

# Asset Mapping

## WHAT IS ASSET MAPPING?

A way for communities to visualise the assets that they have, uncover more assets, and discuss how these assets could be better mobilised and used.

You may use this sheet to capture assets that you consider valuable for your project. You can use it in a group setting to capture collective assets, or you can use it individually to capture personal assets and relationships.

Think about different types of assets, using the examples below.

## HOW IT WORKS

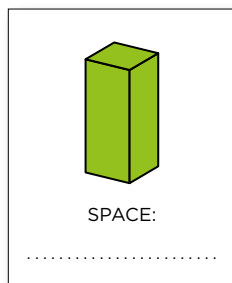
Imagine that at the centre of the map is your project. The concentric circles help you prioritise different assets according to how central/important they are to the project, or how easily they can be mobilised. The more central an asset is the closer to the centre you place it. Assets that are more peripheral can be seen as potential assets.

If you work in a group make sure you take turns so that everyone has the chance to contribute assets they consider to be important. When each person places an asset on the map it is good practice to discuss why they consider it to be an asset and why they choose to place it at a particular location in relation to the centre. This will help the group create a shared understanding of the projects' assets.

When you place assets on a map, consider their relation to other assets.

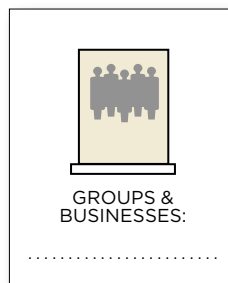
You may choose to do this exercise as an individual, thinking about assets that are more relevant or accessible to you. Bringing individual maps together may be another way in which a collective map can be created.

If you use asset mapping as part of collaborative design, it is possible that new ideas about assets (or how they can be used) emerge in the process. These can be recorded as potential assets on the map on the next page.



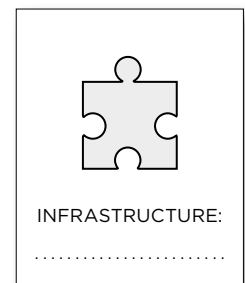
### SPACES

Spaces that you use, including open spaces.



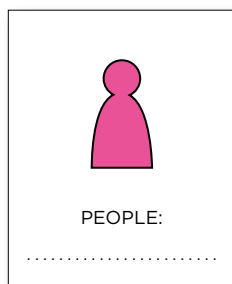
### GROUPS & BUSINESSES

Businesses, charities, organisations, clubs; that you work with or receive services from.



### INFRASTRUCTURE

E.g. buses, tube, wifi or access to various resources.



### PEOPLE

Someone key to the project or someone with a particular skill.



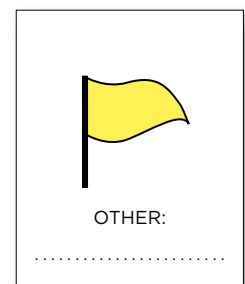
### MEDIA: OFFLINE

Media you use to tell people about things, or media that you used to find out things from.



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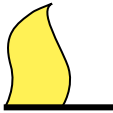



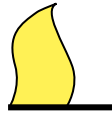


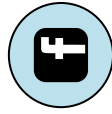
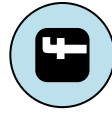







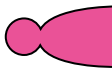
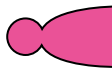


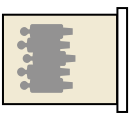
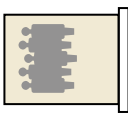
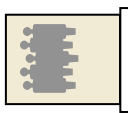
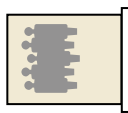

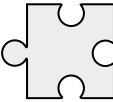
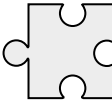
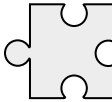
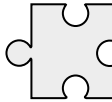






### OTHER

Anything that doesn't fit into the other categories.

weaker relationship / less central / less contribution

stronger relationship / more central / greater contribution

Cut out the cards to use on the **Asset Map**.

	OTHER:			OTHER:		OTHER:		OTHER:	
	MEDIA - ONLINE:		MEDIA - ONLINE:		MEDIA - ONLINE:		MEDIA - ONLINE:		MEDIA - ONLINE:
	MEDIA - OFFLINE:			MEDIA - OFFLINE:		MEDIA - OFFLINE:		MEDIA - OFFLINE:	
	PEOPLE:		PEOPLE:		PEOPLE:			PEOPLE:	
	GROUPS & BUSINESSES:		GROUPS & BUSINESSES:		GROUPS & BUSINESSES:		GROUPS & BUSINESSES:		GROUPS & BUSINESSES:
	INFRASTRUCTURE:		INFRASTRUCTURE:		INFRASTRUCTURE:		INFRASTRUCTURE:		INFRASTRUCTURE:
	SPACE:		SPACE:			SPACE:		SPACE:	

## Thanks and acknowledgements

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Design by [jowheelerdesign.co.uk](http://jowheelerdesign.co.uk)

