



Discover. Learn.  
Analyse. Shape.  
Repeat.

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# Session 3: Learn

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# Today's agenda

Welcome & Check in

Sharing 2 to 3 key goals for the programme

Adding goals to Makerble

11:25 Break

When ToC feels complicated!

Data audit – tools & systems

13:00 Lunch

External Data Sets

Mapping case study

15:00 Break

Mapping practical session

Revisiting your hunches

Check out



# Datawise London Cohort Programme

## 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





# Your goals

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# Break





# Revisiting Theory of Change

ANTONIA, COALITION FOR EFFICIENCY

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# Data audit – tools & systems

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## Part 1: What routine data have you already got?

Use the five types of data framework to think about the routine data you *already* collect and hold. Don't forget some of this information might be found/could be reused for GDPR compliance purposes.

+

<b>Type of data</b> <i>(Find out more about the 5 types of data <a href="#">here</a>.)</i>	<b>Do you have any of this type of data?</b>  Y / N	<b>What data do you collect? Who do you collect it from?</b>  <i>Do you collect data from service users, their family or carers? Do you collect any data from referral agencies?</i>	<b>How is the data collected?</b>  <i>Who collects the data? How, when and how often? Do you use paper forms, an online survey, chats?</i>	<b>Where is this data held?</b>  <i>Is this in a database, spreadsheet or paper? Is it held on local computer files, shared files or online? Who is it available to? Do you still have access to it?</i>	<b>How is this data used currently?</b>  <i>Who analyses the data and who uses the results of the analysis? Is it used internally or externally?</i>
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## Part 2: How can we use this data?

Once you have mapped out the data you currently collect in Part 1, it's time to consider how useful that data really is to you. This will help you to decide what information to review when making decisions about your services. It's worth starting with what's useful to you **right now**, and then considering what might be useful to you in the future.

<b>Type of data</b>	<b>Why is this data useful?</b> <i>What does this information tell you? Who do you collect it for? Can you pinpoint the data that is useful to you?</i>	<b>Do you really need this data?</b> <i>Does it help to inform decision-making for your work? Could you get the same info elsewhere?</i>	<b>Is the data accurate and consistent?</b> <i>Data is only useful if it is accurate and consistent.</i>	<b>Are we missing anything important?</b> <i>Consider what you would like your data to tell you. What questions aren't being answered? Does anyone else have this info?</i>
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## Part 3: What do we do now?

Consider what you have learned about your data from the questions in Part 1 and Part 2 and outline what this means for your day-to-day work. Also, remember to think about how you can use this information to communicate with your stakeholders in marketing documents, commissioner reports, funding bids etc. You might structure your actions like this:

<b>"I will [continue or start] collecting..."</b>	<b>... "because it will help us to..."</b> <i>Remember: You could use your notes from above to answer this</i>
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# 5 Types of data

User data:	Information about the characteristics of the people you are reaching. To check whether your service is reaching the intended target group, and tell you about the population you are currently serving.
Engagement data:	Information about how service users are using your service, and the extent to which they use it. To understand whether or not you effectively deliver the service to your intended users. Key questions include how often people come? For how long? How engaged are they?
Feedback data:	Information on what people think about the service. To establish whether your service gets the reaction you want and whether it is beginning to work in the way intended. Specific questions might include: Do people enjoy the service? Do they find it useful? What aspects do they rate the best/least?
Outcome data:	Information on the short term changes, benefits or assets people have got from the service. What is different now? How, if at all, do they think your service has helped? Which aspects of the service have helped which types of service users in which circumstances? And which have not?
Impact data:	Information on the long-term difference that has resulted from the service. Have the outcomes achieved (above) helped people to change their lives for the better? This is the hardest type of data to collect.



# Lunch





# External data

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### Advice trends

[www.citizensadvice.org.uk/about-us/difference-we-make/advice-trends/](http://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/](http://www.ethnicity-facts-figures.service.gov.uk/)

Headline figures from each government department detailing ethnic inequalities in the UK.



### Stat-Xplore

[stat-xplore.dwp.gov.uk](http://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/](http://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](http://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.



### London Datastore

[data.london.gov.uk](http://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/](http://www.trustforlondon.org.uk/data/)

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



### Understanding Society

[www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk)

Search results from academic research using the UK's largest representative household survey.



### Metropolitan Police

[www.met.police.uk/sd/stats-and-data/](http://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.



### Ward Profiles and Atlas

[data.london.gov.uk/data-set/ward-profiles-and-atlas](http://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.



### Nomis

[www.nomisweb.co.uk](http://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.



### Who runs London

[www.londoncouncils.gov.uk/who-runs-london](http://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.



### Public Health

[fingertips.phe.org.uk/](http://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



### YouGov Results

[yougov.co.uk/results/](http://yougov.co.uk/results/)

Runs surveys of public opinion on topical issues, with gender, age and social class breakdowns.

# 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.

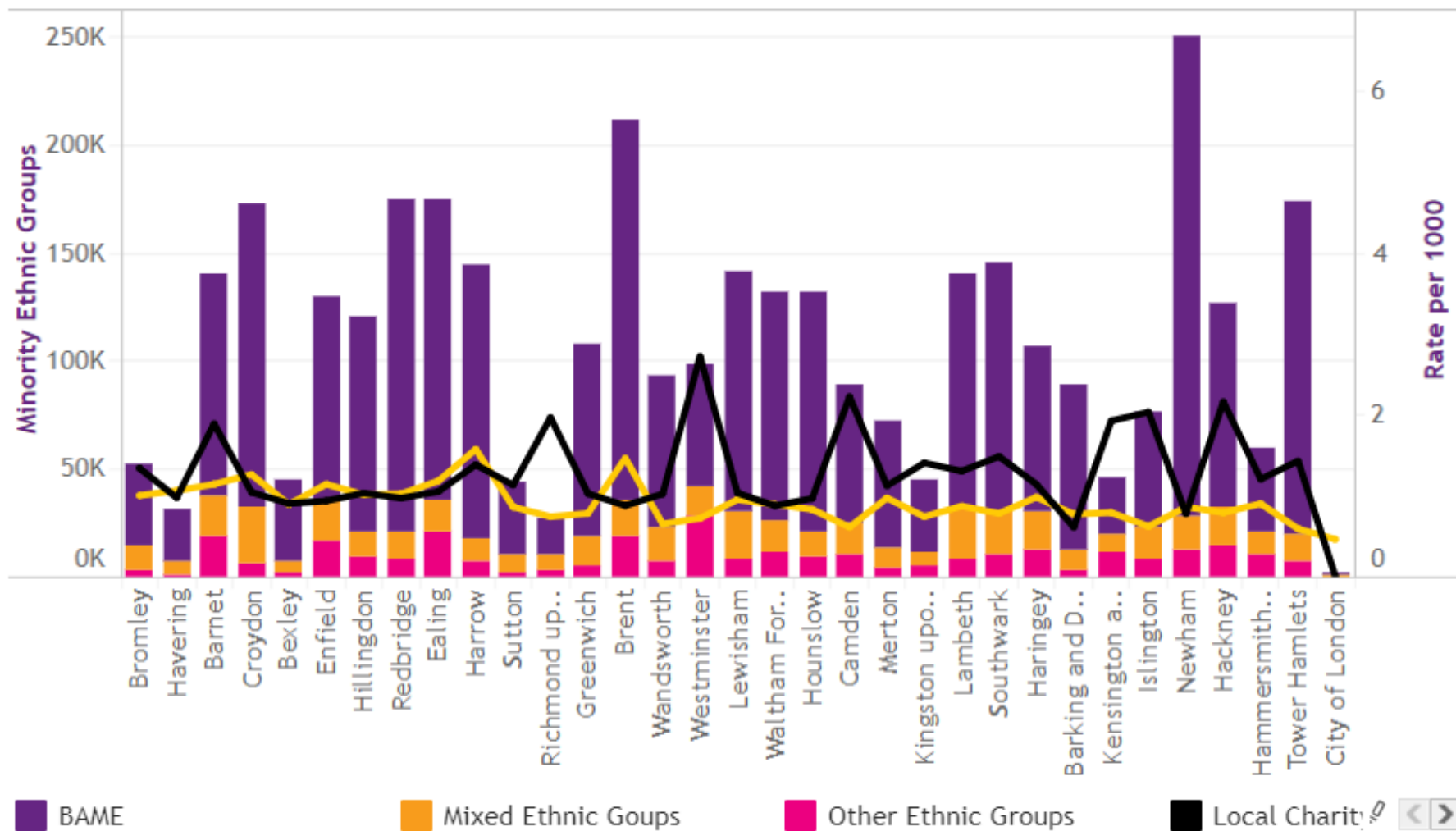
**NPC**



# Interactive Covid-19 data for charities and funders



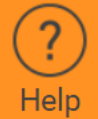
## Minority ethnic groups, local charity density and COVID-19 mortality rate for London





# 360Giving's GrantNav (& advanced searches)

GRANTNAV



- Search All Fields  Locations  Recipients  Titles & Descriptions

**Tip:** If you're looking for a specific phrase, put quotes around it to refine your search. e.g. "youth clubs". For more tips, see [Advanced Search](#)

## Filter By <sup>?</sup>

Currency  
GBP (504)

Amount Awarded (GBP)

Smallest	Largest	Apply
<input type="text"/>	<input type="text"/>	<input type="button" value="Apply"/>
£0 - £500 (0)		
£500 - £1,000 (4)		
£1,000 - £5,000 (63)		

Results Sort By:



<b>Total grants</b>	504	<b>Total GBP grants</b>	504
<b>Total funders</b>	44	<b>Total GBP awarded</b>	£57,348,723
<b>Total recipients</b>	307	<b>Largest GBP award</b>	£5,000,000
<b>Earliest award date</b>	05 Feb 2003	<b>Smallest GBP award</b>	£500
<b>Latest award date</b>	02 Nov 2020	<b>Total Non-GBP grants</b>	0

**Youth for Youth (Y4Y)** 11 Sep 2008

This three year project will set up a young tenant's alliance, through a series of youth councils and activities, to influence the housing services provided to young people. It is aimed at young residents of housing estates aged 12 to 19, including those experiencing difficulty with the

**Amount:** £887,620  
**Funder:** [The National Lottery Community Fund](#)  
**Recipient:** [Peabody](#)  
**Region:** [London](#)  
**District:** [Southwark London Boro](#)



# Geo mapping

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# Refugee & migrant advice service

- ✓ 'RMAS' provides information and advice by appointment at their office
- ✓ They run a drop in service at a central church location
- ✓ Are they reaching the clients most in need?
- ✓ Cross referencing Indices of Multiple Deprivation with client addresses
- ✓ Could this give some insight re where to provide an outreach service?



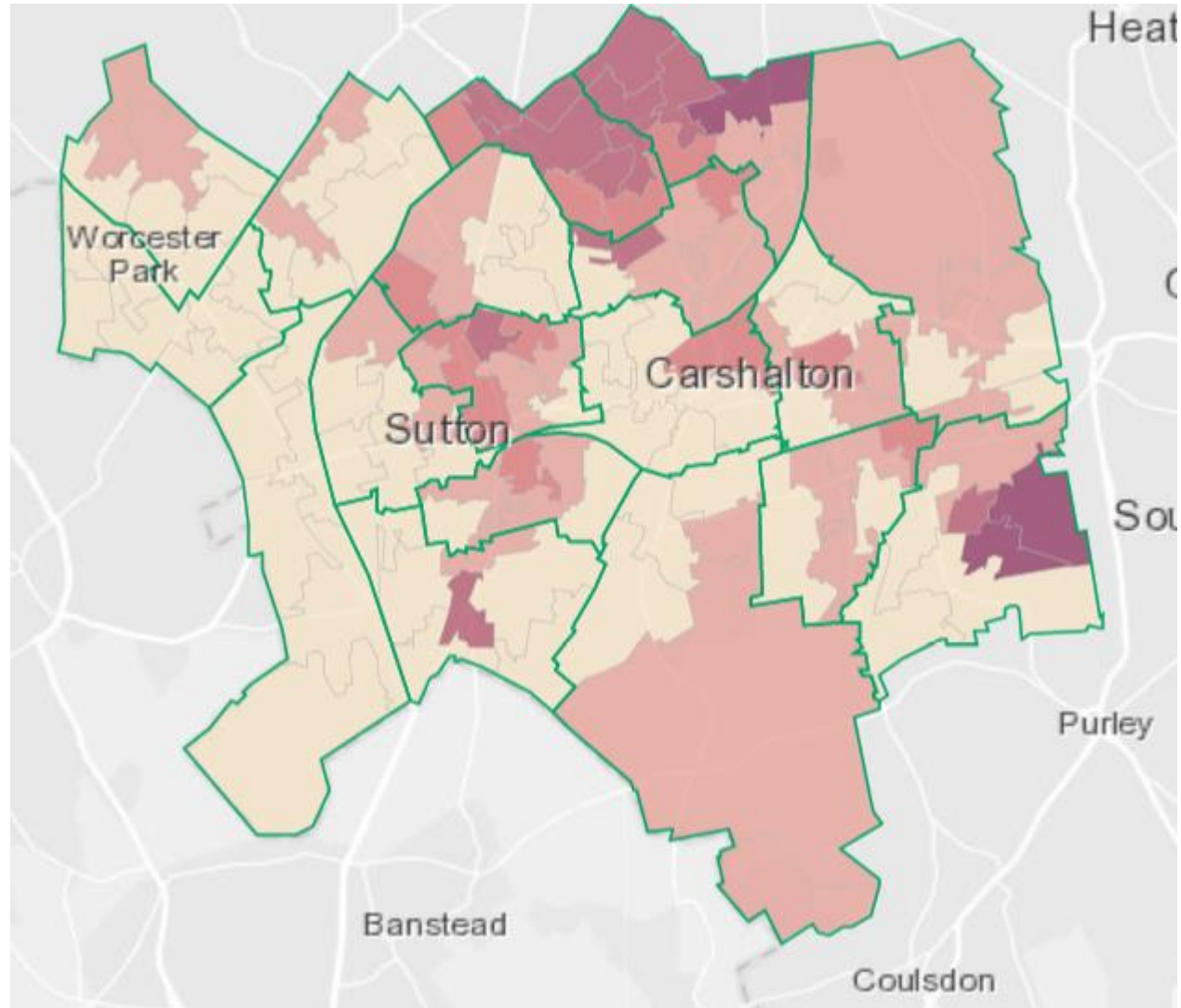
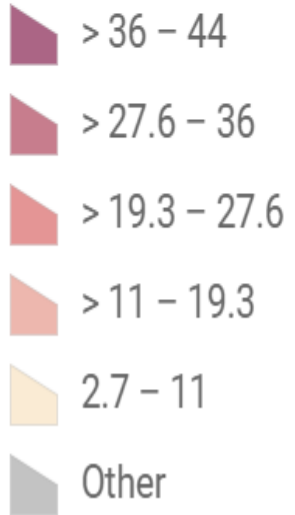
## Legend

Ward



LSOA

Index of Multiple Deprivation (IMD) Score|2019



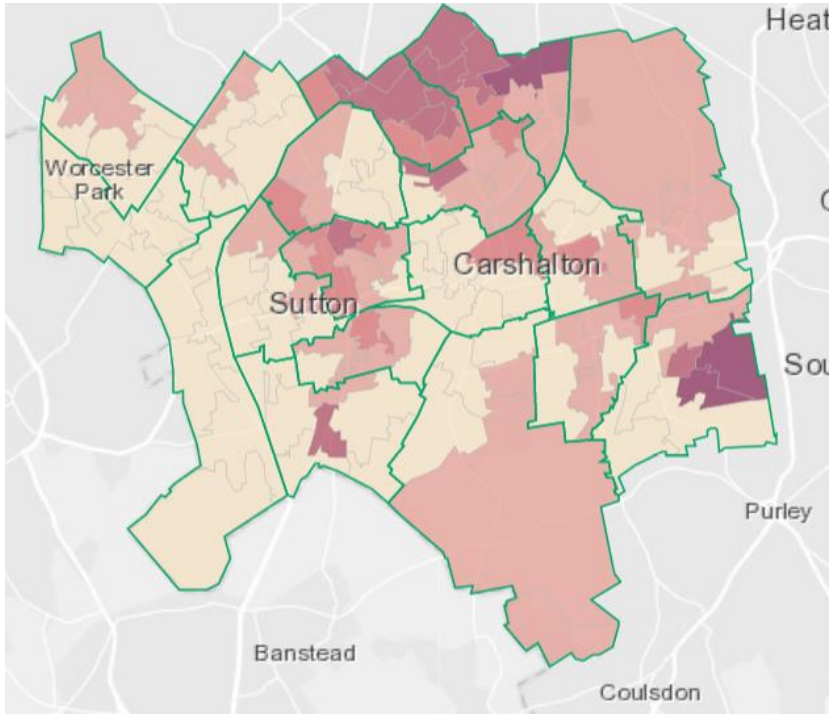
<https://data.sutton.gov.uk/deprivation/map/>



# Steps needed to add client data...

- ✓ Export from client database to Excel
- ✓ Incomplete data – not all addresses had generated a Ward
- ✓ Used look up sites to add Wards from post codes
  - ✓ [MySociety Mapit](#)
  - ✓ [Doogal](#)
- ✓ Use pivot tables to count numbers of clients in each Ward
- ✓ Add this data to a 2<sup>nd</sup> mapping template and override the colour code ranges
- ✓ Compare and contrast the maps

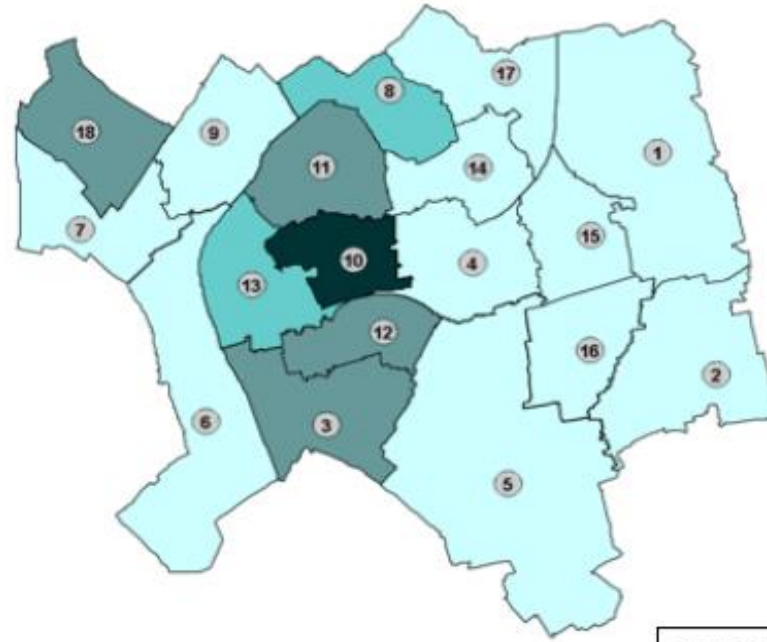




Indices of multiple deprivation

# 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	



# Break



# Borough / wards mapping template

- Go to the London Data Store's [Excel Mapping Template](#)
- Download the Map for quantitative data



## Excel Mapping Template for London Boroughs and Wards

Greater London Authority (GLA)

Data

Created 6 years ago, updated 7 months ago

A free mapping tool that allows you to create a thematic map of London without any specialist GIS skills or software - all you need is Microsoft Excel. Templates are available for London's Boroughs and Wards. Full instructions are contained within the spreadsheets.

### Borough maps

- [Map for quantitative data](#)
- [Map for categorical data](#)
- [Cartogram that uses squares to represent London Boroughs](#)



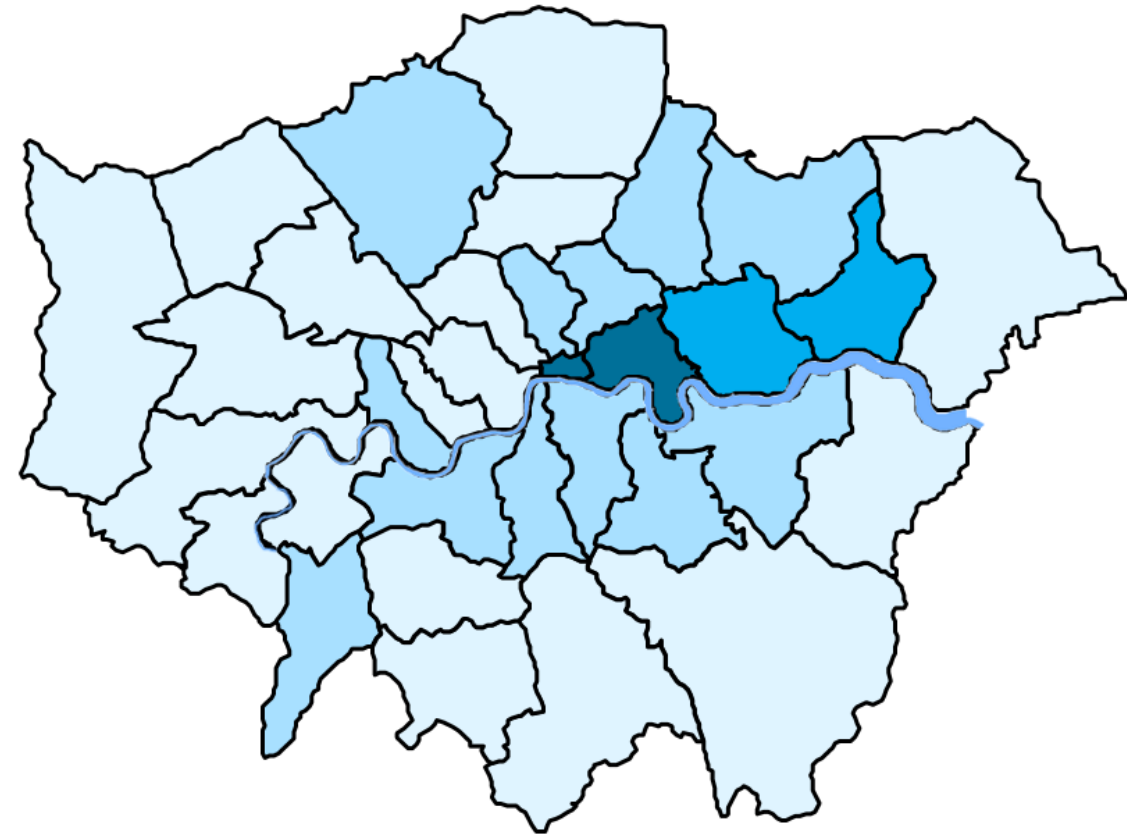


# Adding your data to the map

- Enable editing and Enable macros
- Now delete the values in the column next to the Borough list
- Now paste in your own data values

Boroughs	Values
City of London	43.2
Barking and Dagenham	32.0
Barnet	19.3
Bexley	9.1
Brent	16.9
Bromley	9.6
Camden	15.8
Croydon	15.9
Ealing	16.2
Enfield	11.9
Greenwich	24.3
Hackney	22.8
Hammersmith and Fulham	21.8
Haringey	16.5
Harrow	13.8
Havering	16.4
Hillingdon	9.2
Hounslow	16.4
Islington	20.3
Kensington and Chelsea	13.0
Kingston upon Thames	17.2
Lambeth	21.3
Lewisham	18.6
Merton	10.4
Newham	27.0
Redbridge	19.3
Richmond upon Thames	8.2
Southwark	22.8

Refresh Map



# Adjusting your map

- In this example, darker shades represent boroughs where young people have higher concerns about safety and the police
- Change the number of Ranges to 5
- Adjust the Legend ranges & colours if you need to
- Drag the Borough labels to overlay the map



Refresh Map



To use different colours to the default ones, find the RGB colours you want, and enter them into the cell grid starting with the first row.

**Note:** The map will only update when the data in column 1 is updated when Refresh Map button is clicked

The low/high threshold ranges will be rounded depending on the numbers being mapped, but the user may need to adjust the number of decimal places being displayed in the legend.

If an area has missing data type **any text** into its cell in column 1 - (do not enter a number, or leave it blank)

*Tip:* Copy and paste the map into Word, and copy and paste the legend into Word, selecting 'Picture'

Choose 4 or 5

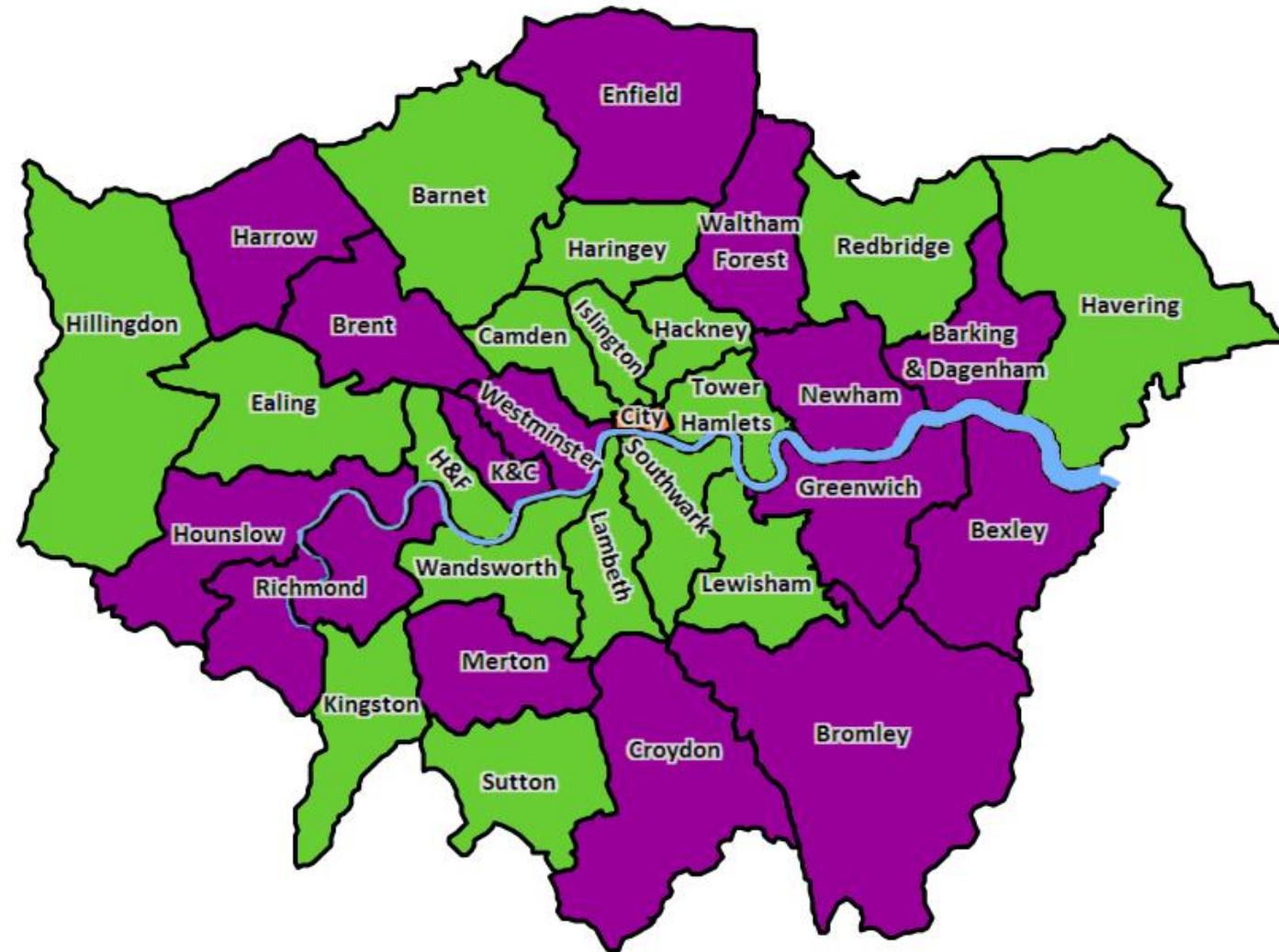
Number of Ranges

**Legend**

Equal ranges	Low ( $\geq$ )	High ( $<$ )	Occurrences
1	0.5	0.5	(4)
2	0.5	0.6	(9)
3	0.6	0.6	(9)
4	0.6	0.7	(7)
5	0.7	0.7	(4)
			(33)

# Using the map for categorical data

- [Download the mapping template](#)
- Add categorical values for the boroughs
- Here we've added the top issues most affecting young people's mental health in the survey



## Legend

	Category	Occurrences	
1	Education	(15)	Purple
2	Employment	(17)	Green
3	Physical Health	(1)	Orange

# Some other borough data to map?

- ✓ Designated Open Spaces
- ✓ Equalities, diversity and inclusion measures
- ✓ Young People NEETs by borough





# CVA ABCD Asset Map



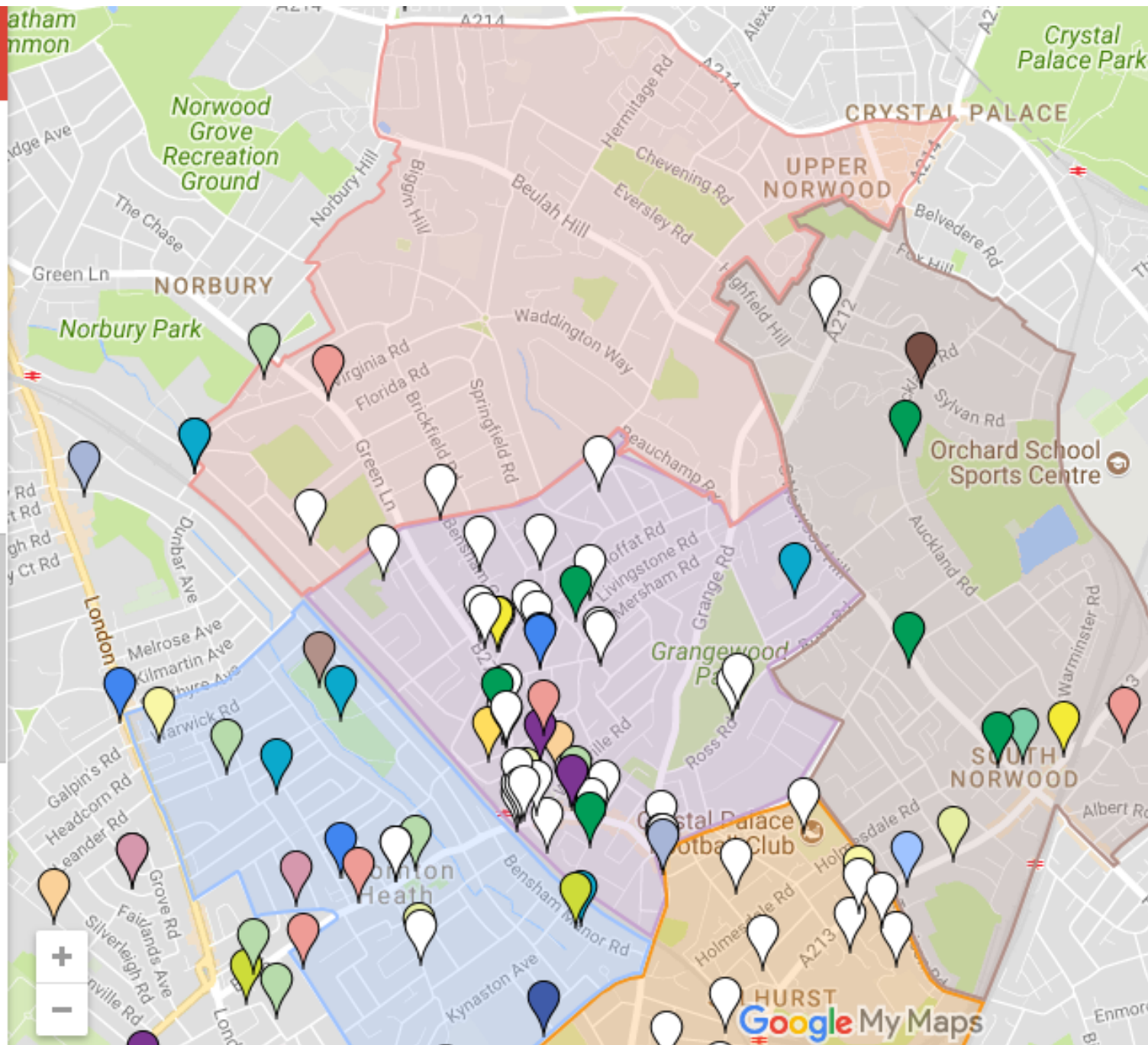
- Cooking
- Computing
- Physical Health
- Children, Parents, Family
- Community
- Dance/ Singing
- Fitness, Sport, Cricket
- Health
- Other / No data



## Community based groups



- Family, Community
- Music
- Residents Association
- Other / No data



# Google My Maps Summary

- ✓ Import spreadsheet to plot points on a map
- ✓ Add multi-media
- ✓ Customise look and feel – range of icons
- ✓ Add different layers (max 10)
- ✓ Update data table within the map
- ✓ Sharing – keep private, share with specific people, make public
- ✓ [Find out more](#)
- ✓ [Step by step guide](#)





# Refining your hunch

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# Next steps

- ✓ Meet with your mentor to discuss your hunch so you can start progressing it and given an update in Session 4
- ✓ Continue reviewing data collection use
- ✓ Start tackling the tasks you've identified for each goal
- ✓ Sign up for some Datawise London training
- ✓ Have a go at using Makerble & look at it with your mentor
- ✓ Ask us if you need help
- ✓ Join Session 4 – Friday 18 December

