

# Finding data to evidence needs & support funding applications

A focus on external open data sets



# What does Superhighways do?

**Superhighways helps small charities and community groups gain essential digital and data skills backed by the right tech to achieve their goals.**



# What we'll be covering today

- ✓ Defining your questions
- ✓ Demoing & exploring key data sets
  - ✓ Kingston Data +
  - ✓ Census 2021
  - ✓ Local Insights
- ✓ How to access more help from us



# What do you want to know and why?

Chat in pairs on your tables



# Defining your question or hunch

## Example (Kingston Young Carers): My Hunch is...

Young carers in the south of the borough aren't accessing their youth group...

### Data Needed

#### Internal data:

Registered young carers  
Post code data of young carers  
Registers of attendance

#### External data:

Public transport data  
Safety  
Other youth clubs available?

### Tools Needed

Excel  
  
CRM  
  
Mapping tools  
  
External data sources

### Skills Needed

Excel (pivot tables & charts)  
  
Ability to find & external data sources  
  
How to analyse external data  
  
How to map data



# Knowledge board

Issue or problem to be addressed:

.....

.....

What we know	What we think we know	What we don't know

# User needs stories (internal example)

**As a** <type of user> Who are you? What's your role?

**I need** <some data> What do you need to know?

**So that** <some reason> Why do you need to know it? What are you intending to do?

**As a** **Support Worker** who organises the food bank deliveries

**I need** to be able to produce **a list of beneficiaries** for each ward in the borough

**So that** I know **how much is needed for each ward** and map addresses for the delivery drivers



# What external data sets are you currently using?

Let's hear a few from the room?





# Kingston data on KVA website

## Data about Kingston – Kingston Voluntary Action



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Help for Organisations ▾

Help for Communities ▾

News

## Data about Kingston

Useful sources of data to learn about Kingston and its residents or evidence need for your project

### How can we find and explore local data sources to support the need for our work?

Finding the right local data is crucial for demonstrating the need for your work.

Using local data sources can help evidence the need for your work, spot gaps and show that you're reaching those in the community with the greatest need.

Understanding where your work fits into meeting locally identified priorities can enable you to make connections and impact the local community.



# Census 2021



[Home](#)[Business, industry  
and trade](#)[Economy](#)[Employment and  
labour market](#)[People, population  
and community](#)[Taking part in a  
survey?](#)

Search for a keyword(s) or time series ID

[Home](#) > [Census](#)

# Create a custom dataset

We group Census 2021 data together based on who or what the information is about, for example, people or households. We make population types from these groups or subsets of them. For example, people who are usually resident in England or Wales make up the population type usual residents. [Read about the measurements we used for Census 2021 data.](#)

## Select population type

 All households

Either one usual resident living alone or a group of people who share cooking and living facilities, where that group includes at least one usual resident.

# Custom Data sets – quick demo

- ✓ **Borough level data** for Kingston at borough, ward , local neighbourhood area level
- ✓ Able to explore a *wide range of variables* such as age, language, qualifications, unpaid care
- ✓ Let's explore an example dataset for Kingston &
  - **Ethnicity**
  - **Age**
  - **Gender**



# Example ONS custom dataset (analysed using pivot table and chart)

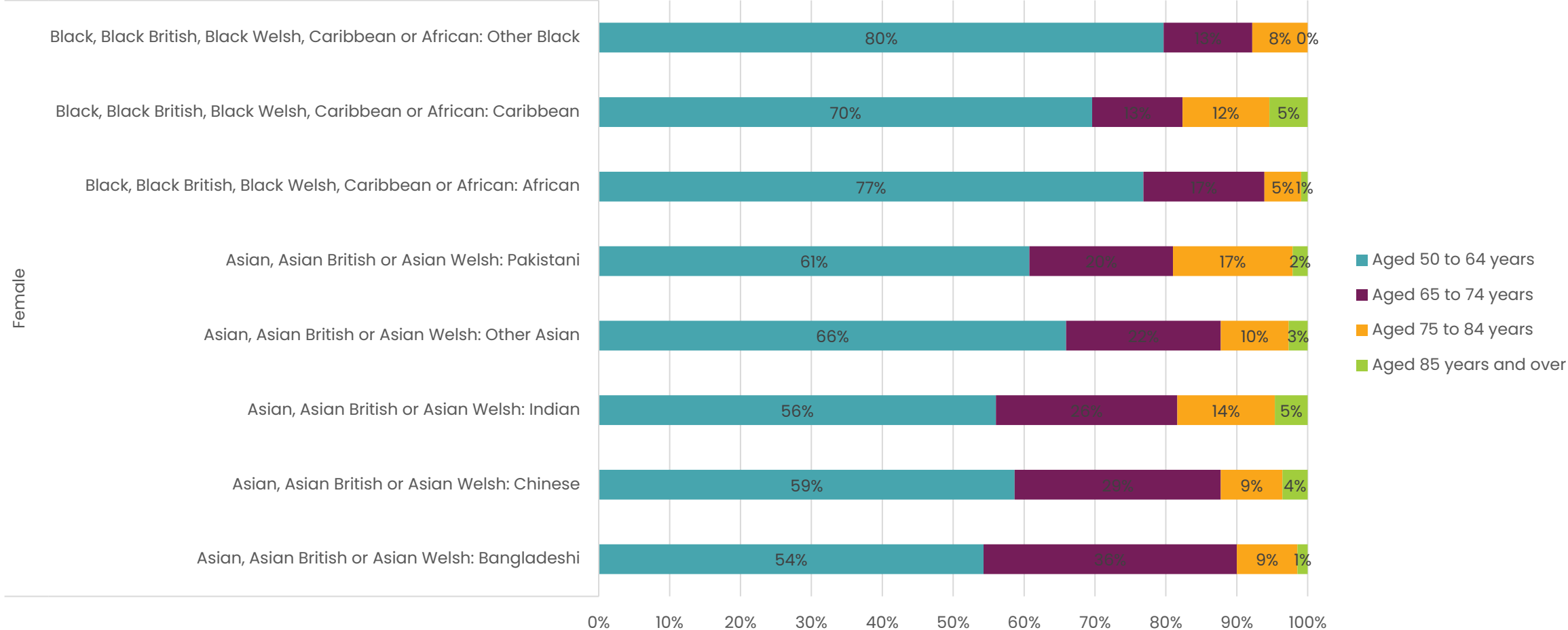


Chart shows AGE of WOMEN over 50 years by age bands by specific ETHNICITY categories



# Other Census tools

- [Census – home page](#)
- [Create a custom dataset](#)
- [Find facts and figures about areas](#) can explore local data at borough, ward, MSOA area level. Also compare area against rest of UK, changes over last 10 years and Health Index data showing
- [View census data on a map](#)
- [Superhighways guides](#) provide step by step guides to how to use the tool, create pivot tables to analyse the data and create charts to show the data

## Census

The census takes place every 10 years. It gives us a picture of all the people and households in England and Wales.



### About the census

Find out what the census is and why it's important for all of us.

– [About the census](#)

### Census 2021 data

Find data for Census 2021.

– [Get census data](#)

– [Create a custom dataset](#)

– [Census 2021 data on NOMIS](#) 

### Census releases

See what we've published, and our plans for the future.

– [Release calendar](#)

– [Results and timeline](#)

### Geography

Find Census 2021 data for different areas.

– [Find facts and figures about areas](#)

– [View census data on a map](#)

– [Build a custom area profile](#)

### Census topics

Find census data, analysis and quality information using these topics.

[Ageing](#)

[Demography](#)

[Education](#)

[Ethnic group, national identity, language and religion](#)



# Local Insight platform



# Local Insight – quick demo

## ■ Households in Poverty

- % of all working age adults receiving JSA or UC for unemployment
- Borough, Ward, MSOA and LSOA level data

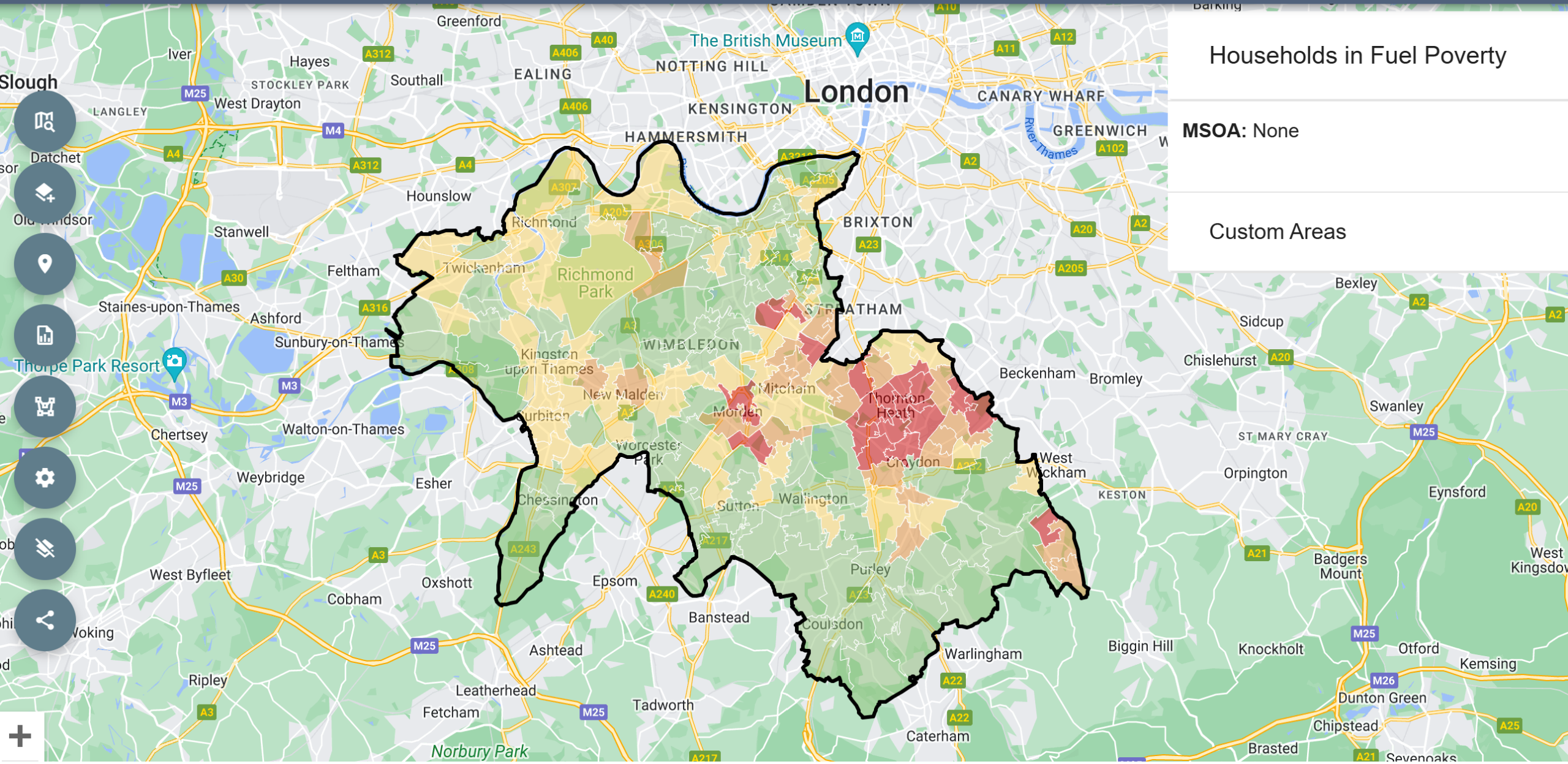
## ■ Indices of deprivation (2019)

- Kingston local neighbourhood level (by LSOA area)

✓ If you are interested in exploring data in Local Insight – book a session with Superhighways [using this link](#)





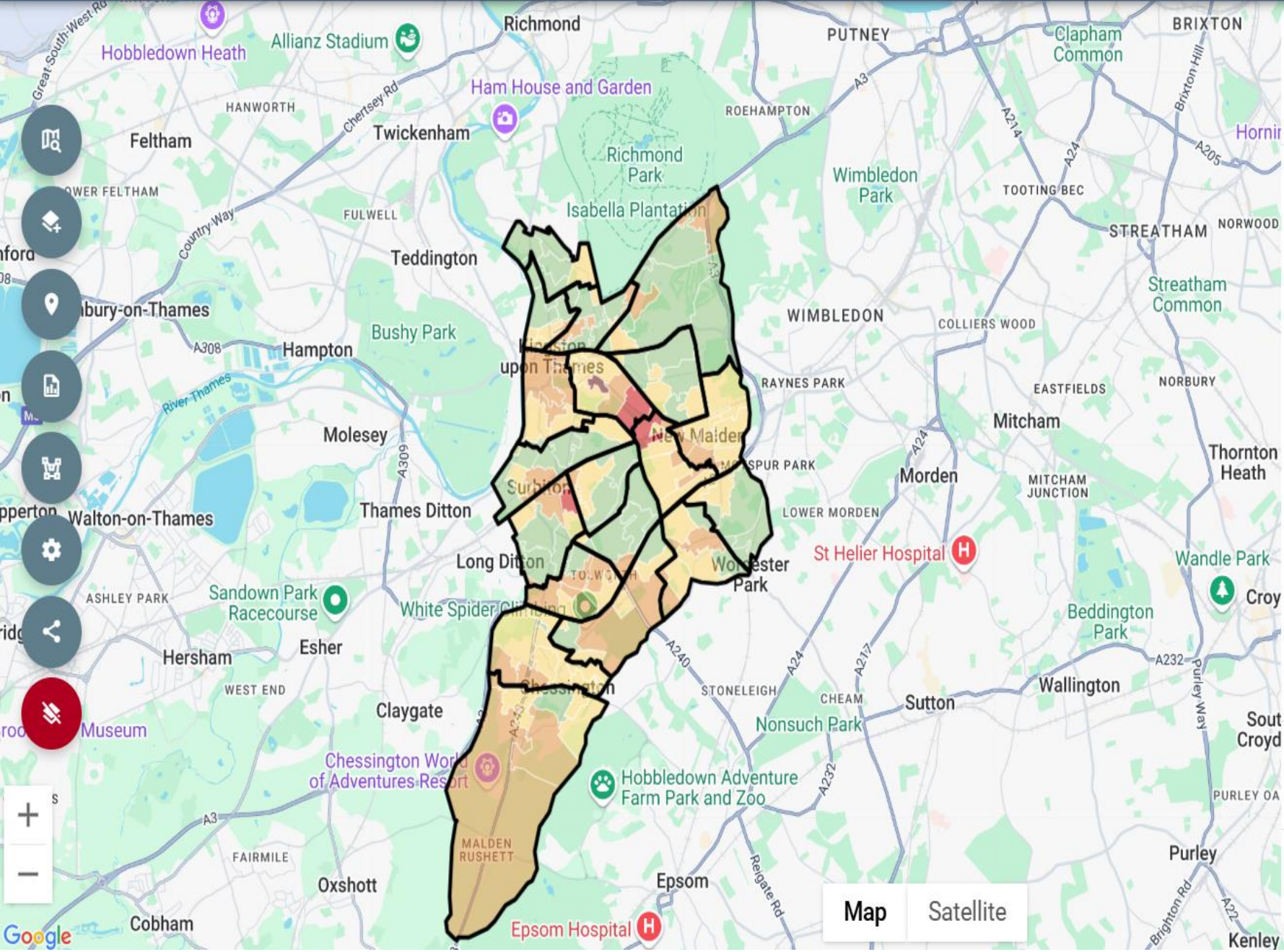


Households in Fuel Poverty

MSOA: None

Custom Areas





### Index of Multiple Deprivation 2019 (IMD) Rank



Index of Multiple Deprivation (IMD) Average LSOA Rank (lower = more deprived)

Current Level

Super Output Areas, Lower Layer

- 26,285 - 32,844
- 19,716 - 26,284
- 13,146 - 19,715
- 6,576 - 13,145
- 1 - 6,575

[DETAILS](#) [YOUR AREAS](#) [DOWNLOAD](#)

Display data visualisations outside area boundaries

LSOA: None Value: None

Custom Areas

Map Satellite

# Search engines & AI

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# Asking Copilot: Tell me about children living in poverty in London

- ✓ Initial responses were a bit disappointing! Refined by prompting *“This data is a bit out of date. Are there more recent statistics in 2023 and 2024?”*

Certainly! Here are some more recent statistics on child poverty in London:

- ✓ [As of 2023, around \*\*700,000 children\*\* in London are living in poverty after housing costs<sup>1</sup>.](#)
- ✓ [The poverty rate for children in London remains high, with \*\*33% of children\*\* aged 5-9 living in poverty<sup>2</sup>.](#)
- ✓ [Certain boroughs, such as Tower Hamlets, continue to have particularly high rates of child poverty<sup>3</sup>.](#)
- ✓ [The cost of living crisis has further impacted families, making it increasingly difficult for many to afford basic necessities<sup>4,5</sup>.](#)

If you need more detailed information or have specific questions, feel free to ask!

Learn more

- 1  london.gov.uk
- 2  trustforlondon.org.uk
- 3  trustforlondon.org.uk
- 4  jrf.org.uk
- 5  researchbriefings.files.parliament.uk

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Thank you for listening  
*get in touch if we can help you  
with anything*



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