

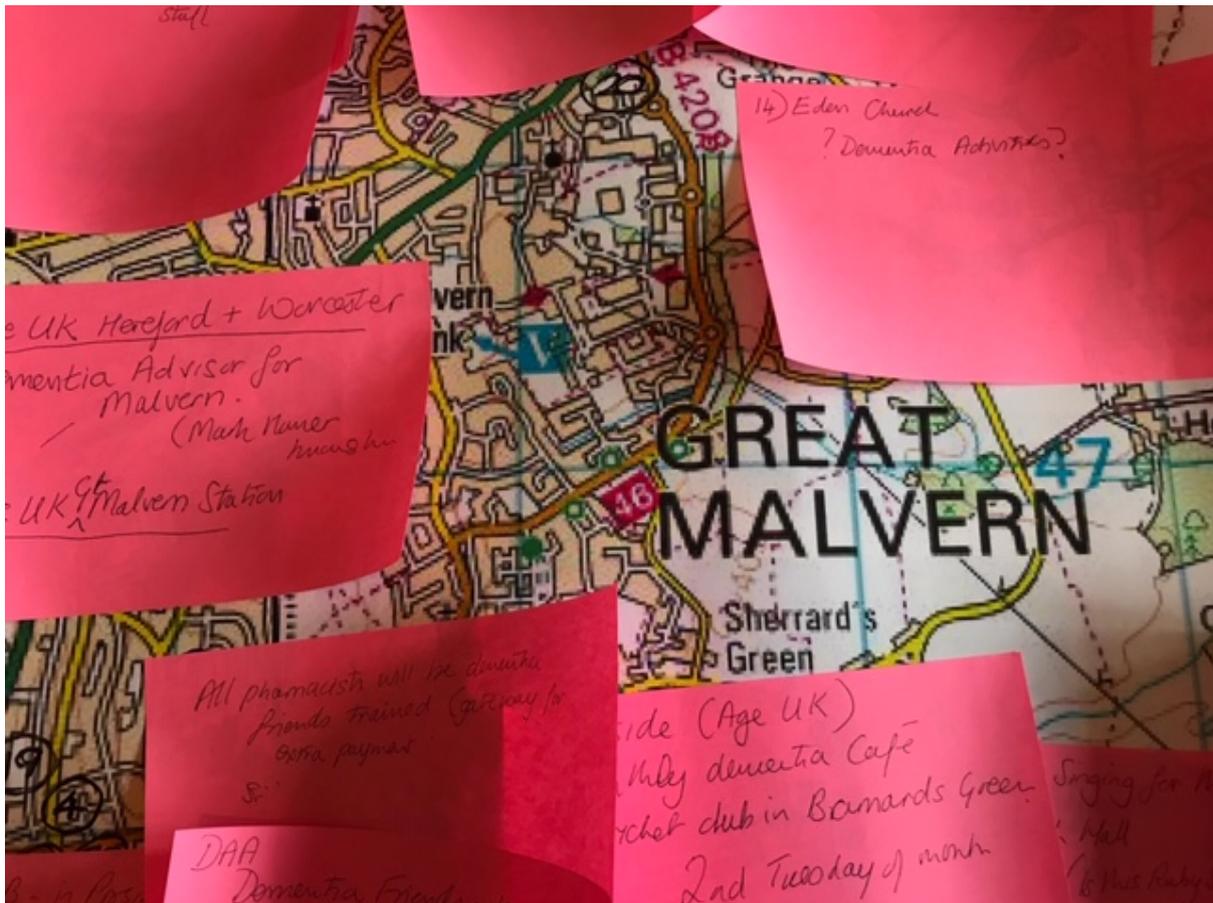
## **Asset Mapping**

Asset mapping is a widely used approach, based on the assumption that every community has a range of assets, relationships, and networks that are of great value. By bringing local stakeholders together, the approach enables the community to become aware of the assets it has that relate to a particular focus. It highlights how these can be utilised for the greater good. We have been re-visiting the attached Mapping Assets for People Living with Dementia in Malvern Report (Evans & Brooker, 2020) in the light of Meeting Centre developments in the UK. This provides a report of an Asset Mapping exercise that was undertaken in the Worcestershire town of Malvern. This work was commissioned by a national Charity called Friends of the Elderly (FoTE) who operate several care services for those affected by dementia in Malvern. We believe that this document would be of great value for people wanting to set up Meeting Centres, and indeed other community-based interventions and activities. The non-deficit approach has great synergy with the Meeting Centre community engagement process and could be enormously useful for communities to participate in. It would reveal gaps in provision and where there was overlap. The approach works well with those wanting to establish common ground.

Evans, S.C.E. & Brooker, D. (2020) Mapping Assets for People Living with Dementia in Malvern: A report on the Asset Mapping workshops held in partnership with Friends of the Elderly during December 2019. Association for Dementia Studies, University of Worcester.

# Mapping Assets for People Living with Dementia in Malvern

---



**A report on the Asset Mapping workshops held in partnership with Friends of the Elderly during December 2019**

**Dr Simon Evans & Professor Dawn Brooker**

Final Version – 10<sup>th</sup> February 2020

## **Address for correspondence**

Association for Dementia Studies

University of Worcester

Henwick Grove

Worcester

WR2 6AJ

Tel: +44 (0) 1905 542531

Email: [dementia@worc.ac.uk](mailto:dementia@worc.ac.uk)

## Table of Contents

Introduction .....	4
The Asset Mapping approach .....	4
Participants .....	6
Findings .....	8
Discussion and next steps .....	10
<i>Appendix One: Physical Assets</i> .....	12
<i>Appendix Two: Community Assets</i> .....	16
<i>Appendix Three: Map of assets in Malvern</i> .....	18

## Introduction

This document reports on two community asset-mapping workshops that were held on the 4th of December 2019. They were run by the Association for Dementia Studies (University of Worcester) and were hosted by Friends of the Elderly at Davenham House in Malvern. The methodology adopted for the asset mapping is broadly based on that used by SCIE in their earlier work for Friends of the Elderly in Woking, as reported on in 2017 <sup>1</sup>.

## The Asset Mapping approach

Asset mapping is a widely used approach, based on the assumption that every community has a range of assets, relationships, and networks that are of great value. It challenges a traditional deficit approach, seeing what works well in a particular area, rather than focusing on problems and deficiencies.

Three main types of asset holders are commonly identified:

- Individuals including families, residents and community members have experience, time and money.
- Associations such as self-help groups and community organisations have networks, buildings and influence.
- Organisations commissioning and providing public services and businesses, have money, services and land.

The overall aims of these two asset-mapping workshops were to:

- Improve quality of life for people affected by dementia in the Malvern area by focusing on skills, knowledge and potential in the local community;
- Explore what works well and how can resources be shared and developed;
- Promote better working and complement what is already on offer locally, by identifying gaps in provision and potential partners.
- Consider how the Friends of the Elderly assets in Malvern can be utilised to support people living with dementia and the wider community.

---

<sup>1</sup> Social Care Institute for Excellence (2017). Reaching into communities: Research to explore the potential for a different Friends of the Elderly community offer.

For the workshops, people sat in groups of approximately 6 people at each table<sup>2</sup>. Each table was provided with a large map of the Malvern area, post it notes and pens. Participants were asked to write down all the assets they could think of, each on a sticky note, and place them on the map. As a guide, participants were told that it might be helpful to identify assets across four main categories:

1. Services and support for people affected by dementia
2. Physical assets (resources, equipment, spaces, places)
3. People assets (skills, abilities, knowledge)
4. Activities in Malvern for those affected by dementia

An hour was allowed for this part of the process, after which the participants at each table were asked to review their map and identify any obvious gaps or opportunities. Following this, each of the two workshops had a feedback and group discussion session. This included an opportunity to explore how the Friends of the Elderly facilities and resources in Malvern might contribute towards dementia care in the wider community. All of the information from each map and notes from the workshop discussions was analysed by a researcher at the University of Worcester in order to produce this report.

---

<sup>2</sup> A single large group was operated for the second workshop due to a smaller number of participants.



## Participants

An invitation list to the event was developed by the Association for Dementia Studies and Friends of the Elderly of people with an interest in dementia care and support in Malvern. This included people affected by dementia and relevant organisations across statutory services, businesses and the third sector. Invitations were sent by email and directed recipients to register via an Eventbrite page, where they could choose to attend a workshop during the afternoon or in the evening.

A total of twenty-five people took part in the two workshops, as listed in Table One below. A further eight people registered in advance but sent their apologies and/or did not attend on the day.

*Table One: Workshop Participants*

<b>Name</b>	<b>Role</b>	<b>Organisation</b>
Steve Boffy	Arts Advisor	University of Worcester
Gill Carter	Not Documented	Shared Days
Heather Chevalier	Casework Manager	Care & Repair Worcestershire
Fiona Clarke	Wellbeing Advisory Lead	Clarence Park Retirement Living
Jenny Douglas	Sight Loss Advisor	Sight Concern Worcestershire

Steve Freeman	Police Community Support Officer	West Mercia Police
Mark Hamer	Chair	Malvern DAA
Marilyn James	Resident's Relative	Friends of the Elderly - Perrins
Rupert Lawrence	Director	Amica24
Johanna Luke	Caseworker	Care and Repair
Elizabeth Raine	Volunteer	Dementia Coffee Morning
Fiona Rhodes	Funeral Celebrant	Not Known
Angie Roberts	Public Health Practitioner	Worcestershire County Council
Chris Russell	Senior Lecturer	University of Worcester
Mary Stevens	Concert Manager	English Symphony Orchestra
Sheila Young	Organiser	Dementia Coffee Morning
Dawn Brooker	Director	University of Worcester
Simon Evans	Principal Research Fellow	University of Worcester
Sally McLachlan	Volunteer and Community Manager	Friends of the Elderly
Sam Corfield	General Manager/Regional Director	Friends of the Elderly
Mark Wilson	Engagement Director	Friends of the Elderly
Shirley Bradley	Day Care Manager	Friends of the Elderly
Elaine Banks	Unit Manager	Friends of the Elderly
Rachel Knighton	Clinical lead	Friends of the Elderly
Suzanne Park	Unit Manager	Friends of the Elderly
Rosemary Naylor	Care Home Director	Friends of the Elderly

## Findings

A total of seventy-three assets were identified across the two workshops, covering the Malvern area. Asset locations ranged from West Malvern in the west to Sherrards Green in the east (a distance of 5 miles with a drive time of approximately 12 minutes), and from Poolbrook in the south to Leigh Sinton in the north (3 miles/10 minutes). Fifty of the assets were 'physical' - i.e. services, centres or businesses that are accessed by visiting a physical base in the area. Twenty-three were 'community-wide' assets – i.e. services available locally but without a specific physical base in the area. Assets are listed in [Appendix One](#) (physical assets) and [Appendix Two](#) (community assets).

The physical assets can also be viewed online at <https://drive.google.com/open?id=1rOOC--L9dClQW-zHsQe1InGkd-9yNgdL&usp=sharing>. This is the best way to explore the assets: it is possible to zoom in and out, and clicking on each asset provides additional details such as full address and a link to the organisation's website where available. In the online version, the assets are also colour coded according to type as follows: health/care service (purple), sport/leisure (green), community services (blue), churches (orange) and businesses (brown).

A printed version of the online map can be found in [Appendix Three](#).



During the workshop discussions, specific gaps in services for people affected by dementia in the Malvern area were identified. These included help and advice, a local Admiral Nurse, out of hours support services, carer support, support for people with young onset dementia, activities for men living with dementia, and inter-generational activities.

Workshop participants made a range of suggestions for how the Friends of the Elderly site and services in Malvern could be made available for people in the wider community, as follows:

- A support service for carers of people living with dementia.
- A pub night for people with young onset dementia.
- A drop-in advice centre, including public health practitioners as employed by Worcestershire County Council.
- Concerts and tea dances.
- A café / restaurant (permanent or pop-up).
- Historic tours based on a range of topics including Dyson/Perrins, Elgar, Worcester Porcelain, artwork. Possible links were suggested with Malvern History Society & Malvern Radar History Society.

There was widespread agreement that greater use of the grounds by the local community offered numerous exciting possibilities. Specific interests identified included the wide range of trees, wildlife (e.g. deer), the tunnel, men's sheds and allotments. The steep sloping nature of the grounds were identified as a challenge for some activities, but the use of all-terrain mobility scooters/Trampers was suggested as a possible solution.

One participant suggested that the Malvern site is currently too closely identified as 'just a care home'. Another said 'I've lived in Malvern all my life and this is the first time I've been here. Once you get inside it doesn't feel like a care home. It's a lovely place.'

Some participants offered reflections on the asset mapping process, as captured by the following comments:

*I was surprised at the large number of assets identified.*

*Very positive – wasn't a struggle to come up with assets.*

*It's a snapshot in time.*



## Discussion and next steps

Overall, the asset mapping workshops were very positive and successful events. The outputs suggest several potential opportunities for Friends of the Elderly to enhance service provision and to work in partnership with organisations and individuals in the local community. This includes making use of the substantial physical assets that exist on the Malvern Friends of the Elderly site.

Workshop participants identified a diverse range of assets in the Malvern area that offer (or have the potential to offer) support and meaningful activity for people affected by dementia. A strong belief emerged that Malvern can be presented as an exciting destination in the context of a Friends of the Elderly offer around short breaks and respite focusing on local history, nature and recreation. This is boosted by good transport links with Birmingham, London and other areas. It is also important to promote effective partnership working across Malvern to make local transport more accessible to people living with dementia or a disability.

It was also recognised that there is potential to target younger people with dementia and those without a carer.



In terms of next steps, information gathered from the asset mapping workshops will be used by Friends of the Elderly to explore options and keep people informed. Friends of the Elderly emphasised the need to target quick wins while also developing a longer-term strategy. Key to both of these aims are partnership working and initiating contact with community groups to offer space for activities and events. The importance of keeping engaged with Malvern Dementia Action Alliance (DAA) was also recognised.

There was also a desire to develop ways to share information about local activities, places, etc. Suggestions included Workplace (Facebook for businesses) and WhatsApp groups.

It was agreed that this report would be shared with workshop participants.

### *Appendix One: Physical Assets*

	<b>Asset Name</b>	<b>Details</b>
1	Friends of the Elderly Malvern	Davenham, Bradbury, Perrins
2	Friends of the Elderly Day Care	
3	Dementia Café at Barnards Green Cricket Club	
4	Dementia Café at Malvern Link United Reform Church	
5	Dementia Café at Colwall Village Hall	
6	Day Care, The Lodge, Graham Road	
7	Evendine House Care Home	
8	Springfield House Care Home	
9	Hastings House Care Home	
10	The Springs Care Home	
11	Court House Care Home	
12	Waterside Care Home	
13	Mowbray Care Home	
14	West Malvern Royal British Legion Club	

15	Clarence Park Village	Includes carers support group and dementia/wellbeing worker
16	Malvern Theatres	Includes Simply Sing, art classes, gentle dance, and dementia-friendly film screenings.
17	Morrisons Supermarket	Relaxed lanes and supported shopping sessions
18	Audley Ellerslie Village	Retirement village
19	Fortis Living, Grovewood Road	Supported housing
20	Fortis Living, Chevenham Close	Supported housing
21	Malvern Library	Dementia friends
22	McCarthy and Stone	Supported housing
23	Powick Parish Hall Community Choir	Hosts Singing for the Brain and Community Choir
24	The Splash Leisure Complex	Dementia friendly swimming and gym sessions
25	Malvern Cube	Dementia friends, tea dances
26	Octagon Centre, Brook Farm Drive	Older peoples lunch clubs
27	Great Malvern Priory	Dementia friendly carol service
28	Andrews Hair Salon	Dementia friendly
29	St Martin's Day Centre	

30	Rowan House Emi and Day Hospital	
31	Citizens Advice Bureau	Dementia friends trained staff
32	Priory Park	Dementia friendly walks
33	Tourist Information	
34	Geo Centre and H2O Café	All terrain mobility scooter (Tramper)
35	Great Malvern Station	
36	Malvern Link Station	
37	Association for Rehabilitation of Communication & Oral Skills	
38	Eden Church	Includes Eden Centre
39	St Walstans Nature Reserve	
40	Manor Park Sports Club	Tennis, bowls, archery, etc.
41	Community Action Malvern and District	Reducing social isolation for older and disabled people; includes community bus and car service; also developing men's shed and gardening club.
42	Lansdowne Crescent Methodist Church	Arts and crafts, choir, friendship group, etc.
43	Malvern Health Centre	Includes social prescribing
44	Prospect View Medical Centre	

45	MSJ Sports and Fitness Centre	Staff are dementia friends trained
46	Malvern Community Hospital	Discharge Dementia Manager
47	Waitrose	Dementia friends and dementia action week
49	Lyttelton Well	Counselling and Advice
50	Malvern Town Football Club	Meeting and event space

### *Appendix Two: Community Assets*

	<b>Asset Name</b>	<b>Details</b>
1	Friends of the Elderly Home Care Service	
2	Age UK Malvern and District	Includes Dementia Wellbeing Advisors
3	Alzheimer's Society	
4	Malvern Health Walk	<a href="https://www.malvernhills.gov.uk/community/get-active/walking-for-health">https://www.malvernhills.gov.uk/community/get-active/walking-for-health</a>
5	Talking Papers	
6	BBC Memory Music	<a href="https://musicmemories.bbcrewind.co.uk/">https://musicmemories.bbcrewind.co.uk/</a>
7	Pets as Therapy dogs	<a href="https://petsastherapy.org/">https://petsastherapy.org/</a>
8	Zest for Life	<a href="https://www.allaboutmalvernhills.com/zest_4_life_malvern">https://www.allaboutmalvernhills.com/zest_4_life_malvern</a>
9	Dementia Friends sessions	
10	Dementia Action Alliance	<a href="https://www.dementiaaction.org.uk/local_alliances/10626_malvern_dementia_action_alliance">https://www.dementiaaction.org.uk/local_alliances/10626_malvern_dementia_action_alliance</a>
11	Shared Days	Days out for people with dementia
12	Fire Service	Safe and Well visits
13	Police Service	Includes Herbert Protocol
14	Veteran's well check	

15	Sight Concern	
16	Dementia Dwelling Grant	
17	Driving Miss Daisy	drivingmissdaisy.co.uk
18	Police Cadets	Malvern-wide
19	Rotary Club	Access to Malvern Hills
20	Worcestershire Admiral Nurses	Worcestershire Mental Health NHS Partnership Trust
21	Worcestershire Wellbeing Hub Resource Directory	Online directory - <a href="http://worcestershire.wellbeinghub.org.uk/">http://worcestershire.wellbeinghub.org.uk/</a>
22	Worcestershire Wildlife Trust Malvern Branch	Meets at Eden Centre.
23	Age UK Herefordshire and Worcestershire	Dementia Advisors

*Appendix Three: Map of assets in Malvern*

