Community Mapping

Working Together to

Connect People & Communities

One Click at a Time

Making it 'aDoddle'

to

Find **Give** **Connect** **Collaborate** **Support**

Because every person and every community deserves to have an easy and accessible way to find help, give help and get connected locally

Welcome!

Please share in the chat:

Where are you joining us from?

Is there a specific reason for your interest in community mapping?

'House-Keeping'

Being Recorded **Health & Safety** **GoBrunch** **Q & A** **Contact**

We Live in a World
Where We Can Find
Everything at the
Touch of a Button

or

Do We?

⭐ A Quick Note ⭐

During this presentation, we will explore the various benefits of community mapping, with a focus on our platform, aDoddle.org, and its potential to create social value and impact. While some slides are detailed, you'll have access to them after the event for a more comprehensive read.

Find   Give   Connect   Collaborate   Support
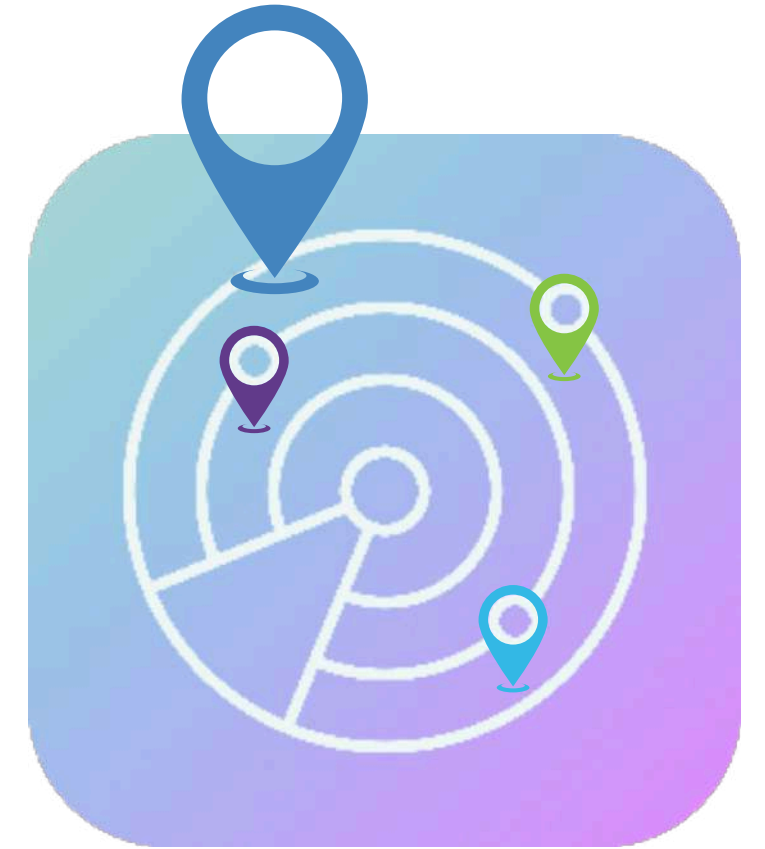
Let's dive in and discover how, together, we're building stronger, more connected communities!

Community & Voluntary Organisations

Our 'Hidden' Community Assets

- More than 150,000 Charities - Even more community groups & opportunities

- 47% (77K+) of Voluntary Organisations are micro with an income less than £10k

- Many of these may not have their own website

- So, how do you find them?

Community Mapping is about empowering people to find the help, support and opportunities they need, when they need them most, in their own community.

Finding Help Online Can Be a Challenge

It's especially important to consider the unique circumstances of each person

- Search skills

- Individual needs

- Accessibility limitations

- Out of date or misleading content

- Information overload or struggle to find info they need

  (all websites laid out differently & some are not user friendly)

By being mindful of these factors,
we can create a more inclusive and accessible online environment for everyone seeking help and support.

Community Mapping is for Everyone – In Every Community

John:
Lives with a disability and is a wheelchair user.
He would like to discover projects and groups, in his
local area, which are physically accessible so that
he can connect with others.

Lin:
Lin was a teacher before she retired early due to ill health. She loves reading
and is looking to find a book club where she could meet like-minded people. She is also
interested in volunteering opportunities, perhaps for a project that
supports literacy skills in older adults.

Sean:
Sean served in the British Military. After battling with PTSD, he was
unable to work after serving and much to his frustration - was made homeless. He's
since heard about the support opportunities Veteran Charities could offer
and is looking to search for some in his local area.

Asha:
Works in a busy Hospital Discharge Team.
Looking to quickly discover local groups who might
be of interest to those she is sending home from hospital, once
their support package comes to an end.

Noah:
Noah works in a Central Community Hub for
many small groups and charities. He is searching
for a way of personalising a list of local support groups,
to be able to print it off for people to take with them.

Layla:
Has received an informal diagnosis of neurodiversity through an
independent assessment & now has to wait for up to 2 years for an
NHS diagnosis. She'd like to learn from people who are in a similar situation & also
discover what help there might be in her local community?

Each of our 'stories' of users, of aDoddle's community maps, are based on real people and stories we've heard.
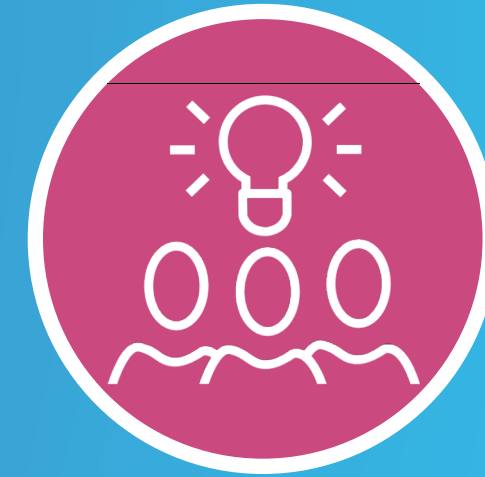However, names have been changed and we've used 'stock' photos from Canva to preserve identities.

How?

- Simple conversations
- Listened, heard & listened again
- Iterating - cycle
- Pandemic reflections & rebuild

Multiple communities + Multiple benefits = Potential Huge Impact

Some Things We Have Learnt

1 — **2** — **3**

KEEP LEAN   STANDARD FORMAT   FILTERS
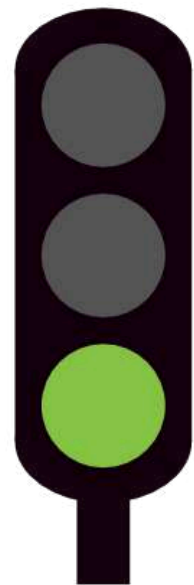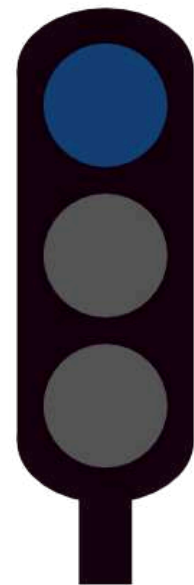
Decisions are easier

When you can see the whole picture.
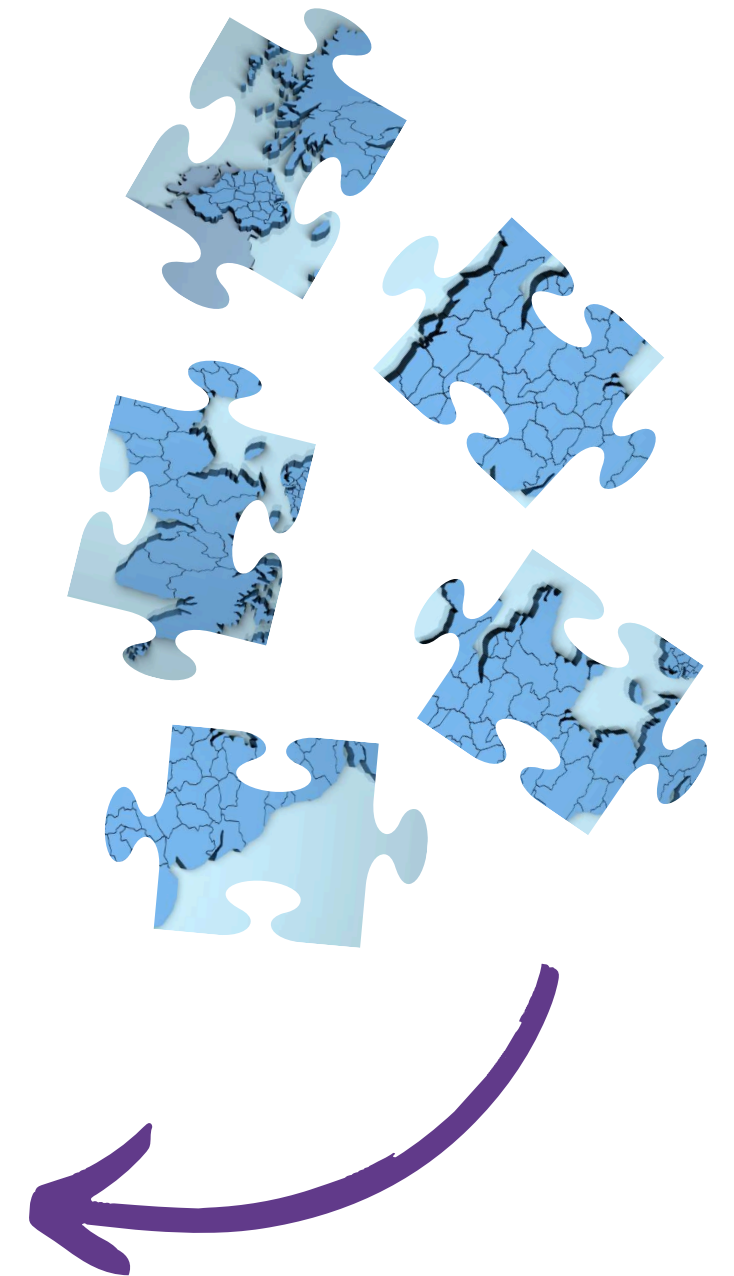
The Same Data

Benefiting more than one sector:

- Crisis
- Isolation
- Volunteering
- Collaboration
- Social prescribing
- Resource mapping
- Key decision makers

Incl: NHS, Police, Social Services

aDoddle.org: The UK's 1st Network of Area-Based Maps:

No one gets left behind when everyone can: Find Help, Give Help and Connect Locally

✓ Pin-pointing local charities, community projects/groups & resources

✓ Connecting those who need help to those who provide it

✓ Helping anyone experiencing isolation to find local groups so they can connect with others

✓ Sign-posting people who want to help - to projects that need their support

✓ Helping people discover, connect with and shape their local community

✓ Unique 'Traffic Light' system instils confidence in the accuracy of information in profiles

✓ Focusing on local areas, highlighting local needs, opportunities and priorities

✓ Partnering with key community organisations - with established local knowledge & networks

✓ Nationwide network of connected maps: One place, once click = profiles are added/updated across all maps

✓ Connected community maps can focus on more than one area or niche - multiple access points

✓ Making it 'aDoddle' to find, connect, give, collaborate and support - FREE to use 24/7

✓ Facilitating stronger, more resilient communities

Mini 'Website'

Profiles on aDoddle are like a mini website:

- Semi 'Brand'
- Standard Profile Layout
- Use in Place of Website
- Share '5 Key Things'

Each charity, community group or organisation provides vital support or opportunities to people & communities. aDoddle.org offers the ability for each of these organisations to have a free profile, helping them to be found by those who need them - for whatever reason.

Survivors Network

Survivors' Network aims to reduce sexual violence and its impact on survivors' lives

Bristol Grandparents Support Group

Helping to alleviate isolation and loneliness linked to family breakdown for grandparents

Suited & Booted

Providing suitable interview clothing and interview coaching to vulnerable, unemployed men

EDAS

Supporting adults and young people with mental health and substance misuse issues

HEART FELT TIPS

Enabling children to help less fortunate children, empowering them both for their future life adventures

The Nest Southwest CIC

Supporting women and girls through the major life transitions of menstruation, pregnancy & birth and menopause

DiverseAbilities Dorset's Disability Charity

Support more than 1500 children & adults with profound physical & learning disabilities across Dorset each year

West Wight Men In Sheds

Helping to tackle loneliness and isolation in people, particularly but not exclusively older people

MID DEVON MESSENGER Talking Newspaper

Supplying local audio news to those with sight loss or other conditions which make reading difficult

4GCT Helping people, changing lives

Providing food banks for emergencies, community larders and other wellbeing support

Win On Waste

Running projects to benefit the environment & local people to get smart with waste and recycling

Autism Berkshire

Providing support for autistic children, young people and adults and their families in Berkshire

TAX HELP FOR OLDER PEOPLE

Providing help and support to older people on a low income when dealing with tax issues and HMRC

Brave BOLD drama

Theatre and community arts company giving opportunities to all kinds of humans to get creative and enjoy the creativity of others

Gift of a Wedding

Gifting free wedding services to people living in the UK with a terminal or life-limiting illness

Community Mapping is for Everyone – In Every Community

Dorothy:
Dorothy has been dealing with isolation after a family breakdown that caused her to become estranged from her grandchildren. She hopes to find a group that offers support, information and promotes family well-being.

Alan & Joan:
Alan & Joan are retired. They've recently lost their son to suicide. This has also meant they've lost contact with their grandchildren. It has hit them hard & they feel like their world is falling apart. They're looking for support groups to help them navigate their loss.

Isaac:
Isaac believes that business should set aside time & funding to support the local Community, as it is where his employees live & socialise. He's considering having a Bespoke Map dropped into the company website which employees could consult (without having to say what their struggle might be), thus improving their wellbeing and reducing sickness costs to the business.

David:
David is a widower, who has become disconnected from the outside world. He would like to find groups that suit his interests, so he can start to integrate back into his local community again.

Samara:
Samara is a Paramedic. Recently, she has attended many traumatic incidents, which has affected her mental wellbeing. She would like to know about external Support Groups near where she lives.

Pooja:
Pooja is married and has three children under 7. She's looking for a group to join or an activity do once a month so that she can have some time where she can be 'herself' and not 'Mum'. Her husband supports this as he recently joined a local photography club.

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aDoddle.org

Every Person in Every Community Deserves to Have Easy Access to Local Information

- 12 Regions
- 400+ areas identified
- Add details once
- Ability to duplicate a profile
- Multiple access points to maps
- Dropped into existing websites
- Choice for all data or niche data

Map
Out
of
The
Box
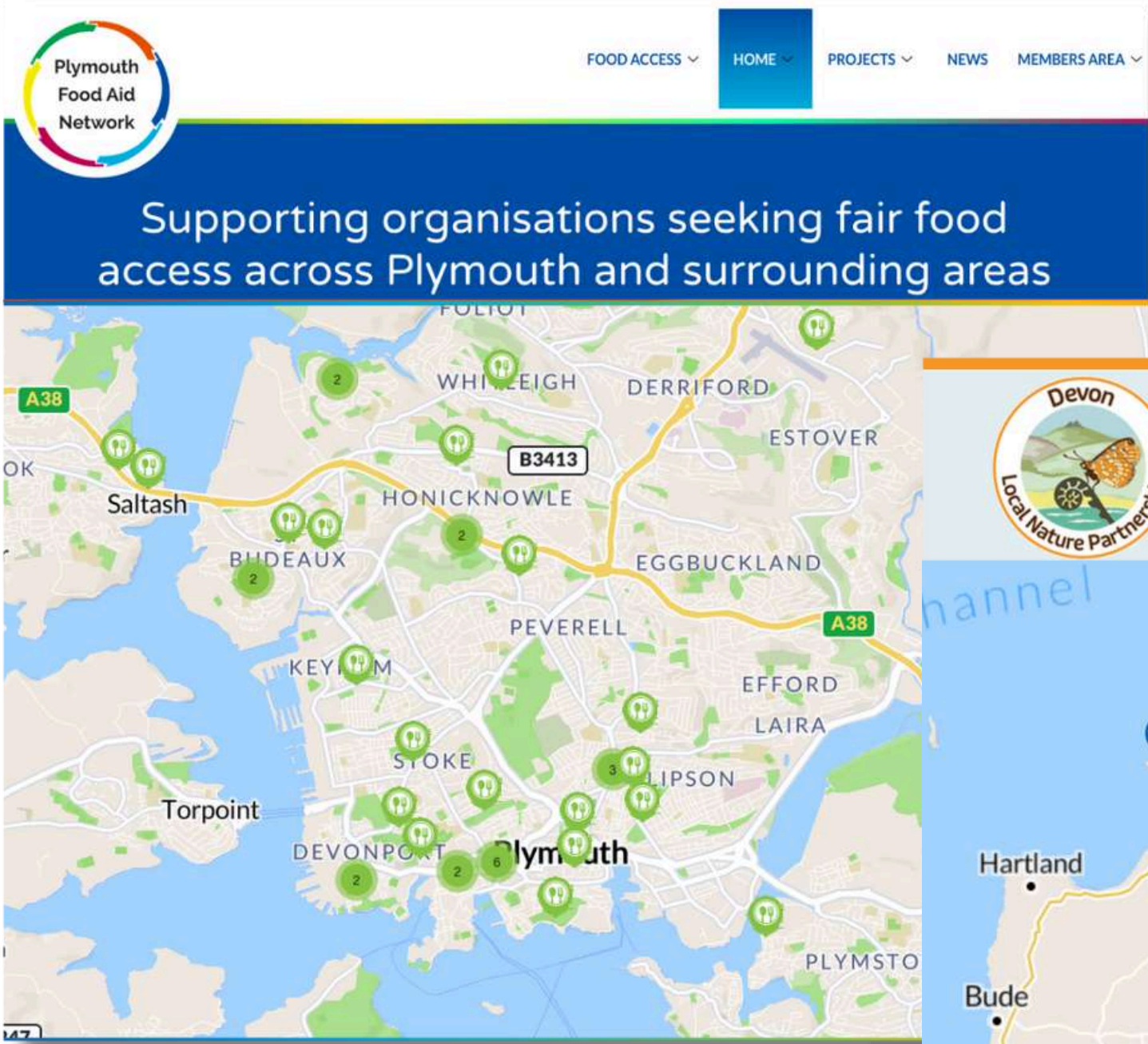
aDoddle Maps – More than Just ABCD

- Cost Effective & Lean Approach
- Unique Traffic Light System
- Guides Hub & Free Workshops
- Duplicate Profiles
- Favourites & Lists
- Directions & Landmark Images
- Ability to transfer profile ownership
- Team Permissions for managing profiles
- All maps connected - No borders & boundaries
- Map & Tech updates made available for all aDoddle maps
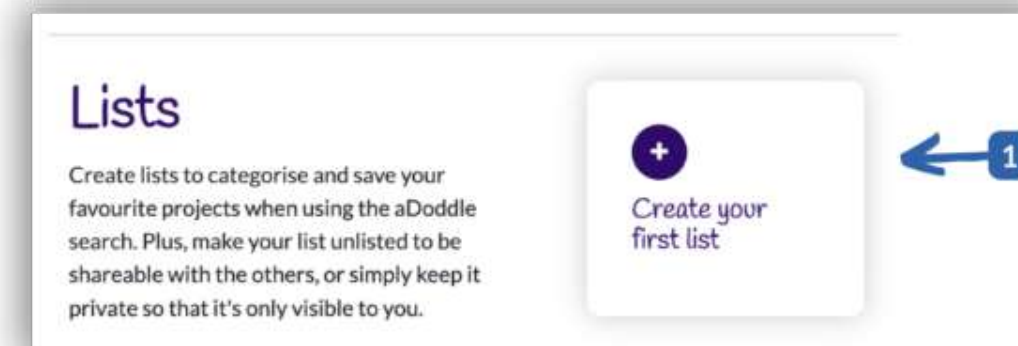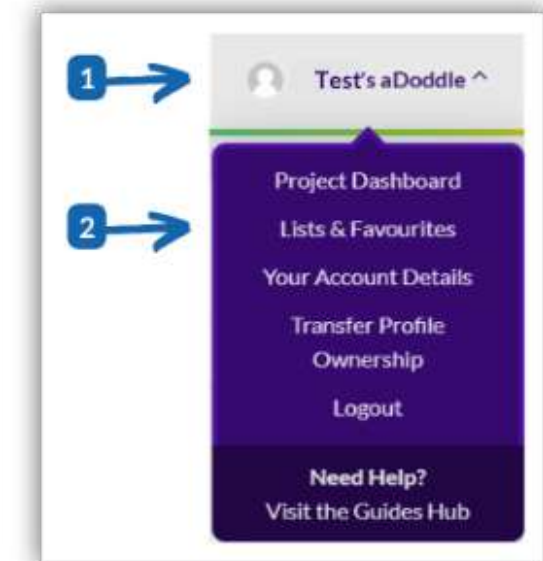
Connecting People & Communities - One Click at a Time

Impact & Value

The Solution

The Problem

Benefits of Co-Production

Co-production is a collaborative approach that brings together stakeholders to improve the quality, efficiency, and impact of community engagement. It has the power to strengthen relationships, increase innovation & support the growth of more resilient communities.

Improved Quality of Services:

Improve the quality of services by bringing together the expertise of different stakeholders, leading to a better understanding of the needs of the community and the development of more effective and responsive services.

Increased Efficiency:

Increase efficiency by reducing the need for duplication of effort and by ensuring that services are more aligned with the needs of the community. This can lead to cost savings and a more streamlined service delivery process.

Greater Community Engagement:

Increase community engagement by giving people a greater say in the design and delivery of services. This can lead to a more empowered community and a greater sense of ownership of services.

Strengthened Relationships:

Strengthen relationships between partners, communities, and aDoddle.org. This can lead to a more collaborative and supportive environment, which can be beneficial for all involved.

Focused Strategic Innovation:

Target innovation by bringing together different perspectives and ideas, leading to the development of new and more effective ways of delivering services.

aDoddle Community Maps

Because every person and every community deserves to have an easy and accessible way to find help, give help and get connected locally

Value and Impact for People & Communities

Benefits & Value for Charities, Community Groups & Organisations:

- Free Profile - Can be used as a 'Mini-website'
- No need to purchase a domain name
- No cost for 'hosting' your profile
- No website development time needed
- Simple profile creation - just add your information & it is done
- Easy 'master' profile duplication for multiple locations of same project
- Direct contact - no need for custom email address & hides personal email
- Ability for partial branding
- Access to free profile 'header' templates in canva
- Free marketing
- Increased opportunity to be found by those who need help or want to help
- Access to free support workshops and a Guides Hub

Estimated Value per profile between £600 & £1600 - depending if using instead of having a website developed.

Based on the lower figure of £600 per profile, with the 3000+ profiles on aDoddle's community maps, that is an annual value to the charity and community sector in excess of:

£1.8 Million

Added to this, is the social value provided for people we may never meet or know about. Those who have found the help they need, the places to connect with others or the volunteer opportunities and the lives that impacts

Community Map Annual Licence Fees – Founding Partners*

Population Size	Top Tier Licence PA	Additional Pre-Filtered or Localised Area Map	Agency Bolt-On Licence
Level 1 **0 - 50k**	£3,000	**PF***: same population = £1,500 **LA*** = ½ Licence fee - based on population of local area	£1,500
Level 2 **50k - 100k**	£6,000	**PF***: same population = £3,000 **LA*** = ½ Licence fee - based on population of local area	£3,000
Level 3 **101k - 250k**	£9,000	**PF***: same population = £4,500 **LA*** = ½ Licence fee - based on population of local area	£4,500
Level 4 **251k - 500k**	£12,000	**PF***: same population = £6,000 **LA*** = ½ Licence fee - based on population of local area	£6,000
Level 5 **500k - 1m**	£15,000	**PF***: same population = £7,500 **LA*** = ½ Licence fee - based on population of local area	£7,500
Level 6 **Over 1m**	£18,000	**PF***: same population = £9,000 **LA*** = ½ Licence fee - based on population of local area	£9,000

*Prices Correct at time of printing - March 2025

Pricing Structure:
Annual licence fees are based on population for the area the map covers. Figures are based on data from the Councils/Authorities & ONS

Once a 'Top Tier Licence has been purchased for an area a discount can will be given for additional localised, pre-filtered or bolt-on agency map licences:

Example:
Devon County Council (DCC) Purchases a Top Tier Level 5 Annual Licence

They choose to have an additional pre-filtered map, covering the same area, for Environmental project to help them fulfil their UN SDG's. This licence is charged at the reduced Level 5 rate.

A District Council within DCC's area chooses to have a localised map to focus on their closer community. Their population is within the Level 2 licence. They will pay the discounted rate for a level 2 licence (as long as DCC maintains an active Level 5 licence)

Legend:
PF* - Pre-Filtered Map
LA* - Localised Area Map

# Community Mapping is for Everyone – In Every Community

Elena:
Elena has been a carer for her younger disabled
sister since her parents passed away 7 years ago. She has
found a weekly support group for her sister, and is now looking for some
respite for herself and a place to connect with others.

Camilla:
Camilla is a survivor of domestic abuse & has
recently been moved, into a new area, for her safety.
She'd like to connect with others who are in a similar situation, to prevent further
isolation. The groups need to understand her anonymity in the area.
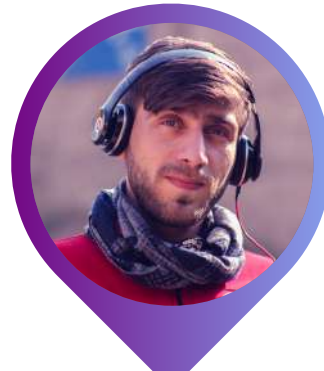
Stefan:
Stefan has been searching for an opportunity to
give back in his community. He's Autistic and
passionate about cooking & would love to find a Community Kitchen nearby so he can help
others who have been affected by the rising cost of living and are now in need of food aid.

Niko:
His elderly parents live hundreds of miles away from him.
He would like to be able to find local support in the area where his
parents live, so they can engage in their community and stay
independent in their own home.

Rosa:
Is taking a year out between College and
University. She would like to know about relevant
Volunteering opportunities in her home town area.

Matt:
Matt's a single father who has recently moved to a new area with his job. He feels overwhelmed
lot of the time & his family live over 3 hours away. He would
like to find a couple of different groups, perhaps one for sport and one for activities with young
children.

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The Potential for Social Impact at a Glance

John:

Lives with a disability and is a wheelchair user.

He would like to discover projects and groups, in his local area, which are physically accessible so that he can connect with others.

John goes into town to search for accessible groups & activities but struggles to find anything suitable. He finds that many community centres lack proper wheelchair access. He asks around to see if anyone knows of accessible groups he could attend, but people in his hometown aren't aware of what's available locally.

John, eager to connect with others and find accessible activities, discovers aDoddle's online community maps. He's thrilled to find several profiles for groups and projects near him that are wheelchair accessible. The organisations have added an "accessible" icon on their profile, immediately putting his mind at ease, knowing these options are truly available to him.

An initial online search also yields little results and he is left feeling disheartened and frustrated. The lack of access to opportunities reinforces his feelings of loneliness, so he spends more and more time at home, disconnected from the world around him.

If John Doesn't Find Help?

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When John Finds Help

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He reaches out to a local wheelchair basketball team and a community gardening project who meet weekly. To his delight, both are incredibly welcoming and eager to have him, making him feel instantly accepted and valued.

As the days turn into weeks, John's mood deteriorates. He feels increasingly depressed and withdrawn. He struggles to find motivation to do even the things he used to enjoy. He considers reaching out for mental health support but hesitates, unsure where to turn. He keeps his feelings bottled up, further isolating himself.

John finds himself quickly embraced by the basketball team. The camaraderie and friendly competition boost his confidence. He's excited to be part of a team again and enjoys the physical activity. Through the gardening project, he discovers a passion for growing his own vegetables and flowers. He connects with people of all ages and backgrounds, sharing tips and laughter.

John's physical health also begins to suffer from his inactivity. He feels a growing sense of detachment from the world, a feeling of being trapped and forgotten. Without access to resources and support, John's world shrinks, and he faces a downward spiral of loneliness, depression, and potential health issues.

With these newfound connections, John's world expands. He's no longer isolated at home. His confidence grows as he participates in community events & goes on to volunteer at a local disability support centre. He grows a strong support network who understand his challenges and celebrate his successes. He feels a sense of belonging and purpose, leading to a significantly improved sense of well-being.

The Potential for Social Impact at a Glance

Dorothy:

Dorothy has been dealing with isolation after a family breakdown that caused her to become estranged from her grandchildren. She hopes to find a group that offers support, information and promotes family well-being.

Dorothy's isolation deepens. She feeling increasingly lonely and disconnected from others, feeling like an inconvenience & unable to reach out for support due to her estrangement from her family and lack of internet access.

Dorothy receives a letter through the post, from her social housing provider, explaining aDoddle & projects in her area. Sharing the types of groups or support available for her to connect with.

Dorothy's health deteriorates. Her isolation, coupled with her worries about her family, leads to a decline in her physical and mental health. She neglects basic self-care, develops cognitive decline, and becomes increasingly frail.

If Dorothy Doesn't Find Help?

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When Dorothy Finds Help

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Dorothy had been feeling very lonely. Re-reading the letter she finds two groups that interest her, a social lunch & a local history group.
After attending both for a few weeks she realises there are other people in a similar position. She makes new friends and they start to connect at other times as well.

Dorothy's situation becomes critical. Her frailty prevents her from leaving home to get her medication, and she has no one to turn to for help. Recently she's become worried about finances & hasn't put her heating or cooked herself a warm meal.

Dorothy has a fall and unfortunately due to her frailness, she cannot get up. Dorothy is left on the floor in her home and sadly dies. She is not found until a neighbour raises the alarm more than a month later.

Dorothy has a fall, she feels shaken & misses one of her groups. However, a new friend picks up the phone to check she is OK, brings over her medication & a warm meal. She regains confidence and is soon back on her feet, re-joining the group, finding comfort and strength in the connection she's built.

Dorothy no longer feels isolated and alone. She gradually forms valuable connections within her community. These friendships provide companionship and assistance, knowing she is also able to pick up the phone to chat to someone from home.

The Potential for Social Impact at a Glance

Marvin:

Marvin is a single father who has recently moved to a new area with his job. He feels overwhelmed a lot of the time & his family live over 3 hours away. He would like to find a couple of different groups, perhaps one for sport and one for activities with young children.

Marvin's mental health deteriorates due to the stress of being a single parent, moving to a new area & feeling overwhelmed. Without support, he may experience anxiety, depression, or other mental health issues.

Feeling overwhelmed, Marvin looks online to find local groups for himself and his son. He doesn't yet know how important connecting with the community will be for him.

Marvin's relationship with his son may suffer, he may find it difficult to be a present and supportive parent. This can lead to strained relationships & communication problems between Marvin and his son.

If Marvin Doesn't Find Help?

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When Marvin Finds Help

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Marvin discovers aDoddle.org and finds his local community map. Utilising this resource, Marvin joins various groups: sports for himself, children's sports activities, and other community organisations that provide support.

Marvin may turn to unhealthy coping mechanisms. When people are feeling overwhelmed and stressed, they may turn to unhealthy coping mechanisms like excessive drinking, drug use, or overeating. Meaning negative consequences for Marvin's health & his sons well-being.

Marvin may become even more isolated. Without a support network, Marvin may become increasingly isolated & lonely. Feeling hopeless & depressed, his relationship with his son could deteriorate further and he could lose his job.

Marvin thrives through community connection. Over time, Marvin's mental health improves significantly. He enjoys quality time with his son, having discovered a supportive community. Additionally, Marvin forms strong friendships through his involvement in these activities.

Marvin actively engages with these groups regularly & attends different events, bringing his son along to local family events, connecting with other single parents where they share their own experiences. Marvin feels less alone and knows he has people he can turn to.

The Potential for Social Impact at a Glance

Layla:

Has received an informal diagnosis of neurodiversity through an independent assessment & now has to wait for up to 4 years for an NHS diagnosis, to be able to receive support and possible medication. She'd like to learn from people who are in a similar situation & also discover what help there might be in her local community?

Layla feels uncomfortable asking for help. Like many others with ADHD, she assumes its 'just her', and so she suffers in silence.

Layla's depression escalates, which is made worse because she is struggling to hold down her job. The NHS do not offer direct support to those on the waiting list for deteriorating mental health.

Layla is fired through poor conduct related to timekeeping, disorganisation and missing deadlines.

Layla gets a letter to say she is accepted on the waiting list. This letter also has information about aDoddle.org and her local Community Map on it.

If Layla Doesn't Find Help?

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When Layla Finds Help

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Layla contemplates ending her life, as relationships fall apart and debts escalate. Statistics for suicide with ADHD are high, because of impulsivity and RSD.

She searches the map & discovers a group in her area for Neurodivergent adults. Layla calls into a coffee morning, anxious at first, but when she realises everyone is like her, she makes friends quickly.

She searches the map & discovers a group in her area for Neurodivergent adults. Layla calls into a coffee morning, anxious at first, but when she realises everyone is like her, she makes friends quickly.

Attending the group weekly, she makes strong connections who ask if she has heard of Access to Work. She gets a new job & feels supported. Because of her positive experience, she shares her story forward, helping others to also connect to help.

Supports UN SDG's - 2030

Also Supports

Anyone, anywhere, can be lonely or socially isolated. Across all ages and regions, loneliness and social isolation have serious impacts on our physical and mental health, and the well-being of our communities and society. The WHO Commission on Social Connection (2024–2026) aims to see the issue recognised and resourced as a global public health priority. The Commission will propose a global agenda on social connection, working with high-level Commissioners to make the case for action, marshal support to scale up proven solutions and measure progress.

*Source - The Word Health Organisation

Potential for

Regular Quarterly

Multi Organisation

Mapping Group Meeting

Reference Sources

- **Peter Bates:**
  Goldmining: https://peterbates.org.uk/wp-content/uploads/2023/08/Goldmining.pdf

- **UK Parliment - Financial distress in local authorities – Report Summary:**
  https://publications.parliament.uk/pa/cm5804/cmselect/cmcomloc/56/summary.html

- **WHO - Commission on Social Connection:**
  https://www.who.int/groups/commission-on-social-connection

- **The Cost of Disconnected Communities:**
  https://www.edenprojectcommunities.com/blog/the-cost-of-disconnected-communities

Please Do Get in Touch...

Jaki King - CEO & Founder

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aDoddle.org

Together we Can!

Alone we can do so little – Together we can do so much

Helen Keller

Partnerships: Where Two or More Organisations Work Together,

Take the best of what they do, know or have access to and join forces to create exponential impact

Communities are Stronger When They Work Together