

Local mapping and comms checklist

A local project wants to work with residents and businesses to develop an online guide and communication system for the area.

Purpose

The aims of the guide and system are to:

- Support an asset-based approach to community building through mapping
- Offer residents, groups and businesses the opportunity to raise their profiles
- Enable communication, co-operation and collaboration among all interests

Principles

The system should be :

- Accessible using existing consumer communication devices and tools where possible
- Co-designed with residents, groups and businesses
- Open to contributions from all residents and businesses
- Well-managed and supported, and sustainable

System components

1. A **directory** of local facilities, organisations etc
2. **Geomap** of social infrastructure and issues
3. **Netmap** showing interests, wants, offers, collaborations
4. **Existing local comms** - Facebook, WhatsApp, blogs, Twitter etc
5. **Other spaces and tools for communication and collaboration**
6. **People who make the system work**: mapping and comms manager(s), local activists learning new methods, community and social reporters.

Possible functions

A Infrastructure - facilities, plans needs

- Help residents and businesses find facilities, groups and organisations in the area using a directory and map
- Show future plans for the area

Requires 1 directory, 2 geomap, and 4 online discussion, plus 3 - netmap tools for easy data entry and updating, and 6 map manager and facilitation.

B Activities - news, events, conversations

- Display local news, events and activities
- Additional contributions and conversations through existing or additional online channels

As above plus 5 additional tools and 6 more comms management.

C Cooperation, collaboration, campaigns - enabling people to see interests, wants and offers

- Find who is interested in what on a collaboration map; add and update their interests
- Connect with people on the map via an existing or new comms system
- Enable campaigning and organising when needed

As above plus 3 netmap.

D Engagement, effectiveness and organising - increase profile and impact

- Promote the system to residents and businesses
- Offer training for groups in use of the system and other tools
- Enhance existing capacity among groups and community organisers

Requires additional training and support from 6 people who make the system work.

Roles, tasks, skills needed

- System designer - scope out and co-design communications and mapping system.
- System manager - responsible for mapping and comms developments
- Facilitators