Agenda

9.45   Welcome

10.00   Datawise London legacy resources

11.00   Break

11.15   VCSS Camp

4.30   Close

Some Housekeeping

Datawise London

https://datawise.london

London's community data is one of our greatest assets.

Our mission is to help unlock the value of data.

DISCOVER. LEARN. ANALYSE. SHAPE. REPEAT

✓ Cornerstone Fund rounds 1 & 2 running from 2019 – 2025

✓ A focus on improving use of data by small local charities and community organisations, so they can better shape services and influence change, for the benefit of Londoners.

✓ But utilising a Systems Change approach.

✓ Working in partnership with a range of organisations including HEAR Network & DataKind UK and collaborating with London Plus, GLA and London Funders.

CITY BRIDGE FOUNDATION

> *Datawise London is a leading example of sustained funding and capacity building in this space, **so it needs to be celebrated.***
>
> *There are plenty of examples of 'flash in the pan' support offers, but nothing is as long-term and tailored to the needs of small nonprofits as the Datawise programme (that I've been aware of anyway).*
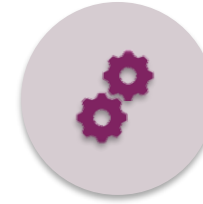
Our activities

Training, training, training!

Peer learning: cohorts & user groups

Open data sets – supporting access & use

Influencing / co-designing / building tools & platforms

Researching small charity data challenges

Sharing small charity data stories

Collaborating, collaborating, collaborating!

Scale & impact

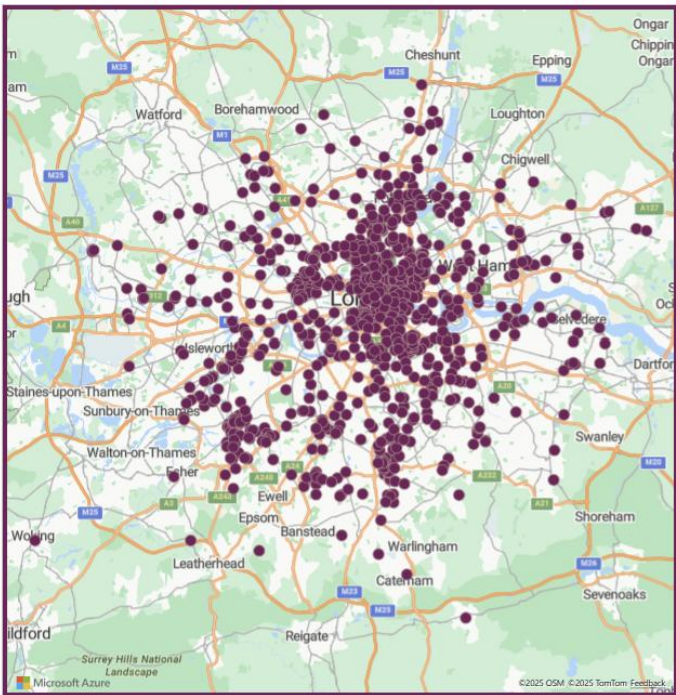| Training & Events | Advice & Support | October 2019 - September 2025 |

124 Events

1357 Participants

491 Organisations

71 Self-guided Excel

33 London boroughs

Topic	Sessions	Participants
Microsoft Excel	15	175
VCSE dashboard	9	171
Peer learning - business intelligence	19	159
Data Essentials	13	151
Data Talks	8	112
Business Intelligence	8	88
Peer learning - database design & reporting	14	67
Exploring open data (Census 2021, Local Insight, IMD)	13	66
Data journeys	3	60
Geo Mapping	5	51
Launch	1	51
Interview technique	5	36
Data Visualisation	3	33
Qualitative Data	3	33
Ethical & responsible data use	2	20
Data protection	1	18
Google Analytics	1	17
Mapping	1	15
Surveys	1	13
Impact Measurement	2	11
Data strategy	1	10
Total	**128**	**1357**

"At the moment we're not collecting or using data in a very systematic way and we need to address this. The training has given me a better base to start thinking about what we would like to use data for, what we could be collecting and what we could do with it." Data Essentials participant
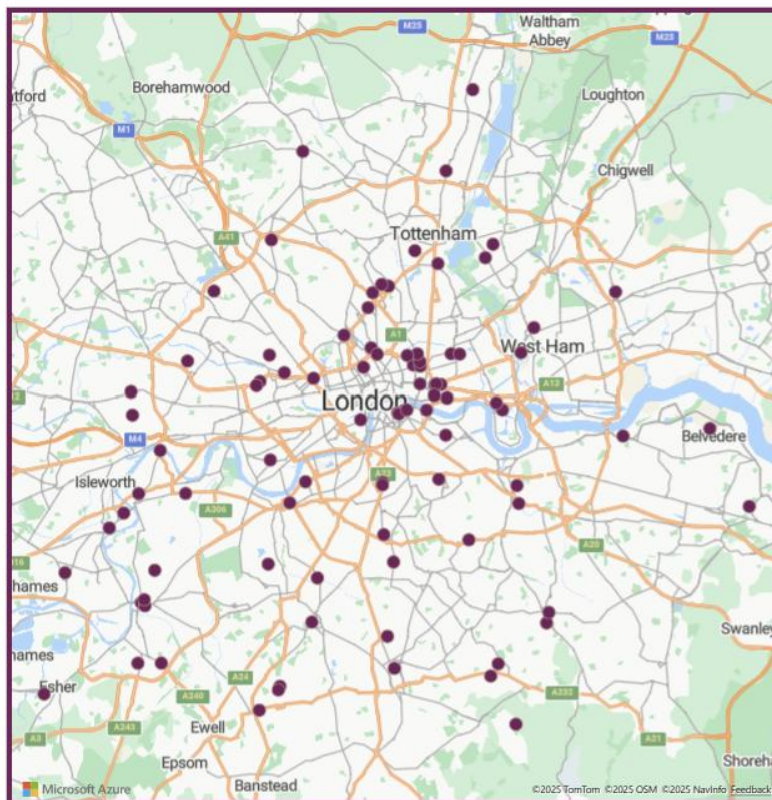
392
Sessions

**146**
Organisations

33
London boroughs

Organisation
360Giving
Access Social Care
Action-attainment
Advice Services Alliance
AdviceUK
Age UK London
Autism Forward
Bankside Open Spaces Trust
Basingstoke Voluntary Action
Baytree Centre
Beersheba- Living Well
Bexley Voluntary Service Council (BVSC)
Bridge Renewal Trust
BTSE (Bromley Third Sector Enterprise)
Camden Council
Carers Network
Carers Support (Bexley)
Carers Support Merton
CAST/The Catalyst
Centre 70
Citizens Advice Lewisham
Clothworkers' Foundation

"Having your support meant our processes became more effective, our staff more confident and our records more accurate, saving us enormous amounts of admin time when preparing reports and monitoring our data to demonstrate the impact of our services for our service users and ultimately our community."
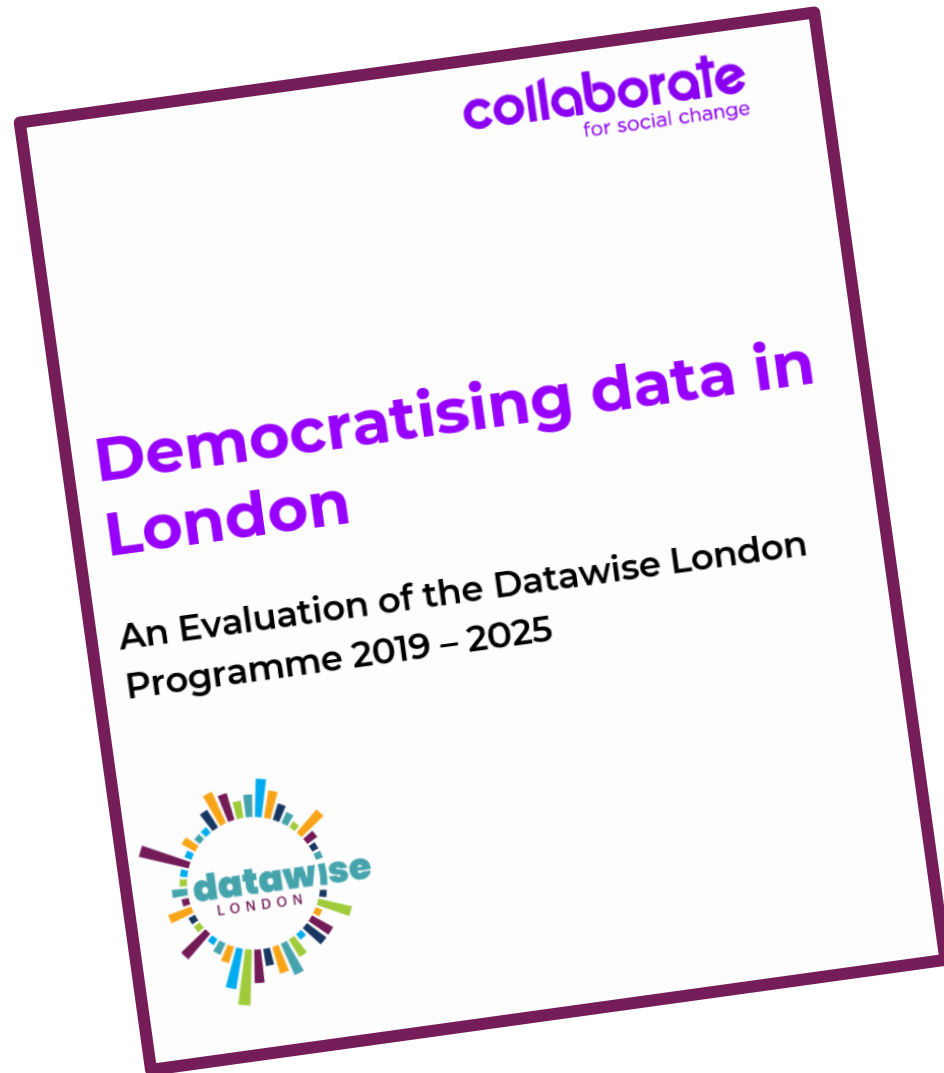
Round 2 strands of work

1. Data journeys
2. Data platforms and tools
3. Data learning resources
4. Data about the sector
5. Peer to peer data spaces
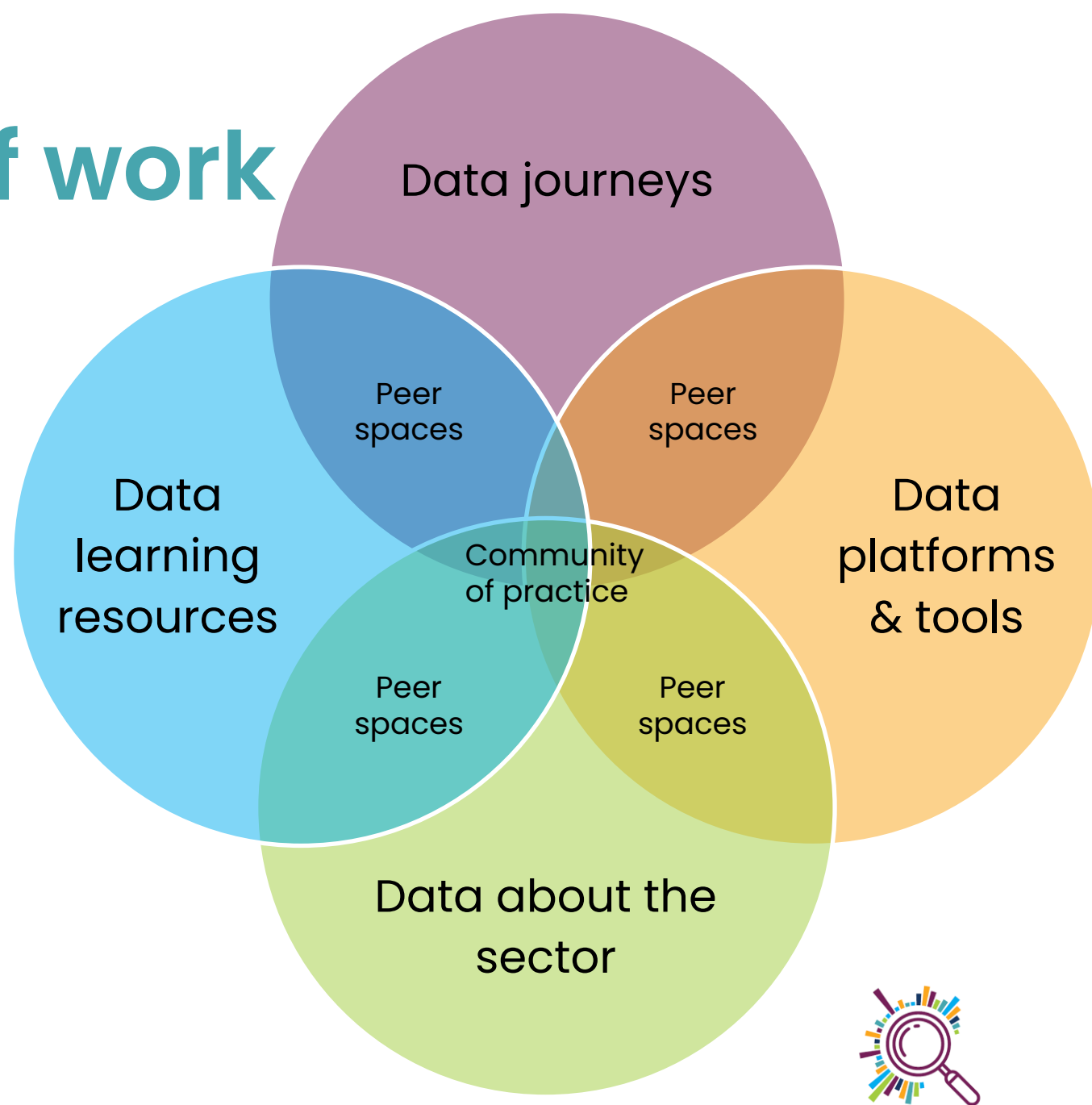
Three ways Datawise London has contributed to this:

1. Increasing the confidence and capability of individuals

2. Improving data collection, sharing and use within and between civil society and public sector organisations

3. Influencing change in civil society data infrastructure

Increasing the confidence and capability of individuals

My main motivation came from the requirement to produce quarterly monitoring reports for our funders. It was only when I started to do that on a quarterly basis, that I started to build up a pattern with that data.
That made me realise the real motivation should be to understand if we are providing the sort of service that clients want.

Convening peer learning
e.g. the Power BI User group.

Improving data collection, sharing and use within and between civil society and public sector organisations

Data is persuasive and hard to ignore, especially when external experts are involved. When you publish a report about data, it gives your work legitimacy.

Supporting Sobus explore the prevalence of mental health issues in the Black, Asian and Minority Ethnic population in Hammersmith & Fulham.

Influencing change in civil society data infrastructure

I've just been having a play on the dashboard and it is totally AWESOME! I'm thinking back to the beginning of the Way Ahead, when being able to access data about civil society seemed such a pipe-dream.

Co-designing and building an open, scalable reporting solution with the London Councils grants team and grantees, where data is shared internally and externally and funders aren't just data collectors.

But barriers still exist

✓ People working alone in hybrid / overstretched roles

✓ Some tools still not immediately accessible or user-friendly

✓ Leadership buy-in uneven: hard to embed approaches long-term

✓ Organisations don't feel empowered to push back when tools or reporting systems don't meet their needs

✓ Time needed to promote and market new tools and resources is significant

Ripple effects...

Systems change is a long process and ripple effects emerge in time...

Many are already happening:

> Bromley Third Sector Enterprise, a member of our Data Cohort in 2020/21, have adapted their CRM & implemented new-found PowerBI skills – leading to improved reporting and insights, faster referrals and securing contract renewals. Their dashboard is now used in Council & NHS meetings.

What do we all know about London(and data)?

How did you do?
What was a surprise?

Chat with your neighbour

1. Data Essentials

✓ Our introductory data session designed to inspire!

✓ Many different versions
  ✓ In person / online
  ✓ Borough / network specific
  ✓ Longer / shorter

> *Very thorough introduction to how to use data and the tools available. Very useful indeed and easy to understand. Will help us map out our strategies post lockdown*

Data Essentials participant

Data Essentials lives on:

Data Essentials for Raising Voice and Influencing Change

Delivered under our Trust for London funded work and ongoing collaborations e.g. with Refugee Council.

Resources available on request.

> *It has helped me to think differently about our data and what is possible with what we already have, rather than think we need to wait to get a different tool / piece of equipment.*

> *It was a good reminder that the data is not the story. It was exciting to see the different ways it can be presented through the different tools.*

> *We are starting to create small campaigns and will use the examples to inspire and help us create some videos. We'll also be using the template on story-telling.*

2.
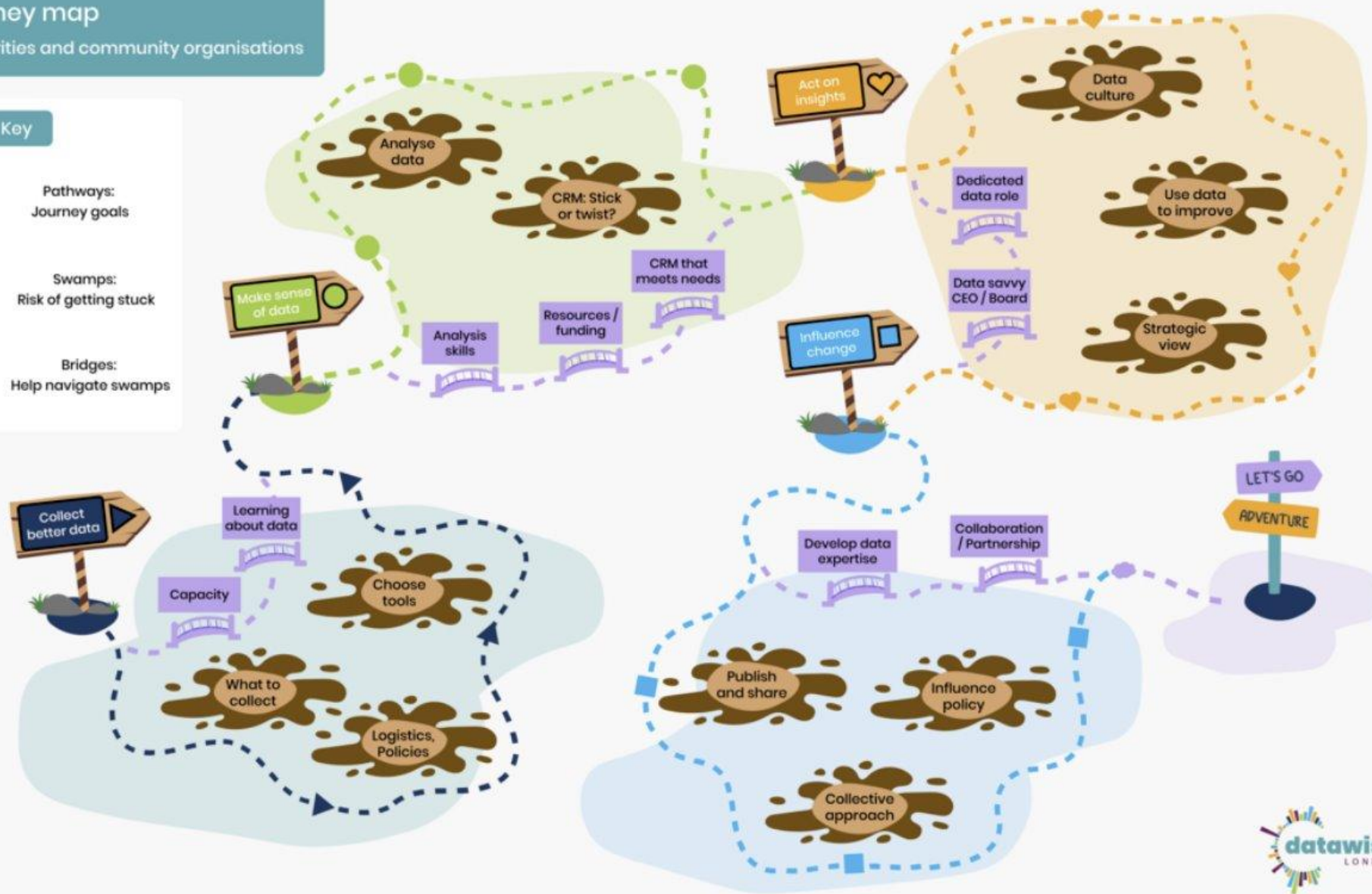
Small charity data journeys

November 2023

Go forward

**Superhighways
Think Social Tech**

Data journey map
For small charities and community organisations

Key

Pathways: Journey goals

Swamps: Risk of getting stuck

Bridges: Help navigate swamps

Analyse data

CRM: Stick or twist?

CRM that meets needs

Act on insights

Data culture

Dedicated data role

Use data to improve

Make sense of data

Analysis skills

Resources / funding

Influence change

Data savvy CEO / Board

Strategic view

Collect better data

Learning about data

Capacity

Choose tools

What to collect

Logistics, Policies

Develop data expertise

Collaboration / Partnership

LET'S GO

ADVENTURE

Publish and share

Influence policy

Collective approach

datawise
LONDON

3. Data Stories

Latin American Women's Rights Service (LAWRS)

Engaging the community to better understand barriers to accessing health care

Kentish Town Community Centre

How to make life easier for visitors at the same time as collecting valuable data to shape community services

Rye Lane Chapel

How Rye Lane Chapel carried out a community audit and analysed their data

Streets of Growth

Using Power BI to visualise and improve services

4. Excel bitesize series

Excel Bitesize 1 Managing your data

Excel Bitesize 2 Creating a workable data set

Excel Bitesize 3 Analysing your data

Excel Bitesize 4 Interpreting your survey data

Excel Bitesize 5 Creating a Dashboard

Excel Bitesize 2 - Topic 2
Identifying & correcting errors

- ✓ Identify duplicates
- ✓ Remove duplicates
- ✓ Fill Series
- ✓ Find & Replace
- ✓ Unique reference numbers

datawise LONDON

superhighways
harnessing technology for community benefit

0:03 / 22.27

Excel Bitesize 2

🔗 Unlisted Superhighways - 2/4

1 Excel Bitesize 2 Topic 1 Getting started with data cleaning
9:26 Superhighways

2 Excel Bitesize 2 Topic 2 Identifying & correcting errors
22:28 Superhighways

3 Excel Bitesize 2 Topic 3 Getting data in the right format
17:14 Superhighways

4 Excel Bitesize 2 Topic 4 Ensuring accurate data entry
15:40 Superhighways

All   For you   Recently uploaded   Watched

5. Power BI user group & resources

Power BI Geodata
HOW TO MAP POSTCODES ONTO ONS GEODATA

How to map postcodes to ONS geodata

Read more »

Power BI CRM API
LINK YOUR DATABASE TO POWER BI

How to link your database to PowerBI using a rest API

Read more »

Power BI in the VCSE sector
REAL-WORLD EXAMPLES THAT INSPIRE

Power BI in the VCSE & Public sector: real-world examples that inspire

Read more »

6. Choosing & implementing a CRM

	50% of work			10% of work		40% of work	
1. Scope	**2. Plan**	**3. Specify**	**4. Select**	**5. Prepare**	**6. Test & train**	**7. Implement**
Taking stock – what have we currently got?	**How are we going to approach it?**	**What do we need the database to do?**	**Which database should we choose?**	**Get everything ready**	**Put it to the test**	**Use it everyday**
Time & budget Attitude towards change Technical skills Data stakeholders Software & equipment audit Outcome & evaluation framework	Appoint Project lead Timeline Staff & Volunteer buy-in	Mapping data to outcomes Reporting needs User requirements	Explore database options Map how the new database will fit in with your current systems	Database customisation Data clean up and migration User support materials New working processes	Testing & fine tuning User training	Full roll-out Ongoing user support Database maintenance Continuous improvement

Excellent presentation and approach. Felt genuinely like support, relevant info and advice, rather than a general scripted product or sales pitch. Not all webinars are as good and directly useful as this one.

7. Qualitative Data Analysis

A guide to what qualitative data is, tools and techniques with examples

Written by Nissa Ramsay for Datawise London

> *It will help us make better use of qualitative data on people's understanding and opinions of human rights law in the UK and the difference that human rights education makes.*
>
> *This will help us evidence the need to funders, parliamentarians and decision-makers.*

Create a research plan
A worksheet

Example: Starting a research plan

Research questions

1. How can we improve our service and prevent people from dropping out?
2. What problems do people encounter when using our service?

Analysis process

✓ Data: 15 interviews (30 mins –1 hour each) with people who used our services, 10 dropped out

✓ Use Otter.ai to transcribe interviews and write summary

✓ Highlight key quotes about barriers / why people drop out

✓ Code each quote to a key stage in our service (e.g. application, first meeting, mid-review, exit)

✓ Review quotes for each code and summarise key problems

✓ Possibly use a Whiteboard for all quotes or to visualise the service journey with example quotes

8. Open datasets support & influence

Community Lens

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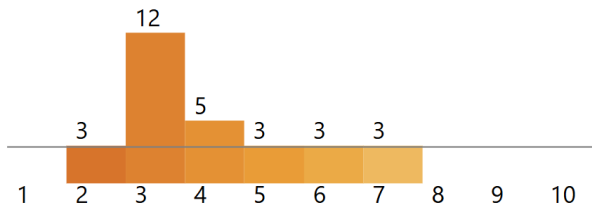
Learn More   Use now

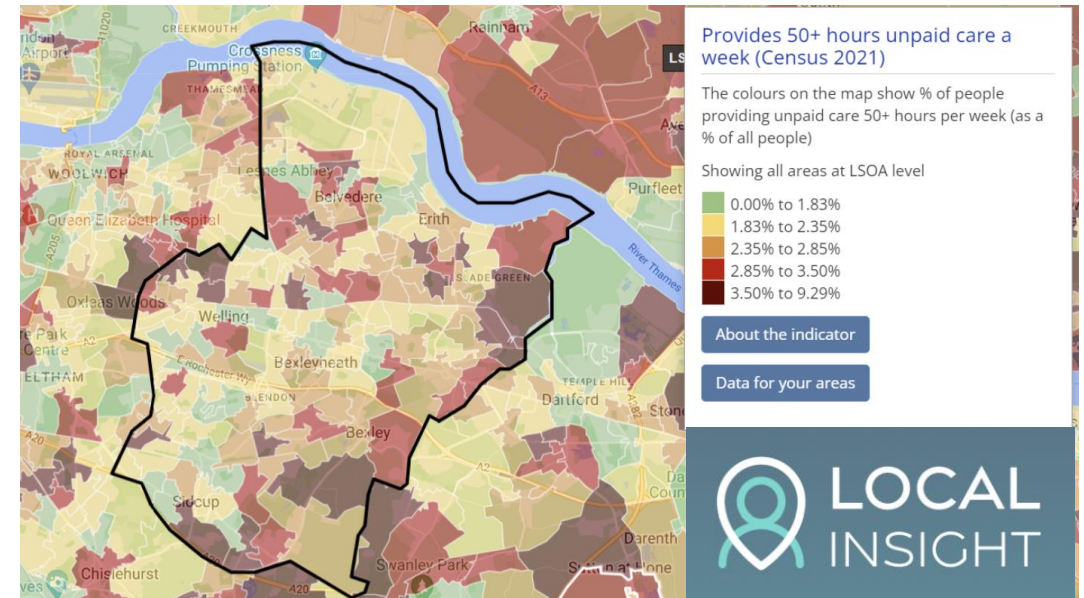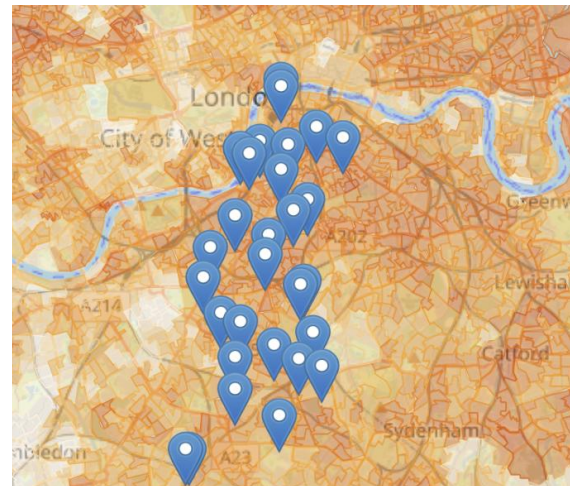Census 2021 - creating custom datasets

Guidance on creating a custom dataset including what variables are available

Count By Decile

(Decile 1 = Most Deprived, Decile 10 = Least Deprived)

| | | 12 | | | | | | | |
|1|2|3|4|5|6|7|8|9|10|

3   12   5   3   3   3

1 2 3 4 5 6 7 8 9 10

Average Rank Decile

Provides 50+ hours unpaid care a week (Census 2021)

The colours on the map show % of people providing unpaid care 50+ hours per week (as a % of all people)

Showing all areas at LSOA level

- 0.00% to 1.83%
- 1.83% to 2.35%
- 2.35% to 2.85%
- 2.85% to 3.50%
- 3.50% to 9.29%

About the indicator

Data for your areas

LOCAL INSIGHT

9. State of the Sector guidance

Top tips for creating better State of the Sector reports

Practical guidance for gathering data about charities and voluntary sector organisations in your area

Stage 1: Before you get started ›

Stage 2: Writing your questions ›

Stage 3: Launching your survey and report ›

10. VCSE dashboards

Data about the Voluntary, Community and Social Enterprise sector

Helping you access and interrogate VCSE sector data as easily as possible

London youth work map

Explore data about organisations supporting young people's social, emotional and educational development

LONDON

Last updated : 24 September 2025

INFO

HOME

GO BACK

Charity employees
Charities with an income over £0.5m

356,130

Charity volunteers
Charities with an income above £10k

2,316,189

Charity trustees

169,187

Charities by longevity
Date of registration is unknown for CASCs.

Band	Value
20+	14K
10-20	10K
5-10	7K
2-5	6K
0-2	6K
Unkno...	1K

Total income
£40.15bn

Total expenditure
£41.06bn

Total grants awarded April 2023 - March 2024
£656M

Total charities and social enterprises located here
44,323

Charities located here
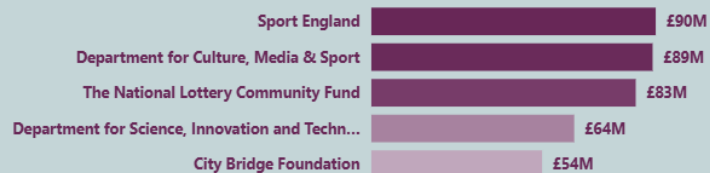**33,688**

Social enterprises located here
10,635

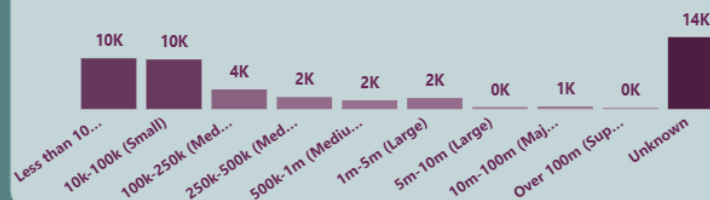## Charities active in this area but based elsewhere
5,751

Five largest grant funders
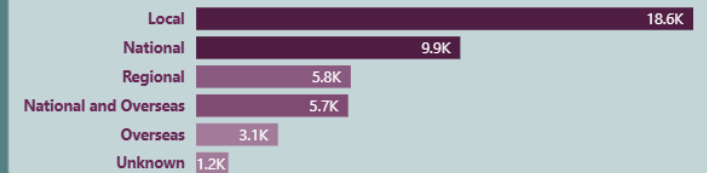Total grants awarded by the top five funders from April 2023 to March 2024.

Funder	Amount
Sport England	£90M
Department for Culture, Media & Sport	£89M
The National Lottery Community Fund	£83M
Department for Science, Innovation and Techn...	£64M
City Bridge Foundation	£54M

Charities by income band
Income unknown for CICs, CASCs & Mutuals.

Band	Value
Less than 10...	10K
10k-100k (Small)	10K
100k-250k (Med...	4K
250k-500k (Med...	2K
500k-1m (Mediu...	2K
1m-5m (Large)	2K
5m-10m (Large)	0K
10m-100m (Maj...	1K
Over 100m (Sup...	0K
Unknown	14K

Scale of operations
Scale unknown for Mutuals; CASCs and CICs classified as Local.

| Scale	Value
Local	18.6K
National	9.9K
Regional	5.8K
National and Overseas	5.7K
Overseas	3.1K
Unknown	1.2K

I've just been having a play on the dashboard and it is totally AWESOME! I'm thinking back to the beginning of the Way Ahead, when being able to access data about civil society seemed such a pipe-dream.

Well done for keeping going on this dream and making the reality so much better than I had imagined it could ever be.
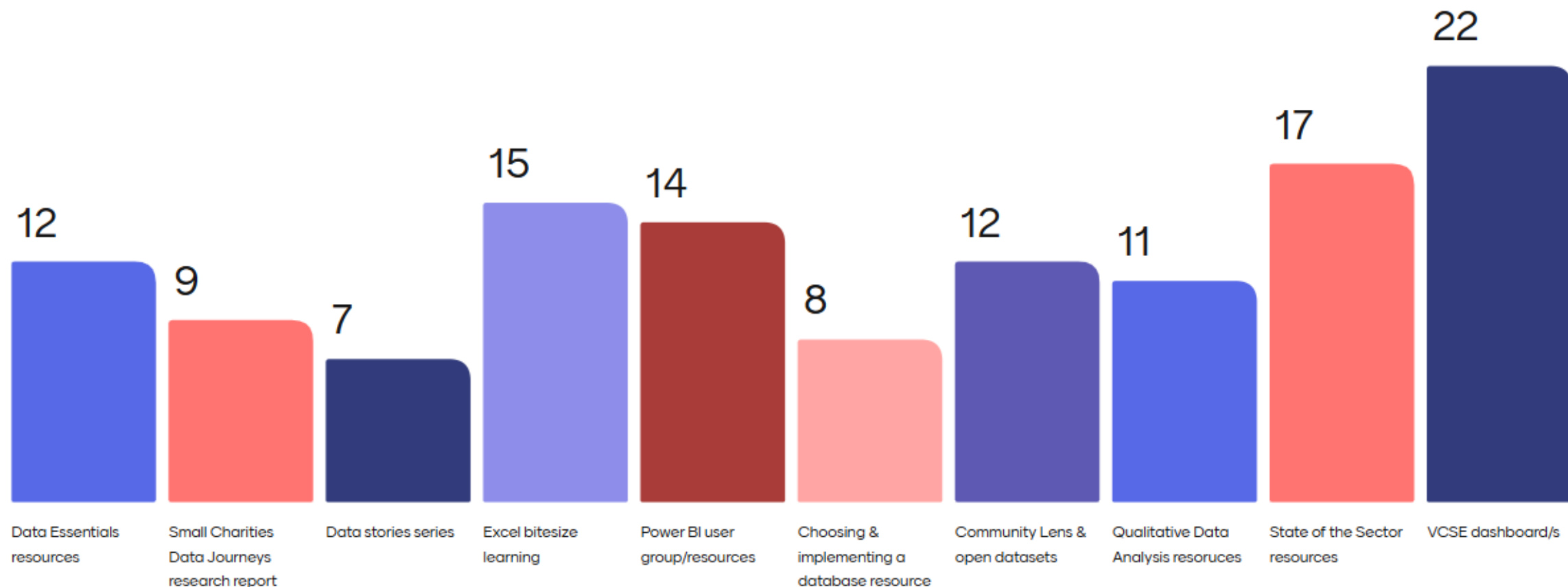
What's still to do? Let us know your challenges and solutions?

Capacity and time! Need to force it into schedules

Aligning people on implementation schedules

Capacity to deliver

Building a community of data people - learning from what others are doing

Solution - call or recommend superhighways!

The data people in funders and stakeholders (councils) often aren't in the discussions when setting measures

Solution - imbed into onboarding for staff to ensure people are unskilled from day 1

Trying to build capacity versus asking people to do more with less.

Silos for both use and between govt and VCS

How will Data/ info from grass roots activity be brought into this picture? What do we actually know about the extent of grass roots activity?

Time

Improve data linkage; data discoverability and accessibility

Upskilled not unskilled!

What to recommend to charities stuck with a CRM that doesn't work for them (and very little capacity)

Need cross org or data / analysis (or crm) skills that work across and support groups of organisations / a network / sector

1

10

Ongoing partnerships & collaborations

✓ Trust for London – funding to support small charities to raise the voice of communities and influence change

✓ HEAR Network – continue partnering on our Digital Foundations programme

✓ DataKind UK – referrals & collaboration on tools

✓ London Plus – impact of local infrastructure & CVS Directors network

✓ London CVS Development Workers Network

✓ Lloyds Bank Foundation – Funder Plus CRM preparedness

✓ London Councils – ongoing tech partner for grants programme

✓ Consultancy projects

We've been focussing on
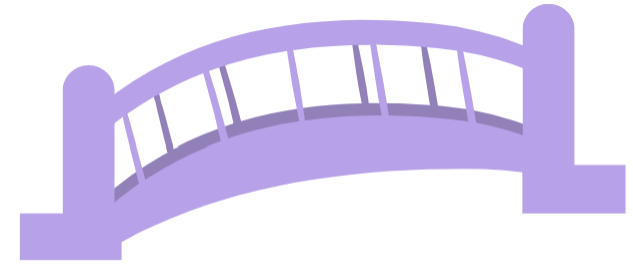
1. How might we create capacity and headspace to plan data collection and analysis?

2. How might we create capacity and headspace to plan data collection and analysis?

3. How might we improve the use of spreadsheets, qualitative data and secondary data in the sector?

4. How might we improve decision making, use and ownership of CRMs in the sector?

5. How might we better design funding to support good data journeys?

6. How might we enable CEOs and board members to develop data literacy and approach data strategically?

7. How might we encourage small charities to prioritise sharing their data and insights?

8. How might we better celebrate and share good data practice to inspire others?

But we know there are still

1. What challenges do **you** see from your perspective?

2. How can **we** continue to join up support in the future?

3. What do **you** think is important to focus on?

Any questions?

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.

We are a programme of Kingston Voluntary Action

Agenda – morning

11.15am	**Welcome & What is an unconference?**
11.25	Calling all sessions!
11.40	Networking
11.50	**Choose your sessions**
12.00	Conversation 1
12.40	Back to Conference Hall
12:45	**Lunch**

Credit where credit's due

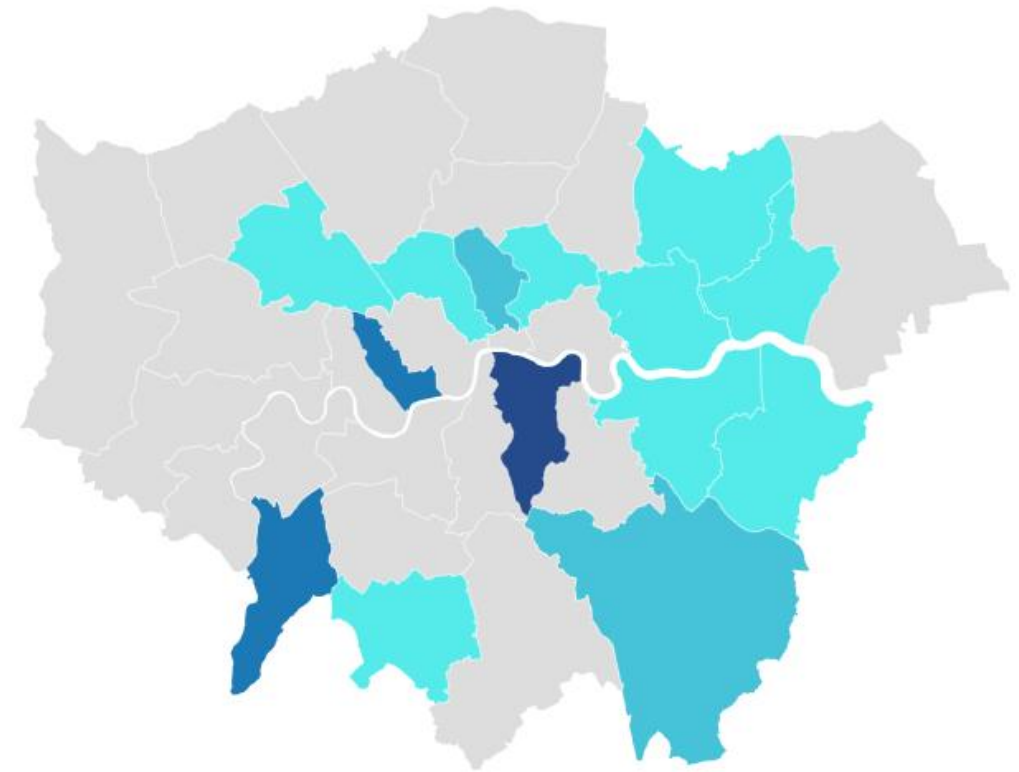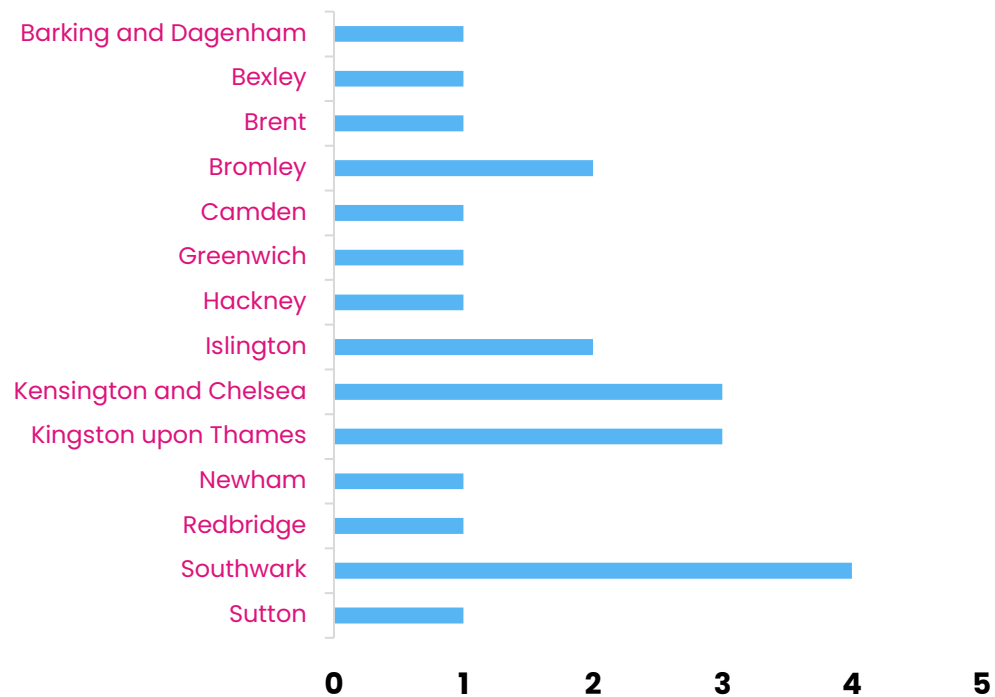**Thank you, Pauline for founding VCSSCamp and being happy for us to continue** ☺

Pauline Roche

Thanks to our funders for subsidising today's event

CITY BRIDGE FOUNDATION

COMMUNITY FUND

Funded by Trust for London

Who's in the room?

Participants at VCSS Camp 11

Borough	Count
Barking and Dagenham	1
Bexley	1
Brent	1
Bromley	2
Camden	1
Greenwich	1
Hackney	1
Islington	2
Kensington and Chelsea	3
Kingston upon Thames	3
Newham	1
Redbridge	1
Southwark	4
Sutton	1

0 1 2 3 4 5

Map data: © Crown copyright and database right 2018 · Get the data · Created with Datawrapper

What is an unconference?

It's called an unconference because, unlike a traditional conference, there is:

- ✓ No fixed agenda
- ✓ No-one has selected the speakers before the event
- ✓ No-one has decided what is an 'important topic' to cover
- ✓ No-one has been paid to deliver a speech
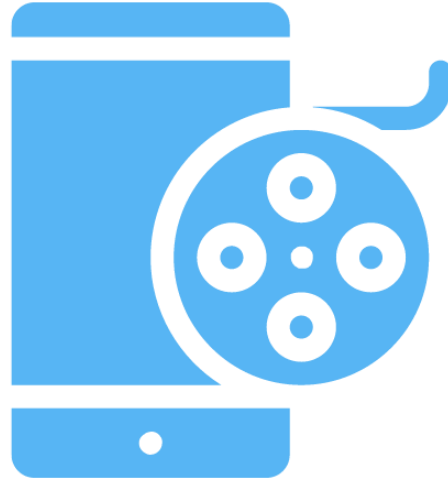
Our spaces for today ...

Meeting Room 3

Meeting Rooms 1&2

Conference Hall

We'll be capturing photos and stories today

How it works

- ✓ Think of topics or challenges
- ✓ Submit them via Menti including your initials
- ✓ Add a * if you'd like to show something on a screen
- ✓ We'll use AI to group the topics
- ✓ Then create a timetable on the window
- ✓ You'll help start the conversation

'**Law of Two Feet**'

And other 'rules'

In your rooms

Scribe

Takes some notes & any actions agreed

Time keeper

Keeps an eye on the time - you've got 45 mins!

Rabbit hole monitor

Highlights when you're going off topic – tho that can be allowed!

What would you like to talk about?

*

How can we make sure small charities and community groups don't fall victim of cyber attacks.

What resources and support do you find useful? How can we reach groups to advise on best practice?

KW

Add an * if you'd like to show something on screen

Calling all VCSSCamp 11 sessions!

Go to

www.menti.com
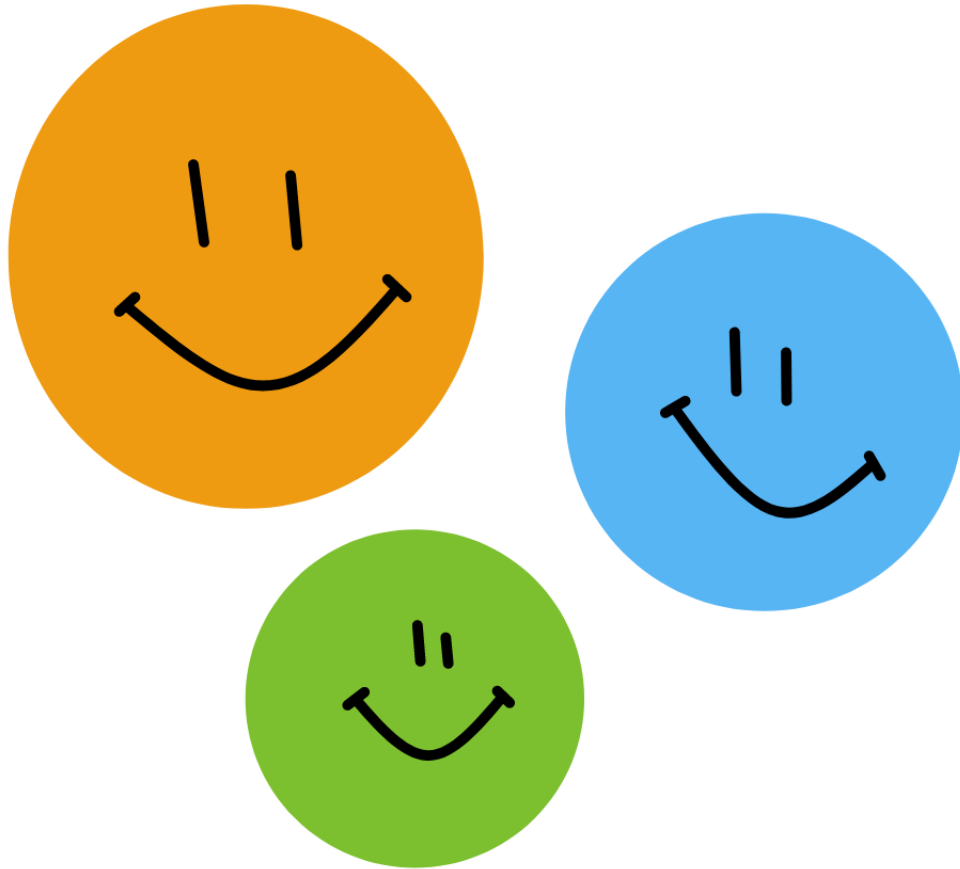
Enter the code

5608 4325

Or use QR code

Let's move
and network

Networking time...

Find someone with a different coloured dot. What brilliant things can you share with each other from your work?

Have a look at the timetable ...

Take a photo

Decide your options

Off we go!

Agenda – afternoon

1.30pm	Networking fun and storytelling
2.00	Conversation 2
2.45	**Break**
3.00	Conversation 3
3.45	A usual surprise!
4.30pm	Close

Then to The Pilgrim. Please do join us if you have time.

Take part in some impromptu networking

See Mahirah or any of the Superhighways team to share a quick story or feedback

Add your services to the map
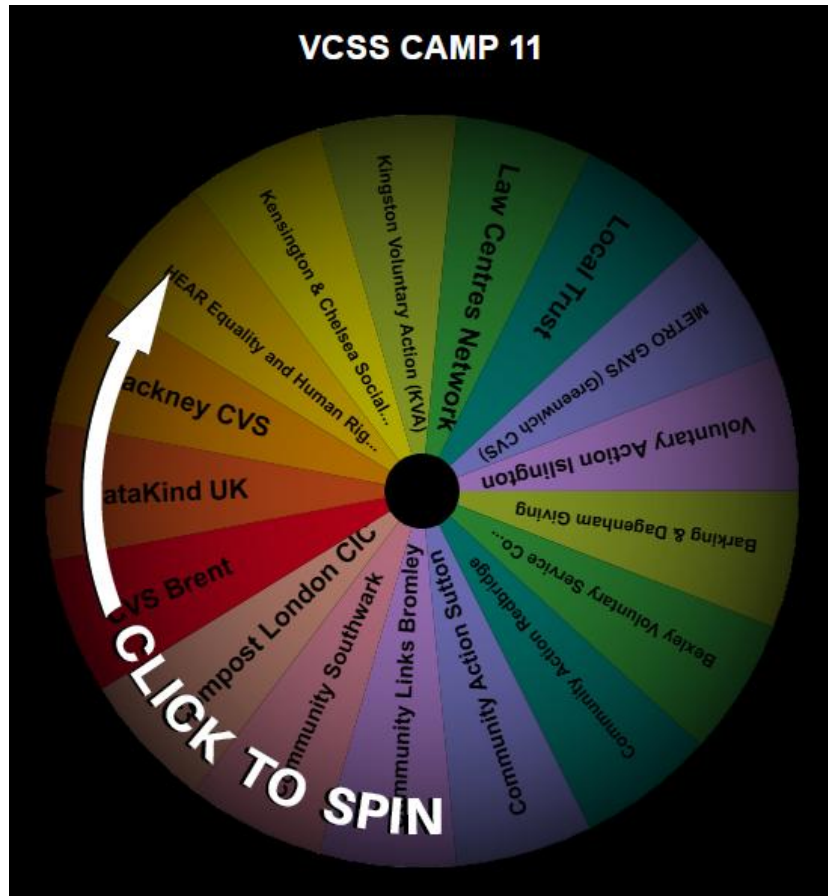
Time for some feedback ...

What 3 words best describe your experience today?

Click here to share your thoughts

Who's feeling lucky?

Related training & extra resources

✓[Look at our current training offer](#)

✓[Sign up to our monthly eNews](#) for updates from us on all things charity sector and digital, data and tech, plus future training and support offers

Thanks for taking part

Superhighways
info@superhighways.org.uk
www.superhighways.org.uk