



# Data Essentials

DISCOVER. LEARN. ANALYSE. SHAPE. REPEAT



# Becoming more Datawise...

- ✓ A bite-sized Data Essentials session – exploring what data can do for you. You'll:
  - ✓ gain some ideas for using data to inform your decision making
  - ✓ discover some best practice top tips
  - ✓ find out about a range of free and affordable digital tools that can help collect and present findings



FOR CHARITIES & COMMUNITY ORGANISATIONS



London's community data is one of our greatest assets - our mission at Datawise is to help you unlock it.

DISCOVER. LEARN. ANALYSE. SHAPE. REPEAT.



TRAINING, ADVICE AND HELP  
WITH DATA CHALLENGES

For people who want to explore the role of data in shaping their own charity or community organisation's services - or influencing others.

Our mission at Datawise London is to help you unlock the value of data.

[www.datawise.london](http://www.datawise.london)

Makerble

COALITION  
— FOR EFFICIENCY —

DataKindUK

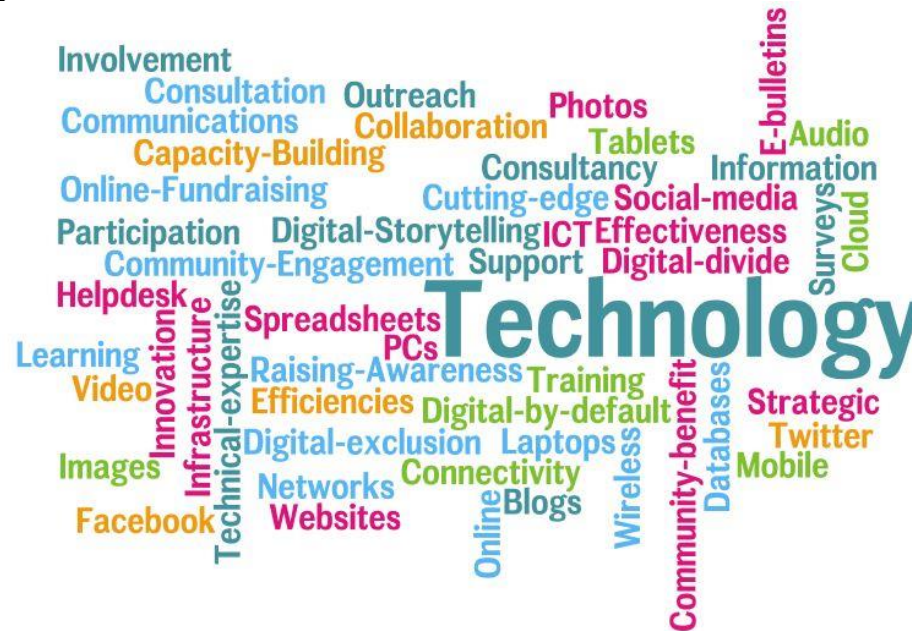
hear  
humanity. equality. rights.

london plus

# About us

Providing tech support to small local charities in London for 20 years

- ✓ Support
- ✓ Training
- ✓ Consultancy
- ✓ Digital inclusion
- ✓ Impact Aloud
- ✓ Datawise Londor
- ✓ E-news sign up  
<https://superhighways.org.uk/e-news/>



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

use the code 58 75 08





# Data collection



# Types of data

## User data

**Asks:** demographics, characteristics, reason for coming 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

# What data does your organisation collect?

Data you collect /  
generate  
internally





# Post-it exercise goes remote!

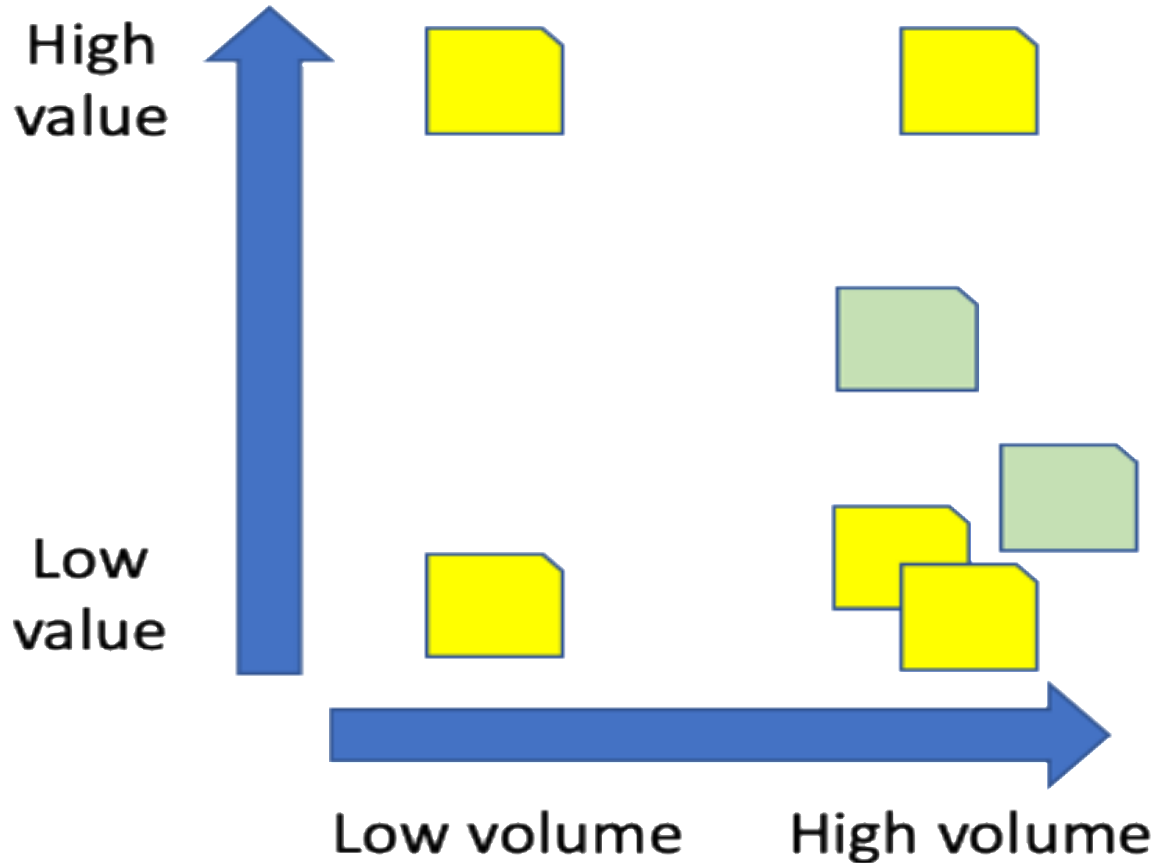
## 3 whiteboard tools to try:

- [Microsoft Whiteboard](#)
- [Miro](#)
- [Mural](#)

What DATA does AFRIL collect?



# How do you use it – sorting exercise



- Measuring impact
- Improving services
- Influencing funders
- Promoting services to the public



# Data and your Covid-19 response

- ✓ What data do you wish you had during Covid-19?
- ✓ OR
- ✓ Was there particular data that's been more important to you over the last couple of months?



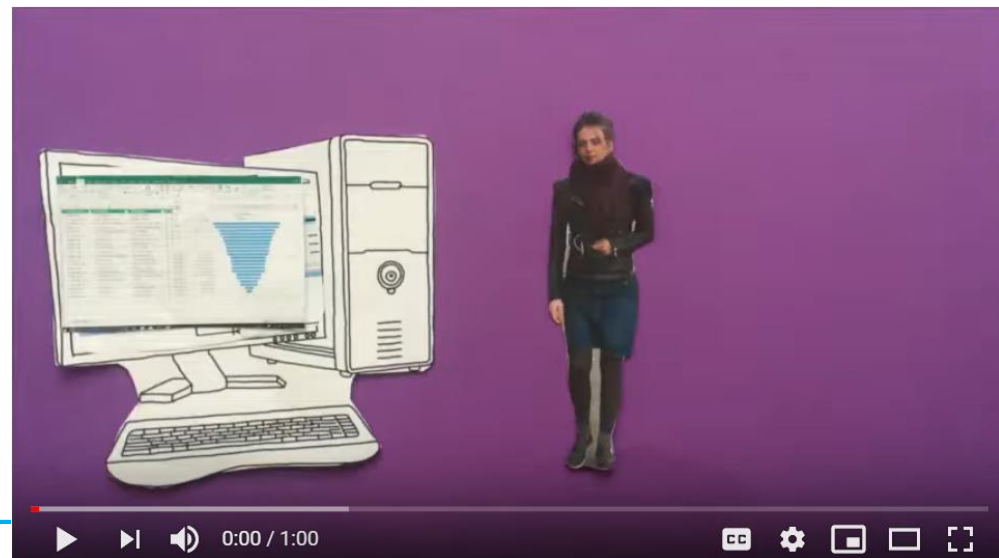


# Using your data



# Defining a hunch – video exercise...

- ✓ Young people in the south of the borough aren't accessing our youth group
- ✓ What did Alice do next?
- ✓ Discussion in breakout rooms (5 mins), then feedback 2 ideas for further exploration

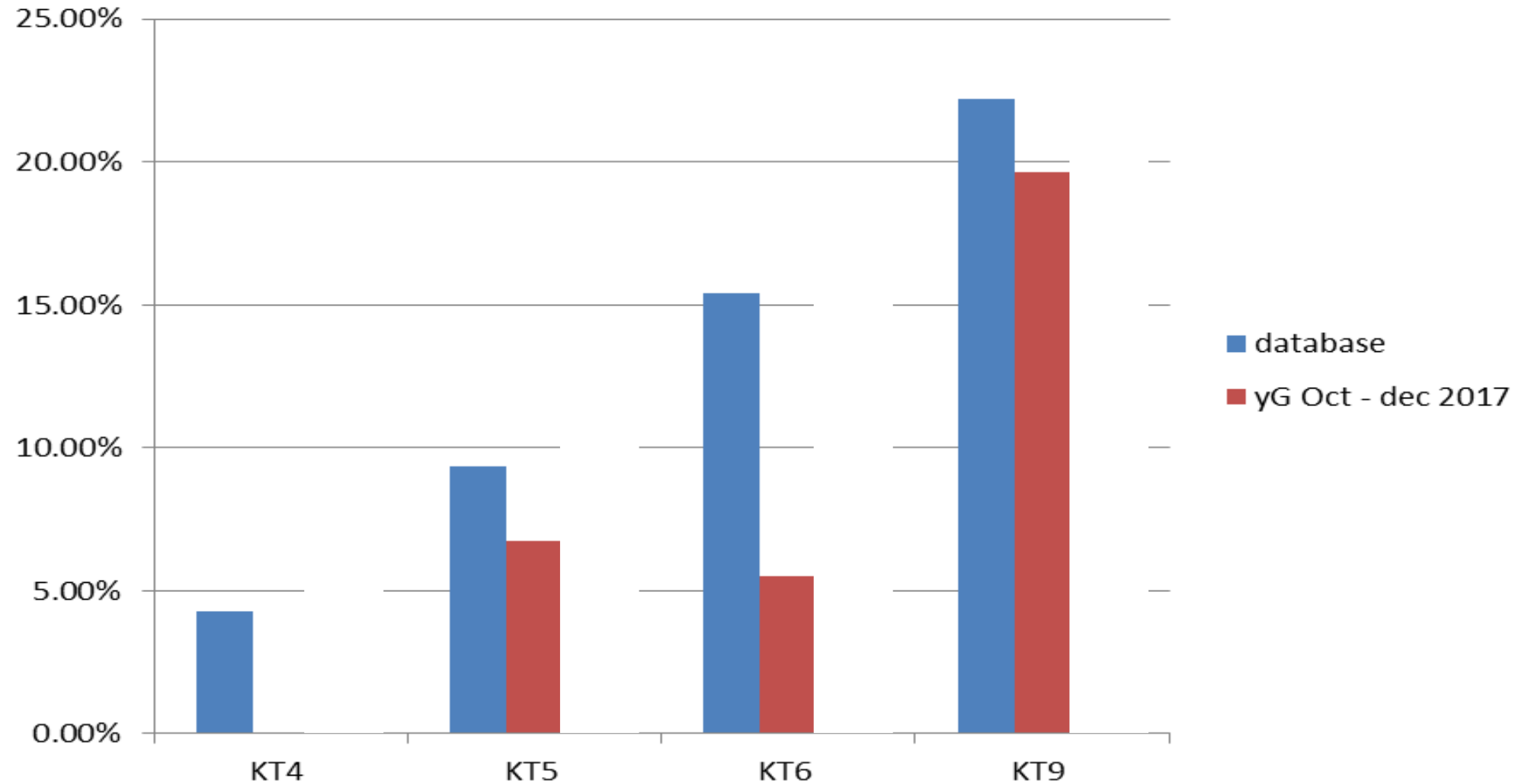


# Recap on steps

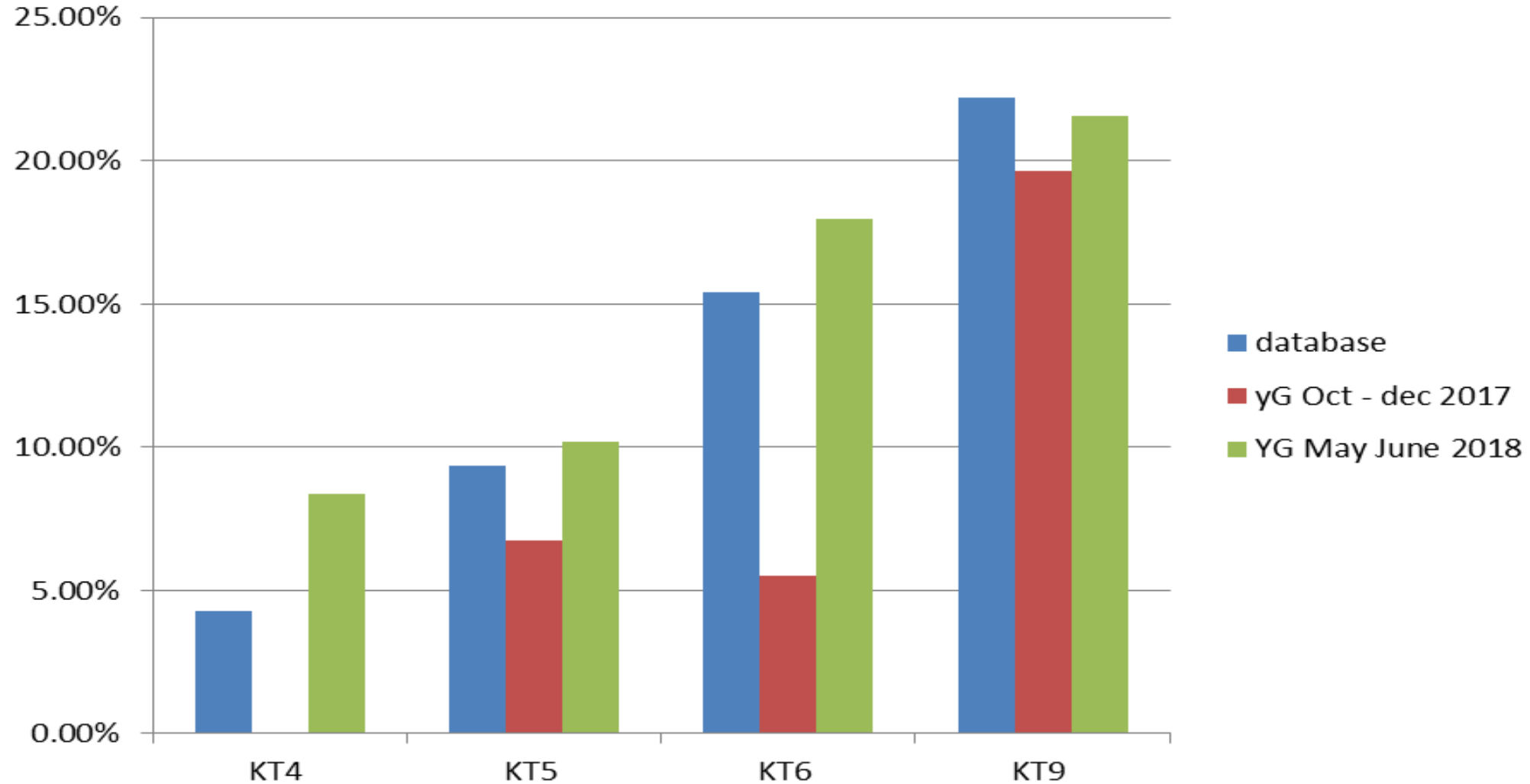
- ✓ Exported current data on numbers of young carers on their database
- ✓ Used Excel to analyse spread across top level post codes (used Split columns and Pivot tables to Count nos & Charts to visualise)
- ✓ Compared against attendance at the Youth club
- ✓ Used to evidence the gap and source funding for the mini bus (using a local Community transport scheme)
- ✓ Compared 6 months later to see the change



## 12+ Youth group Attendance before and after transport grant and introduction of minibus service



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# Best practice data tips

- ✓ Compare like with like – use full data sets
- ✓ If your sample size is less than 50, use numbers instead of percentages
- ✓ Be mindful of factors that can skew your data
  - ✓ Can you generalise? Is it representative? Response rate? External factors? Timing? Halo effect?
- ✓ Investigate unused data – are there similarities in people who drop-out or don't use a programme? Do you ask why?

# What is YOUR data hunch?

I'd like to  
investigate...

My hunch is...

- ✓ Have a think!
- ✓ Now share your data hunch / questions in Chat





# Using external data



# What external data do you use?

What sources of  
external data do  
you use?



# Useful London data sources / resources

- ✓ London Data Store - [borough profiles](#)
- ✓ London Data Store - [population projections explorer](#)
- ✓ London Data Store - borough / ward [Excel mapping templates](#)
- ✓ Indices of Multiple Deprivation - [comparison map of 2015 & 2019](#)
- ✓ Mayor of London Survey of Londoners - [headline findings](#)
- ✓ Making the most of the London Data Store - [scenario guides](#)
  - ✓ UNDERSTANDING THE IMPACT OF WARD LEVEL POPULATION GROWTH ON YOUR SERVICES
  - ✓ TARGETTING SERVICES TO OLDER PEOPLE MOST LIKELY TO BE SOCIALLY EXCLUDED
  - ✓ UNDERSTANDING YOUR LOCAL AREA - ARE VOLUNTEERS REFLECTIVE & WHAT ABOUT CRIME STATS





### Advice trends

[www.citizensadvice.org.uk/about-us/difference-we-make/advice-trends/](http://www.citizensadvice.org.uk/about-us/difference-we-make/advice-trends/)

Advice trends summarises Citizens Advice service top level statistics. It is aimed at national government departments, regional agencies; third sector organisations concerned with advice or policy and policy researchers.



### Ethnicity Facts & Figures

[www.ethnicity-facts-figures.service.gov.uk/](http://www.ethnicity-facts-figures.service.gov.uk/)

Headline figures from each government department detailing ethnic inequalities in the UK.

### LONDON DATASTORE

### London Datastore

[data.london.gov.uk](http://data.london.gov.uk)

The London Datastore is a free and open data-sharing portal where anyone can access data relating to the capital.



### London's Poverty Profile

[www.trustforlondon.org.uk/data/](http://www.trustforlondon.org.uk/data/)

Official data from over 100 indicators, revealing patterns in poverty and inequality.



### Metropolitan Police

[www.met.police.uk/sd/stats-and-data/](http://www.met.police.uk/sd/stats-and-data/)

Tools to help see what local police forces are doing to combat crime, identify different types of crime and map out different crime stats.



### Nomis

[www.nomisweb.co.uk](http://www.nomisweb.co.uk)

Data from a range of surveys, including the 2011 Census. Enter a location and get a report detailing population characteristics of the local area.



### Public Health

[fingertips.phe.org.uk/](http://fingertips.phe.org.uk/)

Rich source of indicators across a range of health and wellbeing themes that has been designed to support JSNA and commissioning to improve health and wellbeing and reduce inequalities



### Stat-Xplore

[stat-xplore.dwp.gov.uk](http://stat-xplore.dwp.gov.uk)

Explore Job Centre data, including types of benefits received, and rates that sanctions are applied, by area and individual characteristics.



### The London Intelligence

[www.centreforlondon.org/project/london-intelligence/](http://www.centreforlondon.org/project/london-intelligence/)

Quarterly publication from the Centre for London, that identifies the changes taking place in the City to help policy makers prepare and plan for the future. Analyses the latest data under five major themes: Demography, Economy, Infrastructure and housing, Society and Health and environment.



### UK Data Service

[www.ukdataservice.ac.uk](http://www.ukdataservice.ac.uk)

Holds a range of social, economic and population datasets. They also publish 'how to' guides and case studies of effective use of data.



### Understanding Society

[www.understandingsociety.ac.uk](http://www.understandingsociety.ac.uk)

Search results from academic research using the UK's largest representative household survey.



### Ward Profiles and Atlas

[data.london.gov.uk/data-set/ward-profiles-and-atlas](http://data.london.gov.uk/data-set/ward-profiles-and-atlas)

Provide a range of demographic and related data for each ward in Greater London. They provide an overview of the population in these small areas including data on population, diversity, households, life expectancy, housing, crime and employment.



### Who runs London

[www.londoncouncils.gov.uk/who-runs-london](http://www.londoncouncils.gov.uk/who-runs-london)

London Councils publish data from London's local elections, London MPs and their constituencies and data looking at 50 years of political control of the boroughs.



### YouGov Results

[yougov.co.uk/results/](http://yougov.co.uk/results/)

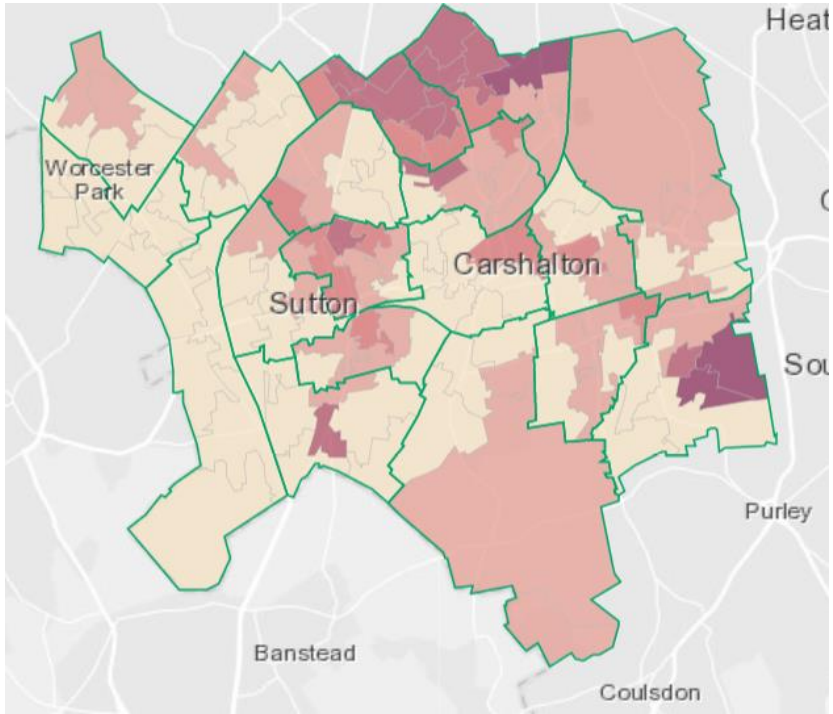
Runs surveys of public opinion on topical issues, with gender, age and social class breakdowns.



# Digital tools

FOR DATA COLLECTION, ANALYSIS &  
PRESENTATION

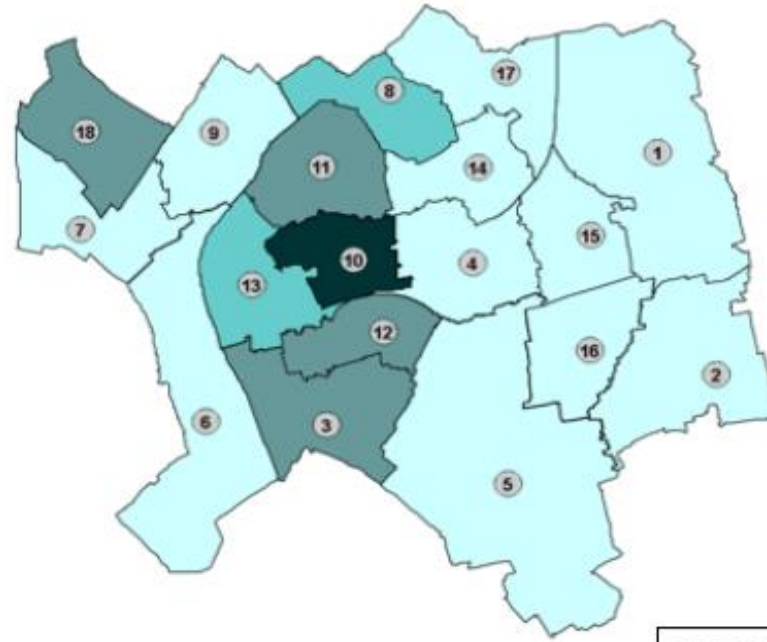




Indices of multiple deprivation

# What can you see?

## clients by Ward



Darker shades represent higher numbers of clients

### WARD KEY

- 1 Beddington North
- 2 Beddington South
- 3 Belmont
- 4 Carshalton Central
- 5 Carshalton South and Clockhouse
- 6 Cheam
- 7 Nonsuch
- 8 St. Helier
- 9 Stonecot
- 10 Sutton Central
- 11 Sutton North
- 12 Sutton South
- 13 Sutton West
- 14 The Wrythe
- 15 Wallington North
- 16 Wallington South
- 17 Wandle Valley
- 18 Worcester Park

| Low (>=) | (<) High | Occurrences |
|----------|----------|-------------|
| 1        | 5        | (11)        |
| 6        | 10       | (4)         |
| 11       | 15       | (2)         |
| 16       | 20       | (1)         |
| 21       | 25       |             |





## Collecting data



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



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



SurveyMonkey

Create and publish online surveys with **SurveyMonkey**. Basic free account does not allow export of data to Excel.



Create a **QuickTap** survey online and collect responses using a tablet even when you are offline. Starts at \$16/month.

## Mapping data



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



**Google MyMaps** allows you to plot pin data but also add up to 10 layers 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.



Useful tool for batch post code look ups and downloading top level post code shape files



# Mapping data points...



## What can you see?

Paste data sets with postcodes & create a map

- ✓ Blue existing volunteers
- ✓ Red new client referrals





# Storytelling



“

I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel

”



# “no numbers without stories, no stories without numbers”

Stories and Numbers: Collecting the right impact data, New Philanthropy Capital

**three in five donors**  
pay close attention to  
**impact**



**87%** of funders use evidence of  
impact when deciding to give  
out money



# 1000 Volunteers



# 1000 Volunteers



**1000 Volunteers**  
got out of bed on  
a Saturday  
morning





# 1000 Volunteers got out of bed on a Saturday morning



See Sarah's story



# Our Favourite Apps 2019



## Infographics



Create infographics, social media posts, flyers and more for web or print with Canva. Charities can upgrade to Canva for Work for free.



Choose from a range of Piktochart templates and icons to visually present your data. Charity discount.



Infogram lets you create infographics and interactive online charts. Basic free account available.

## Audio



audioBoom lets you record, collate and share audio content online. Monthly cost \$9.99.



An alternative to audioBoom, SoundCloud also allows private storage. Publish up to 3 hours of recordings for free.



Audacity desktop software is free to download and allows you to edit your audio interviews.



# Representing your data



**easelly**  
create and share visual ideas online

**Piktochart**

**infogr.am**

**visual.ly**

**Canva**



# Gathering your story – audio

Adoption experience of same-sex couple by Steve and Shane



+ Playlist Like Embed

Next

- Martin Coles' story: Adoptive father shares experience

Top Posts

- 'Loved' - Poem by 'Sarah', 11. by Fostering and Adoption
- 'Hope' - Poem by 'Sarah', 11. by Fostering and Adoption
- Martin Coles' story: Adoptive father shares experience by Fostering and Adoption

Share on   

How important is it to tell your story?





# Data Maturity

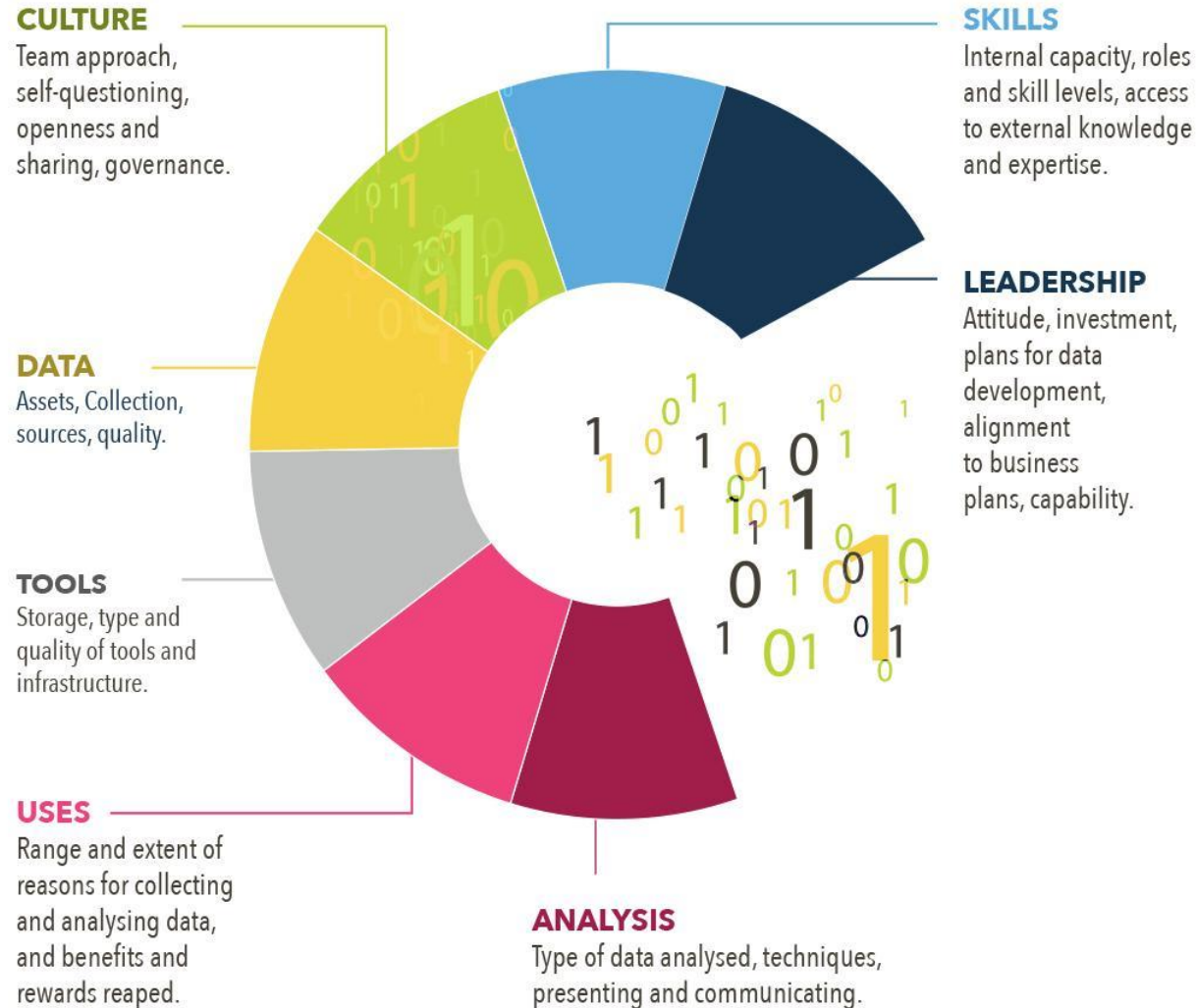


# How data mature is your org?

## The Themes of Data Maturity

Developed by:  
DataKind UK &  
Data Orchard

<http://dataevolution.org.uk/the-framework/>



# How data savvy is your organisation?

Try one of our free self-assessment tools to find out

20 minute self-assessment

I only have 5 minutes

<https://www.dataorchard.org.uk/data-maturity-assessment-tool/>

## Section 1: Uses

This section is about the purposes for which your organisation uses data. As far as possible respondents are encouraged to think 'whole organisation wide'.

To what extent does your organisation use data for the following service-related purposes? Note: The term 'clients' is used as an overarching term for beneficiaries/customers/service users.

|   | extensively           | moderately            | a little              | not at all            | don't know/not applicable |
|---|-----------------------|-----------------------|-----------------------|-----------------------|---------------------------|
| Recording activity/work with clients  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| Measuring <u>service quality</u> and performance  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| Measuring the difference you make e.g. <u>outcomes</u> , <u>impact</u> evaluation                 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| Evidencing the needs/problems you seek to address   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| Understanding the types of clients/environment you serve (e.g. <u>profiles</u> , characteristics) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |

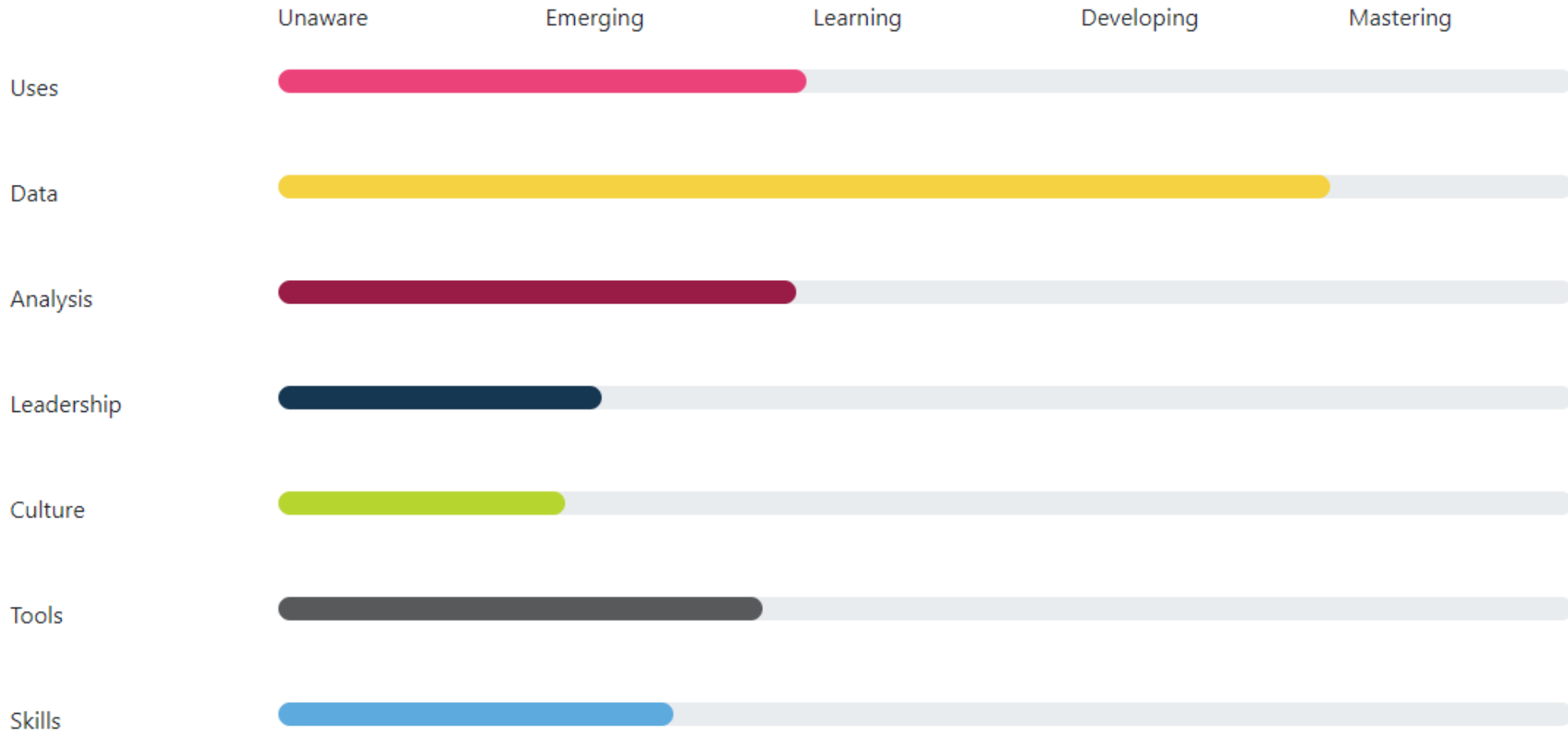
NEXT



## You scored your organisation in the Emerging Stage

Your overall score, based on the average across the seven themes, was **2** out of **5**. You have scored your organisation strongest in **Data, Uses, Analysis**. Your responses indicate priority areas to focus on are likely to be **Culture, Leadership, Skills**.

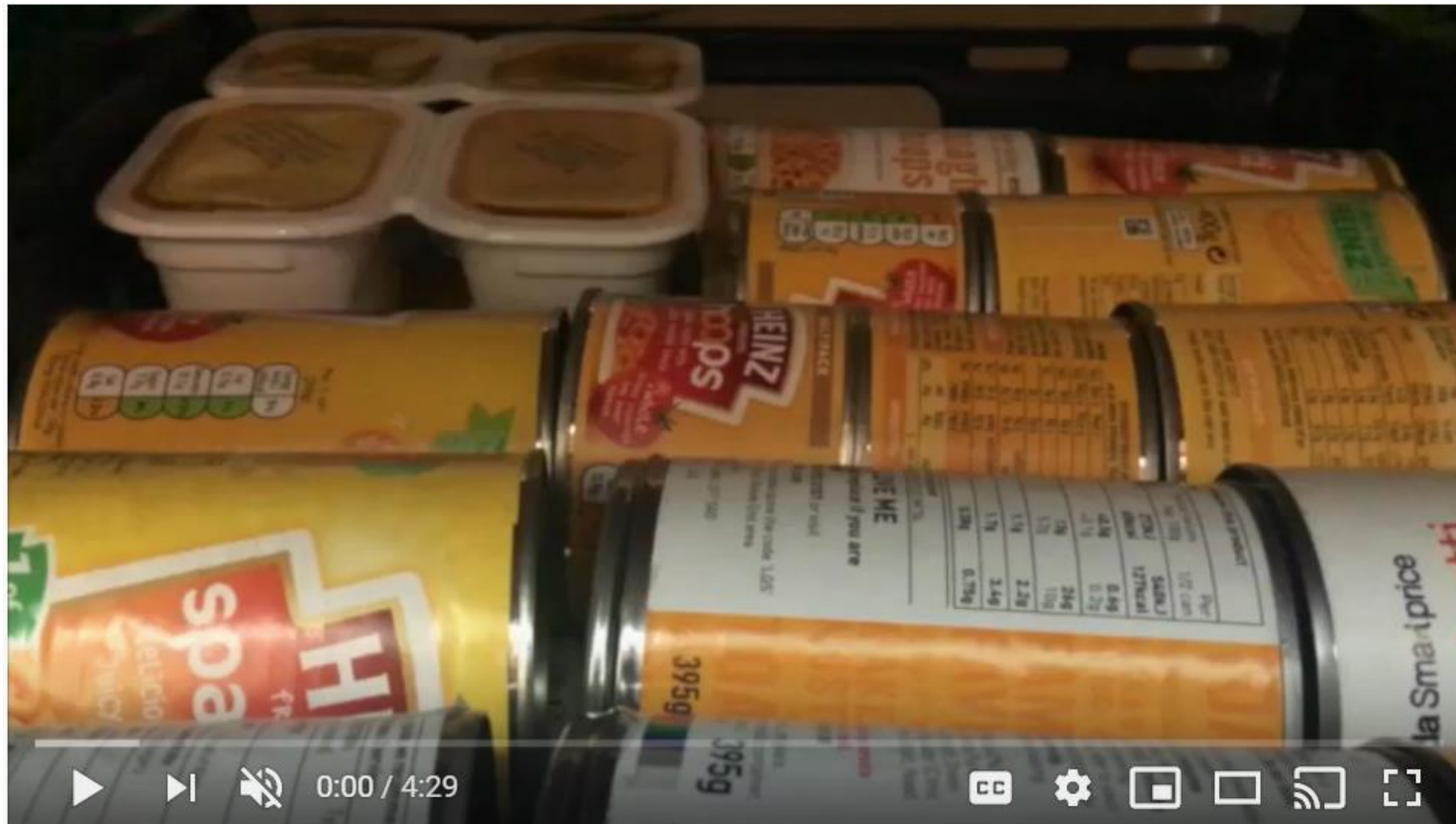
### Your overview





# Predicting user needs

- ✓ Small Charity & Data Science video case study



# Becoming more curious...

- ✓ What is your data hunch?
- ✓ Your pledge – what will you do next?

## Next steps

- ✓ Complete our session evaluation
- ✓ [Register for Datawise London support](#)
- ✓ Check training opportunities [on our Eventbrite page](#)
- ✓ [Sign up to our eNews](#)
- ✓ [London Digital support access form](#)





# Thank you for listening

KATE WHITE

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