

Collaborating with communities and letting people lead

Why?

Why should we let individuals and communities lead? No-one really likes to be told what to do. Encourage people to take ownership and have their say.

How to collaborate?

Start your position from looking at what is strong with local communities – not what is wrong. In this way you are considering the assets of communities – not the deficits.

View from 'those in the know'

When it comes to community building, well done is better than well said.

Cormac Russell, managing director of Nurture Development and faculty member of the Asset-Based Community Development (ABCD) Institute at Northwestern University, Chicago
www.nurturedevelopment.org

Top tips

- ☆ Listen, listen and keep listening to the people
- ☆ Find natural leaders
- ☆ Find shared values
- ☆ Spend time finding out about the place and people
- ☆ Be patient
- ☆ Build relationships and trust
- ☆ Be reliable



The Erewash experience

In the **Petersham Project**, Wellbeing Erewash teamed up with the Derbyshire-based Community Sports Trust to create wellbeing through connecting people with others and helping increase physical activity levels.

The aim was to co-produce and co-deliver a tailored, local approach to connecting people in one area of Long Eaton.

Zoe McKenzie, a community builder, with the Community Sports Trust, said: *"The idea has always been a community-based approach, talking to people in the local community, taking their views on board, and putting them at the centre of everything we're doing. It's all about finding out what they want to do, what the community wants, and how we can help facilitate those things to happen. Hopefully it will become about how we can empower them to take these things on themselves. If they are passionate about this approach and making change, they will want to see this through."*

Act at the 'speed of trust'

“Relationship trust is all about consistent behaviour. People judge us on behaviour not intent. People can't see our heart but they can see our behaviour.”

Stephen M. R. Covey
www.speedoftrust.com



Alcohol and women aged over 45



Research has shown that Erewash has more alcohol-related hospital admissions than the national average, with the biggest increase being seen in **alcohol and women aged over 45**.

The University of Derby was commissioned to research local women's drinking habits and how to help them consider healthier choices. Through using the university to explore culture and habits rather than health staff, we have seen more honest and open responses, improving our understanding of the real underlying issues.