

Superhighways Training Programme



Empower your organisation with new expertise



A dynamic and comprehensive training programme designed to help London charities be more effective, raise their profile and demonstrate their impact using data and digital technology.



<https://superhighways.org.uk/>



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superhighways

harnessing technology for community benefit

About us

Welcome to Superhighways, where we are passionate about helping local communities harness the power of technology for social good. Our mission is to equip small charities and community groups with essential digital, data and tech skills to achieve their goals.

Our Training

Our training is designed to be engaging, interactive, and impactful. We ensure that our sessions are relevant and directly applicable to your needs. Our funded open training sessions follow a specific course format.

- **Online interactive training (1 - 1.5hrs)**: Introductory or intermediate sessions with individual tasks and peer-group feedback.
- **Online technical group training (1.5 - 2.5hrs)**: In-depth sessions featuring interactive exercises and individual technical tasks on your PC or laptop.
- **Hands on training (1 - 1.5hrs)**: Bite-sized, practical courses with mini tasks to help you gain confidence in using a specific tool.

Bespoke Training

We run bespoke training sessions for CVSs, networks and other community groups, customised to meet your specific needs. Ideal for organisations looking to address unique challenges and goals collaboratively, these sessions are conducted in a team setting in any of the above formats, and can be run online or in person. In-person training can be a half or full day.

Testimonials

- *“Excellent content, clearly delivered with knowledge and a smile.”*
- *“They are very friendly, so you instantly feel valued.”*
- *“The most useful part has been realising that I might be able to do this.”*

Get in Touch

If you are a CVS, network, small charity or community organisation looking to enhance your team's skills, get in touch with us to book a session. We are here to support your development needs and help you achieve your goals.

Contact us at info@superhighways.org.uk to learn more about our training.

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Artificial Intelligence (AI)

AI can help small charities streamline efficiencies, enhance communications, and much more.

Introduction to AI for small charities

How AI can help your small charity improve efficiencies, enhance communications and support fundraising efforts.

Getting started with Microsoft Copilot

How to benefit from Copilot's capabilities, and explore different versions and license options.

Canva for graphic design and content creation

Canva is a free online tool that can be used for designs such as posters, logos, flyers, social media posts and presentations.

Canva designs for your organisation

This training will teach you the basics of creating and editing designs on Canva.

Related courses: Canva for publicity (intermediate)

Let's play with Canva AI: an introduction to Magic Studio for small charities

Play with Canva's AI tools that can help you easily create, transform and reformat your content for your everyday work.

I have used Canva to create end of grant reports, including an end of year video with highlights of the organisation's achievements. I could not have done that without the training from Superhighways.

Communications

Communication is key to your charity's success, helping you connect with supporters and amplify your message.

Beginner's guide to email marketing

Explore the foundations of sending emails, and discover simple, free and affordable e-mail marketing tools available.

Related courses: Beginner's guide to Mailchimp / Email Octopus

Branding basics: a toolkit to create your brand

This short course will introduce to a range of tools and techniques to create your brand.

Communications planning

Look at the building blocks of communications and consider newsletters, social media, email, presentations and websites.

Smartphone video-making for beginners

Learn to create short, shareable videos using free apps available on smartphone and tablet devices.

10 ways to share: making the most of your content

Learn practical techniques for re-using the information and content you create and free, affordable tools that can help.

Creating engaging case studies

Learn what makes a great case study, how to interview, using images, and digital tools to create and share your content.

Social media for beginners

Discover how to use social media for greater outreach, and learn essential communication and branding techniques.

Data analysis

Data analysis enables your charity to uncover insights, measure impact, and make informed decisions.

Understanding qualitative data analysis

Guidance about tools and techniques you can use to analyse qualitative data (what people say in surveys or interviews)

Analysing your survey data (in Excel)

Sometimes the outcome of surveys can be challenging to interpret. Learn how to get the best out of your survey results.

Exploring data using the Local Insight Tool

Explore datasets in the Local Insight tool by OCSI, including population, Census, and unemployment data at various levels.

Creating and exploring Census 2021 custom datasets

Learn how to select, download, and analyse custom datasets for the topics, communities and geographies of your choice.



Databases

Effectively managing databases is crucial for your charity's efficiency and data-driven decision-making.

Choosing & implementing the right CRM

Choosing a CRM to help your organisation to better use data to demonstrate your impact and shape future services.

Data collection

Effective data collection allows for informed decision-making and the improvement of your charity's services.

Basic digital data collection tools

Discover free and low-cost digital tools that can help effectively capture, store and analyse the right data.

Getting started with online forms and surveys

Consider different forms and survey tools, and learn how to build surveys to maximise response quality/rates.

Introduction to data protection for small charities

Learn about the latest data protection laws and how to best embed the principles in your working practices.



The pacing was excellent, steady without rushing, and giving time to ask questions and receive quite detailed help in some instances.



Data use

Data essentials for raising voice and influencing change

How to identify and frame the data you collect, alongside external data sources, to present a case and influence change.

Data essentials for service delivery

Learn the fundamentals of data management to enhance your charity's service delivery and improve decision-making.

Evidencing need and impact

Understanding and communicating your impact is vital for transparency, engagement, and driving meaningful change.

Top tools for capturing impact

Get an overview of the top tools available that can help you start counting and qualifying your achievements.

Top tools for communicating impact

Discover sites, social media platforms and content generation tools that can help you shout about your achievements.

Creating easy infographics for impact

Create infographics using popular free online tools, and discover great tips on using charts, icons, colours, and design.

Related courses: Data visualisation and infographics for beginners

Reporting your impact

Learn to effectively report your charity's impact, showcasing achievements and enhancing transparency with stakeholders.

Related courses: Engaging, impactful annual reviews and reports

Visualising your postcode data on a map

This practical session will introduce free and easy to use tools to help you get started putting your data on a map.

How to interview your beneficiaries

Learn what a semi-structured interview is, and how to plan, conduct and analyse your interviews.

In their own words: the power of audio storytelling

Plan interview questions, select free and affordable audio capture tools, and turn recordings into transcripts.

Simple video storytelling for beginners

Learn how to craft tiny, digestible videos using a free online video creator.

Related courses: Tiny films, big impact



Excel and Power BI

Excel is a tool to help you store, analyse and present your data, while Power BI can take your data analysis to the next level.

Introduction to Microsoft Excel (three-part series)

The basics of Microsoft Excel, including creating, formatting & sorting spreadsheets, auto/manual formulae, Pivot tables, etc.

Charts and graphs with Excel

Learn how to choose the best chart and graph types for your dataset, and consider key design elements for accessibility.

Excel for budgeting – an introduction

Learn simple Excel formulae and functions to help you create budgets, with a summary sheet that automatically updates.

Excel bitesize self-learn series

Gain the essential skills you need to use Excel at your charity. Visit: <https://datawise.london/training/excel/> for details.

Create your own interactive dashboard using Power BI

Microsoft's Power BI enables you to create and share powerful, interactive and secure dashboards.

Google

Google Workspace is a suite of cloud-based productivity and collaboration tools that can help you work smarter and faster.

A brief introduction to Google Workspace

How to use Gmail, Drive, Docs, Sheets, Slides, Meet, and more to enhance your productivity and collaboration.

Hands on (bite-sized technical series)

These are practical, hands-on courses for a single useful product or tool. Below are some examples of sessions we offer.

Otter.ai

An online tool and app for capturing audio recordings, creating notes and drawing out themes from your conversations.

Datawrapper

A free online tool that you can use to create a range of charts, focusing on beautiful design defaults, an easy interface, etc.

Microsoft Forms

If you are already using Microsoft 365, why not try their form tools to get you started?

Google Forms

If you are already using Google Workspace, why not try their form tools to get you started?

Mentimeter

A tool enabling users to capture feedback, incorporate surveys and quizzes into presentations and share results.

Google My Maps

Allows you to import data from a spreadsheet, add multimedia to your data points, and customise the look and feel.

Audacity

A free software that helps you edit recordings of conversations and interviews.

Microsoft

Microsoft 365 (formerly Office 365) gives registered charities a cloud IT solution at no or discounted cost.

A brief introduction to Microsoft 365

An introduction to the subscription service that includes access to the Office apps, and other productivity tools and services.

Introduction to M365 file storage – OneDrive, Sharepoint & Teams

Better understand file storage and document collaboration options, and receive best practice recommendations.

Microsoft 365: an amazing toolbox of useful apps

Whether you're already using M365, or are looking for more information, find out about a range of apps at your disposal.

Introduction to Microsoft Teams

A quick tour of Teams to explore its range of features and see how these might help your organisation in its day to day work.

Related: Microsoft Teams meetings and calls

Outlook tips – organising your inbox and more (local Outlook app & web app)

A quick tour of a range of useful Outlook features to help you manage your inbox, on both the app and browser.

PowerPoint for presentations (2-part series)

Set up a presentation and give a slideshow using basic controls, before adding animations, video, sound, and data charts.

Introduction to PowerAutomate

Find out more about Microsoft's Power Automate, enabling you to streamline repetitive tasks and business processes.

Tech and digital

It is crucial that your charity is able to understand, manage and maintain its technology and security needs.

Cyber security basics: an introduction to cybersecurity for everyone

Five simple steps that the National Cyber Security Centre recommends for improving your cyber resilience.

Basic tech options: making choices for your organisation

Explore the most popular platforms and software, and learn how they can help you work efficiently and collaboratively.

Setting up a tech budget for your small charity

Create your own tech/digital budget to help manage and sustain a fit for purpose infrastructure.

Developing an effective digital strategy

Learn to create a robust digital strategy for your charity, aligning technology with your mission to boost efficiency.



Website building

Voice Online Communities is a website publishing platform, free for small charities and community organisations.

Build my community website in 7 weeks

Build a website with e-Voice, and edit and update it independently in this 7-week course.

Related courses: Build my community website in 2 days

Editing your Voice website (3-part series)

Gain the confidence to edit and update pages using the Content Management System of your Voice website.

What is a domain? Getting started with emails and websites

What to consider before registering your own domain name and how to choose the best option for your online presence.

“

It was very, very helpful [...] it's changed what I do in my business as well as what I do on the website.

”

“

A brilliant facilitator who made everyone feel at ease, regardless of the level they're at or what kind of organisation or group they were from. It felt like a very personal delivery and experience despite it being online.

”

User Groups

These are peer learning groups for charities, where we discuss problems and solutions and gain inspiration from each other.

We currently run user groups for the following tools:

Power BI

Aide CRM

Airtable

Surgeries

Sometimes it's easier to sit down with someone and show them the digital, data or tech problem you're experiencing. Superhighways can join you or the organisations you work with for dedicated one-to-one advice on a range of topics, either online or in-person.



Get in touch

Interested in improving your organisation's digital, data or tech skills? Contact Superhighways to book our training and see how we can support your goals.

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