

# Evidencing need in SWL

## 8 key datasets to look at



Funding focus conference,  
25 March 2026



# What we do...

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

A programme of Kingston Voluntary Action



# What do you know already?!

## Let's take a quick data quiz...

### Instructions

Go to

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

Enter the code

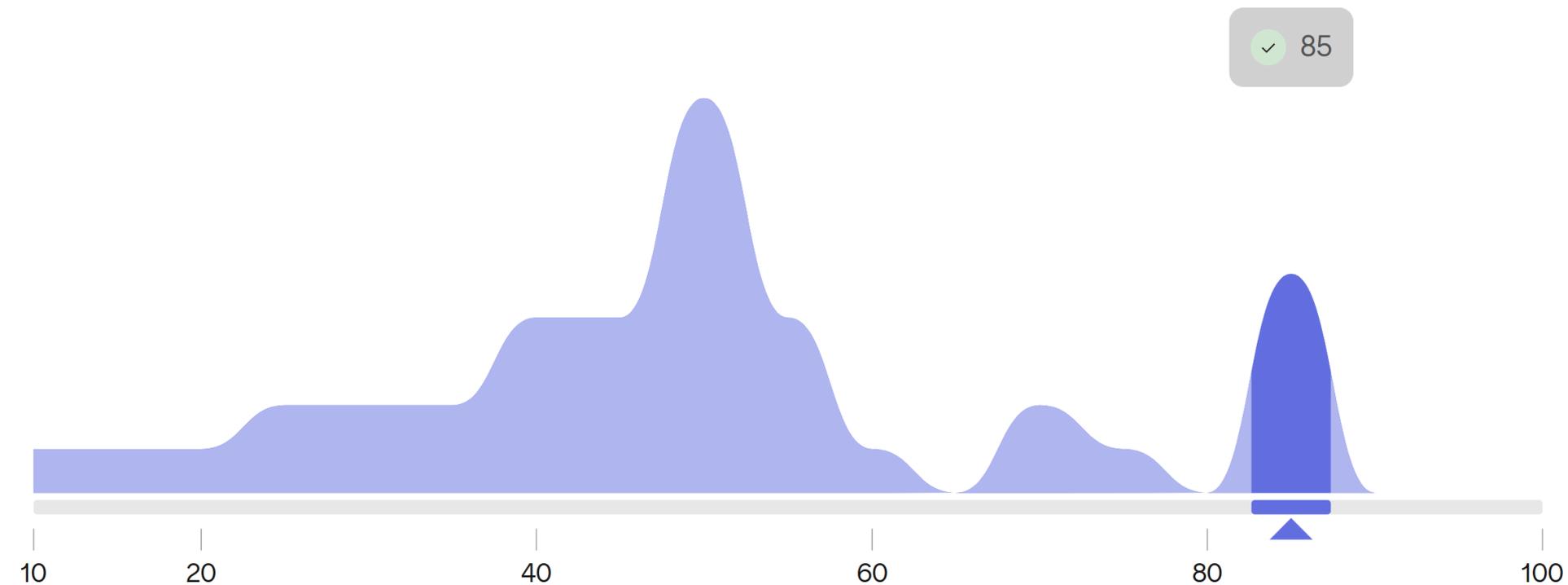
**3112 9892**



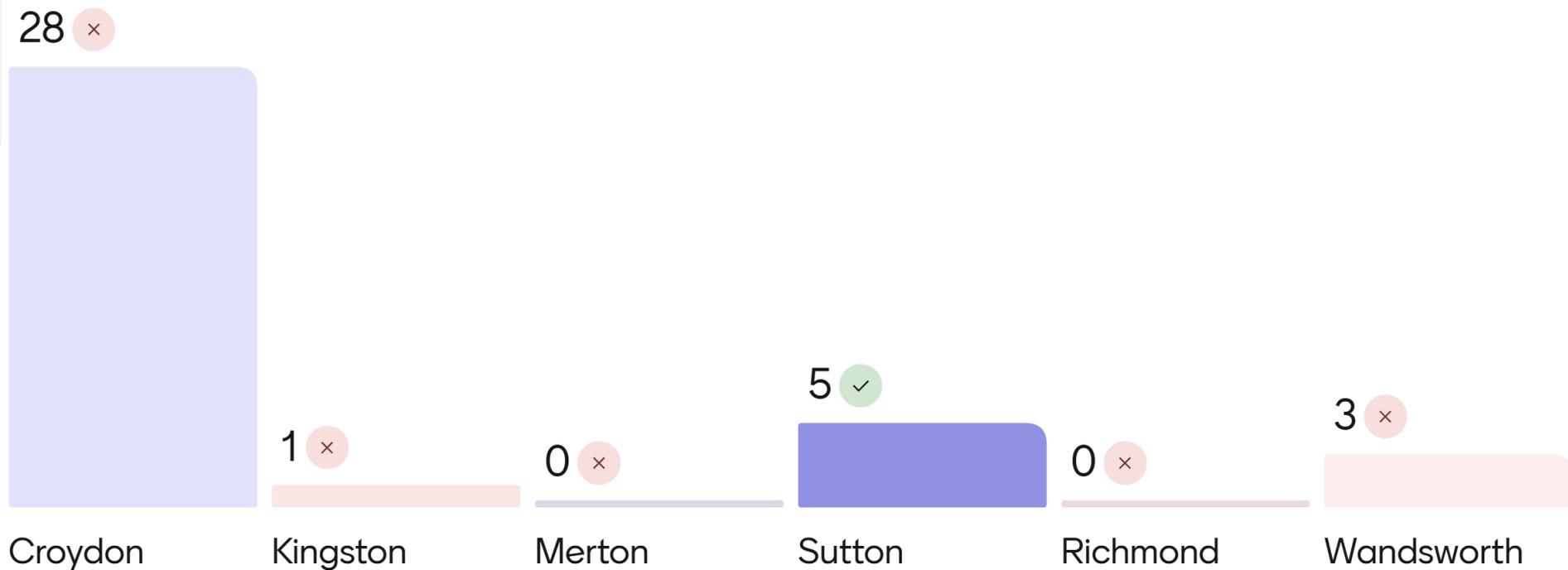
Or use QR code



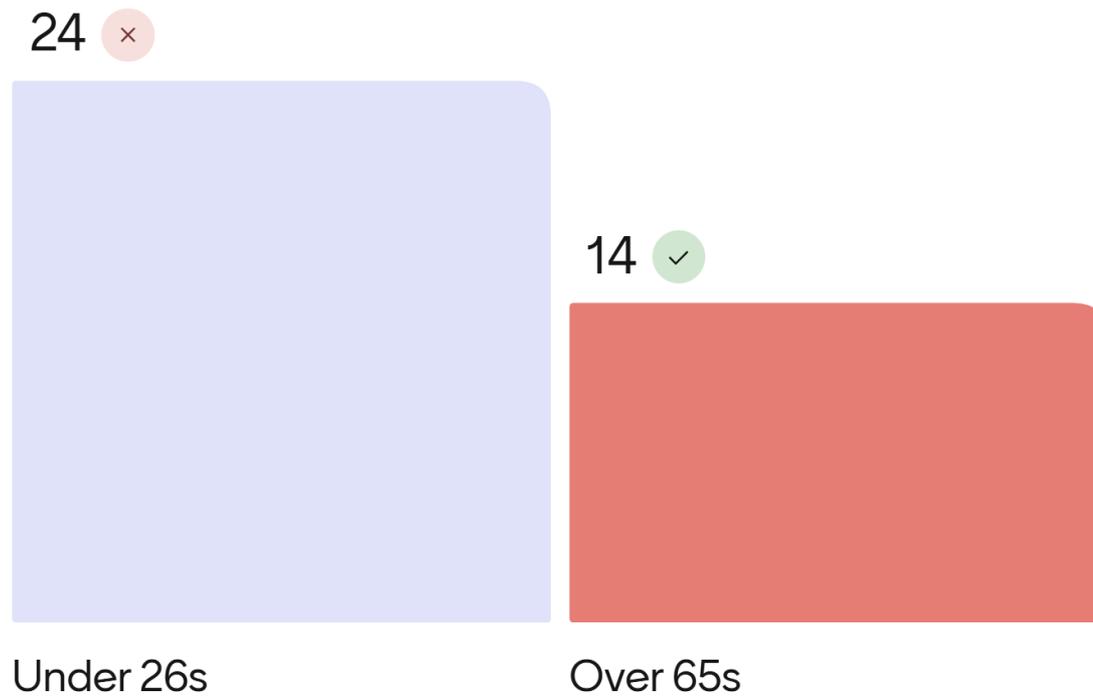
The LSOA 'Merton 003B' we're in today is relatively less deprived than circa **85%** of neighbourhoods in England



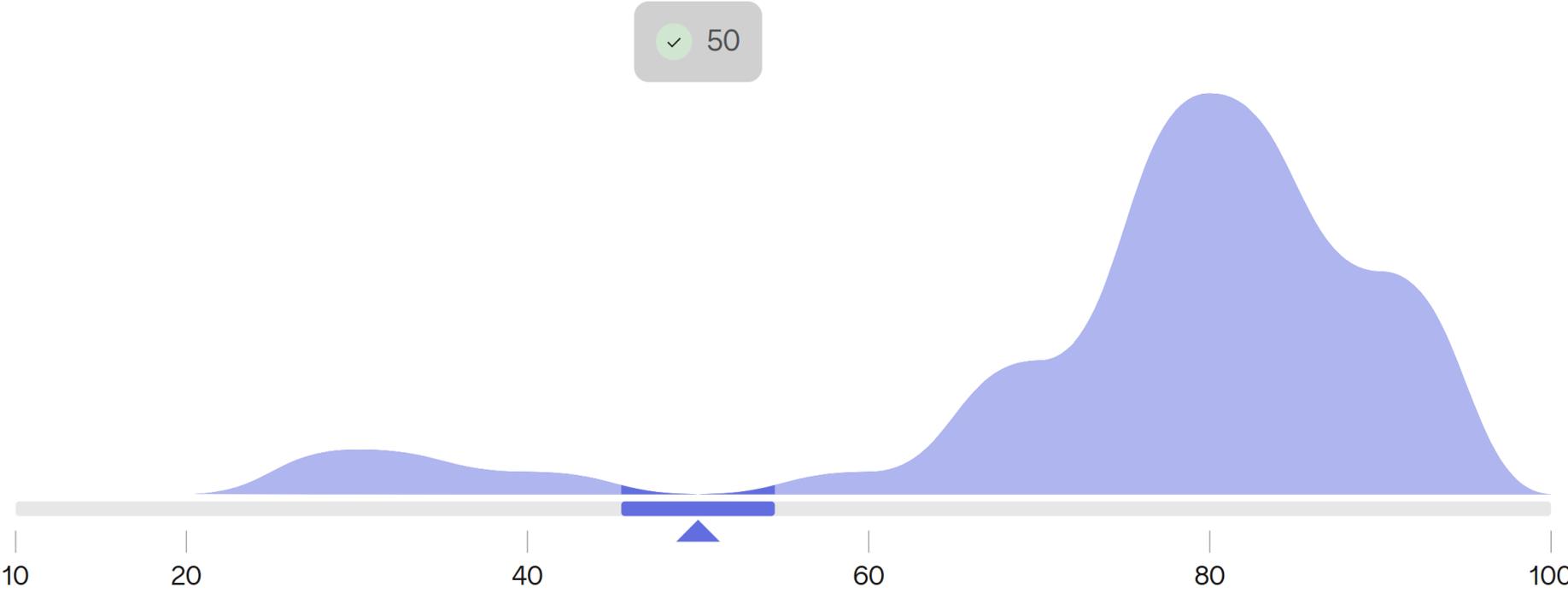
Which of the SWL boroughs has the highest proportion of residents' jobs paid below the London Living Wage (2025)



For which age group did Citizen Advice make more foodbank referrals in Jan 2026?



Of the 5,486 registered charities and CICs located in SWL, circa what percentage deliver locally?



All answers to be found in  
the following **8 datasets** 😊

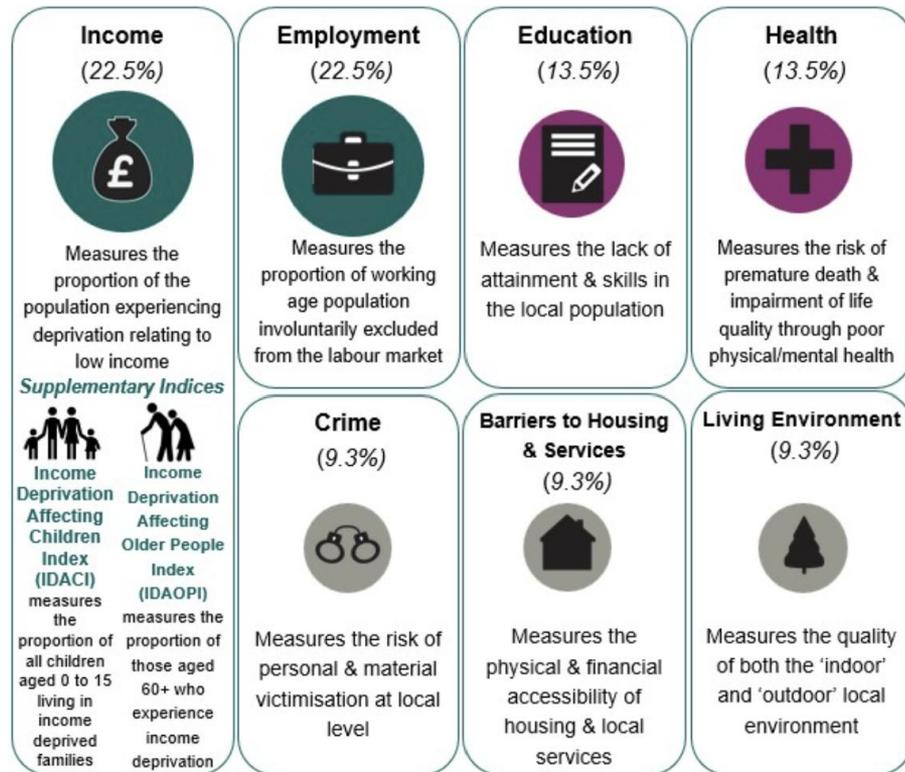


# 1. Indices of Deprivation



# Index of Multiple Deprivation (IMD)

- ✓ The Indices relatively rank each small area (Lower Super Output Area) in England from most deprived to least deprived
- ✓ There are 7 domains of deprivation which combine to create the Index of Multiple Deprivation (IMD)





Find out more in our Introduction to the new IoD  
2025 data event [round up blog](#)



Discover useful tools available in our [Resources for  
exploring IoD data](#)

[A beginners guide to statistical geographies \(OCSI blog\)](#)



## English indices of deprivation 2025

Menu ▾

Beta

This is a new service. Help us improve it and [give your feedback by email](#).

Select a type of deprivation

Overall (IMD) ▾

Select a geography level

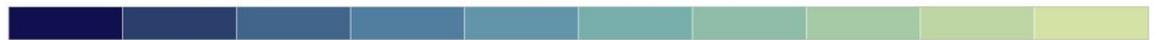
Lower layer super output areas (LSOAs) ▾

^ Find areas

Input your postcode (e.g. NG8 5GT)



Showing **Overall (IMD)** deprivation for neighbourhoods (LSOAs) in England



← More deprived

Less deprived → ⓘ



## Community Lens - 2025

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

[Learn More](#)

[Use now](#)

The Community Lens tool allows you to plot your postcodes over the Indices of Multiple Deprivation (IMD), the official measure of deprivation in England, comprised of 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.

### Why do we have a 2025 and 2019 version of Community Lens?

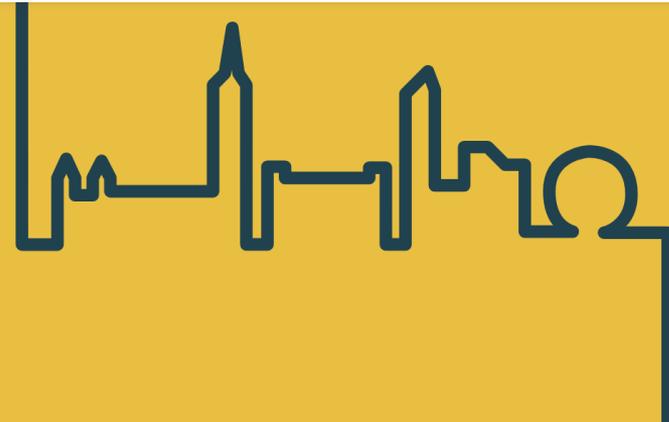
The Indices of Multiple Deprivation (IMD) are typically released every 5-6 years. This version of the Community Lens tool uses the IMD data released in 2025. If you would like to compare to the 2019 data, you can access the 2019 version of the Community Lens here:

[Community Lens 2019](#)

# 2. London Poverty Profile



# London's Poverty Profile



[Home](#) → [London's Poverty Profile](#)

## London is one of the world's wealthiest cities - but millions struggle to make ends meet.

London's Poverty Profile brings together over 100 indicators to help explain what poverty and inequality actually means across the capital.

You can use the data here to support your work towards a fairer London, to champion actions in your local borough, or simply to understand more about life in London for millions of people.

## Explore London's Poverty Profile data by



### By Topic

Explore data on different topics like housing and homelessness, living standards and poverty, and work, worklessness and benefits.



### By Demographics

Poverty impacts everyone differently - explore what it looks like for different people across age groups, ethnicity, migrant status, disability, work status and more.



### By Borough

Learn about the unique make up of poverty and inequality in each of London's 32 boroughs.

Attainment gap for disadvantaged students

Education and skills deprivation across London neighbourhoods

Employment rate by highest qualification

GCSE attainment in English and Maths by London borough

Schools and income deprivation

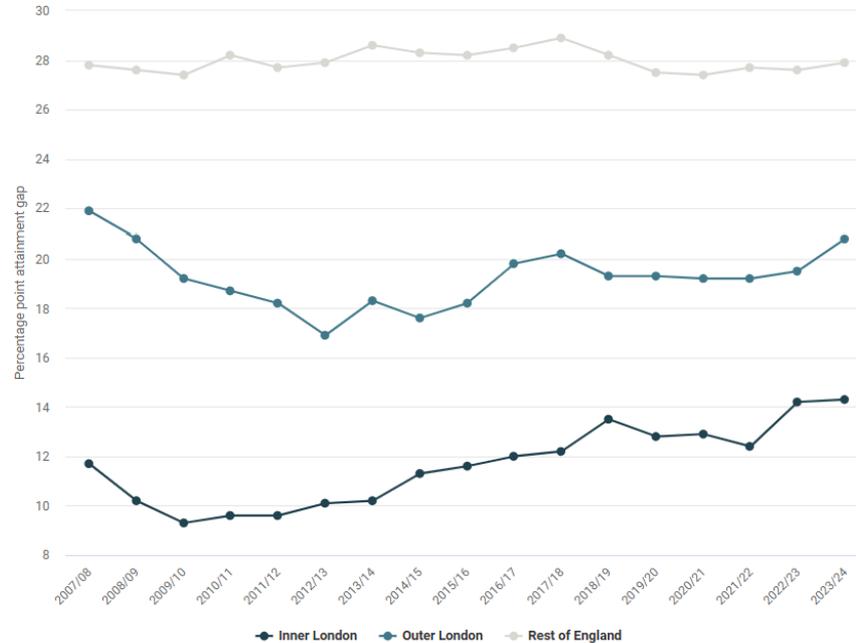
Qualifications by London borough

## Level 3 attainment gap between Free School Meals and non-Free School Meals students at 19 years-of-age (2007/08-2023/24)

[Data source and notes](#) →

[Share](#) →

[Download chart](#) →



London's Poverty Profile 2025

Last updated: June 2025

Next estimated update: June 2026

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

Select an area

London or a specific borough

Merton

Choose a broad category or specific ethnic group

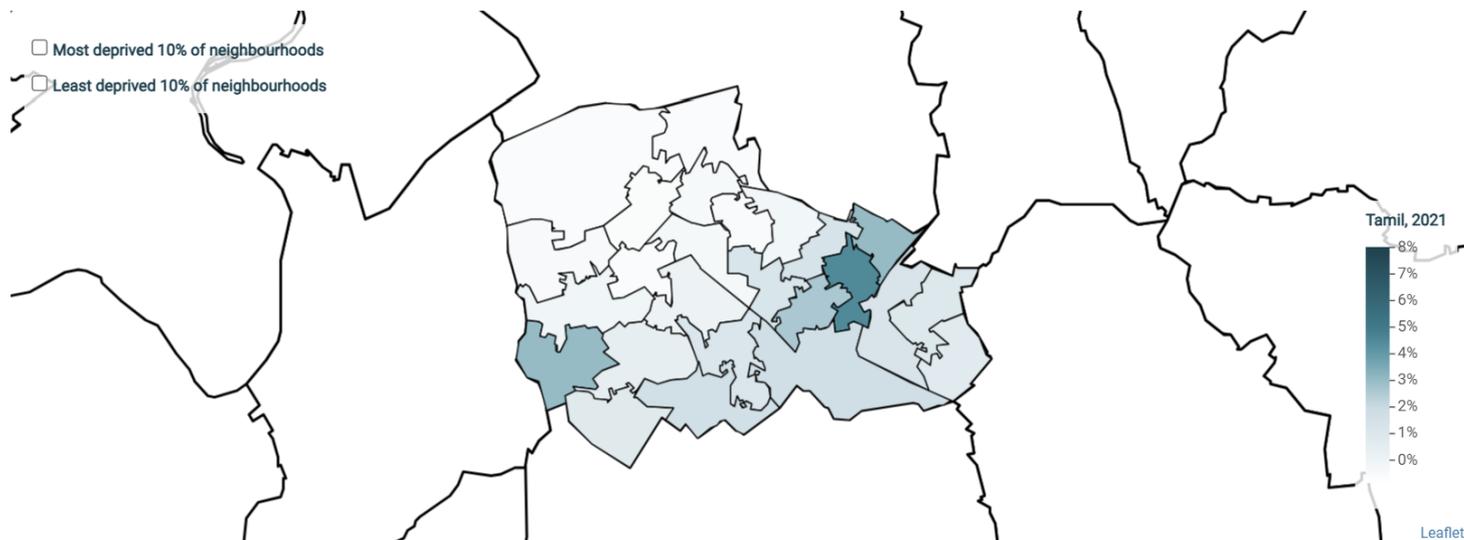
Broad categories

Asian, Asian British or Asian Welsh

Ethnic groups

Tamil

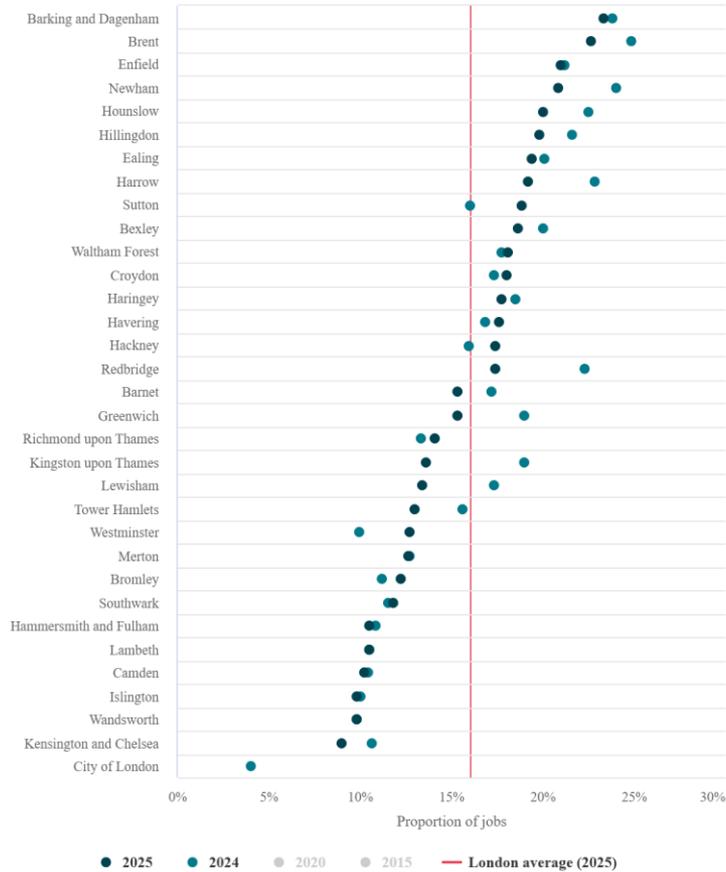
Tamil (%) by neighbourhood, Merton 2021



Tamil (%) by IMD deprivation decile: Merton neighbourhoods, 2021

# Proportion of borough residents' jobs that are paid below London Living Wage (2025)

Data source: Annual Survey of Hours and Earnings, ONS via Nomis



# 3. Census 2021



# Census 2021 resources

- ✓ [Census Home Page](#)
- ✓ [Find Data for a geographical area](#)
- ✓ [Play the Census 2021 Quiz](#)
- ✓ [Play the census map game](#)
- ✓ [See detailed information on how census questions are developed](#)
- ✓ [See the paper census 2021 form](#)
- ✓ [Census 2031 consultation](#) (*closed in Feb 2026 but interesting to look at*)

## Explore statistics about Sutton



### Local indicators

See how **Sutton** compares to the rest of the UK across a variety of measures.



### Housing prices

See how average house prices and rents are changing in **Sutton**.



### Census maps

View Census 2021 data for **Sutton** on a map.



### Changes over time

Read how **Sutton** has changed since the 2011 Census.



### Custom profiles

Build a custom area profile for **Sutton** using Census 2021 and newer non-Census data.



### Area profiles

View Census 2021 data tables for **Sutton** on Nomis, an ONS service (external).



### Mortgage calculator

See how average house prices and changing interest rates affecting monthly mortgage repayments in **Sutton**.



### Census quiz

Take our quiz and test your knowledge of **Sutton**.



### Health index

See how **Sutton** compares to the rest of England on different health measures.

# Create a custom dataset

## Variables

Population type	All usual residents	
Area type	Lower tier local authorities	<a href="#">Change</a>
Coverage	England and Wales	<a href="#">Change</a>

> [Variable and dataset information](#)

Add a variable



Follow our [step by step guide](#) to Creating a Census 2021 Custom dataset

> Age	Add
> Age of arrival in the UK	Add
> Country of birth	Add
> Country of birth (extended)	Add
> Disability	Add
> Distance travelled to work	Add
> Economic activity status	Add
> Economic activity status last week	Add
> Employment history	Add
> Ethnic group	Add
> General health	Add
> Highest level of qualification	Add
> Hours worked	Add
> Industry (current)	Add
> Industry (former)	Add
> Length of residence in the UK	Add
> Living arrangements	Add

> Main language	Add
> Main language (detailed)	Add
> Marital and civil partnership status	Add
> Method used to travel to workplace	Add
> Migrant indicator	Add
> Multiple passports held	Add
> National Statistics Socio-economic Classification (NS-SeC)	Add
> National identity	Add
> National identity (detailed)	Add
> Number of people aged 3 years and over who can speak Welsh	Add
> Occupation (current)	Add
> Occupation (former)	Add
> Passports held	Add
> Place of work indicator	Add
> Proficiency in English language	Add
> Religion	Add
> Second address indicator	Add
> Sex	Add

> Unpaid care	Add
> Welsh language skills	Add
> Welsh reading ability	Add
> Welsh speaking ability	Add
> Welsh speaking ability of dependent children	Add
> Welsh understanding ability	Add
> Welsh writing ability	Add
> Year of arrival in the UK	Add

# Variable options

# Custom dataset

All 5 areas available

## Variables

### Age (D)

3 categories

[Change](#)

- Aged 64 years and under
- Aged 65 to 84 years
- Aged 85 years and over

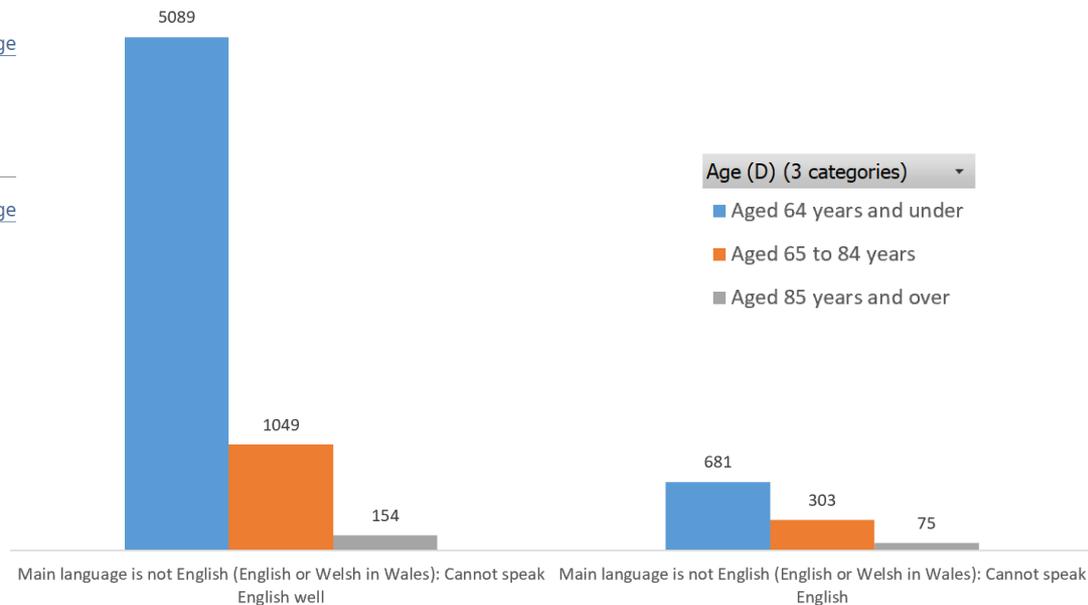
### Proficiency in English language

5 categories

[Change](#)

- Main language is English (English or Welsh in Wales)
- Main language is not English (English or Welsh in Wales): Can speak English very well or well
- Main language is not English (English or Welsh in Wales): Cannot speak English well
- Main language is not English (English or Welsh in Wales): Cannot speak English
- Does not apply

## Wandsworth



# 4. FingerTips





# 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](#)

# Diabetes ▾

**Geography**

**Search area**  
 [▶ Your area lists](#)

**Area type** Counties & UAs ▾

**Group type** Regions (statistical) ▾

**Area** Merton ▾

**Group** London region (statistical) ▾

**Data view** ▾  
Area profiles

**Topic** ▾  
Summary

Indicator	Period	Merton			London England			England		
		Recent Trend	Count	Value	Value	Value	Worst/Lowest	Range	Best/Highest	
<b>Prevalence</b>										
Diabetes: QOF prevalence <span>New data</span>	2024/25 <span>↑</span>		13,599	7.0%	7.2%	7.9%	3.8%		11.0%	

Croydon	<span>↑</span>	29,399	8.1	
Brent	<span>↓</span>	38,073	8.1	
Sutton	<span>↑</span>	13,631	7.9	
Greenwich	<span>↑</span>	20,798	7.9	
Waltham Forest	<span>↑</span>	19,979	7.5	
Lewisham	<span>↑</span>	21,258	7.2	
Barnet	<span>↑</span>	26,288	7.2	
Tower Hamlets	<span>↑</span>	23,719	7.2	
Merton	<span>↑</span>	13,599	7.0	
Haringey	<span>↑</span>	19,520	6.8	
Bromley	<span>↑</span>	19,473	6.7	
Southwark	<span>↑</span>	21,609	6.7	
Hackney	<span>→</span>	17,295	6.0	
Kingston upon Thames	<span>↑</span>	10,527	5.9	
Lambeth	<span>↑</span>	22,282	5.8	
Wandsworth	<span>↑</span>	16,749	4.8	

# 5. Met Police



[Report](#)[Tell us about](#)[Apply or register](#)[Request](#)[Thanks and complaints](#)[Your area](#)

# What's happening in your area?

Find your local officer, get the latest crime statistics and advice, help us with appeals for information and find out what we're doing to tackle crime in your area.

## Find your area



or

 [Use current location](#)

Searching...

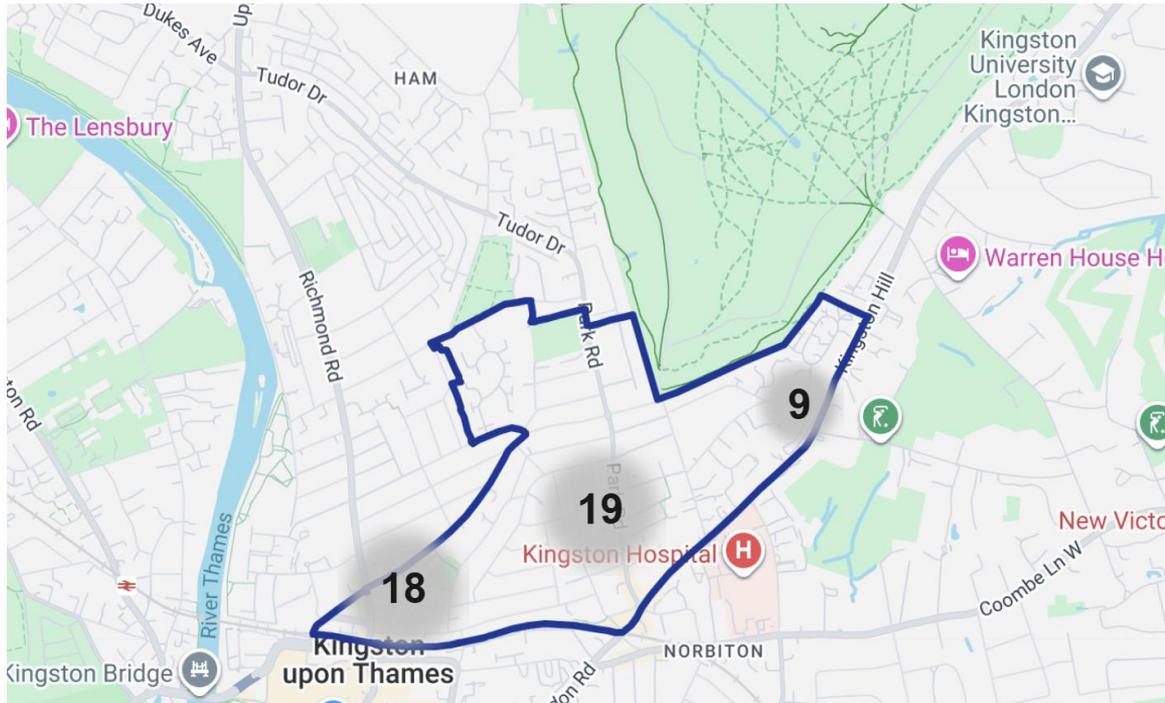
# Crimes and priorities

Top reported crimes in this area

Crime map

Our priorities

Click on a hotspot to see more details. Alternatively, [view as A-Z list](#).



Crime type and time period title

All Crimes (46)

January 2026

46 crimes were reported here in January 2026

Violence and sexual offences	13
Anti-social behaviour	12
Public order	5
All other crime	16

# 6. Citizens Advice Cost of Living Dashboard





## Citizens Advice Cost of Living dashboard

January 2026

At Citizens Advice, we're helping more people than ever before who can't afford to cover essential costs - like food, energy and housing. This gives us unique insights into how the crisis is affecting the people we help.

You can see our latest data insights in this dashboard or on [our website](#).

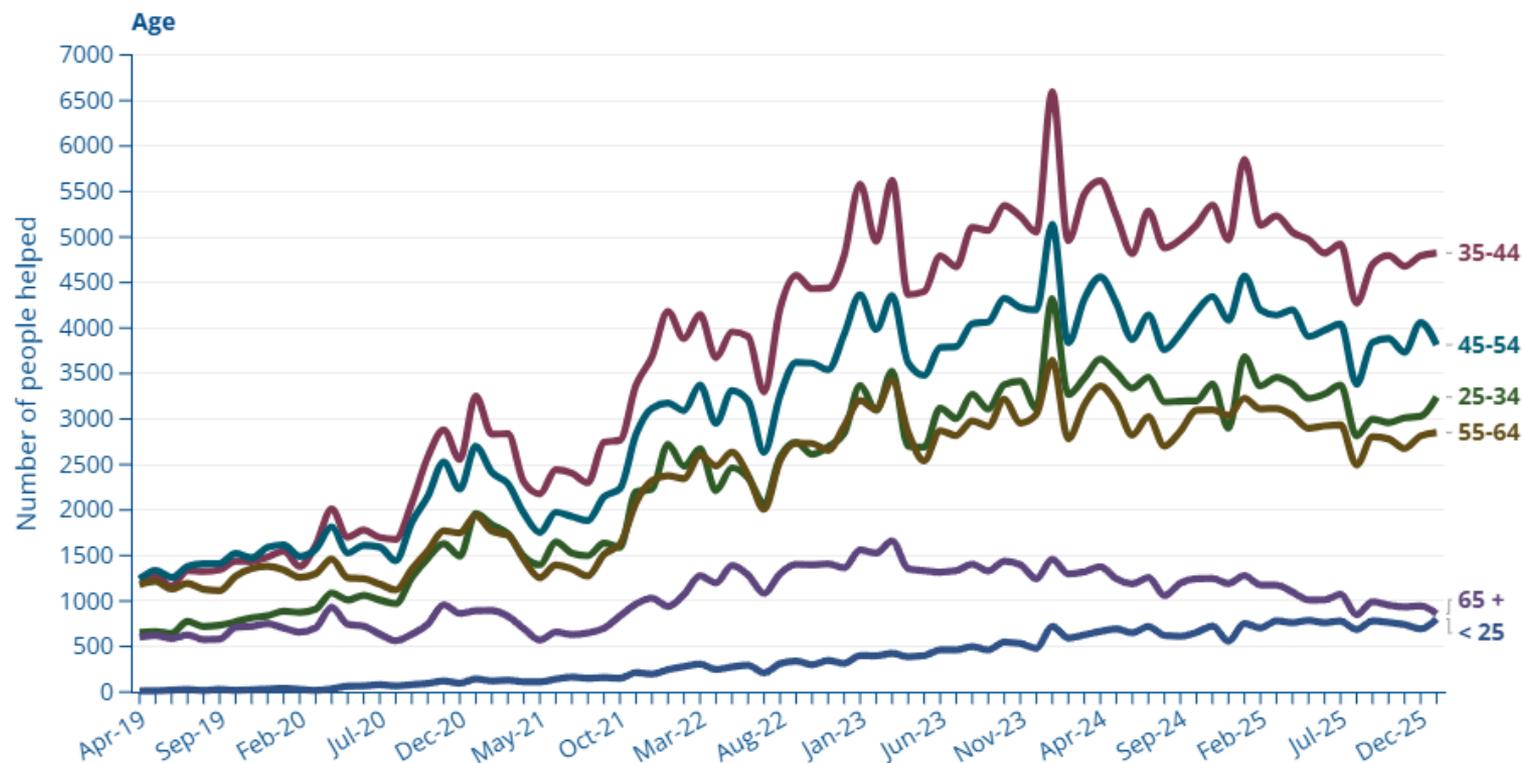
[Find out more about our next Data Insights event and sign up here.](#)

For any questions about our data, email [coldatadashboard@citizensadvice.org.uk](mailto:coldatadashboard@citizensadvice.org.uk)



## The number of people we're helping with food bank referrals each month

Age ▼



You can access this visualisation directly [here](#) • Part of the decrease in some months (e.g. December) is caused by fewer working days as a result of bank holidays.

Note: Totals may vary across these charts as the same demographic information is not disclosed for all people we help. Data for England and Wales.

# 7. VCSE Dashboard



# VGSE LONDON



POWERED BY



superhighways  
harnessing technology for community benefit

**START  
EXPLORING**

**PROVISION**

**BOROUGH**

**NHS ICS**

**VIEW TYPE**

**LIST**

**MATRIX**

**FIND OUT MORE**

**INFO**

**CONTACT US**

# LONDON

Last updated : 25/03/2026

[INFO](#)

[HOME](#)

[GO BACK](#)

## Charity employees

Charities with an income over £0.5m

29,266

## Charity volunteers

Charities with an income above £10k

443,976

## Charity trustees

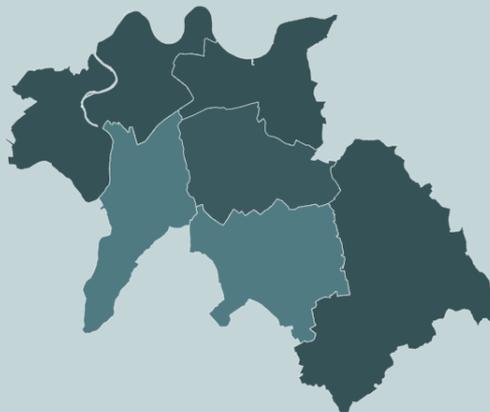
21,643

## Charities by longevity

Date of registration is unknown for CASCs.



## NHS South West London Integrated Care System



[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

£2.38bn

## Total expenditure

£2.34bn

## Total grants awarded April 2023 - March 2024

£25M

## Total charities and social enterprises located here

5,486

## Charities located here

4,181

## Social enterprises located here

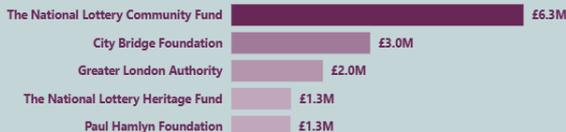
1,305

## Charities active in this area but based elsewhere

5,734

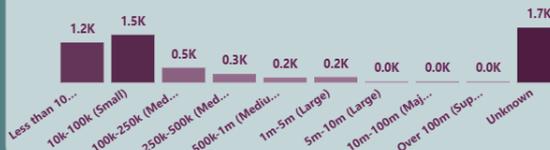
## Five largest grant funders

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



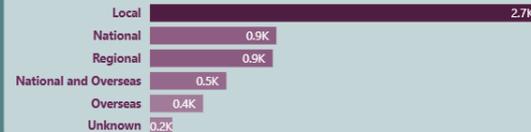
## Charities by income band

Income unknown for CICs, CASCs & Mutuals.



## Scale of operations

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



[INFO](#)

[HOME](#)

[GO BACK](#)

### Charity employees

Charities with an income over £0.5m

6,351

### Charity volunteers

Charities with an income above £10k

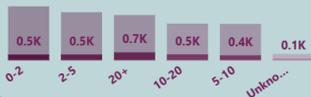
36,103

### Charity trustees

8,531

### 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

Local

Show only faith organisations?

Yes

Show only infrastructure?

Yes

### EXCLUSION FILTERS

Exclude Parent Teacher Associations?

Yes

Exclude independent schools?

Yes

### Total income

£529.41M

### Total expenditure

£508.51M

### Total grants awarded April 2023 - March 2024

£10M

### Total charities and social enterprises located here

2,709

### Charities located here

1,404

### Social enterprises located here

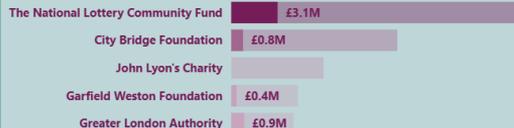
1,305

### Charities active in this area but based elsewhere

5,734

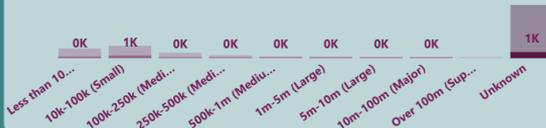
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### Charities by income band

Income unknown for CICs, CASCs & Mutuals.



### Scale of operations

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

Local

2.7K

# 8. 360 Giving GrantNav



Search, explore and download grants data published by UK funders in the 360Giving Data Standard.

Enter a search term

 [Our guide to targeting your search](#)

Search

1,394,374

Grants

Grants search

339

Funders

Funder search

438,343

Recipient Organisations

Recipient organisations search

191,003

Grants to Individuals

Grants to individuals search



## Refine your search

[Learn more about the filters](#)

### Filter By

**Funder** —

**Funding Organisation Type** —

Grantmaking Organisation (44)

**Funding Organisation** [clear](#) —

Include selected  
 Exclude selected

**Grant Programme Title** +

**Location** —

**Type**

[Learn more about types of Locations](#)

**All Countries** +

**UK Country and Region** [clear](#) —

London (44)

**UK County** [clear](#) —

Hillingdon (45)

Merton (45)

Sutton (44)

Hounslow (43)

Kingston upon Thames (41)

Bexley (31)

Havering (27)

Your search " returned 44 results in 'All grant fields'

### Search summary

Total grants: 44

Total amount: £3,687,391

Funders: 1

Recipient organisations: 26

Recipient individuals: 0

Earliest grant: 02 Oct 2008

Latest grant: 16 Mar 2025

Total non-GBP grants: 0



## Search results

View Mode:

[Visualise your search results in GrantVis](#)

Download Results:

Filters applied:

Sort By:

1 to 25 of 44

Show  entries

Title	Amount	Date	Funder	Recipient
<a href="#">Grant to Refugee and Migrant Network Sut...</a>	£32,819	16 Mar 2025	<a href="#">City Bridge Trust</a>	<a href="#">Refugee and Migrant Network Su...</a>
<a href="#">Grant to St Raphael's Hospice</a>	£182,708	27 Jan 2025	<a href="#">City Bridge Trust</a>	<a href="#">St Raphael's Hospice</a>
<a href="#">Grant to Forget Me Not Memory Cafe</a>	£43,433	13 Dec 2024	<a href="#">City Bridge Trust</a>	<a href="#">Forget Me Not Memory Cafe</a>
<a href="#">Grant to Place At My Table</a>	£64,278	13 Dec 2024	<a href="#">City Bridge Trust</a>	<a href="#">Place At My Table</a>
<a href="#">Grant to Citizens Advice Sutton</a>	£155,000	02 Sep 2024	<a href="#">City Bridge Trust</a>	<a href="#">Citizens Advice Sutton</a>
<a href="#">Grant to Age UK Sutton</a>	£167,428	15 Jul 2024	<a href="#">City Bridge Trust</a>	<a href="#">Age UK Sutton</a>
<a href="#">Grant to Sutton Vision</a>	£89,000	14 Jul 2023	<a href="#">City Bridge Trust</a>	<a href="#">Sutton Vision</a>
<a href="#">Grant to Sutton Mencap</a>	£116,000	30 May 2023	<a href="#">City Bridge Trust</a>	<a href="#">Sutton Mencap</a>
<a href="#">Grant to The Change Foundation</a>	£120,000	13 Apr 2023	<a href="#">City Bridge Trust</a>	<a href="#">The Change Foundation</a>
<a href="#">Grant to Women's Centre Sutton</a>	£121,850	27 Jan 2023	<a href="#">City Bridge Trust</a>	<a href="#">Women's Centre Sutton</a>

**And don't forget...**



# Local authority data pages

- ✓ [Croydon – Croydon Observatory](#)
- ✓ [Kingston – Kingston Data](#)
- ✓ [Merton – Merton Data](#)
- ✓ [Richmond – DataRich](#)
- ✓ [Sutton – Data.Sutton](#)
- ✓ [Wandsworth – DataWand](#)

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 

## Insights

Our partners work with local people and communities to help us understand what you want from health and care services. We share what we've learned and use it to make improvements for everyone in south west London.

### Search by keyword



### Filter insights

#### Type

Carers ▼

#### Geographical area

Select an option ▼

#### Publisher

Select an option ▼

[Reset filters](#)

**Filter**



Showing 14 Insights filtered by Carers

Healthwatch

July 2025

**healthwatch**  
Richmond upon  
Thames

### Carers Charter Engagement Report

This report presents the experiences of unpaid carers living in Richmond upon Thames in their own words.

Type: Carers

Geographical area: Richmond

Healthwatch

June 2025

**healthwatch**  
Wandsworth

### Developments to increase identification of carers and support when someone is in hospital



Log in

AI Training

Donate



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 [Watch our Video](#)

# Charity Data Finder - Including Fundraising Statistics

[Home](#) > [Charity Data Finder - Including Fundraising Statistics](#)

The free charity Data Finder - charities, the sectors they work in, donations and fundraising statistics, pro bono and free data analysis software



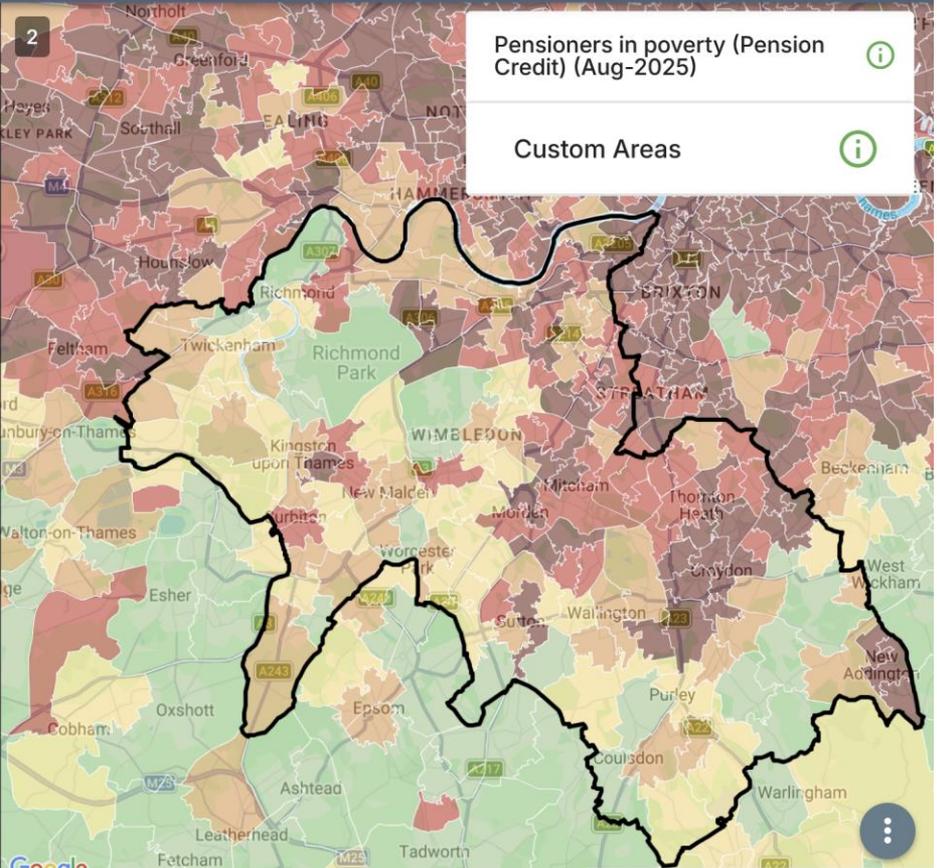
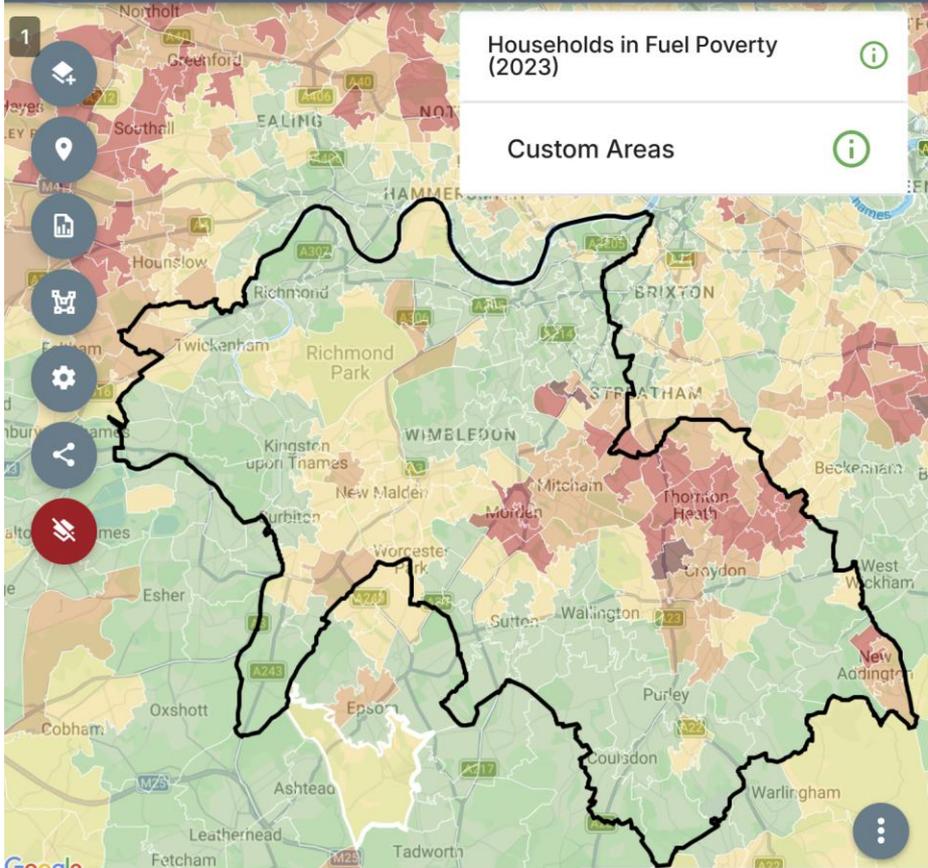


- ✓ Subscription based data platform
- ✓ 1,500 + indicators from 60 sources
- ✓ Automatically updated
- ✓ Select data and visualise on a map or tabular dashboard
- ✓ Create custom areas
- ✓ Upload your own point data

Superhighways has a subscription 😊

[Please book a one to one session with us to explore](#)





# Data considerations

- ✓ Data source – who's the publisher & are they reputable? (*always double check sources when using AI search*)
- ✓ Data collection / analysis methodologies
- ✓ Sample size – statistically relevant / representative?
- ✓ Date/time – collected, published & frequency
- ✓ Granularity – regional, borough, ward, smaller geographies
- ✓ Actual vs estimated / projected
- ✓ Can you explore further
  - ✓ Static vs interactive?
  - ✓ Fixed vs segmenting / comparisons

\* Remember to always cite sources and include any other relevant information about the data you reference



# Superhighways

Providing tech, digital & data support to small local charities in London for 25+ years

- ✓ Tech support
  - ✓ Training
  - ✓ Consultancy
  - ✓ Digital inclusion
  - ✓ Data & systems
  - ✓ Digital Foundations
  - ✓ Website support
- 
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# Thanks for joining us

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