

Community Asset Mapping

In the Latimer Neighbourhood,
Christchurch Central

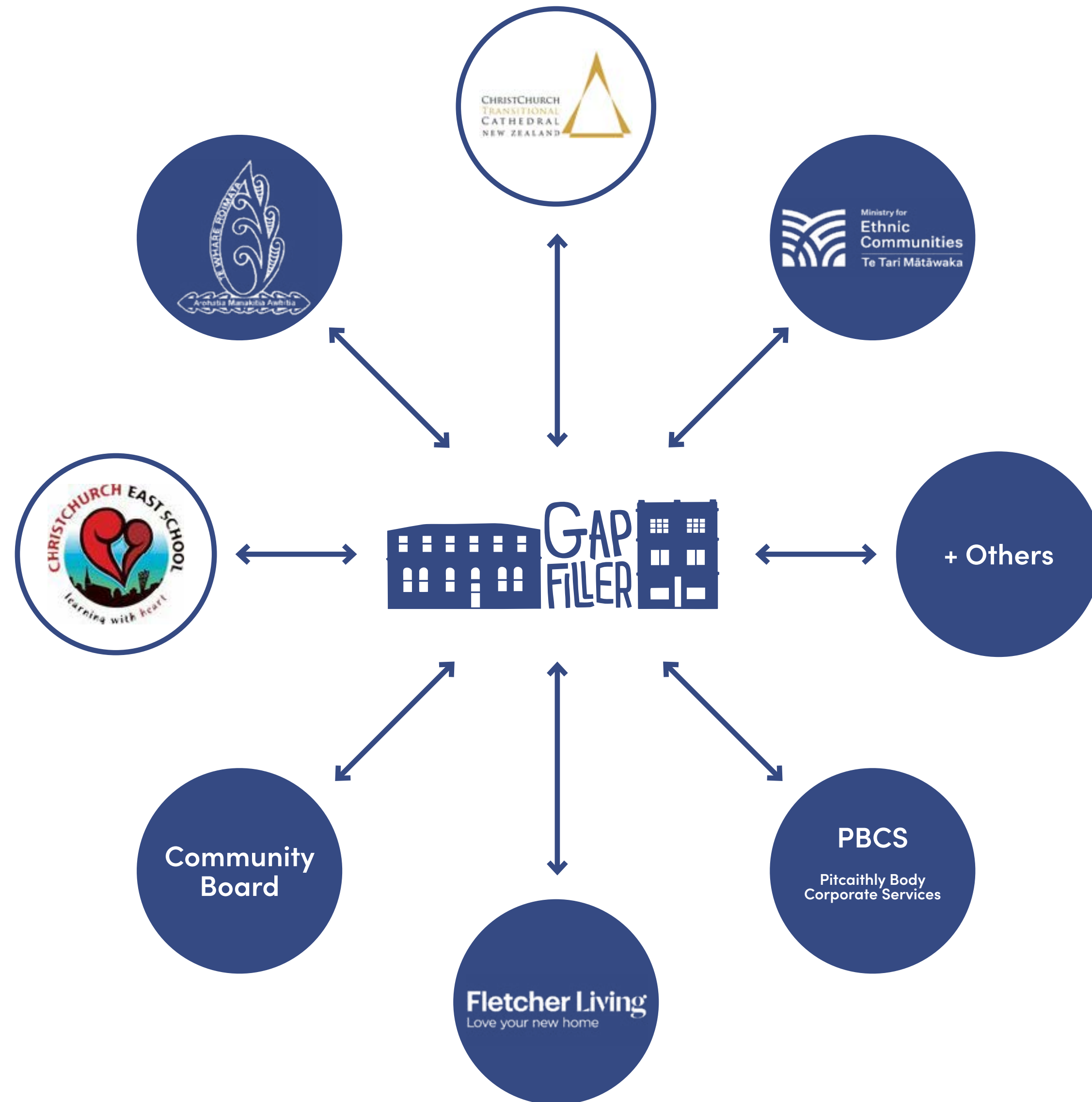


Engagement with identified community stakeholders

We started with some broad meetings with people of various responsibilities across the Latimer neighbourhood, to get a sense of the main issues - and of how representatives think we could best engage with their communities.

This included meetings with Te Whare Roimata, Christchurch East School, the Office of Ethnic Communities, the Anglican Church / Transitional Cathedral, the community board, Fletcher Living, PBCS (the largest body corporate in the area) and more.

We heard (amongst other things!) about a neighbourhood undergoing rapid change, and full of divisions: between new and long-term residents, between homeowners and renters, between old villas and new blocks of flats, between traditional working class demographics and more recent young professionals, between community and developers, between languages and ethnicities.



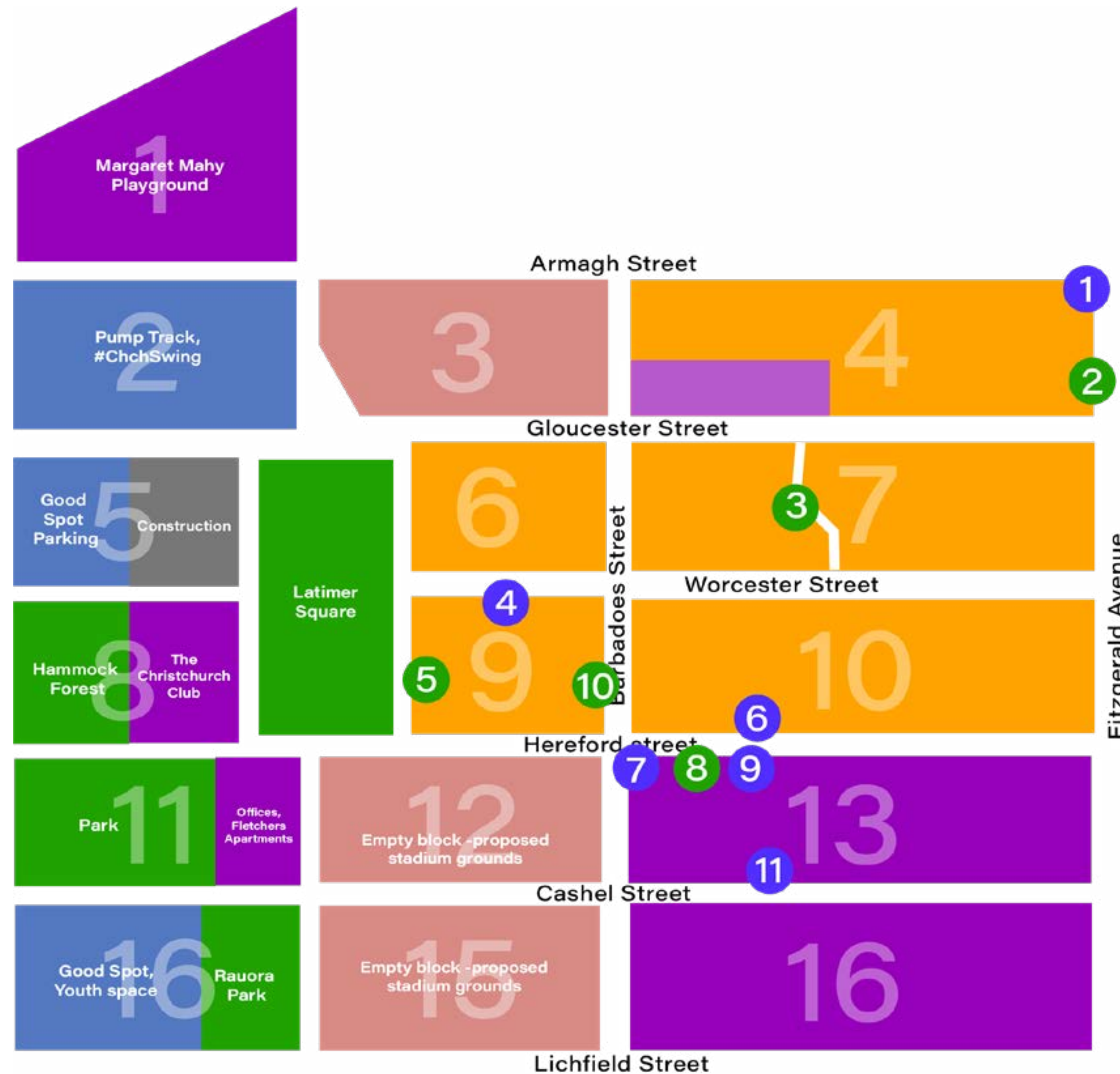
Physical mapping, walking the neighbourhood

With this in mind, we walked the streets to see whether and how these issues play out in the form of the neighbourhood.

Overall the area is characterized by organically segregated communities. New-build apartments and old houses contain disparate tenants, and from block to block the area dips from industry to retail to residential living. For the most part, local residents are not the target market of the local businesses, so a narrative of collective community is more difficult to instill than in a local-business-dependent population such as Lyttelton.

The only areas visibly dense in residential living are the five blocks coloured yellow on the map. These areas are constituted by a 4-1 mix of old houses (often colonial or modernist and very beautiful) to freshly constructed apartments, many introduced in the last five years.

We mapped all other points of interest, and places outside of the homes and streets where 'community' could take place.



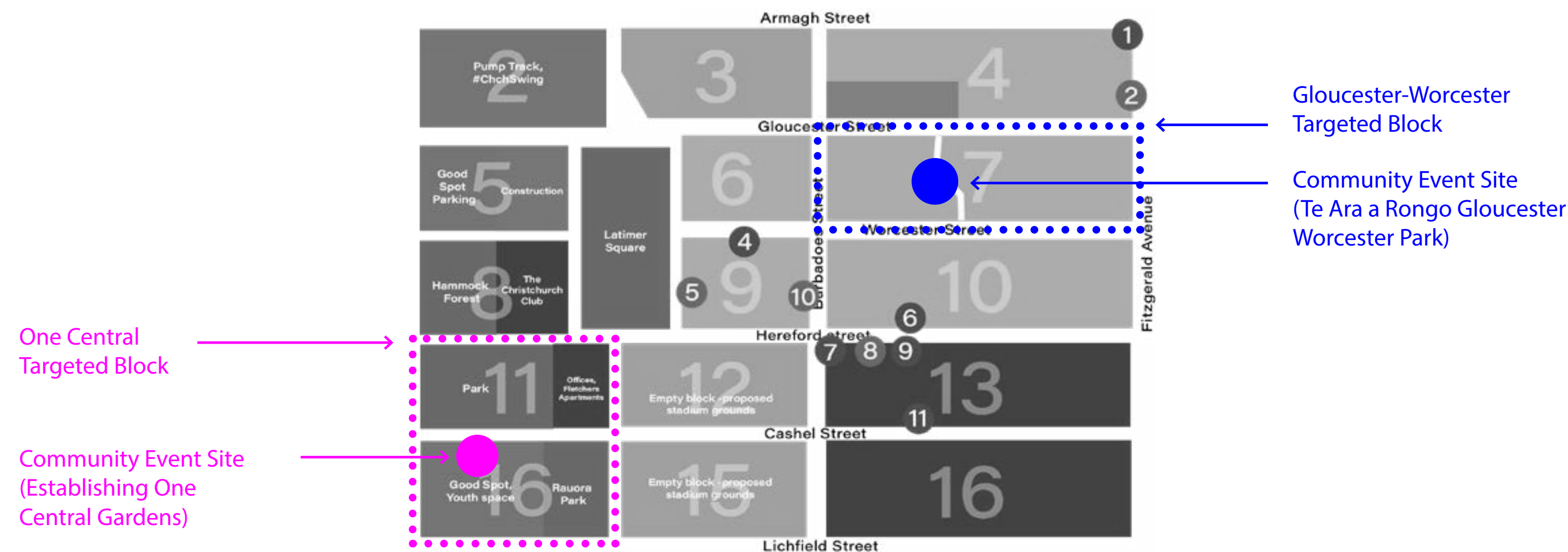
Our Approach



Articulating the problem /overview of our approach

The primary requirement seemed clear: to break down some of these barriers between parts of the neighbourhood. In terms of asset mapping, this could be best achieved - as with the InCommon campaign - at the level of individuals: their skills, interests and commonalities. With CCC we decided to focus on two smaller geographic areas ('targeted blocks') where we could build or tap into high levels of trust (and greater resource) required for quite personal work that we'd fail to achieve across the whole Latimer Neighbourhood.

We chose two very different blocks, and opted for a completely inclusive letterbox drop. We developed a 'hook' to arouse people's interest, and a simple way for people to signal their presence and interest in the community. We invited everyone to a small local event, which was designed primarily to facilitate conversations. At each event, we encouraged people to fill out a personal profile page to help us develop a resource book of the neighbourhood.



Creating the hook: the NZ Bird Personality Test

Since our process focused foremost on the people in the community we started building our first piece of community engagement by analysing existing personality tests, strengths and values finders. We discovered the engagement tools needed the following attributes to be taken up in any meaningful way:

A hook—to offer a fun reason to engage with us and appeal to the diverse group of residents.

Be quick and simple—to be accessible to people with vastly different resources (time) and abilities (language or literacy).

Work in paper-format—many people in this community don't have access to digital devices or the internet.

Not only 'take' but give—we wanted people to feel as though they got something from the process too (i.e. "Wow, my bird type is a Piwakawaka!"). The 'small gift' also helps to mitigate engagement fatigue.

Connect the individual to the wider community—the engagement tool couldn't lose sight of the goal.

Working with an existing DOPE bird personality test, we re-crafted the content to better suit New Zealand and its birds. We created content using plain, simple language, talked about community-based roles in the personality descriptions, and made it as short as possible.

For the test, four colourful bird illustrations were commissioned to give residents something tangible to connect with and take pride in.



Kererū, Wood Pigeon
peaceful and friendly



Piwakawaka, Fantail
wise and logical



Kārearea, NZ Falcon
bold and decisive



Tūi
charming and optimistic

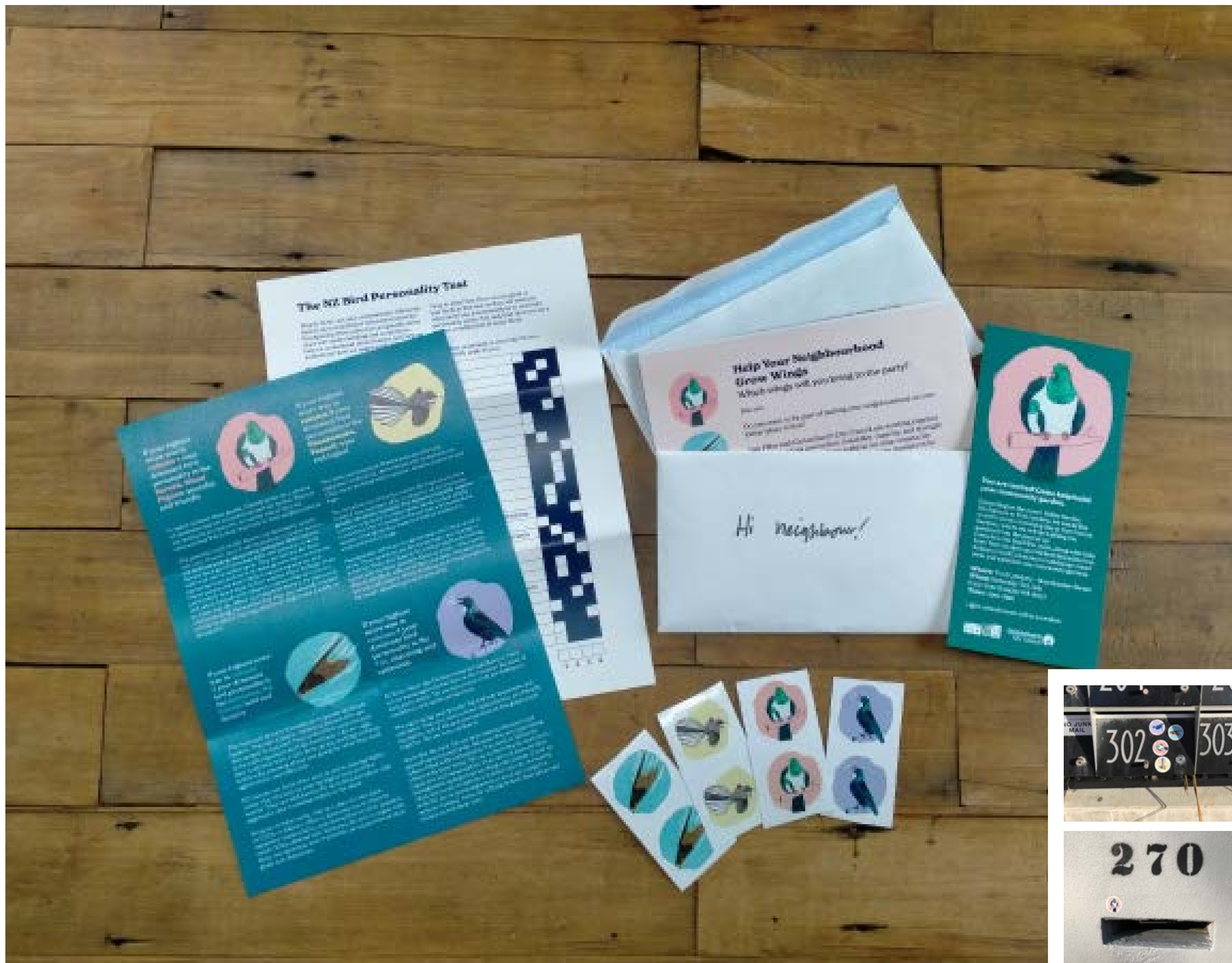


Letterbox drops

We dropped 750 envelopes in letterboxes in the Worcester / Gloucester / Madras / Fitzgerald area, and 191 envelopes in the One Central neighbourhood.

The content had to arouse curiosity and feel like a bit of a gift - definitely not a form letter from Council or a piece of junk mail. Everyone received a letter overviewing the project, the Bird Personality Test, an invitation to their local event and a collection of bird stickers. We encouraged recipients to place their bird-type on their letterbox, showing others they are interested in being a part of the community and getting to know one another, and to see what other bird personalities were around. High quality of design and printing was important, for the materials to stand out.

We created a new email address for each neighbourhood, and provided those contact details in the letter. That has enabled us to communicate with the neighbourhood, and can be handed over to the community down the track if this process kickstarts something longer term.



Creating the Community Book tool

Now that we had introduced the project with the community and invited them along to their community events, we needed a second community asset mapping tool to complete during the event.

We started by brainstorming a number of potential usability scenarios, thinking of how the neighbours might use the tool in its 'finished' format. What we created needed to be genuinely useful, future-ready, and be usable during an event (quick, paper-format).

From this, we decided to rework and condense some already established tools: the 'Head, Hand, Heart' community asset mapping framework and the Capacity Inventory.

We wanted to create a Community Book/directory of neighbours that demonstrates skills, experiences and passions across the neighbourhood. This produces a way to communicate individual strengths and values to the wider community.

Post event, this survey was turned into a fillable PDF to be sent on from neighbours to others in the community and to those who emailed that they weren't able to attend.

Paste your picture here

My bird-type is:

Paste your bird sticker here

Name: _____

Address: _____

Preferred contact: phone | email | door knock | social media

Details: _____

I am happy to share my address with my neighbours

I am happy to share my skills and experience information with my neighbours

Tick which of the following skills have you developed over the course of your life - either through personal or professional avenues - and would be willing to be approached by your neighbours to do again in the future. Provide further details where relevant.

I'm good at:

- Having conversations
- Being a good friend
- Supporting good causes
- Respecting diversity
- Being kind to others
- Catering group dinners
- Event planning
- Starting dance floors
- Choosing what to watch
- Talking to strangers
- Connecting people
- Being self-aware
- Being empathetic
- Tutoring / mentoring
- Leading teams

I'm skilled at:

- Woodworking
- Metalworking
- Electrical work
- Plumbing
- Handy jobs & home maintenance
- Painting & decorating
- Cleaning
- Gardening
- Sewing
- Making other things: _____
- Data entry
- Cooking / specific culinary arts: _____
- Front of house service
- Arts: _____
- Healthcare: _____
- Exercise instruction: _____
- Childcare, ages: _____
- Pet-care
- Care for elderly
- Care for others: _____

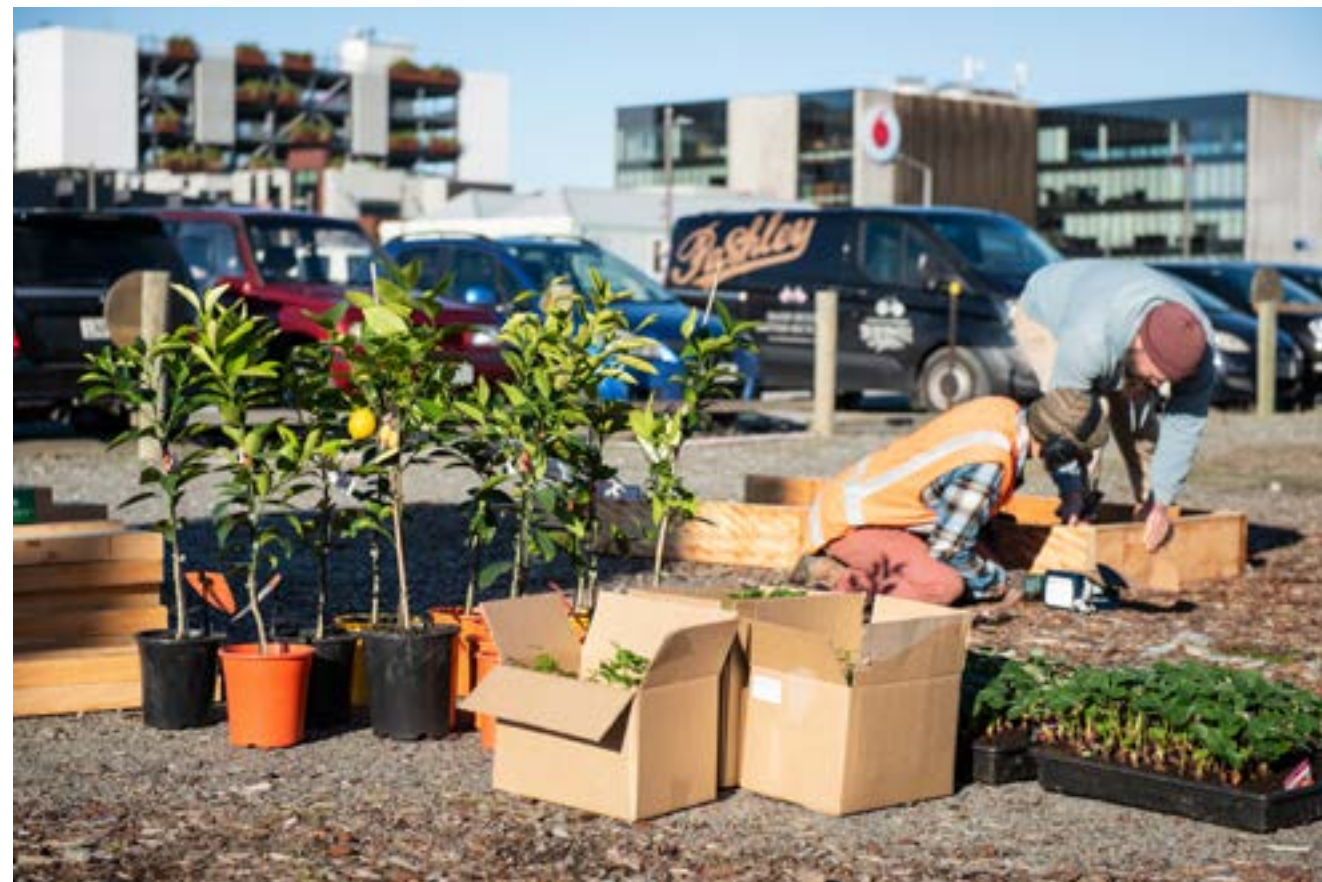
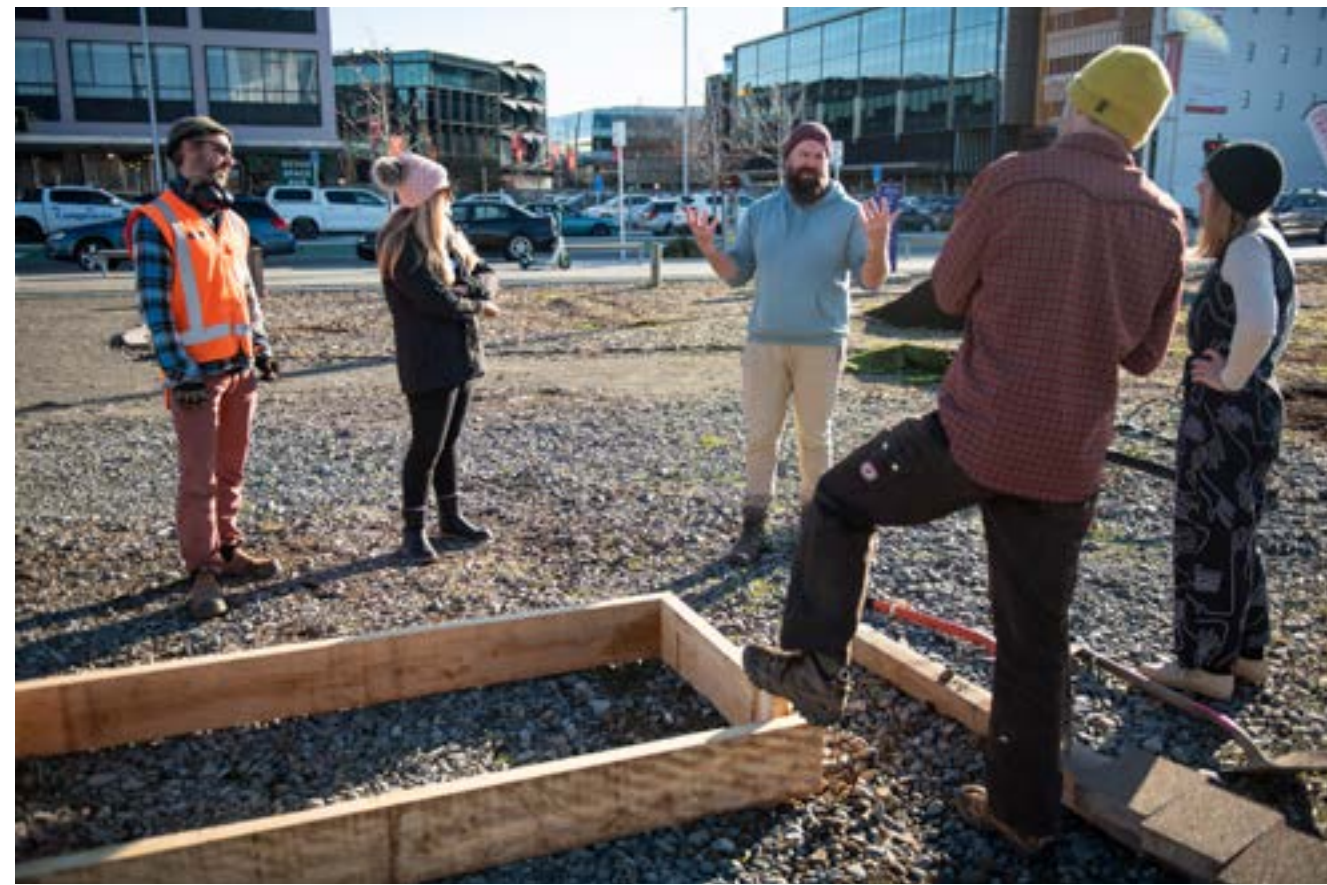
I'm interested in:

- Sports
- Arts
- Culture
- Science
- Music
- Literature
- Community
- Other: _____

I have knowledge & experience in:

- Writing: _____
- Marketing
- Negotiation
- Sales
- Public relations
- Business strategy
- Accounting / Bookkeeping
- Problem solving
- Critical thinking
- Creative thinking
- IT / Development: _____
- Design: _____
- Engineering: _____
- Science: _____
- Music: _____
- Language: _____
- I'm a subject matter expert in: _____
- Public speaking

Overall, I am most passionate about: _____



Community events - One Central Gardens

We worked with Gaby from the Tool Lendery and Michael Reynolds from Roimata Food Commons to put on a working bee to create and plant out some raised beds, establishing the first community garden in the One Central neighbourhood.

The raised bed building and planting are both collective and sociable activities conducive to conversations. We also had the Tool Lendery workshop space setup with snacks and tables where we encouraged people and assisted them to fill out the bird survey (if they hadn't already) and their personal profile page. We also had bird badges available as a conversation starter.

We anticipated a 3-5% participation rate in the process and events - or around eight people in One Central. Only three attended, six raised beds were built and planted, and all three people filled out a profile page - plus a fourth who has subsequently been in touch via email.



Community events - Pizza and Petanque

We worked with Rod from Base Pizza to put on a lunchtime Pizza & Petanque party in Te Ara a Rongo Gloucester Worcester Park. Rod brought his mobile woodfired pizza truck. He could do full service pizza making, and also accommodate people bringing their own toppings and building their own pizzas.

The pizza making and petanque (and other lawn games) are slow-paced sociable activities to facilitate conversations. We also had a tent setup with tables where we encouraged people and assisted them to fill out the bird survey (if they hadn't already) and their personal profile page. We had bird badges available as a conversation starter.

We anticipated a 3-5% participation rate in the process and events - or around 30 people in Worcester-Gloucester. Close to 40 attended, 39 pizzas were eaten, and 13 people filled out a profile page.

An unexpected bonus was that many in the neighbourhood brought their pets (dogs and birds), and that became a point upon which many people connected and could serve as the basis for a future event.

Profile pages from the community events

The image displays 20 individual profile pages arranged in a 5x4 grid. Each profile page is a form with a blue background and a white Polaroid-style photo of the person. To the right of the photo is a circular icon labeled 'My bird-type is' containing a small illustration of a bird. Below the photo, the form includes fields for Name, Address, and Preferred contact. At the bottom of each page are two checkboxes: 'I am happy to share my address with my neighbours' and 'I am happy to share my skills and experience information with my neighbours'. The right side of each page is filled with various skill categories and checkboxes, such as 'I'm good at', 'I'm interested in', 'I have knowledge & experience in', and 'I'm skilled at'. The profiles are for the following individuals:

- Pauline Kone**: Address: [Redacted]
- Michael Sada**: Address: 225, Waverley Street, Christchurch 8001
- Kate Spencer**: Address: [Redacted]
- Anthony Lake**: Address: [Redacted]
- Steve Beech**: Address: 206/272 Horncastle Street, Christchurch 8001
- Chris Henderson**: Address: 5/191 Cashel
- Anne Rose**: Address: 215 Waverley St, Christchurch 8001
- Simeon**: Address: [Redacted]
- Steve**: Address: [Redacted]
- Chelsea Rapp**: Address: [Redacted]
- Neena Grace**: Address: [Redacted]
- Riya John**: Address: [Redacted]
- Paula**: Address: 18/135 Litchfield, Christchurch 8001



Tūi
charming and optimistic

50%



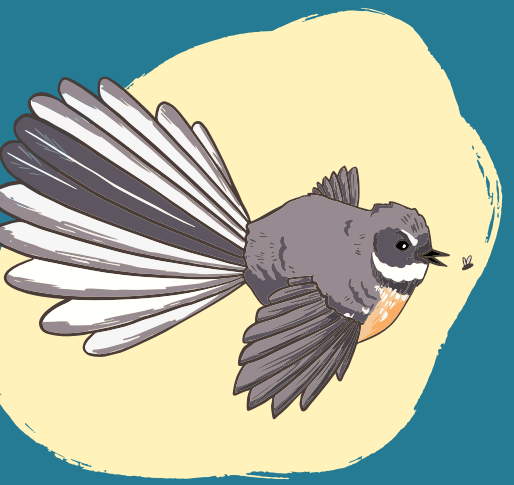
Kererū, Wood Pigeon
peaceful and friendly

46.2%



Kārearea, NZ Falcon
bold and decisive

18.8%



Piwakawaka, Fantail
wise and logical

6.3%

Equates over 100% due to the multi-personality individuals in the community

100% kind and/or generous

The entire community are empathetic, support good causes, are kind to others or respect diversity.

71.4% problem solvers

Indicated that problem solving or critical thinking are skills they would share with others.

78.6% music-lovers

Indicated by an interest in music or musical skill.

57.1% creatives

The community have a variety of creative pursuit or professions amongst them.

78.6% passionate about food

People in the community enjoy baking, cooking, eating or said their biggest passion is food.

42.9% tech-savvy

The community have a strong amount of IT, digital marketing or development skills.

What we learned about the people of this neighbourhood

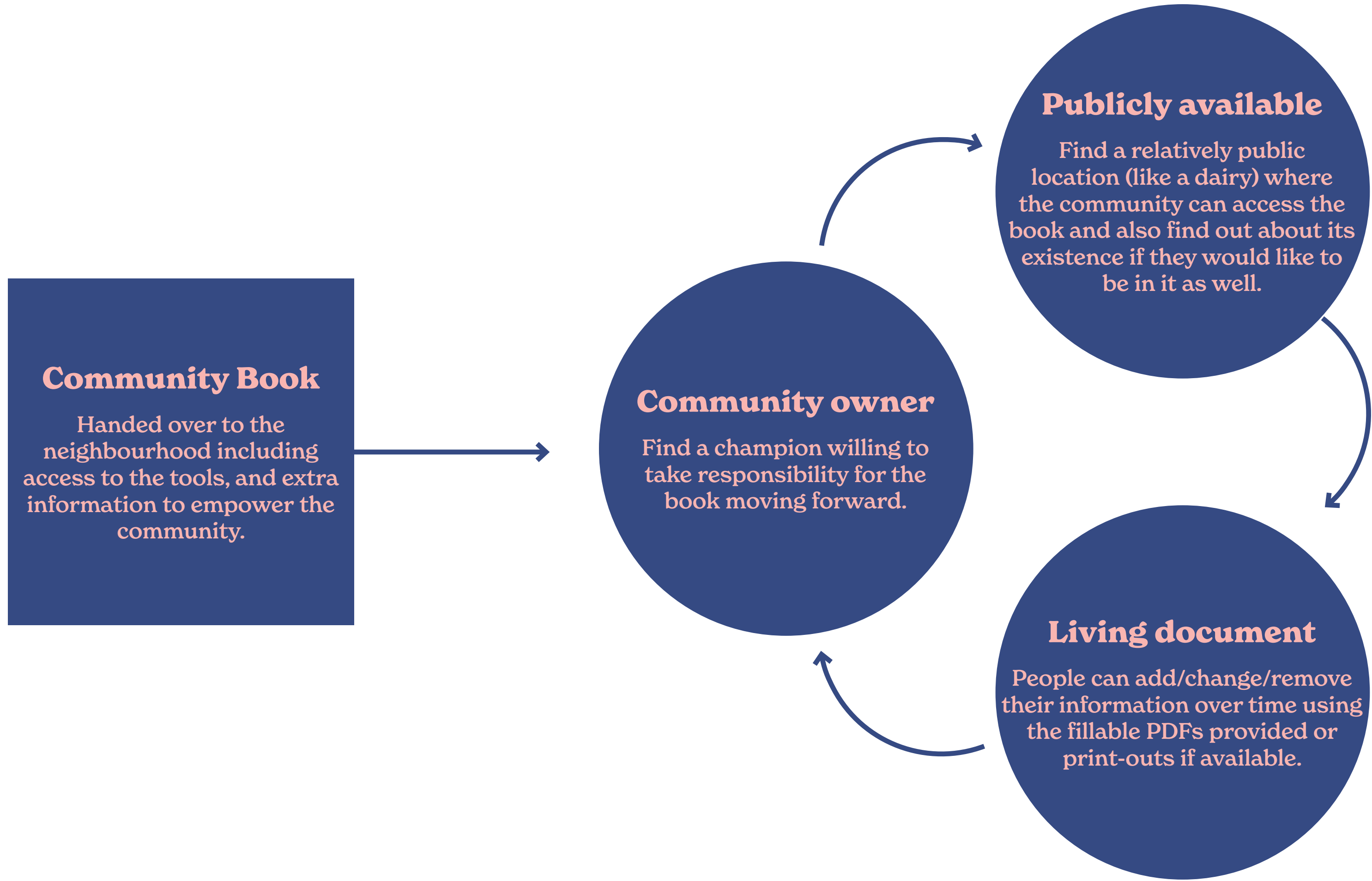
By and large, the most common bird type(s) in the community was a combination of Kererū and Tūi, indicating we are working with a group of friendly community-minded individuals who would be comfortable being leaders or 'spreading the word' to others.

Some shared interests or passions include music, food arts and culture.

Visual arts and design skills were common amongst the people of Latimer.

Surprisingly there was a relatively high number of developers, or people with strong software/IT skills. This is indicative of a dividing factor in the community—some highly tech-savvy individuals along with some who are less comfortable with digital.

Community Asset Mapping System



The system and its future

Where the system is now

The Community Book and fillable PDF tools are in the process of being handed over to the community. We're in the process of identifying the community champion, other pieces of information required and a place for the book to be housed.

There are plenty of opportunities to build on this project within the Latimer Neighbourhood – and as a tool that can be replicated in other neighbourhoods.

Expansion could be achieved by:

Creating a searchable digital PDF with more information and fillable tools for the community.

Or creating a digital site to house the community profiles that can be accessed easily by all in a public space.

Host additional events in the neighbourhood by supporting neighbourhood champions to take the lead - i.e. The Bowling Club in Summer.

Extending the geographic boundary by engaging with other blocks then linking them all together.

Using the same process in other neighbourhoods in the city.
