Shaping a More Data Wise London

SHARING LEARNING FROM OUR WORK SUPPORTING SMALL CHARITIES AND COMMUNITY GROUPS BETTER USE DATA

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

Some background…

✓ Developed from previous support projects – **Impact Aloud** and the Refugee & Migrant Data Project along with **The Way Ahead** initiative

✓ There were no holistic data support programmes pitched at smaller charities and community organisations

✓ Datawise London was born - funded by City Bridge Trust as part of the Cornerstone Fund – an innovative partnership with a collaborative approach, exploring systems change

Our partnership

18 months on from our launch...

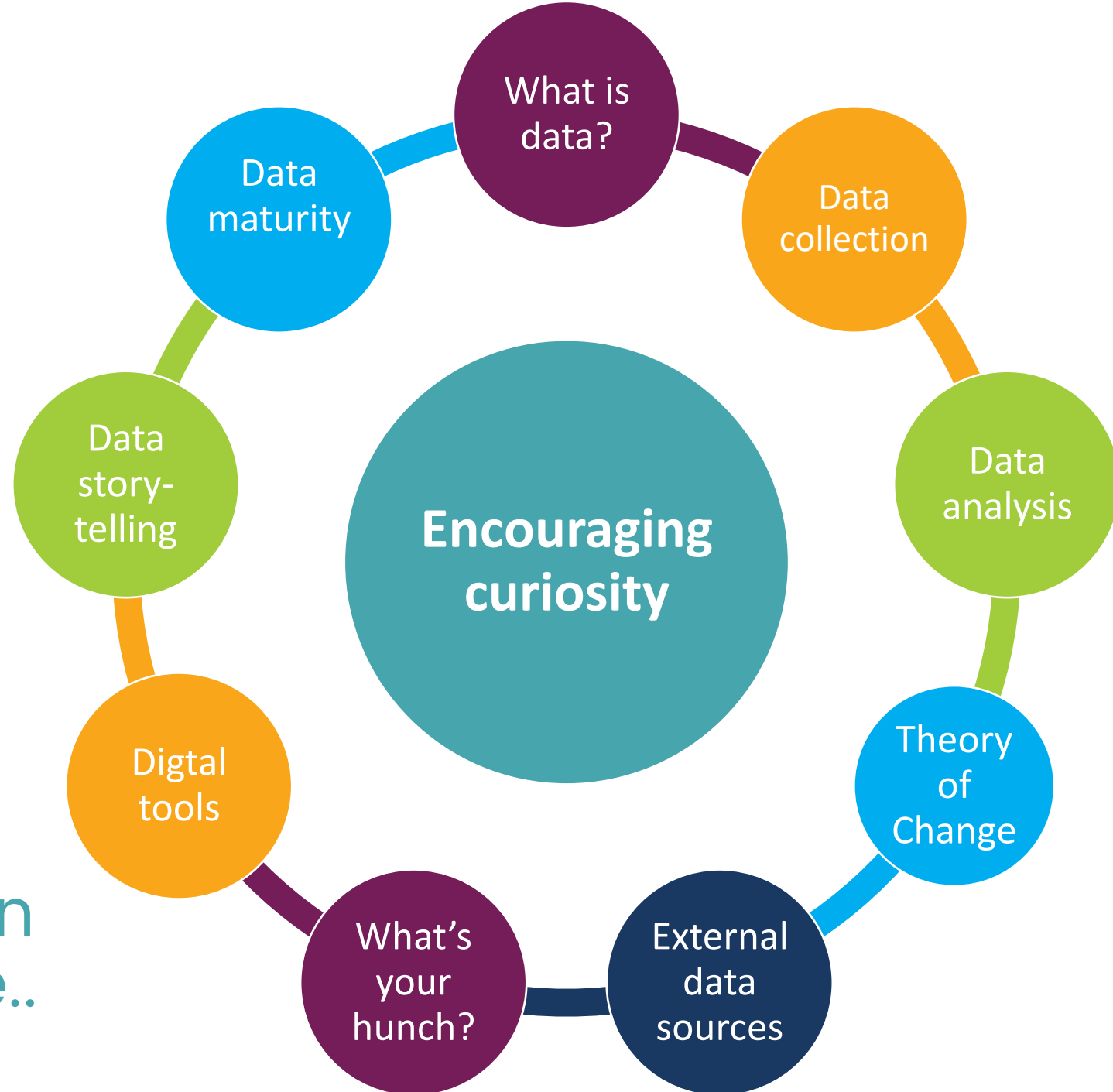|			
57 Events	**676** Participants	**309** Organisations	**33** London boroughs

How to inspire small charities to do more with data?

How to encourage organisations to move away from just using data for monitoring purposes, to using data to shape services & influence too?
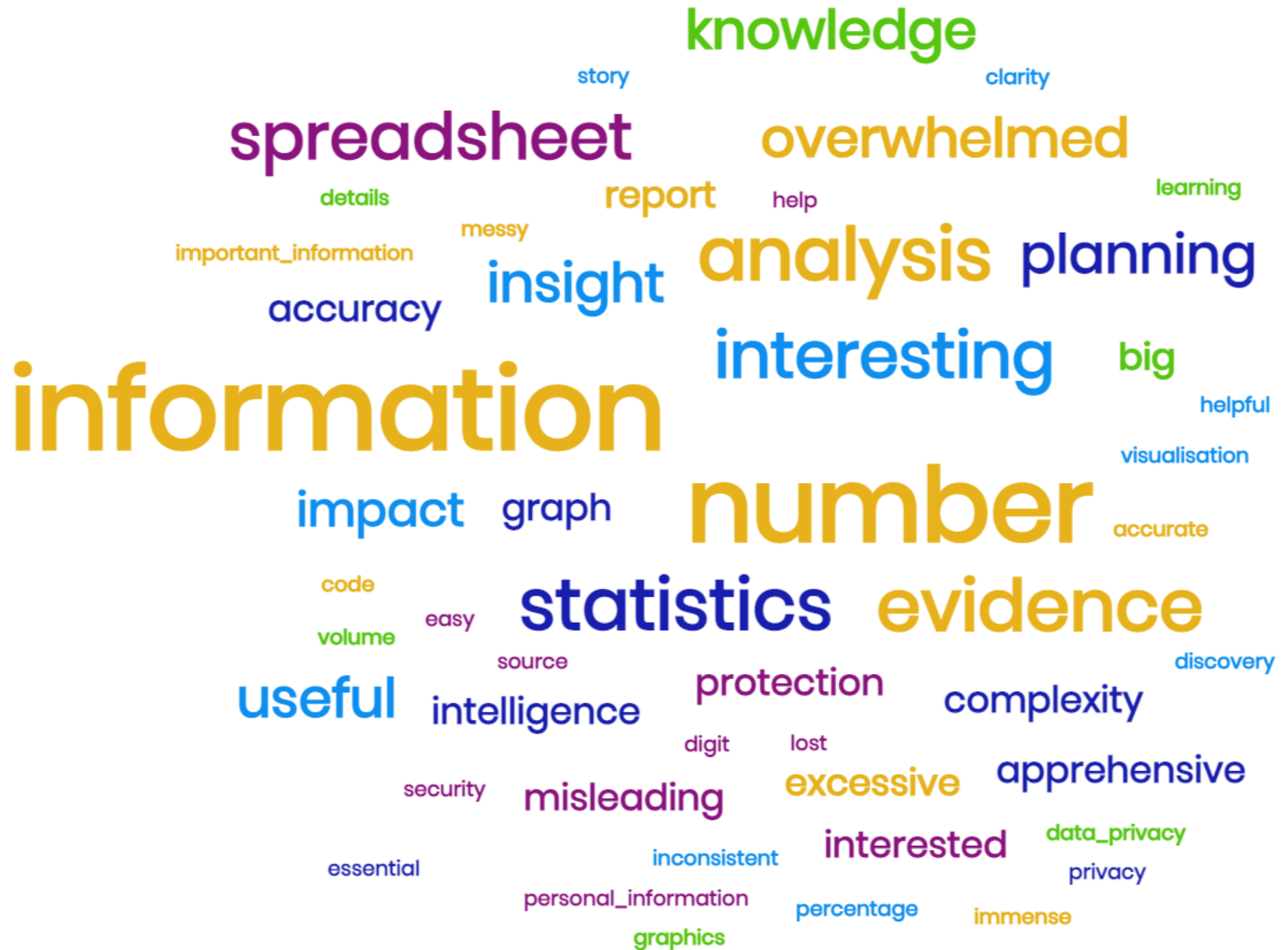
Our Data Essentials recipe

Adapting from in person to online..

What does the word DATA mean to you?

What would you say are your 2 biggest challenges with data?

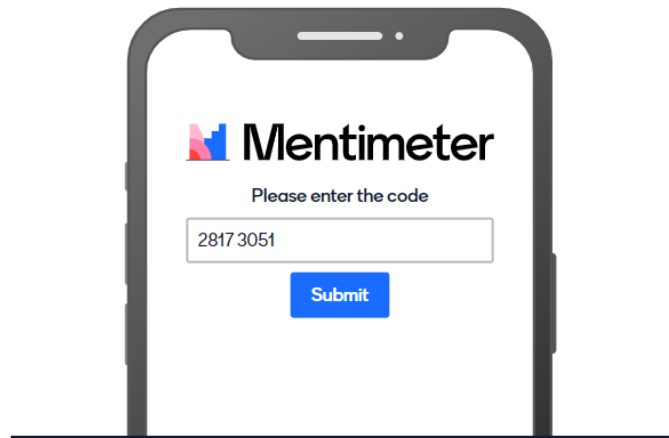|		
GDPR Risk	Using Excel effectively	Collating it into something useful
using it effectively What to find	Asking the right questions. Creating a culture of data-driven decision making	resources to collect data
Sorting vast data sets	method of collecting	Excel - how to use it
Collecting data from enough people so it's representative.Having time to make use of it.	storing it efficiently	filtering
Getting info from people without being intrusive	trying to make sense of data and trying to gain insight	We have so much data - using it all effectively to shape our services well and regularly

What should charities use data for? Pick your top 3...
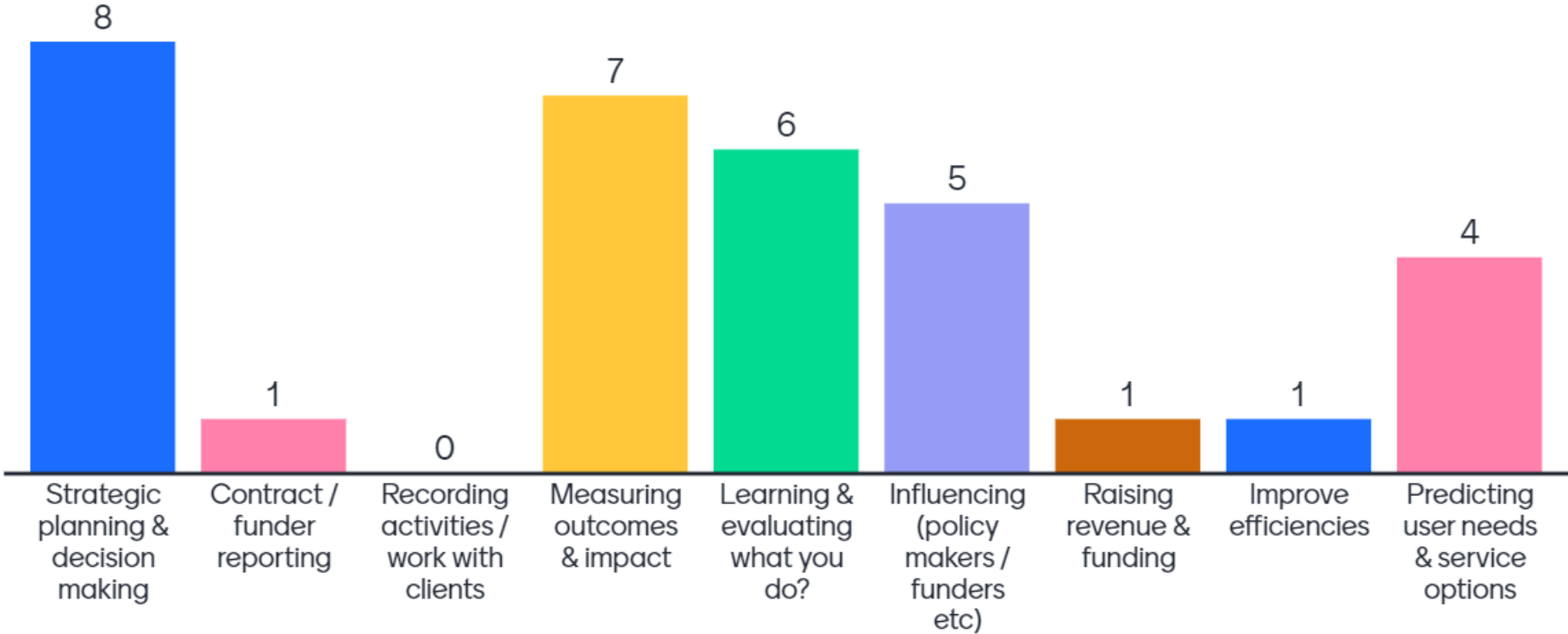
Go to

www.menti.com

We'll drop the link into chat:

https://www.menti.com/b4vnjr7x91
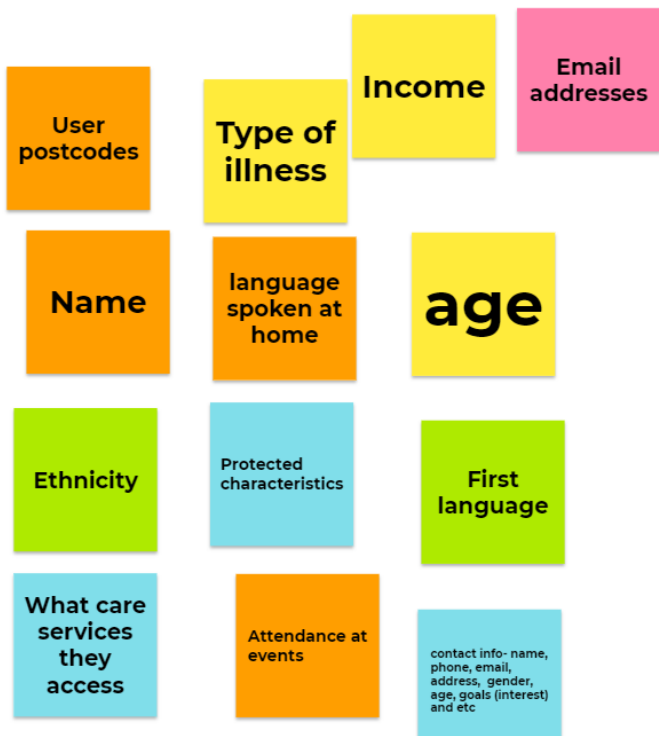

Mentimeter

Please enter the code

2817 3051

Submit

Enter the code

2817 3051

What do you use data for? (Top 3 collated)

4 types of data exercise

User data
- User postcodes
- Type of illness
- Income
- Email addresses
- Name
- language spoken at home
- age
- Ethnicity
- Protected characteristics
- First language
- What care services they access
- Attendance at events
- contact info- name, phone, email, address, gender, age, goals (interest) and etc

Engagement data
- Mailshot opening rates
- Events attendance
- Satisfaction survey
- gender
- number of visitors each day
- Initial assessment
- Whether they've come to our training before
- Service/support needed
- reason for visiting

Service data
- Feedback on training
- did you find the service useful?
- Website hit stats by section
- Annual survey
- How did we help you?
- Pre post questionnaire
- Training useful
- Service provided
- what would make it better?
- If there is anything they'd have changed in the training
- Frequency of service (pre-determined package)
- What did people most enjoy from the activity

Outcome data
- How much did they learn?
- Do people feel more confident as a result of attending services
- Evaluation
- Employment
- Impact on wellbeing as a result of using the service
- health
- Wellbeing
- How would you rate your knowledge of [human rights law] before and after our training
- progress in relation to goals
- Improved access to services
- Impact of conference/training

Data analysis: exploring a hunch

What would Alice do next? Group 2

Safety travelling?

Safety of traveling to and from the group

How to target this group of people if there is people in need. Do other charities, GPs, Borough work with them

address's of the people who come to the group, put the data on a map

Maybe the needs of young carers who are not attending are different? Language barriers, etc?

Travel links?

Research with the people you have coming already, see if they have likes dislikes and problems barriers with attending session

Where do young people live in comparison to centre?

Bus routes?

Demand for service? Maybe there needs to be another group in a different area?

Do they know about the group. Could be just a case of advertising

Articulating hunches

"We are not engaging with many young adults in the borough"

"The services required in Kingsbury and North Brent are different"

"We aren't supporting people from the most vulnerable / deprived wards"

Using external data – a quick quiz

✓ What is the increase in working age Londoners out of work *and* claiming Universal Credit between May 2019 and May 2020?

✓ Go to the London Poverty Profile to find out..

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 ∨ |

Proportion of working-aged population (%)

14
12
10
8
6
4
2
0

May 2014   May 2015   May 2016   May 2017   May 2018   May 2019   May 2020

- Universal Credit (out-of-work) – London
- ESA and other Incapacity Benefits – 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

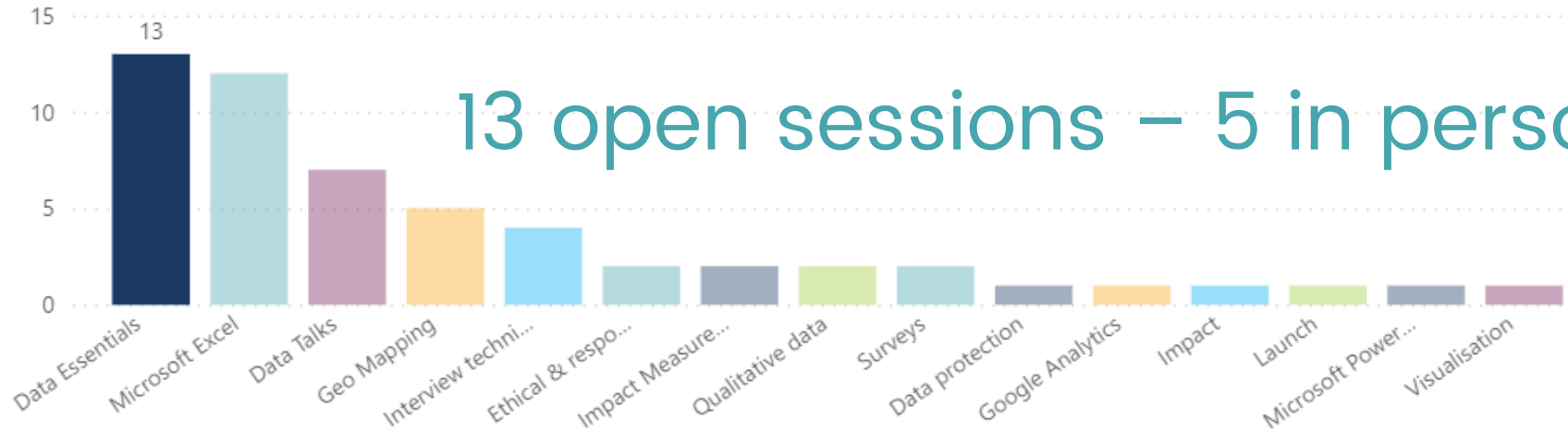The proportion of working-age Londoners on out-of-work benefits has fallen since 2014, but has risen

Our data dashboard...
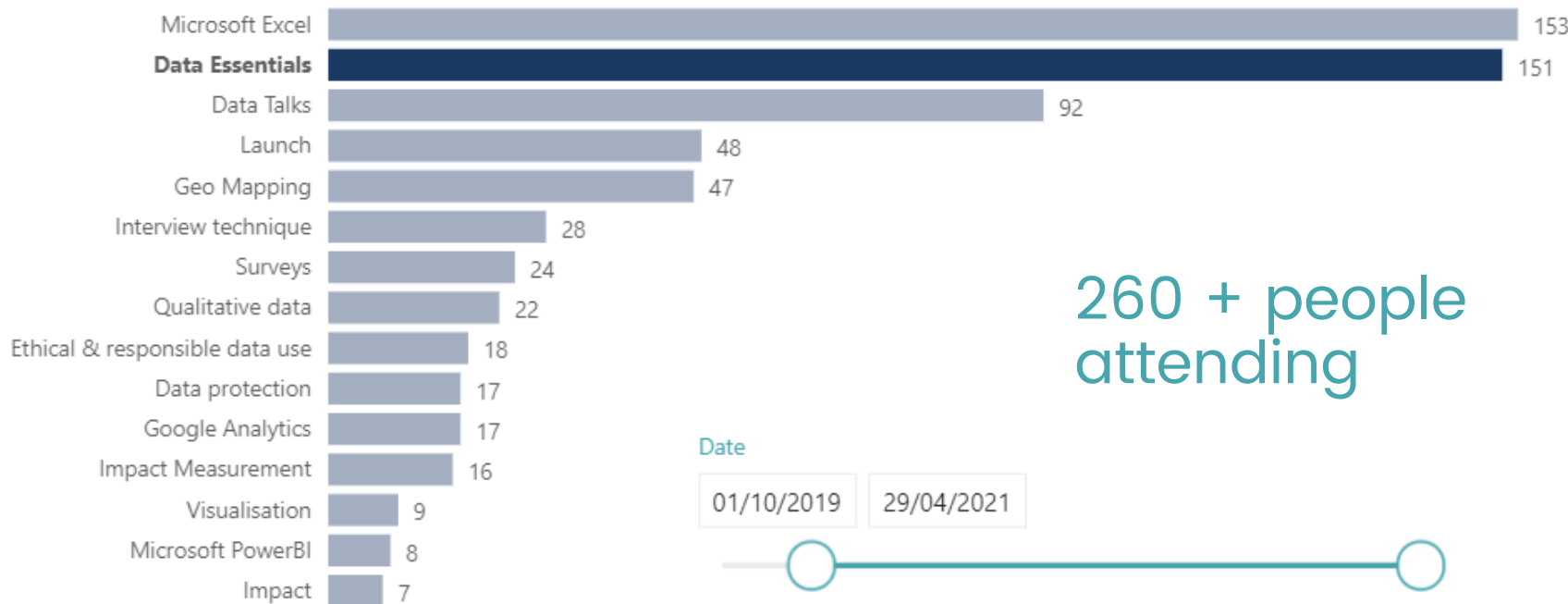
Number of events held
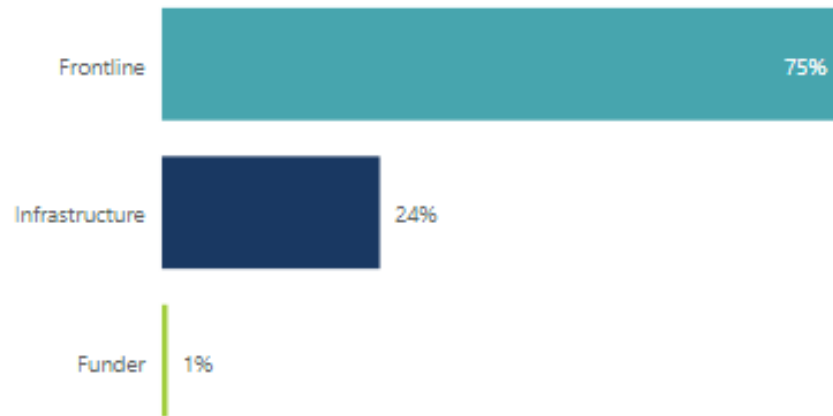

13 open sessions – 5 in person, 8 online

An additional 10 sessions in partnership with:

- CfE Learning Lab
- Bexley VSC
- Enfield VA
- Redbridge CVS
- Hillingdon4All
- Locality
- Lloyds Bank Foundation
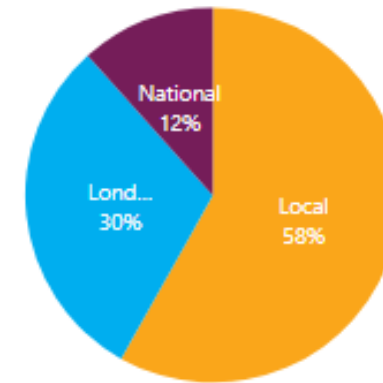- Evelyn Oldfield Unit
- Local Roots
- London VC Forum

Participants

Microsoft Excel	153
Data Essentials	151
Data Talks	92
Launch	48
Geo Mapping	47
Interview technique	28
Surveys	24
Qualitative data	22
Ethical & responsible data use	18
Data protection	17
Google Analytics	17
Impact Measurement	16
Visualisation	9
Microsoft PowerBI	8
Impact	7

260 + people attending

Date

01/10/2019   29/04/2021

What kind of organisations engaged?

Primary Organisation Type*

Frontline	75%
Infrastructure	24%
Funder	1%

Geographical Coverage*

- National 12%
- London 30%
- Local 58%

116
Organisations attending

Income*

Band	%
Band 1: £0 – £10,000	18%
Band 2: £10,001 – £100,000	25%
Band 3: £100,001 – £250,000	17%
Band 4: £250,001 – £500,000	20%
Band 5: £500,001 – £1m	14%
Band 6: >£1m	6%
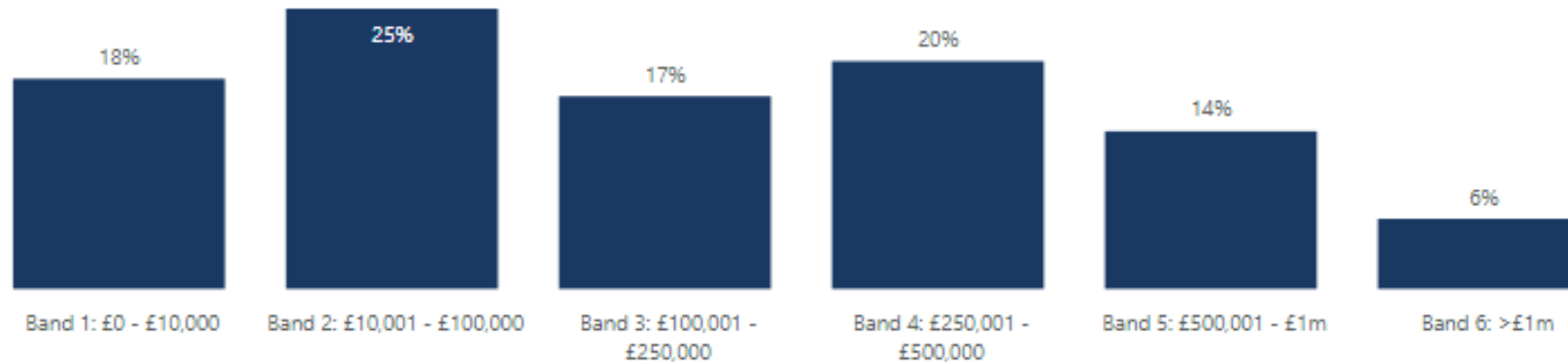
Organisation

YoungMinds
Yes Futures
World's End Under Fives Centre
Working Chance
Woman's Trust
Wimbledon Windmill Museum
Wellbeing Showcase
WelCare Kingston
Volunteering Kingston
Volunteer Centre Kensington and Chelsea
Voluntary Action Camden
Vibrance
Urban Growth
Upper Norwood Library Trust
Time and Talents Association
The Winch
The Relatives & Residents Association
The Mill @ Coppermill
The Listening Place
The Limes Community and Children's Centre
The Holly Lodge Centre
The British Institute of Human Rights
The Bridge

Data Essentials session feedback

"Very thorough introduction to how to use data and the tools available. Very useful indeed and easy to understand. Will help us map out our strategies post lockdown."
Data Essentials participant

"It was a really good session - accessible and easy to understand, the right level of interactivity and was clearly applicable to my day to day work" *Data Essentials participant*
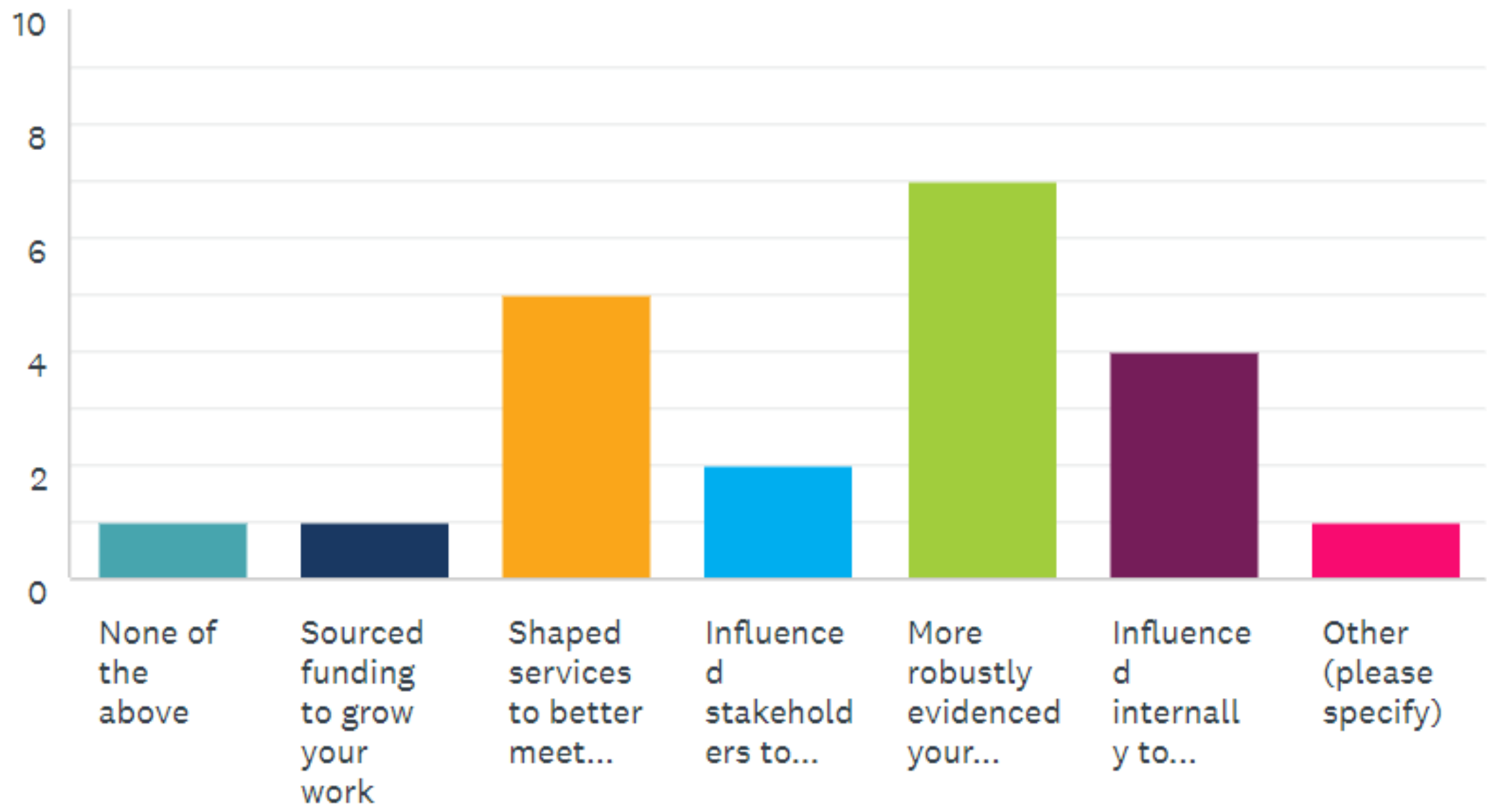
"I'll be writing funding applications and will use what I learnt today to evidence the outcomes and impact" *Data Essentials participant*
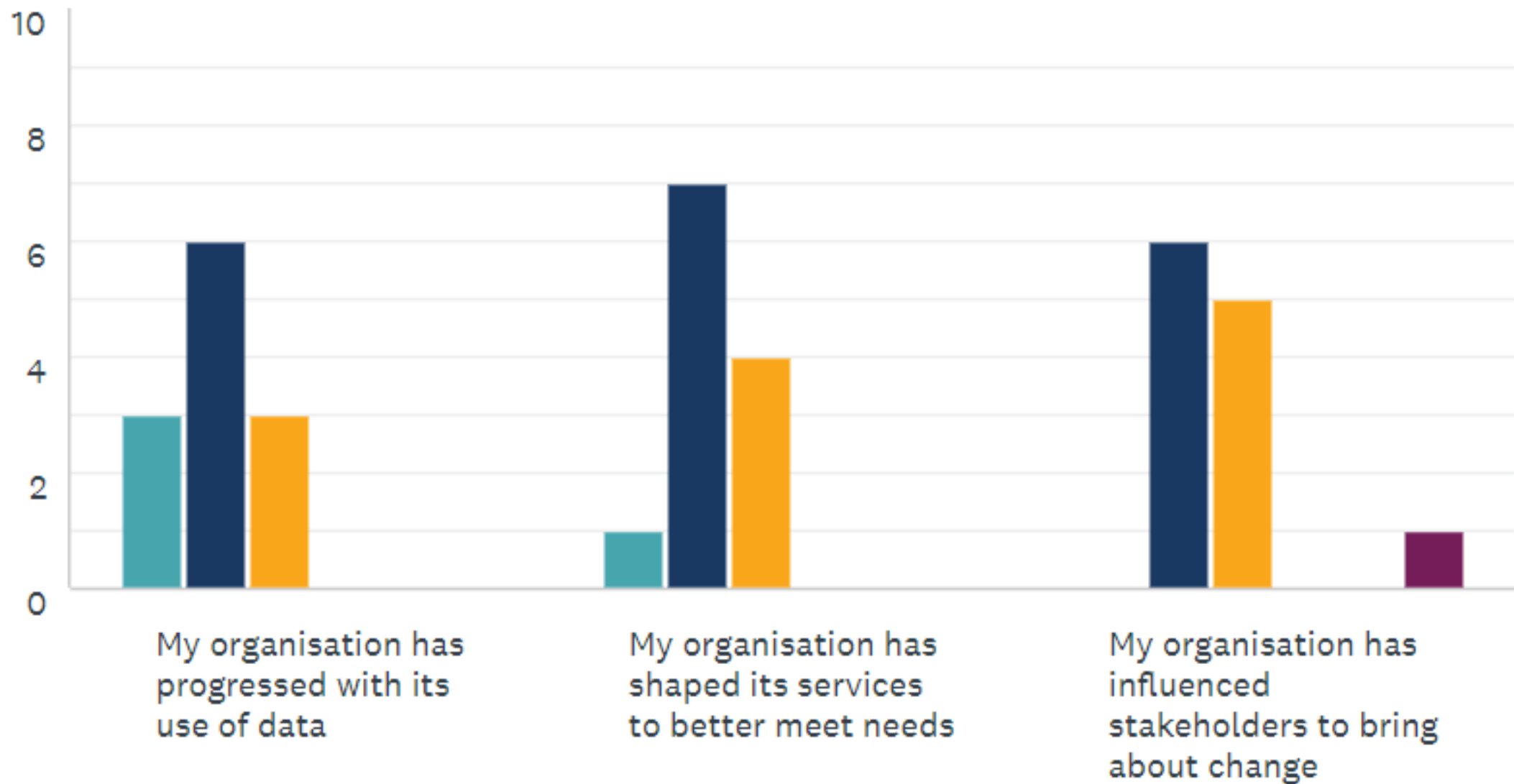
"It gave me a lot to reflect upon and a structure with which to face the issues, as well as tools to explore." *Data Essentials participant*

"Thank you for making data fun! And for introducing the topic in a very accessible relatable way. You're doing such invaluable work and pitching it perfectly - thank you!" *Data Essentials participant*

What Outcomes were achieved?

	My organisation has progressed with its use of data	My organisation has shaped its services to better meet needs	My organisation has influenced stakeholders to bring about change
Strongly agree	3	1	
Agree	6	7	6
Neither agree or disagree	3	4	5
Don't know			1

Legend:
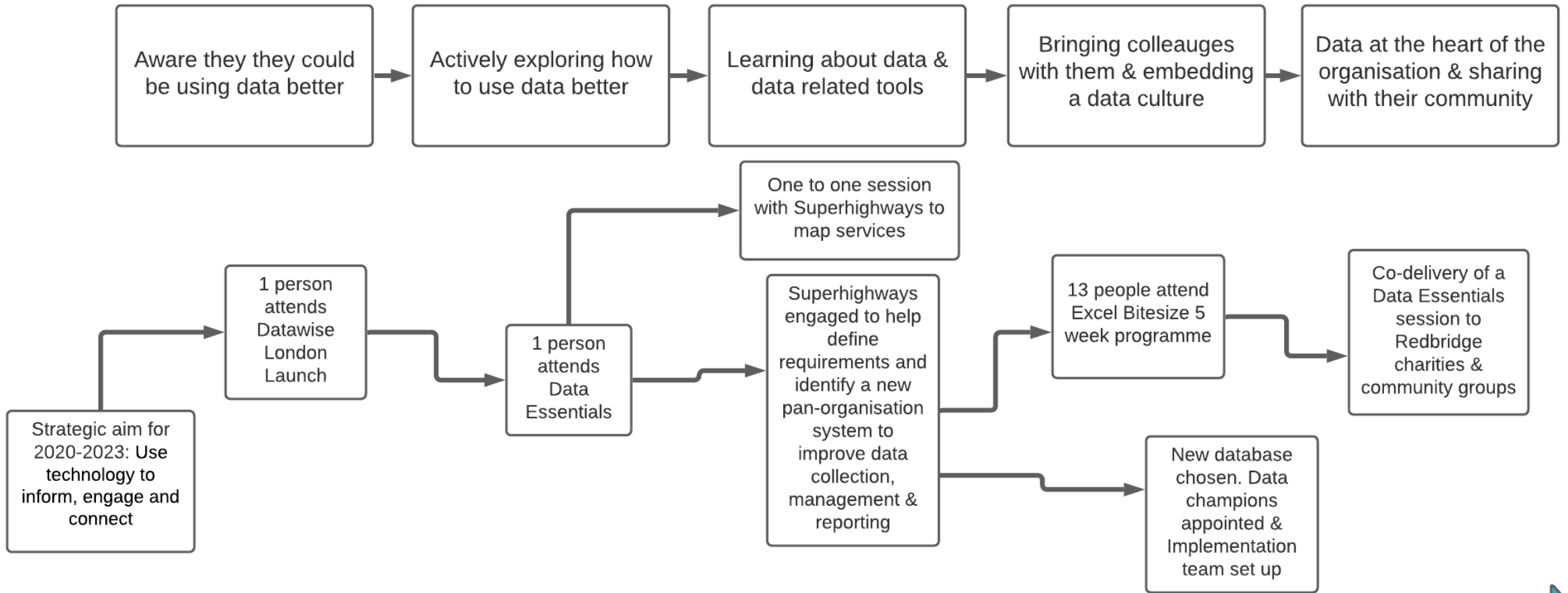- Strongly agree
- Agree
- Neither agree or disagree
- Disagree
- Strongly disagree
- Don't know

Data journeys – Redbridge CVS

Aware they they could be using data better → Actively exploring how to use data better → Learning about data & data related tools → Bringing colleauges with them & embedding a data culture → Data at the heart of the organisation & sharing with their community

One to one session with Superhighways to map services

Strategic aim for 2020-2023: Use technology to inform, engage and connect → 1 person attends Datawise London Launch → 1 person attends Data Essentials → Superhighways engaged to help define requirements and identify a new pan-organisation system to improve data collection, management & reporting → 13 people attend Excel Bitesize 5 week programme → Co-delivery of a Data Essentials session to Redbridge charities & community groups

New database chosen. Data champions appointed & Implementation team set up

Data journeys – Salusbury World

Data Essentials

1:1 Local Insights data exploration

Data Talks x 2

Telling your story with impact

Ethical & Responsible Data Considerations

How to interview your small charity beneficiaries

DATA COHORT PROGRAMME – THE WHY?

- ✓ What does it take for a small organisation to adapt and change their data practice?

- ✓ How can small charities progress their data maturity within a responsive programme – what's possible?

- ✓ What's the value of peer learning in this process?

Data Cohort members

Programme framework

Discover Session 1 & 2

I have a better understanding of where our organisation is now and where we want to be

Learn Session 3&4

I know what tools can help me collect & analyse data

I have the improved skills to better collect, use and analyse data

Analyse Session 5 & 6

I am able to access & use external data sources

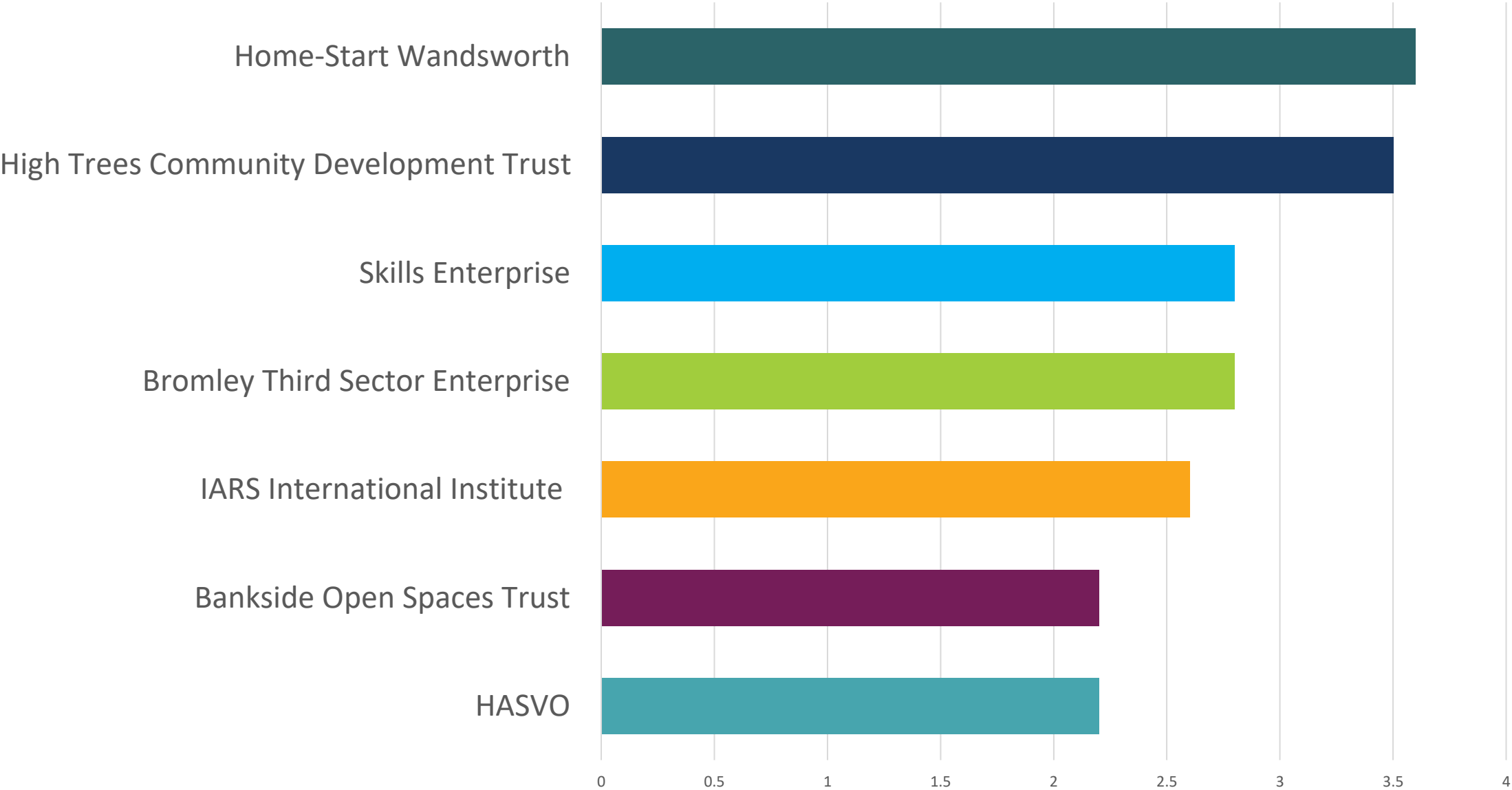I can analyse and share my findings

Shape Session 7

I have Identified what needs to be done and the steps to get there

Repeat Session 8

I feel confident to do this all over again alone!

Overall data maturity baseline score (self-scored)

Data & Digital....

Sharing learning…

December 2020

Wed, 12/9 · 5:50 PM
Clare NLCF Roundtable
🕐 1:04:05

Fri, 12/4 · 5:13 PM
NLCF Philippa breakout
🕐 1:04:09

Thu, 12/3 · 4:13 PM
NLCF Sorrel breakout and why Superhighways
🕐 1:05:25

Themes, quantifying and sentiment analysis

Catalyst
About   What we do   Resources   Success stories   News   Get involved

Home   Resources   How micro charities and grassroots groups went digital: lessons from the pandemic

How micro charities and grassroots groups went digital: lessons from the pandemic

3.3.2021 – For charities & infrastructure organisations

Sorrel Parsons

✓ Consultation meeting with Director, Digital Third Sector Transformation at The Scottish Government

Repeat – what next…

✓ Consolidating our learning

✓ Packaging resources developed for wider access e.g. self serve Excel Bitesize series

✓ Creating (or making accessible) data tools

✓ Exploring further innovative opportunities across the partnership

Partnering with other funders...

- ✓ Trust for London – new 3 year support programme primarily for smaller grantees

- ✓ Local Trust – measuring change and data collection during Covid for Big Local areas

- ✓ Lloyds Bank Foundation – Data Essentials for grantees

- ✓ GLA Community Engagement. Qualitative Data Analysis for Community Led Recovery Programme grantees

ENGAGING FURTHER WITH FUNDERS & INFRASTRUCTURE ORGANISATIONS

We've got lots of ideas!

And we know you'll have thoughts, questions and ideas too.

Let's talk together....

Q & A

Thank you for listening

KATE WHITE

SORREL PARSONS

ALICE LINELL

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www.datawise.london