

Enhancing and Evidencing Impact

Data collection and impact reporting tools



superhighways
harnessing technology for community benefit



Let's get started...

Impromptu networking

- In pairs
- Introduce your organisation by using your object
- X 2 minutes



[Liberating Structures](#) with [Happy Computers](#)

What we'll cover today

- ✓ Telling the story of our work
- ✓ Reframing data
- ✓ Free and affordable digital tools



Our upcoming related training

- ✓ 25 Feb – [Digital tools for presenting impact](#) * (*in person*)
- ✓ 26 Feb – [Canva designs for your organisation beginners](#)
- ✓ 4 Mar – [Hands on transcribing with Otter](#)
- ✓ 5 Mar – [Charts & graphs with Excel](#)
- ✓ 6 Mar – [Communications planning](#) *
- ✓ 12 Mar – [Canva for publicity materials](#) *
- ✓ 13 Mar – [Visualising your postcode data on a map](#)
- ✓ 19 Mar – [Hands on Datawrapper for charts](#)
- ✓ 25 Mar – [Understanding Qualitative Data Analysis](#)
- ✓ 24 Apr – [Data essentials for raising voice and influencing change](#)

* Part of KVA's training programme



1000 Volunteers



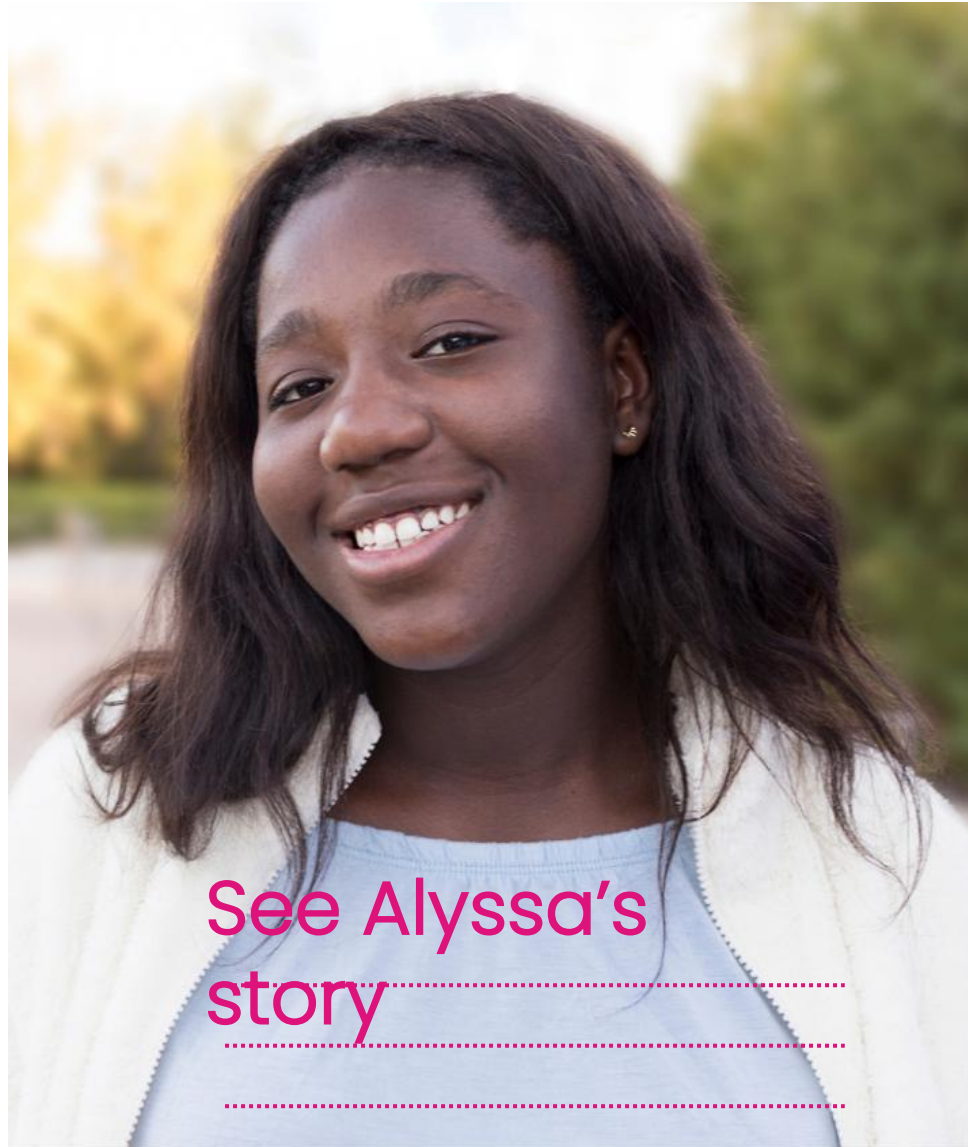
1000 Volunteers



1000 Volunteers
got out of bed on
a Saturday
morning



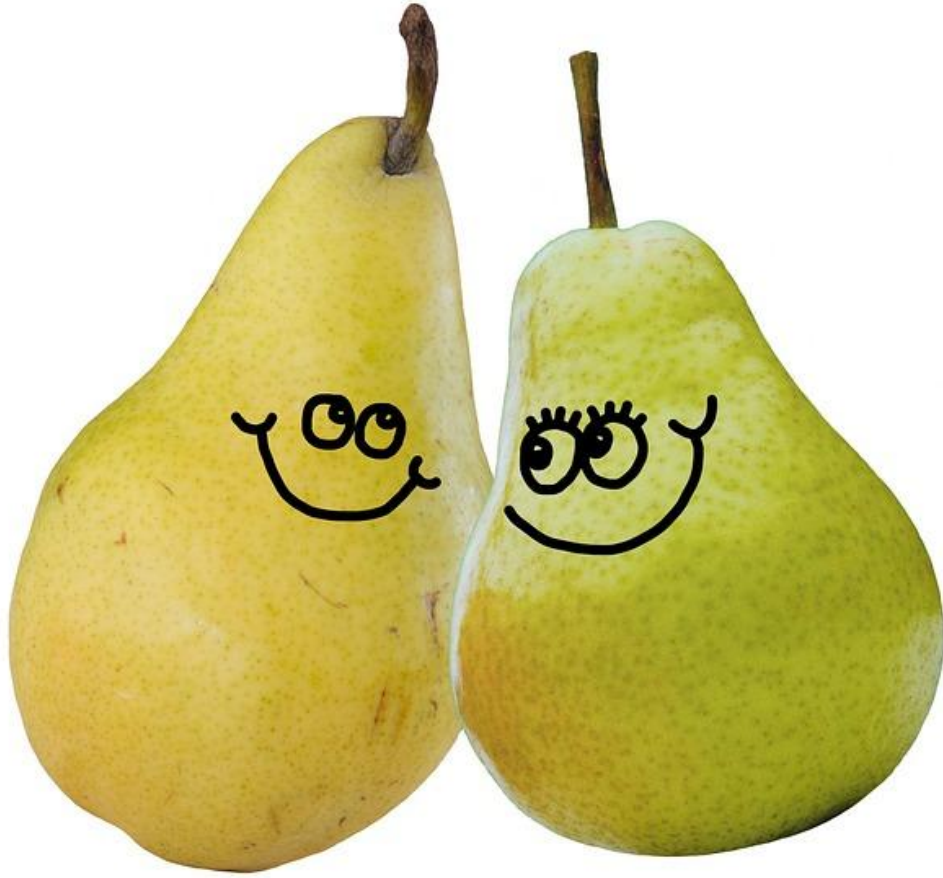
1000 Volunteers
got out of bed on
a Saturday
morning



See Alyssa's
story



A quick matching exercise!



**Match the
word with its
corresponding
description**

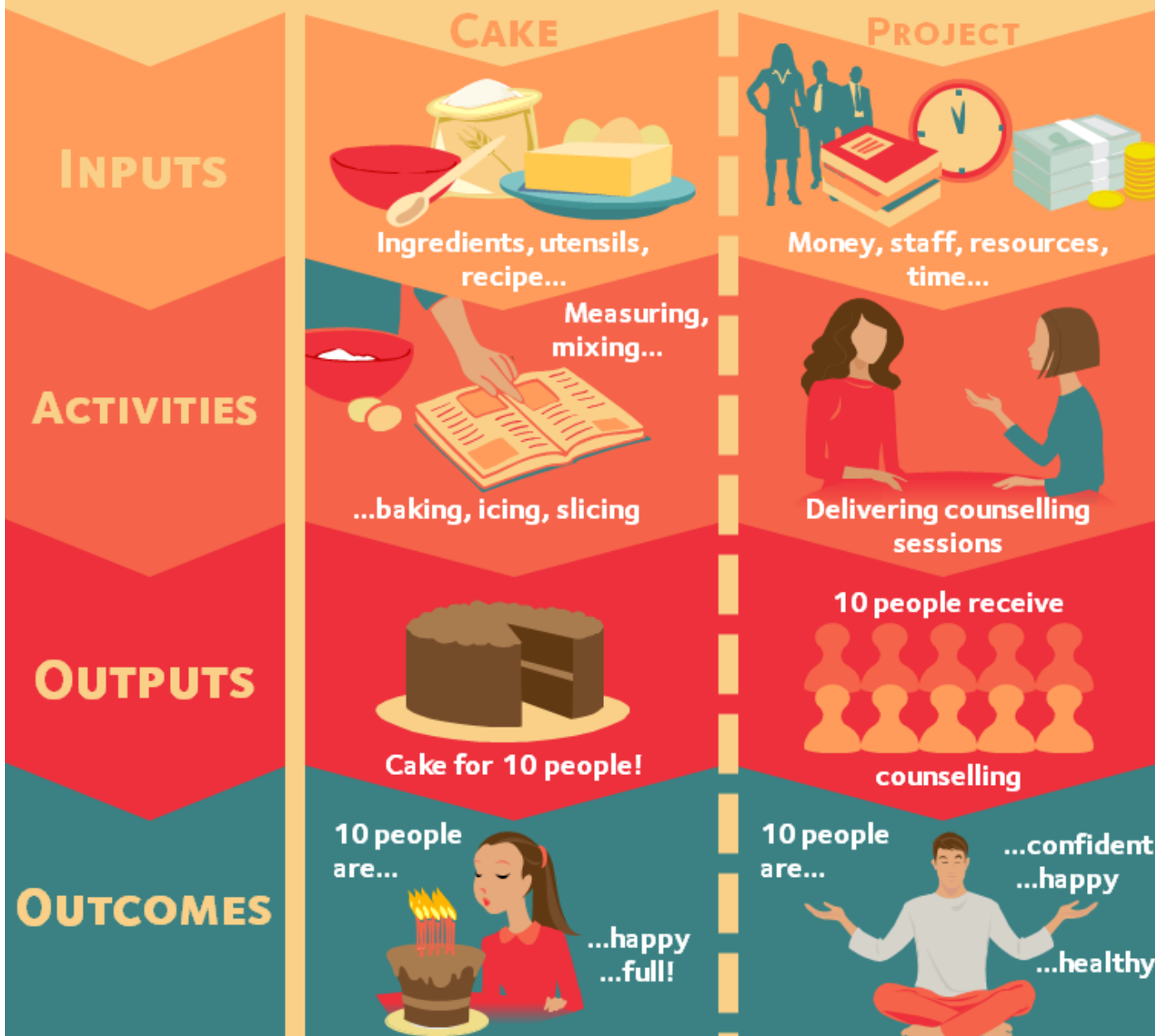


The answers!

- a) Routine, systematic collection and recording of information about a service or activity
Monitoring
- b) The change, effect or benefit that results from the services or activities on a wider society than its direct users
Impact
- c) Changes, effects or benefits that happen as a result of services and activities provided by your organisation or service
Outcomes
- d) The activities, services and products provided by your organisation or service
Outputs
- e) Qualitative or quantitative measures that show how well your organisation or service is doing
Indicators
- f) Using gathered information to make judgments on how your organisation or service is doing
Evaluation



OUTCOMES ARE A PIECE OF CAKE!



Introducing Music Mentors





Music mentor data collection

What information do you think it would be useful for Music Mentors to collect?



Types of data refresher

User data

Asks: demographics, characteristics, reason for coming to service

Establishes: your target audience, who you are serving

Engagement data

Asks: how people engage, frequency, why they stop

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

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

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



Types of outcomes

Type	Describes changes in people's....	<u>Example – Music Mentors</u>
Knowledge	...understanding and awareness	Understand self
Attitude	...beliefs, values, thoughts, feelings, motivations	Belief in self
Behaviour	...actions, conduct, habits, participation, engagement	Determination to succeed
Skills	...practical, educational, interpersonal, emotional	Better self-regulation
Condition	...personal state, situation, circumstances	Non-criminal identity
Opportunity	...availability of appropriate programmes, accessibility, inclusion	Opportunities for employment (protective factor)



What's unique to your story?

What data is unique to your story?

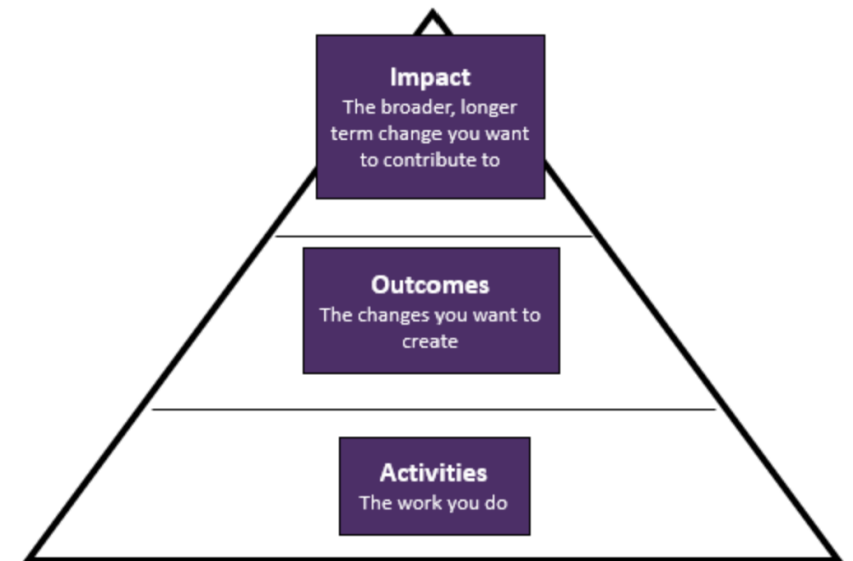
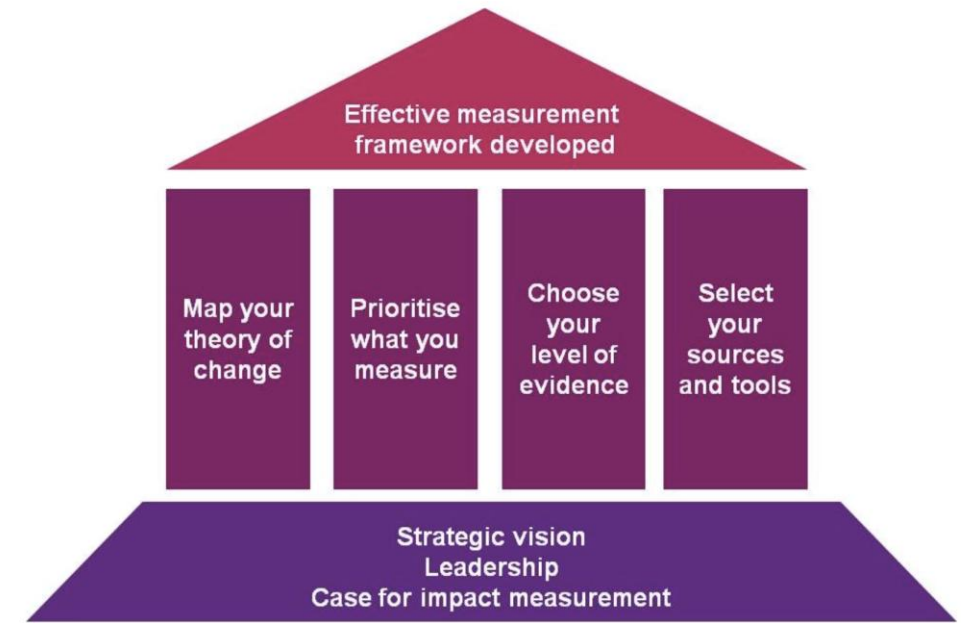
What more could you do to reflect the change you are helping to create?

Make a note for yourself



Useful resources & methodologies

- ✓ [Inspiring Impact programme resources](#) NPC
- ✓ [Building your measurement framework - 4 pillar approach](#) NPC
- ✓ [A rough guide to developing your Theory of Change](#) Datawise London
- ✓ [Theory of Change in 10 steps](#) NPC
- ✓ [Creating a planning triangle](#) NCVO



Ways to collect data

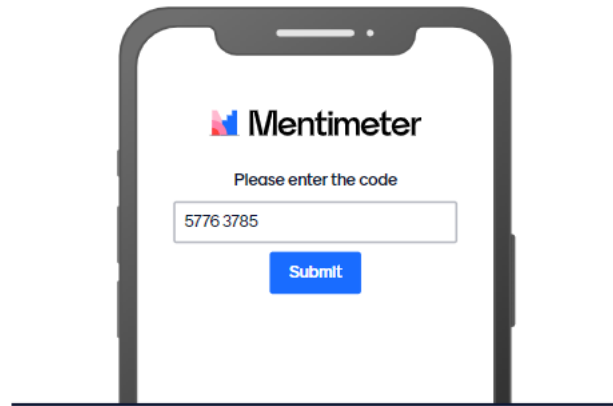
- ✓ Routine data collection
- ✓ Surveys
- ✓ Observations
- ✓ Interviews
- ✓ Focus groups
- ✓ Creative methods



What digital tools are you using for impact in your everyday work?

Go to

www.menti.com




Enter the code

8495 0845




Your results

Join at menti.com | use code 8495 0845

Open Menti 


What digital tools are you using for impact in your everyday work?

13 responses



Word cloud content:


- microsoft forms
- social media posts
- social media engagement
- photography
- database
- surveys
- our crm
- google survey
- social media
- otter
- none
- menti
- jotform



Navigation icons: back, forward, search, refresh, home, share, print, zoom in, zoom out, close.

Feedback icons: thumbs up, profile.





“But which
one to
choose?”



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

Free – too good to be true?



Up to 50 responses p/m (set up after 29 May 23)

Typeform

10 questions, 10 responses p/m



5 forms, 100 responses p/m, 100MB storage



SurveyMonkey

10 questions, view only, 25 responses p/survey
And no download options!



15 questions, view only, 100 responses p/m

[Read our blog: How to choose a survey tool](#)



Everyday data collection




What works for you? What
are the challenges?

Mobile data collection


Add form shortcuts to your Homescreen...


virgin 13
docs.google.com/1

 **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



Inclusive routine data collection

Let's hear from
Sarah



Low cost off the shelf online databases



[Choosing and Implementing a database](#)



Record, transcribe, edit and publish



DEMO

The screenshot displays the Otter.ai web interface. On the left is a dark blue sidebar with navigation icons: a profile icon with the letter 'S', a home icon, a document icon, a list icon, a grid icon, a person icon, a folder icon, a document icon, a trash icon, and a chevron icon. The main content area is titled 'Home' and features a search bar for conversations. Below the search bar are 'Record' and 'Import' buttons. The 'Agenda Today' section contains a message to connect a calendar. The 'Recent Activity' section lists four items: two 'Note is ready' entries from Feb 24 and Feb 22, and two meeting-related items from Dec 9 and Dec 4. On the right, there are two promotional cards: one for 'Transcribe Zoom LIVE' with a 'Try Otter Business for 1 month FREE' link, and another titled 'Run better meetings' with a bullet point about reminders to record meetings.

Home

Search conversation

Record Import

Agenda Today

To see your agenda [connect your calendar](#)

Recent Activity

- Note is ready Feb 24
audio, transcribe, recording, transcript, sharing, transcribing, straightaway, soundcloud, youtube video, quick, site, account, publish,...
- Note is ready Feb 22
disciplined, screen, london, commute, sedentary, listen, primarily, differentiation, day, routine, eat, daytime, great, front door, office,...
- Clare NLCF Roundtable is ready Dec 9
- NLCF Philippa breakout is ready Dec 4

NEW FEATURE

Transcribe Zoom LIVE

Live Captions & Live Notes

Try Otter Business for 1 month FREE

Run better meetings

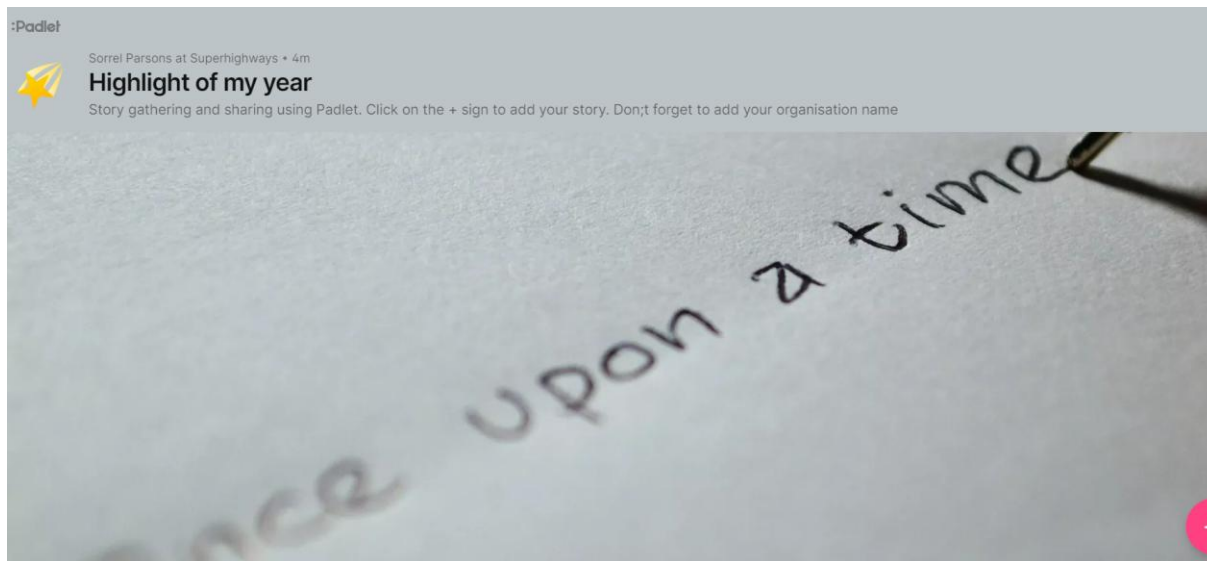
- Get reminders to record your meetings

Break

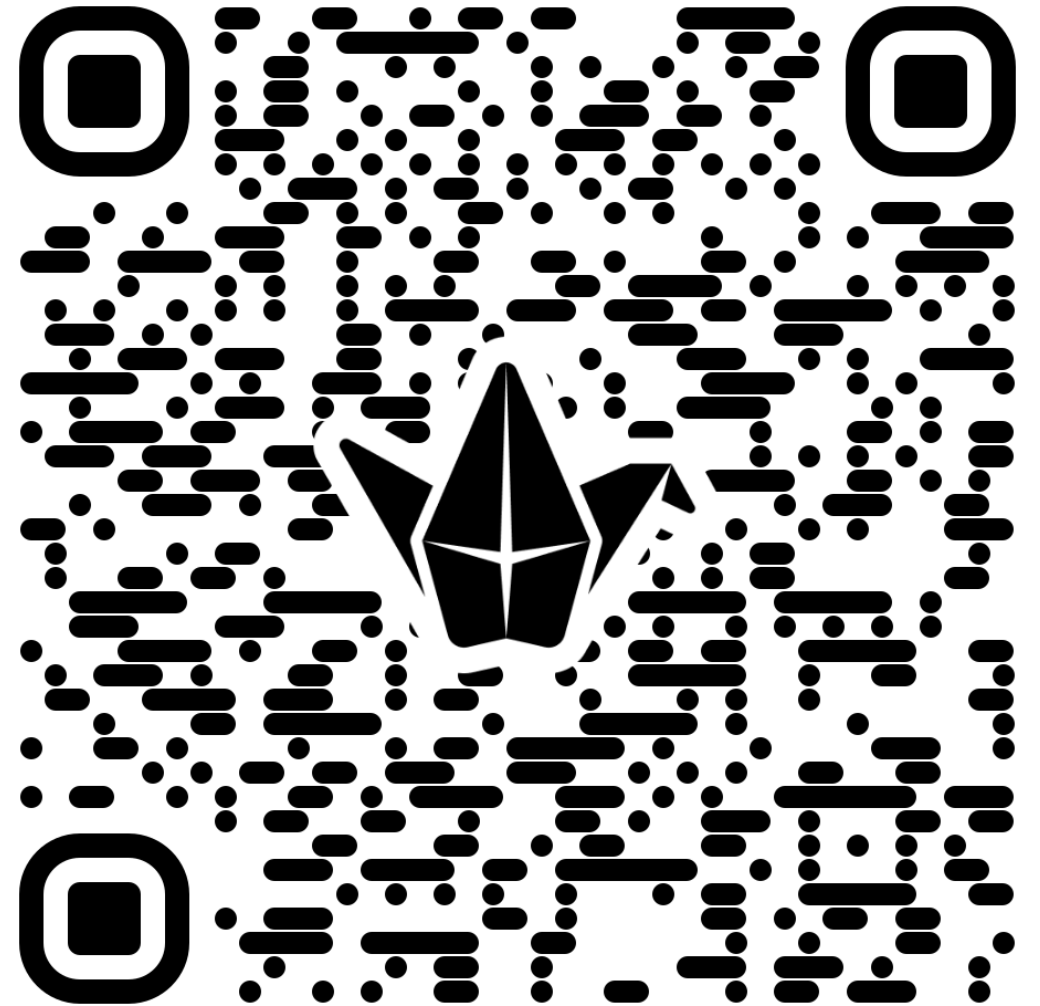


Creative story gathering

Using Padlet for audio, visual and diary story capture



<https://bit.ly/KingstonPadlet>



Audio stories example



Edit Analytics Total plays: 12

Man & Boy: a positive story of impact

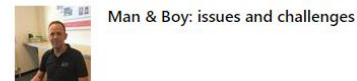
26 Sept 2018, 16:58



Subscribe

Apple Podcasts RSS

Next



Man & Boy: issues and challenges

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



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





Geo

mapping

Show reach of your
services or evidence
need for funding

Create an easy map using Batchgeo



Paste [data sets](#) with postcodes & create a map using [Batchgeo](#)

- ✓ Blue existing volunteers
- ✓ Red new client referrals



Lewisham Community Food Projects Map



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](#)



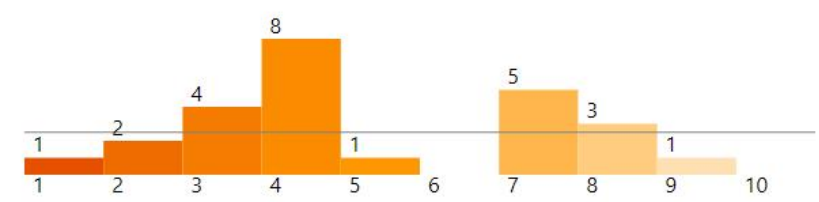
The Lens of Multiple Deprivation

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



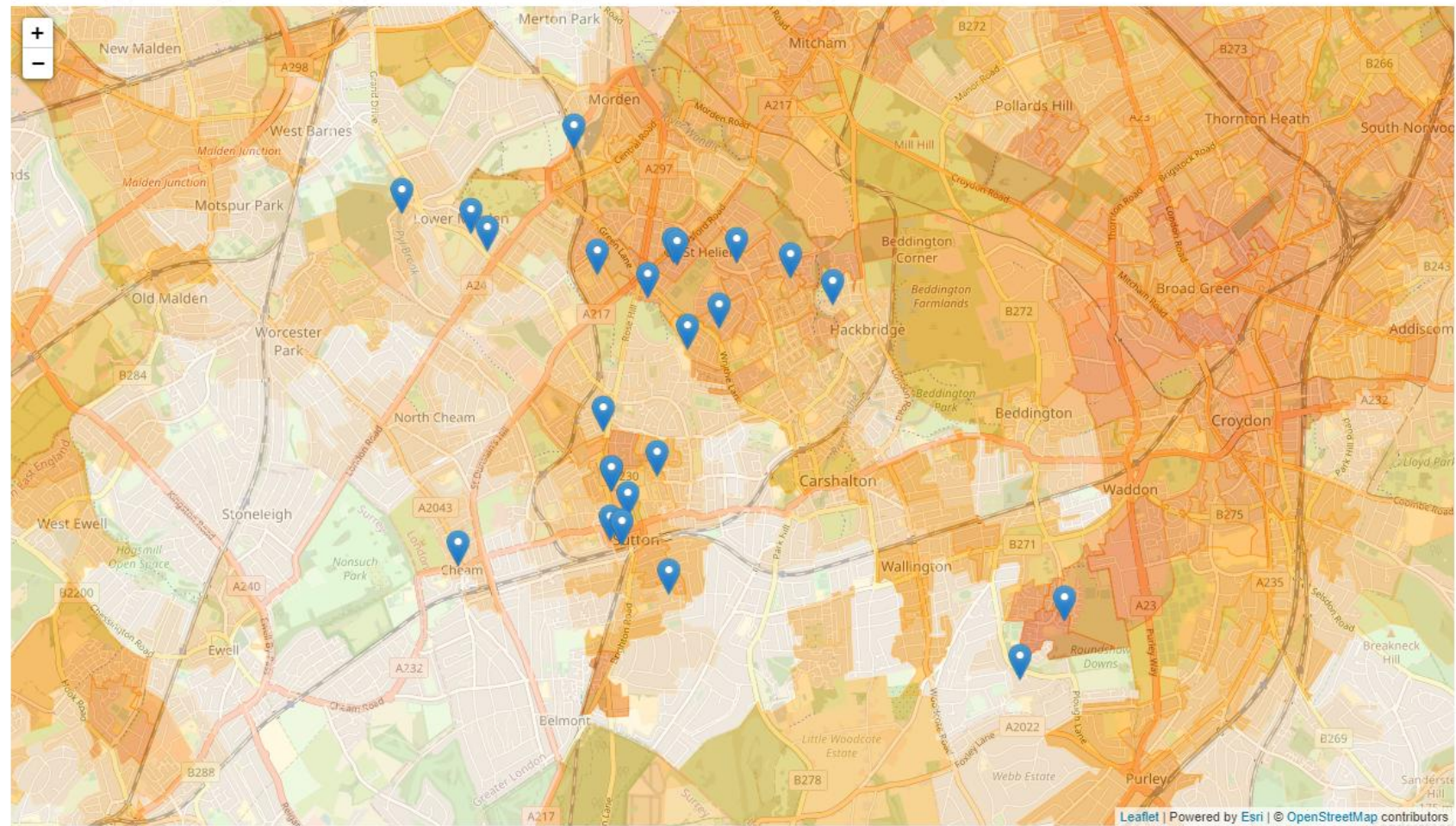
Definition

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

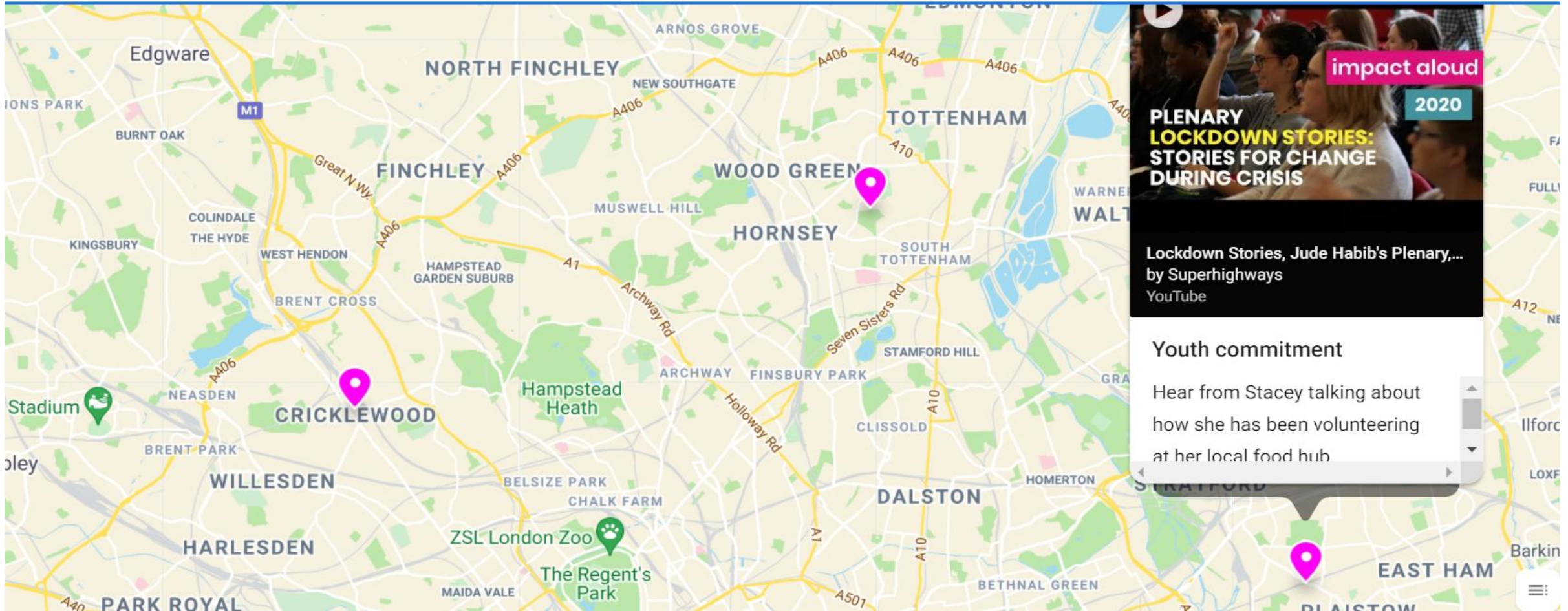


Padlet story map example

 katewhite71 + 1 • 14d

London Stories

Made with panache



PLENARY LOCKDOWN STORIES: STORIES FOR CHANGE DURING CRISIS 2020

Lockdown Stories, Jude Habib's Plenary,...
by Superhighways
YouTube

Youth commitment

Hear from Stacey talking about how she has been volunteering at her local food hub



Turning numbers into visuals

Simple charts and
graphics

Some useful tools

(logos are links)

Datawrapper



 PIKTOCHART

infogram

Using Datawrapper to create charts

The screenshot shows the Datawrapper interface. At the top, there are navigation links: '+ New Chart', 'New Map', 'New Table', 'River', 'Login / Sign Up', and 'Language'. Below this is a progress bar with four steps: '1 Upload Data', '2 Check & Describe', '3 Visualize' (highlighted in red), and '4 Publish & Embed'. On the left, there are tabs for 'Chart type', 'Refine', 'Annotate', and 'Layout'. Under 'Chart type', various chart options are listed: Bar Chart, Split Bars, Stacked Bars, Grouped Bars, Bullet Bars, Dot Plot, Range Plot, Arrow Plot, Column Chart, Grouped Column Chart, Stacked Column Chart, and Lines. The main area displays a horizontal bar chart titled 'What are digitally excluded people missing out on?'. The chart shows the number of times coded for various categories. A legend indicates that the pink bars represent 'No of times coded'. The data is as follows:

Category	No of times coded
Social Contact	20
Covid-19 Updates	15
Family Support	12
Home Learning	10
Wellbeing Activities	9
Health Services	8
Everyday Services	8

At the bottom of the chart, there are links for 'Download image' and 'Created with Datawrapper'. A help icon (question mark in a circle) is visible in the bottom right corner of the chart area.

Your task will be to recreate this chart using the Music Mentors data & [Datawrapper](#) ([Watch our video demo here](#))



Embed on your website?

See Work Rights Centre 's [Impact & Outcomes pages](#)

WoRC Clients' Outcomes in cases of Professional (im)mobility

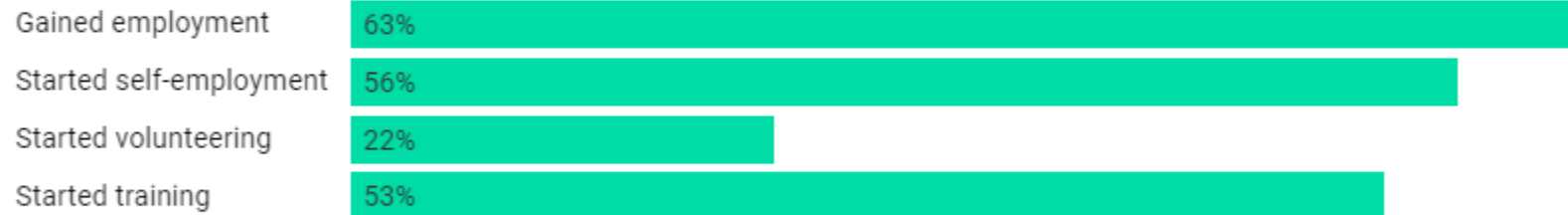


Chart: Work Rights Centre • Source: [Client monitoring survey](#). Published November 2022. • Created with [Datawrapper](#)

WoRC clients' outcomes in gaining civic knowledge

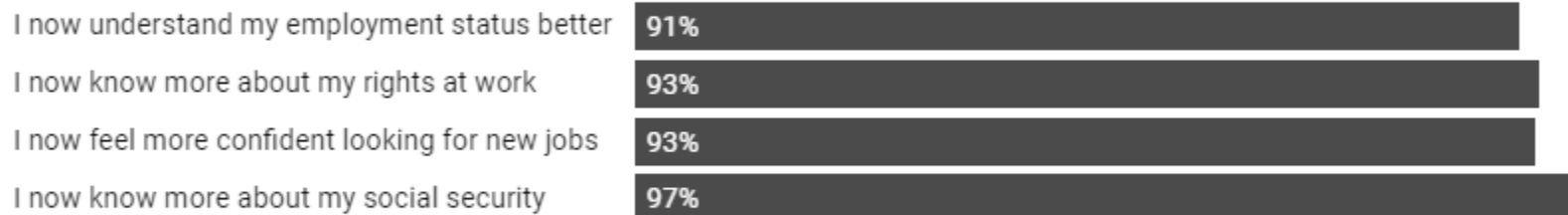


Chart: Work Rights Centre • Source: [Client monitoring survey](#). Published November 2022. • Created with [Datawrapper](#)



Quick warm-up...

Grab your paper and pen

Close your eyes

Draw a camel

Let's play the
bad
infographics
game

INCREASE REVENUE BY

£6

INCREASE PROFITS BY

£3

£13

REDUCE COSTS BY

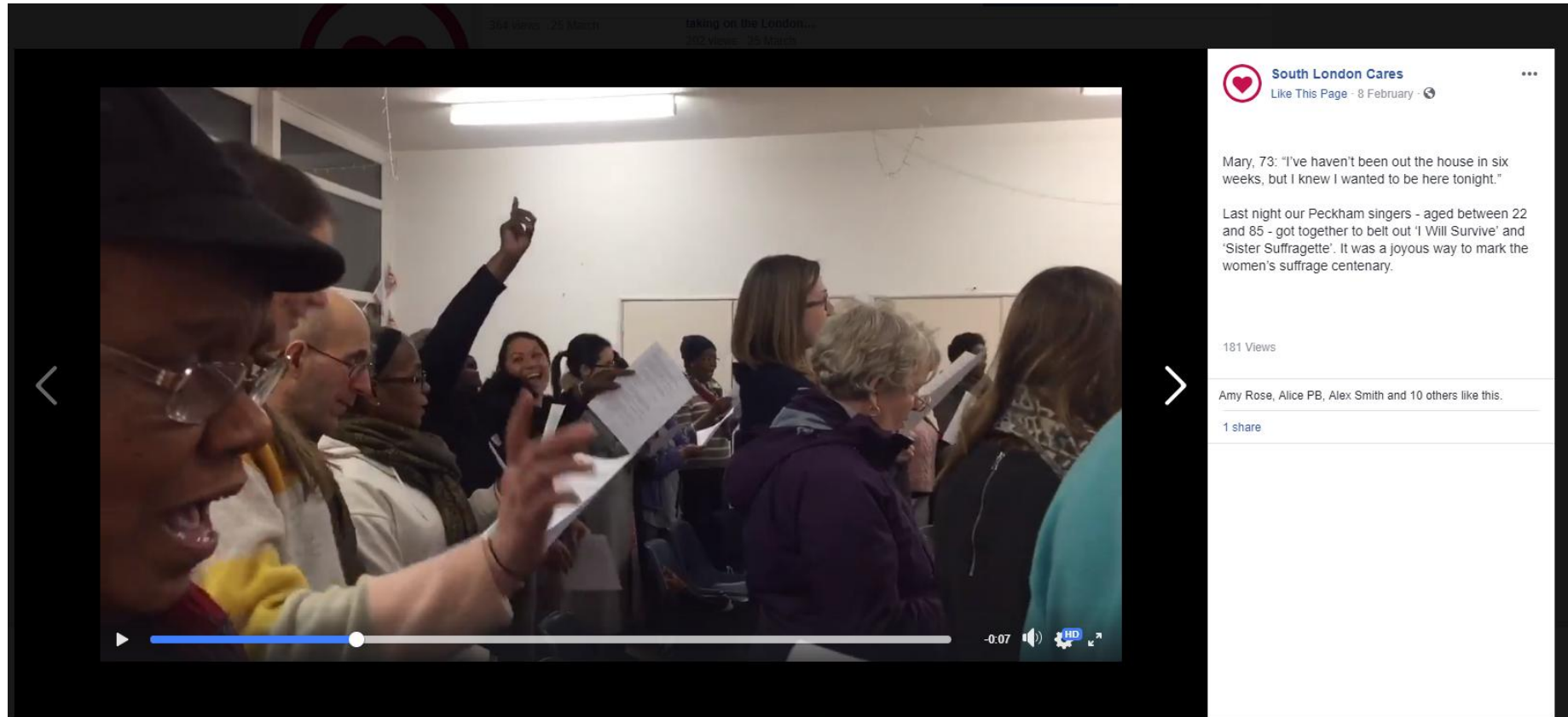




Multi-media

Photos and video for
impact every day

You don't need feature films...



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



...to tell a story

 **Javeno Mclean**
July 4 at 2:23 PM · 🌐

She got out the car..walked to the door ..opened the door ..walked and sat down...BY HERSELF
Unbreakable she is ..a brain tumour changed her life but she got s### to do!!!! 🙌🙌🙌



1:24 / 1:42

👍❤️👏 88K


5.9K comments 2.5K shares



And follow up: what happens next?



The girl who made it to **Parklife** thanks to her inspirational trainer

 Manchester Evening News ✓
June 13 · 🌐

Keira didn't think she'd ever go to Parklife again. Now 22, she went for the first time in 2017, and then again in 2018 and the last time in 2019. She's always loved electronic music.

Keira was diagnosed with a brain tumour three years ago, and has been recovering ever since from the treatment that has left her severely disabled.

She made it to the festival because of her trainer, 38-year-old Javeno McClean. For the past six years, he's run the J7 Community Health Centre in Blackley.

A former fast bowler for Lancashire, Worcestershire and Northamptonshire, he began training people before his cricket career ended with a ripped achilles and snapped a knee tendon.

His training now focuses on the disabled, the elderly and people who have suffered severe illness, something he's been doing, for free, since he was a teenager.

<http://bitly.ws/liwL>



Why not simply record a conversation?

 **Ministry of Stories** + Follow ...
1,052 followers
1mo • Edited • 

Hear from Koby and his mum on the difference Ministry of Stories has made in his life. You can help more children like Koby discover their creative potential by supporting our Big Give Campaign until 20th June. ...see more



DOUBLE THE JOY, DOUBLE THE CREATIVITY 0:10  

  16 5 reposts





Presentations and reports

Bringing it all together
can be creative & fun



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

Long form webpages – events, reports & sub sites



Save, organize and tell stories with content from around the web

Sign up for free

Create a quick collection

It's a tool to turn many links into one
No sign up needed

LCPW-19.10.22-Poverty and Health
Summaries from events on Day 3 of London Challenge Poverty Week 2022

Twitter

Age UK London
@ageuklondon · Follow

Thanks to @JimDavisOnAir for mentioning our new report on older Londoners & poverty on his @BBCRadioLondon programme this morning & to Linda from Southwark for sharing her story. You can listen 🎧 from 1:53:10 bbc.co.uk/sounds/play/p0...
#LondonChallengePovertyWeek
#LDNChallengePoverty



bbc.co.uk



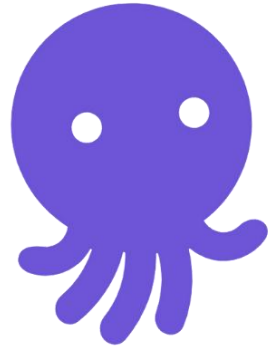
Details E Emphasize A Accent L Link

Background

Title your Sway



Don't hide reports in PDFs



[Email Octopus](#)

Or other formats / [tools](#) for email

Last Christmas we gave them our heart

As we reflect on 2019, the one thing that springs to mind is how many partnerships we are part of. We have always valued collaboration - but this year many of the relationships we've built over the years progressed into more formal partnership working, delivering new projects and services.

We are a small team (only 5 of us to be precise!) and working with partner organisations helps us do so much more. It can broaden our reach, connect organisations across London, offer additional expertise, create new funding opportunities and widen our offer and impact.

So here's our Christmas ode to some of the great organisations we have been working with, with an accompanying resource.

'One more sleep' we cried

Delivering Digital Leadership 101 workshops for CEOs of London from dawn until dusk, in 7 weeks, was pretty tiring. Our awesome partners The Foundation for Social Improvement and London Plus were on hand to help us reach out, identify our tips and findings throughout the UK. Cheers! And London rose to the occasion (more on them later..)

[Download resources to use with you](#)

We'd walk 2,000 miles for DataKind UI

From the Windrush scandal to deportations of rough sleepers, the challenges facing our communities are immense. We're proud to have supported DataKind UI in their work to help us understand the needs of our communities and to support them in their work to help us understand the needs of our communities and to support them in their work to help us understand the needs of our communities.

[Get yourself listed on Connected Kingston](#)

We were rocking around London thanks to our infrastructure partners

You're the fire in our hearth and the tinsel on our tree - you know what local groups need and it's been a joy to work together to ensure small but vital local charities can access appropriate digital support. You enabled us to run key digital awareness and training sessions to groups from as far afield as Enfield and Bexley, to Hillingdon and Greenwich, with too many to mention in between! A big hug to you all - you have a special place in our hearts.

[Get in touch about your training needs](#)

What's your story?

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

 superhighways
fostering technology for community benefit

What information would bring your story to life?

Related training & extra resources

- ✓ [Watch this video](#): Using your Data to Evaluate your Impact, Explore Options and Drive Change
- ✓ [Look at our current training offer](#) and add yourself to the waitlist if they're full (*see list of related upcoming ones on Slide 4*)
- ✓ [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



Need some more Excel skills?



Follow along with our practical Excel videos

- ✓ [Excel Bite-size 1](#): Managing your data ([guidelines/data](#))
- ✓ [Excel Bite-size 2](#): Creating a workable data set ([guidelines/data](#))
- ✓ [Excel Bite-size 3](#): Analysing your data ([guidelines/data](#))

Or join our Getting started, Next steps 1 and Next steps 2 tutor led sessions on Zoom.

[Check dates here](#) / get in touch for a 1:1 clarechamberlain@superhighways.org.uk



About Superhighways

Providing tech support to the sector for 25 years

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



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





Thank you for taking part today

**Kate White &
Sorrel Parsons**

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



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