



Neighbourhood Coaching & Advice

Helping you achieve change, without burning out...

The broad sweep of my career starts with 10 years at neighbourhood level in Deptford. In that time I also worked as Heritage Officer in Croydon and served on the National Community Forum, so I saw the common issues between neighbourhoods, as well as their differences. I got frustrated by what couldn't be solved locally (the benefits trap, the way childcare was funded, the way decisions are made about precious resources) and decided to go national.

In 2004 I became Deputy Chief Executive at the British Urban Regeneration Association (BURA) which forged my organisational management skills and gave me a broad understanding and contacts across private, public, consultancy, academic and voluntary sectors. Later as Head of Consultancy at the Development Trusts Association I established the Pool, a much-admired expert practitioner model, drawing on the amazing experience of the wider movement. As Director of Innovation I had the opportunity to develop and work on programmes, organisations and policy around community asset development, meanwhile use, welfare, seaside, and community organising.

I also relocated my home-town from Deptford to Hastings (via North Yorkshire!) and soon took up a leading role in the campaign to save Hastings Pier. I'm proud of our great success because I know what it took to get here – vision, optimism, persistence, and access to the best information, advice and support.

Jess Steele, Jericho Road Solutions

The Jericho Road is a two-way street that directly connects neighbourhood and national perspectives.

Our neighbourhood coaching service targets the coaching methodology to local leaders who want to make change, people who are passionate about a local place and/or project and want to give their best to make it happen.

Many, if not most, local leaders may be unfamiliar with coaching, which is different from consultancy services. One of the cornerstones of coaching is to assume that the client is *creative, resourceful* and *whole*.

“People are capable: capable of finding answers; capable of choosing; capable of taking action; capable of recovering when things don't go as planned; and, especially, capable of learning. This... is more than a belief – it is a stand we take.”¹

At the heart of coaching is a relationship between equals, a 'designed alliance' that empowers the client to take charge of their lives and the choices they make, and to take effective action to make positive local change. My commitment as coach is both to you as an individual or local group and to the wider neighbourhood in which you work.

All our Neighbourhood Coaching is based on the Jericho Road values of Compassion, Equity, Integrity, Courage.

¹ Co-active Coaching Henry & Karen Kimsey-House, Philip Sandahl and Laura Whitworth, 3rd edition 2011

How it works

Coaching can challenge and support you to achieve rapid results or support you through more sustained progress. To support you in clarifying the issues facing your neighbourhood, and your work within it, we begin with a series of questions to get you thinking.

An initial visit – at least half a day – will provide a more rounded picture and begin to build the relationship. This can also be used directly to help you move forward; for example I can facilitate a meeting, help with a negotiation, or give a presentation on a connected topic.

We offer three main options for neighbourhood coaching:

Rapid results - 3 months - £500 + £600 (initial visit + 4 sessions)

Project support - 4-8 months - £500 + £850 (initial visit + 6 sessions)

What a difference a year makes - 12 month commitment - £500 + £1,700 (initial visit + 12 sessions)

Following the initial visit, each session focuses around a structured phone call, lasting just over an hour, along with preparation and follow up. Concise, readable and relevant written reports are provided between each call. These can include reflection/feedback, probe through further questions, or introduce new thinking, Additional calls or requested advice outside of the coaching are charged at £25 each.

While coaching draws out the resources you already have, there may well be times these can be complemented with some independent and constructive advice. The quality of this comes from:

- my **experience** in project development, fundraising, campaigning, community engagement and organising
- my **knowledge** of regeneration, welfare, heritage, seaside, and community asset development, and pretty much every neighbourhood funding opportunity
- my **skills** in listening, making connections, facilitation, and project management

Some clients want coaching to enhance their own effectiveness and to retain their sanity. Some want support with developing a local group or getting a project off the ground. Others want to explore ways to transform the neighbourhood or ramp up the impact of their work.

Find out how our neighbourhood coaching service can help you make it locally.

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Testimonials

I've known Jess for 5 years, in a number of professional relationships, including, at first, a line management one. Her style has always been to mix a hefty dose of inspiration with a supportive but challenging approach. Not only did I learn from her, I learned about myself. Whenever I think about Jess, I think about her positive energy and determination to make change happen on the ground.

Vicki Papworth, Locality (28/3/13)



You have re-energised me, Jess. Thank you. You not only have knowledge, but clarity and judgement and I will be writing you a reference for your website that says so.

Leon Reis, South Parade Trust (28/4/13)

Hi Jess. Thanks for the supervision session, it was very good value for me. You ask powerful questions which encourage a different perspective to be taken.

Ruth Townsley, Locality (29/4/13)

I would sincerely like to thank you wholeheartedly for the patience, understanding and respect that you have shown to all of us COs. I truly hope that one day I will be fortunate enough to work with you again.

Paula Plunkett, Community Organiser, CO2 Gosport (12/3/13)

You're a hero, an inspiring activist, always keeping it real, a shoulder to cry on (I'll never forget), a drinking buddy, one helluva woman, a formidable sector champion.

Peter Holbrook, CEO, Social Enterprise UK (12/2/13)

I know that with your drive and commitment you will find success in the future, and that you will be an asset to those local leaders who you end up working with. Thank you for all you have done in helping to establish the Meanwhile Foundation – we have learnt much from that journey here in Brent and I have very much enjoyed working with you in the brief time since we met.

Andy Donald, Director of Regeneration & Major Projects, LB Brent

One in a million. Determined to go on challenging the world for the better. I shall miss my 'morale compass' but look forward to looking on to see what you take on next.

Annemarie Naylor, Locality Head of Assets