

# Geomapping your data

## Visualising postcode data on a map



# What we'll cover today

- ✓ Look at a range of maps
- ✓ Demo & exercises using a range of tools – Batch Geo, Community Lens, Google MyMaps and 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



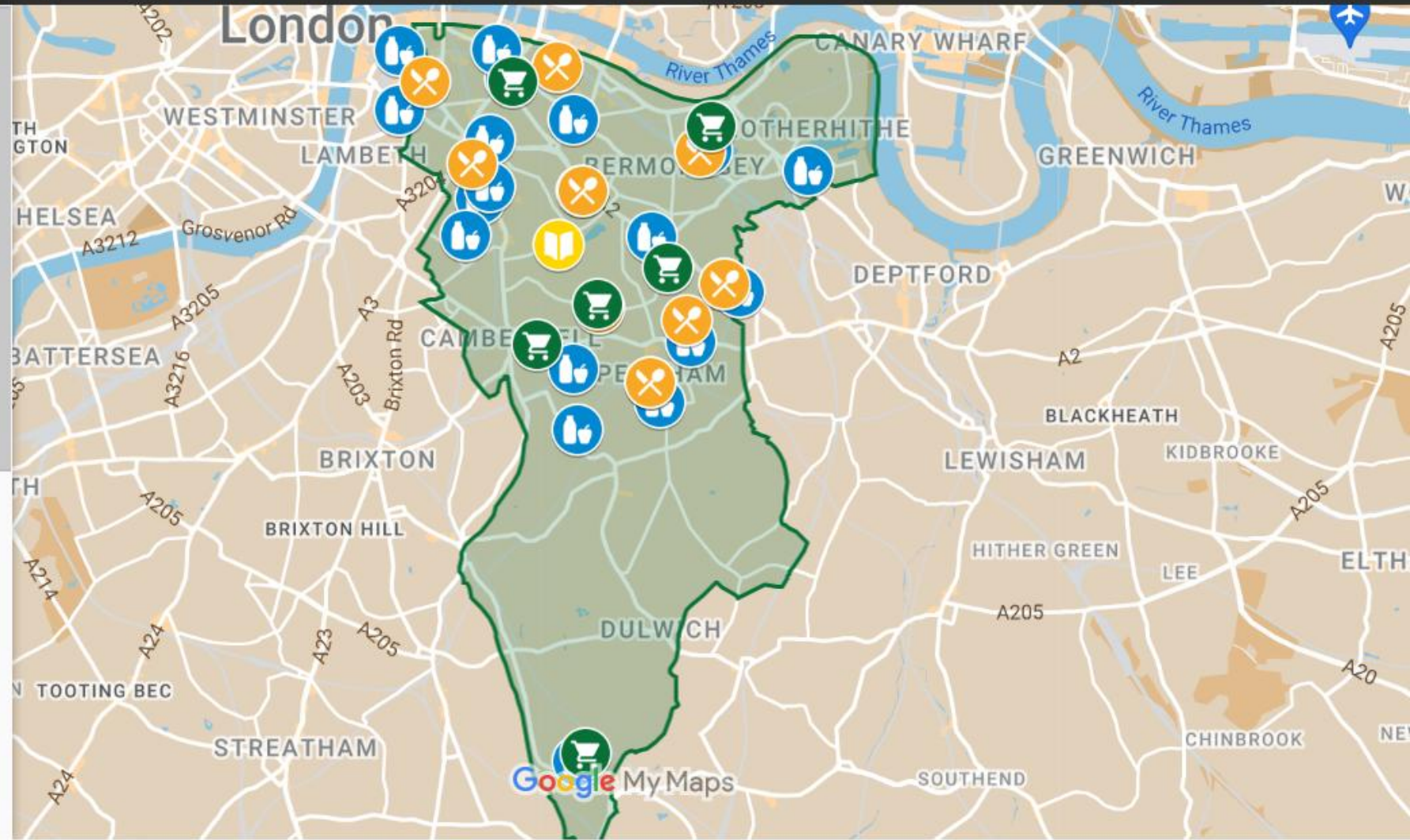
**Community Cafes/Meals/T...**



All items



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



Details Basemap

Share Print Measure

Find address or place

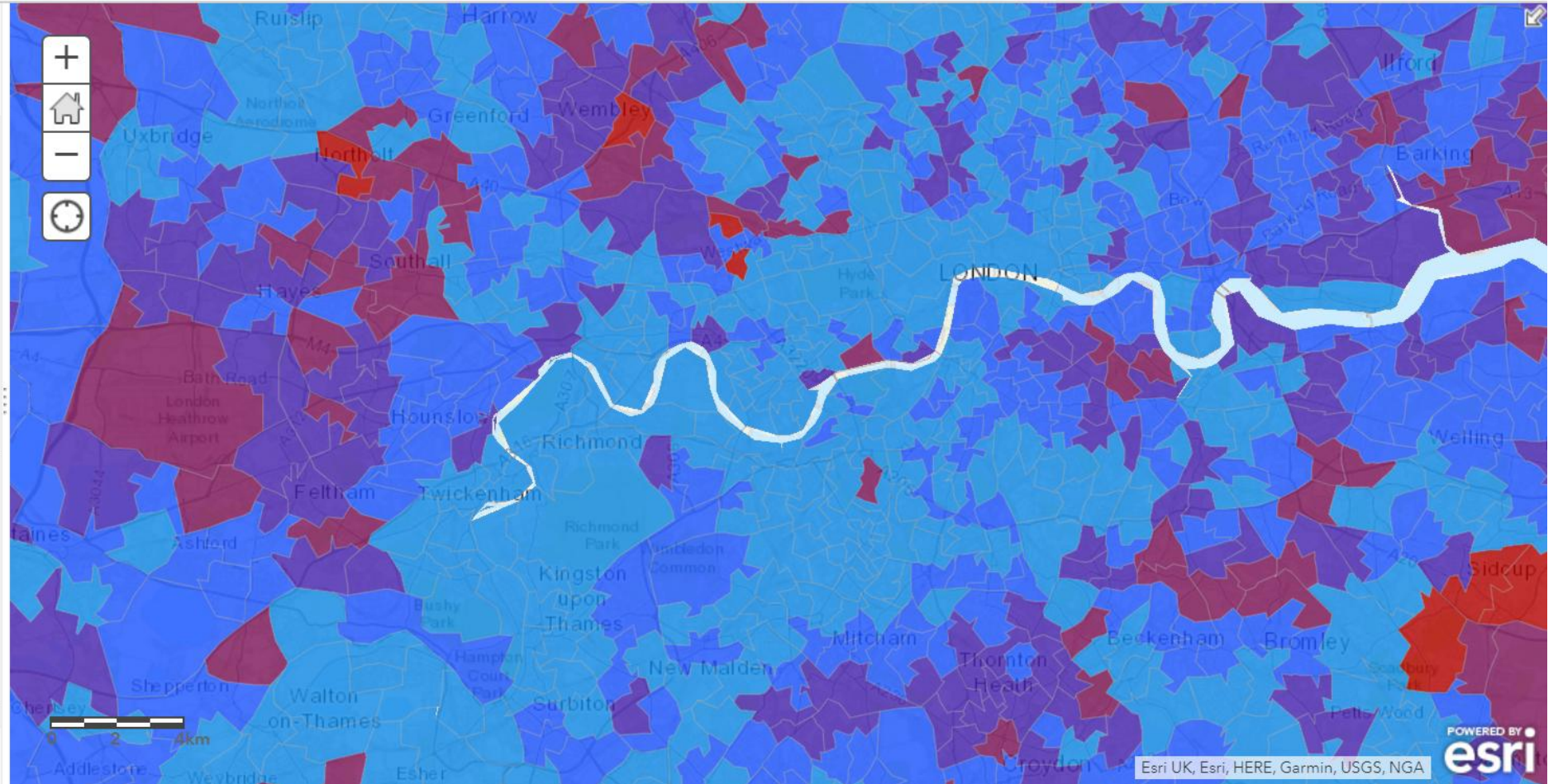


Legend

- 5 (Most vulnerable)
- 4
- 3
- 2
- 1 (Least vulnerable)

Vulnerability Index for MSOAs in England

- 5 (Most vulnerable)
- 4
- 3
- 2
- 1 (Least vulnerable)



# Batchgeo



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[Sign Up](#)

## We are the fastest way to map data

Example Address	City	State	Zip	Name	Phone Number	Group	URL
1 Crossgates Mall Road	Albany	NY	12203	Apple Store Cross Gates	(518) 869-3192	Example Group 1	https://www.apple.com/retail/cr...
Duke Rd & Walden Ave	Buffalo	NY	14225	Apple Store Walden Galleria	(716) 685-2762	Example Group 2	https://www.apple.com/retail/wa...
630 Old Country Rd.	Garden City	NY	11530	Apple Store Roosevelt Field	(516) 245-5547	Example Group 3	https://www.apple.com/retail/ro...
160 Walt Whitman Rd.	Huntington Station	NY	11746	Apple Store Walt Whitman	(631) 425-1563	Example Group 3	https://www.apple.com/retail/wa...
9553 Carousel Center Drive	Syracuse	NY	13290	Apple Store Carousel	(315) 422-8484	Example Group 2	https://www.apple.com/retail/ca...

 **Copy & Paste or Drag Addresses File Here**

Map many addresses at once using our tool above. Download our [Excel spreadsheet template](#), or try it out with our [sample data](#).

[Set Options](#)

[Map Locations](#)



Paste data sets with postcodes & create a map:

- ✓ Blue existing volunteers
- ✓ Red new client referrals

**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

[Community Lens 2025](#)

[Request Datasets](#) [About](#)



## Community Lens - 2025

Match open datasets to the areas you work in to learn more about the needs of local communities.

[Learn More](#)

[Use now](#)

The Community Lens tool allows you to plot your postcodes over the Indices of Multiple Deprivation (IMD), the official measure of deprivation in England, comprised of 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.

### Why do we have a 2025 and 2019 version of Community Lens?

The Indices of Multiple Deprivation (IMD) are typically released every 5-6 years. This version of the Community Lens tool uses the IMD data released in 2025. If you would like to compare to the 2019 data, you can access the 2019 version of the Community Lens [here](#):

[Community Lens 2019](#)

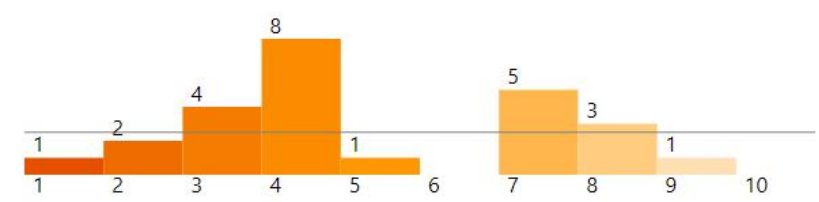
## The Lens of Multiple Deprivation

### 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



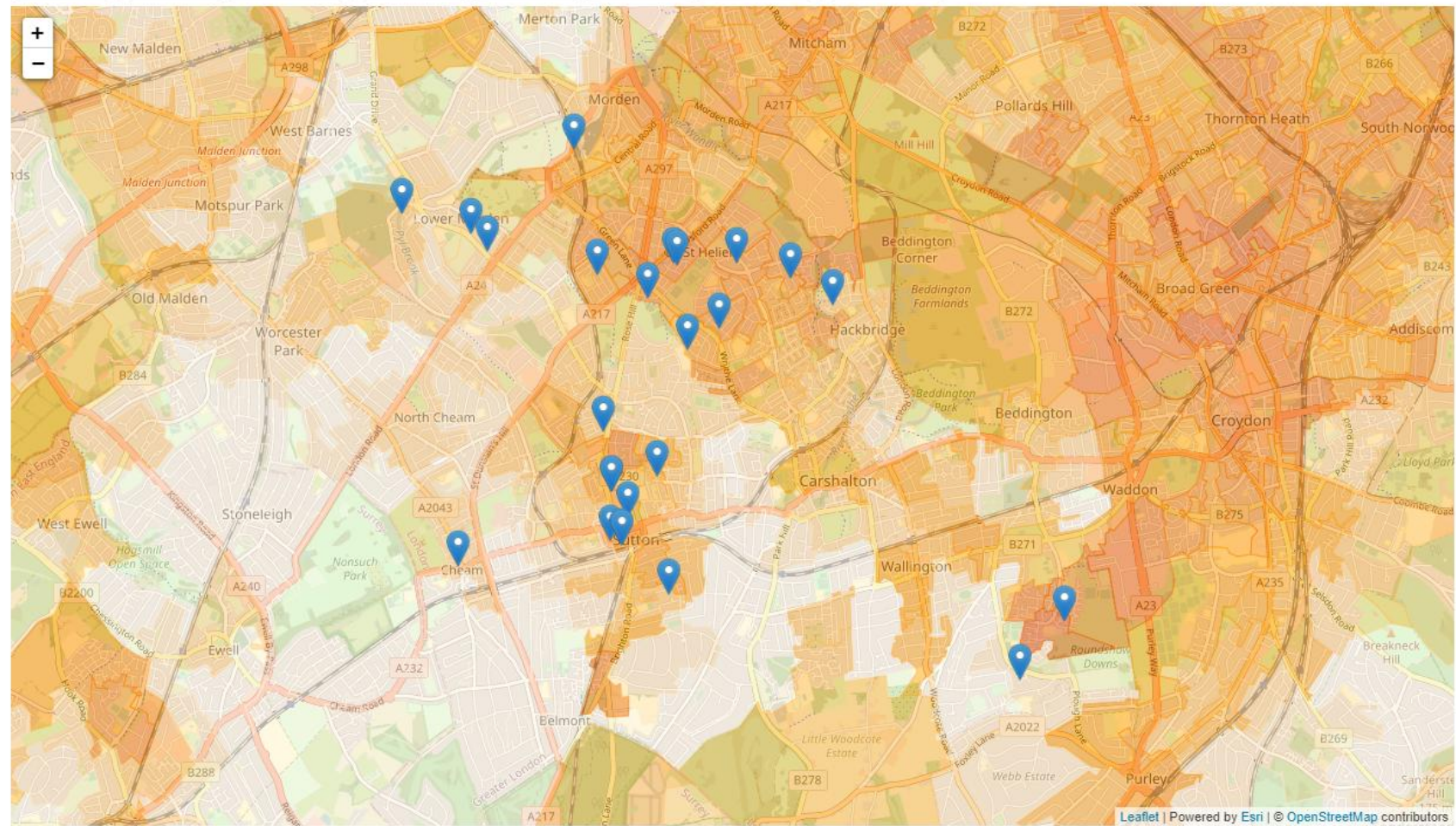
### Definition

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



**Demo time...**

# 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 (all for 2019 data – only IMD currently for 2025 data)
- ✓ Understand how your postcodes correlate with the IMD data (narrative for both 2019 & 2025 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

☰ Google Maps



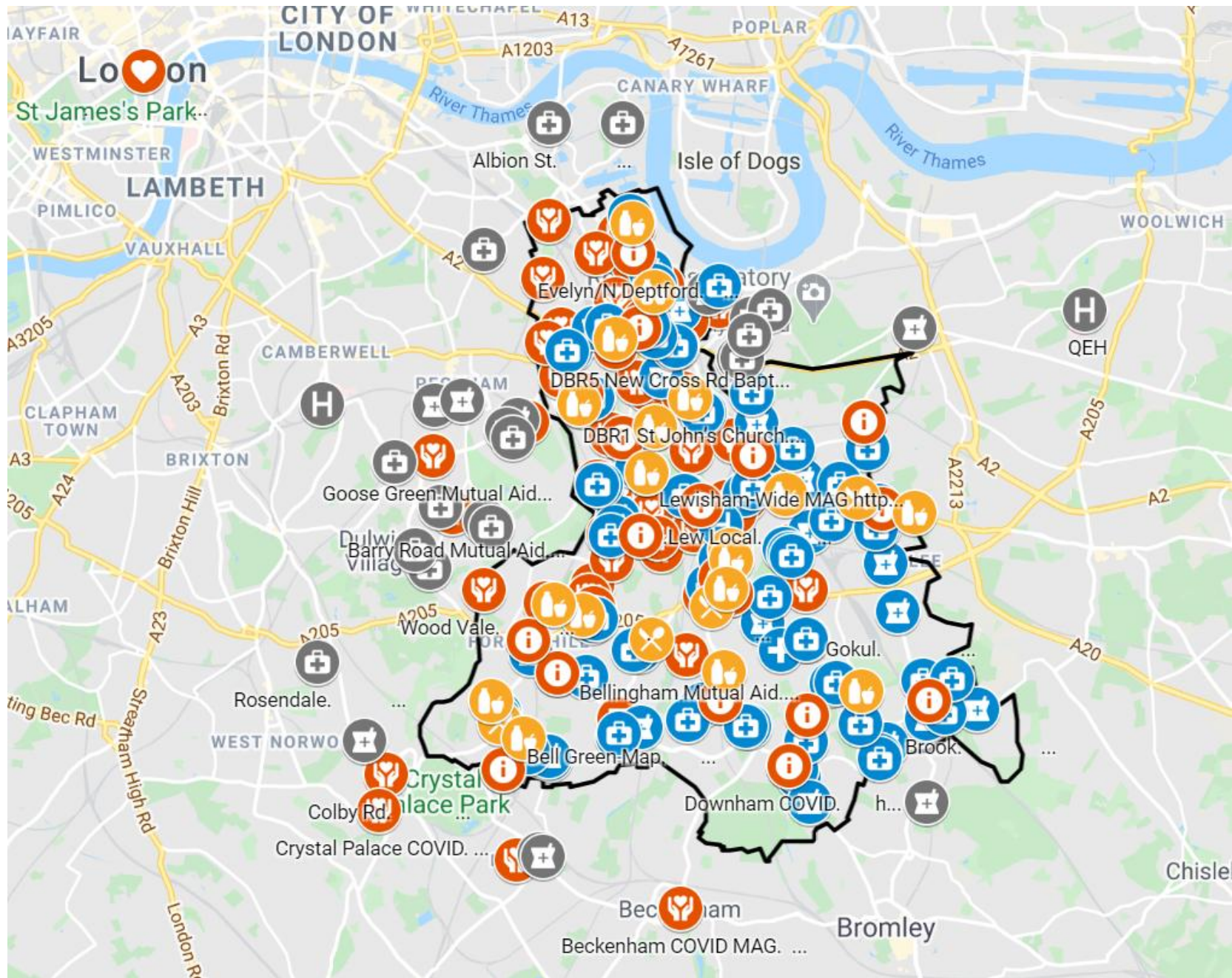
## MY MAPS

Create and share custom maps  
with Google My Maps.

[GET STARTED](#)



# Lewisham Wellbeing Map





← Goose Green

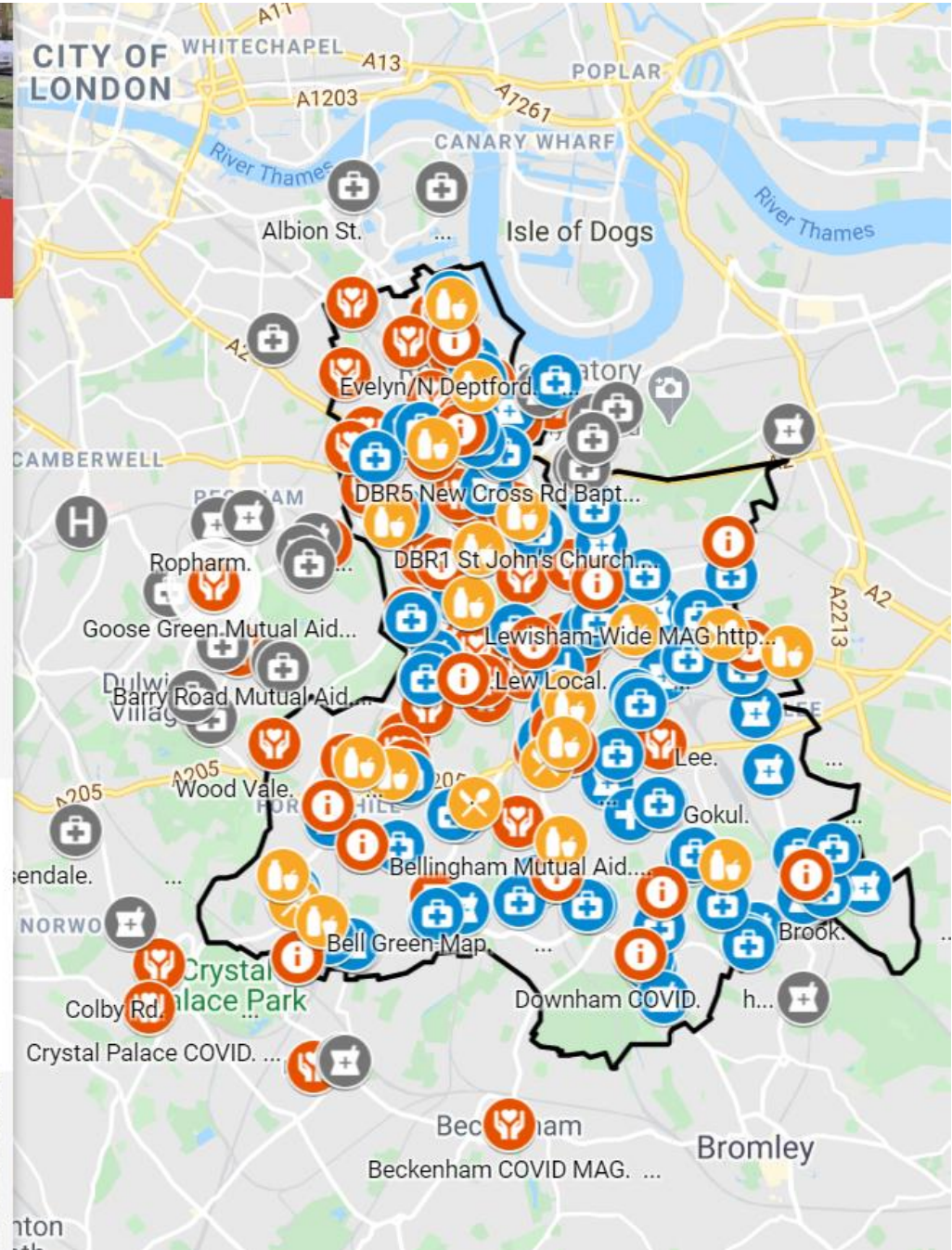
name  
Goose Green

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...**



# CVA ABCD Asset Map



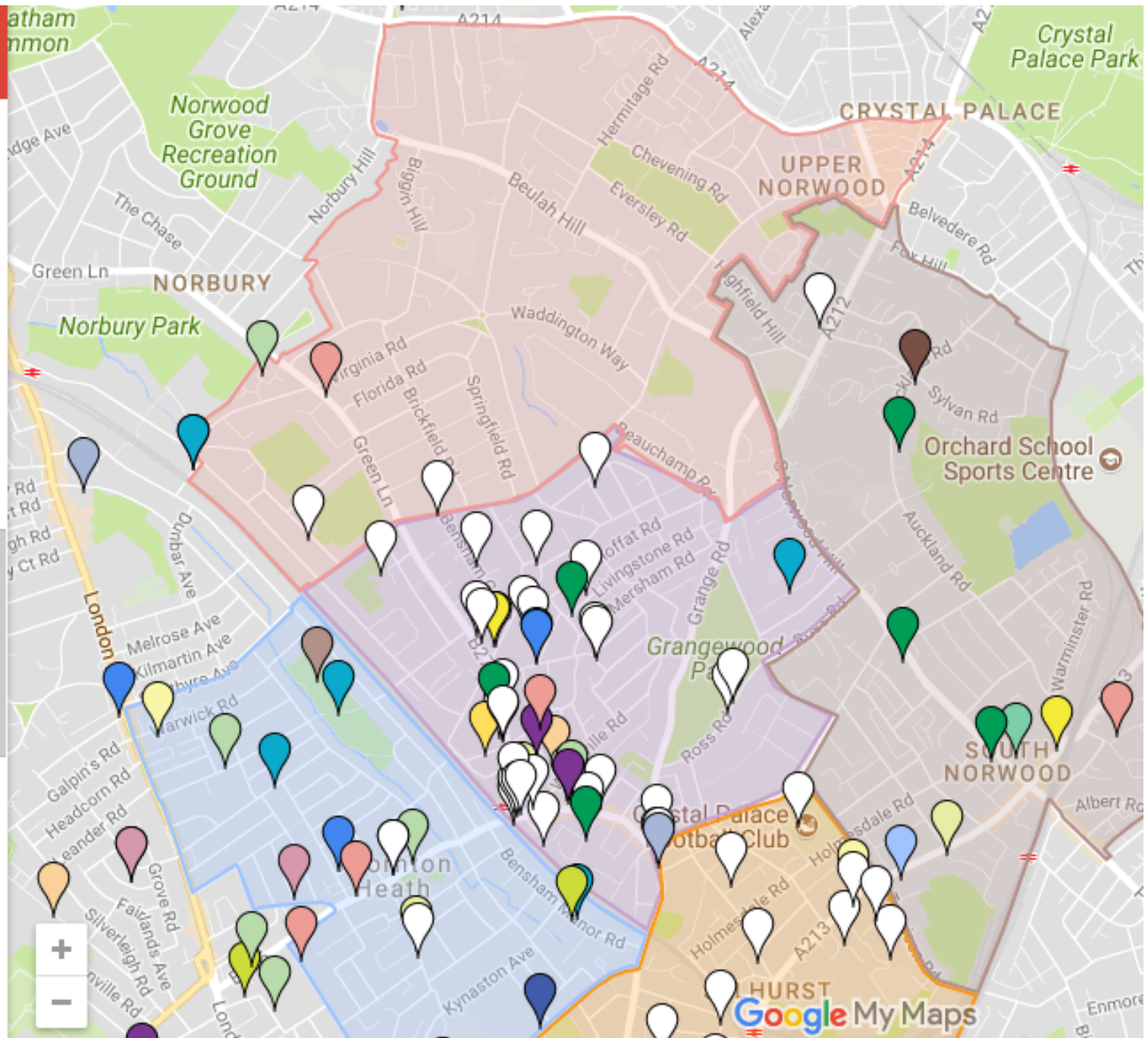
- Cooking
- Computing
- Physical Health
- Children, Parents, Family
- Community
- Dance/ Singing
- Fitness, Sport, Cricket
- Health
- Other / No data



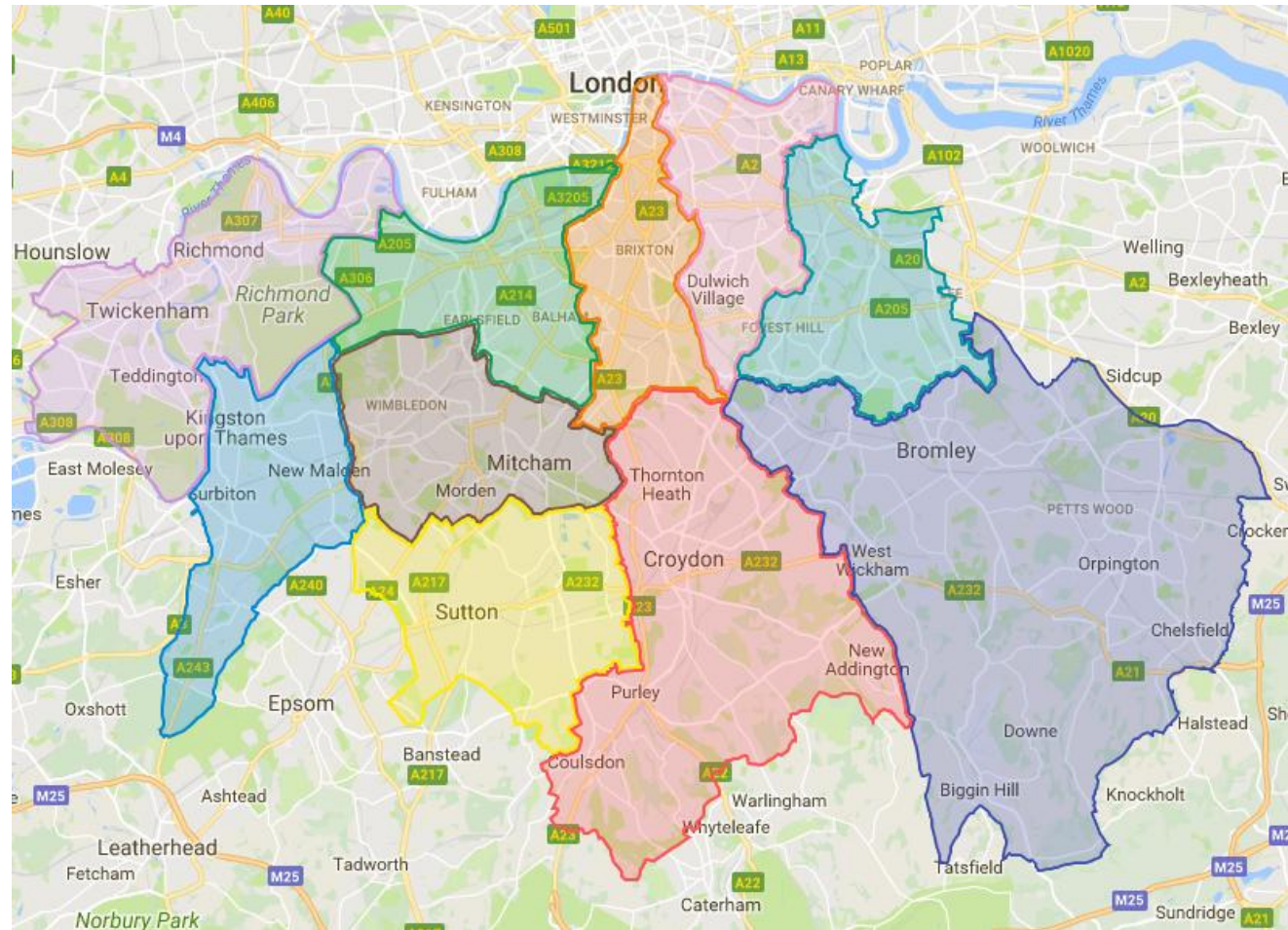
## Community based groups



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



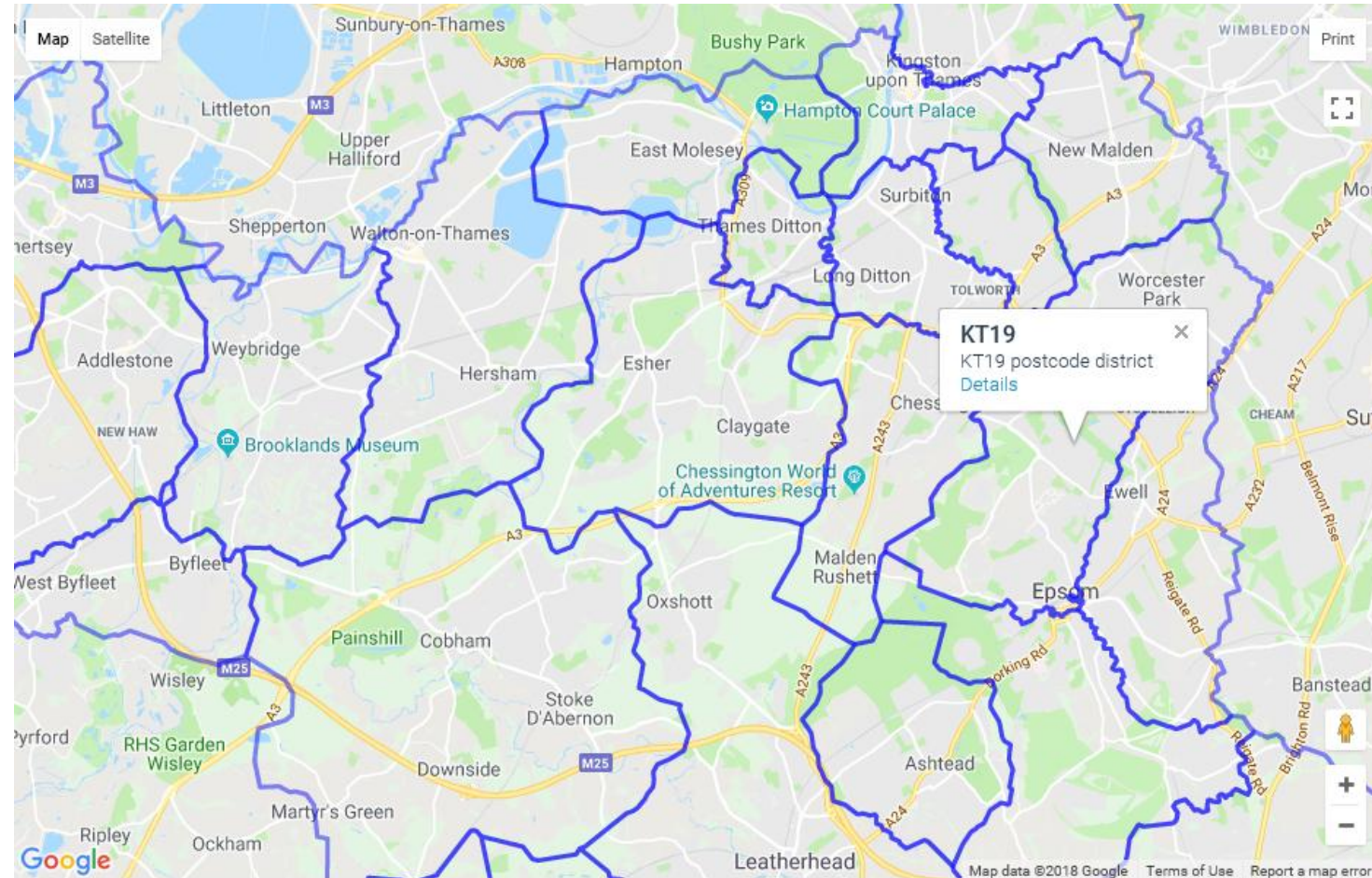
# Borough & Ward boundaries – KML files



# Top level post code boundaries

[Doogal](#) —  
download KML  
shape files

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



Show/hide postcodes

# 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

Datawrapper

Features ▾

Learn ▾

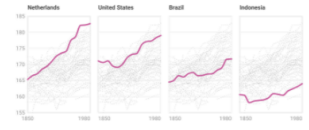
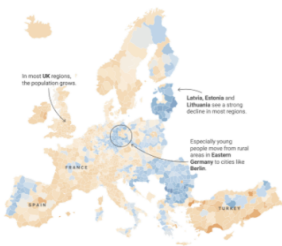
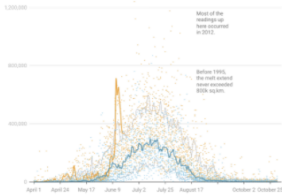
Pricing

Contact

Sign in

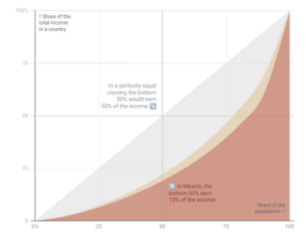
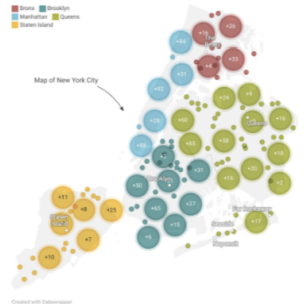
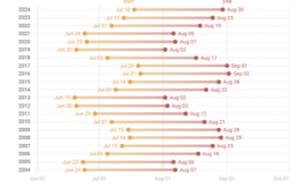
## Create better charts, maps, and tables with ease

Design and publish high-quality data visualizations with a single, powerful web app.

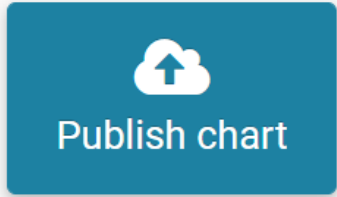


Start creating →

You can try it, no account needed.



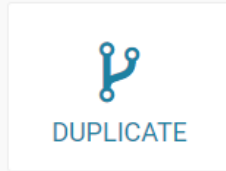
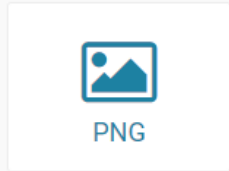
To share or embed your chart you need to publish it. It will only be visible to people who know the chart URL.



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

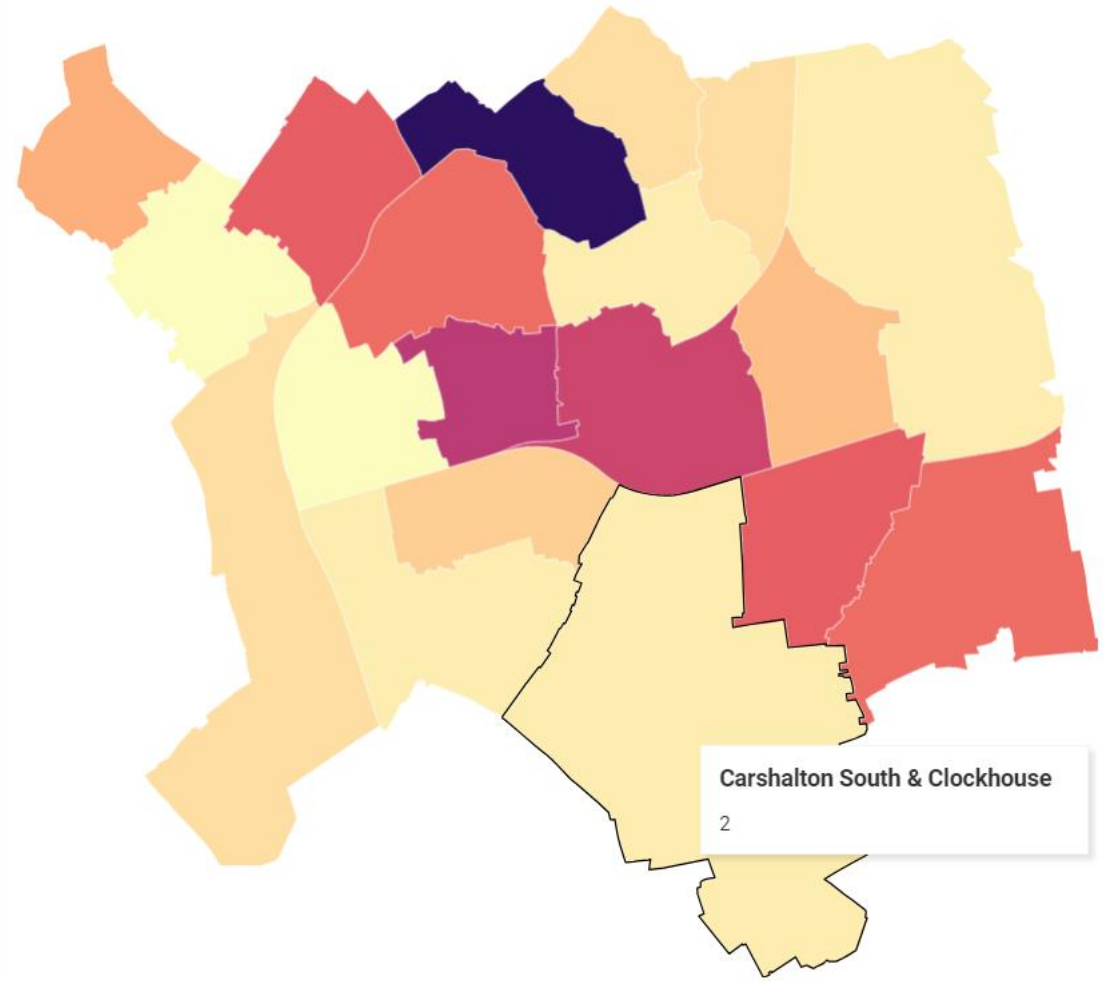
## Export or duplicate chart

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





**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

# Bulk converting postcodes to wards

- ✓ Go to AutoGeoMapper <https://datakind-uk.github.io/autogeomapper/>
- ✓ Click Use now and paste in your list of post codes
- ✓ Now choose Wards and click on the Download Data button
- ✓ Now create a Pivot Table to calculate a Count per Ward to then use in a Datawrapper Choropleth map

```
Ward Name,LA Name, Ward Code, LA Code, Value
Sutton Central, Sutton, E05000564, E09000029, 7
Sutton North, Sutton, E05000565, E09000029, 1
St Helier, Merton, E05000470, E09000024, 1
St Helier, Sutton, E05000562, E09000029, 8
Sutton South, Sutton, E05000566, E09000029, 1
Cheam, Sutton, E05000560, E09000029, 1
The Wrythe, Sutton, E05000568, E09000029, 1
Wandle Valley, Sutton, E05000571, E09000029, 3
Beddington South, Sutton, E05000556, E09000029, 4
Lower Morden, Merton, E05000465, E09000024, 3
```

Wards

Local Authorities

File Name:

# 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](#) \*\*

# Other useful data sources / resources

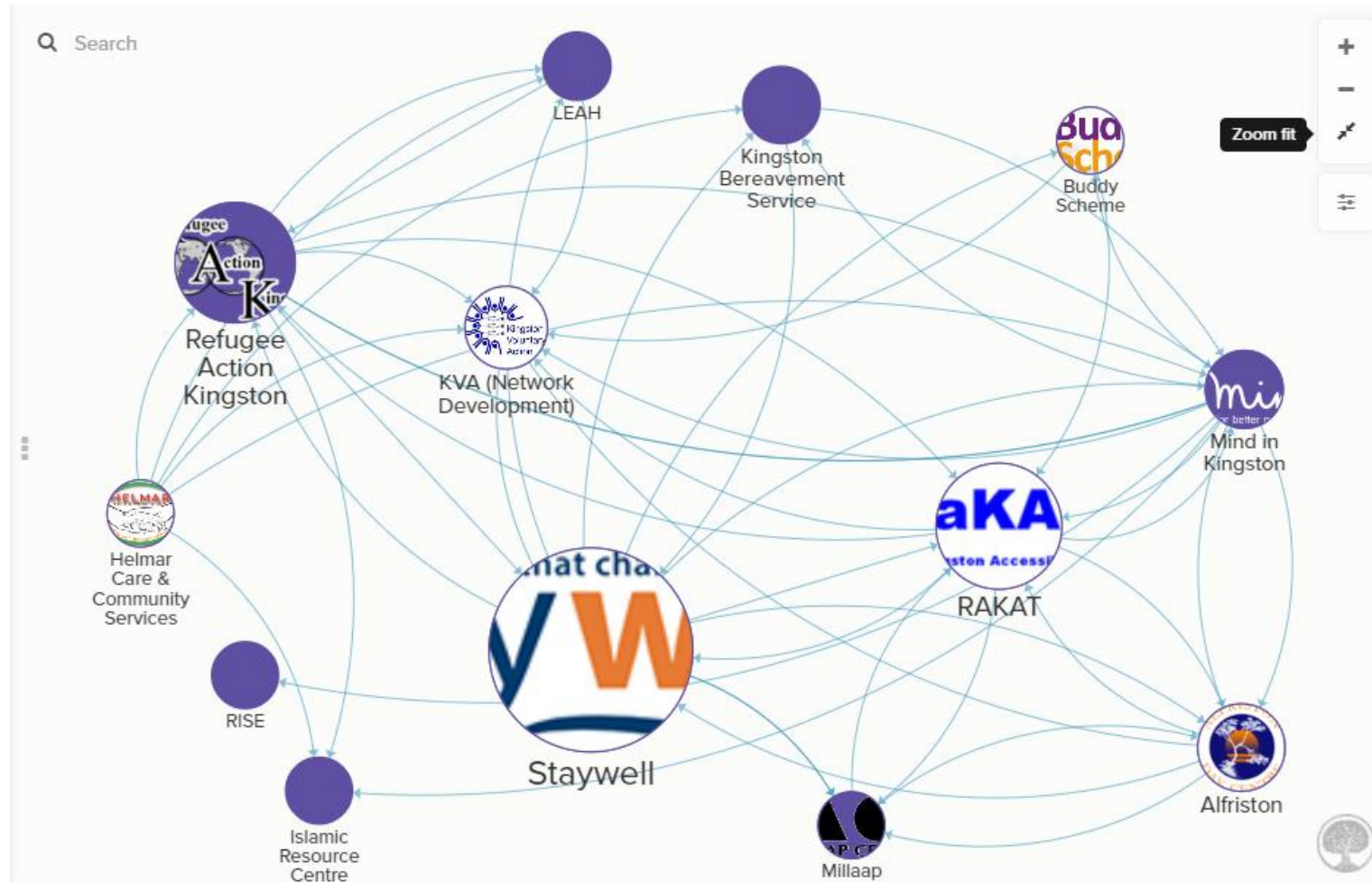
- ✓ Indices of Multiple Deprivation – [round up from our event](#)
- ✓ London Poverty Profile – [IMD rebased for London maps](#)
- ✓ Other tools to explore IMD data – [our recommended resources](#)
- ✓ ONS [Open Geography portal](#) – download administrative & other geographies shape boundaries
- ✓ ONS Census 21 [Create custom dataset](#) – choose data, download & create pivot tables to calculate counts then visualise on a map
- ✓ Look up your *local authority data pages*, Joint Strategic Needs Assessment (JSNA) and other local strategic plans

# Mapping best practice

Questions to ask yourself...

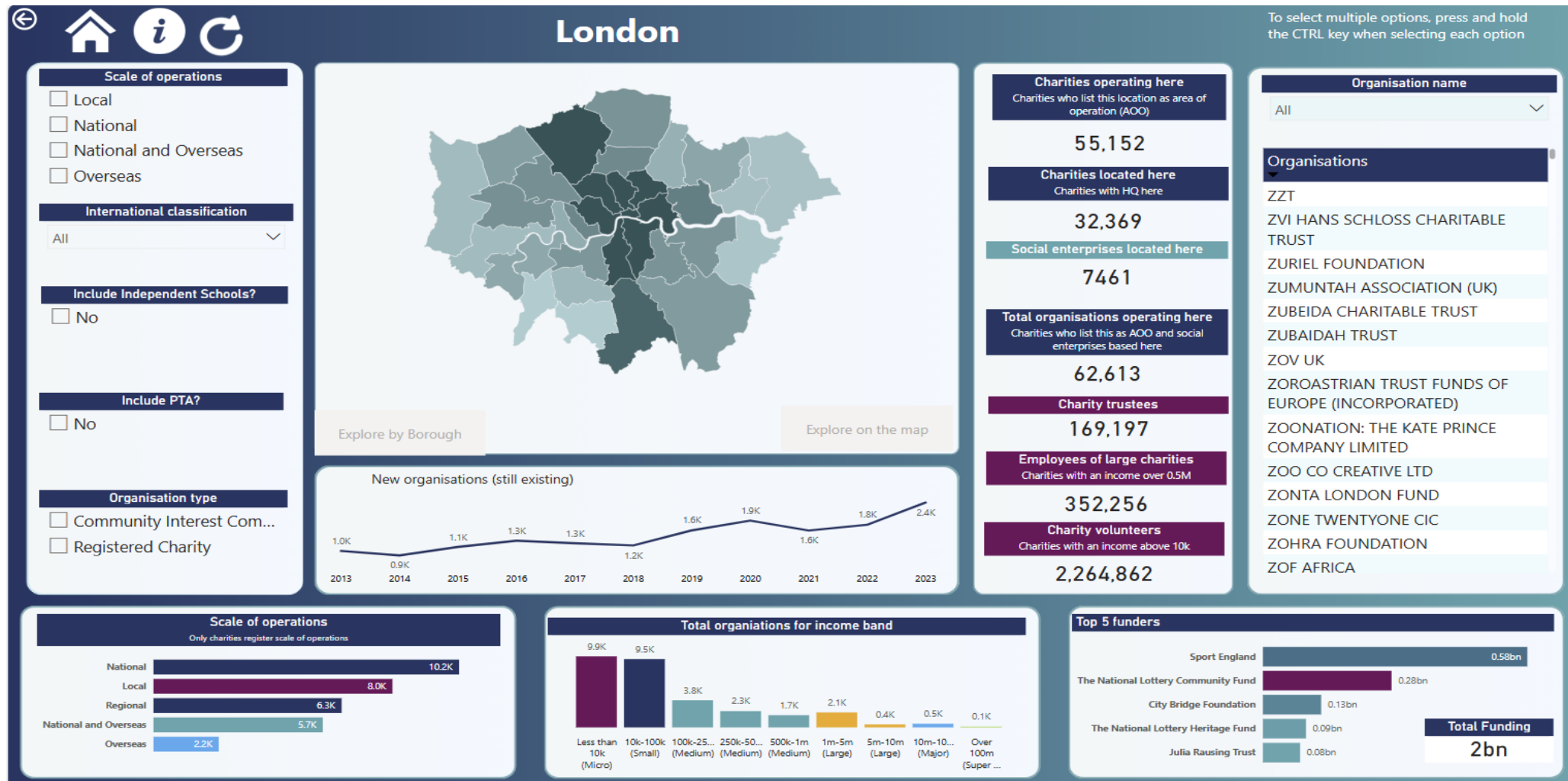
- ✓ Is the map for internal planning / operations?
- ✓ Or will you be sharing externally?
- ✓ Is the data personal and sensitive?
- ✓ How can you ensure you're not identifying people?
- ✓ Does mapping fit the purpose for which you collected the data?
- ✓ What will you do when the project's finished?

# Network mapping with Kumu.io



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

# VCSE Sector – London in Power BI

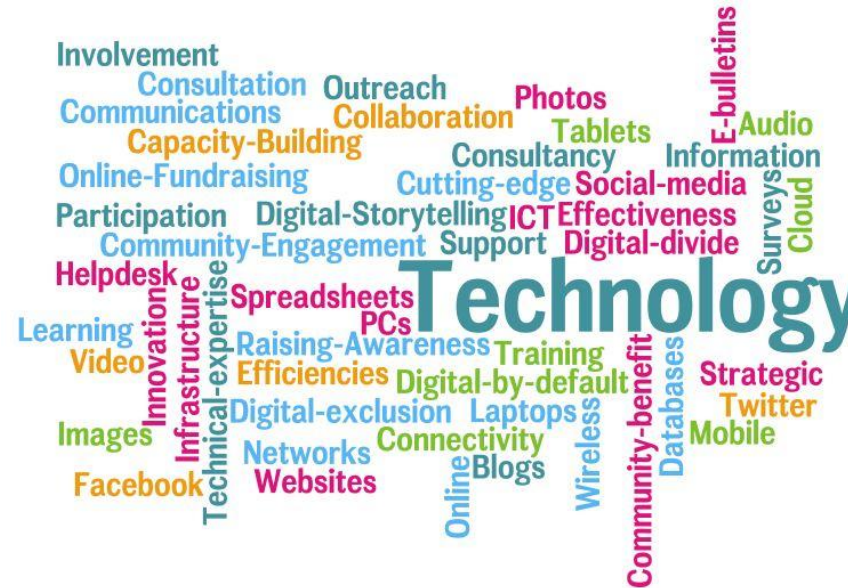




# About Superhighways

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

- ✓ Support
- ✓ Training
- ✓ Consultancy
- ✓ Builds
- ✓ Digital Inclusion
- ✓ E-news sign up <https://superhighways.org.uk/e-news/>





# Thank you for listening

**Kate White**

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

[www.superhighways.org.uk](http://www.superhighways.org.uk)