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.


Yorkshire Sport Foundation and DataHub - [www.yorkshiresport.org/Data](http://www.yorkshiresport.org/Data)

4Global - [https://4global.com/](https://4global.com/)

DataHub - [https://datahub.io/](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).