Understanding your Grantmaking area's needs

Shaun Simmons - Snr Data Analyst
Gemma Brookes – Impact Manager North
BBC Children in Need

In this session we will cover:-

- Getting the basics right

- Sources of data and information

- How to use data to help drive grant making

- Continuous learning

The basics

- **Try and determine what you want to know from the offset**

- **Data or stories?**

- **Equality, Diversity & Inclusion**

Sources of information….

Census 2021

[Census population change interactive report](#)

[Census maps](#)

[Custom area census profile](#)

[Census bulk data download](#)

Useful sector resources

[360 Giving](#)

[Find that charity](#)

[Joint strategic needs assessment](#)

[NCPs local needs databank](#)

[Nottingham Trent University VCSE Data and Insights National Observatory](#)

Useful data/statistical resource

[Public health data](#)

[Office for national statistics](#)

[Indices of multiple deprivation](#)

[Joint strategic needs assessment](#)

BBC CHILDREN IN NEED

Geography levels….

Output Areas (OAs)

- Statistical geography first created following the 2001 census. They are made up of between 40 and 250 households with a population range of 100 to 625 persons.

Lower Super Output Area (LSOA)

- Statistical geography made up of groups of OAs. They contain between 400-1,200 households with a population range between 1,000 and 3,000 persons. In England there are 33,755 LSOAs

Middle layer Super Output Areas (MSOAs)

- Statistical geography that are made up of groups of LSOAs (usually four or five). They are made of between 2,000 and 6,000 households with a population range between 5,000 and 15,000 persons.

Electoral wards and electoral divisions

- Spatial units used to elect local government Cllrs. Ward populations can range from 1,000 to 30,000 population (England average is around 8,200). They usually have 1 or more elected local government Cllr. Ward boundaries change more frequent (data published annual). Currently around 8,200 wards in England.
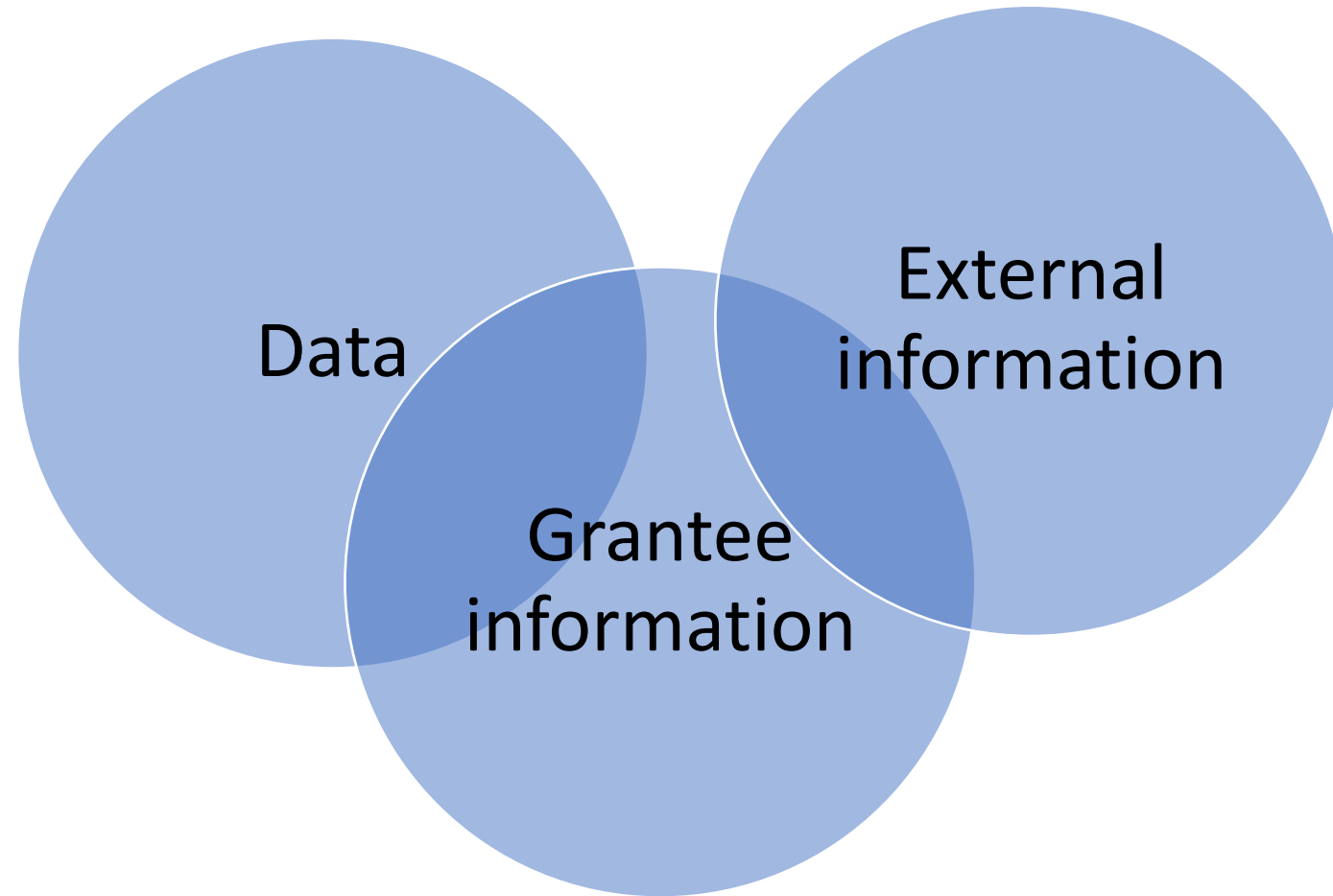
Taken from ONS geographies overview

BBC CHILDREN IN NEED

How CiN uses data to drive grant making

- **External and Internal data**

- **Forming a regional plan**

Regional Planning

Data

External information

Grantee information

BBC CHILDREN IN NEED

Making data useful for decision making

- How can we use this information to help inform a decision?

- Interactive question for the group

- Tips for using information in decision making

B B C CHILDREN IN NEED

Continuous learning

- **Annual Grantee Survey**

- **Annual Grantee Report**

- **Quarterly data check**

- **6 monthly regional plan check**

Questions

BBC
CHILDREN
IN NEED