

Data Essentials

For raising voice and influencing change



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

What does Superhighways do?

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



What we'll cover today

- ✓ Gathering your stories
- ✓ Who, what and how of influencing
- ✓ Internal data to support your story
- ✓ External datasets





Story gathering

Telling the right story to
the right people, to get
them to act

SWITCHBACK campaign video

After the video clip discuss in your group:

1. How does this make you feel about their work?
2. What data did they have and what did they source externally to make their case?
3. Any other first impressions or comments?



Luke, 20

I still came out of jail homeless.



“In order to thrive, people first need the basic essentials to survive”

Among Switchback Trainees:



46% are released with no bank account



25% are released with no ID



20% are released with no phone

Research shows:



Prison leavers are **56%** more likely to reoffend when homeless



80% of all convictions and cautions are due to reoffending.



Reoffending costs the economy **£18bn** every year

Sources: Howard League; Ministry of Justice

Switchback's [Reshape Release](#) campaign was [mentioned in parliament in 2024](#)



Magpie Project

“Imagine trying to prepare three meals a day for your family with no fridge, no cooker, no hob, no microwave – not just for a week or two but for months on end”

No child in a home without a kitchen



Started 24 January 2024
Petition to Michael Gove (Secretary of State for Levelling Up Housing and Communities) and [1 other](#)

Why this petition matters



Started by [Jane Williams](#)

Imagine trying to prepare three meals a day for your family with no fridge, no cooker, no hob, no microwave – not just for a week or two but for months on end.

Our families tell us:

- We struggle to sterilise bottles and make up baby feeds.
- Weaning our minis on to solids is near impossible due to a lack of choice of food, or having to buy ready made food that we cannot afford.
- When our children are sick and just want mama's home cooking, we can't give it to them.
- For those in emergency accommodation, it is expensive not to be able to get ingredients to cook from a food bank but be forced to buy 3 ready made meals a day, every day.
- We and our children are suffering stomach upsets, weight loss and malnutrition.

2,562

Signatures

102 people signed

Sign this petition

First name

Last name

Email

Greenwich, SE10
United Kingdom

- Yes! Tell me if this petition helps help other relevant petitions
- No. I don't want to hear about progress or other relevant petitions

Sign this petition

- Do not display my name and email on this petition

We process your information in accordance with our [Privacy Policy](#) and [Terms of Service](#).



Magpie Project

No child in a home without a kitchen

- ✓ In Newham alone, more than 200 under-fives and 400 under-18s will go without a home-cooked meal tonight as they live in hotels with no kitchen.
- ✓ Campaign starts with 'Imagine trying' ... It asks you to put yourself in their shoes then supports this with the facts and statistics.
- ✓ Feature article in [Inside Housing](#)

[Campaign update](#) (good news) Nov 2024

No child in a home without a kitchen



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Anna and Arnold



Our 10 year old son attended Sebright Children's Centre from the age of 1 until reception. He loved his time at the centre and we only have good memories.

Fast forward 7 years and we were back at Sebright to put our daughter's name on a waiting list. It was so reassuring to learn that most of the staff members still work at Sebright today and we would be leaving our daughter in the hands of dedicated carers we know and trust. It made the return to work much easier.

While Sebright feels the same, we witnessed many improvements over the years, particularly in the expanded range of community services now offered which benefits the wider community.

It is truly heartbreaking to think that our children's centre faces potential closure and families face the ordeal of finding alternative care for their children.

Parents at Sebright

Why are we asking for your support?

It is well established that the first three years of a child's life is where the biggest impact can be made in terms of health, education and wellbeing outcomes. Access to high-quality, affordable childcare is a critical part of supporting children and families at this key time of children's development, especially the most vulnerable.

Closing these Children's Centre nurseries will result in the loss of 129 affordable childcare places to Hackney families. This is a cut of a quarter of all subsidised nursery places in Hackney. The closures will disproportionately affect vulnerable children, lower-income families, women, single parents, and people from Black, Asian and ethnic minority backgrounds.

[Save Hackney Children's Centre](#) campaign



Z2K – fighting poverty and injustices in benefits and housing systems



HOME NEWS COMMENT ANALYSIS CULTURE INTELLIGENCE



Z2K: Helping Westminster's homeless get better help

18th April 2024

The anti-poverty charity is working with Londoners with experience of temporary accommodation to learn more about how their local authority can provide a better service to those in need

Z2K– gave evidence to the Work and Pensions committee 17 April 2024

parliamentlive.tv

HOME

EVENT GUIDE

HELP

SEARCH

PLAYER

955

Work and Pensions Committee

Wednesday 17 April 2024 Meeting started at 9:32am, ended 11:35am



SHARE

DOWNLOAD

INFO

AUDIO ONLY

Set Start Time

Select a section of the video to share.

AGENDA

INDEX

09:32:18 Subject: Back to work plan

09:32:20 Witnesses: Jamie Thrusler, Senior Policy Adviser, Z2K (Zacchaeus 2000 Trust); Kate Shoemith, Deputy CEO, Recruitment and Employment Confederation; Gareth Pary, Programme Director, Employability, Maximus; Ben Harrison, Director, Work Foundation

10:29:54 Witnesses: Sam Tabor, Founder, Single Parent Rights; Ken Suiter, Founder, Welfare Rights and Policy Adviser, Disability Rights UK; Nir Gasparyan, Interim Head of Policy and Campaigns, Mind; James Taylor, Executive Director of Strategy, Impact and Social Change, Scope

[Parliamentlive.tv - Work and Pensions Committee](#)



SWITCHBACK

During Big Give week all donations will be match-funded, making them worth double until we hit our target of £40,000.



PAINTING A DIFFERENT PICTURE OF PRISON RELEASE

Lenox's Story

"I was born and raised in Camden in a two-parent household with my two brothers and three sisters. The first music I ever listened to in my life was Congolese music. It was a typical African household with lots of music and dancing and a wedding every Saturday."

"In school I was always the class clown, but I made it all the way to my GCSEs. I wasn't the best, but I was alright. I liked PE, music, media and English. I'm a creative so those are the subjects that piqued my interest. Aside from school, I used to chill with my siblings a lot until I got old enough to hop off the porch and go outside. Then I had friends from my area. We weren't a gang, but that's how the police portrayed us. I had a lot of close-knit friends, and we just always used to hang out, whether in a park playing football or at youth clubs having fun."

"And then life happened. We started getting the negative influences, you know the story, you're watching what the older boys are doing, and you want to be known and have some sort of status. I ended up going to jail."

Stories and data help you find the funds too!

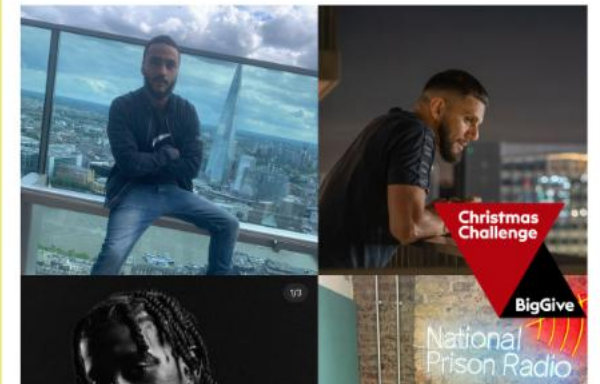
SWITCHBACK

With less than 24 hours to go and **£6,325** of match funds remaining, we need your **HELP** to get to the finish line and hit our £40,000 target!

PAINTING A DIFFERENT PICTURE OF PRISON RELEASE - KAM'S STORY

SWITCHBACK

WE DID IT! THANK YOU FOR HELPING US REACH OUR BIG GIVE TARGET



Dear friends,

As you know, this year we took part in the Big Give Christmas Campaign where we set ourselves the goal of raising £40,000.

We are thrilled to shout it from the rooftops, WE DID IT!

Your dedication to our cause has been nothing short of remarkable. Whether you made a donation, shared our campaign on social media, or spread the word among your networks, each of you played a vital role in this achievement. The overwhelming response from our community has left our entire team humbled and inspired.

This success means so much more than just reaching a financial target. Every pound raised will directly impact the lives of hundreds of young men leaving prison who are seeking to build a brighter future.

What's your story?

Use the [Storytelling frame](#) to plan your campaign stories

Other useful templates:

1. Adobe Express [storytelling template](#)
2. [Presentation story structures](#)

to create stories for websites, video and more...

Storytelling frame

Key message	Who is the story intended for?	What is the purpose of the story?	What do I want viewers to do as a result?	What media will I use to create it? Do I need data? What data would help?	Where and how will I share it?	How will I measure the impact?	What next?

What information would bring your story to life?

“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 author



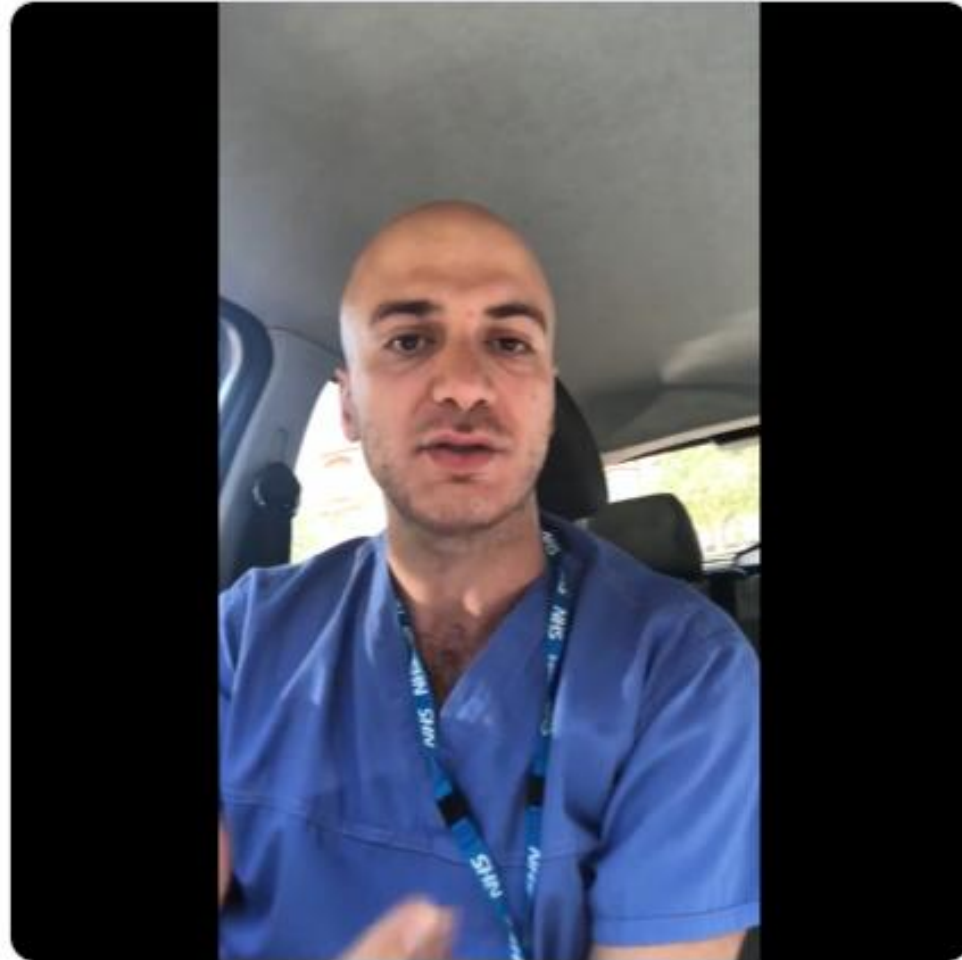


Hassan Akkad حسان عقاد

@hassan_akkad



I hope you can help my get this message delivered to Mr, PM
[@BorisJohnson](#)



1:18 PM · May 20, 2020



5K



55K



123K



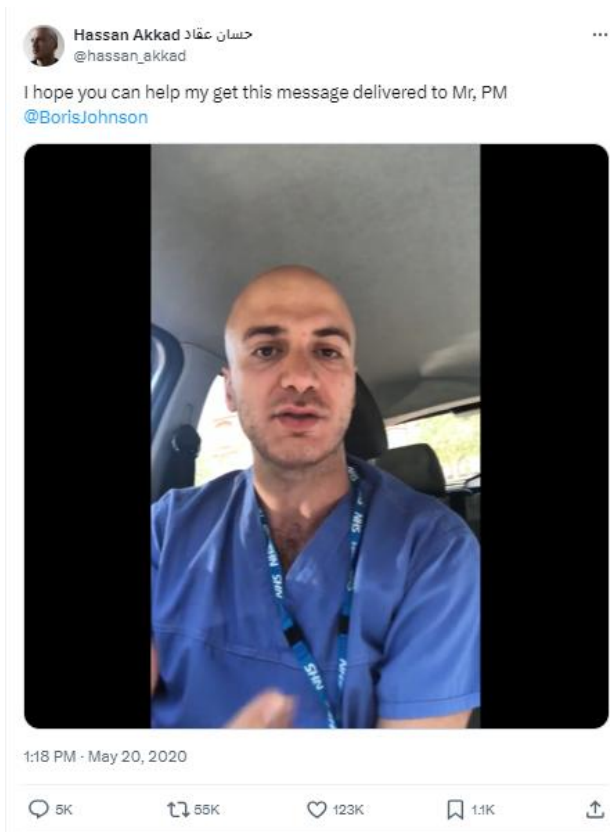
1.1K



What
equipment
will you use?



Video example



- ✓ Authentic video performs best
- ✓ You don't need fancy equipment

[GMB Union campaign](#) forced a backtrack on Government excluding social care workers, cleaners and others from the Coronavirus Bereavement campaign



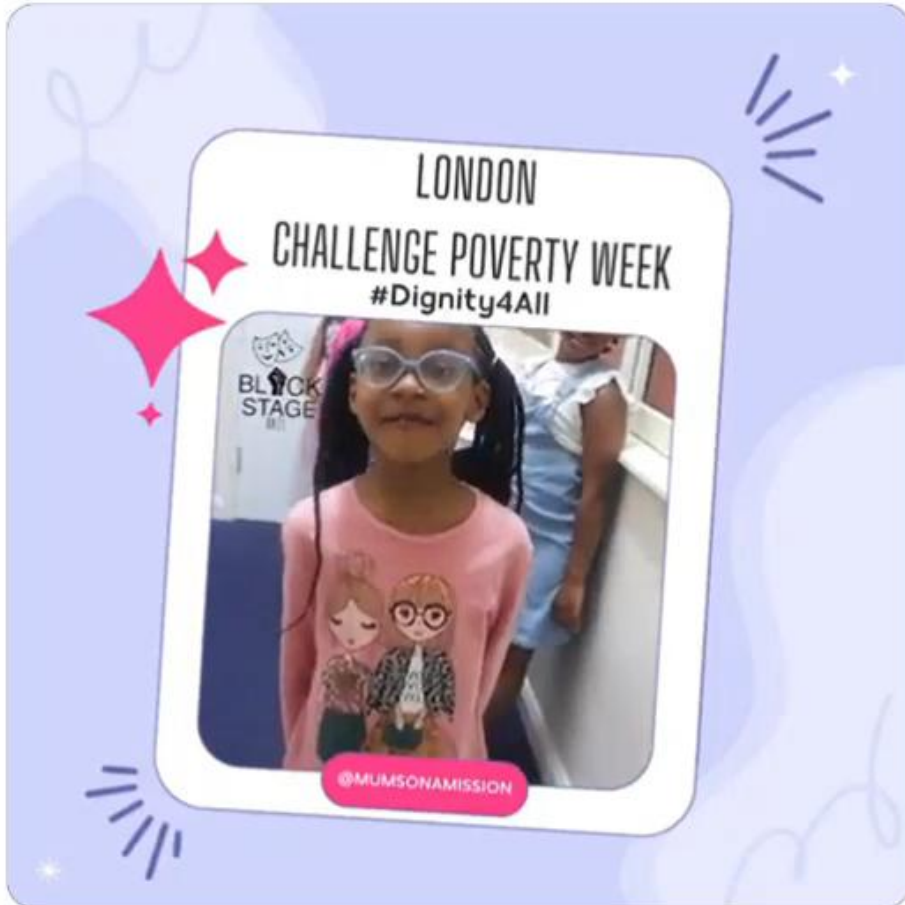
↳ 4in10 - London's Child Poverty Network reposted



Katherine Hill @_KatherineHill · Oct 20, 2022

👉 These children know they are valuable, whether society truly values them will be measured by its response to the challenge raised by the brilliant speakers at today's [#londonchildpovertysummit](#) - to do better and put an end to child poverty

[#LDNChallengePoverty](#)



💬 1

↻ 8

❤️ 17

📊

📤

Video example

An example of using a point and press style video and a Canva template.



Audio example




[Z2K Life After
Lockdown project](#)
turned into video,
uploaded to YouTube

- ✓ Audio stories gathered alongside video to drive policy work
- ✓ Focused policy asks around Private Rented Sector and Universal Credit




Audio example

Our Work ▾ Publications London's Poverty Profile ▾ News & Views



Listen to Danna's story



Read Danna's story

Hi, I'm Danna. I'm from Colombia, but I grew up in Spain. I have been living here in London for eight years. I have two children, Juliet and Martina, I came to live in London to have these opportunities, to evolve as a person as well, so I found that London is the perfect city for me where I can fit. The diversity that I can find here you cannot find it in another part of the world, so that was perfect for me.

[London Looks Like](#) series by Trust for London on Soundcloud and in full written text on website

- ✓ Audio stories and portraits about day to day life in London
- ✓ Can you share a story with your funder? What campaigns do they have?



You might not use the audio



Balcony Blog #1 - Sharon

In this blog
series, we
interview
Hackney Wick
residents about
their lives under
lockdown

[Wick Award Big Local lockdown stories](#)

Hi Sharon! What can you see from your balcony?

It's quite nice today. I can see for miles from my balcony. Victoria Park and over to Canary Wharf in one direction and just blocks of flats over the other side of Wick Road. All this is the Big Local area.

What does your day look like?

The days are different. We can't run the clubs and bingo that we used to run in Gascoyne Hall. That took up lots of my time. We had craft club on Monday, the community lunch on Wednesday and Bingo on Thursdays- I might see nearly a hundred people a week.

In another way my day has not changed all because I help my family and do shopping for old people every other day.

What are your worries?

Just a few! I worry about my family. What it's like for the kids to be out of school I don't want them going back til it's safe but they need school. My eldest grand-daughter is not

"I worry about the old people - the ones who are staying in - doing as they are told - getting thin and forgetful... and I worry about the ones that go out on the buses like nothing's happening."

— Sharon

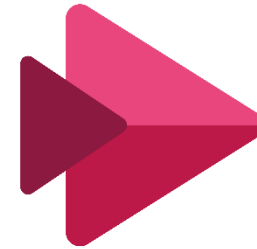


Tools for gathering & editing stories



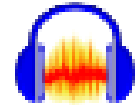
SOUNDCLOUD

zoom



Microsoft 365
users only

Otter.ai



Audacity

HEADLINER



Clipchamp



More helpful tools and techniques...

Lapel mic – plug into your phone (face-to-face)



Telephone pick up mic – insert into your ear and your recording device



Use a mobile app e.g. Automatic Call Recorder (don't forget to switch it off)



Play it loud for transcription tools to more easily pick up the sound from another device



Break





**The who,
what and
how of
influencing**

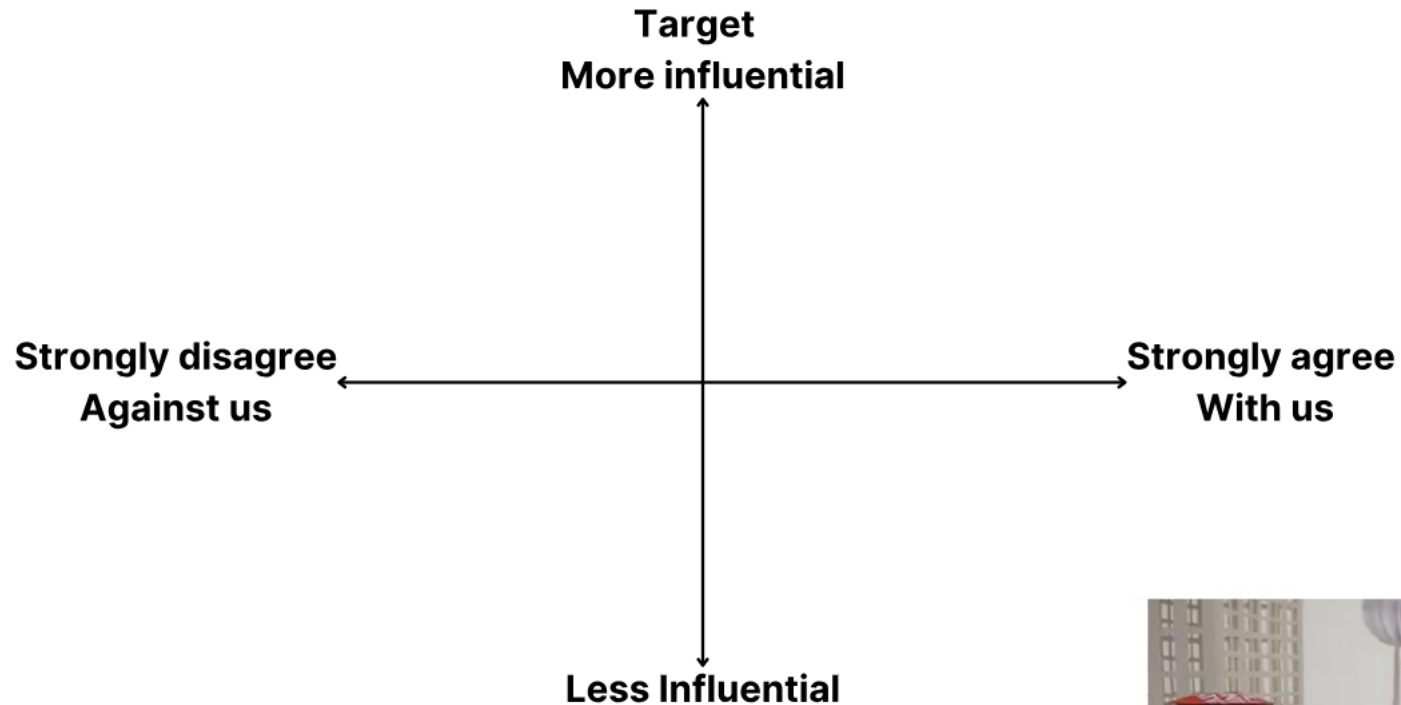
**Who do you want to
influence?
What do you want
them to do?**



Share your ideas in chat or directly with
the group



Who are you trying to influence?



[Use the Changemaker's Toolkit](#)

Sheila McKechnie
Foundation

Watch their film '[Change Unfolding](#)' and access their training and resources





Internal data

What internal data supports your story?
And how can you present and share it?

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



Different approaches with data

Narrative (tell a story):

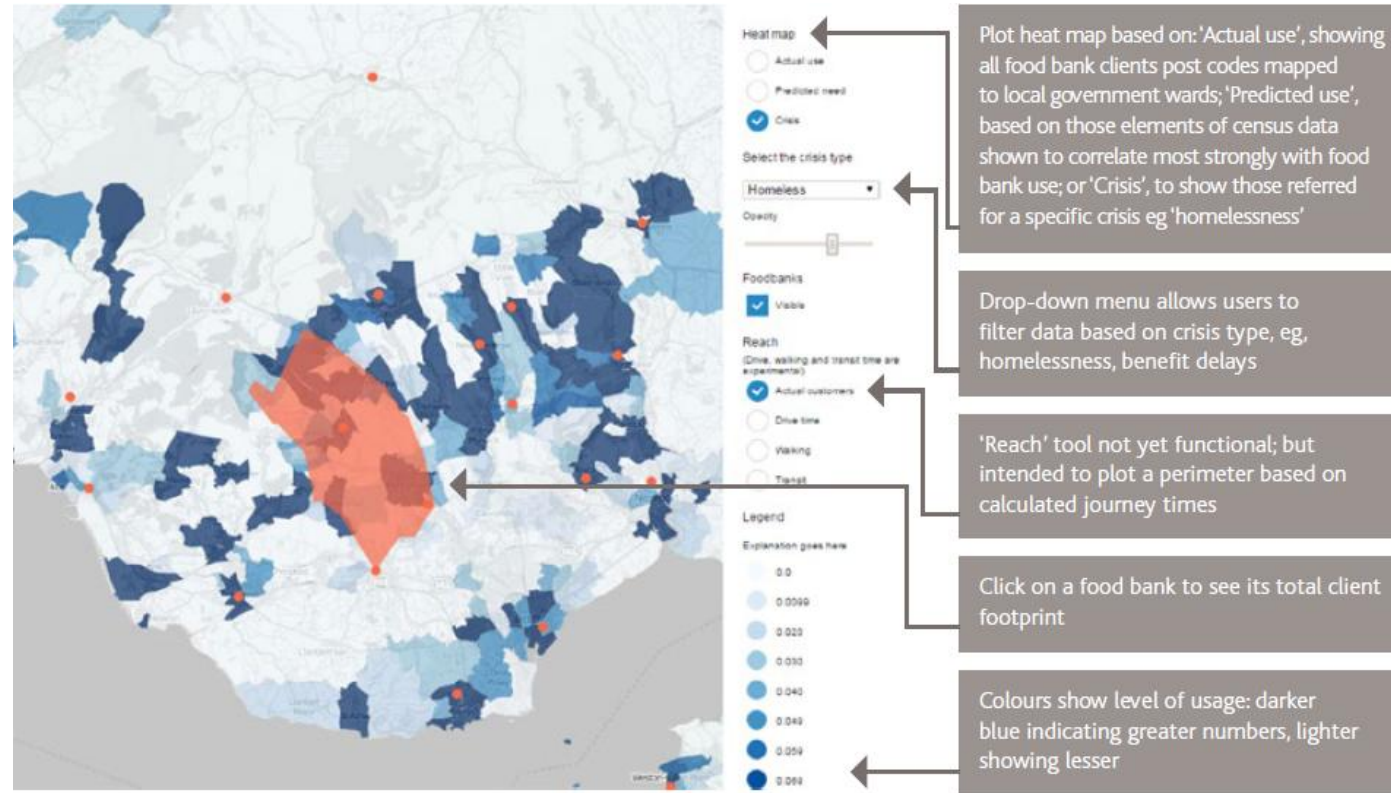
You guide your audience through a narrative to arrive at a specific conclusion.

Explorative (find a story):

You encourage your audience to explore your data to draw their own conclusions and focus on the stories most relevant to them.



Find a story – who's interested?



Better for internal use or external expert audience such as researchers, policy makers, possibly funders

The Trussell Trust Mapping Hunger tool

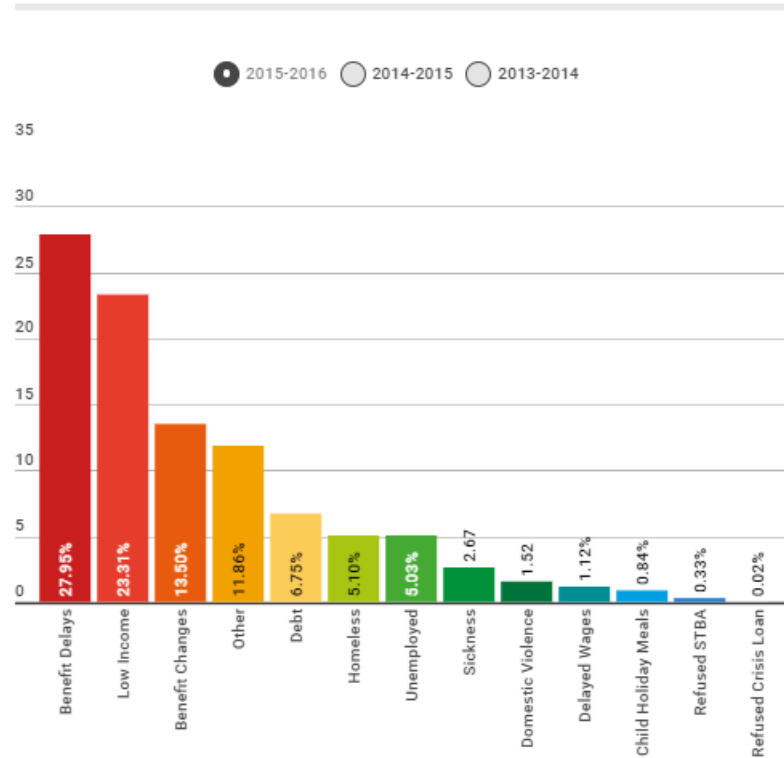
Annotations from NPC's thinkNPC.org/8innovations

www.trusselltrust.org/wp-content/uploads/sites/2/2016/04/Mapping-Hunger-Report.pdf



Tell a story – share data with others

Primary reasons for referral to Trussell Trust foodbanks



Journalists, campaigning and policy change groups

Some interested supporters/general public.

Simple comparisons can also be used internally to drive change



Tell a story – share data with others



General public,
beneficiaries and
donors



**What are the digital tools,
techniques and data we
can use to back our asks
for change?**



What data do you have?

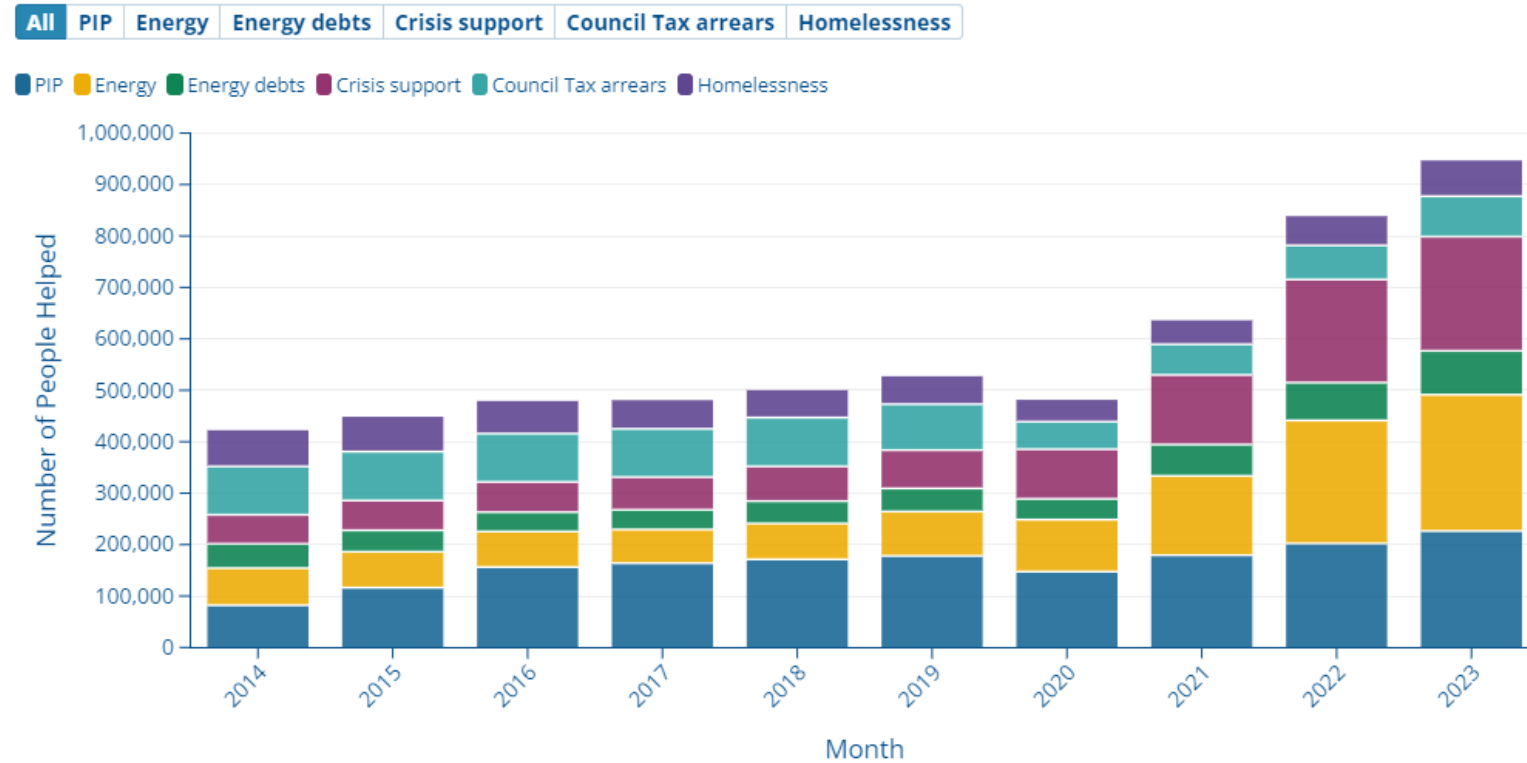
What trends are you seeing in your own work?

Is there further internal data you would like to collect or explore?



Power of showing change over time

Trends of key cost-of-living issues since 2019 by year



[You can access this visualisation directly here.](#)

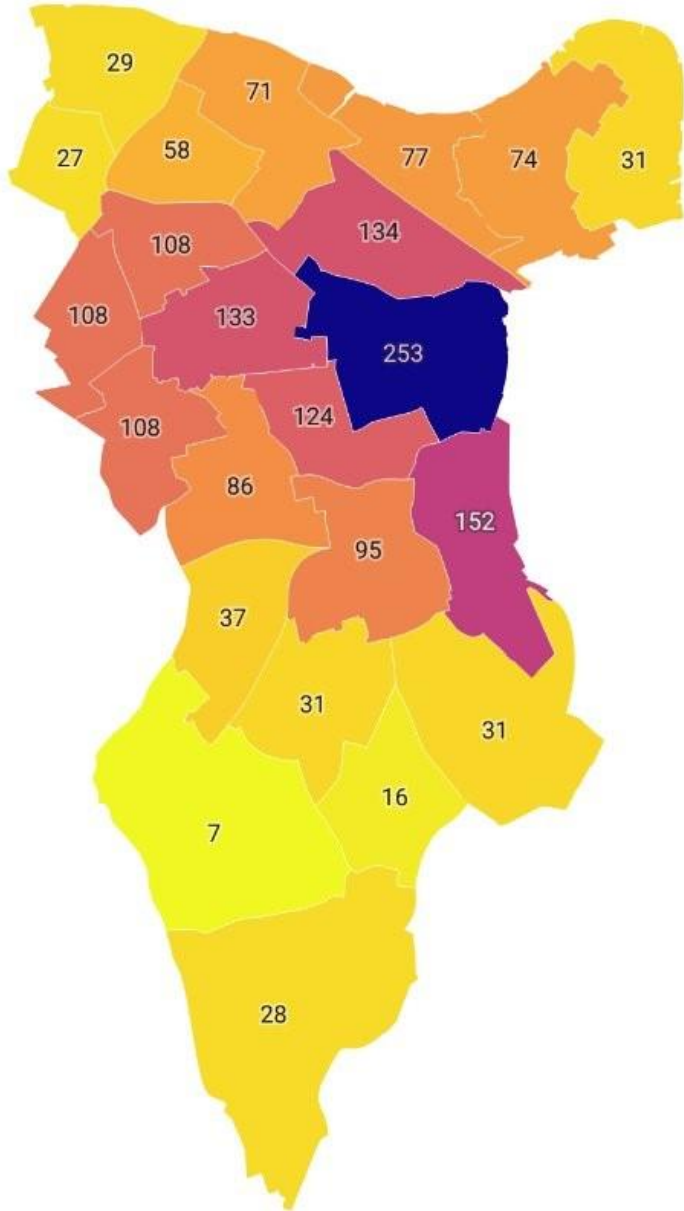
Personal Independence Payment (PIP) is a disability benefit that helps disabled people with the additional costs they face. Delays and difficulties with this benefit system have long been a significant challenge for the people we help, and March saw the biggest demand for these issues since the pandemic began. Data for England and Wales.



Citizens Advice cost of living dashboard - <https://public.flourish.studio/story/1634399/>



SGTO Cost of Living Fund Referrals Oct 2022 - Jan 2023



Spotting gaps

Do you have data (e.g. referrals) to show gaps in provision that other organisations, local authorities or others can help with?



Tools for analysing and presenting your data

Datawrapper



 batchgeo


padlet



 PIKTOCHART

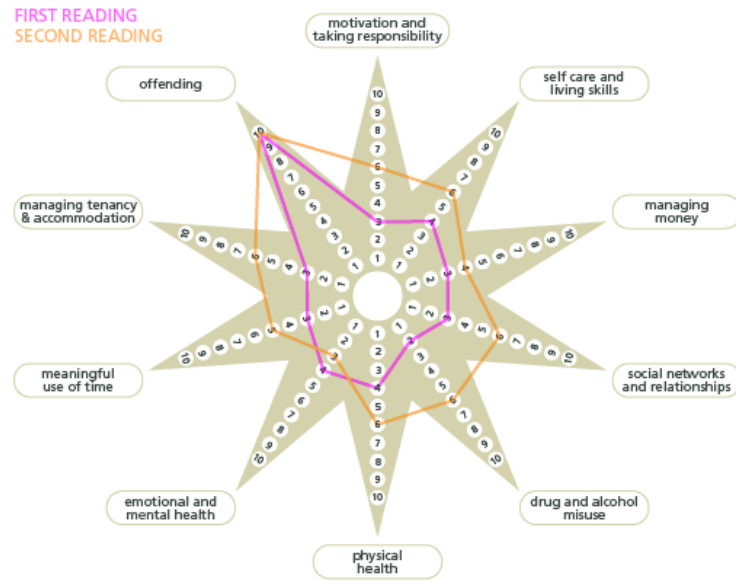






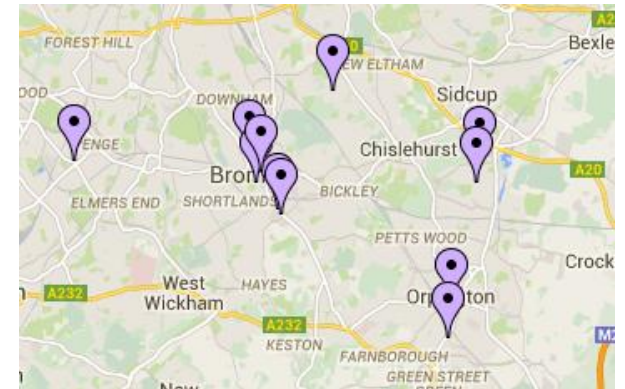
Analysing & presenting your data

Outcomes star



The Outcomes Star - Homelessness version

<https://worditout.com/word-cloud/create>



<https://batchgeo.com>

[Download our Favourite Apps Factsheet](#) for data collection & storytelling



3 out of 5 people are missing social contact



What internal data do you have or what would be useful to explore?

Bitesize Strategic Data Use Template

Completed by:

Date:

Our mission statement:

	Specifically, we would like to...	For these audiences...	Which supports these strategic aims...	Using this internal / external data...	To do this we need to...
Linear process	<ul style="list-style-type: none"> E.g. Demonstrate our expertise or impact, encourage a shift in thinking, explore a dataset to see what trends we can find 	<ul style="list-style-type: none"> The stakeholders which you think will respond to this 	<ul style="list-style-type: none"> How does it link to specific strategic or project aims? 	<ul style="list-style-type: none"> What internal data do you have, and what external data can you use to help you with this? 	<ul style="list-style-type: none"> What are the next steps for you? What are the blockers?

Data storytelling template
James Bowles





External data

Start exploring the data sets that lend weight to your message

Adding insights to your post code data

Community Lens V0.1



Community Lens

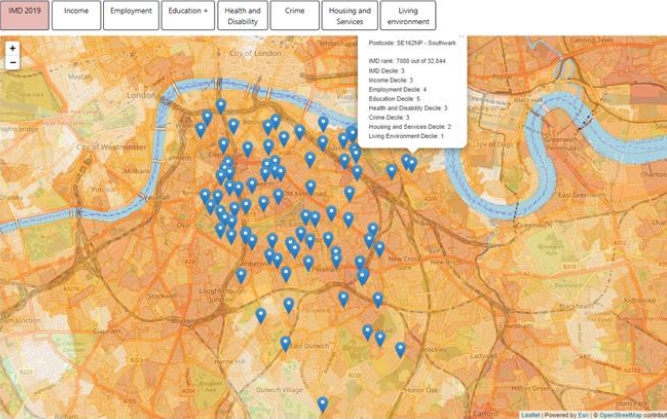
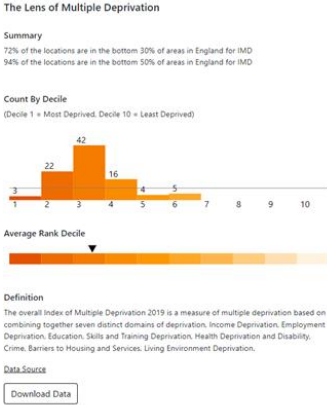
Match open datasets to the areas you work in to learn more about the needs of local communities.

[Learn More](#) [Use now](#)

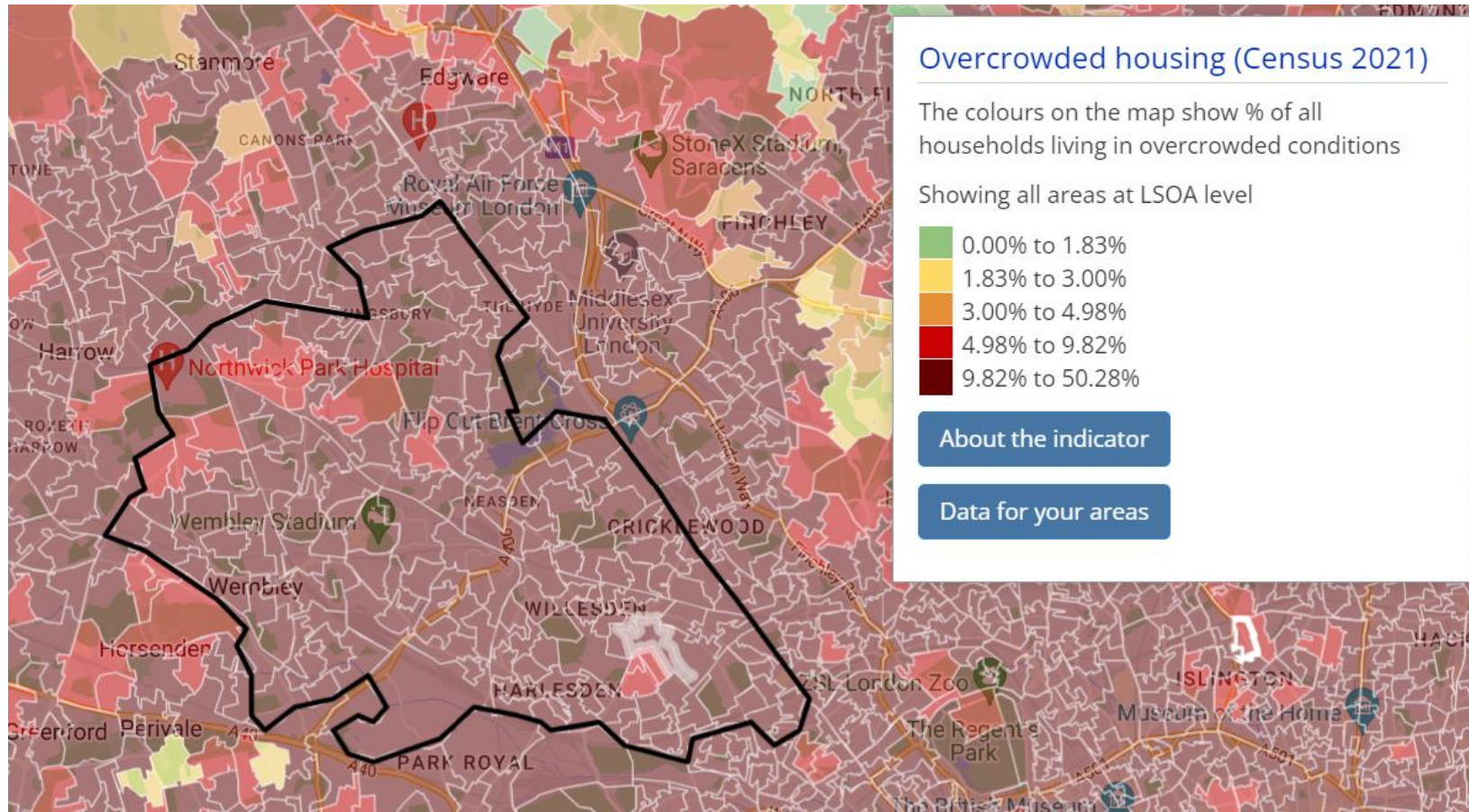
Paste data sets with postcodes & create a map using Community Lens

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

DEMO recording



Exploring data with Local insight



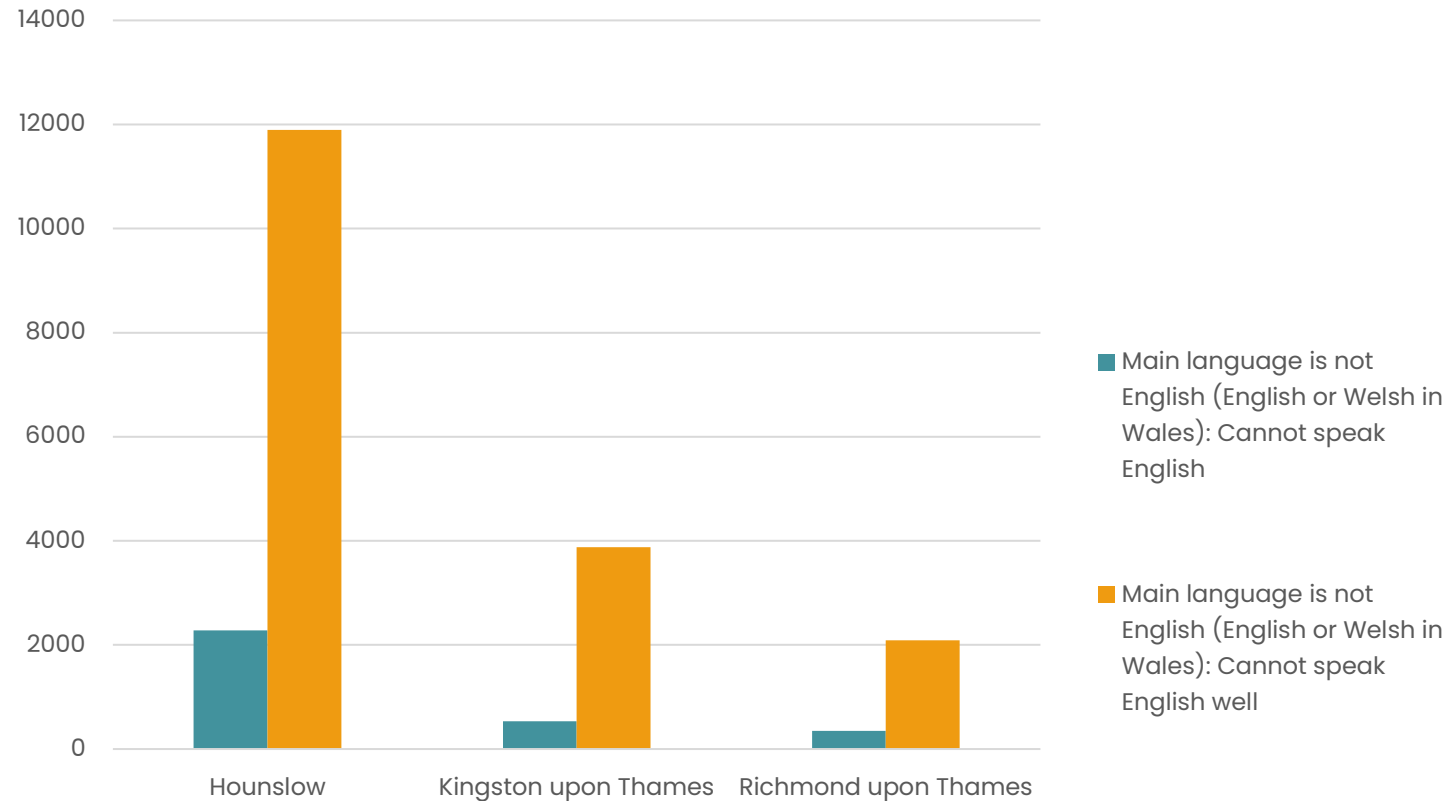
Access Local Insight to explore data health, census & government data via Superhighways

[Book a 1-2-1 session with Superhighways](#)

Example - overcrowded housing in Brent



Using Census data to demonstrate need



Superhighways guide helps you to analyse your custom dataset from census data and create charts, graphs and maps

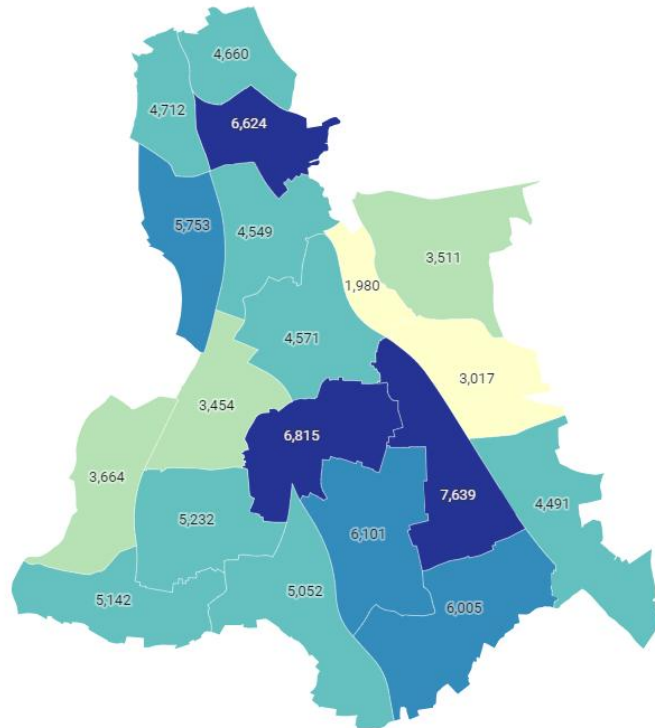
Example Identifies where in the local population people with least spoken English skills are located to target



Population changes with census data

Black population by Lewisham wards 2021 Census data

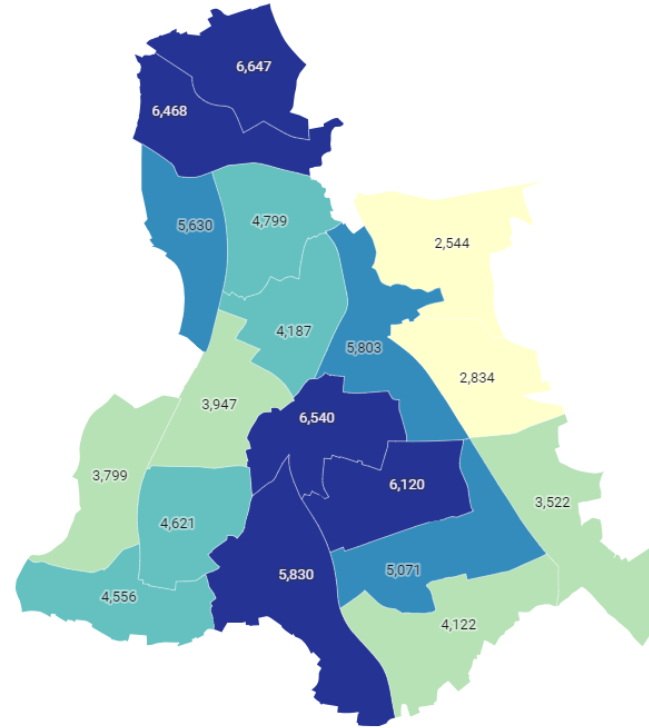
Black, Black British, Black African, Black Caribbean, and Other Black population including mixed Black ethnicity



Source: ONS Census 2021 • Map data: © Crown copyright and database right 2022 • Created with Datawrapper

Black Population by Lewisham wards 2011 Census data

Black, Black British, Black African, Black Caribbean, and Other Black population including mixed Black ethnicity



Source: NOMIS ONS Census 2011 • Map data: © GLA • Created with Datawrapper








Superhighways guide
using Excel to analyse the data from the census

Helped to show the shift in the population over time to be able to target your support to where communities are now.



ONS Local area information

Facts and figures for Brent

 <p>Census maps</p> <p>View Census 2021 data for Brent on a map.</p>	 <p>Changes over time</p> <p>Read how Brent has changed since the 2011 Census.</p>	 <p>Custom profiles</p> <p>Build a custom area profile for Brent using Census 2021 data.</p>
 <p>Area profiles ↗</p> <p>View Census 2021 data tables for Brent on Nomis, an ONS service (external).</p>	 <p>Subnational indicators</p> <p>Find out how Brent compares on indicators such as weekly pay and healthy life expectancy.</p>	 <p>Mortgage calculator</p> <p>See how average house prices and changing interest rates affecting monthly mortgage repayments in Brent.</p>
 <p>Census quiz</p> <p>Take our quiz and test your knowledge of Brent.</p>	 <p>Health index</p> <p>See how Brent compares to the rest of England on different health measures.</p>	 <p>Income deprivation</p> <p>Explore income deprivation in Brent at a neighbourhood level.</p>

- ✓ Search local area profiles, changes over time
- ✓ [Find a geographic area – ONS](#)
- ✓ [Play the Census 2021 Quiz](#)

Create your custom dataset for your area, and chosen range of demographics i.e. age, ethnicity, health

[Census – Office for National Statistics \(ons.gov.uk\)](https://ons.gov.uk)

[Superhighways guide](#) how to use these tools



Exploring ONS Census data


How well do you know your area?
Can you correctly answer eight questions from Census 2021 data about your local authority area?

Choose your area:

Type a place name or postcode

Select on map

[< > Embed this quiz](#)



Range of facts and data,
create a custom data set
for your area

[Census - Office for National
Statistics \(ons.gov.uk\)](https://ons.gov.uk)



Trust for London – Poverty Profile tool

Find data on local community need

Ethnicity

Explore what the Census 2021 shows us about London's neighbourhood ethnic diversity and its links to deprivation.

Select an area
London or a specific borough
London

Choose a broad category or specific ethnic group
Broad categories
Asian, Asian British or Asian Welsh

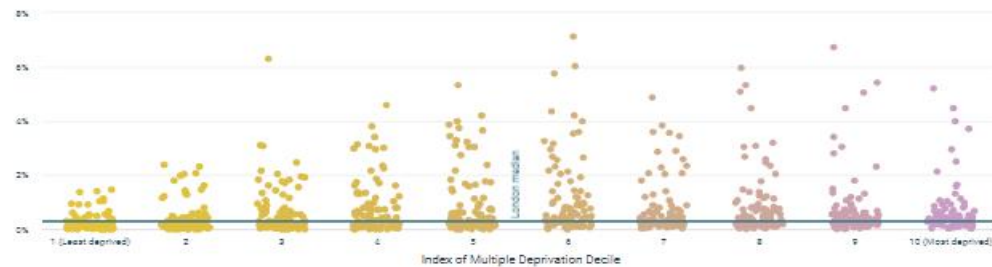
Ethnic groups
Afghan

Afghan (%), London 2021

- Most deprived 10% of neighbourhoods
- Least deprived 10% of neighbourhoods



Afghan (%) by IMD deprivation decile: London neighbourhoods, 2021



Source: TS022 - Ethnic group (detailed), Census2021, ONS; English Index of deprivation 2019, MHCLG.

✓ Census 2021:
ethnic diversity
and deprivation
| Trust for
London



External data quiz

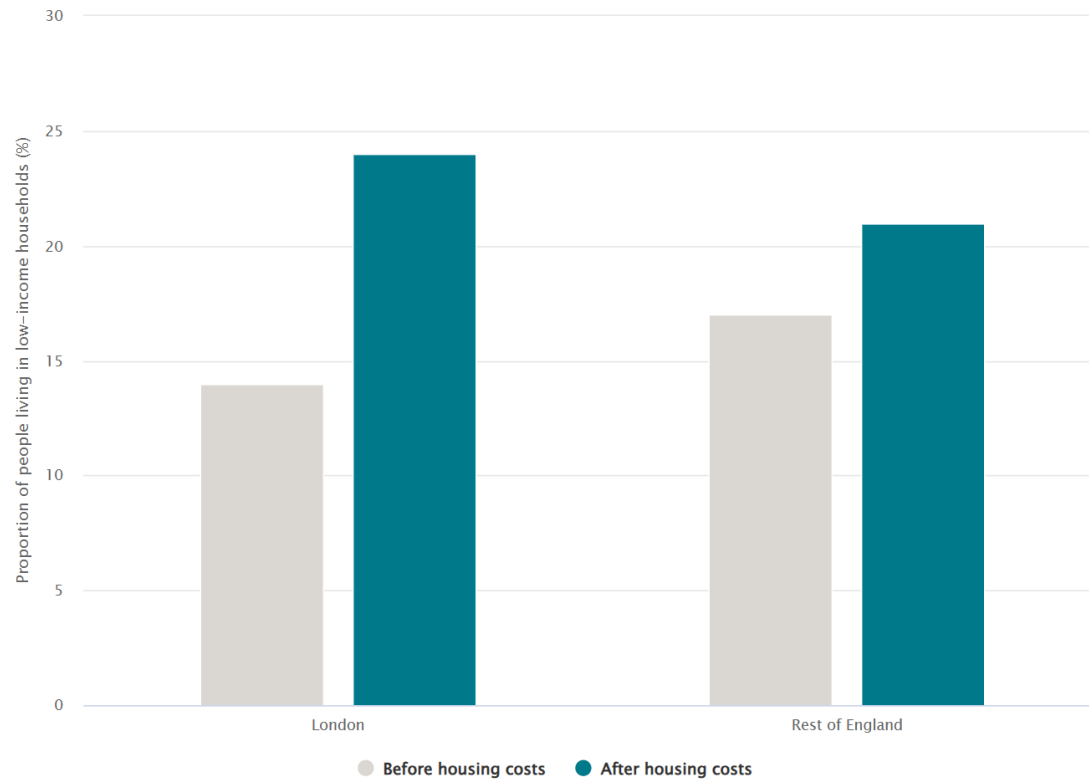
✓ <https://trustforlondon.org.uk/data/topics/living-standards/>

Proportions of people in poverty before and after housing costs (2022/23)

Data source and notes →

Share →

Download chart →



London's Poverty Profile 2024



Connecting to other campaigns



BromleybyBow Centre @Bromley_by_Bow · Oct 15, 2021

This week is [#LDNChallengePoverty](#) week.

9 out of 10 UK boroughs with the highest child poverty are in London and out of those, Tower Hamlets is the worst affected.

[#PovertyFreeLondon](#) @4in10 @BBB_Insights @BBB_Health @beyond_biz



8

10



BromleybyBow Centre @Bromley_by_Bow · Oct 14, 2021

The last 18 months have been challenging for so many in our community ❤️

📞 Our team has seen a 48% increase in advice casework & time spent assisting people has increased by 55%

Find out more about our service 📌

bit.ly/3bhg4Jq [#LDNChallengePoverty](#) [#PovertyFreeLondon](#)



bbbc.org.uk

Specialist advice - Bromley by Bow Centre
We offer free, specialist advice to Tower Hamlets residents on a wide range of issues including ...



4

9



External data to continually make the case



What is the Resistance Kitchen?

Resistance Kitchen is a community kitchen sharing hot meals, fresh fruit & vegetables, and home cooking essentials with those in need in our local community of Norbury and Thornton Heath, in South London. We operate a food stall near Norbury Railway station every Saturday where all are welcome, no referrals, no questions asked.

We also campaign for social justice as we believe food banks are not a solution, systemic change is needed to alleviate poverty.

The Facts

1 in 3 children in our borough lives in poverty. Croydon North, where our kitchen is located, is the worst hit with 36.5% of its children suffering under poverty. Most of those children - over two thirds - are in families with jobs, wages are so low that they are still in poverty!

[Resistance Kitchen](#)



“In order to thrive, people first need the basic essentials to survive”

Among Switchback Trainees:



46% are released with no bank account



25% are released with no ID



20% are released with no phone

Research shows:



Prison leavers are **56%** more likely to reoffend when homeless



80% of all convictions and cautions are due to reoffending.



Reoffending costs the economy **£18bn** every year

Sources: Howard League; Ministry of Justice

Switchback's [Reshape Release](#) campaign was [mentioned in parliament in 2024](#)





What one small step will you take forward?

It takes time to make changes to our data collection, presentation and storytelling. What one thing might you try or test in the course of your work?





Resources

Templates, training
and other support
organisations

Useful data sources

[LONDON DATASTORE](#) – Greater London Authority free, open data-sharing platform with a range of data i.e. jobs, economy, environment, community safety, housing, communities, health

[London's Poverty Profile](#) – Trust for London data from over 100 indicators revealing patterns in poverty and inequality

[GOV.UK](#)

- [Dept of Work and Pensions](#)
- Public Health England
- [Ethnicity facts and figures](#)

[Citizens Advice Data Trends](#) collated from analysis of the problems people accessing Citizens Advice are facing

[Crime](#) – Metropolitan Police statistics and data



Templates, toolkits & resources

We'll be adding more as we discover them

- ✓ [Data storytelling templates](#) James Bowles
- ✓ [Changemakers Toolkit](#) Sheila McKechnie Foundation
- ✓ [Understanding power and influence](#) Sheila McKechnie Foundation
- ✓ [Shifting the power: a resource hub for journalists](#) On Our Radar
- ✓ [mySociety](#) help people be active citizens, across the three areas of [Democracy](#), [Transparency](#), and [Community](#).

Related training & extra resources

[Watch this video](#) - using data to evaluate your impact and drive change

[Look at our current training offer](#) - add yourself to the waitlist if full

[Download our Favourite Apps Guide](#) to data collection & storytelling tools

[Sign up to our monthly eNews](#) for training and support updates

Book a 1:1 with [Karen](#) or [Clare](#) to explore your data

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- ✓ Digital inclusion
- ✓ Datawise London
- ✓ Digital Foundations
- ✓ Websites



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