



Data Essentials

DISCOVER. LEARN. ANALYSE. SHAPE. REPEAT



FOR CHARITIES & COMMUNITY ORGANISATIONS



London's community data is one of our greatest assets - our mission at Datawise is to help you unlock it.

DISCOVER. LEARN. ANALYSE. SHAPE. REPEAT.



TRAINING, ADVICE AND HELP WITH DATA CHALLENGES

For people who want to explore the role of data in shaping their own charity or community organisation's services - or influencing others.

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

www.datawise.london

Makerble

COALITION
— FOR EFFICIENCY —

DataKindUK

hear
humanity. equality. rights.

london plus

About us

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

- ✓ Support
- ✓ Training
- ✓ Consultancy
- ✓ Digital inclusion
- ✓ Impact Aloud
- ✓ Datawise London
- ✓ E-news sign up
<https://superhighways.org.uk/e-news/>



Becoming more Datawise...

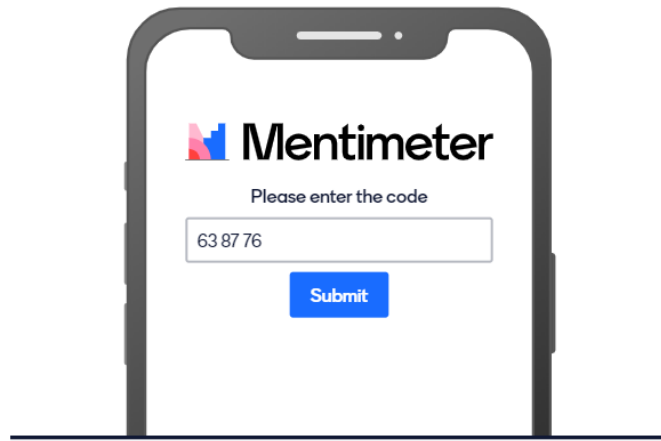
- ✓ A bite-sized Data Essentials session – exploring what data can do for you.

You'll:

- ✓ Gain some ideas for using data to inform your decision making
- ✓ Discover some best practice top tips
- ✓ Find out about a range of useful external data sources
- ✓ Learn about some free and affordable digital tools that can help collect and present findings



Go to
www.menti.com



Enter the code

5929 8991

Or click on the link in chat

<https://www.menti.com/pgse8vc saz>





Data collection



Types of data

User data

Asks: demographics, characteristics, reason for coming service

Establishes: your target audience, who you are serving

Engagement data

Asks: how people engage, frequency, why they stop

Establishes: the extent to which people use your services and how

Service data

Asks: what they liked / didn't like, why, what they would change, what is special

Establishes: whether users are satisfied and your service is working as intended

Outcome data

Asks: what has changed as a result of using the service, what have people gained

Establishes: short-term and long term impact on people's lives

Jamboard exercise

User data

Engagement data

Service data

Outcome data



Types of data

Music Mentors Part 2

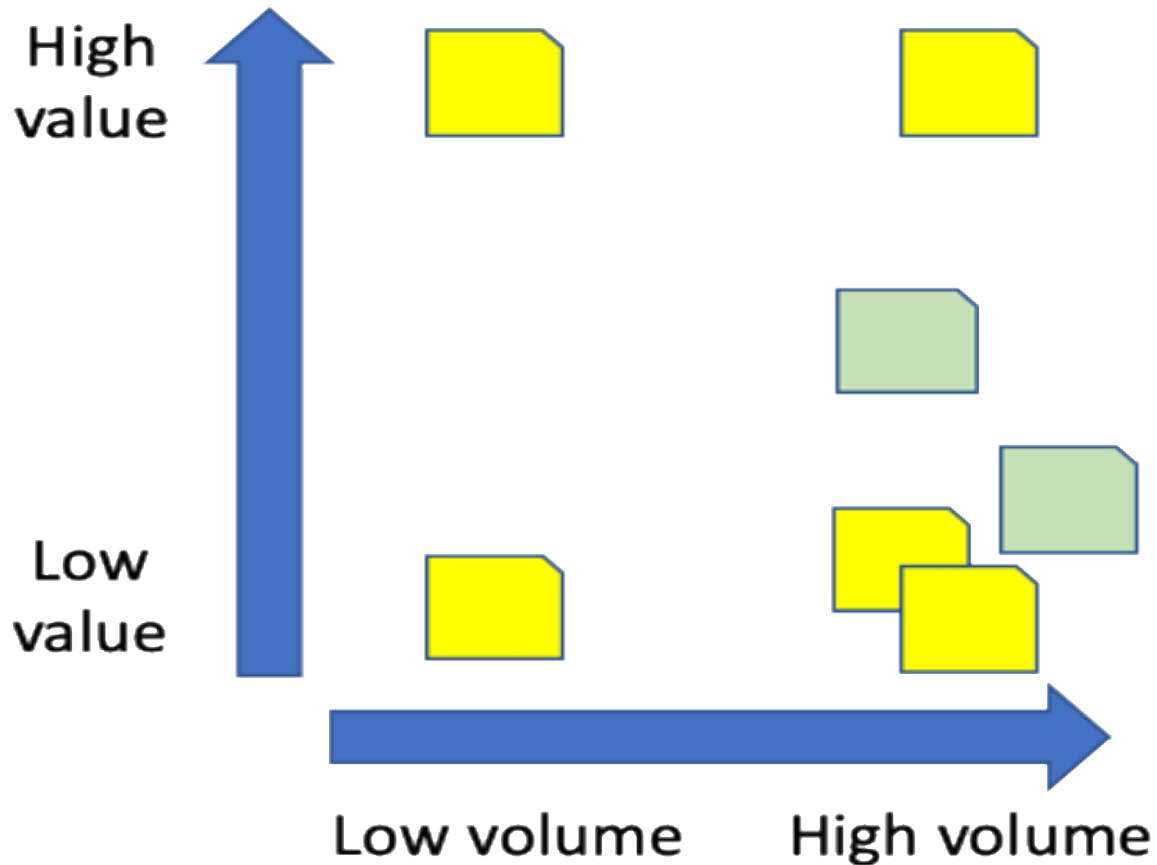
DATA COLLECTION:

USER	ENGAGEMENT
• • •	• • •
SERVICE	OUTCOME
• • •	• • •

0:35 / 2:45



How do you use it – sorting exercise



- Measuring impact
- Influencing funders
- Promoting services to the public
- Ensuring accessibility

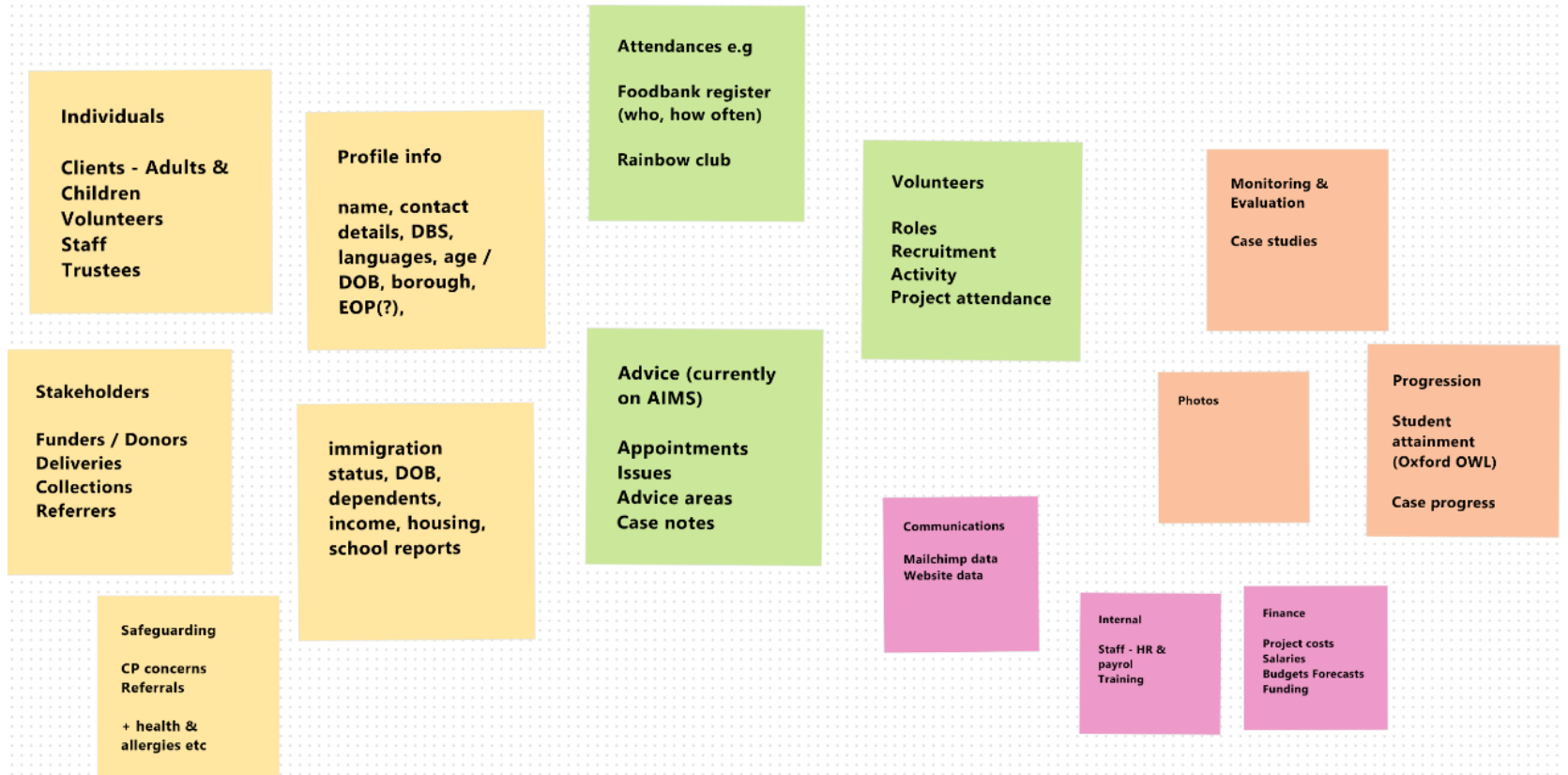


Post-it exercise goes remote!

4 whiteboard tools to try:

- Google Jamboard
- [Microsoft Whiteboard](#)
- [Miro](#)
- [Mural](#)

What DATA does AFRIIL collect?



Download and complete it now!

This worksheet contains step-by-step guidance to help you review the type, quality, and purpose of your existing data to ensure you can make effective decisions during a crisis. We have also created an excel version to support you with larger quantities of information.

[DOWNLOAD THE WORKSHEET NOW](#) 

[DOWNLOAD THE EXCEL VERSION](#) 

INSPIRING IMPACT

Keen to review your data as a team?

We know reviewing your data in isolation can lead to gaps in knowledge, so we have created a quick 30 – 45 minute team exercise to help start unpicking the info you need to fill in the worksheet.

We have prepared a series of slides (with notes) to help you run the exercise with your team.



[DOWNLOAD NOW!](#) 

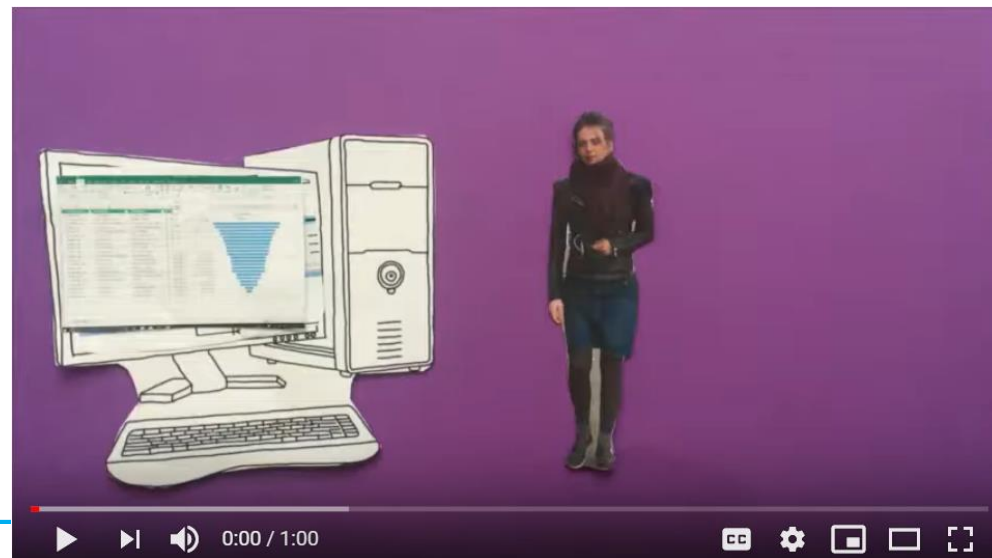


Using your data



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 (10 mins) then brief feedback 2 ideas for further exploration

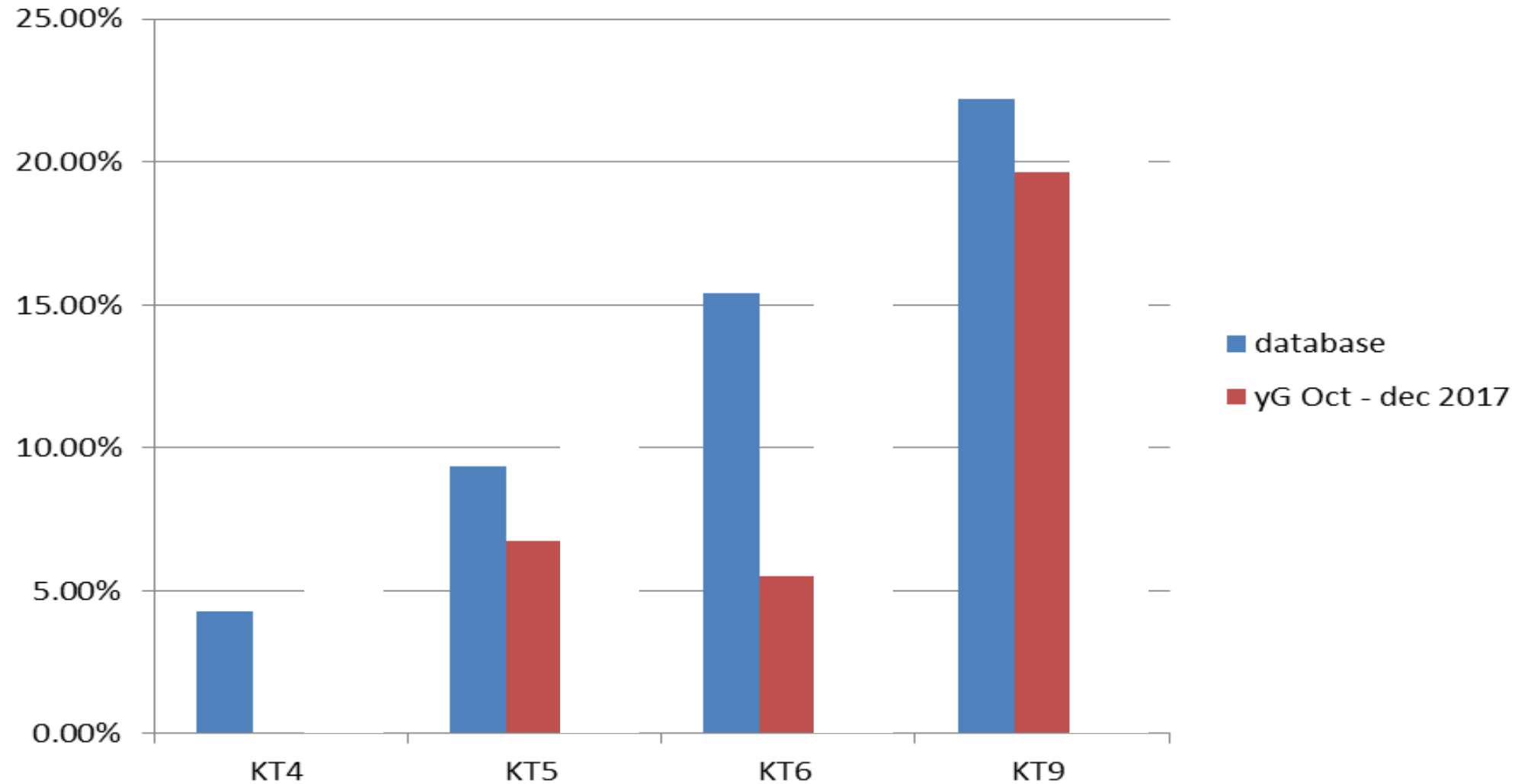


Recap on steps

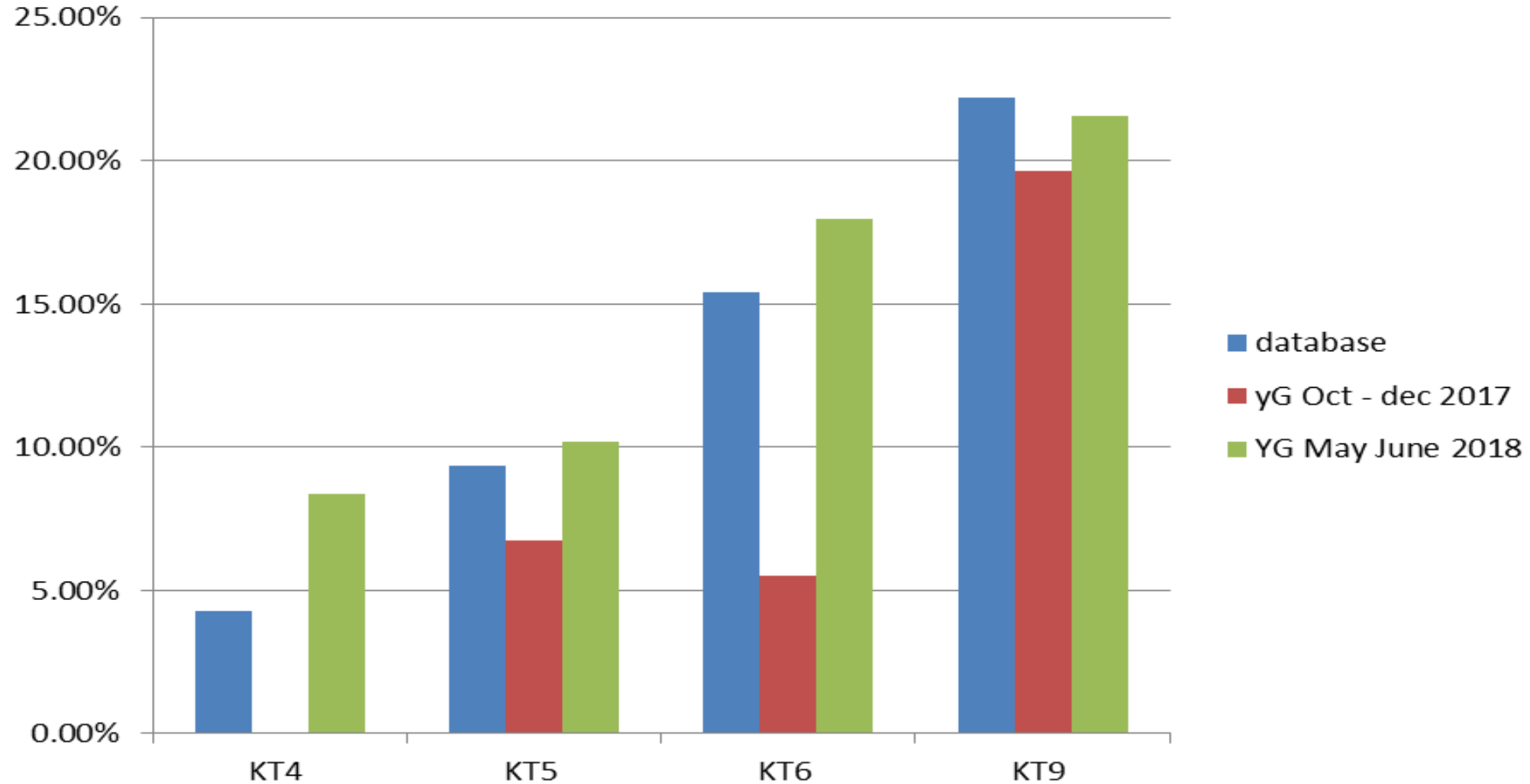
- ✓ Exported current data on numbers of young carers on their database
- ✓ Used Excel to analyse spread across top level post codes (used Split columns and Pivot tables to Count nos & Charts to visualise)
- ✓ Compared against attendance at the Youth club
- ✓ Used to evidence the gap and source funding for the mini bus (using a local Community transport scheme)
- ✓ Compared 6 months later to see the change



12+ Youth group Attendance before transport grant and introduction of minibus service



12+ Youth group Attendance before and after transport grant and introduction of minibus service



Best practice data tips

- ✓ Compare like with like – use full data sets
- ✓ If your sample size is less than 50, use numbers instead of percentages
- ✓ Be mindful of factors that can skew your data
 - ✓ Can you generalise? Is it representative? Response rate? External factors? Timing? Halo effect?
- ✓ Investigate unused data – are there similarities in people who drop-out or don't use a programme? Do you ask why?

What is YOUR data hunch?

I'd like to
investigate...

My hunch is...

- ✓ Have a think now...
- ✓ We'll come back to this a bit later!





Using external data



Other useful data sources / resources

- ✓ London Data Store – [London area / borough profiles](#)
- ✓ London Data Store – [Population projections explorer](#)
- ✓ London Data Store – borough / ward [Excel mapping templates](#)
- ✓ Indices of Multiple Deprivation – [Comparison map of 2015 & 2019](#)
- ✓ Mayor of London Survey of Londoners – [Headline findings](#)
- ✓ London Community Response Survey – [Covid-19 weekly results](#)
- ✓ Making the most of the London Data Store – [Scenario guides](#)
 - ✓ UNDERSTANDING THE IMPACT OF WARD LEVEL POPULATION GROWTH ON YOUR SERVICES
 - ✓ TARGETTING SERVICES TO OLDER PEOPLE MOST LIKELY TO BE SOCIALLY EXCLUDED
 - ✓ UNDERSTANDING YOUR LOCAL AREA – ARE VOLUNTEERS REFLECTIVE & WHAT ABOUT CRIME STATS



London's Poverty Profile

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



Populations

KEY FINDINGS

41%

of Londoners are from BME backgrounds.

38%

of Londoners from BME backgrounds are in poverty, compared to 21% of White Londoners.



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



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

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.

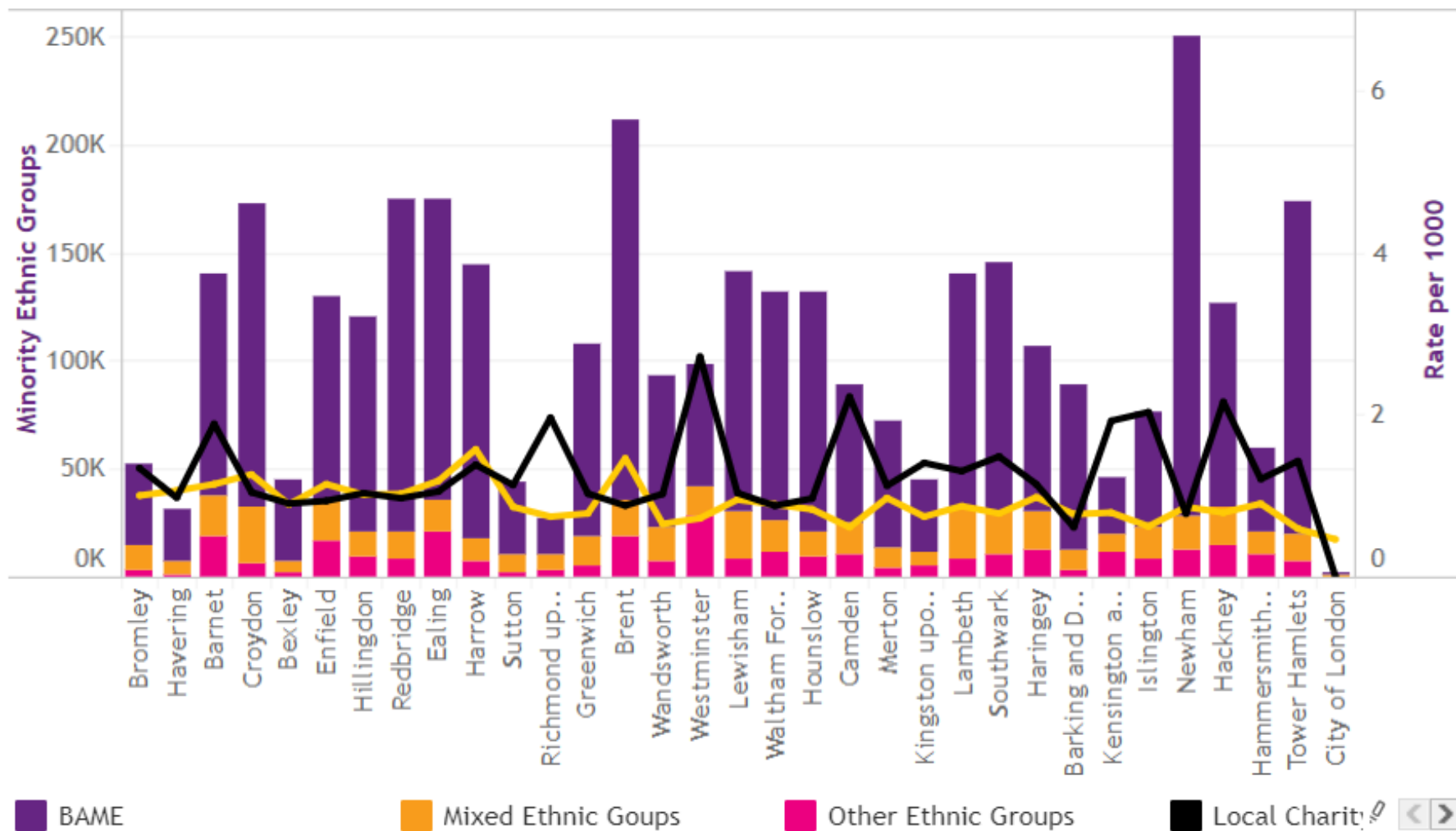
NPC



Interactive Covid-19 data for charities and funders



Minority ethnic groups, local charity density and COVID-19 mortality rate for London



London Poverty Profile: Quick Question

- ✓ What is the increase in working age Londoners out of work *and* claiming Universal Credit between May 2019 and May 2020?
- ✓ *Navigate to explore by Topic and then choose Work, Worklessness and Benefits. Look at the first Out of Work benefits chart. Tip – click on the columns to see the values..*
- ✓ Answer: Increase from 2.4% to 7.4% (circa a threefold rise, or 5 percentage points increase).





Borough Comparison: Work, Worklessness & Benefits

Employment rate by highest qualification

Employment-related deprivation

English Index of Multiple Deprivation, rebased for London

Hours worked

Households affected by the benefit cap

Households and their work status

Households and their work status by net income quintile

Labour market activity

Out-of-work benefits

Pay per hour

Pay per year

People on out-of-work benefits, by London borough

Poverty and employment status

Poverty and industry categories

Poverty and occupation

Poverty for London's adults, children and pensioners, by family work status

Poverty rates by type of working household

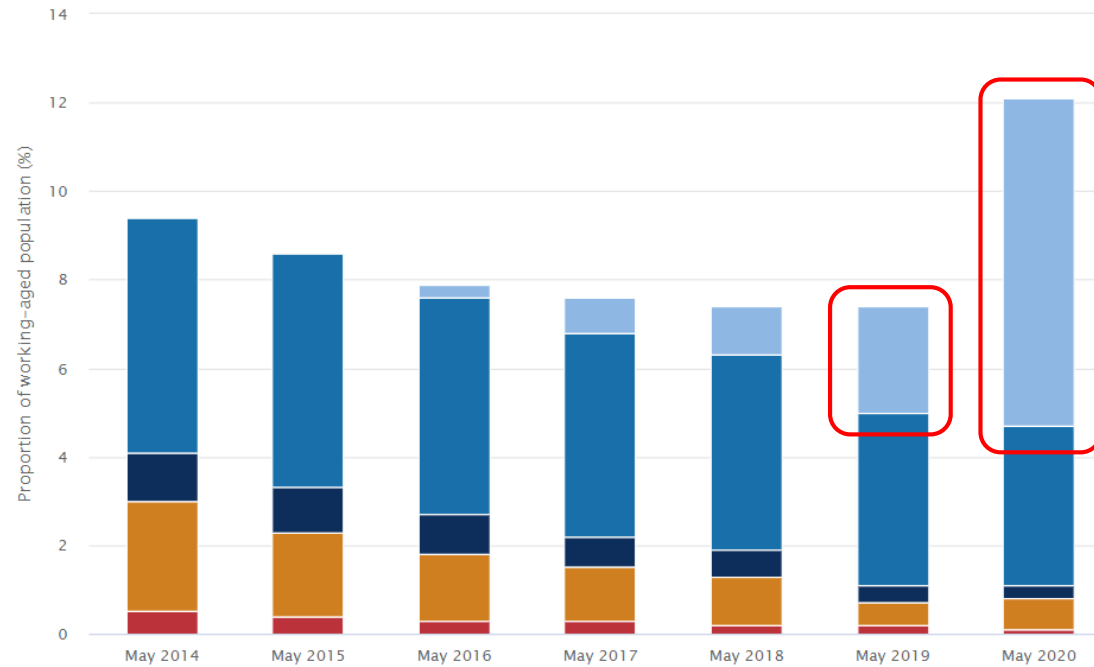
Out-of-work benefits

Proportion of Londoners aged 16-64 on out-of-work benefits by benefit type (2014-2020 (Q2))

Data source and notes

Share ▾

Download chart ▾



- Universal Credit (out-of-work) - London
- Income Support - London
- Jobseeker's Allowance - London
- Pension Credit - London
- Universal Credit (out-of-work) - Rest of England
- ESA and other Incapacity Benefits - Rest of England
- Income Support - Rest of England
- Jobseeker's Allowance - Rest of England
- Pension Credit - Rest of England

London's Poverty Profile 2020

The proportion of working-age Londoners on out-of-work benefits has fallen since 2014, but has risen



What is your data hunch?

- ✓ What hunch / question you'd like to explore further for your organisation and its work...
- ✓ Please add to chat...



Example (KYCP): 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

External data:

Public transport data
Safety
Other youth clubs available?

Tools Needed

Excel

CRM

Mapping tools

External data sources

Skills Needed

Excel (pivot tables & charts)

Ability to find & external data sources

How to analyse external data

How to map data



Digital tools

FOR DATA COLLECTION, ANALYSIS & PRESENTATION



Collecting data



Create and publish free surveys online in minutes with **Google Forms**. View results graphically and in real time.



With **Microsoft Office 365** forms you can easily create quizzes & surveys and see the results as they come in.



SurveyMonkey

Create and publish online surveys with **SurveyMonkey**. Basic free account does not allow export of data to Excel.



Create a **QuickTap** survey online and collect responses using a tablet even when you are offline. Starts at \$16/month.

Mapping data



Use **Batchgeo** to easily create maps by copying and pasting postcodes from Excel. Add other data and map pins will be colour code accordingly.



Google MyMaps allows you to plot pin data but also add up to 10 layers including shape files e.g. Borough / Ward outlines.



Input a postcode, and **MapIt** returns the constituency, council area & ward and more. You can also download area shape files.



Useful tool for batch post code look ups and downloading top level post code shape files

How to choose a survey tool – [read our blog post](#)



Mapping data points...

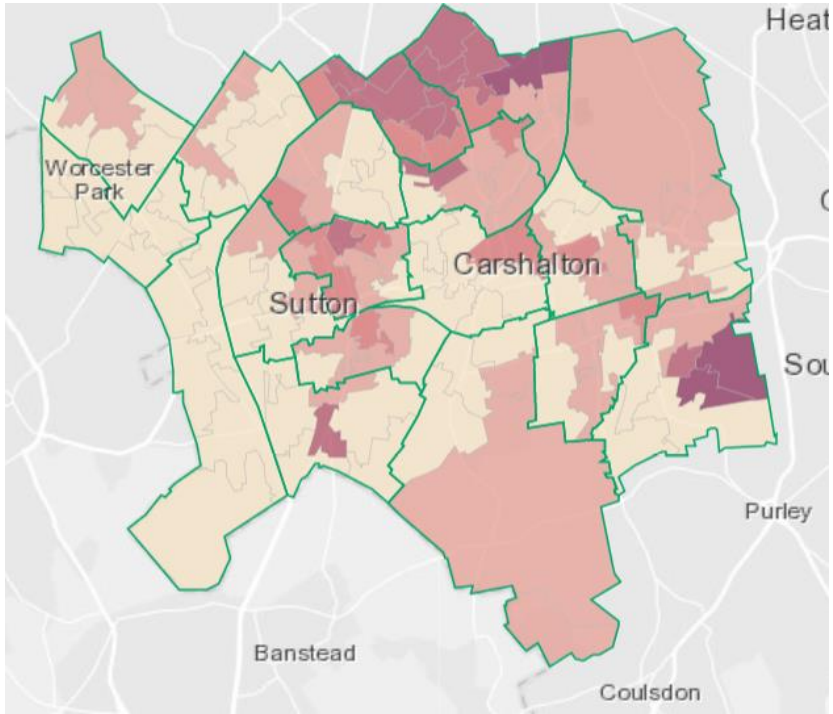


What can you see?

Paste data sets with postcodes & create a map

- ✓ Blue existing volunteers
- ✓ Red new client referrals

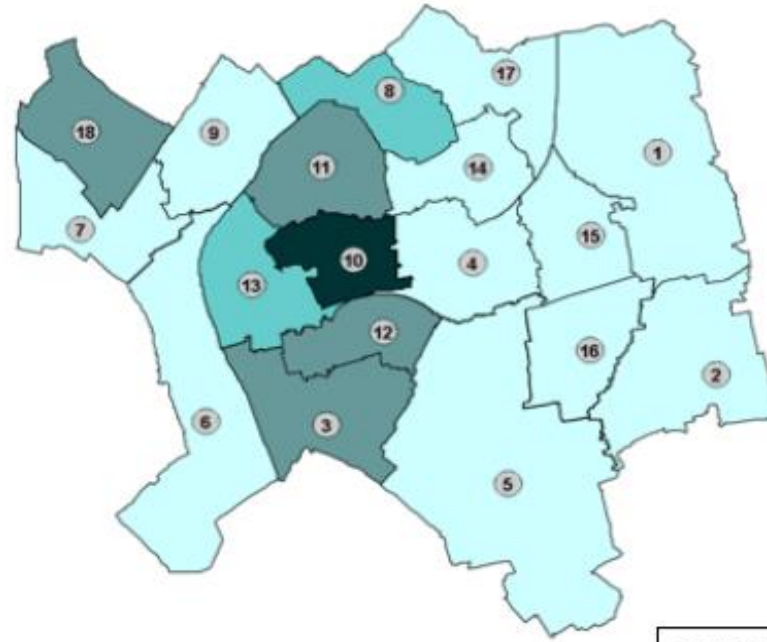




Indices of multiple deprivation

What can you see?

clients by Ward

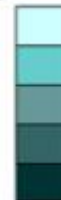


Darker shades represent higher numbers of clients

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	





Storytelling



“

I've learned that people
will forget what you said,
people will forget what
you did, but people will
never forget how you
made them feel

”



“no numbers without stories, no stories without numbers”

Stories and Numbers: Collecting the right impact data, New Philanthropy Capital

three in five donors pay close attention to impact



87%

of funders use evidence of impact when deciding to give out money



1000 Volunteers



1000 Volunteers



1000 Volunteers
got out of bed on
a Saturday
morning



1000 Volunteers got out of bed on a Saturday morning



See Sarah's story



Our Favourite Apps 2019



Infographics



Create infographics, social media posts, flyers and more for web or print with Canva. Charities can upgrade to Canva for Work for free.



Piktochart

Choose from a range of Piktochart templates and icons to visually present your data. Charity discount.



Infogram lets you create infographics and interactive online charts. Basic free account available.

Audio



audioBoom lets you record, collate and share audio content online. Monthly cost \$9.99.



An alternative to audioBoom, SoundCloud also allows private storage. Publish up to 3 hours of recordings for free.



Audacity desktop software is free to download and allows you to edit your audio interviews.

 Otter.ai





Representing your data



Over the last

12

MONTHS



38

VOLUNTEERS



gave us

1126.5

HOURS



That equates to

140

WORKING DAYS

Thanks to all our volunteers!



welcome!



I can't believe it's already been a year ago since I told my story at the KCAH AGM!

The last few years have been quite a journey for me. Going back to 2014, I was successful in my career and on an upward trajectory. But within a year, my addiction had taken over and I was at KCAH's door, having lost everything. I was street homeless. My mental health was deteriorating, my substance misuse was getting worse and I was habitually offending to fuel my need to change the way I felt. I had no family to turn to for help and after admissions to hospital and psychiatric wards I was at my rock bottom.

KCAH persevered with me – I was not a model client – not just giving me practical assistance but emotional support too. They went above and beyond their remit with me and facilitated my admission to a rehab centre in June 2016.

15 months later, I remain abstinent and I am getting my life back on track. I have been volunteering for KCAH and start a job soon. I have been given tools that allow me to deal with life in a healthier manner. Words cannot describe the importance of a safe environment in which to identify the causes of homelessness and addiction. I can honestly say that without KCAH, I would be in prison, a psychiatric ward or worse.

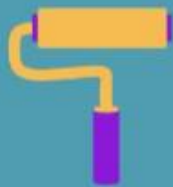
I hope that you'll enjoy the stories in our Annual Review. *Welcome Home.*

Adam Jenss - volunteer and former KCAH client

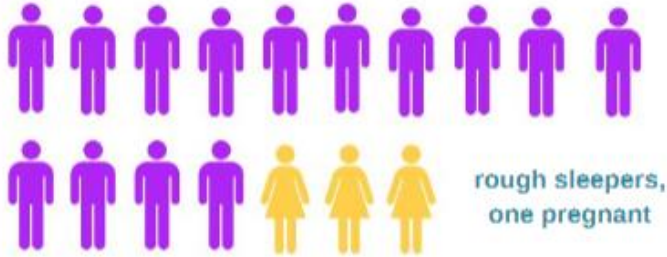
3.



the access project



the winter night shelter



12.

our advice service (HCIS)



Very satisfied
94%

64%
of new clients were
homeless on the day



Gathering your story – audio

Adoption experience of same-sex couple by Steve and Shane



+ Playlist Like Embed

Next

- Martin Coles' story: Adoptive father shares experience

Top Posts

- 'Loved' - Poem by 'Sarah', 11. by Fostering and Adoption
- 'Hope' - Poem by 'Sarah', 11. by Fostering and Adoption
- Martin Coles' story: Adoptive father shares experience by Fostering and Adoption

Share on   

How important is it to tell your story?



**Which tools do you think
you'll go and try out next?**

**Please add to Chat & we'll
have a Q & A...**





Data Maturity

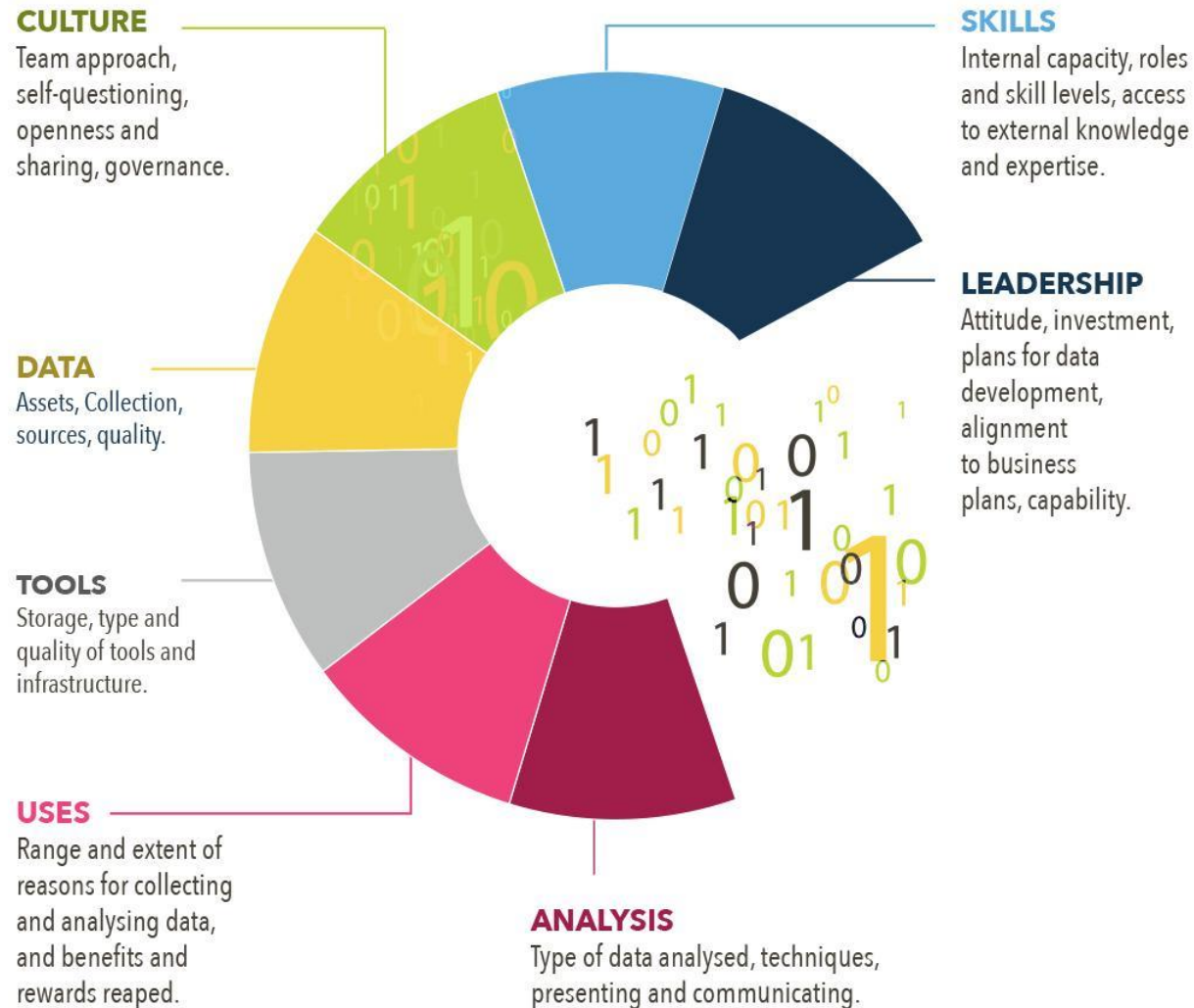


How data mature is your org?

The Themes of Data Maturity

Developed by:
DataKind UK &
Data Orchard

<http://dataevolution.org.uk/the-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"/>

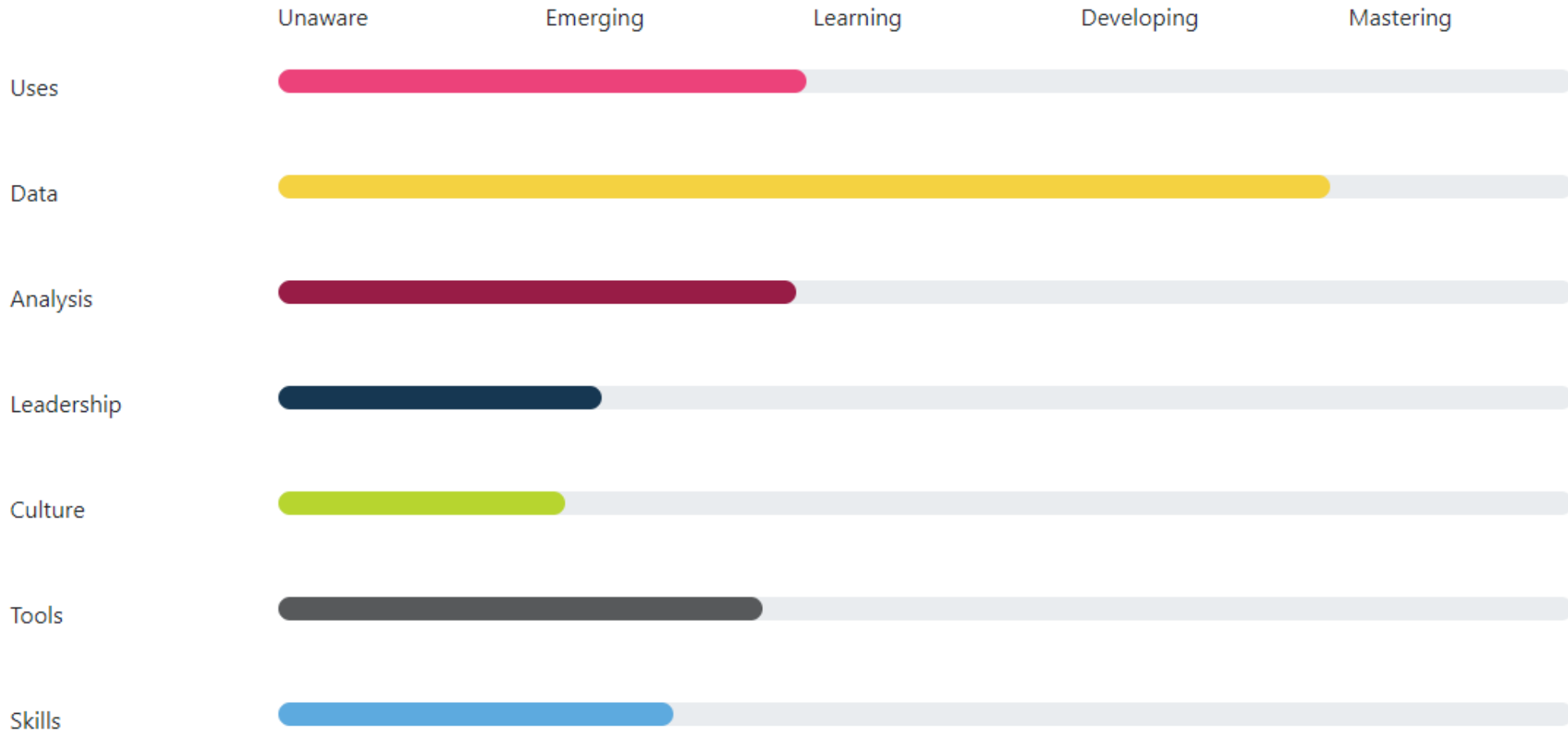
NEXT



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



Becoming more curious...

- ✓ What is your data hunch?

Next steps

- ✓ Complete our session evaluation
- ✓ Register for Datawise London support
- ✓ Check training opportunities [on our Eventbrite page](#)
- ✓ [Sign up to our eNews](#)





Thank you for listening

KATE WHITE

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