datawise
LONDON

# Small charity
# data journeys

# Say hello!

**Session outline**

- ✓ Some context – why we're here
- ✓ Reflecting & sharing your data journeys
- ✓ Insight from Datawise London
- ✓ Your tips for others – key learning, motivations and pivotal moments
- ✓ Support for you to access
- ✓ Next steps & check out

# Setting the scene…

✓ Datawise London coming to the end of our 2 year funding - today forms part of our Cornerstone Round 2 co-design process
✓ We're interested in more deeply understanding key drivers, enablers, challenges and successes
✓ So that we can:
  ✓ Design Datawise London phase 2 activity – e.g. training, support, resources in response
  ✓ Better reach out to other organisations to widen our impact
  ✓ Use findings in our ongoing conversations with funders – to fund support and adapt practices
  ✓ Feed in to design of a more in depth piece of research as part of Datawise London phase 2

✓ Tips for today - share, listen, learn – be kind
✓ Recording for our own reference – we'll be getting back in touch if we want to reference your organisation by name in future

# Journey example

✓ Catalyst – Charity Digital Journeys

✓ Based on interviews and peer learning sessions with 15 charities

✓ Maps common experiences, challenges, enablers and paths taken while actively trying to progress with digital

✓ To help inform new support, services, content (and reassure other charities)
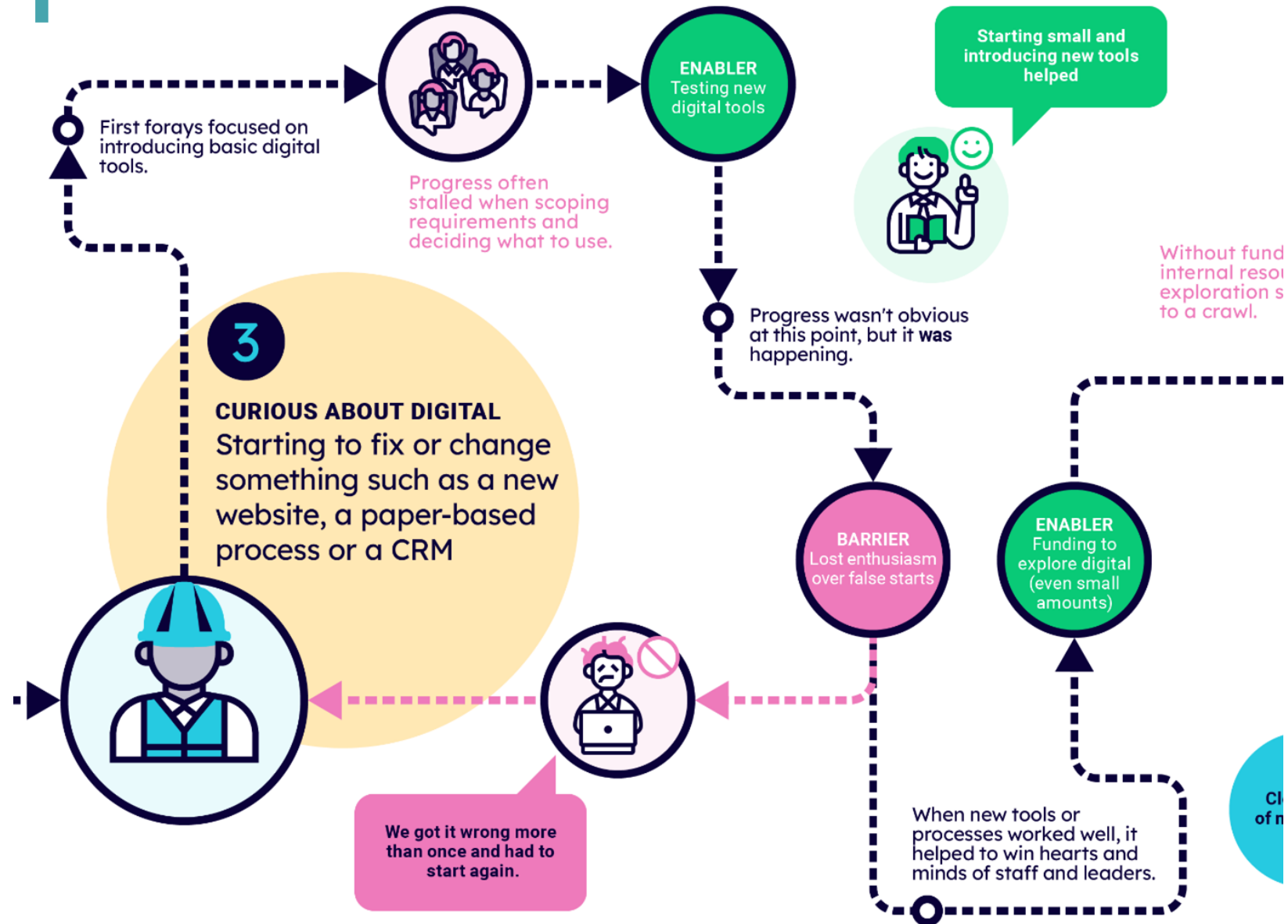
# Your data journey

✓ How did you get to where you are now with your use of data? What were the key moments in your journey? Thinking of a roadmap…

✓ What were the bridges that helped you overcome challenges? What enabled you to progress?

✓ And what were the swamps?! What traps did you fall into? What obstacles did you find on the way?

# Mapping your journeys

✓Quiet time to start to map out your journey (10 mins)

✓Small group discussions – sharing your journeys (15 mins)

✓Coming together to feedback – was there commonality? Key bridges & swamps?  (10 mins)

3) Beau - Merton Connected
4) Christopher - Carers Network
5) Maxine - Young Brent Foundation
6) Karen - Bexley VSC
7) Concia - One Westminster
8) Pete - Young Barnet Foundation
9) Catherine - Home Start R,K,H
10) Katie - Bromley Third Sector Enterprise
11) Andrew - BME Forum

View the Jamboards link

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Your journey - key points

Key bridges / enablers

Key swamps / challenges
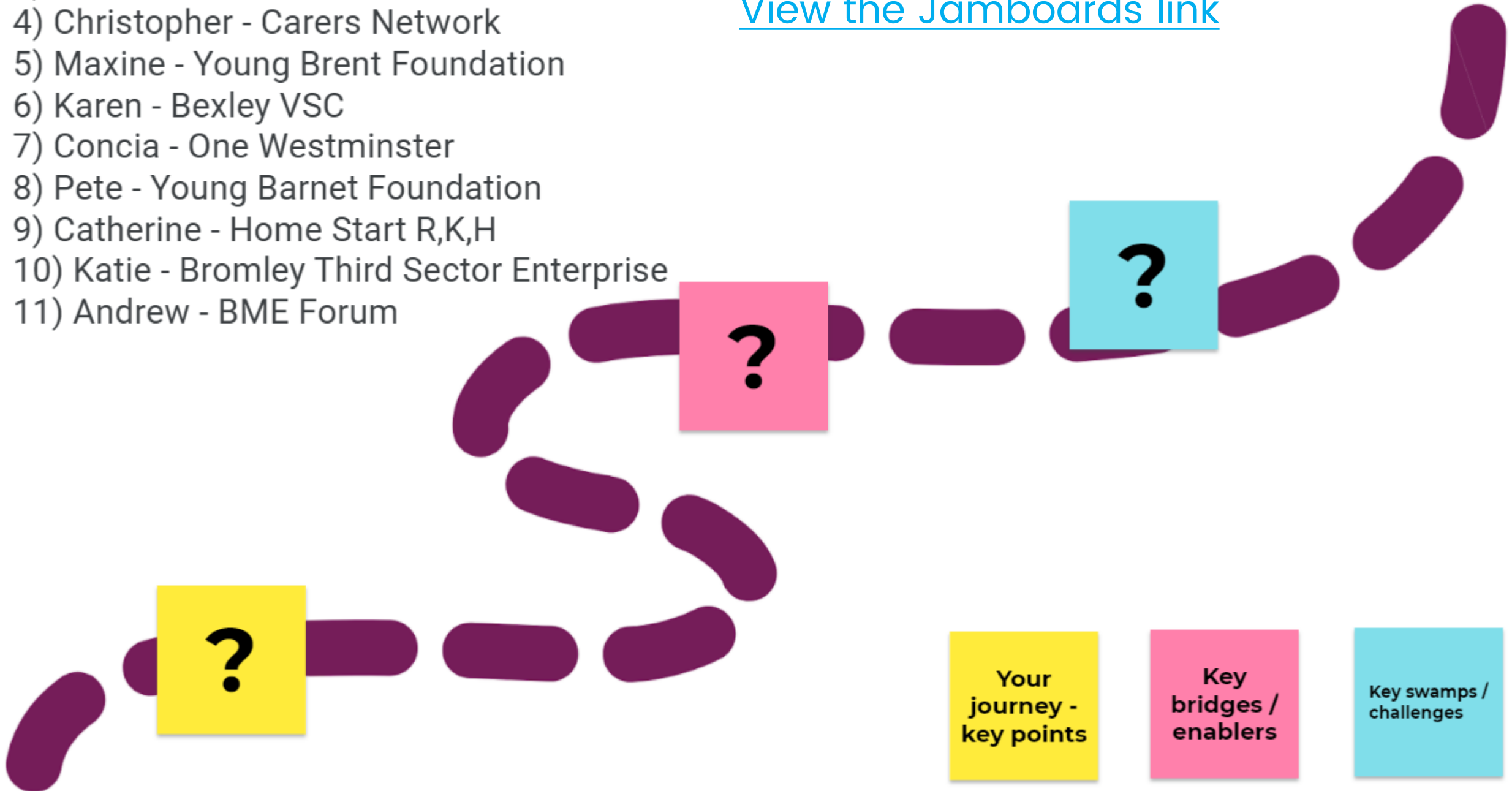
# Common challenges / themes
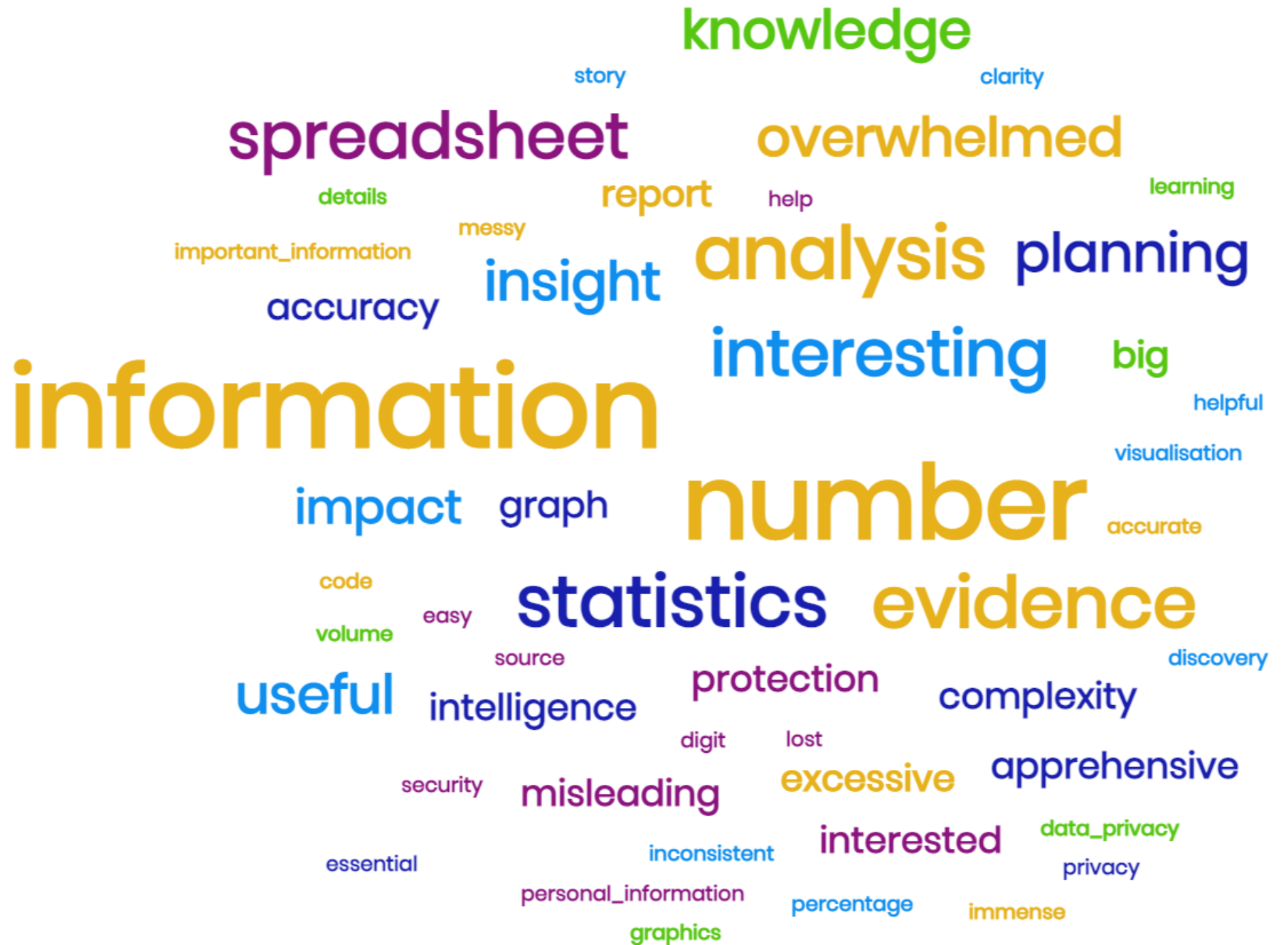
Insight from Datawise London so far…

# How to inspire small charities to do more with data?

How to encourage organisations to move away from **just** using data for monitoring & evaluation purposes, to using data to shape services and influence change too?

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

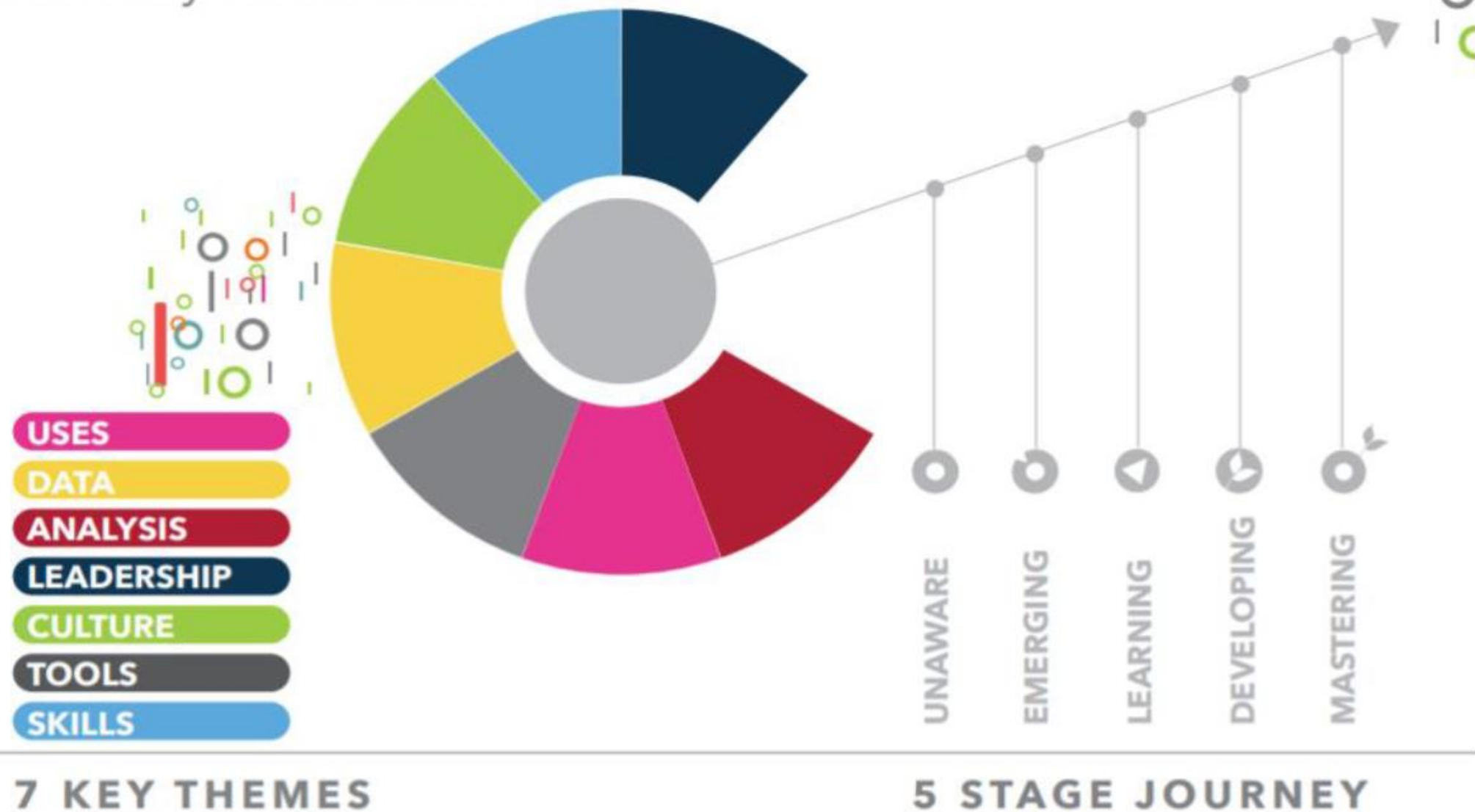filtering

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 do you use data for – pick your top 3

The Data Maturity Framework

7 KEY THEMES
- USES
- DATA
- ANALYSIS
- LEADERSHIP
- CULTURE
- TOOLS
- SKILLS

5 STAGE JOURNEY
- UNAWARE
- EMERGING
- LEARNING
- DEVELOPING
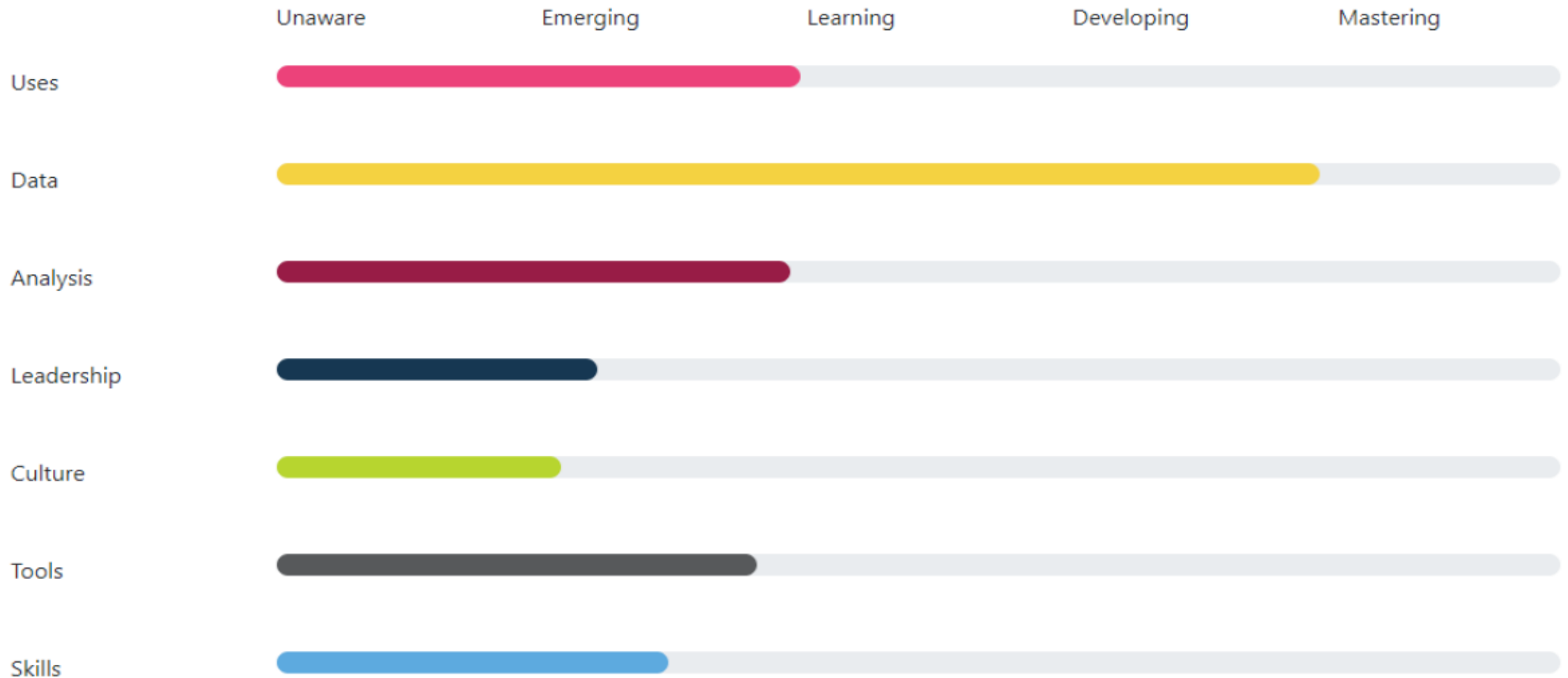- MASTERING

https://www.dataorchard.org.uk/

# 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

| | Unaware | Emerging | Learning | Developing | Mastering |
|---|---|---|---|---|---|
| Uses | | | | | |
| Data | | | | | |
| Analysis | | | | | |
| Leadership | | | | | |
| Culture | | | | | |
| Tools | | | | | |
| Skills | | | | | |

**Range of Data Maturity for cohort before and after Datawise**
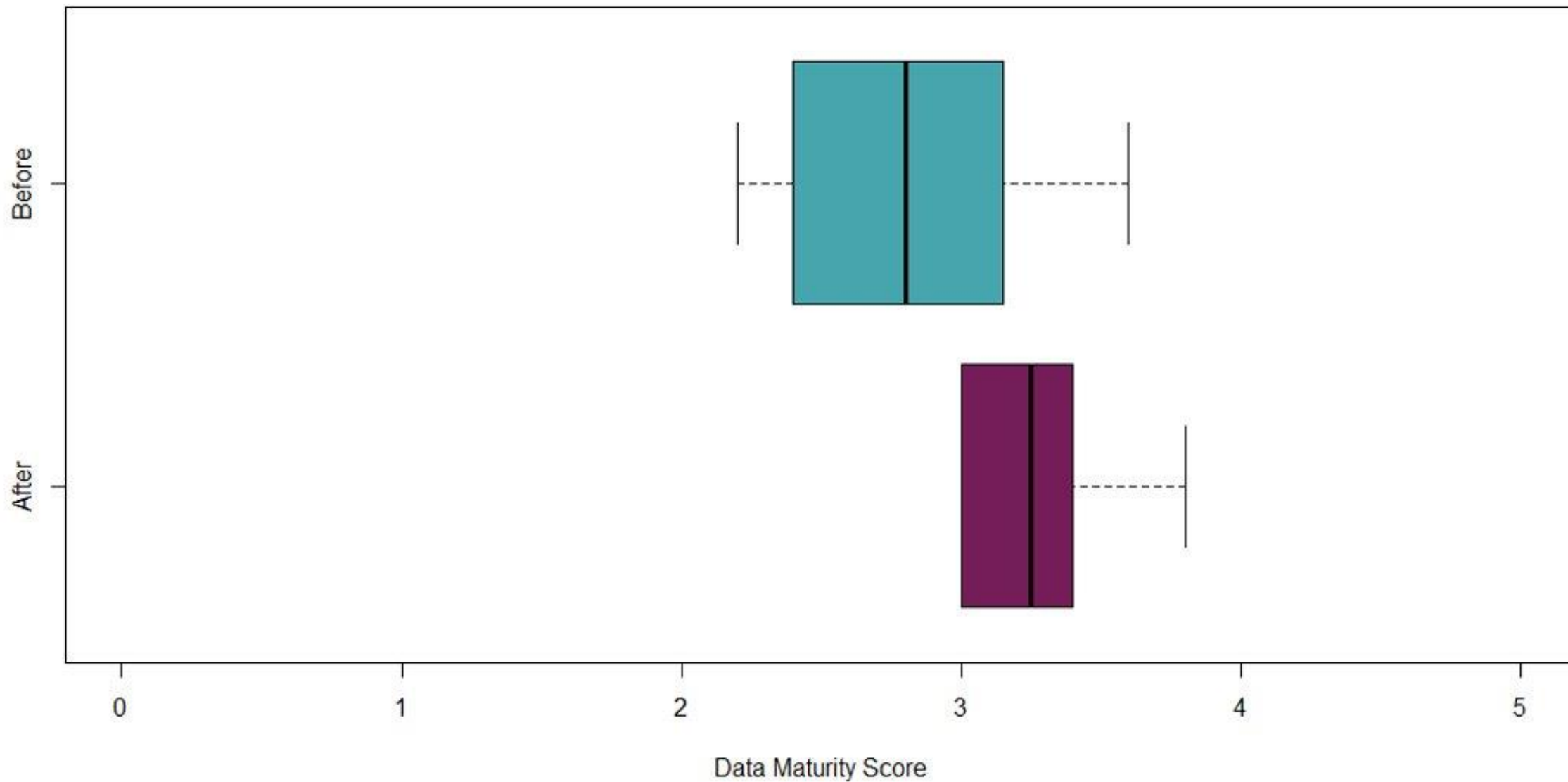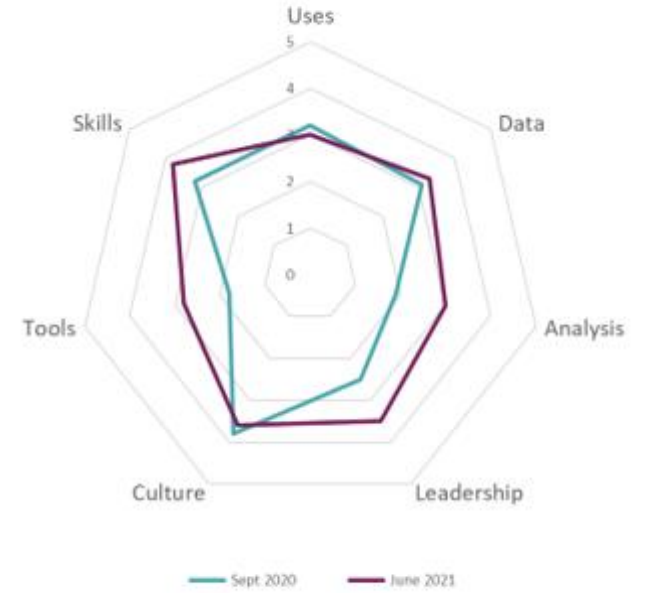
Data Maturity Score

Change in Data Maturity Theme Scores



Change in Data Maturity Theme Scores



Change in Data Maturity Theme Scores

# Any reflections?

# BREAK TIME

# Further discussions – small groups

✓ What's your main motivation for better data use?

✓ What are you most worried / frightened of?

✓ What do you wish you'd known? Your tips for others on their data journeys…

# Adding other details to your journey

✓ Is there anything you'd like to add to your journeys?

# Next steps

- ✓ Would you be interested in being involved in the future research?

- ✓ Do you have any thoughts / ideas on how we might do this?

- ✓ What would work well for you?

- ✓ What resource might you need to stay involved?

- ✓ (Kate will be in touch re invoicing for your time today ☺)

# Where to go for further support

✓Datawise London – [book a Local Insight one to one](#) to explore external open data sets.

✓Superhighways Trust for London funded training / support – [see programme here](#)

✓DataKindUK – [Office Hours](#)/[Data Dives](#)

✓Coalition for Efficiency – [Impact Chats](#)

✓Royal Statistical Society – [Charity pro bono scheme](#)

✓Pro Bono Economics – [Data First Aid initiative](#)

✓[Data Collective](#) – join this new community – Slack channel, blogs, eNews

# Thank you for inputting

**KATE, SORREL & ALICE**

info@superhighways.org.uk
@SuperhighwaysUK