



2. Understanding and sharing your impact

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Today's topics

- What can you learn from an annual stock check?
- What makes a great annual report
- Why share data?
- Our prototype Youth Data Hub

Poll: which of these do you currently produce?



Annual report



Trustee report



Funder reports



Internal reviews



Nothing formal

What we heard from organisations



We collect lots of information



We don't always have time to step back



Some of our most valuable knowledge isn't written down anywhere



We need ways to share what we've learned

Finding the right cadence



Day-to-day



Monthly or quarterly



Annually



Annually

Stock-check and impact story



Bigger questions



Longer-term trends

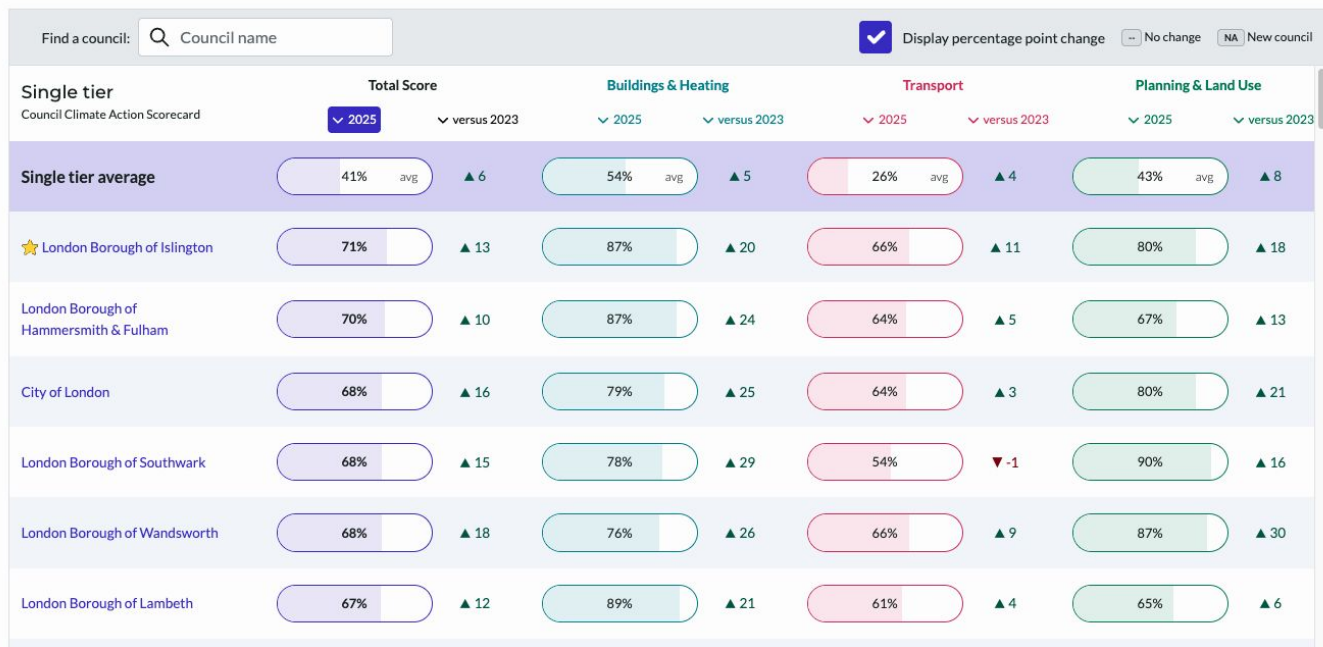


Surprises



Learning

Climate Action Scorecards



Girlguiding

The challenge

Understanding how girls' lives change over time.

What they did

Repeated the Girls' Attitudes Survey each year.

What happened

Built a trusted evidence base.



Something to consider

What would you like to capture and report year-on-year?

Headline findings from this year's report include:

Most girls (62%) say they feel safer when they're just with girls.



More than 2 in 3 girls and young women aged 11-21 (70%) have supported another girl or young woman who may have experienced sexism or misogyny.



1 in 10 girls aged 11-16 have missed school to avoid sexual harassment



More than 1 in 4 young girls feel sad most days or every day, compared to 1 in 10 in 2015



54% of girls and young women aged 11-18 agree that girls have to be careful about appearing too self-confident in front of boys for fear of abuse or mean comments



Bigger questions about young people



Aspirations



Wellbeing



Sense of belonging



Education and employment



Changes in circumstances



Confidence and skills

Bigger questions about your organisation and community



Volunteer experience



Partnerships



Who aren't we reaching?



What issues are emerging?



Are local needs changing?



New opportunities

Chat activity

If you could learn one thing about your young people, volunteers or community, what would it be?

Looking back on the year



What's changed?



What surprised us?



What worked well?



What didn't work as expected?



What questions do we still have?

A great annual report

What do people want to know?



What you set out to achieve



Who you worked with



What changed as a result



How you used your funding



What's next

Ingredients for a strong annual report

Include	Why it matters
A clear summary of your year	Gives readers the big picture
Stories from users (with permission)	Brings your impact to life
Numbers that show your reach	Demonstrates scale and consistency
Honest reflection on challenges	Builds trust and credibility
Plans for the year ahead	Shows you're learning and improving

mySociety's Annual Report

Hello! We are mySociety

We are working towards a world where

citizens are empowered

institutions are responsive

civil society is equipped



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"By the end, I felt a renewed sense of purpose and collective energy to dream big—because over the next 5 to 10 years, we want to go from pushing for change to shaping the system itself."

"I enjoyed both gatherings I attended. Learnings from these are helping with our project planning, and I've connected with organisations similar to us since the gatherings, namely Political Watch in Spain, Code for Pakistan, and mySociety."

— Open Knowledge Brazil

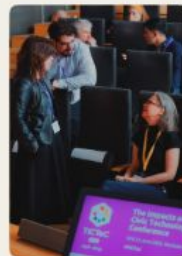
TICTeC

more than just a conference

Equipped civil society

In 2025, we were delighted to convene the civic tech community, in person — with an option to attend virtually — in Mechelen, Belgium.

This marked ten years since the first TICTeC, during which time, it has grown to become much more than just a conference. TICTeC has spawned two **Communities of Practice**, the online **Knowledge Hub**, countless **connections** between attendees, and now, as we reach the end of the three-year TICTeC Communities project, an in-depth **landscape report** documenting the current global state of civic tech.



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TICTeC in numbers

212 delegates (in person and online) came to TICTeC, from **37 countries**.

23% of presenters and **18.6% of attendees** were from the Global South /less-free democracies.

90.9% said they made new connections, and **63.6%** said they deepened existing connections at TICTeC.

They had **57 sessions** to choose from, with **70 presenters** representing **23 countries**.

100% said they gained new insights, knowledge, or skills during TICTeC 2025.

100% said they would recommend it to a friend.

72.7% said they have applied new skills or knowledge they learned at TICTeC.

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Numbers tell us...



How many



Who



How often



What changed

Stories tell us...

❤️ Why it mattered

🌱 What changed

😊 How people felt

🔍 What we learned

A simple framework

What happened?



Numbers

Why does it matter?



Stories

What's next?



Reflection

Junior parkrun

Benefits to health and wellbeing

The challenge

Understanding wider impact.

What they did

Asked simple questions about wellbeing, confidence and belonging.

What happened

Evidence demonstrated benefits beyond physical activity, press release got good media coverage



One thing to consider

How can you tell a story?



Parents emphasised the positive impact of junior parkrun on their children's personal development, with 85% of parents and caregivers telling us that junior parkrun has had a positive impact on their child's sense of self-esteem.

"My son has a Speech & Language Disorder and struggles with group sports. With junior parkrun, he takes part individually but is surrounded by other children. It's good for his confidence and self-esteem."

Don't wait until report-writing season



Save quotes



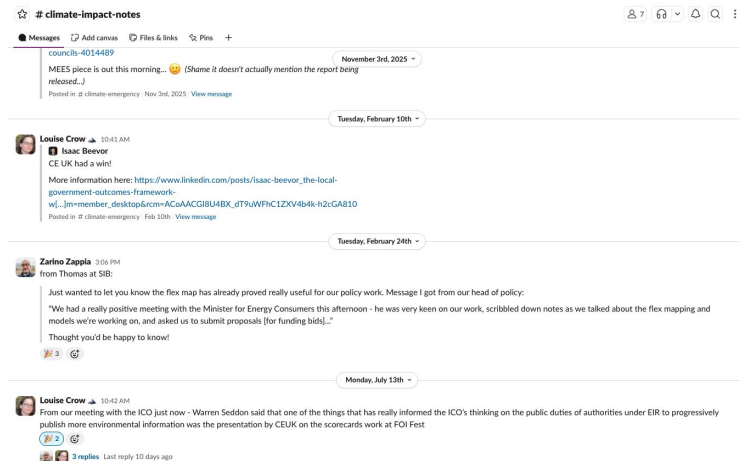
Save photos



Capture feedback



Keep a good examples
folder



Who needs to hear that story?



Funders



Trustees



Partners



Schools



Local authorities



Supporters

One annual report, many uses



Annual report



Trustee paper



Funding applications



Website and social media



Partner conversations

Why share data?

360Giving

The challenge

Funders all recorded grants differently.

What they did

Created a common standard for publishing grants data.

What happened

Millions of grants can now be searched and analysed.



Something to consider

Sharing a small amount of information consistently creates value for everyone.

Mozilla Common Voice

The challenge - Speech-recognition systems performed poorly because they had been trained on basic datasets.

What they did - Mozilla invited volunteers to contribute short voice recordings using a consistent process and invented a system to validate each other's recordings.

What happened - Common Voice has grown into one of the world's largest open source speech datasets, covering more than 250 languages

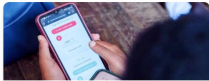


Something to consider

Small pieces of information become valuable when everyone contributes them in the same way.

Common Voice is a free, open source platform for community-led data creation

Anyone can preserve, revitalise and elevate their language by sharing, creating and curating text and speech datasets.



Scripted Speech
Read sentences aloud in your language and contribute to the most diverse public participation speech dataset in the world.

Speak >



Spontaneous Speech
Respond to prompts to create datasets for organic, colloquial contexts. Perfect for oral-first languages.

Answer >



Language Text
Create or share public domain prompts, sentences, and text for translation, small language models, and more.

Add Text >

Local Intelligence Hub

LOCAL INTELLIGENCE HUB

Filter constituencies

Date MP first elected

since year 2024

About this dataset

Add data to filter by

TCC member? [Sign in](#) or [request an account](#) to access exclusive members-only MRP and local movement data.

Add extra columns (optional)

Consider climate change a high priority

Index of Multiple Deprivation (IMD)

Number of Trussell Trust foodbanks

Estimated child poverty

353 matching constituencies

Constituency Name	Date MP first elected	Consider climate change a high priority	Index of Multiple Deprivation (IMD)	Number of Trussell Trust foodbanks
Aberdeenshire North and Moray East	2024-07-04 00:00:00+00:00	45	4	2
Airdrie and Shotts	2024-07-04 00:00:00+00:00	49	2	2
Aldershot	2024-07-04 00:00:00+00:00	53	4	3
Alloa and Grangemouth	2024-07-04 00:00:00+00:00	49	3	0
Altrincham and Sale West	2024-07-04 00:00:00+00:00	58	5	3
Amber Valley	2024-07-04 00:00:00+00:00	49		
Arbroath and Broughty Ferry	2024-07-04 00:00:00+00:00	49		
Ashford	2024-07-04 00:00:00+00:00	52		
Aviesbury	2024-07-04 00:00:00+00:00	55		
Ayr, Carrick and Cumnock	2024-07-04 00:00:00+00:00	47		
Banbury	2024-07-04 00:00:00+00:00	55		
Bangor Aberconwy	2024-07-04 00:00:00+00:00	56		
Barking	2024-07-04 00:00:00+00:00	53		
Barrow and Furness	2024-07-04 00:00:00+00:00	51		

map view

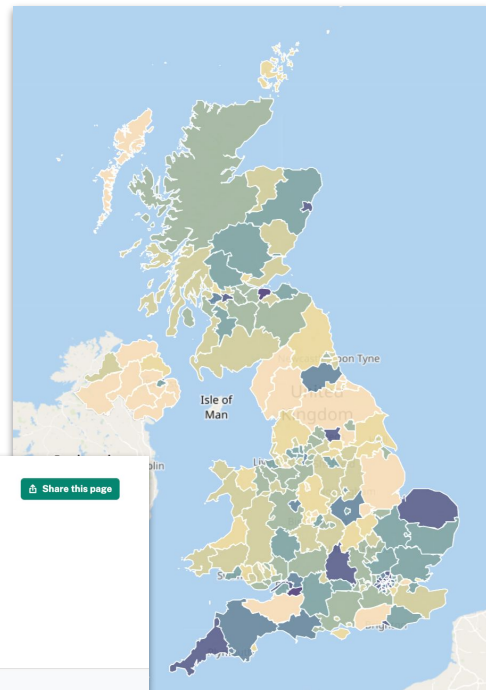


table view

Airdrie and Shotts

New parliamentary constituency

This constituency is new at the July general election, and replaces the previous two constituencies:

Airdrie and Shotts

Covered approximately 99% of this new constituency's population, and 100% of this new constituency's area.

Motherwell and Wishaw

Covered approximately 9% of this new constituency's population, and 15% of this new constituency's area.

Quick facts

MP

Public opinion

Place

Movement

MP

Kenneth Stevenson

Labour Party

Data from TheyWorkForYou.

2024 majority

7,547

Data from UK Parliament. This information is provided because in the UK electoral system, political parties and the media will be paying more attention to marginal seats and therefore the voices of the people within them can have greater national impact.

Positions and memberships

We're currently working on collecting updated data on MP memberships. You can [sign up](#) to be notified when we add it.

Votes and EDMs

Vote	Position
MP support for Cumbria coal mine court appeal	Did not support
MP support for Zero carbon homes	Did not support
MP support for Accelerating construction work and lower carbon construction vehicles	Did not support
MP support for Fossil Fuel Non-Proliferation Treaty	Did not support

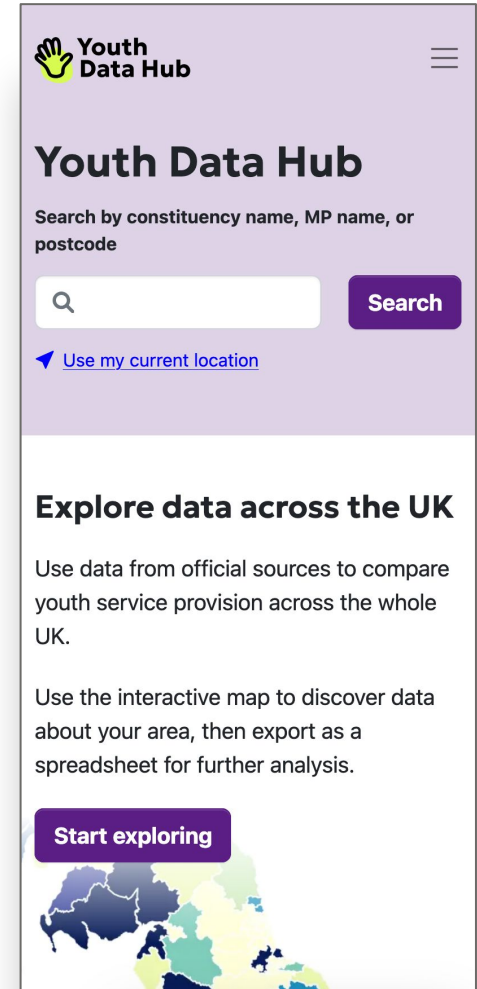
Data from UK Parliament. Votes and EDMs selected for indicating support for climate/nature movement. [See this MP's full voting record on TheyWorkForYou.](#)

area view

Demo: Youth Data Hub

What a Local Intelligence Hub for the youth space might look like!

- Demographic data
- Education/employment data
- Local youth provision
- Local youth organisations
- ...and more?



Chat: What do you think?

What information do you wish other organisations would **share with you**?

What could **you share**, which other organisations might find useful?

Three things to take away



Ask bigger questions once a year



Combine stories and numbers



Share what you've learned

Next session

Getting your voice heard: Working with decision makers



Who makes decisions?



Making your case



Involving young people



Turning insight into action

Thank you!

Questions?