



POP Design

Policies, organisations & programmes that make local change easier

I have worked intensively at **neighbourhood** level in my own home-towns of Deptford and Hastings, and extensively with neighbourhoods all over the UK through the National Community Forum, the British Urban Regeneration Association, the Development Trusts Association and Locality. I have been actively involved in regeneration policy and practice for 25 years, including managing two local regeneration programmes in Deptford (Vital Centres & Green Links and Get Set for Citizenship) and leading the successful campaign to rescue Hastings Pier.

I have developed and run **national** programmes that aim to support local transformation, including Advancing Assets for Communities, the Meanwhile Project and the Community Organisers programme. I have worked with others to nurture organisations that encourage collaboration and mutual learning within the community sector (Locality), across sectors (BURA) or between places that share common challenges (the Seaside Towns Economic Partnership). Other organisations focus on sustaining momentum in particular approaches - the Meanwhile Foundation and CoCo, the legacy body for Community Organising. I have developed and delivered a range of grant programmes – from the Deptford Dividend and the Get Set community chest, to speed-of-light meanwhile grants and community organisers progression funding.

Throughout this work I have operated in the interplay between policy development and active campaigning arising from direct experience in local neighbourhoods. Since 2001 I have led the campaign for a Community Allowance that would allow community organisations to pay local people to do work that's good for the neighbourhood without losing their benefit status. Experience with Hastings Pier – abandoned by its Panama-registered owners – has led to campaign/policy work on tackling Irresponsible Ownership, an issue that resonates with communities suffering from blighted buildings and land everywhere. I have developed the concept of self-renovating neighbourhoods, and am now working with Locality to develop and test this further.

Jess Steele, Jericho Road Solutions

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

While neighbourhood coaching draws out the resources that communities already have, there are many issues that simply cannot be solved locally. Much of our POP Design work emerges directly from experience at the neighbourhood sharp end, and we will continue to work on:

- Community Organising – retained by Locality for two years to focus on ensuring the legacy of the Community Organisers programme, including CoCo.
- Meanwhile – supporting the nascent Meanwhile Foundation as a national plug-in tool to facilitate the intelligent temporary use of buildings and land for community benefit.
- Welfare and communities – pushing for a better understanding of the role of local communities in tackling worklessness and supporting claimants towards independence through work that is good for the neighbourhood.
- Cross-sector collaboration – developing the Demeter Service (dating, mating, translating & relating) to support developers and communities to work together, especially around the Heritage Enterprise scheme.
- Self-renovating neighbourhoods – building on the conceptual work to date to test these ideas in reality.

How it Works

In addition to these existing interests, we offer three commissioning options for POP Design:

Constructive review – tap into the experience and insights of 25 years of neighbourhood-focused work to improve your policy or programme development. Whether you're just starting to explore the issues or adding the finishing touches to your plans, this rapid review will sense-check the work so far and help you take the next step with confidence.

Focused POP development support – often POP development needs some focused R&D over a period of time. Many clients – government included – simply don't have the person-power to do this work. In any case sometimes you need a more dynamic mix of policy development with campaigning/awareness-raising.

POP coaching – often you know the answers already, it's just making it happen that's hard! Our coaching skills can help you make the right choices, identify the resources, and break through the blockages.

All our POP Design is guided by the Jericho Road values of Compassion, Equity, Integrity and Courage. We will work in partnership with you as client, always respecting confidentiality and the constraints you face, while challenging you to forward and deepen your contribution to local transformation.

The quality of our POP Design work comes from:

- my **experience** in neighbourhood support; project, programme and grants management; organisational development; campaigning; and community engagement
- my **knowledge** of regeneration; welfare; heritage; seaside; community asset development; the civil service; and grant/investment funding processes
- my **skills** in listening; making connections; facilitation; inspirational presentation and communication.

Find out how our POP Design can help you to support local transformation.

t: 01424 421 518 | m: 07912 269676 | e: jess@jerichoroad.co.uk

Based in Hastings

Twitter @JerichoJess

Blog <http://jesssteele.wordpress.com/>

www.jerichoroad.co.uk



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