



Getting started putting your data on the map



Trust for London

Tackling poverty and inequality

About us

Providing tech support to small local charities in London for 20 years

- ✓ Support
- ✓ [Training](#)
- ✓ Consultancy
- ✓ Digital inclusion
- ✓ Impact Aloud
- ✓ [Datawise London](#)
- ✓ E-news sign up
<https://superhighways.org.uk/e-news/>



What we'll cover today

- Look at a range of maps
 - Demo tools – Batch Geo, Google MyMaps, Excel mapping template, Community Lens, AutoGeoMapper & Data Wrapper
 - Hands on time with Batch Geo, Community Lens & AutoGeoMapper
 - Identify use cases for your organisation
 - Intro to advanced mapping options
 - Get inspired!
-





Croydon Foodbank Map



A map of all foodbanks in Croydon. Send any missing data to croydoncovid19ma@gmail.com.

1,808 views

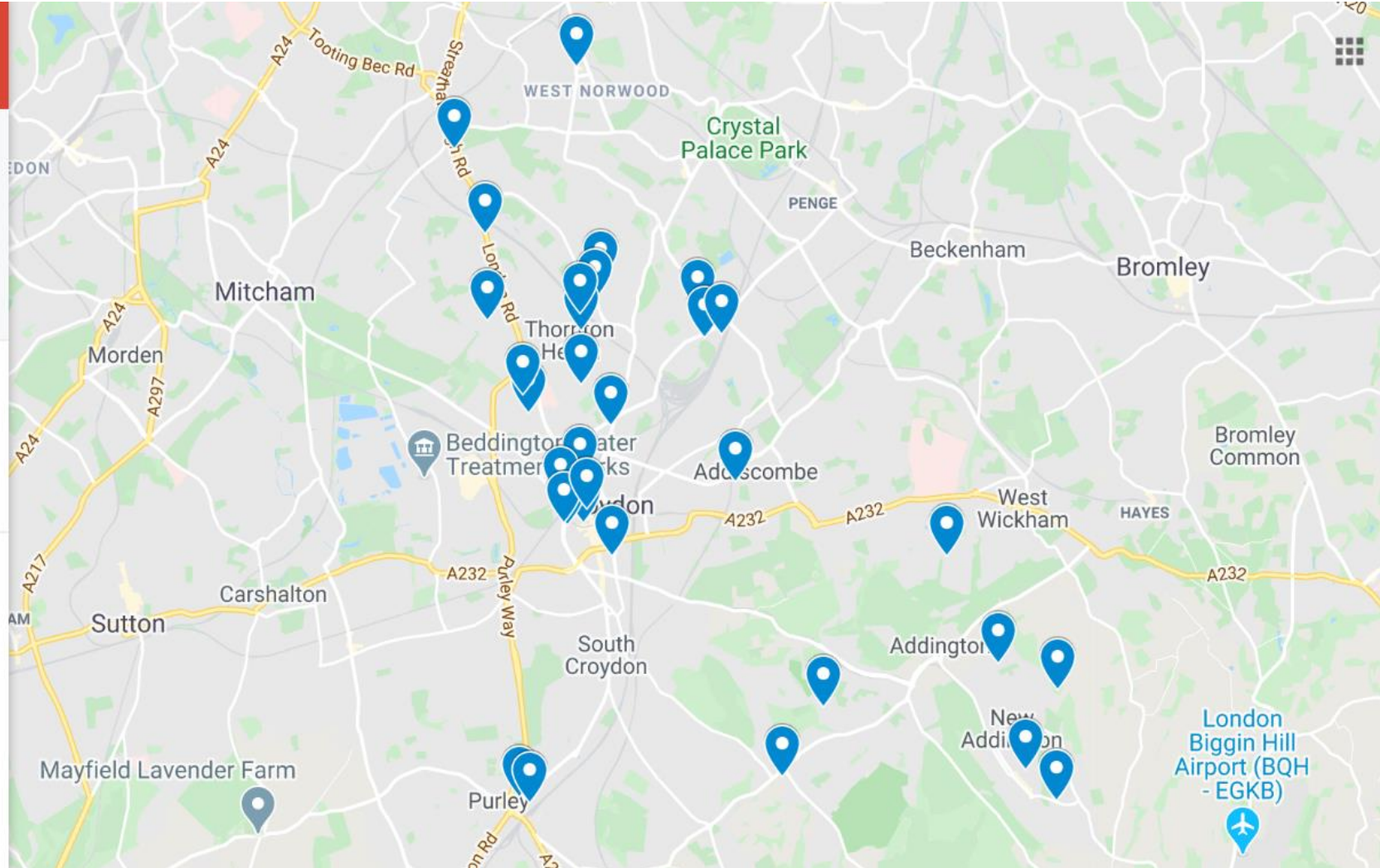
[SHARE](#)



CROYDON FOODBANKS 2.0



 All items



Covid-19 Community Response
Added a month ago

i [Add contribution](#)

Contribution

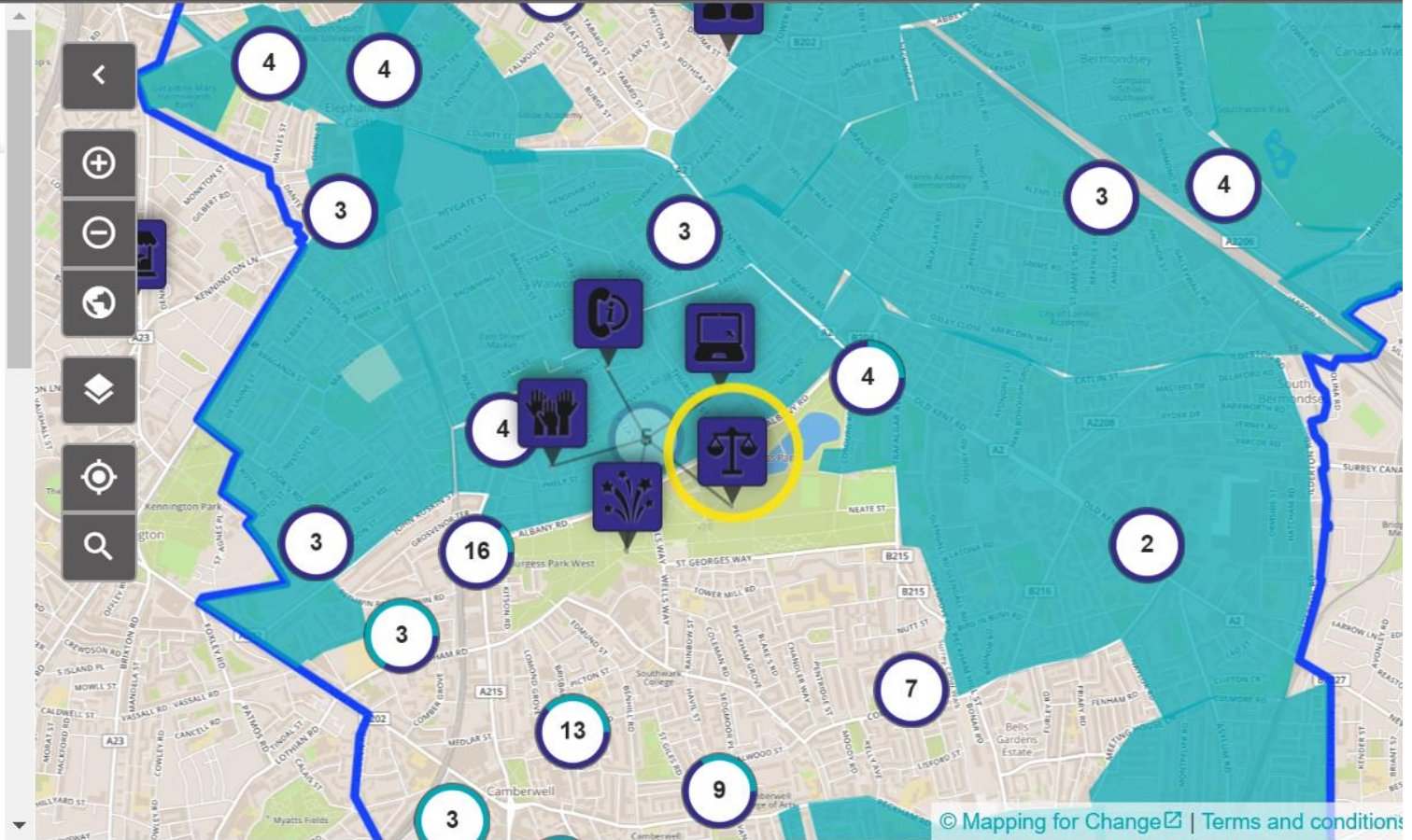
Hannah Stockwell added 15 days ago | Myles Thorpe updated 15 days ago

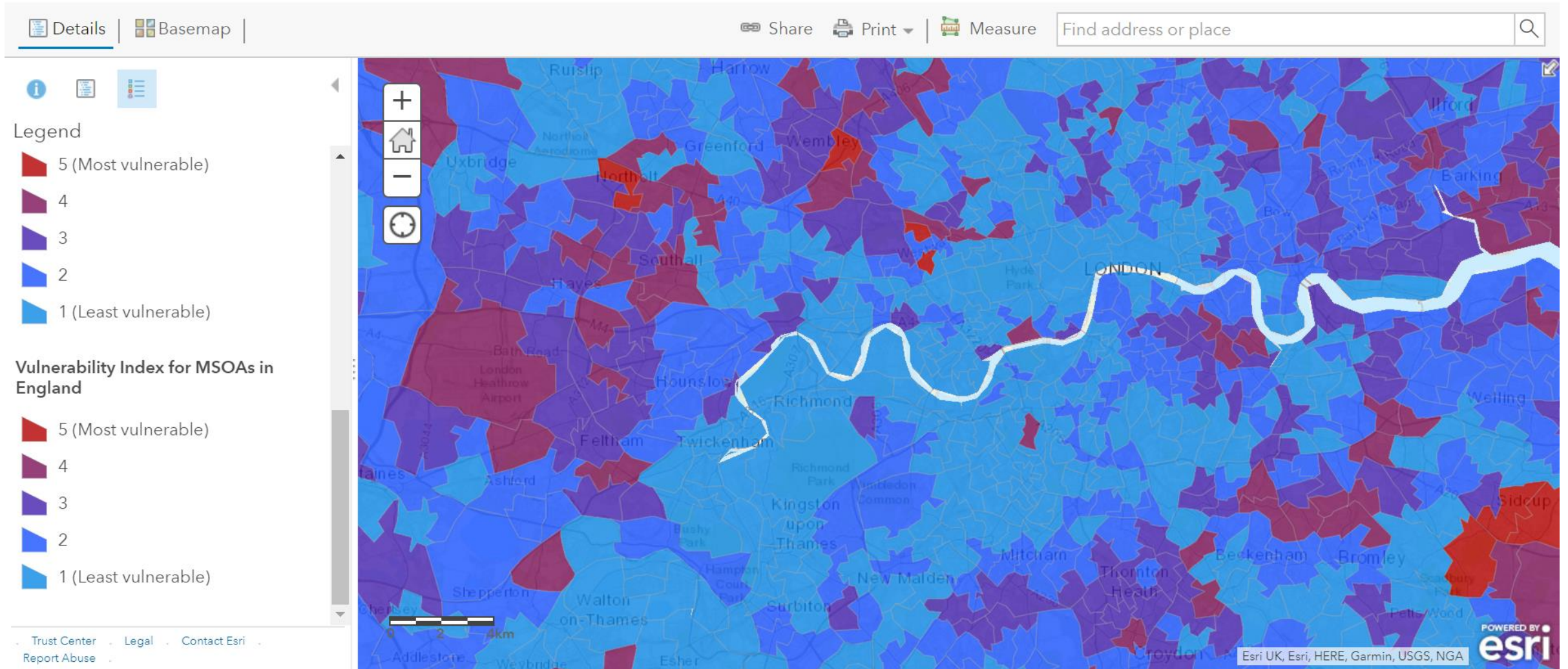
Voluntary and Community Support

[Data](#) [Media](#) [Comments](#)

Name
Creation Trust

Description of services
Casework for vulnerable residents facing hardship, benefits advice, family support with crafts & arts materials delivered, prepared meals, a virtual book-club, job search support and online training for job seekers. Taking calls and managing requests from people requesting help. Helping people to use







Simplest map creation...



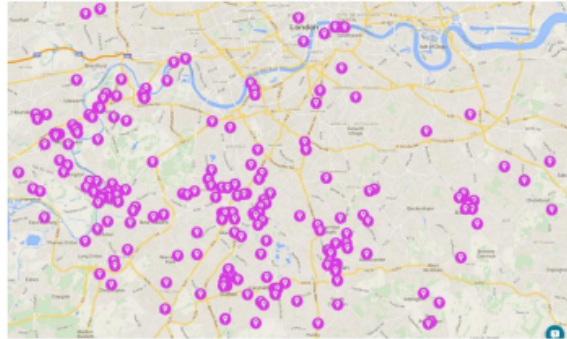
Paste data sets with postcodes & create a map:

- ✓ Blue existing volunteers
- ✓ Red new client referrals



in depth longer term support (e.g. database implementation or short films). There have also been two annual events with expert speakers invited to run specialist workshops, which otherwise would not be accessible to small groups targeted by the project.

The map below shows the spread of the 319 unique organisations that Impact Aloud has supported across the six boroughs over the last 2.5 years.



See www.superhighways.org.uk/projects/impact-aloud for further information.

5. Evaluation aims

The aim of this evaluation is to explore the experiences of CVs and VSOs that have worked with Impact Aloud over the last 2.5 years. The evaluation investigates the extent to which the activities of Impact Aloud result in positive impact on organisations. It focuses in-depth on providing information on the assumptions inherent in a simple logic chain below:



In exploring these questions, the evaluation seeks to understand the strengths and weaknesses of Impact Aloud in realising these objectives.

6. Methodology

Feedback from stakeholders was collected through an online survey and via telephone interviews in March – April 2016.

Survey

The survey was sent to a sample of the total number of organisations engaging with the project - the 131 organisations that had attended the annual Impact Aloud events. Of these, 34 responded to the survey; a reasonable response rate of 26%. There was a mixed spread of respondents across the six boroughs with the highest response rate from Kingston – the lead borough in the partnership (Kingston=11, Bromley=8, Richmond=6, Sutton=6, Croydon=5, Merton=2). Respondents were given the option to add their name and contact details if they were willing to be contacted for a follow up telephone interview, otherwise responses were anonymous. Of the 29 respondents that gave their contact details, 6 also participated in telephone interviews. The questions generated quantitative and qualitative data which is included in relevant sections throughout this report. The full set of survey questions is included in appendix A.

Telephone interviews

Telephone interviews were conducted in March – April 2016 with a mix of organisations suggested by Impact Aloud and organisations randomly selected by the evaluator. The rationale for this type of selection was to obtain a balance between organisations that had been known to have significant interaction with Impact Aloud and those that had had various levels of engagement. The topic guides for different stakeholder groups is included in appendix B. A breakdown of the organisation types, selection methods and number of participants interviewed in each cohort is presented below.

| Organisation Type | No. Organisations |
|--------------------------------------|-------------------|
| CVS | 5 |
| VSO (suggested by Impact Aloud) | 4 |
| VSO (randomly selected by evaluator) | 5 |
| Funder | 1 |
| Technology provider | 1 |
| TOTAL | 16 |

Profile of VSOs

The table below gives some brief information on VSOs involved in telephone interviews including size and income.

| Income | Organisation | Overview | No. staff |
|-----------------------|--|---|-----------|
| \$10,000 - \$50,000 | Sutton Migrant Refuge Network | The Refugee & Migrant Network Sutton offers Friendship, Advice, Counselling and English Language Classes to refugees, asylum seekers and newly settled migrants and their families from over 20 countries, who are now living in our area. | 1 |
| \$50,000 - \$100,000 | Loy Witnesses for Christ International | LWFCI is a global sport ministry supporting youth and local communities to positively impact others through Sport Activities, outreach programs, employability skills, training, and the Right Track programs: Drug, Alcohol & Violence Prevention Program. | N/A |
| \$100,000 - \$500,000 | Merton Centre for Independent Living | Merton Centre for Independent Living has a vision to enable Disabled people to take control over their lives and achieve full participation in Merton & wider society. | 8 |





Demo time...



Batchgeo Summary

- ✓ Paste data straight from Excel at www.batchgeo.com
- ✓ Free version – maximum 250 rows of data
- ✓ Choose how to group pins (max 7 categories)
- ✓ Customise design (limited)
- ✓ Limit Zoom in to anonymise data
- ✓ Save Map – Public or Unlisted (Private option in Pro account)
- ✓ Share via link or embed code
- ✓ [Superhighways step by step guide](#)



Batchgeo exercise

- ✓ Open your spreadsheet
- ✓ Copy 2 or 3 columns of data (including header rows)
- ✓ Go to www.batchgeo.com
- ✓ Paste into the data box
- ✓ Click Map now
- ✓ Click Save map (enter your email address and a map title)
- ✓ Open your email to get the map link
- ✓ Click to view your map



Community Lens



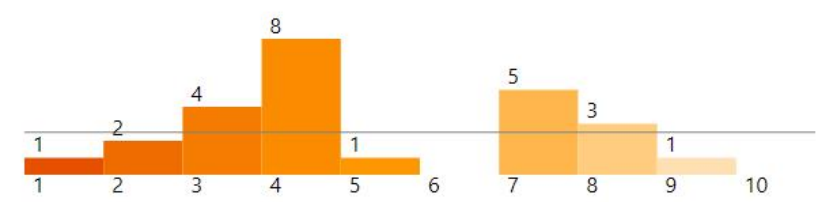
The Lens of Multiple Deprivation

Summary

The majority of the locations (64%) are in the bottom half of areas in England for IMD

Count By Decile

(Decile 1 = Most Deprived, Decile 10 = Least Deprived)



Average Rank Decile



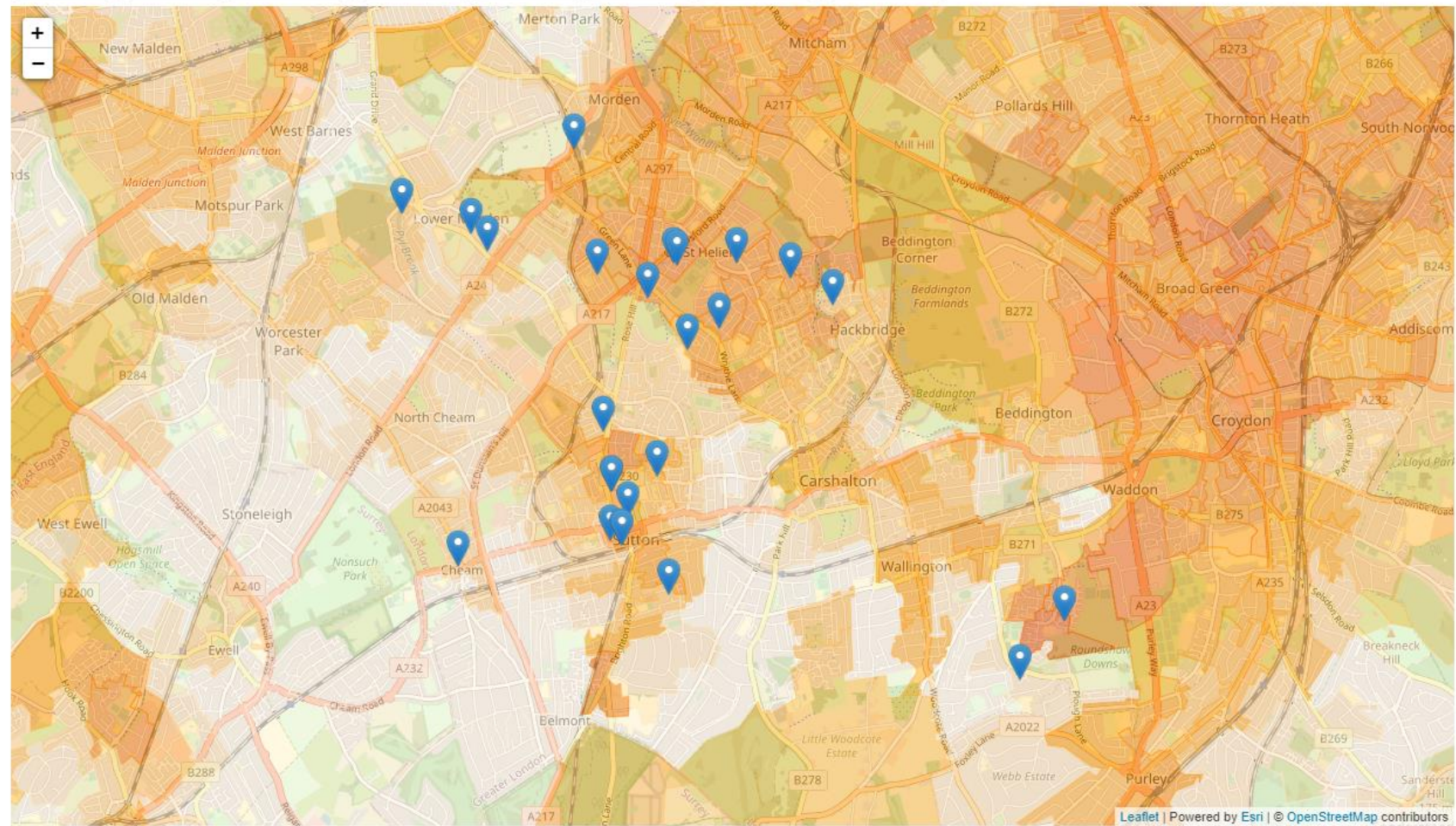
Definition

The overall Index of Multiple Deprivation 2019 is a measure of multiple deprivation based on combining together seven distinct domains of deprivation, Income Deprivation, Employment Deprivation, Education, Skills and Training Deprivation, Health Deprivation and Disability, Crime, Barriers to Housing and Services, Living Environment Deprivation.

Data Source

[Download Data](#)

- IMD 2019
- Income
- Employment
- Education +
- Health and Disability
- Crime
- Housing and Services
- Living environment



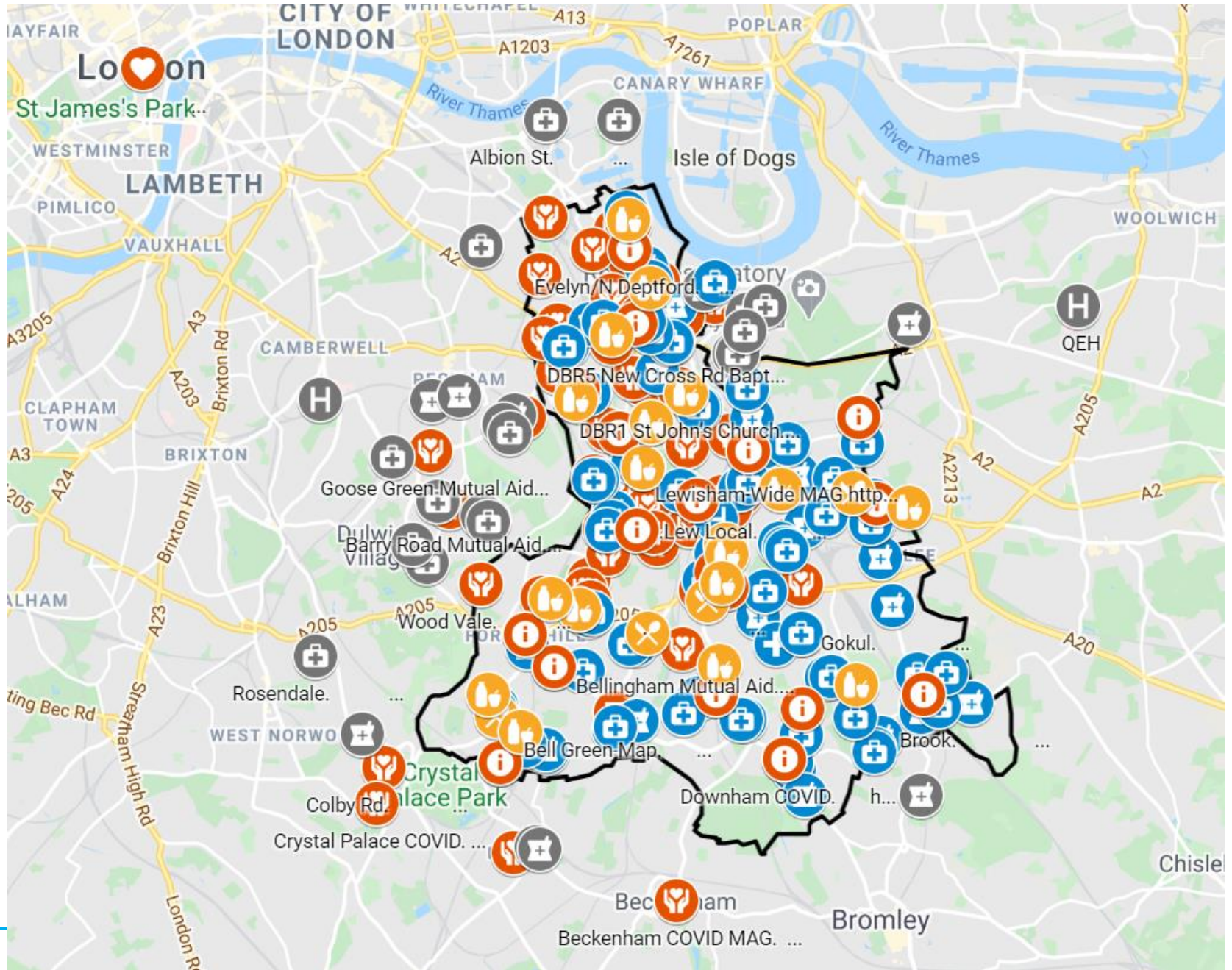
Community Lens Summary

- ✓ Paste postcodes into the tool (can handle large numbers) and see them plotted on the map
- ✓ Choose which Indices of Deprivation you are interested in
- ✓ Understand how your postcodes correlate with the IMD data
- ✓ Take a screen shot and download the data table
- ✓ More open data sets to come (make your suggestions)
- ✓ [See a demo recording](#)





Lewisham Wellbeing Map

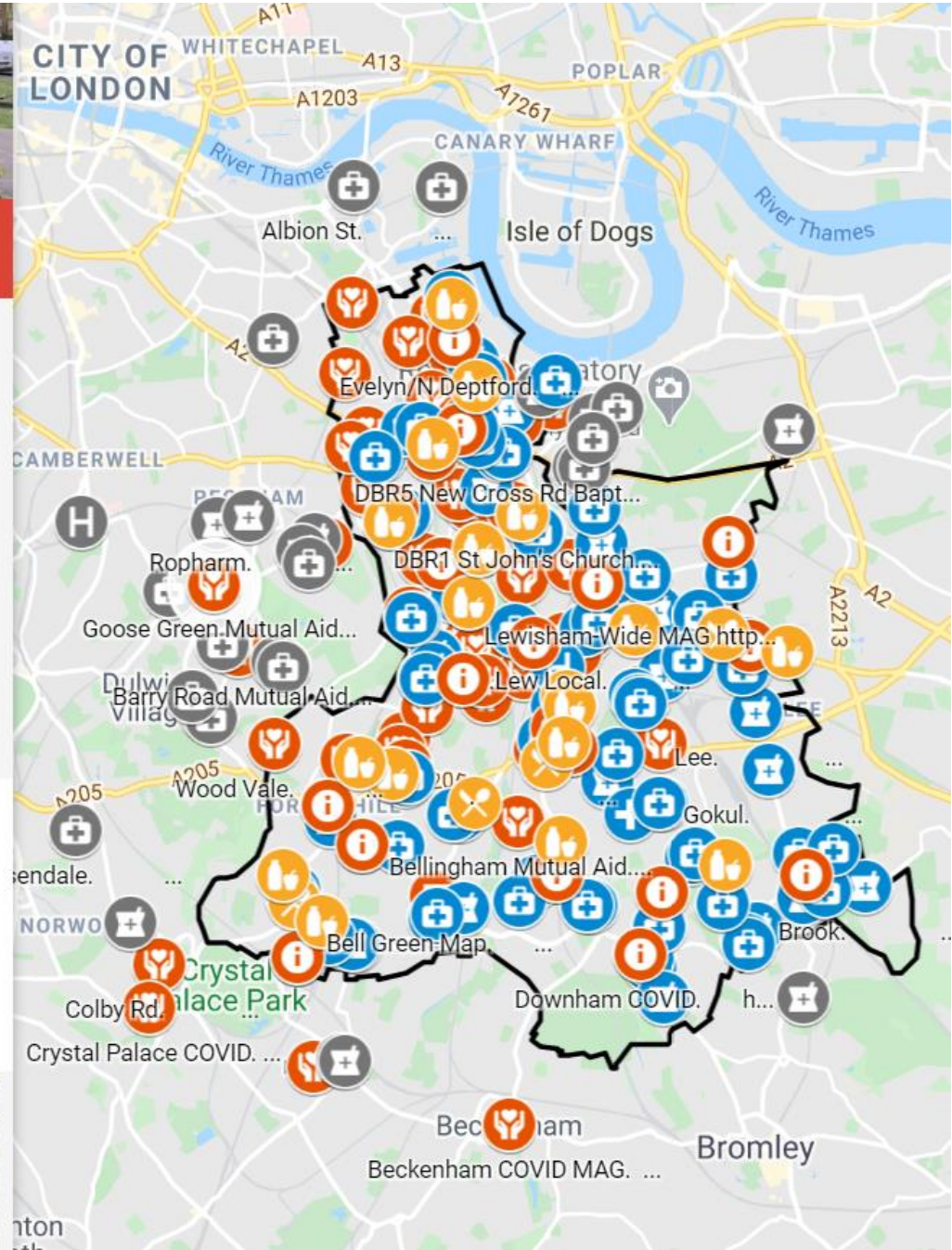




← Goose Green

name
Goose Green
description
Goose Green Mutual Aid.
goosegrncovid19@gmail.com
<https://chat.whatsapp.com/LApspsBjIAn5LOJifuRLWO> Heather {The Wingless Bird} 07715288964

Details from Google Maps
London SE22 9AN
[View in Google Maps](#)



Demo time...



5 min break





CVA ABCD Asset Map



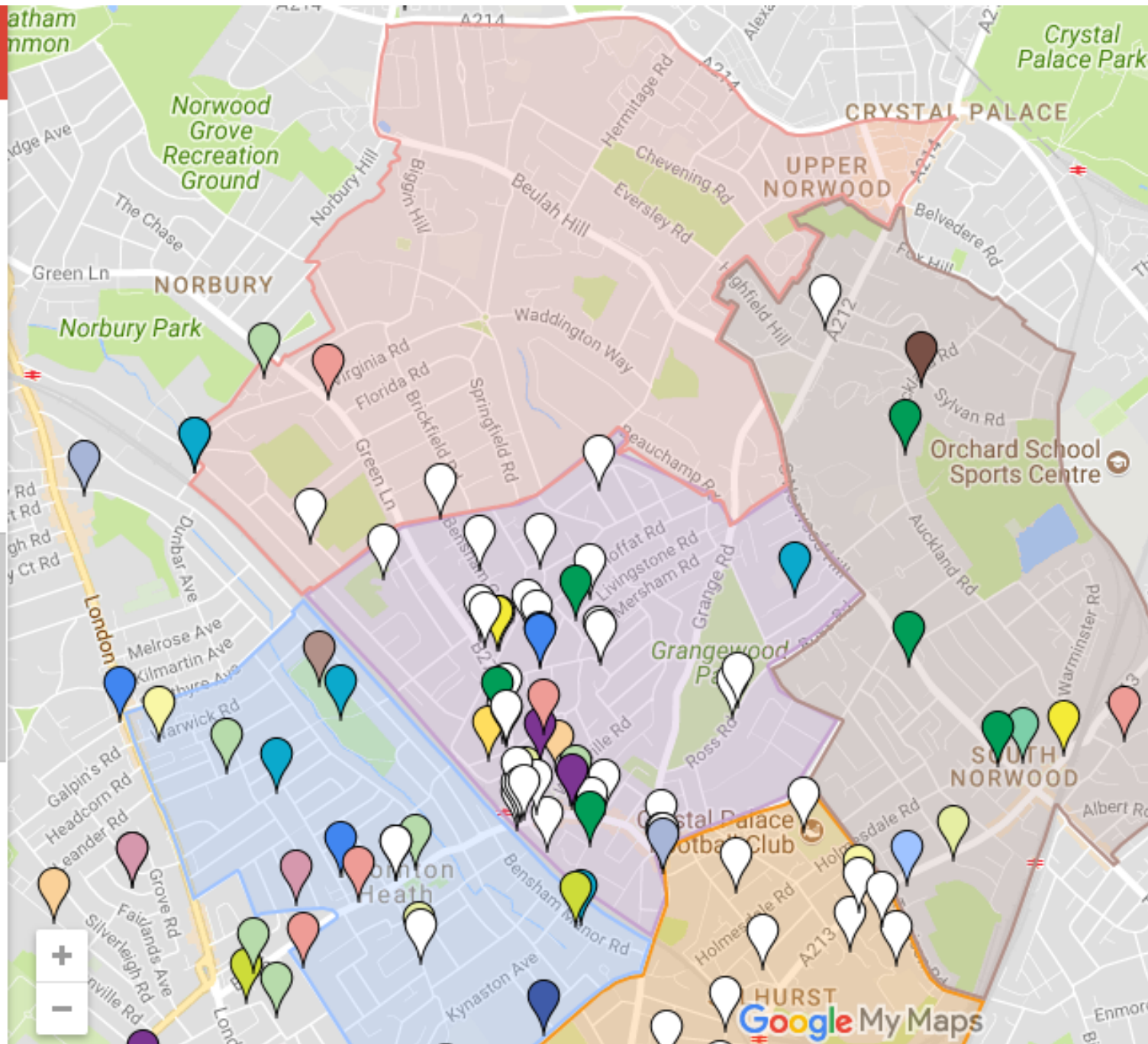
- Cooking
- Computing
- Physical Health
- Children, Parents, Family
- Community
- Dance/ Singing
- Fitness, Sport, Cricket
- Health
- Other / No data



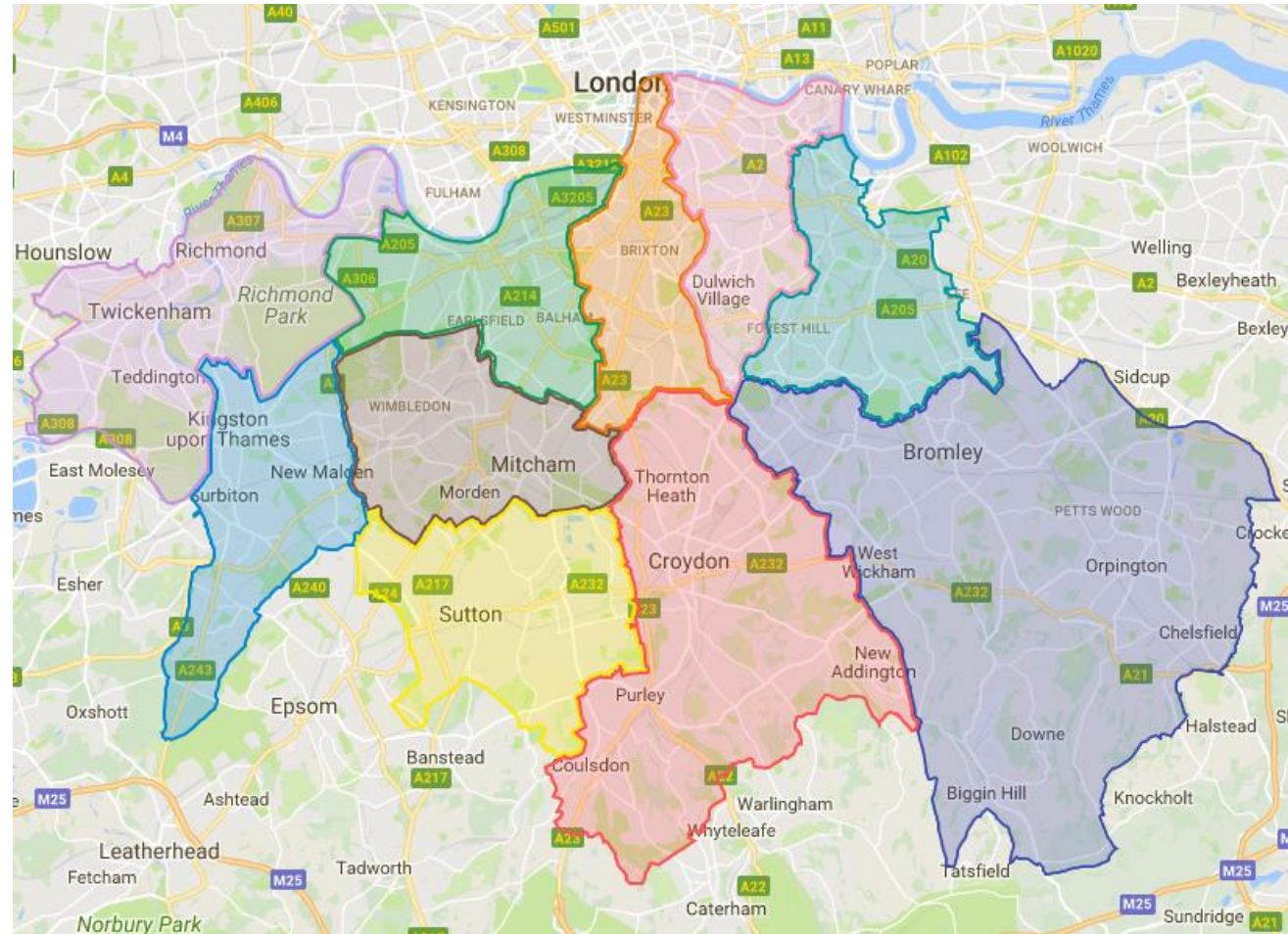
Community based groups



- Family, Community
- Music
- Residents Association
- Other / No data



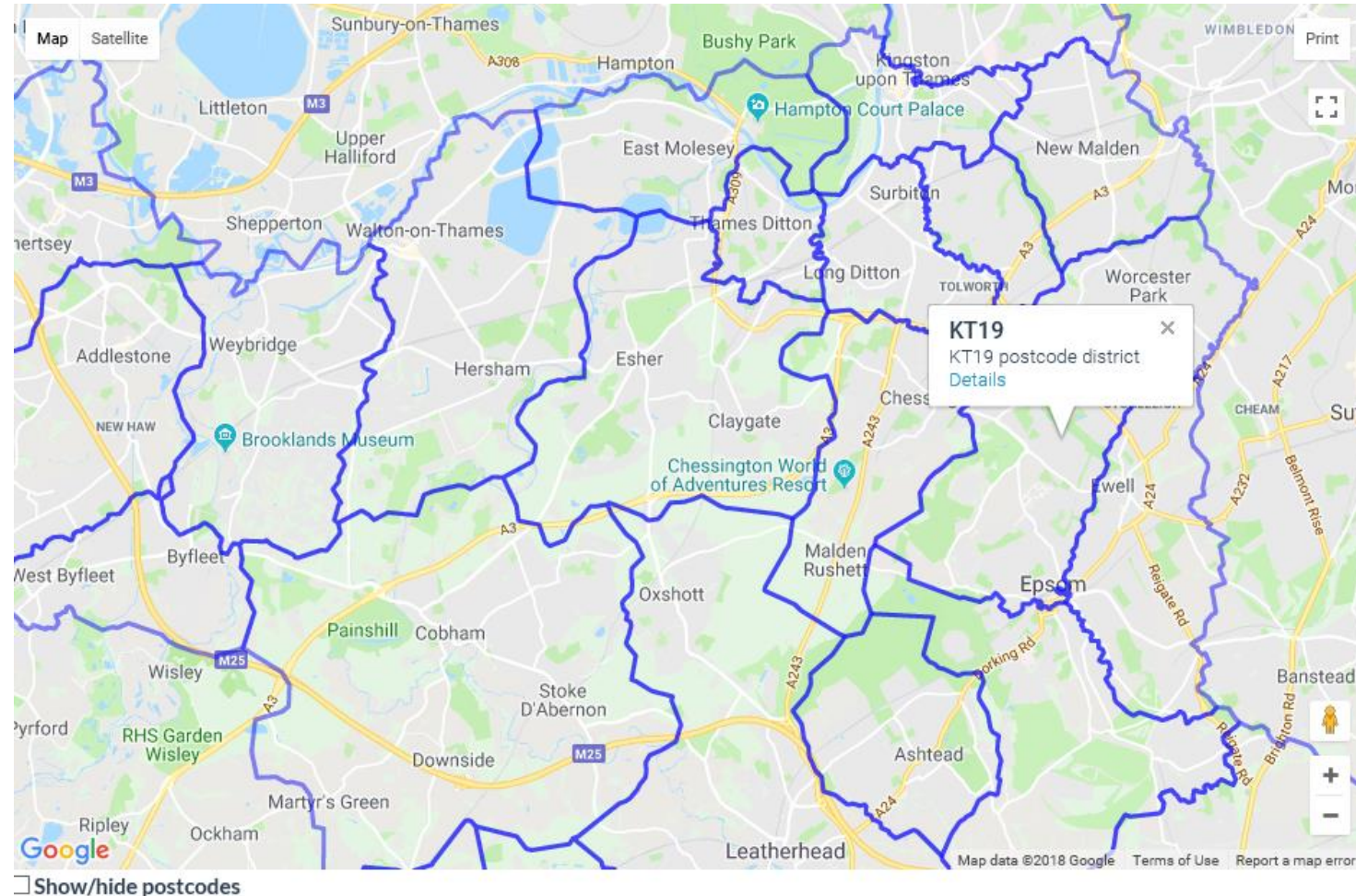
Borough & Ward boundaries – KML files



Top level post code boundaries

[Doogal](#) —
download
KML shape
files

(Also useful for
[batch](#)
[uploading](#)
[postcodes](#)
and [batch](#)
[downloading](#)
[wards](#))



Demo time...



Google My Maps Summary

- ✓ Import spreadsheet to plot points on a map
- ✓ Add multi-media
- ✓ Customise look and feel – range of icons
- ✓ Add different layers (max 10)
- ✓ Update data table within the map
- ✓ Sharing – keep private, share with specific people, make public
- ✓ [Find out more](#)
- ✓ [Step by step guide](#)



Demo time...



LONDON DATASTORE

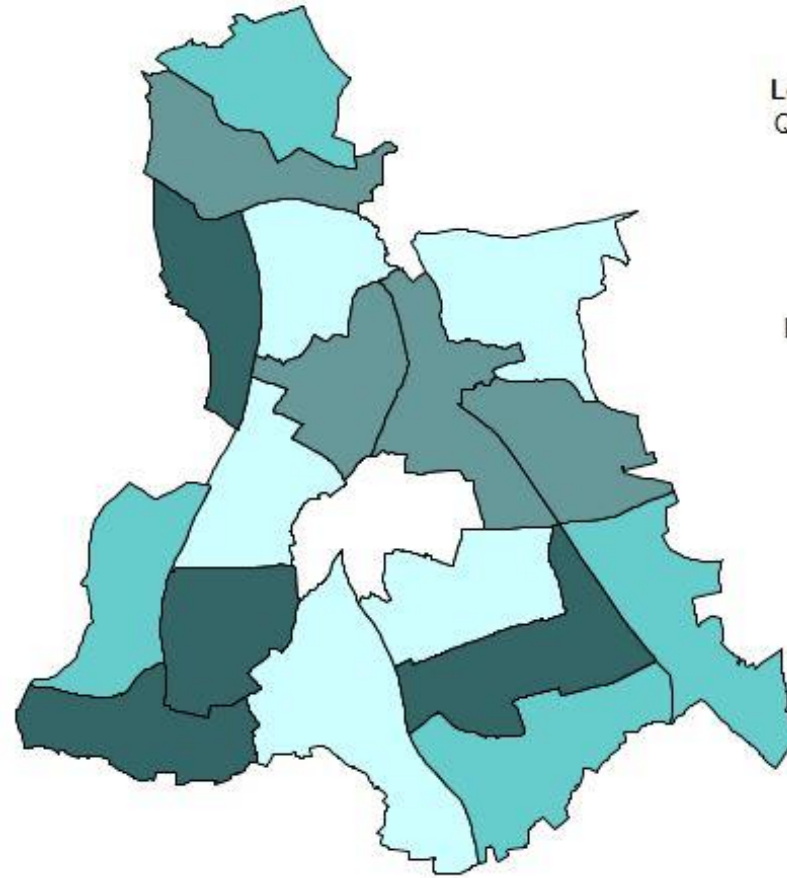
Excel Mapping Template for London Boroughs and Wards

Greater London Authority (GLA)




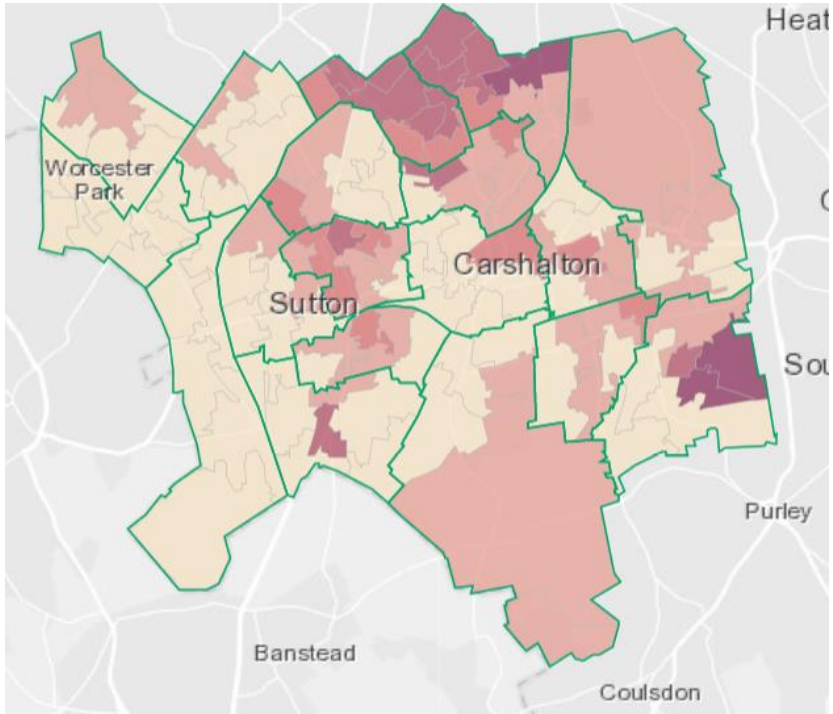
✓ London Data Store Borough & Ward [Excel mapping templates](#)

| Code | Ward name | Values |
|--------|------------------|--------|
| 00AZGD | Bellingham | 100.0 |
| 00AZGE | Blackheath | 105.0 |
| 00AZGF | Brockley | 110.0 |
| 00AZGG | Catford South | 115.0 |
| 00AZGH | Crofton Park | 120.0 |
| 00AZGJ | Downham | 125.0 |
| 00AZGK | Evelyn | 130.0 |
| 00AZGL | Forest Hill | 135.0 |
| 00AZGM | Grove Park | 140.0 |
| 00AZGN | Ladywell | 145.0 |
| 00AZGP | Lee Green | 150.0 |
| 00AZGQ | Lewisham Central | 155.0 |
| 00AZGR | New Cross | 160.0 |
| 00AZGS | Perry Vale | 165.0 |
| 00AZGT | Rushey Green | n/a |
| 00AZGU | Sydenham | 175.0 |
| 00AZGW | Telegraph Hill | 180.0 |
| 00AZGX | Whitefoot | 185.0 |



| Legend | | | |
|-----------|----------|----------|-------------|
| Quantiles | Low (>=) | (<) High | Occurrences |
| 1 | 100 | 121 | (5) |
| 2 | 121 | 143 | (4) |
| 3 | 143 | 164 | (4) |
| 4 | 164 | 185 | (4) |
| 5 | | | |
| No data | | | (1) |

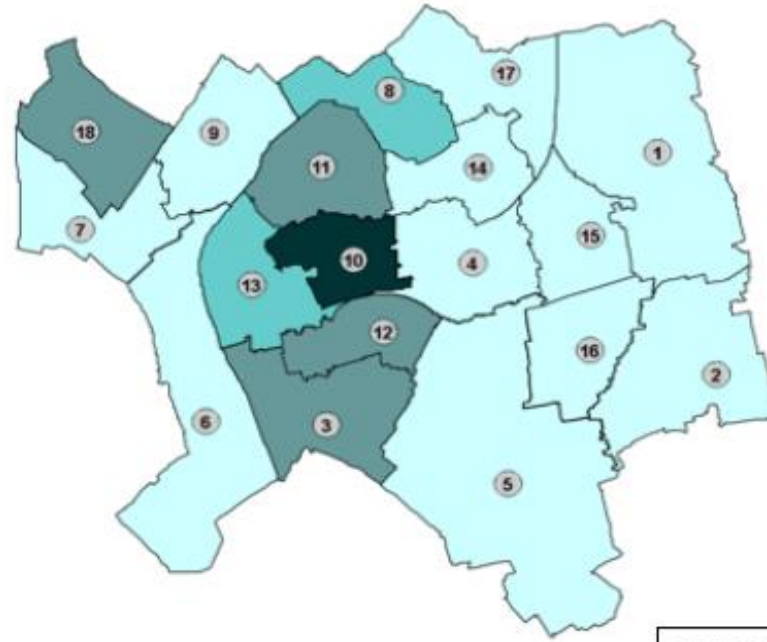




Indices of multiple deprivation

What can you see?

clients by Ward

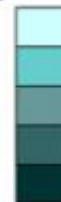


Darker shades represent higher numbers of clients

WARD KEY

- 1 Beddington North
- 2 Beddington South
- 3 Belmont
- 4 Carshalton Central
- 5 Carshalton South and Clockhouse
- 6 Cheam
- 7 Nonsuch
- 8 St. Helier
- 9 Stonecot
- 10 Sutton Central
- 11 Sutton North
- 12 Sutton South
- 13 Sutton West
- 14 The Wrythe
- 15 Wallington North
- 16 Wallington South
- 17 Wandle Valley
- 18 Worcester Park

| Low (>=) | (<) High | Occurrences |
|----------|----------|-------------|
| 1 | 5 | (11) |
| 6 | 10 | (4) |
| 11 | 15 | (2) |
| 16 | 20 | (1) |
| 21 | 25 | |



We engaged Directors
and Development
Workers from **Council
for Voluntary
Services & specialist
infrastructure** in



22 London boroughs



Demo time...



Excel Mapping Template Summary

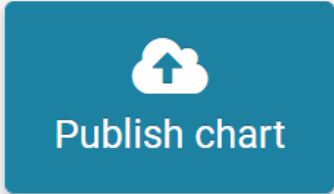
- ✓ Either download London Borough map – quantitative, categorical or cartogram (boroughs represented as squares)
- ✓ Or Ward map – choose your borough and double check you have the latest Ward boundaries
- ✓ Overwrite your data to the left hand borough or ward list
- ✓ Change data ranges (4 or 5) and adjust if necessary (you can also change colours)
- ✓ Drag the key to over lay the map
- ✓ [Step by step guide](#) & [Video demo](#)



Datawrapper



To share or embed your chart you need to publish it. It will only be visible to people who know the chart URL.



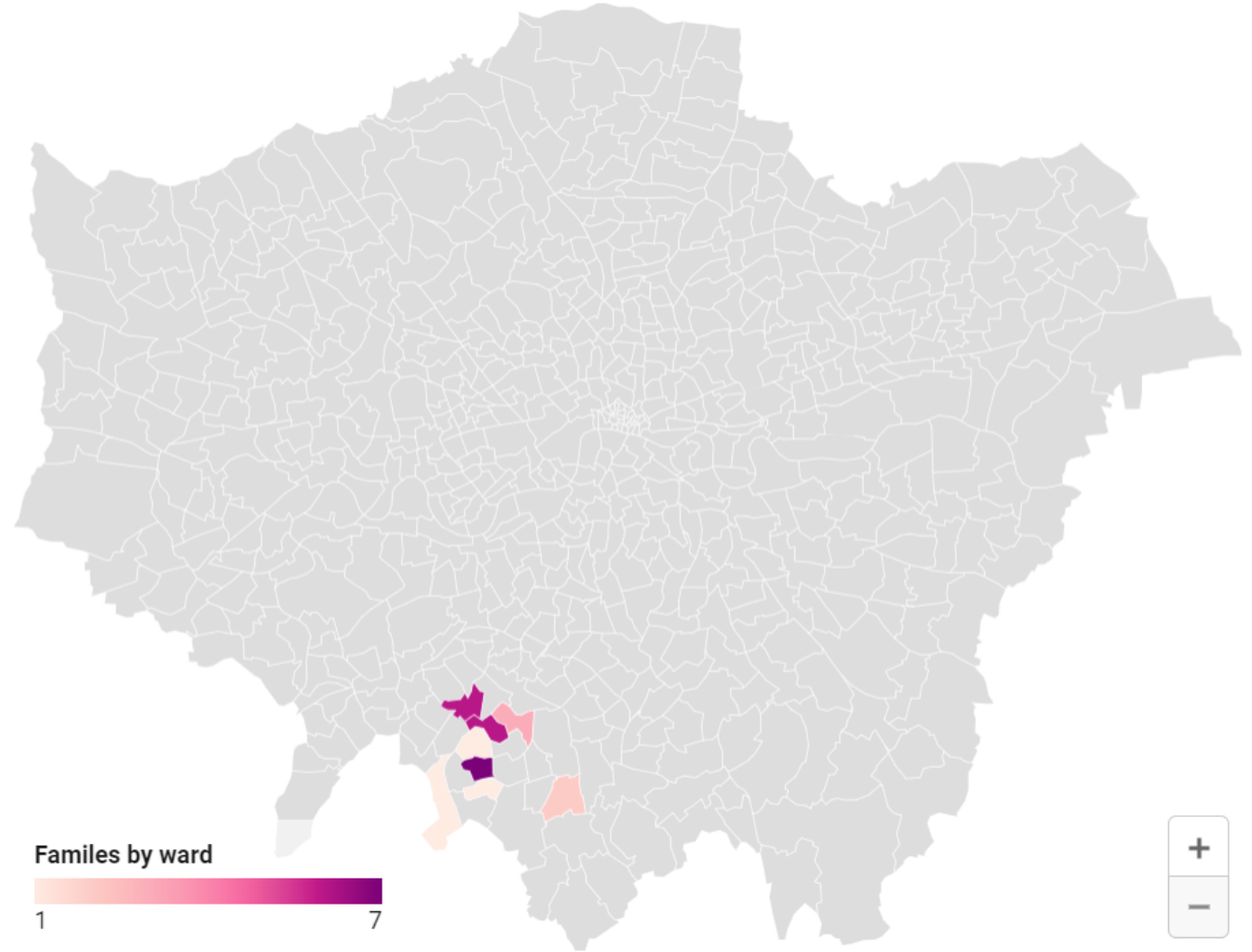
◀ Click here if you want to embed your chart in your **website** or **CMS**.

Export or duplicate chart

You can **duplicate** it to start editing a copy of the chart. Or export it into other formats.



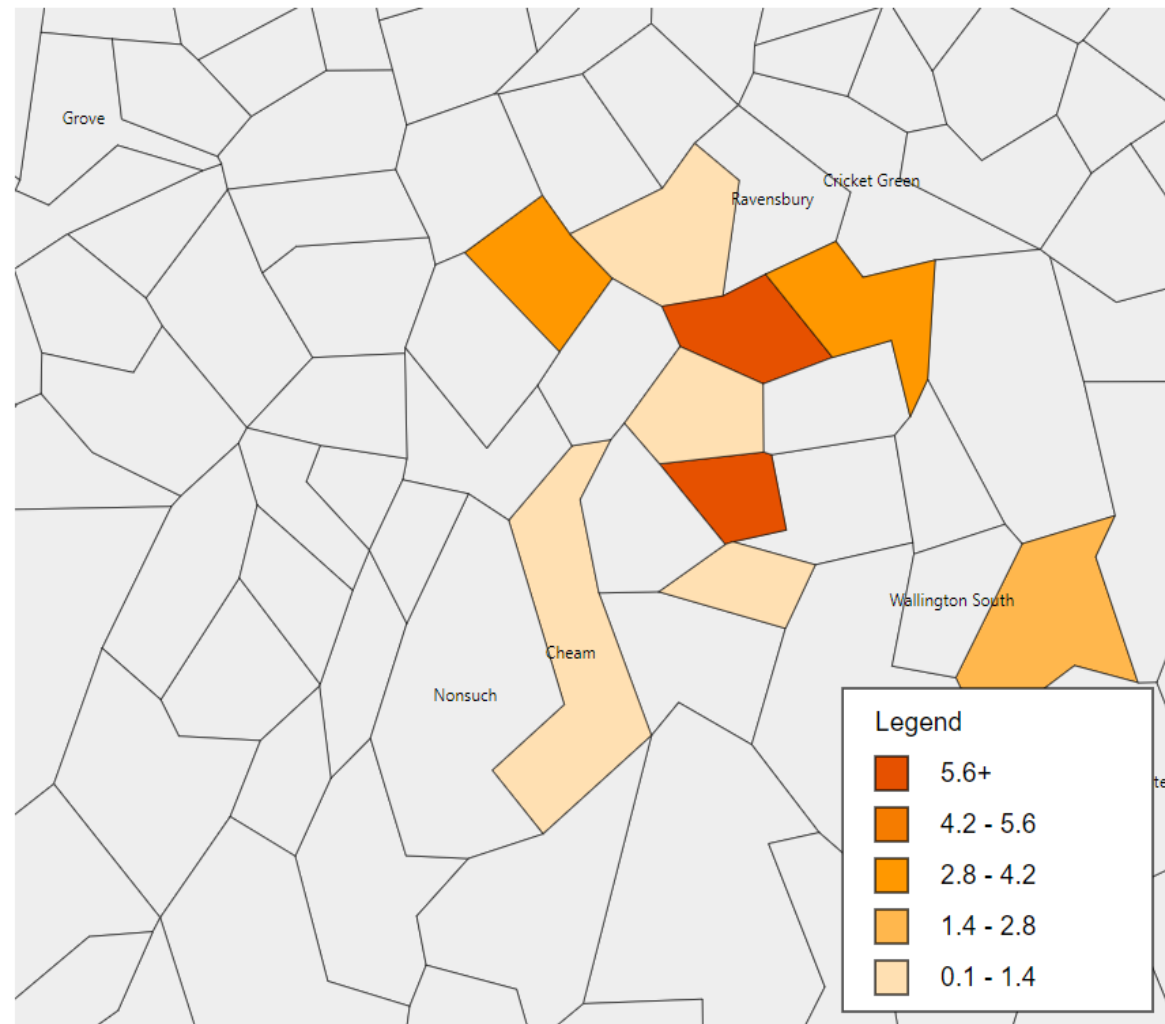
Spread of Families by Ward



[Get the data](#) • Created with [Datawrapper](#)

AutoGeoMapper





| Ward Name | LA Name | Ward Code | LA Code | Value |
|------------------|---------|-----------|-----------|-------|
| St Helier | Merton | E05000470 | E09000024 | 1 |
| St Helier | Sutton | E05000562 | E09000029 | 6 |
| Sutton Central | Sutton | E05000564 | E09000029 | 7 |
| Cheam | Sutton | E05000560 | E09000029 | 1 |
| Beddington South | Sutton | E05000556 | E09000029 | 2 |
| Sutton South | Sutton | E05000566 | E09000029 | 1 |
| Wandle Valley | Sutton | E05000571 | E09000029 | 3 |
| Lower Morden | Merton | E05000465 | E09000024 | 3 |
| Sutton North | Sutton | E05000565 | E09000029 | 1 |

Wards

Local Authorities

File Name:

[Download Image](#)

[Download Data](#)



Demo time...



AutoGeoMapper Summary

- ✓ Paste in postcode data (can handle large numbers)
- ✓ The tool converts to wards and local authority areas and counts nos of postcodes in each
- ✓ These are then visualised on a choropleth map – switch between ward / local authority
- ✓ Zoom in / out and download the image
- ✓ Download the data table with count values
- ✓ Alternatively paste in table data if you already have count values
- ✓ [See a demo recording](#)



Next step tools for mapping / data analysis

CARTO

[Carto](#) – non profit application for the Builder application



[Tableau](#) – non profit discount available via [Charity Digital](#)

Flourish

[Flourish](#) – free for public maps



[Arc GIS](#) – mapping & analysis – free public map option



[PowerBI](#) – free desktop download or Office 365 app (if you have an O365 subscription)

[** Check out our full round up of useful mapping tools here **](#)

Story Maps

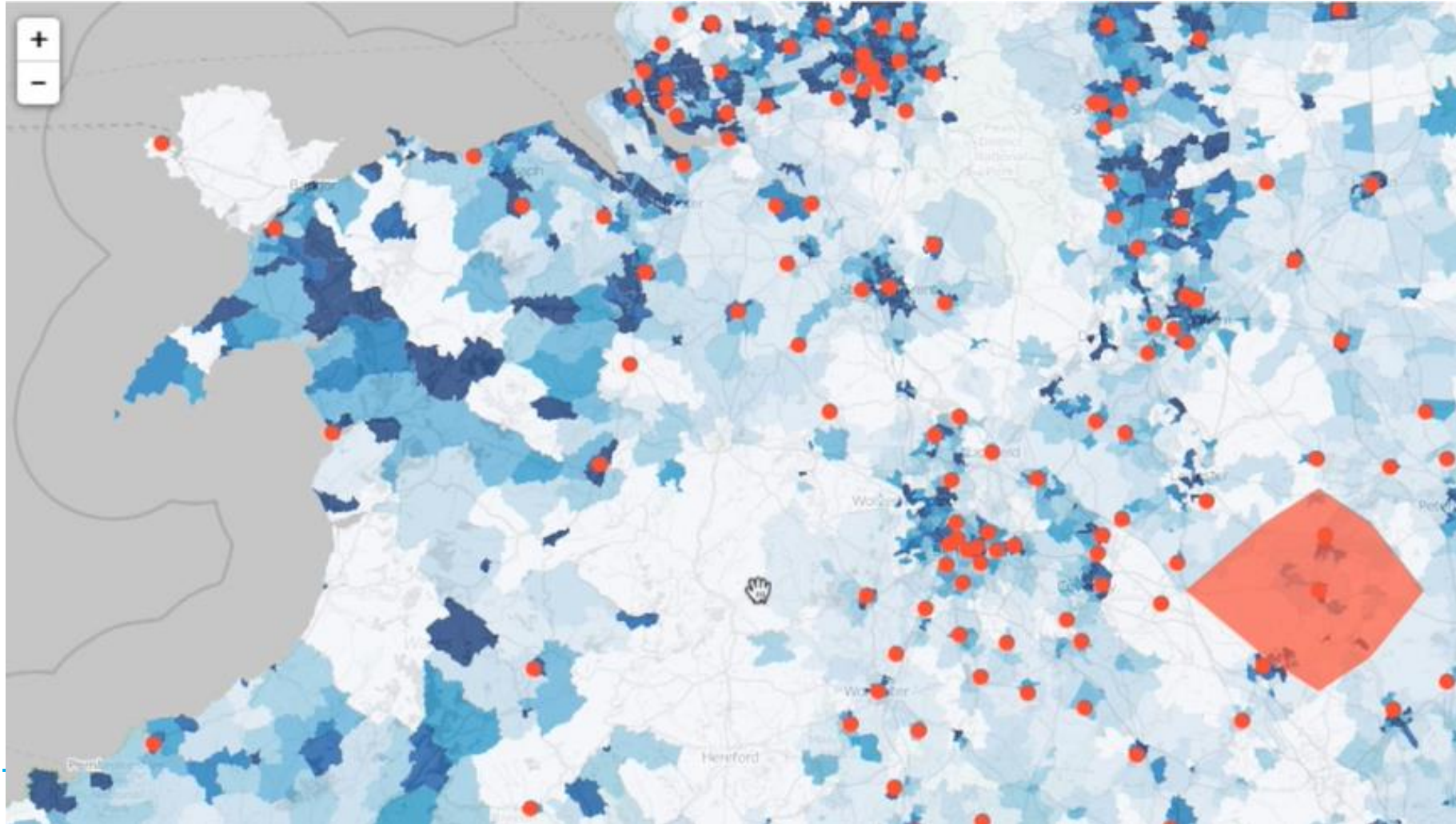
Data, evidence and lived experience

How we use data, evidence and insights into people's lived experiences to guide our work on complex urban health issues.

- ✓ Guys & St Thomas's Charity – [using maps to help understand childhood obesity in Lambeth & Southwark](#)



Mapping Hunger Report



Useful data sources / resources

- ✓ London Data Store - [borough profiles](#)
- ✓ London Data Store - borough / ward [Excel mapping templates](#)
- ✓ Making the most of the London Data Store - [scenario guides](#)
 - ✓ UNDERSTANDING THE IMPACT OF WARD LEVEL POPULATION GROWTH ON YOUR SERVICES
 - ✓ TARGETTING SERVICES TO OLDER PEOPLE MOST LIKELY TO BE SOCIALLY EXCLUDED
 - ✓ UNDERSTANDING YOUR LOCAL AREA - ARE VOLUNTEERS REFLECTIVE & WHAT ABOUT CRIME STATS
- ✓ Indices of Multiple Deprivation - [comparison map of 2015 & 2019](#)
- ✓ London Poverty Profile - [IMD rebased for London map](#)
- ✓ British Red Cross Vulnerability Index COVID-19 - [maps at neighbourhood, ward and local authority levels](#)
- ✓ NPC Covid-19 data for funders and charities - [dashboard & maps](#)



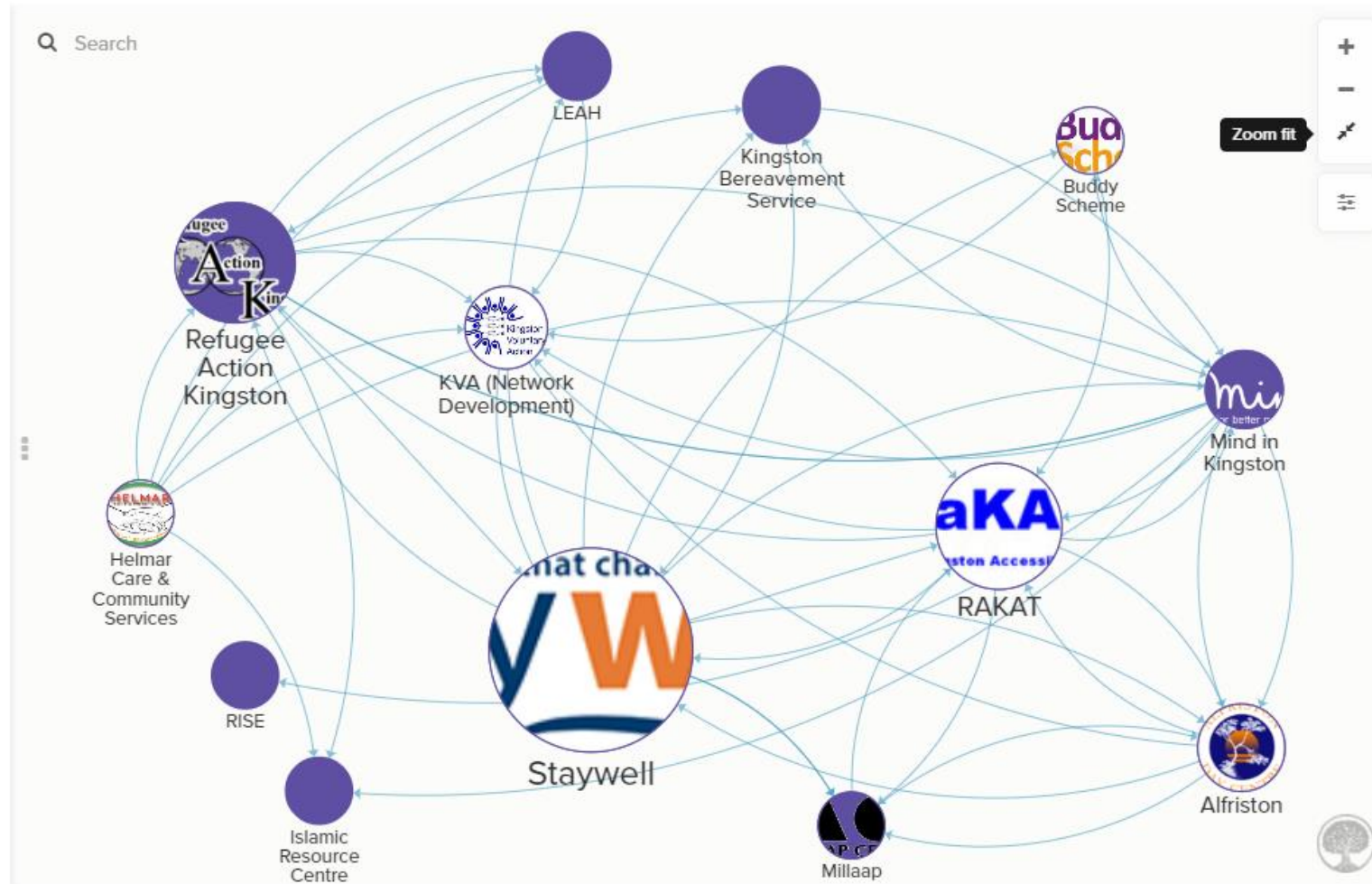
Mapping best practice

Questions to ask yourself...

- ✓ Is the map for internal planning / operations?
- ✓ Or will you be sharing externally?
- ✓ Is the data personal and sensitive?
- ✓ How can you ensure you're not identifying people?
- ✓ Does it fit the purpose for which you collected the data?
- ✓ What will you do when the project's finished?



Network mapping with Kumu.io



[Kate's journey through network mapping blog](#)



Food support in Croydon test 29 ...
Google My Map test with icons and borough boundary
3 views
All changes saved in Drive

Add layer Share Preview

Foodbank mapping data.csv

▼ **Styled by Operating Days**

- Friday (25)
- Tuesday (15)
- Wednesday (13)
- Thursday (12)
- Saturday (8)
- Monday (6)
- Sunday (4)

151804 (1).kml

2481.kml

ASKI

Area Thornton Heath

Full Address 33 Brigstock Road, Thornton Heath CR7 7JJ

Postcode CR7 7JJ

Service Meal deliveries

Operating Days Wednesday

Access Turn up

Status Closed

51.3978, -0.10167





Thank you for listening

KATE WHITE

info@superhighways.org.uk

[@SuperhighwaysUK](https://twitter.com/SuperhighwaysUK)



Trust for London

Tackling poverty and inequality
