

FREETOWN COMMUNITY
PLANNING TOOLKIT:
SETTLEMENT PROFILING



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This toolkit has been developed in dialogue with a broader community of practice including public agencies, civil society organisations and research programmes that are involved in researching and documenting Freetown's informal settlements. These include, among others: the Ministry of Land, Housing and Environment of Sierra Leone; Freetown City Council; the Centre of Dialogue on Human Settlement and Poverty Alleviation (CODOHSAPA); Catholic Relief Services; the research programme Urban Africa Risk Knowledge (Urban ARK); and the ESD Learning Alliance at The Bartlett Development Planning Unit, UCL.

The tools presented in this publication draw on other tools used in the fields of development and participatory planning and design. The versions included here are the ones that SLURC and ASF-UK found particularly useful when working together in Freetown. Our primary sources of information and inspiration in devising these tools are listed in the references section of the toolkit.

A project by:



With:



Supported by:

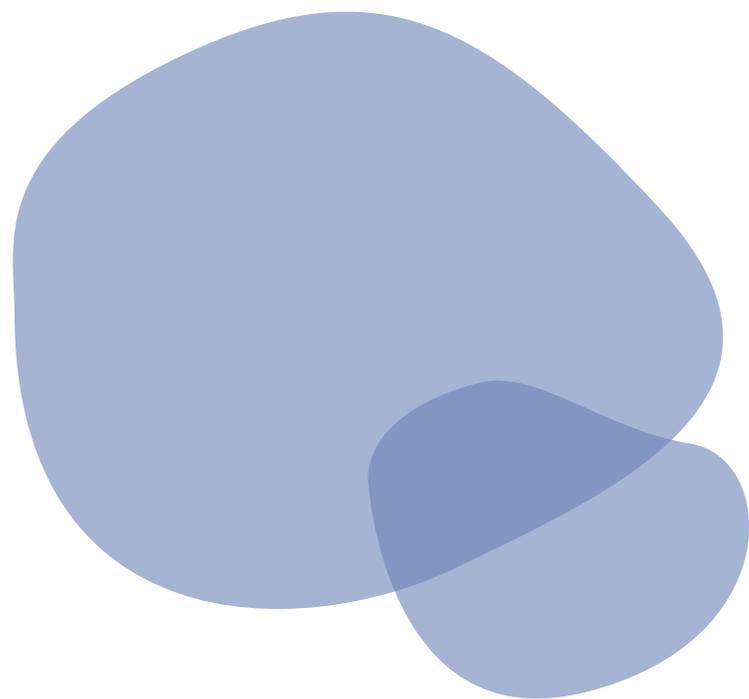


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GLOSSARY

COMMUNITY RESEARCHERS – laypersons who conduct research activities in their own communities.

DATA – information that is gathered and analysed to understand a particular research question.

DATA ANALYSIS – the process of reviewing, understanding and interpreting the data gathered, to learn what is happening.

DATA COLLECTION – the process of gathering information about a topic.

DATA SOURCES – where data comes from.

DATA VALIDATION – the process of checking with the community that the information gathered is correct, and reflects their views.

DATA VISUALISATION – graphical representation of information. By using visual elements like charts, graphs and maps, data visualisation tools can provide an accessible way to see and understand trends and patterns in data.

MEANINGFUL PARTICIPATION – refers to residents having meaningful opportunities to participate in making decisions about, and to affect, the planning and management of their living environment.

MIXED METHODS RESEARCH – describes a research process that is based on both qualitative and quantitative methodologies, and includes both quantitative and qualitative data.

PARTICIPATORY RESEARCH METHODS – approaches that involve engaging with people who are directly related to the area or topic under investigation, and ensuring that they shape the final outcomes of the research. Participatory methods involve using a variety of tools for engagement which make the content of a subject more accessible to everyone.

PRIMARY DATA – data taken directly from sources without any intermediary interpreter, for instance through fieldwork.

QUALITATIVE DATA – information that is descriptive in character. Qualitative data cannot be accurately measured and counted, and are generally expressed in words rather than numbers.

QUANTITATIVE DATA – information that can be measured, more or less accurately, and can be usually expressed in numbers. You can use mathematical procedures to analyse numerical data.

RAW DATA – data that has been collected but has not yet been analysed.

SECONDARY DATA – data that already exists, which might have already been interpreted and recorded e.g. census data, research reports, policy documents.

INTRODUCTION

1 ABOUT THIS TOOLKIT · P.7

2 ABOUT SETTLEMENT PROFILING · P.8



Photo: Luis Gama
(SLURC, 2019)

1.

ABOUT THIS TOOLKIT

WHAT IS THIS TOOLKIT ABOUT?

This toolkit provides a guide for inclusive settlement profiling in Freetown. Throughout this publication, the term 'settlement profiling' refers to the collection, analysis and presentation of data that captures the social and spatial conditions of a settlement, with the aim to inform future planning. There are many different approaches to profiling for settlement planning. The method laid out here focuses on community-based profiling, where local community groups and organisations play a substantial role in all stages of the process and retain control over the information produced.

Settlement profiles created using this toolkit are meant to inform and strengthen the production of Community Action Area Plans (CAAP): a new planning tool for the upgrading of Freetown's settlements. A CAAP is a document which provides a framework for future development within a community, and that is produced in partnership with the members of that community and their support organisations.

HOW CAN WE USE IT?

This toolkit has been created with and for community-based groups and

organisations who intend to gather information about a settlement as part of a larger community planning process. Organisations and practitioners supporting these groups might also find this material helpful.

The toolkit is structured in two parts. The first part explains what a settlement profile is and why it is important. The second part, **Methods and Tools**, is a step-by-step guide on how to go about inclusive community-based settlement profiling. The guide includes a number of practical tools that can be adapted to respond to different contexts and processes.

2.

ABOUT SETTLEMENT PROFILING

WHAT IS A SETTLEMENT PROFILE?

A settlement profile provides grounded information about a geographic area to encourage community-based groups, civil society organisations, professionals and government authorities to better understand a place with the support of a strong evidence base.

WHY ARE SETTLEMENT PROFILES IMPORTANT?

Settlement profiles are particularly important when local governments and other development organisations do not hold accurate information about a settlement, or do not make it accessible to the public. When the information used by planning departments and development agencies does not reflect people's own experience of the place where they live, this can lead to policies and interventions that are, at best, not responsive to local needs and desires.

For this reason settlement profiles have been used for decades by communities across the globe as a tool to inform and influence urban planning. For example, community-based profiling is a core strategy of grassroots network Slum/Shack Dwellers International (SDI).

Since the 1990s, SDI affiliates have jointly profiled nearly 8,000 settlements in over 220 cities (SDI 2020), making SDI and their affiliate organisations an important source of knowledge in the field of urban settlement upgrading.

WHY HAVE A COMMUNITY-BASED SETTLEMENT PROFILE?

Community-based settlement profiles can provide urban communities with the opportunity to put themselves on the map, and to generate evidence that supports their own demands. This way, the process of profiling can play a key role in realigning power between communities and other stakeholders, including government authorities.

The SDI has consistently demonstrated that collecting information is an effective tool for mobilisation at the community level, and can become an instrument for advocacy (Beukes 2014). Mapping, surveying and holding discussions can enable local communities to better understand and communicate the diverse issues that affect them; and can help their partner organisations to support their needs more effectively.

When communities are in control of the information they collect, they are in a stronger position to initiate dialogue with local authorities, which in turn can facilitate

their inclusion in the urban planning and design processes that affect their lives (Hendler and Fieuw, 2018). By profiling their own settlements, communities can potentially activate small and large-scale upgrading of their living conditions.

WHAT IS INCLUDED IN A SETTLEMENT PROFILE?

A settlement profile can capture a wide range of information about a community, and deciding what should be included will depend on the context and the wider strategic aims of the profile. Key questions to ask before starting include: what do you and your development partners need to learn about your settlement? What information already exists about the area? Is it up to date and accessible to you? What time and resources are available for the profiling process? What you include in a settlement profile will depend on your answers to these and other similar questions.

The community-based settlement profiles described in this toolkit are also meant to inform and complement the development of Community Action Area Plans (CAAP). A CAAP is a spatial planning document that helps a community to clarify its needs and wants, and to plan and advocate for change. Like a community-based settlement profile,

it is produced using participatory methods and puts communities at the centre of the planning process. Settlement profiles can usefully inform the production of a CAAP, or the development of specific projects identified within a CAAP. For more information on how CAAPs are produced, you can consult our Toolkit on Community Action Area Planning in Freetown.

The following pages illustrate a number of examples of community-based or community-led settlement profiles in Freetown and globally.



CASE STUDIES IN FREETOWN



KYC (KNOW YOUR CITY) PROFILING

Location: 27 Settlements across Freetown

Leading organisations: CODOHSAPA (Centre of Dialogue on Human Settlements and Poverty Alleviation) and FEDURP (Federation of the Urban and Rural Poor)

Year: 2016-2017

Know Your City is a global campaign from Slum Dwellers International, United Cities and Local Governments of Africa, and Cities Alliance. Around the world, slum dwellers collect city-wide data and information on informal settlements. This work creates alternative systems of knowledge that are owned by the communities and have formed the basis of a unique social and political argument that enables the urban poor to have an informed and united voice. In Freetown, CODOHSAPA and FEDURP have used this framework to carry out profiling in settlements. A summary of the collected data is available online. CODOSAPA hold a more detailed database containing sensitive information.

For further reading: CODOHSAPA and FEDURP (2018). Know Your City Profiling. Available at: <https://codohsapa.org/kyc-profiling/> (accessed 1 August 2020).



TRANSFORM FREETOWN

Location: All 310 communities in the city

Leading organisations: Freetown City Council

Year: 2017 - ongoing

Transform Freetown was launched in 2019 as Freetown City Council's three year priority plan. The plan has been based on consultation with Freetown's residents and stakeholders using a 'needs assessment process'. 15,000 community members engaged in zonal meetings which allowed Freetown's residents to reflect on the Council's work so far and to present priorities moving forward. These meetings were attended by ward committee members, various community stakeholders, councillors, youth groups, religious groups and women's groups; and utilised trained facilitators including members of the Federation of Urban and Rural poor (FEDURP).

For further reading: Freetown City Council (2019). Transform Freetown Process. FCC (accessed 1 August 2020).



REMAPRISK FREETOWN

Location: 12 settlements across Freetown

Leading organisations: Sierra Leone Urban Research Centre (SLURC) and The Bartlett Development Planning Unit, UCL

Year: 2016-2018

ReMapRisk Freetown has been developed by the Bartlett Development Planning Unit at University College London and the Sierra Leone Urban Research Centre as part of the project 'Urban Africa Risk Knowledge' (Urban ARK), which seeks to contribute to risk management in urban sub-Saharan Africa. The ReMapRisk tool enables the mapping and analysis of under-recorded everyday risks, such as water and sanitation related diseases, and small-scale episodic disasters, such as fires and localised floods. The tool allows users to explore and identify specific hazards and vulnerabilities, as well as city dwellers' and support organisations' capacities to act in response.

For further reading: Allen, A., Koroma, B., Lambert, R. and Osuteye, E. with Hamilton, A. (platform assemblage) and Kamara, S., Macarthy, J., Sellu, S. and Stone, A. (coordination of community-led data collection) (2018). ReMapRisk Freetown. Online platform produced for Urban Africa Risk Knowledge (Urban ARK) [<https://www.urbanark.org/>]

CASE STUDIES GLOBALLY



DEVELOPING AN INFORMAL SETTLEMENT UPGRADING PROTOCOL IN ZIMBABWE

Location: Epworth, Zimbabwe

Leading organisations: Dialogue on Shelter Trust & Zimbabwe Homeless People's Federation

Year: 2009-2011

Magda provides an example of participatory, in-situ upgrading following the production of an informal settlement profile. The upgrading project was supported by the local government with the involvement of the Department of Physical Planning. The process included the meaningful participation of residents in articulating their own priorities and in influencing the design of the settlement. Local residents, members of the Zimbabwe Homeless People's Federation (an affiliate of SDI), Dialogue on Shelter Trust and local planning students formed teams to gather information. The Magda community themselves elected a development committee to oversee the formulation of a Strategic Plan that prioritised their needs as a community.

Further reading: Chitekwe-Biti, B., Mudimu, P. Nyama, G.M., Jera, T. (2012). "Developing an informal settlement upgrading protocol in Zimbabwe—the Epworth story". *Environment & Urbanization*, 24(1), 131-148.



EXPLORING PARTNERSHIPS WITH LOCAL GOVERNMENT: A PEOPLE'S LED APPROACH TO INFORMAL SETTLEMENT UPGRADING

Location: Across South Africa

Leading organisations: South African SDI (Slum Dwellers International) Alliance

Dialogue on Shelter Trust & Zimbabwe Homeless People's Federation

Year: 2008-2019

The South African SDI Alliance has worked extensively with community-led informal settlement upgrading across South Africa. Savings groups and community-led data collectors play a key role in their model for change. The contributions of savings groups are a means of measuring the commitment of an upgrading initiative, whilst also allowing for a space to develop accountability bases. The Alliance stresses that the 'informal settlement upgrading is not an end in itself, but a means of challenging patterns of exclusion and realising cities and structures that prioritise and engage urban poor residents as equals.'

Further reading: Hendler, Y. & Fieuw, W. (2018). *Exploring partnerships with local government: A people's led approach to informal settlement upgrading*. Cape Town: CORC.



COMMUNITY MAPPING & DATA GATHERING FOR CITY PLANNING IN THE PHILIPPINES

Location: Muntinlupa, Philippines

Leading organisations: Asian Coalition of Housing Rights, Homeless People's Federation of the Philippines (HPFPI), the Technical Assistance Movement for People and Environment (TAMPEI)

Year: 2015

The mapping in Muntinlupa City gathered data on informal settlements and fed this information into the city's shelter plan and land use plan. The project was supported by local and national governments, the World Bank, civil society organisations, as well as local communities who formed part of the mapping teams. Apart from basic level data, the team collected data on measures of community capacities such as organisational maturity, presence of community savings, livelihoods, risks and hazards. Communities were able to use the gathered information to negotiate with the government and other stakeholders and the process contributed to establishing trust between communities and the local government.

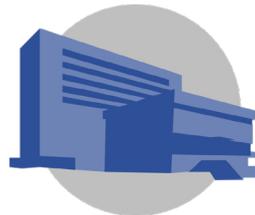
Further reading: Ayson, D. (2018). "Community mapping and data gathering for city planning in the Philippines". *Environment & Urbanization*, 30(2), 501-518.

WHO SHOULD BE INVOLVED?



COMMUNITY GROUPS

Community-based settlements profiling should involve residents and community representatives from the early stages of the process to the final dissemination of findings.



LOCAL AND NATIONAL GOVERNMENT

National and local government departments can help to clarify data needs and to validate data once collected. They are also a strategic audience for the dissemination of findings.



SUPPORT ORGANISATIONS

Civil society organisations and research institutions can provide key support to community groups, sharing useful knowledge and tools for collecting, analysing and disseminating data.

WHAT SKILLS DO WE NEED?



FACILITATION

You will need people in your team who can facilitate community meetings, communicate ideas, and coordinate workshops in a fair and inclusive way.



DESIGN

Creating effective visual documents is a skill. A trained designer can help to create accessible content for community settlement profiles that everyone can read and understand.



DATA ANALYSIS

Trained researchers such as university students and technical professionals can provide valuable support to the profiling process and could be involved from the early stages.



COMMUNITY RESEARCH

Community researchers are likely to have a deep understanding of the issues that the community faces. They will be able to identify issues that could otherwise be overlooked.



Photo: Luis Gama
(SLURC, 2019)

METHODS AND TOOLS

- 1 ENGAGING COMMUNITIES AND STAKEHOLDERS - P.16
- 2 CLARIFYING DATA NEEDS - P.28
- 3 COLLECTING DATA - P.42
- 4 ANALYSING DATA - P.68
- 5 COMMUNICATING FINDINGS - P.76

THE STAGES INVOLVED IN CREATING YOUR SETTLEMENT PROFILE

There are five stages in the settlement profiling methodology described in this toolkit. Each stage is described by one section of the book.

Section 1 discusses who should be involved in the profiling process. **Section 2** asks why

the profile is needed, what data should be collected, and how. **Section 3** presents a range of methods and tools for collecting data in detail. **Section 4** explores how data can be analysed. Finally **Section 5** presents a range of tools that you can then use to communicate information.





1.

ENGAGING COMMUNITIES AND STAKEHOLDERS



ENGAGING COMMUNITIES
AND STAKEHOLDERS

1



CLARIFYING DATA
NEEDS

2



COLLECTING DATA

3



ANALYSING DATA

4



SHARING FINDINGS

5

THE FIRST ACTION TO TAKE IN PROFILING A SETTLEMENT IS TO ENGAGE WITH RESIDENTS AND THEIR SUPPORT NETWORKS TO MAP OUT EXISTING GROUPS AND ORGANISATIONS THAT ARE RELATED TO THE PROFILING PROCESS, AND TO DISCUSS ROLES AND RESPONSIBILITIES MOVING FORWARD.

INTRODUCTION

Most communities in Freetown recognise a variety of leadership figures, often including a traditional leader or chief, one or more religious leaders, and one or more elected councillors. In recent years, Freetown's settlements have also seen the emergence of a strong network of community-based organisations, including the Federation of the Urban and Rural Poor (FEDURP) and the Freetown Eastern Slum Dwellers Association (FESDA); and a wealth of community structures that organise, for instance: saving groups, disaster risk management, and action area planning processes (City Learning Platform 2019).

These entities work in partnership with supporting agencies such as the Centre of Dialogue on Human Settlement and Poverty Alleviation (CODOHSAPA) and SLURC. They all play an important role in the planning and development of informal settlements, and many of them have been actively involved in profiling and enumeration activities across Freetown.

When starting a community-based profiling process in your settlement, it is important to clarify which leaders and institutions represent and support local residents; whether they have been involved in any other research and documentation initiative

in the area; and who can be responsible alongside you for creating the settlement profile.

WHO SHOULD WE WORK WITH?

Local residents and community-based groups should play a central role in producing and managing information that concerns their lives, homes and neighbourhoods. Without them, data collection processes can be extractive and become harmful, leading for instance to unwanted interventions or even forced evictions. Additionally, collecting information can be in itself an effective tool for mobilisation and advocacy.

For these reasons, it is important to put in place mechanisms to ensure that the profiling process is always accountable to local residents and their representatives. There are several ways of doing so. You can involve local residents as community researchers: this will help you to make sure that the research is carried out 'with' the community, rather than 'to' it.

Secondly, you can formally appoint community representatives to oversee the profiling process, for instance as members of a local steering committee. This can allow residents to monitor that profiling



Profiling workshop
(SLURC, 2019)



Mobilisation activities in Cockle Bay (SLURC, 2019)

activities are conducted in a way that is fair and inclusive, and that the profiling process contributes to achieving the community's objectives.

Finally, you can consider the broader social and institutional networks within which the profiling process takes place, and the contribution that it can make to wider processes of social mobilisation.

Over the past few years, many organisations in Freetown have joined forces to establish local and citywide communities of practice, as platforms where grassroots groups, local government bodies, and other organisations working on the ground can build partnerships and strengthen their practice by learning from one another.

These communities of practice operate both at the local and at the citywide level, and constitute an important network that can support your profiling process.

COMMUNITY NETWORKS AND COMMUNITY LEARNING PLATFORMS

Since 2018, SLURC has facilitated the forming of Community Learning Platforms (CoLPs) across Freetown. CoLPs are based in specific settlements. They create knowledge within their communities

and feed it into practice at citywide level through documenting local priorities and methodologies that are shown to work. They have a diverse membership, including traditional, religious and political leaders, as well as representatives of community based groups and organisations. Working in partnership with or helping to start a local CoLP is an excellent way to connect to key stakeholders in your settlement, and ensures that the community has control over the data collected (City Learning Platform 2019).

CITYWIDE NETWORKS AND CITY LEARNING PLATFORM

In addition to local networks, partnering with other organisations across the city can bring a range of skills and capacities into the profiling process, and can guarantee that the evidence produced informs practice and policy at citywide level.

Cooperating with public agencies can also help build mutual trust, which in turn can facilitate the use of community-based data for strategic planning purposes.

Freetown's City Learning Platform (CiLT) was created with the purpose of connecting local communities to citywide and national stakeholders (City Learning Platform 2019).

WHERE CITY LEARNING PLATFORMS FIT INTO THE PLANNING PROCESS



It is a space where communities can speak for themselves, coordinate citywide actions and inform the highest levels of government. It is useful to think of the City Learning Platform as a space for knowledge sharing, to which your settlement profiling processes can usefully contribute.

TOOLS

TOOLS FOR ENGAGING COMMUNITIES AND STAKEHOLDERS

- 1 STAKEHOLDERS LIST - P.22
- 2 STAKEHOLDER ENGAGEMENT CHART - P.24
- 3 STAKEHOLDER ENGAGEMENT PLAN - P.26

HOW CAN WE BEST ENGAGE DIFFERENT GROUPS IN THIS PROCESS?



INTRODUCTION

The following tools can help you get to know the groups and organisations that are related to the profiling process. They can support you in creating a robust process of engagement and accountability throughout the development of a settlement profile.

STAKEHOLDERS LIST

This tool gives you an overview of the groups and organisations that are related to your settlement. It can be used in a collaborative way to map out the groups and organisations that can be involved in the profiling process.

STAKEHOLDER ENGAGEMENT CHART

This tool allows you to discuss what level of involvement different people and organisations would like to have in the profiling process. This can help you to identify who might become responsible alongside you for creating the settlement profile.

STAKEHOLDER ENGAGEMENT PLAN

This tool helps you to create an inclusive

engagement strategy, to generate awareness of the profiling process and encourage active participation. A good engagement strategy will aim to reach diverse demographics and different areas of the settlement.

STAKEHOLDERS LIST

THIS TOOL GIVES YOU AN OVERVIEW OF THE GROUPS AND ORGANISATIONS THAT ARE RELATED TO YOUR SETTLEMENT. IT CAN BE USED IN A COLLABORATIVE WAY TO MAP OUT THE GROUPS AND ORGANISATIONS THAT CAN BE INVOLVED IN THE PROFILING PROCESS.

LOCATION

A large space in the community, such as a community hall, a yard or a playing field.

TIMEFRAME

30 minutes in small groups, followed by 30 minutes as a whole group.

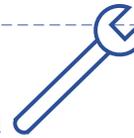
NOTES FOR FACILITATORS

Depending on group size, you can run the activity as a whole group, asking all participants to contribute to the same list and adding everyone's thoughts to one large piece of paper. Alternatively, you can divide participants into small groups first, asking each group to produce their own list first, which they can then share and compare.

Feel free to add more columns to the worksheet to capture any other details that are relevant to your situation or your community.

WHAT WILL YOU NEED?

- Tool worksheets, possibly printed in A3 format
- Large writing surface (sheets of paper, whiteboard or chalkboard)
- Sticky notes, coloured pens or chalk



WHO WILL BE INVOLVED?

Participants:

Community residents and key community informants, such as representatives from local public authorities, traditional leaders, chairpersons, local business owners...

Facilitators:

At least one person leading the activity and one person recording it.



INSTRUCTIONS

Step 1

- After the introduction, **divide participants in small groups**. This can be done randomly or by zone, age, gender or whatever other criterion is appropriate to the context.

Step 2

- Ask each group to **list all the stakeholders that play a role in their community**, using the worksheet provided and answering the questions from left to right.
- Invite them to start from themselves and from the groups and organisations that they represent, contribute to or interact with most often.
- Invite discussion about the presence, power and influence of each individual, group or organisation that they list.

Step 3

- Bring the groups together and **ask each group to present the outcomes of their discussion**. As they present back, create a shared Stakeholders List on a large writing surface, using the worksheet as a model. Take this opportunity to elicit further conversations about the role and influence of each stakeholder.

Step 4

- Take a moment to **reflect with all the participants on whom they have listed**, and whether anyone or any groups need to be added.

STAKEHOLDERS LIST

WHAT YOU CREATE TOGETHER SHOULD END UP LOOKING A BIT LIKE THIS...



STAKEHOLDER ENGAGEMENT CHART

THIS TOOL ALLOWS YOU TO DISCUSS WHAT LEVEL OF INVOLVEMENT DIFFERENT PEOPLE AND ORGANISATIONS WOULD LIKE TO HAVE IN THE PROFILING PROCESS. THIS CAN HELP YOU TO IDENTIFY WHO MIGHT BECOME RESPONSIBLE ALONGSIDE YOU FOR CREATING THE SETTLEMENT PROFILE.

Inspired by: People and Connections Map, in DIY Toolkit (Nesta, 2014).

LOCATION

A large space in the community

TIMEFRAME

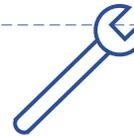
30 minutes

NOTES FOR FACILITATORS

A useful addition to the activity is to ask participants to write on their sticky note how they prefer to receive information in the future: for instance through a text or an audio message, a leaflet, and so forth.

WHAT WILL YOU NEED?

- Tool worksheets, printed
- Large writing surface (sheets of paper, whiteboard or chalkboard) reproducing the worksheet's diagram
- Sticky notes, coloured pens



WHO WILL BE INVOLVED?

Participants:

Community residents and key community informants, such as representatives from local public authorities, traditional leaders, chairpersons, local business owners... For instance, you can do this activity with the key stakeholders identified in the Stakeholder List.

Facilitators:

At least one person leading the activity and one managing the large diagram.



INSTRUCTIONS

Step 1

- After the introduction, distribute sticky notes and pens amongst participants and ask them to consider to what extent they would like to be involved in the settlement profiling process.

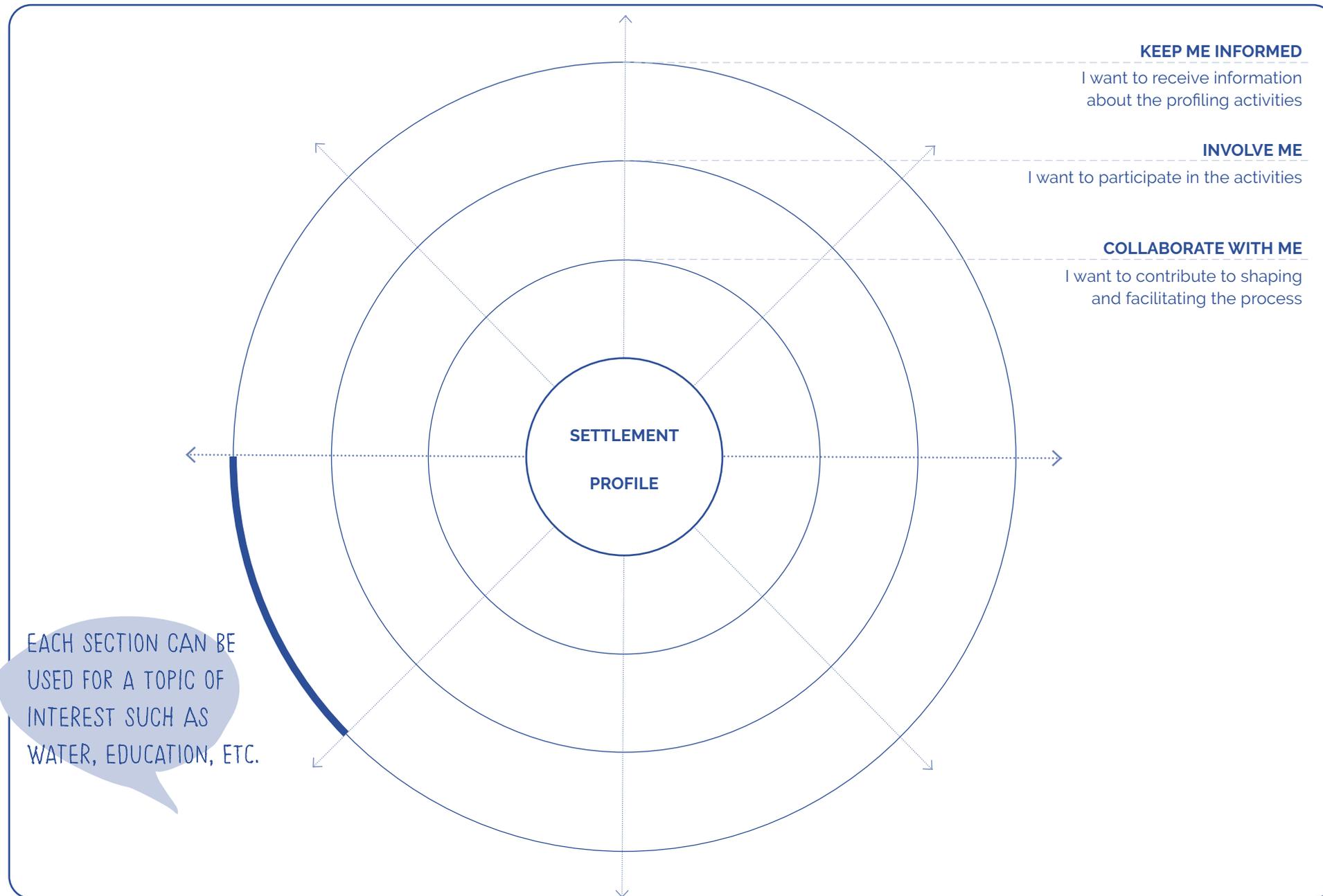
Step 2

- Ask participants to **write their own name, and/or the name of their group or organisation, on a sticky note.** Assist them to do so if they prefer.

Step 3

- Invite participants to **place their post-it notes in the circle that they feel best describes how they want to interact with the process:** 'Collaborate with Me', 'Involve Me', or 'Keep Me Informed'.

STAKEHOLDER ENGAGEMENT CHART



STAKEHOLDER ENGAGEMENT PLAN

THIS TOOL HELPS YOU TO CREATE AN INCLUSIVE ENGAGEMENT STRATEGY, TO GENERATE AWARENESS OF THE PROFILING PROCESS AND ENCOURAGE ACTIVE PARTICIPATION. A GOOD ENGAGEMENT STRATEGY WILL AIM TO REACH DIVERSE DEMOGRAPHICS AND DIFFERENT AREAS OF THE SETTLEMENT.

LOCATION

Anywhere

TIMEFRAME

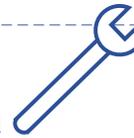
Up to 1 hour

NOTES FOR FACILITATORS

You might use a Stakeholder Engagement Plan several times during the profiling process, as your relationships with relevant groups and organisations are bound to change as you progress with the work.

WHAT WILL YOU NEED?

- Tool worksheets, possibly printed in A3 format
- Large writing surface (sheets of paper, whiteboard or chalkboard) reproducing the worksheet's diagram
- Sticky notes, coloured pens



WHO WILL BE INVOLVED?

Participants:

Representatives of the organisations that are or could be involved in the profiling process. These could be the key stakeholders identified in the Stakeholder List, or those who answered 'Collaborate with Me' in the Stakeholder Engagement Chart activity.

Facilitators:

At least one person leading the activity and one managing the large diagram.



INSTRUCTIONS

Step 1

- After the introduction, sit down with the participants and **start to fill out the sections of the Stakeholder Engagement Plan.**
- When you fill it out the first time, expect for there to be gaps: it is okay not to know exactly how everything will work.

Step 2

- Start by **listing the individuals, groups and organisations that you want to engage with** on the first column on the left.

Step 3

- Once you have agreed on the key stakeholders to engage with, **work your way through the questions on the worksheet,** moving from left to right.

Step 4

- A Stakeholder Engagement Plan is a live document. When you are done, **agree with the participants how often you might need to review it,** or at which stages of the profiling process you might need to create a new one.

STAKEHOLDER ENGAGEMENT PLAN

Who

Which groups do you want to engage with?

Why

What are the reasons for you to engage with them?

What

What are the key messages you want to communicate?

How

What methods will you use to reach them?

When

When and how frequently will you make contact?

Barriers

What might prevent these groups from engaging with you? How can you address these barriers?



2.

CLARIFYING DATA NEEDS



ENGAGING COMMUNITIES
AND STAKEHOLDERS

1



CLARIFYING DATA
NEEDS

2



COLLECTING DATA

3



ANALYSING DATA

4



SHARING FINDINGS

5

THE SECOND ACTION TO TAKE IN PROFILING A SETTLEMENT IS TO AGREE ON THE REASONS WHY THE PROFILE IS NEEDED, TO CLARIFY WHAT INFORMATION ALREADY EXISTS ABOUT THE SETTLEMENT AND TO PLAN WHAT ADDITIONAL INFORMATION NEEDS TO BE GATHERED FIRST HAND.

INTRODUCTION

In recent times many organisations in Freetown have been involved in collecting data about informal settlements. Experience suggests that residents have often been fatigued by the practical and emotional labour of participating in many research initiatives, particularly when they don't feel a sense of control over the outcomes. This is an important reminder that settlement profiling should be planned with care, thinking about the wellbeing of everyone involved. Importantly, it is also a reminder that settlement profiling should always take into consideration other enumeration, mapping and documentation activities that might have already happened in the same area. This can help to ensure that the profiling process both benefits from, and contributes to, other mobilisation and data collection initiatives that involve the same places, people and organisations.

When starting a community-based profiling process in your settlement, it is important to clarify what is the purpose of the profile, what information is needed exactly, and who might already hold it. It is also important to consider who else might need the same data, and if the data collection process can be designed in a way that makes it easier to share data with others.

WHEN DO WE NEED DATA AND WHY?

SLURC and ASF-UK have identified five typical scenarios that prompt the need to access information about Freetown's settlements:

1. We want to ... create a baseline
2. We want to ... access resources
3. We want to ... manage conflict
4. We want to ... mitigate risks
5. We want to ... inform policy and plans

The scenarios originated from conversations held in and about the settlements of Dworzark, Cockle Bay and Portee Rokupa, but similar situations can be found in many communities in Freetown.

The text that follows provides an overview of these five scenarios, highlighting the challenges that different groups and organisations might face in each situation in relation to the collection and sharing of data. The aim is to prompt a reflection on the many information needs that coexist in Freetown's settlements, and to raise critical questions to consider when planning your own settlement profiling and data collection processes.



Analysing data needs
(Luis Gama, 2019)



WE WANT TO... CREATE A BASELINE

Many groups and organisations are involved in collecting baseline data about Freetown's settlements. These data collection processes are sometimes linked, but tend to use different methods and tools, which makes it difficult to share the information.

For instance, the Development Planning and Management Department of Freetown City Council regularly undertakes Community Needs Assessment exercises, following the council's own data collection protocols.

FEDURP and CODOHSAPA involve local communities in profiling their own settlements, following the Know Your City methodology shared by all SDI affiliates. SLURC and their partners also develop community-based settlement profiles as part of their research activities, largely in collaboration with FEDURP and CODOHSAPA.



WE WANT TO... ACCESS RESOURCES

Residents often need to access information about their own community in their everyday lives. This information sometimes exists, but access to it is restricted, or it is not in a format that residents can use.

This includes for instance information about the status of land, or the availability of water points—both of which are very important when someone wants to settle in a place and build a house. Organisations like FEDURP and CODOHSAPA sometimes hold this type of information, but might not have the capacity to disseminate it widely amongst residents.

Similar data is sometimes held by the Ministry of Lands, Country Planning and the Environment that might use it to devise upgrading and relocation plans, but is unlikely to make maps accessible for community-based groups and organisations.



WE WANT TO... MANAGE CONFLICTS

Across Freetown's settlements, land use and management are governed by formal as well as customary rules. Customary rules are less documented than formal ones, and the mismatch between the two can create difficult and potentially conflictual situations.

For example, conflicts might arise around tenure arrangements and property boundaries, when two people make claims on the same piece of land, or one person is perceived to be encroaching on a common area.

Traditional chiefs often absorb great responsibility in these situations, mediating disputes between residents. Oftentimes, local government officials are also called on to settle disputes. However, formal settlement and property boundaries do not account for experience and undocumented patterns of use, and can be incompatible with customary arrangements.



WE WANT TO... MANAGE CONFLICTS

Across Freetown, many local and international organisations are involved in gathering information about risk. However their data collection processes are not always aligned with the risk management efforts of local communities.

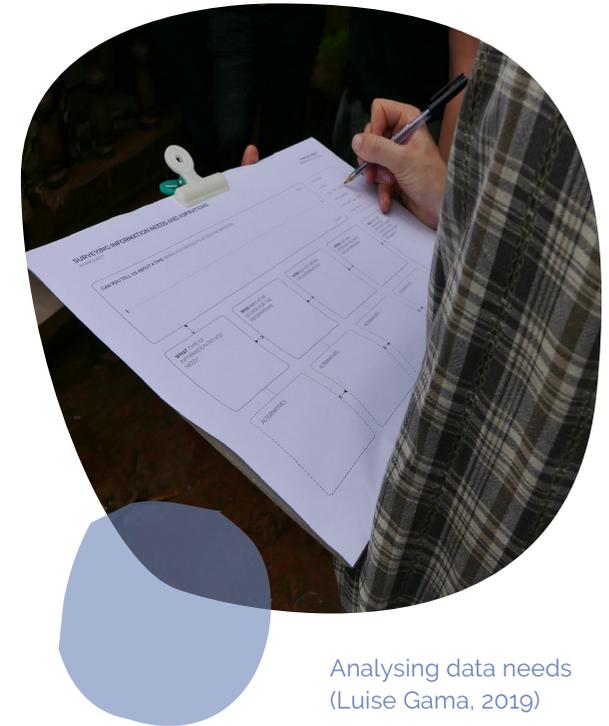
The risk of landslides, for instance, affects many parts of the city, and there is widespread consensus that data-informed action needs to be taken to reduce future landslide damage. Many settlements have set up a self-managed Community Disaster Management Committee to address this and similar threats. These committees need information to identify and mitigate risks. International NGOs might hold useful data to this end, but this is often at a different scale or of a different nature compared to what residents need on a day-to-day basis.



WE WANT TO... INFORM POLICY AND PLANS

Formal upgrading and resettlement plans rely on extensive data about settlements. Residents are well-aware of their own living conditions; however, their knowledge and the data that they create are often overlooked by formal planning.

Decisions about settlement planning are often made by the national government, in consultation with the local council. When they intervene in a settlement, government actors often consider different alternatives (typically, upgrading or relocation) based on the data that they or their private consultants have collected about the area. This data might or might not be accurate, and is rarely created in partnership with the local community. Community-based data, on the other hand, is often considered unreliable by the authorities.



Analysing data needs
(Luise Gama, 2019)

PROMPTS FOR REFLECTION

These scenarios raise a number of questions on the challenges and opportunities of generating evidence about settlements, and sharing data amongst different stakeholders.

IS THERE SCOPE FOR DEVELOPING INCLUSIVE, CITYWIDE PARTNERSHIPS FOR SETTLEMENT PROFILING?

HOW CAN WE CREATE COMMUNITY-BASED DATA THAT IS CONSIDERED RELIABLE BY GOVERNMENT AGENCIES?

CAN WE ALIGN OUR DATA COLLECTION METHODOLOGIES WITH THOSE OF OTHER ORGANISATIONS, SO THAT THE INFORMATION WE PRODUCE IS CONSISTENT AND CAN BE SHARED?

SHOULD LOCAL COMMUNITIES SHARE THEIR DATA WITH GOVERNMENT AUTHORITIES AND DEVELOPMENT AGENCIES?

WHAT ARE THE RISKS OF MAKING DATA ABOUT OUR SETTLEMENTS VISIBLE AND AVAILABLE TO ALL, FOR INSTANCE WHEN IT COMES TO LAND TENURE?

HOW CAN WE ENSURE OUR DATA COLLECTION PROCESS REMAINS ACCOUNTABLE TO LOCAL RESIDENTS AND THAT THEY CAN ACCESS AND USE THE INFORMATION WE CREATE?

HOW CAN WE MAKE THE MOST OUT OF EXISTING DATA, BEFORE WE START GATHERING NEW INFORMATION ABOUT OUR SETTLEMENT?





(Luis Gama, 2019)

TOOLS

TOOLS FOR CLARIFYING DATA NEEDS

- 1 DATA NEEDS GUIDE - P.36
- 2 DATA COLLECTION PLAN - P.38

An illustration of a person with dark hair, wearing a blue shirt, pointing their right hand towards a green board. A large, light blue speech bubble is positioned above the person's head, containing the text 'WHAT DATA DO WE NEED AND HOW DO WE GET IT?'. The background is a solid blue color.

WHAT DATA DO WE NEED AND HOW DO WE GET IT?

INTRODUCTION

The following tools can help you to decide what information you need to gather as part of the settlement profiling process, and how you can go about it. They can support you in asking critical questions about the information that is already available, and in developing a clear plan of action for the future.

DATA NEEDS GUIDE

This tool gives you a detailed overview of the data that needs to be collected. It allows you to identify the aims of the profiling process, and to list what information already exists, what information you can access and use, and what is missing and needs to be collected.

DATA COLLECTION PLAN

This tool helps you to develop a clear plan for collecting data. It invites you to assess what resources you will need, and to think about other practical issues associated with collecting data, such as accessibility and timeframes.

DATA NEEDS GUIDE

THIS TOOL GIVES YOU AN OVERVIEW OF THE DATA THAT NEEDS TO BE COLLECTED. IT ALLOWS YOU TO IDENTIFY THE AIMS OF THE PROFILING PROCESS, AND TO LIST WHAT INFORMATION ALREADY EXISTS, WHAT INFORMATION YOU CAN ACCESS AND USE, AND WHAT INFORMATION IS MISSING AND NEEDS TO BE COLLECTED.

LOCATION

Anywhere

TIMEFRAME

Two hours, possibly more if additional research is needed

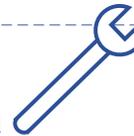
NOTES FOR FACILITATORS

The tool can be used either as the basis for a focus group discussion, or as an interview guide, to conduct interviews with individual stakeholders instead of bringing them together.

After filling out the Data Needs Guide with key stakeholders, you might need to conduct further research, to make sure that you have a full picture of what information is available about the area.

WHAT WILL YOU NEED?

- Tool worksheets, possibly printed in A3 format
- Large writing surface (sheets of paper, whiteboard or chalkboard)
- Sticky notes, coloured pens or chalk



WHO WILL BE INVOLVED?

Participants:

Representatives of the organisations that are involved in the profiling process, or that might be involved in the future; key city informants, such as representatives from the government, representatives of NGOs that are active in the area...

Facilitators:

At least one person leading the activity and one person recording it



INSTRUCTIONS

Step 1

- After the introduction, **start to fill out the sections of the Data Needs Guide.**

Step 2

- Start by **discussing with participants why it would be useful to collect data about your community.** What are the issues that a settlement profile can help to address? Encourage participants to think about this question from diverse points of view and to consider the perspective of different stakeholders.

Step 3

- **Brainstorm with participants what information already exists about the settlement.** In Freetown, this might include information collected by FEDURP and CODOHSAPA, by the local Community Disaster Management Committee, by the Council, and so forth.
- You may need to pause filling out the worksheet, to find out more about this point.

Step 4

- Ask participants to **assess whether the information that already exists is useful and usable.** In what format was the data stored? Who has access to it? Is it up to date?

Step 5

- Once you have a clear picture of the information that is already available and of its quality, **agree on what information is still missing** and what information needs to be collected as part of the profiling process.

DATA NEEDS GUIDE

WHY DO YOU NEED INFORMATION?

Discuss with participants why it would be useful to collect data about the area. What are the issues that a settlement profile will help you address?

WHAT INFORMATION DO YOU HAVE?

What data already exists about the area?

How useful is the data?

Is the data accurate? Is it up to date?

How usable is the data?

Who has or can gain access to the existing data?

WHAT INFORMATION IS MISSING?

Discuss with participants what information you will need to collect first-hand, based on your shared assessment of what is available, and what is missing.

Additional notes and remarks on your data needs

DATA COLLECTION PLAN

THIS TOOL HELPS YOU TO DEVELOP A CLEAR PLAN FOR COLLECTING DATA. IT INVITES YOU TO ASSESS WHAT RESOURCES YOU WILL NEED, AND TO THINK ABOUT OTHER PRACTICAL ISSUES ASSOCIATED WITH COLLECTING DATA, SUCH AS ACCESSIBILITY AND TIMEFRAMES.

LOCATION

Anywhere

TIMEFRAME

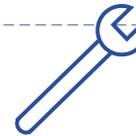
2 to 3 hours

NOTES FOR FACILITATORS

You might review your Data Collection Plan several times during the profiling process, as new issues and questions are likely to emerge when you start collecting information.

WHAT WILL YOU NEED?

- Tool worksheets, on screen or printed



WHO WILL BE INVOLVED?

Participants:

Anyone who will be directly involved in the collection of data, such as community researchers

Facilitators:

At least one person leading the activity and one person recording it



INSTRUCTIONS

Step 1

- After the introduction, sit down with the participants and **start to fill out the sections of the Data Collection Plan.**

Step 2

- Start by **listing the aims of your data collection activities, and the tools that you are planning to use** to gather information.
- A comprehensive set of data collection tools is included in the following section of this Toolkit.

Step 3

- Once you have agreed on your aims and on the tools that you intend to use, **work your way through the questions on the worksheet, moving from left to right.**
- **Discuss each question as a group,** and add as much detail as possible to the plan.

DATA COLLECTION PLAN (PAGE 1 OF 3)

Thinking about practicalities					
AIMS	TOOL	INFORMATION	TIMEFRAME	ITERATIONS	TEAM
<p>What are the aims of your planned data collection process? What aspects would you like to better understand about your settlement?</p> <p>Example:</p> <p><i>To gain a historical overview of the settlement and how it developed, and to map the location of major events with pins & photographs.</i></p>	<p>What data collection activities will you undertake and what tools will you use? List here all the tools you will use: timelines, transect walks, and so forth.</p> <p><i>Timeline</i></p>	<p>For each tool, what information are you aiming to gather?</p> <p><i>History of key events, population changes over time, boundaries over time. Location of key events. Positive & negative.</i></p>	<p>How long will it take to use this tool?</p> <p><i>2 hours</i></p>	<p>How many times will you need to use this tool – for instance, to reach all the zones of your settlement?</p> <p><i>1 x each zone; 1 x whole settlement; 1 x women only for whole settlement</i></p>	<p>How will the data collection team be composed? Specifically, how many community researchers will you involve?</p> <p><i>3 x facilitators per iteration, including at least 1 x local community researcher.</i></p>

DATA COLLECTION PLAN (CONTINUED, 3 OF 3)

Systematising the data			Addressing potential risks		
STORAGE	ORGANISATION	VALIDATION	QUALITY	RIGOUR	RISK
<p>How will you store the data generated?</p> <p>What labelling and annotation procedures will you use to organise different types of files and notes?</p> <p>Example (continued):</p> <p><i>Annotated tool, flip-chart page and map photographed and stored in secure cabinet. Digital files named and saved to password-protected folder.</i></p>	<p>How will you organise the data? What accompanying notes will you need to produce, to help yourself and others to comprehend the data in the future?</p> <p><i>Each piece of data (annotated tool, map, etc) logged into data database (spreadsheet), with links to digital files.</i></p>	<p>How will you check the accuracy of the data that you generated? How will you involve participants in checking if the data rings true to them?</p> <p><i>Validation workshop with participants at completion of data collection.</i></p>	<p>What could go wrong with the process of collecting and systematising the data, that would reduce the quality of the information gathered?</p> <p><i>Different facilitators focusing on different information, and/or recording the information differently.</i></p>	<p>What could reduce the rigour of the data collection process, for instance in terms of accuracy or consistency?</p> <p><i>Contrasting information emerging from different groups. If this occurs, address during validation process.</i></p>	<p>What other risks may be associated with the data collection process and how can you address them?</p> <p><i>Pieces of data not labelled accurately.</i></p>



3.

COLLECTING DATA



THE THIRD ACTION TO TAKE IN PROFILING A SETTLEMENT IS TO ENGAGE IN FIELDWORK AND TO GATHER INFORMATION, BASED ON ROBUST ETHICAL FRAMEWORKS AND PROCEDURES, AND USING AN APPROPRIATE SET OF TOOLS FOR DATA COLLECTION.

INTRODUCTION

Once data needs have been clarified and a data collection plan is in place, you will be ready to engage in fieldwork and start gathering information first-hand.

The process of community-based data collection should be inclusive and transparent, and residents and community-based organisations should be involved in planning and monitoring this process, as suggested in the previous sections. At this stage, guidelines and procedures for ethical data collection should also be put in place. This will guarantee accountability, and will help ensure that people feel safe providing information about themselves, and understand how it will be used.

When starting the data collection process, it is important to think how the data collected can be as representative as possible of the settlement's social and spatial conditions. This means that the sample of residents involved should ideally reflect the characteristics of the wider community in terms of gender, age, ethnicity, ability, and so on.

Similarly, the spaces mapped should reflect the range of geographical conditions found in the settlement. Different types of data are also needed to provide a detailed overview of the area: this requires mixing different

methods and tools, and adapting them to suit your aims and local conditions.

HOW DO WE PREPARE FOR FIELDWORK?

Before engaging in fieldwork, it is important that you establish frameworks and procedures for collecting data in a way that is ethical and respectful of participants. By 'participants' we refer to anyone who takes part in the data collection and supplies you with information: for instance, the people you interview.

An ethical research process demands that you follow five core principles: obtain informed consent from potential participants; minimise the risk of harming them; protect their anonymity and confidentiality; never use deceptive practices to obtain information; and give them the right to withdraw from the process at any time.



Collecting data
(SLURC, 2020)

CODE OF CONDUCT FOR DATA COLLECTION

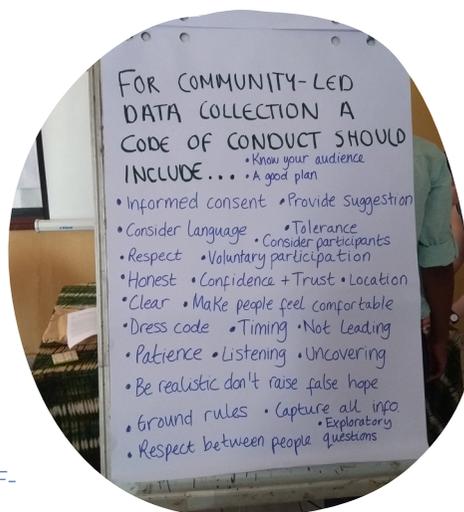
Preparation

- An understanding of your audience.
- A good plan with consideration of timing and location.

Data Collection

- Informed consent from participants, who are taking part voluntarily.
- Capturing and uncovering all information by asking exploratory questions, listening and allowing participants to lead. Data collectors can provide suggestions but must not lead.
- Consideration of language: clarity is very important.
- Consideration of participants: who should be made to feel comfortable and treated with respect.
- Consideration of appropriate behaviour: data collectors should be patient, trustworthy, honest, realistic and not raise false hopes.
- Consideration of dress: data collectors should dress appropriately.

(Freetown, January 2019).



Code of Conduct (ASF-UK and SLURC, 2019)

AGREEING ON A CODE OF CONDUCT

When piloting the settlement profiling process described in this toolkit, SLURC and ASF-UK worked with a team of community researchers to codesign a Code of Conduct for data collection, illustrated here. This provided us with the opportunity to discuss how our personal positions, cultures, beliefs and attitudes might shape our relationship with residents, and as a consequence, the gathering of data.

We recommend that you also facilitate a similar conversation with your team at the beginning of the data collection.

GAINING INFORMED CONSENT

Consent means that participants must be given the opportunity to decide whether they want to contribute to the profiling process. Their consent must be informed: that is, it must be based on a clear understanding of why their information is being collected and what it will be used for.

Consent can be given in writing—for instance by filling in a consent form—or verbally. There are circumstances where written consent might create discomfort or unnecessary risks for your participants. In these cases, verbal consent may be preferable, and where possible it should be audio-recorded.

GENERIC INFORMED CONSENT SCRIPT

Hello.

My name is _____ and I am working with _____. We are conducting a settlement profile in partnership with _____. A settlement profile seeks to gather information about an area that can be used to promote access to basic services and resources.

In this activity we will gather information on _____. The information that you provide will be used to inform the government and its partners, to ask that they design better policies to improve the wellbeing of residents.

Participation in this activity is voluntary, and if we should come to any question you don't want to answer, just let us know and we will move on; or you can stop the activity at any time to continue at a later point. However, we hope that you will participate as your views are important.

The activity will take _____ to complete. All your answers will be kept strictly confidential and will be exclusively used for the purpose of this profile. Your name will never be used in connection with any of the information you tell us, and you can contact us at any point if you change your mind and would prefer your information not to be used at all.

Before we start, do you have any questions or is there anything that we have said that you would like to discuss further? If you are happy to proceed, please complete and sign the consent box on the activity tool sheet.

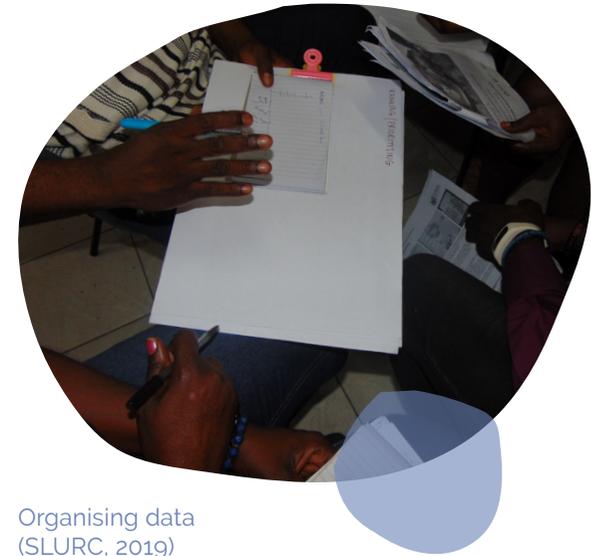
(Freetown, April 2019).

PLANNING HOW TO MANAGE DATA

Before engaging in fieldwork, it is useful to think about ways of managing the data that you will create. You can devise a data management plan, or informally set out some guidelines. Aspects to be outlined might concern which software to use, and how to organise, store, manage and share your data.

Planning for data management also means thinking about the procedures you will use to anonymise data and protect your participants. You will also need to think about how to store the information. Once anonymised, manual data such as physical maps can be labelled, photographed, and saved in a secure place, like a lockable cabinet. Digital data such as transect walks using Ramblr, and mapping and surveys using Kobo toolkit will automatically upload to a password-protected online account.

Throughout the data collection process, it might be useful to keep an inventory of the data gathered, to understand the different formats and types of information that will be used for analysis.



Organising data
(SLURC, 2019)



Field interviews
(Luis Gama, 2019)

TOOLS

TOOLS FOR COLLECTING DATA

- 1 HOUSEHOLD SURVEY - P.54
- 2 PHOTO DIARY - P.56
- 3 TIMELINE - P.58
- 4 TRANSECT WALK - P.60
- 5 NEIGHBOURHOOD MAP - P.62
- 6 RELATIONSHIPS MAP - P.64
- 7 RANKING MATRIX - P.66

WHAT TOOLS AND METHODS CAN WE
USE TO COLLECT THE DATA WE NEED?



INTRODUCTION

The following tools help you to collect the information that will form your settlement profile. These tools are tried and tested, and many of them are well documented. The versions included here are the ones that ASF-UK and SLURC found particularly useful when working together in Freetown.

Most of these tools can be used thematically, for instance to investigate the presence and quality of shared open spaces, infrastructure, water and sanitation facilities, and so forth.

HOUSEHOLD SURVEY

A household survey is a face-to-face survey of a sample of residents in the settlement. It allows you to gather detailed, quantitative information on a range of topics concerning private households and individuals in your community, and it can provide important evidence about living conditions in the area.

PHOTO DIARY

Photo diaries are a visual way to build understanding of residents' lives and daily activities, and how broader living conditions in the settlement affect these.

Diaries often explore a typical day in the resident's life, with photos taken at specific times and then commented upon during interviews or focus group discussions.

TIMELINE

A timeline enables you to explore how the settlement, or part of the settlement, has developed over time and what are the key events that have shaped this. The timeline should focus around past events and can have a smaller or larger scale. Participants can also identify personal information, for instance when they arrived at the settlement and why.

TRANSECT WALK

A transect walk is a systematic walk along a path (transect) across the settlement together with local residents. It gives you an overview of particular conditions by observing, asking and listening. The output is a transect diagram, in the form of an annotated section of the settlement.

When conducting a transect walk, the digital application Ramblr can be useful to record digital locations and topography; KoBo Toolbox can help with photographs and notes.

NEIGHBOURHOOD MAP

Physical mapping allows you to engage in conversations about how people live in an area. You can capture where key facilities and infrastructure are located in the settlement, and discuss their social value, for instance by asking who manages and uses each space, why, and how.

RELATIONSHIPS MAP

Relationship mapping is a way of examining the relations between stakeholders and the impact that these relationships have on the community. It enables a better understanding of existing forms of collaboration, potential partnerships, and any conflicts that may exist.

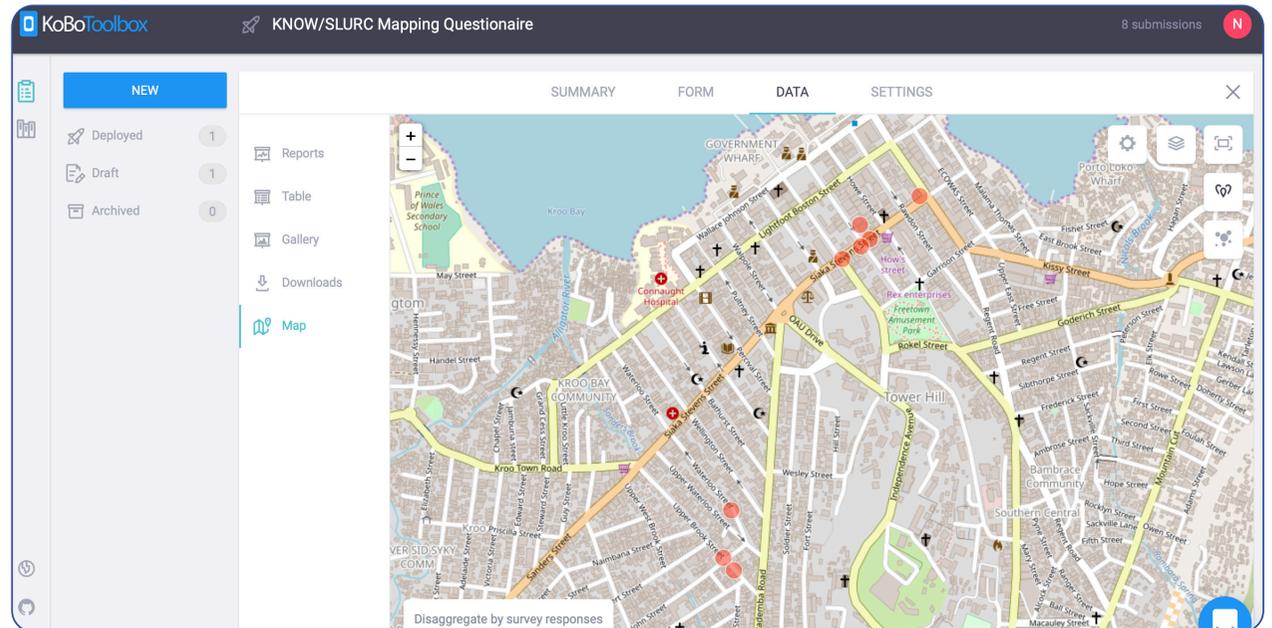
RANKING MATRIX

The ranking matrix allows for discussing preferences and priorities. It uses the information gathered through the other tools, to identify the key issues that are important to different groups in the settlement, and to understand their relative importance overall.

NEIGHBOURHOOD MAP (ANALOGUE)



NEIGHBOURHOOD MAP (KOBO)





Collecting data
(SLURC, 2019)

HOUSEHOLD SURVEY

A HOUSEHOLD SURVEY IS A FACE-TO-FACE SURVEY OF A SAMPLE OF RESIDENTS IN THE SETTLEMENT. IT ALLOWS YOU TO GATHER DETAILED, QUANTITATIVE INFORMATION ON A RANGE OF TOPICS CONCERNING PRIVATE HOUSEHOLDS AND INDIVIDUALS IN YOUR COMMUNITY, AND IT CAN PROVIDE IMPORTANT EVIDENCE ABOUT LIVING CONDITIONS IN THE AREA.

LOCATION

Individual households in the community

TIMEFRAME

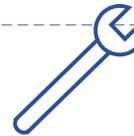
Several days

NOTES FOR FACILITATORS

Survey design can be a complex task. Research organisations like SLURC can provide the expertise and capacity needed to design the survey questionnaire and the sample, as well as to analyse the data once the survey has been carried out.

WHAT WILL YOU NEED?

- Tool worksheet
- Survey (one copy per participant)
- Pencils
- Smartphone with KoBo Collect app



WHO WILL BE INVOLVED?

Participants:

A sample of residents

Facilitators:

At least two people carrying out the activity in each zone



INSTRUCTIONS

Step 1

- The first step in carrying out a household survey in your community is to **design the survey questionnaire** itself.
- Survey questionnaires for settlement profiling can vary enormously in content and length, depending on the objectives of the survey, on the characteristics of your community, and on the conditions under which the survey will be carried out.
- The tool presented here aims to provide some guidance on the topics that you can cover in your survey.

Step 2

- The second step is to **establish the sample of residents who will participate**. One way of going about it is to map out the different zones of your community, and then select a random set of households for each zone (for instance, 10 households per zone).

Step 3

- Once the survey has been designed and the sample has been agreed on, you will be able to **carry out the survey**. When you do so, you can record their answers both manually (on a paper copy of the household survey) and digitally (using the KoBo Collect app).

HOUSEHOLD SURVEY

TOPICS THAT YOUR HOUSEHOLD SURVEY QUESTIONNAIRE COULD INCLUDE...

SOCIO-ECONOMIC AND DEMOGRAPHIC PROFILE

HOUSING CONDITIONS

SANITATION AND HEALTH

WATER

ENERGY SOURCES

WATER DISPOSAL

SOCIAL DYNAMICS

COMMUNITY NEEDS AND PRIORITIES

PHOTO DIARY

PHOTO DIARIES ARE A VISUAL WAY TO BUILD UNDERSTANDING OF RESIDENTS' LIVES AND DAILY ACTIVITIES, AND HOW BROADER LIVING CONDITIONS IN THE SETTLEMENT AFFECT THESE. DIARIES OFTEN EXPLORE A TYPICAL DAY IN THE RESIDENT'S LIFE, WITH PHOTOS TAKEN AT SPECIFIC TIMES AND THEN COMMENTED UPON DURING INTERVIEWS OR FOCUS GROUP DISCUSSIONS.

LOCATION

A large space in the community; participants' chosen spaces

TIMEFRAME

2 to 7 days

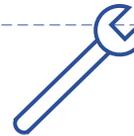
NOTES FOR FACILITATORS

The exercise can create the foundation for one to one interviews as well as focus group discussions. Depending on the topic you are exploring, you may choose to run the exercise with a random sample of residents or with specific groups, dividing participants by gender, age, zone or other relevant characteristics.

Participants might need training to use a camera or phone to take the pictures. This can happen in the first meeting.

WHAT WILL YOU NEED?

- Tool worksheets, one copy per participant
- Camera: smartphone or disposable camera
- Paper, sticky notes, coloured pens
- Map of the area



WHO WILL BE INVOLVED?

Participants:

A sample of residents

Facilitators:

At least one person leading the activity



INSTRUCTIONS

Step 1

- After the introduction, **give each participant a camera** (if they don't have one) **and a prompt**. For instance, if you're investigating water infrastructure, you might ask them to take a picture of the places where they use water.
- Encourage them to **take around 8–10 photos** and to **write or audio record** the reason they took each photo.

Step 2

- Once participants have taken the photos, **have them send the photos to you** in advance of the scheduled interview or focus group discussion.

Step 3

- In preparation for the meeting or interview, **spend some time with the photos and develop a few questions for discussion**. If you are planning to discuss the photos as a group, print them ahead of the session.

Step 4

- At the next meeting, **use the Photo Diary worksheet to discuss with the participants why they took those photos**, what each photo means to them, and how the settlement impacts the activities described in the images.
- In addition to the worksheet, it might be useful to use a map to support the discussion.

PHOTO DIARY

Prompt

Add here your chosen diary prompt and any instructions that you would like participants to follow.

Image file name:

Date and time of photo:

Profile

NAME

AGE

GENDER

HOUSEHOLD

Memorable interview quotes

TIMELINE

A TIMELINE ENABLES YOU TO EXPLORE HOW THE SETTLEMENT, OR PART OF THE SETTLEMENT, HAS DEVELOPED OVER TIME AND WHAT ARE THE KEY EVENTS THAT HAVE SHAPED THIS. THE TIMELINE SHOULD FOCUS AROUND PAST EVENTS AND CAN HAVE A SMALLER OR LARGER SCALE. PARTICIPANTS CAN ALSO IDENTIFY PERSONAL INFORMATION, FOR INSTANCE WHEN THEY ARRIVED IN THE SETTLEMENT AND WHY.

LOCATION

A large space in the community

TIMEFRAME

1 to 2 hours

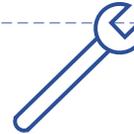
NOTES FOR FACILITATORS

The exercise can be used to support one to one interviews as well as focus group discussions.

When working in groups, it might be useful to identify if any of the participants are not being heard and might prefer to contribute to the conversation separately, through an individual timeline. If events sensitive to any members of the groups are raised, keep the conversation moving. If appropriate, you can return to the subject towards the end of the exercise.

WHAT WILL YOU NEED?

- Tool worksheet
- Large sheet of paper reproducing the worksheet's diagram
- Paper, sticky notes, coloured pens, stickers
- Map of the area
- Camera



WHO WILL BE INVOLVED?

Participants:

A sample of residents

Facilitators:

At least one person leading the activity and one person recording it



INSTRUCTIONS

Step 1

- After the introduction, **discuss with participants what type of events you are aiming to record and why.** Agree on the list and then assign colours or symbols to each.

Step 2

- The timeline can start with the founding of the community, or with an event that the oldest people remember, or any other moment that participants find significant for their community.
- Once you have agreed on the starting point, **ask participants to use coloured pens and stickers to record important events.**

Step 3

- As well as capturing the dates identified by residents, **ask follow-up questions to uncover relevant information:** how did this impact the settlement? Who was involved or affected? Why did this happen? This information can be recorded as notes along the way.

Step 4

- In addition to the timeline, it might be useful to use a large scale map to support the discussion and record the location of different events.

TIMELINE

POSITIVE EVENTS



NEGATIVE EVENTS

Legend

-
-
-
-

Notes on things that stood out:

TOOLS FOR COLLECTING DATA

TRANSECT WALK

A TRANSECT WALK IS A SYSTEMATIC WALK ALONG A PATH (TRANSECT) ACROSS THE SETTLEMENT TOGETHER WITH LOCAL RESIDENTS. IT GIVES YOU AN OVERVIEW OF PARTICULAR CONDITIONS BY OBSERVING, ASKING AND LISTENING. THE OUTPUT IS A TRANSECT DIAGRAM, IN THE FORM OF AN ANNOTATED SECTION OF THE SETTLEMENT.

Inspired by:
Transects, in Power, Process and Participation: Tools for Change (Intermediate technology Publications, 1995).

LOCATION

Route across the community

TIMEFRAME

A few hours to a few days, depending on the size of the area and the complexity of the issues explored

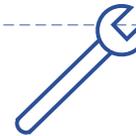
NOTES FOR FACILITATORS

It is important to let residents lead the walk and when there is a point of interest, stop and allow enough time to record this. Some residents who are less mobile might need to go more slowly and the group should set a pace that is comfortable for everyone.

When conducting a transect walk, the digital application Ramblr can be useful to record digital locations and topography; KoBo Toolbox can help with photographs and notes.

WHAT WILL YOU NEED?

- Tool worksheet
- Map of the area
- Paper, coloured pens
- Smartphone with Ramblr app
- Camera



WHO WILL BE INVOLVED?

Participants:

A sample of residents or key informants, depending on the topic explored

Facilitators:

At least one person leading the activity, one person recording it manually, and one person recording it digitally



INSTRUCTIONS

Step 1

- After the introduction, **agree with participants on the timeframe of the walk and the path you wish to follow**. You can choose a representative path by looking out on the community from a high point, or by exploring a map together and selecting important areas to visit.
- If participants will be asking questions to other residents along the transect path, agree on how this might work.

Step 1

- **Walking and talking, follow the resident along the route and record points on the way** using the digital app Ramblr as well as the Transect worksheet. Information can be captured through photographs, notes, voice recordings, and sketches.

Step 1

- As well as capturing the spatial features of the area and the points raised by residents, **ask follow-up questions to uncover more relevant information** and elicit conversations: How? Who? What? Why?

Step 1

- At the end of the walk, **compile field notes and draw a transect diagram that summarises everyone's observations and conversations**. The information from the interviews and chance conversations can also be used later to provide more detailed understanding of the area.

TRANSECT WALK

A large grid of dotted lines for sketching a transect walk. The grid is bounded by a vertical axis on the left and a horizontal axis at the bottom, both ending in arrows. The grid consists of 20 columns and 20 rows of dots.

YOU CAN SKETCH
YOUR TRANSECT
WALK HERE

Legend

-
-
-
-

Notes on things that stood out:

A large empty rectangular box for taking notes, bounded by a thin blue line. It is positioned to the right of the legend box.

NEIGHBOURHOOD MAP

PHYSICAL MAPPING ALLOWS YOU TO ENGAGE IN CONVERSATIONS ABOUT HOW PEOPLE LIVE IN AN AREA. YOU CAN CAPTURE WHERE KEY FACILITIES AND INFRASTRUCTURE ARE LOCATED IN THE SETTLEMENT, AND DISCUSS THEIR SOCIAL VALUE, FOR INSTANCE BY ASKING WHO MANAGES AND USES EACH SPACE, WHY, AND HOW.

LOCATION

Spaces in the community

TIMEFRAME

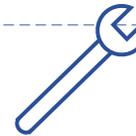
A few hours to a few days, depending on the size of the area and the complexity of the issues explored

NOTES FOR FACILITATORS

It is important to let residents lead the exploration and when there is a point of interest, stop and allow enough time to record this. Some residents who are less mobile might need to go more slowly and the group should set a pace that is comfortable for everyone.

WHAT WILL YOU NEED?

- Tool worksheet
- Map of the area
- Paper, coloured pens
- Smartphone with KoBo Collect app
- Camera



WHO WILL BE INVOLVED?

Participants:

A sample of residents or key informants, depending on the topic explored

Facilitators:

At least one person leading the activity, one person recording it manually, and one person recording it digitally



INSTRUCTIONS

Step 1

- After the introduction, **agree with participants on the area you are going to explore, the type of spaces you are going to map, and why these are important.**
- **Assign colours or symbols to each type of space**, perhaps using the legend provided in the Neighbourhood Map tool as a starting point.

Step 2

- Before you start exploring the area, **encourage participants to locate themselves on the map.**
- **Follow residents through the selected area and record the location of relevant spaces**, ideally using both the physical map (with a key) and the KoBo Collect app. KoBo Collect will allow you to save pictures too.

Step 3

- As well as capturing the spatial features of the area and the observations made by residents, **ask follow-up questions to uncover more relevant information** and elicit conversations: How? Who? What? Why?

Step 4

- At the end of the exploration, **compile field notes and develop a comprehensive map** (or set of maps) summarising everyone's observations and conversations.
- The information from the interviews and chance conversations can also be used later to provide more detailed understanding of the area.

NEIGHBOURHOOD MAP

Legend

- **Health**
 1. Health post/centre
 2. Clinic
 3. Pharmacy
- **Education**
 1. Pre-Schools
 2. Primary School
 3. Secondary Schools
 4. Tech Vocs
- **Livelihoods**
 1. Manufacturing
 2. Informal Market
 3. Fishing
 4. Quarry/stone mining
 5. Workshops
- **Places of cultural significance/religion**
 1. Court Barray
 2. Artisans
 3. Secret Societies
 4. Shrine
 5. Church
 6. Mosque
- **Amenities**
 1. Sport field
 2. Formal Market
 3. Community centre
- **Safety and security**
 1. Police stations
 2. Perceived unsafe areas
 3. Street lights
- **Transport and access**
 1. Poda poda stations
 2. Taxi station
 3. Motorbike station
 4. Kekeh station
 5. Bridges
 6. Parking spaces
- **Disaster hazard and risk**
 1. Land slide locations
 2. Flooding locations
 3. Flooding management
 4. Rock falls
 5. Fire
- **Entertainment and food services**
 1. Cinema
 2. Nightclub
 3. Bar
 4. Restaurants
 5. Tea shops/Ataya base
 6. Cookery shop
- **Offices**
 1. NGO
 2. CBO
 3. Private Sector
- **Water**
 1. Bore holes
 2. Wells
 3. Springs
 4. Streams
 5. Pipe water
 6. Tank water
- **Sanitation and waste**
 1. Toilets (shared)
 2. Wash facilities
 3. Waste management
 4. Open drainage
- **Green spaces**
 1. Park
 2. Cemetry
 3. Garden
 4. Urban Agriculture

Notes on things that stood out:

RELATIONSHIPS MAP

RELATIONSHIP MAPPING IS A WAY OF EXAMINING THE RELATIONS BETWEEN STAKEHOLDERS AND THE IMPACT THAT THESE RELATIONSHIPS HAVE ON THE COMMUNITY. IT ENABLES A BETTER UNDERSTANDING OF EXISTING FORMS OF COLLABORATION, POTENTIAL PARTNERSHIPS, AND ANY CONFLICTS THAT MAY EXIST.

Inspired by: Conflict Mapping, in *Working with Conflict 2: Skills and Strategies for Action* (Zed Books, 2020) and Institutional Diagramming and Analysis, in *Power, Process and Participation: Tools for Change* (Intermediate technology Publications, 1995).

LOCATION

A large space in the community

TIMEFRAME

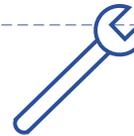
1 to 2 hours

NOTES FOR FACILITATORS

The tool can be used with a random sample of residents or with specific groups, dividing participants by gender, age, zone or other relevant characteristics.

WHAT WILL YOU NEED?

- Tool worksheet
- Large sheets of paper
- Sticky notes, coloured pens, stickers



WHO WILL BE INVOLVED?

Participants:

A sample of residents or key informants, depending on the topic explored

Facilitators:

At least one person leading the activity and one person recording it



INSTRUCTIONS

Step 1

- After the introduction, **agree with participants on what you want to map**. It might be useful to think of a particular moment or situation: if you try to map all the organisations and relationships in the community, the result can be so large and complex that it is not helpful.

Step 2

- You can start the group activity by **listing all the relevant stakeholders**, perhaps using the Stakeholders List tool. **Write the name of each stakeholder on a separate sticky note**.

Step 3

- Ask participants to **arrange the sticky notes on a piece of paper according to whether the organisations are linked in some way**. Don't forget to **place your organisation on the map** as a reminder that you are part of the situation, not above it. **Discuss the quality of the relationships**, for instance to highlight alliances or conflicts.

Step 4

- Once the group has created a diagram, **invite discussion about the role of different institutions in the community and about key relationships** that have been identified. Why are certain organisations allied? Why does a conflict exist? Carefully record these conversations.

Step 5

- If participants have worked in small groups, **bring them together to discuss the similarities and differences** between their various diagrams.

RELATIONSHIPS MAP

A large grid of dotted lines for drawing the Relationships Map.

Legend

-  A close relationship
-  An alliance
-  A weak relationship
-  Direction of influence
-  A conflict or tension

Additional notes and remarks

A large empty rectangular box for taking additional notes and remarks.

RANKING MATRIX

THE RANKING MATRIX ALLOWS FOR DISCUSSING PREFERENCES AND PRIORITIES. IT USES THE INFORMATION GATHERED THROUGH THE OTHER TOOLS, TO IDENTIFY THE KEY ISSUES THAT ARE IMPORTANT TO DIFFERENT GROUPS IN THE SETTLEMENT, AND TO UNDERSTAND THEIR RELATIVE IMPORTANCE OVERALL.

LOCATION

A large space in the community

TIMEFRAME

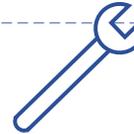
1 to 2 hours

NOTES FOR FACILITATORS

The tool can be used with a random sample of residents or with specific groups, to investigate their diverse experiences of the area and their diverse priorities.

WHAT WILL YOU NEED?

- Tool worksheet
- Large sheets of paper
- Sticky notes, coloured pens, stickers



WHO WILL BE INVOLVED?

Participants:

A sample of residents from each area of the settlement.

Facilitators:

At least one person leading the activity and one person recording it



INSTRUCTIONS

Step 1

- After the introduction, **organise participants in groups**, either randomly or by zone, gender, age or other relevant characteristics.

Step 2

- **Introduce the Ranking Matrix tool and ask participants to fill it in by**. They can start by listing all the built environment issues that are relevant to them, in no particular order, perhaps using sticky notes that they will later be able to rearrange.

Step 3

- Once they have an initial list, **ask participants to rank those issues by relevance** and to discuss them in detail, using the worksheet provided and answering the questions from left to right.

Step 4

- In addition to the Ranking Matrix, it might be useful to use a large scale map to support the discussion and record the location of different issues.

Step 5

- Once the groups have completed their matrix, it can be useful to bring them together to **compare the outcomes of their exercises**. How do the matrix diagrams differ? How are they different? What issue are more important to children, adults, women, men, and so forth?

RANKING MATRIX

Highest
priority



Lowest
priority

Issue What is the issue?	Motivations What is the issue about? Why is it important?	People Does this issue affect certain groups more than, or differently from others?	Time Is this a long, medium or short term issue? Do seasons affect this issue?	Scale At what scale is this issue experienced (home, neighbourhood, city...)?



4.

ANALYSING DATA



ENGAGING COMMUNITIES
AND STAKEHOLDERS

1



CLARIFYING DATA
NEEDS

2



COLLECTING DATA

3



ANALYSING DATA

4



SHARING FINDINGS

5

THE FOURTH ACTION TO TAKE IN PROFILING A SETTLEMENT IS TO SEARCH, ARRANGE AND ANALYSE THE INFORMATION GATHERED DURING THE FIELDWORK, TO UNDERSTAND MEANINGS AND REVEAL STORIES ABOUT THE SETTLEMENT.



Analysing data
(SLURC, 2019)

INTRODUCTION

Once the data has been collected, stored and organised, the next stage of settlement profiling consists of searching, arranging and analysing this information, to gain an in-depth understanding of the area and its residents.

Each of the tools introduced in the previous section offers a different way of understanding your settlement. When approaching the analysis stage, it is important to bear in mind the specific type of material that each of them is designed to generate: survey responses, interview transcripts, observation notes, and a range of non-textual items such as diagrams, drawings and maps—all of them recorded either digitally or on paper.

Broadly speaking, analysing the data that you have collected means making sense of this large amount of diverse material, in order to understand meanings and identify patterns and common trends. We advise that you start the process by analysing each of the **Tools for Collecting Data** separately, and then compare them to each other, until common patterns begin to emerge and you can start developing a narrative.

Crucially, at this stage it is important to decide how you will engage your

partners and participants in making sense of the data, so that the analysis reflects a diverse range of perspectives, voices and thought processes. This is best done early on, when the information is still fresh in everyone's minds.

HOW DO WE ANALYSE THE INFORMATION?

When you are developing a settlement profile, the analysis of data is likely to follow several steps: from cleaning the information from inaccuracies, to capturing emerging themes; from checking with your community that these themes reflect their views, to drawing conclusions. The conclusions drawn from analysing the data are what we sometimes refer to as findings.

These steps apply to different types of information, including qualitative data (texts and narratives), quantitative data (quantities and numbers), and spatial data (maps and drawings). Information should be initially analysed separately, one data collection tool at the time. Yet, it is by looking at these different types of information together that you might start to see patterns and draw conclusions about different issues in the settlement.

QUALITATIVE ANALYSIS

This is the process of taking descriptive information and offering an explanation for what it says. Qualitative analysis traditionally revolves around the impressions and opinions of key researchers. However, through facilitation and support, residents, their representatives and their partner organisations can play a lead role in interpreting the data that concerns them.

QUANTITATIVE ANALYSIS

Quantitative analysis is expressed using numbers, for instance concerning population density. These numbers are often organised in tables and spreadsheets; however, a spreadsheet does not always allow for understanding the characteristics of a settlement. Graphs and charts can help you to analyse these datasets, and turn quantitative data into usable information.

SPATIAL ANALYSIS

In this toolkit, this is defined as transferring the data collected into a geographic information system (GIS) and creating maps and visuals in order to better understand how the information relates to particular places. You can then adapt and use the outputs generated through GIS to

disseminate the findings from the proofing process, as discussed in the next section.

When analysing different sets of data, it is important to acknowledge personal perspectives and implicit bias. If someone is showing bias in analysing the information they gathered, it means that their own values, ideas and interests influence the research in a particular direction.

For instance, if someone thought that access to water is the key issue in their community, they might give more weight to data that confirmed that opinion. We all have unconscious biases and it is important that you discuss it within your team during the analysis.

GUIDELINES FOR ANALYSING DATA

HOUSEHOLD SURVEY

You can analyse information from the household survey in a quantitative way, as the survey asks a number of closed questions with answers that are easily quantifiable, for instance: how do you get to work? This means that different answers can be counted in order to find trends. For example, it may be useful to understand what the most common forms of transport to work are.

This data can also be mapped, for instance using GIS software or KoBo Toolbox, to identify spatial patterns within the settlement. This can help you to understand differences between areas: for example, whether there are parts of the settlement where households have more limited transport options than others.

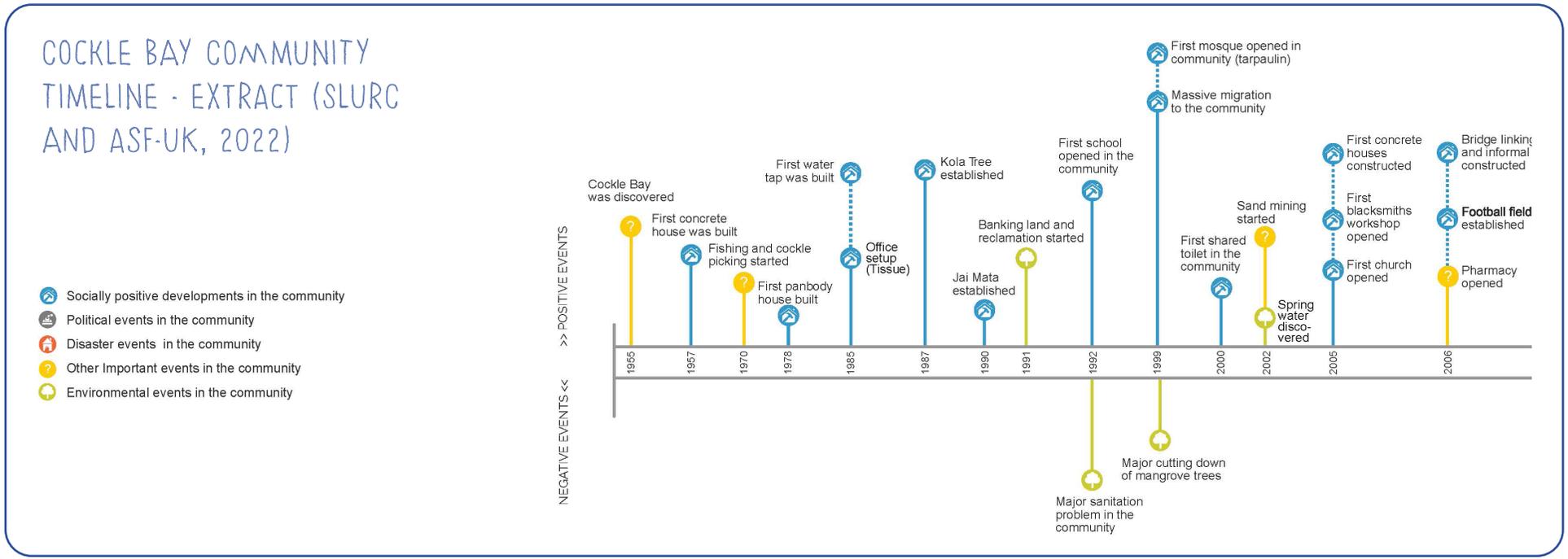
with participants. When doing so, it might be important to consider, and discuss, how gender, age, and other aspects of identity impact on participants' daily activities, and what this says about the local area. This information can provide you with a narrative to understand other data, but also provides rich information as a method itself.

PHOTO DIARY

Photo diaries provide you with information about participants' understanding of their own environment. Reviewing this data needs to happen in a collaborative way

TIMELINE

Information from timelines can help you to understand the history and growth of a settlement from the point of view of the community. Timelines created by different



people or groups can be compared to identify similarities and differences in the experiences of individual participants. This allows you to build a nuanced picture of the settlement's history and local attitudes towards specific events. Your findings can be recorded in a document that compares the different timelines, in addition to condensing the timelines into one diagram that captures key events.

TRANSECT WALK

The information from a transect walk can help you to understand the general character of a route within a settlement, from the perspective of a community member. Rather than selecting specific points, such as those gathered using the mapping tool, the

transect walk captures journeys between points. You can compare the outcomes of different walks to identify similarities and differences amongst participants, for instance with regards to accessibility. Your findings can be recorded in a document that compares different transect walks by identifying similarities and differences, in addition to condensing the transect walks into one or two summary drawings that capture the key features of the area.

PHYSICAL MAP

Information gathered through mapping can be analysed qualitatively, quantitatively and spatially. For example, you can use the data gathered during the mapping exercise in a quantitative way by counting the number of

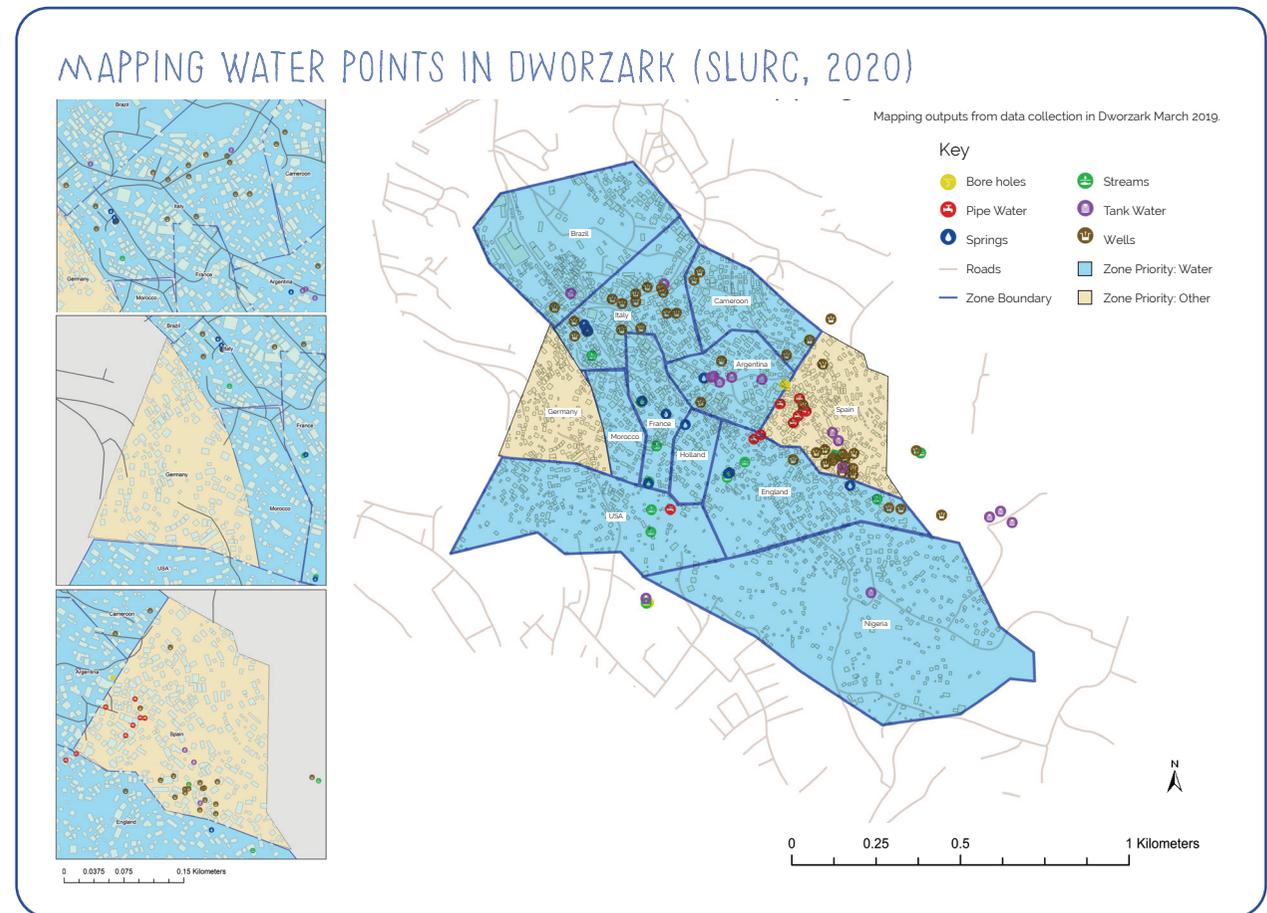
A WALK IN COCKLE BAY
(ASF-UK, 2019)



water points or health centres in the area. You can then analyse the same information qualitatively, to understand the location of community assets and where there may be gaps in provision. The spatial data can also be loaded into GIS software and presented on a digital map, which can allow you to view more than one category at once.

SOCIAL MAP

The information gathered using this tool will allow you to create lists and diagrams of stakeholders involved in particular issues or themes across the settlement. One way of analysing this data is to compare themes and draw conclusions about which groups are involved with which areas, and who



might be involved with more than one. You can then use this information to reflect on who is doing what; where the support networks are; and the scale on which they operate, for example. The diagrams can be consolidated into one showing all issues, or be more focused, depending on the nature of the profile.

RANKING MATRIX

You can analyse the information gathered through the ranking matrix by comparing the priorities of different community members, before contrasting these against other types of data in order to validate them. Issues of social diversity can become very important in analysing priorities: for instance, you might want to understand what are the priorities of children as opposed to adults. The ranking table can be recorded as a word document or spreadsheet.

COMPARING FINDINGS

As different forms of data have been analysed, you can now compare and contrast the emerging findings across different tools. Quantitative research can help you describe the scale and spread of change. Qualitative research gives you an in-depth understanding of the social, political and

cultural context. Finally, spatial data gives you information about the geographic distribution of both in the settlement.

Linking these different types of information and forms of analysis is known as mixed methods research and provides you with more robust evidence for the settlement profile. For example, how does distance to a water point impact on reported health (spatial mapping, household surveys)? How do community members' routes to work affect their wellbeing (household survey, transect walk, photo diary)?



Validating data (SLURC, 2020)



Validating data (SLURC, 2020)



5.

COMMUNICATING FINDINGS



ENGAGING COMMUNITIES
AND STAKEHOLDERS

1



CLARIFYING DATA
NEEDS

2



COLLECTING DATA

3



ANALYSING DATA

4



SHARING FINDINGS

5

THE FIFTH AND FINAL ACTION TO TAKE IN PROFILING A SETTLEMENT IS TO MAKE YOUR FINDINGS UNDERSTANDABLE AND ACCESSIBLE TO DIFFERENT AUDIENCES, FIRST AND FOREMOST LOCAL RESIDENTS AND THEIR SUPPORT ORGANISATIONS.

INTRODUCTION

Once information has been analysed, you can share it with different stakeholders. Sharing information is important for at least three reasons. First and foremost, for accountability to the community with whom you have worked and whose homes and lives you have researched and documented.

Secondly, the dissemination of information can facilitate community conversations about power and change, and promote critical consciousness and social mobilisation. Thirdly, for impact: where governmental and non-governmental organisations are able to access information about your settlement in a way that is clear to them, it is more likely that the knowledge that your community has generated will influence their thinking and practice.

However, communicating findings in a way that can be useful to different audiences can be challenging. Different people relate in different ways to written, visual and spatial material, and have different ways of navigating information. For this reason it is important to think carefully about the audiences that might benefit from the information, and to explore how to present your findings to each audience.

HOW DO WE COMMUNICATE OUR FINDINGS?

Before communicating your findings to a wider audience, it is important to reflect on what information can be shared, with whom and how. To support this reflection, SLURC and ASF-UK have developed a set of principles for promoting communication for inclusive urban development. These principles address fundamental questions such as ethics, representativeness and community ownership.

Before deciding how to communicate the findings of the settlement profiling process, it is useful to consider and discuss these principles with all the stakeholders involved, and perhaps to come up with your own set of principles. This will help you to make shared decisions about potential audiences and strategies for dissemination.



Cockle Bay City Tok
Podcast. SLURC, 2019.

PRINCIPLES FOR URBAN COMMUNICATION

To move towards a more inclusive Freetown, we need urban communication that is...



WITH PURPOSE

Urban communication should aim to improve the wellbeing of *community people* (*) and all city dwellers.



DEMOCRATIC

Urban communication should democratize access to information, so that the decisions and actions of public officials can be subject to oversight by community people and all city dwellers.



COMMUNITY-BASED

Urban communication should capture and voice the needs, aspirations, priorities and capacities of community people and their support networks.



DIVERSE AND MULTIDIRECTIONAL

Urban communication should privilege diverse and multidirectional flows of information including upward, downward and horizontal. This involves the exchange of information between community people, organised groups, local and national governments, and international organisations.



ETHICAL

Urban communication should be based on information that has been gathered in an ethical manner. Ethical information gathering is based on informed consent; it avoids using deceptive practices; and it protects anonymity and confidentiality.



RELIABLE AND RESPECTFUL

Urban communication should be as accurate and up to date as possible. It should aim for reliability, while also avoiding excessive requests of information from community people and groups.



CLEAR

Urban communication should be easy to navigate. Lines of communication should be clear and visible for all city dwellers and institutions.



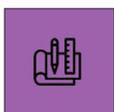
APPROPRIATE

Urban communication should consider the preferences and capacity of different audiences, including issues of language and oral, visual and written literacy.



ACTION-ORIENTED

Urban communication should prioritise action-oriented information that is relevant and applicable to the city, and that can be followed by action from different stakeholders.



EMPOWERING

Urban communication should enhance the power and agency of community people and organisations—building their capacity to actively engage with the processes of construction, urban design and urban planning.



RESOURCED

Urban communication should ensure that the individuals or organisations that are responsible for sharing information have the capacity of carrying out the role or delegating the task at all times.

(*) Throughout this document, the phrase '*community people*' describes the residents of Freetown's informal settlements.



Cockle Bay City Tok Podcast
(SLURC, 2019)

PRINCIPLES FOR URBAN COMMUNICATION

Once you have agreed on a set of principles, you can use a broad range of media or outlets to communicate the findings of your settlement profiling process, including visual, audio and multimedia tools. Likewise you can pursue several dissemination pathways, including social media and community events.

The appropriateness of each will depend on what audiences you need to reach, and on the knowledge, skills and technical resources that are available to you. SLURC and ASF-UK have tested several communication pathways in Freetown.

VISUAL MATERIALS

When producing printed and online documents, it can be useful to focus on visual outlets accompanied by as little text as possible. Drawings, illustrations and photographs can convey key messages in a quicker and more effective way than text. When sharing the key findings of a settlement profiling process, you can create posters, illustrated booklets and pamphlets, interactive maps and infographics.

WHAT WE DID

Samples of community posters produced by SLURC and FEDURp to summarise the Community Action Area Plans: <https://www.slurc.org/community-posters.html>

AUDIO MATERIALS

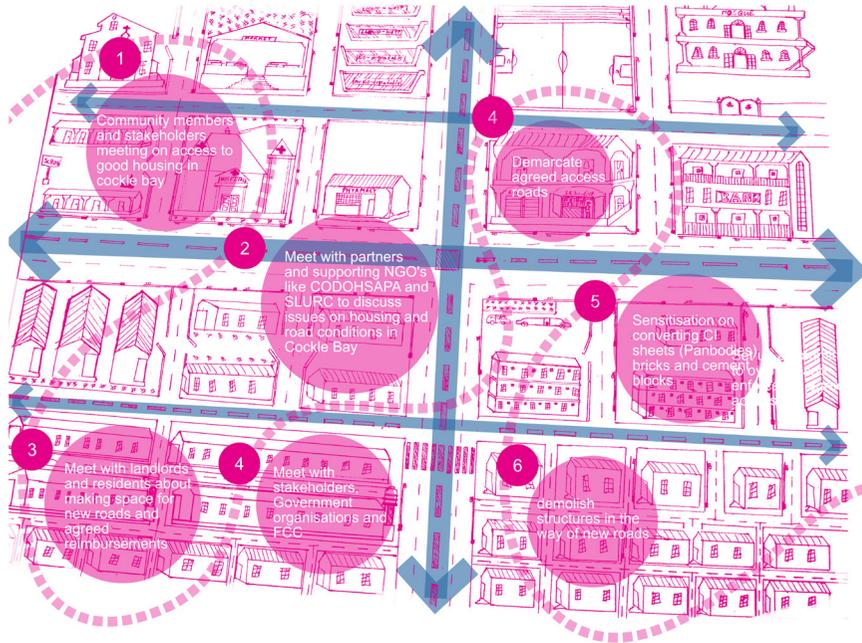
The use of oral and audio communication is extremely common in Freetown. Voice messages, jingles or soundbites, podcasts, recorded debates and radio are amongst the most widely utilised media across all levels and sectors of society. Audio communication is accessible to most people and uses less mobile data than video, making it one of the most effective forms of communication across the country.

WHAT WE DID

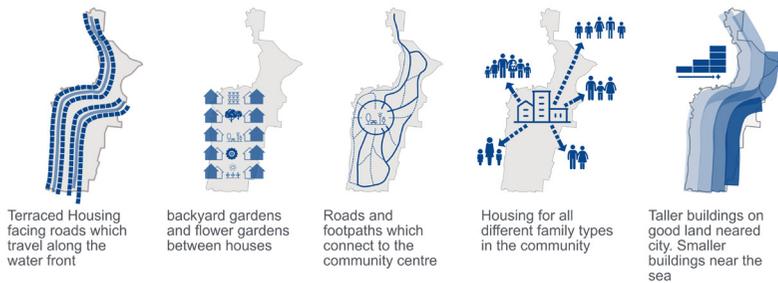
A sample of the audio material produced by SLURC can be found here: [Cockle Bay City Tok Podcast: https://www.slurc.org/audio.html](https://www.slurc.org/audio.html)

WE COMMUNITY WE PLAN

HOW FO PLAN BETTEH WAN FO UPGRADING BIZNESS NA COCKLE BAY



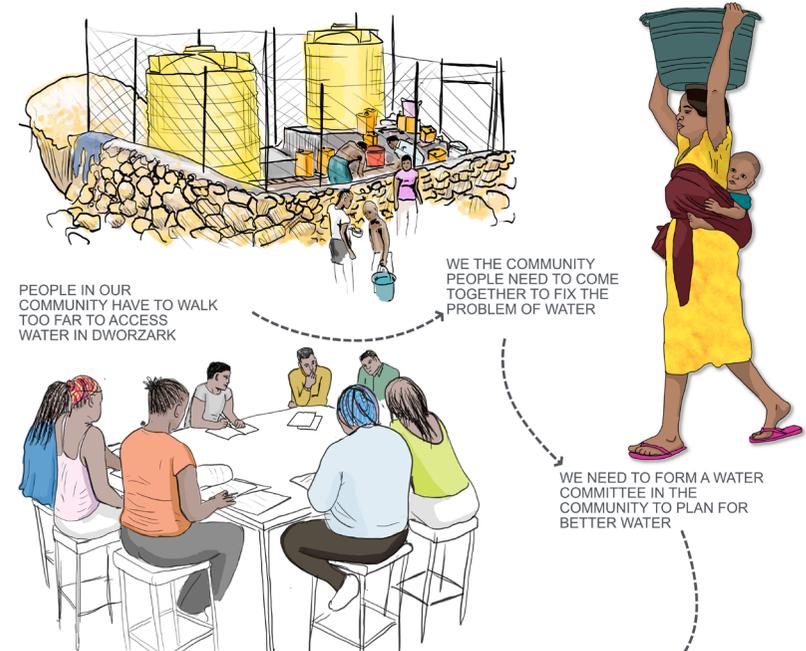
Upgrading the community with roads and housing should consider the design guidelines created within Cockle Bay's Community Action Area Plan.



Produced by SLURC and FEDURP with the people of Cockle Bay

WE COMINITY WE PLAN

HOW FO PLAN BETTEH WAN FO WATA BIZNESS NA DWORZARK



WITH THE SUPPORT OF THE COMMUNITY, THE WATER COMMITTEE SHOULD PLAN FOR BETTER WATER FACILITIES IN DWORZARK FOLLOWING GUIDANCE FROM THE COMMUNITY ACTION AREA PLAN. THE WATER COMMITTEE SHOULD THEN SHARE THE WITH THE COMMUNITY HOW WE CAN PLAN BETTER WATER FACILITIES



Produced by SLURC and FEDURP



Video making
(SLURC, 2019)



Participatory
models (ASF-UK
and SLURC, 2019)

MULTIMEDIA MATERIALS

Multimedia outlets combining visual and audio, usually in the form of films or animations, can deliver strong and effective communication. For instance, you can use footage from workshops to communicate findings back to your community so that everyone can clearly see how the findings are linked to the activities that they contributed to.

However, these outputs can require high level technical skills to produce and can be difficult to access for those who do not have a device or who have limited access to the internet or data.

WHAT WE DID

Samples of the multimedia material produced by SLURC can be found here:: Micro documentaries: <https://www.slurc.org/video.html>

INTERACTIVE DISPLAYS

Interactive media such as participatory models and displays can be very effective in communicating findings. Participatory displays prompt and enable your audience

to engage 'hands-on' with the data (for instance by adding their personal story or views). You can use scaled models in a similar way, to explore complex issues that relate to residents' homes, communities or city.

Alongside communication tools, you can also consider a range of possible dissemination pathways, or channels, by which information may reach the intended audience/s. The pathways listed below can allow you to reach your community in order to report back from the profiling process.

PEER-TO-PEER PRESENTATIONS

Peer-to-peer presentations can provide residents with a hands-on opportunity to review the data together. Peer-to-peer presentations can involve, for instance, community researchers presenting the settlement profile back to their peers.

Processing the information first hand will allow the presenters to review the data and create their own narratives. At the same time, hearing information from their peers might make it more comfortable for residents to comment, critique or ask questions.

SOCIAL MEDIA

Social media platforms and social messaging services like WhatsApp are possibly the best ways of sharing any type of information in Freetown. Social networking, community organising, political mobilisations and public messaging all take place on social media through large interest groups and social networks. Sharing the outcomes of your settlement profiling initiative on the appropriate social media will allow you to quickly reach a wide audience.

COMMUNITY EVENTS

A first form of dissemination that you can consider is the use of meetings, gatherings and exhibitions. Community events are a good opportunity to share visual, audio, multimedia and interactive outputs so that each member of the audience is able to engage with the content in the way that best suits them. These events can also play a key role in gathering feedback about the data presented, its accuracy and its usefulness for the community.

WHAT WE DID

In 2019, SLURC asked community researchers in Cockle Bay to share the key information that they had gathered during the previous data collection workshops with the rest of their community using WhatsApp. The resulting voice messages were under 800 megabytes in size and the feedback SLURC received from communities on their effectiveness and reach was very positive.



Community event in Cockle Bay
(ASF-UK and SLURC, 2019)

TOOLS

TOOLS FOR COMMUNICATING FINDINGS

1 COMMUNICATION PLAN - P.86

WHAT TOOLS DO WE NEED TO SHARE
WHAT WE HAVE FOUND OUT?



INTRODUCTION

This toolkit includes a range of activities to create a communication plan. This will enable you to come up with a strategy of dissemination that addresses different audiences through different means. An important part of the plan is the use of communication principles, as a means of self-reflection and evaluation.

COMMUNICATION PLAN

You can use this tool at the end of the profiling process, to map out what information has been produced, who will share it, with whom, when and how. On finishing the plan there will be a list of actions for each output, which can be used as a checklist during the dissemination of your profile.

COMMUNICATION PLAN

YOU CAN USE THIS TOOL AT THE END OF THE PROFILING PROCESS, TO MAP OUT WHAT INFORMATION HAS BEEN PRODUCED, WHO WILL SHARE IT, WITH WHOM, WHEN AND HOW. ON FINISHING THE PLAN THERE WILL BE A LIST OF ACTIONS FOR EACH OUTPUT, WHICH CAN BE USED AS A CHECKLIST DURING THE DISSEMINATION OF YOUR PROFILE.

LOCATION

Anywhere

TIMEFRAME

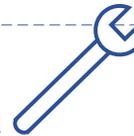
2 hours, possibly more if additional research is needed

NOTES FOR FACILITATORS

You might review your Communication Plan several times during and after the profiling process, as new audiences and communication needs are likely to emerge when you start disseminating information.

WHAT WILL YOU NEED?

- Tool worksheets, possibly printed in A3 format
- Large writing surface (sheets of paper, whiteboard or chalkboard)
- Sticky notes, coloured pens or chalk



WHO WILL BE INVOLVED?

Participants:

Representatives of the organisations that have been directly involved in the profiling process

Facilitators:

At least one person leading the activity and one person recording it



INSTRUCTIONS

Step 1

- After the introduction, **start to fill out the sections of the Communication Plan.**

Step 2

- Start by **discussing with participants what message you want to convey about your community.** What are the key issues that have emerged through the profiling process?
- Encourage participants to think about this question from diverse points of view and to consider the perspective of different stakeholders, perhaps using the ranking Matrix as a starting point.

Step 3

- **Brainstorm with participants what audiences they want to reach,** what are their characteristics, and why your message is important to them.
- **Consider how you will reach them,** possibly using the information included in Section 5 of this Toolkit as a starting point for your conversation.

Step 4

- **Discuss with participants what principles and values will guide your communication with your chosen audience.** As a starting point, you can refer to the communication principles included in this toolkit: which of those are important to you and how will you achieve them?

COMMUNICATION PLAN

What message do you want to communicate?

Who is your audience?

Describe your audience in detail. Who are they? How many are they? What are their interests? What are their needs?

Why is your message important to them?

How many are you aiming to reach?

How will you interact with them?

How frequently will you interact?

What principles and values will guide your communication with them?

You can refer to the communication principles included in this toolkit. Which of those are important to you and how will you achieve them?

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Photo: Luis Gama
(SLURC, 2019)

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