Community Food Initiatives North East (CFINE)

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Community Food Initiatives North East

Improving Health and Well-Being: **Business for Community Benefit**

Community Work Tackling Poverty: What Happened?

Today's Discussion:

- **My experience of community work:**
  The shift from radical to 'safe' activity.

- **Processes and developments which 'achieved' this shift.**

- **A historical account:**
  From 1970, first paid community work (1976), to 2017 and my role as CEO of Community Food Initiatives North East (CFINE).

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Working Together: Stronger Together

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What Happened to Radical Community Work?

- Relatively high salary increases;

- Developed own 'language' - jargon, exclusive;

- 'All degree' profession;

- The deal was sealed – exclusive, 'professional'

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Community Development

Three core requirements/ ingredients:

1. **Everyone has something to offer** and those affected by an issue need to be integral in identifying solutions;

2. **Partnership** – no one person/ organisation can do it all (reality not rhetoric);

3. **Equalities** – challenges e.g. racism, sexism, homophobia…

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10 Qualities of a Professional:

1. **Appearance:**
   A professional is neat in appearance. Be sure to meet or even exceed the requirements of your company's dress code, and pay special attention to your appearance when meeting with prospects or clients.

2. **Demeanour;**

3. **Reliability;**

4. **Competence;**

5. **Ethics;**

6. **Maintaining Your Poise;**

7. **Phone Etiquette;**

8. **Written Correspondence;**

9. **Organizational Skills**

10. **Accountability:**
    Professionals are accountable for their actions at all times. If you make a mistake, own up to it and try to fix it if possible. Don't try to place the blame on a colleague. If your company made the mistake, take responsibility and work to resolve the issue.

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Professionalisation:

"a social process by which any trade or occupation transforms itself into a true 'profession of the highest integrity and competence.'"

Results in:

- Establishment of acceptable qualifications;

- Professional associations recommending best practice and overseeing conduct of members of the profession;

- Separation of the qualified from unqualified (professional certification);

- Likely to create "occupational closure", closing the profession to entry from outsiders, amateurs and the unqualified.

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Linked Work and Training Grampian

- Community People - commitment, ability, knew local issues;

- No way to get the 'good' salaries – thus – LWTT;

- 'Professionals' did not like!

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CFINE 'Community Development' Ethos:

- Equality of opportunity;

- Democracy;

- Collaboration and partnership;

- Mutuality and reciprocity;

- Recognising that everyone has something to offer; and

- Enterprise.

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Empower   [em-**pou**-er]

(Verb with object)

1. To give power or authority to; authorize, especially by legal or official means:

    'I empowered my agent to make the deal for me.'
    'The local ordinance empowers the board of health to close unsanitary restaurants.'

2. To enable or permit:

    'Wealth empowered him to live a comfortable life.'

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Thanks for Listening!

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