

# Harnessing Technology for Community Benefit



# What does Superhighways do?

Superhighways helps **small charities** and **community groups** in London gain essential **digital** and **data** skills backed by the right **tech** to achieve their goals.

## A quick Zoom poll...

On a scale of 1 (low) to 10 (high),  
what energy levels are you  
starting this session with?



# Collecting Data

# Collecting data

Capturing the right data,  
at the right time,  
in the right way for you and  
the people you work with



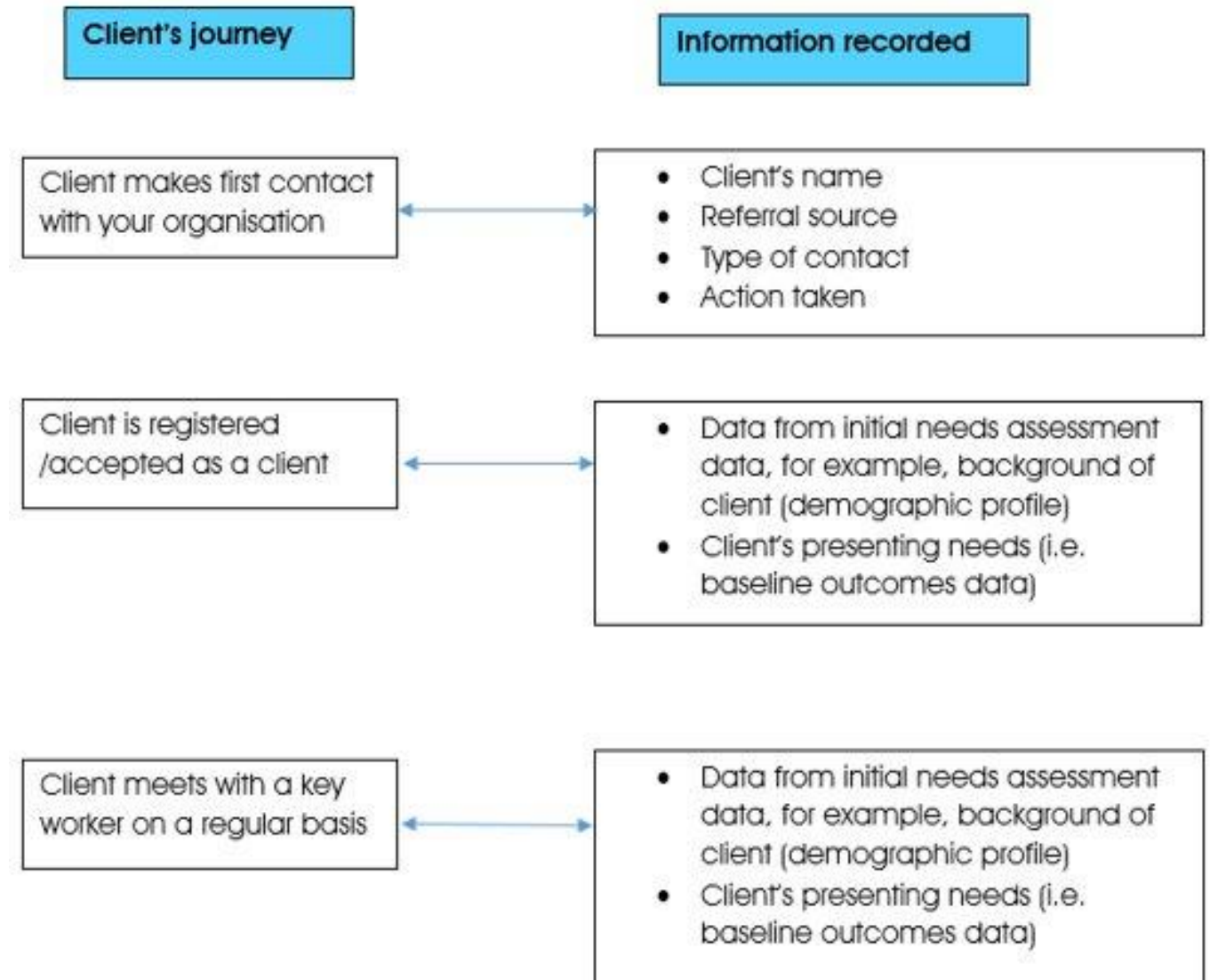
# Who do you need to collect data from?



# 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.



# Which tool?

- ✓ Google Form
- ✓ Microsoft Form
- ✓ Survey Monkey (free version has limited functionality)
- ✓ Direct from your CRM

<https://datawise.london/resources/online-surveys-how-to-choose>







# Managing Data

Sorting & analysing your data

# Microsoft Excel



Excel is a great tool but you need to get your data ordered and 'clean' to get the most from it

- ✓ [Here's an Excel sheet](#) with a few errors. Can you spot the problems?!

Date registered	Name	Post code	Ward	Age of oldest child	Initial assessment	Volunteer
03/12/2020	Janine Bond	SM1 1AB	Cheam	8	1	Karen
12/04/2020	Christine Evans	SM1 1AD	Sutton Central	12	2	Jane
10/20/2020	Razia Lord	SM1 1AE	The Wrythe	4	1	Simone
14/07/2019	Rumneet Porter	SM1 1AB	Sutton Central	5	4	Simone
15/01/2018	Christine Scott	SM13NQ		8	3	Jane
25/08/2020	Jo Soares	SM1 1QD	Sutton West	4	2	Karen
11/29/2019	Katie Greggs	SM1 1QE	Beddington North	3	2	Simone
09/02/2020	Donna Turner	SM1 1AW	Sutton Central	9	2	John
07/04/2017	Razia Lord	SM1 1AE	Sutton West	15	3	Hellen
20/04/2019	Joanna Green	SM11AY	Cheam	3	1	Jane
21/09/2020	Saba Casey	SM1 1AZ	Wallington South	6	4	Karen
09/18/2020	Mireide Williams	SM1 1BA		5	2	Karen
Sancha Gonzales	SM1 1BB	Sutton West	7	3	John	John
24/04/2020	Mel Chambers	SM1 1RS		6	3	Helen

Current

Waiting list

Archive



# Excel for Managing, Analysing and Visualising your Data

## An Introduction to Excel:

- Viewing & formatting your data
- Sorting your data
- Auto Formulae
- Manual Formulae
- Printing

Thursday 20<sup>th</sup> April

Tuesday 16<sup>th</sup> May

## Excel – Next Steps 1:

- Adding & formatting tables
- Filtering data
- Conditional formatting
- Adding visual filters
- Total columns

Thursday 27<sup>th</sup> April

Tuesday 23<sup>rd</sup> May

## Excel – Next Steps 2:

- Data validation & picklists
- Splitting columns
- An introduction to pivot tables
- Summary Sheets

Thursday 4<sup>th</sup> May

Tuesday 13<sup>th</sup> June

### Excel Bitesize 4 Analysing survey data Topic 1: Get & Transform data (Power Queries)

An explanation of the Get & Transform data & Queries



▶ PLAY ALL

## Excel Bitesize 4

6 videos • 36 views • Updated today



There is an Excel workbook of sample data and exercises and a step by step guidelines document to accompany this Excel Bitesize 4 session. To download please register with Superhighways via this link:

<https://forms.office.com/r/y36bt9sCt7>



Superhighways

SUBSCRIBE

1  
Excel Bitesize 4 Analysing survey data  
Topic 1: Get & Transform data (Power Queries)  
An explanation of the Get & Transform data & Queries  
11:03

2  
Excel Bitesize 4 - Topic 2:  
Unpivot Data - Method 1  
How to unpivot data from multiple columns  
14:18

3  
Excel Bitesize 4 - Topic 3:  
Unpivot Data - Method 2 (delimited)  
How to unpivot data from multiple columns  
12:31

4  
Excel Bitesize 4 - Topic 4:  
Creating a Pivot table & Column chart  
11:26

5  
Excel Bitesize 4 - Topic 5  
Open text questions  
How to create open text questions for analysis  
23:19

# Excel Bitesize Training Programme – online learning

[Watch and learn on our YouTube channel.](#)

You'll need to register to download the dataset and step-by-step guidelines Word document to work with



# Mapping

Show reach of your services or evidence need for funding. We teach a range of mapping skills

# 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



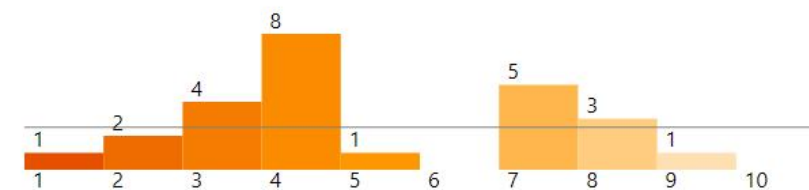
## The Lens of Multiple Deprivation

### 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



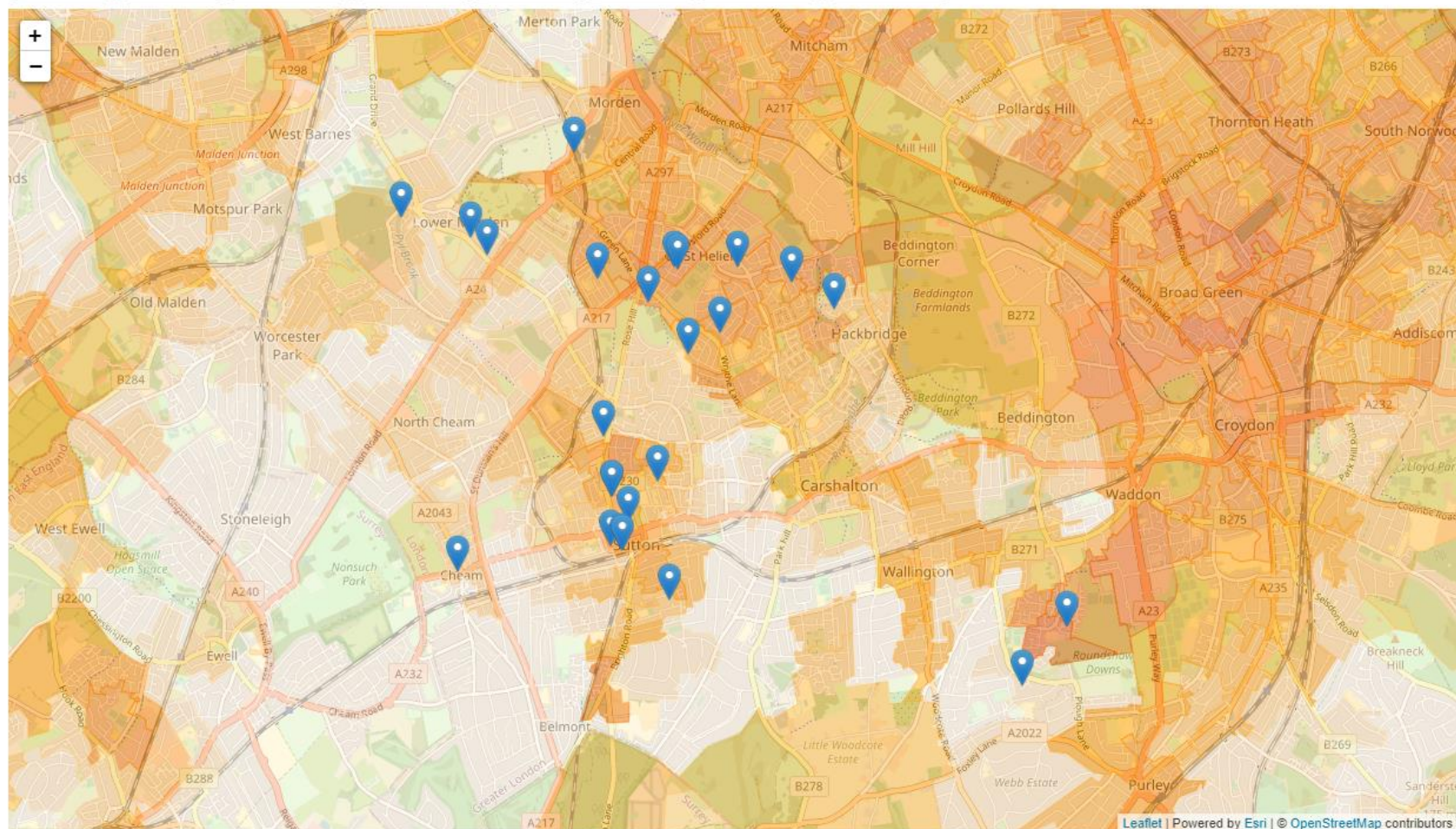
### Definition

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





# Some other useful visualisation tools

(click on the logo for the link)





## Qualitative data analysis

Helps you discover and share themes in what people say

# How to look for themes

**Step 1 – highlight first level themes that relate to what you are trying to show directly from what people say.**

**You may even simply copy out important bits of text into another document**

## **Man and Boy:**

“We’ve got loads of stories of the impact that we’ve had. One in particular, I remember is a family who I went to visit on a visit every family beforehand. But I think that’s the key with engaging with the families is to engage with the man and get alongside them, to encourage them to start the programme. Once they’re on the programme, then it’s fine. It’s so we meet them in a coffee shop, we have a chat, we talk about what the banner boy does.

This particular man, he wasn’t very interested. I think he was just a little bit depressed. And I went away. And we decided that we wouldn’t take it any further. Three or four months later, he texts me and asked for my help. And he asked if you’d come on a camp because things had gone wrong at home. We took him on, he came on a camp, and we use some therapeutic questions on the camps, questions that the boy can ask the man and the man can ask the boy just to help each other, perhaps open up a little bit in a safe sort of environment. And afterwards, we follow up the men and the boys to see how the camp went. And a couple of weeks after that, I found to ask how it was. And to my surprise, the boy beforehand, he was self-harming, nine-year-old boy self-harming and not coming out of his bedroom, getting into trouble at school. And he the man said I can’t believe the change in this boy. He was able to talk to me for the first time about how he was feeling on the camp. And now he’s engaging with a family, is coming down, doing the washing up and playing in the garden. And he’s stopped the self-harming and he’s doing really well at school. And just I’m not saying that we are the answer because we’re not on it. There’s lots of other things that impact but sometimes we are a catalyst for some change in that boy’s life just giving them space and time to say how they’re feeling in a sort of safe environment. So that’s a really encouraging story for me.”





# Storytelling

with audio or video

# What's your story?

Use our Adobe Spark (Express) [storytelling template](#) to create stories for websites, video and more...

What information would bring your story to life?

Creating compelling stories – taking the lead from Adobe Spark video creator

**A hero's journey**

Set up	Call to adventure	The challenge	The Climax	Resolution	Call to action
Tell us about your hero (es) and their world before the quest begins	What happens that causes your hero to undertake this quest	What trials or challenges are preventing your hero reaching their goal?	Show how your hero over comes obstacles and reaches their goal – with your help!	How is the world better now? How does your hero feel now?	Are you looking for more heroes? Or do you need funds for more quests?

**Promote an idea**

Setting	Problem	What could be?	Solution or idea	Reward	How you can help
Describe the world today. What's the setting or context for your story? Or show who you are helping.	What problem does the audience – or who you are helping – struggle with today?	Describe a better world where this problem doesn't exist.	Share your idea, product or service and show how it will solve the problem.	How will your audience's or beneficiary's life improve after your solution becomes a reality?	What's the first thing the audience should do to make this positive change happen?

# Audio stories example



Edit Analytics Total plays: 12

## Man & Boy: a positive story of impact

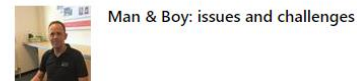
26 Sept 2018, 16:58



### Subscribe

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### Next



### Top Episodes

Matt Hay Talking about Refugee Action Kingston's Summer Playscheme by Small Charity Impact

Max Hamilton: a young ambassador for Express CIC in Kingston by Small Charity Impact

Hannah Craig on supporting mental health of SEN children by Small Charity Impact

## KINGSTON'S CHARITABLE SECTOR



Presented by Patricia Turner for KINGSTON VOLUNTARY ACTION



Series of interviews recorded with Audioboom (you might want to use [Otter.ai](https://otter.ai) or [Soundcloud](https://soundcloud.com))

Audio inserted from Audioboom into Prezi presentation



# Digital Foundations





What devices, software and online tools we can use. And how can they all fit together into a simple everyday system?





# Related training ...

We offer free training to small charities and community groups based in London and prioritise groups funded by Trust for London

- ✓ [Look at our current training offer](#) and add yourself to the waitlist if they're full
- ✓ [Sign up to our monthly eNews](#) for updates from us on all things charity sector and digital/data, plus future training and support offers



Trust for London Training Programme 2023

Course	Date	Time
Charts and Graphs with Excel - <a href="#">Book here</a>	Thursday 23 <sup>rd</sup> March	10am – 12.00pm
Hands On: <a href="#">Datawrapper charts</a> - <a href="#">Book here</a>	Thursday 30 <sup>th</sup> March	10am – 11.15am
An introduction to Microsoft Excel - <a href="#">Book here</a>	Thursday 20 <sup>th</sup> April	10am – 12.15pm
Excel Next Steps 1: Managing your data - <a href="#">Book here</a>	Thursday 27 <sup>th</sup> April	10am – 12.15pm
Excel Next Steps 2: Managing and analysing your data - <a href="#">Book here</a>	Thursday 4 <sup>th</sup> May	10am – 12.15pm
Hands On: Canva infographics and charts - <a href="#">Book here</a>	Thursday 11 <sup>th</sup> May	10am – 11.15am
An introduction to Microsoft Excel - <a href="#">Book here</a>	Tuesday 16 <sup>th</sup> May	10am – 12.15pm
Creating presentations that connect and influence - <a href="#">Book here</a>	Thursday 18 <sup>th</sup> May	10am – 12.00pm



# Extra resources ...

- ✓ [Download our Favourite Apps](#) for data collection & storytelling tools sheet
- ✓ [Sign up to our monthly eNews](#) for updates from us on all things charity sector and digital/data, plus future training and support offers
- ✓ [Follow out 5 part Excel Bitesize training](#) use our videos and an associated Excel datasheet and Word document with step-by-step guidelines to take you from the basics to creating a data dashboard
- ✓ [Watch this video](#): Using your Data to Evaluate you Impact, Explore Options and Drive Change
- ✓ [Read this blog](#): To investigate the different tools for online surveys





Final  
thought...



# Thank you for listening

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**superhighways**

harnessing **technology** for **community** benefit