DATA SKILLS ADVICE AND TRAINING

For small charities and community organisations meeting the needs and hopes of local people in London

datawise
LONDON

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I am going to re-develop our data and outcomes for one of my projects, which is smaller and just commencing…I am planning to go back to the funder and attempt to alter some outcomes, to better fit the service design and give us more quality information. 99

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The whole session was excellent - the progression from simple to more complex data mapping solutions and the live demonstrations made it feel like an area we could implement. In fact straight after the session I felt confident enough to try the Community Lens site and start mapping information against the IMD data. 99

ABOUT

Datawise London helps small charities and community organisations learn how to make best use of data so that they can create and shape activities and services for local people in the capital.

Our practical training starts with an entry level course called Data Essentials that examines the role of internal and external data in changing what you do or trying something new.

The wider series then covers a range of useful follow-on topics, including interviewing, creating surveys, analysing qualitative information and mapping and visualising your data.

Our popular Excel bite-sized technical training focuses on the essential spread sheet skills you need to manage and analyse your data. Starting with the basics and finishing with creating a dashboard!

Courses are short, easy to digest and come with handy step-by-step guides. Where possible, we use real or fictional case studies with data that people can play with safely.

Ultimately, training is designed to delight and help staff and volunteers discover the benefits of data in making decisions and influencing change.

Datawise London is a partnership offering training, advice and support to help small charities and community organisations in London better use data to meet the needs of Londoners.

With a robust evidence base small organisations are more likely to be heard and influence stakeholders and decision makers.

DATA ESSENTIALS

This is our introductory session to the Datawise London skills programme.

Data isn't just about numbers, or even stories; it's about asking the right questions of the valuable information in your hands, so that you can better meet the needs of the people you support.

Both our own data and that of others can help us understand why our interventions work, spot problems and identify solutions. So that we can plan the most useful activities and services for local people.

But where do you start?

- What exactly do we mean by 'data'?
- Are we collecting the right data?
- Where do we go to find relevant data from other organisations and public bodies?
- And how are we presenting our findings for internal decision making or external influencing?

This short course will start you on your data discovery journey, with free and affordable digital tools to help you on your way.

" OUR ATTENDEES SAY "

I am just about to start a new project in the new year so hoping to apply everything I've learned strategically to develop services moving forward rather than just gathering what is required by funders retrospectively

It's a bit of a revelation that data isn't just to be logged but can, when properly managed, provide real clarity

GETTING STARTED WITH DIGITAL DATA COLLECTION

Entry level training for small charities and community organisations that want to start collecting data using digital methods.

Your data collection may include routine information such as the numbers of people who have attended sessions, stories from the people you have helped or information about the people you have worked with.

Or questionnaires that help you assess the difference your activities are making.

It is not always easy to start collecting data digitally.

Many organisations find that using paper forms or writing down someone's words has been the most helpful and easiest way of gathering valuable information.

But there are free and low cost digital tools that can help your organisation efficiently and effectively capture, store and analyse the right data.

And help you show the impact of your work, talk about how your service is changing or evidence need in your funding applications.

Join us to find out more, test tools and share with your peers.

66 OUR ATTENDEES SAY 99

The variety of digital options. It was a wide ranging general chat which helped me to develop our ideas for data collection and reporting

We will try to set up a Data Evaluation framework to record services users reoccurring enquiry and action taken

ETHICAL AND RESPONSIBLE DATA USE

We should all have reviewed our data collection and data usage in terms of compliance with the incoming General Data Protection Regulation (GDPR).

But as small charities and community groups, often working with a range of vulnerable client groups and collecting personal sensitive data, there may be more to think about than just the legalities.

This session considers ethical and responsible data use considerations appropriate to smaller organisations.

You'll learn about:

- GDPR principles and legal basis for data processing (a brief review)
- Research ethics appropriate for small charities
- Other responsible data use considerations
- Informed consent
- Data sharing

We ask you to be prepared to discuss issues you are facing within your own organisations.

You'll also receive practical templates to use when planning future projects and related data usage.

66 OUR ATTENDEES SAY 99

A good opportunity to create a housekeeping checklist to share with colleagues, think about training and the level of data shared.

I will be looking at the possibility of trimming what we ask beneficiaries

I found it helpful to do the exercise thinking about inter-organisational data sharing and taking a collaborative approach. Also, some really helpful resources and tools were shared

HOW TO INTERVIEW YOUR BENEFICIARIES

Interviews are a conversation with a purpose. They are more personalised than surveys and often a better way to explore potentially sensitive subjects than focus groups.

Asking people questions gives them the chance to say what they think and feel without the pressure of writing.

With 7.1 million adults in the UK having 'very poor literacy skills', being able to speak out can be a game-changer.

But how do you get started if your background isn't in research and evaluation?

In this two part introduction to semi-structured interviews, as a useful way of gathering research and evaluation data, you will discover:

- the difference between structured, semi-structured and unstructured interviews;
- how they are used for research and evaluation;
- how to plan, conduct and analyse your interviews
- top tips for conducting semi-structured interviews
- digital methods and tools for recording, transcribing and sharing

66 OUR ATTENDEES SAY 99

I've realised how my research isn't as useful as it could be as I need to be more attentive to my tendency to ask leading follow up questions.

...particularly improved awareness of situations that may require more sensitive probing and how to get the best from interviewees

Transcribing using apps rather than manual which I hope will make interviews easier

CREATING SURVEYS: TOOLS AND BEST PRACTICE

Most small charities and community organisations need to evaluate their activities and services to explore what is and isn't working, or explore topics of interest.

But are you asking the right questions?

- Do you know what order you should write them in?
- Or how your questions may be skewing your data?
- And are you using a survey tool that's right for you?

In this session we'll show how you can build surveys in a way that will maximise your response quality and rates.

We'll also start to guide you through the vast and sometimes confusing array of online survey tools available to small organisations.

In this session you'll discover how to...

- Ensure the quality of the answers
- Remove biases from questions so respondents feel they're giving the answer that's right for them
- Encourage a good response rate
- Assess whether a survey tool is right for you

You'll also find out about free and affordable survey tools.

66 OUR ATTENDEES SAY 99

I will be assessing our previous surveys and comparing them to the tips outlined to identify further steps

I want to include a quiz at the start of our grant application forms, so skip logic and question branching will, I hope, help with that

INTRODUCTION TO QUALITATIVE DATA ANALYSIS

Most charities and social enterprises collect qualitative data, e.g. in the form of interviews, video or audio recordings, feedback forms or open-ended questions on surveys.

However, many small charities and community organisations struggle to analyse this data and draw learning and conclusions from it.

In this short, interactive session you'll be introduced to tools and techniques to help you get started with qualitative data analysis.

You'll learn about how to:

- Turn 'talk' into data
- Explain what qualitative data analysis is
- Choose different analysis options
- Code and analyse data

You'll also discover the free and affordable digital tools available to you.

This is part of our bite-sized Qualitative Data series. Participants may find it useful to attend interviewing your beneficiaries, creating surveys and data ethics and consent prior to this course.

66 OUR ATTENDEES SAY 99

I will be putting the techniques into practice immediately to better illustrate the qualitative data from our latest survey to our Community Health Ambassadors (Covid-19)

Loved the hands on nature of the training and the fact that we got to try out some of the tools and approaches with real world examples

EXCEL FOR DATA: BITESIZE SERIES

Our bitesize series is a clear pathway to learning the essential Excel skills you need for data management, analysis and presentation at your small charity or community organisation.

We advise participants to complete the full series in order, with each lesson building on the last. However, if you are confident in one session in the series you can start from that point.

The series is designed for people using Microsoft Excel 2016 or 2019 on a Windows PC / laptop. People with Macs or other Excel versions can access the course but will find some features are not available.

You will use downloadable case study data throughout the series, to bring Excel to life for managing your data and making decisions about your activities and services.

The case study is based on a fictitious small charity called Music Mentors, based on a real world example and rooted in Theory of Change methodology.

You do not need to understand Theory of Change to take part.

A sister session to Data Essentials, 'Using Your Data to Evaluate Your Impact, Explore Options and Drive Change' is a good refresher on how to use Theory of Change and an introduction to Music Mentors. This is an on demand recording.

66 OUR ATTENDEES SAY 99

What an amazing course this Bitesize Excel is. I've been using Excel for years and thought I knew most things, but just in three classes have been shown a load of new things. All of them useful. I am eager for the next classes. Amazing, Thank you so much...

EXCEL FOR DATA: BITESIZE SERIES IN BRIEF

Excel Bitesize 1: Managing your data

- Understanding the Excel ribbon & what's available
- Working with Excel sheets (adding, moving, renaming, colour coding & framing)
- Adding & formatting tables
- Sorting & filtering data
- Adding slicers (visual filters)
- Calculated columns and totals
- Printing

Excel Bitesize 2: Creating a workable data set

- Conditional formatting
- Identifying & removing duplicates
- Data validation & pick lists
- Standardising data formats
- Using formulas to clean, correct & manipulate data

Excel Bitesize 3: Analysing your data

- Working with Pivot tables
- Formulas & Functions (such as CountIF and VIookup)
- Creating a summary page

Excel Bitesize 4: Interpreting & presenting your survey results

- Analyse multiple choice questions
- Summarise rating scales
- Code open-ended survey questions

Excel Bitesize 5: Creating a Dashboard

- Creating pivot tables
- Adding filters & sliders
- Choosing & adding the right chart
- Formatting your dashboard

Self-guided learning

Complete the series in your own time by watching our short videos and completing the tasks. Download the data and find the videos: https://datawise.london/training/excel/

EXCEL FOR DATA

" OUR ATTENDEES SAY "

There were a lot of functions shown that I didn't even know existed! This will help me to work quicker and more efficiently on many existing and future projects.

Making spreadsheets into tables makes life so much easier.

I am looking forward to presenting my data and findings in a clearer way, and making it more accessible and easier to comprehend for the rest of my team.

I will be able to analyse my data with more ease and speed

We have many unwieldy spreadsheets and I can see how to simplify and make more useful. The simple but very effective tips of creating tables and reducing errors initially were great.

The speed is great, it gives us time to practice what we just learned.

I will be able to create a good database of our members/users - from which everything else follows, e.g. sending out surveys to certain people; updating our records; analysing the makeup of the membership.

GETTING STARTED WITH PUTTING YOUR DATA ON THE MAP

Do you collect post code data from your beneficiaries / clients?

Are you interested in analysing this geographical data against other internal or external data to spot trends, illustrate your reach or evidence gaps?

Robust, data informed decisions can help with your service planning and show what's already working to funders, commissioners and your key stakeholders.

It can also help you make the case for change and evidence need in your funding applications.

You will discover how to:

- Identify use cases for your organisation
- Create a simple map using case study postcode data
- Choose from a range of free and affordable mapping tools available to you

66 OUR ATTENDEES SAY 99

It will enable me to map the areas where we have clients and to target other areas of high unemployment

IIt was useful going through the different mapping tools and what is possible to do with them. It help me to imagine what I could do with my organisation's data.

The whole session was excellent - the progression from simple to more complex data mapping solutions and the live demonstrations made it feel like an area we could implement. In fact straight after the session I felt confident enough to try the Community Lens site and start mapping information against the IMD data.

DATA VISUALISATION AND INFOGRAPHICS FOR BEGINNERS

Images are faster to process than words. Breaking up complex information into graphics (such as charts, icons or even large text) is both easier to understand and appealing for your funders, supporters and beneficiaries.

It's a great way to get your message across in the shortest time possible.

It can also help you to reveal patterns and observations not immediately apparent from reading statistics hidden in long paragraphs.

What you will learn:

- The difference between data visualisations and infographics
- Useful design tips
- Free online tools to represent and share your data
- How to create your first data visualisation
- Plan your own data visualisations with key messages

66 OUR ATTENDEES SAY 99

I will use tips such as the colour wheel, try PiktoChart, ensure text is lined up, will keep looking at 'bad' graphics to ensure I don't replicate the issues in my own work

It was useful learning about the psychology between how we interpret data visually and how to use the tools

Excellent run training, trainers are always confident and patient

DATA VISUALISATION: CHARTS AND OTHER CHOICES

Charities are increasingly keen to use data visualisation to communicate quickly and effectively with different audiences.

But data visualisation can vary from the simple to the complex and from the good to the ugly!

This training goes back to basics, looking at the principles of good data visualisation and taking you through some useful ways of structuring your approach.

You'll consider a range of chart and visualisation types that work for your data.

We'll demo free and low cost tools available for small charities to get started on their data visualisation journey. You will even have a chance to have a go with one yourself.

What you will learn:

- Examples of good and less successful data visualisation
- Defining your visualisation concept – goals and audience
- Choosing the best charts for your dataset
- Free and low cost digital tools to create your visualisations
- Accessibility considerations

" OUR ATTENDEES SAY "

It will support us to analyse our data and create reports to better help decision making and service development

I will think more about what we want the audience to know - not just look at what we want to display.

I found it really useful to find out the different ways that data can be shown - I didn't feel confident using anything else but tables!

CREATE YOUR OWN INTERACTIVE DASHBOARD USING POWER BI

As brilliant as it is, sometimes Microsoft Excel can't deliver everything you need when it comes to data analysis, visualisation and publication.

This is where Microsoft's Power BI steps in, enabling you to take your data analysis to the next level creating by sharing powerful, interactive and secure dashboards.

These can then be shared privately or published and embedded in your website.

Which makes it easy to explore your data and assess what's working in your services and activities.

What you will learn:

- How to use Power BI's basic building blocks
- Fetching data from Microsoft Excel
- Creating & customising charts and visualisations
- Printing, sharing & publishing reports

You will need a good working knowledge of Excel, including how to create graphs and charts.

You will also need both the web and desktop version of Power BI installed on your PC or laptop.

" OUR ATTENDEES SAY "

Most useful is the step by step guide and the opportunity to have a go

It will allow us to start to visualise our data sets, share them more widely and make more informed data driven decisions

ENGAGING, IMPACTFUL ANNUAL REVIEWS & REPORTS

Is your annual review really working for you? Long text-heavy documents can make for weary reading.

Your funders, supporters and beneficiaries want you to highlight the real difference you have made in people's lives over the year - and the more readable and engaging you make your review or report, the more it shows the impact you are having.

There are simple things you can do with your review to show the difference you make and a range of free or low cost digital tools that can help.

This course will help you to start moving away from a narrative of activities to highlighting the changes you have made and your next steps.

It is useful for anyone responsible for report-writing throughout the year.

> **It has shown me how to portray information required for reports in a far more appealing / colourful / interesting way and not to be afraid of being creative with information as long as the stats are accurate**
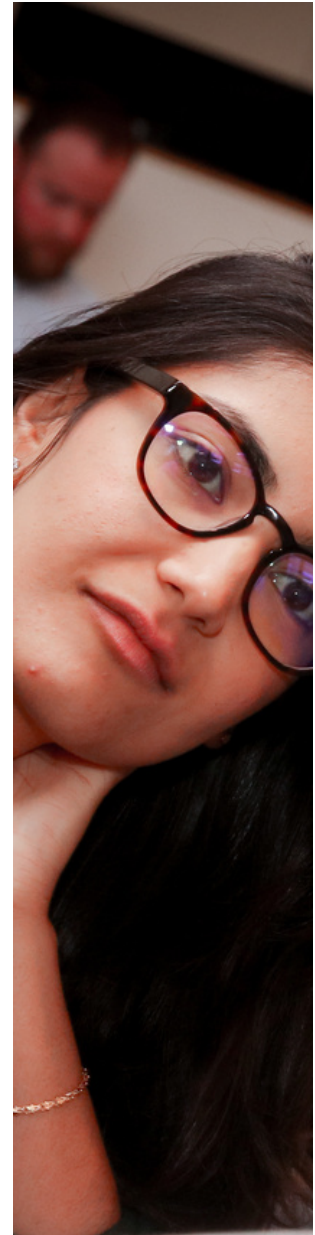
A DAY OF DATA ONE-TO-ONE SURGERIES

Sometimes it's easier to sit down with someone and show them the problem you're experiencing with your spread sheets.

Or upload your data to a map with help on hand to make sure it shows what you want it to.

Datawise London experts can help you think through your data challenges, however big or small they are, so that you can better use your data to plan and adjust great activities and services.

One-to-one surgeries are now typically held online, so there is no need to travel to meet us. However, we are happy to visit local communities in London for face-to-face support when needed.

" OUR ATTENDEES SAY "

Alice was very understanding and eager to help. No sooner had we finished our zoom chat, Alice had sent me back the excel spreadsheet that she had altered, ready for me to review!

DATA SKILLS TRAINING FOR A COHORT OF GROUPS

Our Cohort programme is designed to help small charities and community organisations learn how to better use data to shape services and influence change, over a longer period of time.

The programme is divided into five crucial stages – Discover, Learn, Analyse, Shape and Repeat.

The monthly (or weekly) sessions are comprised of technical skills building together with collaborative workshops for peer learning.

The content can cover the full range of topics in this brochure.

However, it is also shaped to the goals set by the participants for themselves and by the data 'hunches' they have identified and want to explore.

Participants are asked to complete the Data Maturity Assessment and encourage their staff or volunteer teams to take part for a more comprehensive view of data use in the organisation.

We can also offer one-to-one support and mentoring to help embed learning.

66 OUR ATTENDEES SAY 99

One of the things we've been able to take from this programme is really take the time out to look at what do we really need to do to set the foundations

It was fun engaging with so many different people from different organisations, hearing their stories - to actually just share what was happening in our organisations as well, to let off steam. It was something quite different from the day to day.

DATA HACK DAY

Datawise London offers a day of learning about all things data and how your small charity or community group could be using it better to sustain and thrive.

Data Hack Days are often created in partnership with local councils for voluntary services.

It starts with examples of how local organisations and projects are analysing data.

The day includes a Show and Tell from Datawise London – demoing a range of amazing free and low costs tools you could start to use yourselves.

We pose the following questions:

- How could your organisation unlock the potential of the data you hold?
- What techniques & tools could you use to analyse and visualise data better to make more data informed decisions?
- Where should you go to find the data that can help you design relevant services and evidence need?

We'll also look at useful sources of data both within the local area and beyond, and how you can access and use these data sets.

66 OUR ATTENDEES SAY 99

The Kingston data information will be very useful for funding bids and determining local need

[It was useful learning] How to use data properly. Learning new tools to develop using data in a coherent manner to give bigger impact for potential funders with the data I supply.

BESPOKE TRAINING

Giving your team the data skills they need to make informed decisions about activities and services can help your organisation adapt and thrive in an ever-changing world.

Being able to collect, analyse and present data to your audiences are critical skills, particularly in small organisations where staff and volunteers can have multiple roles.

Bespoke training may be more cost-effective too.

Any courses on our training programme can be adapted to meet your specific needs.

For example we can focus on the external data sets that are most useful for your work, or help you examine your own internal information.

We run our interactive and technical training online, but can also deliver face-to-face if this is best for your team.

Talk to us about your ideas and challenges.

66 OUR ATTENDEES SAY 99

Thanks again for all your support with the [systems] review. We've all learned so much from working with you. We really wanted this to be a collective decision and it's been brilliant working with Superhighways to make that happen.
The team are really excited about the next steps and that's in no small part because of the way you've worked to involve the whole team every step of the way. Thank you! 😊

DATA TALKS

Join us to hear from experts talking about specific datasets and useful research that can help us respond to needs, identify gaps and provide the insight we need to support thriving communities.

If you have expertise to share about how to use a specific data set or free and affordable tools to make data more accessible we'd love to hear from you.
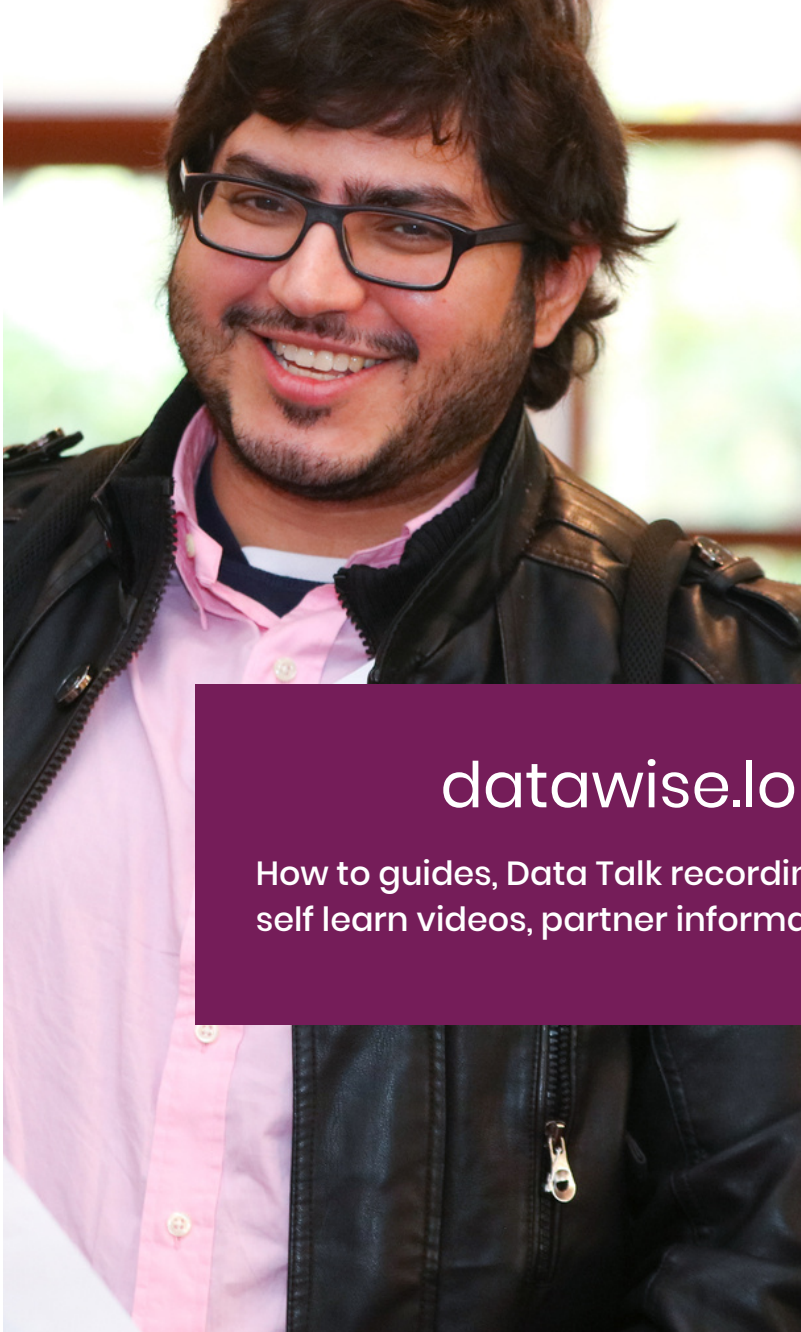
Examples of Data Talks to date:

- Introduction to London's Poverty Profile
- Disproportionate Impact of Covid 19: Map of Community Views
- Demystifying Unemployment Data
- Census 2021

Participants can join the Talks live, or watch the recordings on datawise.london

" OUR ATTENDEES SAY "

It will be really helpful for our funding applications, where we want to show our rationale behind working in certain London boroughs and targeting certain areas where there is more deprivation. It will also helps us to make future decisions about the areas we should work in

Following the session I actually referred one of our organisations in Newham to the poverty profile! Very useful resource, will use more often in future
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datawise.london

How to guides, Data Talk recordings, Excel bite-sized self learn videos, partner information and stories.

Get in touch

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