



Version 1
Date 9th September 2023

Social and Environmental Impact Report 2022-23



Our social impact

Since Data Orchard was set up in 2013, we've worked on over 250 projects supporting more than 150 organisations to get better with data. We've reached thousands more through our research, online tools and resources, and events to promote the importance and value of data for good.

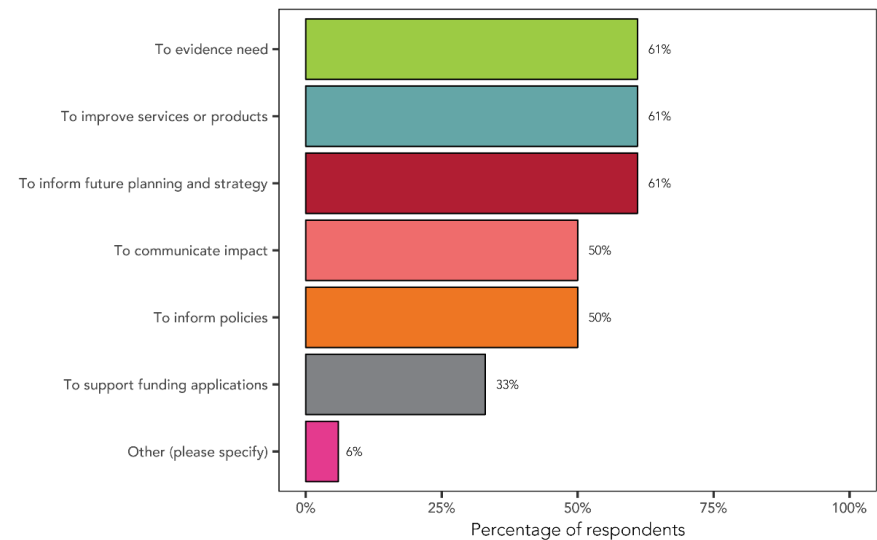
How clients benefit from our services

Amongst our direct clients, the three primary areas of benefit are to 'evidence need', 'improve services or products' and 'inform future planning and strategy' (61% each). The next most common ways our work is used are to 'communicate impact' and 'inform policies' (50% each). 33% say they plan to use our work to support funding applications and others will use it to improve data literacy.

Given our company mission is to enable organisations to use data effectively to achieve their goals, this indicates we are having some success in these areas.

We now have a huge [portfolio of work, case studies of impact and positive testimony](#) on our website.

How will you use the work completed by Data Orchard in the future?



Client testimony

This is what our clients in 2022-23 said about how their organisations or communities have benefited from the work we delivered.

"We've been able to develop and start to implement a data strategy that focuses as much on the culture change as on the data itself. The implementation plan and key milestones feel manageable and within our gift to deliver which has been a welcome confidence boost and is something we can sustain going forward. The focus on building capability within our organisation has been a huge benefit". Joan McNeill, Head of Operations, Clan Childlaw

"Provided us with a new impact framework and guidance on how best to implement." Sara Selleck, Assistant Director of Strategy and People, WCVA

"The evaluation and resulting recommendations will help shape Worcestershire's Lifestyle & Behaviour Service for the coming years. It will enhance residents' health and wellbeing opportunities and hopefully positively impact and reduce health inequalities across Worcestershire." Iain Gillett, Advanced Public Health Practitioner for Worcestershire County Council

"The work carried out will help inform our digital services strategy moving forward and in turn our community/users will benefit from improved services." Jason Evans, Open Data Manager, National Library of Wales

"Delivery of a data strategy and assistance with the implementation." Mark Davies, Head of Information Technology and Business Improvement, Tai Calon

"Ability to deliver Welsh Language base mapping for the first time" David Roberts, Head of Geography and Technology, Welsh Government - Data Map Wales integration

"Currently the excel skills are being used to develop data insights, we are using this to identify key area / primary schools that have most Social Services Activity. It has also helped with our work with Public Health Wales around our Winter Pressure work. It also helping to promote the recognition of using good data insights to improve service delivery." Ian Rees, Neath Port Talbot Council

"Strongly embedded data movement, endorsed strategy, resourced corporate team. Many staff influenced during our work together, inc senior management." Rob Steele Reigate and Banstead Data & Insight Project 228

Wider Impact

i) Promoting the value and importance of data for good

We are unable to capture hard evidence of impact for much of our championing work, beyond understanding levels of digital engagement and interaction and anecdotal comments. However, our post event feedback captures outcomes data and tells us attendees say they're:

- inspired about the possibilities for using data in their organisation.
- motivated to improve with data in their organisation.
- more aware of useful resources and good practice, and
- more connected to professional peers and support.

ii) Building new knowledge/insights about sector data maturity

Our 'State of the Sector Data Maturity' research continues to provide a unique and increasingly robust and credible benchmark of the changing state of data maturity in the nonprofit sector.

Our impact evaluations of the assessment tool (which has been used by over 6000 people), have had very low response rates from users of the free version though a high response from those using the paid version. Of the ~70 respondents in 2022-23 users told us it was most effective in educating people about data in organisations and motivating them to develop and implement plans to improve.

We also contributed to the review, redesign and user testing of the survey for the [2023 Charity Digital Skills Report](#) and remain firmly engaged with leaders in the Digital maturity space in exploring the relationship between 'data' and 'digital' in nonprofit organisations. This ongoing research also validates our own findings and contributes towards awareness raising among sector leaders, grant makers and policy makers.

iii) Influence on Government

In April 2023 the Government's Central Digital and Data Office published the [UK Government's data maturity framework](#), acknowledging (in the licencing attribution buried in the legal notices) that this was derived from Data Orchard's data maturity framework. All Government departments and Non-Departmental Public Bodies are now expected to undertake a data maturity assessment using the government's framework. It is testament to: the quality and value of our research and model (developed over many years); our openness in freely sharing this; and hard work to raise the profile of data maturity; that our influence has been recognised.

Our Mapio Cymru project has continued to influence the aspirations of Welsh Government and related bodies with regards to Welsh language mapping data. In particular we have worked with Transport for Wales to demonstrate how two key public transport infrastructure datasets (NaPTAN and NPTG) can support the Welsh language.

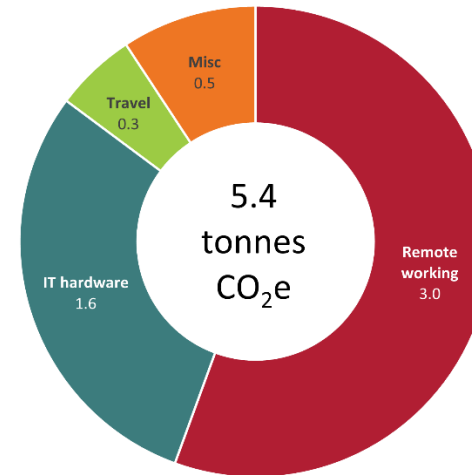
Our environmental impact

This year we conducted our first environmental impact review. Since Data Orchard is a remote online business, calculating our company's carbon footprint is largely 'indirect'. i.e., we're not responsible for Scope 1 emissions as defined by the [Greenhouse Gas Protocol](#) as we don't own or control any sources nor are we responsible for Scope 2 indirect emissions from purchased electricity or heating.

However, we ARE responsible for Scope 3 emissions that occur as a consequence of our activities, such as our use of energy whilst working at home or in a co-working space; business travel; IT hardware; waste disposal; and data storage.

Overall, we estimated that [Data Orchard's annual carbon footprint](#) is around 5.4 tonnes CO₂e. As a point for comparison, the average per person annual carbon footprint in the UK is 10 tonnes.

We've created a new environmental policy for Data Orchard that captures the steps we are already taking (and expect staff to take) to help minimise our environmental impacts. In addition, we have come up with a carbon reduction plan to help us reduce our environmental impact going forward.



Some of our next steps included:

- Identifying an evidence-based carbon reduction/biodiversity restoration scheme(s) to mitigate for unavoidable carbon emissions (we chose: [Trees for Cities](#), and [Cool Earth](#))
- Continuing to produce annual carbon footprint estimates going forward.
- Identifying technological waste recycling procedures and reviewing policies for purchasing new equipment.
- Thinking about how we will promote environmental awareness among our associates, partners, clients and followers. (We focused on the environmental impact of data centres in our 2023 State of the Sector Data Maturity report)