

# Using data and outcomes to shape your services



# What we'll cover today

- ✓ Explore outcomes data
- ✓ Data analysis and interpretation
- ✓ Informed decision making
- ✓ Data storytelling



# Superhighways

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



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Manager



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Digital Programmes Lead



# Data framework

Setting outcomes and collecting  
data that tells the story



# Our case study for today

**Care Eat Share** is a local community organisation bringing residents together to cook and share a meal, with a new community gardening project growing vegetables.

We are using our insights to adapt services to meet local need.

We can evidence the success of our activities to make a case to funders.



# Quick conversation



- ✓ What outcomes do you anticipate from this project?
- ✓ Individually pause and reflect
- ✓ Discuss in pairs in breakout rooms

[Check out some Liberating Structures engagement methods](#)



# 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 programme outcomes

| Type               | Describes changes in people's....                                    | Example - Care Eat Share          |
|--------------------|----------------------------------------------------------------------|-----------------------------------|
| <b>Knowledge</b>   | ....understanding and awareness                                      | Better nutrition                  |
| <b>Attitude</b>    | ....beliefs, values, thoughts, feelings, motivations                 | Increased confidence              |
| <b>Behaviour</b>   | ....actions, conduct, habits, participation, engagement              | Changing routines                 |
| <b>Skills</b>      | ....practical, educational, interpersonal, emotional                 | Growing vegetables                |
| <b>Condition</b>   | ....personal state, situation, circumstances                         | Less anxiety – ability to join in |
| <b>Opportunity</b> | ....availability of appropriate programmes, accessibility, inclusion | Volunteering                      |





How can we collect the data for this programme?

Please share in Chat



# Data collection tools?

## Apps for Data Collection and Storytelling

### Collecting data



Create free surveys online in minutes with Google Forms. View results graphically in real time



With Microsoft Office 365 forms you can easily create quizzes & surveys and see the results as they come in.



Create a QuickTap survey online and collect offline responses using a tablet. Starts at \$41/month for one device. Offline mobile surveys can be expensive.



Typeform has a nice interface, offering a free plan with 10 questions but only 10 responses a month. £21 per month thereafter! 50% charity discount available.

### Mapping data



Use Batchgeo to create maps by copying and pasting postcodes from Excel. Add other data and map pins will be colour coded accordingly.



Add postcode data to Google MyMaps, including up to 10 layers of information as pins or icons, including shape files e.g. Borough / Ward outlines.



Input a postcode, and Mapit returns the constituency, council area & ward and more. You can also download area shape files.



Paste your postcodes into the box and automatically map your data to the Indices of Deprivation with Community Lens. Free to use.

[Favourite Apps for Data Collection and Storytelling](#)

- ✓ Forms / surveys
- ✓ Interviews & transcription
- ✓ Digital boards e.g. Padlet
- ✓ Bulk SMS e.g. TextLocal
- ✓ Diaries e.g. Penzu
- ✓ Mood tracker apps
- ✓ Social media private groups



# Mobile data collection

- ✓ Collecting data on the go – planned or unplanned

E.g. adding Form shortcuts to your Homescreen & download apps e.g. audio

virgin 13

docs.google.com/1

**Brixton Windmill**

**Visitor experience form**

We want to know a bit more about people's experience visiting Brixton Windmill

katewhite/1@gmail.com  
(not shared) [Switch accounts](#)

**\*Required**

On a scale of 1 - 5 (with 5 the highest) how likely are you to recommend a visit to Brixton Windmill to family and friends? \*

1

2

virgin 13

**Best Start ABCD app**

**\* 1. Who are you?**

☐ James

☐ Jenny

☐ Lorraine

☐ Stella

☒ Melissa

☐ Natalia

**\* 2. Which area are you working in?**

☐ Broad Green

☐ Thornton Heath

☐ Selhurst

☒ New Addington

☐ Fieldway

☐ Waddon

☐ Heathfield

☐ Upper Norwood & South Norwood

**\* 3. Was it?**

☒ A conversation with a resident

☐ Signposting/referral

☐ A networking opportunity/conversation with professional

☐ An event

☐ A case study

**Next**



# Capturing feedback with audio

Summary Transcript

[Edit Transcript](#)



0:05

Hi, Claire, I'm the program manager for care. Share eat care. Share eat and I just wanted to ask you what it's meant for you, joining our community cooking and gardening programs.

S

Speaker 1 0:27

Oh, wow. I really love coming to Care Share Eat. It means so much to me. I really feel like I'm part of my community. I moved here and I didn't know anyone, and I wasn't feeling really confident to get out and meet people, but I really felt like I was welcomed. And now, when I'm out and about, I know lots of people.



Otter.ai

There are others! You could use Microsoft Teams, Zoom, Fathom, Fireflies, Rev and more.



# Outcomes data collection matrix

| Why collect it<br>(Purpose / goal)                                                 | What you collect<br>(Data points & examples)                                  | How you collect it<br>(Methods)                             | How you share it<br>(Influencing)                                                     |
|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------|-------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Influence local services in favour of clients' needs<br>(positive health outcomes) | Demographics; baseline wellbeing; presenting issues; referrals; postcode/LSOA | Registration forms; consent forms; GP/referrer forms;       | Client profile summaries; LSOA/PCN maps; 1-page short briefings                       |
| Evidence unmet need & barriers to access/outcomes                                  | Engagement metrics; waiting times; barriers; access needs                     | CRM records; sign-in sheets; polls; observations            | Heatmaps; quotes; improvement recommendations.                                        |
| Demonstrate service impact<br>(health and wellbeing)                               | Pre/post outcomes; user feedback;                                             | Pre/post surveys; follow-up calls; interviews/ focus groups | Before/after charts; case studies; distance-travelled summaries, audio-visual stories |



# Exploring change

Following a hunch and analysing  
your data



# Our hunch

We know our services are making a difference to people's health and wellbeing.

However, we also think our services aren't accessible to everyone that wants to attend.



# Coding qualitative data

| Ref | What barriers do you face to attending our sessions?                  |
|-----|-----------------------------------------------------------------------|
| 1   | Travel costs to the venue                                             |
| 2   | I sometimes have anxiety in larger groups but you were very welcoming |
| 3   | Caring responsibilities for my husband so can't attend weekdays       |
| 4   | Social anxiety around lots of people                                  |
| 5   | Shift work – if more sessions I could probably make one a week        |
| 6   | Transport costs are high and there are some steps I find difficult    |
| 7   | I've changed jobs and can't make mornings anymore                     |
| 8   | Budget is tight at the moment but I'll come if I can                  |
| 9   | I have to work Mon – Fri but would get involved on the weekends       |
| 10  | Childcare                                                             |
| 11  | I can't speak English well                                            |

## Potential codes identified

Travel (Cost/weather/mobility)

Anxiety

Caring responsibilities

Accessibility

Language

Timing

Cost of living



# Identify possible codes

| Ref | What barriers do you face to attending our sessions?                   | Travel | Anxiety | Caring | Access | Timing | Language |
|-----|------------------------------------------------------------------------|--------|---------|--------|--------|--------|----------|
| 1   | Travel costs to the venue                                              | Yes    |         |        |        |        |          |
| 2   | I sometimes have anxiety in larger groups, but you were very welcoming |        | Yes     |        |        |        |          |
| 3   | Caring responsibilities for my husband so can't attend weekdays        |        |         | Yes    |        | Yes    |          |
| 4   | Social anxiety around lots of people                                   |        | Yes     |        |        |        |          |
| 5   | Shift work – if more sessions I could probably make one a week         |        |         |        |        | Yes    |          |
| 6   | Transport costs are high and                                           | Yes    |         |        | Yes    |        |          |
| 7   | I've changed jobs and can't make mornings anymore                      |        |         |        |        | Yes    |          |
| 8   | Budget is tight at the moment, but I'll come if I can                  | ?      |         |        |        |        |          |
| 9   | I have to work Mon – Fri but would get involved on the weekends        | Yes    | ?       |        | Yes    |        |          |
| 10  | Childcare availability                                                 |        |         | Yes    |        |        |          |
| 11  | I can't speak English well                                             |        |         |        |        |        | Yes      |



# Coding outcomes exercise

What codes would you apply to responses from the following question?

What does Care Eat Share mean to you?

In small groups – 8 minute discussion



| ID # | What does Care Share Eat mean to you?                                                                                                                                                                          | Code/s? |
|------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|
| 1    | It's the only time I get a break from caring responsibilities and having a few hours to breathe in a welcoming space means everything. I've made friends here I never would have met otherwise.                |         |
| 2    | It helps me feel less alone.                                                                                                                                                                                   |         |
| 3    | It's been a lifeline for my mental health, and it helps me make better decisions about the food I eat.                                                                                                         |         |
| 4    | I've noticed the fresh air makes such a difference to how I feel. I never used to get much time outside. We don't have a garden and I love it here.                                                            |         |
| 5    | I like being outside and growing food in the raised beds. Coming here has improved my mental health.                                                                                                           |         |
| 6    | It's helped me eat more balanced meals and I've re-discovered a love for cooking - I'm really grateful for that.                                                                                               |         |
| 7    | I've learned how to cook cheap meals that actually taste good and my kids will eat them too!                                                                                                                   |         |
| 8    | It's the highlight of my week. It gives me a break from worrying about everything else. It's one of the few places I feel truly understood as lots of people here are carers.                                  |         |
| 9    | I feel calmer and happier after every session                                                                                                                                                                  |         |
| 10   | I come for the company – I've made lots of new friends and I've discovered new things I actually enjoy doing.                                                                                                  |         |
| 11   | Before joining, I barely left the house and struggled with my confidence. Gardening outside each week has gently built up my strength and mobility, and my mood has lifted too. I feel more capable in myself. |         |



# Example solution

## Potential codes:

- ✓ Social Connection & Community
- ✓ Respite for Carers & Personal Space
- ✓ Health, Wellbeing & Lifestyle Changes
- ✓ Cooking Skills, Budgeting & Food Choices
- ✓ Gardening, Being Active & Outdoors
- ✓ Confidence, Purpose & Personal Growth



# What codes did we find?

| ID # | What does coming to Care Share Eat mean to you?                                                                                                                                                                | Social Connection & Community | Respite for Carers & Personal Space | Health, Wellbeing & Lifestyle Changes | Cooking Skills, Budgeting & Food Choices | Gardening, Being Active & Outdoors | Confidence, Purpose & Personal Growth |
|------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|-------------------------------------|---------------------------------------|------------------------------------------|------------------------------------|---------------------------------------|
| 1    | It's the only time I get a break from caring responsibilities and having a few hours to breathe in a welcoming space means everything. I've made friends here I never would have met otherwise.                | Yes                           | Yes                                 |                                       |                                          |                                    |                                       |
| 2    | It helps me feel less alone                                                                                                                                                                                    | Yes                           |                                     |                                       |                                          |                                    |                                       |
| 3    | It's been a lifeline for my mental health and it helps me make better decisions about the food eat.                                                                                                            |                               |                                     | Yes                                   | Yes                                      |                                    |                                       |
| 4    | I've noticed the fresh air makes such a difference to how I feel. I never used to get much time outside. We don't have a garden and I love it here.                                                            |                               |                                     | Yes                                   |                                          | Yes                                |                                       |
| 5    | I like being outside and growing food in the raised beds. Coming here has improved my mental health.                                                                                                           |                               |                                     | Yes                                   |                                          | Yes                                |                                       |
| 6    | It's helped me eat more balanced meals and I've re-discovered a love for cooking - I'm really grateful for that.                                                                                               |                               |                                     |                                       | Yes                                      |                                    |                                       |
| 7    | I've learned how to cook cheap meals that actually taste good and my kids will eat them too!                                                                                                                   |                               |                                     |                                       | Yes                                      |                                    |                                       |
| 8    | It's the highlight of my week. It gives me a break from worrying about everything else. It's one of the few places I feel truly understood as lots of people here are carers.                                  | Yes                           |                                     |                                       |                                          |                                    |                                       |
| 9    | I feel calmer and happier after every session                                                                                                                                                                  |                               |                                     | Yes                                   |                                          |                                    |                                       |
| 10   | I come for the company — I've made lots of new friends and I've discovered new things I actually enjoy doing.                                                                                                  | Yes                           |                                     |                                       |                                          |                                    | Yes                                   |
| 11   | Before joining, I barely left the house and struggled with my confidence. Gardening outside each week has gently built up my strength and mobility, and my mood has lifted too. I feel more capable in myself. |                               |                                     | Yes                                   |                                          |                                    |                                       |



# Example

**What are the positive health & wellbeing outcomes that Care Eat Share achieves?**  
(additional coded responses in green)

## Health, wellbeing & lifestyle changes

- ✓ Reduced anxiety
- ✓ Improved mental health
- ✓ Lifted mood, increased optimism
- ✓ Benefits of fresh air and gardening

**The outside growing space adds another vital setting to improve mental health**

| Ref | Code = Health, wellbeing & lifestyle changes                                                                                                                                                                   |
|-----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 3   | It's been a lifeline for my mental health, and it helps me make better decisions about the food eat.                                                                                                           |
| 4   | I've noticed the fresh air makes such a difference to how I feel. I never used to get much time outside. We don't have a garden and I love it here.                                                            |
| 5   | I like being outside and growing food in the raised beds. CSE has improved my mental health.                                                                                                                   |
| 9   | I feel calmer and happier after every session                                                                                                                                                                  |
| 11  | Before joining, I barely left the house and struggled with my confidence. Gardening outside each week has gently built up my strength and mobility, and my mood has lifted too. I feel more capable in myself. |
| 13  | It's helped me build better habits - bit by bit. I don't feel overwhelmed anymore. I have friends here to talk to. And I look forward to it. It's made me feel more hopeful                                    |
| 15  | It's helped my anxiety. At first, I found it challenging being around so many people but — I feel calmer here now. I feel like I know people and I feel like it's a safe space for me.                         |
| 16  | It gives me a break from worrying about everything else. I come for the gardening — it gets me moving and clears my head.                                                                                      |
| 20  | CSE is a home from home for me. I feel really lucky to live nearby. It's a space where I can relax and enjoy good company. Spending time here really lifts my mood.                                            |

## Analysing data with AI

NAVCA artificial intelligence  
training toolkit for  
development workers



## DEMO

Learn how to  
analyse feedback  
data using AI.

[Link to video](#)



# Analysing data with AI

NAVCA artificial intelligence  
training toolkit for  
development workers



# AI tools & qualitative data analysis

- ✓ Useful to create summaries, identify themes, find quotes, draft report structures
- ✓ Generative AI tools (e.g. [Claude](#), [ChatGPT](#)) or AI embedded in other tools (e.g. [Miro](#), [OtterAI](#), Copilot & Gemini)

## Challenges

- ✓ Inconsistent: Can give different results each time
- ✓ Misleading: Authoritative tone is hard to ignore
- ✓ Prompts: It only knows what you tell it, you have tacit knowledge
- ✓ Literal: Analyses common words and clear content, missing broader themes

## Top tips

- ✓ Get to know your data – never rely on AI alone
- ✓ Never enter personal or identifiable data
- ✓ Learn about and get confident with prompts
- ✓ Save your prompts and outputs for future reference

# Suggested AI prompts for QDA

- ✓ The following transcript is from a research project about
- ✓ The following quotes are in response to the [question] from a survey with
- ✓ Summarise the key themes in this text
- ✓ Which are the most prominent 3 themes in this list
- ✓ Can you give me three example quotes for each theme
- ✓ List all the quotes that mention [training]
- ✓ Did any of the participants discuss [issue]
- ✓ My hypothesis is [x] Do the responses support or reject this
- ✓ What are the 3 top [recommendations/barriers] identified
- ✓ List 3 positive and 3 negative quotes about x

# Introducing...

Community  
Lens

Datawrapper



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

[Community Lens 2025](#)



## 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](#)



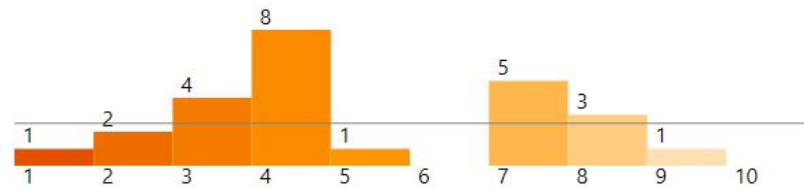
## The Lens of Multiple Deprivation

### 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

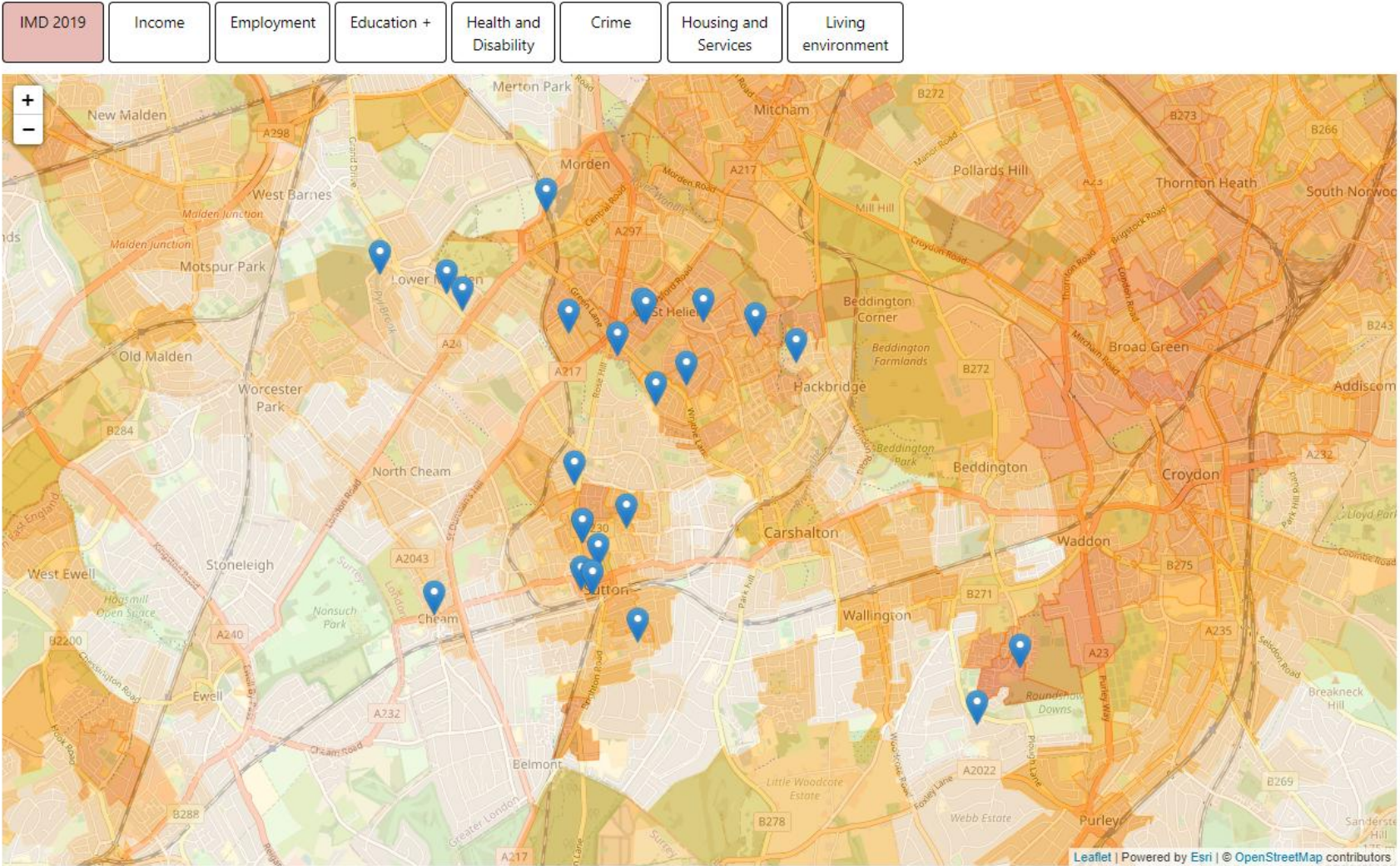


### Definition

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](#)

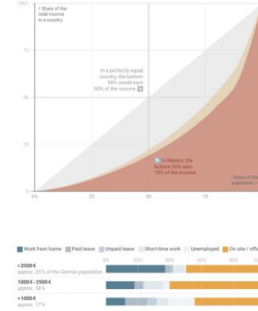
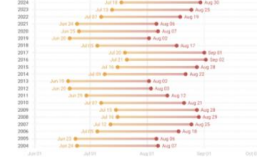
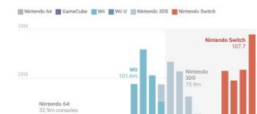
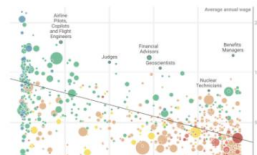
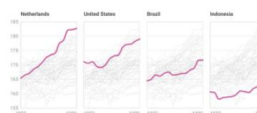
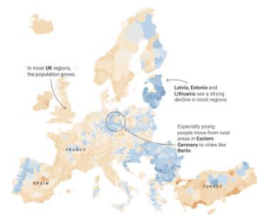
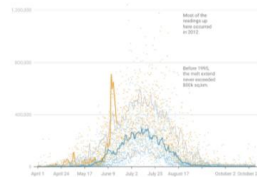


# Create better charts, maps, and tables with ease

Design and publish high-quality data visualizations with a single, powerful web app.

Start creating →

You can try it, no account needed.



[Watch our video](#) showing how to create a range of charts



# Informed decisions

Using your evidence to make the  
case for change





- ✓ What have we learned?
- ✓ What should we do next?

Please share in Chat



An  
example  
using  
Canva



Care Eat Share

# Gardening for good health

**Presented By:**  
Sorrel Parsons

**Presented to:**  
North East London Health and Care Partnership

[care-eat-share.org.uk](http://care-eat-share.org.uk)



# Next steps

**What actions can you take now  
to adapt your own services?**





What hunches about your  
own programmes would  
you like to explore?

Please share in Chat



# Related training & extra resources

- ✓ [Watch this video](#): Using your Data to Evaluate your Impact, Explore Options and Drive Change
- ✓ [Look at our current training offer](#) and add yourself to the waitlist if they're full
- ✓ [Download our Favourite Apps](#) for data collection & storytelling tools sheet
- ✓ [Sign up to our monthly eNews](#) for updates from us on all things charity sector and digital/data, plus future training and support offers



# About Superhighways

Providing tech support to the sector for 25 years

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

E-news sign up

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

Sign up to our  
newsletter





# Thank you for taking part today

Kate White/Sorrel Parsons

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[www.superhighways.org.uk](http://www.superhighways.org.uk)  
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