



Discover. Learn.  
Analyse. Shape.  
Repeat

COHORT SESSION 4: LEARN

#DatawiseLondon



# Today's agenda: morning

## Welcome & Check in

Exploring hunches

Refining and sharing our own hunch

## 11:15 Break

Re-cap of external data sources

Data quiz

Exploring relevant data sources

## 13:00 Lunch



# Today's agenda: afternoon

14:00 Welcome back from Lunch

Data sources - uses and pitfalls

Best practices for external data

Mapping practical session

15:10 Break

Updating progress with Makerble

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



# Exploring hunches

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Examples from our Data Essentials courses to get us in the hunch frame of mind...



# Definition

“a feeling or guess based  
on intuition rather than  
fact”

Oxford Languages



# Example 1

The demographics of our volunteers  
aren't representative of the  
boroughs [we work in]



## Example 2

My hunch is people (especially women with young children) with little or no previous education are not accessing ESOL provision





# Re-write the following hunch

How do we attract more volunteers from the SE1 area and ensure they are representative of the demographics of the area?

Don't worry about knowing all the details!



# Re-write the following hunch

Can we run our programme completely digitally via Skype etc?

Don't worry about knowing all the details!



# Re-write the following hunch

"How useful the website is to the people using it. That it is difficult when there are lots of services and offer but really useful for niche service"

Don't worry  
about knowing  
all the details!



# Example Superhighways: My Hunch is...

Due to Covid we think our audience has expanded and we're reaching smaller groups previously not accessing digital assistance

## Data Needed

### Internal data

- Training attendance records
- Support requests & technical enquiries
- One to one support records
- Size of group by income (not previously collected)
- Referrals

### External data

- Charity commission data
- 360 Giving data (for non registered by grant funded groups)

## Tools Needed

- Eventbrite
- Excel
- Power BI

## Skills Needed

- Excel dashboards
- Power BI reports
- Knowledge of how to use Grantnav & 360 Insights
- Mapping & overlaying maps of need & provision

Over to you...  
quick refresh  
and peer  
feedback



**Break**



# External data sources Recap

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A useful (though not exhaustive) collection of external data sets





### 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.





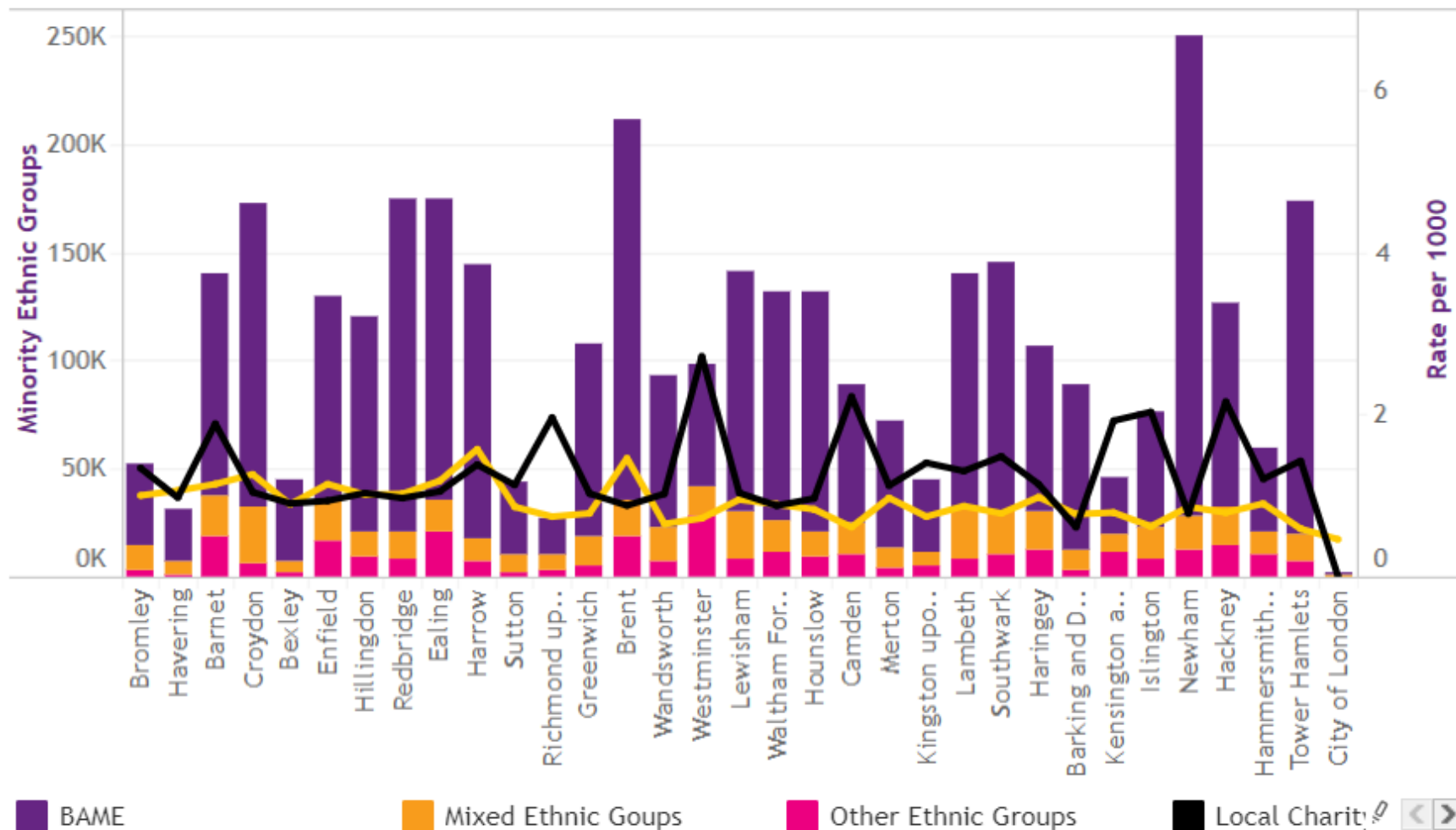
**NPC**



# Interactive Covid-19 data for charities and funders



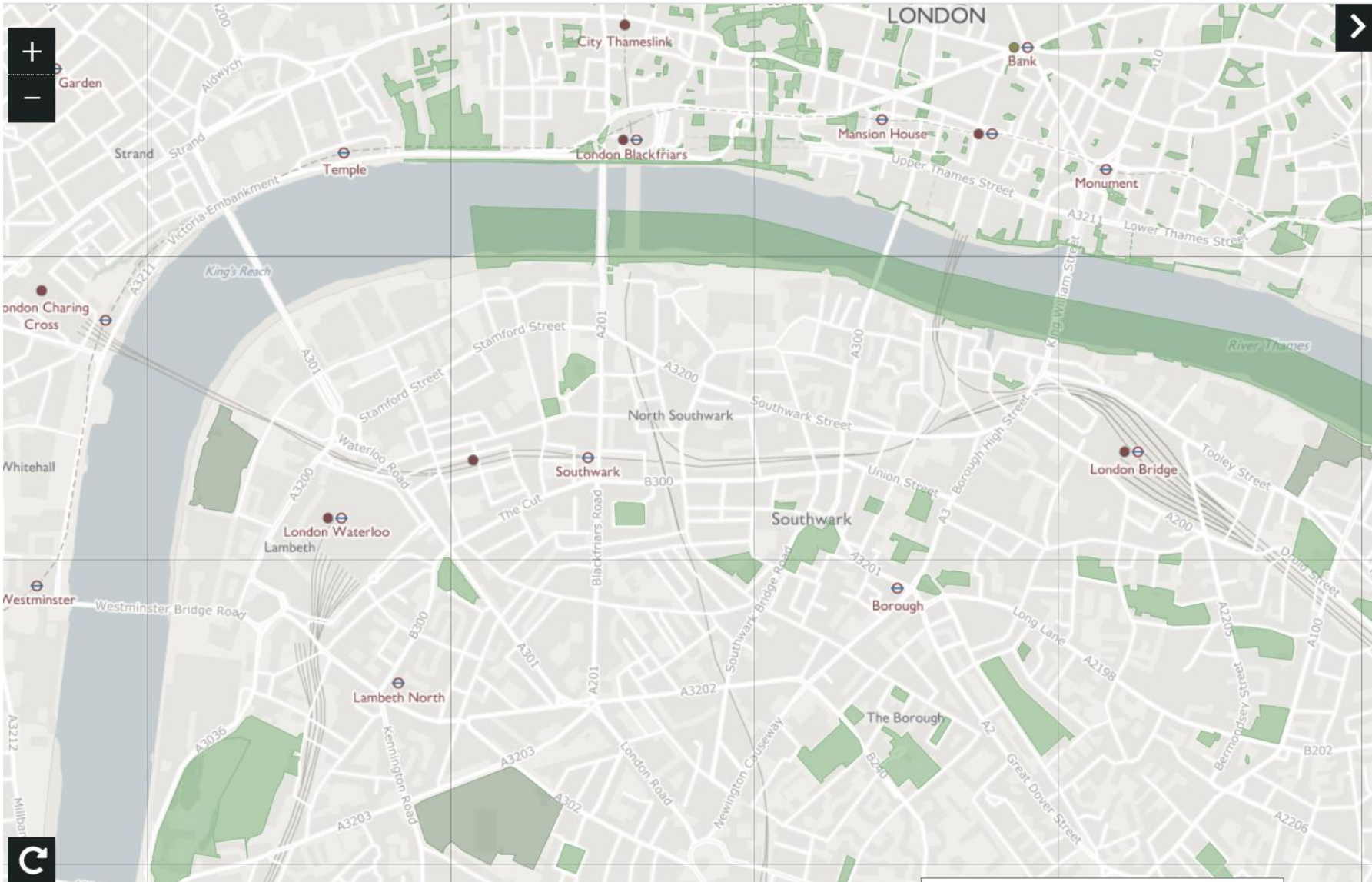
## Minority ethnic groups, local charity density and COVID-19 mortality rate for London



# 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](#)
- ✓ 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
- ✓ 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](#)





# PLANNING DATA MAP



This open planning data map for London contains the latest spatial data about planning policy. Let us know how you think it might be improved or expanded: [idd@london.gov.uk](mailto:idd@london.gov.uk)

Search near a location:



Protection



Good Growth



Context

- Designated Open Space ▼  
Designated Open Space includes lands designated as Green Belt, Metropolitan Open Land (MOL) and other public open spaces... [Read More](#) i
- Green Belt ▼
- Metropolitan Open land ▼
- Other Open Space ▼
- Site of Importance for Nature Conservation (SINC) ▼
- Sites of Special Scientific Interest (SSSI) ▼
- Conservation Areas ▼
- Ancient Woodland ▼
- Strategic Industrial Location (SIL) ▼
- Locally Significant Industrial Sites (LSIS) ▼
- Flood Risk ▼

Download Planning Data

MAYOR OF LONDON



# 360Giving's GrantNav (& advanced searches)

GRANTNAV



southwark AND "young people" youth



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

£0 - £500 (0)

£500 - £1,000 (4)

£1,000 - £5,000 (63)

Results

Sort By: Best Match



**Total grants** 504  
**Total funders** 44  
**Total recipients** 307  
**Earliest award date** 05 Feb 2003  
**Latest award date** 02 Nov 2020

**Total GBP grants** 504  
**Total GBP awarded** £57,348,723  
**Largest GBP award** £5,000,000  
**Smallest GBP award** £500  
**Total Non-GBP grants** 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](#)





# Exploring external data

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A quiz to explore data sets, followed by a deeper dive into the sources that matter to you. We'll also consider best practice issues.



What data sources help you with your hunch?

- ✓ 10 mins have a think
- ✓ Choose 2 or 3 – share in chat
- ✓ Work with others on same sets?
- ✓ Explore the data
- ✓ Start making some notes – challenges using the data



Lunch







# Data findings

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Best practice issues when working with data – what did you find?



Considerations &  
best practice for  
working with  
external data

Google Jamboard



# Geo mapping

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Evidence needs and spot gaps in service delivery with free and affordable mapping tools



# Simplest map creation - Batchgeo...



Paste data sets with postcodes & create a map:

- ✓ Blue existing volunteers
- ✓ Red new client referrals

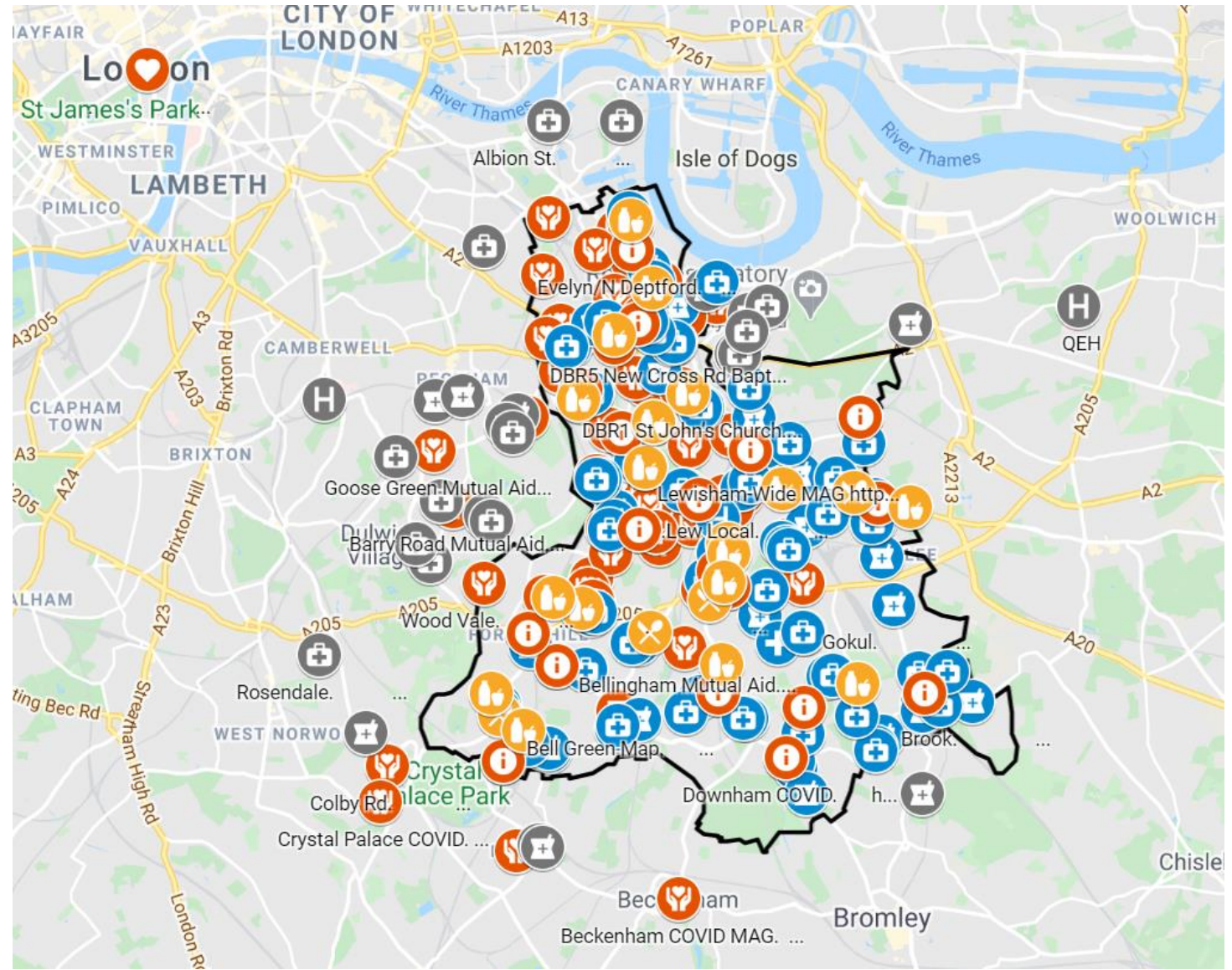


# Batchgeo Summary

- ✓ Paste data straight from Excel at [www.batchgeo.com](http://www.batchgeo.com)
- ✓ Free version – maximum 250 rows of data
- ✓ Choose how to group pins (max 7 categories)
- ✓ Customise design (limited)
- ✓ Limit Zoom in to anonymise data
- ✓ Save Map – Public or Unlisted (Private option in Pro account)
- ✓ Share via link or embed code
- ✓ [Step by step guide](#)



# Lewisham Wellbeing Map





# CVA ABCD Asset Map



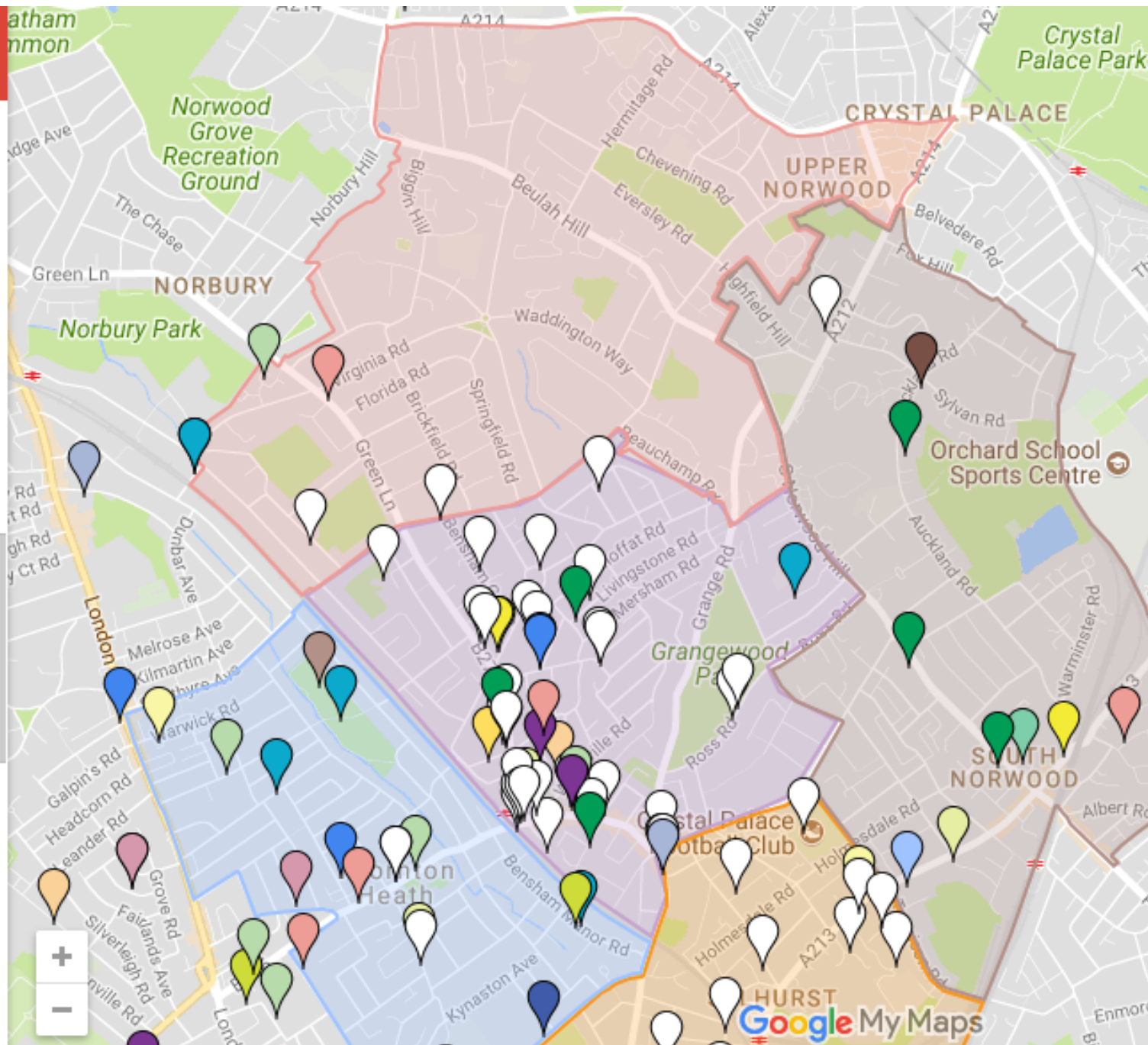
- Cooking
- Computing
- Physical Health
- Children, Parents, Family
- Community
- Dance/ Singing
- Fitness, Sport, Cricket
- Health
- Other / No data



## Community based groups



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



# Google MyMaps Summary

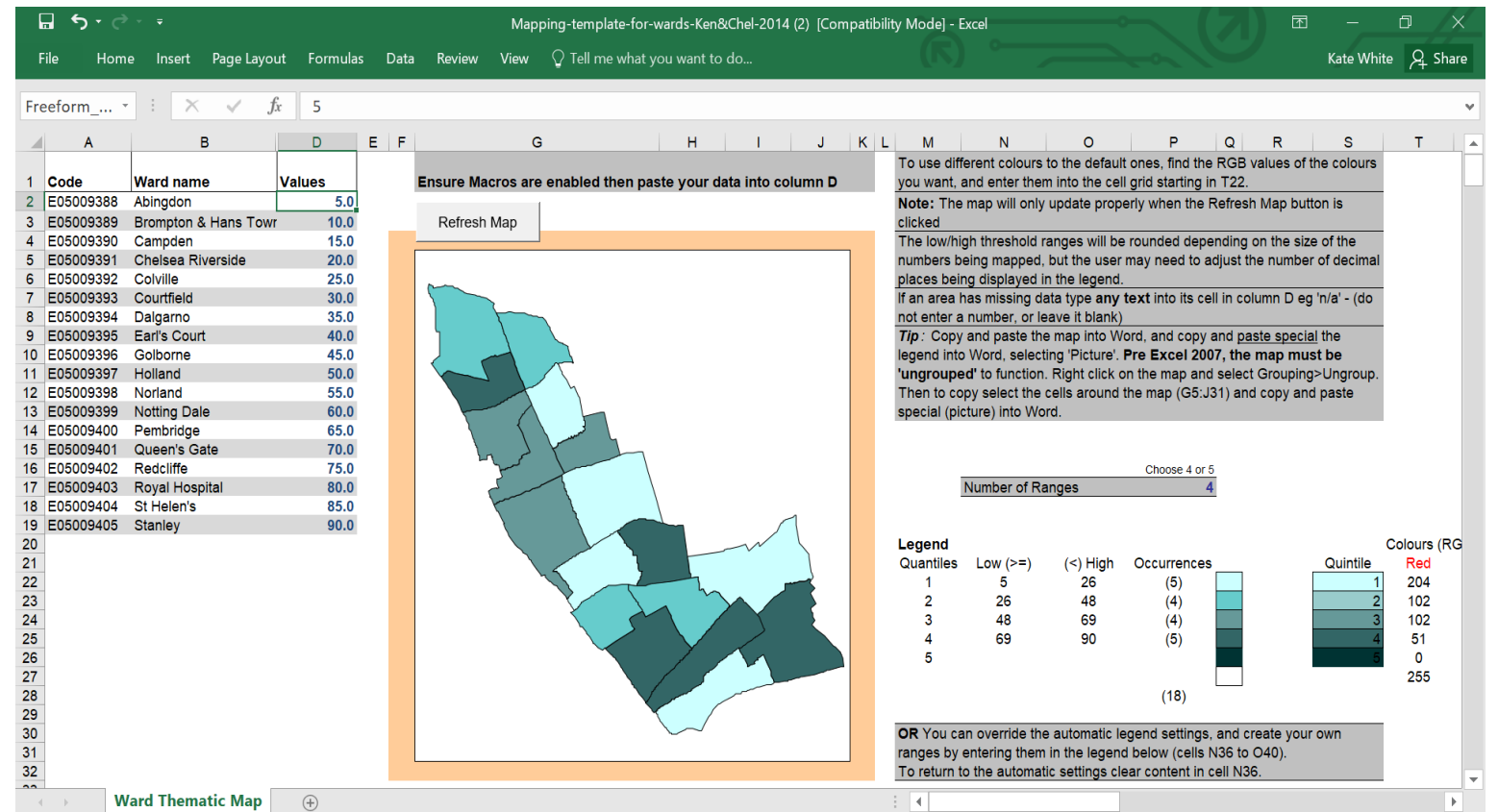
- ✓ Import spreadsheet to plot points on a map
- ✓ Add multi-media
- ✓ Customise look and feel – range of icons
- ✓ Add different layers (max 10)
- ✓ Update data table within the map
- ✓ Sharing – keep private, share with specific people, make public
- ✓ [Find out more](#)
- ✓ [Step by step guide](#)





# Mapping at Ward or Borough level

- The London Data Store provides [Excel mapping templates](#) for each London Borough as well as for the whole of Greater London
- These are useful for simple data which are already organised by ward or borough
- Download and add your own data to create 'chloropleth' maps



Mapping-template-for-wards-Ken&Chel-2014 (2) [Compatibility Mode] - Excel

File Home Insert Page Layout Formulas Data Review View Tell me what you want to do... Kate White Share

Freeform... X ✓ fx 5

	A	B	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
1	Code	Ward name	Values																
2	E05009388	Abingdon	5.0																
3	E05009389	Brompton & Hans Town	10.0																
4	E05009390	Camden	15.0																
5	E05009391	Chelsea Riverside	20.0																
6	E05009392	Colville	25.0																
7	E05009393	Courtfield	30.0																
8	E05009394	Dalgarno	35.0																
9	E05009395	Earl's Court	40.0																
10	E05009396	Golborne	45.0																
11	E05009397	Holland	50.0																
12	E05009398	Norland	55.0																
13	E05009399	Notting Dale	60.0																
14	E05009400	Pembroke	65.0																
15	E05009401	Queen's Gate	70.0																
16	E05009402	Redcliffe	75.0																
17	E05009403	Royal Hospital	80.0																
18	E05009404	St Helen's	85.0																
19	E05009405	Stanley	90.0																

Ensure Macros are enabled then paste your data into column D

Refresh Map

To use different colours to the default ones, find the RGB values of the colours you want, and enter them into the cell grid starting in T22.

Note: The map will only update properly when the Refresh Map button is clicked

The low/high threshold ranges will be rounded depending on the size of 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 D eg 'n/a' - (do not enter a number, or leave it blank)

Tip: Copy and paste the map into Word, and copy and paste special the legend into Word, selecting 'Picture'. Pre Excel 2007, the map must be 'ungrouped' to function. Right click on the map and select Grouping>Ungroup. Then to copy select the cells around the map (G5:J31) and copy and paste special (picture) into Word.

Choose 4 or 5

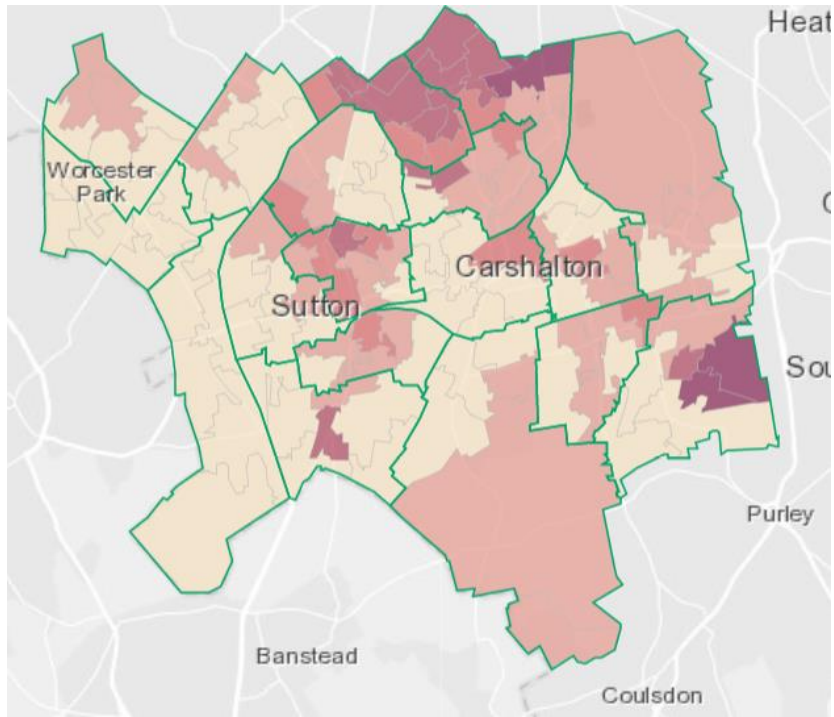
Number of Ranges 4

Quantiles	Low (>=)	(<) High	Occurrences	Colours (RGB)
1	5	26	(5)	1 204
2	26	48	(4)	2 102
3	48	69	(4)	3 102
4	69	90	(5)	4 51
5				0 255

(18)

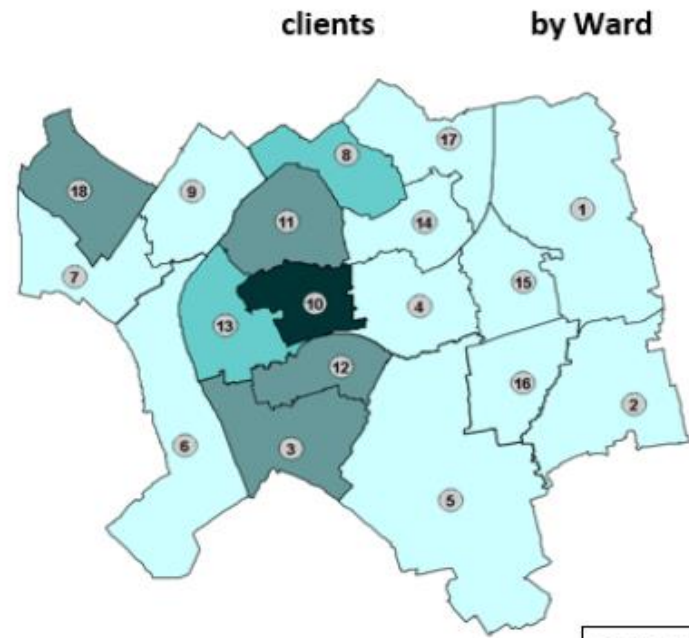
OR You can override the automatic legend settings, and create your own ranges by entering them in the legend below (cells N36 to O40). To return to the automatic settings clear content in cell N36.





Indices of multiple deprivation

What can you see?

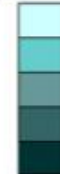


Darker shades represent higher numbers of clients

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	



In this example, darker shades represent boroughs where young people have higher concerns about safety and the police.

Changes you can make to suit your data values...

- ✓ Change the number of Ranges from 4 to 5
- ✓ Adjust the Legend ranges & colours if you need to
- ✓ Drag the Borough labels below 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 from the top left.

**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 the grid - (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)

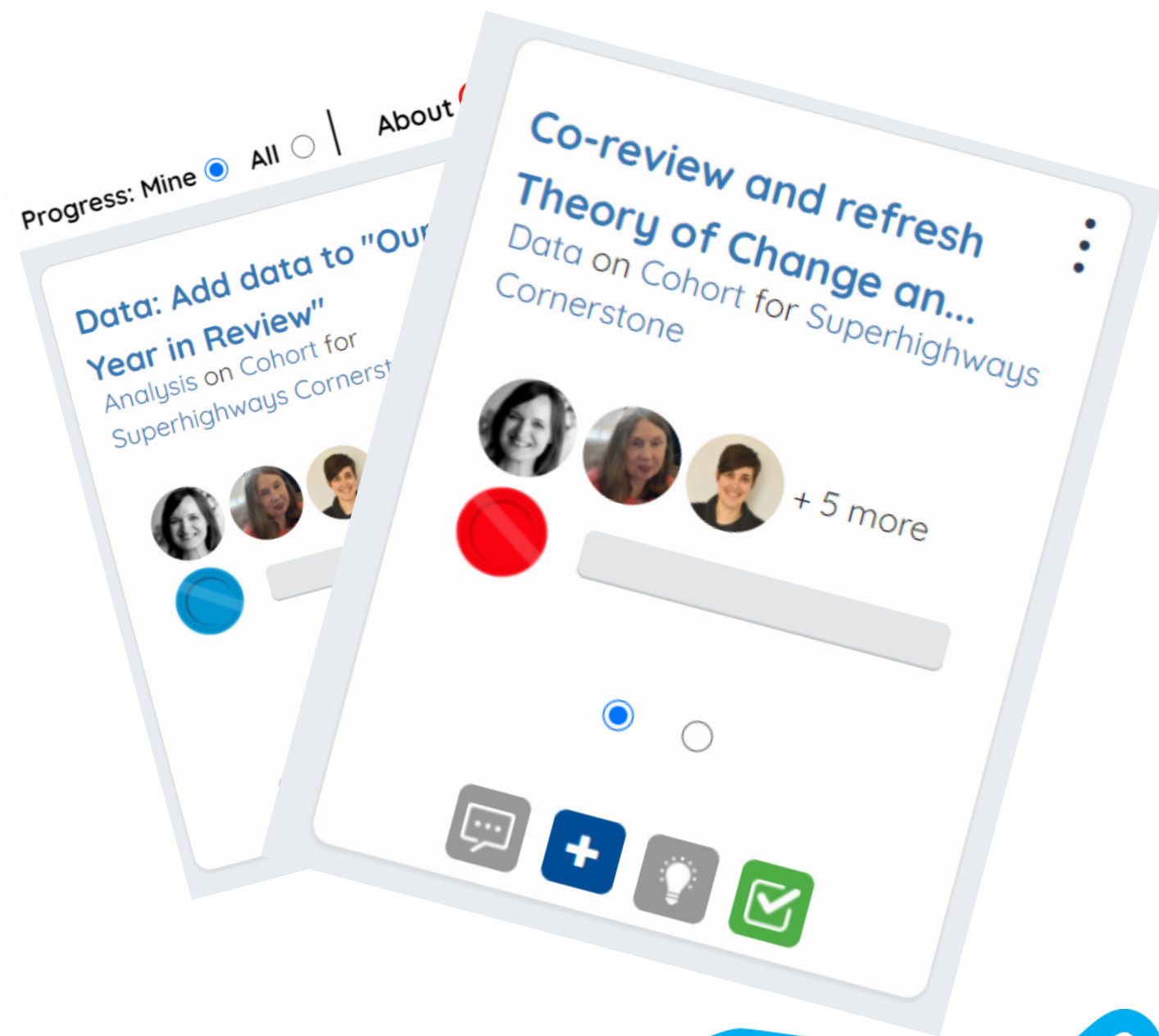
# Some other borough data to map?

- ✓ [Equalities, diversity and inclusion measures](#) – school exclusion rates by borough
- ✓ [Young People NEETs by borough](#)
- ✓ [Pupils eligible fo free school meals by borough](#) (primary & secondary)
- ✓ [Access to open space and nature by Ward](#)



**Break**





# Add your updates & progress to Makerble

Please also complete the Makerble survey (as though it was week 1) if you have not done so already



# Next steps

- ✓ Meet with your mentor



# Checkout







# Thank you for listening

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#DatawiseLondon

