impactaloud

2018

monitor | evaluate | communicate

Brought to you by

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

Contents

Don't want to be in event photos? Please let us or our official photographer, Lee Townsend, know as soon as possible.

"It was a fantastic event that enabled creativity and inspiration to thrive - an excellent variety of masterclasses provided professional insight and helpful tips"
Attendee, 2017

impactaloud
monitor | evaluate | communicate

Impact Aloud 2018 is our fifth annual flagship event, bringing together small to medium sized charities and community groups from across south London and beyond.

Our Impact Aloud project offers free or nominal cost training and advice to help you use technology to monitor your work, evaluate your impact and communicate your achievements.

We couldn't do it without the incredible backing of our project and event funder, City Bridge Trust, The City of London's Corporation Charity. Thank you for making it happen.

CITY OF LONDON
DOMINE DIRIGE NOS

We share tips, tricks and tools in our free monthly e-news. If you need to know about the latest developments in technology that are useful for small charities and community groups sign up at reception or visit https://superhighways.org.uk/e-news/

A big warm welcome to Impact Aloud 2018!

If someone asked you 'Where do you see yourself in five years?' what would you say? Our standard reply at Superhighways is 'delivering all of your tech services from a sunny beach, commiserating with your IT woes as we sip on a pina colada'. But that wouldn't be the truth.

We're far more ambitious. We'd say that we want to deliver a new kind of service – that reaches even further into London's communities. That takes Impact Aloud to another level. But more on that later…

One of the best ways to speculate on the future is to take a look back at the last five years. For us these are the Impact Aloud years. A programme of advice and training delivered initially to 6 boroughs in South London – Bromley, Croydon, Kingston, Richmond, Sutton and then extended to another four – Lambeth, Lewisham, Southwark and Wandsworth.

Impact Aloud 2018 is the fifth (and potentially final) flagship event of the programme's calendar. It brings you a fantastic line-up of speakers and masterclasses to help smaller organisations like yours capture your impact, analyse what works and share your stories with the people that matter to you, using the best in free and low cost digital technology.

Led by leading industry professionals, these short yet sweet insights include what you need to know about data collection, how to turn data into visuals with meaning, interview your beneficiaries, take better photos and share them on social media. To name a few! Some topics are re-run so you won't miss out on the essentials.

We're thrilled to be joined this year by Zoe Amar, Chair of the freshly launched Charity Digital Code of Practice. The Code is a set of professional guidelines aimed at improving digital skills and increase take up of digital activity within charities and community organisations. The Code has also been adapted for smaller organisations, acknowledging that we don't all have the same resources or are at the same stage of digital development.

Today, NCVO launches a campaign for charities to show their supporters how their donations and volunteer hours are helping them make a big difference. They're asking you to share your stories using the hashtag #YouMadeItHappen. If you'd like to thank anyone today please include this hashtag alongside #impactaloud.

Back to the five year question.

Impact Aloud may be coming to an end but Superhighways is one of a handful of projects to win Cornerstone development funding to bring together a new partnership service for London.

Cornerstone has been created by a group of aligned funders seeking to provide the best support for a thriving civil society in London. Superhighways aims to bring together like-minded expert organisations to deliver a new data literacy and digital skills support programme for London's community organisations.

Finally, we couldn't have delivered our Impact Aloud project without local council for voluntary service partners who have helped us reach groups across the city. We salute you. And we love our funder. City Bridge Trust has not only funded Impact Aloud but continues to support us as we test and trial our new partnership.

A huge, warm thank you with bells, whistles and cake. Enjoy the day.

**Kate White & Sorrel Parsons
Impact Aloud, Superhighways**

Share what you're learning!

**Hashtag:
#impactaloud
#YouMadeItHappen**

**Wifi password:
everydaypeople**

Please share any blogs, images, videos, audio recordings and ideas after the event too!

What's on today and Masterclasses

7 things you need to know about The Charity Digital Code of Practice
Keynote speech - Zoe Amar Digital

The momentum for digital change is growing across the charitable and community sector and there is potential for the Code to help organisations advance their knowledge and skills to deliver greater impact for communities. The Code has been developed with both larger and smaller organisations in mind and for those at different stages of digital maturity. Digital expert and Chair of the Charity Digital Code of Practice, Zoe Amar, will take you through its key points and how you can apply them to your work as a small charity.

Speaker: Zoe Amar

Creative and collaborative: a review of film production research
Pre-lunch talk - Open University

For the last three years Tot Foster has been developing a film production process specifically for small charities, as part of a PhD at the Open University. The process involves a small collaborative team that could include staff, volunteers or service users, being creative but realistic, and using phones to film. This session will include a review of this process, and screenings of some of the films made as part of the research.

Speaker: Tot Foster

Demos: Power BI, Carto, London Data Store, SMS platfom

Dare to be different and find out how you can turn your outcomes data into intelligent service insights with help from a set of unique cloud-based tools. You'll be helped to source the London data you need and see how a new SMS platform could revolutionise the way you communicate with your beneficiaries and supporters.

Impact Aloud Awards

As we celebrate 5 years of Impact Aloud we'll be awarding tablet devices to small local charities and community groups supported by Superhighways who have tried and tested digital tools and new ways of working. Jenny Field from City Bridge Trust will be giving out our first-ever awards.

Feeling lucky?

Win a tablet device, training days or expert consultancy, thanks to our event supporters.

Happy birthday to us!

It's our 20th birthday this year! Join us for cake in the afternoon break.

How AI techniques can support improved outcomes for clients of a Yorkshire foodbank
Closing speech - DataKind UK & The Welcome Centre

DataKind UK (pro-bono data scientists) and The Welcome Centre (a small foodbank based in Huddersfield) created a model to predict which clients are likely to need additional support services. Tracey and Andrew will outline how this was achieved, and how other charities can use AI techniques within their own services.

Speakers: Tracey Gyateng & Andrew Tomlinson

Advanced digital marketing

Matt will run through some of the best platforms available to help charities connect with as many supporters as possible. This will be a participatory session, and we'll be looking for discussion with the audience to select the best-of -breed tools for charities – be that for web tracking, A/B testing, social advertising, or anything else!
Speaker: Matt Moorut, Tech Trust

Data essentials

This session will cover some of the core principles which should be used when working with data at all stages of the data journey; collection, analysis and presenting data. Hannah and Natasha will share some key pitfalls to avoid when working with data, and share best practice top tips when drawing conclusions, identifying your data's limitations and presenting data findings.
Speakers: Hannah Goulding, GLA and Natasha Codiroli Mcmaster, London Plus

Masterclasses

Data visualisation: what's it all about?

Charities are increasingly keen to use data visualisation to communicate quickly and creatively with different audiences. But data visualisation can vary from the simple to the complex. And while infographics and interactives are everywhere, they take time and resources to produce. This session will go back to basics, looking at the principles of good data visualisation. It will walk through some useful ways of structuring your approach to data visualisation, and signpost tools to help.

Speaker: Katy Murray, New Philanthropy Capital

Digital service design

What is digital service design? And how can charities use it? CAST (Centre for Acceleration of Social Tech) will showcase examples of past projects and share top tips that can be specifically applied to small charities. Law Centres Network join CAST to talk about their development of a new SMS tool, shortly to be released for charity use across the UK. In this fun and upbeat session you'll come away with some useful techniques for planning your own service.

Speakers: Tori Ellaway & Vala Petursdottir, CAST & Julie Bishop, Law Centres Network

How to create a practical Theory of Change in 7 steps

This hands-on session will take the mystery out of "theory of change" and enable you to unlock your own expertise around the difference your programmes make. By the end of the session you will have a set of outcomes and indicators you can use to measure the impact of one of your programmes. You will have the tools to repeat the exercise for the rest of your work.

Speaker: Matt Kepple, Markerble Impact Hub

Instagram for charities

In this session, you'll learn how to build a flourishing Instagram channel, create amazing content your supporters love, see how other charities are using Instagram and understand how Instagram Stories and Paid Advertising can help boost your results.

Speaker: James Armstrong, Montfort

Interviewing for video or audio

We know that stories are powerful. We know there are amazing stories about the lives of our service users and the impact our organisation has made. But how do you approach interviewing someone to record their story on video or audio? In this practical workshop we will cover different types of interview, interview each other to find stories, and then practice asking questions to illicit answers suitable for editing as audio or video.

Speaker: Tot Foster, Open University

Online fundraising: reaching new audiences online

This masterclass will show how groups can demonstrate their impact online and convert online supporters into donors.

Speaker: Conor Kelly, Localgiving

Reframing poverty: four ways to create change

We have incredible power as storytellers. The stories we tell - and how we tell them - in turn shape how people think, feel and are willing to act. This masterclass shares insight from the social sciences and a two-year research project on how we can tell a new story about poverty in the UK - alongside a 101 introduction to framing for impact and social change.

Speaker: Tamsyn Hyatt, Frameworks Institute

Storytelling for impact

This session will provide examples and best practice in demonstrating the impact your charity has through stories as well as data, and how to use this to enhance relationships with a range of donors from regular givers, through to trusts and foundations, local government and corporates. It will present case studies and share ideas and tips that highlight innovative ways to develop relationships and secure support for your organisation and its vital work.

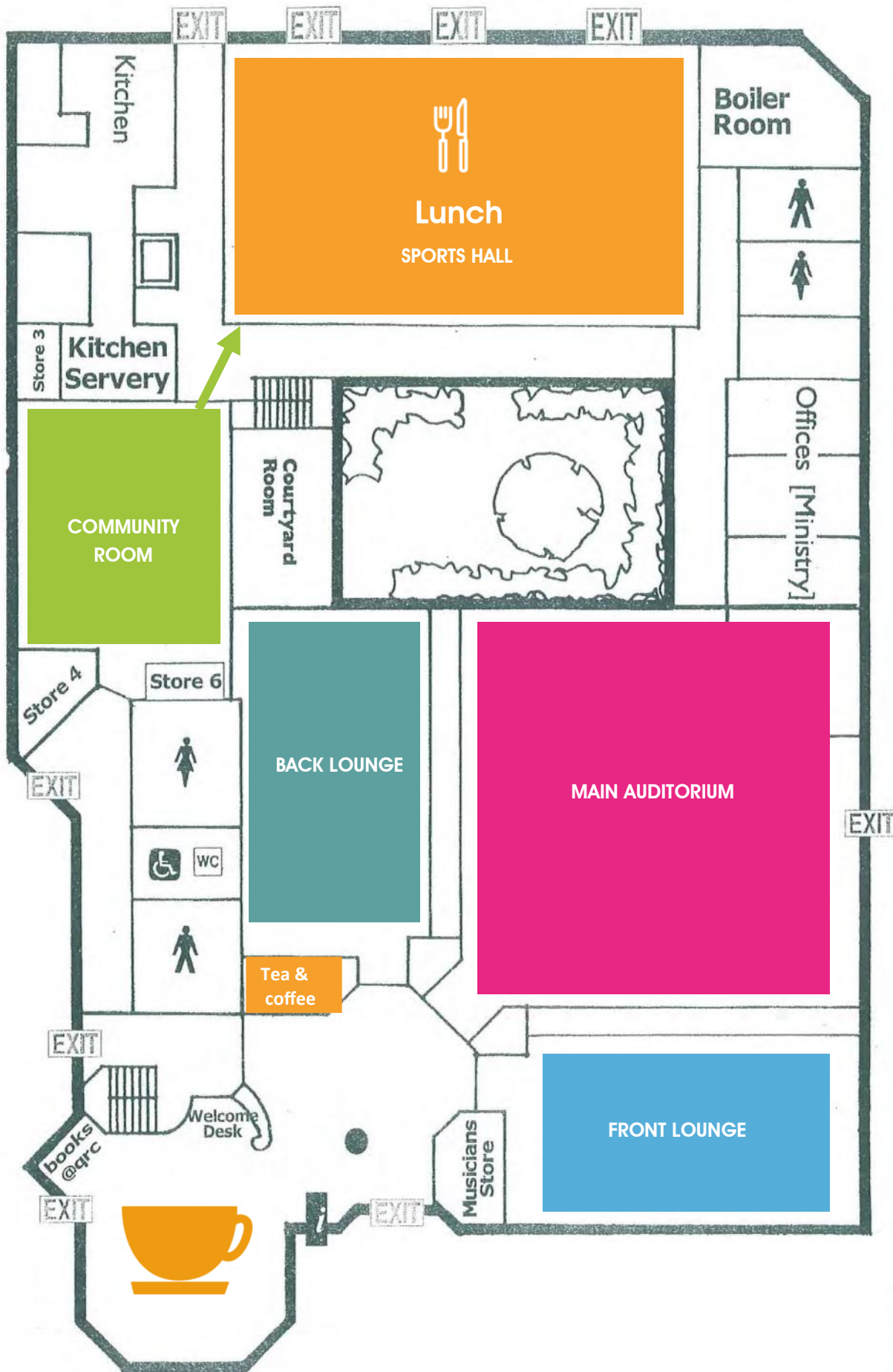Speaker: Janine Edwards, The Foundation for Social Improvement (FSI)

Smartphone photography 101

This workshop is designed to enhance the ability of third sector workers to communicate their organisation's story through images. Today's compact cameras and mobile phones equip us with the ability to capture and share amazing high quality photos with a camera that we carry with us, every day. During the session you will gain the skills and knowledge to produce high quality, creative images that will take your photographs to a whole new level.

Speaker: Lee Townsend, Lee Townsend Photography / Lenses of Croydon

Lee is also our official photographer for Impact Aloud

Floorplan - find your way around

Kitchen

EXIT EXIT EXIT EXIT

Boiler Room

🍴
Lunch
SPORTS HALL

Store 3

Kitchen Servery

COMMUNITY ROOM

Courtyard Room

Offices [Ministry]

Store 4

Store 6

WC

BACK LOUNGE

MAIN AUDITORIUM

EXIT

Tea & coffee

EXIT

books @qrc

Welcome Desk

Musicians Store

FRONT LOUNGE

EXIT

EXIT

| 9:30 - 10:00 |
| 10:00 - 10:20 |
| 10:20- 10:40 |
| 10:45 - 11:30 |
| 11:30 - 11:45 |
| 11:45 - 12:30 |
| 12.35 - 12.50 |
| 12:50 - 13.45 |
| 13:45 - 14:05 |
| 14:10 - 14:55 |
| 15:00 - 15:45 |
| 15:45 - 16:00 |
| 16:00 - 16:30 |

Schedule

Registration

Welcome, introductions and opening activity

7 things you need to know about the Charity Digital Code of Practice - Zoe Amar Digital

Masterclass 1

Storytelling for impact Janine Edwards The Foundation for Social Improvement (FSI)	**Data essentials** Hannah Goulding, GLA Natasha Codiroli Mcmaster, London Plus	**How to create a practical Theory of Change in 7 steps** Matt Kepple Makerble Impact Hub	**Instagram for charities** James Armstrong Montfort

Break

Masterclass 2

Reframing poverty: four ways to create change Tamsyn Hyatt, Frameworks Institute	**Data visualisation: what's it all about?** Katy Murray New Philanthropy Capital	**Photography 101** Lee Townsend Photography / Lenses of Croydon	**Advanced digital marketing** Matt Moorut Tech Trust

Creative and collaborative: a review of film production research	**London Data Store** Demo	

Lunch & Demos	**CARTO** Demo 13.25 - 13.40	**POWER BI** Demo 13.25 - 13.40	**SMS PLATFORM** Demo 13.25 - 13.40

Impact Aloud Awards

Masterclass 3

Storytelling for impact Janine Edwards The Foundation for Social Improvement (FSI)	**Digital service design** Tori Ellaway & Vala Petursdottir CAST	**How to create a practical Theory of Change in 7 steps** Matt Kepple, Makerble Impact Hub	**Online fundraising: reaching new audiences online** Conor Kelly Localgiving

Masterclass 4

Interviewing for video or audio Tot Foster Open University	**Data visualisation: what's it all about?** Katy Murray New Philanthropy Capital	**Data essentials** NPCHannah Goulding, GLA Natasha Codiroli Mcmaster, London Plus	**Demos** Carto & Power BI

Happy birthday to us!

How AI techniques can support improved outcomes for clients of a Yorkshire foodbank
DataKind & The Welcome Centre
Closing remarks, next steps and competition giveaways

Speakers

Conor Kelly
Partnerships & Programmes Manager, Localgiving
Conor graduated with a BA in History, Sociology and Political Science in 2014 from the National University of Ireland. He then went on to study an MA in European Public Policy from Maastricht University in the Netherlands. After University, he worked in a variety of jobs for progressive organisations in New York. Conor joined the Localgiving team in 2016 and would love to speak with any organisations who are looking to grow their online presence.

Hannah Goulding
Civil Society Data Officer, Greater London Authority (GLA)
Hannah is a Civil Society Data Officer at the Greater London Authority. She has experience working for Local Authorities across Adult Social Care and Public Health. Her current focus is to support the development of data capacity and maturity across Civil Society.

Natasha Codiroli Mcmaster
Data and Intelligence Coordinator, London Plus
Natasha is the Data and Intelligence coordinator at London Plus. She has a PhD in social science from UCL and previously worked as an analyst at the Department for Work and Pensions.

James Armstrong
Digital Content Marketer, Montfort
James is a digital content marketer at Montfort, specialising in social media engagement, community growth and advertising. He started his career with Sussex Police, working on projects ranging from local community engagement to major incidents and the NATO Summit in Wales. He now loves working with community interest companies and charities doing good in the world, using his technical and creative knowledge to build relationships with audiences.

Janine Edwards
Head of Consultancy & Development, The Foundation for Social Improvement (FSI)
Janine has worked with hundreds of charities and social enterprises to help them measure and demonstrate the difference they make, to explore new income opportunities, and to diversify and strengthen their strategies - ultimately helping organisations more effectively deliver their purpose. She is a qualified teacher and Action Learning Facilitator and an accredited Social Return on Investment practitioner.

Katy Murray
Communications Manager, New Philanthropy Capital
Katy has worked in communications at NPC for over 3 years. She leads on many elements of NPC's public presence, like editing research reports, leading the organisation's social media presence and running internal writing training to improve NPC staff's communication skills.

Matt Kepple
CEO, Markerble Impact Hub
As CEO, Matt Kepple is responsible for helping organisations large and small get their heads around the practicalities of monitoring & evaluation. He has previously worked in-house at charities, social enterprises and held consulting roles within advertising agencies and government departments. Matt has facilitated over 100 innovation workshops and has given talks on the topics of entrepreneurship, marketing and leadership for TEDx, Cambridge University and several other institutions.

Lee Townsend
CEO, Lee Townsend Photography
As CEO, Lee Townsend is a photographer that specialises in documentary and portrait photography, working primarily with third sector organisations both as a photographer and a workshop facilitator. He is passionate about promoting photography as an art form and is heavily focused on making it accessible to everyone. As a result, he founded both Lenses of Croydon, a photography group with in excess of 500 members, and the free monthly event the Croydon Photography Forum.

Speakers

Matt Moorut
Head of Digital & Marketing, Tech Trust
Matt manages Charity Digital News and publices the tt-exchange software donation programme. He speaks regularly at tech-for-good conferences and co-runs the NetSquared London meetup, giving practical tech advice to charities. Beyond that, he's a judge for the Tech4Good Awards and has consulted grantmakers, companies, and government, championing the effective use of tech by charitable organisations.

Tamsyn Hyatt
Communications Strategist, Frameworks Institute
Tamsyn Hyatt is a communications strategist at the FrameWorks Institute. She works with nonprofits in the UK, USA and Australia to reframe social issues for change. She delivers regular talks and workshops, advises on digital and campaign strategy, and is passionate about communications that change minds.

Tori Ellaway
Fuse Lead, CAST
Tori works at CAST, where she leads a digital product accelerator called Fuse, guiding non-profits through a user-centred service design programme and helping them to take back new ways of working into their organisations. She also runs a number of bespoke consultancy projects, working with a network of product and service design professionals.

Vala Petursdottir
Digital Product and Service Designer, CAST
Vala leads CAST's product and service design, working across a number of programmes, bespoke consultancy offers and internal design projects.

Tot Foster
Researcher, Open University
After a career in television and lecturing in film production, Tot started to make films for various charities, and also mentored staff to make their own. Tot saw the challenges of production, particularly in small organisations with few resources. So she is now studying for a PhD at the Open University looking at whether a production process specifically tailored to small charities can be developed, to support them in their own low cost production using phones, and collaborating with volunteers and service users.

Tracey Gyateng
Data Science Manager, DataKind UK
Tracey leads on working with charities to use data (both numbers and words) to support decision making through the use of data science. She also manages strategic projects - with a current focus on data governance and ethics. Previously, she was data labs project manager at New Philanthropy Capital, helping charities to use government administrative datasets for programme evaluation.

Andrew Tomlinson
Trustee / Treasurer. The Welcome Centre
Andrew splits his time between working at The University of Leeds, running his own business and supporting the work of The Welcome Centre. In addition to being the treasurer, Andrew also helps with the ICT provision at the Centre and is currently involved in a project to improve the processes around the taking of referrals.

Zoe Amar
Director, Zoe Amar Digital & Chair of the Charity Digital Code of Practice
Zoe Amar is founder and director of Zoe Amar Digital, a social enterprise and digital agency that help charities and other non-profits lead change with confidence, developing strategies which increase their resilience, income and influence. She is also chair of The Charity Digital Code of Practice, and blogs for Third Sector and others.
She is the co-author of The Charity Digital Skills Report and co-founder of the Social CEOs awards.

Demos

Carto

A powerful Geographic Information System and web mapping platform, you can connect your data to Carto to create a powerful map to evidence need, analyse what's working and make smart decisions on how to adapt your services.

Mor Rubenstein
Data Labs Manager, 360Giving

Mor leads on designing and managing projects that use 360Giving data, commissioning open data platforms and tools, as well as collecting and sharing learning about data use. Previously she was the Capacity team lead at Open Knowledge International where she oversaw the delivery of communications, community and research. She was also the Project Manager of the Global Open Data Index, a benchmarking tool for open government data publication. Mor has also written several papers on open data use. She has worked on open data around the world with the Public Knowledge Workshop (Israel) and the Oxford Internet Institute.

Power BI

Power BI is a Microsoft business analytics service that you can use to create interactive visual reports and dashboards. Access via your Office 365 account or download the desktop app for free.

Jen Stirrup
Owner, Data Relish

Jen is a data strategist and technologist, Microsoft Regional Director, Power BI expert and founder of Data Relish Ltd - a consultancy focusing on delivering successful Business Intelligence and Artificial Intelligence solutions that add real value.

Jen was recently named as one of the top 9 most influential Business Intelligence female experts in the world by Solutions Review. Jen has spoken worldwide, disseminating her expertise and passion for data.

London Data Store

The London Datastore is a free and open data-sharing portal where anyone can access data relating to the capital. The site provides over 700 datasets to help you understand the city and develop solutions to London's problems.

Hannah Goulding
Civil Society Data Officer, Greater London Authority (GLA)
See Hannah's details on page 8

New SMS Platform

Law Centres Network have developed a new SMS texting service to stay in touch with their clients. It will soon be launched for use by charities throughout the UK.

Julie Bishop
Director, Law Centres Network

Julie Bishop is Director of the UK Law Centres Network, a post that she has held for 10 years. Prior to this, Julie was Director of the National Association of Community Legal Centres in Australia for over 5 years and worked in the legal aid sector in Australia at community level for almost 20 years.

Julie's professional training is in IT. It was as an IT consultant that Julie first worked in legal aid. Before IT, Julie studied and taught Philosophy at the University of Sydney. Julie is a Board member of 3 Charities, was a Commissioner on the Bach Commission on Access to Justice, has sat on other Committees of Inquiry, provided evidence to parliamentary committees and currently contributes directly to HMCTS Reform process.

Upskill your staff and volunteers with Superhighways team training
If you're looking for something a bit special to fit your organisation's requirements, please talk to us. Many of our popular courses can be adapted to suit your needs.
Find out more at http://bit.ly/SuperhighwaysBespokeTraining

Our event supporters

Cornerstone call-out: Help us plan a new data literacy and digital service

In partnership with other providers, Superhighways is leading on the development of a proposal to build a new programme of support for London's community organisations.

We're asking for your input to help us shape this programme so that it meets your needs, ensuring you can develop your data and digital knowledge and skills to better evidence need, adapt your services and share your impact.

Whether you're a funder, provider, 2nd tier or frontline charity or community organisation please let us know what you most need, or alternatively what you may be able to contribute, by completing this short survey.

Register your interest at http://bit.ly/cornerstonefundsurvey

Competition give-aways

Mobile device
Win a tablet for your organisation to capture and communicate your impact on the move.
Supporter: South London CVS Partnership

2 x 2 hour consultancy sessions with FSI
Two lucky groups will win a free 2 hour consultancy session with one of the FSI's expert trainers and consultants, on any aspect of your charity's impact measurement, reporting, strategy, governance or fundraising.
Supporter: The Foundation for Social Improvement (FSI)

1 hour social media consultancy
Make your social work better for you with advice from a specialist digital marketing and social media agency.
Supporter: Montfort

Place on a New Philanthropy Capital training course
Win a free training course - pick from a range of impact courses such as understanding and using data, creating a theory of change or improving your impact practice. You'll need to book within a year of winning the prize.
Supporter: New Philanthropy Capital

Tableau Desktop Professional, 2-Year Subscription
A data analysis and visualisation software with a drag-and-drop interface. Connects to most databases and spreadsheets to create and share interactive visualisations and dashboards. No programming is necessary.
Supporter: Tech Trust

10 free places for small groups to Impact Aloud
We would like to extend our warmest thanks to The Worshipful Company of Information Technologists for funding 10 free places for small charities and community groups with an income under £100,000.
Supporter: The Worshipful Company of Information Technologists

A huge thank you to our event supporters

About Superhighways

Superhighways provides technology support, training and consultancy services tailored to charities, community organisations and social enterprises. We also address digital exclusion at a grassroots level.

Our aim is to enable you to be efficient, effective and sustainable.

Superhighways is part of Kingston Voluntary Action and has an established track record of supporting community-benefit groups across South London.

Impact Aloud project

There are a range of free and low cost digital tools that charities, community organisations and social enterprises can use to evidence and celebrate the difference they make.

Impact Aloud offers you training and advice to choose and use the tools that work best for you. The project works in the ten London boroughs of Bromley, Croydon, Kingston upon Thames, Merton, Lambeth, Lewisham, Richmond, Southwark, Sutton and Wandsworth.

Our funder

Impact Aloud is funded by City Bridge Trust, the City of London Corporation's Charity, and that means our impact training and services are free or nominal cost.

Book your training & surgeries online

http://bit.ly/SuperhighwaysTraining

Keep in touch

Get the latest tips and advice with our free e-news
superhighways.org.uk/resources/e-news