

The YSF Podcast: Episode three

Demonstrating impact – Sheffield United Community Foundation

We're joined by Chris Bailey, Head of Sheffield United Community Foundation, to discuss how better demonstrating their impact is making them a more efficient and focussed organisation.

Sheffield United Community Foundation - <http://www.sufc-community.com/>

Yorkshire Sport Foundation and DataHub - www.yorkshiresport.org/Data

4Global - <https://4global.com/>

DataHub - <https://datahub.io/>

A Lower Super Output Area (LSOA) is a small geographical area designed to improve the reporting of small area statistics in England. Within DataHub, LSOAs are used to show participation so that a better understanding can be gained as to where participants are coming from, being able to pinpoint a smaller area than ward level.

Mosaic Segmentation: Generally breaks down areas into demographics, explaining the general income of households, number of children, age group and communication preferences.

Host - Andy Morgan (Media Manager at YSF)

Guests - Chris Bailey (Head of Sheffield United Community Foundation) and Emma Gooch (Data and Insight Manager at YSF).