

# Community asset mapping

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[www.assetbasedconsulting.net](http://www.assetbasedconsulting.net)

# Appreciative Interviewing



# Appreciative interviewing

- Can you tell a story of a time when you made a positive change to improve your own health and wellbeing?
- What do you believe is now the single most important thing that positively influences your own health and wellbeing?
- Now turning to your work; can you tell a story of how you involved others as equal partners in bringing about real and sustainable change?
- Imagine your community telling stories about how you have worked together as equal partners to achieve your dreams of a healthy community.  
What would these stories be?



# **Asset mapping:**

*recognising assets*



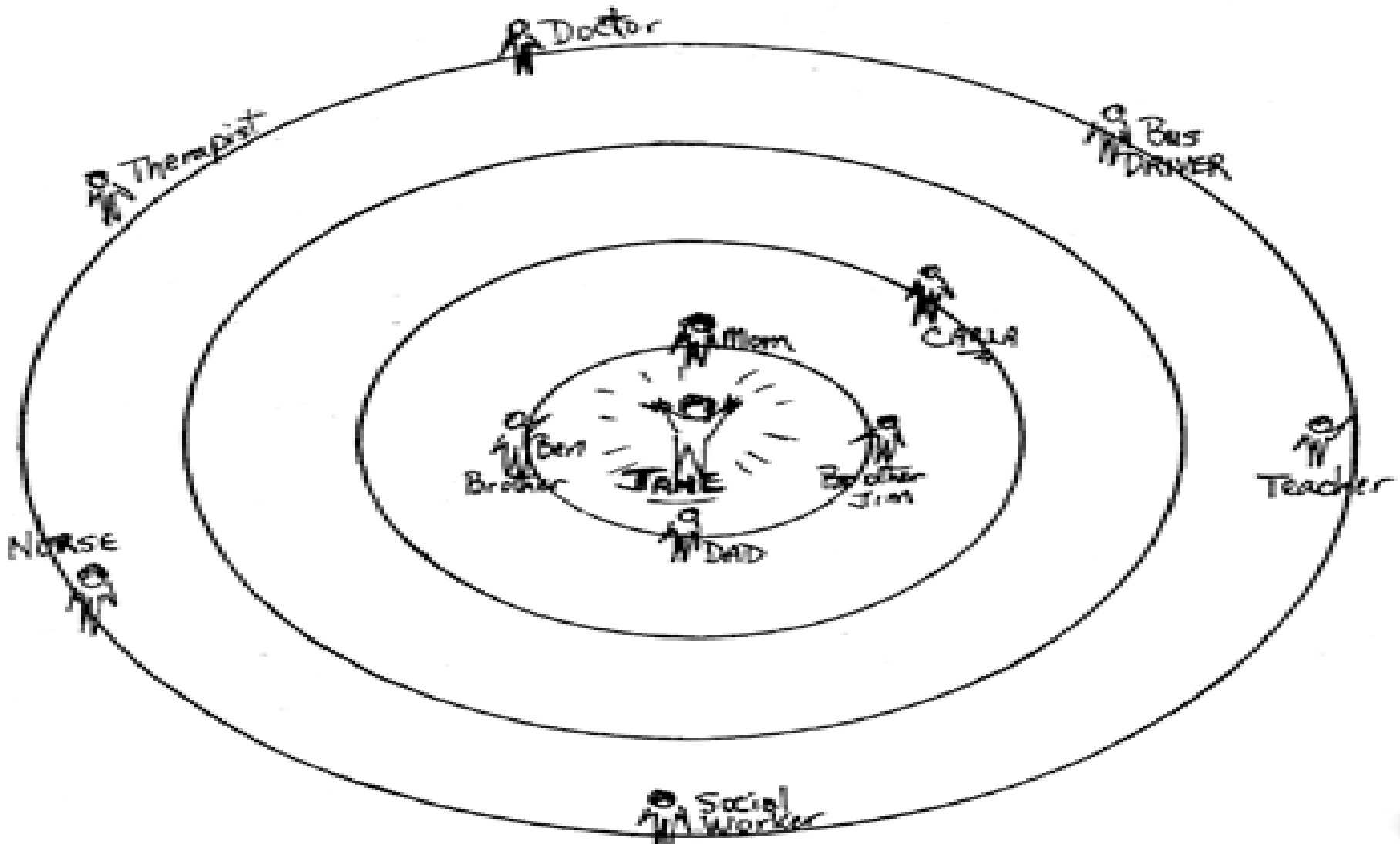
# Asset mapping

- Can be done with:
  - Individuals – circles of friends/support
  - Communities – Community asset mapping
  - Organisations – using Appreciative Inquiry

Forming new and expanding connections to bring about change



# Circles of friendship and support



*'Circles of support and personalisation'* (no date) Max Neill & Helen Sanderson

[www.helensandersonassociates.co.uk/media/75948/circlesofsupportandpersonalisation.pdf](http://www.helensandersonassociates.co.uk/media/75948/circlesofsupportandpersonalisation.pdf)

# Connecting and using circles

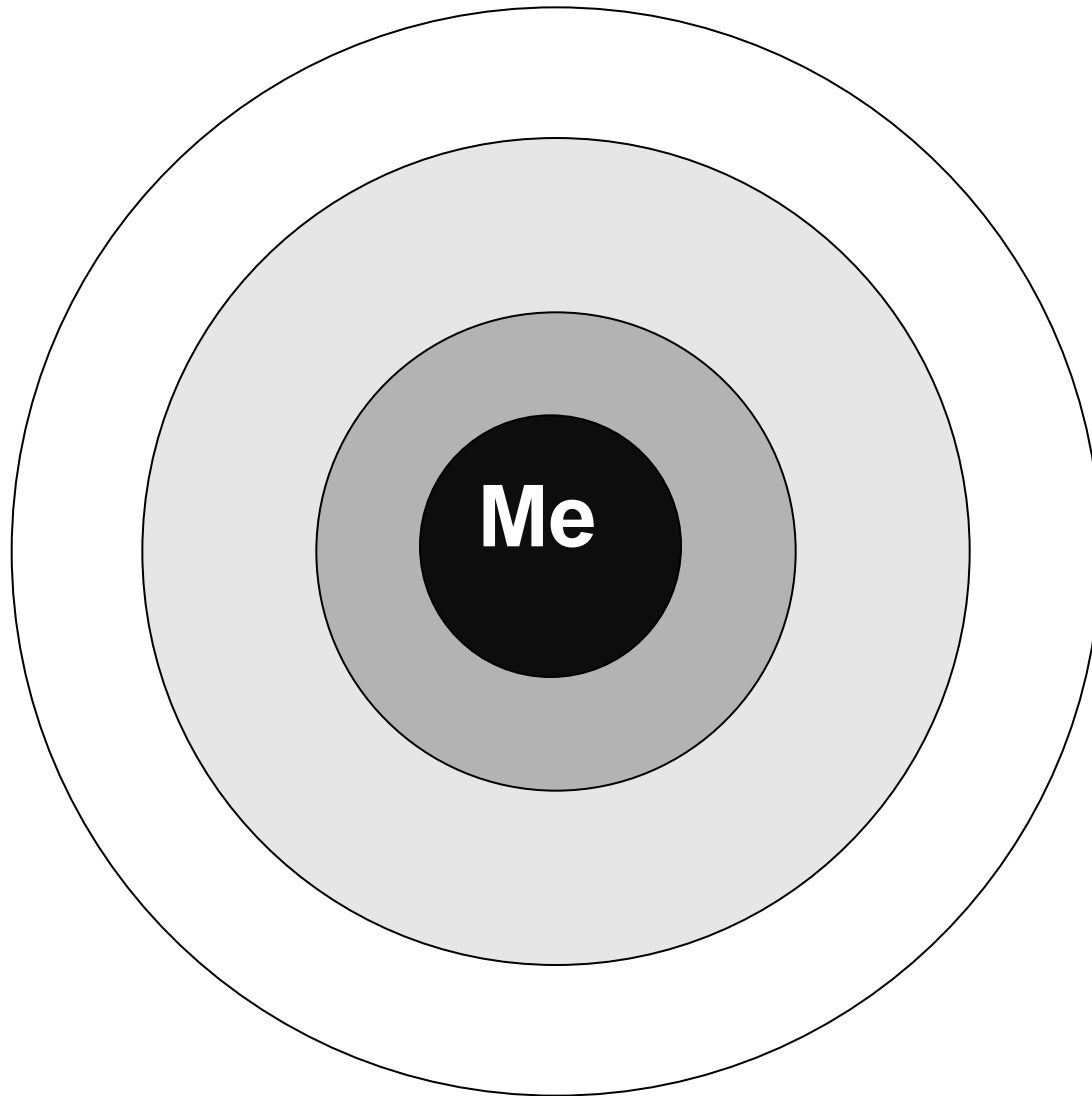


The assets of individuals



*'Using an assets approach for positive mental health and well-being'* (2012)  
Institute for Research and Innovation in Social Sciences

# Individual Asset mapping exercise





# Community asset mapping

The actual and potential assets of:

- Individuals
- Associations
- Organisations



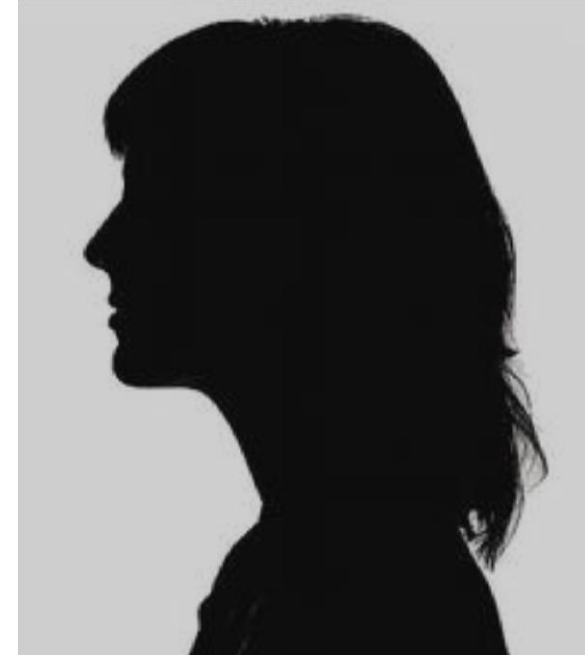
*'Building Communities from the Inside Out'* (1993)  
John P Kretzman & John L McKnight



# Creating a community asset map

The actual and **potential** assets of:

- Individuals – head, hands and heart
- Associations
- Organisations





# The assets of the community



*Using an assets approach for positive mental health and well-being' (2012)*  
Institute for Research and Innovation in Social Sciences

# Asset mapping exercise – community assets

|               | Heart  | Hands   | Head  |
|---------------|--|---|---|
| Individuals   | What do I care about/what motivates me to act?       | What practical skills do I have/what can I do?          | What knowledge/expertise do I have. What do I know about?   |
| Organisations | What does my and other organisations care about?     | What can/do my and other organisations do?              | What specific knowledge do my and other organisations have? |
| Associations  | What do local groups care about/what motivates them? | What do local groups do already and what could they do? | What specific knowledge/expertise do local groups have?     |



# Asset mapping exercise – community assets

|               | Heart  | Hands   | Head   |
|---------------|--|---|--|
| Individuals   | I care about older people's wellbeing & independence     | Family members can support service users to do as much as they are able | I know how to empower older people and promote self-care.          |
| Organisations | Age UK cares about the rights and status of older people | Age UK can provide and connect older people with a range of support     | Age UK has knowledge/research about the benefits of independence   |
| Associations  | Lunch Club cares about preventing social isolation       | Various informal groups can provide support and friendship              | BS Alive knows how to set up a constitution and get grant funding. |



# Asset mapping exercise

|               | Heart | Hands | Head |
|---------------|-------|-------|------|
| Individuals   |       |       |      |
| Organisations |       |       |      |
| Associations  |       |       |      |



# Adding more depth

As well as individuals, associations and organisations, in a community this can also include:

- The physical assets
- The economic assets
- The cultural assets



# Analysing assets



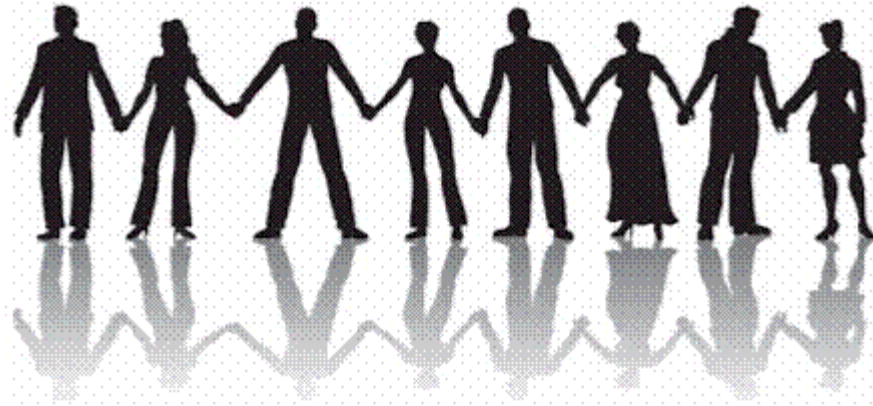


# Community asset mapping process

- Identify and meet the people who will become the core group
- They contact individuals or groups who are active in the community
- Collate the assets and talents of individuals in the community
- Identify the resources and assets of local associations, clubs and volunteers
- Map the assets of agencies, including the services they offer.



“The asset approach is a set of values and principles and a way of thinking about the world.”



It takes everyone to build a healthy, strong and safe community.

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