Using data in your organisation

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Emily Huntington, Policy & Project Officer - emily.huntington@sutton.gov.uk

Ryan Michael, Assistant Data and Intelligence Analyst - ryan.michael@sutton.gov.uk

Sutton

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Why use data?

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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?

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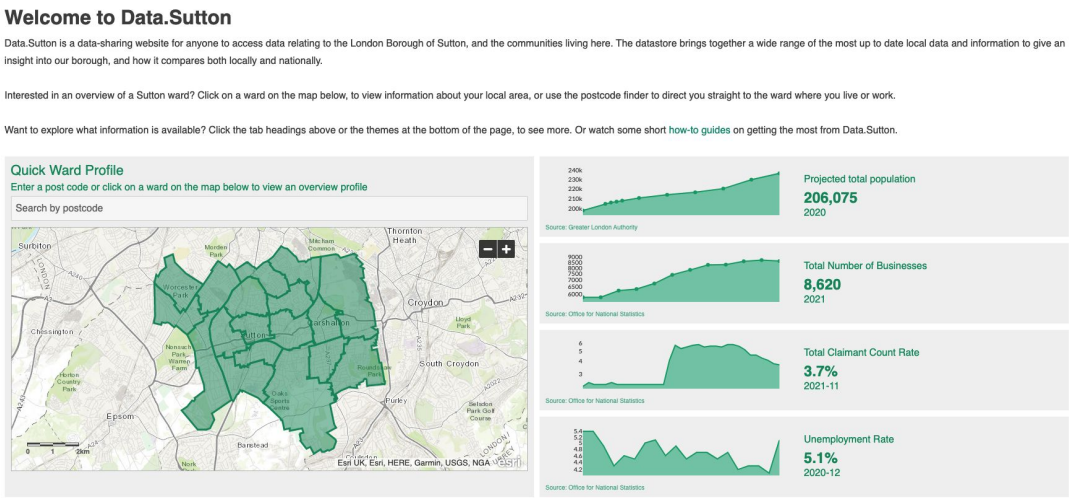
Data.Sutton

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

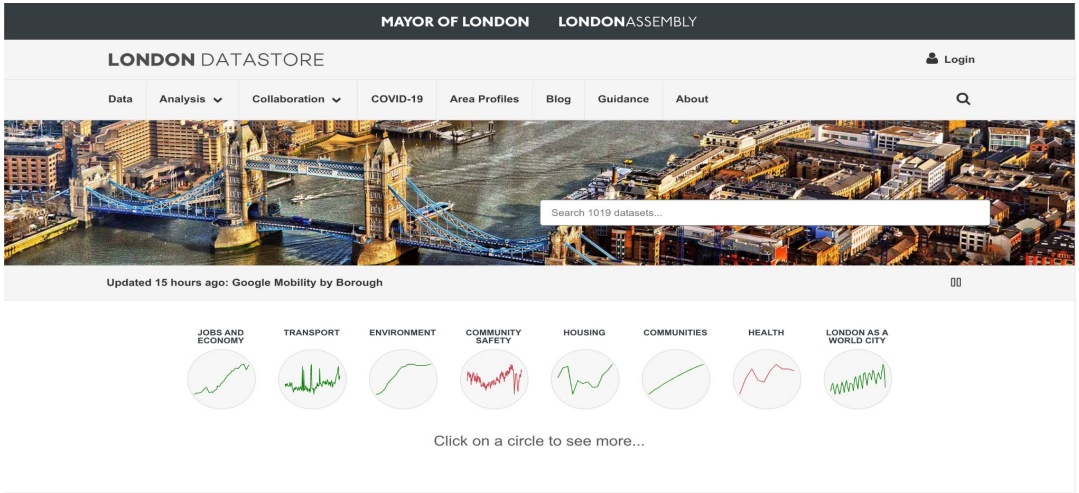


Uses:

- 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/

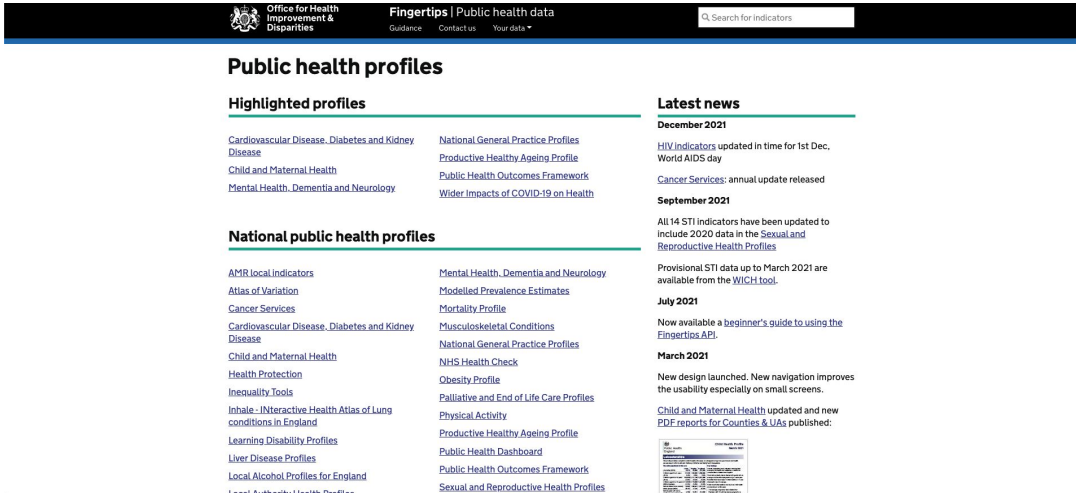


Uses:

- 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/



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

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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)

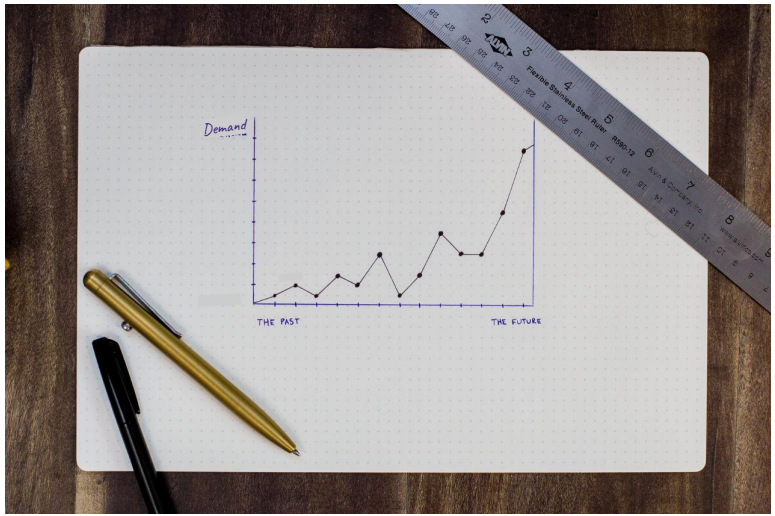
Are there any characteristics that may impact need?

- 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

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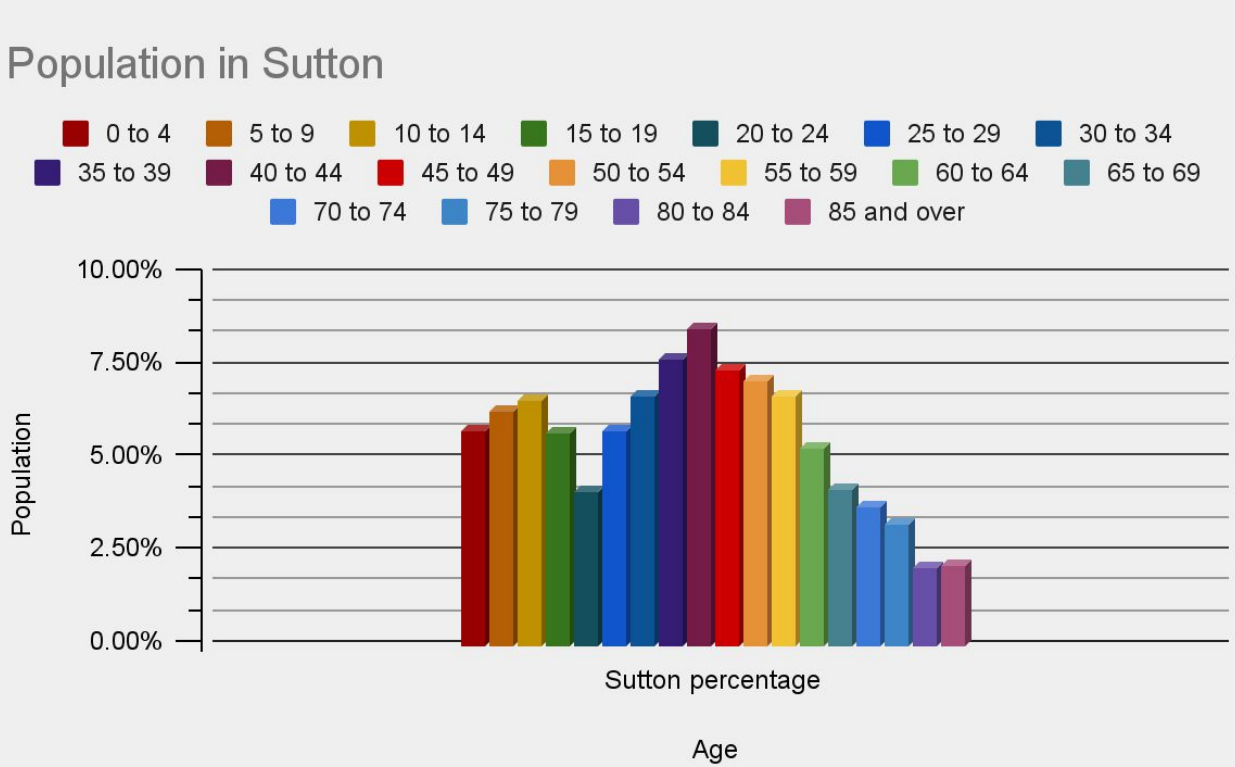
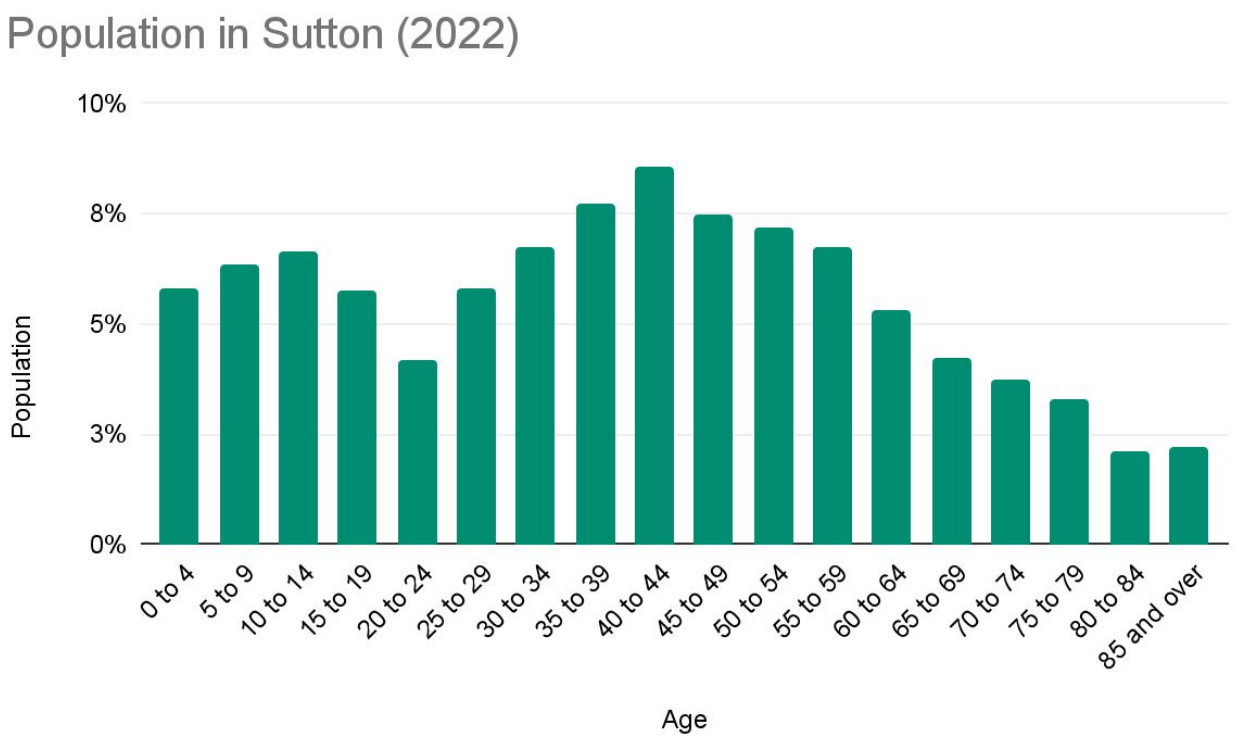


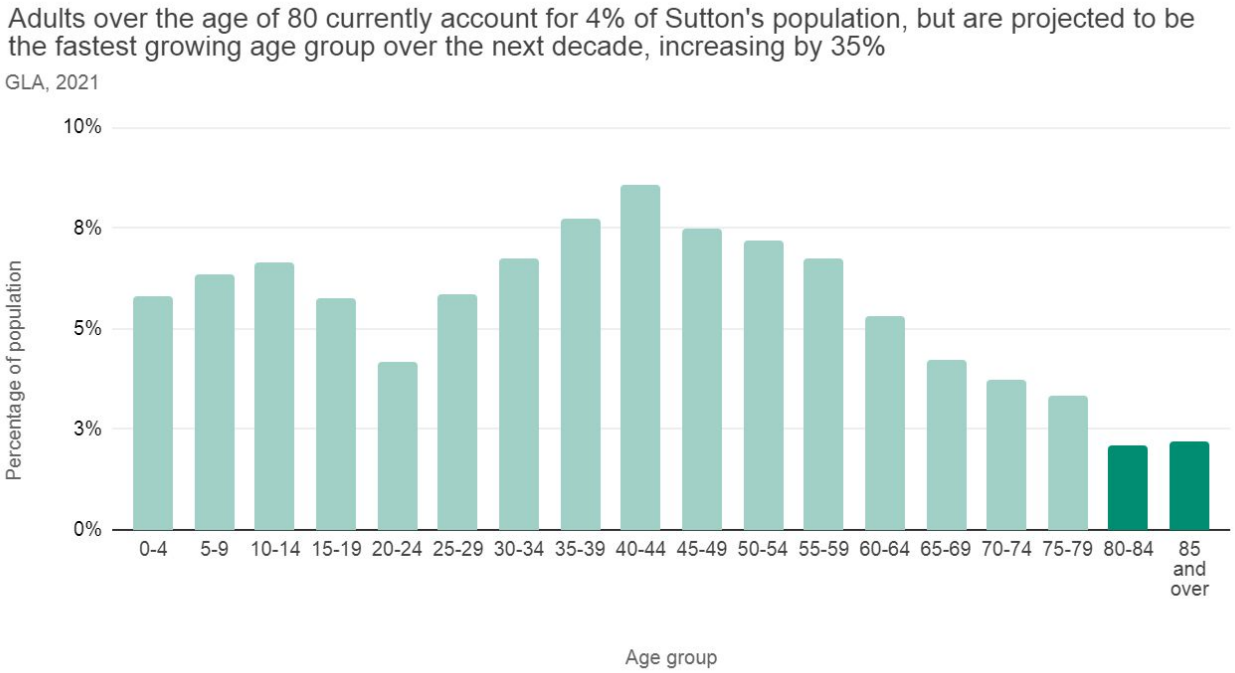
✗ **Colour is used unnecessarily -** the chart is not accessible for people with visual impairments because the colours are too similar, and are not colour blind friendly

✗ **3D graphs are misleading** - columns look bigger than they are

✗ **Cluttered -** two axis titles, a large and difficult to read key, dark gridlines



- ✔ **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



- ✔ 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?**