



CASE STUDY

SCRIBBLE MAPS & FOREVER MANCHESTER

TRANSFORMING NEIGHBOURHOODS INTO COMMUNITIES

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Scribble Maps enables us to bring a range of city assets like green spaces, buildings, local services, community groups, and meetups together in a single resource we can easily share, as well as add our own notes and information to. None of the other mapping tools out there were able to bring it together in the way that Scribble maps does.

Helen Capiter, Community Building Coordinator at Forever Manchester



Maps can be used to chart the location of places and the things that matter most. But sometimes the most powerful maps are those that capture something that isn't so easily visible: community support and community engagement. The team at UK charity Forever Manchester uses Scribble Maps to better serve local residents and reveal the amazing community projects happening all around them.

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The Challenge



For 30 years, UK charity Forever Manchester has encouraged local residents to connect with and support each other across the Greater Manchester region.

It does this by raising grant money and distributing it to community projects and fresh ideas that help the city's neighbourhoods feel more welcoming, safe, supportive and vibrant. The charity works with more than 1,000 grassroots groups each year — which means they always have an abundance of information to keep abreast of.

The Community Building Team at Forever Manchester work in specific, focused neighbourhoods in Greater Manchester, conducting on the ground, targeted work with a small number of specific communities. The goal of this work is to increase the number

of connections between residents, organizations and groups within the area, to build stronger, more resilient communities.

Over the years, Forever Manchester tried a wide variety of online and offline tools to showcase their community-building work to funding bodies, community leaders, project participants, and, of course, their own teams and collaborators. This often involved annotating paper maps to take stock of their work around the city. Those maps were OK for sharing around the office, but they didn't present the charity's work in a way that was quick, attractive, accessible or easy to reference.

Thanks to Scribble Maps, however, Forever Manchester is now finally able to share the impressive impact of their Community Building Team's work as a bespoke, digital map of the city.



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Forever Manchester works with more than 1,000 grassroots groups each year

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The Solution

When Forever Manchester discovered Scribble Maps, the goal was to consolidate the Community Building Team's internal maps in one place so they could better track the ever-expanding patchwork of community groups, local services, and charities that related to their work. For the first time, Forever Manchester's Community Building Team was able to see the impact of their work and monitor the growth of their projects at any time. But the true impact of finding the right solution turned out to be even wider.

Once Forever Manchester had put their maps out into the wild, they were amazed by how eager the community

was to get involved. Residents began making their own edits to maps and sharing them more widely than the team could have imagined. Forever Manchester was also able to provide an invaluable resource for local groups and organizations to understand where they sit in context to other community engagement projects nearby.

For one user, Scribble Maps became an essential tool for coping with the stress of living in a big city. A local resident suffering from mental issues created his very own "wobble map." The idea was to plot out the location of nearby places that offer mental health services, which could be used to help him during tough times. He shared his map back with Forever Manchester, and now it's available for anybody in the city to use.

Big cities can be difficult places to feel connected with your neighbours. It can be hard to look past the towering buildings and see the communities working hard to support each other. With Scribble Maps, Forever Manchester are proving that sometimes the right mapping solution is all it takes.





To find out more about Scribble Maps or for an informal chat about your requirements, please email sales@scribblemaps.com to speak with one of our representatives.