



Discover. Learn.
Analyse. Shape.
Repeat.

BE MORE DATAWISE

#DatawiseLondon



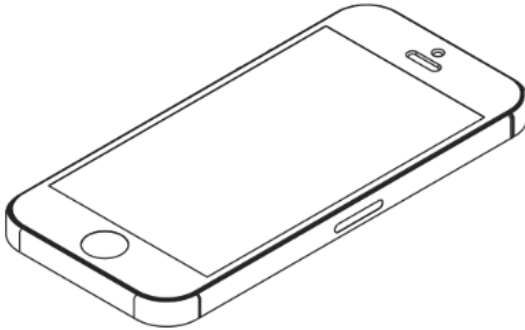
How are you feeling?

What's the first word that springs to mind when you think of data?



Go to www.menti.com and use the code **27 11 06**

i



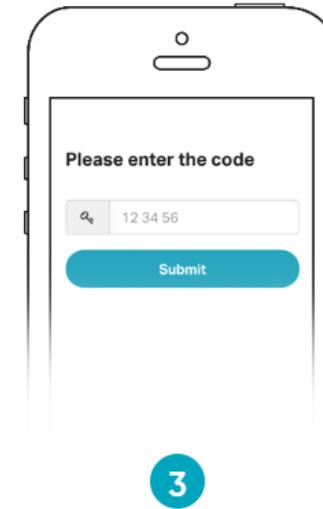
1

Grab your phone

www.menti.com

2

Go to www.menti.com

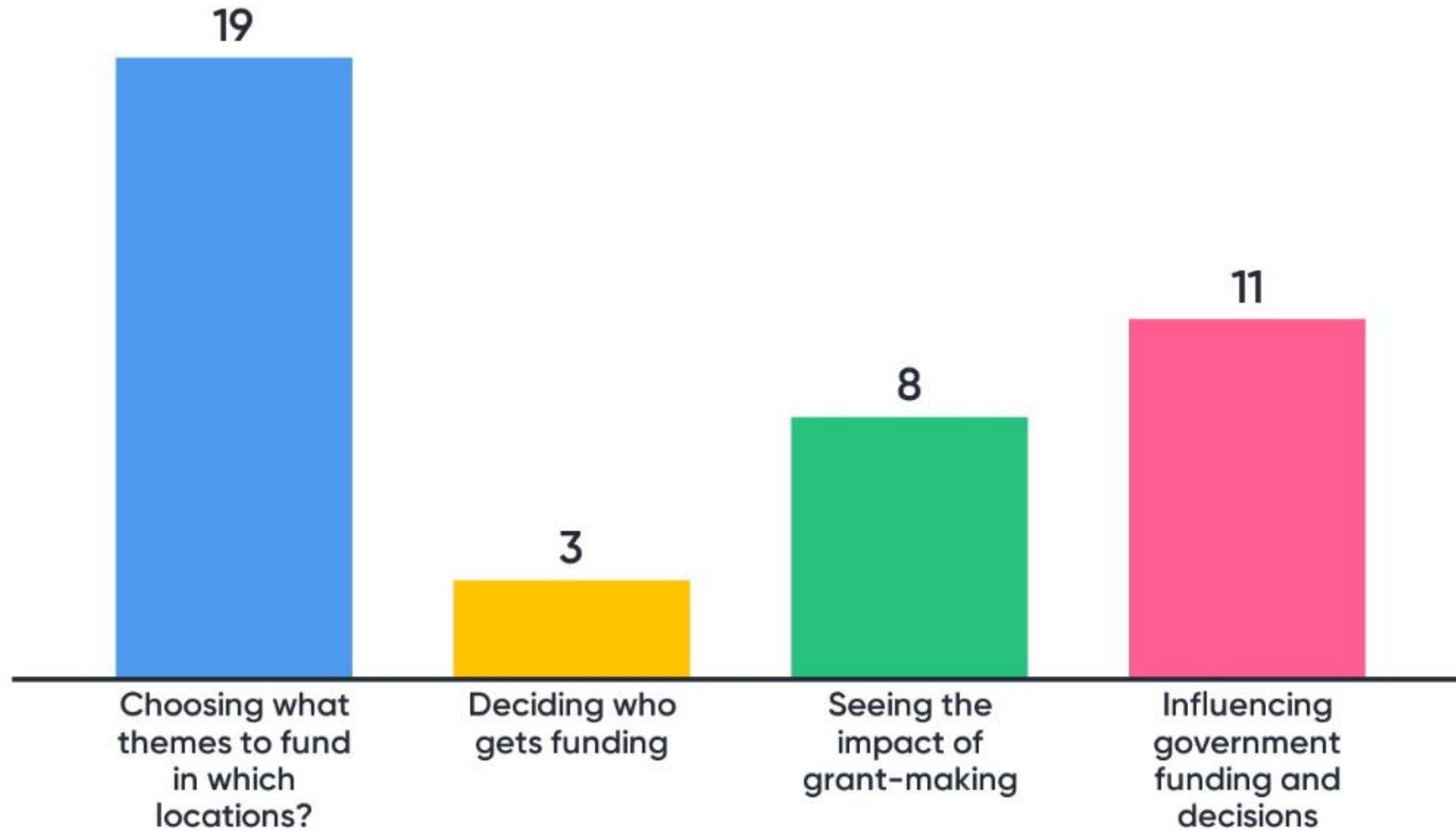


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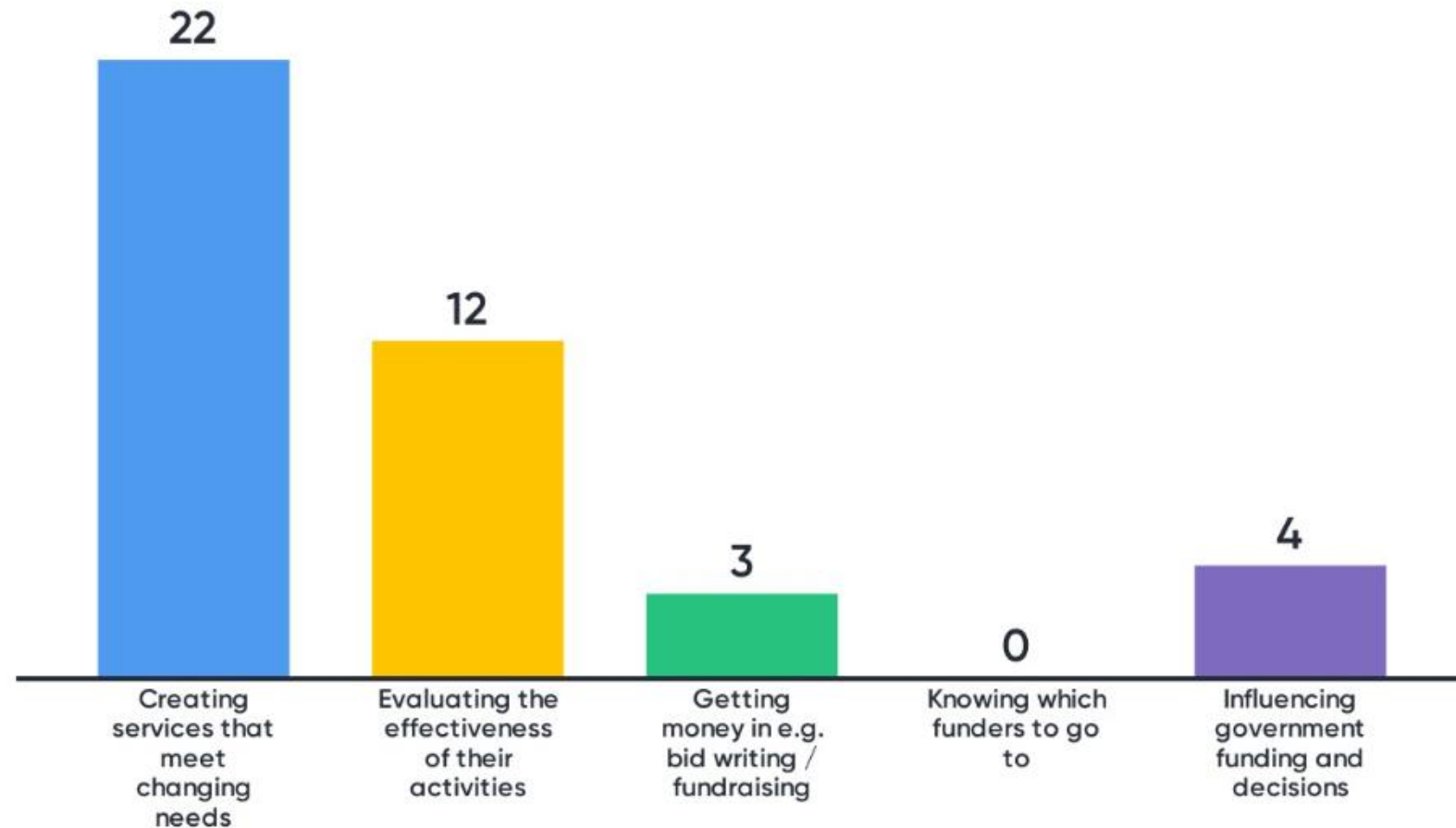
Enter the code 27 11 06 and vote!



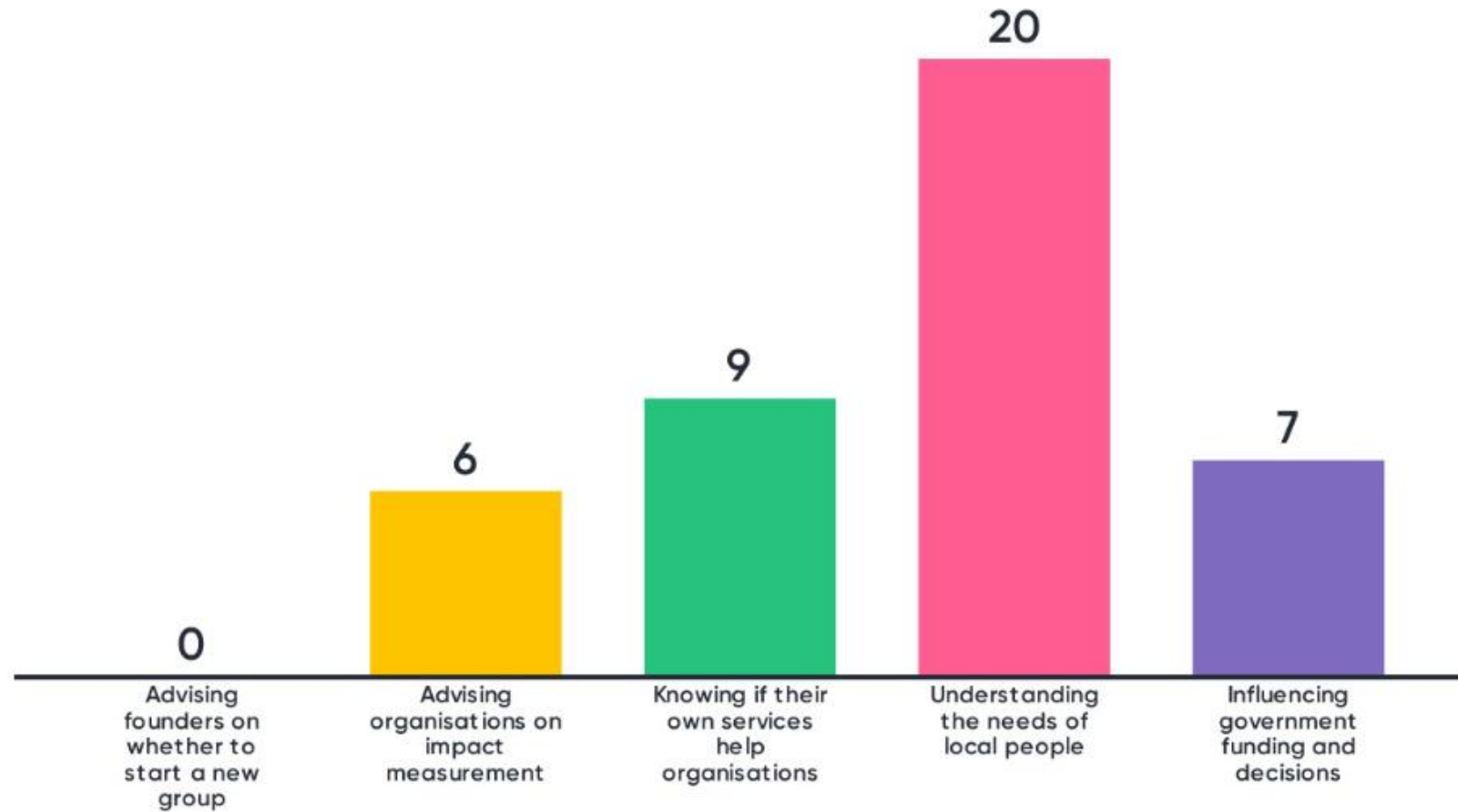
Where could funders most use data wisely?



Where could charities & groups most use data wisely?



Where could infrastructure organisations most use data wisely?



Datawise London

Improving use of data by small local charities and community organisations, leading to better shaping of services to meet the needs of Londoners

<http://bit.ly/datawiselondon>



New partnership programme

COALITION
— FOR EFFICIENCY —

DataKindUK


hear
humanity. equality. rights.

Makerble

london plus

 **superhighways**
harnessing **technology** for **community** benefit

What is MEASURING THE GOOD

- A step-by-step, structured framework for **social sector organisations** to develop and improve their **impact**
- A **volunteer coach** provides **face-to-face support** acting as an independent facilitator and critical friend whilst applying their own expertise to the organisation
- Organisations will complete the programme having developed their own bespoke **Theory of Change** and **Measurement & Evaluation Framework**
- Organisations can access peer support as well as learning events within the **Measuring the Good Community**

DataKind UK



Data Therapy

Office hours - light touch analytical support to non profits - come with any data question! bit.ly/DKUKofficehrs

Support to data scientists working in non profit organisations



DataDives

Working with non profits to provide insights into social problems: Two months of data scientists volunteering on data cleaning and defining questions, followed by two day analysis event



DataCorps projects

Six - nine month in depth projects embedded within a non profit organisation to develop data products



Makerble

ACCELERATE SOCIAL IMPACT

Consulting and technology to grow the difference you make



London plus



superhighways
harnessing technology for community benefit

CIVIL SOCIETY DATA AT THE GLA

- Civil Society Data Officer within Community Engagement team
- Working with teams across City Hall to engage with Civil Society
- Supporting the development of data capacity and maturity across London's Civil Society
- Insights into London's Communities
- Working with the Data for Good sector
- A test and learn approach

GREATERLONDONAUTHORITY

Cornerstone Fund

Funding **collaborations and partnership approaches** to bring about **systems change** to build stronger, more resilient communities.

Testing different approaches to making better use of **civil society assets** and resources for the benefit of communities.

Round 2 coming soon...



Unlocking potential

The valuable data you have, use and share, is one of your greatest assets.

Our mission at Datawise London is to help you unlock it.



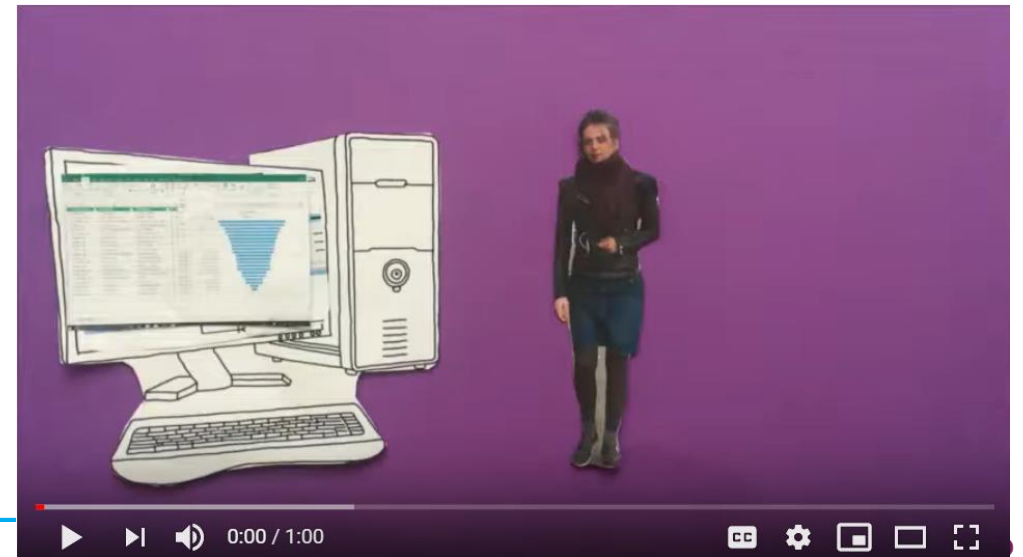
What would Alice do??

- ✓ Watch the following video
- ✓ Split your table into two groups
- ✓ Complete the worksheet
- ✓ Feedback
- ✓ See what actually happened!



What would Alice do??

- ✓ Split your table into two groups
- ✓ Complete the worksheet
- ✓ Feedback
- ✓ See what actually happened!



How could AI techniques help small local organisations?

- ✓ Watch the following video
- ✓ In your table groups consider:
 - ✓ What would you want to know to consider using AI techniques?
 - ✓ What other scenarios in small organisations could use similar techniques?



A Data Journey

Esmée Fairbairn
funded DataKind
DataCorps project

No
(informal)
systems

Index card
system
clients and
referrals

Database
System
goes live

DataKind +
M&S
DataDive

Prediction
Engine
goes live

External
performance
reports

Internal
KPI's

Client
Classification
Model

TWC
Founded

1997

2011

2014

2015

2016

2017

2018

October

Demand
packs/year

500

4,500

8,200

12,300

Developing a Predictive Model of Likely Future Demand

- ✓ Developed a measure of dependency (score based) using existing client data: 7,300 client records, 29,500 referral records
- ✓ Tested various statistical models and trained model on past data to see how accurately it predicts historic cases
- ✓ Not an automated process, humans decide who is and isn't treated - Support worker involvement remains key
- ✓ Predictive model just allows client support interventions to occur earlier rather than later

GDPR compliance, Fairness, Accountability and Transparency

- ✓ TWC is committed to GDPR compliance in collecting, storing, and processing data
- ✓ Client data is received from third party referral agencies, with informed client consent
- ✓ <http://thewelcomecentre.org/wp/wp-content/uploads/2018/05/18-Privacy-Notice.pdf>



Training and Development Programme

THE DATAWISE
APPROACH



Data Challenges

We do not currently collect data on address of charity we with. It might be nice to add this to analyse the mix.

How to collect digital data in order to report and evaluate impact

Find out through external data if our grant giving is best supporting provision gaps

Use data more effectively - leading to better decision-making

To have more confidence which are the “go-to” data sources for certain areas/needs - particularly beyond local sources

Turn our data into colour-coded maps using ward and LSOA boundaries



Part of the Data Maturity Framework

Stage / Theme	Unaware Score 0-1	Emerging Score 1-2	Learning Score 2-3	Developing Score 3-4	Mastering Score 4-5
Data Collection. Quality. Sources. Assets.	<ul style="list-style-type: none"> Limited data (if any) collected. Collected manually, mostly on paper, only when needed for specific purpose. Data isn't meaningful or useful to the organisation. Infrequently updated (if ever). Not checked for validity or accuracy. Data isn't shared internally. No external data sources used. Nobody is aware or interested in the data assets in the organisation. 	<ul style="list-style-type: none"> Data collection is both on paper and in digital forms though there may be inconsistencies and inefficiencies in approach. Staff and volunteers may not be trained in data collection. Data is regarded as meaningful or useful primarily for meeting external legal/funder/contract requirements. It may be patchy and inconsistent with gaps and duplications. Data is rarely updated and cleaned. Mixed levels of confidence and trust in data. Starting to find out what data is available internally. Know where most data assets are but there may be more squirrelled away in parts of the organisation. Occasional use of external information sources relating to the wider context of the organisation's work. 	<ul style="list-style-type: none"> Though errors remain, data collection methods and processes are being improved. Staff and volunteers are trained in data collection. Data is reviewed to assess how relevant, meaningful, and necessary it is. The organisation knows how good or bad its different data sets are; and knows which data sources can/can't be trusted. Gaps, overlaps, and mismatches in the available data have been identified. Data becoming richer, more relational and therefore versatile. Starting to explore how internal data (perhaps in multiple, fragmented or isolated locations) can be shared and utilised. Additional internal and external data is sourced. All data assets are known but may not be formally recorded. 	<ul style="list-style-type: none"> Data requirements defined and consistently collected via a range of methods. Investment in staff and volunteer training to ensure consistency and quality of data collection. Tests and refines how relevant, meaningful, and necessary its data is. Focuses on collecting the right data for clearly specified purposes. Data is monitored for quality including completeness, accuracy, and validity. Tools and systems exist for cleaning and maintenance. Richer data collection with more integration/alignment between systems reduces duplication, inefficiency and error. Data sharing internally is becoming the norm. Occasional commissioning of independent research and evaluation. Extensive use of externally available research and evidence around needs and successful interventions. Open datasets are occasionally used. Exploring shared measures and benchmarks with other organisations. Recorded list of all data assets, whether they include personal/sensitive data, and assigned responsibility. 	<ul style="list-style-type: none"> Focuses effort on collecting the minimal amount of the most important and valuable data. Staff and volunteers are trained in data collection and collection is automated where possible. Knows all its data is relevant, meaningful and necessary. Monitors and fully understands the quality of the data it holds and hence has high levels of confidence and trust in its data. Data is versatile and re-usable for multiple purposes and audiences. Invests in resources to collect, clean, maintain, and manage data well across the organisation. Shares data internally from different teams, departments and services. Compares its data with other organisations through shared measures and benchmarks. Uses publicly available external research (e.g. government/academic) and may contribute to this. Regular use of valuable open/public data sets. Commissions external independent research and evaluation. Maintains full inventory of data assets across the whole organisation with clearly defined variables, ownership, review periods, and development plans for each.

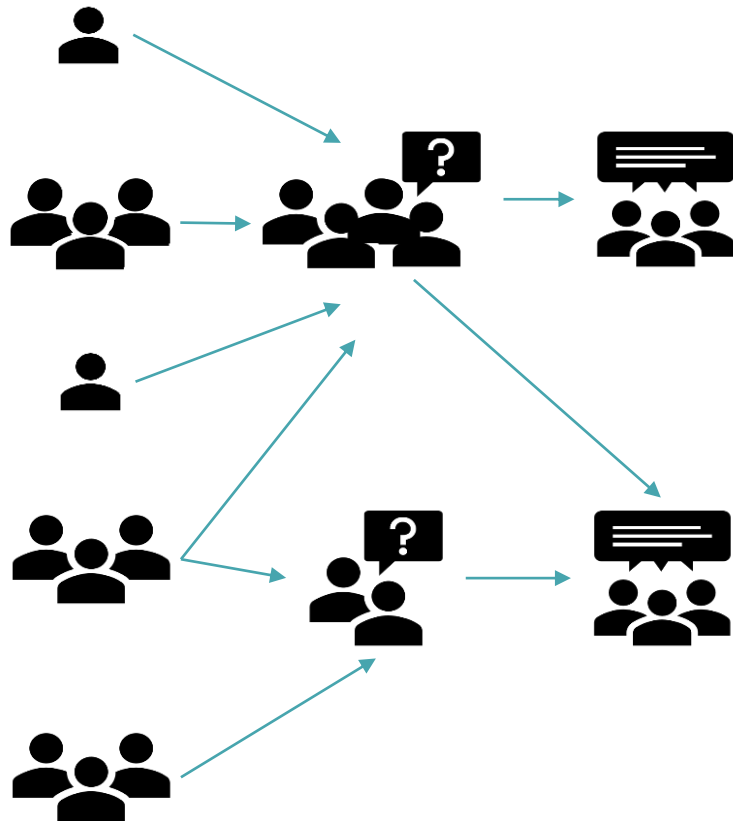


Our Proposed Approach

Individuals and Groups

Data Challenges

Analyse Needs



Levels of Data Maturity

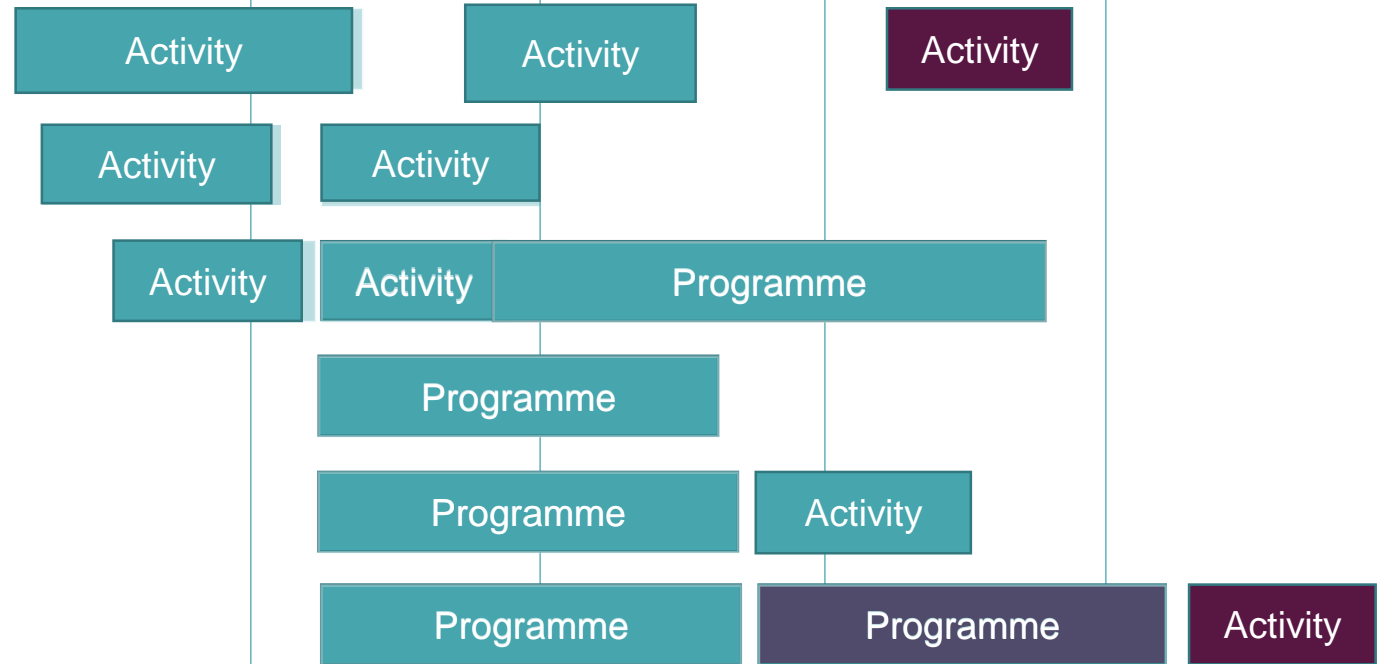
0-1

1-2

2-3

3-4

4-5



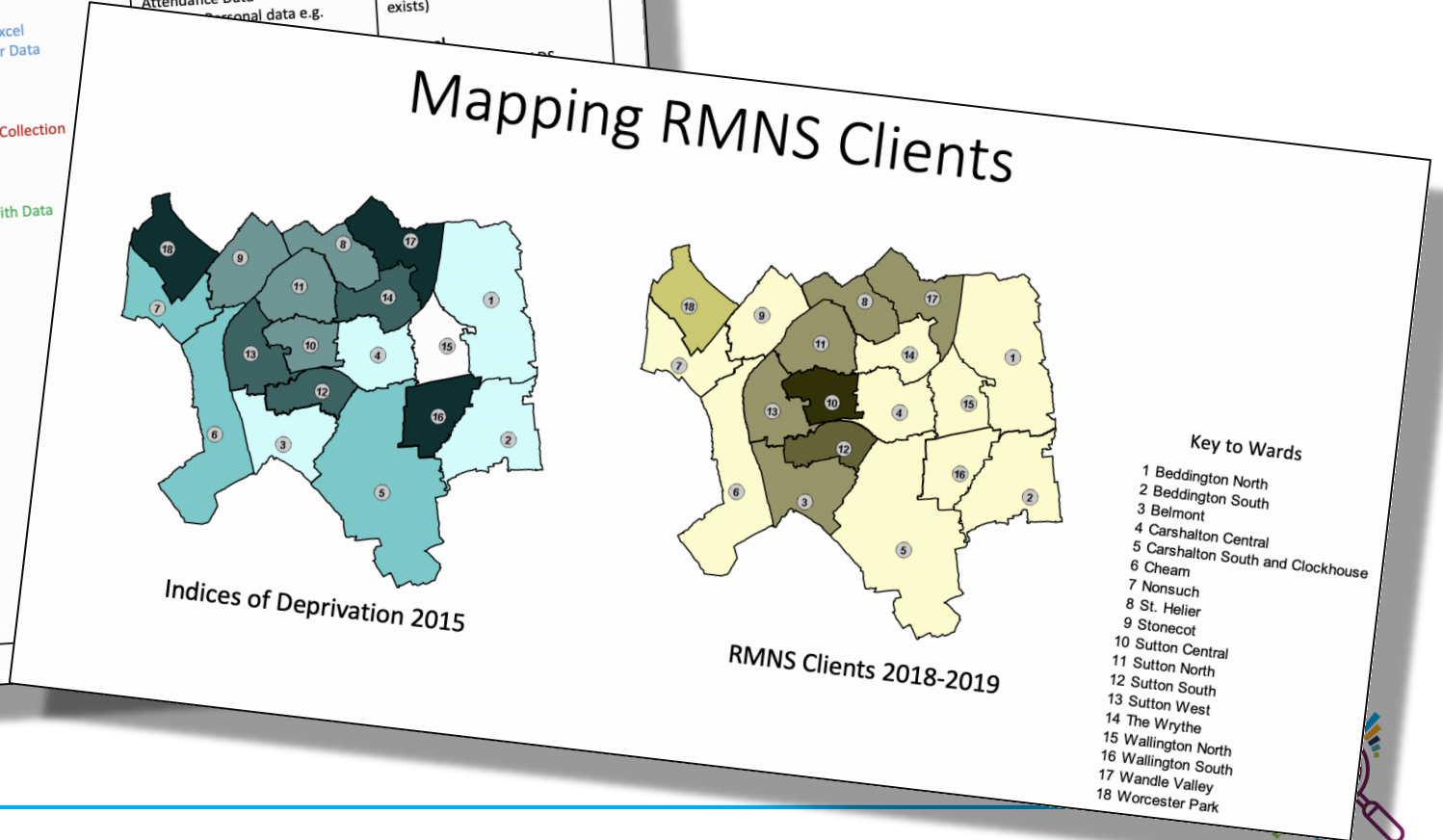
Towards a Case-based Programme

- ✓ Ultimately what we plan to develop is a *case-based* or *scenario-based* programme which includes:
 - ✓ Replicable development activities
 - ✓ Case studies of organisations
 - ✓ Software tools for everyone to use
 - ✓ “Footprints, not blueprints”
- ✓ These being related to individual skills and capabilities, but also to organisational capacity and increased levels of data maturity



Scenarios and Development Programmes

Mapping Service Provision and Use (Refugee and Migrant Network Sutton - RMNS)				
Scenario	Data Maturity	Training Programme Elements	Data Resources	Tools and Platforms
<p>Focus A local refugee and migrant drop-in and advice centre wants to explore the patterns of use of their services. They are interested in distribution of service users within their home borough and beyond.</p> <p>Key Questions Questions might include whether to they are reaching refugees and migrants across all parts of the borough and those most in need; whether to initiate outreach activities; or to provide transport or other support for people wishing to attend.</p> <p>Next Steps Collecting and analysing the data suggests that some service users travel considerable distances, even when comparable provision is more convenient. Collecting more detailed data might help understand why this is. Is it attributable to: family connection; former users who still have local connections; specific services that are highly valued; being part of particular communities?</p>	<p>Summary From 0 (unaware) to 3 (learning)</p> <p>Opportunities Data (0-3) From paper or static spreadsheets to digital data being regularly used and linked to insight and decision making. Issues around data structuring, consistency and cleaning.</p> <p>Analysis (0-3) From no analysis to some descriptive stats and geospatial representation.</p> <p>This project potentially could influence leadership and culture as it involves engagement of all staff with data collection as well as use of data to make strategic and resource allocation decisions.</p>	<p>Recommended Data Essentials (includes sufficient data visualisation) Managing Data with Excel Manage and Prep your Data</p> <p>Optional Data Visualisation Improving your Data Collection</p> <p>Next Steps Mission Based Data Evidencing Impact with Data</p>	<p>Organisational Data Registration Data Attendance Data Personal data e.g.</p>	<p>Internal Excel Organisational database (if this exists)</p>



A Potential Case Study

**HOME
START**

Wandsworth



Break



Find someone
you don't know
with the same
colour smiley face
as you to talk to...



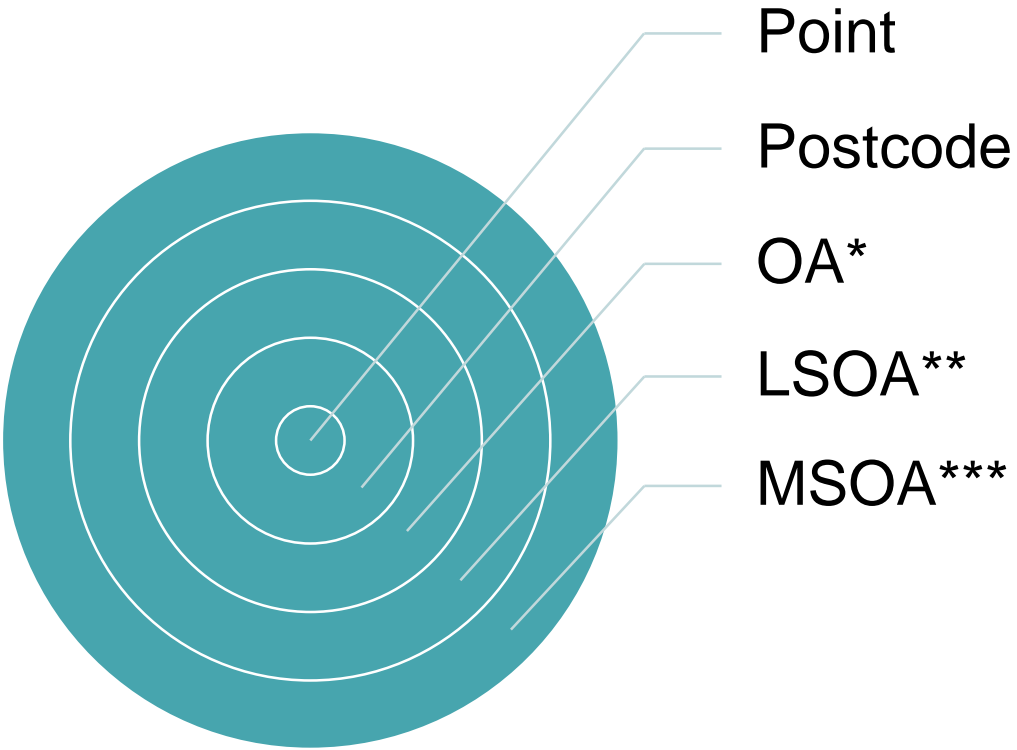


Data Challenge

DISPLAYING POINT DATA AND SMALL-AREA DATA ON MAPS



The Challenge



* OA = 300 people ** LSOA = 1700 people (London) *** MSOA = 7200 people (London)
**** Ward 13000 people (London)

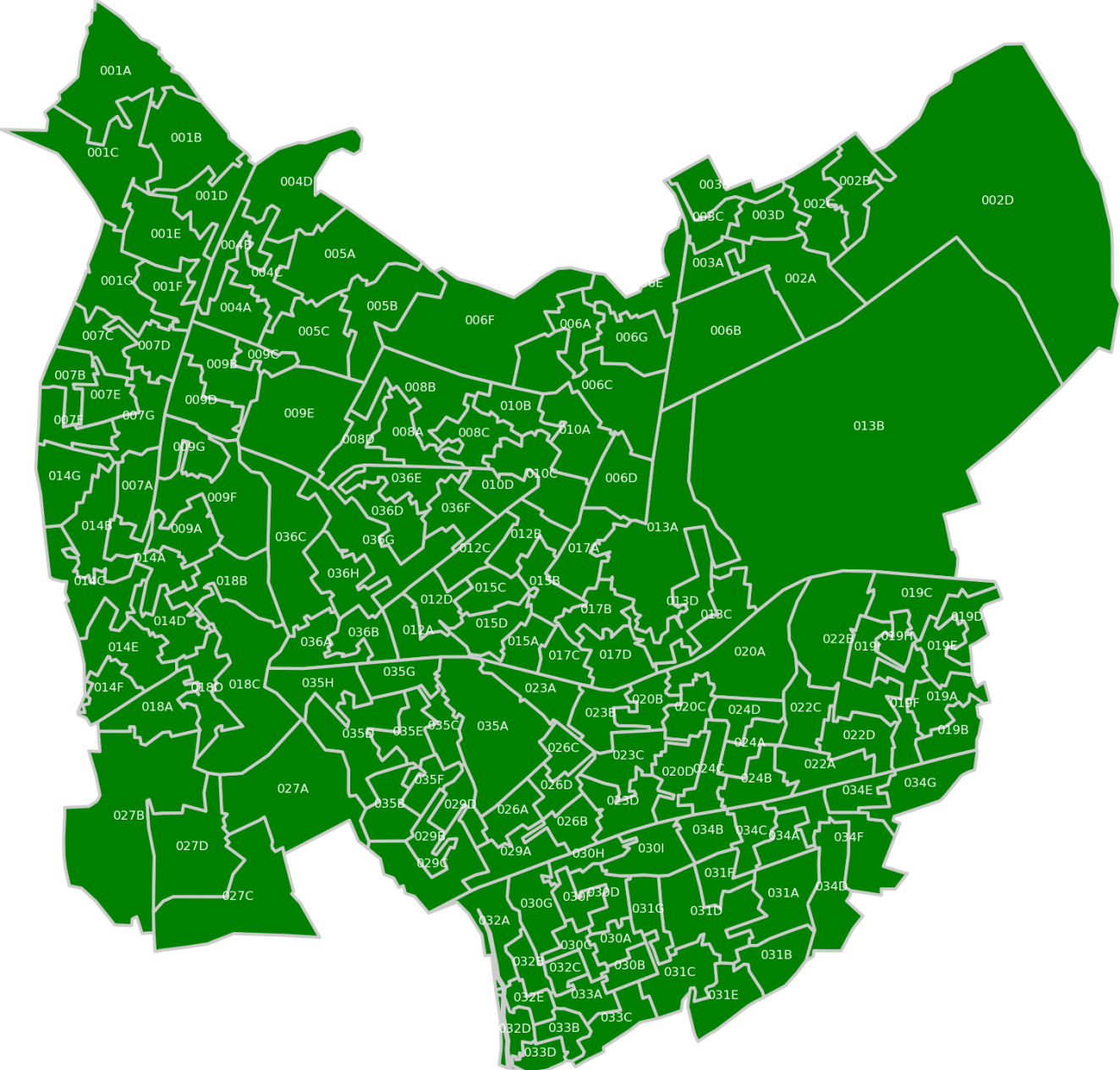


There are some helpful tools out there

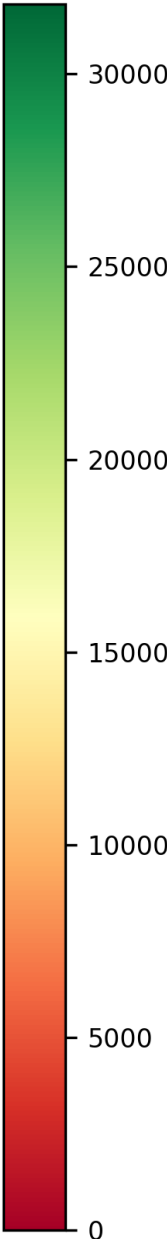
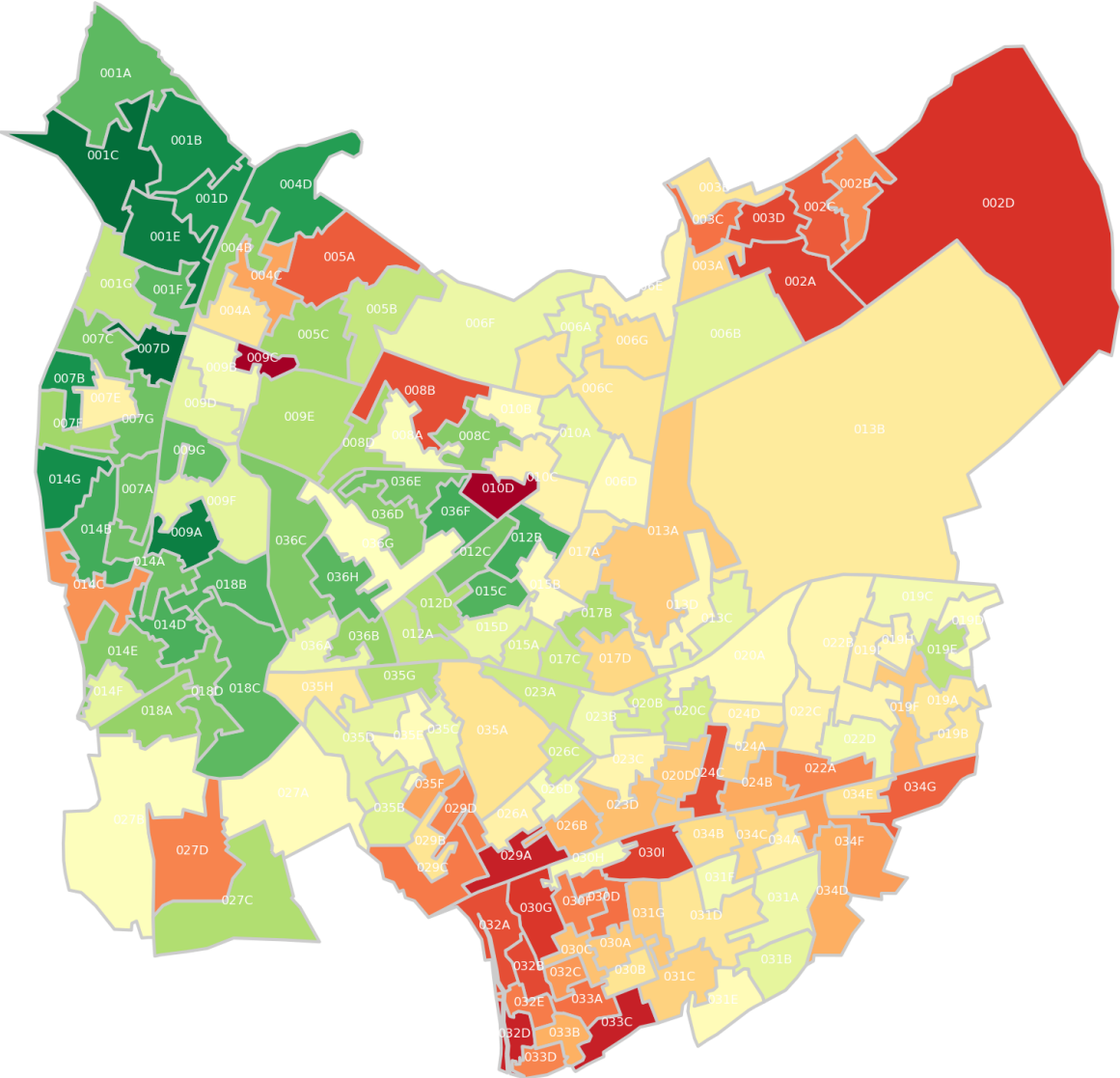
- ✓ The ONS provides **vast** datasets which map these different areas against each other
- ✓ The London Data Store provides [Excel templates](#) for each London Borough as well as for the whole of Greater London. These are useful for simple data which are already organised by ward or borough.
- ✓ To make custom maps, or to explore in depth, we may need to drill into those very large data sets and use shape files and open data



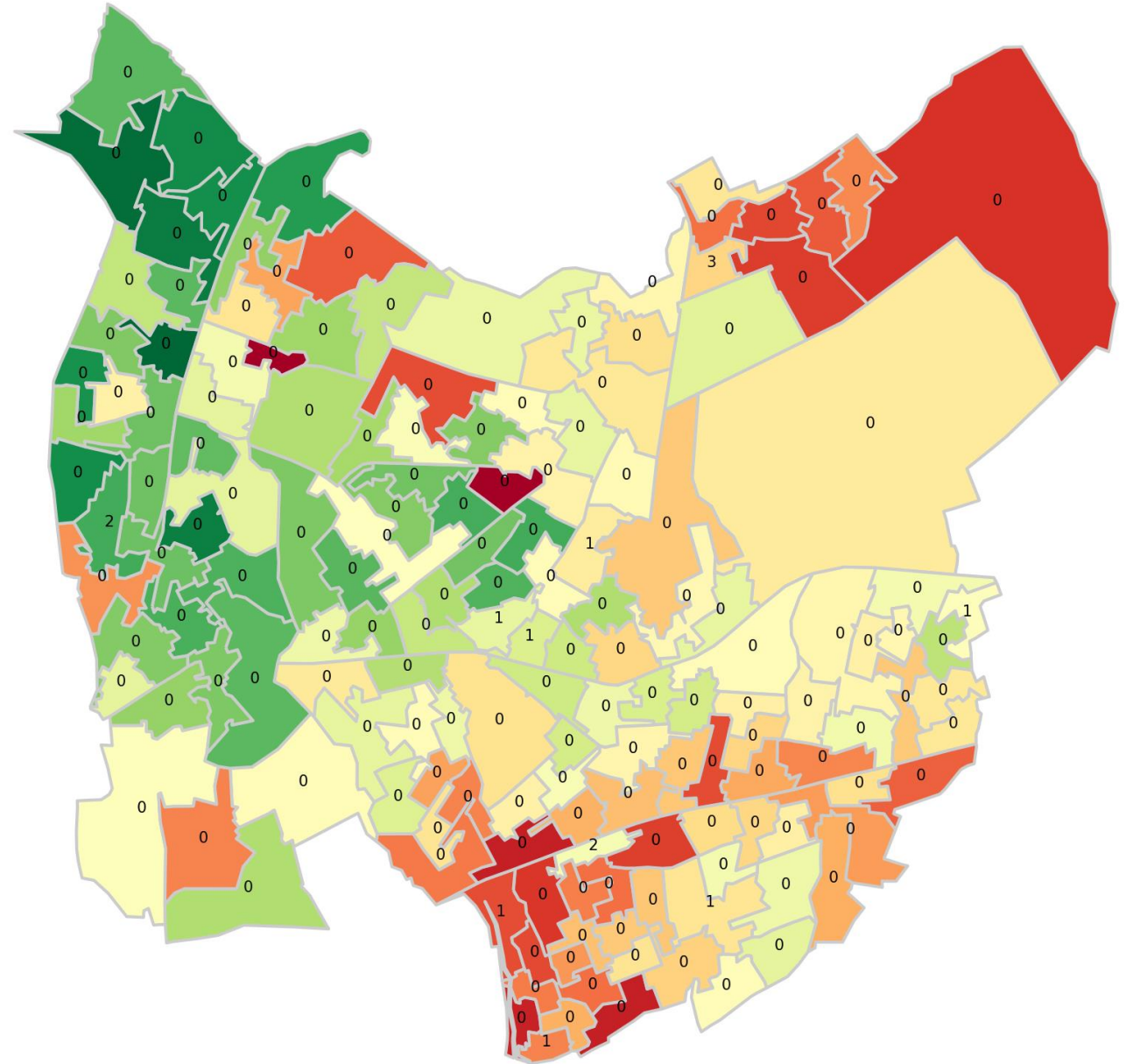
LSOA Level shape files



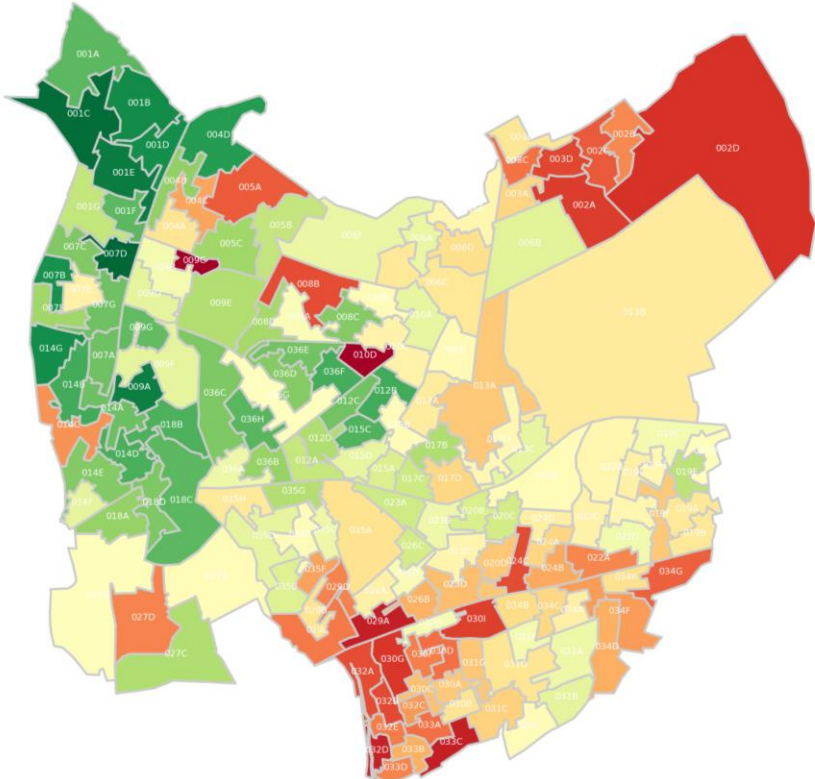
LSOA and Indices of Multiple Deprivation



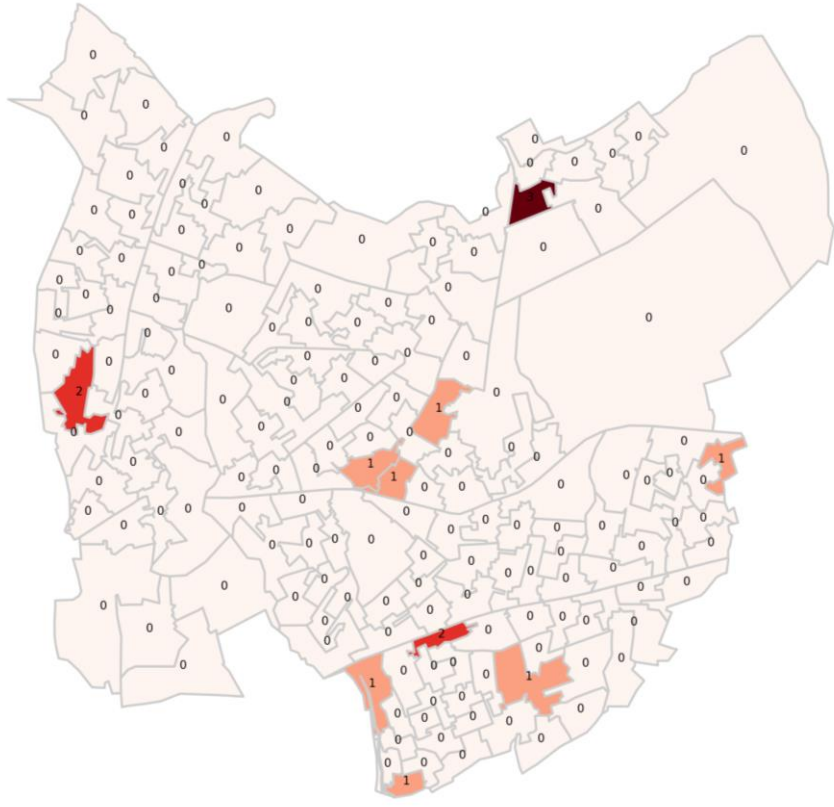
Adding Postcodes Scores



Comparative Maps: an Alternative Representation



Indices of Multiple Deprivation



Distribution of Clients



Thematic table discussions

- ✓ Useful sources of data
- ✓ Databases – how do small charities find what they need
- ✓ Digital inclusion & accessibility
- ✓ Impact measurement
- ✓ Data science – what's possible?





Data Maturity

WHAT DOES THIS MEAN FOR ORGANISATIONS?

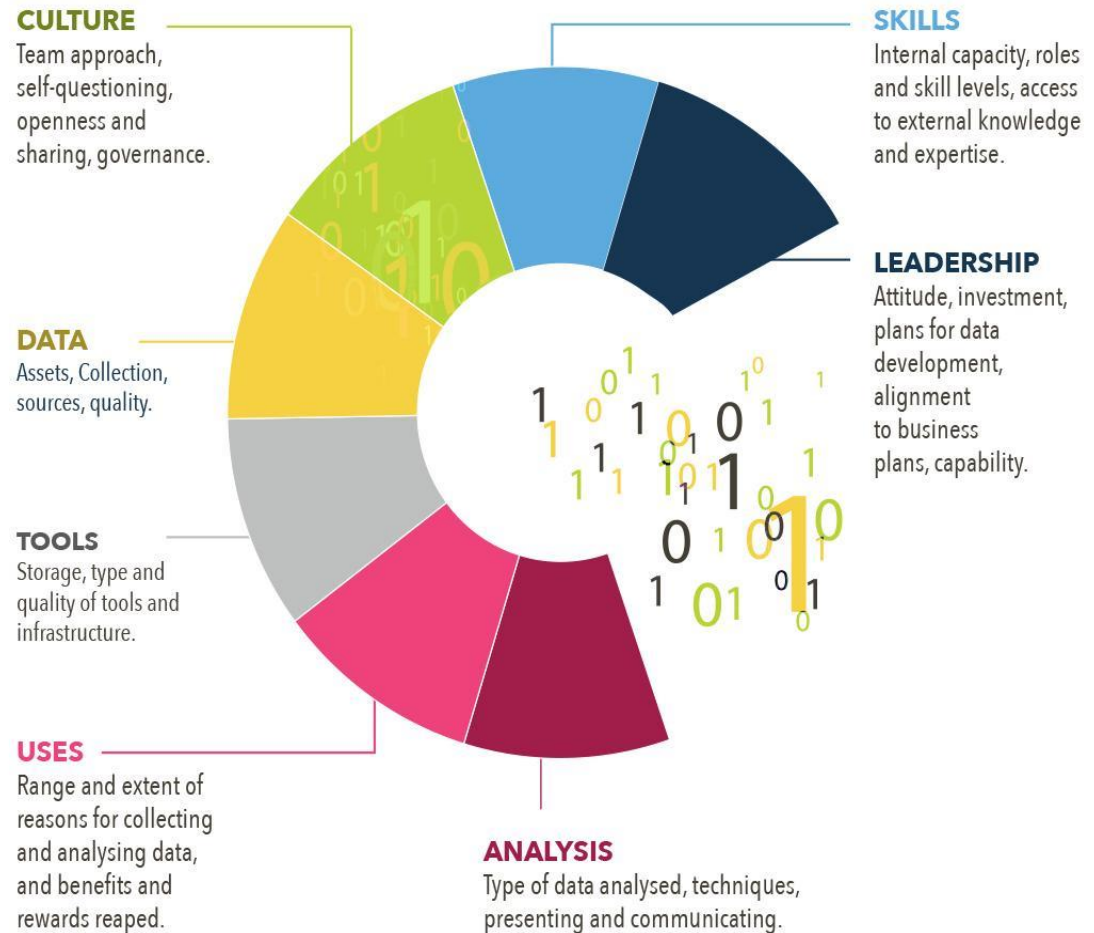


How data mature is your org?

The Themes of Data Maturity

Developed by: DataKind UK
& Data Orchard

<https://www.dataorchard.org.uk/resources/data-maturity-framework>







Leadership



Culture



Skills



Tools



Data

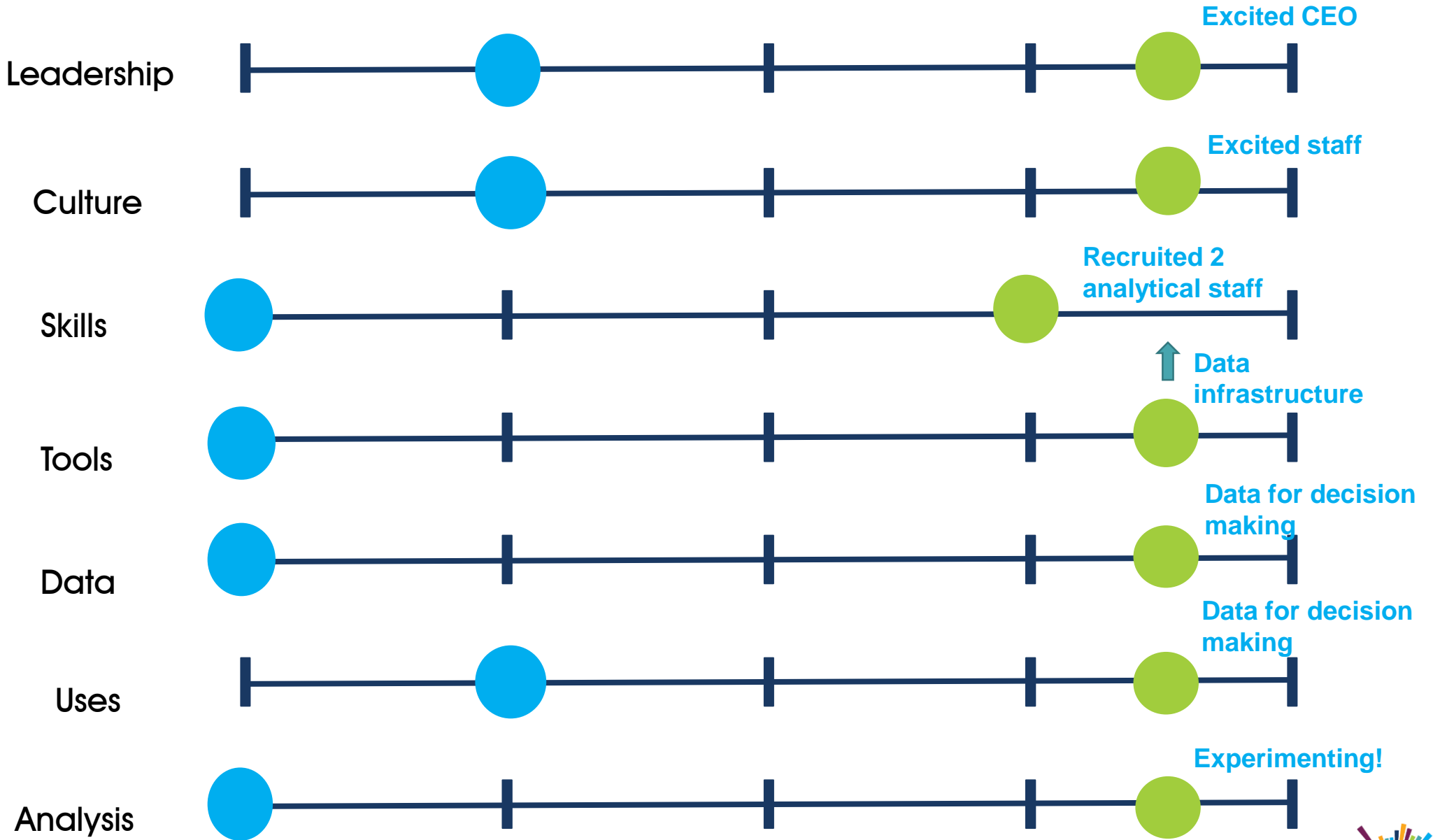


Uses



Analysis





Where are you in your use of data??

Arm-bands
needed



Doggy
paddle



Treading
water



Swimming



Gala
medallist



Channel
swimmer



Next steps...

- ✓ Complete our post event survey!
- ✓ Raise awareness with your members, communities and grantees
- ✓ Promote our training & support offer
- ✓ Refer specific organisations you are working with
- ✓ Access the programme yourselves

bit.ly/datawiselondon



Coming soon...

✓ Data Essentials workshops

- 12 Nov (Shepherds Bush)
- 18 Nov (Kings Cross)
- 27 Nov (Waterloo)
- 5 Dec (London Bridge)
- 17 Dec (Liverpool Street)

Booking soon [on our Eventbrite page](#)

✓ Blogs & resources

- Online survey tools – what's the one I need?
 - Theory of Change – where do I start?
 - Mapping tools
-



Lunch



Don't forget to try
and talk to someone
else with the same
smiley face colour as
you...





Data Demos

FOLLOWED BY PRACTICAL DATA SESSION



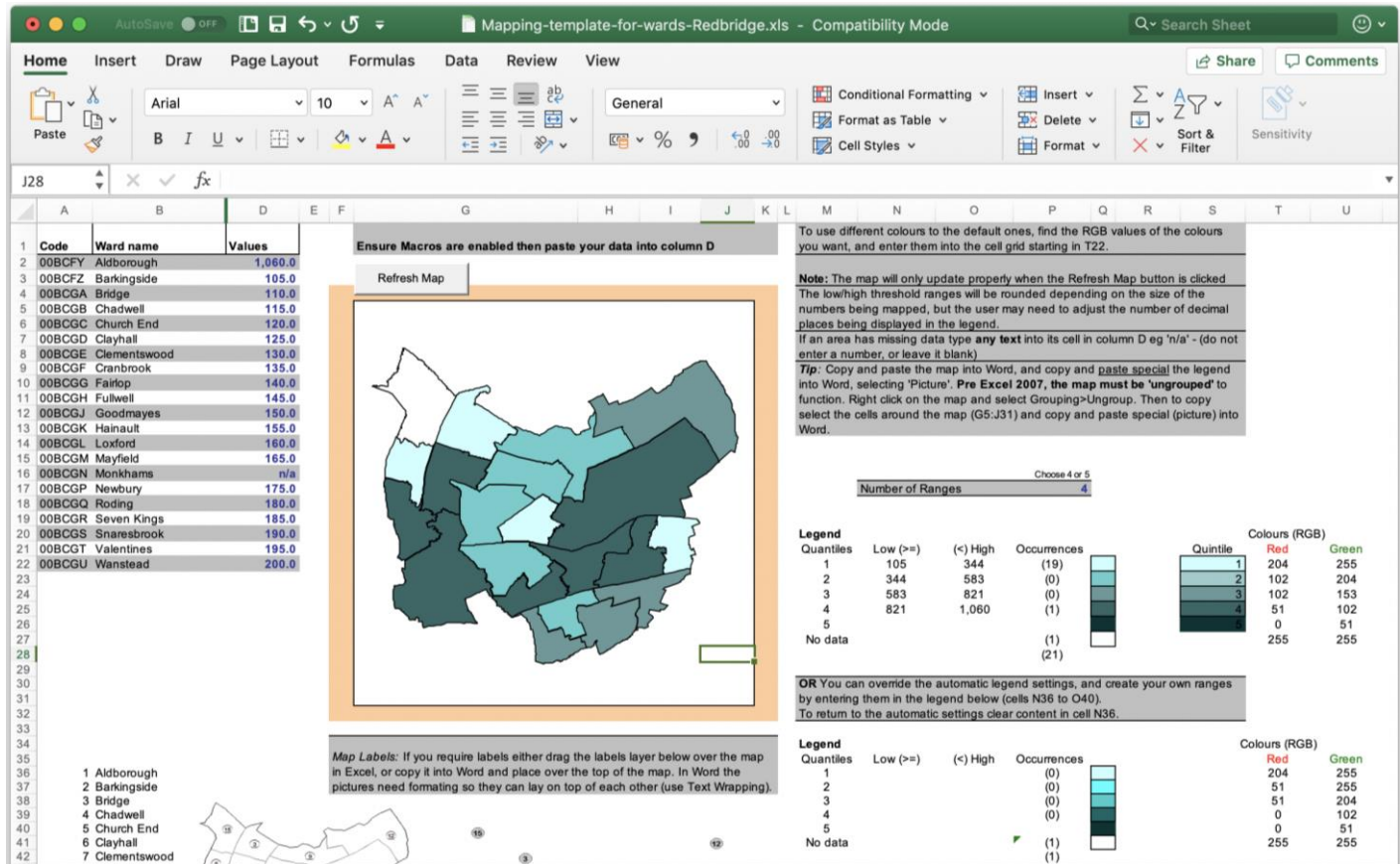
Some tools shown...

- ✓ 360 Giving - Grant Nav <https://grantnav.threesixtygiving.org/> Search & filter to find information about who's funding what and where. Download a file to upload into Data Insights
- ✓ 360 Giving – Data Insights <https://insights.threesixtygiving.org/> Filter on a funder or upload a file you've downloaded from Grant Nav. Interact with this visualised data set
- ✓ Find that charity <https://findthatcharity.uk/>
- ✓ CharityBase <https://charitybase.uk/>



Working at ward or borough level

- The London Data Store provides Excel templates for each London Borough as well as for the whole of Greater London.
- These are useful for simple data which are already organised by ward or borough.
- <https://data.london.gov.uk/dataset/excel-mapping-template-for-london-boroughs-and-wards>



Simplest map creation...



Paste data sets with postcodes & create a map!



Google My Maps

- ✓ Add multi-media
- ✓ Add different layers (max 10)
- ✓ Customise look and feel

