



Data & your Cornerstone projects

DATAWISE LONDON



Our mission at Datawise
London is to help unlock
the value of data

Improving use of data
by small local charities
and community
organisations, so they
can better shape
services and influence
change, for the benefit
of Londoners.

DISCOVER. LEARN. ANALYSE. SHAPE. REPEAT

<https://datawise.london>

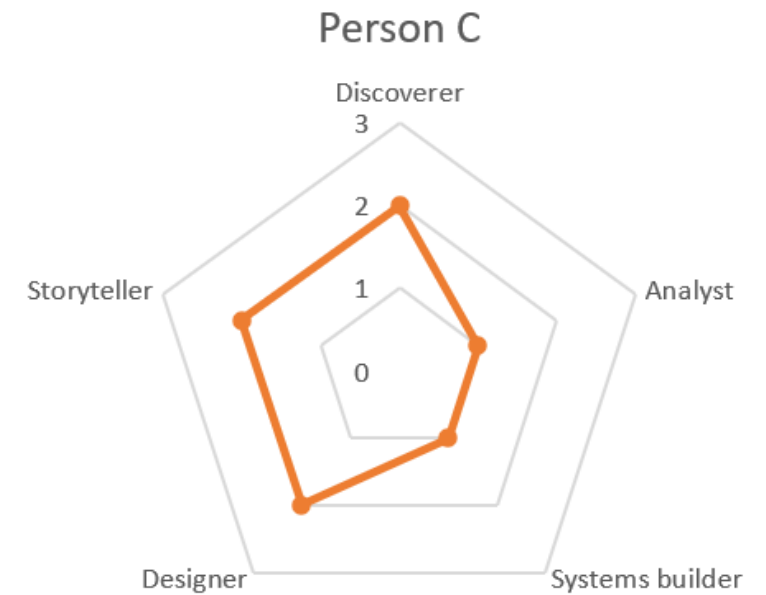
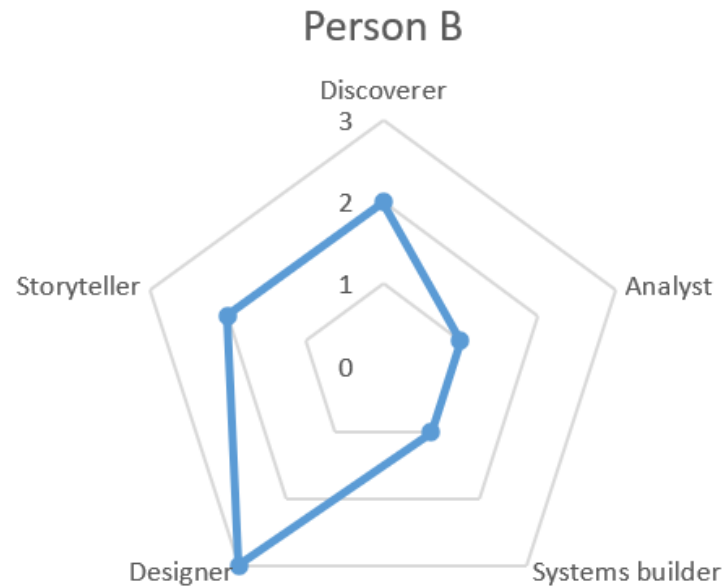
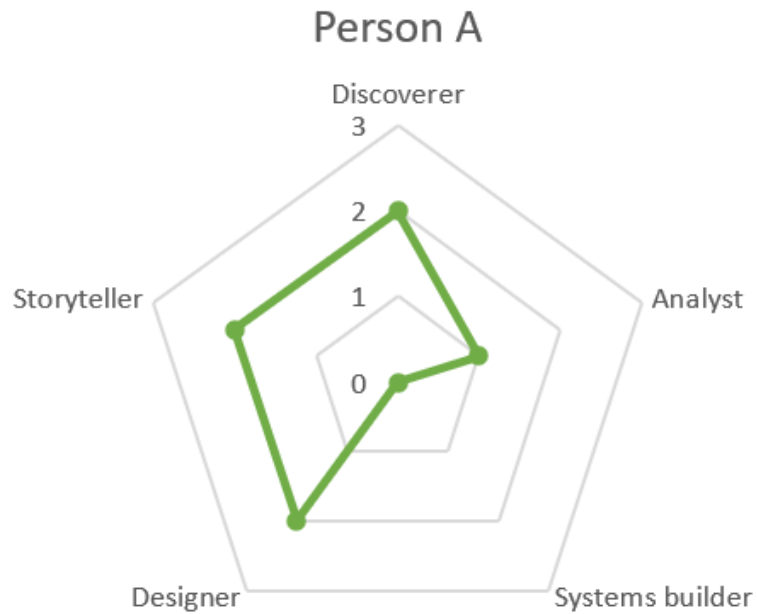




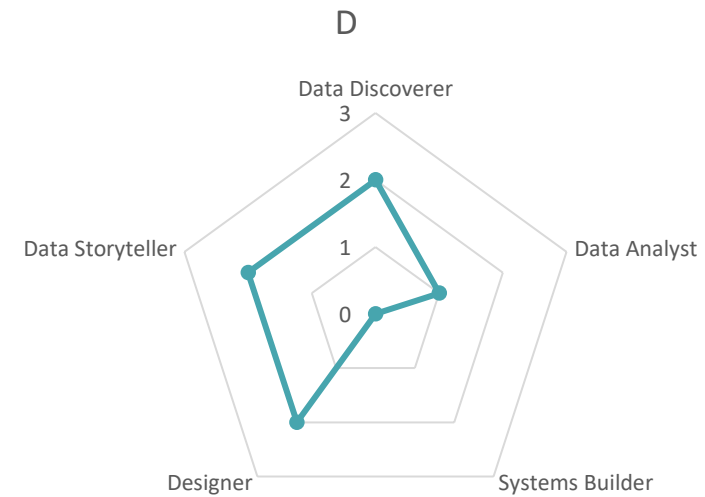
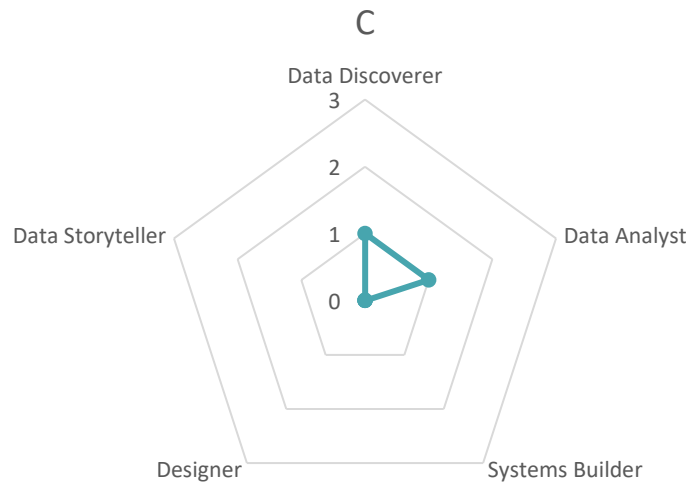
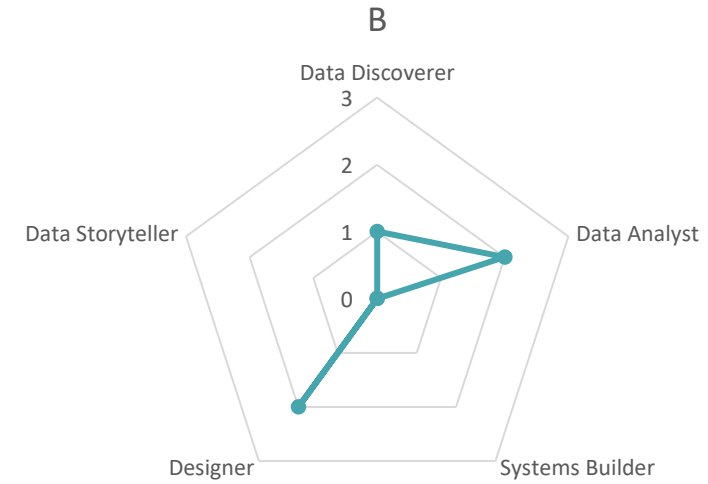
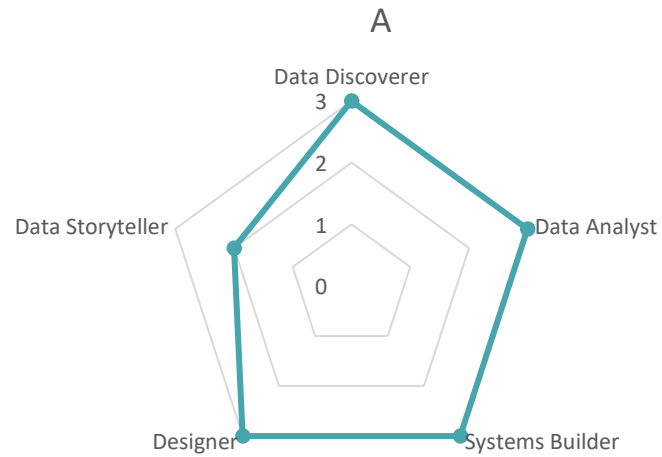
What we'll cover today

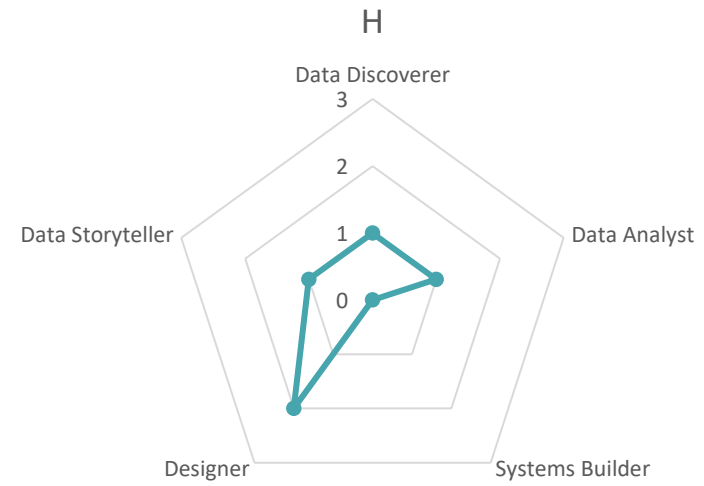
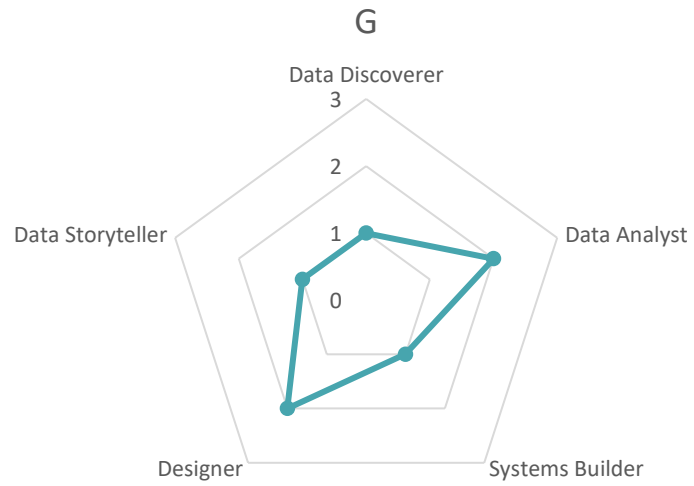
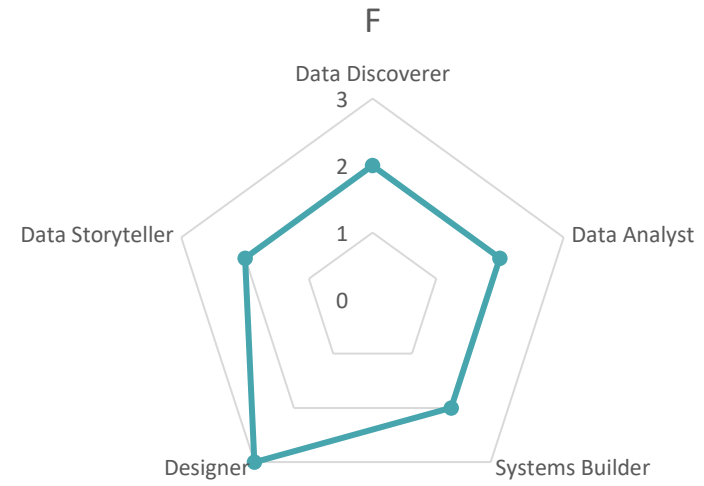
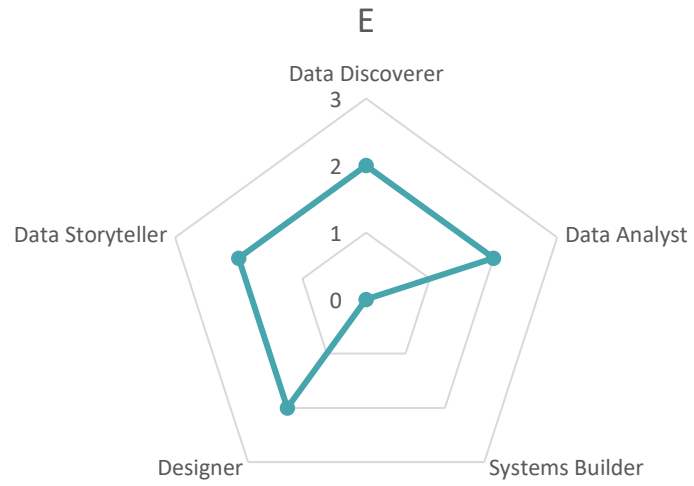
- Welcome & intro
- **Who's in the room**
- Exploring a hunch
- **Data / skills / tools for your own lines of inquiry**
- What do you know already? What are key challenges?
- **Useful practical tools for you and your partnerships**
- Where to get further support

Data skills mix - Superhighways



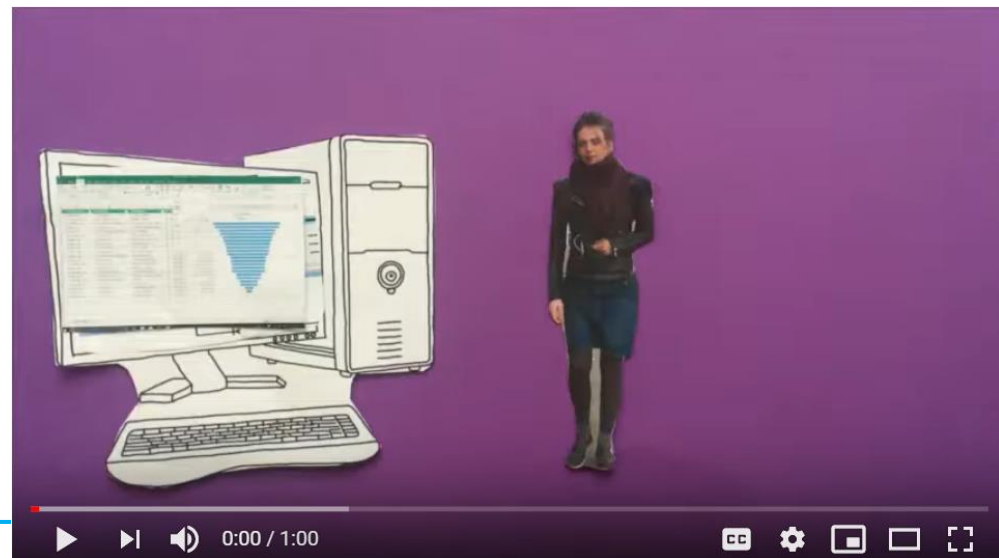
Cornerstone grantees – a wide spread of expertise...





Defining a hunch – video exercise...

- ✓ “Young people in the south of the borough aren’t accessing our youth group”
- ✓ What could Alice do next?
- ✓ Discussion in breakout rooms then brief feedback 2 ideas for further exploration



Young Carers Project: My Hunch is...

Young carers in the south of the borough aren't accessing our youth group...

Data Needed

Internal data:

Registered young carers
Post code data of young carers
Registers of attendance
Caring role

External data:

Public transport data
Safety data
Other youth clubs available?
Indices of deprivation

Tools Needed

Excel

CRM database

Mapping tools

External data sources

Skills Needed

Excel skills (pivot tables & charts)

Ability to find & access external data sources

Ability to analyse external data alongside internal data

Ability to geographically map data

SOBUS: My Hunch is...

BAME communities are underserved by mental health providers in Fulham & Hammersmith

Data Needed

Internal data:

- CiviCRM data
- Survey to mental health charities

External data:

- NHS West London Trust Mental Health H&F, Brent & Ealing - Hospital Referrals & Admissions
- GP Federation
- Charity Commission data (mental health charities)
- 2011 Census data
- Public Health England
- London Ethnicity Population Projections (2011-2050)

Tools Needed

- CRM database data extraction
- External data sources
- Excel
- Data Analysis tools
- Geo Mapping tools
- Data visualisation tools

Skills Needed

- Extracting & cleaning the data from the CRM
- Ability to find & access external data sources
- Using data analysis tools - (eg R, Python, Tableau, PowerBI) to compare provision with need.
- Ability to geographically map data
- Ability to present findings to a wider audience



What do you already
have in place?

What will be your key
challenges?

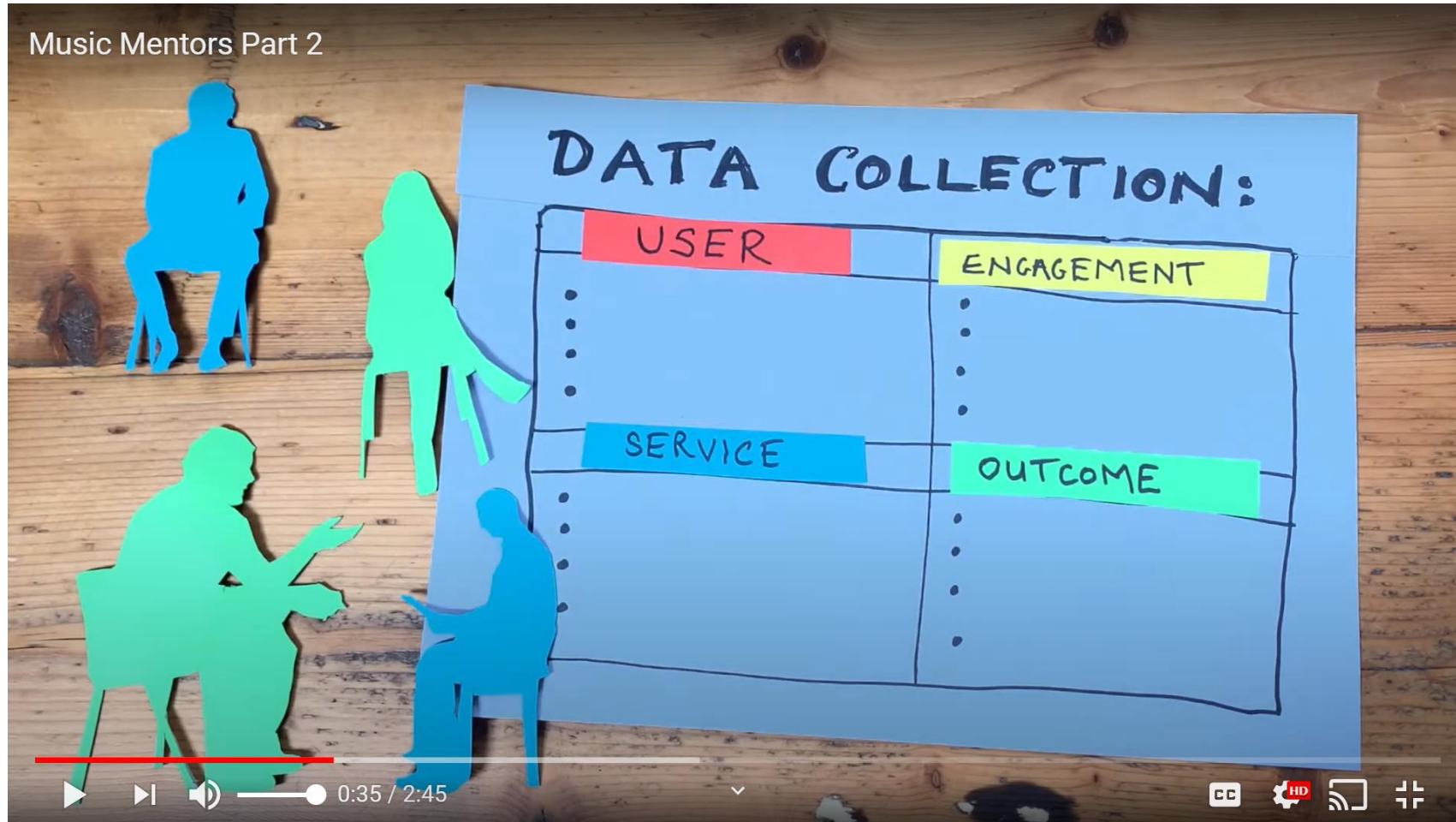


**Some useful
practical
resources**

4 Types of data (Impact data your 5th)

User data	Engagement data
Asks: demographics, characteristics, reason for coming service	Asks: how people engage, frequency, why they stop
Establishes: your target audience, who you are serving	Establishes: the extent to which people use your services and how
Service data	Outcome data
Asks: what they liked / didn't like, why, what they would change, what is special	Asks: what has changed as a result of using the service, what have people gained
Establishes: whether users are satisfied and your service is working as intended	Establishes: short-term and long term impact on people's lives


Types of data



[See full music mentors blog / video series](#)

Planning your data collection


There are some useful resources on the Inspiring Impact website including a data collection template



Download the worksheet
Create a data collection plan

This exercise contains questions and guidance to help you identify what data you're going to collect, and how, for each research question.

[DOWNLOAD THE WORKSHEET](#)



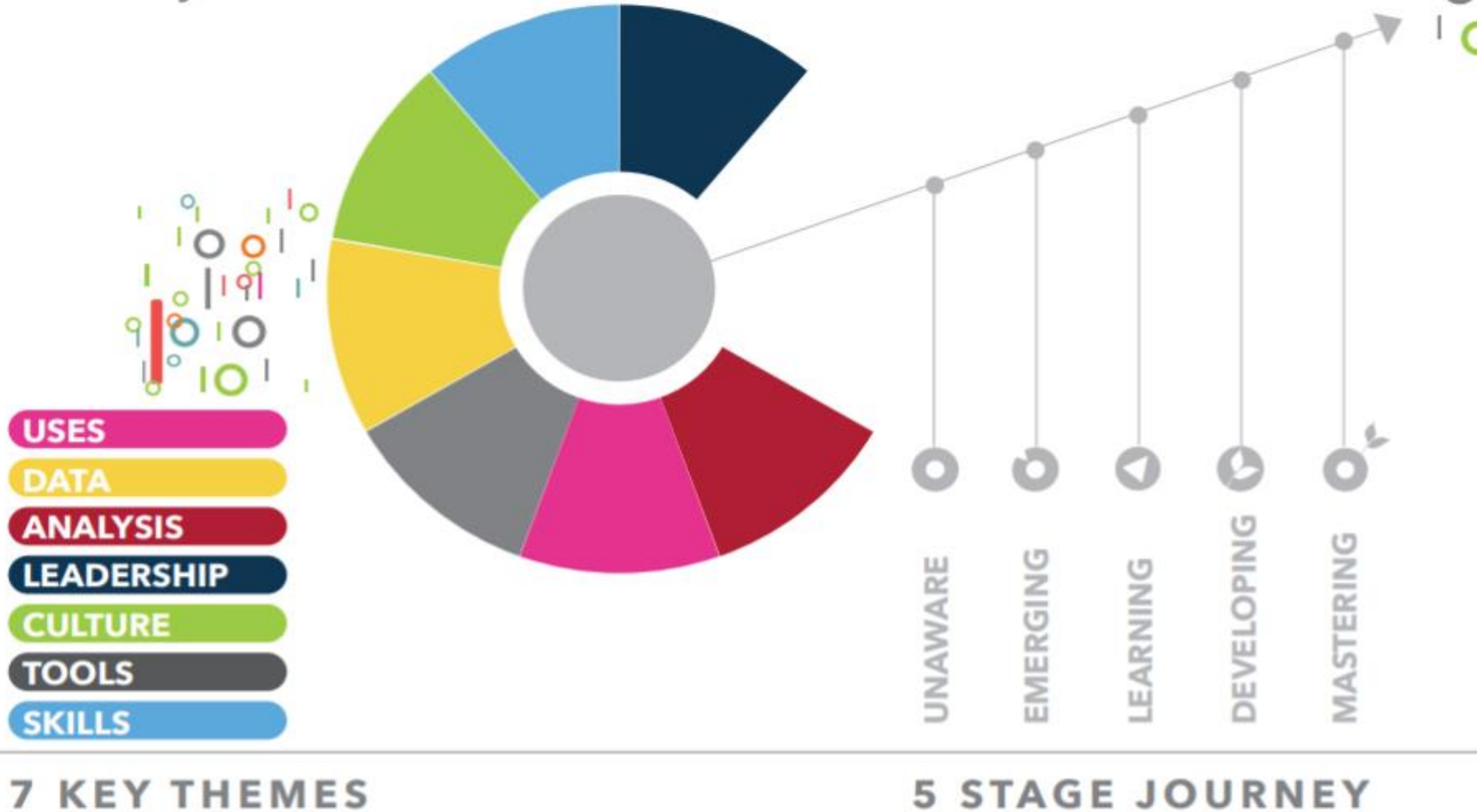
Types of outcomes

Type	Describes changes in people's....	Example – Music Mentors
Knowledge	...understanding and awareness	Understand self
Attitude	...beliefs, values, thoughts, feelings, motivations	Belief in self
Behaviour	...actions, conduct, habits, participation, engagement	Determination to succeed
Skills	...practical, educational, interpersonal, emotional	Better self-regulation
Condition	...personal state, situation, circumstances	Non-criminal identity
Opportunity	...availability of appropriate programmes, accessibility, inclusion	Opportunities for employment (protective factor)

<https://datawise.london/resources/reframing-data-ideas-expecta/>



The Data Maturity Framework





How data savvy is your organisation?

Try one of our free self-assessment tools to find out

20 minute self-assessment

I only have 5 minutes

<https://www.dataorchard.org.uk/data-maturity-assessment-tool/>

Section 1: Uses

This section is about the purposes for which your organisation uses data. As far as possible respondents are encouraged to think 'whole organisation wide'.

To what extent does your organisation use data for the following service-related purposes? Note: The term 'clients' is used as an overarching term for beneficiaries/customers/service users.

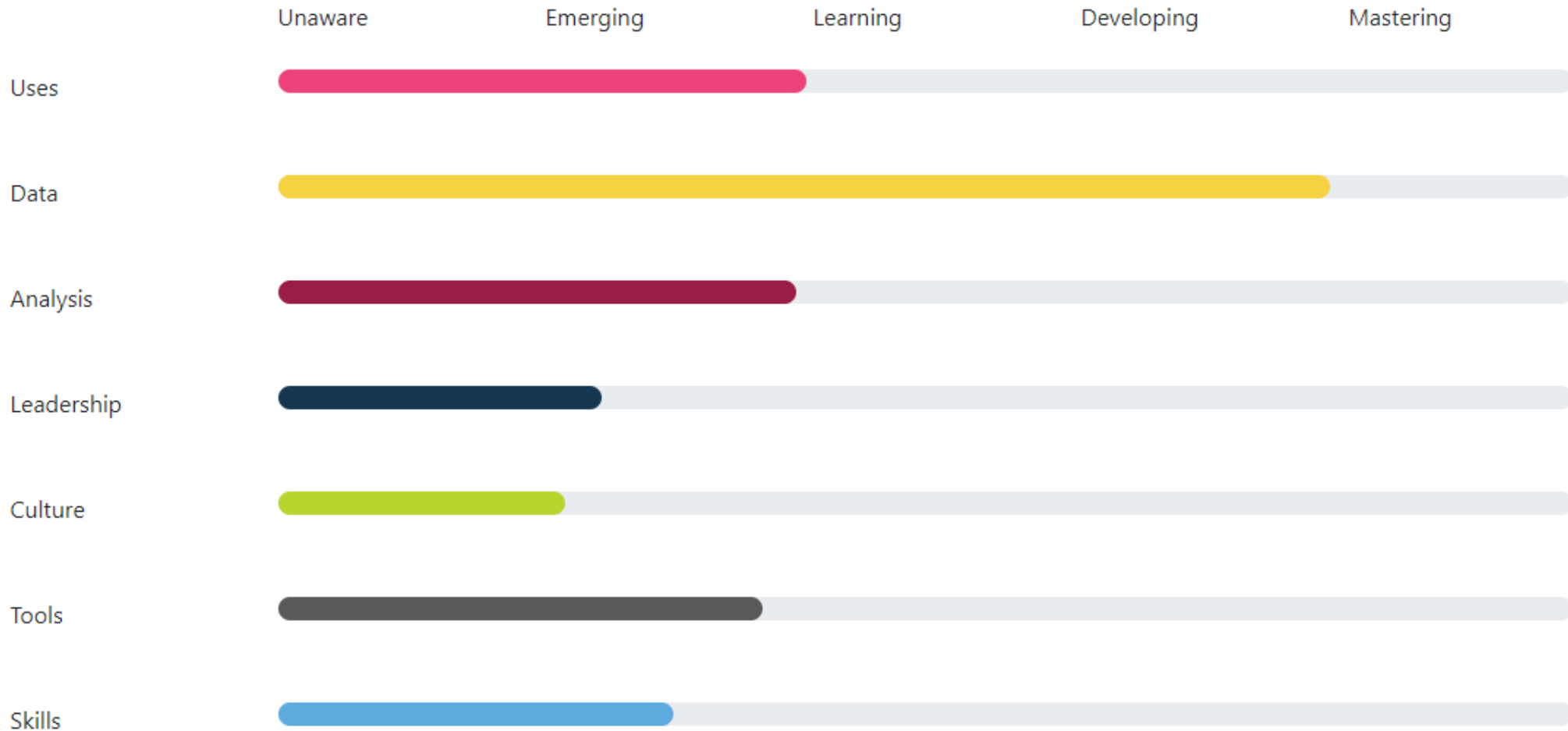
	extensively	moderately	a little	not at all	don't know/not applicable
Recording activity/work with clients	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Measuring <u>service quality</u> and performance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Measuring the difference you make e.g. <u>outcomes</u> , <u>impact</u> evaluation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Evidencing the needs/problems you seek to address	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Understanding the types of clients/environment you serve (e.g. <u>profiles</u> , characteristics)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

NEXT

You scored your organisation in the Emerging Stage

Your overall score, based on the average across the seven themes, was **2** out of **5**. You have scored your organisation strongest in **Data, Uses, Analysis**. Your responses indicate priority areas to focus on are likely to be **Culture, Leadership, Skills**.

Your overview



External data sources – [see here.](#)



Advice trends
www.citizensadvice.org.uk/about-us/difference-we-make/advice-trends/

Advice trends summarises Citizens Advice service top level statistics. It is aimed at national government departments, regional agencies; third sector organisations concerned with advice or policy and policy researchers.



Ethnicity Facts & Figures
www.ethnicity-facts-figures.service.gov.uk/

Headline figures from each government department detailing ethnic inequalities in the UK.

LONDON DATASTORE

London Datastore
data.london.gov.uk

The London Datastore is a free and open data-sharing portal where anyone can access data relating to the capital.



London's Poverty Profile
www.trustforlondon.org.uk/data/

Official data from over 100 indicators, revealing patterns in poverty and inequality.



Metropolitan Police
www.met.police.uk/sd/stats-and-data/

Tools to help see what local police forces are doing to combat crime, identify different types of crime and map out different crime stats.



Nomis
www.nomisweb.co.uk

Data from a range of surveys, including the 2011 Census. Enter a location and get a report detailing population characteristics of the local area.



Public Health
fingertips.phe.org.uk/

Rich source of indicators across a range of health and wellbeing themes that has been designed to support JSNA and commissioning to improve health and wellbeing and reduce inequalities



Department
for Work &
Pensions

Stat-Xplore
stat-xplore.dwp.gov.uk

Explore Job Centre data, including types of benefits received, and rates that sanctions are applied, by area and individual characteristics.



The London Intelligence
www.centreforlondon.org/project/london-intelligence/

Quarterly publication from the Centre for London, that identifies the changes taking place in the City to help policy makers prepare and plan for the future. Analyses the latest data under five major themes: Demography, Economy, Infrastructure and housing, Society and Health and environment.

UK Data Service



UK Data Service
www.ukdataservice.ac.uk

Holds a range of social, economic and population datasets. They also publish 'how to' guides and case studies of effective use of data.



Understanding Society
www.understandingsociety.ac.uk

Search results from academic research using the UK's largest representative household survey.



Ward Profiles and Atlas
data.london.gov.uk/data-set/ward-profiles-and-atlas

Provide a range of demographic and related data for each ward in Greater London. They provide an overview of the population in these small areas including data on population, diversity, households, life expectancy, housing, crime and employment.



Who runs London
www.londoncouncils.gov.uk/who-runs-london


London Councils publish data from London's local elections, London MPs and their constituencies and data looking at 50 years of political control of the boroughs.



YouGov Results
yougov.co.uk/results/

Runs surveys of public opinion on topical issues, with gender, age and social class breakdowns.

Responsible data life cycle template

 MAKING A DATA PLAN		
What is your purpose? What are you going to do with the data?	What methods/tools will you use to collect the data?	
How will you get informed consent?	SCENARIO	Who will you collaborate with?



Where to get help?



- ✓ Datawise London – [book a Local Insight one to one](#) to explore external open data sets. [Sign up to our eNews](#) for tips, resources & future training offers
- ✓ Superhighways Trust for London funded training / support – [see programme here](#)
- ✓ DataKind UK – [Office Hours](#) / [Data Dives](#)
- ✓ Coalition for Efficiency – [Impact Chats](#)
- ✓ Royal Statistical Society – [charity pro bono scheme](#)
- ✓ Pro Bono Economics – [Data First Aid](#)