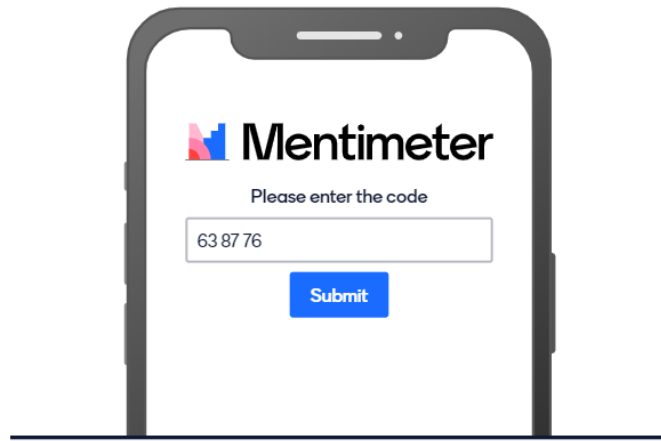# What we'll cover today

- ✓ Data collection – the what & why
- ✓ Data analysis – asking questions of internal & external data
- ✓ Data presentation – ideas for storytelling & engaging with others

- ✓ Free or low-cost digital tools that can help

Go to

www.menti.com

Enter the code

8568 5540

Or click on the link in chat

https://www.menti.com/k9qewmzq1n

Data collection

Types of data

User data	Engagement data
Asks: demographics, characteristics, reason for coming service	**Asks:** how people engage, frequency, why they stop
Establishes: your target audience, who you are serving	**Establishes:** the extent to which people use your services and how

Service data	Outcome data
Asks: what they liked / didn't like, why, what they would change, what is special	**Asks:** what has changed as a result of using the service, what have people gained
Establishes: whether users are satisfied and your service is working as intended	**Establishes:** short-term and long term impact on people's lives

Types of data

How do you use it – sorting exercise

High value

Low value

Low volume   High volume
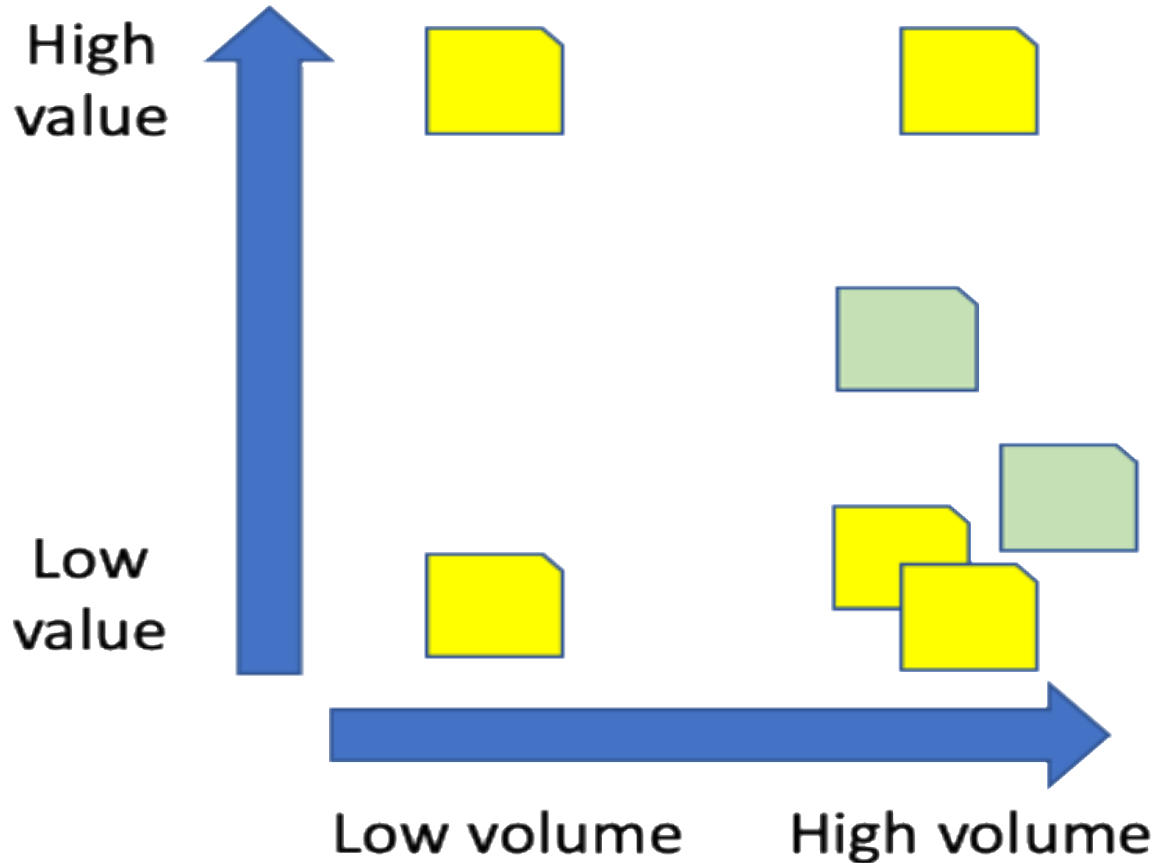
- Measuring impact
- Influencing funders
- Promoting services to the public
- Ensuring accessibility

Download and complete it now!

This worksheet contains step-by-step guidance to help you review the type, quality, and purpose of your existing data to ensure you can make effective decisions during a crisis. We have also created an excel version to support you with larger quantities of information.

DOWNLOAD THE WORKSHEET NOW ⤓   **DOWNLOAD THE EXCEL VERSION** ⤓

INSPIRING IMPACT

Need to add in new links

Keen to review your data as a team?

We know reviewing your data in isolation can lead to gaps in knowledge, so we have created a quick 30 – 45 minute team exercise to help start unpicking the info you need to fill in the worksheet.

We have prepared a series of slides (with notes) to help you run the exercise with your team.
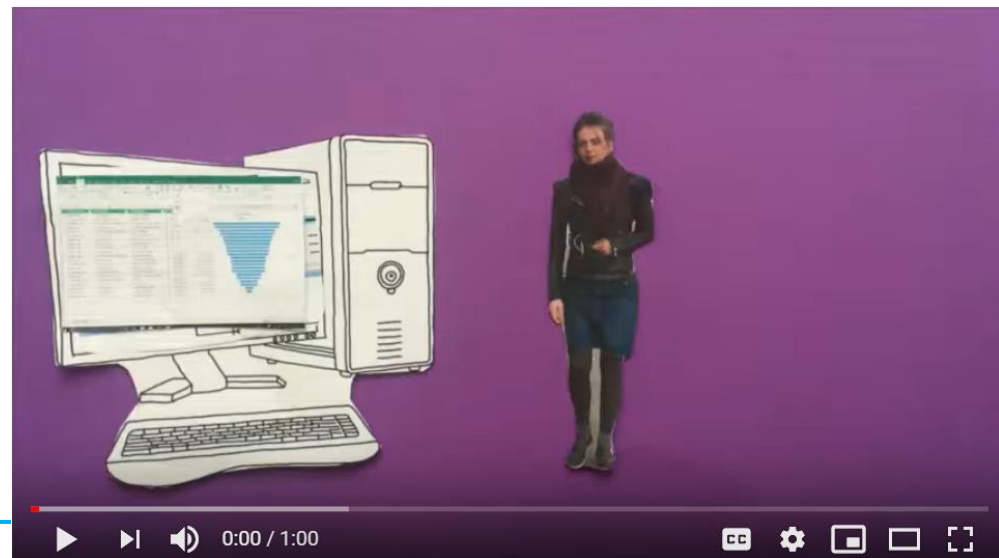
DOWNLOAD NOW! ⤓

Using your data

Defining a hunch – video exercise...

✓ "Young people in the south of the borough aren't accessing our youth group"

✓ What could Alice do next?

✓ Discussion in breakout rooms (10 mins) then brief feedback 2 ideas for further exploration

Recap on steps

✓Exported current data on numbers of young carers on their database

✓Used Excel to analyse spread across top level post codes (used Split columns and Pivot tables to Count nos & Charts to visualise)

✓Compared against attendance at the Youth club

✓Used to evidence the gap and source funding for the mini bus (using a local Community transport scheme)

✓Compared 6 months later to see the change
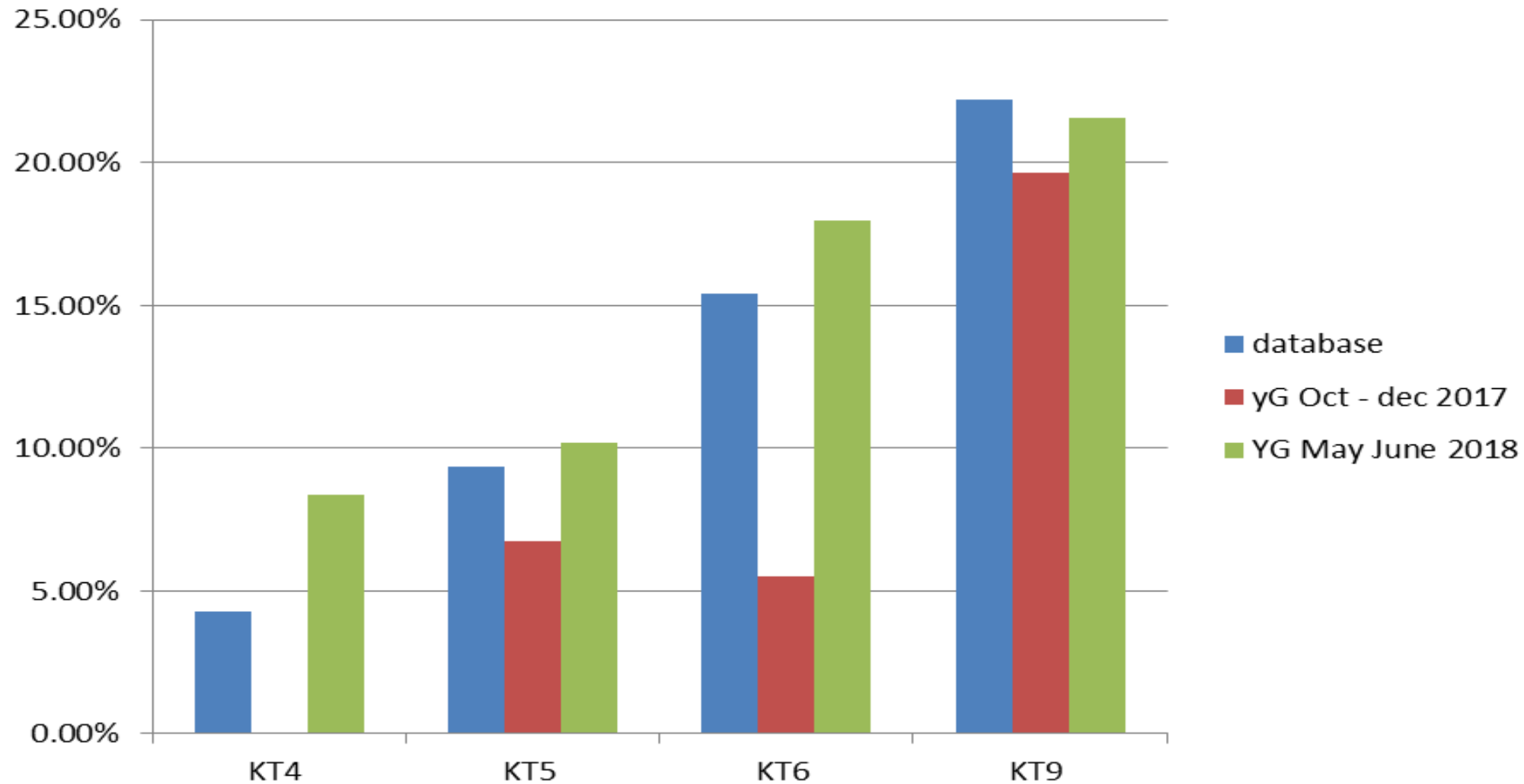
Best practice data tips

✓ Compare like with like – use full data sets

✓ If your sample size is less than 50, use numbers instead of percentages

✓ Be mindful of factors that can skew your data
  - ✓ Can you generalise? Is it representative? Response rate? External factors? Timing? Halo effect?

✓ Investigate unused data - are there similarities in people who drop-out or don't use a programme? Do you ask why?

What is YOUR data hunch?

I'd like to investigate...

My hunch is...

✓Have a think now…

✓We'll come back to this a bit later!

Quick break

Using external data

What external data are you currently using?

Please add to Chat

Advice trends
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/

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

London Datastore
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/

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

Metropolitan Police
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.

Nomis
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.

Public Health
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

Stat-Xplore
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/

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

Holds a range of social, economic and population datasets. They also publish 'how to' guides and case studies of effective use of data.

Understanding Society
www.understandingsociety.ac.uk

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

Ward Profiles and Atlas
data.london.gov.uk/dataset/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.

Who runs London
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.

YouGov Results
yougov.co.uk/results/

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

London Data Store

✓ London area / borough profiles
✓ Population projections explorer
✓ 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

✓ Use search to find other data sets:
  ✓ Equalities, diversity and inclusion measures – school exclusion rates by borough
  ✓ Young People NEETs by borough
  ✓ Pupils eligible for free school meals by borough (primary & secondary)
  ✓ Access to open space and nature by Ward

London Datastore – Getting the best from Area Profiles

View report

When you have selected a geographic area, you can click on the "View report" button to generate a report visualising a range of the latest demographic, economic, social and environmental information available for that area.

Data Selector

Click on the map icon to switch between borough and ward level. Click on the database symbol to change data and click on the pin icon to filter by borough.

Map

Click on an area to display it's data in the large table.

Metadata

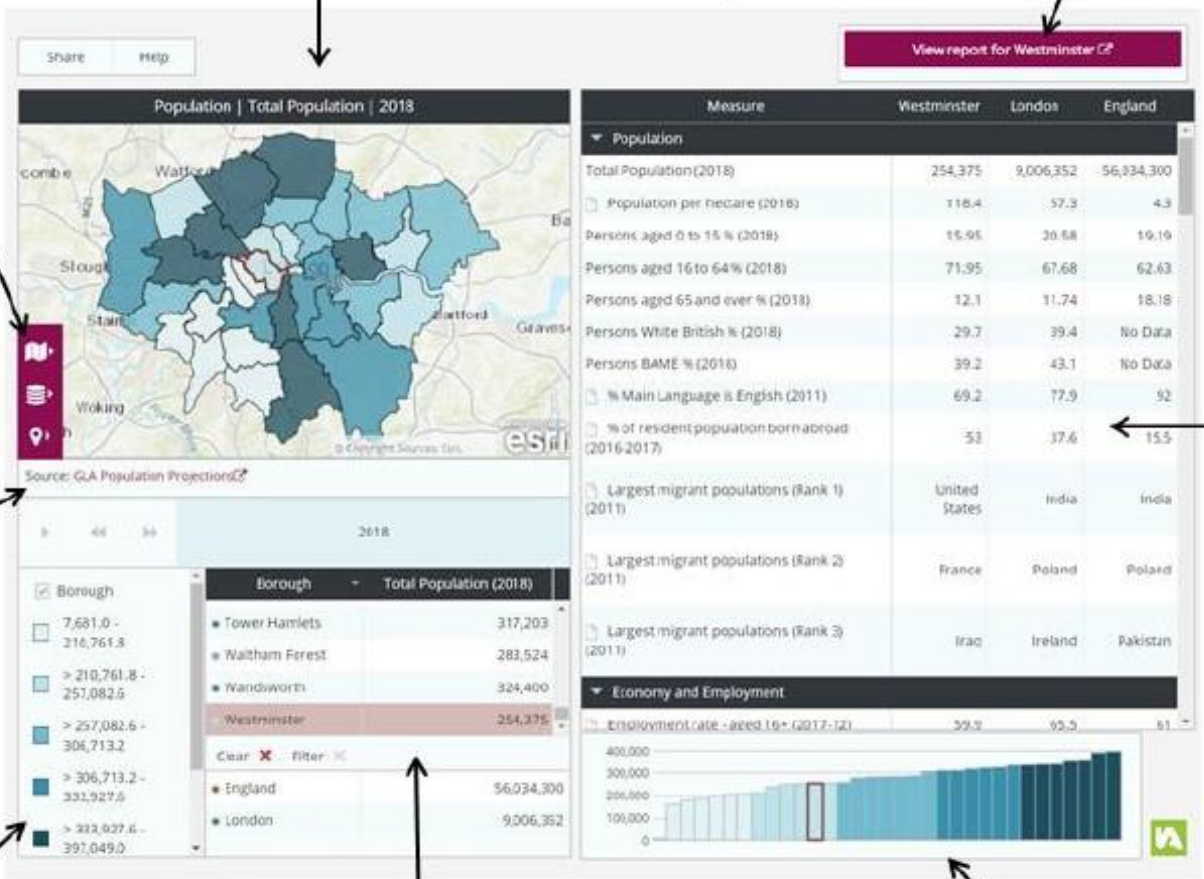Additional information about a chosen indicator including a link to the source dataset

Large Table

This displays the data of a selected area for every indicator alongside comparisons with London and England. Click on a specific indictor to display it's data on the map, chart and small table.

Legend

Click on the cog icon to change settings such as colours and number of classes.

Small Table

This table displays a selected indicator allowing you to compare between areas.

Chart

Hover over the chart to view a particular value. Click on a bar to display that Borough's data in
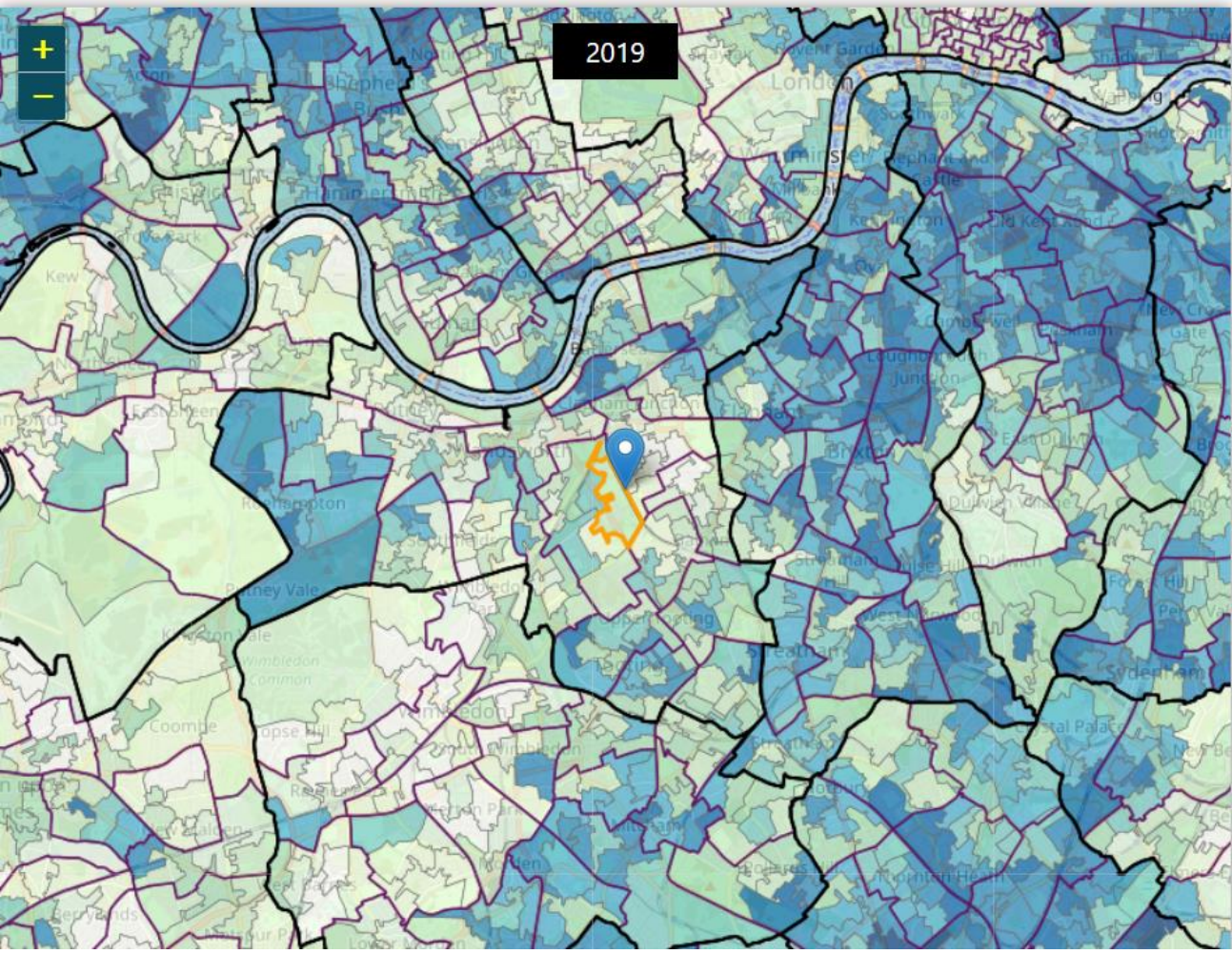
Indices of Multiple Deprivation - [Comparison map of 2015 & 2019](#)

Don't forget your local authority

DATAWAND

JSNA WANDSWORTH

Search...

| Home | Data Themes ⌄ | Data Explorer | Custom Area Reporter | JSNA ⌄ | Links & Resources ⌄ | About ⌄ | COVID – Local Data |

Welcome to DataWand

DataWand is a free and open website designed so that users can easily access local data relevant to the London Borough of Wandsworth. This site brings together a collection of data from nationally recognised sources, across several themes to provide a full overview of the borough and how it compares locally and nationally. You can easily view and download data and create your own maps.

To get you started, use the tabs above and options below to explore or see our How To section for video tutorials on using the website.

| Community Safety | Economy & Employment | Environment | Equalities | Health & Social Care | Housing | Population | Deprivation | Children and Young People |

Quick Ward Profile

Enter a post code or click on a ward on the map below to view an overview profile

Search by postcode

Pimlico

A4

Projected total population

332,524

2020
Source: Greater London Authority

Projected population aged 0 to 17

64,521

2020
Source: Greater London Authority

Projected population aged 65+

Projected Black, Asian and Mixed

London's Poverty Profile

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

Trust for London

WPI | ECONOMICS

Consumer Data Research Centre

Populations

Key findings

39%

of children in London are living in poverty.

45%

of children living in households in poverty in London are classed as materially deprived.

London Poverty Profile: Quick Question

✓Which borough has the highest proportion of children living in poverty before housing costs (bhc)?

✓*Navigate to explore by People and then choose Children. Look at the options on the left hand list and choose Children in poverty before and after housing costs. Look at the chart and find the borough with the highest yellow and blue dot.*

✓Answer: Barking & Dagenham – 29%
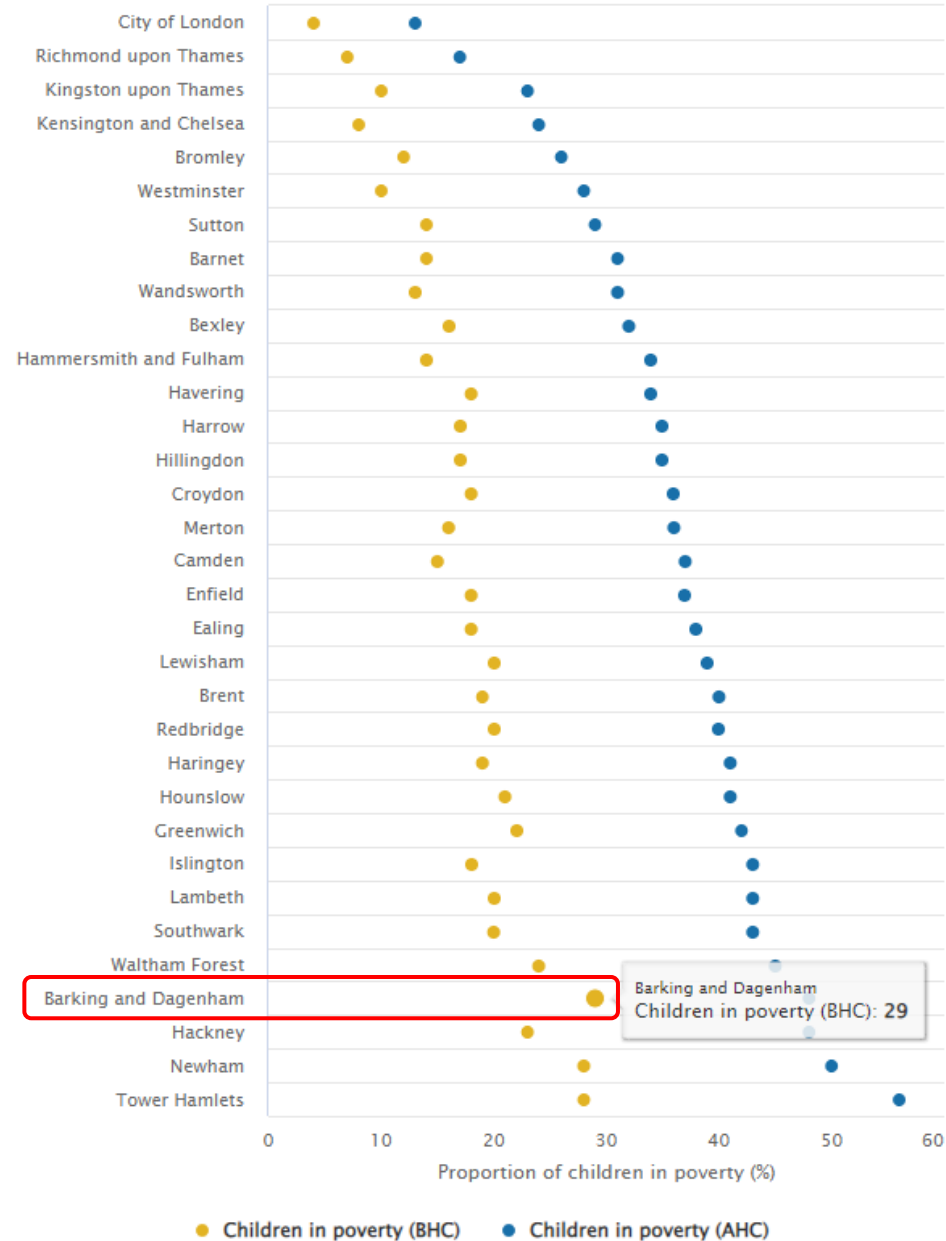
Census 2021 data is coming!

Office for National Statistics

Cymraeg

census 2021

Home   About the census   **Census 2021 results**   Your data and security   Contact us

Home › Census 2021 results

Census 2021 results

Phase one of Census 2021 results

Contents

— Overview

— Phase one of Census 2021 results

— Phase two of Census 2021 results

— Phase three of Census 2021 results

Census 2021 first results

Phase one begins with the first results, which will be published on Tuesday 28 June 2022. These are estimates of the number of people and households in England and Wales. They will show the number of people by sex and age at local authority level.

Related content

From collecting to publishing census information

Contact us

https://census.gov.uk/census-2021-results/phase-one

Example (KYCP): My Hunch is...

Young carers in the south of the borough aren't accessing our youth group...

Data Needed	Tools Needed	Skills Needed
Internal data: Registered young carers Post code data of young carers Registers of attendance **External data:** Public transport data Safety Other youth clubs available?	Excel CRM Mapping tools External data sources	Excel (pivot tables & charts) Ability to find & external data sources How to analyse external data How to map data

What is your data hunch?

✓ What hunch / question you'd like to explore further for your organisation and its work...

✓ Please add to chat...

Collecting data

Create and publish free surveys online in minutes with **Google Forms**. View results graphically and in real time.

With Microsoft Office 365 forms you can easily create quizzes & surveys and see the results as they come in.

Create and publish online surveys with **SurveyMonkey**. Basic free account does not allow export of data to Excel.

Create a **QuickTap** survey online and collect responses using a tablet even when you are offline. Starts at $16/month.

Mapping data

Use **Batchgeo** to easily create maps by copying and pasting postcodes from Excel. Add other data and map pins will be colour code accordingly.

Google MyMaps allows you to plot pin data but also add up to 10 layers including shape files e.g. Borough / Ward outlines.

Input a postcode, and **MapIt** returns the constituency, council area & ward and more. You can also download area shape files.

Useful tool for batch post code look ups and downloading top level post code shape files

[Download our Favourite apps for data collection, analysis & storytelling](#)

Mapping data points...

batchgeo

What can you see?

Paste data sets with postcodes & create a map

✓Blue existing volunteers

✓Red new client referrals

Create a map using Community Lens

Community Lens V0.1

Community Lens

Match open datasets to the areas you work in to learn more about the needs of local communities.

Learn More   Use now

Paste data sets with postcodes & create a map using Community Lens.

You can show that your activities are reaching people in areas of need as this compares with Indices of Multiple Deprivation

DEMO recording

The Lens of Multiple Deprevation

Summary

The majority of the locations (64%) are in the bottom half of areas in England for IMD

Count By Decile

(Decile 1 = Most Deprived, Decile 10 = Least Deprived)
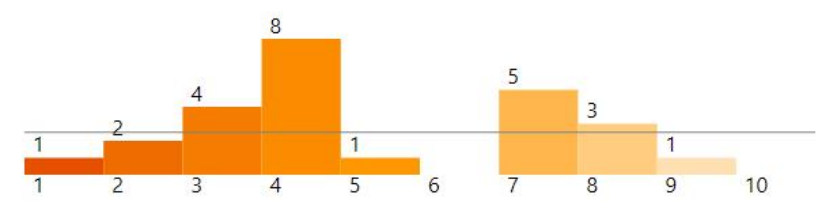
Average Rank Decile

Definition

The overall Index of Multiple Deprivation 2019 is a measure of multiple deprivation based on combining together seven distinct domains of deprivation, Income Deprivation, Employment Deprivation, Education, Skills and Training Deprivation, Health Deprivation and Disability, Crime, Barriers to Housing and Services, Living Environment Deprivation.

Data Source

Download Data

| IMD 2019 | Income | Employment | Education + | Health and Disability | Crime | Housing and Services | Living environment |

Leaflet | Powered by Esri | © OpenStreetMap contributors
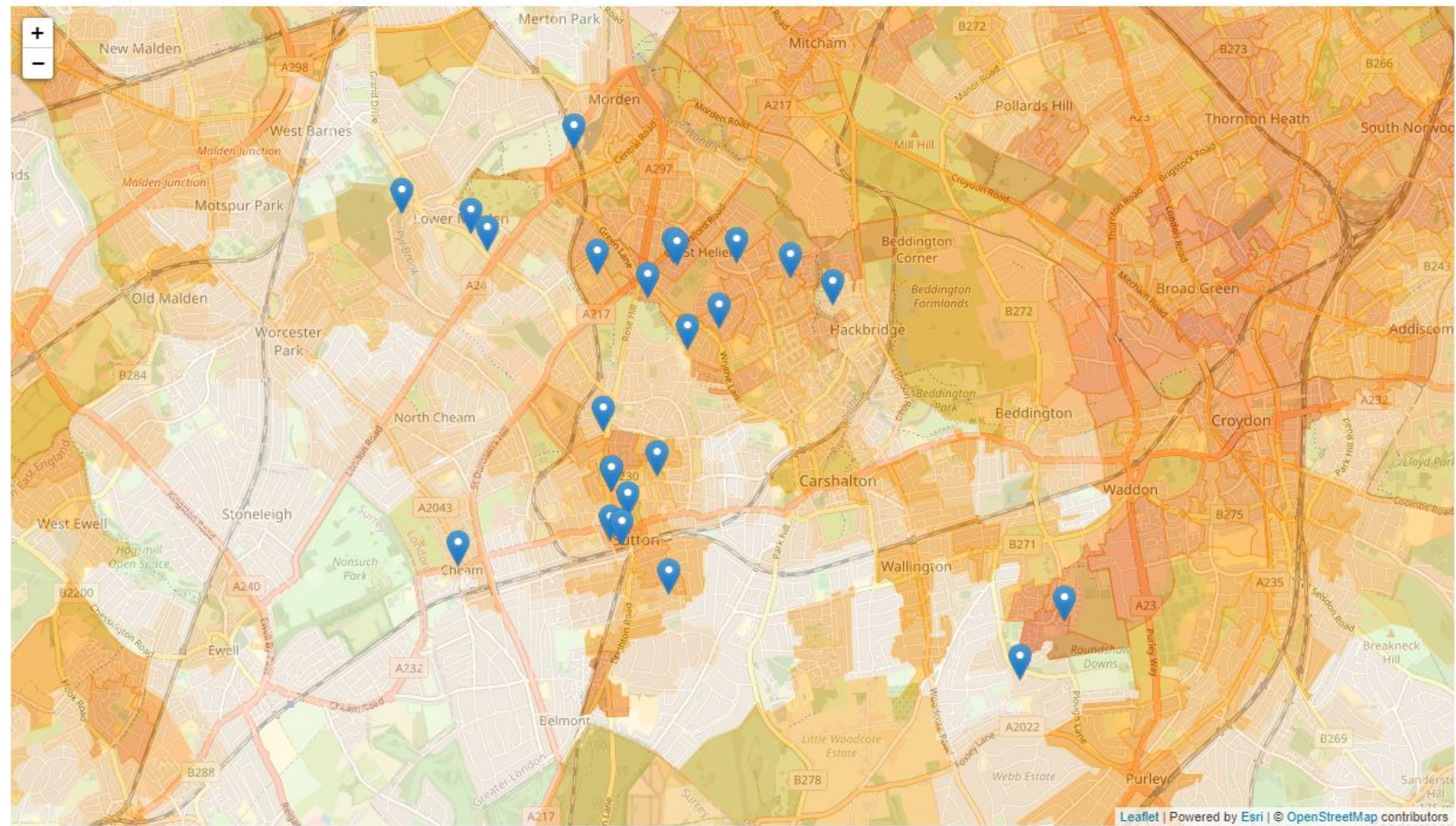
Storytelling

> " I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel "

Maya Angelou, American poet and storyteller

"no numbers without stories, no stories without numbers"

Stories and Numbers: Collecting the right impact data, New Philanthropy Capital

100 Volunteers

100 Volunteers

100 Volunteers

got out of bed on a Saturday morning to read to children

100 Volunteers
got out of bed on a Saturday morning to read to children

See Alyssa's story

Phil's Story

After years in a high-pressured corporate environment, Phil felt burnt out and needed a complete change of direction. He ended up working as a carer - a job he really loved.

But the pandemic hit and his hours were dramatically reduced. This meant Phil couldn't afford the high cost of rent in Kingston.

After a spell of house sitting and sofa surfing, Phil was put in touch with KCAH and offered a place on the Access Project, our

"When lockdown happened, my hours literally went down to about an hour a day, because the man I care for has multiple sclerosis and is very, very vulnerable. Normally I take him out to lots of places, but because he had to shield, I was only able to spend about an hour with him each day, helping him in and out of bed. I was really struggling then, with almost no work.

The support that I received from KCAH has just been absolutely brilliant. During lockdown, I once only had £10 to last me two weeks. KCAH arranged for food to be delivered to me by volunteers. They were delivering so much food, I had to ask them to deliver every other week! It was such a great thing and I'm truly grateful! I can just say that despite a really stressful situation, the support that I've been given

HCIS in Numbers
*between April 2019 and March 2020

1789 repeat visits dealt with

OPEN

332 new clients

211 clients who declared themselves homeless were ...d accommodation

838 food vouchers distributed

£134,322 Income recovered for clients (back-dated benefits etc.)

Restore
A Year In Review
from April 2019 into 2020

KINGSTON CHURCHES action on homelessness

[Kingston Churches Action on Homelessness](#) storytelling annual reviews follow a theme every year and are introduced by a client, volunteer or stakeholder

Illustrated Financial Statement here: Illustrated Financial Statement 2021920

1087
Sessions of in-depth support delivered.1

Local Deaf & Disabled people are lucky to have such a hardworking, passionate and understanding service in their borough.

362 Members
This is a 12% increase since last year.

8
Consultation responses on behalf of our members
"SHARED EVIDENCE"

88%
of service users feel that Merton CIL is compassionate4

"Merton CIL is a voice for Deaf & Disabled People In Merton"

Advice & Advocacy support provided in
215 cases

£643,965
Contributed to the local economy through our work.2

265
Unique individuals supported through our casework services1

"You do a super job! Your staff are knowledgeable and Disabled people are sure to have a positive experience"

42%
of service users have improved well-being after using our services 7

Nearly 50%
of service users feel safer after using our services 6

100%
of attendees rated Craftivism & Chat good or great

76% of people
agree that we address the issues that are important to Deaf and Disabled People 3

Information, signposting and guidance and connection provided in a further
150 cases
to people who Merton CIL could not support in depth 1

1121
people engaged with Merton CIL in person through events activities outreach and another
3023
across our social media platforms

We're motivated and guided by our members

96%
of service users agree that we listen 4

41%
of people have increased resilience after using Merton CIL 6

MY VOICE MATTERS!
30
events and activities held including Craftivism & Chat, pop ups across Merton and My Voice Matters

DO YOU NEED TO TALK?
100%
of service users agree that we are welcoming 4

VOLUNTEERING
Volunteers and Trustees gave us
Over 405 hours

"If it wasn't for Merton CIL we would not be in the position that we are today"

Nearly 4 in 10
people have increased confidence after working with us 5

WE CAN SUPPORT EACH OTHER TO MAKE THINGS BETTER
26,258
unique visitors to our website.

Speaking up for ourselves!
"Merton CIL is a valued organisation doing great work"

861 hours
spent working on policy and strategy issues on behalf of local Deaf and Disabled People

"Merton CIL helps me to stay connected"

Footnotes:
1. Correct as of 31/08/2020
2. Amount obtained directly for Deaf and Disabled people, including social value and net salaries of local and local Disabled staff
3. Based on our 2019-20 annual survey
4. From in-depth feedback collected covering 2019-20
5. Based on the ladder outcomes 'I am confident talking to professionals', 'I can speak up for myself' and 'I am aware of my rights' for people whose case ended in 2019-20
6. Based on the ladder outcomes 'I can access the services I want and need', 'I feel listened to' 'My finances are secure and 'I feel safe'.
7. Based on the ladder outcomes 'I am satisfied with my life, 'I am optimistic about my life' and 'I am confident taking control in the future'

[Merton Centre for Independent Living](#) illustrated impact reports

Infographics

Canva
Create infographics, social media posts, flyers and more for web or print with **Canva**. Charities can upgrade to Canva for Work for free.

Piktochart
Choose from a range of **Piktochart** templates and icons to visually present your data. Charity discount.

Infogram
Infogram lets you create infographics and interactive online charts. Basic free account available.

Audio

audioBoom lets you record, collate and share audio content online. Monthly cost $9.99.

An alternative to audioBoom, **SoundCloud** also allows private storage. Publish up to 3 hours of recordings for free.

Audacity desktop software is free to download and allows you to edit your audio interviews.

Otter.ai

oTranscribe

Gathering your story - audio

Inas' story

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"

Which tools do you think you'll go and try out next?

Please add to Chat

Data Maturity

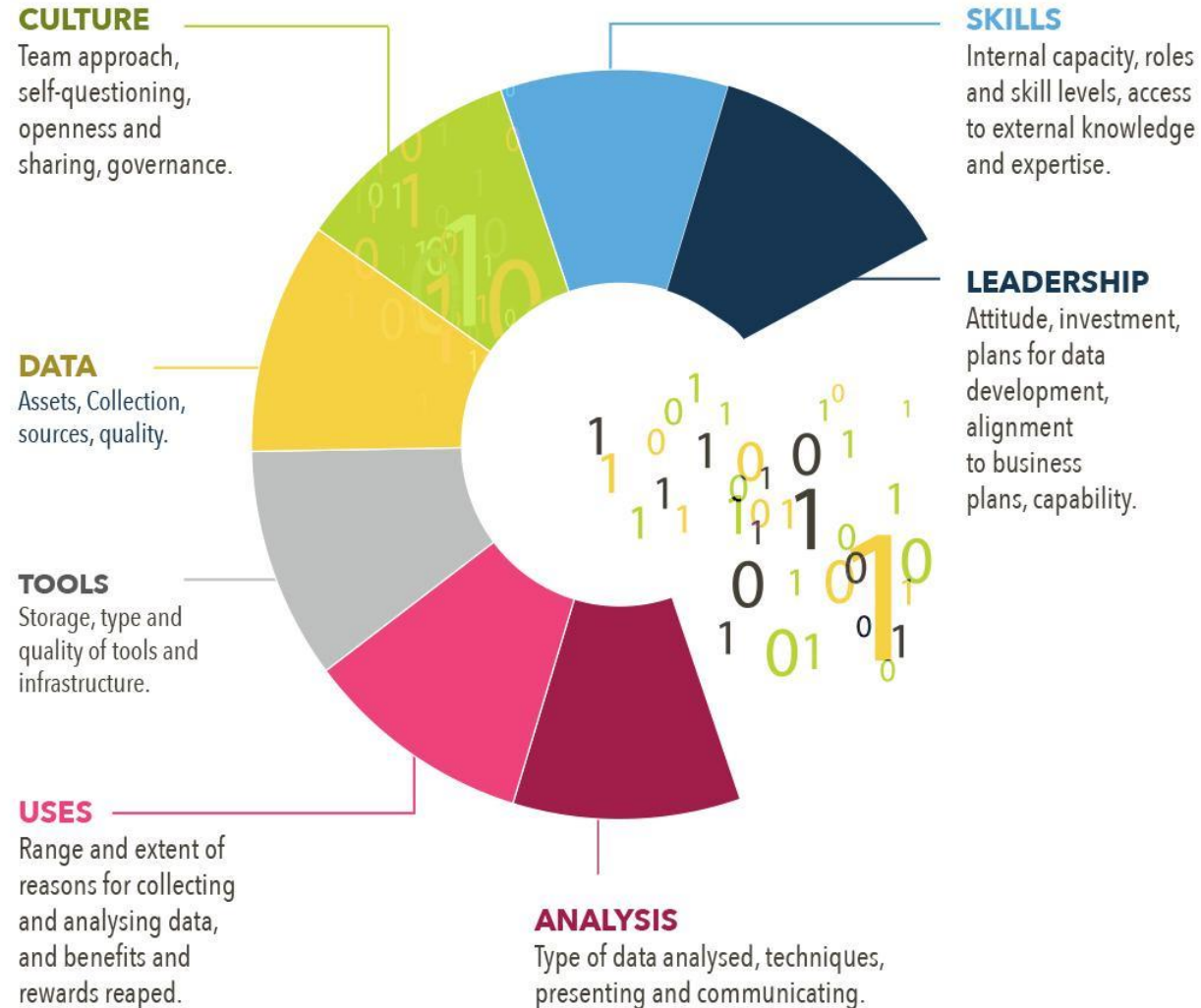## WHAT HELPS AN ORGANISATION PROGESS WITH ITS USE OF DATA?

How data mature is your org?

The Themes
of Data
Maturity

Developed by:
DataKind UK &
Data Orchard

http://dataevolution.or
g.uk/the-framework/

CULTURE
Team approach,
self-questioning,
openness and
sharing, governance.

SKILLS
Internal capacity, roles
and skill levels, access
to external knowledge
and expertise.

LEADERSHIP
Attitude, investment,
plans for data
development,
alignment
to business
plans, capability.

DATA
Assets, Collection,
sources, quality.

TOOLS
Storage, type and
quality of tools and
infrastructure.

USES
Range and extent of
reasons for collecting
and analysing data,
and benefits and
rewards reaped.

ANALYSIS
Type of data analysed, techniques,
presenting and communicating.

How data savvy is your organisation?

Try one of our free self-assessment tools to find out

20 minute self-assessment

I only have 5 minutes

Section 1: Uses

This section is about the purposes for which your organisation uses data. As far as possible respondents are encouraged to think 'whole organisation wide'.

To what extent does your organisation use data for the following service-related purposes? Note: The term 'clients' is used as an overarching term for beneficiaries/customers/service users.

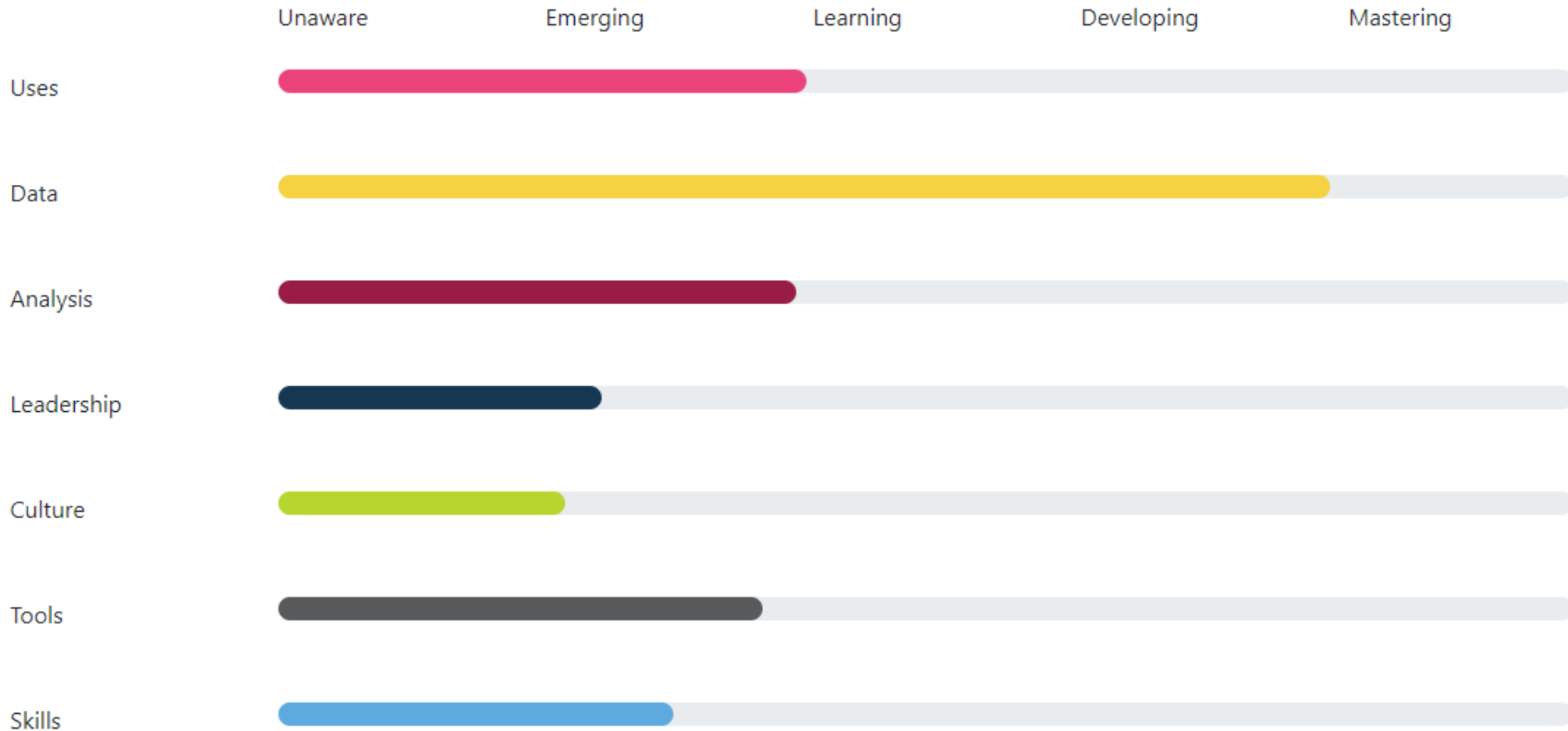|	extensively	moderately	a little	not at all	don't know/not applicable
Recording activity/work with clients	○	○	○	○	○
Measuring service quality and performance	○	○	○	○	○
Measuring the difference you make e.g. outcomes, impact evaluation	○	○	○	○	○
Evidencing the needs/problems you seek to address	○	○	○	○	○
Understanding the types of clients/environment you serve (e.g. profiles, characteristics)	○	○	○	○	○

NEXT

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					

17th – 23rd October 2022

Housing and homelessness

Income and employment

Health & mental health

Education and Childcare

Hunger and food insecurity

https://londonchallengepovertyweek.org.uk

Catalyst

We help people across civil society **grow in digital**

Catalyst is a network helping UK civil society grow their digital skills and processes. We connect charities and supporting organisations with the best free resources and services to make digital easier.

✓ [Visit the website](#)

✓ [Sign up to the newsletter](#)

Superhighways

Supporting small charities and community groups gain the essential digital and data skills, backed by the right tech, to achieve their goals.

- ✓ Support
- ✓ Training
- ✓ Consultancy
- ✓ Digital inclusion
- ✓ Impact Aloud
- ✓ Datawise London
- ✓ E-news sign up
  https://superhighways.org.uk/e-news/

Thank you for listening

KATE WHITE

info@superhighways.org.uk
@SuperhighwaysUK
www.datawise.london