



## ASSET MAPPING & WELLBEING TOOLKIT: A GUIDE



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Community assets represent a vital component of any efficient and effective area-focused wellbeing strategy.

This toolkit contains the tools, instructions, tips and tricks to enable anyone to map and evaluate community assets against a range of wellbeing measures.

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## INTRODUCTION



This is a practical guide to investigating Community Assets within a given area.

This document is for anyone who is looking to conduct an asset mapping exercise or seeking to explore the wellbeing impact of assets in a local area.

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## ABOUT THIS DOCUMENT

### NOTE:

The methods and guidance outlined within this document have been developed during three pilot studies in Dover & Aylsham, Sheerness and Swanley in Kent. During each of the three phases of research, the tools were reviewed and refined. The tools should not be seen as definitive or final – more a set of ‘works in progress’ which can be developed in line with the needs of those using them (and as requirements and objectives change over time)





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## WHY MAP AND MEASURE WELLBEING ASSETS?

Local areas are a rich tapestry of individuals, organisations and entities. Often it's difficult to make sense of this complexity and it can be very difficult to recognise the value and contribution of all the smaller parts that combine to make up the community.

An 'asset mapping' approach is one way of trying to record and log the contributions of those 'smaller parts' – helping to make them more visible and ensuring they are appropriately valued and supported. Without this kind of systematic approach it can be easy to place too much of a spotlight on 'known' or 'familiar' assets.

Reasons why you may want to undertake an asset mapping exercise include:

- To explore the needs and fragility of local assets and understand the conditions needed to help them flourish
- To keep knowledge and intelligence to effectively deploy our resources to ensure that local organisations are supported in the right way to maintain and improve wellbeing.
- To broaden your knowledge about the different individuals, organisations and entities that are playing a role in the local community:

## WHAT DO 'ASSETS' LOOK LIKE?

A 'community asset' could be anything within a local area that has a positive impact on people's lives. The type and number of assets existing locally can be extremely diverse: in the places studied as part of this research between 125 and 250 assets were identified in each area!



Assets are incredibly diverse, but do they tend to fall into a number of common categories which can make them easier to spot (not all assets fall neatly into a category – in practice categories are overlapping)

CHARITIES AND VOLUNTARY ORGANISATIONS

Charity shops/  
volunteer run  
cafés/ support  
groups/ civic  
groups

POLITICAL AND ACTION GROUPS

Residents  
associations/  
campaigning  
organisations/  
'Friends of'

HOBBY OR INTEREST GROUPS

Collecting  
clubs/model  
railway enthusiasts/  
historic re-enactment  
groups/amateur  
dramatics/writing  
groups/book clubs/  
toddler groups

FAITH GROUPS OR ORGANISATIONS

Churches/  
places of  
worship

SMALL BUSINESSES

Local  
cafes and  
food vendors/  
art and craft  
centres/shops/  
crèches

LOCAL EVENTS OR 'PROGRAMMES'

Car  
boot sales/  
festivals/  
fetes

SPORTS CLUBS

Boxing clubs/  
football teams/  
bowling clubs/sailing  
clubs/dance schools/  
darts leagues/bridge  
clubs/walking groups/  
exercise classes

ONLINE GROUPS

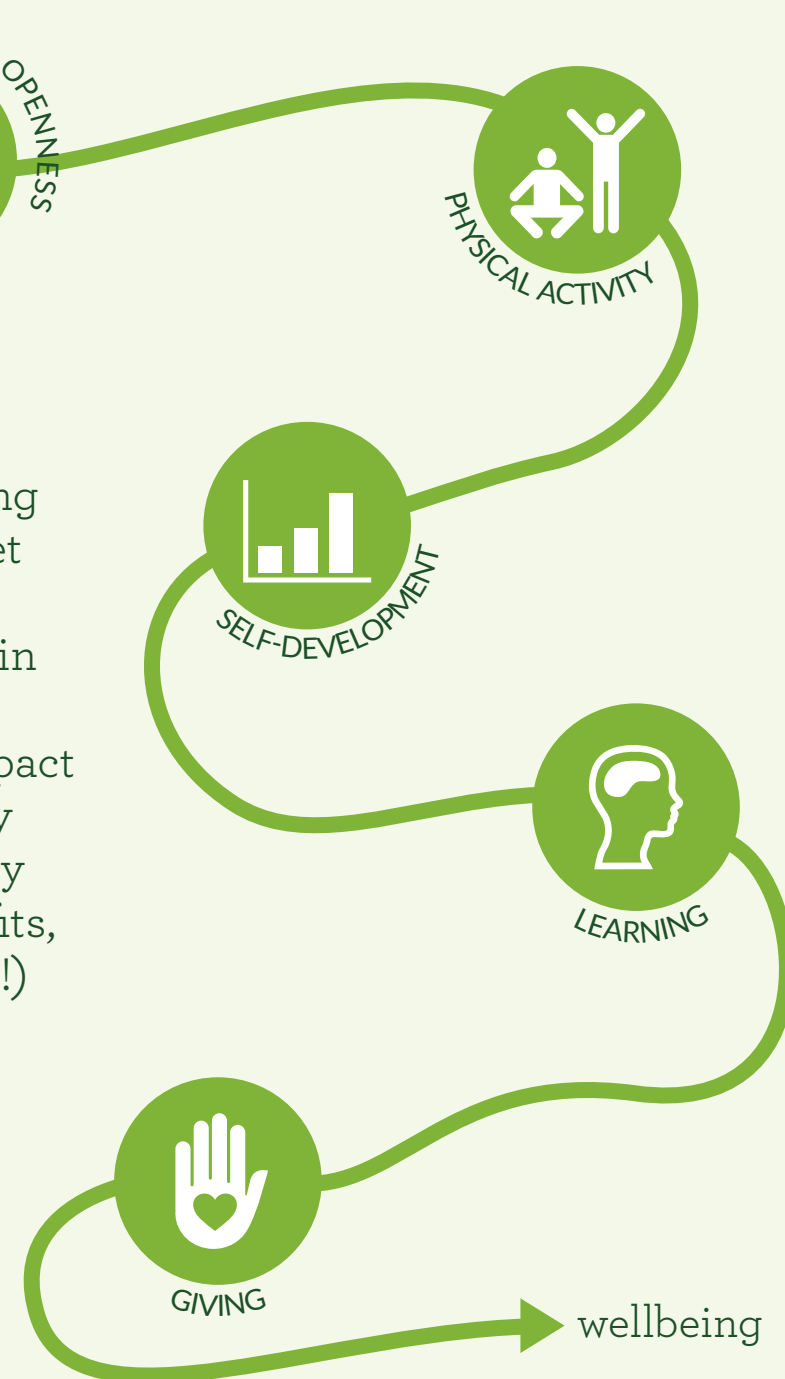
Local area  
forums/  
chatrooms

MEMBERS CLUBS AND 'FRIENDLY SOCIETIES'

Social  
clubs/  
working men's  
clubs

## HOW DO ASSETS CONTRIBUTE TO WELLBEING?

Assets contribute to wellbeing in a variety of ways. Some set out to specifically improve the wellbeing of people within the community; for others wellbeing is a secondary impact (and in many cases they may not have considered that they provide any wellbeing benefits, or at least not in those terms!)







### Asset behaviours

- Introduce people to one another
- Integrate new people into the group and make them feel welcome
- Actively seek new members
- Build and strengthen existing social bonds
- Provide a space / forum for regular social interaction
- Allow people to explore common interests
- Avoid 'cliques' and internal segregation
- Foster friendships outside the setting of the asset

### Individual behaviours

- Make new friends from a range of different backgrounds
- Maintain old friendships
- Seek out people with common interests
- Meet up with members outside of the group



### Asset behaviours

- Get people out of the house and more physically active
- Provide a space for physical exercise
- Encourage participation in sports activities
- Improve people's levels of fitness
- Make people more aware of their own health and fitness and change their attitude toward it
- Challenge people to do more
- Contribute to a generally healthier lifestyle
- Cater for people with varying levels of fitness / mobility

### Individual behaviours

- Take more exercise
- Play sport
- Make an effort to walk or cycle where possible
- Try out a new activity
- Try to improve personal fitness
- Challenge others and compete



### Asset behaviours

- Push people to personal development
- Allow people to expand their horizons
- Take people outside of their comfort zones
- Set people new challenges and goals
- Introduce people to new ideas and ways of thinking
- Introduce people to others outside of their normal social sphere
- Provide skills that might help people's careers
- Provide formal qualifications
- Provide opportunities to take on new responsibilities

### Individual behaviours

- Engage with new idea
- Seek out new challenges
- Get formal qualifications
- Make yourself more employable

## LEARNING



### Asset behaviours

- Teach people new skills
- Encourage people to try new things
- Promote continued learning outside the asset itself
- Set learning challenges and goals
- Reward success and progress
- Encourage and facilitate sharing of skills and knowledge
- Cater for people with different ability levels

### Individual behaviours

- Learning a new skill
- Try out new things
- Share skills with others

## GIVING



### Asset behaviours

- Have a voluntary or care aspect
- Encourage people to think about the needs of others
- Contribute to the wellbeing of others or the local community

### Individual behaviours

- Volunteer time or resources
- Fundraise
- Think about the needs of others
- Help people wherever possible



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## STEP BY STEP GUIDELINES

The instructions and resources in this guide will facilitate a user without specialist research experience to conduct an in-depth study of community assets.



1



## AREA SELECTION & PROFILING

Aims: Defining the boundaries of the study and understanding more about the demographics of the local area

2



## ASSET IDENTIFICATION

Aims: Identifying a 'long-list' of assets that exist within the local area using a range of methods

3



## ASSET PROFILING

Aims: Profiling assets to understand more about their experiences, needs and their contribution to resident wellbeing

4



## RESIDENT INSIGHT

Aims: Exploring the needs and experiences of local residents

5

## ANALYSIS

Aims: Making sense of the data and identifying patterns and trends. Making recommendations





Demographic research is an important part of understanding the area you are studying. By finding out about the makeup of a population you can begin to get a sense of what their particular needs might be and the assets that might cater for them.

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## 1. AREA SELECTION AND PROFILING



## 1. AREA SELECTION AND PROFILING



### OBJECTIVES

- Understand the makeup of the local population
- Highlight particular needs or issues that local people might be experiencing (e.g. unemployment, poor health outcomes etc.)
- Think of assets you would expect to see and the audiences they might cater for

### KEY QUESTIONS

- What are the main types of people who live in the area? (e.g. age, affluence, ethnicity, family size)
- Are there any particular issues that are overly represented locally? (e.g. disability, deprivation, unemployment, housing etc)
- What 'hypotheses' can you infer from the data about the priorities for the local area and needs of residents?



## 1. AREA SELECTION AND PROFILING

### NEIGHBOURHOOD STATISTICS:

- The Office for National Statistics hosts a range of tools useful for area profiling including <http://neighbourhoodstatistics.gov.uk>

### POLICE AND CRIME STATISTICS:

- Crime maps and reports can be generated from [www.police.uk](http://www.police.uk) showing both number of types of crime committed.

### NOMIS:

- This service (<https://www.nomisweb.co.uk/>) provided by the ONS gives a useful breakdown of UK labour market statistics on both area and ward level.



### SUGGESTED TOOLS

### MOSAIC PROFILING:

- ACORN / Mosaic (Subscription consumer classification systems that can provide insight into demographic living patterns in local areas) <http://www.experian.co.uk/marketing-services/products/mosaic-uk.html>  
<http://acorn.caci.co.uk/>

### KENT & MEDWAY PUBLIC HEALTH OBSERVATORY:

- KHMPO is a rich source of data about health outcomes for communities across Kent. <http://www.kmpho.nhs.uk>



### SUGGESTIONS FOR APPROACH

This is usually a desk-based exercise—gathering data and selecting the most pertinent or interesting insights. In many cases there may be people within your organisation who are familiar with these tools and may be able to short-cut the process of gathering information.

Much of this information is available at ward level. To keep asset mapping exercises manageable, we strongly recommend considering narrowing the research to a

small number of wards (E.g. 2–4 wards). The number of wards covered really depends on the specific nature of the place being considered for study—for example, are there ‘naturally occurring’ centres or boundaries. For practical purposes, it’s helpful to think about walking distances too—as much of the asset mapping exercise will happen on foot.



## TIPS/WATCH OUTS

**Everything is relative:** Demographic statistics aren't meaningful unless they're viewed in comparison to statistics from other areas—you are looking for are figures that are particularly high or low in comparison to other places.

**Stay open-minded:** Statistics are useful for giving a general impression of a place—but the reality is often much more diverse. During the research that follows it's important to keep an open mind and not place unnecessary restrictions on your analysis.



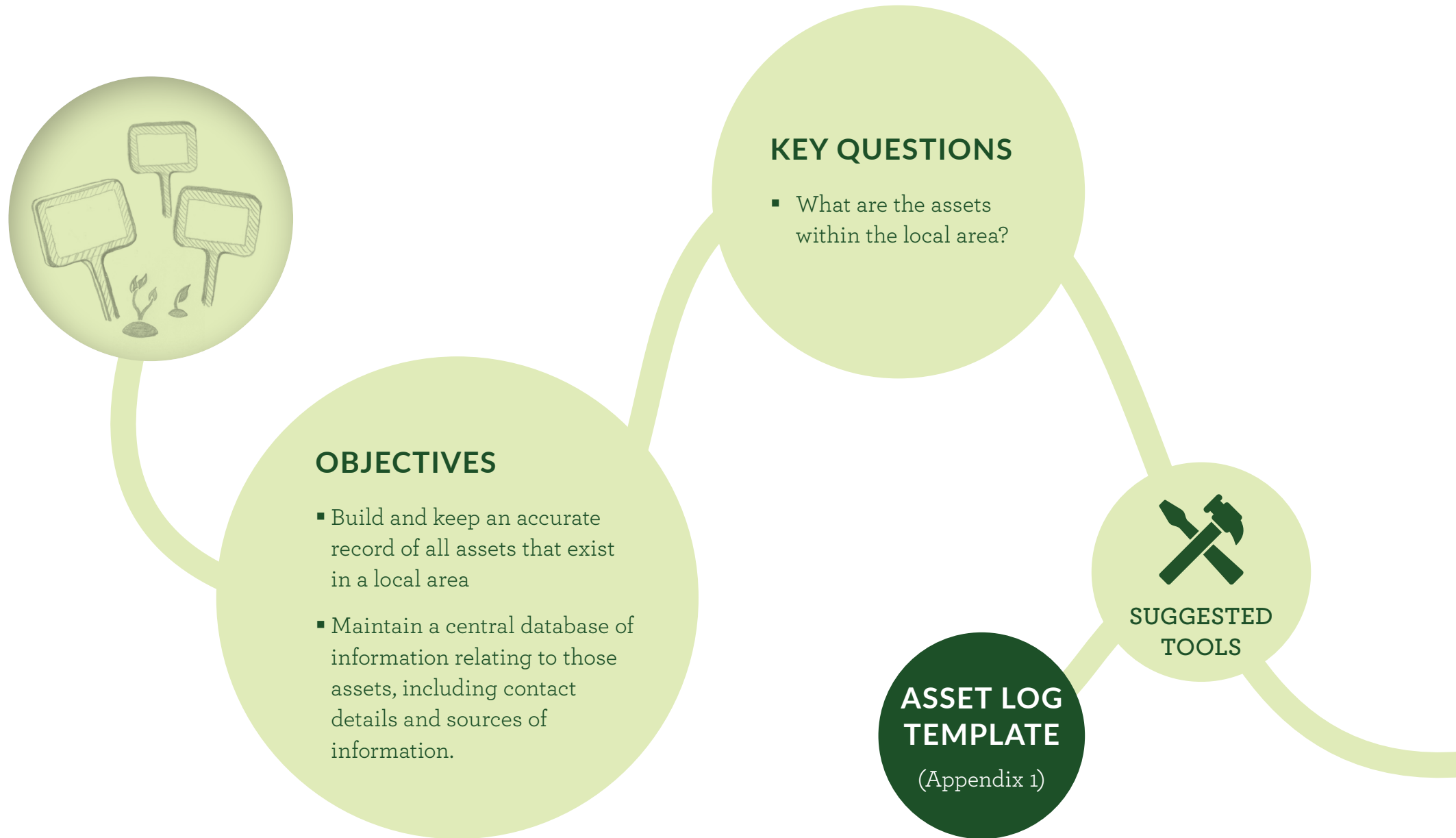


Building a list of all the assets that you encounter is an essential part of an asset mapping exercise. This list should be dynamic and constantly updated—with new assets being added as and when they are discovered and others deleted if they no longer exist.

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## 2. ASSET IDENTIFICATION

## 2. ASSET IDENTIFICATION



### SUGGESTIONS FOR APPROACH

Start online. Many assets will have their own website, and even those that don't might be listed on databases or other sites. Some tips for identifying assets in an online search include:

In search engines or on google maps, pair the name of the place you are focusing on with key search terms such as: community; clubs; sports; teams; activities;

- Facebook and other social media can be used to find more informal assets, especially online groups
- The Charity Commission register of charities ([www.charitycommission.gov.uk/find-charities/](http://www.charitycommission.gov.uk/find-charities/)) is a good place to find information on third sector and voluntary organisations
- Business directories (e.g. [yell.co.uk](http://yell.co.uk); [cyclex-uk.co.uk](http://cyclex-uk.co.uk)) can be useful for finding more commercially orientated assets

When in the field, there are a number of ways you can gather further information about local assets:

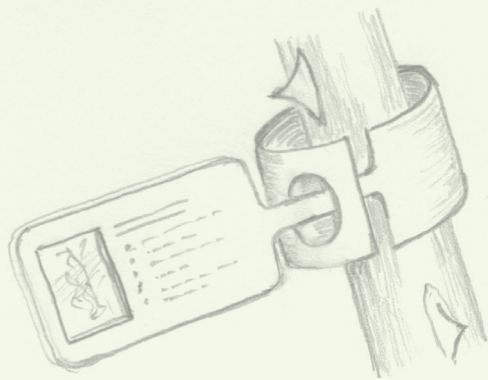
- Local parish council websites, local magazines and newsletters will often have a list of community activities
- Local notice boards often have posters or leaflets relating to community organisations and groups.
- 'Snowballing' from other assets (e.g. asking people you come across what local organisations they are aware of)
- Local independent business often have a lot of connections with others things that are going on locally—and often ones that are difficult to discover otherwise (e.g. a haberdashery shop may have links with local sewing group)

NOTE: Make a map. Familiarising yourself with a map of the area is a helpful way to understand how different parts of the community connect together. Google Streetview is also a useful way of getting a sense of the place before you visit.

### TIPS/WATCH OUTS

**Catchment areas:** Assets may fall outside of your parameters. If you feel assets are important to residents that live within the boundary include them even if the asset itself is outside the area you are studying.

**When to stop?** Assets can and should be added to the asset log when they are discovered. The asset log should be a living document which represents your understanding of assets that exist at any given time.



The 'Asset Profiling' stage is an opportunity to find out more about assets. There is no better way to find out about an asset than by talking to the people that organise it.

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### 3. ASSET PROFILING



### 3. ASSET PROFILING



#### OBJECTIVES

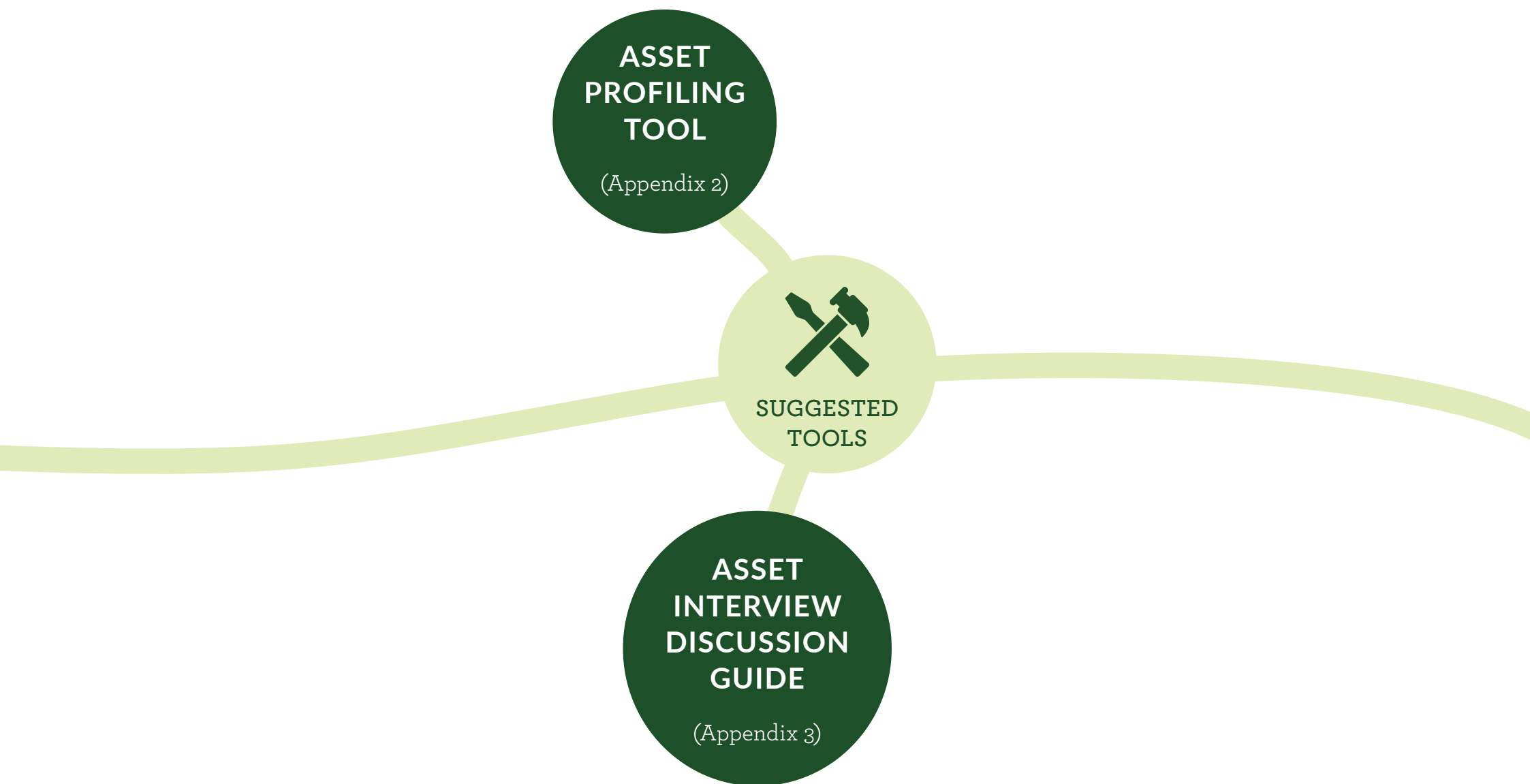
- Develop a meaningful understanding of the asset and how it works in practice
- Talk to those responsible for 'organising' the asset and explore ambitions, motivations, experiences and challenges.
- Talk to people who attend and benefit from the asset
- Gather all of the data on the 'asset profile sheet'

#### KEY QUESTIONS

- What does the asset look like in practice and how does it run on a day to day basis?
- Who are the people responsible for keeping it going and why they do it?
- Who are the people who access the asset and what is their experience of it?



### 3. ASSET PROFILING





## SUGGESTIONS FOR APPROACH

Visiting and speaking to assets individually is a fantastic opportunity to get a real sense of what they do and how they work. However, it can be time-consuming if not planned and managed well.

**When to visit:** It's often useful to visit an asset at a time when something is happening (e.g. a meeting, event or activity). During these times those involved can be busy, but it's invaluable to see with your own eyes what actually happens (as it can be subtly or substantially different to how it is initially described). Given the challenges in talking to 'lead people' during these times, it's important to ensure you can schedule an interview before or after the activity.

**Managing your fieldwork:** Visiting assets is fascinating and it can be easy to use a lot of time talking with people and observing the goings on. Having a plan for the day can help to ensure you make effective use of your time—for example, making appointments to visit more than one asset or having a list of places you want to 'check out'.

**Completing asset profiles:** It's essential that asset profiles are completed for all assets and the data captured on the asset log. If necessary, the asset tool can also be completed by assets independently (e.g. as a paper survey).

## TIPS/WATCH OUTS

**Take photos:** A visual record of the time you spend in an area (or with an asset) can be an invaluable resource.

**Talk to people:** Ad-hoc conversations with participants and other people present at the asset can help triangulate data and give a different perspective

**Recording data and taking notes:** The asset data collection tool is a useful way of gathering the most important information from an asset. If pressed for time, the tool can be administered in around 15mins. Longer interviews should either be recorded or detailed notes taken and typed up later.

**Travel by foot:** Travelling to assets by foot can help to get more of a sense of the local area and identify additional assets.



Qualitative interviews are a great way to gain an understanding of local residents, their needs and the way that they interact with assets. A face-to-face interview of around an hour with a local resident can provide good insight into what might motivate people to engage with community assets, and the kind of barriers that might prevent them from doing so.

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## 4. RESIDENT INSIGHT



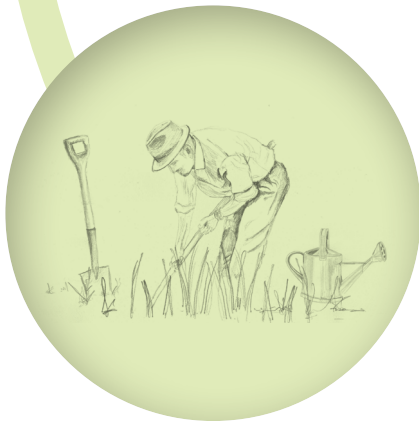
## 4. RESIDENT INSIGHT

### OBJECTIVES

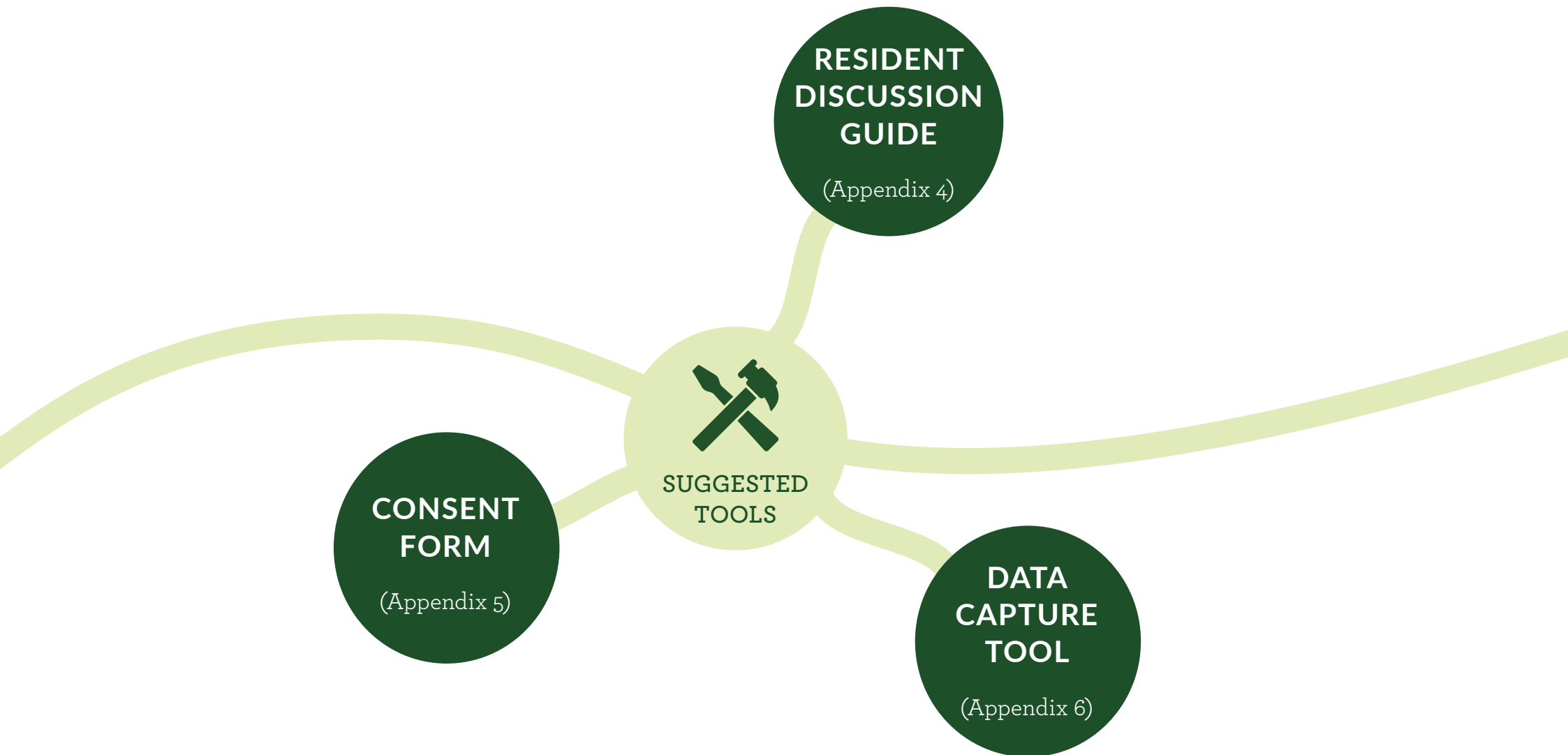
- To understand the wellbeing needs of local residents
- To explore awareness of and attitudes to local assets
- To understand the barriers to engaging with local assets.

### KEY QUESTIONS

- What their life is like on a day to day basis? (Routines, patterns)
- What their current priorities are? (Hopes/fears, ambitions/challenges etc.)
- Usage and need for government funded services
- What assets the individual currently (or in the past) engages with?
- What are their attitudes towards other assets in the local area?
- Exploration of barriers towards engaging with different assets (or taking on a more active role in those they already know about)



#### 4. RESIDENT INSIGHT



### SUGGESTIONS FOR APPROACH

**Sampling:** It's important to have a clear sense of who you want to speak to for the resident interviews. For example, do you want to speak with those who are more actively engaged with assets or those who have higher needs/may be more vulnerable?

#### Key sample questions include:

- Age profile
- Gender
- Affluence
- Ethnicity
- Working status (e.g. fulltime, unemployed, retired etc)
- Current engagement with assets
- Neighbourhood
- Other needs (e.g. mental health, connection with criminal justice system, political engagement, occupation etc.)

#### 4. RESIDENT INSIGHT

**Recruitment:** How you find the people you are going to talk to is an important part of the process. There are various ways in which this can be done, and which you choose might depend on what you hope to find out. It might be worth trying a combination of these different approaches, as different methods of recruitment can bias towards certain ‘types’ of people.

- Via assets. The organisers of local community assets might be able to put you in touch with people they think might be interested in talking to you. This is especially useful if you want to find out about residents’ interactions with a particular asset, as everyone you talk to is likely to engage with it in some way.
- Snowballing through resident networks. Once you’ve talked to a couple of people in the local community you can ask people to suggest others they know who might be happy to talk to you.
- With help from public services: working with local service providers can help to identify individuals with particular needs or in specific circumstances.
- Posters, leaflets and online advertising can be a way of accessing individuals, but it typically works best if an incentive can be offered.



### TIPS/WATCH OUTS

**Informed consent and right to withdraw:** When conducting research of this nature, it's very important that the person you are talking to fully understands the research they are participating in and is happy to do so (and gives you their informed consent to take part). It's important that you explain to them what the research is about and give them a chance to pose any queries they might have. Reassure them that if they don't want to answer any questions during the interview they are under no obligation to do so, and that if they decide they don't want to continue the interview can be stopped at any time. For every interview it is important that you get them to sign a 'consent form' to ensure you have a record that

they have given their permission to participate. Learn more about research ethics: [https://www.mrs.org.uk/pdf/code%20of%20conduct%20\(2012%20rebrand\).pdf](https://www.mrs.org.uk/pdf/code%20of%20conduct%20(2012%20rebrand).pdf)

**Anonymisation and data protection:** It's important that any data you gather from the individual (including their contact details) are kept safe. It is usually best to ensure that the identities of any local residents that you talk to are anonymised. If in doubt, create a pseudonym.

**Incentives:** If a local resident is giving up some of their time to talk to you it's only reasonable that they receive some kind of compensation for their time—and the offer of such should make recruitment easier too! £20 might be reasonable

for an hour's interview, but if offering cash is a problem then giving people gift vouchers is a good alternative. It should be remembered that whatever you decide is appropriate, it should be considered a 'thank you' gift rather than payment.

**Take notes:** You don't need to write down everything your respondent says, but taking down some notes will help you to keep in control of the conversation and remember key points afterwards. Consider using a data capture tool to make sure that you record the information that's important to you [see appendix 4].



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# APPENDICES

Appendix 1-Asset Log Template

Appendix 2-Asset Profiling Template

Appendix 3-Asset Interview Discussion Guide

Appendix 4-Resident Discussion Guide

Appendix 5-Resident Consent Form

Appendix 6-Resident Data Capture Form



## TOOL 1: ASSET LOG TEMPLATE

[BACK TO CONTENTS](#) 



Part of the Kent asset mapping & wellbeing toolkit

[illegible]

TOOL 2: ASSET PROFILING TEMPLATE

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Part of the Kent asset mapping & wellbeing toolkit

Contact details

|   |  |
|---|--|
| Name of Organisation/<br>Club/Society/Other |  |
| Name of Contact Person                      |  |
| Individual title or Role                    |  |
| Contact address                             |  |
| Contact Phone Number                        |  |
| Contact Email Address                       |  |

Overview of Asset

|  |         |                |          |               |        |              |          |       |                  |
|--|---------|----------------|----------|---------------|--------|--------------|----------|-------|------------------|
| Description of main activities<br>(circle maximum of 3)            | CHARITY | INTEREST/HOBBY | BUSINESS | SPORT/LEISURE | ONLINE | MEMBERS CLUB | EVENT(S) | FAITH | POLITICAL/ACTION |
| How long has the organisation been going for?<br>(multiple choice) |         |                |          |               |        |              |          |       |                  |
| Are there other similar organisations nearby?<br>(multiple choice) |         |                |          |               |        |              |          |       |                  |

Attendee profile

|                           |  |
|---------------------------|--|
| Total number of attendees |  |
|---------------------------|--|

## TOOL 3: ASSET INTERVIEW DISCUSSION GUIDE

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Part of the Kent asset mapping &amp; wellbeing toolkit



When you click on the image below, it will open the discussion guide.

Double click on the image below to open the discussion guide

## Appendix 3. Asset Interview Discussion Guide

This guide is intended as the basis of a qualitative interview with the representative of a local asset. We anticipate that each interview could last for up to an hour, but it is designed so that it can be used in part only and still deliver insight if time is limited. The interview should be conducted with the person that organises the asset or someone closely involved in running it, and will fulfil the following objectives:

- To get a more meaningful understanding of the asset and how it works in practice
- To get to know those responsible for 'organising' the asset and explore their ambitions, motivations, experiences and challenges.

Whilst this discussion guide illustrates the broad structure and flow of the interviews, its use will in part be shaped by the nature of the asset, the individual you are talking to and the time available for the interview.

This guide is structured around two main types of question:

- 'Lead questions' – designed to be open and broad, encouraging respondents to



PRINT THIS TOOL



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## TOOL 4: RESIDENT INTERVIEW DISCUSSION GUIDE

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Part of the Kent asset mapping &amp; wellbeing toolkit



Image credit: Kent Asset Mapping Toolkit

Double click on the image below to open the discussion guide

## Appendix 4.

### Resident interview discussion guide

This guide forms the basis of a face-to-face qualitative interview with a local resident. We anticipate that each interview should last for around an hour, and will provide insight into the needs of local residents and how they interact with assets.

These interviews will fulfil the following objectives:

- To understand the wellbeing needs of local residents
- To explore awareness of and attitudes to local assets
- To understand the barriers to engaging with local assets.

Whilst this discussion guide illustrates the broad structure and flow of the interviews, its use will in part be shaped by the extent to which an individual interacts with local assets and the manner in which they do so.

This guide is structured around two main types of question:

- ‘Lead questions’ – designed to be open and broad, encouraging respondents to provide the detail that they deem relevant
- ‘Probing questions’ – designed to ensure the researcher probes around specific



PRINT THIS TOOL



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## TOOL 5: CONSENT FORM

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Part of the Kent asset mapping &amp; wellbeing toolkit

Thank you for agreeing to take part in our research project looking at different communities in Kent and the ways in which residents engage with ‘assets’ in their local area.

By signing this consent form you agree to take part in this project.

More specifically you confirm that:

☐

You are over 16 years old

☐

You understand that your personal details will not be revealed to any third parties, and that information from this interview will be anonymised


☐

You understand that that you are not expected to give out any information that you feel



TOOL 6: RESIDENT INTERVIEW DATA CAPTURE

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| Topic                   | Notes |
|-------------------------|-------|
| <i>About you</i>        |       |
| Local area:             |       |
| Household:              |       |
| Local community:        |       |
| Work:                   |       |
| Daily / weekly routine: |       |
| Free time / weekends:   |       |
| Challenges:             |       |



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## EXAMPLE USES



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CONTENTS



**A**

## **EXAMPLE EVALUATION OBJECTIVE**

Understanding which sports clubs in Aylesham are having the greatest health and fitness benefit.

**C**

## **POSSIBLE OUTCOMES**

This provides the council with a tool to understand the relative merits of different clubs, giving them a measure to help assign grants. If individualised reports are made accessible to local clubs, showing their club against the regional average, it may give clubs the impetus to continue driving for benefits for attendees and growth.

**B**

## **WHAT TOOLS TO USE?**

Send a version of the asset profiling template to local sports clubs. This can measure the health and fitness benefits of each club, as well as highlighting the clubs which are encouraging attendees to learn and improve. It also allows an understanding of desired and actual growth, the number of people currently being reached and where these individuals come from.

**1**

2

A

### EXAMPLE EVALUATION OBJECTIVE

Building a resource of council contacts and community nodes in Swanley.

B

### WHAT TOOLS TO USE?

Conduct desk based and field-based ethnography to fill out the asset log templates. Assets provide the opportunity to reach a wide field of individuals through their members. Organisers and leaders of assets are often active in other areas their community (e.g. at their places or work, or in their neighbourhoods). Meeting these individuals during field-based research, can provide another avenue to reach a more diverse range of individuals.

C

### POSSIBLE OUTCOMES

This allows council information to be more efficiently disseminated, and provides an avenue for surveys to be distributed and filled out.

3

A

### EXAMPLE EVALUATION OBJECTIVE

Understanding the wellbeing benefit of the East Sheerness Working Men's Club for the surrounding ward

B

### WHAT TOOLS TO USE?

An asset interview should be conducted with the Working Men's Club, to get the perspective of leaders and organisers. To understand the actual experiences of attendees, resident interviews with local people who attend the club should be conducted, using the resident interview discussion guide and resident data capture asset.

C

### POSSIBLE OUTCOMES

This allows depth understanding of what a local community asset means to people, and the value of such a place.