



A GUIDE TO DISCOVERING YOUR LOCAL COMMUNITY

In Wales, every 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. Through mapping out what your community looks like and discovering who is within it, you will gain a greater understanding of what lies on your doorstep.





Community engagement is based on discovering what strengths your community has locally and then understanding how meaningful relationships and collaborations can be developed to the benefit of everyone. These strengths could be in the form of people and their individual skills, groups that connect through a common interest, institutes that have a structured workforce and wider strategic focus as well as the place and the people closest to it.

Concentrating first on strengths rather than gaps and needs can help with better engagement and build long-term relationships with your community. Each community will have its' own unique set of skills and resources. The first step is discovering these strengths and then determining how collectively these can be channelled for a common purpose; for community development.

A small mapping exercise can help you understand who and what is local to your club. Start off small and understand who is on your doorstep and then look to explore wider. Depending on where you and your club are in Wales you may need to adjust the suggested distances on the tables outlined later on, to best replicate your 'local' community.

Once you have discovered who and what is in your local community, 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 into your community. The building and forming of relationships can and will take a long time so perseverance is key!



Begin to discover your local community in three simple steps.

Step 1

- 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 2

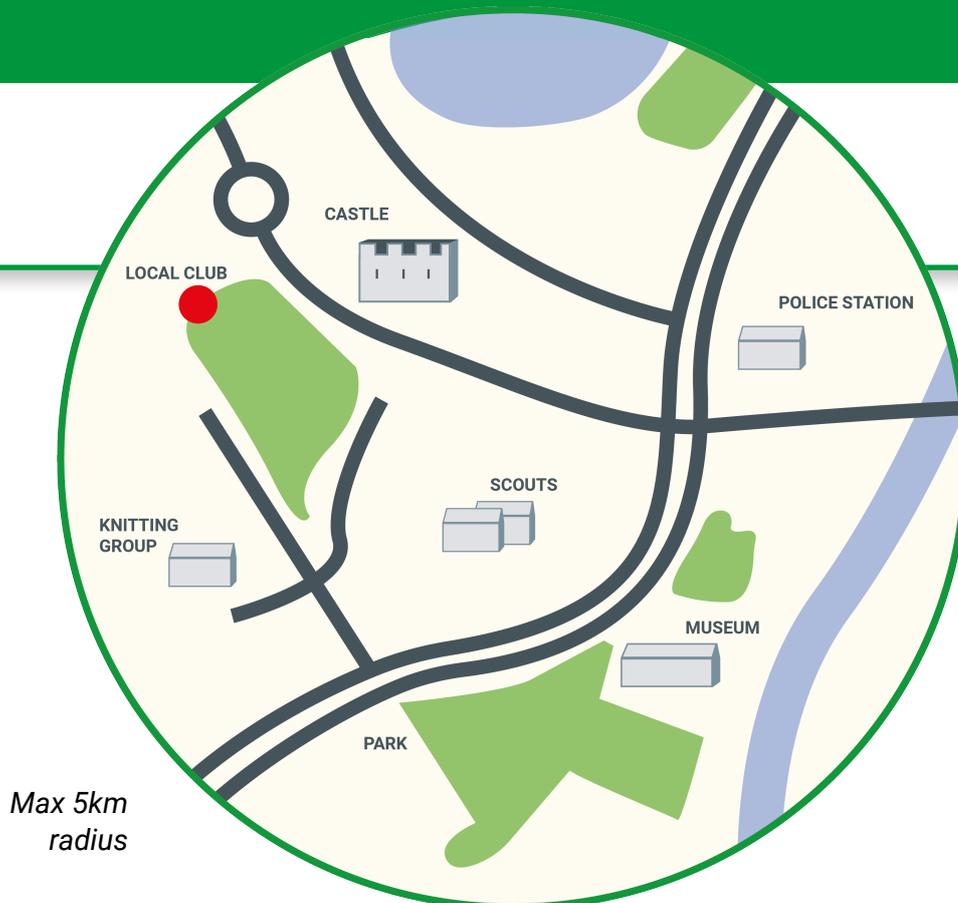
- Once you have located your club house or playing ground on the map set a perimeter using the distances outlined in the table on the following page. Start off small and get to know your local community before discovering the wider community.

Step 3

- Begin to fill out the table by adding in relevant business, organisations or community groups that you discover through this exercise.

TOP TIP

Many mapping websites/apps will have already identified how an organisation, business or group are categorised. Work with their categorisation to not only help you identify who is local, but more importantly it can help you not miss out on anyone.



UNDERSTANDING WHO IS WITHIN YOUR LOCAL COMMUNITY

	1-5km	5-10km	10-15km	20+km
Individuals/Networks				
Community Groups				
Businesses				
Institutions				
Physical Space				
Heritage/Culture				

Once you have begun to understand what people and places are local to you and your club, it is then about identifying what their assets are. You could do this by searching their website or social media channels. By calling and speaking directly with someone or better still going down and visiting the people or places in person.

UNDERSTANDING WHO AND WHAT YOU HAVE IN YOUR LOCAL COMMUNITY

	What are their assets	What is their purpose	What resources do they have	Who is a key contact
Individuals/Networks				
Community Groups				
Businesses				
Institutions				
Physical Space				
Heritage/Culture				

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