

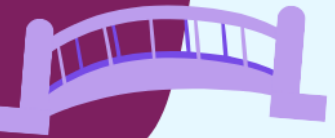


Datawise London legacy event

13 October 2025



 **VCSSCAMP**
11



Agenda

9.45 Welcome

10.00 Datawise London wrap event & legacy resources

11.00 Break

11.15 VCSS Camp

4.30 Close



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



CITY BRIDGE
FOUNDATION

- ✓ 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.



“

*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



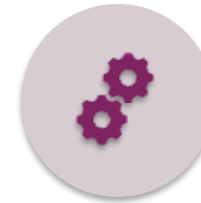
Training, training,
training!



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

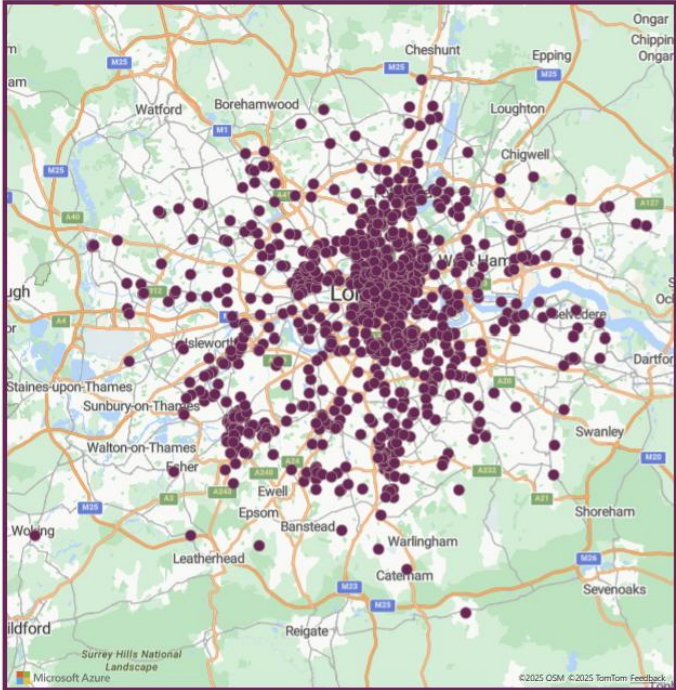
124
Events

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

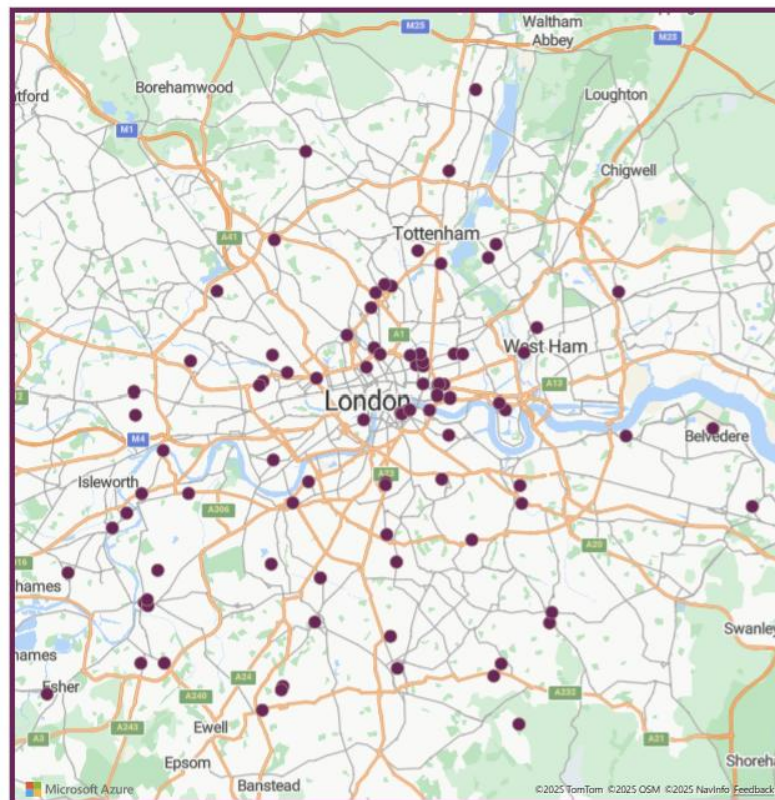
Sessions

146

Organisations

33

London boroughs



Organisation

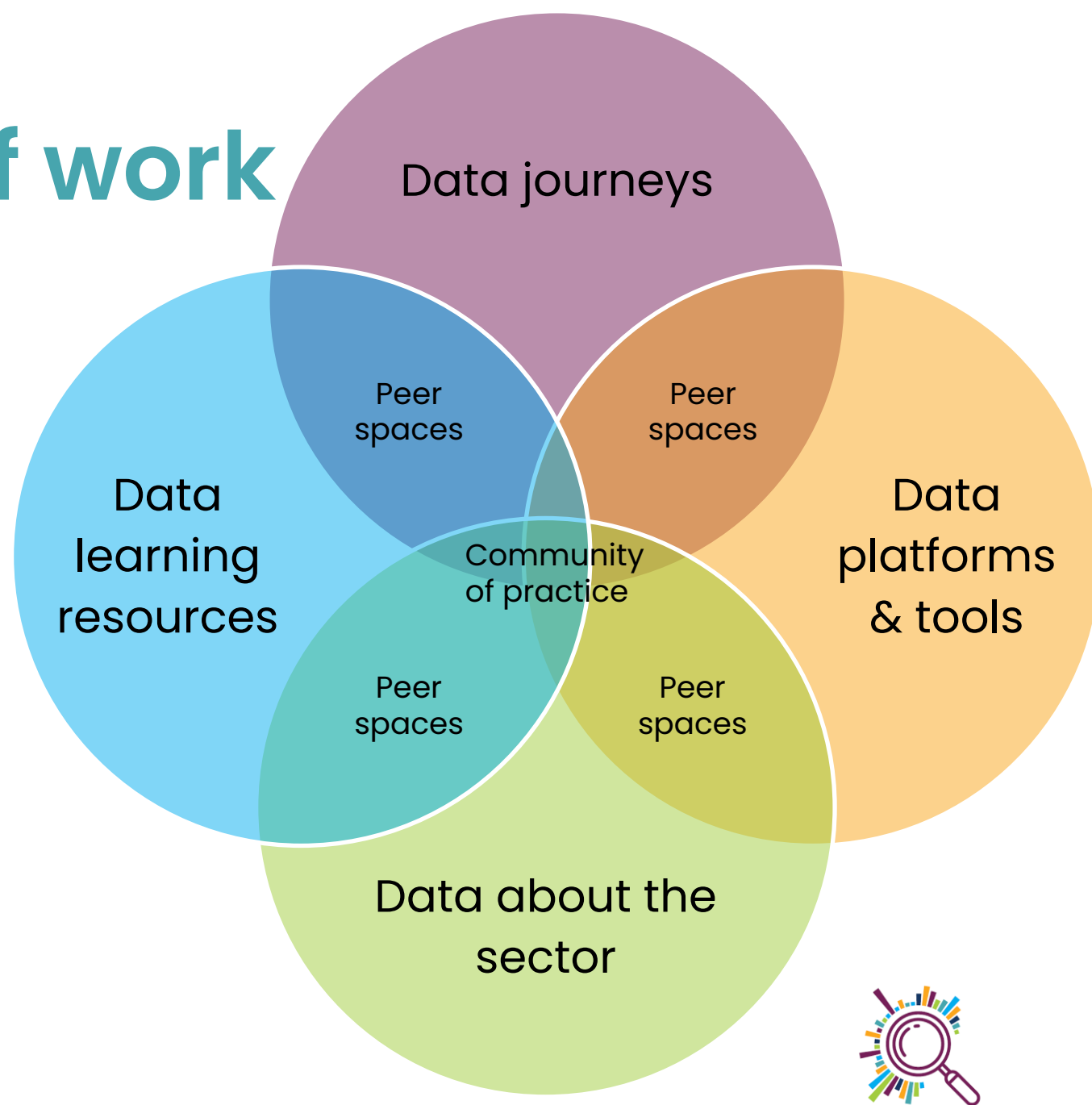
360Giving
Access Social Care
Action-attainment
Advice Services Alliance
AdviceUK
Age UK London
Autism Forward
Bankside Open Spaces Trust
Basingstoke Voluntary Action
Baytree Centre
Beersheba- Living Well
Bexley Voluntary Service Council (BVSC)
Bridge Renewal Trust
BTSE (Bromley Third Sector Enterprise)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

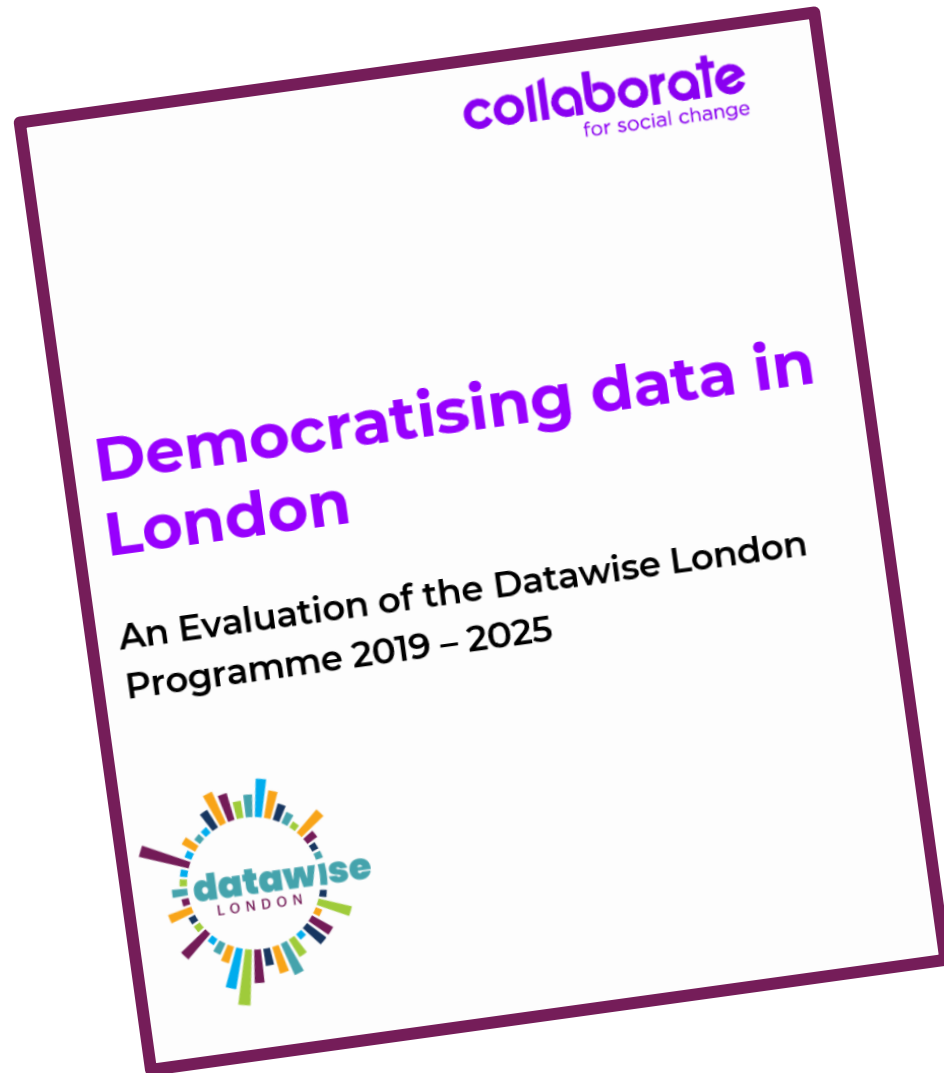
"Having your support meant our processes became more effective, our staff more confident and our records more accurate, saving us enormous amounts of admin time when preparing reports and monitoring our data to demonstrate the impact of our services for our service users and ultimately our community."



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.



A large, stylized white number '10' is centered within a bright orange circle. The number has a 3D effect with a halftone dot pattern on its sides. The orange circle is set against a dark purple background with rounded corners.

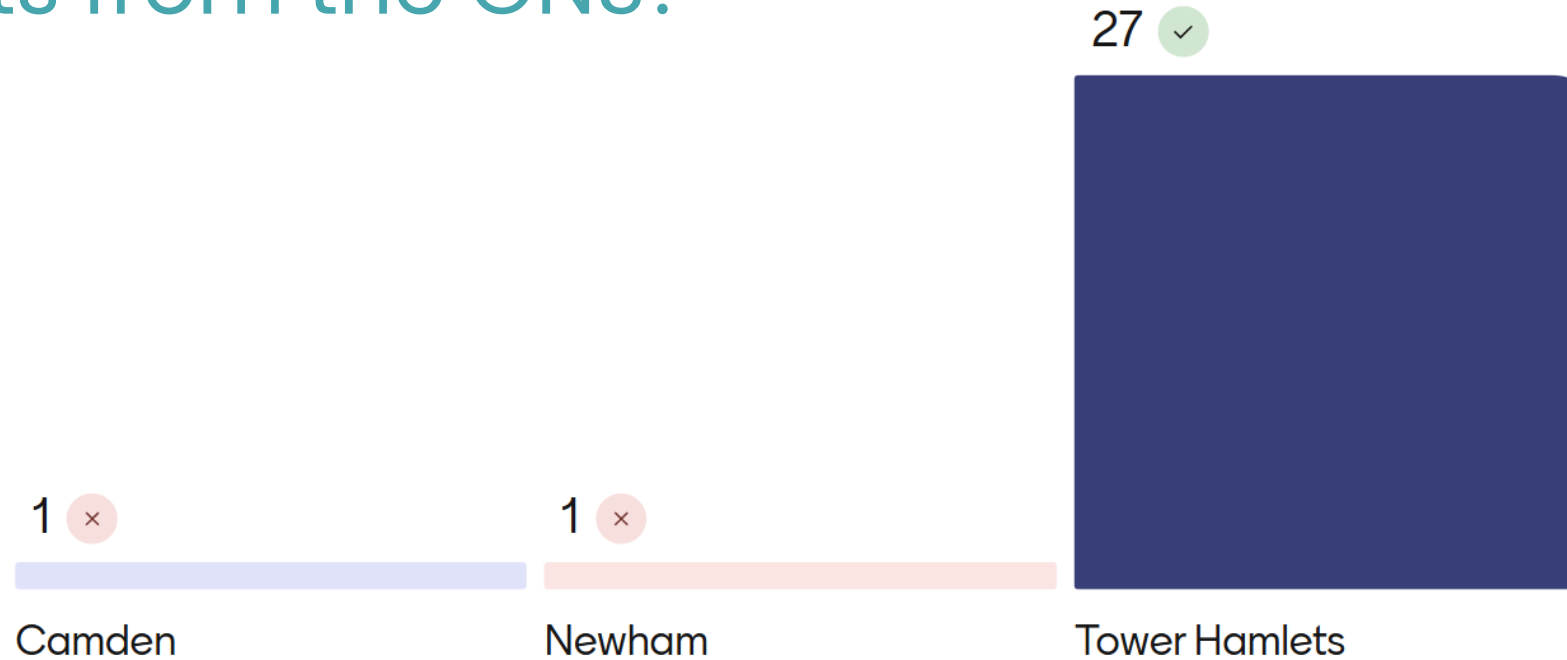
Resources



BUT FIRST...

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

Which borough's population will rise by 20% between 2022 and 2032 according to population projects from the ONS?

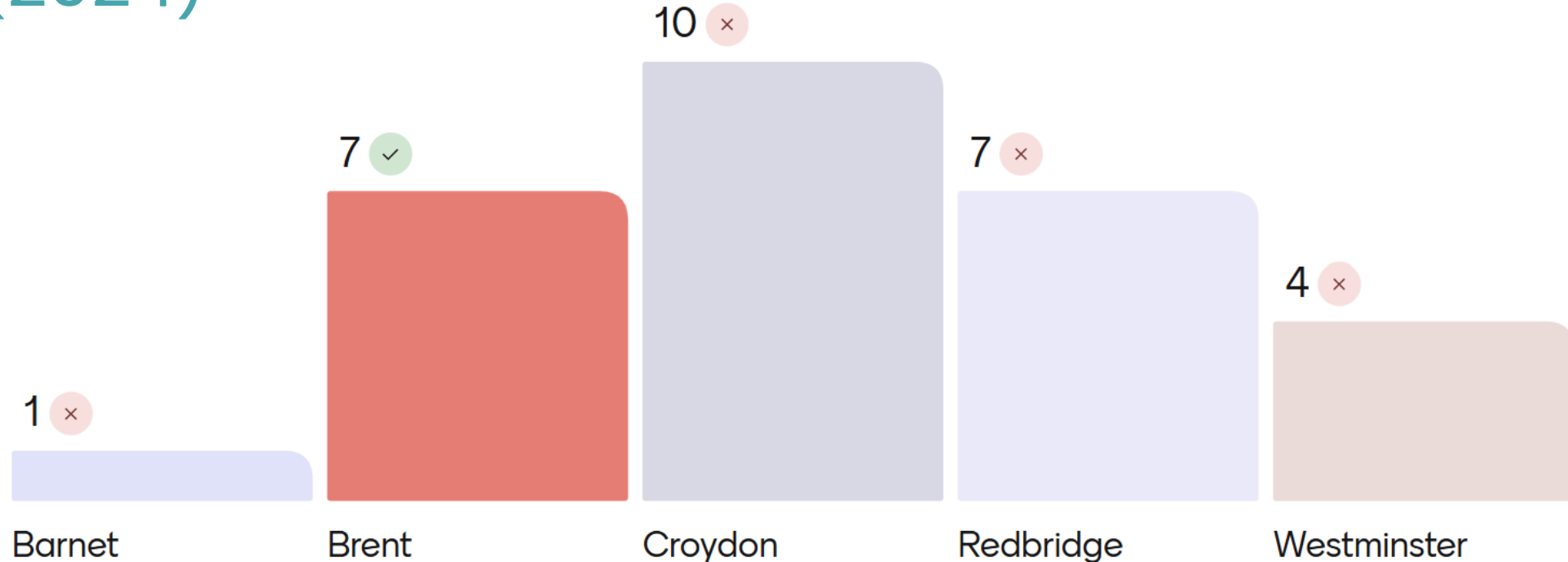


Answer: Tower Hamlets

Source: [ONS Subnational population projects for England: 2022 based](#)



Which borough has the highest proportion of residents' jobs paid below the London Living Wage (2024)

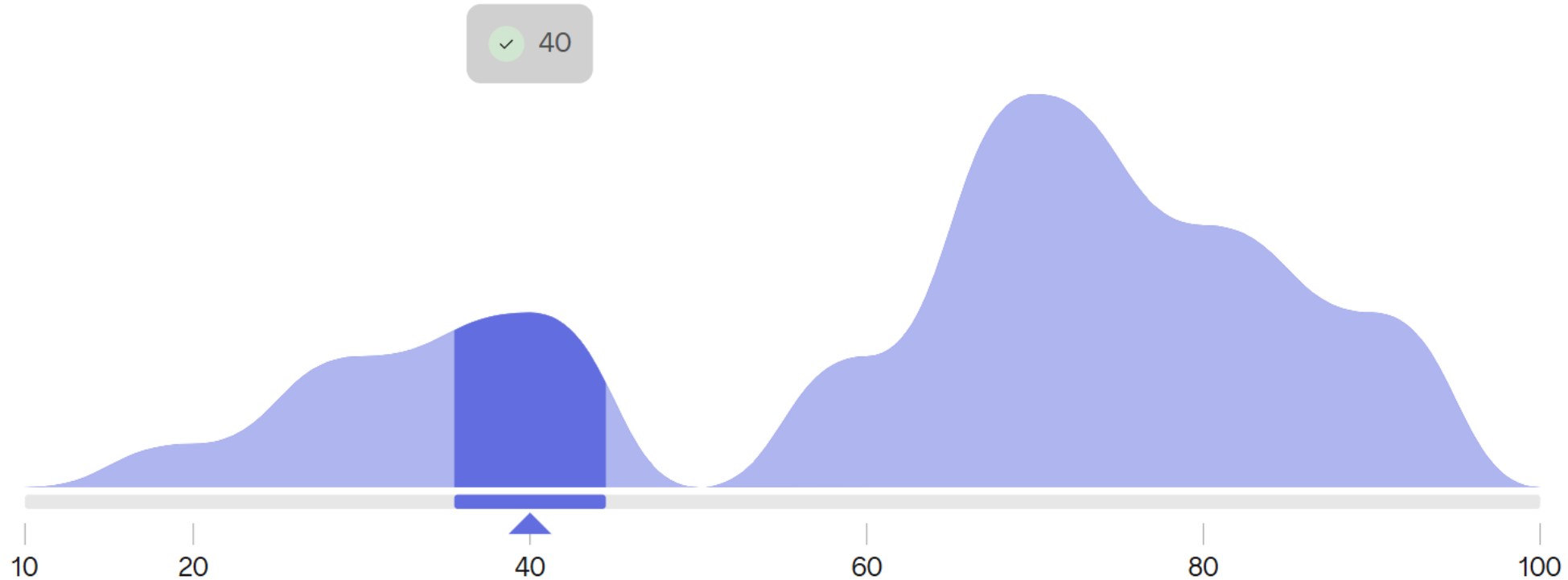


Answer: Brent

Source: London Poverty Profile – [Low pay by London borough](#)



Of the 44,323 Registered Charities and CICs located in London, circa what percentage deliver locally?

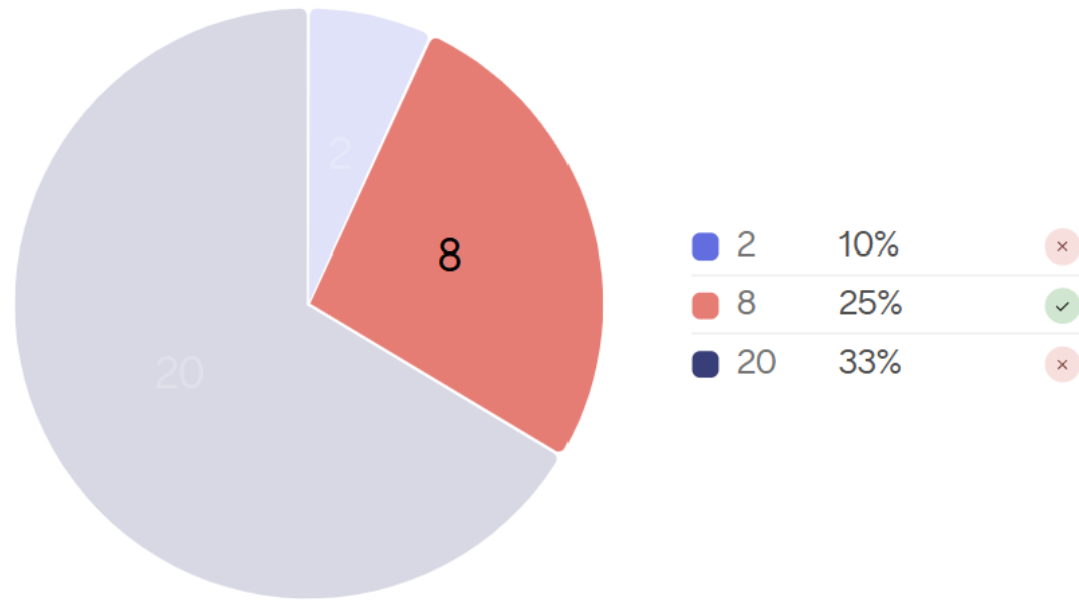


Answer: 42%

Source: Our [VCSE dashboard](#) – filter on Scale of operation



In the Charity Digital Skills Report 2025 – what percentage of respondents said they were poor at using data for decision making and strategy?



Answer: 25%

Source: [Charity Digital Skills Report 2025](#)



Where do you see yourself with your use of data?!



Arm bands needed



Doggy paddle



Treading water



Swimming

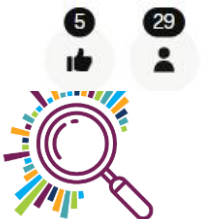


Gala medallist



Channel swimmer

Answer: No wrong answer! The majority of people in the room said they were Swimming!



**How did you do?
What was a surprise?**

**Chat with your
neighbour**



A large, stylized white number '10' is centered within a bright orange circle. The number has a 3D effect with a halftone dot pattern on its sides. The orange circle is set against a dark purple background with rounded corners.

Resources

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

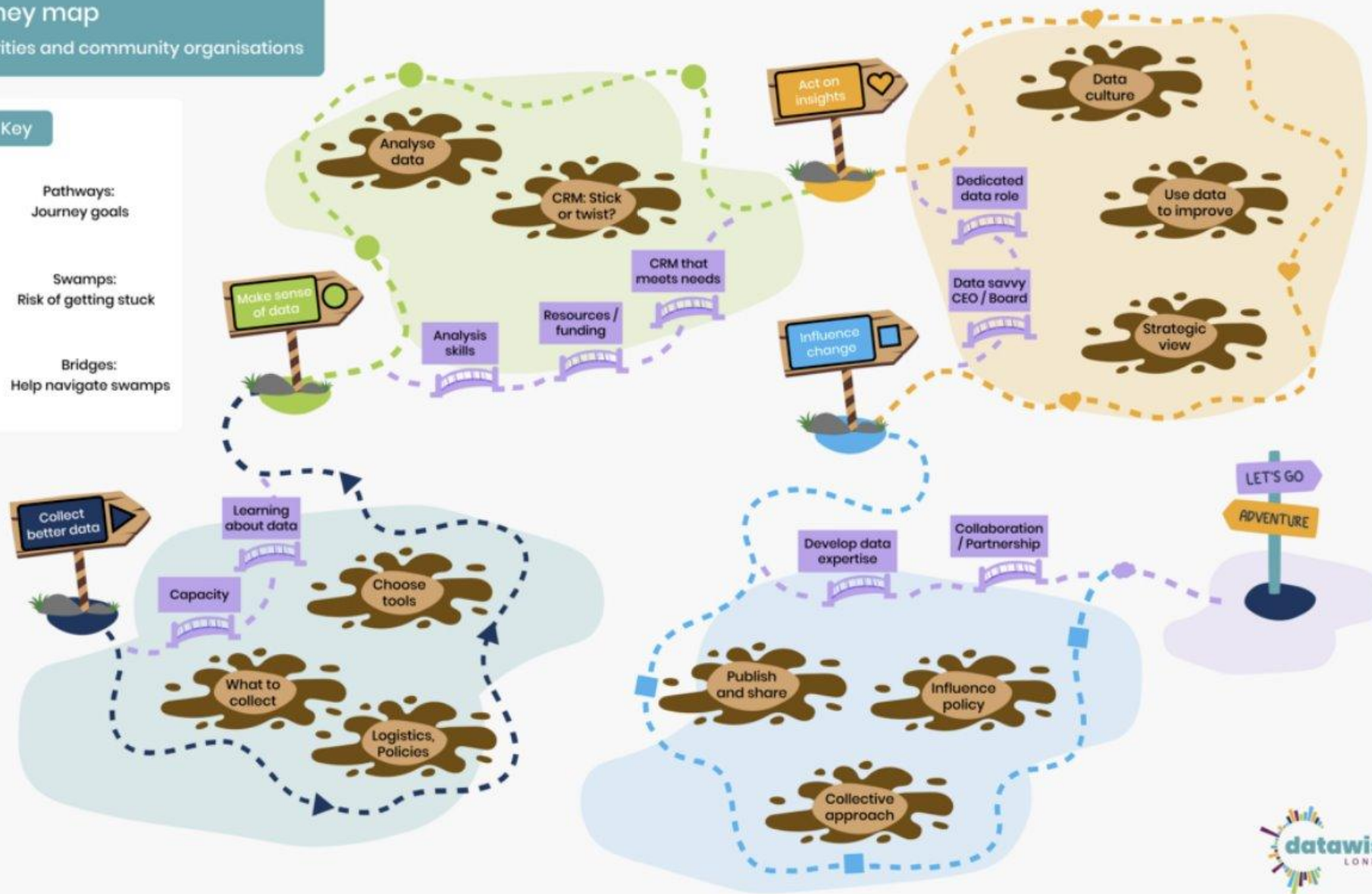
Go forward

Superhighways
Think Social Tech



Data journey map

For small charities and community organisations



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 2 - Topic 2
Identifying & correcting errors

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

datawise LONDON

superhighways
increasing 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 Superhighways 9:26

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

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

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

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](#)

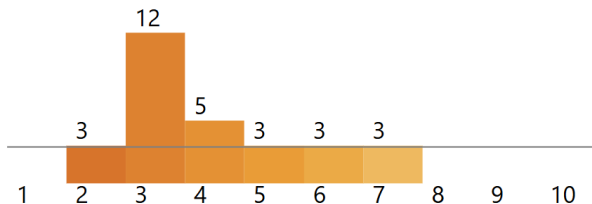
[Use now](#)

Census 2021 – creating custom datasets

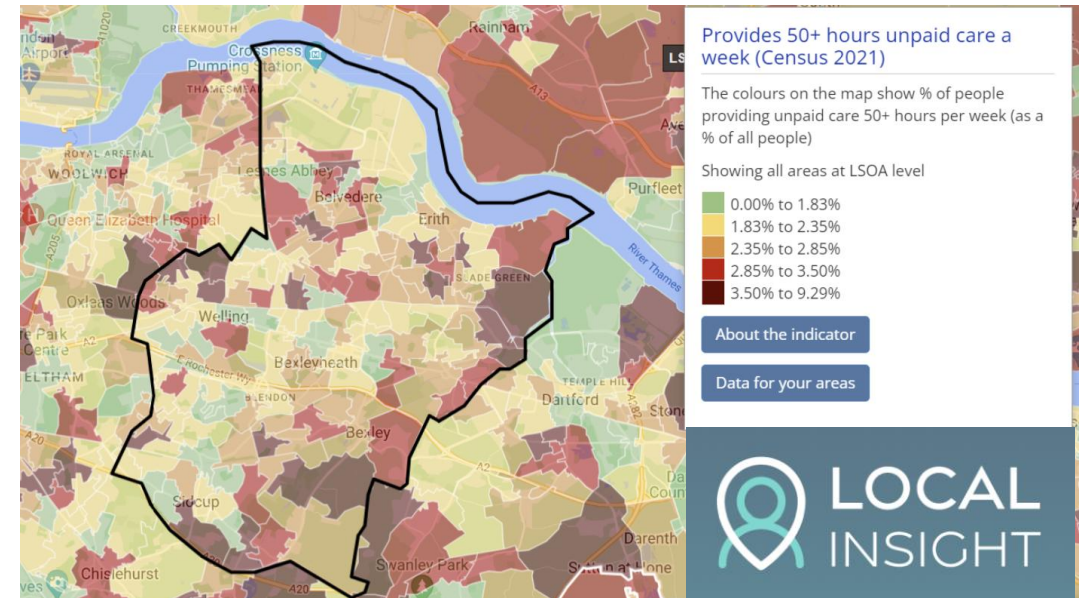
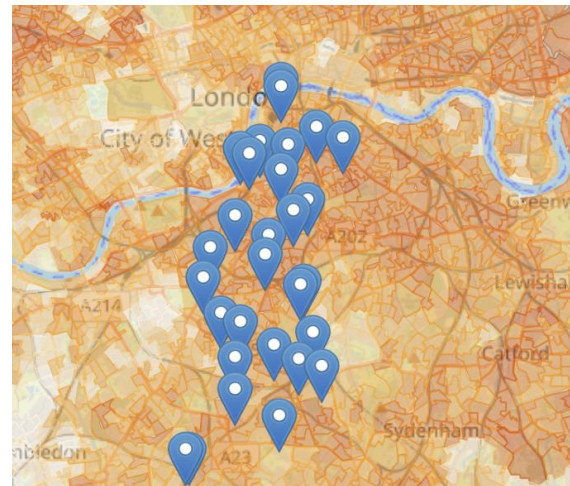
Guidance on creating a custom dataset including what variables are available

Count By Decile

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



Average Rank Decile



9. State of the Sector guidance



State of the Sector surveys

State of the Sector
reports research

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.



Drill through

Organisations

Location map

FILTERS

Organisation type

All

Organisation name

All

International classification

All

Scale of operations

All

Show only faith organisations?

☐ Yes

Show only infrastructure?

☐ Yes

EXCLUSION FILTERS

Exclude Parent Teacher Associations?

☐ Yes

Exclude independent schools?

☐ Yes

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

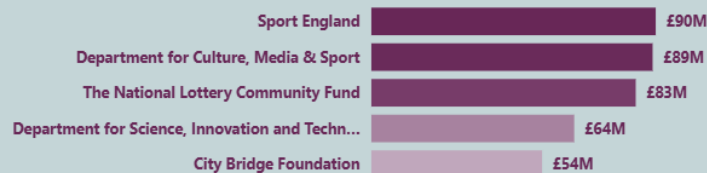
10,635

Charities active in this area but based elsewhere

5,751

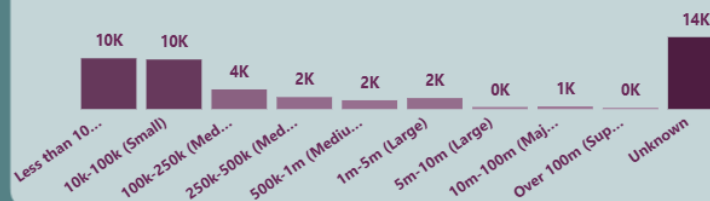
Five largest grant funders

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



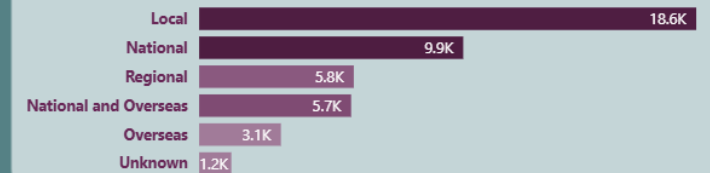
Charities by income band

Income unknown for CICs, CASCs & Mutuals.



Scale of operations

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



“

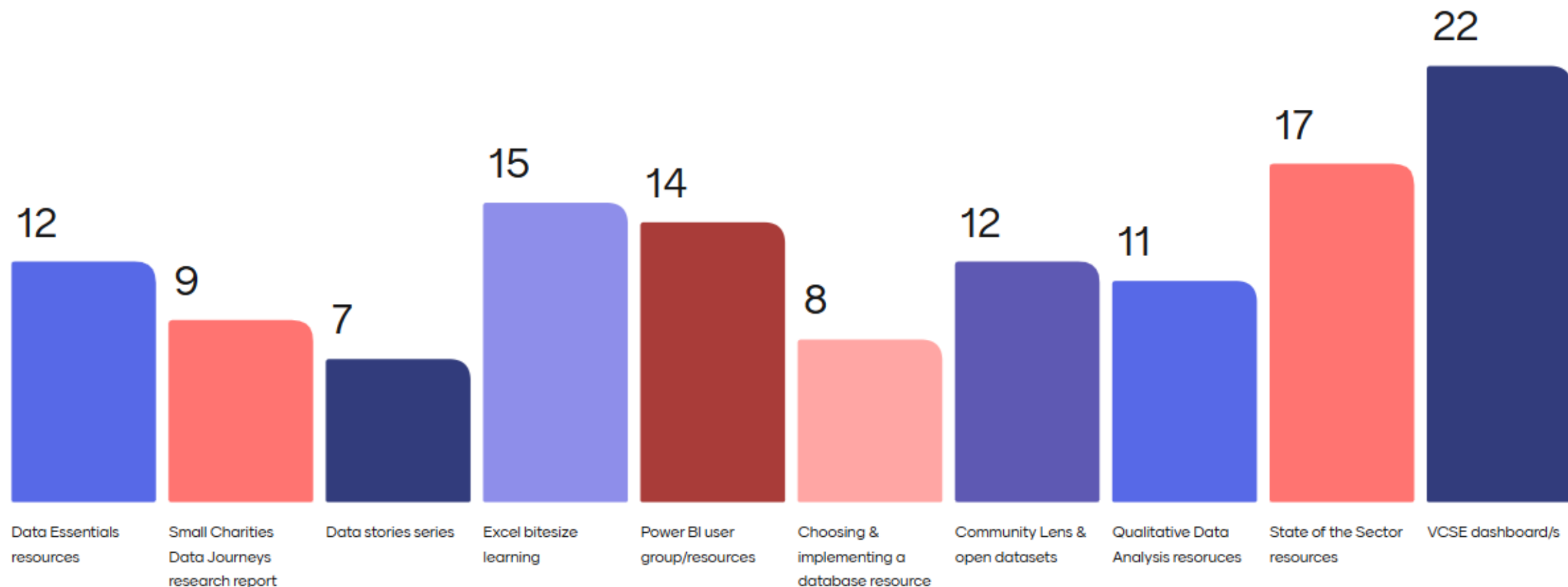
I've just been having a play on the dashboard and it is totally AWESOME! I'm thinking back to the beginning of the Way Ahead, when being able to access data about civil society seemed such a pipe-dream.

Well done for keeping going on this dream and making the reality so much better than I had imagined it could ever be.

”



Which resources will you use in your work?



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



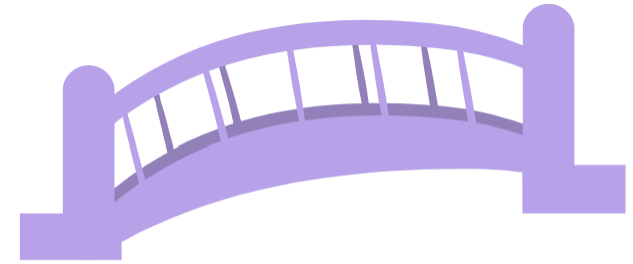
10



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 – convening this network 
- ✓ Lloyds Bank Foundation – Funder Plus inc CRM preparedness

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?



Thanks for taking part



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