

Data Maturity – A Fruitful Journey Coding in the Open

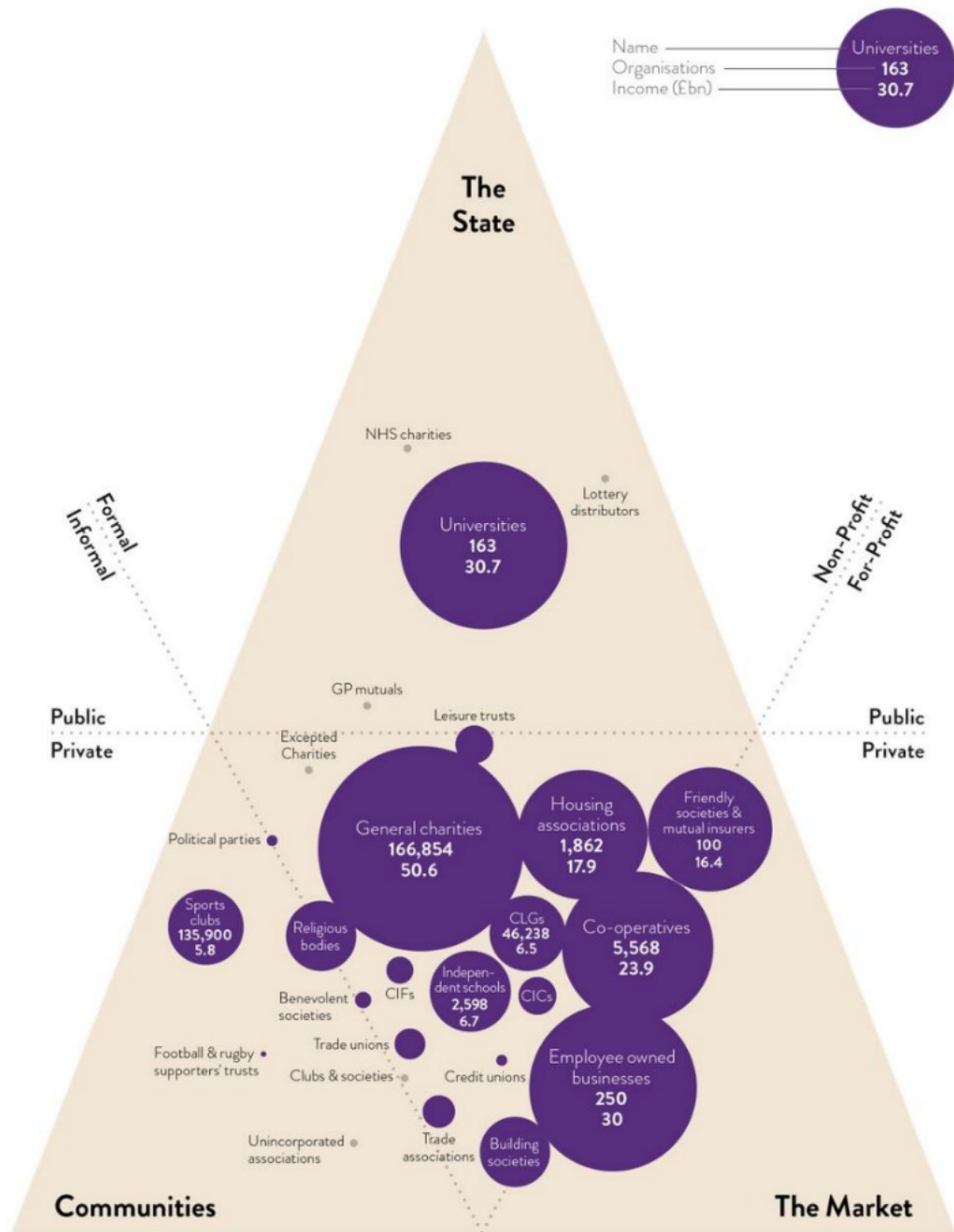
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Also work public sector

- Local Authorities
- Scottish Govt, Welsh Govt, and UK Govt Depts



www.socialenterprise.org.uk/what-is-it-all-about/

24,832
Charities on the Scottish Charity Register

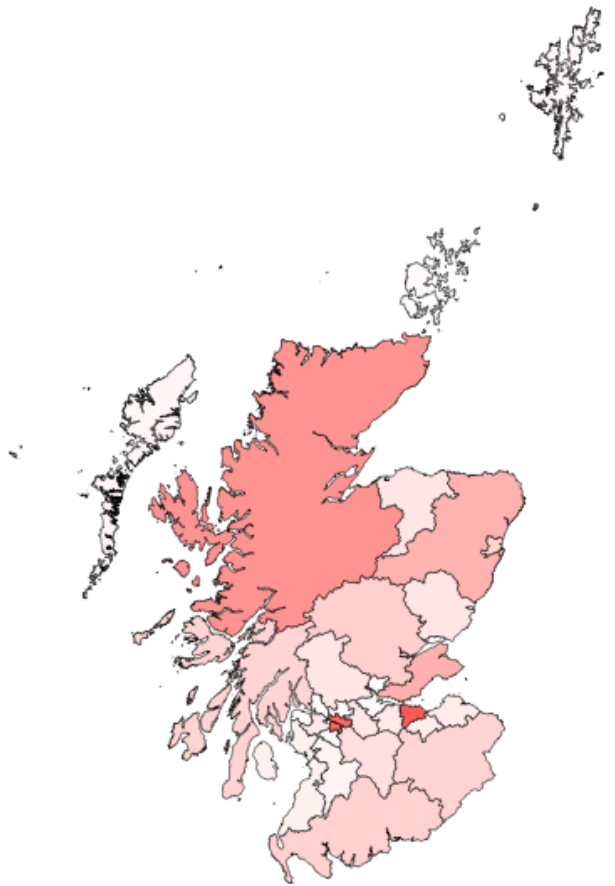
19,884
Number of voluntary sector charities

The Scottish voluntary sector encompasses an estimated 40,000+ voluntary organisations:

- + **19,886** of the 24,832 charities currently on the [Scottish Charity Register](#) are based in Scotland and meet [SCVO's third sector criteria](#)
- + **107 credit unions** >> [link](#)
- + an estimated **20,000 community groups** >> [link](#)

<https://scvo.scot/policy/sector-stats>

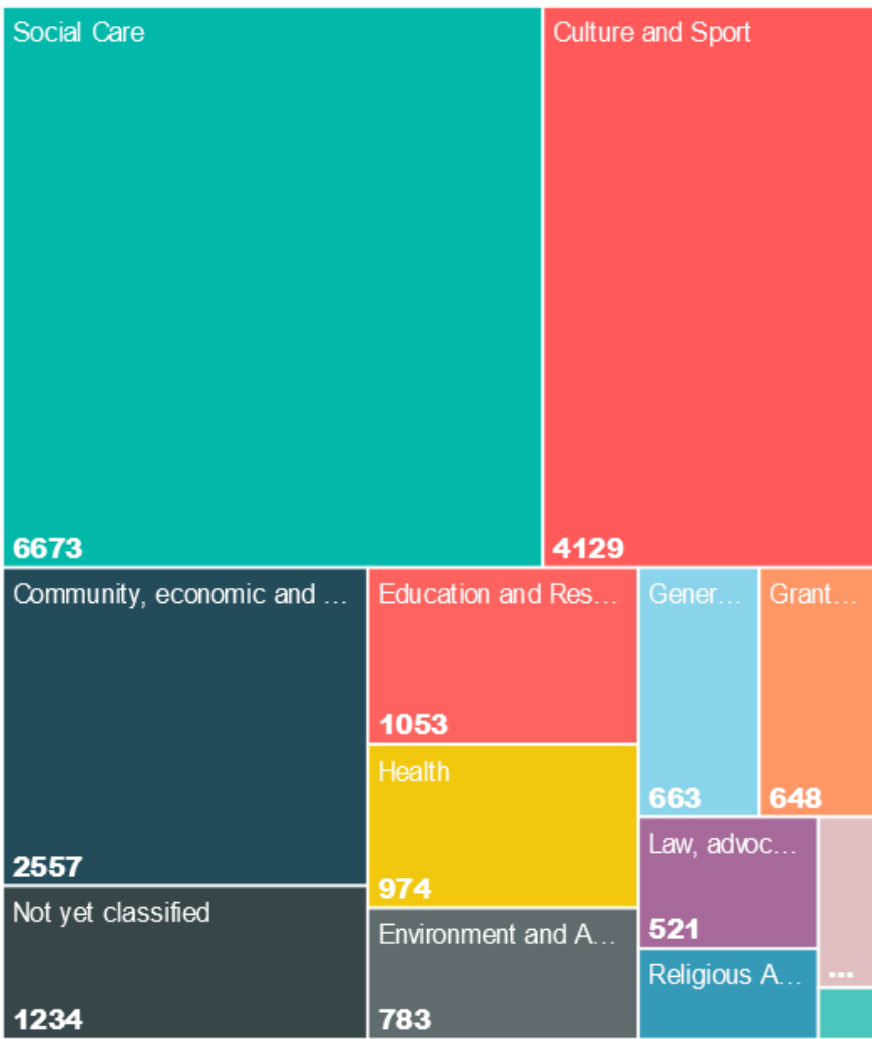
Number of charities by Local Authority

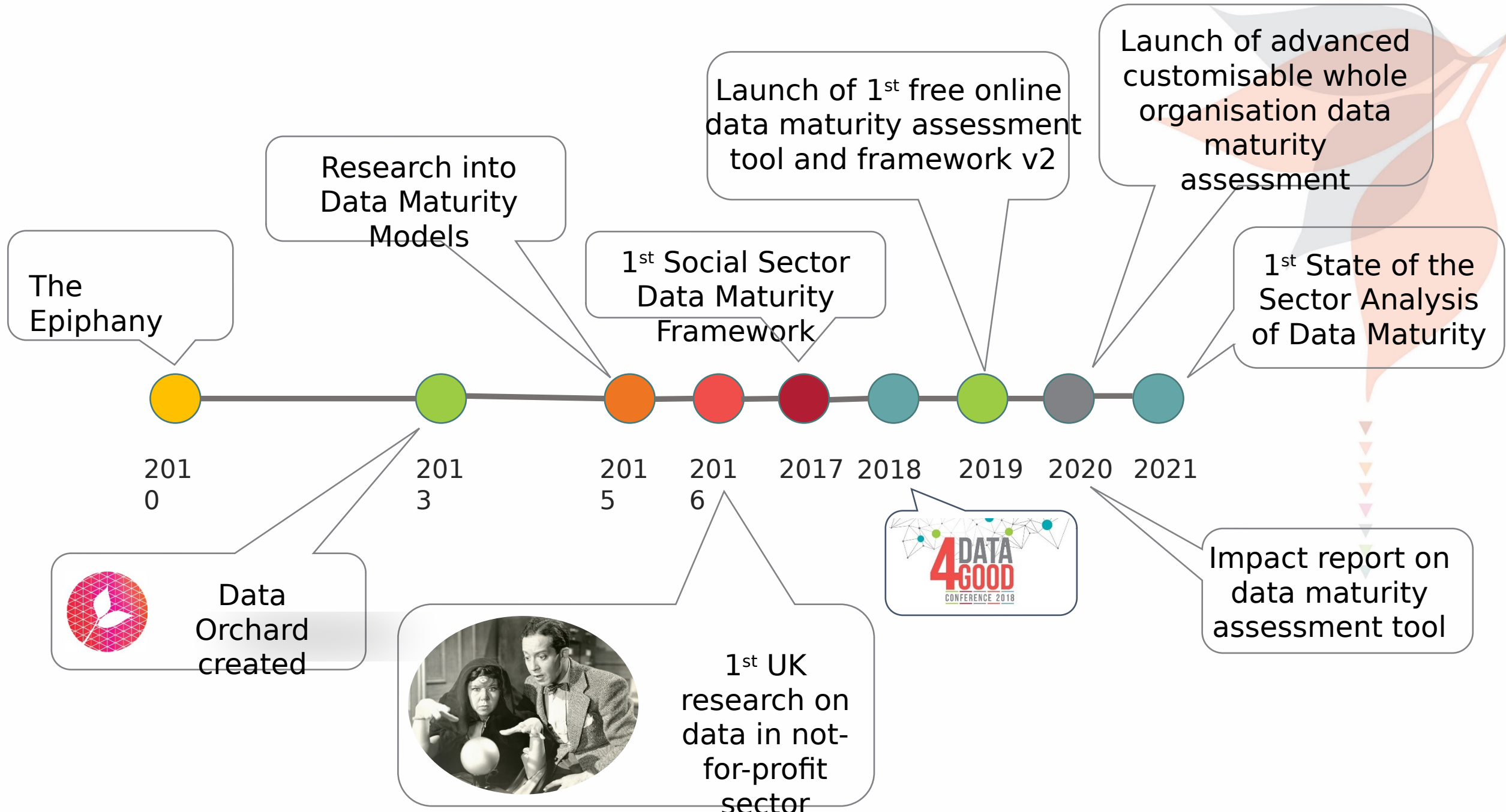


Click on a region in map to see each area's share of organisations and activities. **Red** areas have higher numbers of charities and tend to reflect LA areas with large population (Edinburgh and Glasgow include national HQs.) Light areas have less charities and are usually sparsely populated rural areas.

Click on Drill Mode then an activity field to drill down into the

Number of Organisations by Activity





The Epiphany



2010

Research into Data Maturity Models

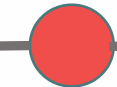


2013

1st Social Sector Data Maturity Framework



2015



2016



2017



2018



2019



2020



2021

Launch of 1st free online data maturity assessment tool and framework v2

Launch of advanced customisable whole organisation data maturity assessment

1st State of the Sector Analysis of Data Maturity



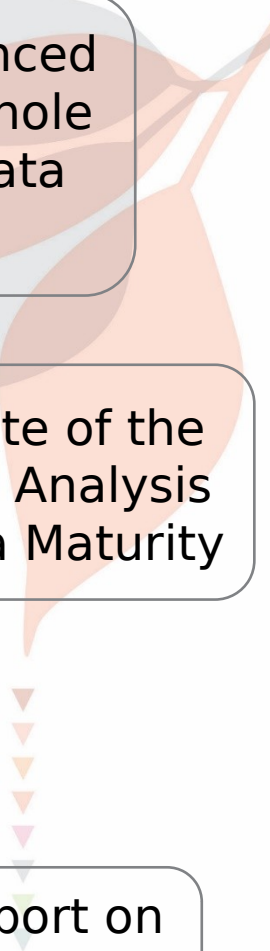
Data Orchard created



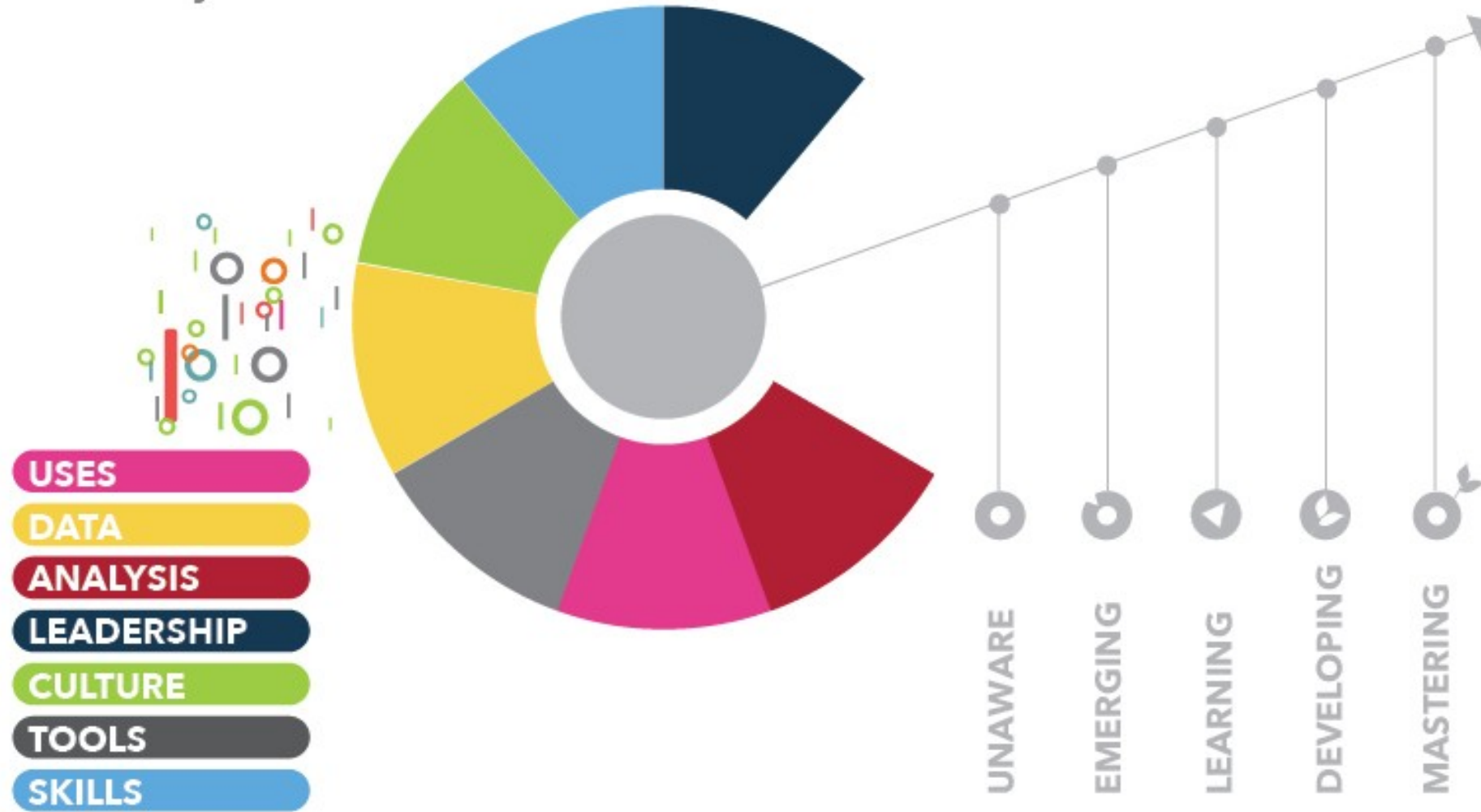
1st UK research on data in not-for-profit sector



Impact report on data maturity assessment tool



The Data Maturity Framework



7 KEY THEMES

5 STAGE JOURNEY

Data Maturity Themes

USES

- Purposes for collecting and analysing
- Benefits and rewards

DATA

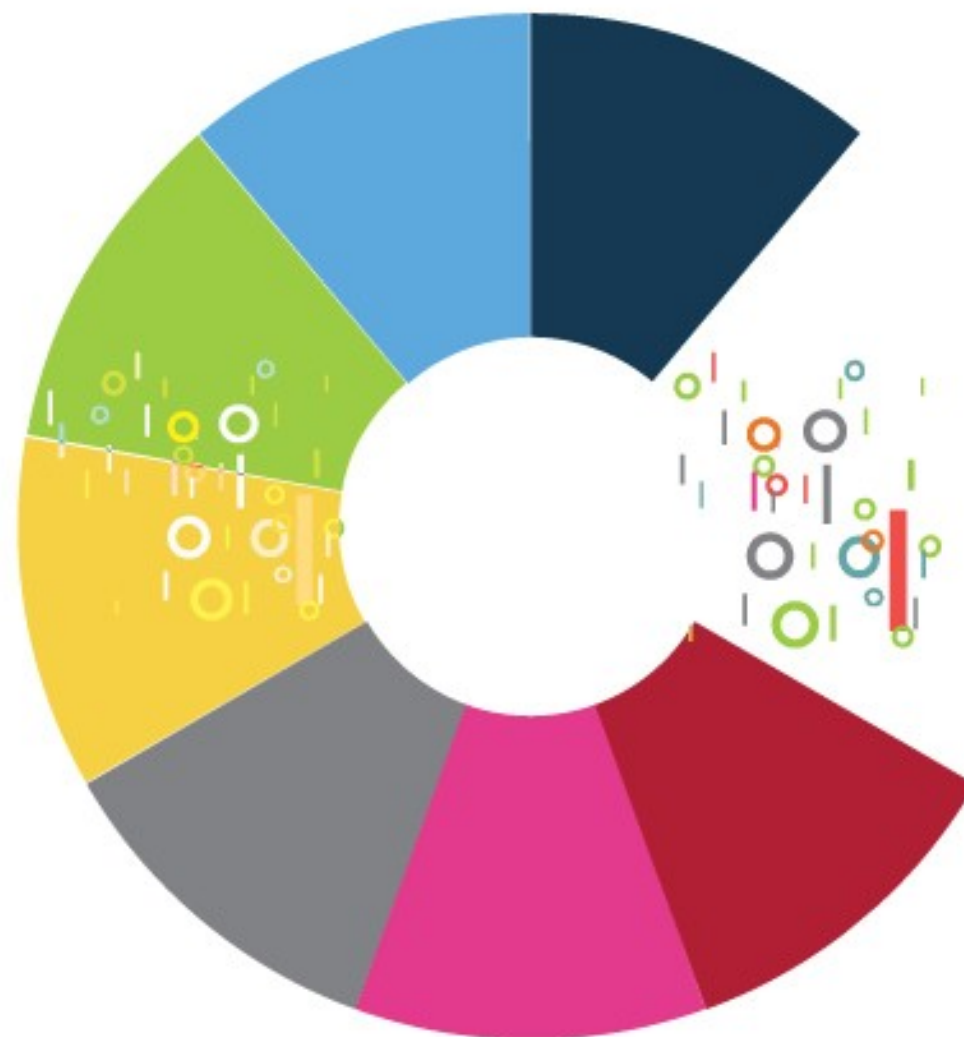
- Collection
- Quality
- Sources
- Assets

ANALYSIS

- Type
- Technique
- Joining
- Presenting

LEADERSHIP

- Attitudes
- Plans
- Capability
- Investment



CULTURE

- Team approach
- Self-questioning
- Openness
- Protection

TOOLS

- Storage
- Type
- Quality
- Sharing
- Integration

SKILLS

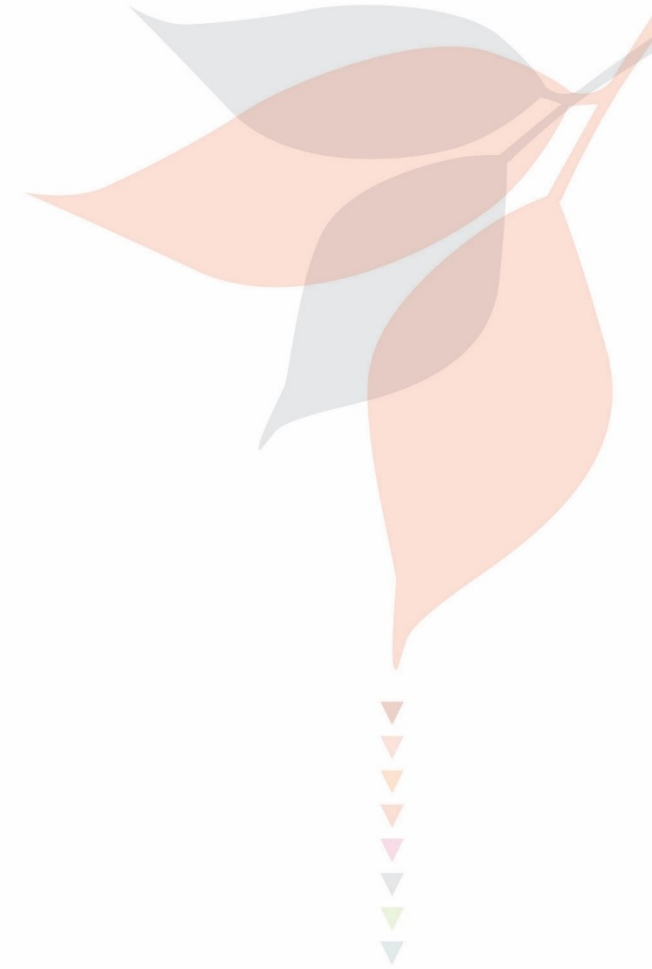
- Capacity
- Skills
- Training
- Access to knowledge and expertise

What is a data maturity assessment?

Process

Output

... and the start of a journey

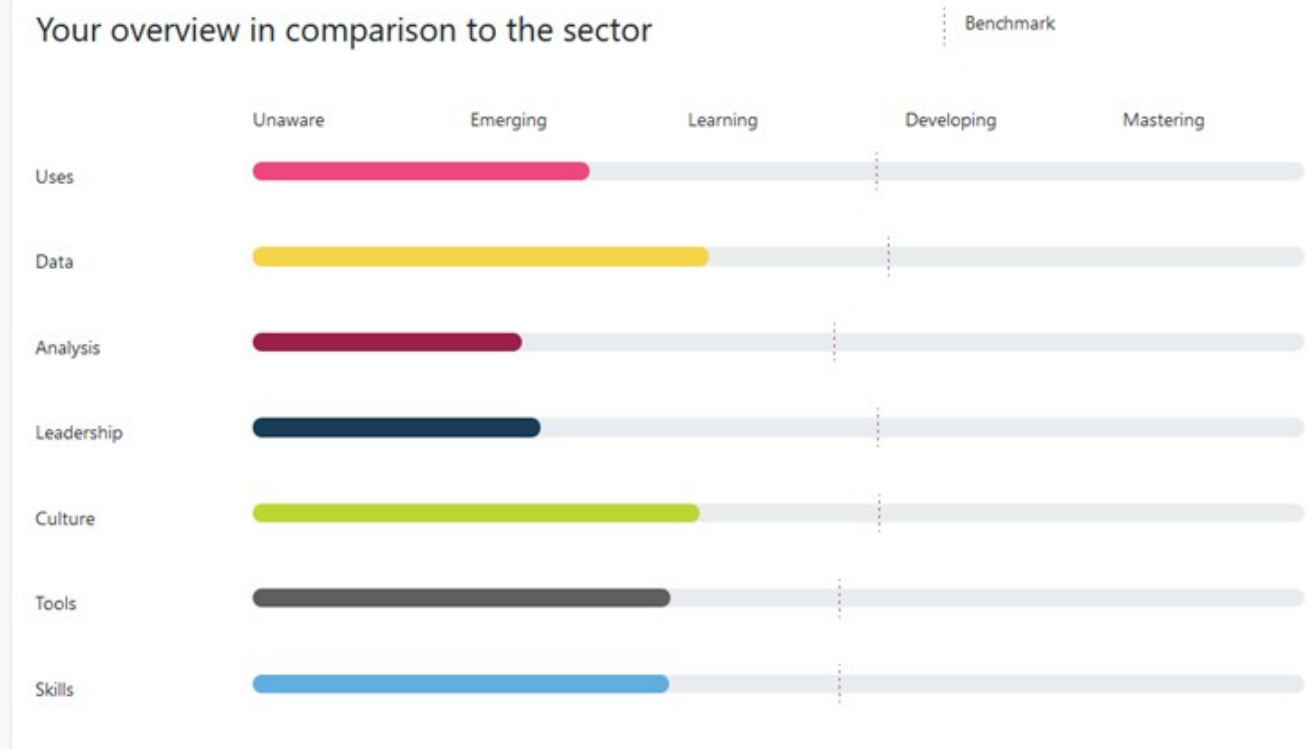


SUMMARY

You scored your organisation in the Emerging Stage

Your overall score, based on the average across the seven themes, was **1.8** out of **5**. You have scored your organisation strongest in **Data, Culture, Tools**. Your responses indicate priority areas to focus on are likely to be **Leadership, Uses, Analysis**.

Your overview in comparison to the sector



Overview by theme

Uses

1.6 out of 5
Emerging

Purposes for collecting and analysing.
Benefits and rewards.

[FIND OUT MORE](#)

Data

2.2 out of 5
Learning

Collection. Quality. Sources. Assets.

[FIND OUT MORE](#)

Analysis

1.3 out of 5
Emerging

Type. Technique. Joining. Presenting.

[FIND OUT MORE](#)

Leadership

1.4 out of 5
Emerging

Attitudes. Plans. Capability. Investment.

[FIND OUT MORE](#)

Culture

2.1 out of 5
Learning

Team Approach. Self-questioning.
Openness. Protection.

[FIND OUT MORE](#)

Tools

2 out of 5
Emerging

Storage. Type. Quality. Sharing.
Integration.

[FIND OUT MORE](#)

Skills

2 out of 5
Emerging

Capacity. Skills. Training. Access to
Knowledge and Expertise.

[FIND OUT MORE](#)



Invite your colleagues

The Data Maturity Assessment is more accurate if it's completed by multiple people in your organisation. You can [share the link](#) for colleagues to complete individually, complete the free version again together as a small group, or consider our paid organisational version, which allows all staff to take an assessment and provides you with a collated report.

[FIND OUT MORE](#)

Skills Overview

Based on your answers for skills your organisation is currently

Emerging

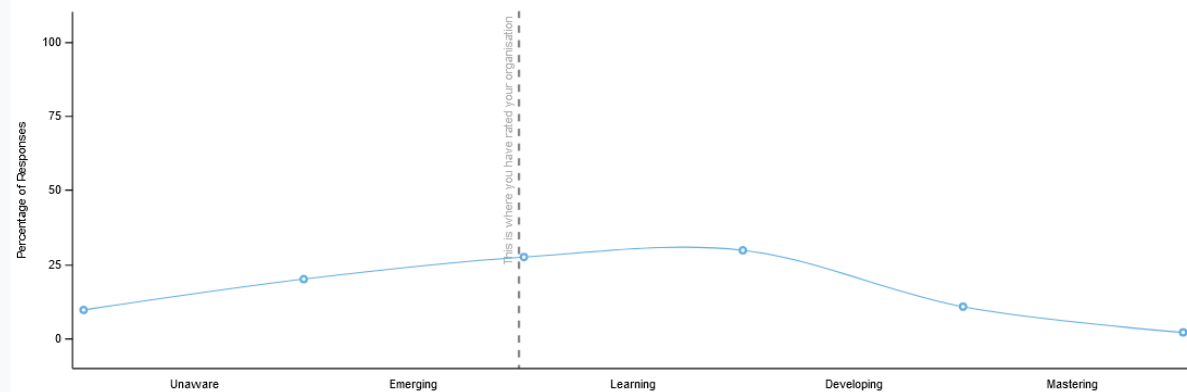
For skills you scored your organisation

2 out of 5

The average score for skills in the benchmark group is

2.8 out of 5

Skills across the sector



YOUR CURRENT STAGE

Emerging

- Responsibility for data collection and control is at administrator level.
- Different staff collect, manage and use data within other roles e.g. fundraising, projects.
- No real understanding of the needs and skills required for building data capabilities.
- Data literacy is patchy, mostly low, amongst staff. Basic/adequate skills and training in using data for operational and administrative purposes.
- Little or no staff/volunteer awareness or training in data protection and security, though perhaps at least one person has completed a course.
- Occasional support from trustee/ volunteers perhaps mostly relating to database/finance or reporting.



THE NEXT STAGE UP FOR YOUR ORGANISATION IS

Learning

- Beginning to understand needs around data skills and capabilities.
- Dedicated person/team in charge of data, perhaps a data manager or senior administrator. Some skilled data people in other roles, though perhaps with limited capacity to fulfil the task. Adequate data analysis/reporting skills with some investment in more advanced skills e.g. Database/CRM administrator.
- Commitment to improving data literacy.
- Exploring up-skilling and recruitment to fill gaps.
- In house or externally provided training for using data systems.
- Staff and volunteers have basic data protection and security training though might not be very confident.
- Establishing relationships with external support and advice, mostly around specific tools, systems or projects with some skills development.

How many have taken Data Maturity Assessment?

(Between October 2019 and December 2020)

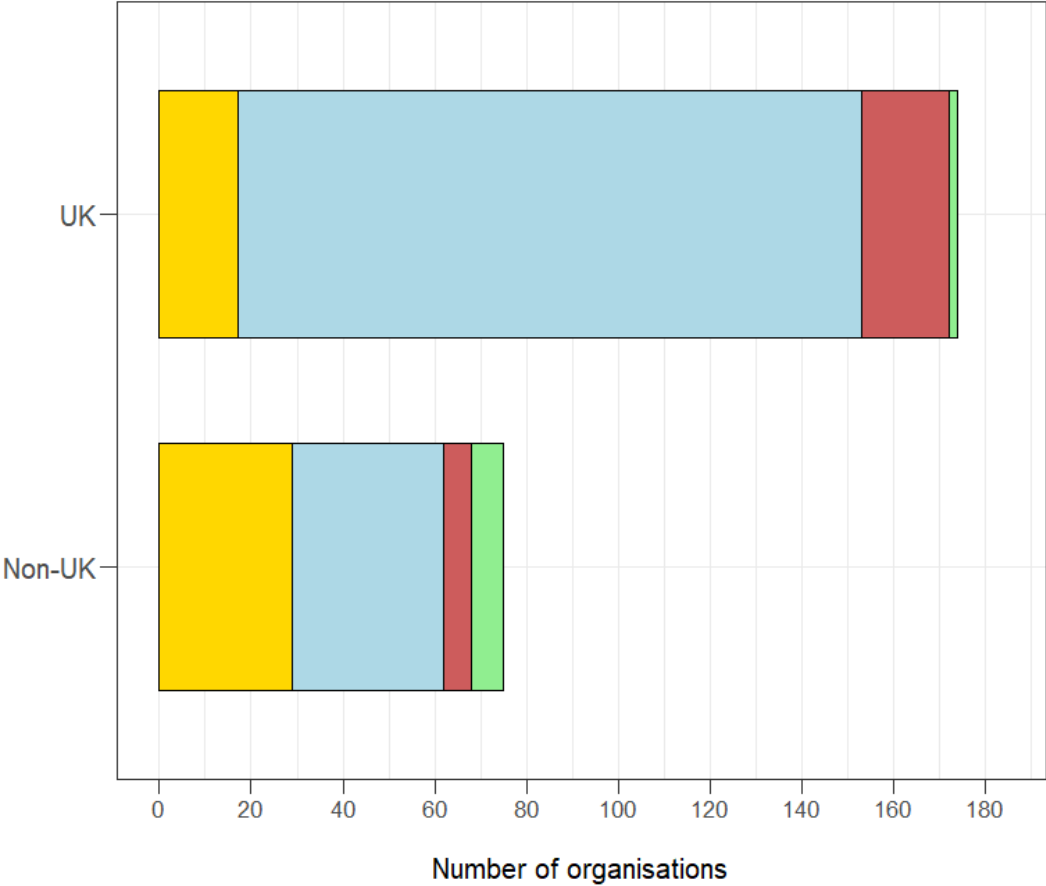
Data Preparation	Respondents	Organisations 
All responses	2110	
After cleaning, matching and validation	630	249
After excluding commercial organisations	572	202
Identifying not-for-profits taking the taster only	112	69
Identifying not-for-profits taking the full assessment (i.e. after excluding not-for-profits taking the taster assessment)	460	133

What kind of organisations?

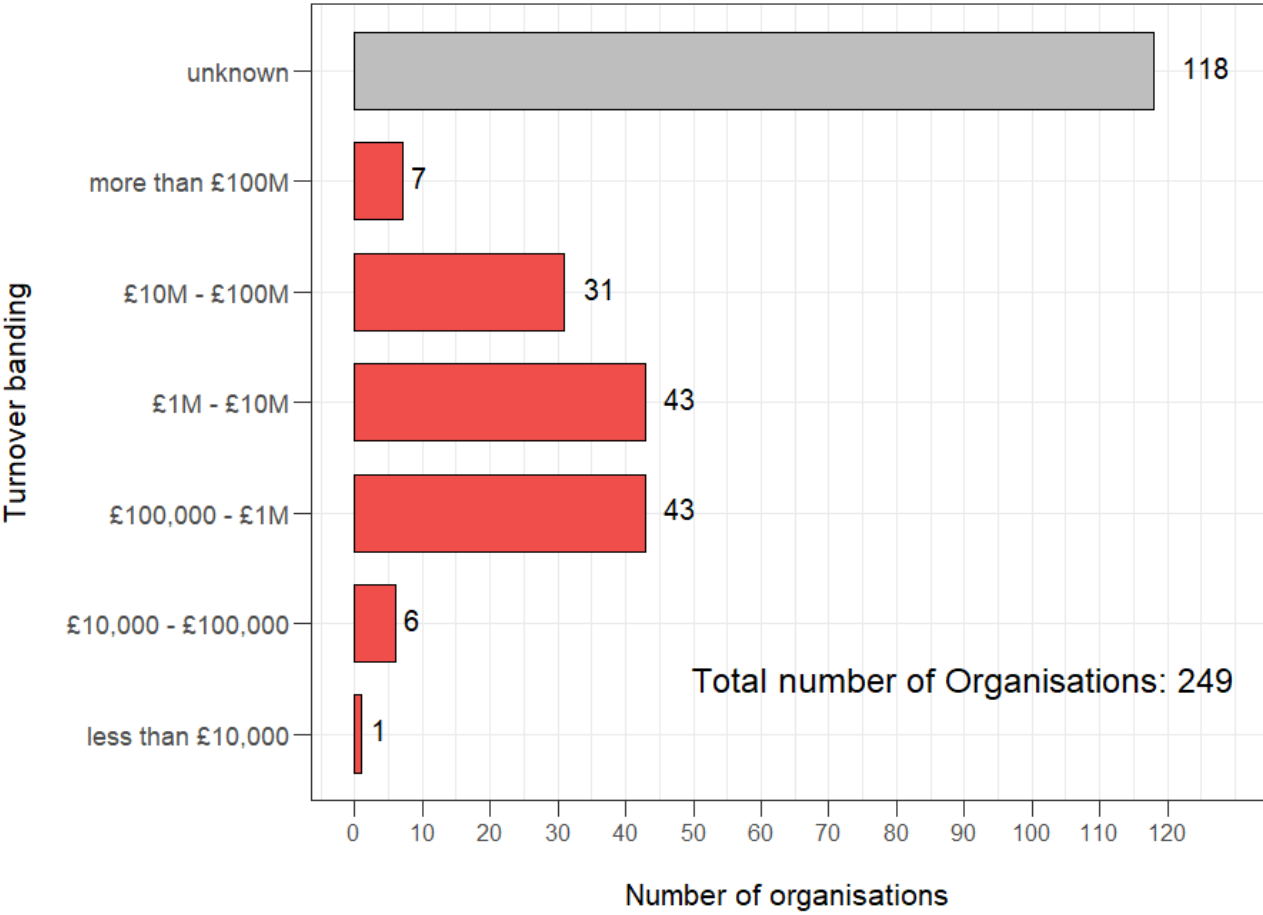


Number of Organisations by Sector Type

UK v Non-UK



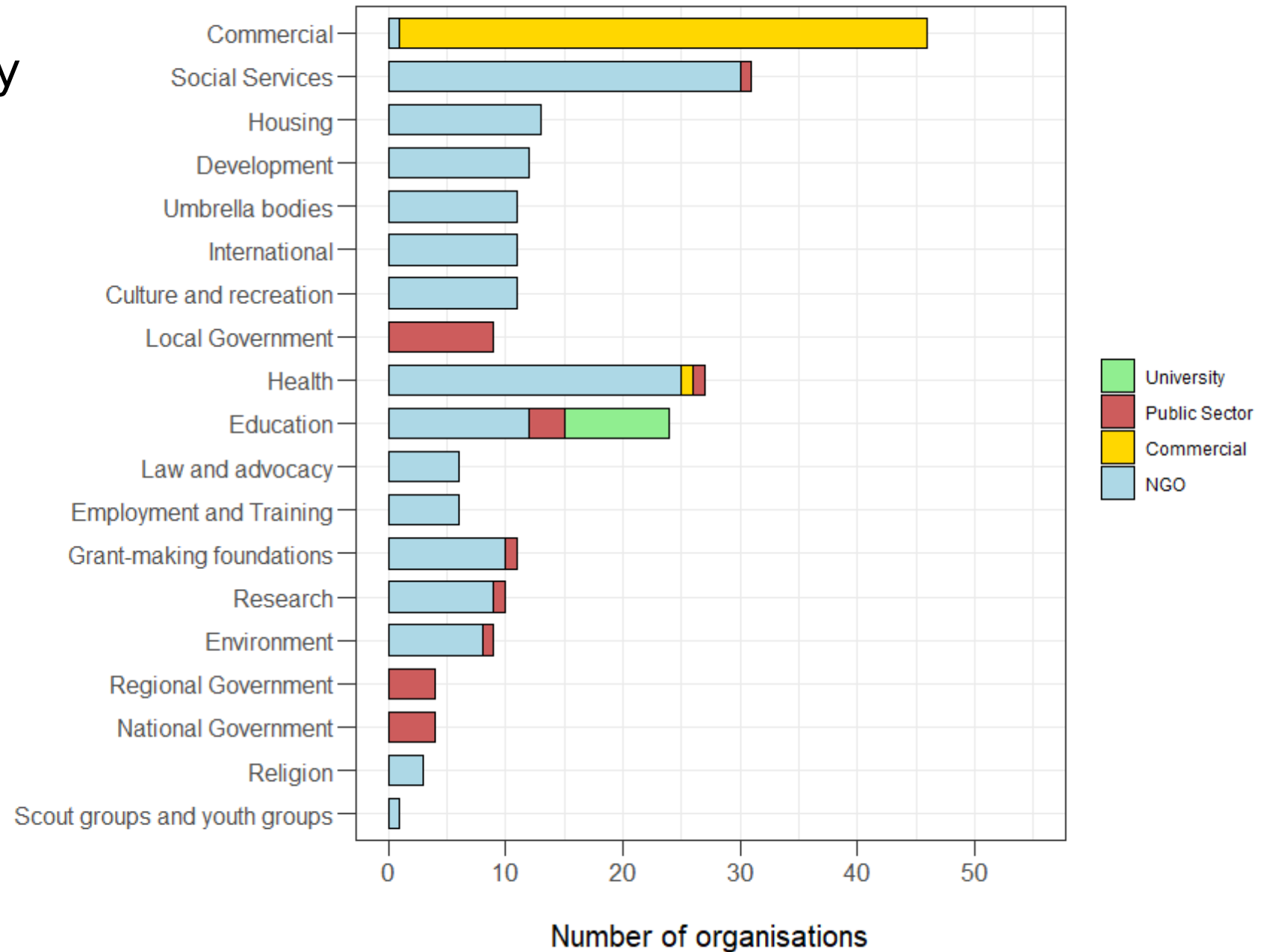
Number of Organisations by Turnover



Types of organisations using the Data Maturity Assessment

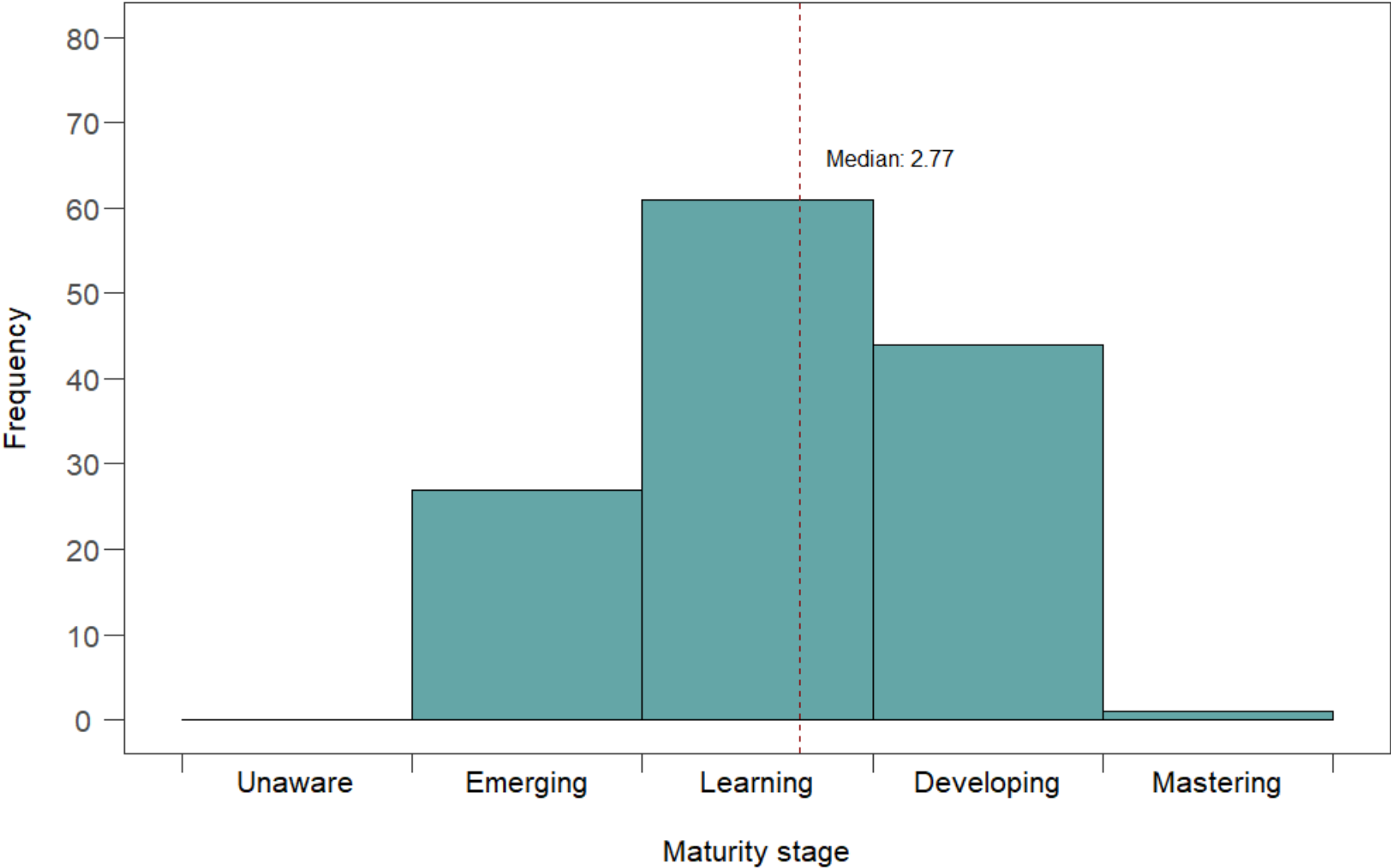
Activity category

Number of Organisations by Activity category

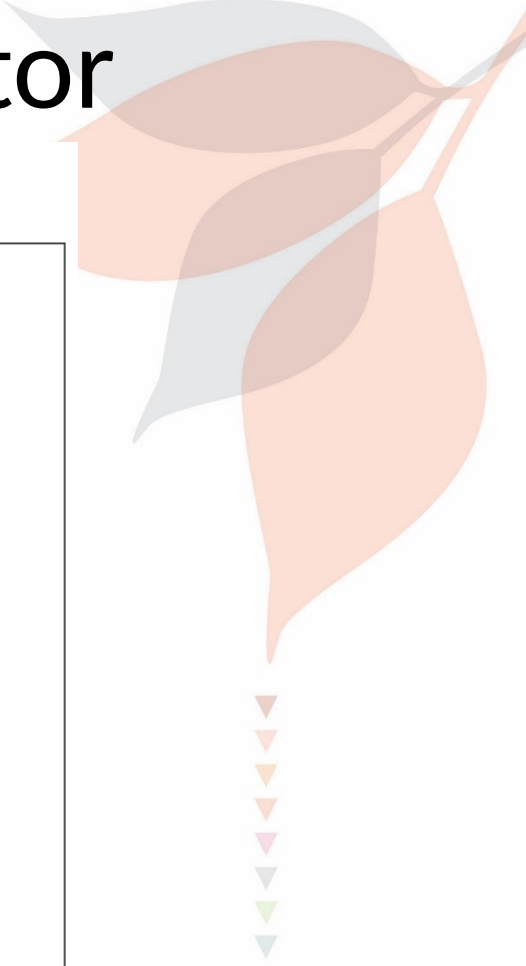


Data Maturity Overview of the Sector

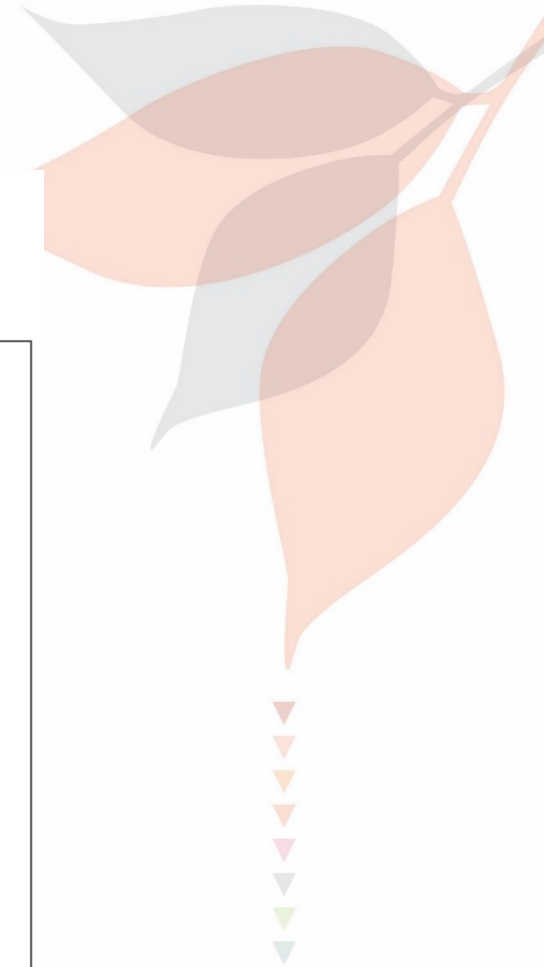
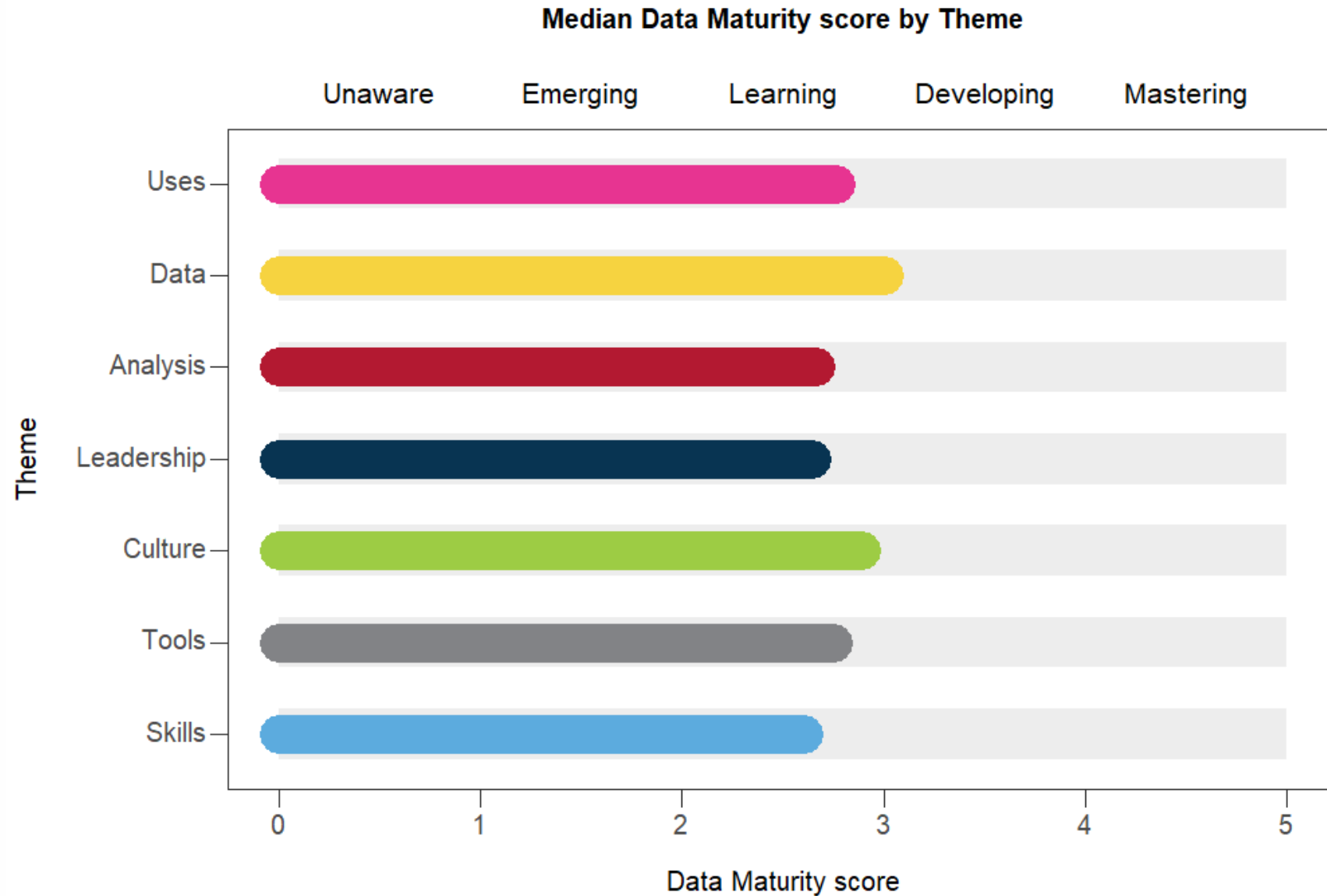
Histogram of Data Maturity scores



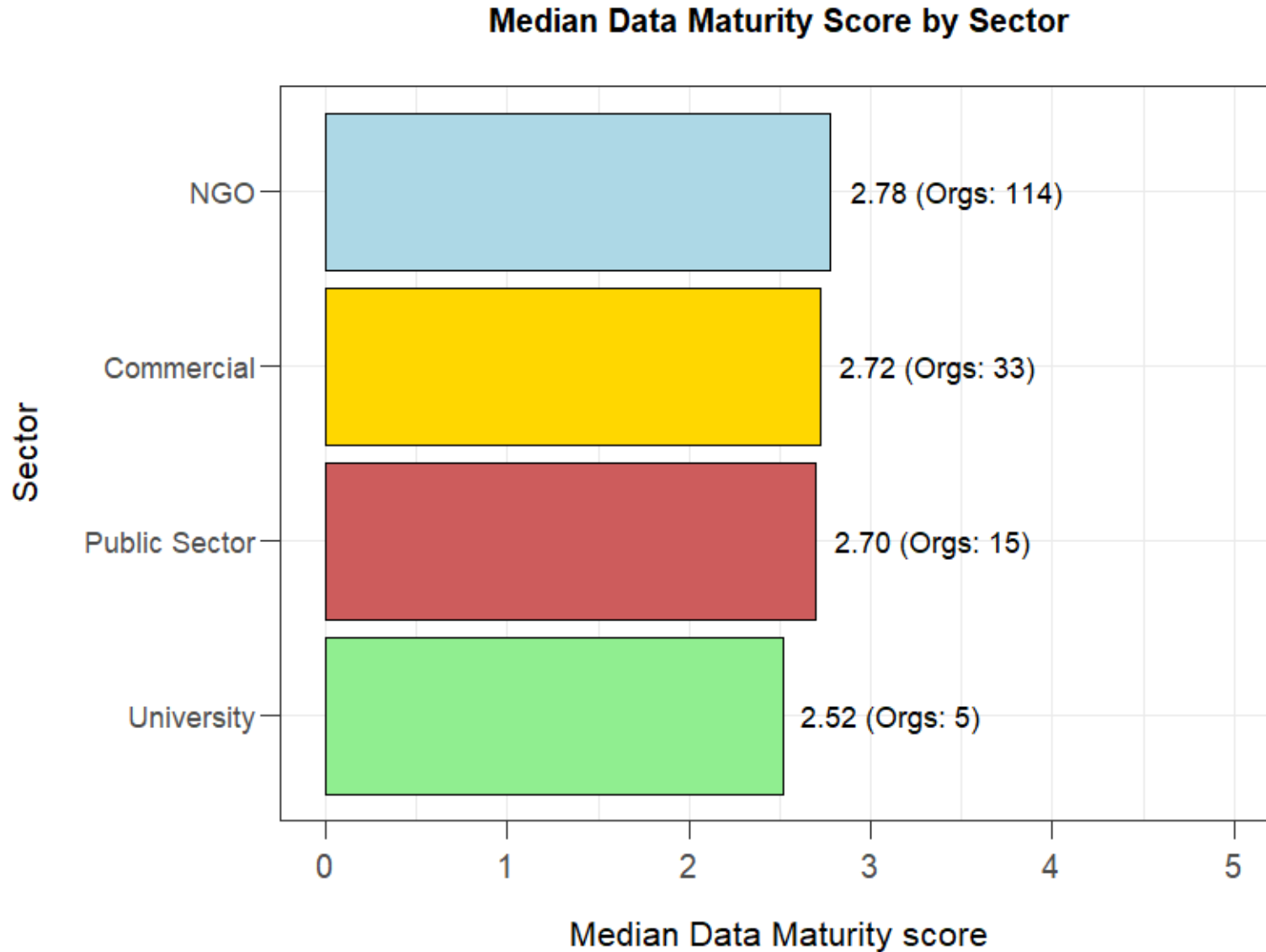
number of Organisations = 133



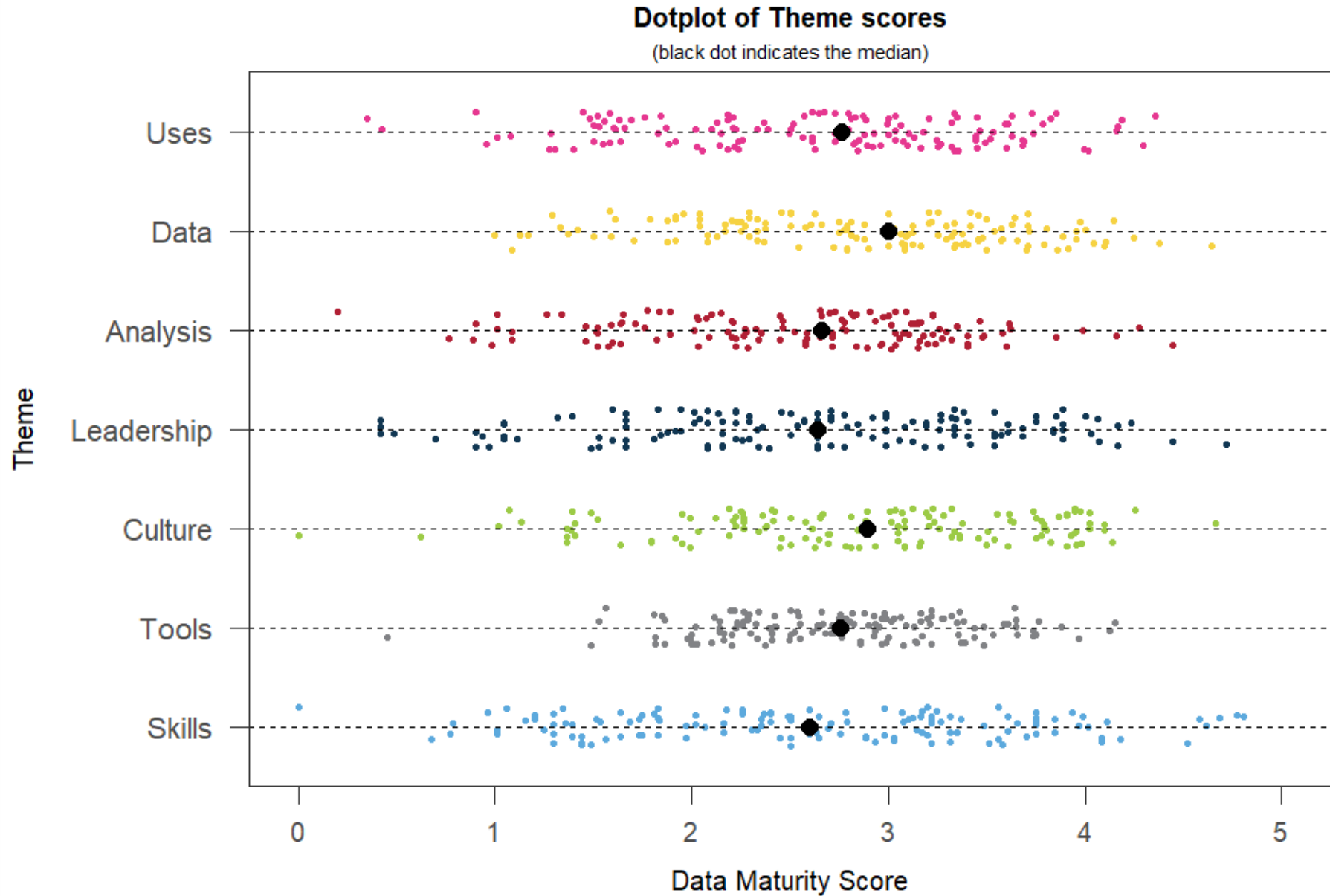
Strengths and weaknesses



Is there much difference between the sectors?



The meaninglessness of averages





Leader



Data Strategist



Data Champion

Data Orchard's Data Maturity Assessment Theory of Change



Invite colleagues to take the assessment

People with these problems

We think our organisation needs to get better with data but don't know where to start

We don't have a way of engaging leaders and colleagues in thinking and talking about data

We don't know what 'good' and 'great' look like or how well we're doing compared to others

Report on data maturity stage, scores for key themes, indication of strengths and priority areas for action

Comparison to sector benchmark

Advanced analysis and raw data (optional extras)

Which provides immediate benefits

Improved shared understanding of important factors and questions in data maturity

Objective view of where we are, where we could be and where to focus to get there

Raised aspirations and increased motivation to improve

Which enables people to...

Discuss where change and improvement is needed with colleagues

Develop data strategy/improvement plan

Secure leadership support for change and improvement

Seek funding or resources to implement improvements

Which results in...

Implementation of data strategy/improvement plans

Securing funding and/or resources

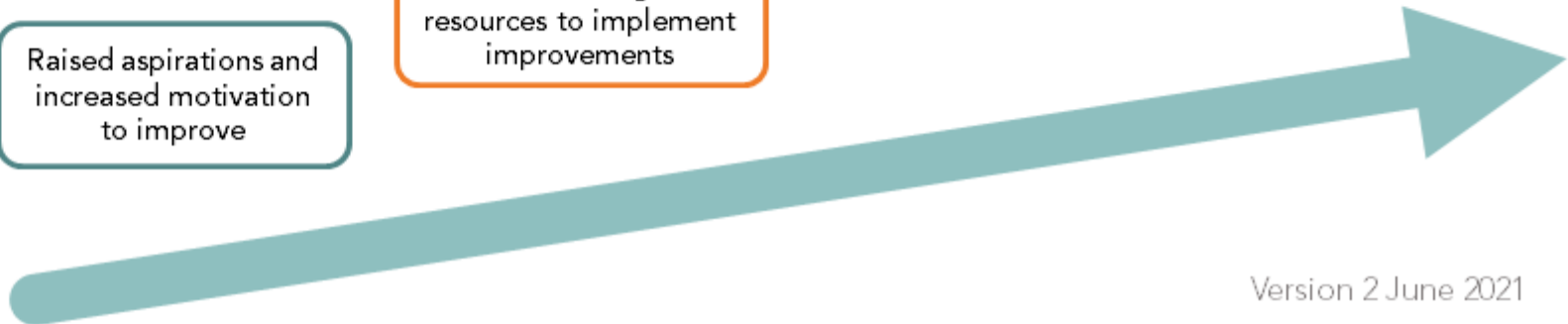
Investment in people (existing/new roles and responsibilities), tools, advice and training.

Data maturity rewards and benefits

Our knowledge and expertise increases and improves strategic planning and decision making.

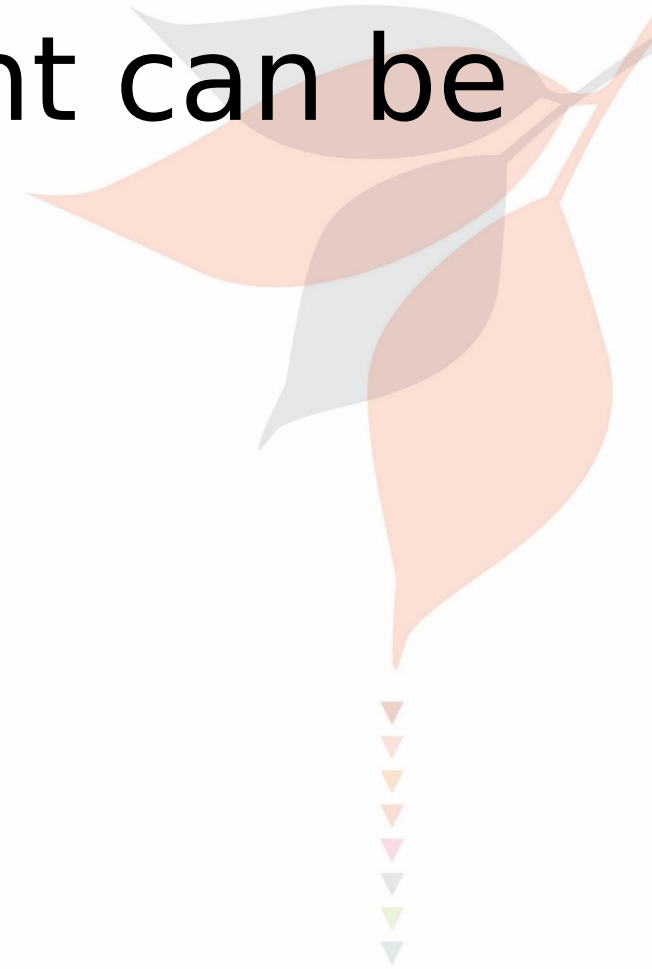
Our services and products improve, delivering greater impact and efficiency with increased income.

We have credibility and influence through increased collaboration and data sharing with partners/stakeholders.



How data maturity assessment can be used

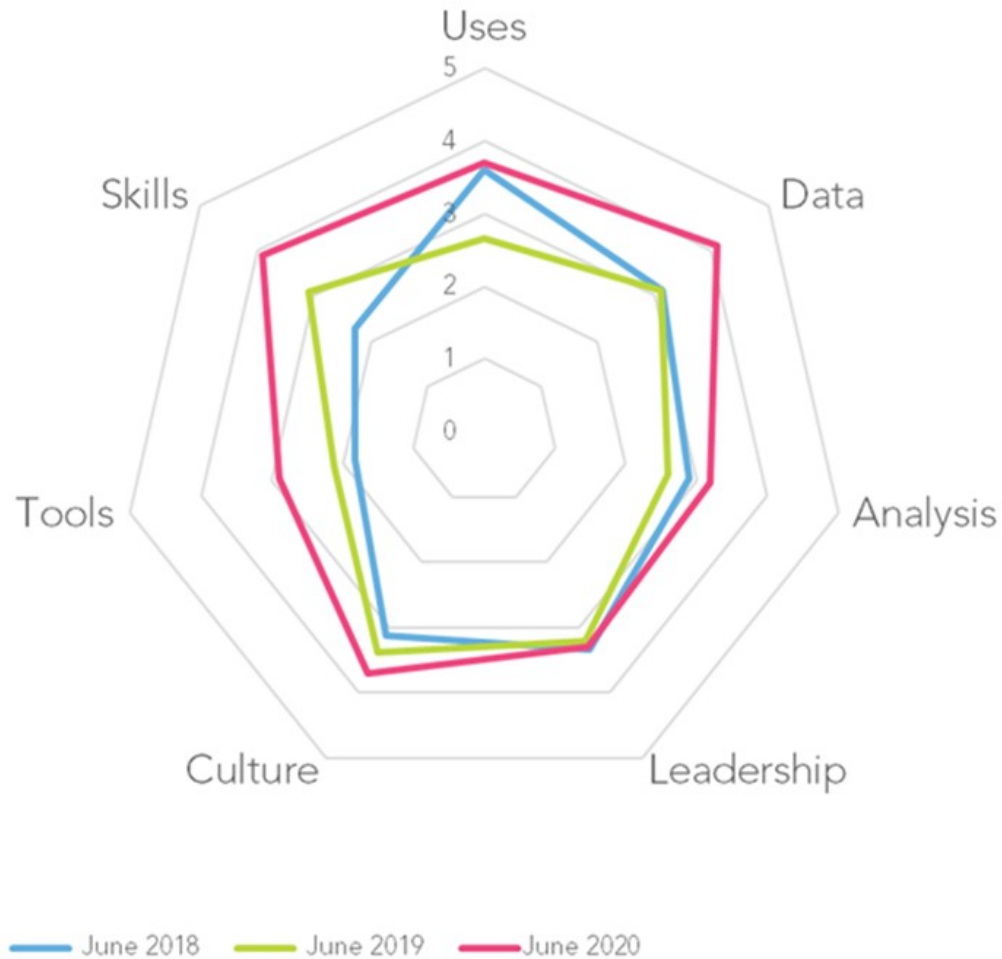
- Sector benchmarking
- Internal benchmarking
- Bespoke benchmarking
- Repeat assessments
- Cohort assessment, and re-assessment



Repeat assessments

Cohort assessment

Change in Scores for Data Maturity Themes (Staff)



BANKSIDE OPEN SPACES TRUST
BTSE Bromley Third Sector Enterprise
highfrees COMMUNITY DEVELOPMENT TRUST
HOME START Wandsworth
IARS INTERNATIONAL INSTITUTE
Skillsenterprise
superhighways harnessing technology for community benefit
HASVO Harrow Association of Somali Voluntary Organisations
datawise LONDON

Further info and resources from Data Orchard

Join our mailing list

<https://www.dataorchard.org.uk/>

Take a free data maturity assessment

<https://datamaturity.dataorchard.org.uk/>

Find out about our organisation and agency/partner versions

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

Explore our data maturity resources

<https://www.dataorchard.org.uk/tools-and-resources>

