The Vote for Europe guide to producing Campaign Maps

Vote for Europe can help to support pro-European campaigning during the General Election 2017 as it has for local elections and by-elections. We specialize in promoting the pro-European message through leafleting and on-street campaigning.

voteforeurope@protonmail.com

Version 2.0 30-04-2017

Overview

At Vote for Europe we have established our own party-independent ways of helping volunteers carry out campaign actions like door-to door lobbying and leafleting. Constituency maps, broken down into wards and sections and sub-sections, along with street-name spreadsheets, allow us to ensure the greatest impact from the time and effort that volunteers provide. They allow swift location of the target doorsteps, and accurate recording of actions so that we do not duplicate effort or remain unsure which streets have been covered.

All the mapping work that has been done so far has been collected on a set of web-sites provisionally called the UK pro-European Network (UKpen). Again the aim is to optimise effort and avoid duplication. When you produce maps and walk-recording spreadsheets for Vote for Europe these will be made accessible through the UKpen web-sites. An index page lists all the regions so far developed here: https://sites.google.com/view/london-pro-european-network/index-ukpro-eurnet

You will need

1. A Mac, Windows or Linux PC.

2. Google Maps: http://maps.google.co.uk/

3. Street Map: http://www.streetmap.co.uk/

4. The online election maps available from the Ordnance Survey: https://www.ordnancesurvey.co.uk/election-maps/gb/

5. Google Documents

6. A web-clipper, eg Microsoft One Note Chrome extension

Instructions

Regional web-site and Google Account
The first step is to be given editing permissions for the UKpen regional web-site. You can apply through the Vote for Europe Facebook group or web-site. Navigate to the page for the constituency you will be working on and add to the content along the lines of previous cases such as North West, Cumbria, Copeland, or London, South West, Richmond Park, by inserting map images that you will either store in the appropriate folder on the UKpen Google Drive, or the corresponding Drive account for the local group.

Constituency map
The first things we need are:
i) A situation map for the constituency showing its position in relation to other recognizable

locations.

ii) A master map of the whole constituency, both

     a)without ward divisions and

     b)with ward divisions.

To do a) go to the Ordnance Survey website. Click the dark-grey menu option labelled "BOUNDARY" on the left-hand side and select "Westminster Constituencies" from the menu that appears on the left. Slide the "Show names" control to ticked, see Figure 1.
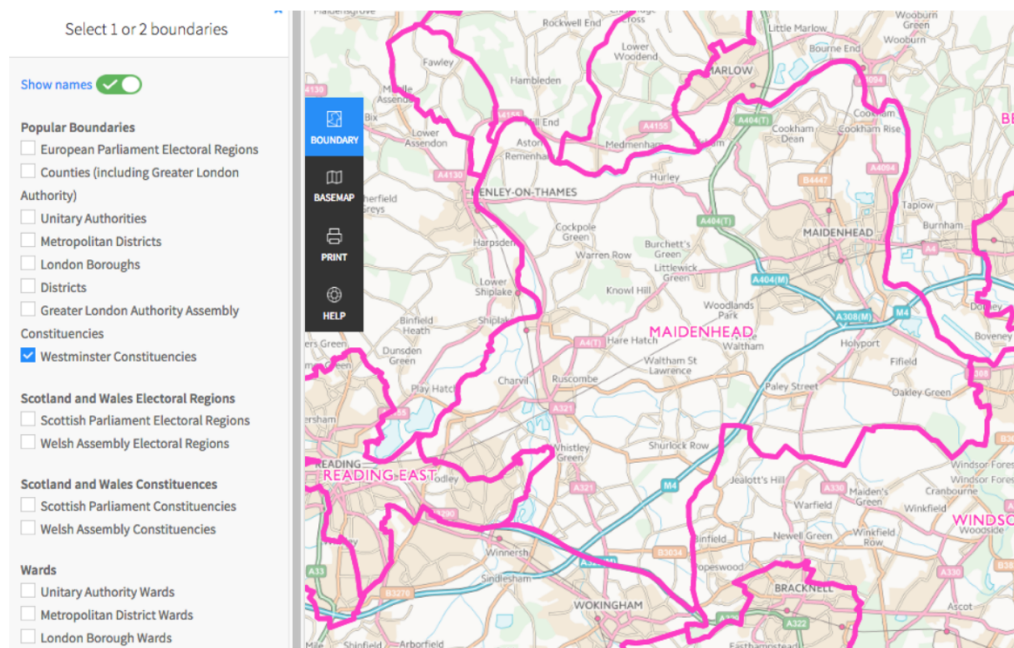

Figure 1 Ordnance Survey website

Hide the menu again (If necessary) and take a screen shot of the whole constituency. The way to do this using the OneNote web-clipper extension on Chrome (available from the Chrome Web Store) is to click on the extension icon, then choose "region" from the list of options. Drag a rectangle that corresponds to the part of the screen image that you want to clip then save it to a location in the OneNote application (Figure 2a).

Similar instructions apply to other offerings like Evernote. From OneNote you can then save the clipping directly as a .png file. On Mac you can copy the image directly from OneNote to the clipboard, then Open from clipboard in Preview or Photos. This procedure is the one you will use for all subsequent map images. [An alternative presentation is to use a graphics tool to erase the surrounding area as in Figure 2b.]
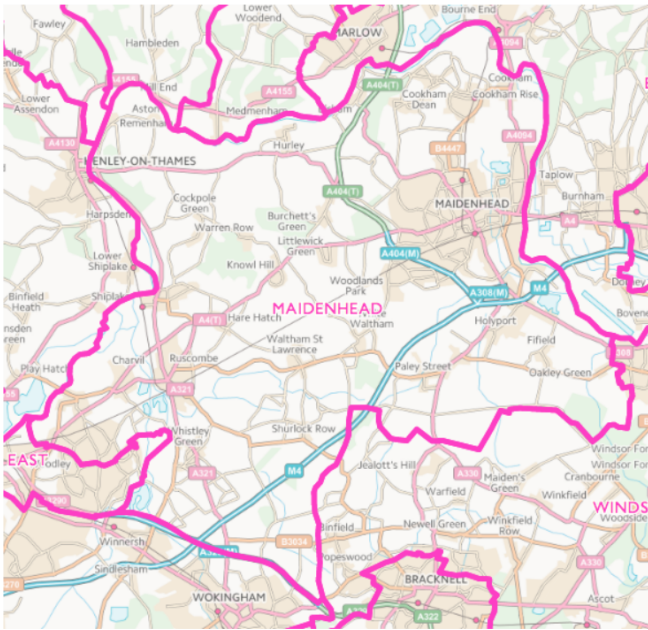
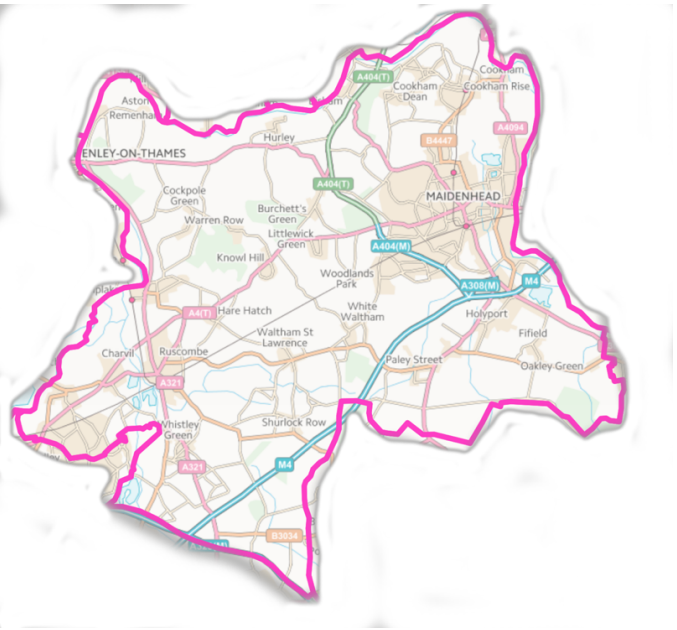*Figure 2a Maidenhead Constituency*   *Figure 2b Maidenhead Constituency*

For iib), the master map of the constituency with Ward Divisions return to the OS site and click on the type of ward boundary that you wish to show, in this case the Unitary Authority ward boundary. Toggle the names to on, and use the zoom controls on the OS site to choose a scale where these name labels are most legible. Then repeat the clipping procedure (figure 3a). Varying the zoom settings on your browser as well as on the OS site may allow the whole constituency to be legible this way, or it may be necessary to do several partial maps, corresponding to identifiable areas within the constituency, in addition. (eg figure 3b).
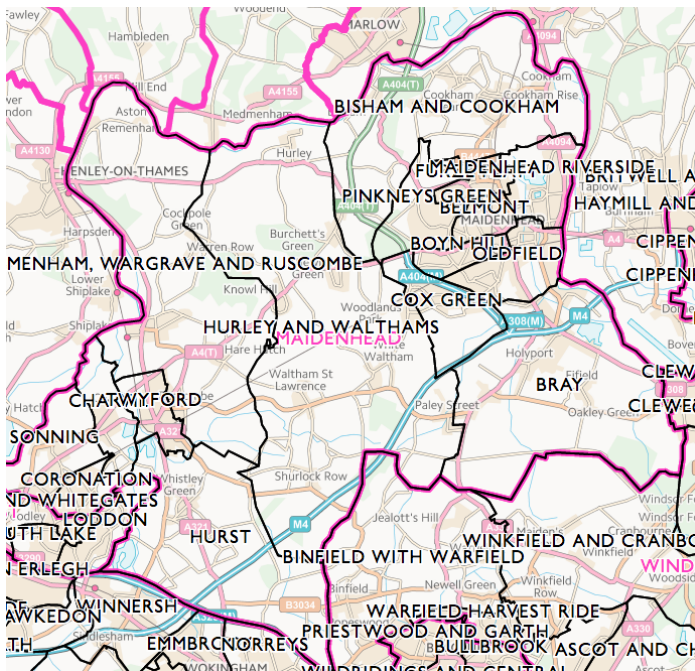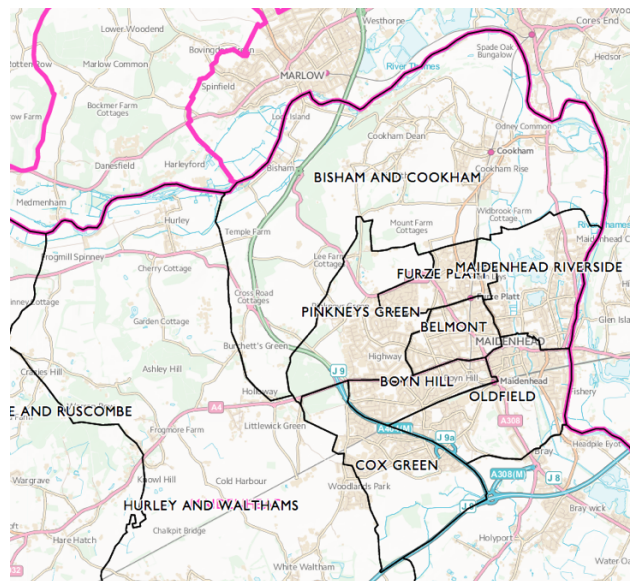

Figure 3a Maidenhead Wards   *Figure 3b Maidenhead wards partial map*

Another source which may give better results (or may not), is the Council website electoral information section. It will in any event be necessary to establish a complete list of wards in the constituency, and failing all else Wikipedia will help out. Then, taking account of any groupings in the part-constituency maps you have made, you can decide on names for these areas: eg Maidenhead; Twyford and Reading; Rural North; Rural South. Each of these groups of wards will have their own pages, on which the individual wards will be named and links to individual ward pages provided. All this organization on the web-site corresponds to travel decisions for different groups of volunteers. They will typically concentrate on one group of wards only.

Wards

Wards are of greatly differing size but populations average around 5,500. Within a single ward populations can be dense in one part only, so judgement is needed in choosing where to develop further subdivisions. The list of wards which goes with the constituency master maps, or the part-constituency maps, should all be links to ward pages. These ward pages will contain location maps for the sections and links to get there. Again see Copeland and Keswick as the example: https://sites.google.com/view/nwproeurnet/cumbria. The town of Keswick covers only part of the ward but is the one where the population is situated. That is the place to draw up sections which will be used for the leafleting and other door-to-door work.
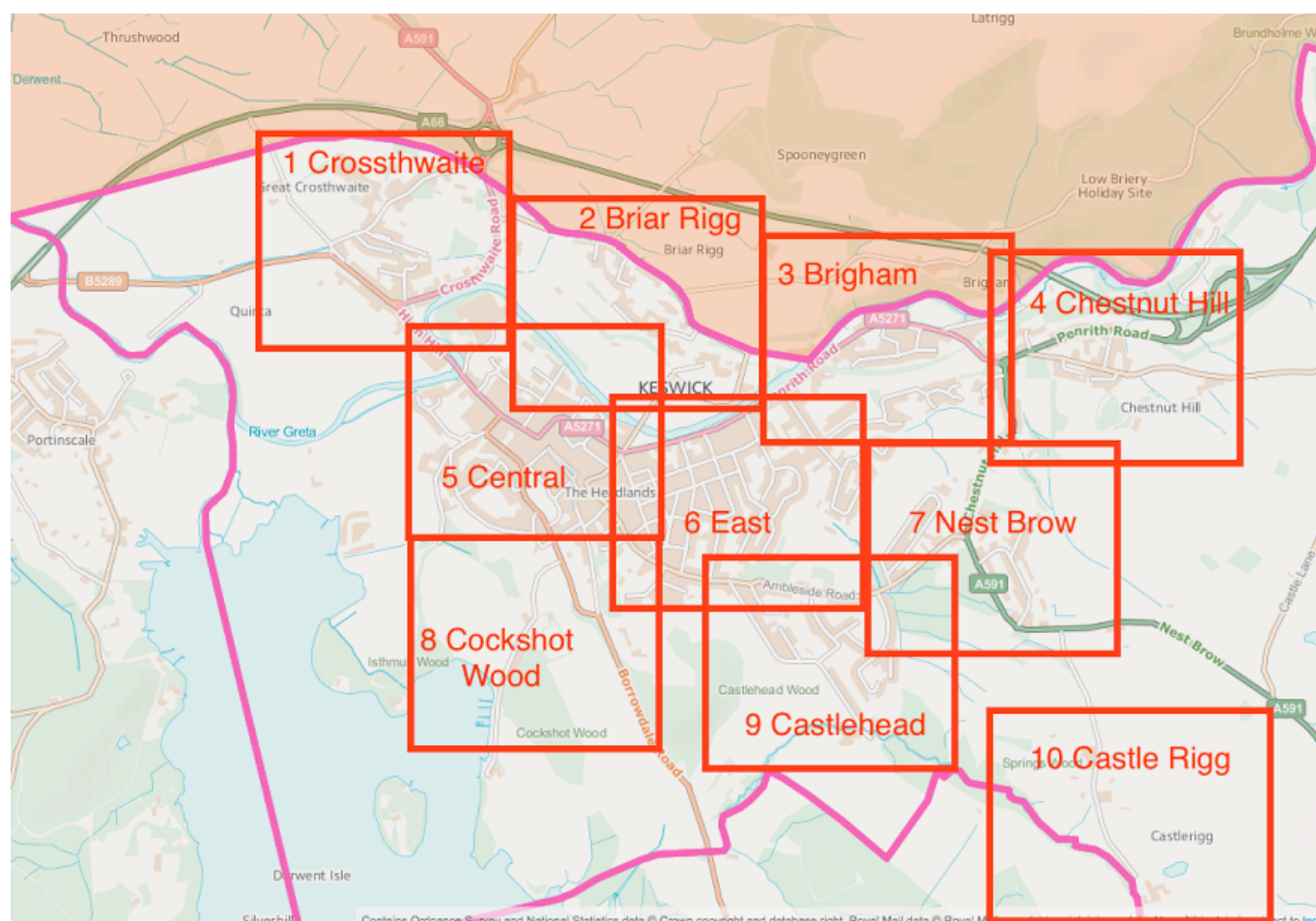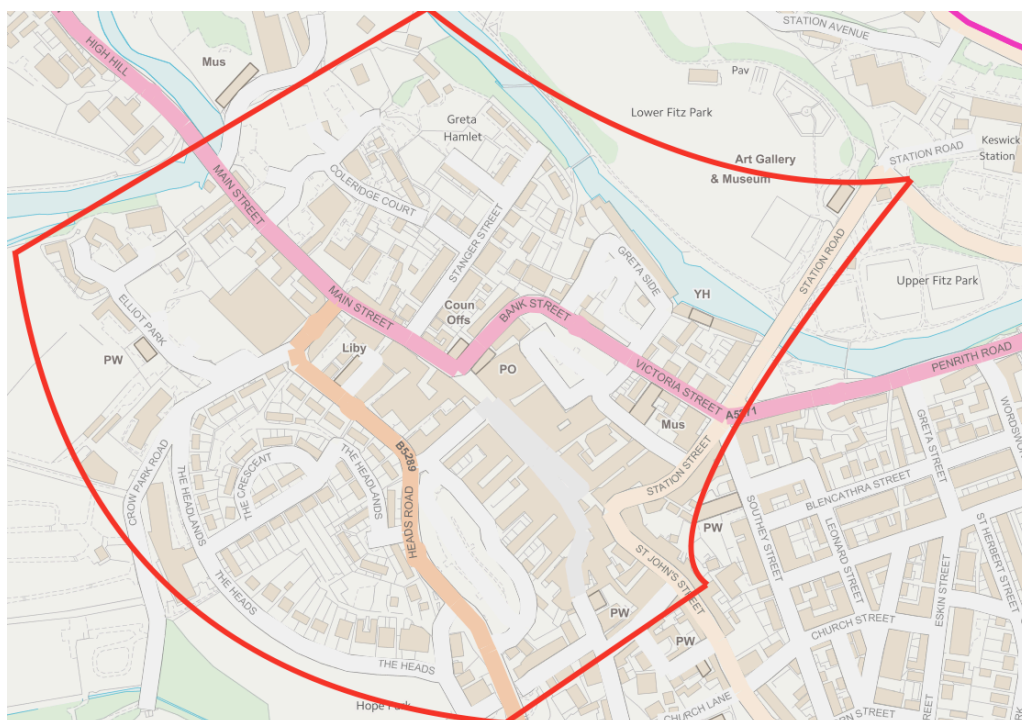

Figure 4 Location map of sections within a ward

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Sections

The next stage of the work can be done either on screen or on print outs from the whole area to be covered in sections. On the Mac the rectangular shape tool in either Preview, tools, or Photos, markup, allows you to place a grid over the territory in the ward map. On Windows or Linux use equivalent photo editing programmes. Finally, use the Text tool to label them with number and name (of your invention!). In choosing where to place the grid you should simultaneously (in another window or on a print-out) be looking at what the rectangle represents on a fully enlarged map, so that it can be positioned optimally. It's important that each section has limits which are easily recognizable by the volunteers. There should be a landmark of some description which marks the boundary of the section. For example, a good landmark could be a major road, a park, railway line or other easily recognizable feature.

Google Maps Street View can always be brought in for additional information, though this may begin to get too time-consuming, and there is always the prospect of feedback from volunteers. Ideally carve the sections so that they make sense to people on the ground; do full streets, use obvious junctions or landmarks as end points. imagine that you are in a pair who are actually walking the streets putting leaflets through letter boxes. Try to minimize the amount of walking by drawing the sub-section boundaries along the intersections of gardens rather than down the middle of a street, though this is not possible where a street is taken as a natural boundary, (and that is not a problem as two leafleters can comfortably overtake each other as they work down one side of a street).

Once you have established what the rectangles are to cover, use the line tool to place a boundary around the part of the rectangular map that the volunteers will tackle as one section (Figure 5). You can use the green dot in the middle to bend the line this way and that. Alternatively just draw a line.
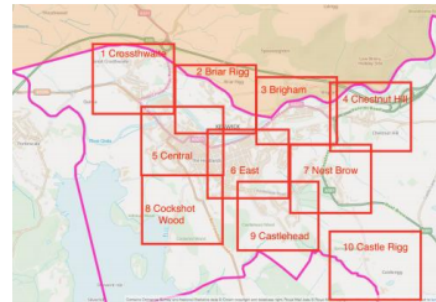
Notes

We need to add some explanatory notes to the map. Save your image and insert it into a word processor document on page one. On page two, create a table containing any notes relating to the section, and a table of streets (Figure 6), so that volunteers can print the document out and keep notes of where they have been. A link needs to be provided to this document on the web-page.

Location in North East of constituency | Location of Sections

Bank Stret		Greta Hamlet		St John's Street			
Coleridge Court		Greta Side		Standish Street		The Heads	
Crown Park Road		Heads Road (B5289)		Stanger Street		Victoria Street	
Derwent Close		Lake Road		Station Street			
Derwent Street		Main Street		The Crescent			
Elliot Park		Otley Road		The Headlands			

The Spreadsheet

Finally create the Google spreadsheet (see: https://support.google.com/docs/answer/49114).

This allows a record to be kept of which streets in the section have been completed to avoid double leafleting. The spreadsheet should look like this:

There is a row for each street and columns to record the different actions: whether a leaflet has been delivered and if so which one. People can book streets that are convenient for them to do

	A	B	C	D	E	F	G	H
1	Ward	Section	Streets	Floods Leaflet	Who by?	Notes	Funding leaflet	Who by?
2				Date delivered			Date delivered	
46			The Crescent					
47			The Headlands					
48			The Heads					
49			Victoria Street					
50		6. East						
51			Acorn Street	14 Jan	Annie/Gavin/Richard		21 Jan	StevenPhilHazel
52			Ambleside Road	14 Jan	Annie/Gavin/Richard	shading means	21 Jan	StevenPhilHazel
53			Blencathra Street	14 Jan	Annie/Gavin/Richard	transferred to	21 Jan	StevenPhilHazel
54			Brackenrigg Drive	14 Jan	Annie/Gavin/Richard	Copeland	21 Jan	StevenPhilHazel
55			Brandlehow Crescent	14 Jan	Annie/Gavin/Richard	master	21 Jan	StevenPhilHazel
56			Castlehead Close	14 Jan	Annie/Gavin/Richard	sheet not open	21 Jan	StevenPhilHazel
57			Church Lane	14 Jan	Annie/Gavin/Richard	for public editing	21 Jan	StevenPhilHazel
58			Church Street	14 Jan	Annie/Gavin/Richard		21 Jan	StevenPhilHazel
59			Cross Street	14 Jan	Annie/Gavin/Richard		21 Jan	StevenPhilHazel
60			Eskin Street	14 Jan	Annie/Gavin/Richard		21 Jan	StevenPhilHazel
61			Greta Street	14 Jan	Annie/Gavin/Richard		21 Jan	StevenPhilHazel
62			Leonard Street	14 Jan	Annie/Gavin/Richard		21 Jan	StevenPhilHazel
63			Manesty View	14 Jan	Annie/Gavin/Richard		21 Jan	StevenPhilHazel
64			Manor Park	14 Jan	Annie/Gavin/Richard		21 Jan	StevenPhilHazel
65			Skiddaw Street	14 Jan	Annie/Gavin/Richard		21 Jan	StevenPhilHazel
66			Southey Street	14 Jan	Annie/Gavin/Richard		21 Jan	StevenPhilHazel
67			St Herbert Street	14 Jan	Annie/Gavin/Richard		21 Jan	StevenPhilHazel
68			St John's Street	14 Jan	Annie/Gavin/Richard		21 Jan	StevenPhilHazel
69			The Hopes	14 Jan	Annie/Gavin/Richard		21 Jan	StevenPhilHazel
70			Wordsworth Street	14 Jan	Annie/Gavin/Richard		21 Jan	StevenPhilHazel
71		7. Nest Brow						
72			Ambleside Road					
73			Castlerigg Brow					
74			Fenton					

later by marking them "in progress" and putting their name in the Owner section.

Conclusion

That should be all you need to know to generate campaign maps and place them on the web. It's easy for anyone to master with a bit of practice. This is a great way for volunteers that cannot make it to the constituency to have a big impact on the effective operation of the campaign.