

# Evidencing need & impact



A focus on external open data sets  
& impact frameworks



# What does Superhighways do?

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



# What we'll be covering today

- ✓ Defining your questions
- ✓ Demoing & exploring key data sets
- ✓ Sharing insights & challenges
- ✓ Introduction to impact frameworks

Session resources **to download** at: [bit.ly/mertonresources](https://bit.ly/mertonresources)



# What do you want to know and why?

Chat in 2s or 3s on your tables



# What are you looking to explore today?

Share one question you are looking to explore today?

5 responses

What is the best date we can use to show impact

Accessible Transport needs in Merton

Best ways to collect data and present to funders for grant applications

Our reporting often focuses on KPIs. We want to advance how we use our monitoring and evaluation to inform our work and benefit young people even more.

How to evidence the impact of services, that doesn't necessarily reflect the KPI



# Defining your question or hunch

## Example (Kingston Young Carers): My Hunch is...

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

### Data 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?

### Tools Needed

Excel  
CRM  
Mapping tools  
External data sources

### Skills Needed

Excel (pivot tables & charts)  
Ability to find & external data sources  
How to analyse external data  
How to map data



# My Hunch is...

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## Data Needed

Internal data:

External data:

## Tools Needed

## Skills Needed

# Knowledge board

Issue or problem to be addressed:

.....

.....

What we know	What we think we know	What we don't know

# User needs stories (internal example)

**As a** <type of user> — Who are you? What's your role?

**I need** <some data> — What do you need to know?

**So that** <some reason> — Why do you need to know it? What are you intending to do with this knowledge?

**As a** **Support Worker** who organises the food bank deliveries

**I need** to be able to produce **a list of beneficiaries and their requirements** for each ward in the borough

**So that** I know **what & how much is needed for each ward** to prepare parcels and map the addresses for the delivery drivers



# What external data sets are you currently using?

Chat in 2s or 3s on your tables



# What data sets do you currently use?

## Instructions

Go to

**[www.menti.com](https://www.menti.com)**

Enter the code

**4303 0015**



Or use QR code

# Key data sets

- ✓ Census 2021 and other ONS datasets
- ✓ Fingertips (Public Health data) + Joint Strategic Needs Assessments (JSNA)
- ✓ Others including:
  - ✓ London Poverty Profile
  - ✓ Met Police
  - ✓ Citizens Advice
- ✓ Local Insight



# Merton Data

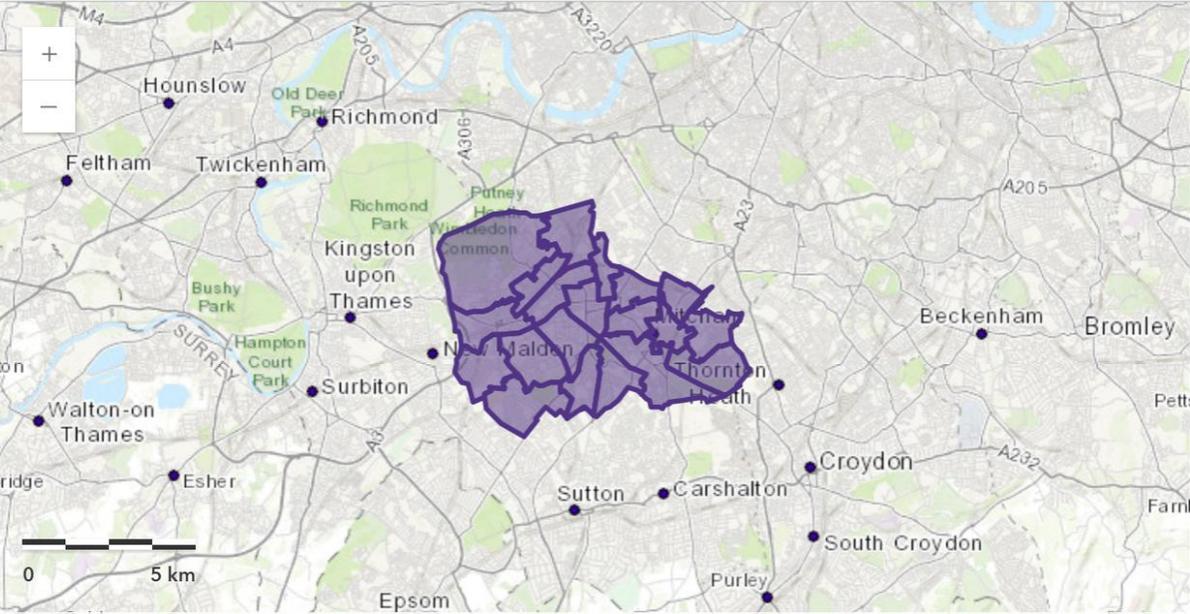


# Welcome to Merton Data

This site brings together a wide range of data and intelligence about the London Borough of Merton and its population. It enables you to drill down into detail about different parts of Merton and make comparisons with other local areas. The site provides a home to a wide variety of different pieces of information that helps inform strategic planning for the council and other public sector bodies, help voluntary groups prepare funding applications, support academic research or enable residents to find out more about their local area.

### Quick Ward Profile

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



Esri UK, Esri, HERE, Garmin, USGS, NGA Powered by Esri

### Population



[Click to view this theme](#)

### Children & Young People



[Click to view this theme](#)

### Health & Social Care



[Click to view this theme](#)

### Housing



[Click to view this theme](#)

### Crime & Community Safety



[Click to view this theme](#)

### Deprivation



[Click to view this theme](#)

### Economy & Employment



[Click to view this theme](#)

### Environment



[Click to view this theme](#)

# Census 2021 data



# Census tools

- [Census - home page](#)
- [Create a custom dataset](#)
- [Find facts and figures about areas](#) explore local data at borough, ward, MSOA area level. Also compare area against rest of UK, changes over last 10 years and Health Index data showing
- [View census data on a map](#)
- [Superhighways guides](#) step by step guides on creating a pivot table, charts and maps from your custom dataset

## Census

The census takes place every 10 years. It gives us a picture of all the people and households in England and Wales.



### About the census

Find out what the census is and why it's important for all of us.

- [About the census](#)

### Census releases

See what we've published, and our plans for the future.

- [Release calendar](#)
- [Results and timeline](#)

### Census topics

Find census data, analysis and quality information using these topics.

[Ageing](#)

[Demography](#)

[Education](#)

[Ethnic group, national identity, language and religion](#)

### Census 2021 data

Find data for Census 2021.

- [Get census data](#)
- [Create a custom dataset](#)
- [Census 2021 data on NOMIS](#) 

### Geography

Find Census 2021 data for different areas.

- [Find facts and figures about areas](#)
- [View census data on a map](#)
- [Build a custom area profile](#)



[Home](#)[Business, industry  
and trade](#)[Economy](#)[Employment and  
labour market](#)[People, population  
and community](#)[Taking part in a  
survey?](#)

Search for a keyword(s) or time series ID

[Home](#) > [Census](#)

# Create a custom dataset

We group Census 2021 data together based on who or what the information is about, for example, people or households. We make population types from these groups or subsets of them. For example, people who are usually resident in England or Wales make up the population type usual residents. [Read about the measurements we used for Census 2021 data.](#)

## Select population type

 All households

Either one usual resident living alone or a group of people who share cooking and living facilities, where that group includes at least one usual resident.

# Custom Data sets – quick demo

- ✓ **Borough level data** for Merton at borough, ward , local neighbourhood area level
- ✓ Able to explore a *wide range of variables* such as age, language, qualifications, unpaid care
- ✓ Let's explore an example dataset for Kingston &
  - **Ethnicity**
  - **Age**
  - **Gender**



# Example ONS custom dataset (analysed using pivot table and chart)

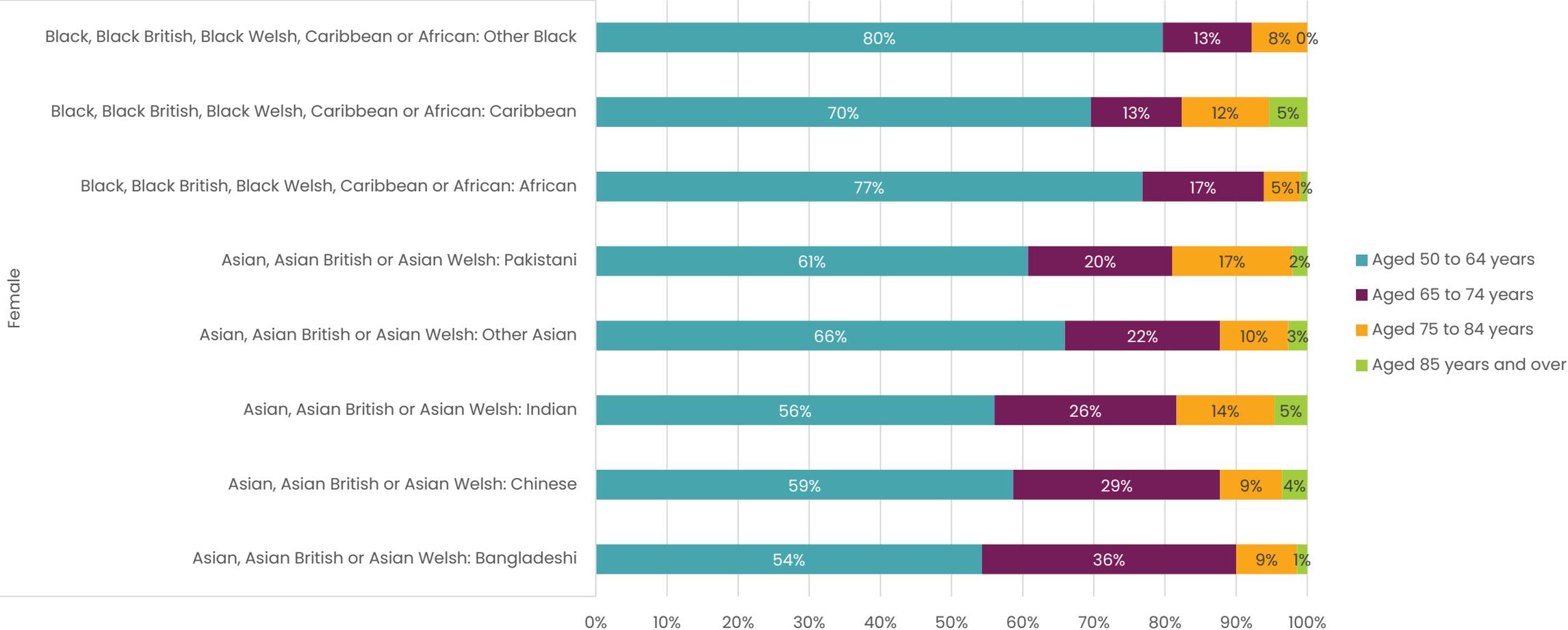


Chart shows AGE of WOMEN over 50 years by age bands by specific ETHNICITY categories



# Fingertips – public health data





**NEW Fingertips** Shape the future of Fingertips - your feedback will help us to improve it. [Join here](#)

# Fingertips

Fingertips is a large public health data collection. Data is organised into themed profiles.



Search for indicators



## Public health profiles

These profiles provide collections of indicators covering a range of public health topics. They have been developed to show local area data alongside relevant comparators.

[View all public health profiles](#)

## Health trends in England

Health trends in England summarises key information about the health of people in England and how it has changed over time. It is intended to provide an overview for the public in an accessible way.

[View health trends in England](#)

# Fingertips – quick demo

- ✓ Local Authority Health Profiles
- ✓ Public Health Topics: Obesity profile – London, ICB & Local Authority levels
- ✓ Health trends: Musculoskeletal Health and Mental Health & Wellbeing – England & London
- ✓ National GP Profiles



# PowerBI dashboards- NHS England Mental Health Data

## Home

Mental Health Services Monthly Statistics Dashboard



### Patients in contact with mental health services



**1,971,625**

people were in contact with mental health services at the end of November 2024

### Open hospital spells



**23,753**

people had an open hospital spell at the end of November 2024

### Contacts with patients



**2,783,351**

contacts recorded in November 2024

## Navigation:

Home	1. Glossary of terms	2. Data Quality	3. Related links	4. People in contact with services	5. People with an open hospital spell	6. Contacts
7. New referrals	8. Children and young people accessing mental health services	9. Adults with a severe mental illness accessing mental health services	10. Referrals on the EIP pathway	11. Inpatient length of stay (no.)	12. Inpatient length of stay (rate per 100k)	13. Discharges and 72 hour follow up
14. Young person bed days	15. Perinatal access	16. CCG / Sub ICB breakdown	17. Demographics	18. Organisations	19. Children and Young People Outcomes Paired Score	20. Children and Young People Outcomes Measurable Change
21. Urgent and Emergency Care	22. Currency and Payments - Organisation Comparison	23. Currency and Payments - Organisation Time Series	24. Currency and Payments - Care Programme	25. Children and Young People - Referrals and Care	26. Mental Health Services	27. Mental Health Act

## Current reporting period:

**November 2024**

Provide feedback via a short survey



**Other Mental Health Dashboards**

Mental Health Bulletin



# PowerBI dashboards- NHS England Mental Health Data

## 25. Children and Young People - Referrals and Care Contacts

Mental Health Services Monthly Statistics Dashboard



Select a breakdown | Select an organisation | Select a reporting period

### Navigation

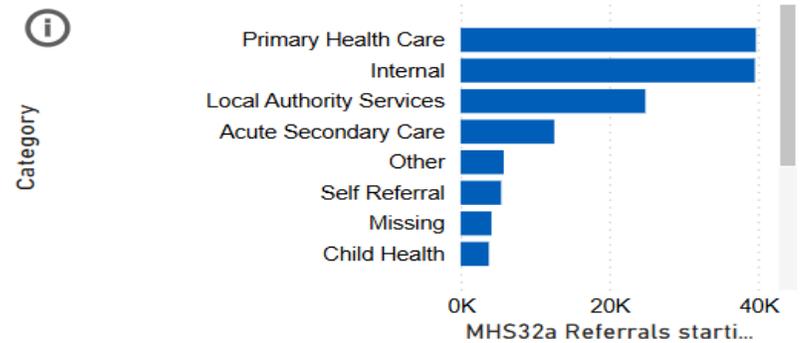
England | NHS SOUTH WEST LONDON ICB - 36L - 36L | 4/1/2016 | 11/1/2024

Provider | Sub ICB / CCG - GP ...

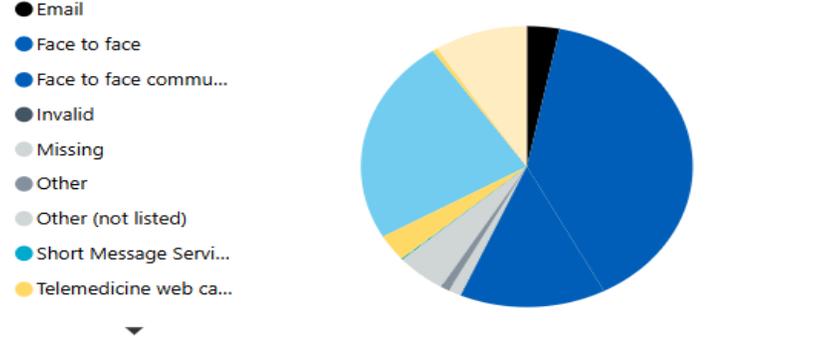
24. Currency and Payments - Care Programme Approach | 26. Mental Health Services

Home | See details | of attend' reason

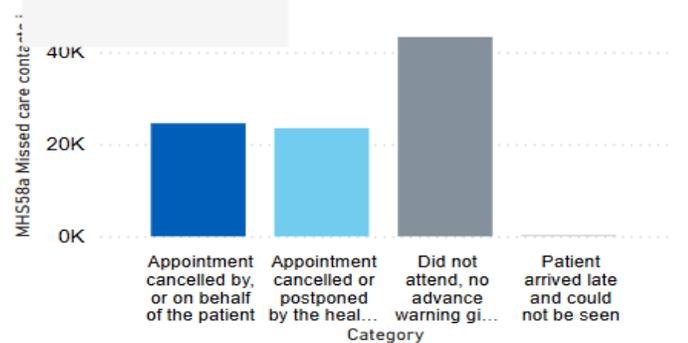
Referrals starting in reporting period by referral source



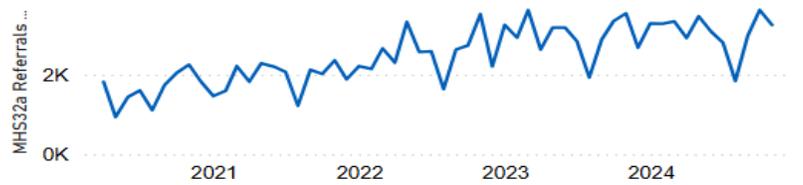
Attended contacts by consultation medium



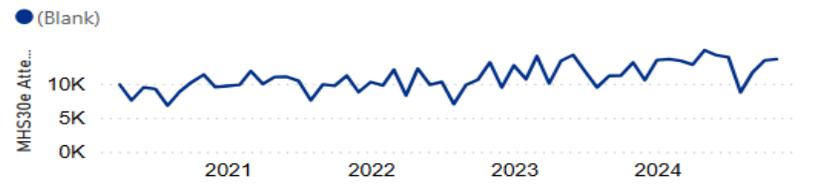
MHS58a Missed care contacts by reason



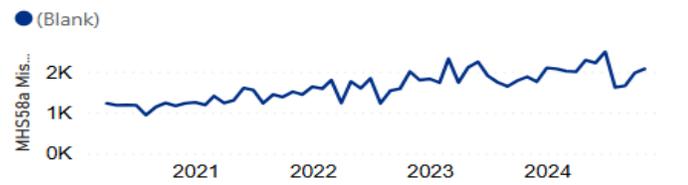
Referrals starting in reporting period by month



Attended contacts by month



MHS58a Missed contacts by month





[Home](#) > [Publications](#)

# Publications

## Search by keyword



## Filter publications

### Category



### Type



### Published on or after



[Reset filters](#)

**Filter**



Showing 12 Publications filtered by **Reports**

Published: 5 November 2024

### Wandsworth Health and Care Plan 2022 to 2024 – final report

A review of the achievements of the Wandsworth Health and Care Plan from 2022 to 2024.

[Reports](#), [Strategies](#)

Published: 16 July 2024

### South West London Investment Fund: Summary of awards for 2023 to 2025

Sets out the Investment Fund awarding process, our analysis of the schemes awarded by organisation type and geography and provides summary descriptions for all successful schemes.

[Grants and funding](#), [Reports](#)

Published: 31 January 2024

### Community insight report: Understanding barriers and facilitators to physical and social activity, January 2024

This report sets out how the Actively Merton grants programme was delivered and the insights gathered to help us understand what stops people from being more physically and socially active.





15 min break



# Other data sources

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# Other data sources

## [London Poverty Profile](#)

Trust for London's data platform – explore by topic, demographic or borough

[Read more »](#)

## [London Datastore](#)

Wide range of open data relating to the capital from the GLA

[Read more »](#)

## [Metropolitan Police data](#)

Crime statistics and more for the Wards you're interested in

[Read more »](#)

## [Indices of Deprivation Explorer 2019](#)

Data on relative levels of deprivation at local neighbourhood areas via a map

[Read more »](#)

## [Citizens Advice data trends](#)

Advice service data on cost of living crisis or themes such as debt

[Read more »](#)

## [360 Giving grants data](#)

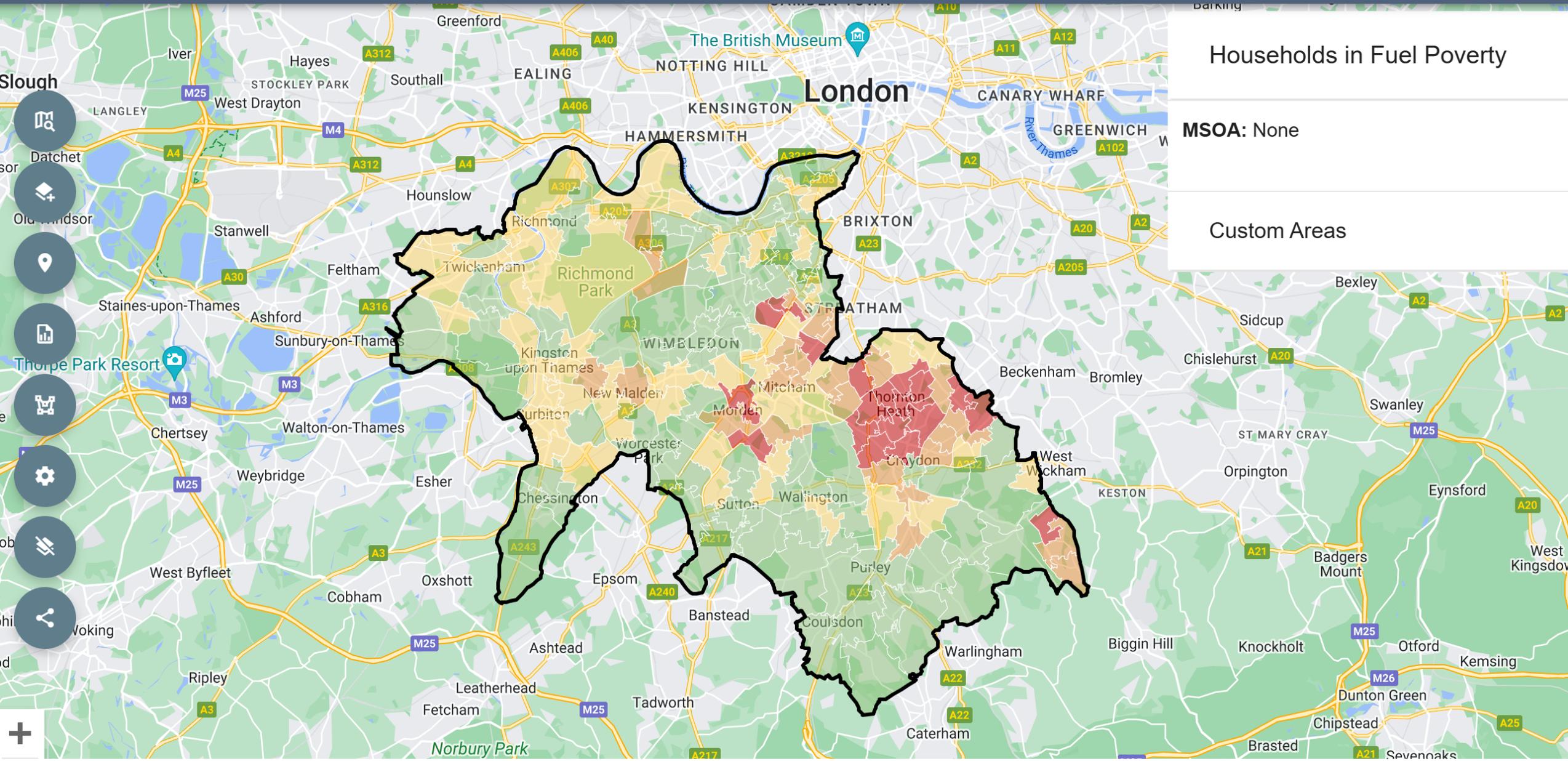
Explore grants awarded to organisations in Kingston

[Read more »](#)

# Local Insight platform

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Households in Fuel Poverty

MSOA: None

Custom Areas

# Local Insight – quick demo

- **Households with multiple needs** (Census 2021)
  - % households unemployed, in poor health with low skills and poor housing as % of all households)
  - Borough, ward, MSOA and LSOA level data
  
- **Personal Independence Payment (PIP)** mental health claimants
  - % of working people receiving PIP for mental health related conditions



# Search engines & AI



# Asking Copilot: Tell me about children living in poverty in London

- ✓ Initial responses were a bit disappointing! Refined by prompting *“This data is a bit out of date. Are there more recent statistics in 2023 and 2024?”*

Certainly! Here are some more recent statistics on child poverty in London:

- ✓ [As of 2023, around \*\*700,000 children\*\* in London are living in poverty after housing costs<sup>1</sup>.](#)
- ✓ [The poverty rate for children in London remains high, with \*\*33% of children\*\* aged 5-9 living in poverty<sup>2</sup>.](#)
- ✓ [Certain boroughs, such as Tower Hamlets, continue to have particularly high rates of child poverty<sup>3</sup>.](#)
- ✓ [The cost of living crisis has further impacted families, making it increasingly difficult for many to afford basic necessities<sup>45</sup>.](#)

If you need more detailed information or have specific questions, feel free to ask!

Learn more

- 1  london.gov.uk
- 2  trustforlondon.org.uk
- 3  trustforlondon.org.uk
- 4  jrf.org.uk
- 5  researchbriefings.files.parliament.uk

— see less

    AI-generated content may be incorrect

**How can we analyse  
and present the data  
we've sourced?**



# Useful tools for analysis & presentation

- ✓ Excel pivot tables & charts – Census 2021
- ✓ Mapping tools – Community Lens, Google Maps, BatchGeo
- ✓ Datawrapper – charts & heat maps
- ✓ PowerBI – Mental Health report

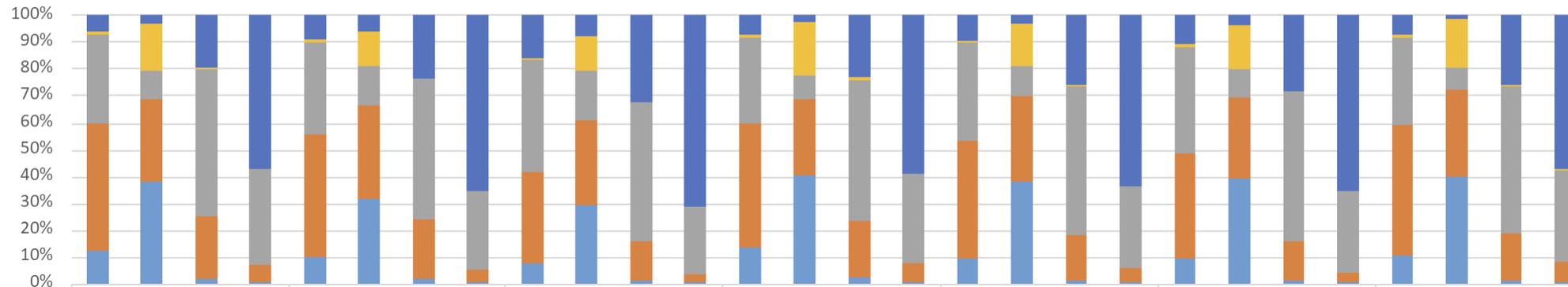


# Pivot tables & charts

Lower tier local authorities	(All)						
Sum of Observation		Column Labels					
Row Labels	Bad health	Fair health	Good health	Very bad health	Very good health	Grand Total	
<b>Asian, Asian British or Asian Welsh</b>	<b>54082</b>	<b>195541</b>	<b>634305</b>	<b>17358</b>	<b>916359</b>	<b>1817645</b>	
Disabled under the Equality Act: Day-to-day activities limited a little	12956	50801	35138	909	6653	106457	
Disabled under the Equality Act: Day-to-day activities limited a lot	32582	26466	9144	15206	2650	86048	
Not disabled under the Equality Act: Has long-term physical or mental health condition but day-to-day activities are not limited	1130	14191	33464	218	12173	61176	
Not disabled under the Equality Act: No long-term physical or mental health conditions	7414	104083	556559	1025	894883	1563964	
<b>Black, Black British, Black Welsh, Caribbean or African</b>	<b>33995</b>	<b>120714</b>	<b>352214</b>	<b>10909</b>	<b>670558</b>	<b>1188390</b>	
Disabled under the Equality Act: Day-to-day activities limited a little	7644	35679	26876	719	7354	78272	
Disabled under the Equality Act: Day-to-day activities limited a lot	22330	24515	10185	9321	4303	70654	
Not disabled under the Equality Act: Has long-term physical or mental health condition but day-to-day activities are not limited	747	11115	25509	148	11688	49207	
Not disabled under the Equality Act: No long-term physical or mental health conditions	3274	49405	289644	721	647213	990257	

Lower tier local authorities ▼

Sum of Observation



[Book our Excel training](#) or [Try our self learn bite-size series](#)



# Community Lens

Community Lens V0.1



[Request Datasets](#) [About](#)

## Community Lens

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

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

Community Lens V0.1

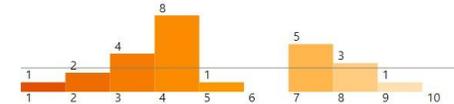
### The Lens of Multiple Deprivation

#### 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

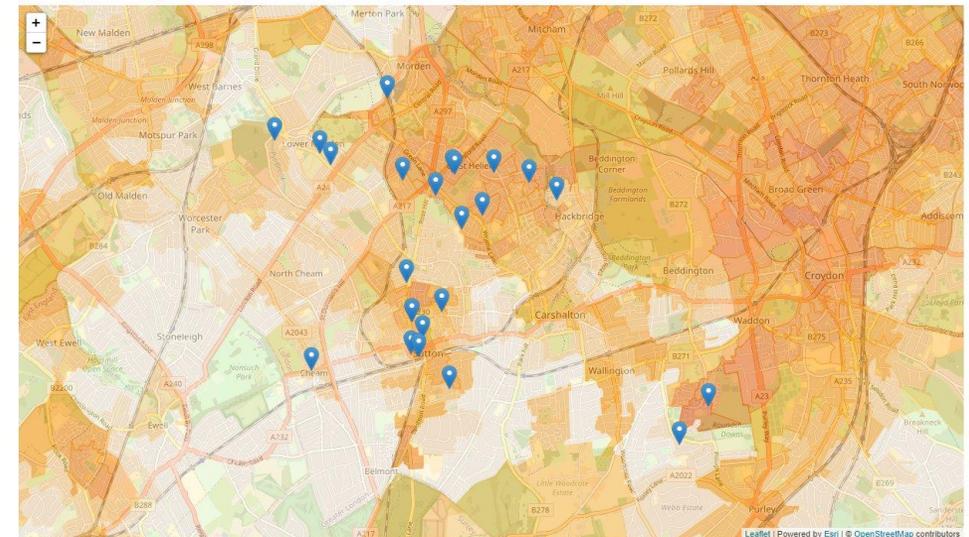
The overall Index of Multiple Deprivation 2019 is a measure of multiple deprivation based on combining together seven distinct domains of deprivation. Income Deprivation, Employment Deprivation, Education, Skills and Training Deprivation, Health Deprivation and Disability, Crime, Barriers to Housing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

#### Data Source

[Download Data](#)

[Request Datasets](#) [About](#)

[IMD 2019](#) [Income](#) [Employment](#) [Education +](#) [Health and Disability](#) [Crime](#) [Housing and Services](#) [Living environment](#)



<https://datakind-uk.github.io/community-lens>



# Datawrapper

Datawrapper

Product ▾

Solutions ▾

Pricing

Resources ▾

Dashboard

## Enrich your stories with charts, maps, and tables.

Start creating

It's free & no sign-up is required

nation. Meanwhile, the Keystone State's positive test rate is so high that it may suggest a worrisome level of community spread. Pennsylvania health officials said Friday 2,219 new cases were reported, with small gatherings a significant contributor to the surge. The increase parallels a national wave of new infections that the Washington Post reported reached more than 80,000 new cases Friday, the highest single day count of the pandemic. Some steep increases are happening in Gloucester, Burlington, Dela-

**COVID fatigue is definitely setting in. People are sick of COVID.**

Shawn Quire, president of the Pennsylvania College of Emergency Physicians



(Pennsylvania, which is in this group, has seen a 28% drop.) Meanwhile, states that require masks only for employees of certain businesses have seen a 70% increase, on average, in new cases.

### Where Masks Aren't Required, Virus Cases Have Gone Up

Sixteen states recommend, but do not require, its residents to wear masks in public. In those states, new coronavirus cases have **risen by 84%** over the last two weeks. In the 11 states that mandate wearing masks in public, new cases have **fallen by 25%** over the last two weeks.

Mask-wearing requirements by state  
Mandatory in public  
Employees and patrons of certain businesses  
None



Seit die ersten Corona-Vorschriften get der Flugzeuge am Himmel wieder zu, am 21. Juli - mitten in der Urlaubszeit abhoben, im Vergleich zu etwa 180.000 Dienstagen. Dass die Zahlen aber wieder Deutschland mehrheitlich auf Flüge zurückzuführen.

### Der Flugverkehr nimmt langsam

Das Niveau vom Januar ist noch lange nicht erreicht in Südamerika und Afrika. Nordamerika hat das Niveau von Europa erreicht. Südamerika hat das Niveau von Asien erreicht.



<https://www.datawrapper.de>



# Other mapping tools (our round up)



## Getting Started with Geo Mapping

Top tools for visualising postcode data on a map

### padlet

[Padlet](#) probably not known for mapping! There is a map padlet option enabling you to add posts and content to points on a map. Great for participatory crowd sourcing maps with communities.



[Batchgeo](#) is an easy to use point map creator. Copy and paste postcodes from Excel, along with up to 7 other pieces of data (optional), and visualise points on the map (colour coded by category accordingly). Share via a link or embed on your website. Nice 'limit Zoom' option for data privacy. [See our step by step guide.](#)



[Google MyMaps](#) allows you to plot point data as well as boundary shapes e.g. boroughs or wards. Add a maximum of 10 layers which can be visible or hidden, and contain points or shape files. There's also a good range of design customisation options and ability to add multi media. [See our step by step guide.](#)

<https://datawise.london/resources/our-round-up-of-geo-mapping-to/>



# Evidencing impact

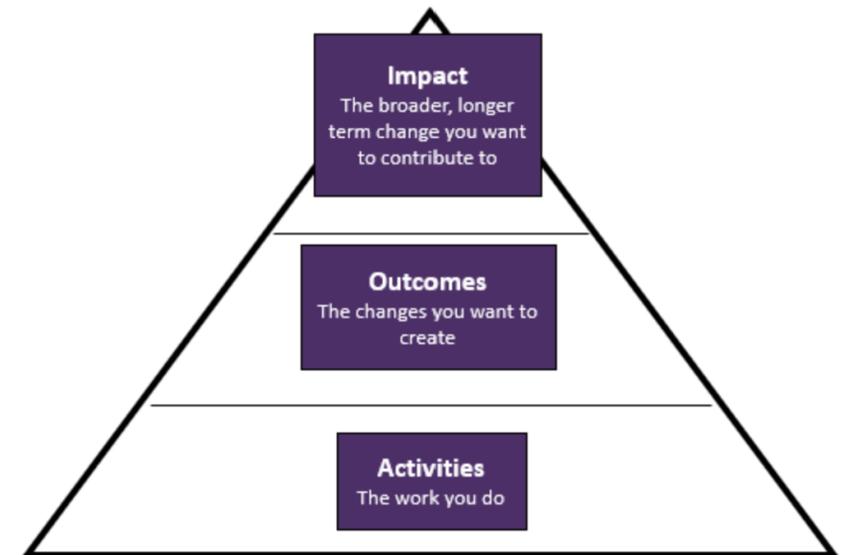
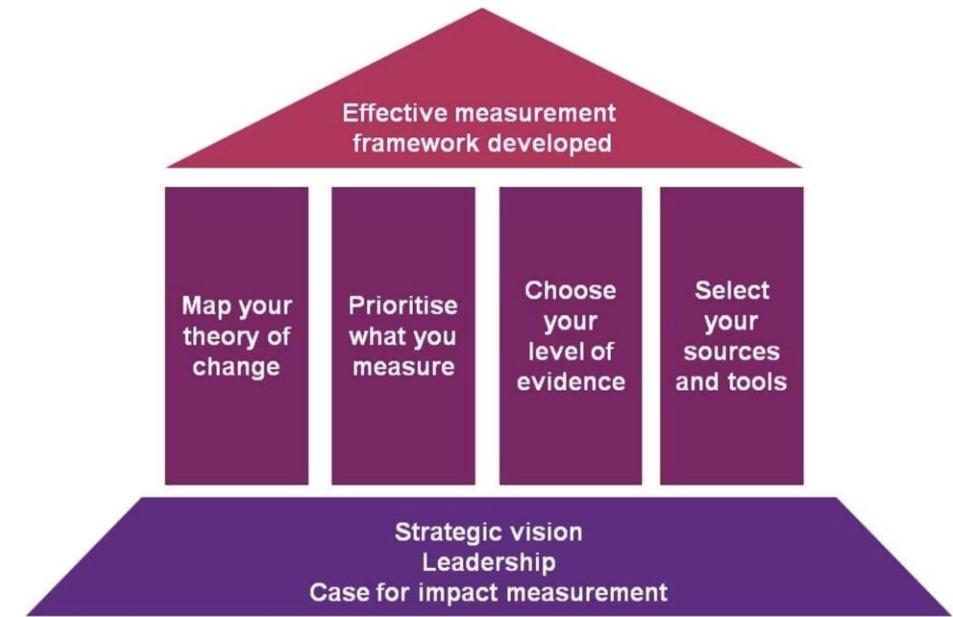


**What frameworks / tools do you use to measure your impact?**



# 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
- ✓ [Outcomes stars](#) Triange Consulting



# Introducing Music Mentors (part 1)



<https://youtu.be/1LvYGK06Lf8>



# Music mentor data collection

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

Chat in 2s or 3s on your tables



# 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

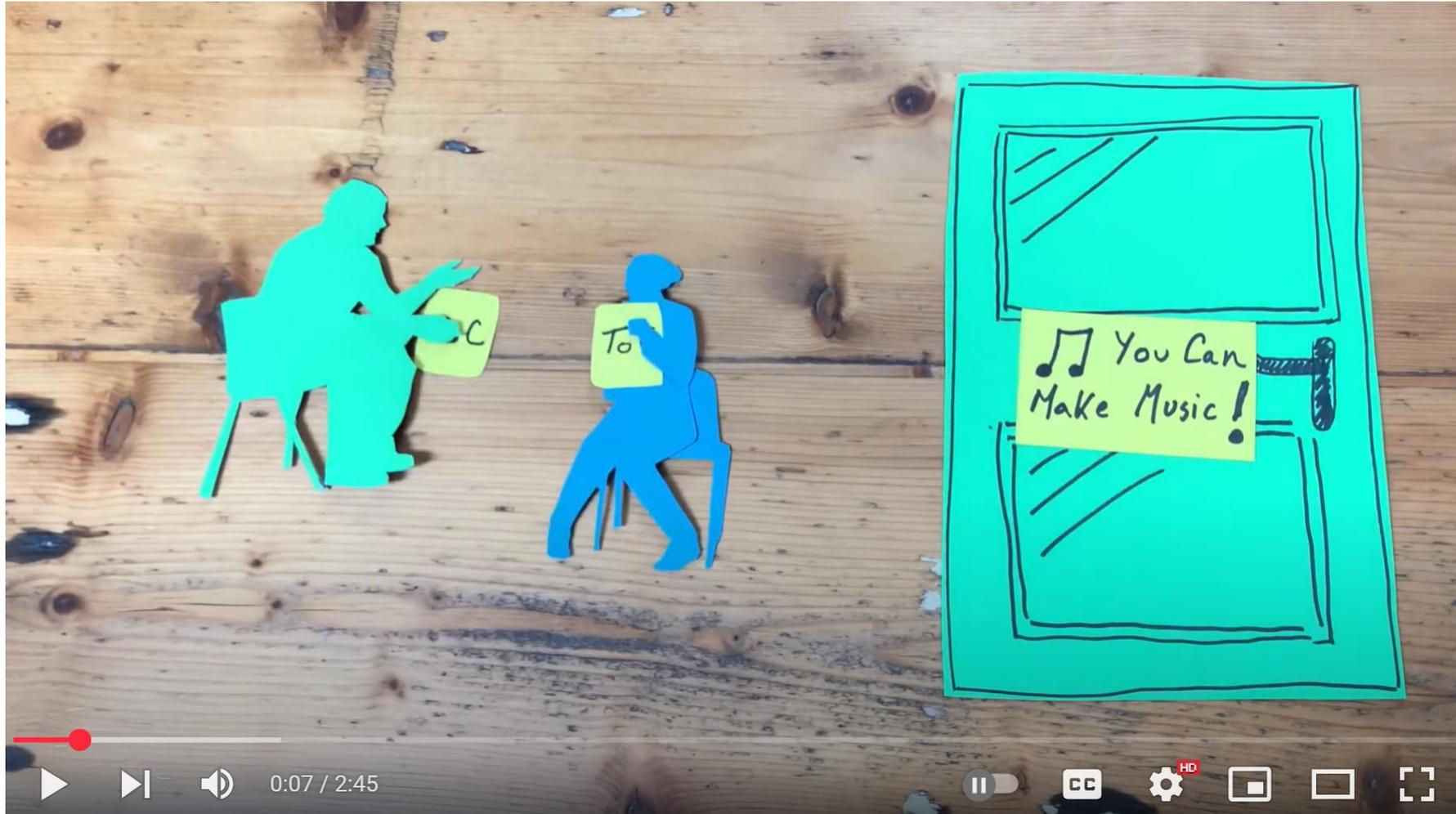


# Types of outcomes

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



# Introducing Music Mentors (part 2)



<https://youtu.be/Aoqi9GqykwY>



# 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?



# Ways to collect data

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



# Inclusive routine data collection

Let's hear from  
Sarah



# What's been most useful about this morning?

Chat in 2s or 3s on your tables



**What one action will you take next?**





# Thank you for listening

✓ Kate White, Superhighways Manager

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