

# Putting your post code data on the map

# What we'll cover today

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





# Community Food Map ★

SFAA Coordinator

[This map was made with Google My Maps. Create your own.](#)

Community Food Map  
signposting low cost and free  
food services in Southwark

1,455 views

Published on August 9



**Foodbanks/Parcels/Fridges**



All items



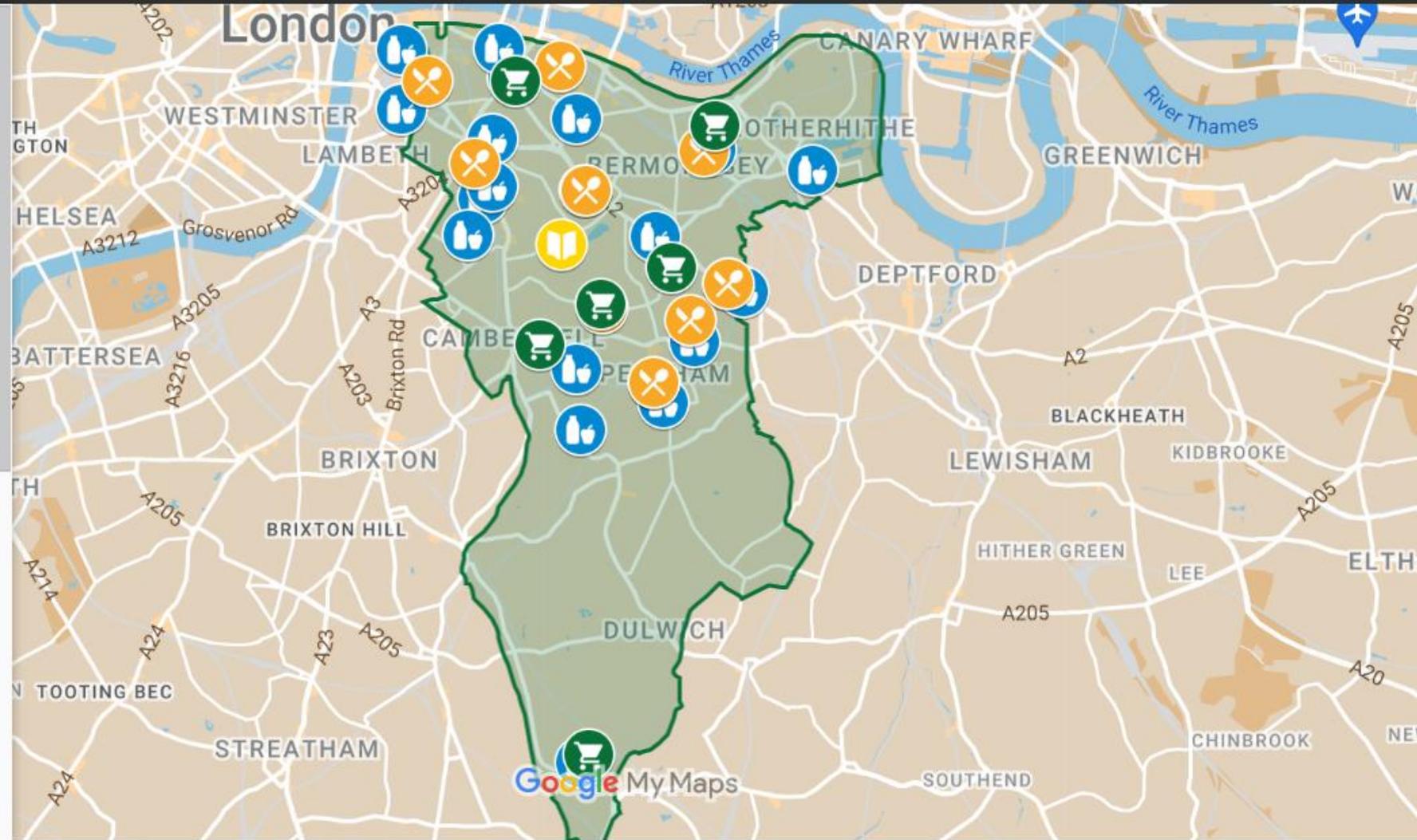
**Community Cafes/Meals/T...**

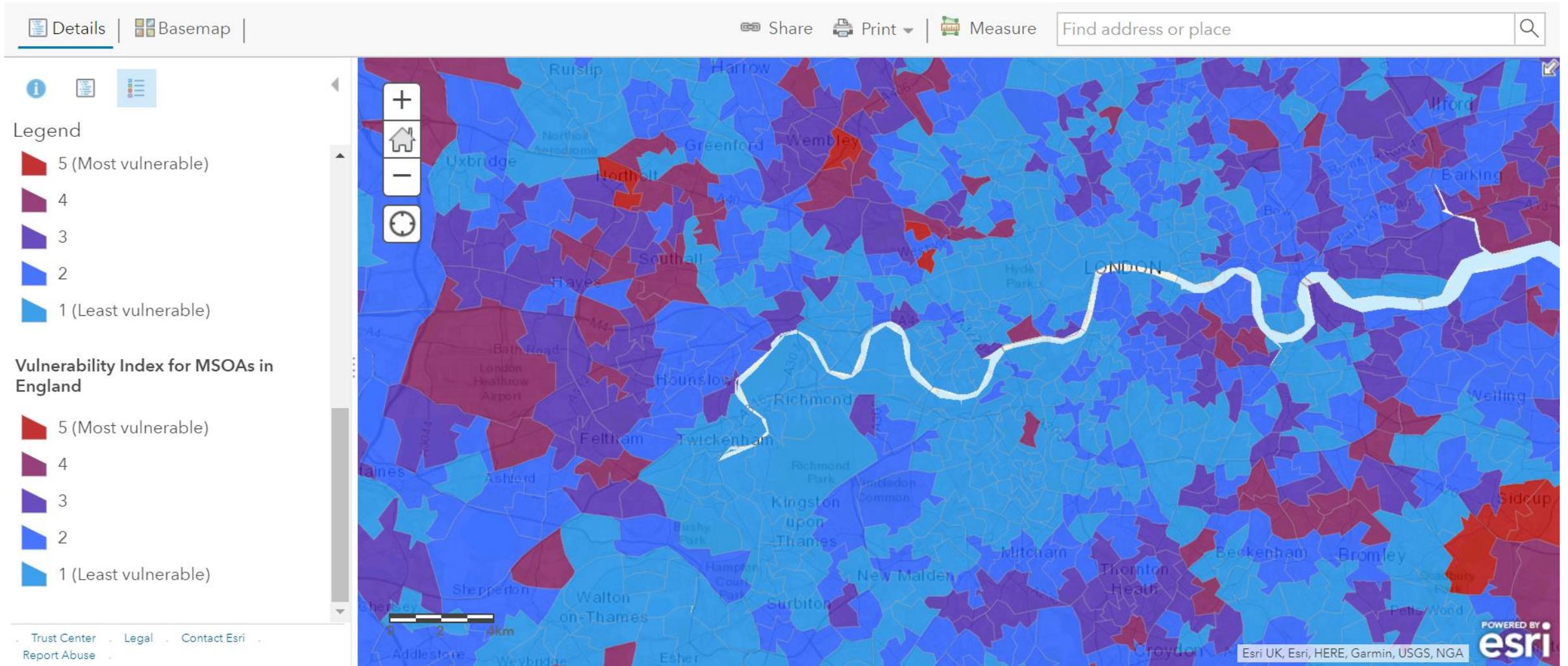


All items



**Pantries (Low-cost food sh...**







# 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](http://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
<b>TOTAL</b>	<b>16</b>

#### 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](http://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](http://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



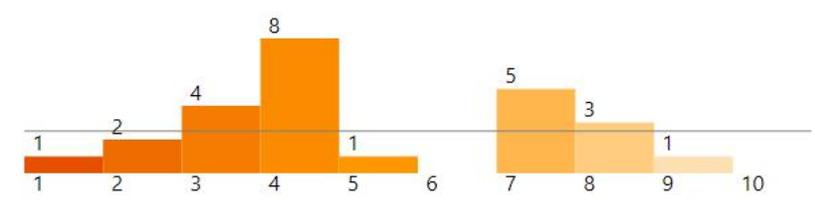
## The Lens of Multiple Deprivation

### 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



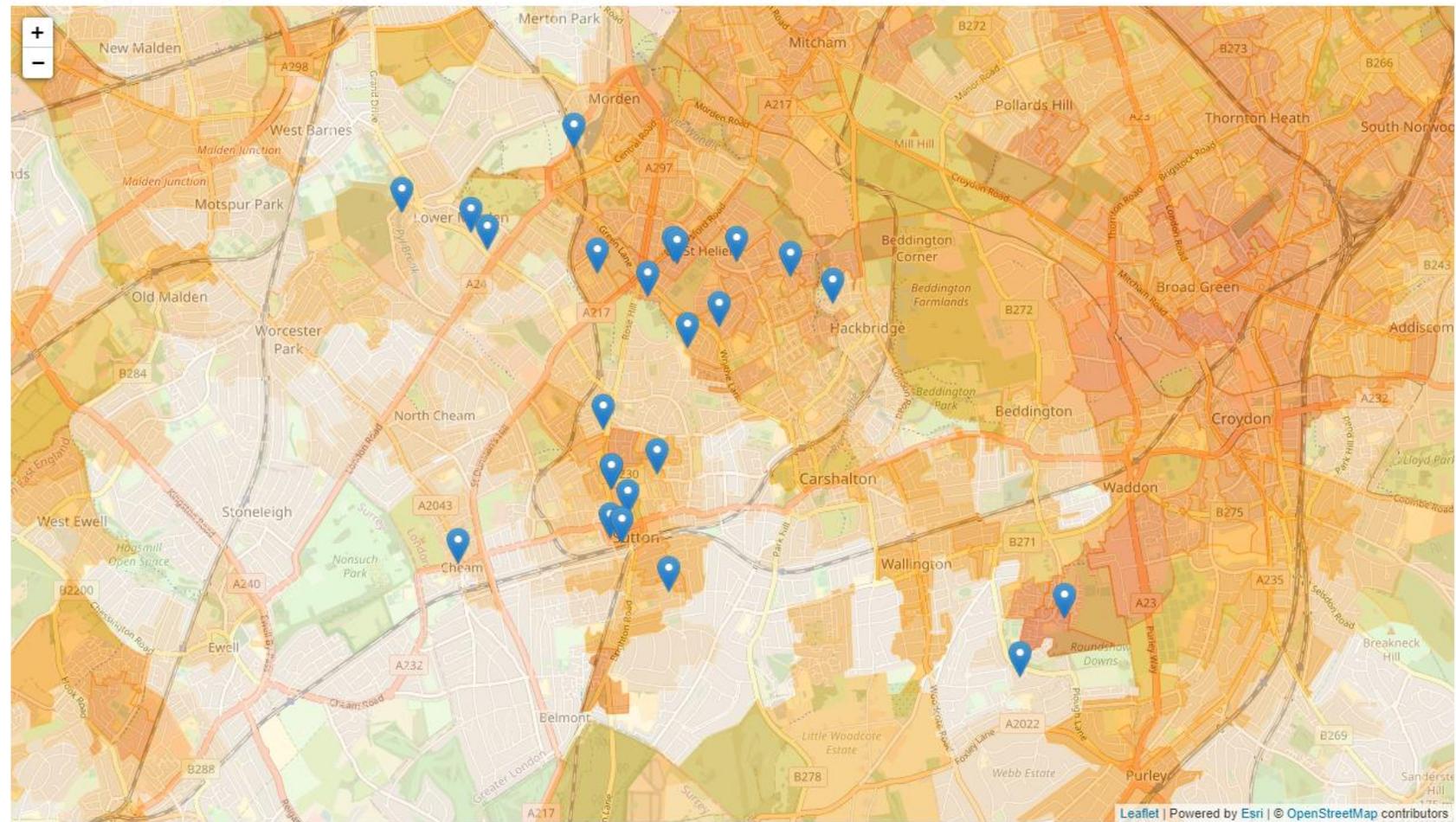
### Definition

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](#)

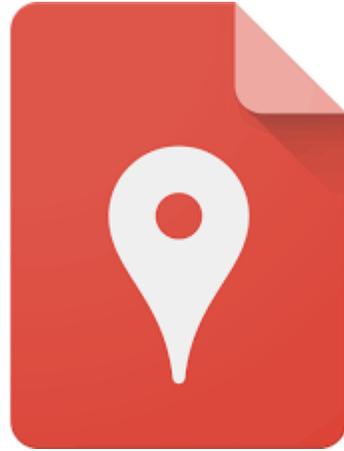
- IMD 2019
- Income
- Employment
- Education +
- Health and Disability
- Crime
- Housing and Services
- Living environment



# 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](#)





Google My Maps



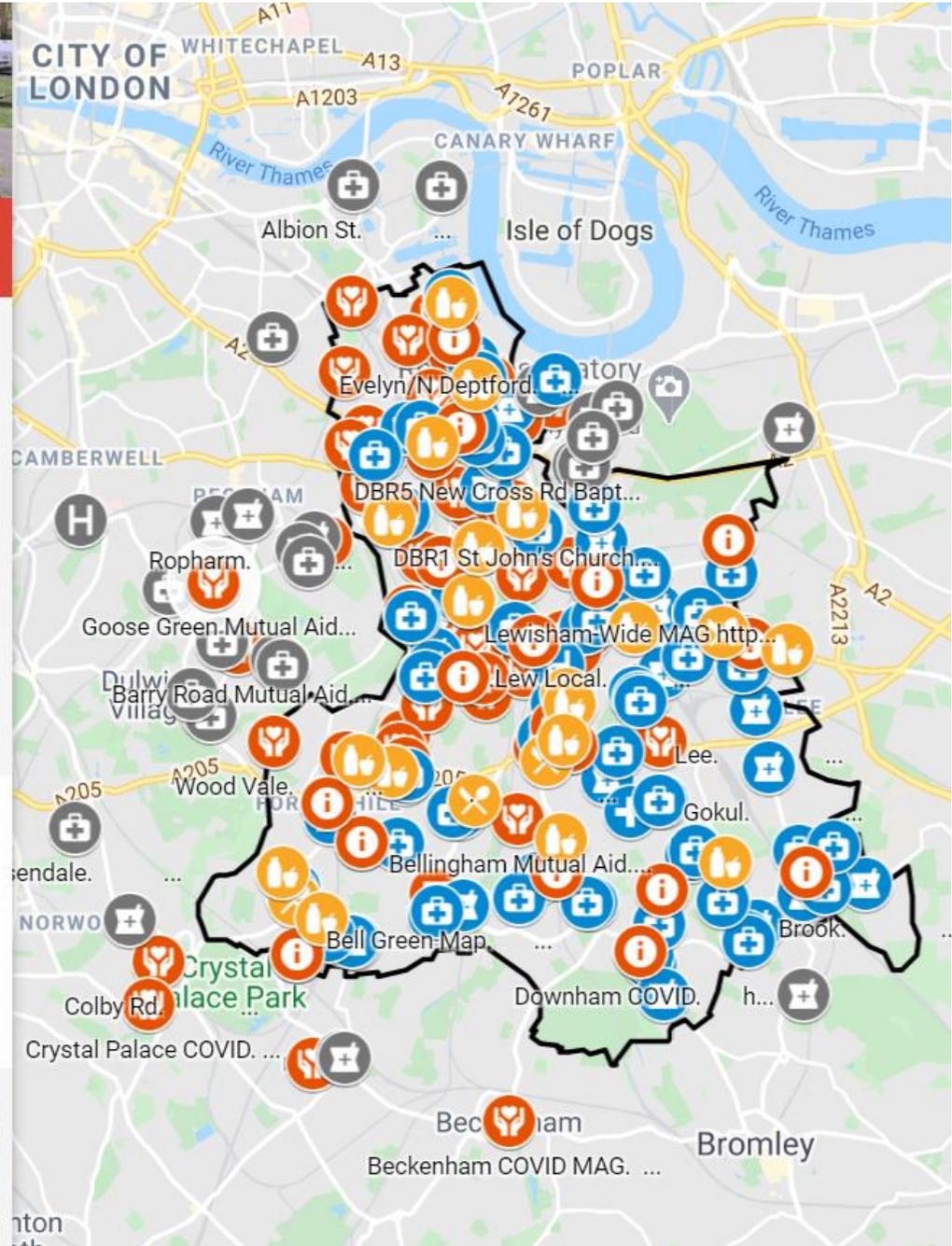




← Goose Green

name  
Goose Green  
description  
Goose Green Mutual Aid.  
[goosegrncovid19@gmail.com](mailto: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...



# Break time!





# CVA ABCD Asset Map



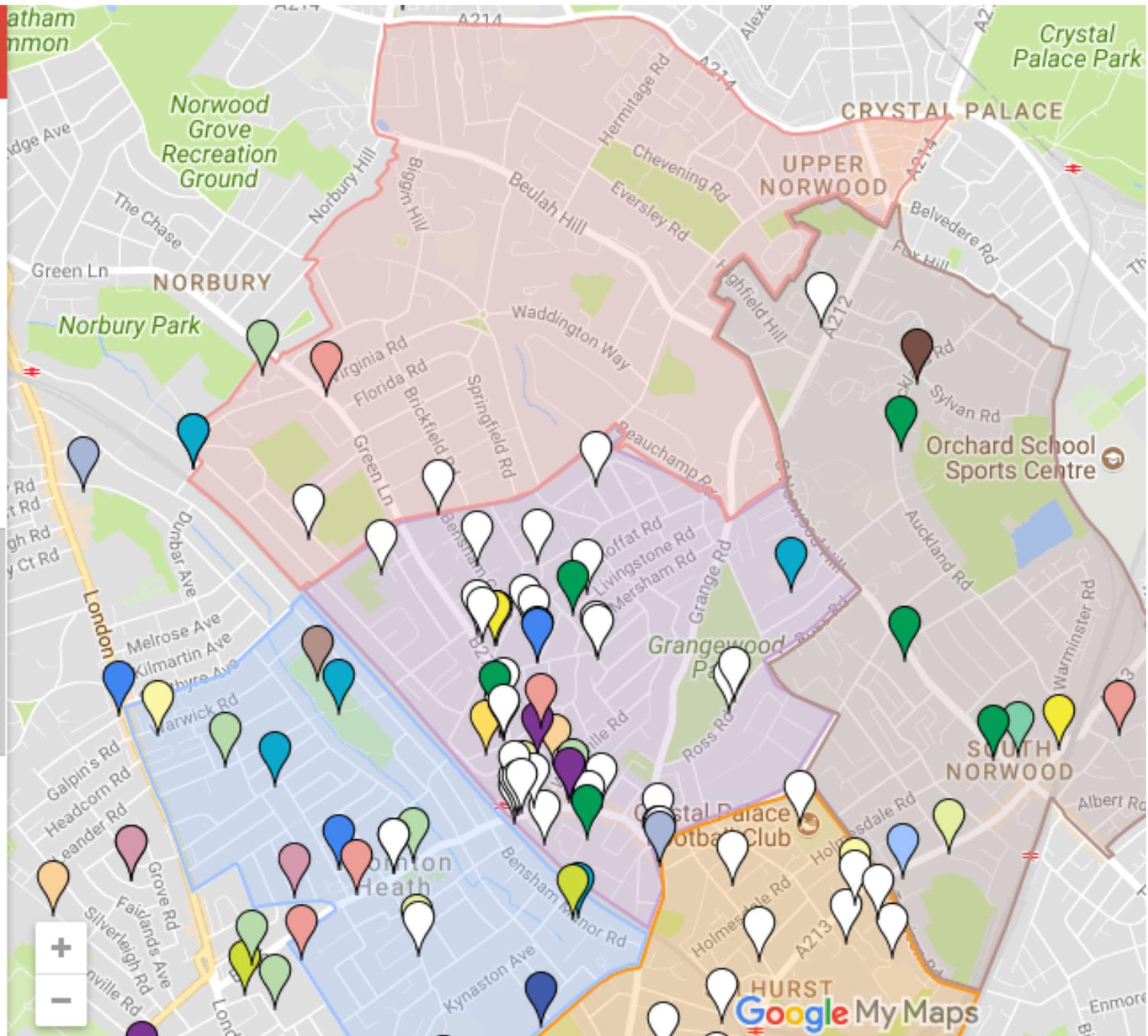
- Cooking
- Computing
- Physical Health
- Children, Parents, Family
- Community
- Dance/ Singing
- Fitness, Sport, Cricket
- Health
- Other / No data



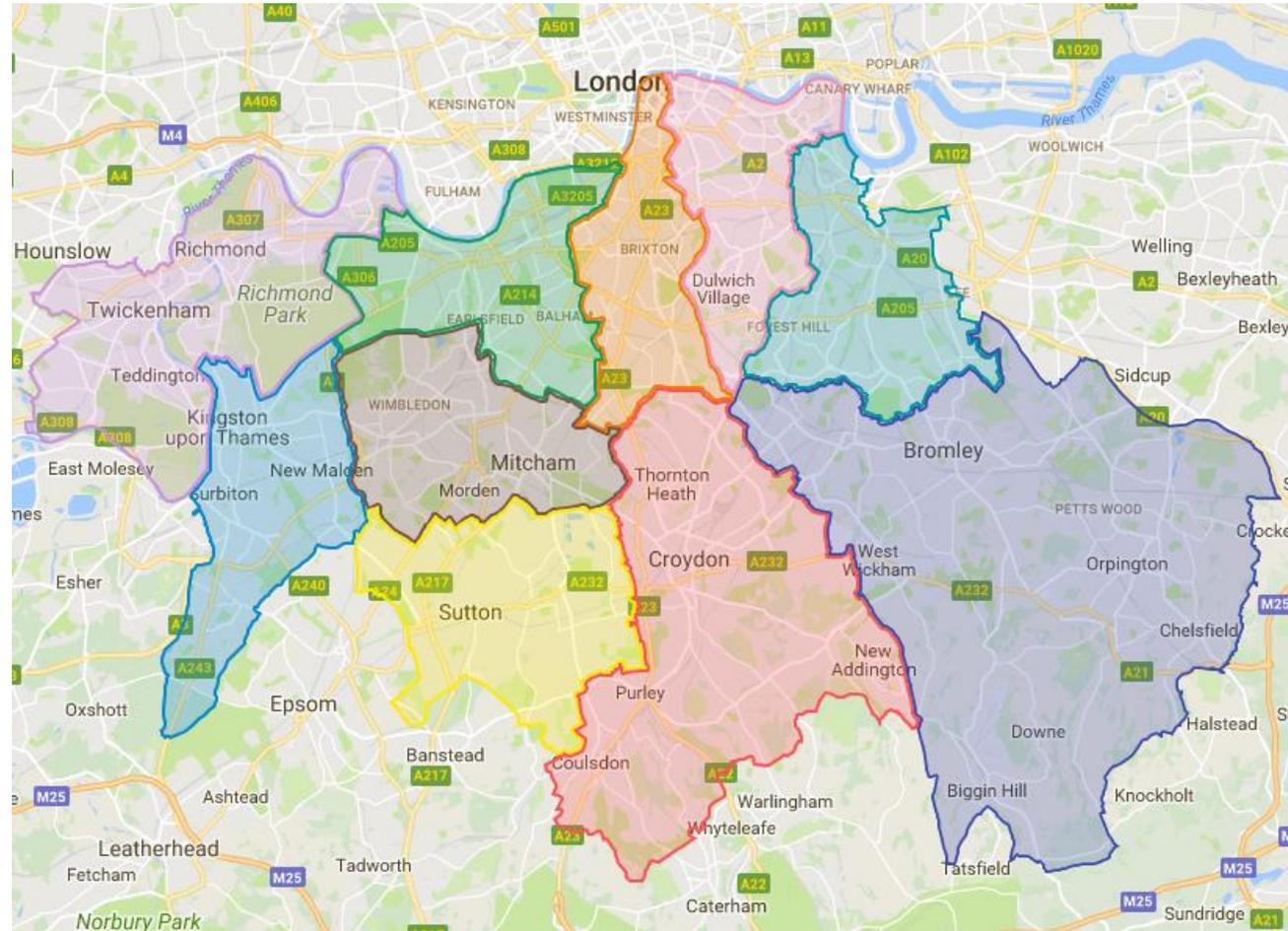
## Community based groups



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



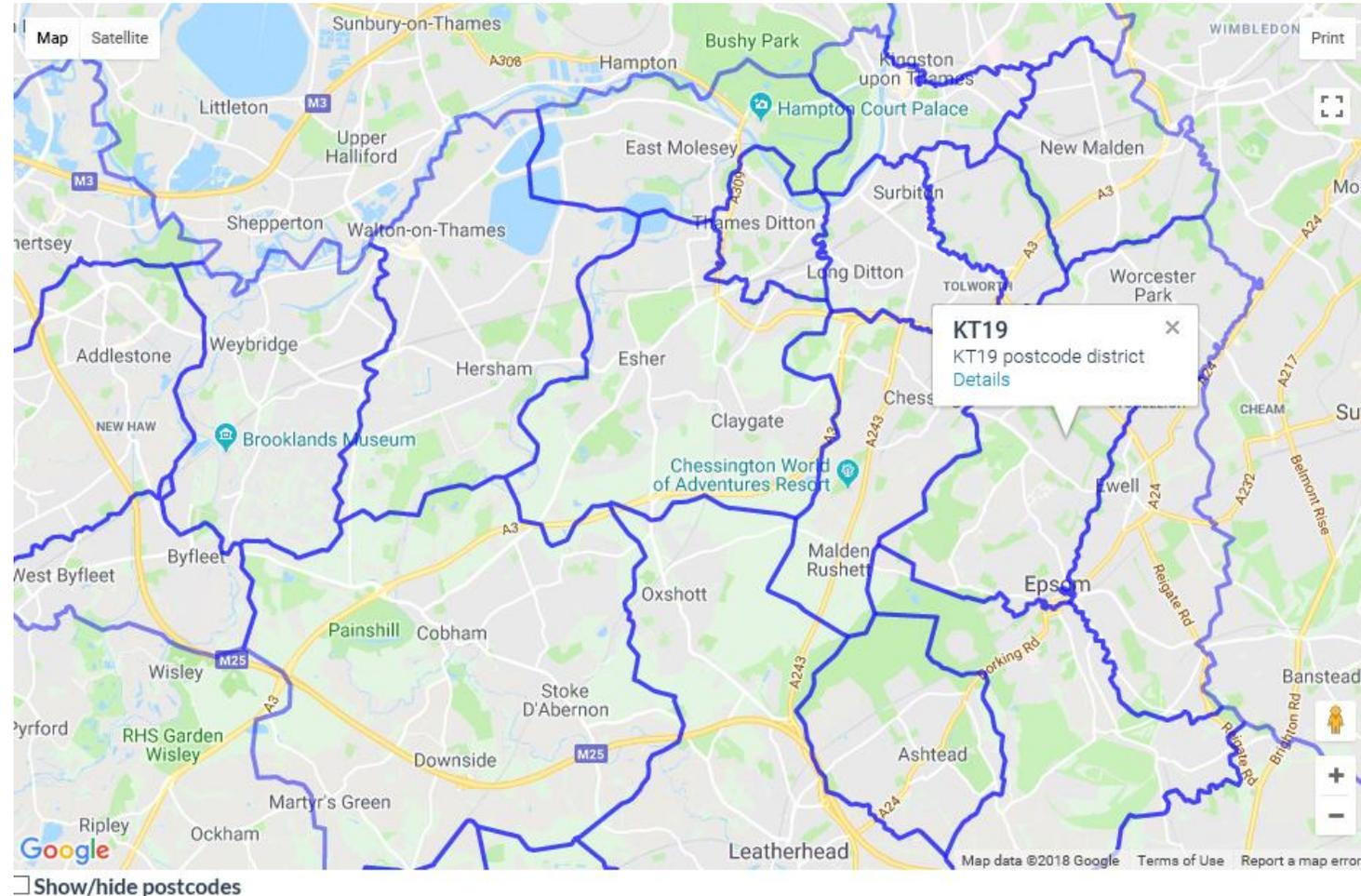
# Borough & Ward boundaries – KML files



# 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](#)

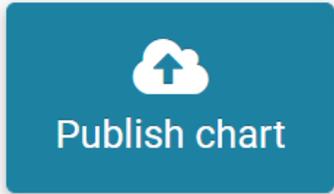


# Datawrapper

---



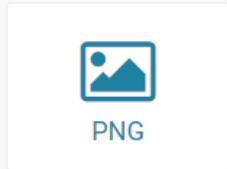
To share or embed your chart you need to publish it. It will only be visible to people who know the chart URL.



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

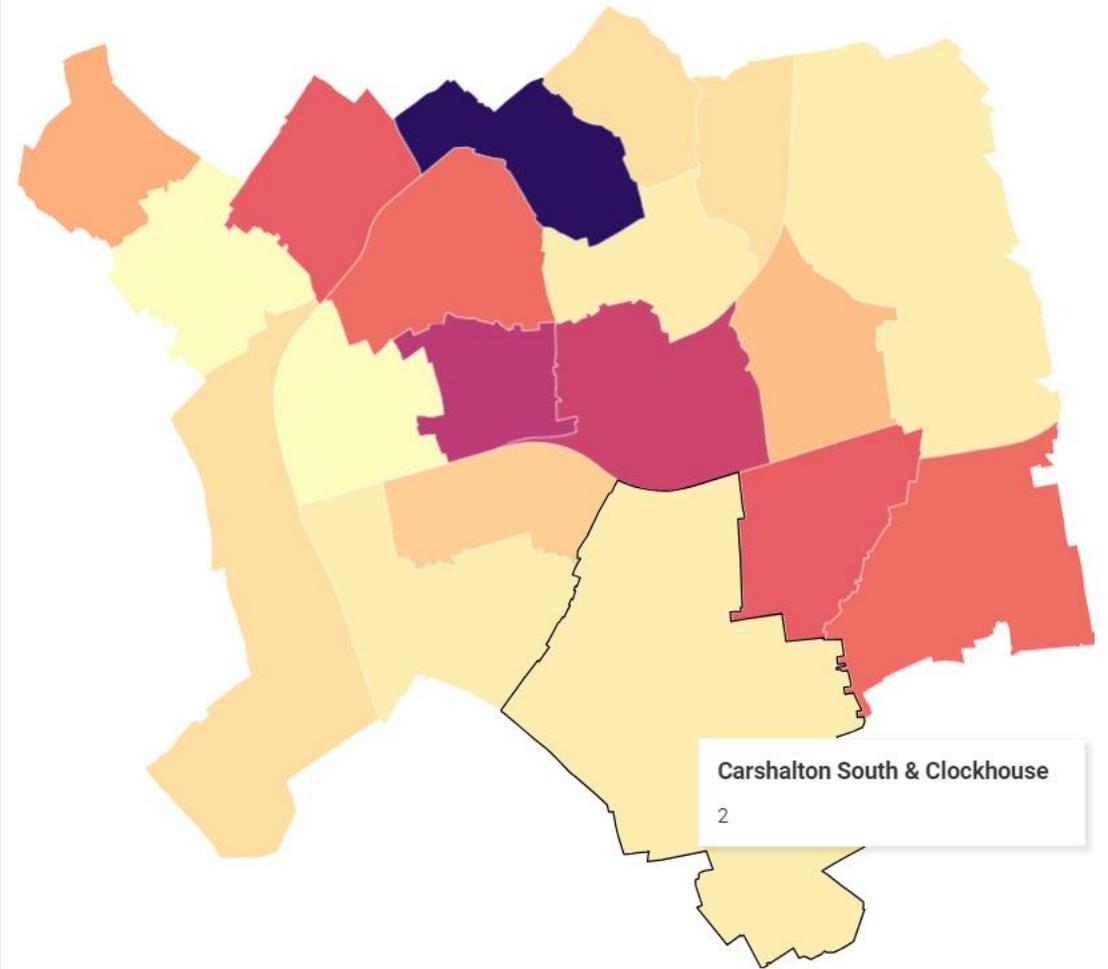
## Export or duplicate chart

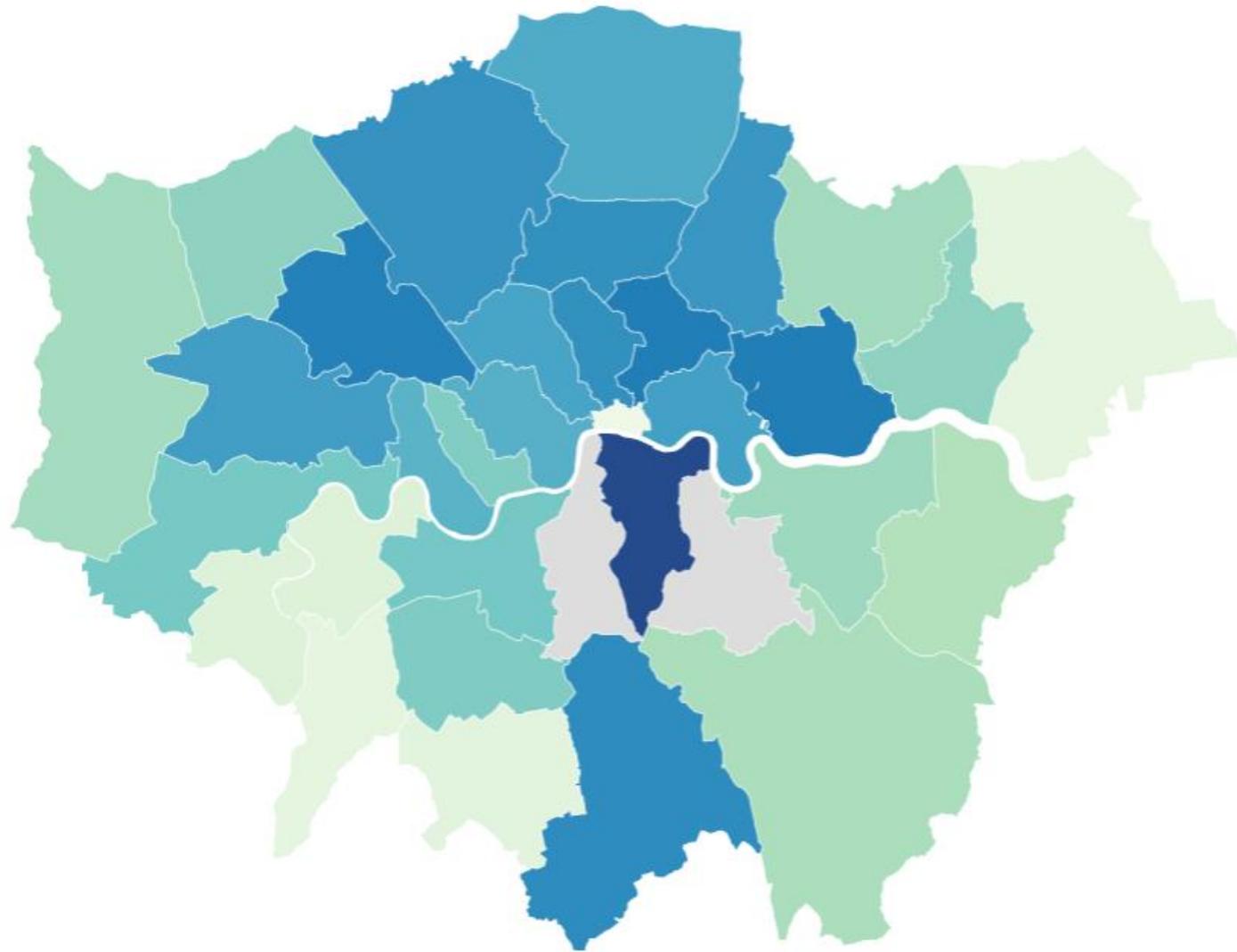
You can **duplicate** it to start editing a copy of the chart. Or export it into other formats.



## Client's accessing advice by Sutton wards

Count





Map data: © Crown copyright and database right 2018 · Get the data · Created with Datawrapper



# Demo time...



# Datawrapper Choropleth Map Summary

- ✓ Create a range of maps in this free online mapping tool
- ✓ Optional to create an account to edit / copy your maps in future
- ✓ Select [Create map](#) and then the Choropleth map option
- ✓ Quickest to search for London maps, see what's available, then choose the right geography for you
- ✓ Paste in your Borough or Ward count data from a spreadsheet (check it's alphabetical & matches the list shown)
- ✓ Change the map design, display features, and add useful narrative
- ✓ Share via a link, embed in your website (it's interactive 😊) or download as an image file



# LONDON DATASTORE

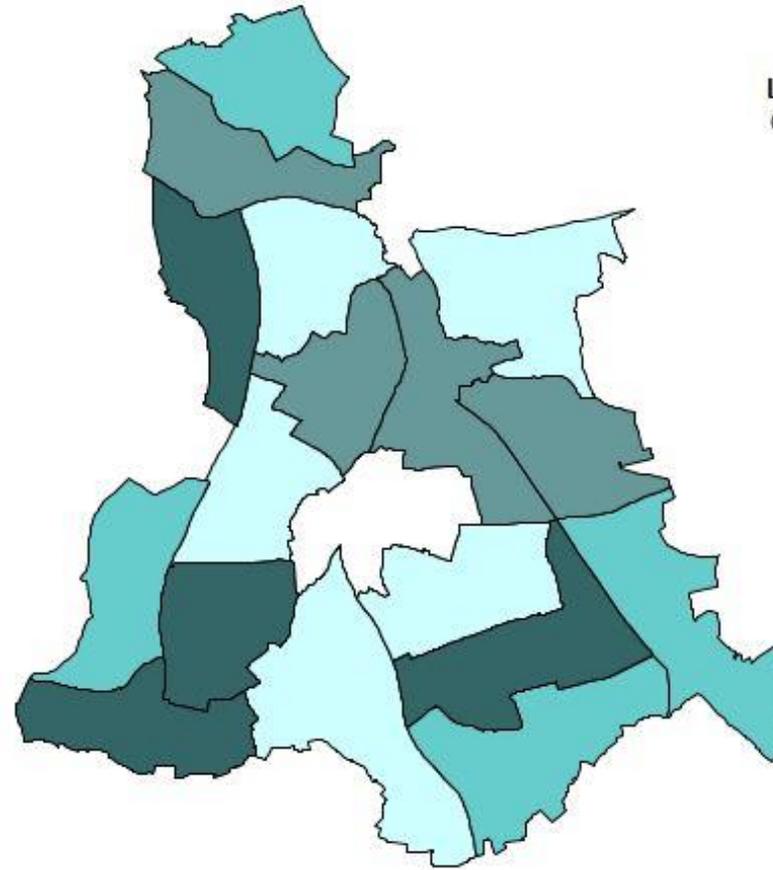
## Excel Mapping Template for London Boroughs and Wards

Greater London Authority (GLA)



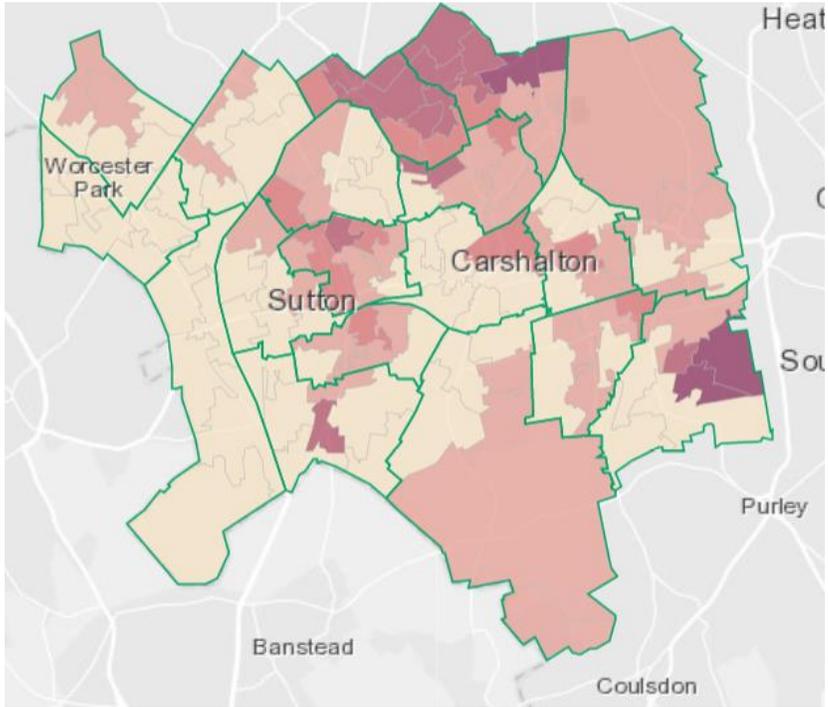
# ✓ London Data Store Borough & Ward [Excel mapping templates](#)

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)

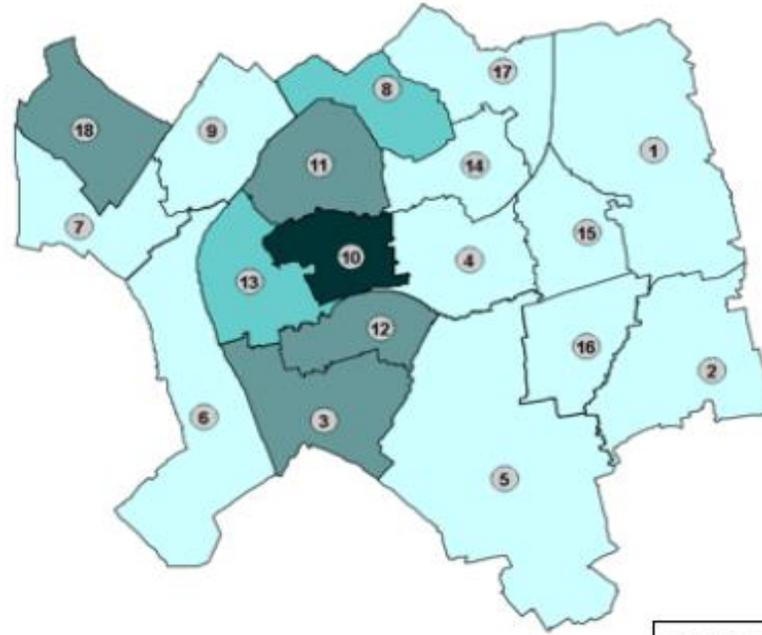




Indices of multiple deprivation

# 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



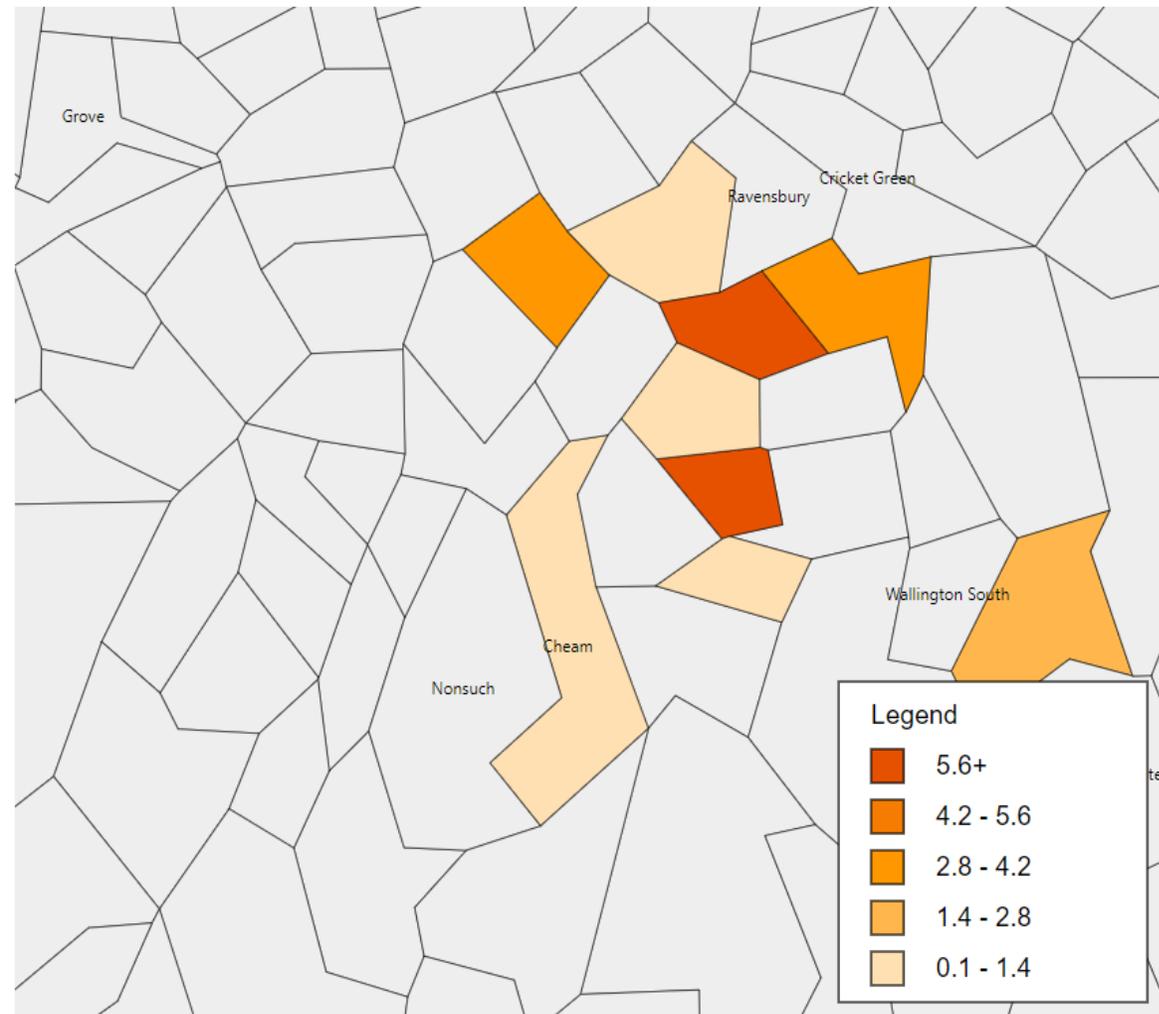
# Excel Mapping Template Summary

- ✓ 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](#)



# 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](#)



# AutoGeoMapper Summary

- ✓ Paste in postcode data (can handle large numbers)
- ✓ The tool converts to wards and local authority areas and counts numbers 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 a M365 subscription)

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

# Story Maps

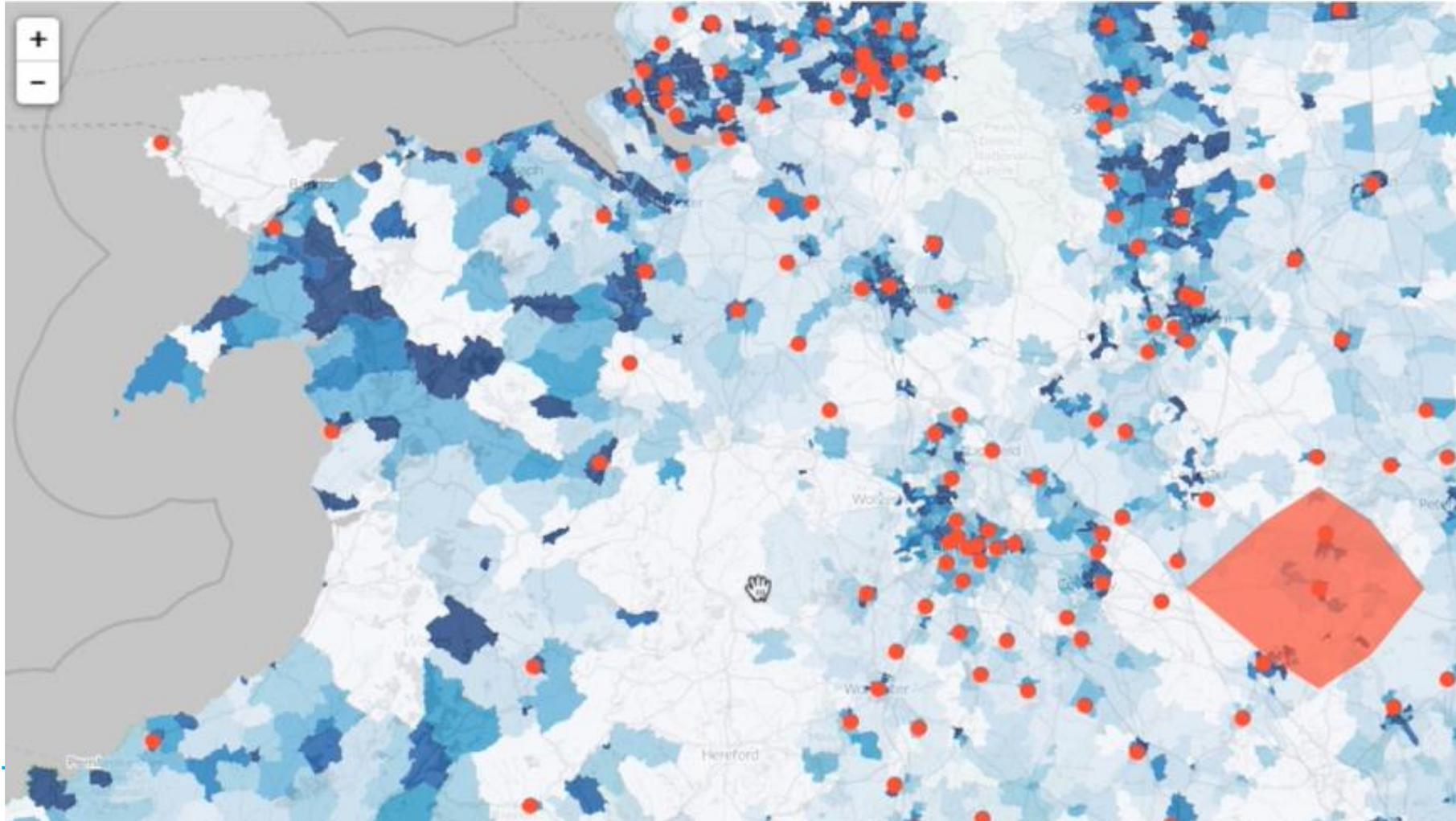
## Data, evidence and lived experience

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



# Other useful data sources / resources

- ✓ 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](#)
- ✓ ONS [Open Geography portal](#) – download administrative & other geographies shape boundaries
- ✓ ONS Census 21 [Create custom dataset](#) – choose data, download & create pivot tables to calculate counts then visualise on a map



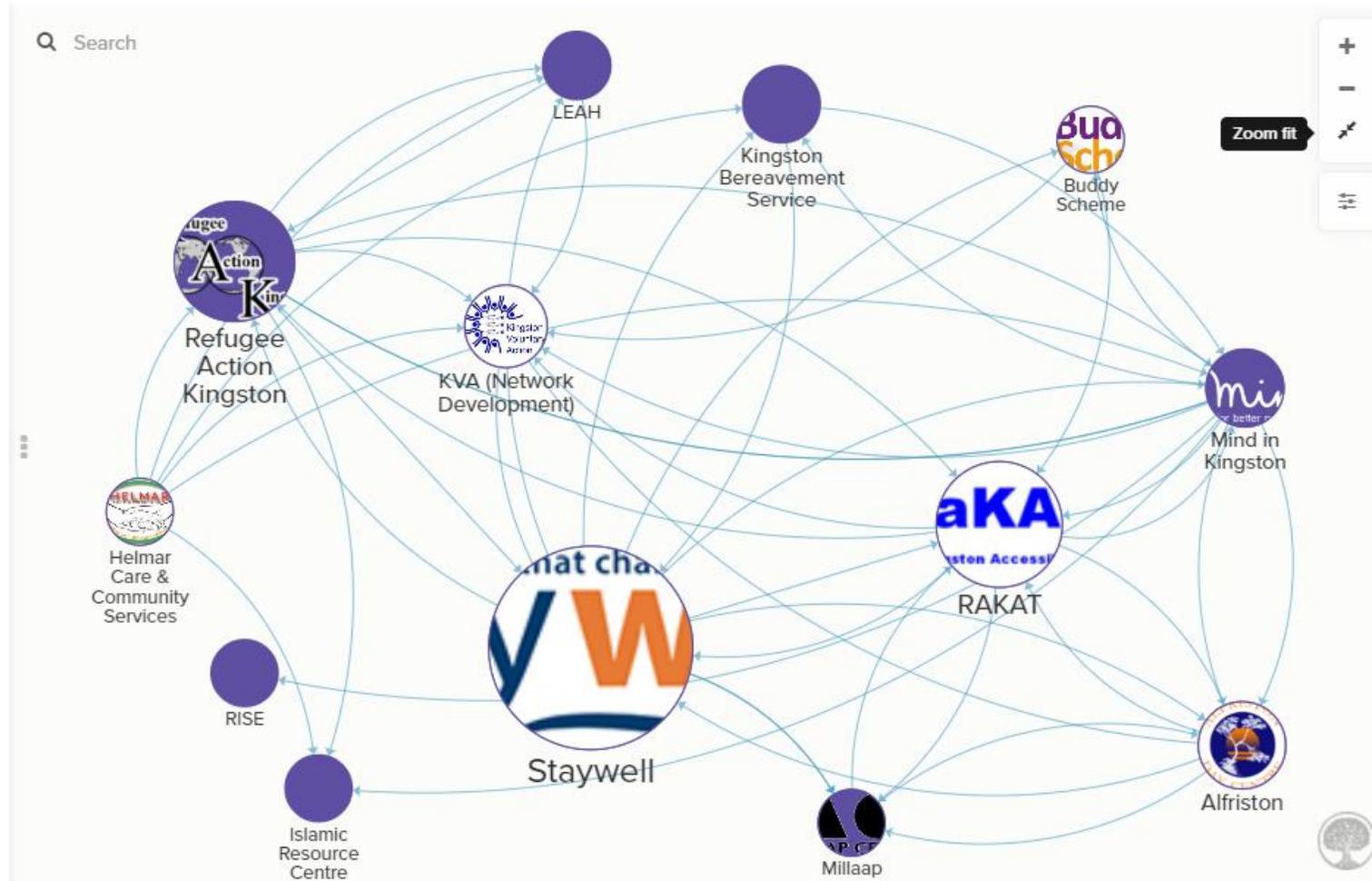
# Mapping best practice

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 mapping 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

CLARE CHAMBERLAIN

[info@superhighways.org.uk](mailto:info@superhighways.org.uk)

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

---

