

# Using data in your organisation

26 January 2022

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# Why use data?

## Who do you serve?

- Create an evidence base about your communities
- Back-up your knowledge of the communities you work with, and demonstrate that knowledge to other organisations;
- Identify how communities you work with are changing
- Identify gaps and areas of unmet need to help align services you offer with customer needs

## What do you do?

- Make people familiar with the services you offer, and work you do with communities

## How do you make a difference?

- Evidence the impact of your work
  - What's worked?
  - How can you do more with the limited resources you have?
- Increase accountability to stakeholders



# Where to find data?

# Data.Sutton

<https://data.sutton.gov.uk/>

## Welcome to Data.Sutton

Data.Sutton is a data-sharing website for anyone to access data relating to the London Borough of Sutton, and the communities living here. The datastore brings together a wide range of the most up to date local data and information to give an insight into our borough, and how it compares both locally and nationally.

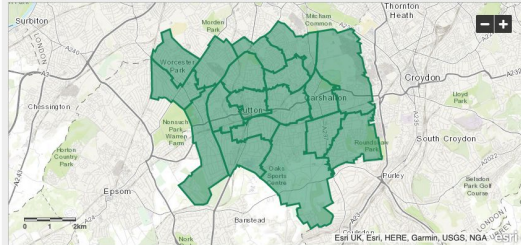
Interested in an overview of a Sutton ward? Click on a ward on the map below, to view information about your local area, or use the postcode finder to direct you straight to the ward where you live or work.

Want to explore what information is available? Click the tab headings above or the themes at the bottom of the page, to see more. Or watch some short [how-to guides](#) on getting the most from Data.Sutton.

### Quick Ward Profile

Enter a post code or click on a ward on the map below to view an overview profile

Search by postcode



## Uses:

- A 'one stop shop' for the most up to date data about Sutton, including Census data, deprivation data and more...
- Provides a view of the borough with a focus on 10 data 'themes'
- Can be used to create specific data reports based on the area of the borough of you want to focus on, for example at ward level (or make your own areas)
- It also provides dashboards that have been created to make the findings from the Council run consultations accessible to the public

# London Datastore

<https://data.london.gov.uk/>

The screenshot shows the London Datastore website. At the top, there is a dark navigation bar with 'MAYOR OF LONDON' and 'LONDON ASSEMBLY'. Below this is a white header with 'LONDON DATASTORE' on the left and a 'Login' button on the right. A secondary navigation bar contains links for 'Data', 'Analysis', 'Collaboration', 'COVID-19', 'Area Profiles', 'Blog', 'Guidance', and 'About', along with a search icon. The main content area features a large aerial photograph of London with the Tower Bridge. A search bar is overlaid on the image with the text 'Search 1019 datasets...'. Below the image, there is a text update: 'Updated 15 hours ago: Google Mobility by Borough'. At the bottom, there is a row of eight circular icons representing different data categories: 'JOBS AND ECONOMY', 'TRANSPORT', 'ENVIRONMENT', 'COMMUNITY SAFETY', 'HOUSING', 'COMMUNITIES', 'HEALTH', and 'LONDON AS A WORLD CITY'. Each icon contains a small line graph. Below these icons is the text 'Click on a circle to see more...'.

## Uses:

- Provides a wide range of data across every London borough, and can be used to compare the performance across the different boroughs
- A library of analysis reports for different areas such as the labour markets broken down by various indicators such as gender or age
- The blog section of the website is an open discussion where anyone who wants to can write a piece to publish. This could allow for some interesting thoughts to be published which can be incorporated into other pieces of work

# Fingertips public health profiles

<https://fingertips.phe.org.uk/>

The screenshot shows the top navigation bar of the Fingertips website. On the left is the logo for the Office for Health Improvement & Disparities. In the center, it says 'Fingertips | Public health data' with sub-links for 'Guidance', 'Contact us', and 'Your data'. On the right is a search bar with the placeholder text 'Search for indicators'. Below the navigation bar, the main content area is divided into three columns. The left column is titled 'Public health profiles' and contains two sub-sections: 'Highlighted profiles' with links to 'Cardiovascular Disease, Diabetes and Kidney Disease', 'Child and Maternal Health', and 'Mental Health, Dementia and Neurology'; and 'National public health profiles' with a grid of links including 'AMR Local Indicators', 'Atlas of Variation', 'Cancer Services', 'Cardiovascular Disease, Diabetes and Kidney Disease', 'Child and Maternal Health', 'Health Protection', 'Inequality Tools', 'Inhaler - Interactive Health Atlas of Lung conditions in England', 'Learning Disability Profiles', 'Liver Disease Profiles', and 'Local Alcohol Profiles for England'. The middle column is titled 'Latest news' and lists updates for December 2021 (HIV indicators, Cancer Services), September 2021 (STI indicators, WICH Tool), July 2021 (beginner's guide), and March 2021 (new design, Child and Maternal Health PDF reports). A small thumbnail image of a data table is visible at the bottom of the news section.

## Uses:

- Fingertips provides a rich source of indicators across a range of health and wellbeing themes. The aim is to support decisions to improve health and wellbeing while reducing inequalities
- It is developed by the Office for Health Improvement and Disparities and majority of the data covers every borough in the country
- Allows for a comparison for other areas both locally and nationally
- Various different ways to look at the data such as area profiles, analysis reports or the trends in the data and what they mean



# Civic Strength Index 2021

<https://www.youngfoundation.org/our-work/publications/london-civic-strength-index/>



## Uses:

- This report aims to begin to measure what makes a strong community. This can then be used to ensure every community is understood and valued
- The report was co-designed and co-created by people in local government across London allowing for various point of views of what a strong community looks like - allowing best practice to be shared and built on
- Provides suitable recommendations and calls to action that community organisations can use to build on the strengths of their existing communities
- Highlights some positive data regarding Sutton. Two wards emerged as areas where relationships and social capital are amongst the strongest in London



# How to use data

Identify the questions you want answers to (some examples follow, using the lenses of *need*, *demand*, *service improvement* and *impact*), and the data available

# Need



## Who lives in the area you serve?

- What is the size of the total population that could be accessing your services (could be broken down by particular characteristics: age, gender, ethnicity, disability, carer status)

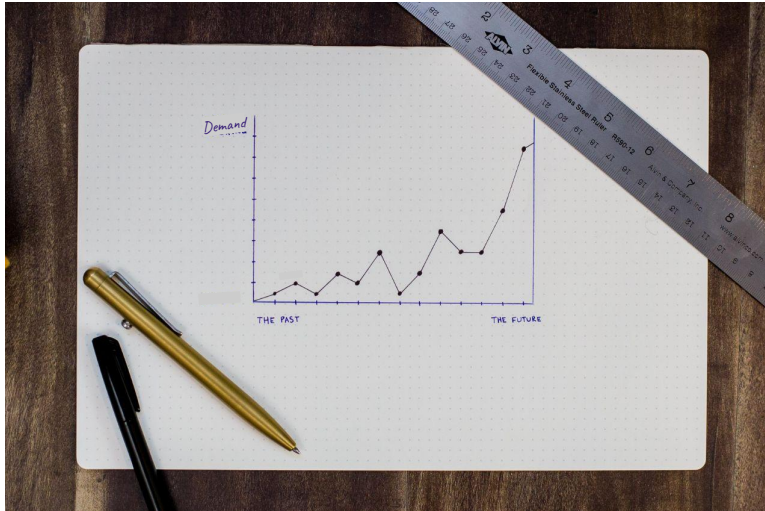
## Are there any characteristics that may impact need?

- Employment rate amongst the community you serve?
- Economic deprivation?
- People experiencing poor health?

## Are there any characteristics that decrease need?

- Strengths of the community
- Assets that can be built on, e.g. active volunteers, community spaces

# Demand



What trends have you seen recently in your service data?

- How many people are being referred to your services?
- How does this differ with your capacity?
- How has this changed over different time periods? What could have caused this locally, or nationally?
- Who is accessing your services by age, gender, ethnicity, employment status, location etc.?)

What could future demand look like?

- What happens if demand continues to increase at the rate it has?
- Or population growth increases demand?

# Service improvement



## Who isn't accessing your services?

- Does access differ by age, gender, ethnicity, location, disability?
- Does access differ to what you would expect given the population profile of the community you serve?

Do some groups have better outcomes after accessing your services?

# Impact



What are the benefits of the work you do for the people you work with?

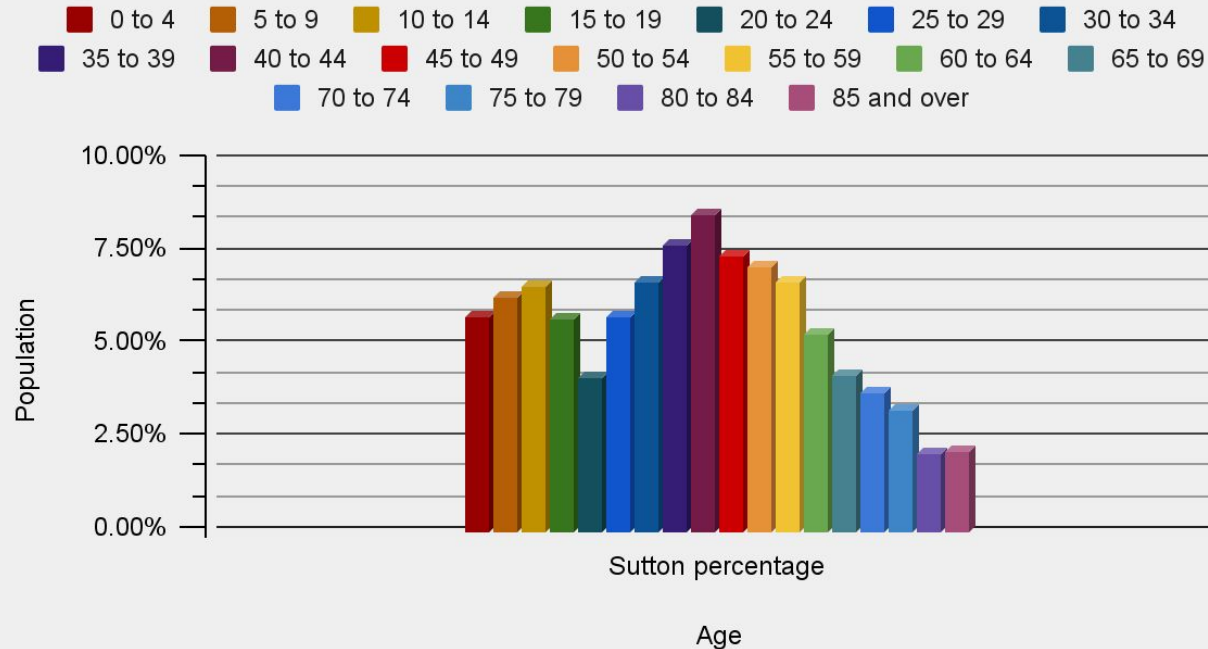
- Consider surveys to gather quantitative data
- Add some interest/colour with impact stories, anecdotes and quotes used sparingly

How can data show value for money and support service improvement?



# How to visualise data

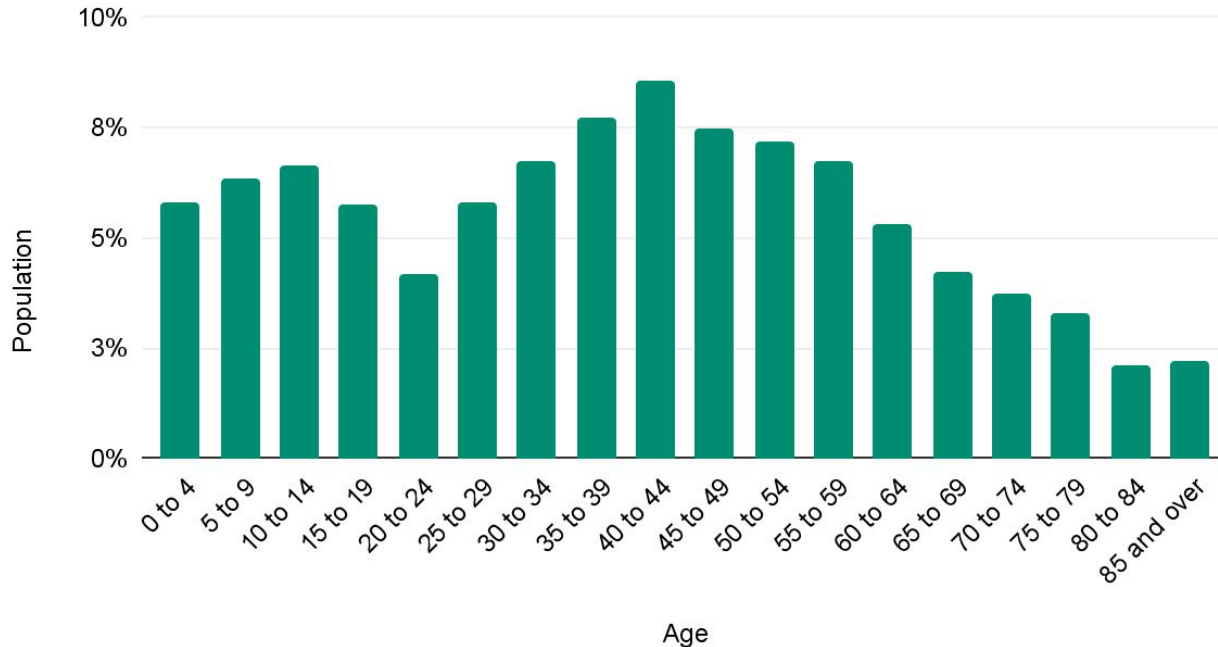
## Population in Sutton



- X **Colour is used unnecessarily** - the chart is not accessible for people with visual impairments because the colours are too similar, and are not colour blind friendly
- X **3D graphs are misleading** - columns look bigger than they are
- X **Cluttered** - two axis titles, a large and difficult to read key, dark gridlines



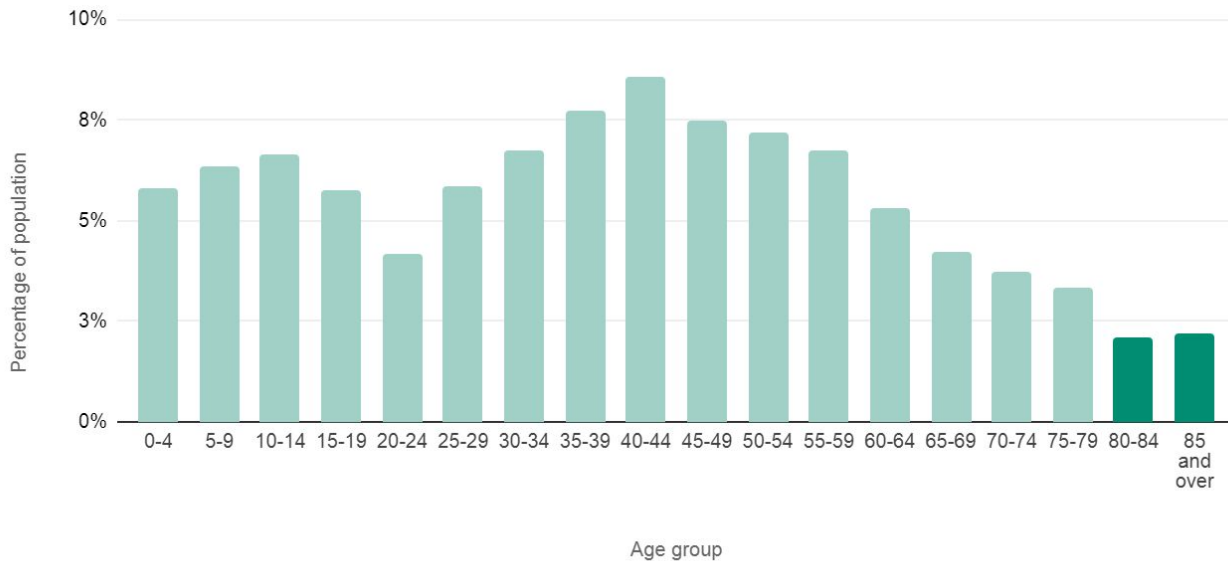
## Population in Sutton (2022)



- ✓ **Accessible** for people with visual impairments. Consider also adding 'alt text' to the chart and describe what it shows in that text
- ✓ **Consistent colour**, so the key is no longer needed, and the age bands can be labelled on the axis
- ✓ **Meaningful title** and clear labels on the axes
- ✓ In line with **branding** for the organisation

Adults over the age of 80 currently account for 4% of Sutton's population, but are projected to be the fastest growing age group over the next decade, increasing by 35%

GLA, 2021



- ✓ The title is used to **highlight the key message** - useful if people are flicking through a report or bid, and not reading the text in detail, allowing you still get your key point across
- ✓ Colour can be used to **draw attention** to particular age groups - e.g. the smallest columns in this chart
- ✓ More detailed labels for the axis
- ✓ Data is cited

# Key messages for data visualisation

Keep it **simple**

Be **deliberate**

What's your **key message?**