Mapping Guidance

This is a basic introduction to Google My Maps, using an example from a Views export to show participant postcodes in relation to sessions, but please explore Google's many online guides and forums to find out more: https://support.google.com/mymaps/?hl=en#topic=3188329

There are also a range of other free mapping tools available to you online, including:

- BatchGeo - http://www.batchgeo.com/
  - BatchGeo is another great free tool which is simple to use when mapping using data from Excel.
- Community Lens - https://datakind-uk.github.io/community-lens/
  - This tool is great to identify areas of need – it allows you to paste in and upload up to 1000 postcodes and view them on a map through the lens of the deprivation dataset, IMD (or one of seven sub-groups of IMD)

There are also more advanced mapping tools and software packages, which however often incur subscription and license fees:

- ESRI ArcGis
- Microsoft Power BI
- Tableau

Google My Maps

At StreetGames we want to help our locally trusted organisations make the most of the data they collect. Google My Maps is an effective and accessible tool, free to use which can help demonstrate impact to funders and show a visual representation of your delivery.

In this example, we will be assuming that we have exported our participant data from our Views account, with the intention of producing an interactive map to show us:

- Current delivery
- Current reach
- Gaps in provision/Opportunities for delivery
- Demographic trends
- Distance travelled from doorsteps to sessions

If you'd like to repeat this process, you can export the data you need in your Views account by going to Intelligence>Exports then selecting StreetGames Session Group Attendance from the drop-down list. (If you have your own private Views account you won't have this export but will have something very similar under a different name, please check with Substance if you are unsure). You can filter the data in the export using the date filters if you wish, then click Export to receive the CSV file.

The data below is all included in the Session Group Attendance export from Views, with unwanted columns removed, and venue details added manually into the second row. **Please make sure you keep the top row containing headings, as My Maps will use this row to categorise the data in each column.** Feel free to edit these headings to what you feel suitable.

	A	B	C	D	E	F	G	H	I
1	Type	Gender	Age	Ethnicity	Post Code	Ward Name	Local Authority	Disability	Count of Sessions Attended
2	Football Session				WS2 8ES				
3	Participant	M	10	Not Disclosed	WS3 3DL	Bloxwich East	Walsall	Yes	19
4	Participant	M	17	Mixed	WS6 6GD	Great Wyrley Landywood	South Staffordshire	No	16
5	Participant	M	16	Mixed	WS2 2RS			No	18

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https://www.google.co.uk/maps/about/mymaps/

Follow the link above to the My Maps homepage and click 'Get Started' (make sure you are already signed into a Gmail account. Any maps you create will then be saved to this Google account, so you may want to create a work account instead of using your personal account).

On the My Maps dashboard is where you can access previous maps you have created. Click '+ Create a New Map' to get started.
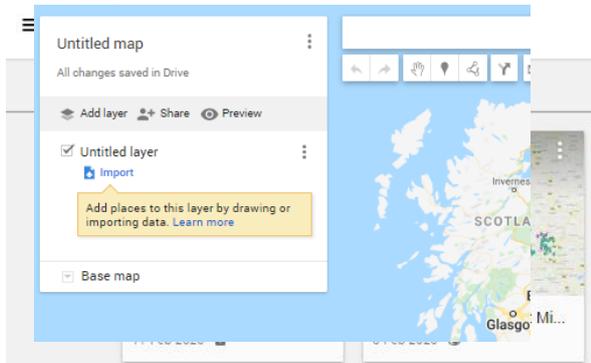
A blank map will appear with options in the top left of your screen. Click the Import button to import your spreadsheet, in this case, our Views export containing our participant and venue details.

A box will appear asking you to 'Select a file from your device'. Find the spreadsheet containing your data and double click the file to add it to the map.
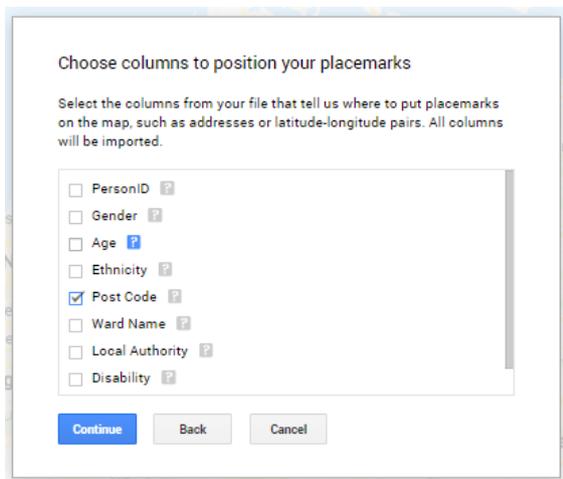
Next, My Maps will ask you which column contains your 'placemarks', meaning your postcodes. Providing the top row in your spreadsheet contains headings named appropriately, select the Post Code column from the list. My Maps will then take each cell in the Post Code column as a location, and geocode it as a 'marker' on your map.

Another box will appear asking you to 'Choose a column to title your markers', meaning that when you click on one of your postcodes, a box will appear containing your spreadsheet data. The column you choose here will determine the title of that box.

Next your map will be produced and should look similar to the map on the right after zooming in on your area. You may find that you receive a yellow warning message in the top left of the screen, telling you that some of your postcodes couldn't be mapped.

Click on 'Open data table' to view your import in My Maps. You can edit any invalid postcodes from here by double clicking the cell and retyping, or you can revisit your Excel sheet, amend your data there and start the import again. This is advised if you think you may need the raw data in future, it will also keep the raw data accurate and in line with the map.

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Back in map view, you can click on each marker to view the tooltip (or click on All Items on the left to expand your list of markers and select one). The tooltip should display the data of all columns in your spreadsheet. First, we're going to change the marker of our venue, so we can distinguish it from the participant postcodes. Click the Edit Style icon in the marker tooltip to display the colours and icons available.
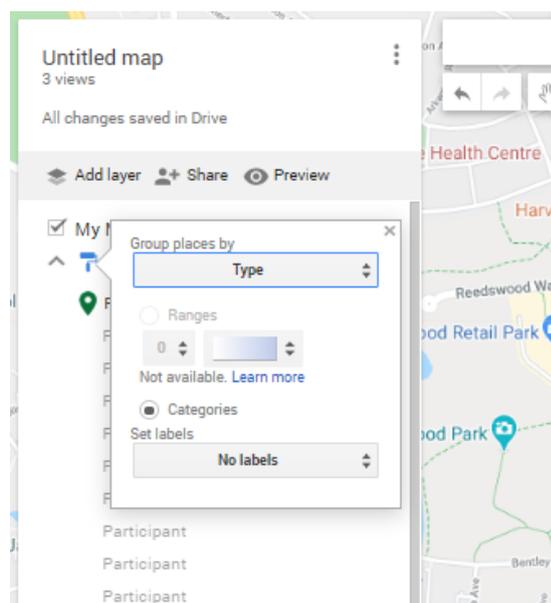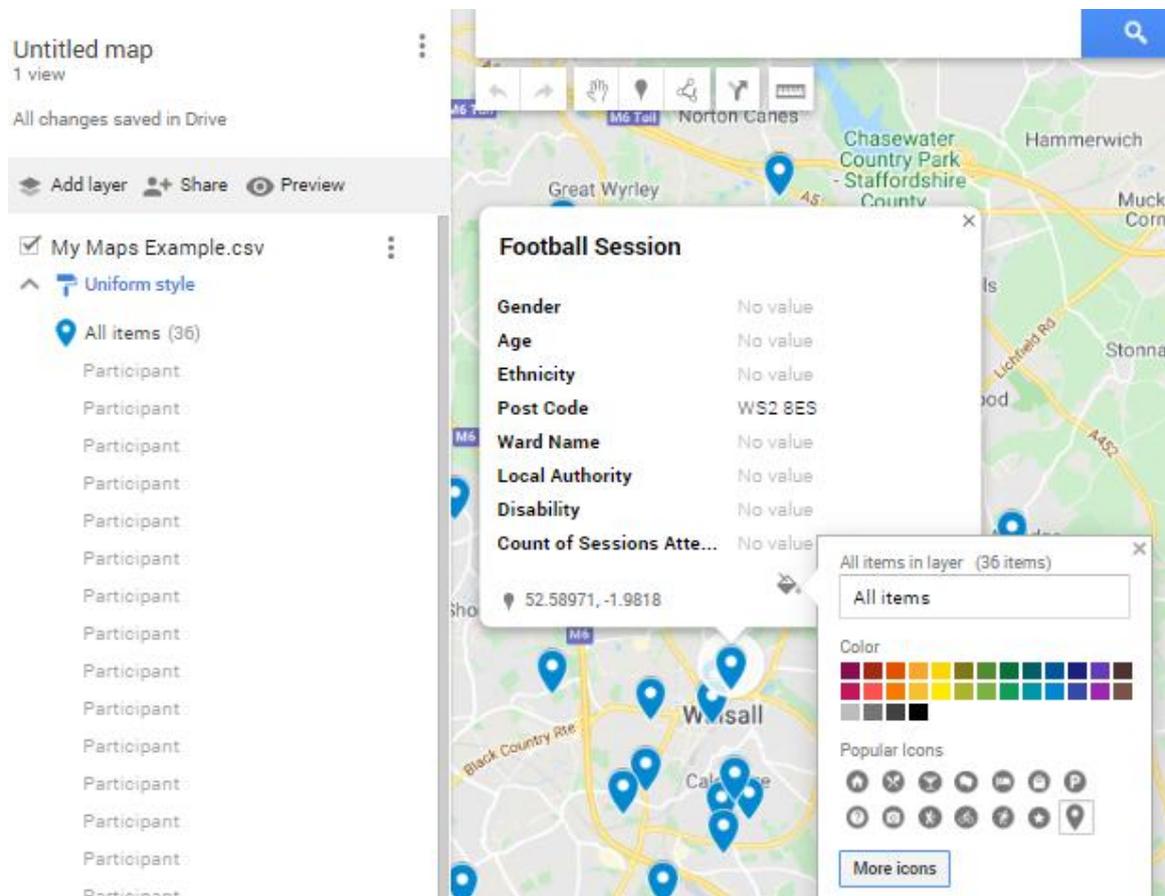
You can also 'group' the data in your import and allocate each group a different colour and marker. Click on the paintbrush icon in the options menu and in the 'Group Places By' dropdown, select which column heading you would like to group by. Here we have selected type, if you refer back to our import above, this will allow us to categorise Football sessions together and participants together.

Here have created a basic Google Map to show the locality of our sessions and participant postcodes. From this, we can determine which areas in our community we are successfully attracting people from, which areas need targeting more, the distance participants are travelling to sessions…etc.

Please visit Google support pages, as new features and applications are always likely to be added and updated, allowing you to use your data more and more effectively:
https://support.google.com/mymaps/?hl=en#topic=3188329