



# INCLUSION MAPPING TOOL

## What is inclusion mapping?

Mapping is a means of identifying current and prospective club members and partners across the community. Inclusion mapping can help clubs to identify the wealth of perspectives and experience already in the club as well as highlighting opportunities to engage with seldom heard groups in the community and to increase engagement with and within the club.

These quick and simple mapping exercises are most effective when carried out in a group, e.g., by a Green Team, Healthy Club Team or members of a club committee.

### Noticing Neighbours

1. **EXISTING CLUBS USERS.** List any groups (formal or informal) that use the club or grounds – e.g.

- Community groups or organisations that use or hire the clubhouse facilities or meeting rooms
- Schools or other teams or clubs that use the pitches or outdoor facilities
- Informal groups that meet or come together at the club (e.g., walkway users, parents who gather at their children's training, older members who come down to matches)

| CLUB USER | WHEN & HOW THEY VISIT THE CLUB |
|-----------|--------------------------------|
|           |                                |
|           |                                |
|           |                                |
|           |                                |
|           |                                |
|           |                                |
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|           |                                |

For example:

| CLUB USER                     | WHEN & HOW THEY VISIT THE CLUB            |
|-------------------------------|---|
| Coach to 5k group             | Meet at the walkway every Tuesday evening |
| Autistic Adult Support        | Use the meeting room on Thursday mornings |
| Group of retired club members | Attend all home senior football matches   |





Consider approaching representatives or some or all of these groups to:

1. Let them know about the playing and non-playing activities and facilities in the club available to them.
2. Learn if there are any barriers, real or perceived, preventing these groups from engaging with the club.

Record any actions or ideas here:

**3. ASKING THE EXPERTS.** List any current club members that may have experience, expertise or insight in engaging seldom heard groups or individuals in club activities.

| NAME | AREA OF EXPERIENCE / EXPERTISE |
|------|--------------------------------|
|      |                                |
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|      |                                |
|      |                                |

List any experts in the wider community that could offer advice and support, e.g., local sports partnership, public participation network, representative bodies, social workers, medical professionals, educational institutions.

| NAME | AREA OF EXPERIENCE / EXPERTISE |
|------|--------------------------------|
|      |                                |
|      |                                |
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|      |                                |

Record any actions or ideas here: