

Communities Can 2012

Report from the conference held 2 May 2012



Coaching Well

July 2012



Executive Summary

The idea for the conference emerged from discussions within the Coaching Network between the Directors of Coaching Well and Dr Dee Gray. The purpose of the conference was to explore the use of coaching, co-production and timebanking to create well-being within the four convergence areas in North Wales and to examine the role of both the individual and the community within this.

The organisers set out to inspire dialogue between people at the conference, to create a hospitable space to enable this to happen and to encourage people to further actions as a result of attending the conference

Delegates were drawn from Public Bodies, Private Sector organisations and representatives of communities within the four convergence areas of North Wales. The conference provided an opportunity for people to meet, to better understand other perspectives and to encourage different voices to be heard and different conversations to be take place.

Creating hospitable space enabled people to feel comfortable appreciated and encouraged to express their opinions. Delegates were given the opportunity to participate in the big conversation, ask questions during case studies and attend coaching workshops of their choice. They were encouraged to explore new ways for achieving sustainable change within their communities

What next?

It was intended that delegates, inspired by the atmosphere of the day and each other, left conference with a vision and ideas for further development and a feeling of being valued.

This report is a summary of a conference held on 2nd May “to explore the use of coaching and co-production to empower communities and create well being”. The conference was designed by the Directors of Coaching Well and supported by a cross sector working group. Coaching Well and the conference were conceived by the Coaching Network. Established in 2010 the Coaching Network is a mutually supportive network for practitioners, coaches and the general public aimed at providing access to knowledge, peer coaching and mentorship on a pro bono basis.

“What I see re-emerging is the ability to dream, to believe that one can make a difference that one can set in motion forces that can transform.”

Dr Edgar Cahn

Background

The purpose of the conference was to explore the use of coaching, co-production and timebanking to create well-being within the four convergence areas in North Wales and to examine the role of both the individual and the community within this.

The aim was to raise awareness and understanding of the connections between Coaching, Time Banking and Co-production and the benefits that are available to individuals and their communities.

Objectives were:

- To explore how Coaching for Well Being could be made more accessible and affordable to people in the community through time banking.
- For this to be a participative learning event and a starting point for action based on the ideas developed during the event.
- To demonstrate the importance and underpinning principles of Timebanking
- To explore the difference between co-production and volunteering
- To learn from practical examples of where coaching and co-production has worked well

The intention was to open up a dialogue with people in the community to raise awareness of the benefits of coaching for well being and to engage them in a new coaching project.

The conference structure began to take shape following receipt of an offer, from Dr Edgar Cahn, Emeritus Professor of Law and founder of Time Banks USA and Dr Chris Gray, CEO, TimeBanks USA, to address the North Wales conference. It was agreed to host a Big Conversation and to follow this with a World Cafe of four themed conversations and to graphically record all key messages from each conversation to provide a visual record of the event that could be shared widely.

As a member of the Coaching Network, Professor Cahn was interested in the Coaching Well project, specifically the idea to explore the use of coaching and coaching methodologies to support the development of co-production and well being.

Purpose

This innovative and participatory conference designed to explore the capacity of coaching and co-production to empower communities and increase well-being. The Regeneration and Sustainability Strategy set the context for a conference that would focus on coaching and coproduction as ways to support the well being and resilience of North Wales communities.

The conference was designed:

- To empower communities to make a significant contribution to the well being and regeneration in North Wales.
- To illustrate that coaching people, to recognise that they have something to contribute regardless of employment, age or academic ability, can foster well-being for the whole community.
- To describe how time-banking can help people make decisions about what is important to them and how they wish to contribute to their community.

Evidence demonstrates that:

- Coaching can enable people to improve their well being and ultimately this will have a positive impact upon the well being of local communities.
- Coaching has the potential to support the creation, development and sustainability of co-production.
- Coaching can encourage people to imagine a better, more resilient and sustainable future for North Wales and support the regeneration of communities.

Context

The conference was an experiment in putting principles into practice in relation to **working collaboratively** and exploring what could be achieved by a group of people meeting to hold conversations that matter.

The overall context of the conference was to explore the interface of coaching for well-being, delivered within communities and working on the principles of time-banking and co-production.

Coaching can enable people to improve their well being and ultimately this will have a positive impact upon the well being of local communities and support the creation, development and sustainability of co-production. A coach is someone who supports, explains, demonstrates, instructs and directs others via encouragement and asking questions. Coaching can encourage people to imagine a better, more resilient and sustainable future for North Wales and support the regeneration of communities.

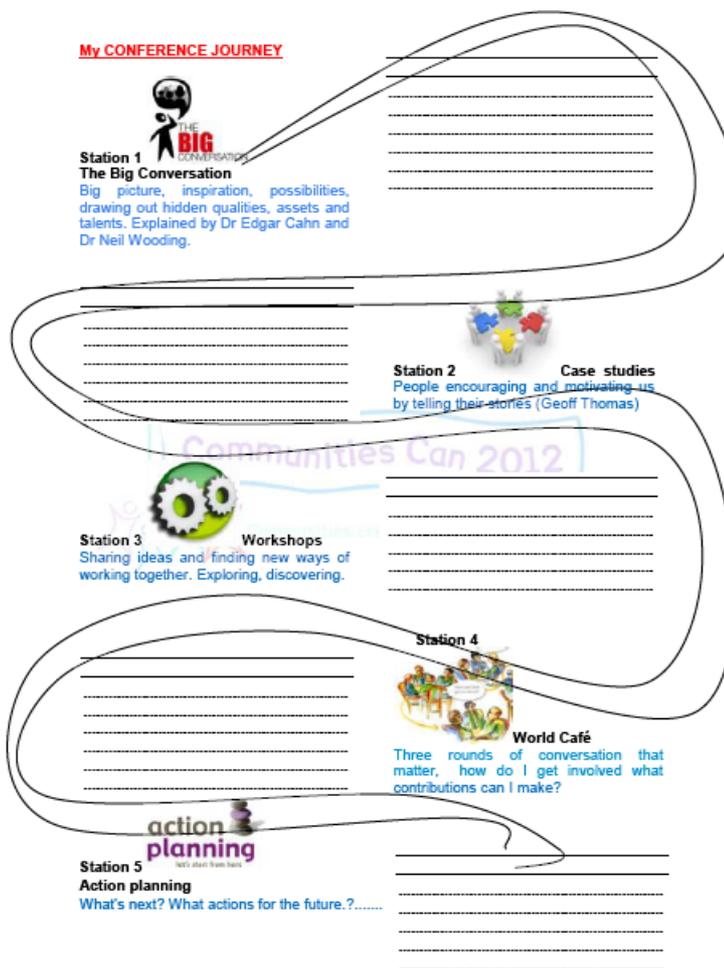
What is Coaching? Coaching is the art of performing, learning and developing of another. Coaching aims to develop an individual, by unlocking their capabilities through guided conversation and questioning (ILM).

Co-production is a values-based and highly effective approach to public service delivery which increases citizen engagement and has dramatic effects on the well-being of all participants.

Time-banking is defined by the 5 core values of co-production, as outlined by Edgar Cahn: People are **Assets**; **Redefining work**; **Reciprocity**; **Social Capital**; **Respect**.

Evidence shows that focus upon these core values engineers a culture shift away from people being defined as beneficiaries/passive recipients of services to an approach which focuses on the value that people can bring to the development of a community, both on an individual and collective basis as active citizens.

Conference DETAILS



The Big Conversation was facilitated by Dr Neil Wooding, Director of Public Service Management Wales, with keynote speakers, Dr Edgar Cahn and Dr Chris Gray. A 'big conversation' offers a structured way, permission almost, for strangers to talk to each other. The conference was about conversing about important subjects that may otherwise not have taken place. The speakers gave a lot of

Summary of the day

People interested in empowering, revitalizing and energizing their communities through participatory and collaborative means were invited.

227 delegates attended the conference. The Mayor of Colwyn Bay, Cllr Mrs Margaret Edwards gave the opening address and welcomed all delegates.

Delegates were able to follow the journey by using their own journey card to make notes and record ideas which they wished to contribute throughout the day. This was inspired by the philosophy of coaching. This report mirrors these stages.



themselves and their own personal experiences. This facilitated the exchange of personal, organizational and community experiences and enriched the collective understanding of the challenges faced by North Wales communities.

The Youtube link to the big conversation is: <http://communitiescan2012.wordpress.com/>

The Case Studies

Four Case Studies were presented, highlighting good practice in action in Wales.



Geoff Thomas -Time Banking: Time for Young People (T4YP): Active Young Citizenship

This case study focused on young people as potential assets, contributing to the life of their community. T4YP balances young people's rights and responsibilities as members of their community. Their skills and energy are translated into action for public good. T4YP creates a shift away from young people being seen as passive recipients of services to active and productive members of their community.

Susie Ventris-Field – Coaching and well-being: The experience of being coached

This case study gave delegates a flavour of coaching from the point of view of a team of people who experienced it for the first time. Susie shared their collective thoughts and feelings and what they took away from the experience of having been coached.

James Goodman and Dr John Parkinson – Communities: The Pontio Project and Behaviour Change

John and James presented a brief summary of Bangor University's Pontio project. This included examples of how Bangor is working with social enterprises, local organisations and its plan to develop links with the community and business to promote healthy behaviour change.

James Hart – Time-banking at Plas Cybi: Young people and Trips, time-bank and TOMS Plas Cybi Partnership is a Communities First project funded by the Welsh Government. The project called 'Tripping Out' is for 12 to 15 and TOMS for 9 to 13 year old. The young people create their own rules, decide on activities and earn points. Projects include graffiti removal, community safety events, and environmental projects such as litter picks, weed clearing, planting bulbs and flowers. They have worked with a number of outside agencies including Keep Wales Tidy, Environment Wales, North Wales Fire and Rescue Service.

(See further visual recording of the case studies in appendix two).

The Workshops:

The working group wanted to provide delegates with a wide choice of workshops that could demonstrate and cover the range of applications and benefits of Coaching for Well Being. Coaching was illustrated during conference by a case study that gave delegates an example from the point of view of a team of people who had experienced it for the first time. To illustrate further and accommodate different tastes, 8 workshops were offered so that delegates could attend the workshop of their choice:

- **Groundwork – Green energy** led by **Alison Fuller**, on importance on reducing carbon production and raising awareness about climate change, waste and energy.
- **Spice – Setting up a time credit system** led by **Ben Dineen**, on establishing timebanking systems for communities and public services.
- **Patchwork Shares – Time-banking in North Wales** led by **David and Colette Neal**, on benefits of being a member and how it works for different groups.
- **Knowing your rights and responsibilities under the Equality Act 2010** led by **Susie Ventris-Field**, on better understanding the rights, responsibilities as an employer, employee and customer.

Coaching workshops

The following specific coaching workshops were to demonstrate how versatile coaching can be and allowed the delegates to experience the benefits of coaching.

- **The Esther project** – coaching for improvement NLIAH (National Leadership and Innovation Agency for Healthcare) – led by **Breda Worthington**. This interactive workshop was aimed to generate thoughts and answers to the workshop's key question: "Can coaching help people receive a better experience of care?"

- **The social aspect of food and nutrition** led by **Sunita Katoch, Sian Jenkinson and Steph Williams**. Using coaching methods the organizers were focusing on how the social aspects of food and nutrition contribute to a healthy lifestyle, while participants were involved in the cooking process of a new Indian dish.

- **Taking Notice with Mindfulness** led by **Michael Garner**. The workshop showed participants how to gain more control over their thinking and ultimately more control over their life.

- **Being active with dance** led by **Gaz Jabeen**. The participants were coached through the dancing moves learning how to exercise different parts of the body.

Evaluation

The conference was attended by 227 delegates. Of these 61 returned the evaluation form (27%). 59 feedbacks were positive (97%), one was incomplete (1.5%) and only one evaluation was generally negative (1.5%).

The general response to all other questions is summarised below:

Delegates said the conference was:
constructive (20)
fun (4)
stimulating (37)
inspirational (29)
rewarding (14)
instructive (18)
interesting (36)
helpful (22)
exciting (8)
**waste of time/superficial/
boring (1)**

- There were some issues with sound quality and the temperature in the marquee which some people found cold at first.
- Generally the case studies and keynote big conversation were well received with many reports of being inspiring, delegates learnt about time-banking concepts.
- Coaching and co-production seemed to be generally understood, but a number of delegates were still unsure about these concepts.
- The World Cafe was also well received as a methodology and a way to gather information and ideas from others.
- There were some specific comments about the food which was thought to be good and

delegates felt the conference was well organised and worthwhile.

Action

What we have learnt: the conference methodology was valuable and effective in engaging communities to explore ideas and possibilities for change through conversations.

What we will do differently next time: the working group has already decided to stage another event in 2013. They will seek to engage the delegates of the 2012 conference in the design of the 2013 event. This process has already started by undertaking a period of reflection during the three months post-conference. The next stage will be to seek further feedback about the impact the conference has had on people three months on.

**“The change starts with me”
Gandhi**

Impact questions:

what has changed for you personally?

What have you done differently as a result of attending the conference?

What was the most important idea that you took away from the conference?

ACKNOWLEDGEMENTS

The Conference Working Group

A conference working group was established as follows:

Coaching Well Ambra Burls, Marina Kogan & Pam Luckock

Chwarae Teg Amy Kordiak and her team were fantastic throughout

Welsh Government Libby Evans made things happen and gave so much energy.

Wales Co-operative Centre Mike Williams kept us on the straight and narrow financially

Wales Community Transport Association Lindsay Haveland harnessed and oversaw an army of volunteers

Scarlet Design Fran O'Hara, as creative director, and Eleanor Beer provided excellent visual facilitation of event and the visual minutes as a record of the day.

It would have been very difficult to have organised the conference without this group of people, all of whom worked tirelessly and gave their time so generously, especially with regard to funding, ideas and hands on practical support throughout the planning stages and at the conference. Coaching Well are hugely grateful to each of them.

The working group was overwhelmed by the generosity and contribution of many others who helped make the conference a success.

The volunteer team on the day of conference deserve a special mention and a big thank you. Lindsay Haveland must take credit for organizing the team that included:

Jen Baughan

Geraint Davies

Ieuan Davies

Ruth Dineen

Pete Frost

Alison Fuller

Frankie Hine-Hughes

Andrea Hughes Alex Hudson

John Jackson

Dewi Jones

Kathryn Luckock

Lindsay Marsden

Gill Phillips

Muriel Vernon

(See photo of working group and volunteers on the front page)

We appreciate the helpful hand of **LLandrillo College** for their excellent A/V support at such a short notice.

Appendix one

Coaching Well (CW) is a social enterprise committed to contributing to communities' capacity to develop resilience and thrive. To achieve this, CW focuses on providing coaching for health and well-being for communities to realise their 'inner brilliance'. We are professional coaches from a variety of backgrounds and with a wide ranging set of skills.

We aim to: engage communities through time-banking and work collaboratively with other agencies, providing bespoke services to individuals, groups and companies, to enable self-efficacy and sustainable health at home and at work.

Our vision is to initiate and manage projects to support clients to become successful, self-sufficient and responsible for their futures.

Coaching Well was established in September 2011. During the first six months the team took a strategic decision to focus on planning a Coaching for Well Being conference within the four convergence areas of North Wales.



Coaching Well

Burk, Luckock and Kagan (2012) – The determinants of health and well-being in communities – adapted from Dahlgren and Whitehead 1991

Inspired by the WHO determinants of health chart (Dahlgren and Whitehead 1991), Coaching Well developed a new chart incorporating the themes of the conference and have also developed a model of coaching.

Coaching Well's model is the '5-a-day' model based on evidence from the Foresight report.

- Giving
- Connecting
- Learning
- Taking notice
- Being Active

Coaching Well believe that they can enable people to improve their well being by using these five elements and ultimately this will have a positive impact upon the well being of local communities and can encourage people to imagine a better, more resilient and sustainable future for North Wales.



Appendix three

World café

Key messages from the four themed World Café conversations

Visual minutes captured during the world café by graphic facilitators (Fran O'Hara and Eleanor Beer) are summarized below and can also be found via this link:

<http://communitiescan2012.wordpress.com/>

Each zone was colour-coded and focused on a different theme, the themes were written onto the table cloths:

1. **Green zone** `Green café` - Sustainability and regeneration
We want to decide what are the things we care about and want to change that will benefit our children's children.
2. **Blue zone** `Empowerment café`
We want to discover what assets we have and what it is that will empower us to create change in our community.
3. **Yellow zone** `Coproduction café`
We want to find out what needs to change to coproduce and improve public services in North Wales
4. **Red zone** `Coaching café`
We want to examine how improved access to coaching and mentoring, by using a time bank, could improve well being for individuals and communities.