



# Community Asset Mapping

“It’s not just about the buildings”

John Heselwood  
Rural Policy Manager



# Cheshire Community Action

- **Established 1930**
- **Rural Community Development**
- **Part of a national movement**
- **Key Services:**
  - **Community Led Planning**
  - **Community Buildings**
  - **Community Groups**
  - **Community Led Housing**
  - **Community Transport**
  - **Rural Policy and Research (Rural Proofing)**
  - **COMMUNITY ASSET MAPPING**



# Rural Cheshire Perceptions





# Reality

- Rural isolation and poor access to services
- Lack of Transport
- Fuel poverty
- Poor broadband services
- Extended family support not always the available option
- Closing of village shops /Pubs/Post Offices
- People travel further to work
- Lack of affordable housing
- Land use battleground
- Ageing population
- And so on.....

# What are the challenges that we face?

- Manage our local facilities
- Dwindling financial resources
- We are being asked to support our own communities
- Volunteer
- Support our young people
- Look after our more elderly residents
- *“They” want us to do more for less...*



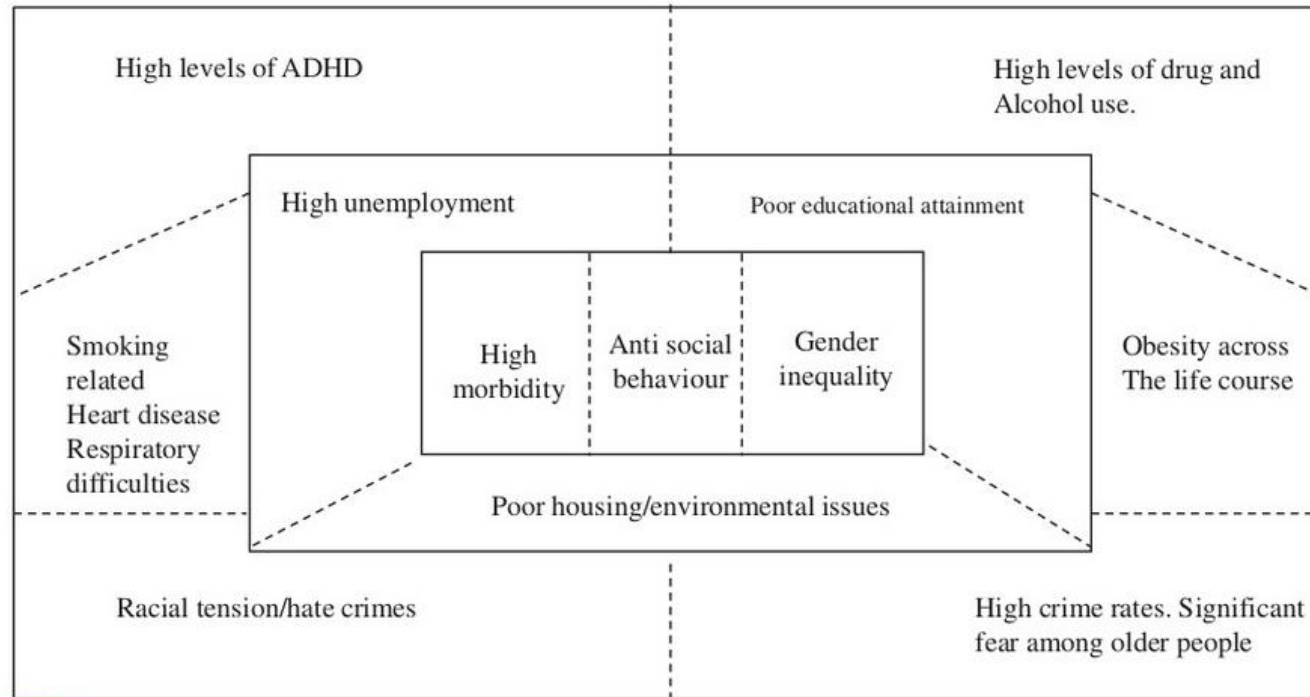
# Is this something New ??



© Original Art  
Reproduction rights obtainable from  
[www.CartoonStock.com](http://www.CartoonStock.com)



# Classic Needs maps



Source: <http://www.slideshare.net/nurture1/abcd-in-action-2-day-workshop-in-blackpool-13004377>





- **The needs based approach to change has limitations.**
- **Needs approaches tend to divide people and communities rather than bring them together.**
- **Articulating needs often becomes a competitive process and often puts communities and organisations against each other.**
- **Government is becoming less inclined to react to needs approaches.**
- **In response, asset mapping as a process should be inclusive and positive.**

# Dispelling the Myths

- **People are not hard to reach**
- **Services are often hard to access**
- **Barriers are put in the way that prevent people who are not a part of the mainstream society having a say**
- **When given the opportunity communities *do* have the imagination, the will and the ability to solve many local issues**
- **For example, out of over 4,000 community led plans in England, 47% of the actions that came out of those processes were done by the communities themselves**

# Community Asset Mapping

- It's about creating awareness of local resources and making best use of them
- It's about **breaking down the barriers and culture change both amongst communities and policy makers**

**RECOGNISE AND VALUE THE GIFTS WITHIN A COMMUNITY**

# The Benefits of Mapping Community Assets

The main benefit of asset mapping is to get a common view of what is important, to maximise on what already exists.

Ultimately the community knows its own assets better than any agency or policy maker.

# Benefits

**Identify where there may be opportunities to improve people's Health**

**Open up opportunities to draw down funding for the area**

**More joint working and cooperation**

**Attract new businesses to the area by promoting the assets which business can use.**



# The Benefits of Mapping Community Assets



# What Community Asset Mapping is not...

- A silver bullet to solve all problems
- A way for public, private or charitable agencies to cut corners in their own service provision but instead to ensure that their services genuinely help communities build and connect their assets

# Starting the Process

- Map of the local area
- Community Profile Data
- Desk Research
- Most importantly...

**CONVERSATIONS and  
*MEANINGFUL* COMMUNITY  
ENGAGEMENT**

# Physical Assets

- **Land – various uses**
- **Local environment – parks and landscape**
- **Buildings**

# Institutional Assets

- **Chambers of Commerce**
- **Businesses**
- **Banks**
- **Libraries**
- **Schools**
- **Hospitals, GP's. health and social care services**
- **Post Offices**
- **Pubs**
- **Public Transport**



# Organised Groups as Assets

- **Representatives from festivals**
- **Church Groups**
- **Co-operatives**
- **Environmental groups**
- **Youth groups / groups of older people e.g. luncheon**
- **Social clubs**
- **Sports clubs**
- **Music and dance groups**
- **Mother and toddler groups**
- **Community Building Committees**
- **Community Transport Groups**

# Individuals as Assets

- Young people
  - Older people
  - Untapped skills
  - Time banking
  - People from different cultures and backgrounds
- 
- **What do people care about?**

# What assets are there in your community?

Write down one of each of the following:

- An physical asset that you value
- An institutional asset that you value
- A community / organised group – if you are aware of one or are part of one
- Something you that you can contribute to your community or something that you care about in your community

# Uses of Community Asset Mapping

Identify the strengths and opportunities of your area by making connections.

Inform and enhance Neighbourhood Plans, Parish Plans, Local Councils, funding applications, community services, increasing local knowledge and ultimately improve lives.

# Questions?





# Conclusion: It's about People

- Asset Mapping lifts up and builds on the positive spirit of group participation.
- It is meant for any group of people who come together because they want to, *not* because they have to.

# Contact us:

**John Heselwood - Rural Policy Manager**

**Tel: 01606 350042**

**Email: [john.heselwood@cheshireaction.org.uk](mailto:john.heselwood@cheshireaction.org.uk)**

**Web: [www.cheshireaction.org.uk](http://www.cheshireaction.org.uk)**

