

Community mapping toolkit



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Introduction

This Community Mapping Toolkit has been developed for management committees of community buildings. It will help you to find out more about the people who use your centre, others who live and work in your local community and what role your centre is able to play within the area. It will help you to understand where you are now and where you want your community centre to be in the future. We think it will take around three months to complete.

It is made up of a series of activities that will help you understand more about your community and how you can develop connections to include more individuals and groups. It will also help you understand what you need to do to attract people to become more active in helping you in the centre.

When you have completed the activities in this toolkit you will have

- ✓ A better idea of what people want from your centre
- ✓ Increased your contacts within the local area
- ✓ Improved your relationships with a range of social, commercial and local authority organisations
- ✓ Evidence to support you in developing your services and activities and ideas to maximise the space and make the centre viable, all of which you can use in your business planning
- ✓ Given people the opportunity to decide how they could help their local community centre
- ✓ A written profile of the community centre and its local community

The toolkit has been developed by the Ouseburn Trust with help from Sharing Learning Doing. The Trust has been working with the management committees of community buildings since 2011 providing activities around well-managed, safe, welcoming and inclusive buildings. The idea for this toolkit came out of this work.

The toolkit has been written for people who have little or no experience of working directly with their community and who might not feel very confident about organising the tasks and speaking to lots of different people.

Eight community centres took part in piloting the toolkit between July 2014 and December 2015. With the support of an Open Doors worker they identified who to involve, planned activities and collected lots of interesting (and sometimes surprising) information about their local community and their centre. We have included hints and tips from our learning in this version of the toolkit.

The tools

Each tool has the same layout and includes

- ✓ an overview of the tool
- ✓ a list of what you need to do the activity –
- ✓ a list of who you will need to do it, usually management committee members but also volunteers and staff
- ✓ an estimate of how long it will take
- ✓ a step by step guide on what to do
- ✓ some top tips on how to get the best out of the tool
- ✓ ideas on how to go the extra mile if you have time – these are things that will be great to do but not essential

You don't need to use all the tools but we think that using them all will help you the most. You may also decide to modify some of the tools to better meet your circumstances, which is why it is important to meet and plan the tasks in advance.

Community mapping toolkit

Tool 1 | Knowing our community centre: who we are

Tool 2 | Knowing our community centre: what happens here

Tool 3 | Knowing our community centre: who uses our centre

Tool 4 | Knowing our community: mapping local assets

Tool 5 | Pop in café events

Tool 6 | Pop in café activity: I wish...washing line

Tool 7 | Pop in café activity: design your own community centre

Tool 8 | What have we learnt session

What you need for all the tools

There are a few things you need to help you make the best use of all the tools

1. a camera or smart phone to take photos to help document what you did
2. a folder or space on a computer or a cloud-based area like Dropbox to type up and save all your community mapping work in one place
3. wall space in the community centre to display the results of your work

You can go the extra mile and share your results and pictures online so the people you've met can see what you've done. You can use your Facebook page or your website if you have them.

Community mapping toolkit costs

The main cost of the toolkit is your time. You will need to cover the costs of serving tea, coffee, cakes and other treats at the pop in café events but what you serve is up to you. You will also need to pay for any extra publicity materials you choose to use and to make or buy a big map of your local area. See Appendix 1 for some information on how to get a map.

Before you start

To work well and to get the most out of these activities you need a group of people who can work together and someone who is willing to take the lead. In our pilot we called this the 'mapping task group'. Members included management committee members, volunteers, staff, room hirers, centres users and others. The lead person managed the overall process and co-ordinated the meetings and activities. We suggest that the lead person becomes familiar with the toolkit and what the organisation wants to achieve from the mapping project before they start working with the rest of the task group. We have included templates at the end of this booklet which you can use as they are, or modify to suit your circumstances.



A suggested toolkit plan

We think the toolkit will take around three months to do from start to finish but this will depend upon your time and when you can fit it in. We suggest you set aside a specific time every week or every two weeks to work on the tools, if you can. The following is a suggested plan for the toolkit. The times are estimates so don't feel rushed to complete in the time or stretch out the activity to make it fill the time. (See Template 1).

What	Time
Introduction session An overview of toolkit, what it's for, how it will benefit the community centre, look at the tools, decide what to use, plan when the tools will be used and agree key dates. Or a 30 minute briefing session with a follow up planning session on another day.	2 hours (or 30 minutes plus 1.5 hours)
1. Tool 1 Knowing our community centre: who we are	1 hour
2. Tool 2 Knowing our community centre: what happens here	1 hour
3. Tool 3 Knowing our community centre: who uses our centre Set up the exercise and support centre users to do it	15 mins plus 2 mins per centre user
4. Tool 4 Knowing our community: mapping local assets - planning session A session to plan the mapping activity to make sure all the streets are covered and we all understand what to do	1 hour
5. Tool 4 Knowing our community: mapping local assets - out and about Going out in twos to map your local assets.	Several 1-2 hour slots
6. Tool 4 Knowing our community: mapping local assets – adding assets to the map Putting the assets on the map, talking about the findings and noting actions	1.5-2 hours
7. Tool 5 Pop in café events - planning session Plan pop in café events including dates, sharing tasks, planning what happens during the events	1-1.5 hours
8. Tool 5 Pop in café events including Tool 6 I wish...washing line and Tool 7 Design your own community centre Running the pop in café events including setting up and packing up.	2-2.5 hours per event
9. Tool 8 What have we learnt? session A session (or two shorter session) to look at all of the information you've generated. What does it mean? What has the community centre learnt? What will the community centre do with it? Action planning for next steps. The time spent on this will depend upon the amount of material gathered	3-4 hours or 2 x shorter sessions
10. Community profile	1 - 3 hours

Tool 1 | Knowing our community centre: who we are

This tool will help you find out more about your community centre including who is already involved, what their roles are, what they do and to recognise their skills, knowledge and experience. You will also be able to compare yourselves with the make up of the local community and you'll do an exercise later on (in Tool 8) that will help you do this. It will also create a display of who is involved in the community centre.

Step 1 Who is involved in the community centre?

What you need

- A list of committee members, volunteers and staff members
- 'Who runs the community centre' sheets (Template 2)
- Small post-it notes, if you want
- Pens
- A camera or smart phone

Who you need

- Committee members
- Volunteers
- Staff members

How long will it take?

1 hour

How

1. You can do this as a group or talk to people individually
2. Write down each person's name on the 'Who runs the community centre' sheets
3. Write down each person's role (job title, committee role, volunteer role)
4. Make a list of the tasks each person does
5. Make a list of any other things they know how to do for example gardening, knitting, social media, health and safety – anything that could be useful to the centre now or in the future
6. Take a photo of each sheet
7. Type up the sheet so you can save the information
8. You can put up the sheet (the original or typed up version) in the community centre wherever you are comfortable displaying it – in public areas or in the office
9. Take a photo of each person, check each person is happy with their photo and use it to create a display

Tip

Doing this exercise as a group will help everyone to learn more about each other and understand what everyone else does

Step 2 Who are we?

What you need

- 'Who are we?' sheet (Template 3)
- Stickers

Who you need

- Committee members
- Volunteers
- Staff members

How long will it take?

15 minutes

How

1. You can do this as a group or people can do it on their own
2. Give each person four stickers
3. Ask each person to put a sticker in the four different boxes on the grid to show their gender; age group; ethnicity; and what they do. There will be a 'prefer not to say' box for each.
4. Take a photo of the sheet
5. Put the sheet in a safe place because you'll use it for an exercise another day

Tip

If people don't feel comfortable doing this exercise as a group, it can be done individually. If people don't feel comfortable doing this exercise at all, there are 'prefer not to say' boxes for each section

Tool 2 | Knowing our community centre: what happens here?

This tool will help you map what activities already go on in your community centre including: when, who runs the activity and who comes to it. It will also show how much of the space is free for new activities and exciting new opportunities. We will use the information collected in this exercise later.

What you need

- Community centre booking diary
- Leaflets or poster showing activities
- 'What happens here' – space checker sheets (Template 4)
- Pens
- Small post it notes, optional
- A camera or smart phone

Who you need

- Committee members/volunteers/ staff members

How long will it take?

1 hour, longer if done as a group

How

1. You can do this as a group or ask one or two people to fill it in
2. Use a new sheet for each space in your community centre (including outside space), write the space name on the top of a sheet and colour in the space on the community outline
3. Using the booking diary, leaflets and other information, add activities to the sheet on the day and time it happens, make a note of the title, who runs it, who comes to it and how much money the community centre earns from the activity. You can use small post it notes if it will be easier for more than one person to work on it at the same time
4. Add up the number of hours used per week and fill in the box
5. Add up the number of hours used per month and fill in the box
6. Add up the income earned and fill in the box
7. Take a photo of the sheets when you've finished
8. Put the sheets in a safe place because you'll use them later

Tip

Doing this exercise as a group will help everyone to know what goes on in the centre. Check that you have the actual income for each room – we found that sometimes it was different to the publicised charges.

Tool 3 | Knowing our community centre: who uses our centre?

This tool will help you learn more about the people who already use the community centre. It asks people to say where they live by putting themselves on your big map and asks them to describe themselves by answering some simple questions. If you are using an 'other areas' sheet you will need to create this yourselves to reflect your local area. You can then use this information to check if the people using your centre represent the local community. You can also use the information to plan new activities to meet people's needs.

What you need

- Large map
- An 'Other areas' sheet
- 'Who uses our community centre' sheets (Template 5)
- Small black stickers and small star stickers
- A camera or smart phone

Who you need

- People coming in to the centre
- Committee members/volunteers/ staff members

How long will it take?

A couple of minutes per person over the time period you've chosen and ten minutes to count the answers

How

1. Decide how long you will run this information gathering activity for. Ideally this will be for a minimum of two weeks but a month will be better
2. Put up the 'Who uses our community centre' and 'Other areas' sheet next to the big map.
3. For each new person you welcome to the centre give them four black stickers and one star sticker. Each person should only do this once no matter how often they come in
4. Ask them to put the star sticker on the map to show where they live or where their organisation is based if they're from an organisation (or on the 'Other areas' sheet if not from the local area)
5. Ask them to answer the four questions on the 'Who uses our community centre' sheet by putting the black stickers in the relevant boxes. If the sheet gets full, put up a new one so it is easy to count the stickers
6. Ask them if they'd like to come to the pop in café events (See Tool 5)
7. When information gathering time period ends, count up the answers to the four questions and keep the sheets safe as we'll use them for other exercises

What we learnt

Small stickers can be fiddly you might decide to use a pen to make a tick on the 'who uses our centre' sheets.

Taking post-codes seemed like a good idea but it was time consuming to work out how to present this information visually.

For one building the local area was split into very distinct locally identified areas within the estate and the group decided to collect the 'where do you live?' data according to these locally known areas.

The map will contain a lot of valuable information so you should only run this activity when someone from the community centre is around to make sure the map is kept safe.

Tip

When you welcome people, be friendly and smile! If they don't want to do the activity, that's OK, don't force them.

This exercise is not a competition! The purpose is not to get as many people as possible to complete it. It is to provide a snapshot in time which is an honest reflection of what is going on in your centre.

Tool 4 | **Knowing our community:** mapping local assets

This tool will help you find out more about the area and community around you. It's a way to research what physical assets are near the community centre such as charities, voluntary and community groups, schools, GPs and health services, other public sector organisations, green spaces, empty spaces, local businesses and other people and organisations who are important to the area such as local councillors. This is important because by mapping these assets and talking to people you will be able to find out if they can

- ✓ help the community centre with anything, for example volunteering, sharing resources, sharing ideas and giving you free stuff
- ✓ use the community centre for example running their services in your space, booking meeting rooms and running events
- ✓ help you spread the word about what you're doing in the community centre
- ✓ help build a network which will enable people in the area to respond more effectively to changes, challenges and opportunities that arise in the community

You will also be able to find out what is not available in your area, which may give you ideas about what new activities or projects to run in your community centre.

The tool will help you answer these questions

- ? What's on our doorstep (2 minutes walk away)?
- ? What's round the corner (5 minutes walk away)?
- ? What's up the road (10 minutes walk away)?

You will need a large map to use for this activity with these distances already drawn on it. (See Appendix 1)

If there are lots of assets in your area you could use different coloured stickers for different types of asset, for example we used:

- ✓ Red = charities, voluntary and community groups, churches
- ✓ Yellow = schools, GPs, health services, residential care homes, public sector services, facilities and buildings
- ✓ Blue = local businesses, pubs, cafes and other private sector
- ✓ Green = green spaces and open spaces
- ✓ Orange = other

What you need

- Knowing our community field notes sheet (Template 6)
- Clipboard
- Large map
- Small coloured stickers
- Numbered asset list (Template 7)
- Pens
- A camera or smart phone

Who you need

- Committee members/volunteers/ staff members – anyone who is interested in helping

How long will it take?

- ✓ 1 hour planning
- ✓ Several 1-2 hour slots for out and about
- ✓ 1.5-2 hours mapping session after going out and about

How

Planning

1. Meet together to plan the asset mapping, which could include listing the streets in the area and allocating streets to people to make sure the whole area is covered

Out and about

2. Walk around the area in pairs with the Knowing our community field notes sheets and clipboard and look for assets
3. Make a note of the assets on the sheet
4. If you have time, talk to people in the asset about what they do, share what you do at the community centre, ask if they'd be happy to display a poster about the community centre and invite them to the pop in café events

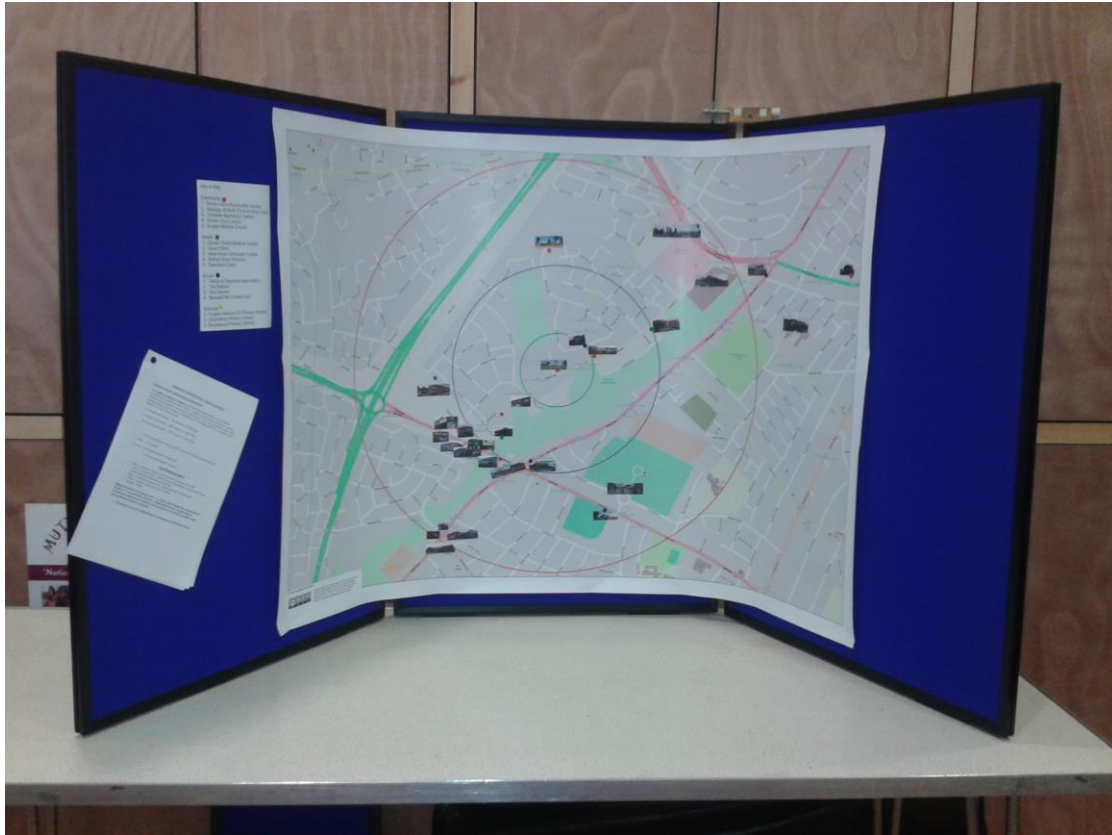
After

5. Meet together to add the assets to the map
 - a. Add stickers to the map to show where the assets are using the different colour stickers for the different asset types
 - b. Add a number to each sticker and write the asset name on the numbered asset list
 - c. Talk about each asset with the group including how you think they could help the community centre and if they could use any of the spaces in the community centre. Also if you spoke to someone, were they friendly, will they come to the pop in café events, will they display your posters? Add more notes to the field notes sheet if needed and actions for example visit the asset to tell them more about the community centre

6. Type up the numbered asset list (unless your handwriting is very neat!)
7. Display the map and the numbered asset list so everyone visiting the community centre can see it
8. Add any new contacts to your address book/database
9. Type up the field notes sheets, if you have time. If you don't have time, keep the sheets somewhere safe to refer to in the future
10. Ask people at the pop in café events if you've missed anything – have blank field notes sheets, pens and stickers handy
11. Take photos of all the different stages

Tip

Gather as many people as you can to help you with this task so everyone does a little bit rather than leaving it all to one or two people (unless they want to). And don't try to do this all in one go as there is a lot to do.



What we learnt

- Plan your pop-in café (Tool 5) in advance and take information out with you
- There is quite a lot that can be done to help before you go out. We made a list of the organisations that the centre already had contact with and also looked on the internet to identify assets that we didn't know about. This helped us prioritise
- People are generally very happy to talk and are interested in the centre and what is going on, you can make some good contacts but need to be prepared to follow these up
- It wasn't that easy to complete the notes at the time so just collect important information such as contact details
- We took photos of the assets as we went round and that helped us remember the details when we wrote up our field notes later
- Where centres had newsletters we asked if people wanted to be included on the mailing list and where they had Facebook pages we encouraged them to "like" the page and get more information about events and activities.

Tool 5 | Pop in café events

This activity is to hold a pop in café event, or a series of events, to bring people into your community centre to show them the space, to chat to them and to find out about their ideas and willingness to help. It will also allow local people to meet each other. The pop in cafés will be short, easy to set up events offering tea and cakes that are free to people coming along. The most important thing is for the events to be very friendly, welcoming and open to people.

You will need to decide how many events to hold and when, so find out about any local events and school times to check you don't clash with something else. We suggest a minimum of two events but four is better. You could hold the pop in café events every week or every two weeks. You might be able to combine them with activities that are happening in your centre. You also need to think about when in the day to hold them and we suggest at least one morning and at least one afternoon one. You could call them 'coffee morning' and 'afternoon tea'. And think about how long the event will be – it doesn't have to be long so 1 hour or 1.5 hours will be fine. The important thing is to decide the dates in advance, put all the dates and times on a poster, tell people during your mapping local assets 'out and about' activity and encourage people and local organisations to come to one (or more than one) event. Hopefully you have already produced some fliers and taken them out with you on your asset mapping activities (Tool 4).

If possible you can set the event out like a café with chairs and tables for people to sit at while they drink their tea and chat. You'll also need wall space for the big map to show off the mapping exercise you've done and space for the 'I wish' washing line and any other activities you plan to use at the event.

The role of the committee members/volunteers/staff members is to be friendly and chat to people in a semi-structured way. When people have got a cup of tea and some cake go and talk to them say who you are – your first name and your role at the community centre

- ✓ ask them if they mind you having a brief chat with them
- ✓ ask if they've been here before. If yes, ask them what they did, if they liked it, etc. If no, ask why not
- ✓ ask why they came to the pop in café today
- ✓ tell them about the 'I wish' washing line activity (Tool 6) and ask them to take part – tell them [name of person helping out with the activity] can tell you more or you can take them over
- ✓ tell them about the asset mapping activity – they might find it interesting and to tell you if they spot a gap
- ✓ tell them they can come again!

When you've finished chatting with them, make some brief notes about what they said especially their answer to if they've been to the community centre before.

What you need

- Pop in café event posters
- Tea/coffee/juice
- Cakes – homemade or bought from local shop
- Chairs and tables
- Tablecloths
- Bunting/decorations
- 'I wish' washing line exercise
- Know your community asset map
- Information about what's on at the centre and how to hire it (posters and leaflets)
- Small notebook and pen for the committee/volunteers/staff/helpers to make notes
- Music playing
- A camera or smart phone

Who you need

- People
- Committee members/volunteers/staff members willing to help out and chat to people

How long will it take?

1 hour to set up
1 hour or 1.5 hour event
Up to 1 hour to pack up

How

Before

1. Hold a pop in café events planning session to agree dates, who will do what before the event and on the day, where in the centre you'll hold the events, how you'll lay it out, how to promote it including creating a poster and maybe some fliers.

Create a poster put it up in the community centre, send it around your networks, and take it to the friendly local places you found in the asset mapping exercise

On the day

2. On the day, set up the pop in café as you planned making it look attractive and welcoming including a place to serve tea and cakes, chairs and tables for people to sit at, check your big map is in the right place and set up your 'I wish' washing line activity and any other activities you are doing during the event. Remember to make sure that everything is safe and that there are no hazards caused by, say, the washing line!
3. When people arrive, be warm, welcoming and friendly and carry out the tasks you've been allocated for the event
4. Don't forget to take photos of the event – remember to ask if people are OK about having their photos taken. If they do mind, take photos of hands, the activities, your volunteers talking, a line of cups, etc

After

5. After the event, have 15 minutes together to talk about how it went, share your notes and look at the 'I wish' washing line cards. Jot down some notes about how it went – is there anything you'd tweak next time?, any extra comments you remember together and the comments of the committee/volunteers/staff members

6. Pack up and keep everything safe for the next event and for the 'What have we learnt?' session at the end



Tip

The purpose of the pop in café events is to bring people into the centre, meet people and be friendly. It doesn't matter how many people come so try not to worry. Encourage people to come to another pop in café or activities - if they've had a lovely time they will and will maybe bring their friends.

Going the extra mile

Think about holding an extra event to bring people together who've said they'd like to find out more about helping in the centre, running activities and sharing their skills/knowledge/experience and others. If you think you may want to do this, add it to the poster or have the date ready to give to those who'd like to find out more.

Tool 6 | I wish... washing line

This tool helps you ask people at the pop in café events what they'd like to see happen at your community centre and in their local area by asking them to fill in two postcards

- ✓ I wish my community centre... (there are prompts on the card of 'had/ran/would/helped me')
- ✓ I wish we... in [name of area] (there are prompts on the card of 'had/did/shared/helped')

It also allows people to share their ideas with each other.

You can use the ideas from this activity to plan future activities at the community centre. You can also share some of the information especially from the 'I wish my area' postcard with people you work closely with from other organisations

Note: It can be more powerful to use words like 'I wish' if you want people to give you ideas. If you ask people if they'd like you to provide a particular service or if they'd come along to a new activity, they usually say 'yes' even if they don't want you to or wouldn't come along because they don't want to give you the wrong answer or hurt your feelings.



What you need

- 'I wish my community centre...' cards
- 'I wish my area...' cards (Template 8 for both)
- Pens
- I wish... pegs
- String or washing line
- A camera or smart phone

Who you need

- People at the pop in café events or people in your community centre
- Committee members/volunteers/staff members

How long will it take?

Run this activity at each pop in café event

Tip

Be open to talking to people about their ideas. If a person wants to help run their idea themselves or with the committee, make sure you don't lose them! You could ask for their contact details, arrange for them to come back to talk about it in more detail or chat about it there and then.

If you have a volunteer information pack have it available on the day.

How

1. Ask each committee members, volunteer and staff member to fill in one of each card. This will mean the activity won't start with a blank washing line and people won't be frightened to put up the first card
2. Set up the activity by putting up the string or washing line (checking first that it will not be a hazard for people walking by), adding the 'I wish' pegs and pegging up the cards the committee/ volunteers/staff have filled in. Put a pile of blank cards and pens nearby on a table/ windowsill/etc
3. At the pop in café events, have someone standing near the exercise, show people the activity, encourage them to read the cards already pegged up and ask them to add their own ideas. Check if they need help and if not, you can leave them to it as they may feel nervous about writing something down while you watch them. You can also tell them if they need time to think, they can do it at home and bring the card back another day
4. Take photos of the washing line
5. Collect the cards and keep them safe for the 'What have we learnt?' session

Going the extra mile

If you've made some good contacts during your mapping assets exercise, ask a few other places to host an 'I wish my area' washing line. Hairdressers, churches, cafés could be good spots. You will need to agree a date to collect the cards and to share the information with the host organisations.

Tool 7 | Design your own community centre

This tool helps you to gather ideas for using the different spaces in your centre by asking other people what they would do in the community centre. It is a more detailed activity than the 'I wish' washing line and can be run at the same time during the pop in café events. If people only have time to do one activity, ask them to do the 'I wish' activity, as this one will take longer. You can use the ideas from this activity to plan future activities at the community centre.

This activity asks people to share their ideas of what they can do in the community centre on two sheets

- ✓ Imagine if you ran this community centre...what would you do at different times of the day and during the week and at weekend
- ✓ Imagine if you ran this community centre...what would you do in the different spaces in the community centre

What you need

- 'Design your own community centre' sheets (Template 9)
- 'I wish...' pegs
- Washing line or string (can be the same one as the 'I wish' activity)
- Pens
- A camera or smart phone

Who you need

- People
- Committee members/volunteers/ staff members to run the activity

How long will it take?

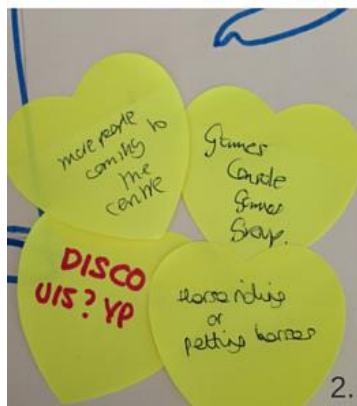
Run this activity at the pop in café events

How

1. Ask at least three committee members, volunteers or staff to fill in one of each of the sheets. This will mean the activity won't start with a blank washing line
2. Set up the activity by putting up the string or washing line, adding the 'my centre' pegs and pegging up the sheets the committee/volunteers/staff have filled in. Put a pile of blank sheets and pens nearby on a table/windowsill/etc
3. At the pop in café events, have someone standing near the activity, show people the activity, encourage them to read the sheets already pegged up and ask them to add their own ideas. Check if they need help and if not, you can leave them to it as they may feel nervous about writing something down while you watch them. You can also tell them if they need time to think, they can do it at home and bring the sheets back another day
4. Take photos of the washing line
5. Collect the sheets and keep them safe for the 'What have we learnt?' session

Tip

Be open to talking to people about their ideas. If a person wants to run their idea themselves or help the committee to do it, make sure they add their phone number and email in the space provided



Tool 8 | What have we learnt?

By now you will have collected quite a lot of information, data and pictures and you will have started to identify the things that confirmed what you already knew, things that were new to you and the things that surprised you. Now as a group you can look at all of this and talk about your findings and what you might do next. It is helpful to do this as a group because you will all have different thoughts about it. The important thing is to make sure that you keep focussed on the data you have collected and factual information that you know about the area. This is the evidence that will support what you might choose to do next.

What you need

- The data-sheets from Tool 1
- The Role information sheets from Tool 1
- Completed space checker sheets
- The data collection sheets from Tool 2 and the final totals
- Completed sheets and post-cards from the Pop in Café events
- The big map
- List of assets
- Information about assets
- Anything other information and data you have collected

How

As a group, using all the information you have collected go through the following checklist and answer the questions. This is only provided as a guide, you might have other questions and more information to take into account. This is reproduced in Template 11.

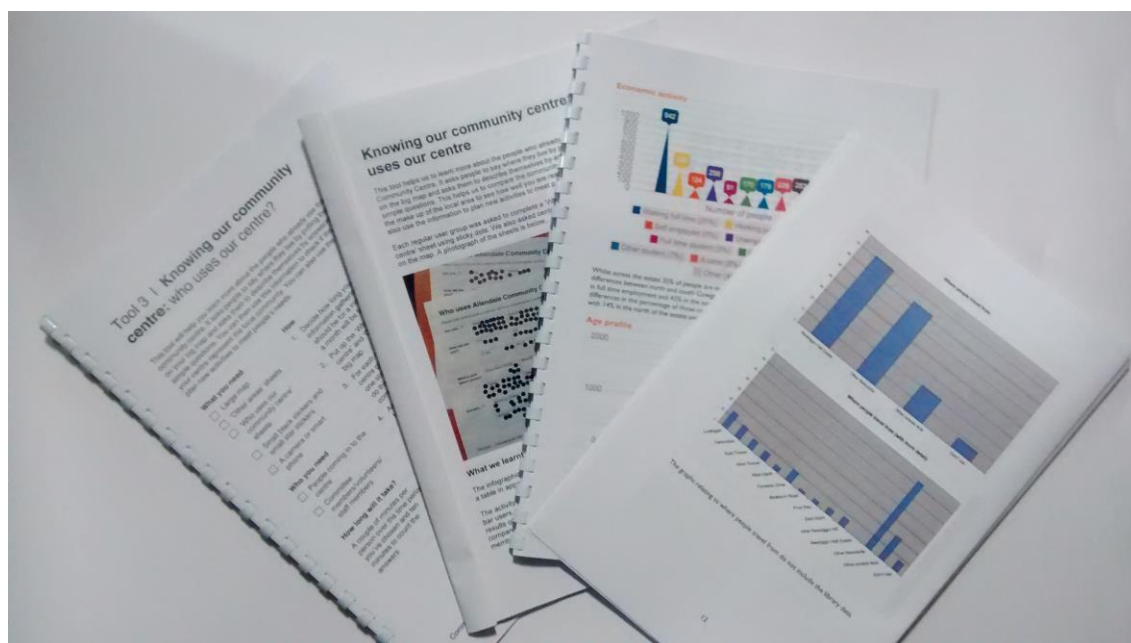
Tool 1 Knowing our community centre : who are we? We now have:	What have we learnt?
<ul style="list-style-type: none"> <input type="checkbox"/> Clarity about who is involved and what they are responsible for <input type="checkbox"/> Information about who runs the centre <input type="checkbox"/> A 'skills audit' <input type="checkbox"/> A display for your notice board of who is who in the centre <input type="checkbox"/> A picture of the level of diversity within the group of people running the centre 	<ul style="list-style-type: none"> <input type="checkbox"/> Are people using their skills and interests in a way that benefits them and the centre? <input type="checkbox"/> Do you have the range of skills and experience that you need to run the centre or have you realised there might be a gap to be filled? <input type="checkbox"/> Is there a predominance of gender/age/ethnicity etc – could this influence the running of the centre?

<p>Tool 2 Knowing our community centre – What happens here? We now have:</p>	<p>What have we learnt?</p>
<ul style="list-style-type: none"> <input type="checkbox"/> A profile of the activities taking place in the centre <input type="checkbox"/> A profile of how the space is used <input type="checkbox"/> Information on the income from each space / activity 	<ul style="list-style-type: none"> <input type="checkbox"/> What proportion of the available time is each space used? <input type="checkbox"/> How much does each space earn? <input type="checkbox"/> Could the space be better used? <input type="checkbox"/> Looking at the range of activities – is there a predominance of any particular type? <input type="checkbox"/> Is this what you expected? <input type="checkbox"/> Is there anything surprising in what you have found? <input type="checkbox"/> What could you do differently?
<p>Tool 3 Knowing our community centre – Who uses our centre? We now have:</p>	<p>What have we learnt?</p>
<ul style="list-style-type: none"> <input type="checkbox"/> A profile of the people who use the centre – gender, age, occupation, ethnicity and distance they travel to come to the centre <input type="checkbox"/> The opportunity to speak to people who come into the centre and tell them a bit more about what goes on and how it is managed. 	<ul style="list-style-type: none"> <input type="checkbox"/> What does this tell you about the people who use your centre? <input type="checkbox"/> Look at each activity. If you have recorded it, how many people come to more than one activity in your centre? <input type="checkbox"/> How far do people travel? If your centre is mostly providing activities and services for a very local community then you can look at some national statistics and information to see if the profile of people using your centre reflects the local community profile. (See Appendix 2)
<p>Tool 4 Knowing our community : mapping local assets We now have:</p>	<p>What have we learnt?</p>
<ul style="list-style-type: none"> <input type="checkbox"/> A map identifying the location of assets within a 2, 5 and 10 minute walk from the centre. <input type="checkbox"/> Information about what services / activities or business these assets provide <input type="checkbox"/> Contact details for other organisations and assets in the area <input type="checkbox"/> A better connection with people from these assets <input type="checkbox"/> A better local understanding of the centre and what it can offer 	<ul style="list-style-type: none"> <input type="checkbox"/> How well known is the centre? <input type="checkbox"/> How much do people know about what goes on in the centre? <input type="checkbox"/> What did you learn about your local area? <input type="checkbox"/> Who could you work with and in what way? <input type="checkbox"/> What new opportunities are there to attract people into your centre?

Tools 5, 6 and 7 Pop in café I wish . . . washing line Design your own community centre We now have:	What have we learnt?
<input type="checkbox"/> A list of people who came (if they signed into the centre or your provided a signing in sheet) <input type="checkbox"/> Contact details for the people who came along, if they provided them <input type="checkbox"/> Lots of ideas about what people would like to see happen in your centre <input type="checkbox"/> Lots of ideas about what people would like to see happen in the local area <input type="checkbox"/> People who have expressed an interest in getting more involved (if any) <input type="checkbox"/> People and organisations you can work with to develop activities	<input type="checkbox"/> What do people want to see happening in the local area? <input type="checkbox"/> What do people want to see happening in the centre? <input type="checkbox"/> Was there anyone who can help with new or existing activities or in running the centre? <input type="checkbox"/> Are there any ideas or activities that you can explore with organisations or individuals you identified in your mapping exercise?

Your Community Profile

It is a good idea to capture all your data, information and learning in one document. How much detail you go into and how you present it will depend on how you are going to use the document.



The purpose of the mapping project is to gather information that will help you make decisions and manage the centre. You can use the findings from these mapping activities to:

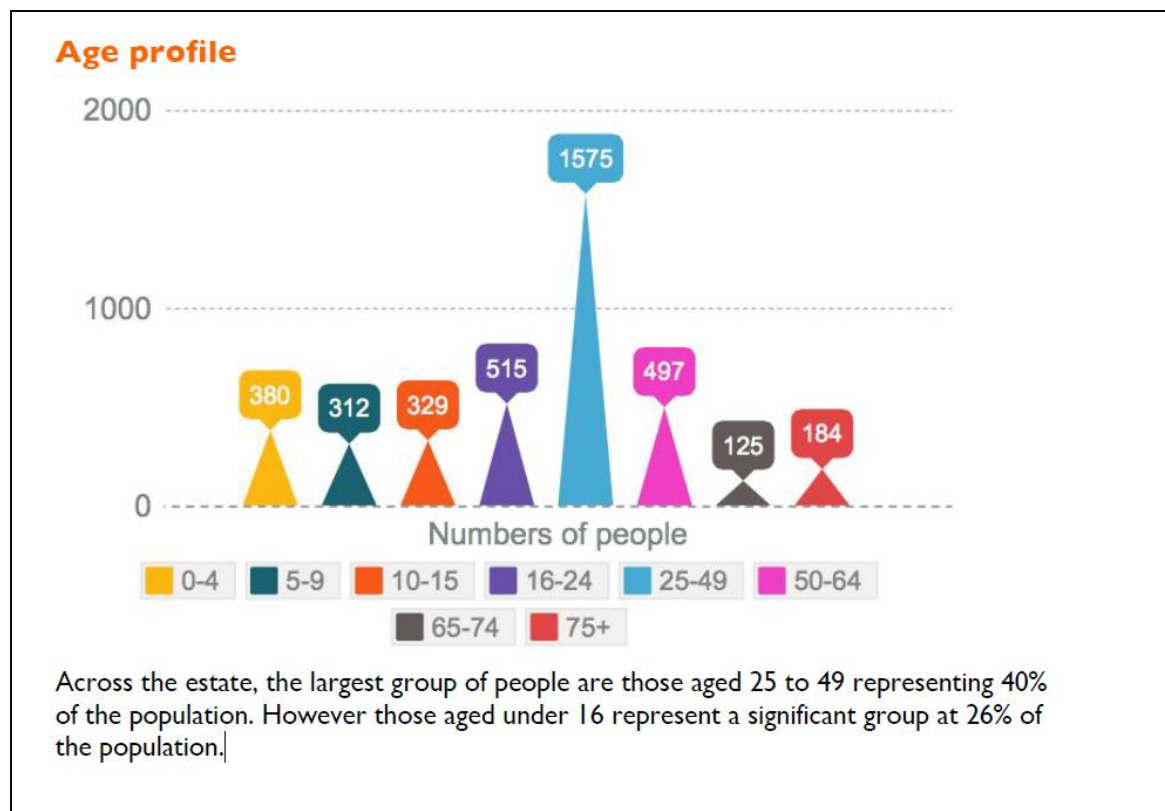
- Review how you use the space in your centre and the activities that you provide
- Consider how you manage the centre – making best use of people’s skills and interests
- Develop a marketing strategy
- Make decisions about how to develop the centre in the future, both the activities and the building itself
- Develop a volunteering strategy
- Evidence for funding and grant applications
- Evidence to influence developments in your local area
- Share with people who are interested in joining your management committee (Board).

Hints and Tips

Decide on a structure for the report. You can use the headings in the toolkit to help you do this.

You might want to include an introduction which gives a bit of background about the centre and tells people who was involved in the mapping project and over what period of time the project was conducted.

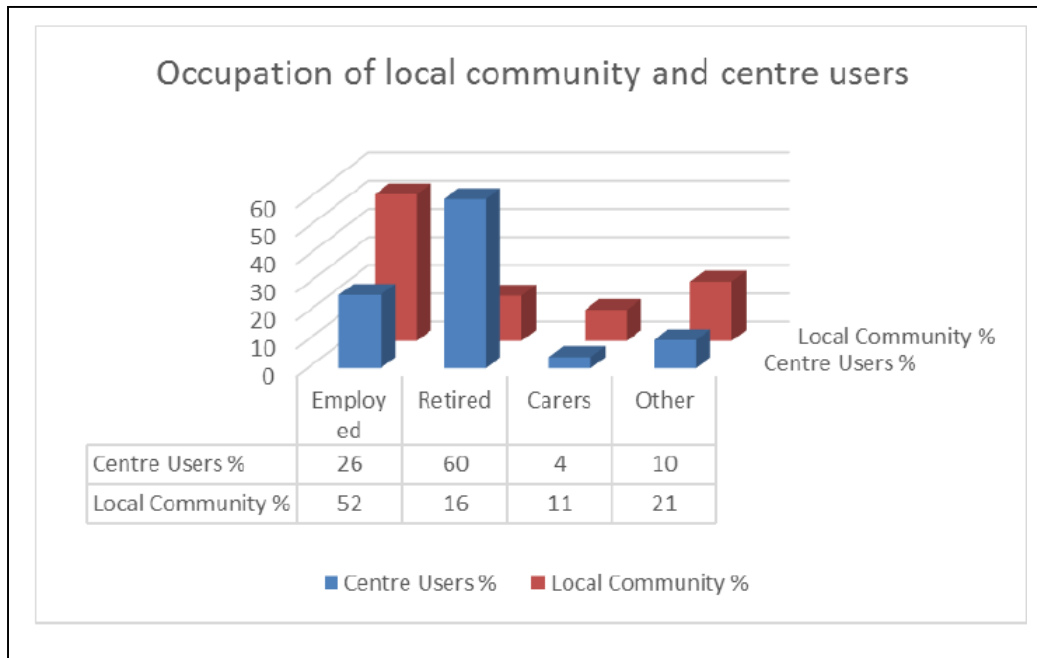
You can use pictures, graphs, infographics and word clouds to present some of the data and bring your report to life. Here are some examples:



Who are we? What happens here? And who uses our Centre?

During the week commencing 13th October 2015 409 people attended activities at the centre and 36 young children (under the age of 4 attended the playgroup).

82% of centre users are white, females, mostly aged over 50 and approximately half of all users are retired. Whilst people travel a considerable distance to attend some groups 84% of centre users live within a five mile radius of the centre.



Include a section on what you have learnt (Tool 8)
 Develop an action plan – what we learnt and what we need to do about it

Finally remember that this exercise is a snap-shot in time and you might want to revisit it in the future to update the data and check what has changed in your local area and whether you are still meeting the needs of your community.

Templates

Template 1 | Community mapping plan

You can add the names of the people who will be involved and the dates when you'll do each action.

What	Who	When	Time
<p>1. Introduction session An overview of toolkit, what it's for, how it will benefit the community centre, look at the tools, decide what to use, plan when the tools will be used and agree key dates. Or a 30 minute briefing session with a follow up planning session on another day.</p>			<p>2 hours (or 30 minutes plus 1.5 hours)</p>
<p>2. Tool 1 Knowing our community centre: who we are</p>			1 hour
<p>3. Tool 2 Knowing our community centre: what happens here</p>			1 hour
<p>4. Tool 3 Knowing our community centre: who uses our centre Set up the exercise and support centre users to do it</p>			15 mins plus 2 mins per centre user
<p>5. Tool 4 Knowing our community: mapping local assets - planning session A session to plan the mapping activity to make sure all the streets are covered and we all understand what to do</p>			1 hour
<p>6. Tool 4 Knowing our community: mapping local assets - out and about Going out in twos to map your local assets.</p>			Several 1-2 hour slots

What	Who	When	Time
<p>7. Tool 4 Knowing our community: mapping local assets – adding assets to the map Putting the assets on the map, talking about the findings and noting actions</p>			1.5-2 hours
<p>8. Tool 5 Pop in café events - planning session Plan pop in café events including dates, sharing tasks, planning what happens during the events</p>			1-1.5 hours
<p>9. Tool 5 Pop in café events including Tool 6 I wish...washing line and Tool 7 Design your own community centre Running the pop in café events and activities including setting up and packing up.</p>			2-2.5 hours per event
<p>10. Tool 8 What have we learnt? session A session (or two shorter session) to look at all of the information we've generated. What does it mean? What has the community centre learnt? What will the community centre do with it? The time spent on this will depend upon the amount of material gathered</p>			3-4 hours or 2 x shorter sessions
<p>11. Community profile</p>			1 – 3 hours

Template 2 | Who runs our community centre?

Name	Role at the centre	What my tasks are at the centre	What else I can do

Template 3 | Who runs our community centre?

Are you...?

Male	Female	Prefer not to say
------	--------	-------------------

How old are you?

0-4	5-9	10-15	16-24	25-49
50-64	65-74	75+	Prefer not to say	

What's your ethnic group?

Asian/Asian British	Black/Black British	Chinese or other Asian	Mixed
White	Other	Prefer not to say	

Are you...?

Working full time	Working part time	Self-employed	Unemployed	A student
Retired	A carer	Unable to work	Other	Prefer not to say

Template 4 | What happens here - Space checker

Space _____

This space is used _____ hours **per week**
and _____ hours **per month**

And brings in £ _____ per month

Outline image of community centre
showing the different rooms

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
9.00am							
10.00am							
11.00am							
12.00pm							
1.00pm							
2.00pm							
3.00pm							
4.00pm							
5.00pm	EG. Monday, 5.00-6.30pm, zumba class £25						
6.00pm							
7.00pm							
8.00pm							
9.00pm							
10.00pm							

Monthly

EG. 1st Tuesday each month, 5.30-7.30pm, scouts, young people

Annual

Other

Template 5 | Who uses our community centre?

[Name of centre]

Please help us know who uses our community centre by answering these four questions by putting each of your four stickers in the boxes

Are you...?

Male	Female	Prefer not to say
------	--------	-------------------

How old are you?

0-4	5-9	10-15	16-24	25-49
50-64	65-74	75+	Prefer not to say	

What's your ethnic group?

Asian/Asian British	Black/Black British	Chinese or other Asian	Mixed
White	Other	Prefer not to say	

Are you...?

Working full time	Working part time	Self-employed	Unemployed	A student
Retired	A carer	Unable to work	Other	Prefer not to say

Do you attend any other activities at the centre?

Yes	No
-----	----

If yes which?
(Record on a different sheet if necessary)

Template 6 | Knowing our community field notes

Asset name
Address
Phone/Mobile
Email
Description/notes
Type: Voluntary / private / public / space / other
Contact Person
Display centre posters? Yes/No Talked about centre? Yes/No Invited to pop in café? Yes /No

Asset name
Address
Phone/Mobile
Email
Description/notes
Type: Voluntary / private / public / space / other
Contact Person
Display centre posters? Yes/No Talked about centre? Yes/No Invited to pop in café? Yes /No

Asset name
Address
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Asset name
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Phone/Mobile
Email
Description/notes
Type: Voluntary / private / public / space / other
Contact Person
Display centre posters? Yes/No Talked about centre? Yes/No Invited to pop in café? Yes /No

Template 8 | I wish...washing line postcards

I wish our community centre...

had/ran/was/helped me/etc

Your name _____



I wish we...

had/did/shared/helped/etc

[change the place name depending upon where the community centre is]

Insert the name
of your local area
here

in XXXXX

Your name _____

Template 9 | Design your own community centre – days and times

Imagine if you ran this community centre...what would you do?! Jot your ideas down in the boxes below

	Morning	Lunch	Afternoon	Evenings
Weekdays				
Weekends				

Are the activities (tick) For you? For your family and friends? For the community?

Name _____

I'd like to run these ideas in the centre or help out (add your details below)

Email _____

Phone _____

Who are you?

A local resident

From voluntary or community group, church, charity

From local business

From council, local school, other public sector

Other _____

Template 10 | Design your own community centre - spaces

Imagine if you ran this community centre...what would you do in the spaces we have?! Jot your ideas down below and use the coloured stickers to show the space you are talking about

[Outline of community centre here showing the spaces including outside]

Space	Activity
<input type="radio"/>	_____
<input type="radio"/>	_____
<input type="radio"/>	_____
<input type="radio"/>	_____
<input type="radio"/>	_____
<input type="radio"/>	_____
<input type="radio"/>	_____

Who are you?

A local resident

From voluntary or community group, church, charity

From local business

From council, local school, other public sector

Other

Name

I'd like to run these ideas in the centre or help out
(add your details below)

Email

Phone

Template 11 | What have we learnt?

Tool 1 Knowing our community centre : who are we? We now have:	What have we learnt?
<ul style="list-style-type: none"> <input type="checkbox"/> Clarity about who is involved and what they are responsible for <input type="checkbox"/> Information about who runs the centre <input type="checkbox"/> A 'skills audit' <input type="checkbox"/> A display for your notice board of who is who in the centre <input type="checkbox"/> A picture of the level of diversity within the group of people running the centre 	<ul style="list-style-type: none"> <input type="checkbox"/> Are people using their skills and interests in a way that benefits them and the centre? <input type="checkbox"/> Do you have the range of skills and experience that you need to run the centre or have you realised there might be a gap to be filled? <input type="checkbox"/> Is there a predominance of gender/age/ethnicity etc – could this influence the running of the centre? <input type="checkbox"/>
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Tool 3 Knowing our community centre – Who uses our centre? We now have:	What have we learnt?
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Tool 4 Knowing our community : mapping local assets We now have:	What have we learnt?
<input type="checkbox"/> A map identifying the location of assets within a 2, 5 and 10 minute walk from the centre. <input type="checkbox"/> Information about what services / activities or business these assets provide <input type="checkbox"/> Contact details for other organisations and assets in the area <input type="checkbox"/> A better connection with people from these assets <input type="checkbox"/> A better local understanding of the centre and what it can offer	<input type="checkbox"/> How well known is the centre? <input type="checkbox"/> How much do people know about what goes on in the centre? <input type="checkbox"/> What did you learn about your local area? <input type="checkbox"/> Who could you work with and in what way? <input type="checkbox"/> What new opportunities are there to attract people into your centre?
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List 1 | Things you will need

- large map
- small round stickers – white, black, yellow, red, blue, green and orange
- small post it notes
- pop in café event poster layout
- ‘I wish...’ pegs
- washing line
- poster showing images of what can happen in community centres
- ‘Who runs the community centre’ sheet
- ‘What happens here’ sheet
- ‘Other areas’ sheet
- ‘Who uses our community centre’ sheets
- ‘Knowing our community’ field notes sheets
- ‘Knowing our community’ key sheet for map
- ‘Knowing our community’ asset list
- ‘I wish my community centre’ cards
- ‘I wish my area’ cards
- ‘Design your own community centre’ sheets
- a camera or smart phone to take photos of your work
- a folder or space on a computer or a cloud-based area like Dropbox to type up and save all your Open Doors mapping work in one place
- pens – biros, felt tips
- clipboards (if you don’t have any, a piece of wood or thick card with a bulldog clip will do)
- notebooks
- printing pop in café event posters and fliers
- tea, coffee, juice and cakes for the pop in café events
- chairs, tables, crockery and cutlery for the pop in café events
- tablecloths, bunting and other suitable decorations for the pop in café events (can be provided)

Appendix 1 | The Big Maps

You might already have a big map of your local area which is great. We used open data sources for some of our maps. Open data is information that doesn't have copyright restrictions and which you can use under the terms identified by the source of that information.

We also used Blackwell's Mapping Service which can be accessed on-line or through Blackwells Bookshop in Newcastle City Centre – there is a charge for this service. This enabled us to produce large scale maps with the walking distances superimposed on them. Blackwell's could print the maps for us or send data-files which we could then send to a printer.

We suggest that you do your mapping by researching assets within:

- A two minute walk of the centre
- A five minute walk
- A ten minute walk

How far can you walk in 2/5/10 minutes?

We've used http://en.wikipedia.org/wiki/Walking_distance_measure for an estimate

- 2 minutes = 160 metres
- 5 minutes = 400 metres
- 10 minutes = 800 metres

You can find out what this looks like by using Freemaptools

Freemaptools

1. Go to <http://www.freemaptools.com/radius-from-uk-postcode.htm>
2. Type in postcode of community centre
3. Type in 0.160 in km box to plot 2 minute walk radius
4. Type in 0.400 in km box to plot 5 minute walk radius
5. Type in 0.800 in km box to plot 10 minute walk radius
6. Click 'Show full screen' button
7. Zoom in so the three circles plotted on the map take up most of the screen
8. Take a screenshot of the map and save it

Appendix 2 | Neighbourhood statistics and Know Newcastle

These are both free to use and have lots of data about your local area.

Neighbourhood Statistics

See www.neighbourhood.statistics.gov.uk/dissemination

Neighbourhood summaries are the easiest way to get information about your area. You need to use the post code of your centre and this will pull up a selection of data. Before you start looking at this check out the map, which comes up on the right of the screen and which will show the specific area that the information relates to. Does this – to your knowledge – reflect the area that your centre is serves? You might want to have a look at some neighbouring areas. (Find out and use the appropriate post-codes).

Neighbourhood statistics use boundaries that have been created for this purpose, they are not the same as local authority areas or wards. There is lots of help on the website which will explain this. The areas that their data relates to are called 'Super Output Areas' and within these areas there are two levels of reporting – reporting on 'Lower Layer' and 'Middle Layer' areas. The summaries relate to the lower layer super output data.

In the summaries the data that is available covers the following themes:

- People – including gender, age and relation
- Deprivation – uses the 'multiple index of deprivation' – this ranks all areas in the country on the basis of a 'score' which is related to a range of deprivation topics. This is explained further on the website
- Health – includes life expectancy and number of adults accessing various services
- Local Economy – includes employment, benefits and enterprise
- Education
- Housing – includes household composition and accommodation type
- Crime and Safety

On this website there is also a quiz you can do – Search for 'How well do you know your area?' This is based on ward data and is both a fun and interesting way to test your own knowledge. You could do this as a group which would give you the chance to share your understanding of the local area and talk about what you find out from doing the quiz.

Know Newcastle

www.knownewcastle.org.uk

This website presents the data by Ward. The facts and figures about the local population taken from a wide range of research and reports and cover the following themes:

Part One – People who are part of this community

Part Two – Factors that shape the lives of people in this community

- Natural environment

- Build environment

- Activity

- Local Economy

- Community

- Lifestyle

Part Three – Across the life course

Part Four – Illness and disease in Newcastle

The **Community mapping toolkit** was produced by the Ouseburn Trust and Sharing Learning Doing in July 2014.



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Sharing Learning Doing

Helping people do good things

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