# ASSET BASED APPROACHES– WHAT ARE THEY AND WHY DO THEY MATTER?!

**A briefing for the**

**Building Stronger Communities Fund**

**By Hastings Voluntary Action**

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# This fund is all about the things which help to build strong communities

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# Background

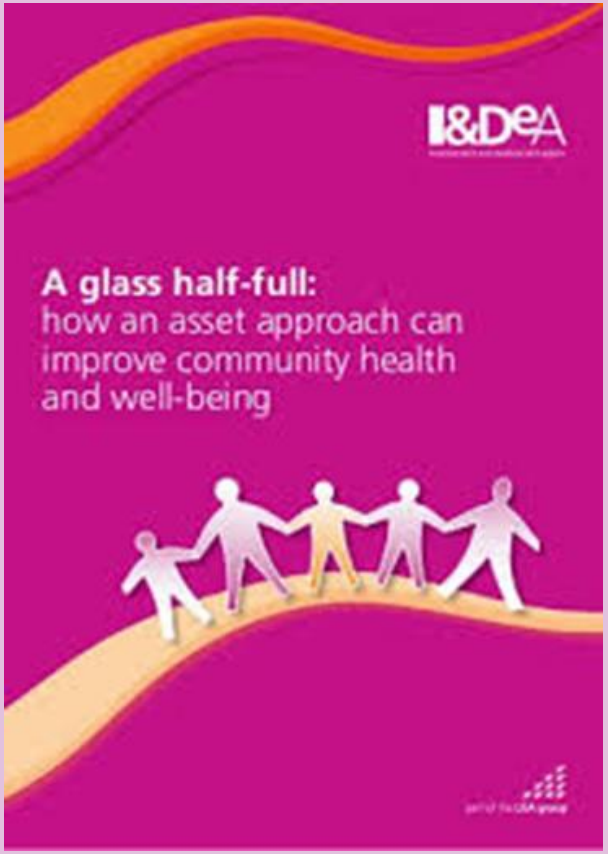
Public Health interested in strong communities because:-

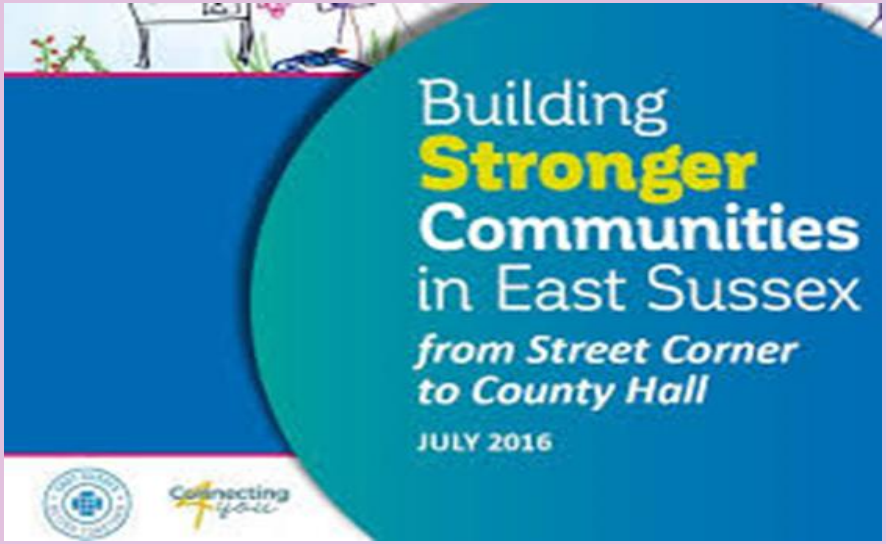
Connected people live longer!!

Connected people live better!!

Strong communities get things done!

Strong communities can reduce isolation by bringing people together




# BUILDING STRONGER COMMUNITIES

# Social capital in communities

Relationships matter

Communities

**Bonding** **Bridging**

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***Outside in*** **– solutions come from outside, self-definition – broken, dependent on agencies**

***Inside out*** **- solutions from inside, community fabric is built, self-definition - resourceful**

# What Are Assets?

## Six Types of Assets

- **Individuals** – people we know, people we label
- **Economy** – businesses, commerce
- **Associations** – informal and formal groups
- **Physical** – spaces and places
- **Stories** – memories, experiences, histories
- **Institutions** – formal organisations

# ABCD Approach

ABCD is all about…

- Identifying and mobilizing the assets of individuals, especially those who are "clients" of social services
- Building relationships among community members, especially those that are mutually supportive
- Giving community members more roles and power in local institutions; citizens lead efforts
- Believing that everyone has gifts and everyone must give gifts

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# INSPIRING IDEAS...

Organise a 'community conversation' event to get people talking about tackling local issues through volunteering

Make a 'pocket park' on local overgrown land so people can access the outdoors and take more exercise

Start up a music memory project for people with dementia

Start a community kitchen, teaching quick, cheap and healthy eating

Community murals to showcase local projects and let people know how to get involved

Connecting younger and older people through teaching technology skills

Start a support group bringing people with a common experience together

'Adopt a football Grandad' scheme for families to take older men to football matches

So it's not difficult to see the type of Projects which contribute to this

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# Characteristics of Strong Applications

Done by rather than done to

Inside out rather than outside in

Focussing on assets rather than deficits

Building bridges

Getting people together – Jo Cox

Using local people's skills and time

Don't forget : Enjoyable and memorable

# SOME BASICS:

- Grants of up to £1500
- Don’t have to be a constituted group
- Less than £50K annual income
- New activity

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Date to diarise –

**Tuesday 12th December 2017**

**10am to 1pm**

**Help session happening at HVA**

Thanks for listening

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