

# Exploring Community Assets

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# Understanding the role of community assets in health

- How can we identify, understand and maximise community assets?
  - Examples of how this is being done in Wirral
  - Examples of how this is being done elsewhere
  - Ideas / thoughts/ discussion

# The myth of assets - what are they?





# It's about people



# Community assets



“Assets are any resource, skill or knowledge which enhances the ability of individuals, families and neighbourhoods to sustain their health and wellbeing” (Foot 2012).

# What are assets?

- Skills of local community members
- Power of local community
- Physical buildings
- Physical and economic resources
- Relationships, networks
- Supportive and healthy

# Why focus on assets?



Communities and community development have a key role to play in the reduction of health inequalities, particularly in deprived areas (Marmot, 2010)

Focus on:

- the value in communities
- the resources available to draw upon



## Moving from a deficit approach to an asset approach

Where we are now - the deficit approach	Where an asset way of thinking takes us
Start with deficiencies and needs in the community	Start with the assets in the community
Respond to problems	Identify opportunities and strengths
Provide services to users	Invest in people as citizens
Emphasise the role of agencies	Emphasise the role of civil society
Focus on individuals	Focus on communities/ neighbourhoods and the common good
See people as clients and consumers receiving services	See people as citizens and co-producers with something to offer
Treat people as passive and done-to	Help people to take control of their lives
'Fix people'	Support people to develop their potential
Implement programmes as the answer	See people as the answer

Aims to complement,  
**not** replace,  
local services



# How can we identify and understand community assets?



# Asset mapping

- Mapping the resources, skills and talents of individuals, associations within a community
  - Assets of individuals
  - Assets of associations
  - Assets of organisations
  - Physical assets
  - Economic assets
  - Cultural assets



## Case studies of asset mapping:

- Online directories such as [Wirralwell.co.uk](http://Wirralwell.co.uk); [livewellliverpool.info](http://livewellliverpool.info)
- Health Champions
- Social prescribing databases
- Evidence gained from specific Wakefield, Liverpool and Wirral case studies

**Feasibility and practicality of a directory**

**Who keeps this up to date?**

**What we did...**

# Wakefield, South Yorkshire



# Wakefield 2011 Asset mapping pilot

Develop asset approached work in two of Wakefield's twelve Priority Neighbourhoods focusing on mental health

Develop a toolkit, based upon the experiences and learning from the pilot that can inform planning and delivery in other areas locally and nationally.

Evaluate the method and results as a way forward for capturing health assets, community development and as a commissioning tool.

Capture this information as part of the refresh of the JSNA process being carried out nationally.



Connect



Be active



Take notice



Keep learning



Give

- What makes us a strong community?
- What do we do as a community to make people feel better?
- What makes this a good place to be?
- What factors help us to cope in times of stress?
- What makes us healthy in mind, body and spirit, as a community?

# Wakefield findings

- **Augmenting** the Joint Strategic Needs Assessment to be a more holistic picture of the local area
- **Fostering** co-production of health and health care across sectors and with the community
- **Enabling** commissioning for well-being outcomes
- **Supporting** community engagement and the commissioning cycle
- **Building** a platform for condition management, self care, care closer to home
- **Contributing** to demand management and efficiency.
- **Reinforcing** the community's and individual buy-in to maintaining good health

In Liverpool.....



# Twitter chase

5 Teams in 5 Areas of Liverpool  
Aim to visit as many services from the 'LiveWell' directory as possible and Tweet about them.

Dovecot

Speke

The team who tweets the most wins!

Belle Vale

Norris Green

Follow the action on the hashtag  
#staywell

Toxteth



[www.LiveWellLiverpool.info](http://www.LiveWellLiverpool.info)





4 teams, 3 hours, 22  
people, 51640  
steps walked, over  
80 services visited.



# Liverpool cultural asset mapping

- Follows similar methodologies as Wirral project
- Database of all assets in inner city
- Provide evidence of role community assets play in culture post capital of Culture year



In Wirral.....



# Wirral Asset mapping

Wirral – 310,000 population, diverse spread with areas of high deprivation and affluence just miles apart.

Marked differences in social and health issues related to education, living environment, employment and lifestyle



Local projects, initiatives or organisations were identified as examples of community assets

Focus on the local - excluded private companies and national projects



# Methods

## Mapping

- Database
- Thematic analysis
- Identification of assets for evaluation

## Identifying value

Generating evidence on the impact and value created by community assets

WIRRAL

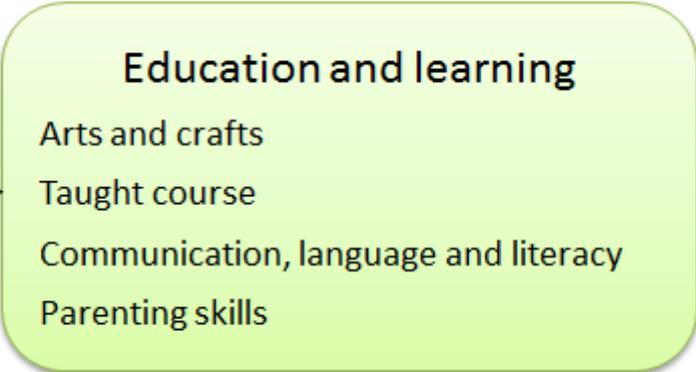
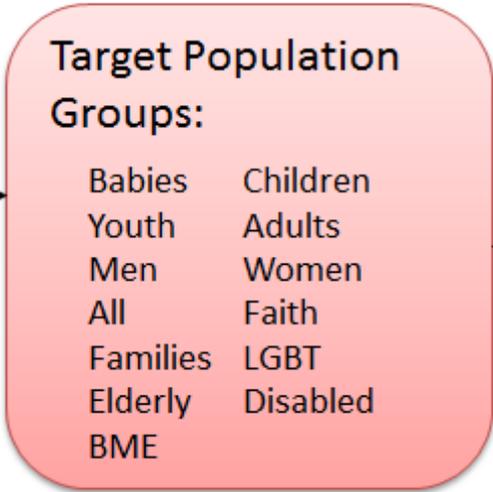
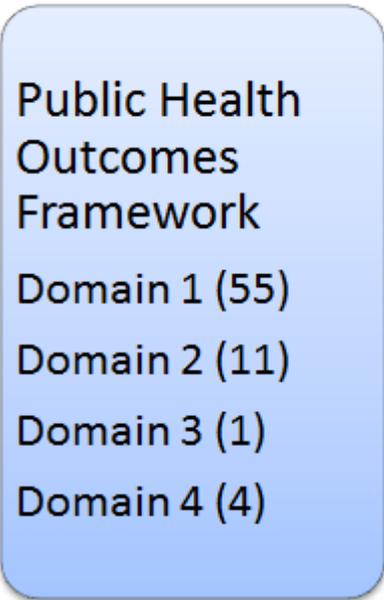


Exploring the Social Value  
of Community Assets in Wirral



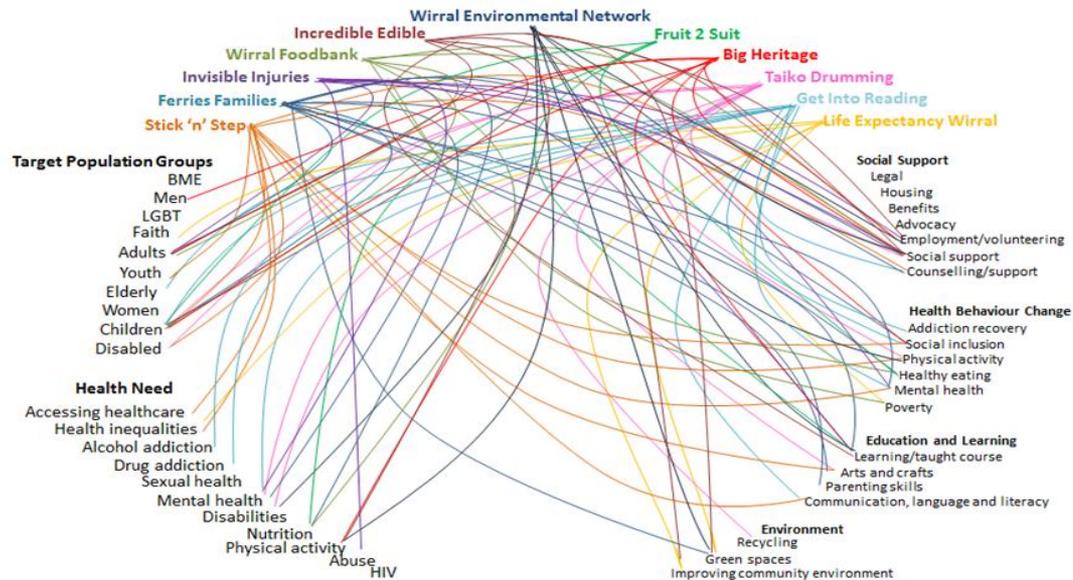
Authors:

Chris Mason and Deborah James  
Applied Health and Wellbeing Research  
May 2011



# Exploring impact

- Eleven community assets selected to represent the range of community assets in Wirral



- Two methods used to explore the impact and social value
  - Qualitative case study approach
  - Social Return on Investment

# Community asset impacts

**Positive impact** on individuals and their community

3 main themes emerged, related to:



**Social**

~

**Learning of new skills**

~

**Health and wellbeing**



# Wirral – Communities of Practice

## **Problem Statement:**

• Individuals, community groups, statutory services and local government lack any formal knowledge, skills or training about the Model (and underpinning principles) of Asset-based Community Development (ABCD) (Kretzmann & McKnight, 1993).

## **Programme Goal(s):**

- To deliver a 12 month pilot programme to facilitate ABCD across the Four Constituency Committee Areas of Wirral.
- To ensure that the devolved budgets of each Constituency Committee Area are disposed of in a manner that is consistent with ABCD principles.
- To provide ABCD training to individuals, community groups and professionals from statutory services and local government.
- To ensure that local communities in Wirral have both a voice and greater influence with regard to future community development.
- To encourage organic growth in community assets and in ABCD in Wirral.

Exploring the impact



Development of a logic model to examine potential outcomes  
Inform evaluation approaches

Activities	Outputs	Short-term Outcomes	Intermediate Outcomes	Long-term Outcomes
What happens in our organisation?	What are the tangible products of our activities?	What changes do we <u>expect</u> to occur within the short term?	What changes do we <u>want</u> to see occur after that?	What changes do we <u>hope</u> to see over time?
<ul style="list-style-type: none"> <li>• Phase 1: Terrain mapping and the establishment of a Community of Practice (COP).</li> <li>• COP Event</li> <li>• 5 COP Meetings</li> <li>• CEO Executive Workshop</li> <li>• Elected Members Workshop</li> <li>• Constituency Committee Area Event (x4)</li> </ul>	<ul style="list-style-type: none"> <li>• Range of data generated from discussion, notes, minutes and actions</li> </ul>	<ul style="list-style-type: none"> <li>• COP membership agreed</li> <li>• Regular meetings arranged</li> <li>• ToRs, operational principles and goals of the group agreed</li> <li>• Improved ABCD knowledge and skills across all stakeholders</li> <li>• Asset-mapping process initiated</li> </ul>	<ul style="list-style-type: none"> <li>• Facilitation of information sharing across all stakeholders</li> <li>• Better decision making, informed by both needs and strengths approach</li> <li>• Forum for reflection and shared learning</li> </ul>	<ul style="list-style-type: none"> <li>• Evaluation of the ABCD in Wirral.</li> <li>• Co-production of performance indicators</li> <li>• Production of an agreed longitudinal ABCD Performance Management Framework</li> </ul>
<ul style="list-style-type: none"> <li>• <u>Phase 2: Training and Workshops</u></li> <li>- Community Builders Training (3 Days)</li> <li>- Community Builders Workshops (x3)</li> <li>- Teaching</li> </ul>	<ul style="list-style-type: none"> <li>• List of delegates established</li> <li>• Plans and ideas for moving forward</li> </ul>	<ul style="list-style-type: none"> <li>• Increased Community Builders' knowledge about ABCD</li> <li>• Connections made between community assets</li> </ul>	<ul style="list-style-type: none"> <li>• Generation of new ideas</li> <li>• Collaborative working and ideas shared across new areas</li> </ul>	<ul style="list-style-type: none"> <li>• Health implications of ABCD development and implementation</li> </ul>

<b>Activities</b> <b>What happens in our organisation?</b>	<b>Outputs</b> <b>What are the tangible products of our activities?</b>	<b>Short-term Outcomes</b> <b>What changes do we <u>expect</u> to occur within the short term?</b>	<b>Intermediate Outcomes</b> <b>What changes do we <u>want</u> to see occur after that?</b>	<b>Long-term Outcomes</b> <b>What changes do we <u>hope</u> to see over time?</b>
<ul style="list-style-type: none"> <li>Phase 3: Mentoring of Community Builders and support for learning sites and rolling training offer.</li> <li>Proactive support for Community Builders</li> <li>Delivery and implementation of ideas</li> </ul>	<ul style="list-style-type: none"> <li>No of activities developed by the Community Builders</li> <li>No of activities implemented by the Community Builders</li> <li>Evidence of use</li> </ul>	<p>Create opportunities for socialisation</p>	<ul style="list-style-type: none"> <li>Improved community cohesion</li> <li>Improved community cohesion</li> <li>Improved relationships and partnership working</li> </ul>	<ul style="list-style-type: none"> <li>Improved health and wellbeing</li> <li>Reduced health inequalities</li> </ul>
<ul style="list-style-type: none"> <li>Phase 4: Bringing the COP, learning sites and leaders across Wirral for a Vision Day</li> <li>Celebration Event</li> </ul>	<ul style="list-style-type: none"> <li>No of attendees</li> <li>Information/stories shared</li> <li>Ideas generated/decided upon</li> </ul>	<ul style="list-style-type: none"> <li>Shared learning</li> <li>Future plans agreed</li> <li>Increased awareness across the partnership about what works</li> </ul>	<ul style="list-style-type: none"> <li>Continued and increasing development of community assets</li> <li>Increased effective partnership working</li> </ul>	<ul style="list-style-type: none"> <li>Systems/culture change</li> <li>Reduced costs to services</li> <li>Improved health and wellbeing</li> <li>Reduced health inequalities</li> <li>Resilient and autonomous community</li> </ul>
<ul style="list-style-type: none"> <li>Phase 5: Evaluation</li> </ul>	<ul style="list-style-type: none"> <li>Co-production of ABCD Performance Management Framework</li> </ul>	<ul style="list-style-type: none"> <li>Evidence of increased growth of ABCD activities</li> </ul>	<ul style="list-style-type: none"> <li>Evidence of ABCD's contribution to improved community cohesion and resilience</li> </ul>	<ul style="list-style-type: none"> <li>Evidence of ABCD's contribution to improved health and wellbeing</li> <li>Evidence of ABCD's contribution to improved reduced</li> </ul>

# In summary

**‘We can’t do well serving communities if we believe that we, the givers, are the only ones that are half-full, and that everybody we’re serving is half-empty... there are assets and gifts out there in communities, and our job as good servants and as good leaders [is] having the ability to recognise those gifts in others, and help them put those gifts into action.’**

**(First Lady Michelle Obama, 2009)**



# Maximising community assets:

Identify where community assets are;  
use what resources you already have

Use assets to your advantage – work with  
and promote them



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