

PRIDE IN PLACE, DELIVERED FROM WITHIN

Asset-Based Community Development (ABCD)
Training for Local Authorities

THE CHALLENGE

Pride in Place funding offers a significant opportunity to create lasting, meaningful change across our communities. As programmes begin to take shape, there is a real opportunity to strengthen community representation, engagement and ownership throughout both the planning and delivery process.

To enable people to feel connected to, represented by and invested in their local area, approaches that build local pride, confidence and capacity from the ground up need to be adopted.

While funding has been secured, the challenge now lies in ensuring effective delivery and long-term impact. This means:



Moving beyond consultation to genuine community empowerment.



Supporting approaches that are community-led, responsive and sustainable.



Investing in people and local capacity to create change that continues beyond the funding period.

By putting communities at the heart of decision-making and delivery, stronger, more resilient neighbourhoods where local pride can flourish will be created.



A DIFFERENT STARTING POINT

Asset-Based Community Development (ABCD) offers a practical and tested way to engage communities.

ABCD starts with what **already exists** in a place



The skills and talents of local people



Community spaces and everyday assets



Informal networks and relationships



Local identity, culture and stories

This reflects a fundamental shift in approach where instead of focusing on needs you recognise strengths, and instead of delivering services you build capacity in communities.

It is about building communities from the inside out, not delivering change from the outside in.

Forever Manchester has been leading Asset-Based Community Development (ABCD) in Greater Manchester for over 15 years, working directly with communities to unlock local strengths and support community-led action.



Why ABCD works for **Pride in Place**

ABCD is not new theory, it is a proven and practical way of working that Forever Manchester has delivered across Greater Manchester and beyond for over 15 years alongside, councils, housing groups and independently.

Our approach is rooted in a simple belief that connected communities are stronger, happier communities. This method

is built in real on-the-ground delivery, not just training, but active community building.

At its core, the idea is simple, when people focus on what they can offer, not what they lack, communities become stronger, safe and more connected.

When this is applied in practice, it leads to:

- ✂ People recognising their own value and contribution
- ✂ Stronger trust and relationships between residents
- ✂ More locally driven ideas and activity
- ✂ Increased confidence to take action

This is exactly what **Pride in Place** requires.

“WHEN THE CONVERSATION SHIFTS FROM PROBLEMS TO POSSIBILITIES, **REAL COMMUNITY BUILDING BEGINS.”**

- Peter Block, leading author in community building

WHAT THE TRAINING DELIVERS

ALL OUR ABCD TRAINING PROGRAMMES ARE:



Delivered by experienced
Community Builders
working on the ground



Based on real-life
practice and live
community work



Designed to be
practical, engaging and
immediately usable

Training typically covers:

- ✕ Understanding ABCD and how it differs from traditional approaches
- ✕ Identifying and mapping community assets
- ✕ Building relationships and finding local connectors
- ✕ Turning conversations into action
- ✕ Supporting community-led initiatives and sustaining momentum

It gives teams the tools and confidence to work differently.

Training is CPD accredited and can be tailored to local priorities and funding requirements.

What this means for **Pride in Place**

ABCD directly supports the outcomes Pride in Place is trying to achieve.

Through ABCD, councils and partners begin to see:

- ✕ Community-led use of spaces and local assets
- ✕ New partnerships forming organically
- ✕ Increased participation across diverse groups
- ✕ Small-scale activity building into long-term change
- ✕ A stronger, more visible sense of local identity
- ✕ A shift from consultation to participation
- ✕ A move from delivery to shared ownership

BEFORE ABCD:

- ✕ Engagement is transactional
- ✕ Delivery is top down
- ✕ Activity is short term

AFTER ABCD:

- ✓ Communities initiate and lead activity
- ✓ Relationships drive delivery
- ✓ Activity is sustainable and communities are thriving

FLEXIBLE SUPPORT FOR YOUR PLACE

WE OFFER SUPPORT THAT CAN BE TAILORED TO YOUR NEEDS



Introductory
sessions for officers
and stakeholders



Structured
ABCD training
programmes



Place-based pilot
projects linked to
live priorities



Ongoing
advisory support

All training is designed to be practical, usable and **immediately applicable**.

We offer a half, one, or three day training course, and can offer ongoing support as required.

Example pricing



Introduction to ABCD training
workshop (one day, in person)



£250+ VAT per person minimum
10 attendees



Reasonable travel and expenses
will be additional

For bespoke training requests, smaller groups, bookings for individuals or to explore our half day and three day training offers, please get in touch to discuss further.

Why now?



Pride in Place funding requires
community involvement.



Social value must be demonstrated



Places need sustainable,
long-term change

ABCD provides a delivery model that meets all of these, by giving you a new way of working.

**“ENGAGING WORKSHOP, RELATABLE
FACILITATORS, POSITIVE OPEN
ENVIRONMENT CREATED, USEFUL
EXAMPLES AND TOOLS TO USE”**

START THE CONVERSATION

If you are looking to move beyond consultation and deliver real Pride in Place, we would love to talk.

Please contact us at info@forevermanchester.com



As an experienced funder there are also options for us to offer support and insight into the delivery of your grants programs. Please do get in touch to discuss further.