



Introduction

Big events often use temporary infrastructure and non-local resources, overlooking local assets that provide the same service. Instead of focusing on 'what we don't have', Asset Mapping realigns the focus to 'what we do have'. This way of working helps build relationships with local communities and aims to rebalance resource use towards local assets.

Steps to Asset Mapping Success

1. Identify asset mapping purpose

Different types of assets exist within communities, including **individual** (knowledge, skills, social networks, passions and experiences), **association** (small groups, clubs and volunteers), **institution** (professionals in a structured organisation), **physical** (land, buildings, spaces, equipment and funding), and **connection** (community influencers that bridge interaction between assets).

It is useful to map all asset types as, often, these have links to other assets. However, the purpose of asset mapping may vary. For example:

- To identify all event equipment available in the community
- To identify social networks that can help communicate events or activities within the community
- To identify local outdoor spaces or venues where activities or events can take place

2. Highlight assets and links between assets on a visual map

To make collecting information on local assets easier, think about how to distinguish between different assets and the strength of links where relevant. For example, the different types of assets (as stated in Step 1) may be allocated a colour on a map or have a symbol associated with that asset type. To identify the links and strength of links between assets, coloured lines of different thickness can be added to the map.

3. Present the asset map

The community asset map can take many forms and does not need to be complicated. For example, a highlighted and annotated paper or digital local map could be used, or alternatively a spreadsheet or list of different assets and linkages could be produced. Where asset mapping is likely to be needed on a regular basis it can be beneficial to make use of dedicated mapping software that can be regularly updated. However, it is important that the creation of the community asset map is a collaborative exercise. Arranging an asset mapping workshop with local stakeholders is a great way to kick-start the process and build community engagement.