



# COMMUNITY MAPPING TOOLKIT



# COMMUNITY MAPPING TOOLKIT (STEP 2)

In Wales, every Club and its community is different whether it be through geography, population or resources.

This can present challenges but can also open the doors to a variety of opportunities.

By mapping out what your community looks like and discovering who is within it, you will gain a greater understanding of your local area.

A small mapping exercise can help you understand who and what is near your Club. Start looking at what lies on your doorstep and then aim to explore wider. Depending on where your Club is in Wales and the geography of your 'local' area you may need to adjust the distances of your mapping to obtain the best results.

Once you have discovered who and what is in your local community along with knowing the representation of your Club Members you can begin to determine who to build relationships with first. Remember community engagement is a two-way process so you will have to reach out to your community. The building and forming of relationships and trust can take a long time so perseverance is key!

## KNOW YOUR COMMUNITY

### UNDERSTANDING WHO IS WITHIN YOUR LOCAL COMMUNITY

Local organisations and groups can be a great source of information both on local challenges and needs in your area and to support your community engagement.

Begin to discover your local community in three simple steps.

#### Step 1

▪ As a starting point researching local statistics to find out about the community groups that live in the local area is essential which will also help with benchmarking the representation of your Club against the community in which it operates and serves.

To achieve this you can use the [Census results](#) for your area, visit the [Welsh Governments Stats Wales](#) website or by engaging with your local Council which will also have information available on their website.

#### Step 2

▪ Enter your location/postcode onto a mapping search engine app. [Google Maps](#) is one of many sites which will allow you to complete this exercise.

### Step 3

▪ Once you have located your Club or facility on the map start by mapping your local area using the template below. This will help you to identify relevant groups and organisations that are active in your area and who may be able to help. These may include local charities, councils, places of faith, disability projects, other sports clubs or organisations or anyone who supports the community. Not only will these organisations and groups have a good understanding of your potential audience but they will have a high level of trust and can help you to engage with them.

### COMMUNITY MAPPING EXERCISE

Begin to fill out the table below by adding in relevant organisations, places of faith or community groups that you discover through this exercise. Remember to start with your local doorstep community before discovering the wider community.

It will be useful to add any organisations, groups or individuals you already have a relationship with.

TYPE	ROLE/PURPOSE	KEY CONTACTS	ADDRESS
Individuals Community leaders			
Community groups and Networks			
Organisations and charities			
Physical Space Places of faith/culture			

## SUPPORT PROVIDED

Once you have begun to understand what organisations and groups are local to your Club, you can then identify what support they can provide and groups they can help you to connect with as part of your community engagement in step 5 of the Club PAWB Framework. You could do this by searching their website or social media channels or by speaking directly with someone.

TYPE	SUPPORT OFFERED	TARGET AUDIENCE
Individuals Community leaders		
Community groups and Networks		
Organisations and charities		
Physical Space Places of faith/culture		

Remember the community landscape will change, so you may need to continue to monitor and repeat this exercise every two or three seasons.

If you require support in completing the Club Reflection Toolkit contact [PAWB@FAW.Cymru](mailto:PAWB@FAW.Cymru)