



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...

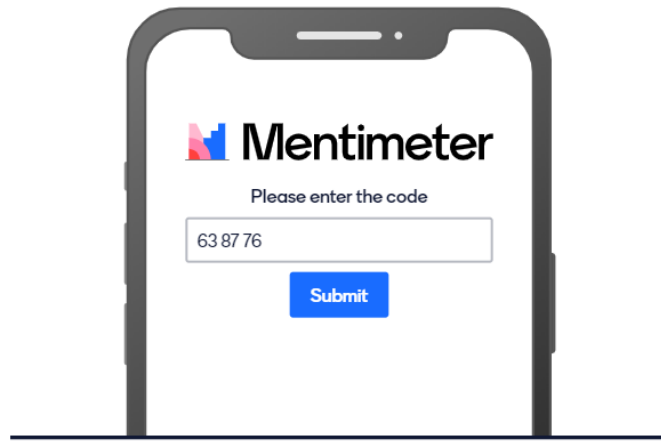
- ✓ A bite-sized Data Essentials session – exploring what data can do for you.

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

7083 0120

Or click on the link in chat

<https://www.menti.com/i4wvozt3by>





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

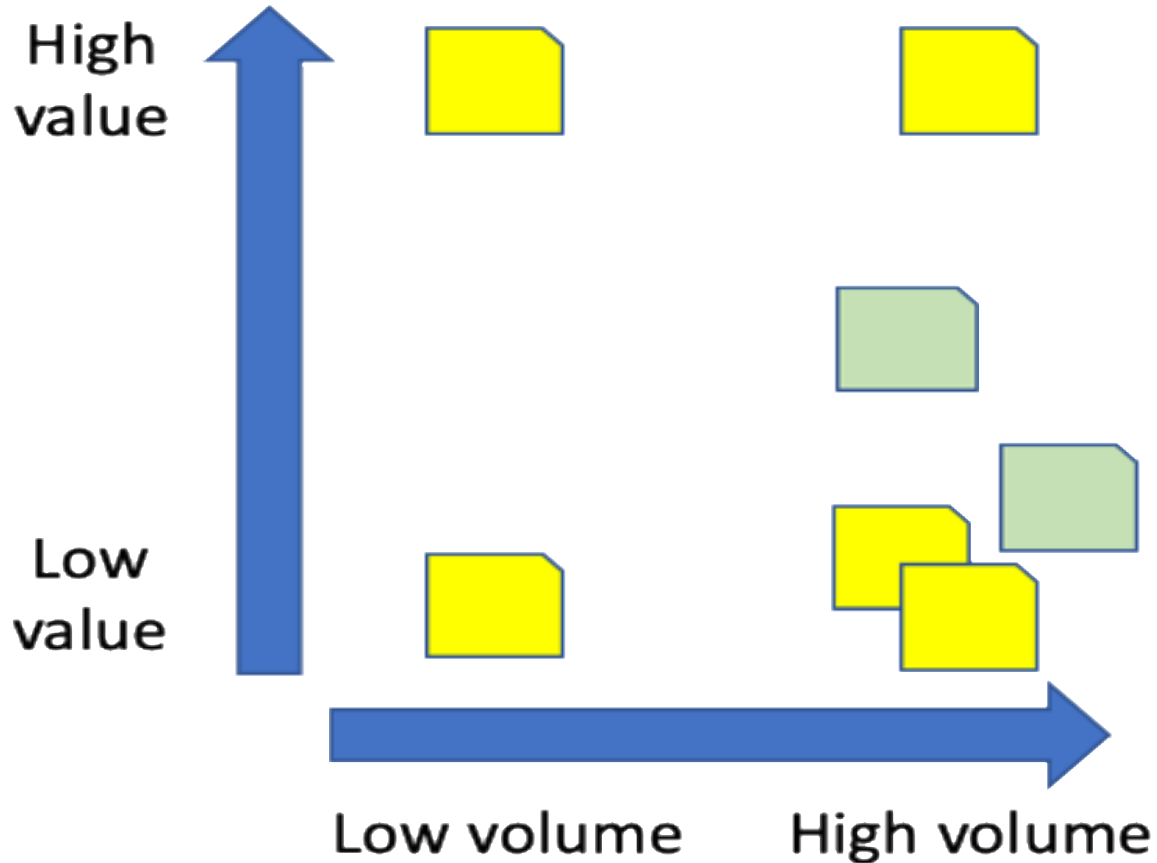
DATA COLLECTION:

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!](#) 

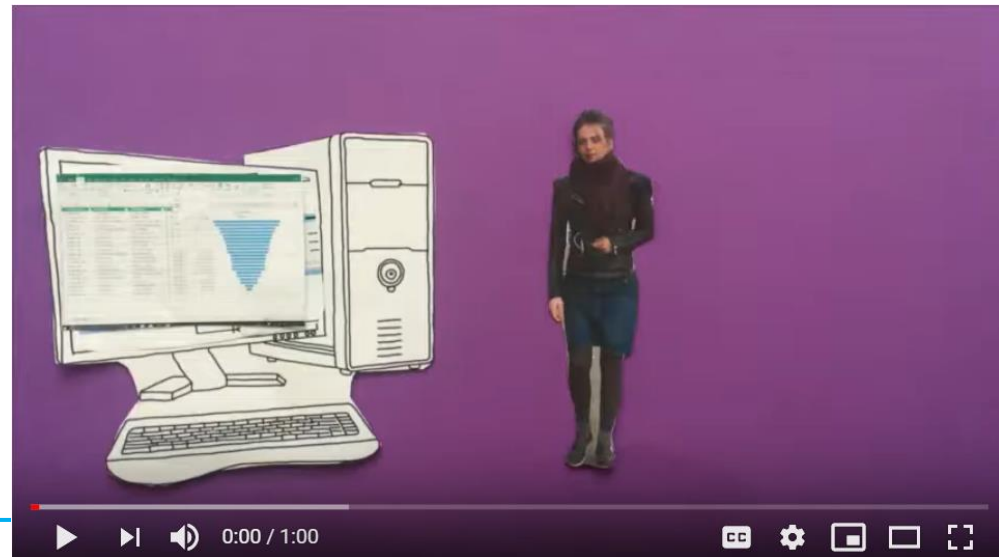


Using your data



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

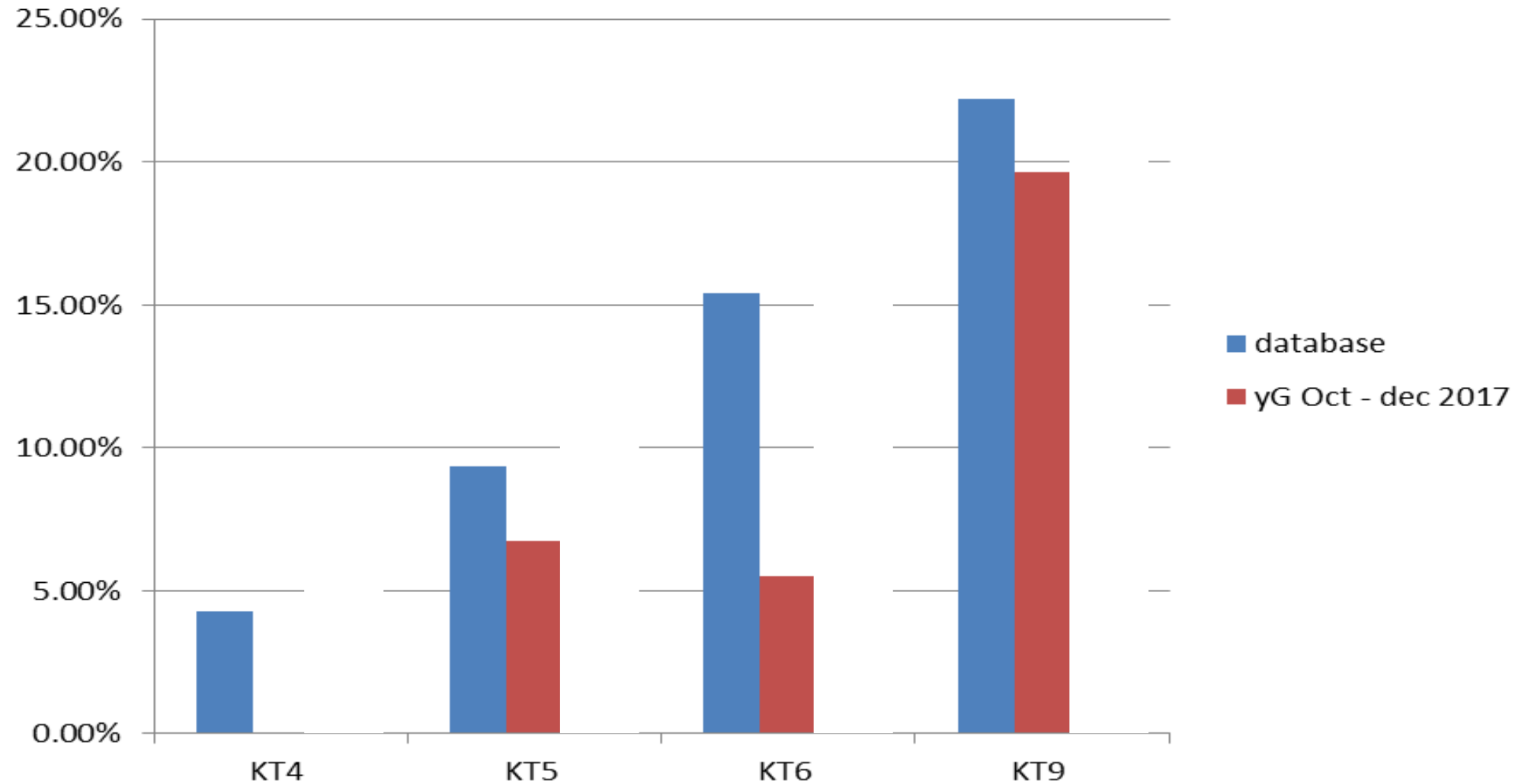


Recap on steps

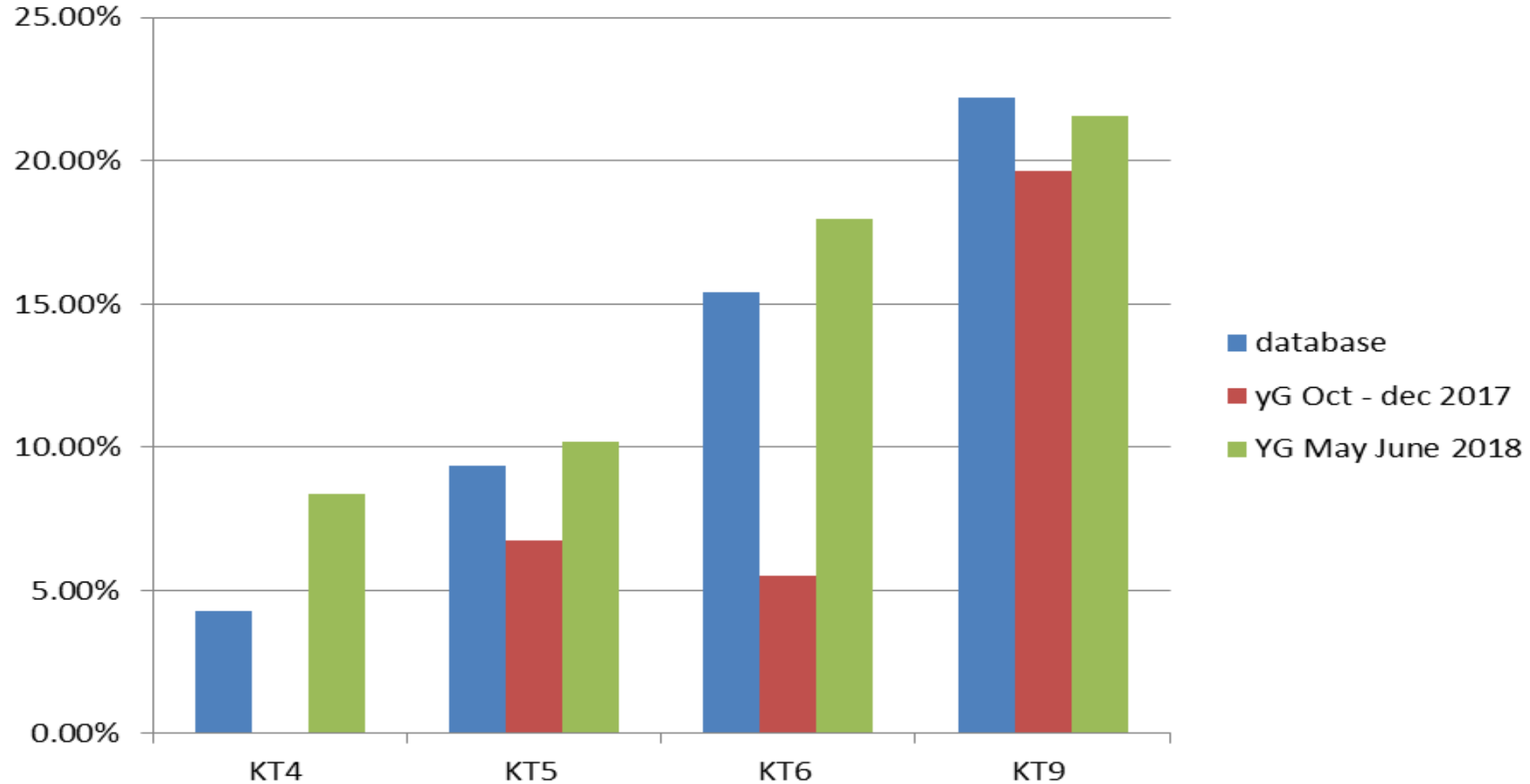
- ✓ Exported current data on numbers of young carers on their database
- ✓ Used Excel to analyse spread across top level post codes (used Split columns and Pivot tables to Count nos & Charts to visualise)
- ✓ Compared against attendance at the Youth club
- ✓ Used to evidence the gap and source funding 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



Bexley Quick Quiz

Let's see what we know about the Borough of Bexley...



Zoom poll

- 1) What is the total population of Bexley?
- 2) Where does Bexley rank in the Indices of Multiple Deprivation in London?
- 3) What's the difference in life expectancy and healthy life expectancy for women in Bexley?

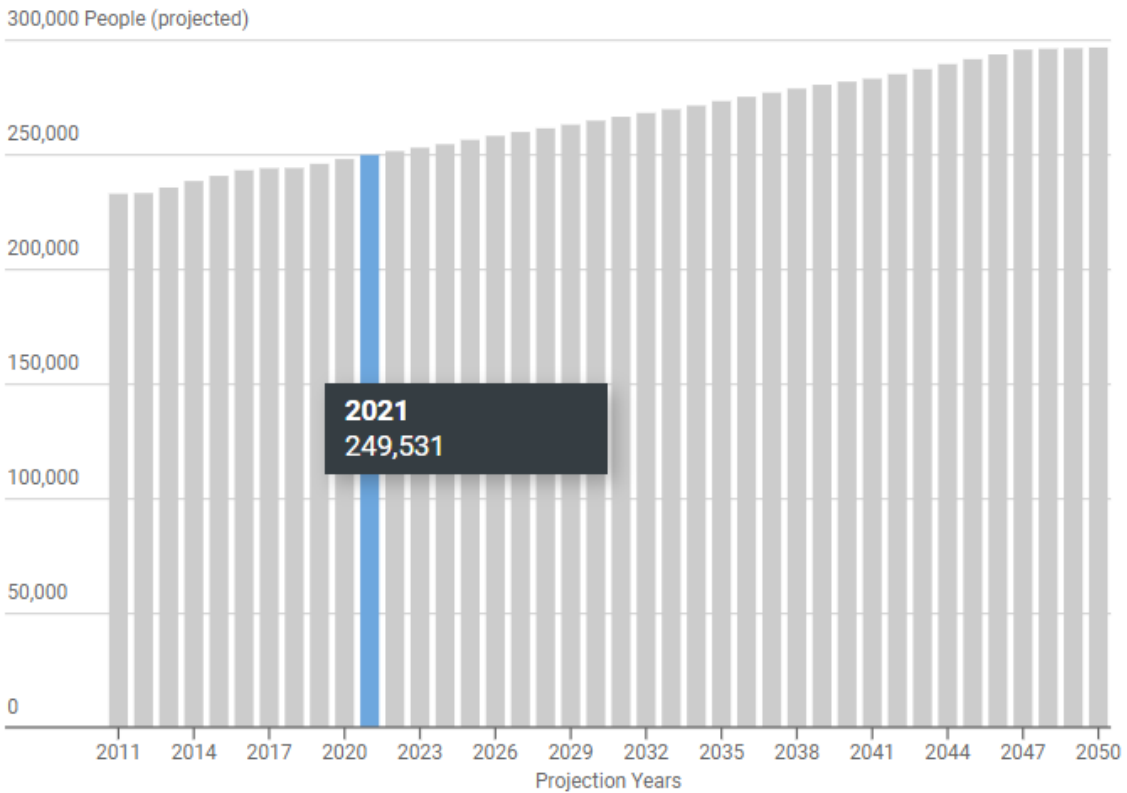


Population Projections Explorer

<https://maps.london.gov.uk/population-projections>

Population Projection: Bexley

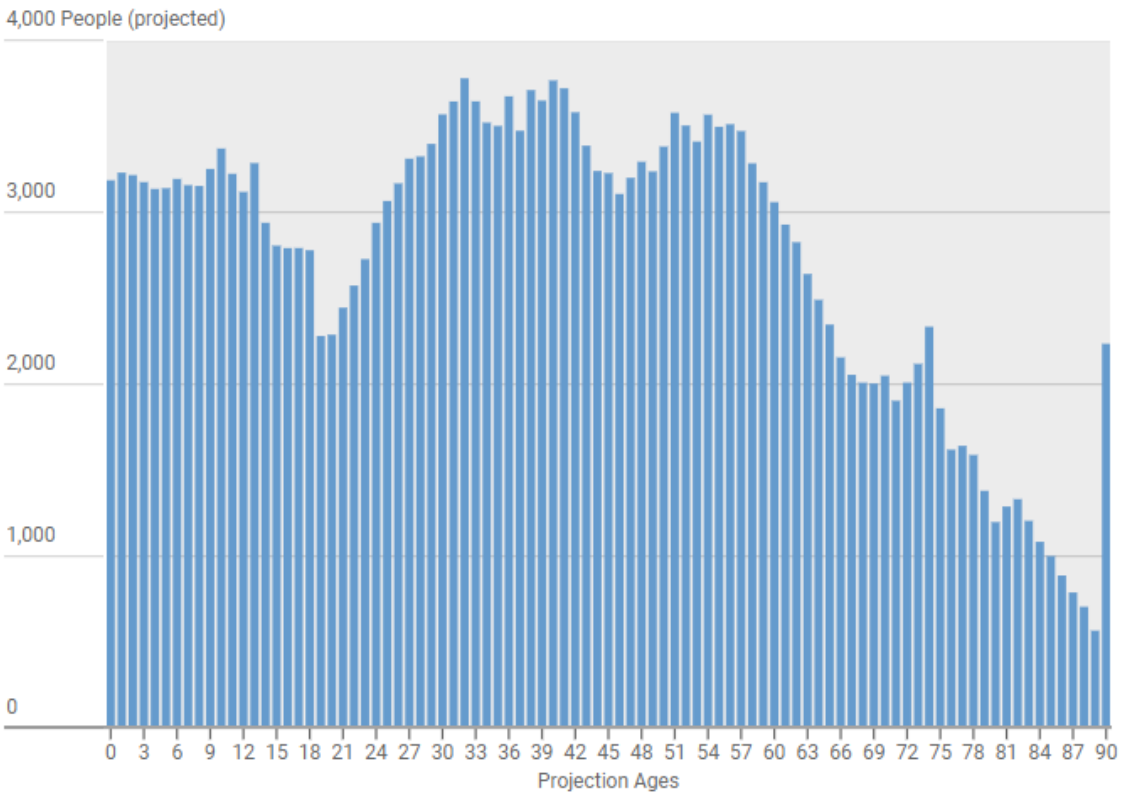
Housing Led, Borough Total, All persons, Both Sexes, 0 - 90



Source: GLA Demography 2018 Based Population Projections
Graphic by GLA City Intelligence

Population by Age: Bexley

Housing Led, 2021, Borough Total, All persons, Both Sexes



Source: GLA Demography 2018 Based Population Projections
Graphic by GLA City Intelligence

LONDON POPULATION PROJECTIONS EXPLORER



Explore the 2018 based population projections produced by GLA demography. Select which component you are interested in, a projection, and then a location, time and demographic profile:

Projections & Components

Various projections are available. (Note: Not all options are available within every projection) :

Projection:

Select which component you would like to explore (Population, Births, Deaths, etc) :

Component:

Where, When & Who

Select location, time and demographic profile:

Borough:

Ward:

Year:

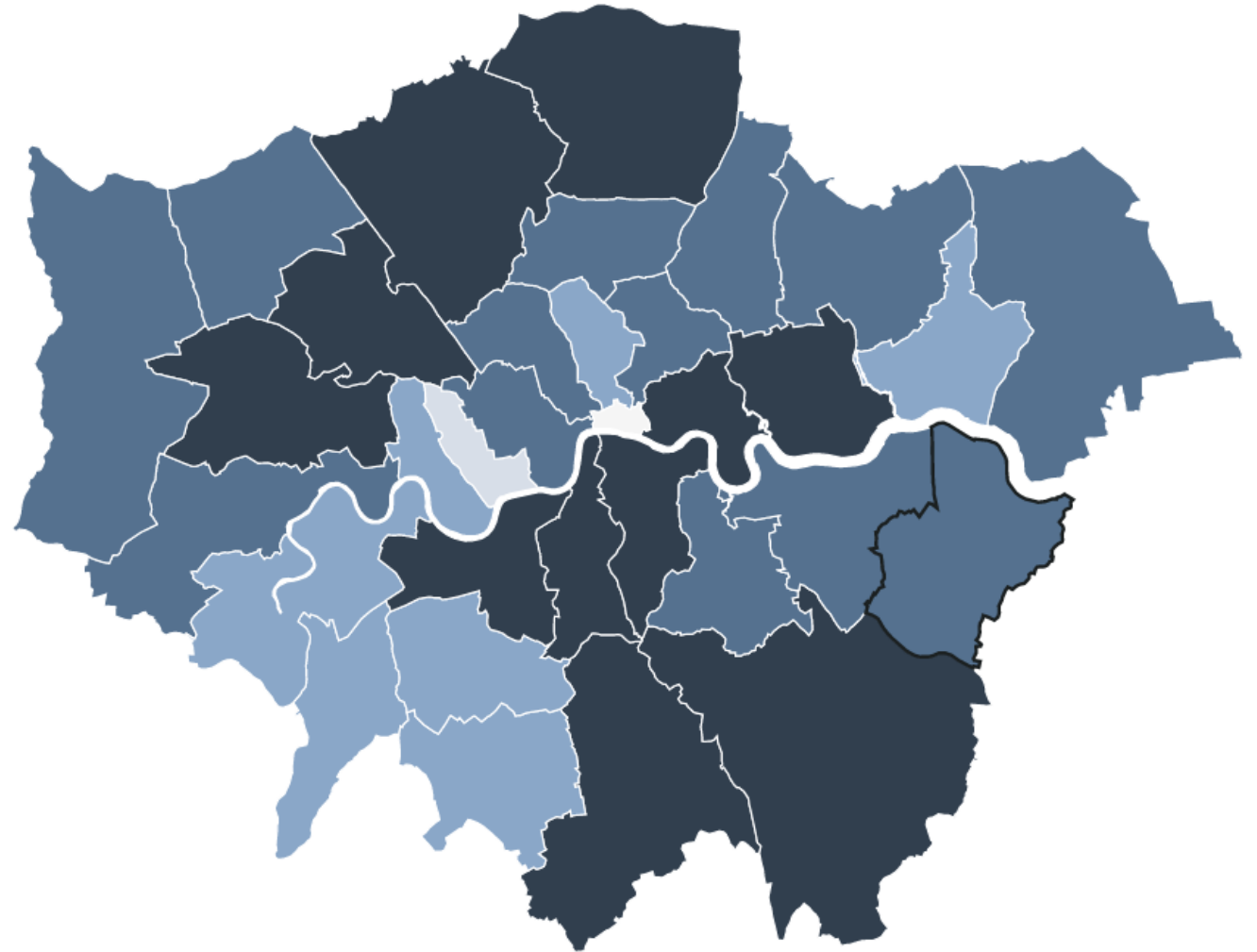
Ethnicity:

Sex:

Age From: Age To:

CITY INTELLIGENCE

Designed and developed by GLA City Intelligence

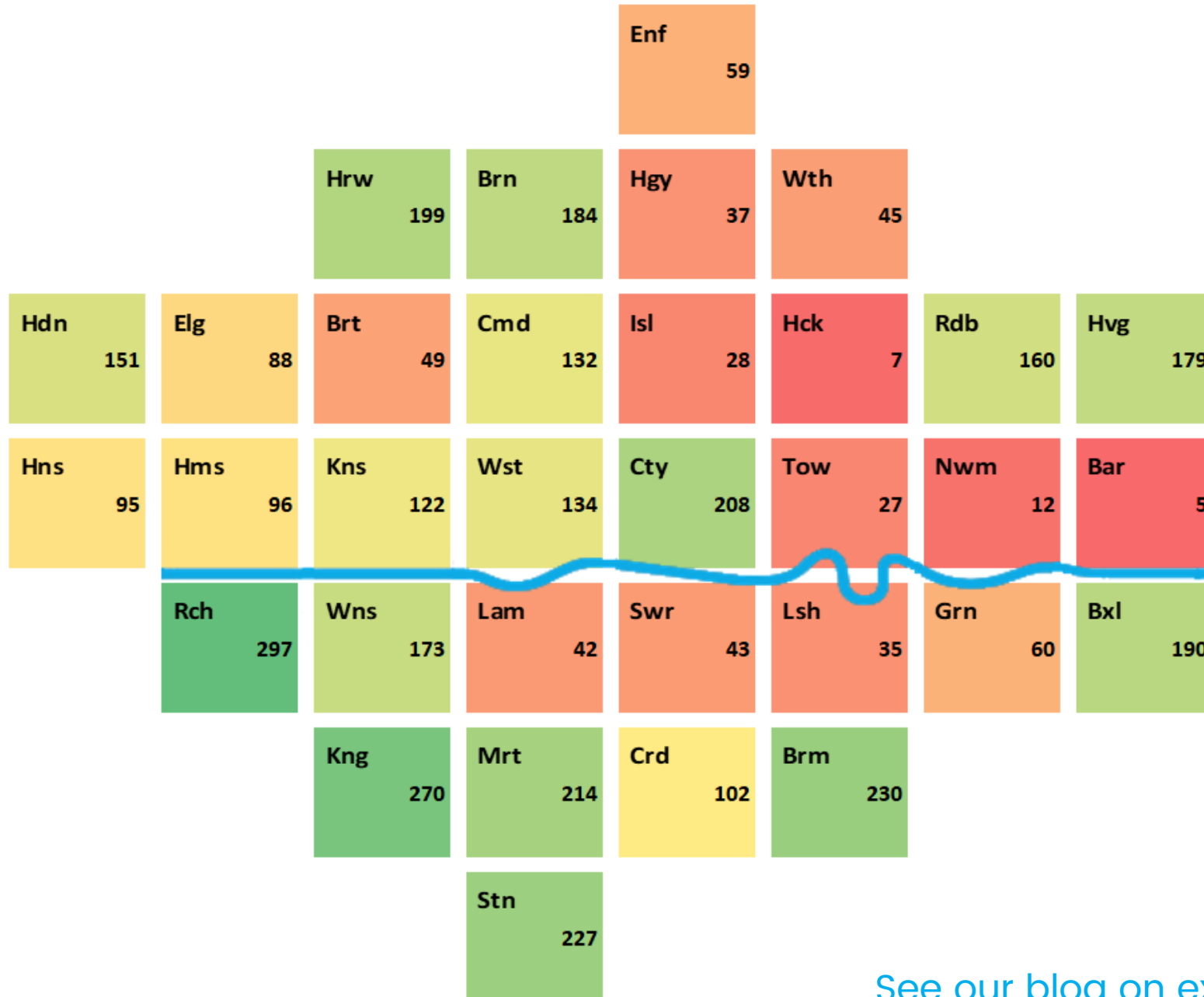


Number of People in Borough

- 0 - 78,983
- 78,983 - 157,966
- 157,966 - 236,949
- 236,949 - 315,932
- 315,932 - 394,915

Source: GLA Demography 2018 Based Population Projections
Graphic by GLA City Intelligence

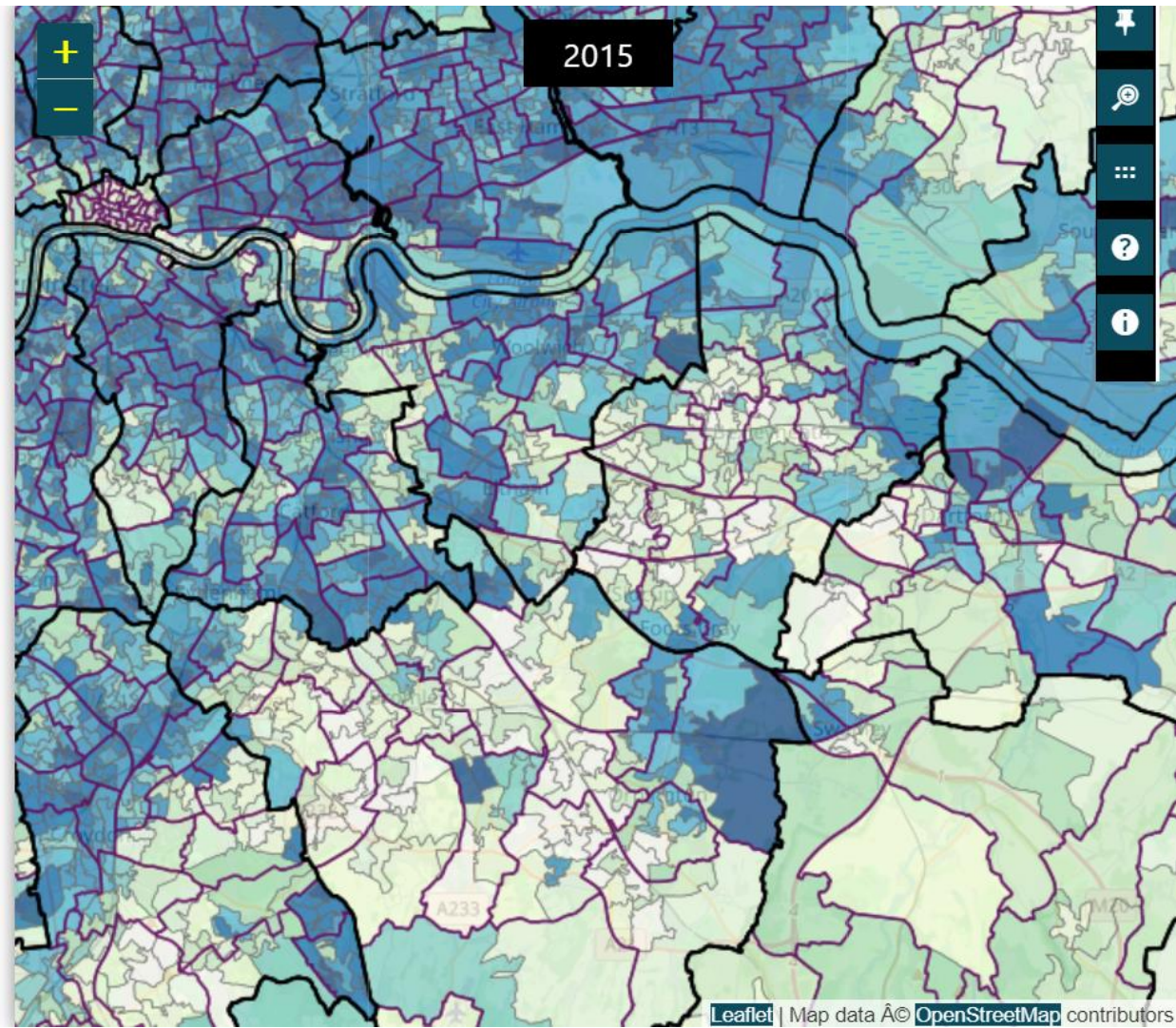
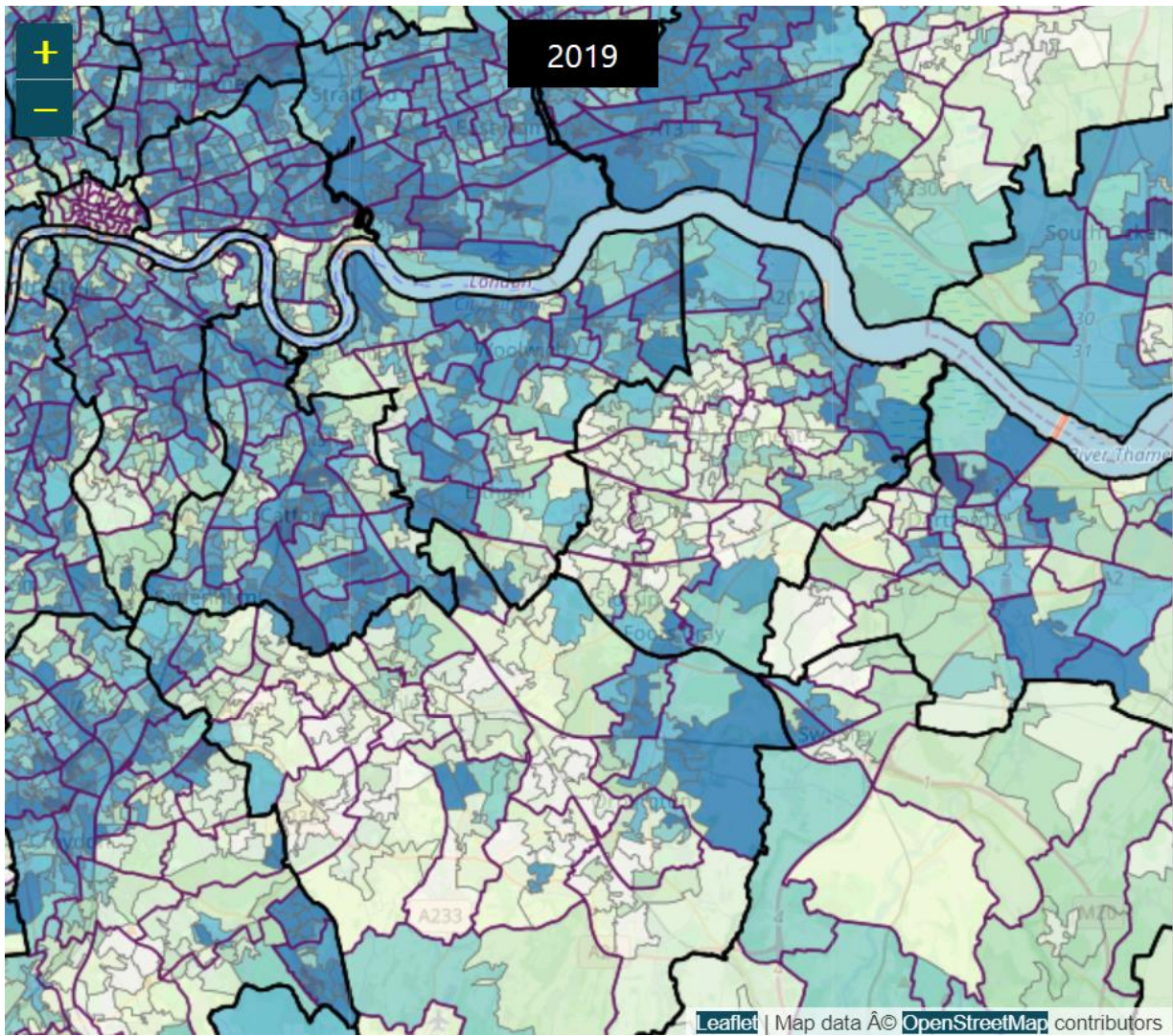
Indices of Deprivation



Bexley is the 8th least deprived Borough in London

It is 190th least deprived in the UK (out of 317 local authority areas)

[See our blog on exploring IMD data for your area](#)



Indices of Multiple Deprivation – [Comparison map of 2015 & 2019](#)

Life expectancy at birth by London borough (2016-18)



Key findings

87 years

the life expectancy for women in Camden, the highest for any London borough.

83.9 years

the life expectancy for men in Westminster, the highest for any London borough.

78 years

the life expectancy for men in Barking and Dagenham, the lowest for any London borough. Women also have the shortest life expectancy in London here, at 82.7 years.

Tags

Gender

People

Shared Opportunities

Working-age adults

<https://www.trustforlondon.org.uk/data/life-expectancy-borough>

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





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



Bexley Facts & Figures

www.bexley.gov.uk/discover-bexley/bexley-facts-and-figures/viewing-data

Acorn

Select the interactive pages to understand the profile of Bexley and any selected wards, hover over the interactive graphs to see specific figures and use the tick-boxes to choose wards. If viewing via a phone or tablet, rotate to landscape mode to see the information in full detail.

Acorn is a segmentation tool based on the characteristics of where people live. It utilises census, credit and lifestyle data into a hierarchical system - 6 overarching Categories, 28 Groups and 62 Types. Used extensively by private companies for marketing purposes, it is being increasingly used by public sector to understand communities, target services or promotions e.g. identifying isolated older people, promoting fostering etc.

Close to 300,000 household communities (37% of all) The largest acorn type in 8 communities category. Click on a category circle to

Category	Group	Type
1 Affluent Achievers	A. Lavish Lifestyles	1. Professional/Highly paid 2. High net worth 3. High net worth 4. High net worth 5. High net worth 6. High net worth 7. High net worth 8. High net worth 9. High net worth 10. High net worth
	B. Executive Wealth	11. High net worth 12. High net worth 13. High net worth 14. High net worth 15. High net worth 16. High net worth 17. High net worth 18. High net worth 19. High net worth 20. High net worth
	C. Mature Money	21. High net worth 22. High net worth 23. High net worth 24. High net worth 25. High net worth 26. High net worth 27. High net worth 28. High net worth 29. High net worth 30. High net worth
2 Rising Prosperity	D. City Sophisticates	31. High net worth 32. High net worth 33. High net worth 34. High net worth 35. High net worth 36. High net worth 37. High net worth 38. High net worth 39. High net worth 40. High net worth
	E. Career Climbers	41. High net worth 42. High net worth 43. High net worth 44. High net worth 45. High net worth 46. High net worth 47. High net worth 48. High net worth 49. High net worth 50. High net worth
3 Comfortable Communities	F. Countryside Communities	51. High net worth 52. High net worth 53. High net worth 54. High net worth 55. High net worth 56. High net worth 57. High net worth 58. High net worth 59. High net worth 60. High net worth
	G. Successful Suburbs	61. High net worth 62. High net worth 63. High net worth 64. High net worth 65. High net worth 66. High net worth 67. High net worth 68. High net worth 69. High net worth 70. High net worth
	H. Steady Neighbourhoods	71. High net worth 72. High net worth 73. High net worth 74. High net worth 75. High net worth 76. High net worth 77. High net worth 78. High net worth 79. High net worth 80. High net worth
	I. Comfortable Seniors	81. High net worth 82. High net worth 83. High net worth 84. High net worth 85. High net worth 86. High net worth 87. High net worth 88. High net worth 89. High net worth 90. High net worth
4 Financially Stretched	J. Starting Out	91. High net worth 92. High net worth 93. High net worth 94. High net worth 95. High net worth 96. High net worth 97. High net worth 98. High net worth 99. High net worth 100. High net worth
	K. Student Life	101. High net worth 102. High net worth 103. High net worth 104. High net worth 105. High net worth 106. High net worth 107. High net worth 108. High net worth 109. High net worth 110. High net worth
	L. Modest Means	111. High net worth 112. High net worth 113. High net worth 114. High net worth 115. High net worth 116. High net worth 117. High net worth 118. High net worth 119. High net worth 120. High net worth
5 Urban Adversity	M. Working Families	121. High net worth 122. High net worth 123. High net worth 124. High net worth 125. High net worth 126. High net worth 127. High net worth 128. High net worth 129. High net worth 130. High net worth
	N. Poorer Pensioners	131. High net worth 132. High net worth 133. High net worth 134. High net worth 135. High net worth 136. High net worth 137. High net worth 138. High net worth 139. High net worth 140. High net worth
6 Not Private Households	O. Young Hardship	141. High net worth 142. High net worth 143. High net worth 144. High net worth 145. High net worth 146. High net worth 147. High net worth 148. High net worth 149. High net worth 150. High net worth
	P. Struggling Families	151. High net worth 152. High net worth 153. High net worth 154. High net worth 155. High net worth 156. High net worth 157. High net worth 158. High net worth 159. High net worth 160. High net worth
	Q. Difficult Circumstances	161. High net worth 162. High net worth 163. High net worth 164. High net worth 165. High net worth 166. High net worth 167. High net worth 168. High net worth 169. High net worth 170. High net worth
R Not Private Households	60 Active communal population 61 Inactive communal population 62 Business addresses without resident population	

JSNA BEXLEY JOINT STRATEGIC NEEDS ASSESSMENT

About JSNA Core Dataset Search Tool Accessibility Search

Core Dataset
Covering a wide range of topics across the Borough of Bexley
View Topics

Staying Healthy
Topics include:
Healthy Weight
Mental Health and Wellbeing

Health Conditions
Topics include:
Dementia
Mental Health

Wider Determinants
Topics include:
Housing
Crime

Groups & Communities
Topics include:
Children and young people
Older people

Can't find it? Use our search tool >

Updates direct to your inbox
Get news updates on the Bexley JSNA & more

Your email address Search

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.

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

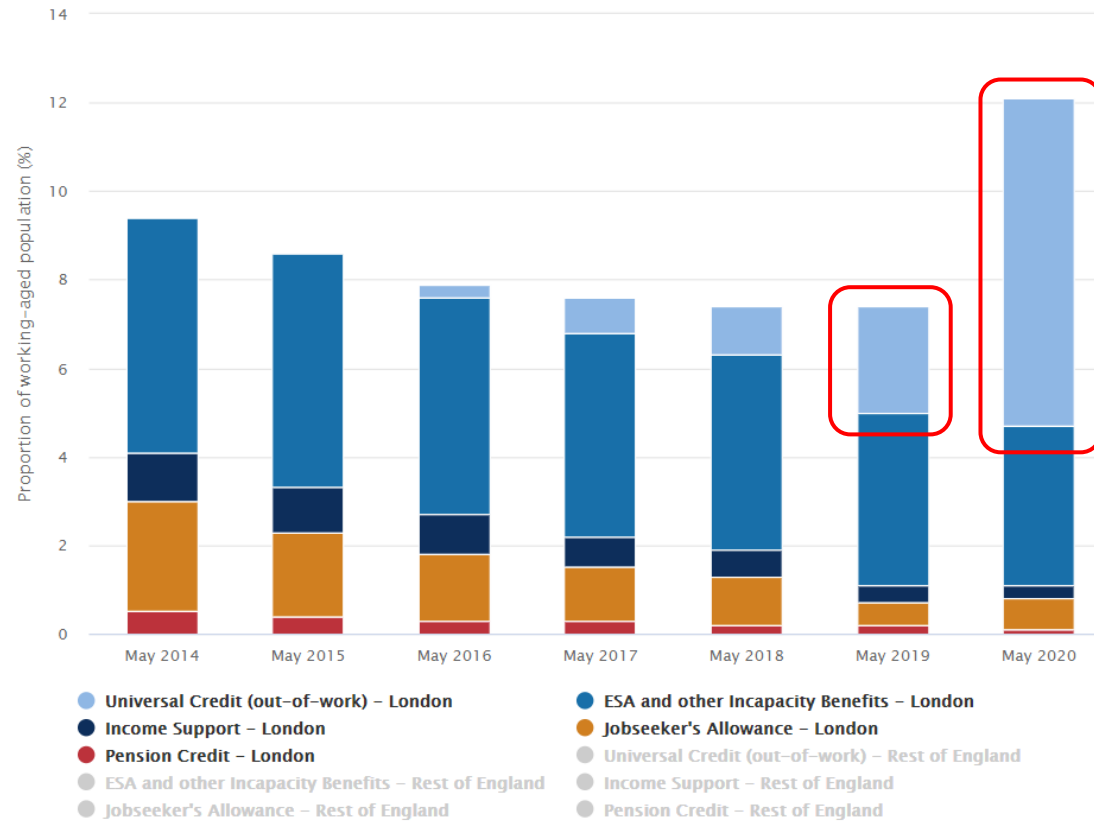
Out-of-work benefits

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

Data source and notes

Share ▾

Download chart ▾



London's Poverty Profile 2020

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



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

What is your data hunch?

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





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...

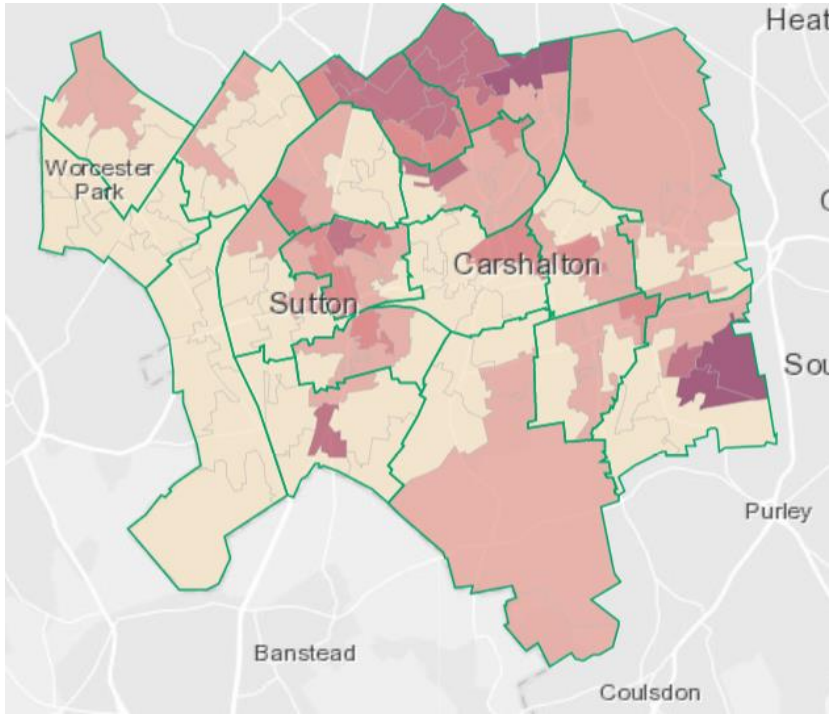


What can you see?

Paste data sets with postcodes & create a map

- ✓ Blue existing volunteers
- ✓ Red new client referrals

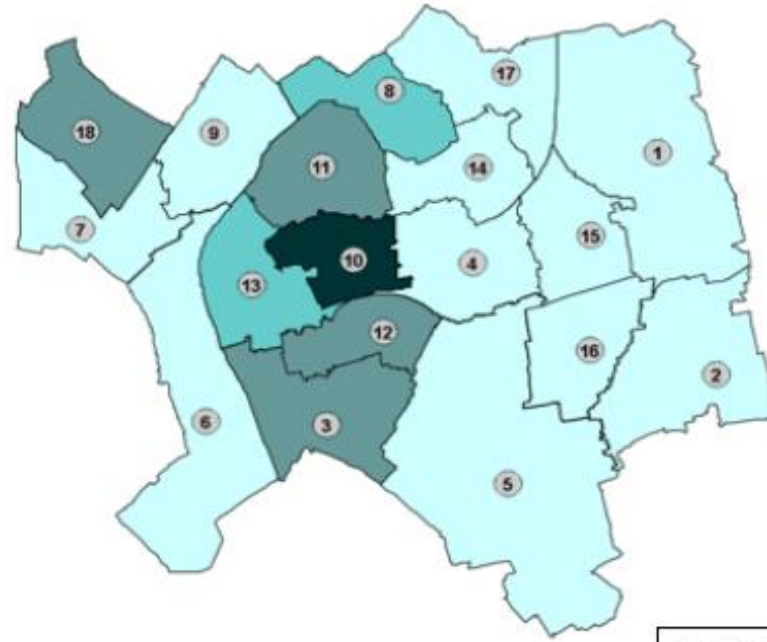




Indices of multiple deprivation

What can you see?

clients by Ward

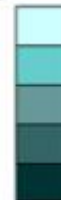


Darker shades represent higher numbers of clients

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



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

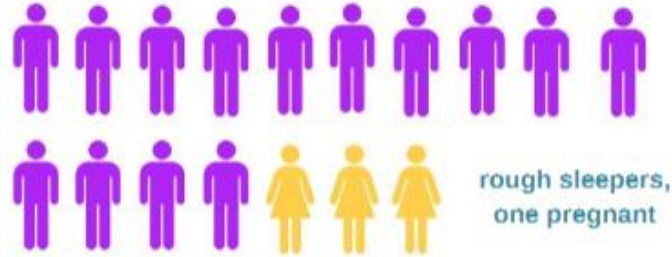
3.



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

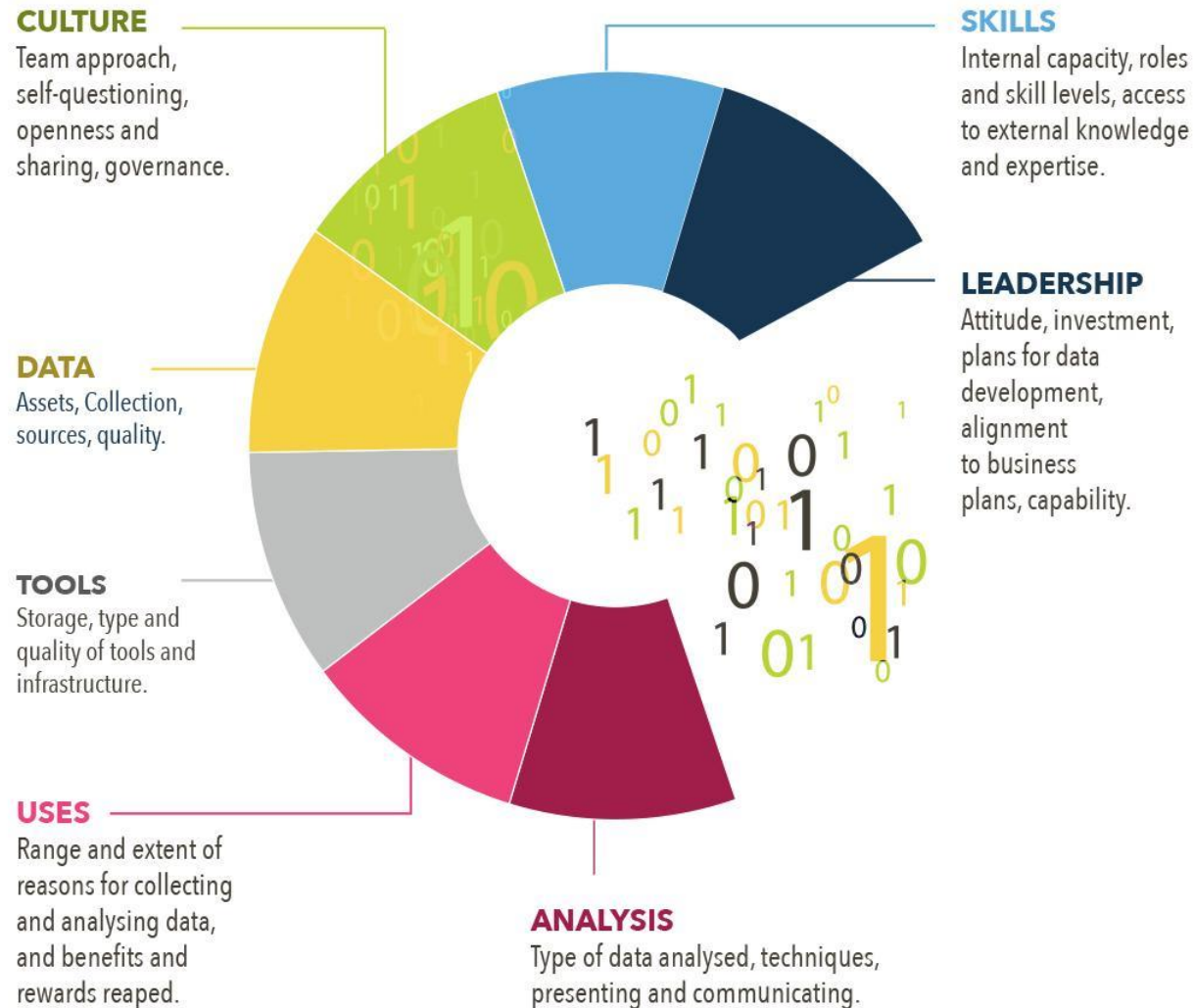


How data mature is your org?

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 evaluation</u>	<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"/>

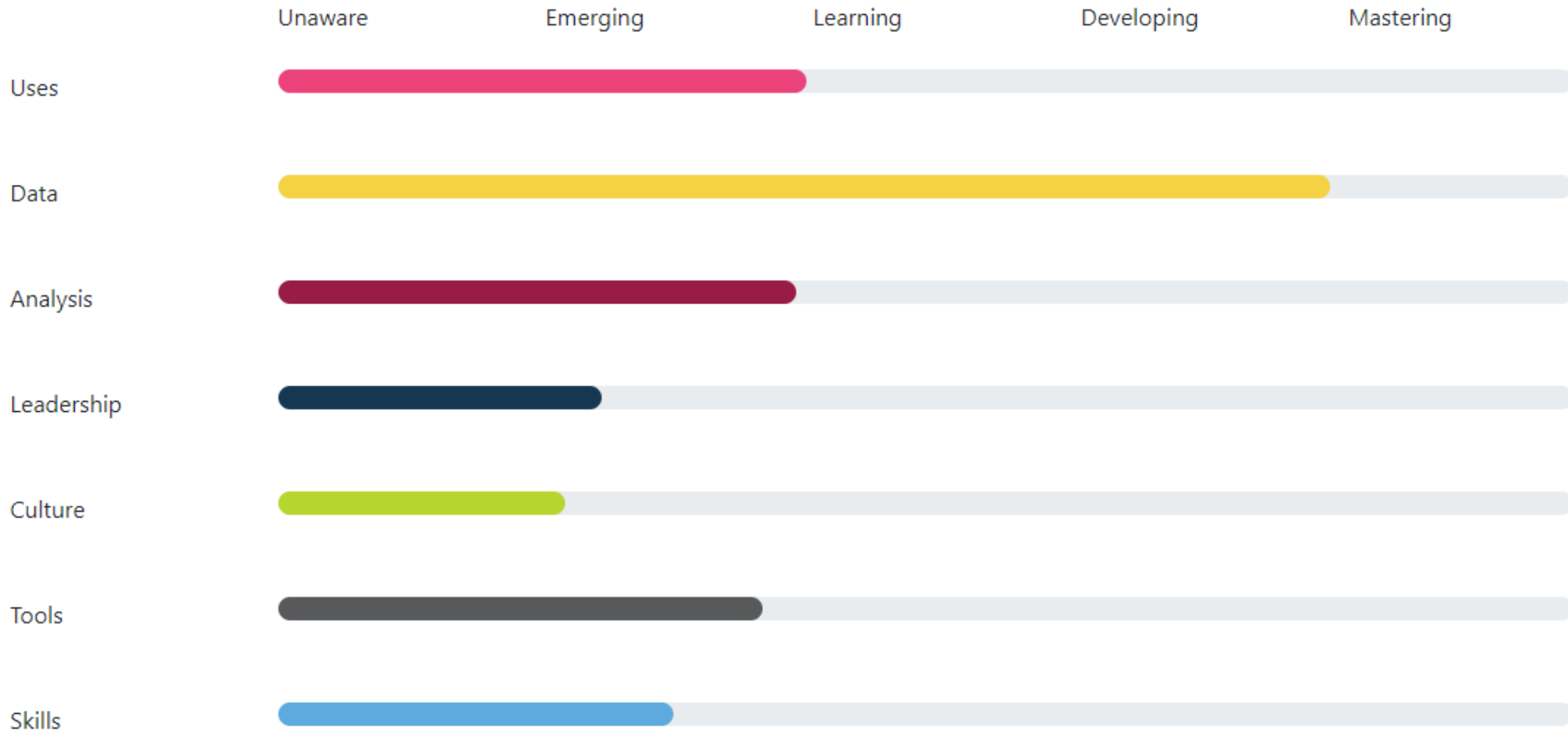
NEXT



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

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