Data Essentials

DISCOVER. LEARN. ANALYSE. SHAPE. REPEAT

Becoming more Datawise…

✓ A bite-sized Data Essentials session – exploring what data can do for you and how you can use it to evidence local need.
You'll:

✓ Gain some ideas for using data to inform your decision making
✓ Discover some best practice top tips
✓ Find out about a range of useful external data sources
✓ Learn about some free and affordable digital tools that can help collect and present findings
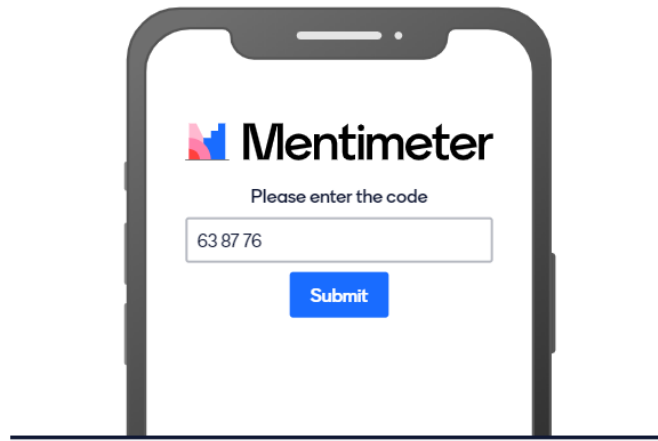
What's the first word that springs to mind when you think of data?

information

facts

statistics

facts collected and share

What would you say are your 2 biggest challenges with data?
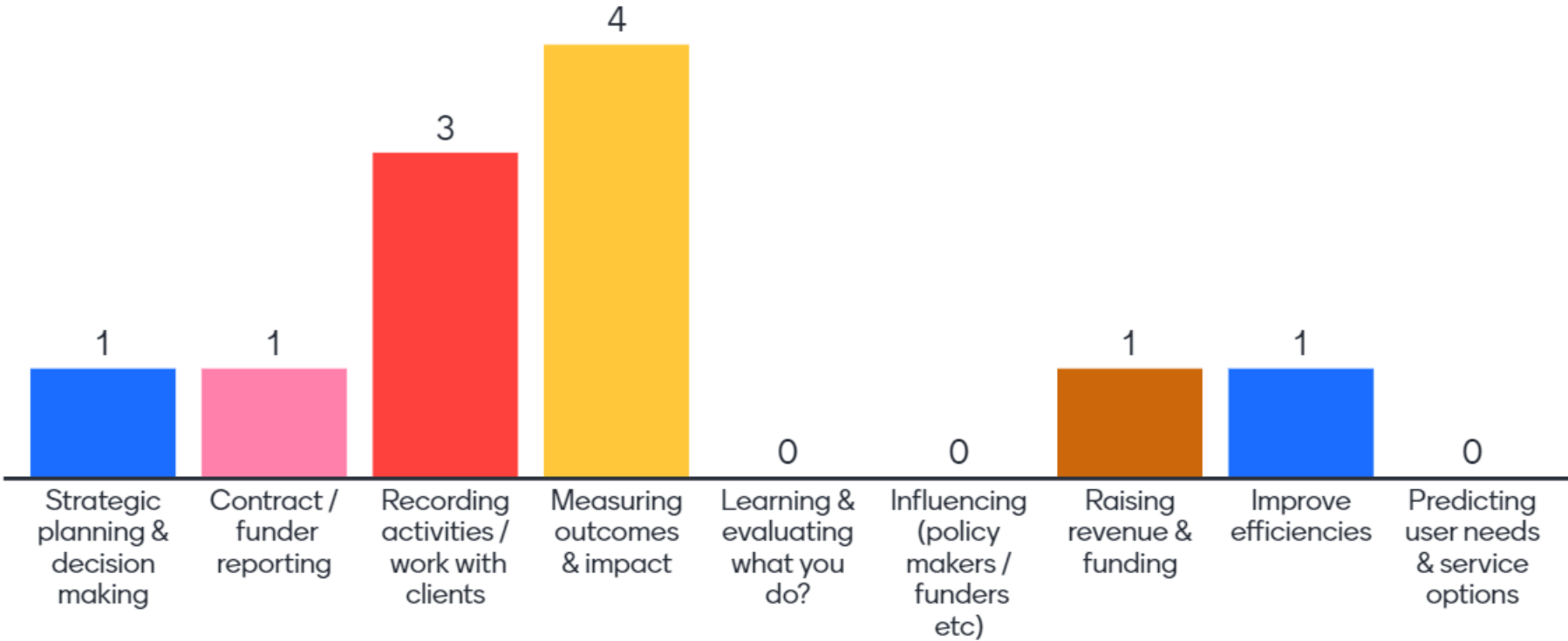
| current and accurate | Handling data & Security | Handling & Security |

| storage | Quality of data |

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

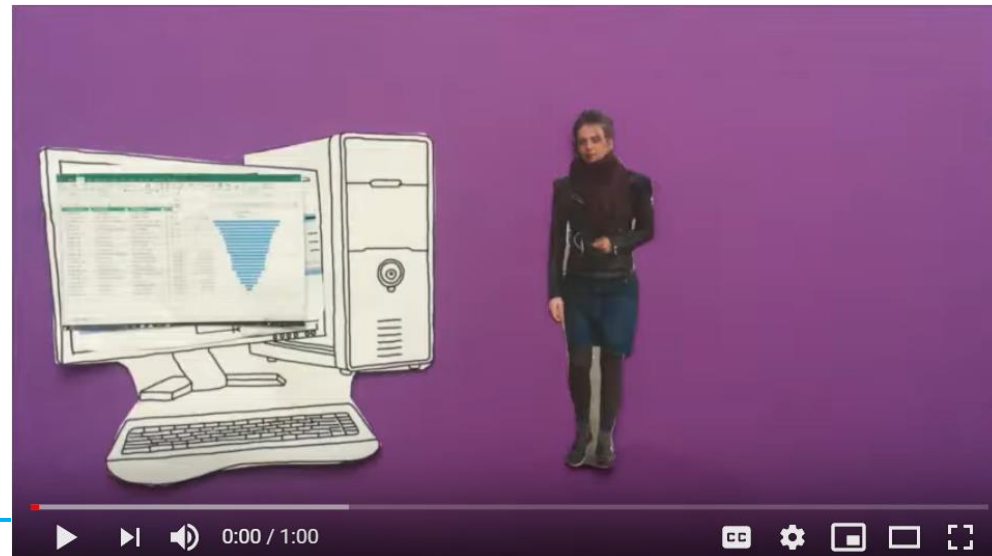# Types of data meets Theory of Change
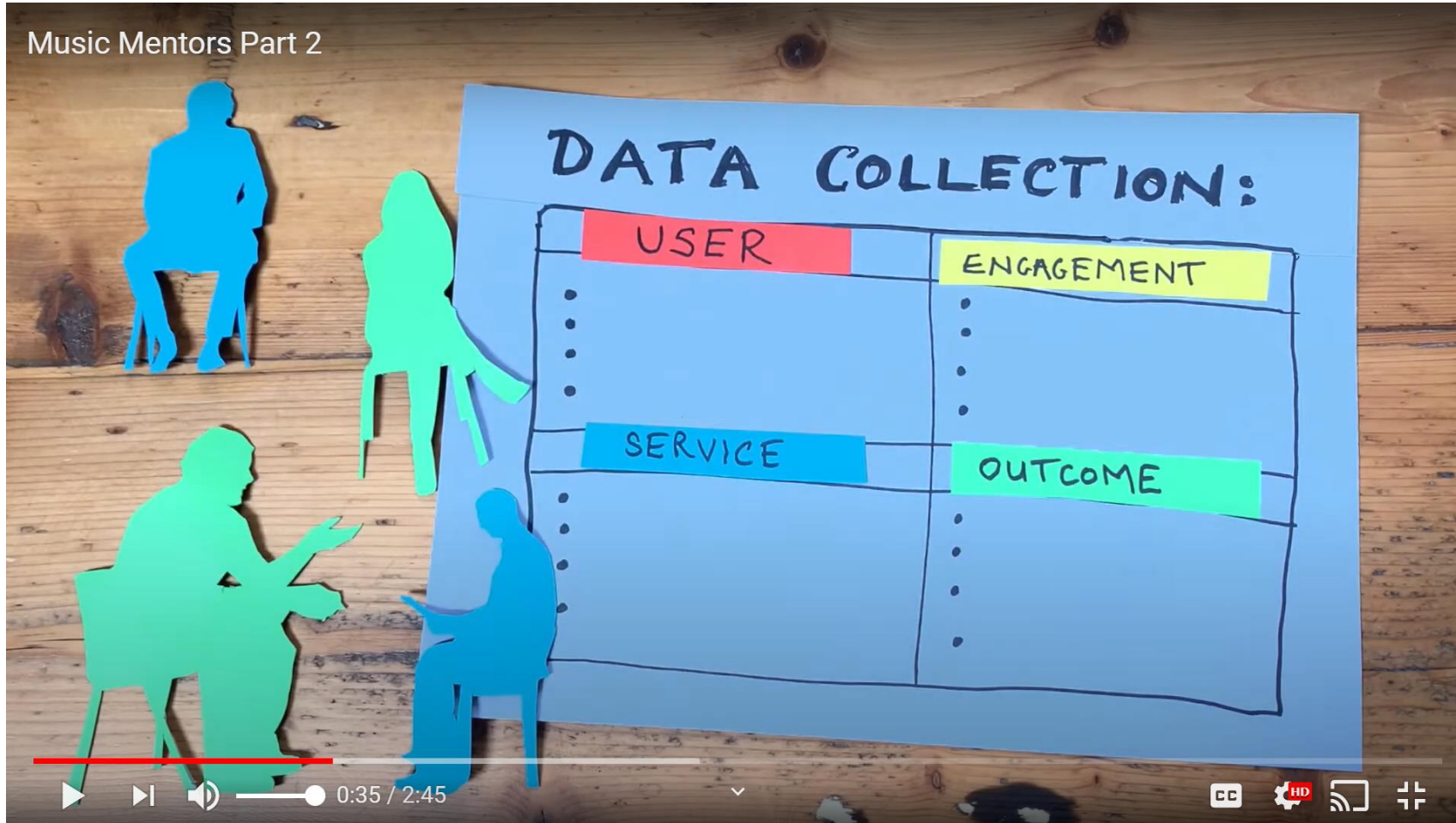
See our blog post here

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

12+ Youth group Attendance before transport grant and introduction of minibus service
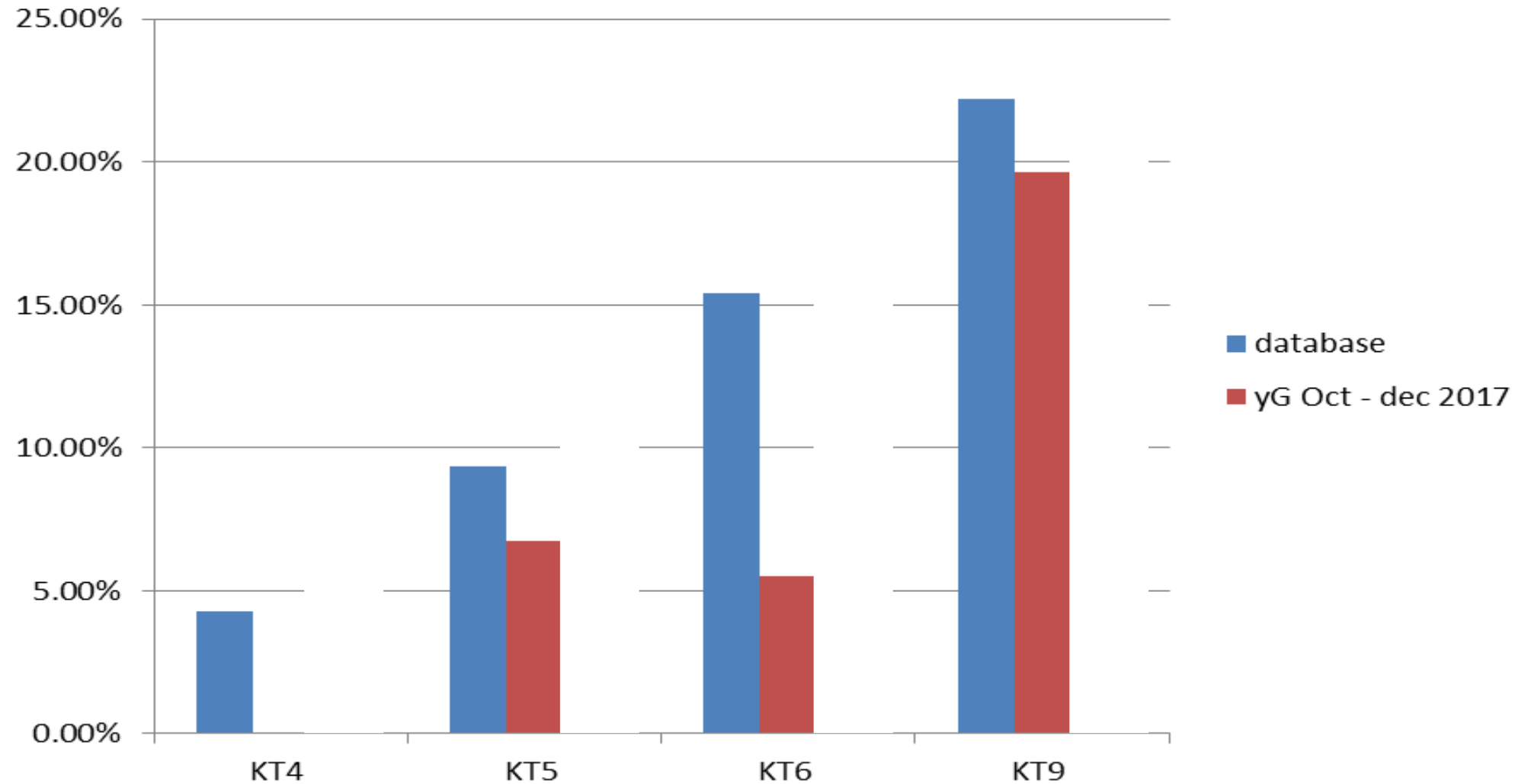
12+ Youth group Attendance before and after transport grant and introduction of minibus service
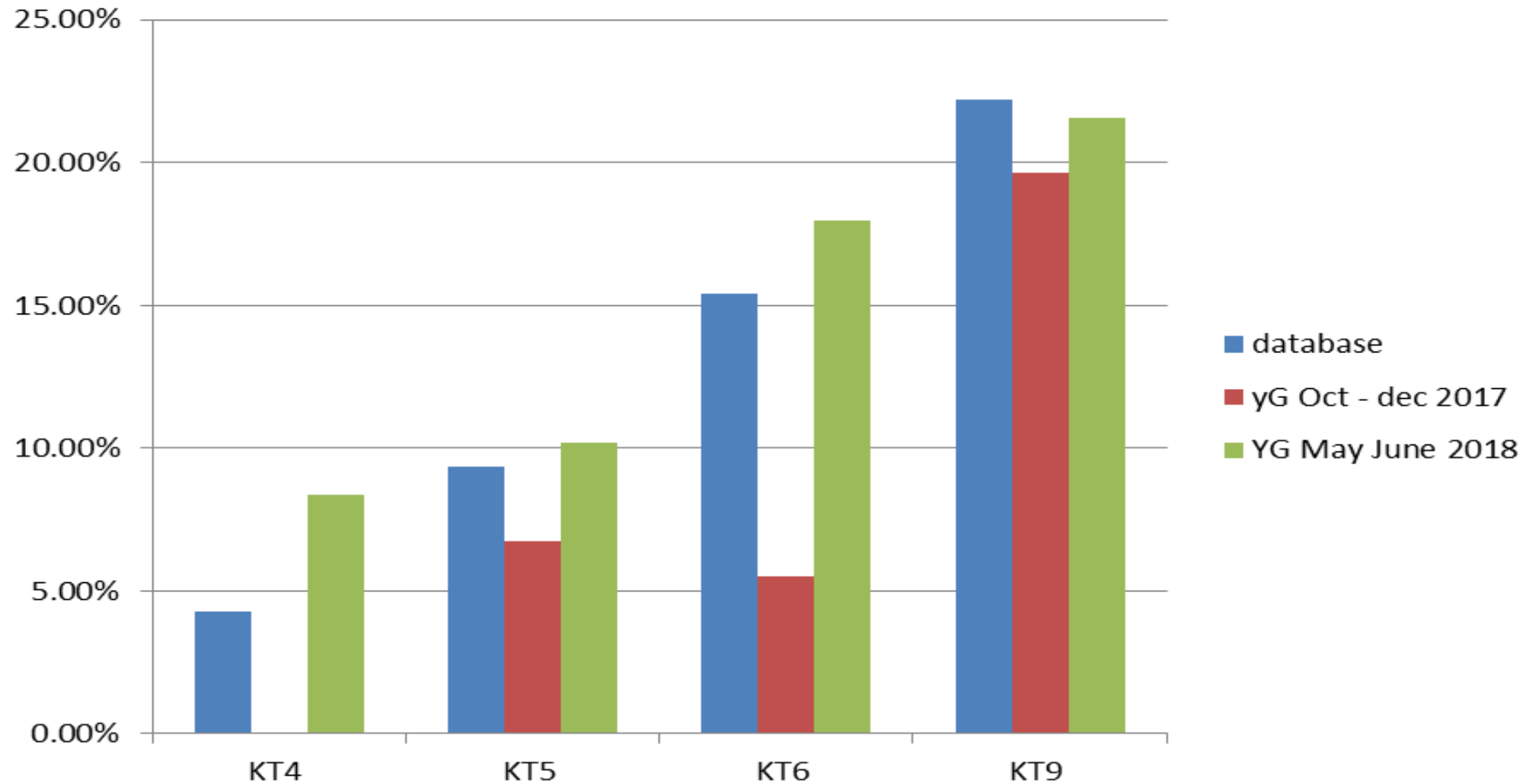
Best practice data tips

✓ Compare like with like – use full data sets

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

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

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

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 of youth group External data: Public transport data Safety info Other youth clubs available?	Database Excel Mapping tools External data platforms	Excel (pivot tables & charts) Ability to find & external data sources How to analyse external data How to map data

What is YOUR data hunch?

My hunch is...

I'd like to investigate...

✓ Have a think now...

✓ We'll come back to this a bit later!

Using external data

HOW WELL DO YOU KNOW REDBRIDGE?

Exploring data with Local Insight

Census quiz!

✓ Population increase between 2011 and 2021
  ✓ A) 31,000
  ✓ B) 24,000
  ✓ C) 38,000

✓ Percentage of population born in the UK in Redbridge (Census 2021)
  ✓ A) 65%
  ✓ B) 56%
  ✓ C) 47%

✓ Percentage of adults age 16+ who are economically inactive
  ✓ A) 26%
  ✓ B) 18%
  ✓ C) 37%

ONS Census 2021 info

✓ [Census Maps](#) – explore data releases visualised on a map

✓ [How well do you know your area quiz](#) – 10 questions relating to published data from Census 2021

✓ [How has your area changed from Census 2011 to 2021](#) – report detailing changes in the last 10 years

✓ [Future release dates for Census 2021 data](#)

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

41%

of Londoners are from BME backgrounds.

38%

of Londoners from BME backgrounds are in poverty, compared to 21% of White Londoners.

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%

Children in poverty before and after housing costs

GCSE attainment in English and Maths by London borough

GCSE attainment in English and Maths, by population sub-groups

Households affected by the benefit cap

Infant mortality

Infant mortality by London borough

Material deprivation of children

Poverty and family structure

Poverty and life stages

Poverty before and after housing costs by age

Poverty definitions and thresholds

Poverty for London adults, children and pensioners, by family work status

Poverty rates by demographics

Schools and income deprivation

Data source and notes | Share ⌄ | Download chart ⌄

City of London
Richmond upon Thames
Kingston upon Thames
Kensington and Chelsea
Bromley
Westminster
Sutton
Barnet
Wandsworth
Bexley
Hammersmith and Fulham
Havering
Harrow
Hillingdon
Croydon
Merton
Camden
Enfield
Ealing
Lewisham
Brent
Redbridge
Haringey
Hounslow
Greenwich
Islington
Lambeth
Southwark
Waltham Forest
Barking and Dagenham
Hackney
Newham
Tower Hamlets

Barking and Dagenham
Children in poverty (BHC): 29

Proportion of children in poverty (%)
0   10   20   30   40   50   60

● Children in poverty (BHC)   ● Children in poverty (AHC)

London Poverty Profile: Quick Question

✓What is the increase in working age Londoners out of work *and* claiming Universal Credit between Feb 2020 and Feb 2022?
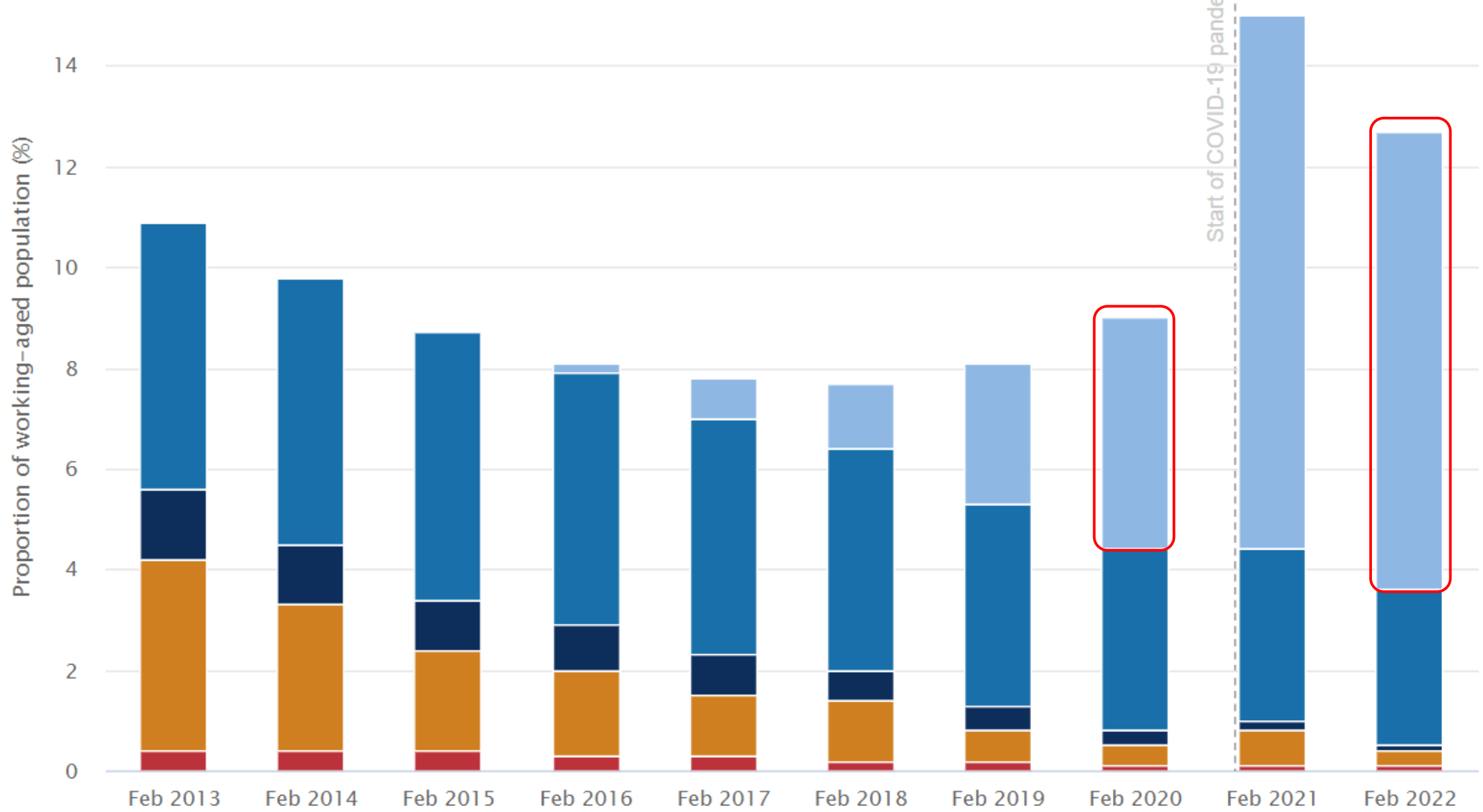
✓*Navigate to explore by Topic and then choose Work, Worklessness and Benefits. Look at the Out of Work benefits chart. Tip – click on the columns to see the values..*

✓Answer: Increase from 4.6% to 9.1% (circa a two fold rise, or 4.5 percentage points increase).

Proportion of working-aged population (%)

Legend:
- Universal Credit (out-of-work) – London
- Income Support – London
- Pension Credit – London
- ESA and other Incapacity Benefits – London
- Jobseeker's Allowance – London
- Universal Credit (out-of-work) – Rest of England

Start of COVID-19 pandemic

X-axis: Feb 2013, Feb 2014, Feb 2015, Feb 2016, Feb 2017, Feb 2018, Feb 2019, Feb 2020, Feb 2021, Feb 2022

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](#)

✓ Mayor of London Survey of Londoners – [Headline findings](#)

✓ London Community Response Survey – [Covid-19 weekly results](#)

✓ Making the most of the London Data Store – [Scenario guides](#)

   ✓ UNDERSTANDINGTHE 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](#)

Indices of Deprivation: 2019 and 2015

Viewing **Index of Multiple Deprivation (IMD)**

2019 map

2015 map
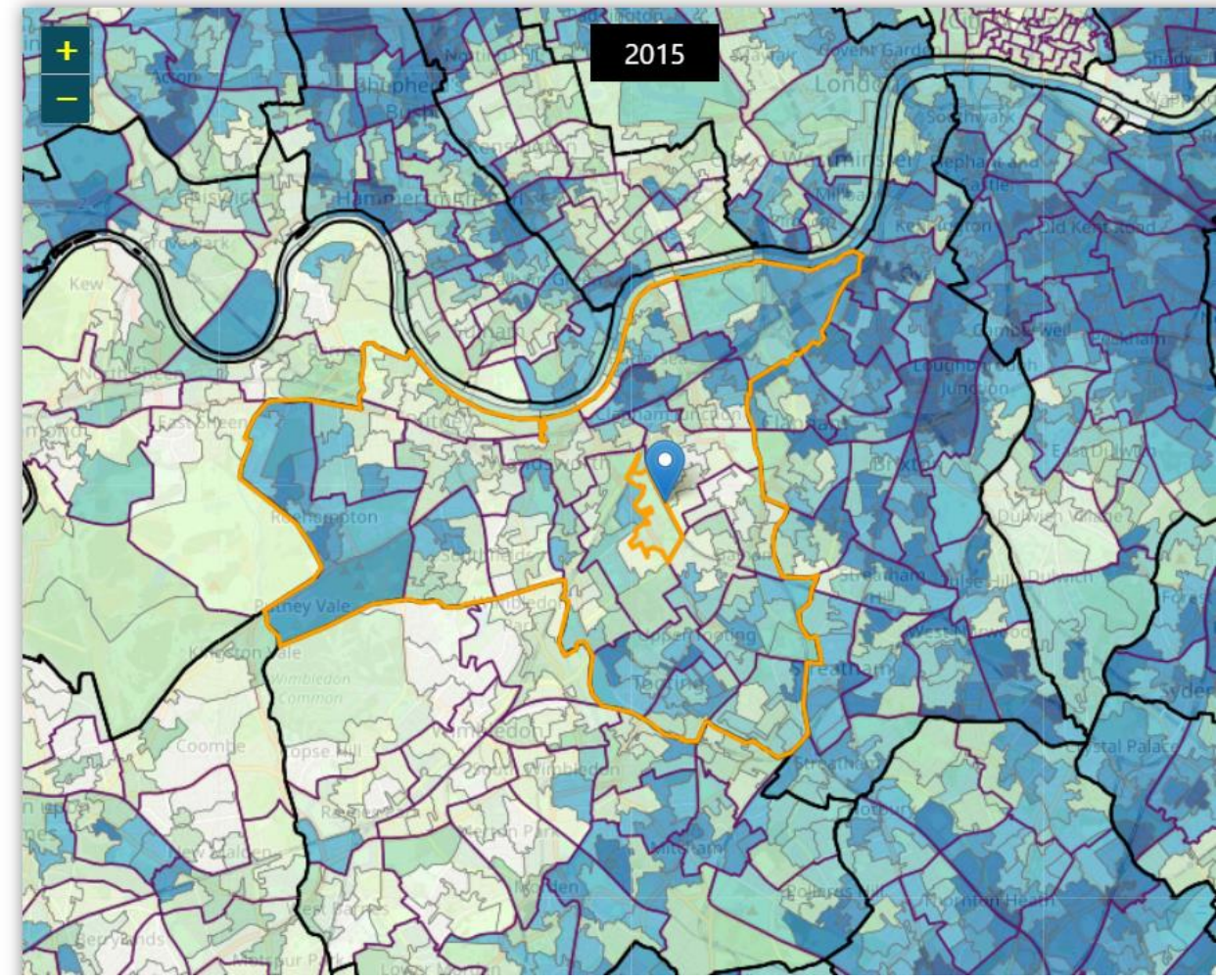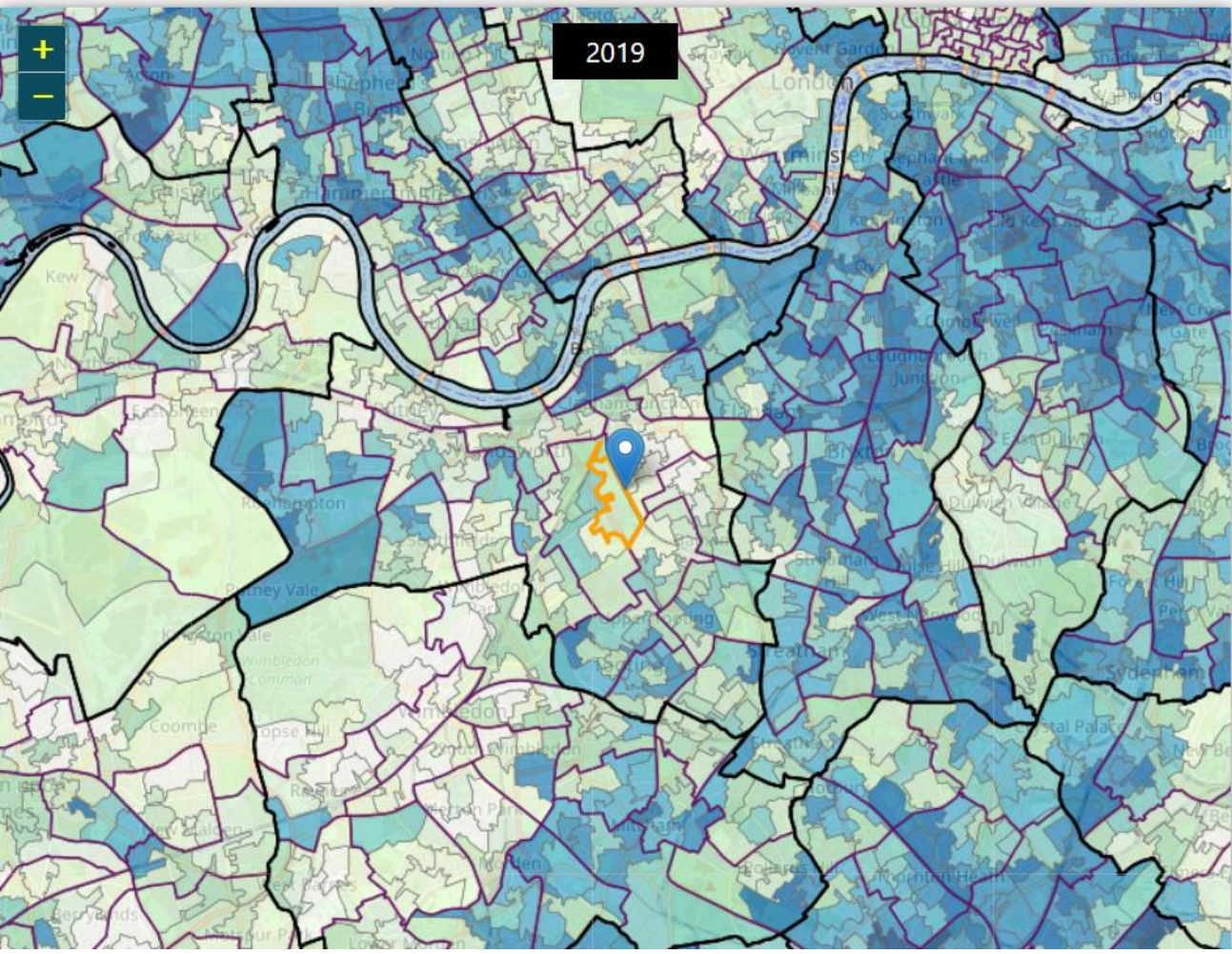
Indices of Multiple Deprivation - Comparison map of 2015 & 2019

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.

Digital tools

FOR DATA COLLECTION, ANALYSIS & PRESENTATION

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

How to choose a survey tool – read our blog post

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
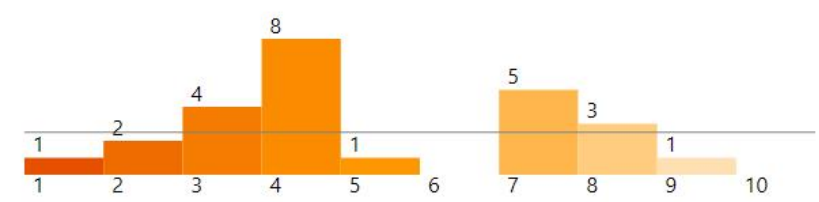
DEMO recording

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
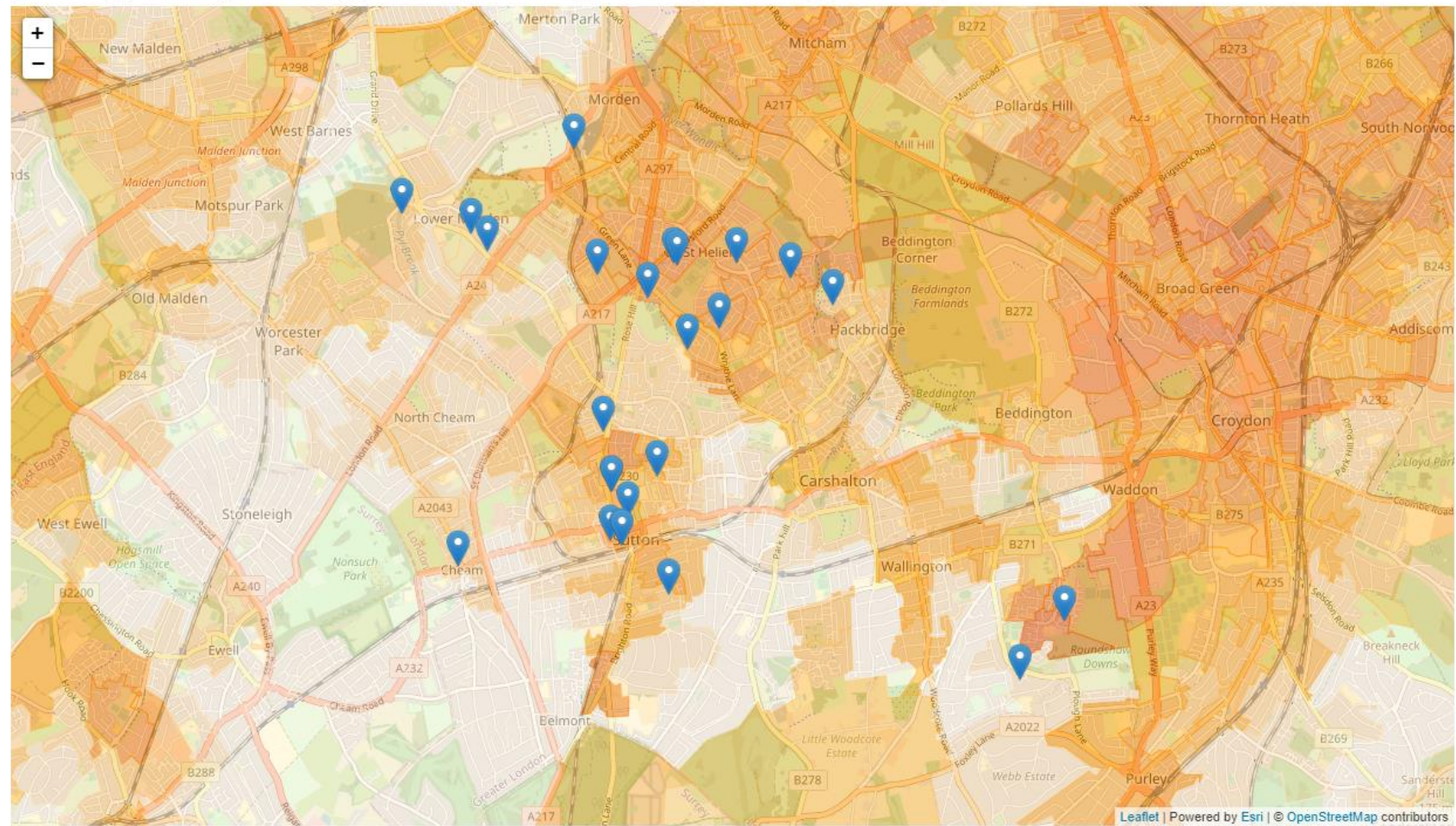
Leaflet | Powered by Esri | © OpenStreetMap contributors

Storytelling

1000 Volunteers

1000 Volunteers

1000 Volunteers
got out of bed on a Saturday morning

Our Favourite Apps 2019

superhighways
harnessing technology for **community** benefit

Infographics

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

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

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

Representing your data

Over the last **12 MONTHS** **38 VOLUNTEERS** gave us **1126.5 HOURS** That equates to **140 WORKING DAYS**

Thanks to all our volunteers!

welcome!

I can't believe it's already been a year ago since I told my story at the KCAH AGM!

The last few years have been quite a journey for me. Going back to 2014, I was successful in my career and on an upward trajectory. But within a year, my addiction had taken over and I was at KCAH's door having lost everything. I was street homeless. My mental health was deteriorating, my substance misuse was getting worse and I was habitually offending to fuel my need to change the way I felt. I had no family to turn to for help and after admissions to hospital and psychiatric wards I was at my rock bottom.

KCAH persevered with me – I was not a model client – not just giving me practical assistance but emotional support too. They went above and beyond their remit with me and facilitated my admission to a rehab centre in June 2016.

15 months later, I remain abstinent and I am getting my life back on track. I have been volunteering for KCAH and start a job soon. I have been given tools that allow me to deal with life in a healthier manner. Words cannot describe the importance of a safe environment in which to identify the causes of homelessness and addiction. I can honestly say that without KCAH, I would be in prison, a psychiatric ward or worse.

I hope that you'll enjoy the stories in our Annual Review. Welcome *Home*.

Adam Jenss - volunteer and former KCAH client

2.

3.

the access project

👨 **79%**
👩 **21%**

9 properties

38% of our clients are in employment

85% successful move-ons

£1000 + volunteer time from British Land to give two houses a makeover

funding secured towards tablet computers and radios for tenants

the winter night shelter

7

❤️ **349** volunteers

rough sleepers, one pregnant

2864 hours volunteered

53% of guests experienced some form of mental health issue

180 breakfasts and dinners served
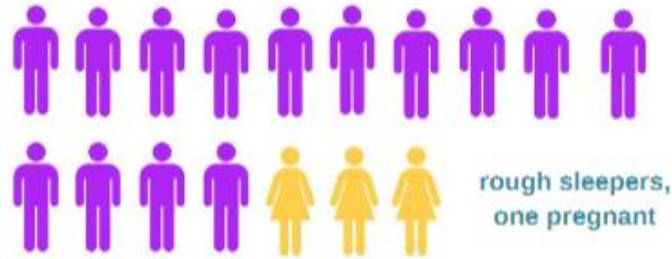
12.

our advice service (HCIS)

👨 **413** new clients

☺ **100%** of clients surveyed felt treated fairly

14% of our clients are employed

1279 repeat visits

121 new clients homeless due to a family breakdown

How satisfied were you with the level of support?
Fairly satisfied 6%
Very satisfied 94%

64% of new clients were homeless on the day

Gathering your story - audio

Adoption experience of same-sex couple by Steve and Shane

+ Playlist   ♥ Like   </> Embed

Next
Martin Coles' story: Adoptive father shares experience

Top Posts
'Loved' - Poem by 'Sarah', 11.
by Fostering and Adoption

'Hope' - Poem by 'Sarah', 11.
by Fostering and Adoption

Martin Coles' story: Adoptive father shares experience
by Fostering and Adoption

Share on   f   y   G+

How important is it to tell your story?

▶ 00:56 ━━━━━━━━━●━━━━━━━━━━━━━━━━ 02:26 🔊 ━━━▬

audioBoom   SOUNDCLOUD

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

Please add to Chat & we'll have a Q & A...

Data Maturity

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.

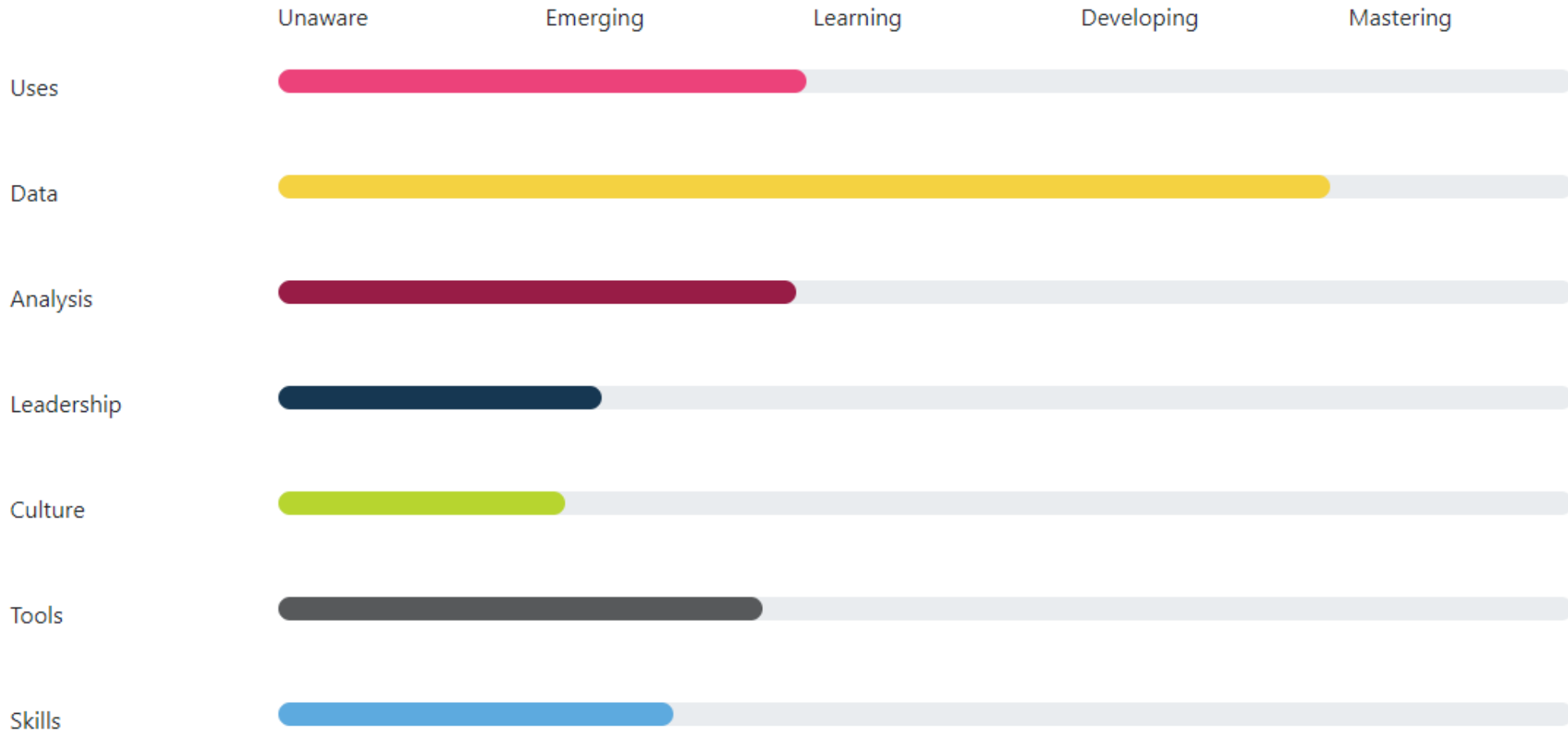|	extensively	moderately	a little	not at all	don't know/not applicable
Recording activity/work with clients	○	○	○	○	○
Measuring service quality and performance	○	○	○	○	○
Measuring the difference you make e.g. outcomes, impact evaluation	○	○	○	○	○
Evidencing the needs/problems you seek to address	○	○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

Becoming more curious…

✓ What is your data hunch?

Next steps

✓ Complete our session evaluation

✓ Check our other training opportunities on our training page

✓ Sign up to our eNews

What is your data hunch?

✓Talk about what hunch / question you'd like to explore further for your organisation and its work…

✓Here's our example…

Example (Superhighways): My Hunch is...

During the pandemic, we think our audience has expanded and we're reaching smaller local groups previously not accessing our digital support and training

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 grant funded grps)

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

About us

Providing tech support to small local charities in London for 20 years

- ✓ 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