

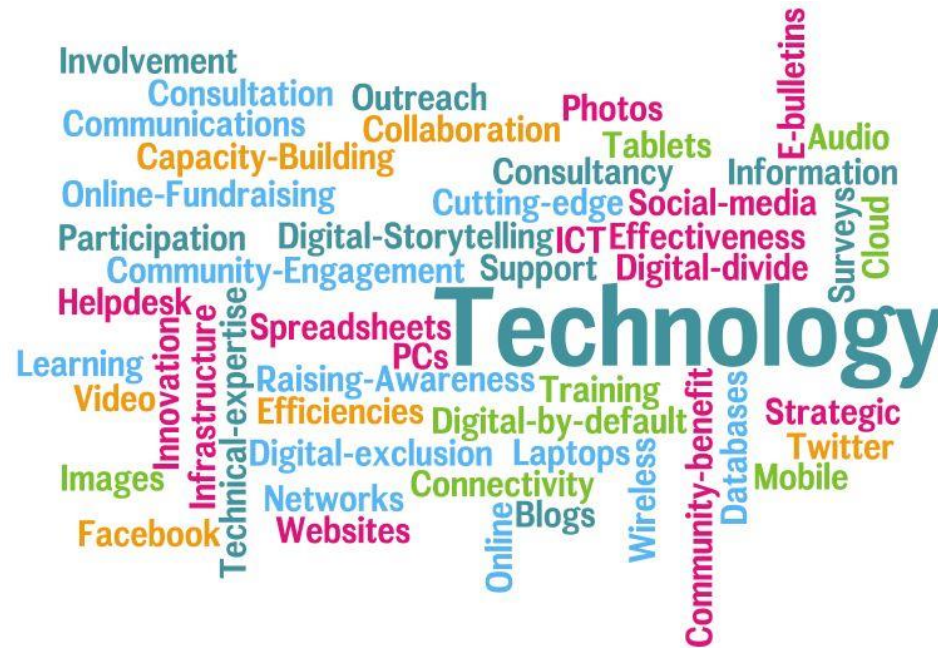
Getting Started with Digital Data Collection



About Superhighways....

Providing tech support to the sector for 20+ years

- ✓ Tech Support
- ✓ [Training](#)
- ✓ Websites
- ✓ Strategy
- ✓ Digital inclusion
- ✓ Impact Aloud
- ✓ Digital leadership
- ✓ [Datawise London](#)

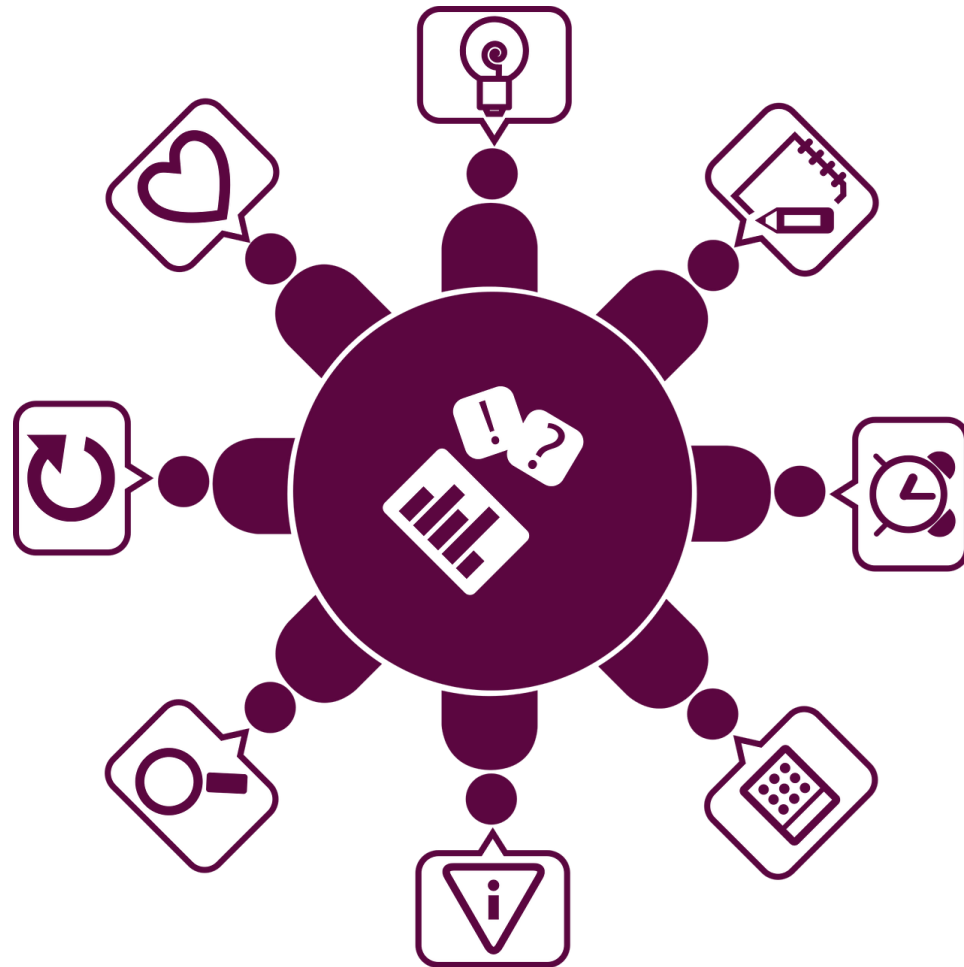


E-news sign up <https://superhighways.org.uk/e-news/>

What we'll cover today

- ✓ What data are you collecting?
- ✓ Why is it needed?
- ✓ How digital can help
- ✓ Free and affordable digital tools
- ✓ Further training opportunities

Wild Tea – what, why, how?



Quick
conversations
and sharing
back in chat

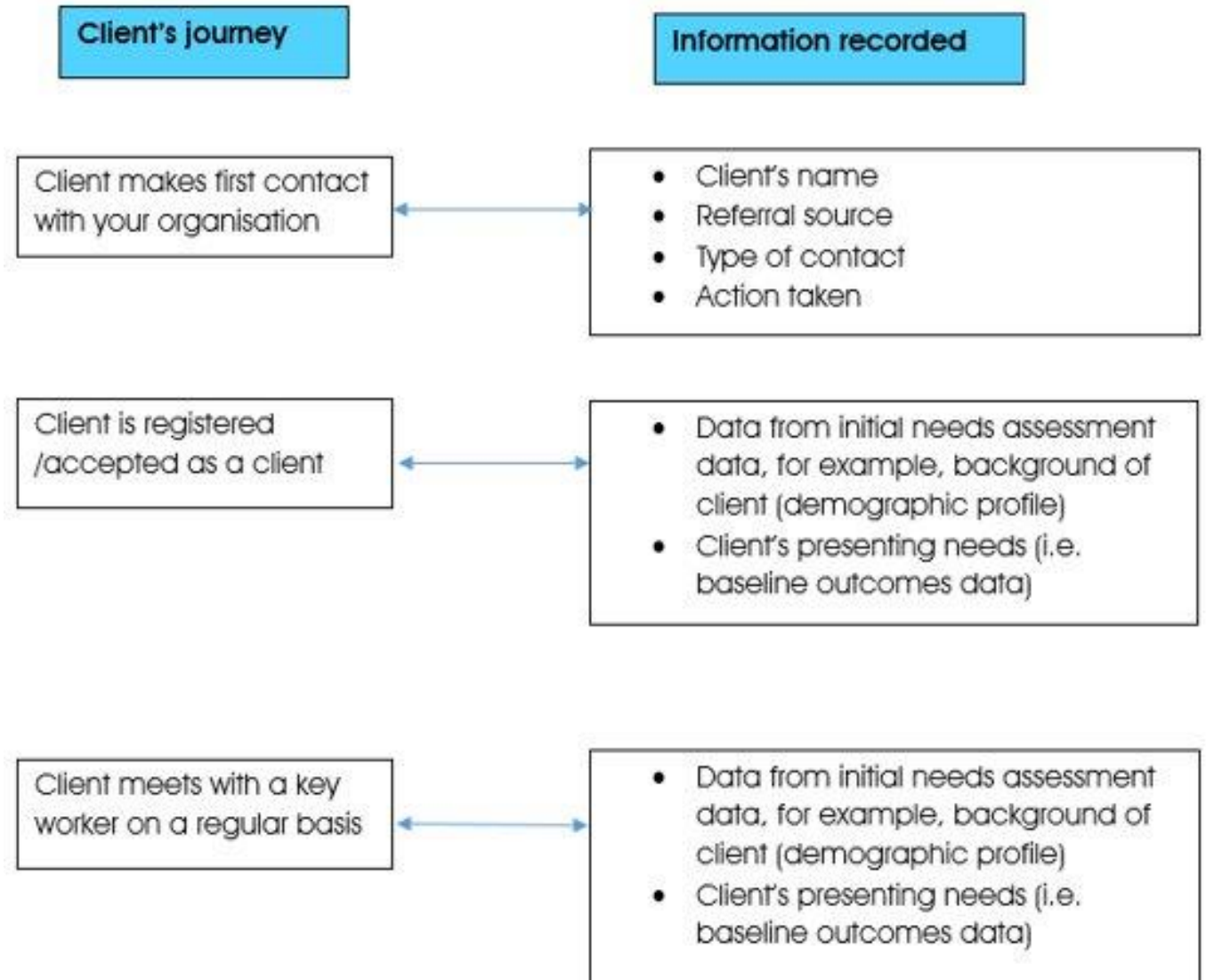
Who do you need to collect data from?



Client journey – stages & touch points

Putting outcomes into practice: data gathering opportunities

Tracking a client's journey through your organisation can help you to identify information collection points that should inform the way you develop your system.



Community Mental Health Cafe

1

- **GP Referral Form**

- Basic details about individual including contact details and reason for referral

2

- **Mental Health Assessment Form**

- One to one meeting with individual before first attending a Café
- Further demographic data capture

3

- **Weekly routine data collection**

- Attendance register
- Mood scale for attendees – on arrival and when leaving
- Debrief with volunteers – observational data

Types of data

User data

Asks: demographics, characteristics, reason for coming service

Establishes: your target audience, who you are serving

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

Engagement data

Asks: how people engage, frequency, why they stop

Establishes: the extent to which people use your services and how

Outcome data

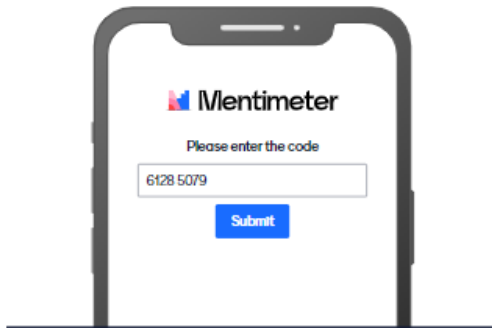
Asks: what has changed as a result of using the service, what have people gained

Establishes: short-term and long term impact on people's lives

What do you use your data for?

Go to

www.menti.com



Enter the code

6128 5079

Or click on the link
in the Zoom chat

<https://www.menti.com/xfp88ofnhk>

Things to do next...

**INSPIRING
IMPACT**

Step 1: Data Diagnostic

Step 2 Review your existing data

Your details

Your organisation*

Name of project or service*

[NEXT QUESTIONS](#)



Download the worksheet

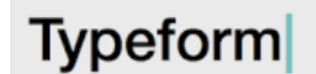
Review your existing data

This worksheet contains step-by-step guidance to help you review the type, quality, and purpose of your existing data.

[DOWNLOAD THE WORKSHEET](#) 



“Where do I start?”



From paper to online data collection

"The google forms have been so useful! It is amazing to see the answers compiled into graphs and charts straight away."

"I no longer need to persuade the Team Leaders of the need for digitising our data collection - it is being automatically driven by GDPR!"



Office 365 Forms live!

<https://forms.office.com/r/y7PYYvT3fL>

Which online form or survey tool?



1. Scale
2. Storage
3. Complexity
4. Download format
5. Looks
6. Integration
7. Design
8. Cost


[Read our blog post...](#)

Mobile data collection

Add form shortcuts to your Homescreen...


Virgin 13


docs.google.com/!

 **Brixton Windmill**

Visitor experience form

We want to know a bit more about people's experience visiting Brixton Windmill

 katewhite/1@googlemail.com
(not shared) [Switch accounts](#)



***Required**

On a scale of 1 - 5 (with 5 the highest) how likely are you to recommend a visit to Brixton Windmill to family and friends? *

1

2

Virgin 13

Best Start ABCD app

*** 1. Who are you?**

James

Jenny

Lorraine

Stella

Melissa

Natalia

*** 2. Which area are you working in?**

Broad Green

Thornton Heath

Selhurst

New Addington

Fieldway

Waddon

Heathfield

Upper Norwood & South Norwood

*** 3. Was it?**

A conversation with a resident

Signposting/referral

A networking opportunity/conversation with professional

An event

A case study

Next

Data capture with SMS



Call us:
01244 752 299

Log in

Sign up

Home

Solutions

Product

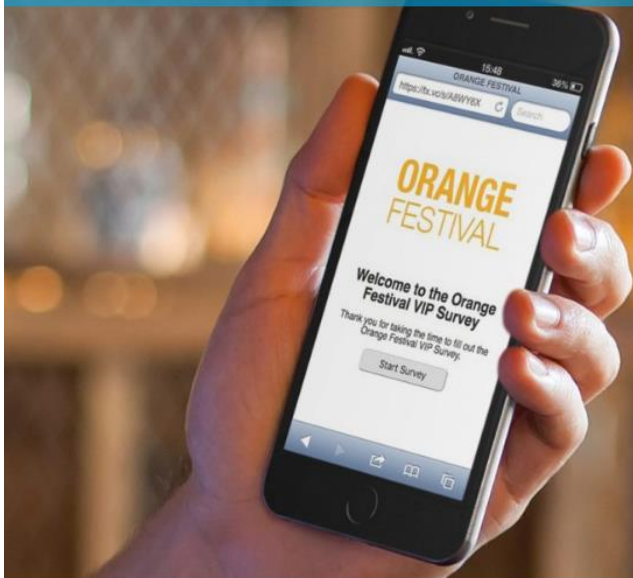
Integrations

Resellers

Blog

GDPR

Support



Make smarter decisions with mobile forms and surveys

Gather feedback and preferences with SMS forms and surveys

Create a survey



Break



Capture your impact – diaries



Moodtrack Diary

:Padlet

prasanthsrinivasan (bib
2317

My first marathon. Thoroughly enjoyed. Kudos to team organisers. Looking forward for the next event.



Give people a voice – audio interviews



Home Learn English Teach English

Inas

Inas is from Sudan and has a young baby. LEAH volunteer, Maggie, has been visiting her at home for several months. Inas is pictured on the left.

" Now I feel more confident to go shopping and speak to other people. Thank you LEAH."



William



Rajah



Netphis



Ham People's Project

Collect and publish



Edit



Record, transcribe, edit and publish



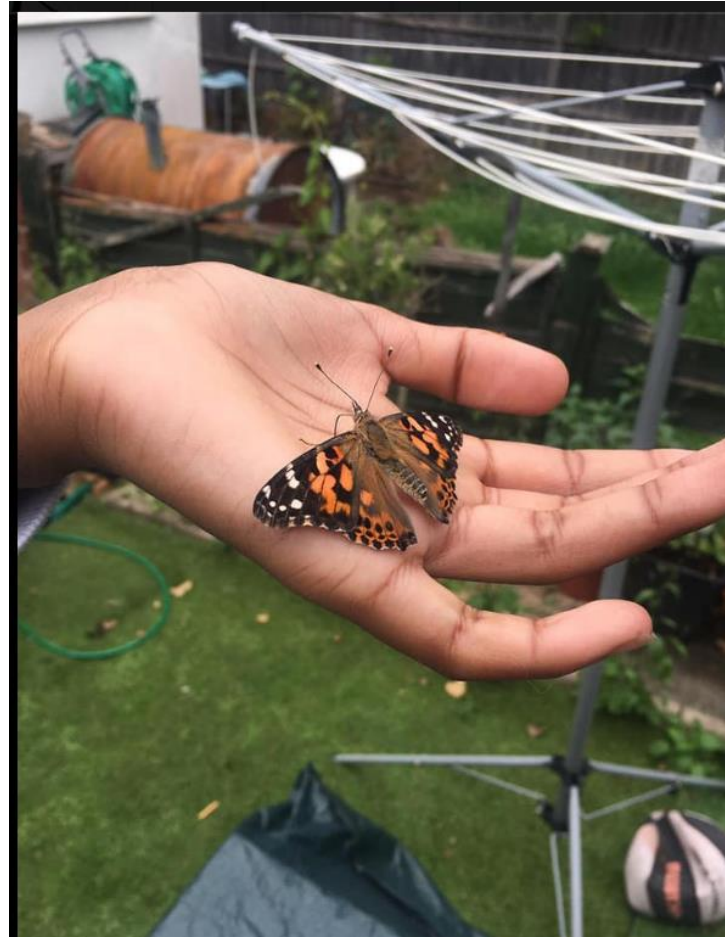


Over to you!




**What stories
would you
want to
capture now?**

A picture tells a thousand words



Sutton African and
Caribbean Cultural
Organisation

You don't need feature films...



The video shows a group of people, mostly women, in a room. They are holding papers and appear to be singing or reading from them. One woman in the foreground is pointing upwards. The room has a whiteboard and a window in the background.

South London Cares
Like This Page · 8 February · 🌐

Mary, 73: "I've haven't been out the house in six weeks, but I knew I wanted to be here tonight."

Last night our Peckham singers - aged between 22 and 85 - got together to belt out 'I Will Survive' and 'Sister Suffragette'. It was a joyous way to mark the women's suffrage centenary.

181 Views

Amy Rose, Alice PB, Alex Smith and 10 others like this.

1 share

-0:07 🔊 HD

Everybody's Zooming!



[#StayHomeFeast](#) An Introduction to the SE27 Mutual Aid Group

Excel – a key tool & skill to gain

*“I believe very strongly that charities benefit from investing in upskilling their workforce around IT and **Excel** is a fantastic tool.”*

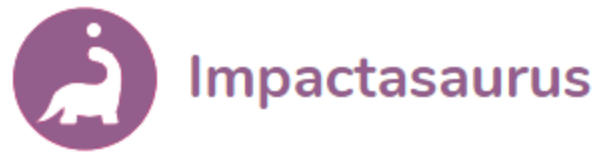
- *Cheap to build*
- *Easy for staff to learn*
- *Fun to use!*
- *Great for reporting!*
- *Easy to analyse trends*
- *Give us confidence we know our project”*

Low cost off the shelf online databases



Time to Spare

Makerble

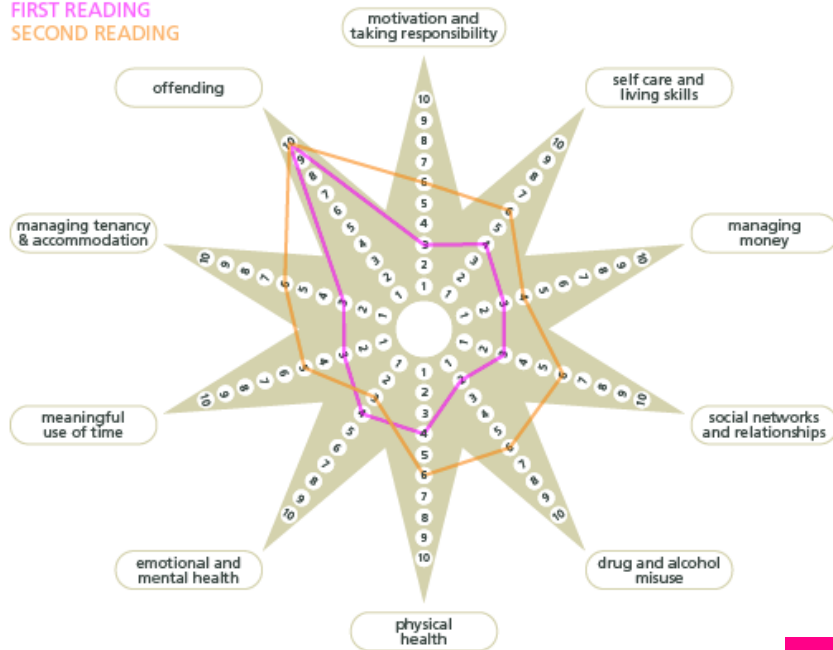


charitylog

[Read our blog post...](#)

Analysing & presenting your data

FIRST READING
SECOND READING

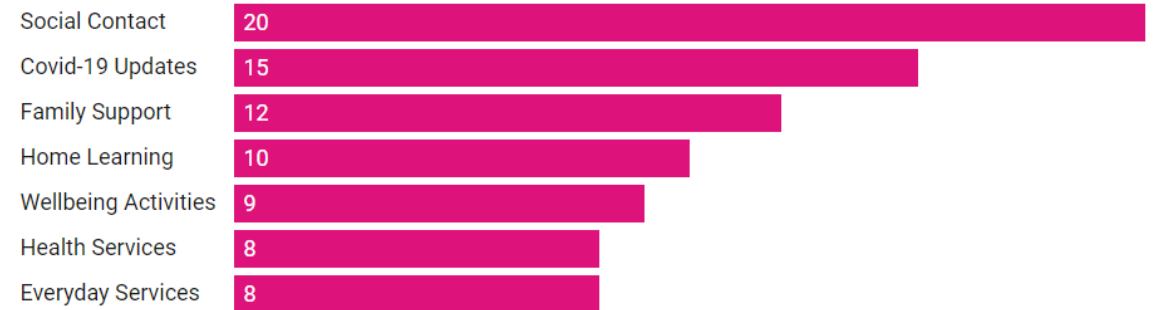


The Outcomes Star - Homelessness version



What are digitally excluded people missing out on?

No of times coded



[Download image](#) • Created with [Datawrapper](#)

Wellbeing activities
Covid-19 updates
Job search
Employment
Decision making
Benefits
Family support
Social contact
Online shopping
Funding
Everyday services
Consultations
Health services
Home learning



3 out of 5 people are missing social contact

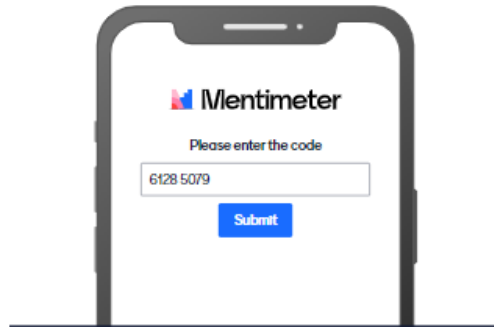
Best practice issues

- ✓ Do you need to be registered with the information commissioner? www.ico.org.uk
- ✓ Do you have a data protection & privacy policy and explain why you collect data and what it will be used for?
- ✓ Do you get consent to use photos / videos?
- ✓ Is your client data secure i.e. password protected, backed up, safeguarded with anti virus software and a firewall?
[Infographic](#)
- ✓ [Responsible Data Planning Matrix](#)

What's your one key takeaway from this session

Go to

www.menti.com



Enter the code

6128 5079

Or click on the link
in the Zoom chat

<https://www.menti.com/xfp88ofnhk>

Next steps

Book on follow up free training including:

6

- Getting started with online forms & surveys
- Hands on O365 Forms
- Hands on Google Forms
- In their own words: a beginners guide to audio storytelling
- Hands on Audacity & SoundCloud
- Hands on DataWrapper
- An introduction to qualitative data analysis

[Find out more and book your places now!](#)

Contact us for a 1:1 support session via info@superhighways.org.uk

Thank you for listening

Kate White

Sorrel Parsons

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- ✓ info@superhighways.org.uk
- ✓ www.superhighways.org.uk
- ✓ [@SuperhighwaysUK](https://twitter.com/SuperhighwaysUK)



Trust for London

Tackling poverty and inequality