs* to support long-term change at the local level.

The course:

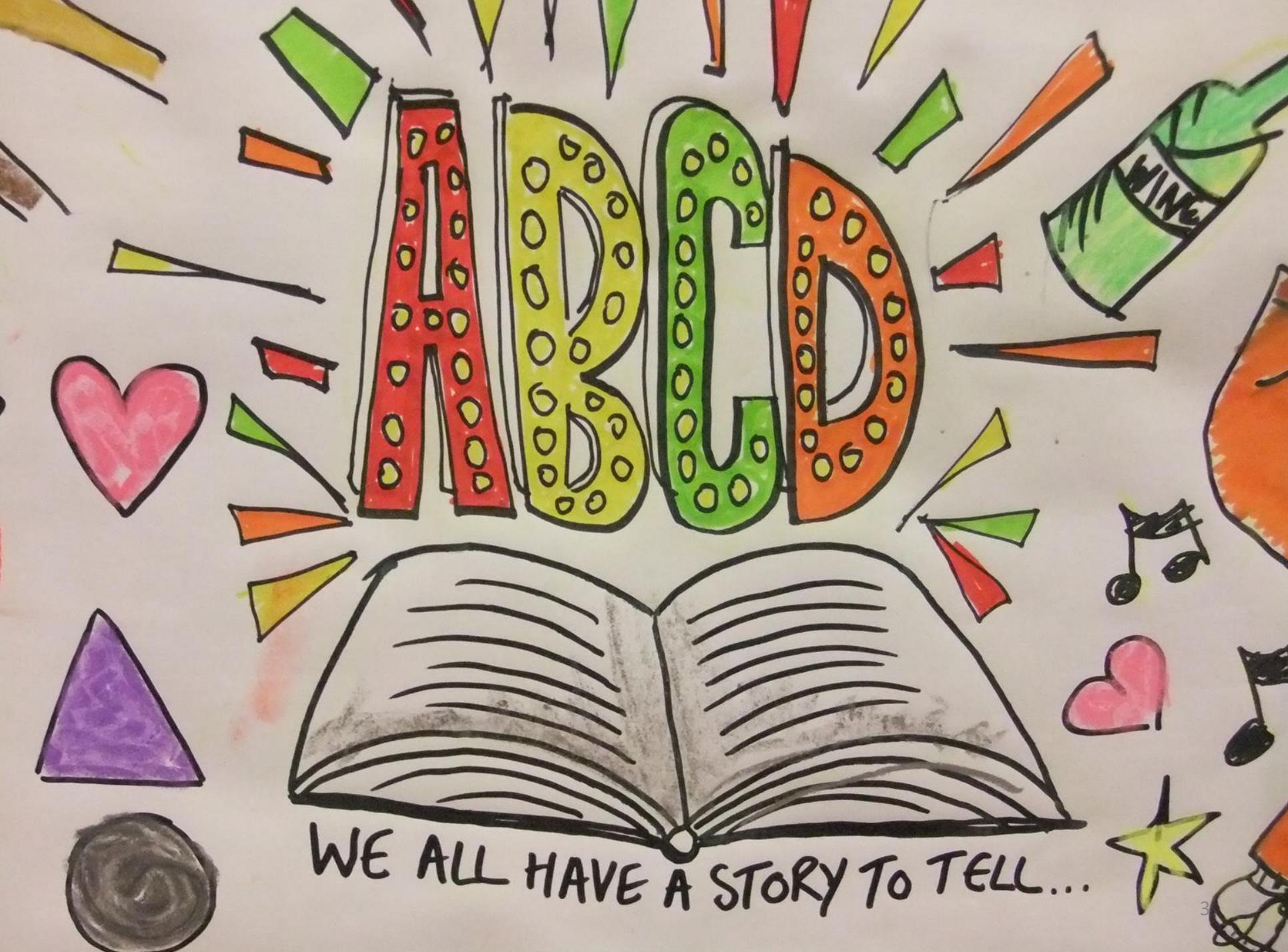
- (1) introduces asset-based approaches – how to recognise local gifts, capacities, skills, knowledge and human connections
- (2) outlines some ABCD tools – how to put them into practice
- (3) defines ‘connectors’ and ‘gappers’
- (4) explains how you can become part of the ABCD community.

At the end of the course you will be equipped with ABCD-informed ways of supporting local groups and organisations and building sustainable, resilient and healthy communities.

ABCD



WE ALL HAVE A STORY TO TELL...



Introductions: 4 'H's

In pairs, share

- one gift of the head ('what you know')
- one of the heart ('what you are passionate about')
- one of the hands ('what you can do and can teach someone else to do')
- and one human connection ('who are you connected to and how?')

Then:

Introduce each other to the group by name. Tell us about one of their gifts.

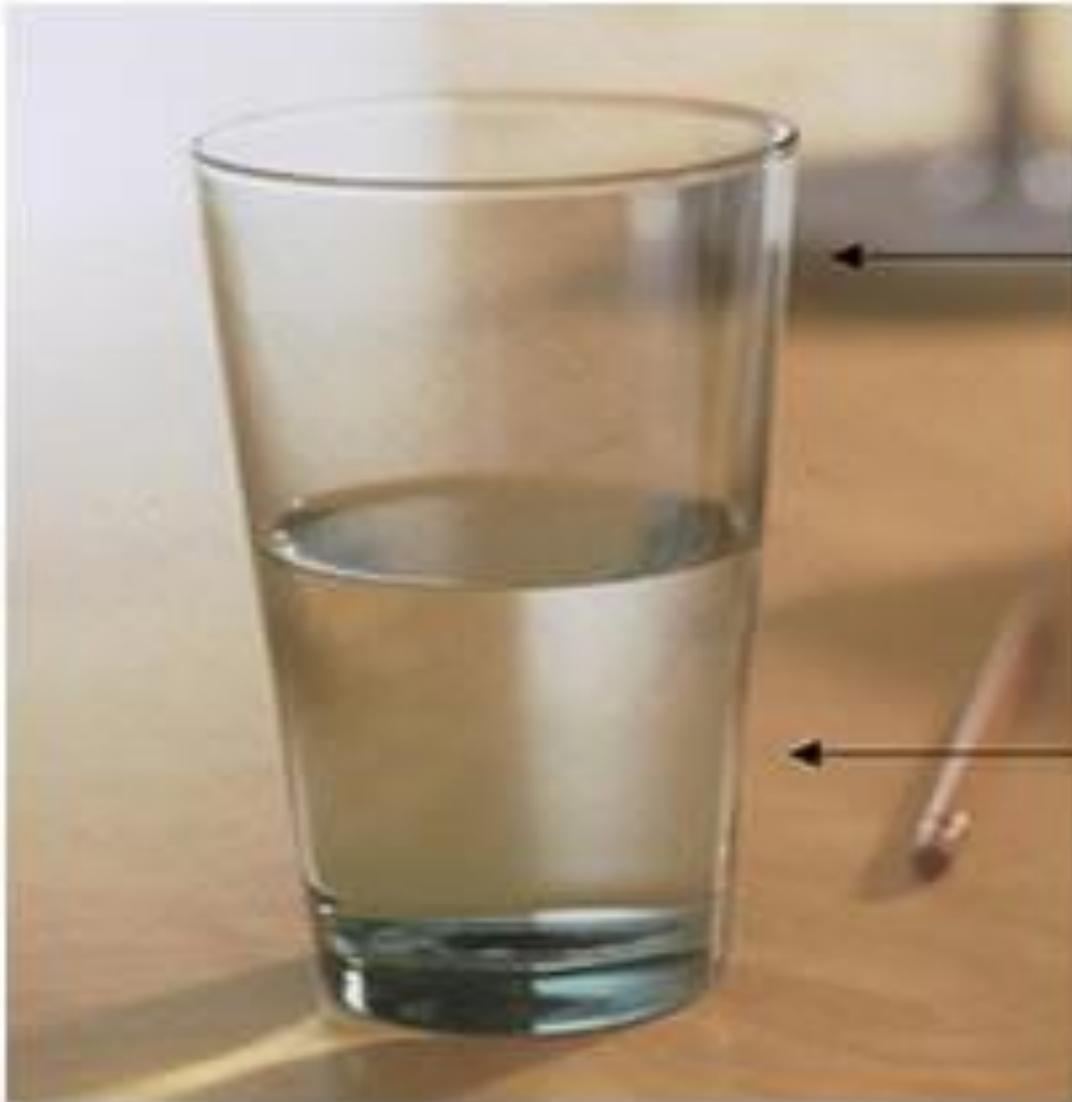
We have just shared some assets. But what are 'assets'?
What is an asset-based approach to community?

Part 1

AN INTRODUCTION TO ASSET-BASED APPROACHES

**– WHAT IT MEANS TO THINK IN TERMS OF
'ABUNDANCE', RATHER THAN 'DEFICIT'**

The fundamentals – a half-full glass.



**Communities
have
deficiencies
and needs.**

**Communities
and citizens
have capacities
and assets.**

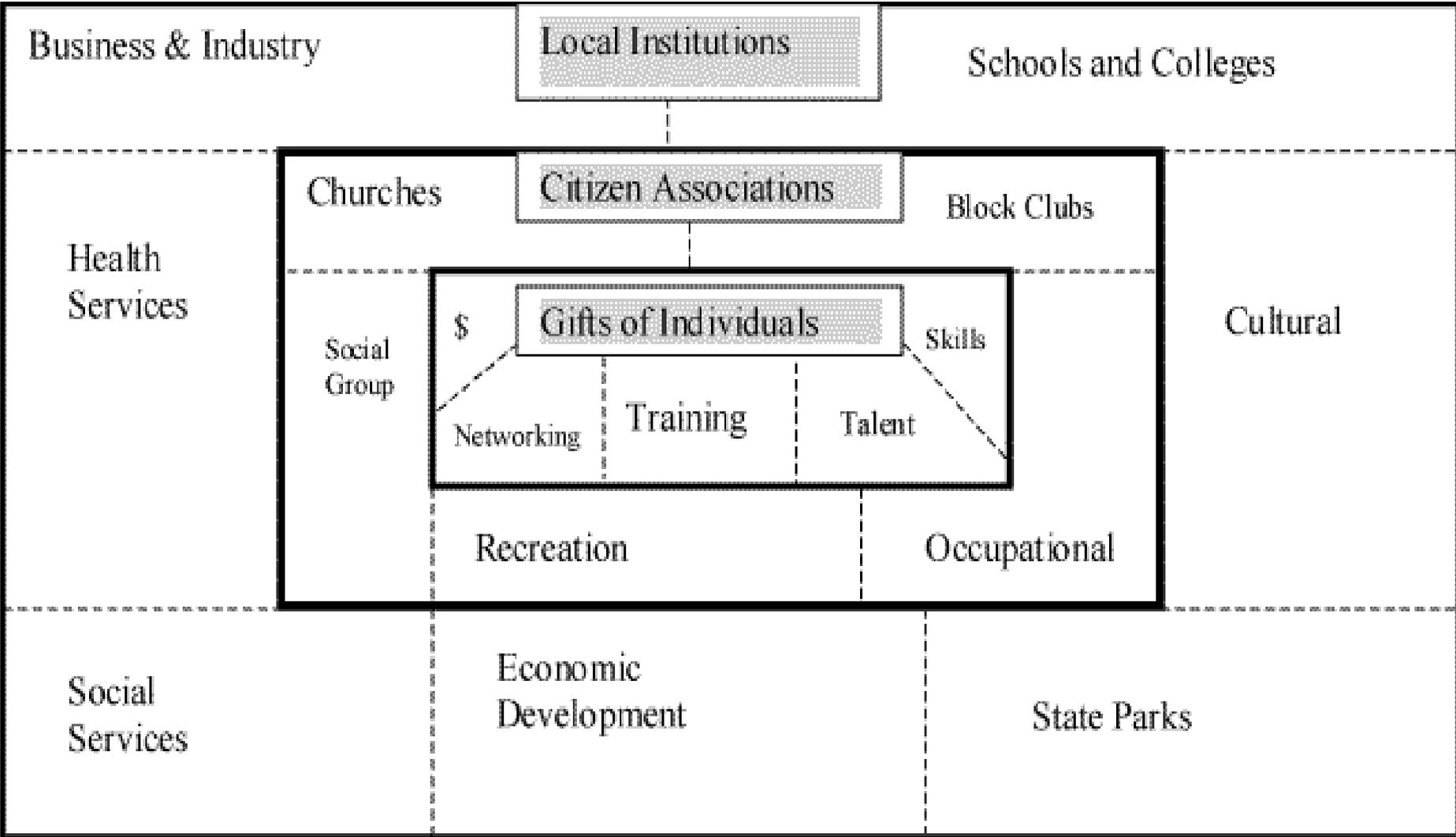
Needs-based approach:

- Identify needs, problems and issues
- ↓
- Provide service to fix need, problem or issue
- ↓
- Issue resolved

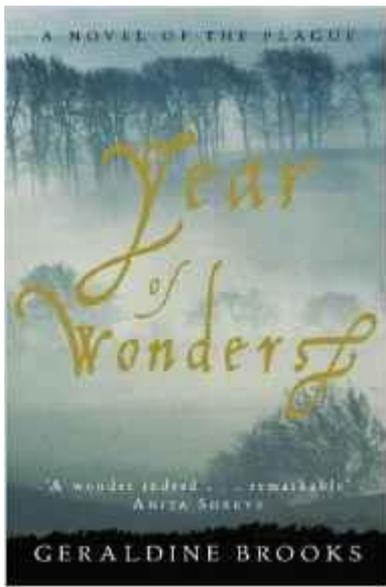
Asset-based approach:

- Asset-based activities
- ↓
- Change in attitudes and beliefs
- ↓
- Change in behaviours
- ↓
- Long-term impact

“Institutions Have Reached Their Limits in Problem-Solving”
(12 Guiding Principles for ABCD)



Kretzmann & McKnight



Case study (1)

Eyam

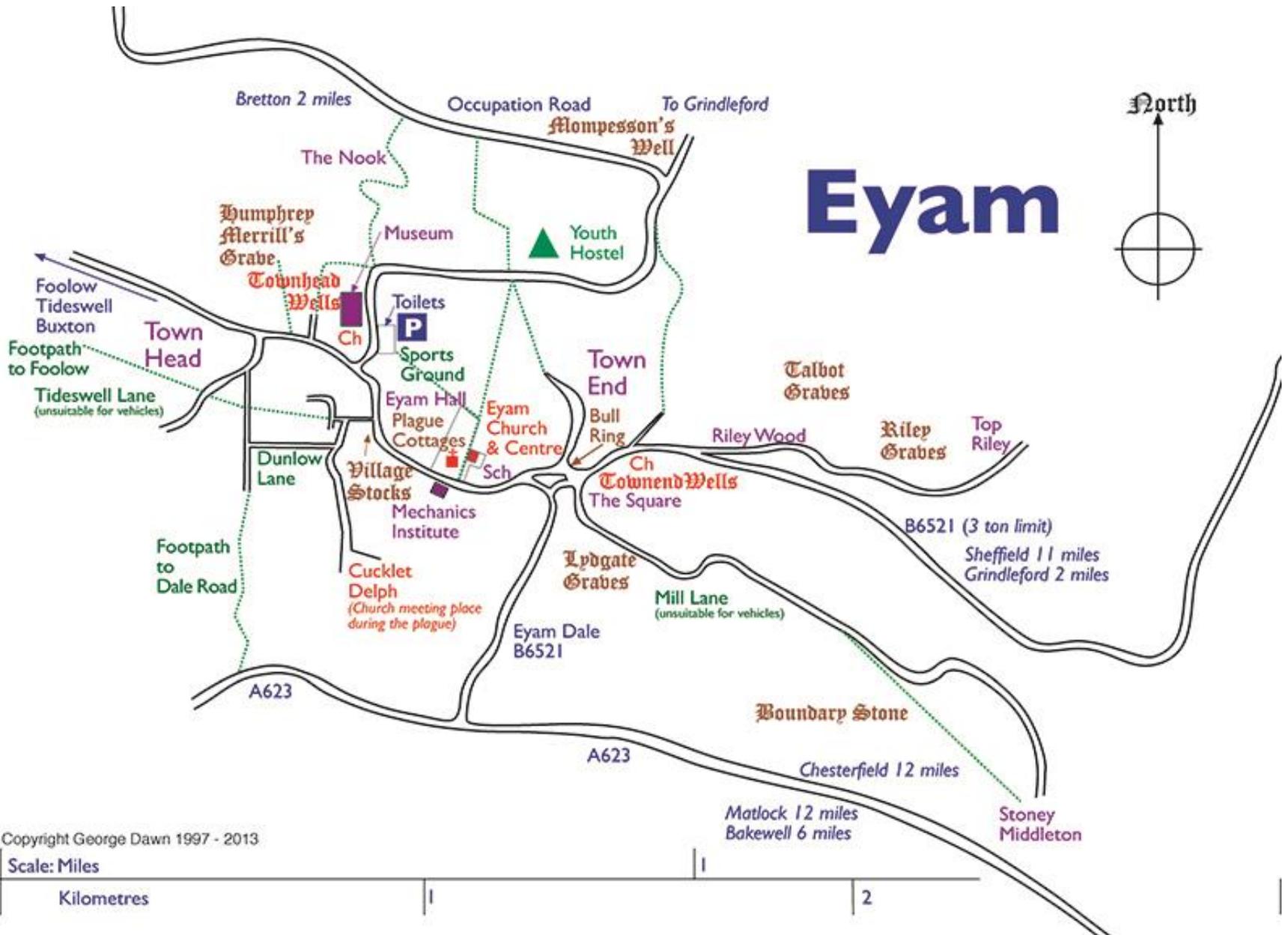
<http://www.eyamplaguevillage.co.uk/>

**Annual memorial
service, Plague Sunday**



- The village of Eyam is located in Derbyshire. In 1665, during the Great Plague, some cloth sent from London to a local tailor was infected. Plague broke out.
- The village is set in a location that made it possible to cut itself off; the parish stones at the exit roads, a physical asset, were used as a point of contact: villagers left money soaked in vinegar to trade for goods.
- There is a natural green in the centre of the village and a rocky outcrop that played a key role in communication amongst the villagers.

Eyam



Copyright George Dawn 1997 - 2013

Scale: Miles

Kilometres

Gifts of individuals

When the plague broke out, rector William Mompesson led the way in sealing the village. He was helped by the previous rector Thomas Stanley.

260 out of 350 people died during the outbreak but they held their self-imposed quarantine – and to help contain it, they agreed to bury the dead on their own plots, not in the churchyard, as the disease spread.

Citizen associations

The church played a key role. There is a natural green area in the centre of the village with a rocky outcrop - the Delph. It became an open-air arena, allowing villagers to stand in isolated spots to hear the pastor, whilst remaining in hearing distance given its hollow shape.

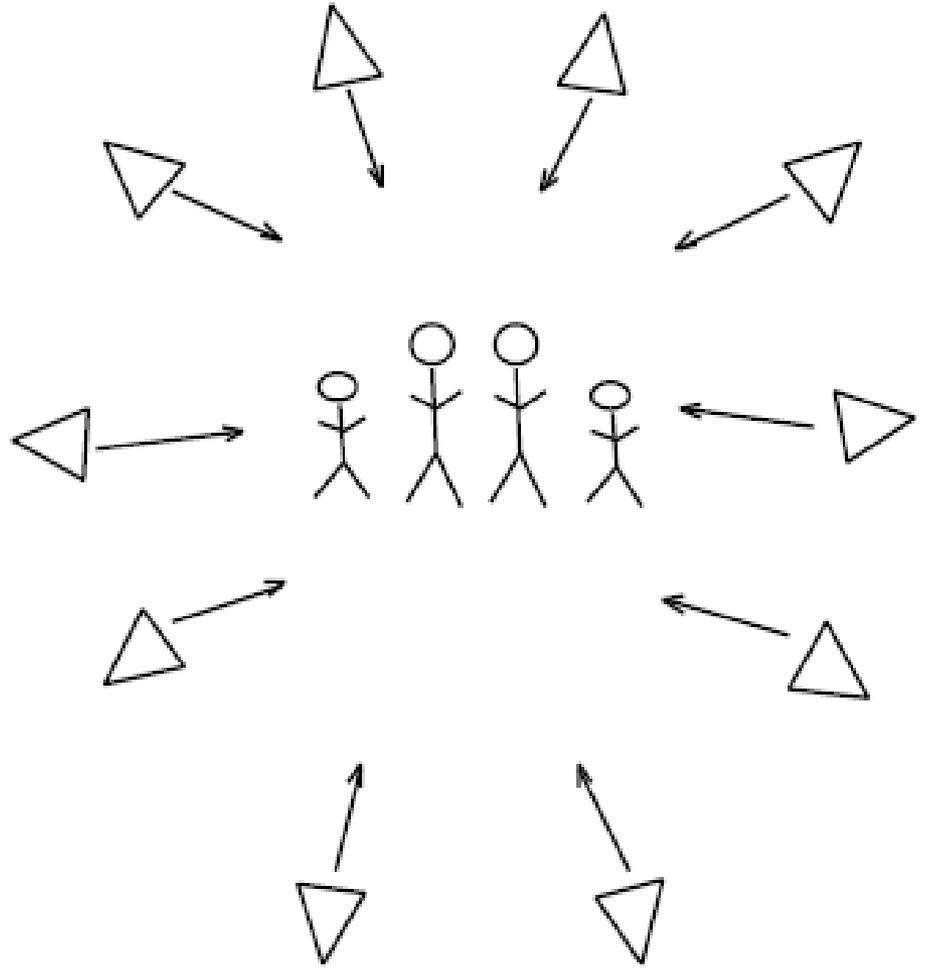
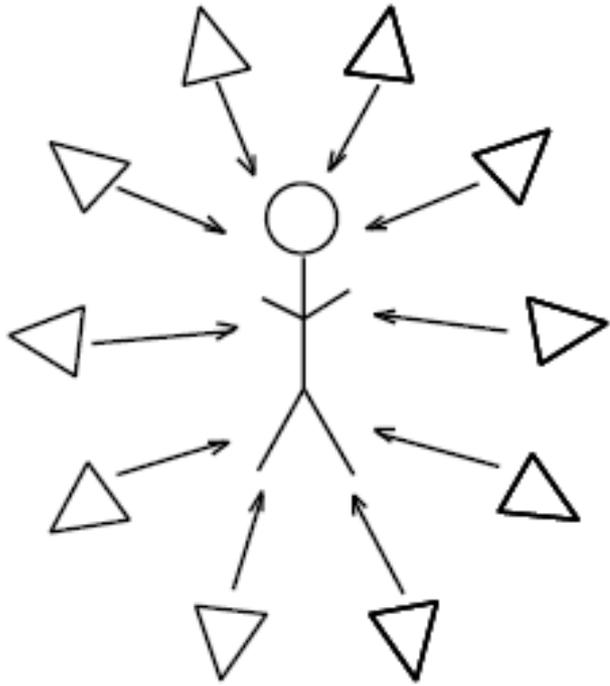
Local institutions

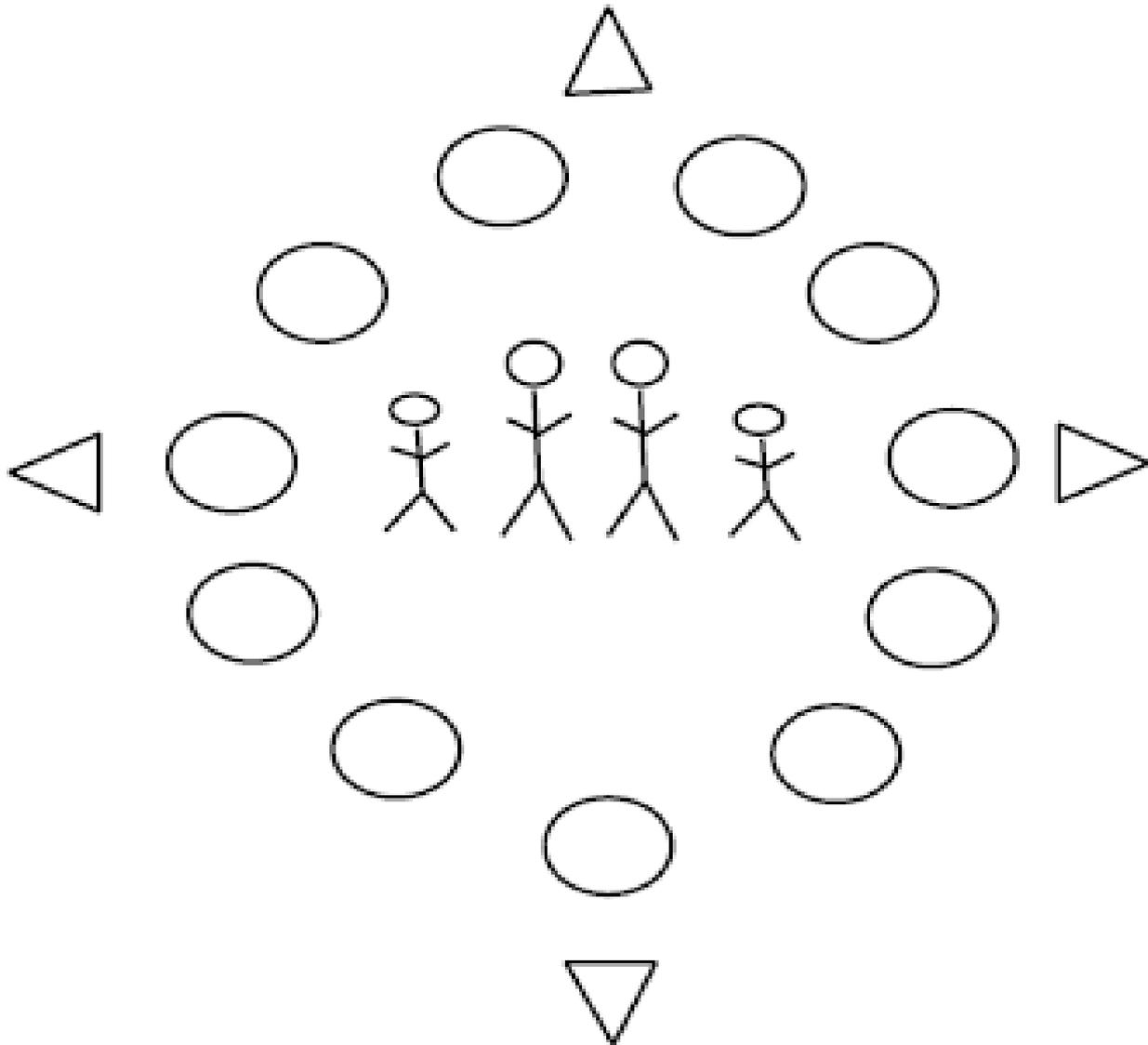
The squire fled at the start. However, The Earl of Derbyshire helped the people of Eyam at this time by sending food and other supplies to the parish stones on the exit roads. Without this outside help, the quarantine would have been impossible to sustain.

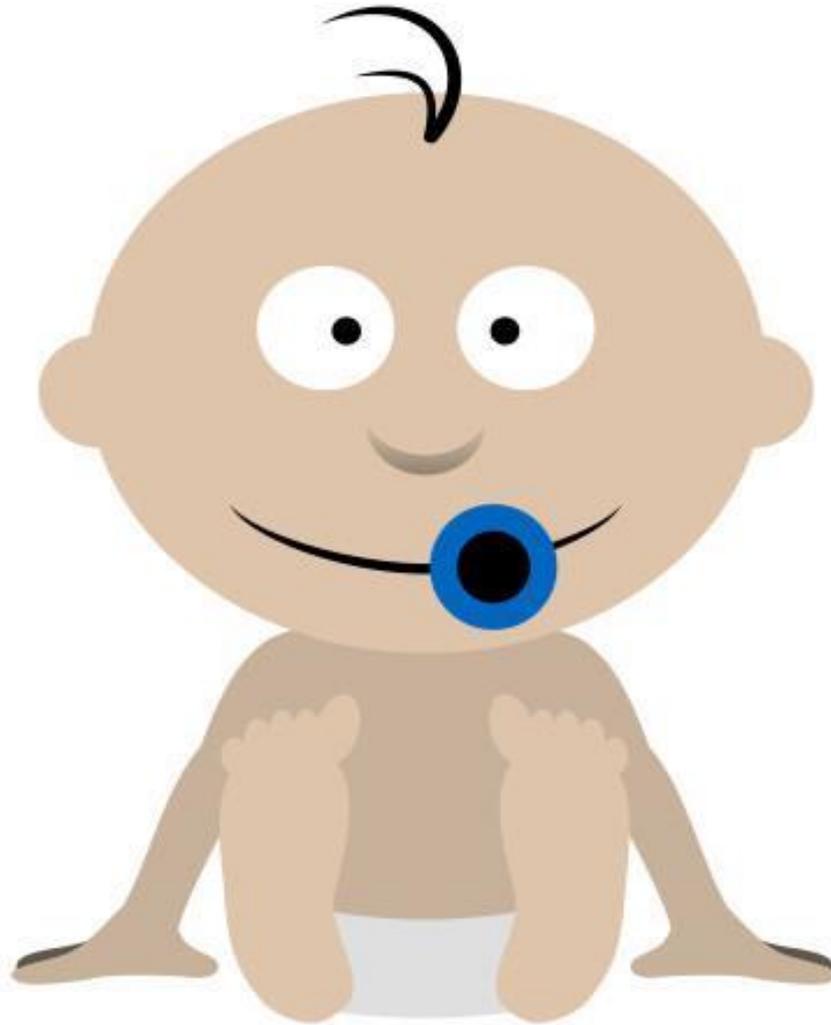
Three core questions

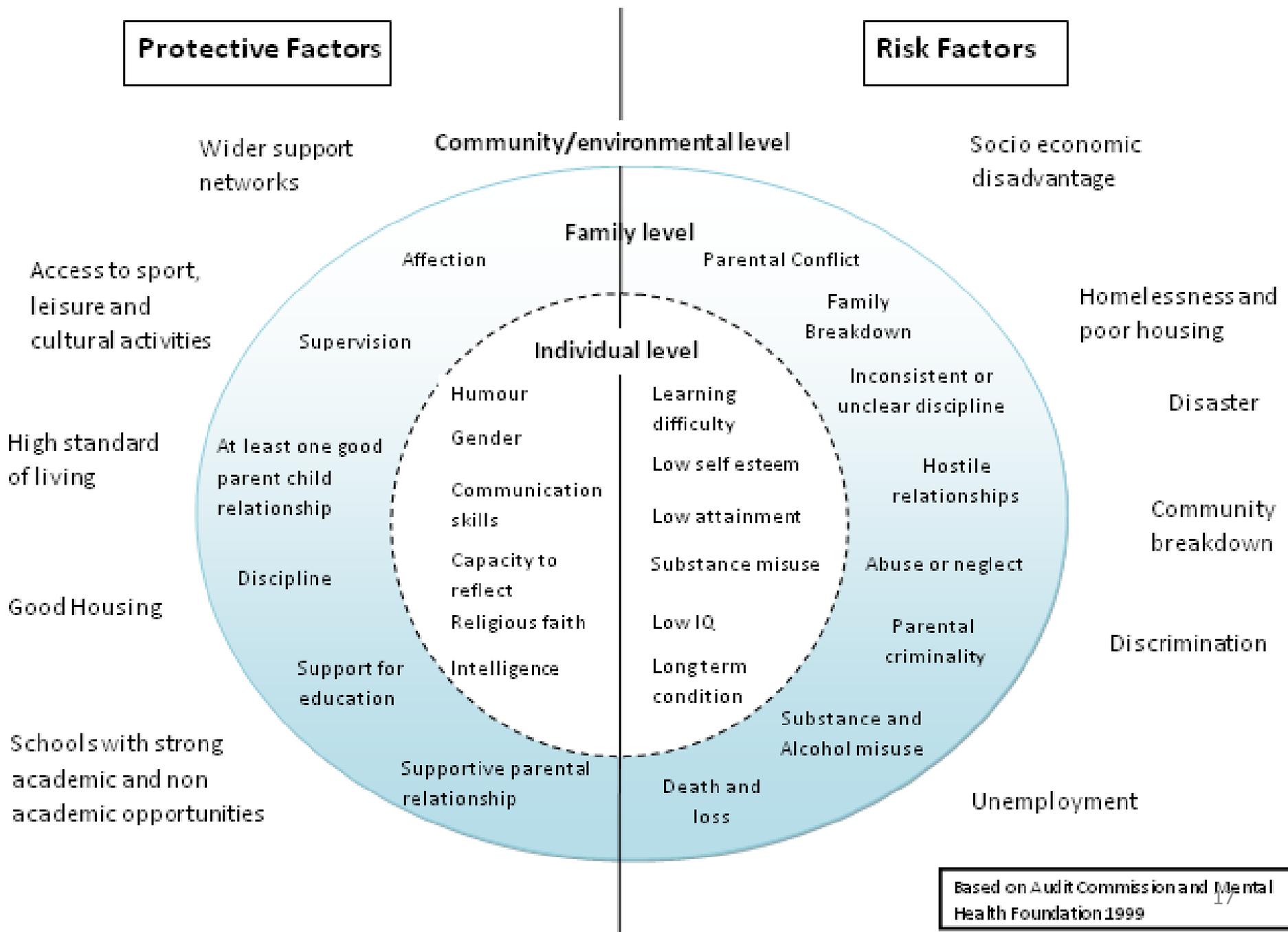
Remember three questions, and in this order:

- ✓ What can people / communities do *for themselves*?
- ✓ What could they do if they had some help?
- ✓ What do they really need someone else to do?









Based on Audit Commission and Mental Health Foundation 1999

12 Guiding Principles for ABCD

(Pages 2-3 of your workbook –)

- Everyone Has Gifts
- Relationships Build a Community
- Citizens at the Centre
- Leaders Involve Others as Active Members of the Community
- People Care About Something
- Motivation to Act
- Listening Conversation
- Ask, Ask, Ask
- Asking Questions Rather Than Giving Answers Invites Stronger Participation
- A Citizen-Centered “Inside-Out” Organization is the Key to Community Engagement
- Institutions Have Reached Their Limits in Problem-Solving
- Institutions as Servants

Part 2

SOME ABCD TOOLS

**- AND GENERATING IDEAS ON PUTTING
THEM INTO PRACTICE**

Some things to remember...

To generate change there must be
motivation

❖ What are people passionate about
getting engaged in?

See the 12 Guiding Principles for ABCD
(workbook)

What motivates an individual to act?

Case study (2):

“Legless Les” Courier business

Peter Kenyon, ‘Rural Development around the World, through the lens of ABCD’:

<https://youtu.be/nUKGx4ORqOk>

(third story on video)

- The man was “the black sheep of the family”, an alcoholic and drug addict. By age of 50 he was Type 2 diabetic and had to have both legs amputated. He was told he had less than six months to live.
- Peter was asked to take him back to his village, where he was moved to a local hospital. The community rallied – but the “talk of the town” was only about his disabilities.

- Les was a truck driver – a hospital orderly asked if he would start up a business, as the village no longer had a courier service. Someone finally focussed on his abilities!
- That evening Les had already had the printer with him, printing business cards - and the local men shed who modified his car so that he could drive and tow a trailer.
- He called his new service “Legless Les Courier Business”.

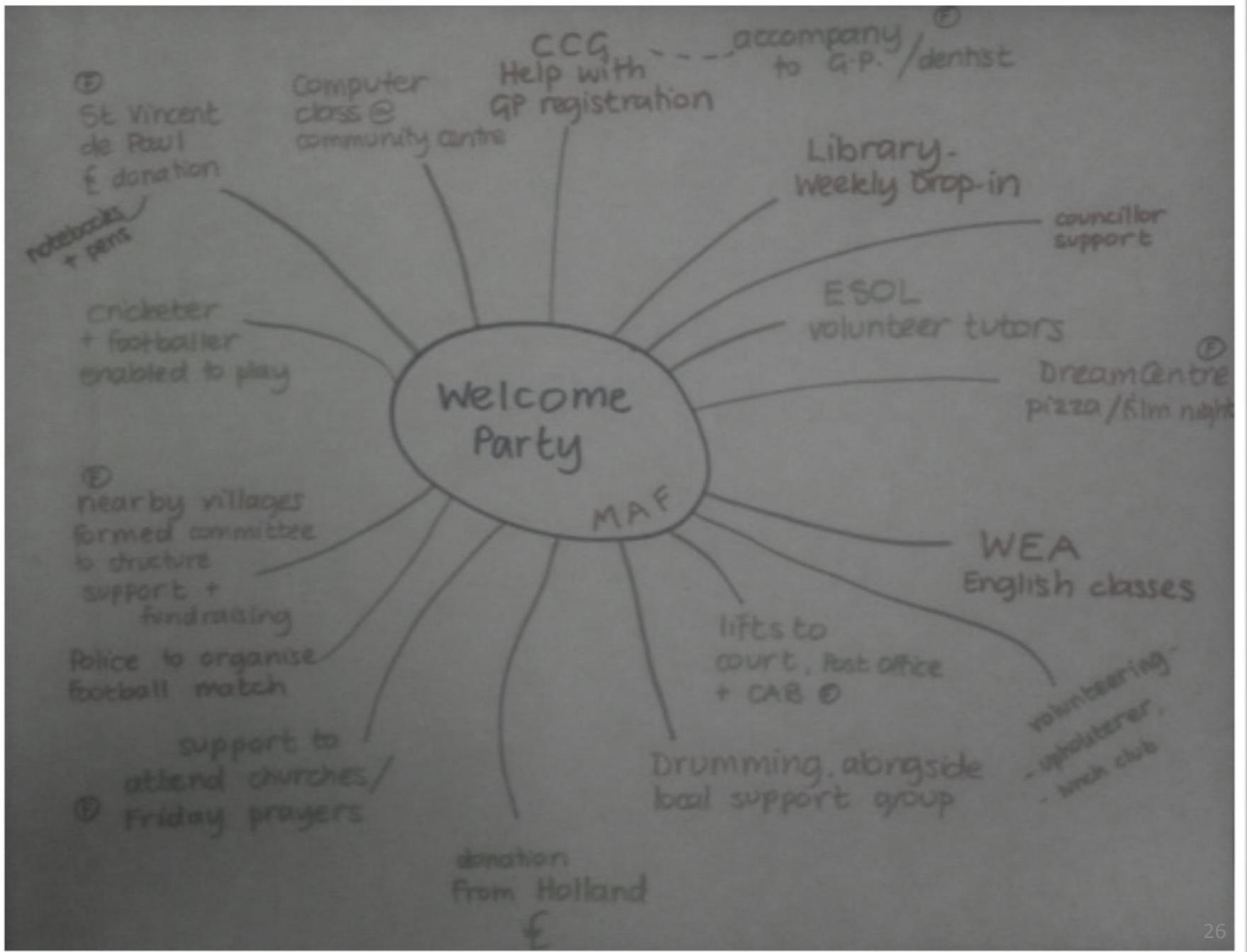
The Outcome?

Legless Les lived for six YEARS

It took a conversation around his *abilities* to motivate and mobilise his assets – for the community and to the benefit of himself



Case study (3): Skelmersdale International



Spot the gifts of individuals, citizen associations and local institutions!

Welcome party at the Ecumenical Centre, July 2015. Mainly John Davis (local councillor lead). Faith groups present and local residents.

There are some Muslims and some Christians within the refugee group. So Cerys & Lawrence (**community members**) help to find places of worship/prayer places, and pass the information on to Serco for the local refugee housing.

Serco partnership worker Penny gets Skemersdale Library (**physical asset**) on Fridays for weekly meetings; space offered for free.

The Library is a key meeting place (**human connections**) – the librarians are welcoming.

The Library is also used for English lessons twice a week. Notebook and pens are funded by St Vincent de Paul.

- ✓ Divine Solutions church, Skelmersdale, with a pastor of Nigerian heritage, hosts a pizza and film night using money from St Vincent de Paul.
- ✓ Surgeries – incoming asylum seekers struggle to register with a GP – so Cerys contacts the West Lancs CCG. This **local institution** has been present at community events e.g. CVS health network (**human connections**).

- ✓ Rural village: hotel being used as a first accommodation. Some refugees walk to Parbold Church, which generates an interest in helping
- ✓ Local residents form a committee across denominations in Newburgh and Parbold, and raise money and practical help (English lesson, lifts to court in Manchester & Liverpool etc.)
- ✓ Two local charitable organisations: E-Rooms: music and games (table tennis & drafts); Skelmersdale Community Food Initiative: cooking session

Asylum Seekers mobilised as community assets

- ✓ A semi-professional cricketer and semi-professional footballer have been among the asylum group (**individual gifts**) – and have helped with sporting activities in West Lancs
- ✓ Current asylum seekers are forming Skelmersdale International – utilising their gifts, skills, capacities and human connections as highly motivated individuals

Wider support: Helen Jones and Greg Mitten attend an ABCD event in the Netherlands:

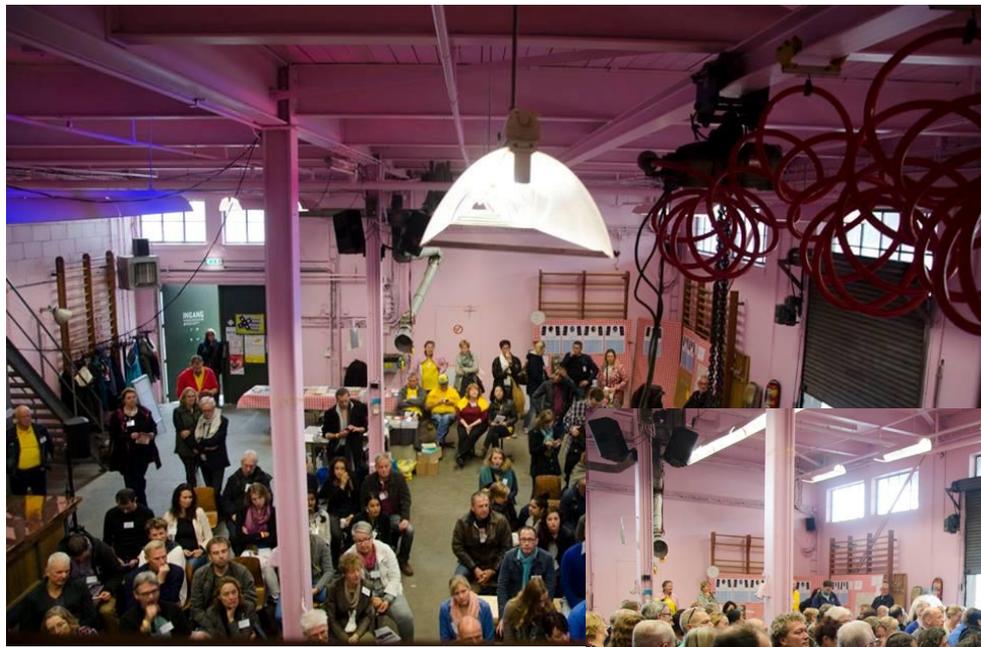


Krachtproef 2015

8 en 9 oktober 's-Hertogenbosch

A woman has coins from her mother who visited the UK some years ago; the English coins are still valid.

She donates them for local activity in West Lancs. We pass it on for the refugee support.



Not everyone recognises their own gifts, capacities, skills and human connections

Remember the 'name the baby' exercise? We also spoke about those whose lives are marked by risk factors.

Asset tree

The following tool was created to use with people in recovery from addiction.

The roots, what keeps me strong

The trunk, what are my gifts and skills

The branches, what are my ambitions



Lebanese Association of
Courses for Voluntary Service

Long term ambitions:

BRANCHES: *What I'd like to get involved in:*

Activities:

Groups:

Learning Opportunities:

1)

2)

3)

TREE TRUNK: *My Skills*

What I enjoy doing the most:

What am I Passionate About?

Asset mapping and research in the community

- ✓ Why are you asking ?
- ✓ What to ask?
- ✓ How to ask?
- ✓ When to ask?
- ✓ Where to ask?



- **Who is asking? (asset-mapping works best when it is community-led). We will return to this in part three (connectors and ‘gappers’)**

Why are you asking?

What do you intend to do with the data?

What do you hope it will achieve?

How will it benefit the community/organisation?



Think about what you will be doing with the data:

- ✓ Making links and connections
- ✓ Supporting collaboration
- ✓ Making better use of resources
- ✓ Providing opportunities around identified motivations
- ✓ Community exchange
- ✓ Showcasing the strengths of the community

Don't asset map for asset-mapping sake



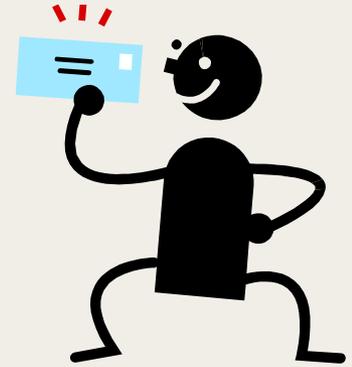
What to ask – helpful questions

- ✓ What are your strengths and are you willing to share them?
- ✓ What are you sufficiently motivated about that you will act upon?
- ✓ What connections do you have or can you make to help what we are trying to achieve?



How to ask

- Door-to-door survey
- Events and meetings
- Online and social media
- Mail out
- Telephone



Think about your audience

- ✓ Creative use of space
- ✓ Plan times around the community
- ✓ Can information be gathered and owned by the community?



Example of creative asset mapping

Ketso ('action' in Lesotho)

– using felt leaves to create a map. People write their ideas, views, etc. onto the leaves to generate a picture.

The tool has been used to map local assets as part of the development of Well Skem.

<http://www.ketso.com/learn-about-ketso>





What keeps you well in Skelm

Mums on Monday group Tanhouse - use of Ketso

ABCD asset mapping can support the recognition of *social capital* –

“The networks of relationships among people who live and work in a particular society, enabling that society to function effectively.

(Oxford Dictionaries.com)

- revealing what already exists, and making it **visible.**

'nothing about me without me'

it is about working together, not imposing services: **co – production:**

Community members and local stakeholders working together, building on each others' strengths and resources to find solutions for moving forward.

Part 3

WHO ARE THE 'CONNECTORS'?

WHAT IS A 'GAPPER'?

See your workbook – the 12
guiding principles of ABCD

Relationships Build a Community

See them, make them, and utilize
them.

An intentional effort to build and
nourish relationships is the core of
ABCD and of all community building.

What is a connector – and who are they in your community?

Think of a person you know – someone who is good at bringing people together.

- ✓ How does he/she do it?
- ✓ Under what circumstances?
- ✓ What drives them? What impact does it have?

This is now about you

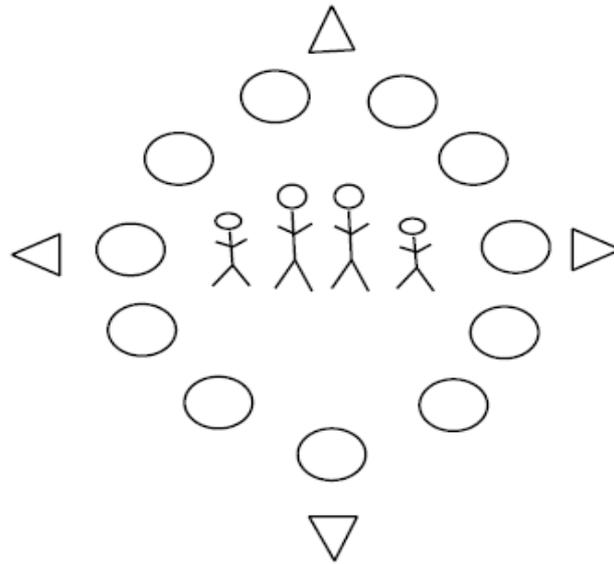
Think of the people *you* know.

What drives *you* to bring people together?

Share a story: describe an impact

You are a connector

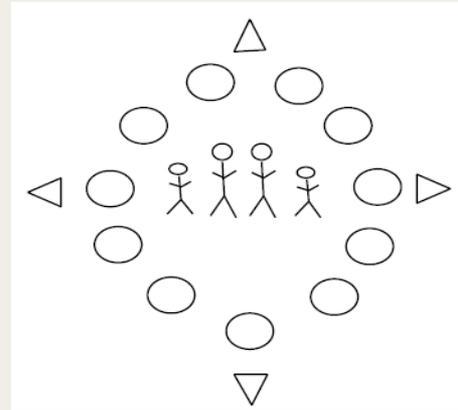
What are *your* circles? What are your networks and associations?



(See p.4 of the workbook for a definition of 'association': Five Key Assets in ABCD)

In addition to the 'circles' now think of local institutions – the local triangles.

Name them.



(See p.4 of the workbook for a definition of 'institution': Five Key Assets in ABCD)

How do you 'bridge the gap'?

- How are your circles (associations, groups) different to your local triangles (institutions)?
- Do you create connections between any of them? How?

You are a gapper

‘Working in the Gap’

Deb Wisniewski, Tom Mosgaller, Dan Duncan

March 24, 2015

<http://www.abundantcommunity.com/>

Here the authors define a ‘gapper’ as an individual who works in the gap between community and institutions:

“Gappers” are both the staff who do the actual work in communities, as well as the institutions who are working to put ABCD into practice through their organization. They have one foot in their institution and one foot in the community they serve.’

Part 4

WHAT HAPPENS NEXT?

**- HOW YOU CAN BECOME PART OF THE
ABCD COMMUNITY**

The screenshot shows a web browser window with the URL www.wlcvs.org/asset-based-community-development/. The page features the West Lancs CVS logo and a navigation menu with links for Home, Services, Projects, News & views, About us, and Contact us. A large banner image of a sunflower is overlaid with a dark grey box containing the text "ASSET BASED COMMUNITY DEVELOPMENT". Below the banner, the page is divided into two columns. The left column has the heading "Asset Based Community Devt" and a sub-heading "Asset Based Community Development (ABCD) underpins all our work." The right column has the heading "More Info" and contains three links: "What is Asset Based Community Development?", "How do I do it?", and "ABCD in Lancashire". The "What is Asset Based Community Development?" link is selected, and its content is displayed below the links. The content explains that Asset Based Community Development (ABCD) is a different and powerful approach to developing communities and the people in them, focusing on the assets within communities rather than what's missing as a basis for development. It lists several types of assets that can include: the skills of local residents, the power of local community groups and associations, the resources of organisations and institutions, buildings for community use, outdoor spaces, and the local history and culture of a neighbourhood.

<http://www.wlcvs.org/>

Click on 'Asset Based Community Development' for tips and resources

ABCD - a global community

The ABCD Institute, School of Education and Social Policy, Northwestern University

<http://www.abcdinstitute.org/>

ABCD in Action <http://abcdinaction.org/> (*click and join the community*)

Nurture Development supports communities to “reduce institutionalisation and increase interdependency in community life”

<http://www.nurturedevelopment.org/abcd-institute/>

Films available online: ABCD Festival June 2015, Kirkham

John McKnight 'What I Have Learned So Far':

<https://youtu.be/evrrdDhOphw>

John and the 'The Worm Story':

<https://youtu.be/veRV9bNSJaE>

Cormac Russell, 'Looking Inside Out: Our Way is the Community Way':

<https://youtu.be/ti3u-eSmt6k>

Peter Kenyon, 'Rural Development around the World, through the lens of ABCD':

<https://youtu.be/nUKGx4ORqOk>

The ABCD Weekly

Sharing ideas about Asset Based Community Development (#ABCD)

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HEADLINES

VIDEOS

BUSINESS

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TECHNOLOGY

MORE ▾

Saturday, Jul. 11, 2015

Next update in about 15 hours

Archives

Mind the Gap : An Ode to Gappers Everywhere

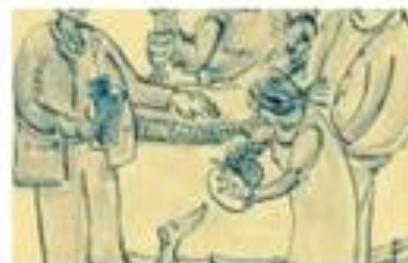
Shared by ABCD Festival 2015



wendymccalg.com - While in London, my daughter and I became quite adept at navigating the tube (London's version of a subway system.) Every time the train would stop and the doors would open, the voice would say, "...

Between a rock and a hard place - Turning Asset Based Approaches Inside Out

Shared by UKRF



localdemocracyandhealth.com - My last blog (Asset based working - its not just the community bit around the edges) looked at some of the challenges and possible actions required to mainstream asset based

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Tom

Work in progress since 1968...helping people share knowledge & ideas to make things better for us all.





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Thank you for attending –
any questions?