

**Aspiring Communities™ will help the community to:**

- Develop a compelling vision that people want to be part of
- Develop the leadership capability of the community
- Focus the resources that already exist in the community
- Raise aspirations and support people to make positive change
- Create opportunities for its residents
- Improve the neighbourhood

**The results will be:**

- A community with direction
- Increased levels of enterprise
- Motivated learners
- Enterprising employees and volunteers

**To find out more contact:**

Tina Boden from Winning Moves on 07595 821975  
or email: [tinab@winningmoves.com](mailto:tinab@winningmoves.com)  
[www.winningmoves.com](http://www.winningmoves.com)



INTRODUCING  
**ASPIRING COMMUNITIES™**  
FROM WINNING MOVES

A new approach to make positive changes in the community and ensure people are...

*getting more from*

*life*

Second and Third generation unemployment, low levels of motivation, high levels of young people Not in Employment, Education or Training (NEET), diverse community groups with barriers preventing integration, low levels of aspiration and direction... **Sound familiar?**

**Aspiring Communities™** from Winning Moves is a new approach to making positive change in the community.

Based on a tried and tested model of community development, Aspiring Communities™ aims to develop the capacity and infrastructure within a community - teasing out essential skills and resources whilst encouraging cohesion and stimulating selfworth.

SO HOW DO WE DO IT?  
UNFOLD HERE TO FIND OUT →

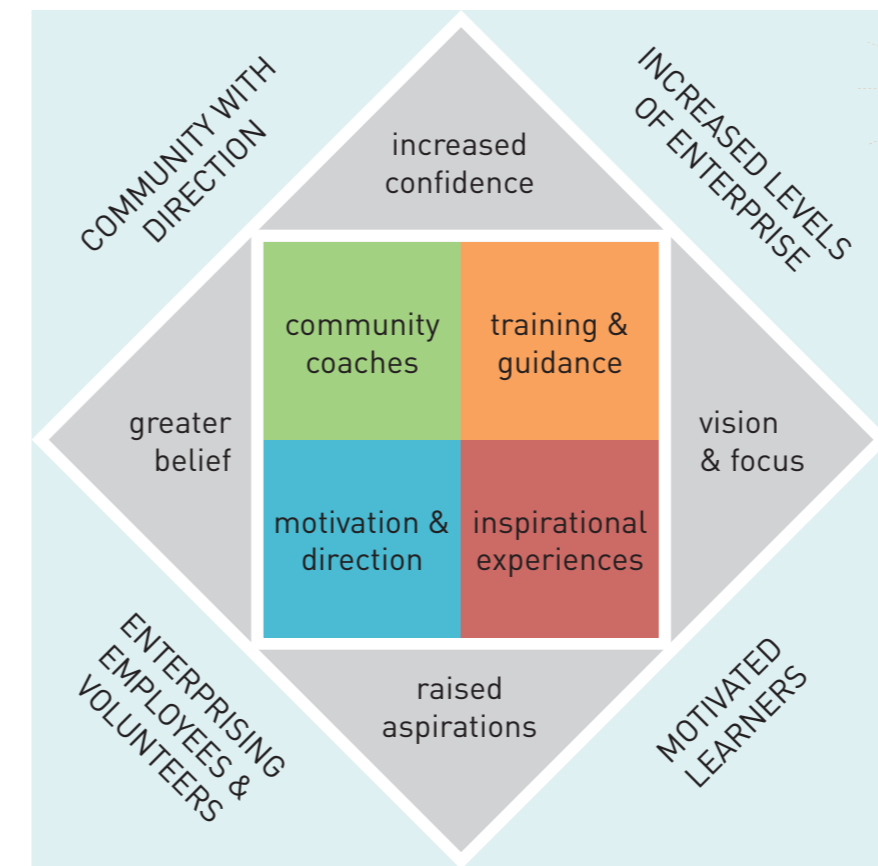
# The 4 building blocks of Aspiring Communities™

We don't believe in a one size fits all approach to community development. Our experience suggests that the following building blocks are needed to put the community in the driving seat to transform their neighbourhood:

- ① **community coaching network**  
engage people with the desire to:  
drive change → capacity build → develop coaching skills
- ② **training & guidance**  
develop: vision → leadership → teams → infrastructure
- ③ **inspirational experiences**  
generate momentum → engage people in experiences and projects that create a better neighbourhood
- ④ **motivation & direction**  
sustain momentum → stay true to aims  
→ resolve conflict → develop sustainability



Our contemporary model develops the capacity and infrastructure within a community to align collective energy and resource. Built on the belief that skills and resources needed for transformation exist within every community; Aspiring Communities™ is designed to draw them out and establish community members as champions.



Inner square: project elements. Diamond: outputs. Outer square: outcomes

## Case study : Future Pathways

Take a group of eight young people who would rather be somewhere else, a ten week pilot scheme, an enterprise qualification, an enthusiastic teacher with little business knowledge but a passion for cooking and an external organisation delivering four enterprise awareness workshops and what do you get... 'The Seasonal Cupcake Company'.



As part of the Sharing the Success programme, Winning Moves delivered four inspirational and motivational workshops which helped the young people to understand their own skills and abilities, recognise their potential and realise that with a little bit of self-confidence, support and vision they could do incredible things.



"Winning Moves were able to lift the group and encourage their strengths and belief to succeed."

Liz Cripps – Future Pathways

