

## Aspiring Communities™

- > 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?

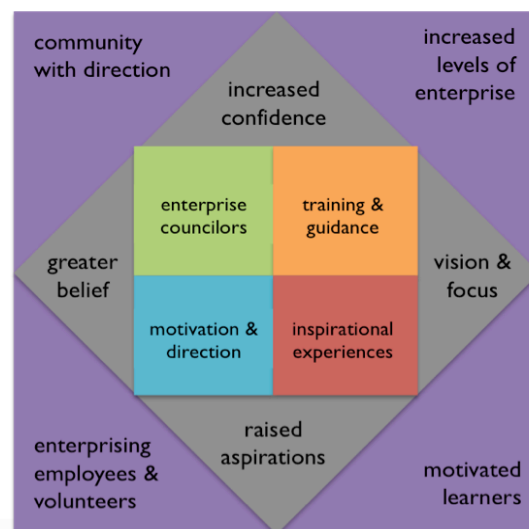
If any, or all, of these sound familiar then the Aspiring Communities™ programme from Winning Moves could be the answer.

Aspiring Communities™ is a new approach that aims to develop the capacity and infrastructure within a community and make a positive change. Based on our tried and tested model of community development, and built on the belief that skills and resources needed for transformation exist within every community, Aspiring Communities™ is designed to draw those skills out and establish community members as champions resulting in a community with direction, increased levels of enterprise, motivated learners and enterprising employees and volunteers.

## How do we do it?

Winning Moves does not believe in a one-size fits all approach to community development, our experience suggests that the following 4 building blocks are needed:

- > **Community Coaching Network** – engaging with people who are already part of the community, that have the desire to drive change, build capacity and develop coaching skills.
- > **Training & Guidance** – developing vision, leadership, teams and an infrastructure that has the strength and determination to make a change.
- > **Inspirational Experiences** – generating community momentum whilst engaging people in experiences and projects that create a better neighbourhood.
- > **Motivation & Direction** – sustaining momentum whilst ensuring community members stay true to their aims, supporting them with tools and techniques to resolve conflict whilst developing sustainability.



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

## Benefits:

Aspiring Communities™ will help your 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.

Resulting in a community with direction, increased levels of enterprise, motivated learners and enterprising employees and volunteers.

## 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 Winning Moves delivered four inspirational 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.

## To find out more:

If you think the Aspiring Communities™ programme is the solution to your problem, or if elements of the programme would help, then contact our community engagement specialist:

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