



7 angles for data stories

@PaulBradshaw

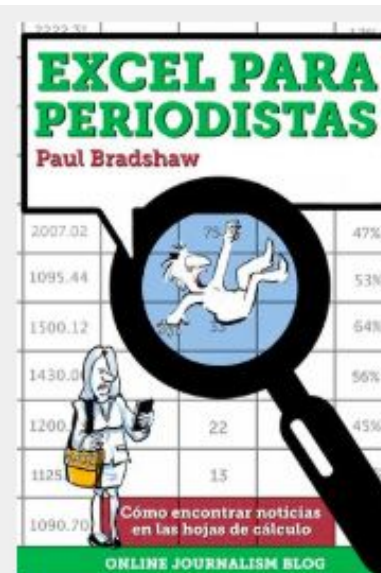
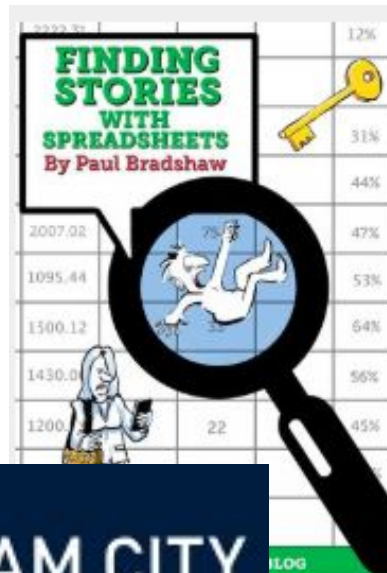
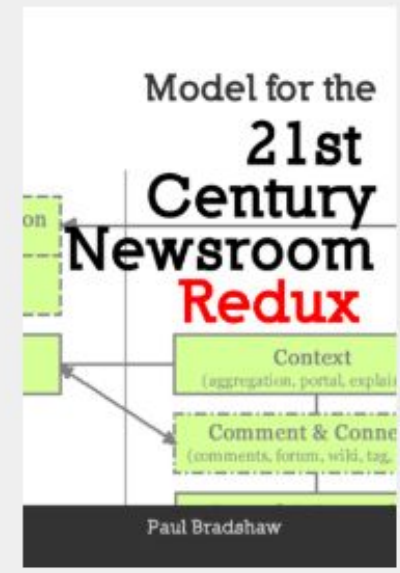
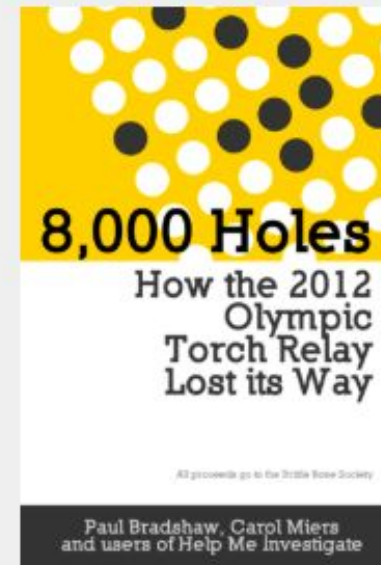
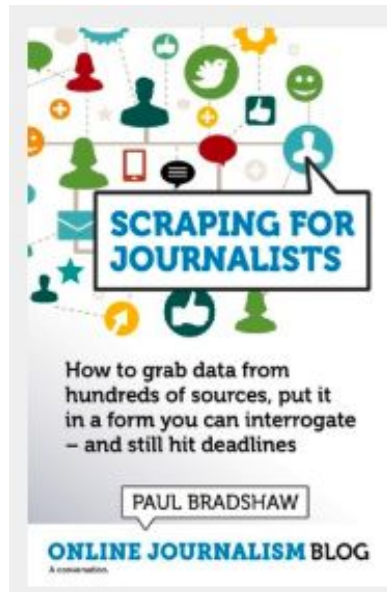
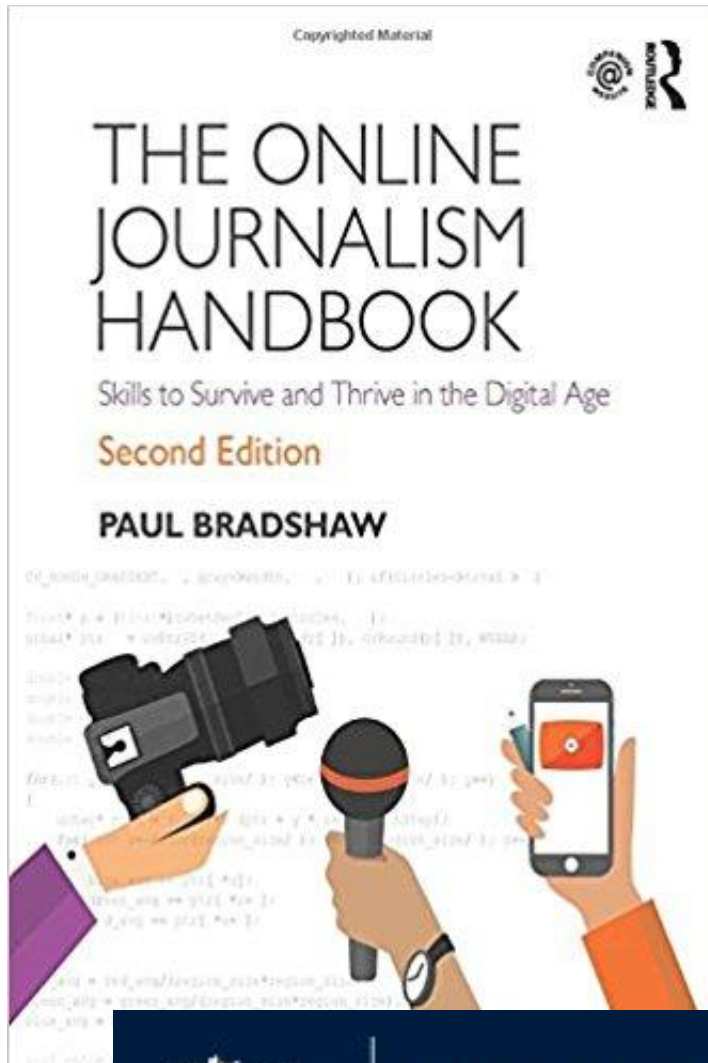
Birmingham City University, BBC Data Unit

ONLINE JOURNALISM

BLOG

BBC

A conversation.



<https://leanpub.com/u/paulbradshaw>

<https://onlinejournalismblog.com/>

A	B	C	D	E	F
EmployerName	Address	CompanyNumber	SicCodes	DiffMeanHourlyPercent	DiffMedianHourlyPerce
23.5 DEGREES LIT	Unit 3	8014079	56103	10	
ABACUS HOTELS	White Lion	3101431	55100	37.8	
Abbeyfield Wale	Pagefield		87100,	21.9	
ABERDEEN JOUR	Lang	SC015256	18110,	15.7	1
ACEGOLD LIMITE	Norcliffe	3484784	86900	-5.1	
ADAPT BUSINESS	Canolfan	6805468	81229	3.3	
ADDITIONS (U.K.)	Coach	1945425	78200	0	
ADECCO UK LIMI	Millennium	593232	78200	-7.8	-
ALLIANCE CARE (Norcliffe	3691542	86900	-0.8	
ALLIANCE CLEAN	Unit 5,	3596969	81299	2	
ALLIANCE MEDIC	Iceni	2128897	86101,	21	
AMVALE MEDICA	Unit 1, C/D	4502825	82990	7	
APETITO LIMITE	Canal Road,	233851	10850	18	1
Abbeyfield Wale	Pagefield		87100,	21.9	
ABERDEEN JOUR	Lang	SC015256	18110,	15.7	1
ACEGOLD LIMITE	Norcliffe	3484784	86900	-5.1	
ADAPT BUSINESS	Canolfan	6805468	81229	3.3	
ADDITIONS (U.K.)	Coach	1945425	78200	0	
ADECCO UK LIMI	Millennium	593232	78200	-7.8	-
ALLIANCE CARE (Norcliffe	3691542	86900	-0.8	
ALLIANCE CLEAN	Unit 5,	3596969	81299	2	
ALLIANCE MEDIC	Iceni	2128897	86101,	21	
https://www.gov.uk/government/organisations/employment-service	Unit 1, C/D	4502825	82990	7	

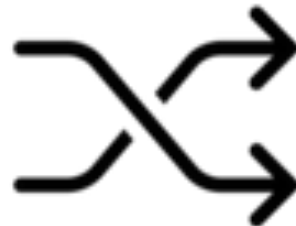
A	B	C	D	E	F
EmployerName	Address	CompanyNumber	SicCodes	DiffMeanHourlyPercent	DiffMedianHourlyPerce
23.5 DEGREES LIT	Unit 3	8014079	56103	10	
ABACUS HOTELS	White Lion	3101431	55100	37.8	
Abbeyfield Wale	Pagefield		87100,	21.9	
ABERDEEN JOUR	Lang	SC015256	18110,	15.7	1
ACEGOLD LIMITE	Norcliffe	3484784		-5.1	
ADAPT BUSINESS	Canolfan	680		3.3	
ADDITIONS (U.K.)	Coach			0	
ADECCO UK LIMI	Millennium			-7.8	-
ALLIANCE CARE (Norcliffe			-0.8	
ALLIANCE CLEAN	Unit 5,			2	
ALLIANCE MEDIC	Iceni			21	
AMVALE MEDICA	Unit 1, C/D			7	
APETITO LIMITED	Canal Road,			18	1
Abbeyfield Wale	Pagefield			21.9	
ABERDEEN JOUR	Lang	SC01525		15.7	1
ACEGOLD LIMITE	Norcliffe			-5.1	
ADAPT BUSINESS	Canolfan	8	81229	3.3	
ADDITIONS (U.K.)	Coach	1945425	78200	0	
ADECCO UK LIMI	Millennium	593232	78200	-7.8	-
ALLIANCE CARE (Norcliffe	3691542	86900	-0.8	
ALLIANCE CLEAN	Unit 5,	3596969	81299	2	
ALLIANCE MEDIC	Iceni	2128897	86101,	21	
https://www.gov.uk/government/organisations/employment-service	Unit 1, C/D	4502825	82990	7	

7 common angles for data stories

Scale



Change



Ranking



Variation



Explore



Relationships



Bad/open



(+ Leads)



ONLINE JOURNALISM

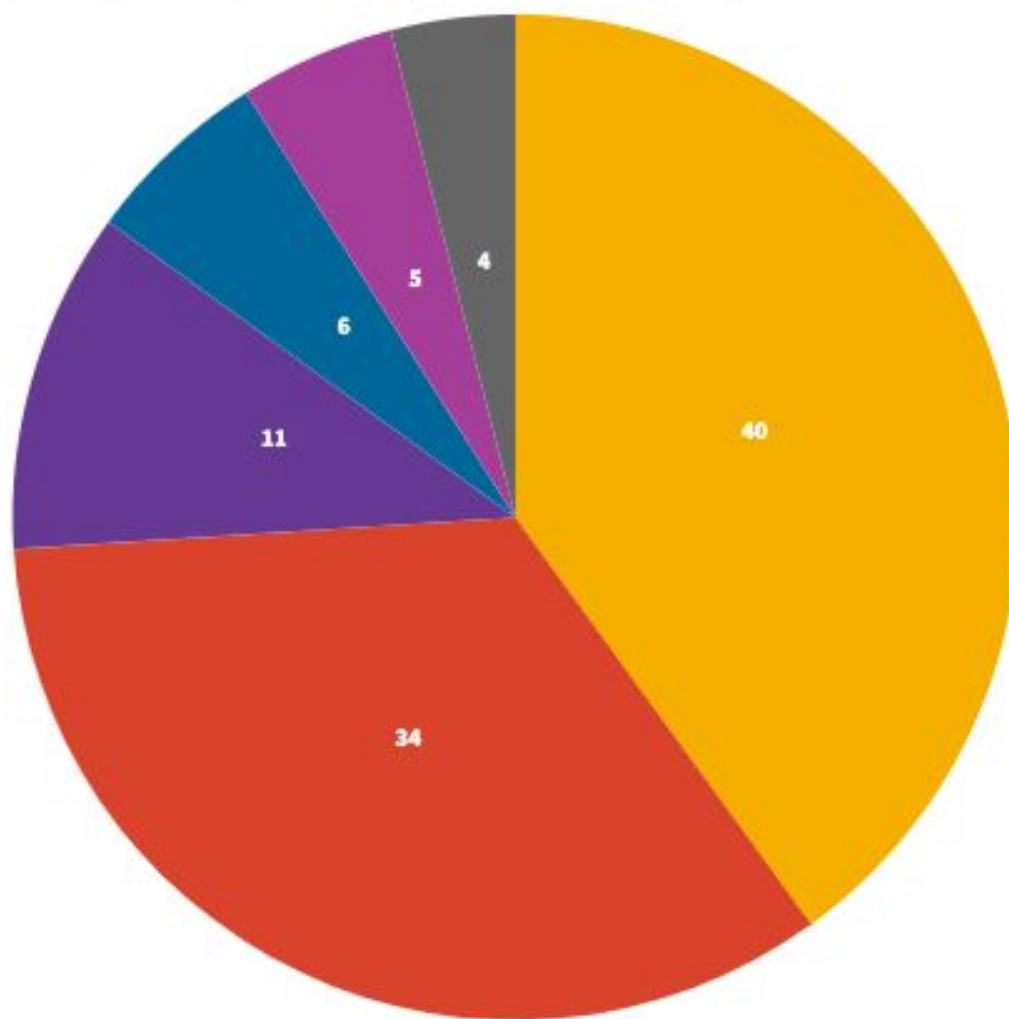
BLOG

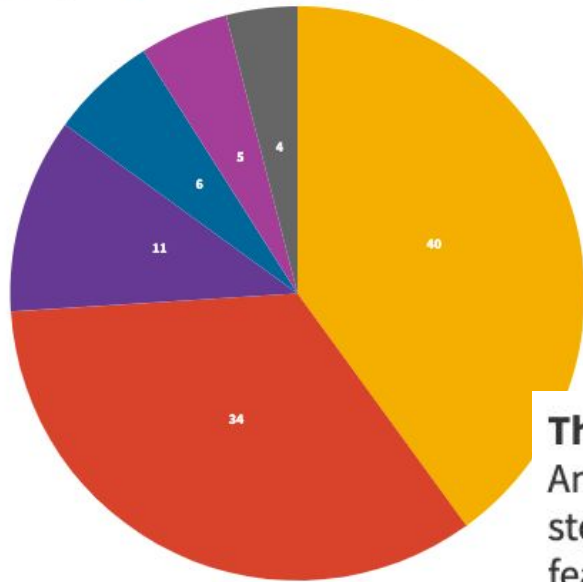
Icons: the Noun Project: Becris (scale), Adrian Coquet (change and ranking), Kirby Wu (variation), Aradila Studio (explore) Trevor Dsouza (relationships), Iconpai (bad data), Kirill Ulitin (leads)

These are the most common angles adopted on data for 100 BBC Data Unit stories

Analysis of 100 stories by the BBC Data Unit and Shared Data Unit finds that scale and change stories are used much more often than any other type of angle.

Scale Change (including lack of it) Ranking/outliers Variation Open/bad data Exploratory/tool

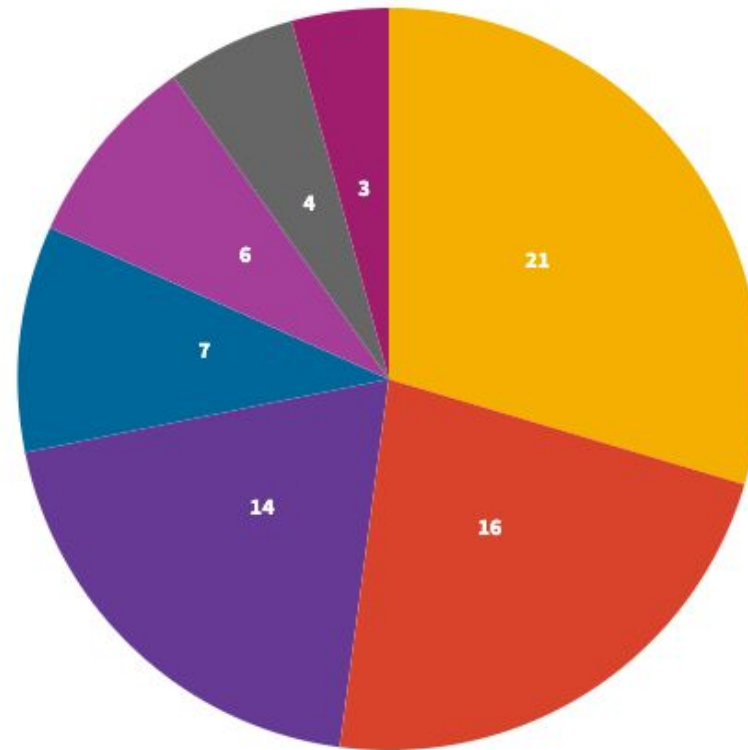




These are the most common angles adopted on data for 70 Guardian stories

Analysis of 70 stories where Caelainn Barr is included in the byline finds that change stories are used much more often than any other type of angle, but exploratory stories feature highly too.

Change Exploratory/tool Scale Ranking/outliers Variation Bad data relationship



Coronavirus: Georgia reports 4,260 new cases, 2,947 recoveries, 45 deaths



 Tweet

 Share

 Print

Cost of rural crime hits £50 million in the UK

 Rachel Martin | Aug 5, 2019, 5:49pm



Coronavirus cases be
Nino Alavidze/Agenda

Agenda.ge, 3 Dec 2020



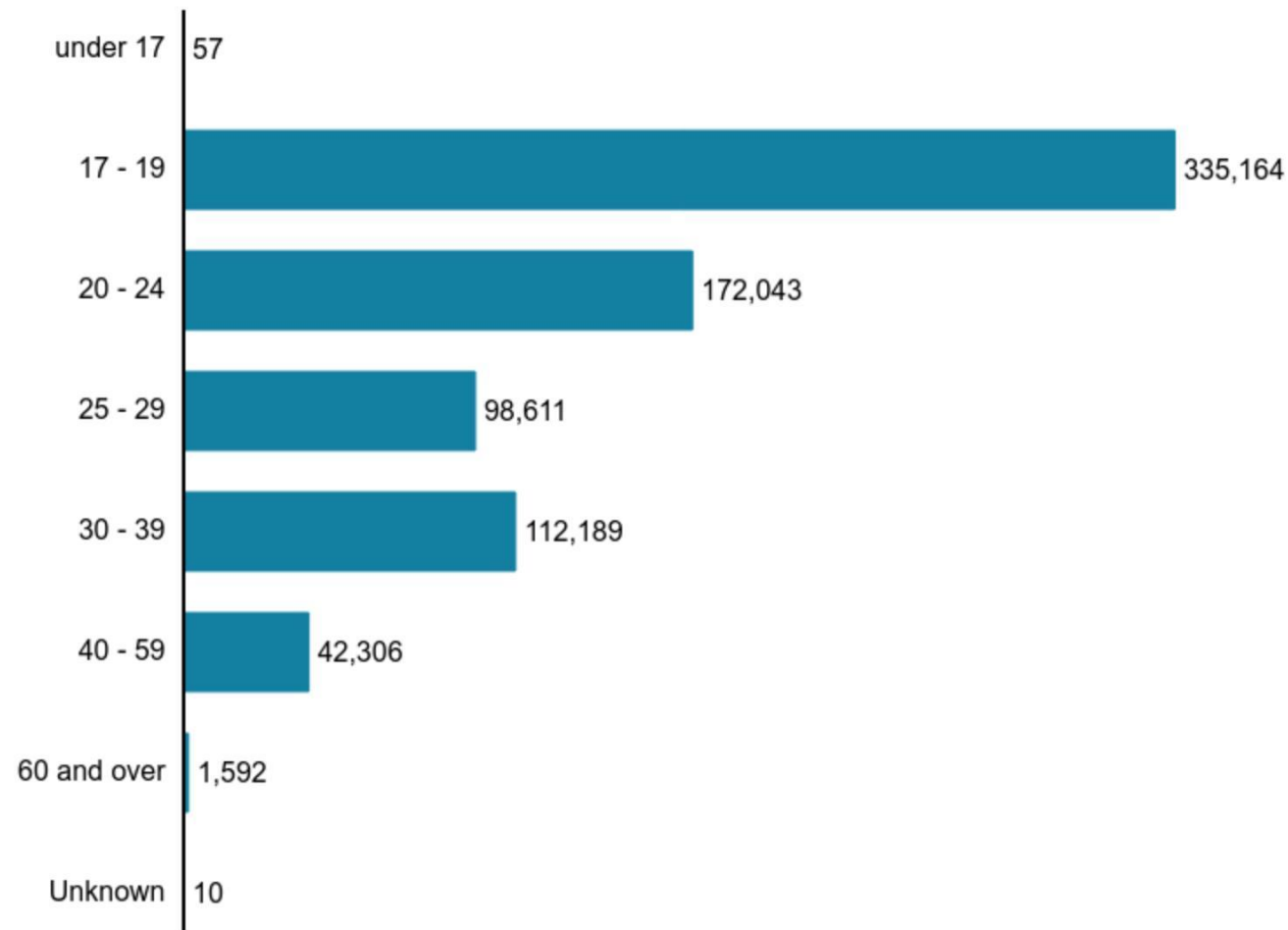
Scale



New drivers could be banned from driving at night, ministers say

Young people make up two-thirds of new drivers

Practical driving test passes by age group in 2018-19 (car drivers)



Figures for Great Britain

Source: DfT

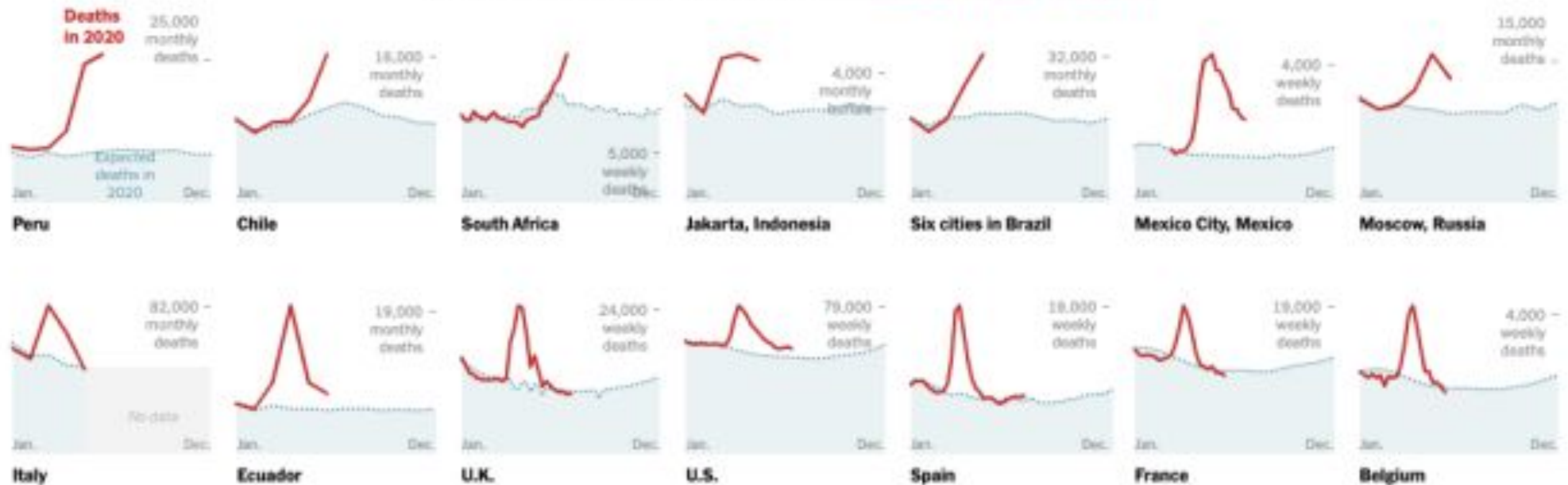
BBC

Scale



161,000 Missing Deaths: Tracking the True Toll of the Coronavirus Outbreak

By Jin Wu, Allison McCann, Josh Katz and Elian Peltier Updated July 31, 2020, 6 A.M. E.T.



Scale



SRF

BYTES/PIECES

**KNAPP EIN DRITTEL DER
FOLLOWER SIND FAKE**

Scale



<https://www.youtube.com/watch?v=K90QjwjSZXY>

From nine mentions a year to 9,000: How MPs caught the 'Brexit' bug

A brief history of the word's appearances in the House of Commons.



Rape convictions fall to record low in England and Wales

Prosecutions and convictions have more than halved in three years while rapes have risen



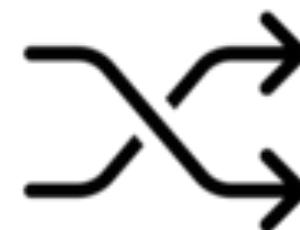
How cuts changed council spending, in seven charts

By Tom Calver and Daniel Wainwright
BBC News

🕒 5 December 2018



Change



Coronavirus: Business rescue package has 'delayed the inevitable'

By Anna Khoo and Paul Bradshaw
BBC News

🕒 29 July



Coronavirus pandemic



Change



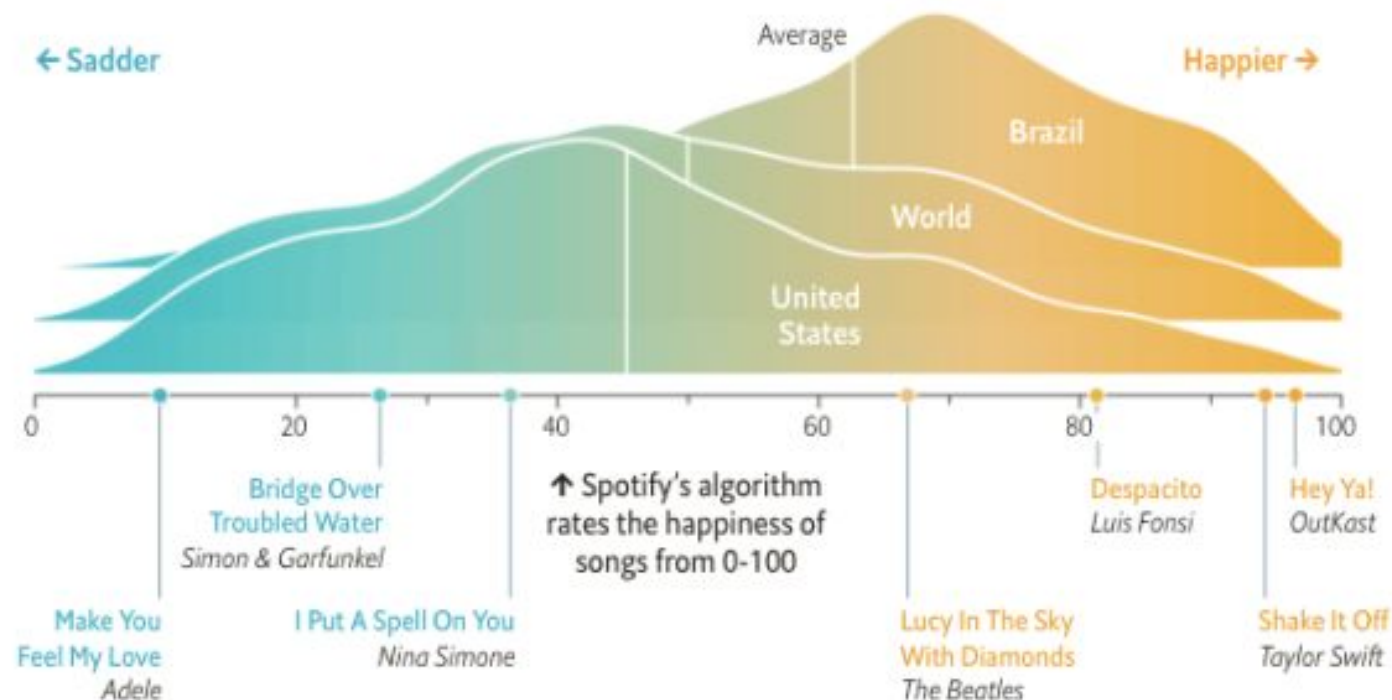
Sad songs say so much

Data from Spotify suggest that listeners are gloomiest in February

Around the world, the most popular tunes this month will be depressing ones

→ Some countries listen to happier music than others

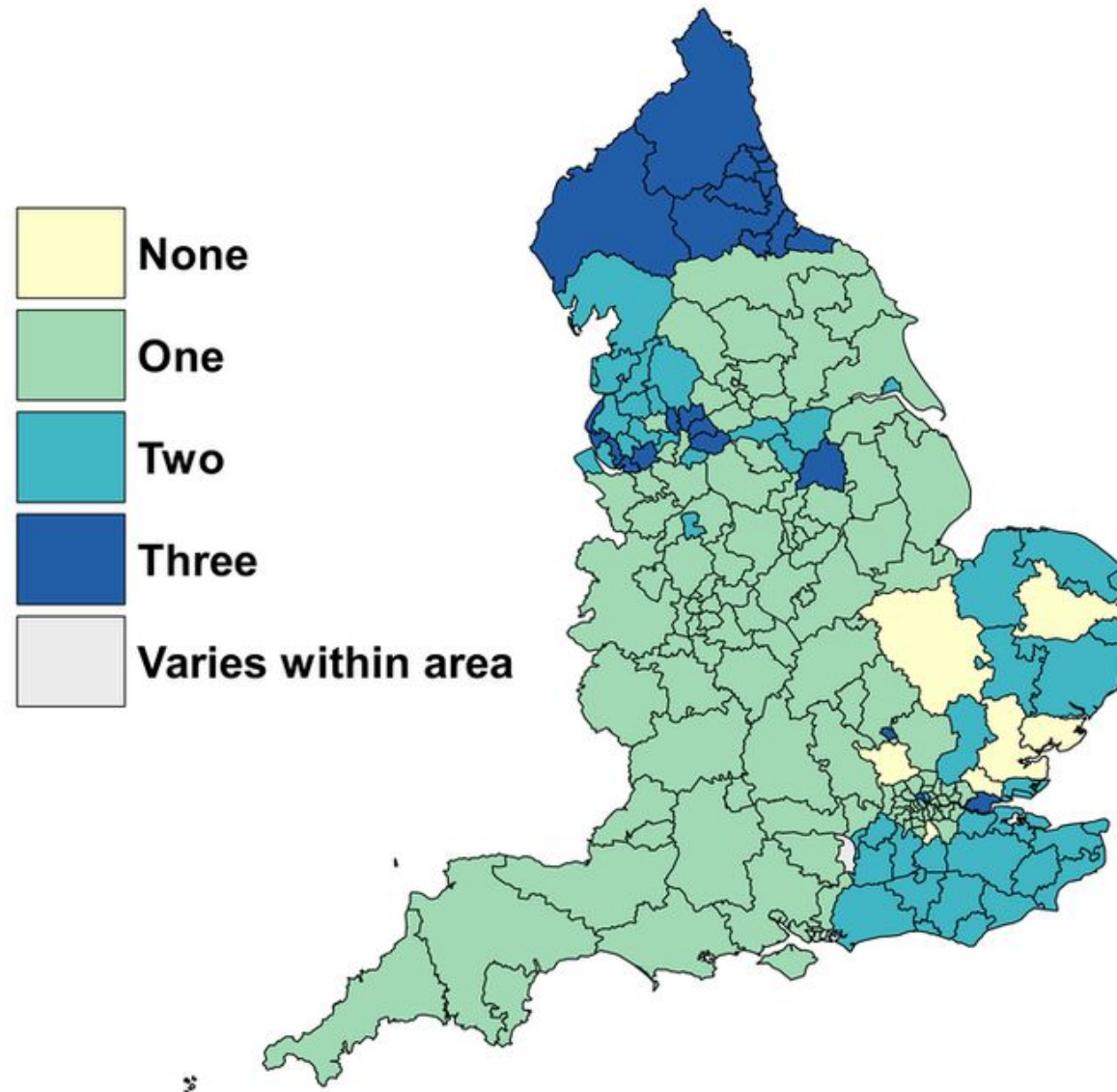
Distribution of tracks streamed*, by mood



Ranking



How many cycles of IVF does the NHS offer where you live?



Variation



Source: Fertility Fairness survey of NHS clinical commissioning groups

BBC

Social Care in Yorkshire

Doncaster Council
70% rejected

Calderdale Council
18% rejected

NHS Digital/BBC Analysis



Variation





Bernard Parker, left, was rated high risk; Dylan Pugett was rated low risk. (Josh Ritchie for ProPublica)

Machine Bias

There's software used across the country to predict future criminals. And it's biased against blacks

Variation



**/ Spam filters are efficient and uncontroversial.
Until you look at them.**

by *Nicolas Kayser-Bril*

An experiment reveals that Microsoft Outlook marks messages as spam on the basis of a single word, such as "Nigeria". Spam filters are largely unaudited and could discriminate unfairly.

STORY 22 OCTOBER 2020



How Y'all, Youse and You Guys Talk

By JOSH KATZ WILSON ANDREWS DEC. 21, 2013

What does the way you speak say about where you're from? Answer all the questions below to see your personal dialect map.

QUESTION 1 OF 25

How would you address a group of two or more people?

- ☐ you all
- ☐ yous / youse
- ☐ you lot
- ☐ YOU GUYS

Women's World Cup 2019: Mapping England's Lionesses squad

🕒 2 July 2019



Don't hoard!

Our food calculator tells you how much you really need.

By Ally J. Levine, Minami Funakoshi and Sam Hart

PUBLISHED APRIL 10, 2020



Explore



Covid-19 in the UK: How many coronavirus cases are there in your area?

By The Visual and Data Journalism Team
BBC News

🕒 1 hour ago



Coronavirus pande

Count

Recovered	0
Healthy	199
Sick	1

Change over time



The
Economist



HOW TO BEAT TRUMP

Explore



<https://www.youtube.com/watch?v=fE5LQejXcyg>

Is rise in violent crime due to cuts to neighbourhood policing?

Broad and complex factors point to spike in violence in England and Wales, not just falling officer numbers



Explore



Relationships

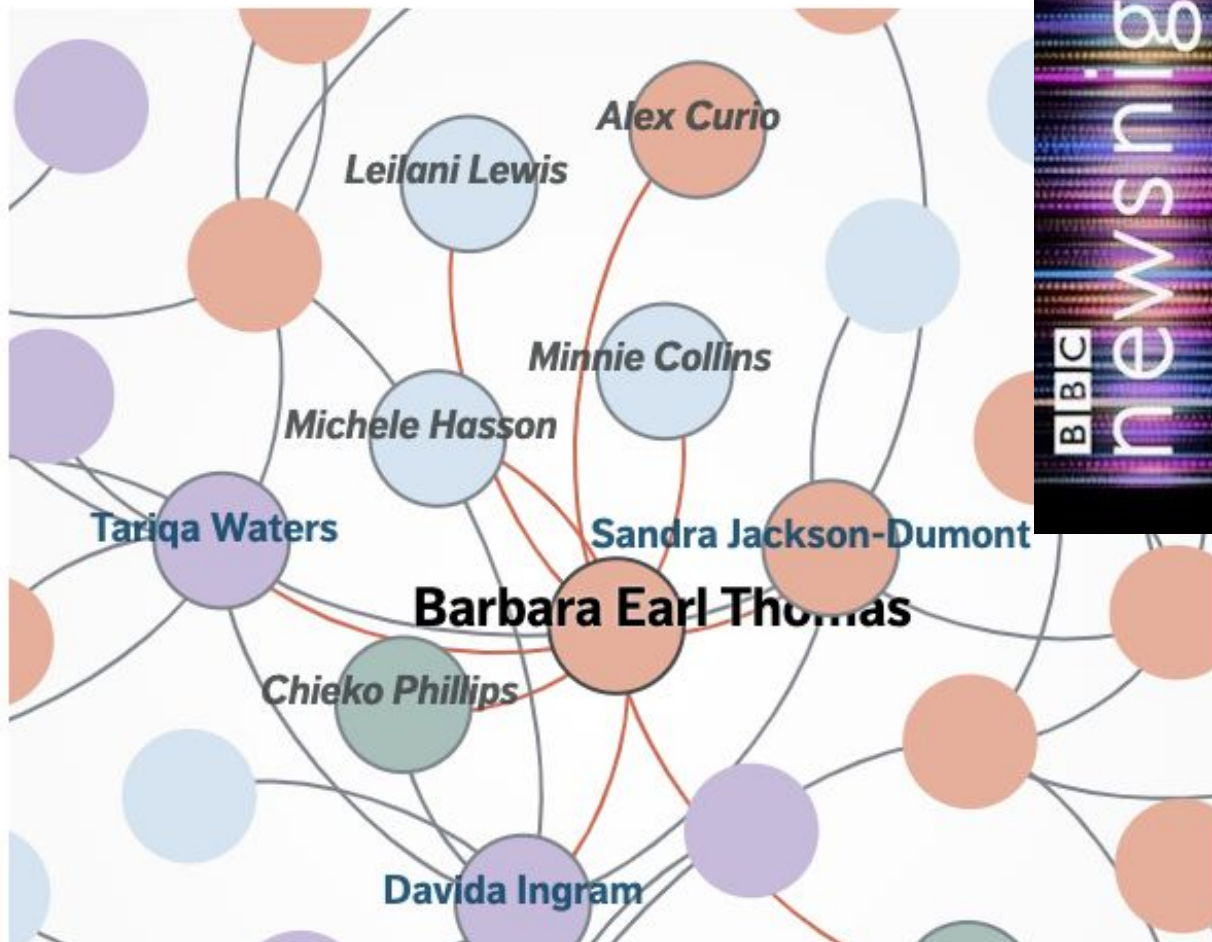


In Seattle art world, women run the show

Making connections

Intro ● Mimi Gardner Gates ● Davida Ingram ● Diana Adams ●

Barbara Earl Thomas, an artist and the former director at the Northwest African American Museum, has been a force in Seattle's art world for 40 years. She served on the Seattle Arts Commission, now called the Office of Arts and Culture, in



Relationships





How the Pinellas Sheriff's Office boosts its rape stats without solving cases

"None of these cases I reviewed were properly or thoroughly investigated," said a retired criminal investigator, who reviewed 11 of the cleared cases for the Times.



Bad/open



Fatal Force



985 people have been shot
and killed by police in the
past year

Scale



Bad/open



Get the data: how UK migration patterns changed over the past year

There was a significant rise in immigration from the EU but little evidence of the predicted influx from Bulgarians and Romanians

DATA: [get the full spreadsheet](#)



Bad/open



▲ The data is based on the International Passenger Survey, which questions people entering through UK borders.
Photograph: REX

DEADLY GAS: CUTTING FARM EMISSIONS IN HALF COULD SAVE 3,000 LIVES A YEAR

Ammonia is the only pollutant on the rise in the UK, and taking simple measures to cut it would be the “most effective way” to clean up our air and prevent deaths according to a leading expert.

During a five month investigation the Bureau and the Guardian found:

- The government only monitors ammonia emissions from the largest intensive poultry and pig farms, completely missing the biggest polluters — beef and dairy farms.
- Despite promising to close this loophole by 2025, Michael Gove, the environment secretary, has not laid out a clear plan or any legislation to do so. In the meantime, the number of intensive US-style beef feedlots and dairy “megafarms” has been increasing.
- Cuts in staffing at the Environment Agency, which polices farm emissions, mean farms are not always monitored properly, leaked correspondence shows.
- Demand for cheap food is preventing farmers taking the basic but expensive steps to cut ammonia because their profit margins are too narrow. Brexit is likely to exacerbate this, as farmers may struggle to compete with cheap imported food.

Scale



Bad/open



What It's Like to Run a Church in the UK's Least Religious City

What I learned after talking to the men and women trying to bring a palatable version of Jesus to the UK's "most godless" city.



By [Wedaeli Chibelushi](#)

11.9.16



[Share](#)



[Tweet](#)



[Snap](#)



(+ Leads)



NEWS | OPINION | **SPORT** | OLYMPICS | LIFE | PROPERTY | ARTS & ENTS | TRAVEL | MONEY

Athletics | Cricket | Football ▼ | Golf | Motor Racing | Olympics | Racing | Rugby League | Rugby Union ▼ | Sailing | Tennis

Hot Topics | [Euro 2012](#) | [Wimbledon](#) | [Olympics](#)

[Olympics](#) | [Sport](#) > [Olympics](#)

Seb Coe promised an 'uplifting torch relay to inspire a generation'. So are these really the role models to do it?

The intention was that 8,000 local heroes with tales to motivate young people would carry the flame around Britain. But the 2012 sponsors had their own ideas. Tom

MailOnline

F

[Home](#) | [News](#) | [U.S.](#) | [Sport](#) | [TV&Showbiz](#) | [Femail](#) | [Health](#) | [Science](#) | [Money](#) | [RightMinds](#)

[RightMinds Home](#) | [News Board](#) | [Sport Boards](#) | [Showbiz Boards](#) | [Femail Boards](#) | [Health Boards](#) | [Money Bo](#)

(+ Leads)

Flames of Greed: How the Olympic spirit has been hijacked by commercialism

By HARRY MOUNT



7 common angles for data stories

1. **Scale:** 'This is how big an issue is'
2. **Change/stasis:** 'This is going up/down/not improving'
3. **Outliers/ranking:** 'The best/worst/where we rank'
4. **Variation:** "Postcode lotteries" and distributions
5. **Exploration:** Tools, simulators, analysis — and art
6. **Relationships/debunking:** 'Things are connected' — or not, networks and flows of power and money
7. **Problems & solutions:** 'Concerns over data', 'Missing data', 'Get the data'

ONLINE JOURNALISM

BLOG

Challenge 1: pick a dataset and see how many story ideas you can list using the story categories

**Scenario: new rail
usage figures come
out - what stories
could you tell?**

Compendia

Usage

Passenger rail usage

Freight rail usage and performance

Regional rail usage

Estimates of station usage

Passenger experience

Performance

Estimates of station usage

Annual estimates of the number of entries/exits and interchanges at each station in Great Britain. These estimates are based primarily on ticket sales and are produced by [Steer](#) on behalf of ORR. For details on how these statistics are compiled, please see our [Estimates of Station Usage quality and methodology report](#). We have also produced a list of [frequently asked questions](#).

For any information on revisions, please see our [Revisions log](#).

These official statistics have recently been assessed and designated as National statistics by the United Kingdom Statistics Authority. This means that they meet the highest standards of trustworthiness, quality and public value. For more information, see the [ORR compliance with the Code of Practice for Statistics](#) page.

If you require the published tables in an alternative file format or have any questions or feedback on these statistics, please contact rail.stats@orr.gov.uk



Station Name	2019-20 Entr	2019-20 Entr	2019-20 Entr	2019-20 Entr	2018-19 Entr	% change	2019-20 Entr	2019-20 Inte	Change and	Quality limit	Data source/	Mar19-Feb20	NLC	TLC
Abbey Wood	995,900	1,343,418	1,485,888	3,825,206	3,769,402	1.50%	144					3,936,802	5131	ABV
Aber	105,496	8,672	114,312	228,480	245,218	-6.80%	1,317					235,666	3813	ABE
Abercynon	166,046	6,230	110,610	282,886	289,008	-2.10%	1,214	29,079				293,946	3801	ACY
Aberdare	275,864	19,962	208,796	504,622	555,780	-9.20%	902					528,222	3982	ABA
Aberdeen	765,686	1,449,532	281,890	2,497,108	2,616,142	-4.50%	241	237,220				2,583,600	8976	ABD
Aberdour	37,726	60,934	27,680	126,340	140,048	-9.80%	1,624					131,726	9090	AUF
Aberdovey	25,152	11,366	42	36,560	40,390	-9.50%	2,107				Other	37,792	4435	AVY
Abererch	1,548	600		2,148	2,228	-3.60%	2,469					2,212	4440	ABH
Abergavenny	238,882	125,308	51,060	415,250	433,334	-4.20%	993					432,834	3602	AGV
Abergele & F	37,774	33,218	5,008	76,000	73,640	3.20%	1,851					78,088	2448	AGL
Aberystwyth	122,072	155,070	1,738	278,880	309,420	-9.90%	1,226	1	Cambrian coast line closure	Other		290,982	4303	AYV
Accrington	124,126	261,014	80,618	465,758	422,806	10.20%	941		Recovery from strikes and disruption in			477,440	2552	ACR
Achanalt	290	36		326	394	-17.30%	2,541					354	8600	AAT
Achnasheen	1,704	1,530		3,234	3,284	-1.50%	2,438					3,310	8601	ACN
Achnashellach	550	286		836	820	2.00%	2,519					850	8602	ACH
Acklington	176	70		246	320	-23.10%	2,547					262	7662	ACK
Acle	13,062	22,108	6,448	41,618	45,336	-8.20%	2,062				Other	42,742	7286	ACL
Acorns Green	133,952	179,102	238,176	551,230	541,810	1.70%	853				PTE	559,894	4529	ACG
Acton Bridge	13,072	8,940	5,964	27,976	22,578	23.90%	2,162		Increase in service, half hourly Liverpool			28,742	2287	ACB
Acton Central	576,628	772,684	404,494	1,753,806	1,887,162	-7.10%	339					1,802,022	1404	ACC
Acton Main Line	117,804	141,894	91,232	350,930	310,962	12.90%	1,097		Sunday timetable improvements in Dec			359,096	3000	AMI
Adderley Park	42,234	28,872	43,094	114,200	115,726	-1.30%	1,678				PTE	116,682	1036	ADC
Addiewell	5,444	9,432	2,366	17,242	17,640	-2.30%	2,259					18,060	9310	ADV
Addlestone	132,260	110,916	148,458	391,634	431,860	-9.30%	1,032					408,798	5550	ASN
Adisham	8,312	10,326	8,986	27,624	27,600	0.10%	2,166					29,138	5160	ADM
Adlington (Cl)	13,116	10,586	3,576	27,278	31,390	-13.10%	2,170					28,924	2939	ADC
Adlington (Le)	35,474	54,246	44,460	134,180	102,646	30.70%	1,592		Hourly services reinstated in May 2019			137,126	2641	ADL
Adwick	77,394	56,626	49,594	183,614	170,790	7.50%	1,444		The number	Not directly	PTE	188,530	8353	AW
Aigburth	196,782	406,294	371,124	974,200	864,238	12.70%	593		The number	Not directly	PTE	981,666	2255	AIG
Ainsdale	199,730	660,702	267,418	1,127,850	1,016,242	11.00%	525		The number	Not directly	PTE	1,132,878	2350	ANS
Aintree	198,418	567,434	529,496	1,295,348	1,175,920	10.20%	459		The number	Not directly	PTE	1,302,652	2125	AIN
Airbles	33,834	61,212	23,810	118,856	114,442	3.90%	1,654				PTE	123,062	9695	AIR
Airdrie	239,550	437,536	332,018	1,009,104	1,098,012	-8.10%	573				PTE	1,044,242	9759	ADR
Albany Park	309,384	234,542	428,678	972,604	1,006,946	-3.40%	598					1,008,282	5132	AYP
Albion Park	31,000	30,000	31,000	30,000	30,000	0.00%	1,000				PTE	30,000	4000	ALP

- Station name
- Station owner and group
- Region (and other area categories)
- Lat-long
- Entries & exits by type (full price, reduced, season ticket, total)
- Previous year's entries & exits
- Percentage change year on year
- Ranking
- Interchanges (not exit)
- Comments (e.g. engineering works)

Brainstorming data story ideas

Take a dataset (data-driven) or issue (hypothesis-driven) and see how many story ideas you can list using the story categories below:

Scale (Size of issue, reaction to that)	Change (Up/down, lack of change, variation in change)	Ranking (Top/bottom, ranking, outliers, worst/best time/place/category)	Variation (Postcode lotteries, maps, distributions, unfairness)
Exploration (Analysis, tool, map, interactive, quiz, game, simulator, data art, explainer)	Relationships (Correlation, debunking, explainers, networks)	Bad/no/get the data (Lack of accountability, bad decisions, crowdsourcing, open data, reality vs data)	Leads (Story based on one data point, e.g. interview, profile, explainer about an outlier or something typical)

What did you come up with?

Top 10 stations in Great Britain

Total entries
& exits

Ranking
last year

Waterloo	99,403,096	1
Victoria	75,889,396	2
Liverpool Street	67,339,218	3
London Bridge	47,874,250	4
Euston	44,059,402	5
Birmingham New St.	42,366,776	7
Stratford	42,251,592	6
Paddington	35,835,970	8
King's Cross	33,816,396	9
St. Pancras	33,492,476	11

Ranking



[orr.gov.uk/statistics/published-stats/
station-usage-estimates](http://orr.gov.uk/statistics/published-stats/station-usage-estimates)

Revealed: UK's busiest train stations as Waterloo named top with 99m journeys

Ranking



FRANCESCA GILLETT | Friday 1 December 2017 18:08 |  1 comment

Nine of the UK's top 10 busiest stations last year were in **London**, new figures have revealed with the country's most crowded station totting up nearly 100 million journeys a year.

Waterloo topped the list as Britain's busiest rail station for the 14th year in a row, with 99.4 million entries and exits in 2016/17.

On average, it means more than a quarter of a million people use the station every day.

- Headline verbs: 'revealed', 'named'. Keywords.
- "New figures" - not bogged down with source detail
- Consider audience: London is the focus
- No quotes. Who could they have interviewed?

Revealed: The 10 busiest and 10 quietest railway stations in Britain

Ranking

The country's busiest station had 99.2 million entries and exits in the last year - the quietest had only 22 customers across the whole of 2014



Britain's quietest and busiest railway stations have been revealed in figures from the rail regulator.

London Waterloo was the busiest station, with more than 99.2 million entries and exits in the last year.

The data showed Shippea Hill, in Cambridgeshire, was the quietest station – with just 22 entries and exits across the whole of 2014.

Campaigners and industry groups said the report highlighted the impact of station facilities on footfall.



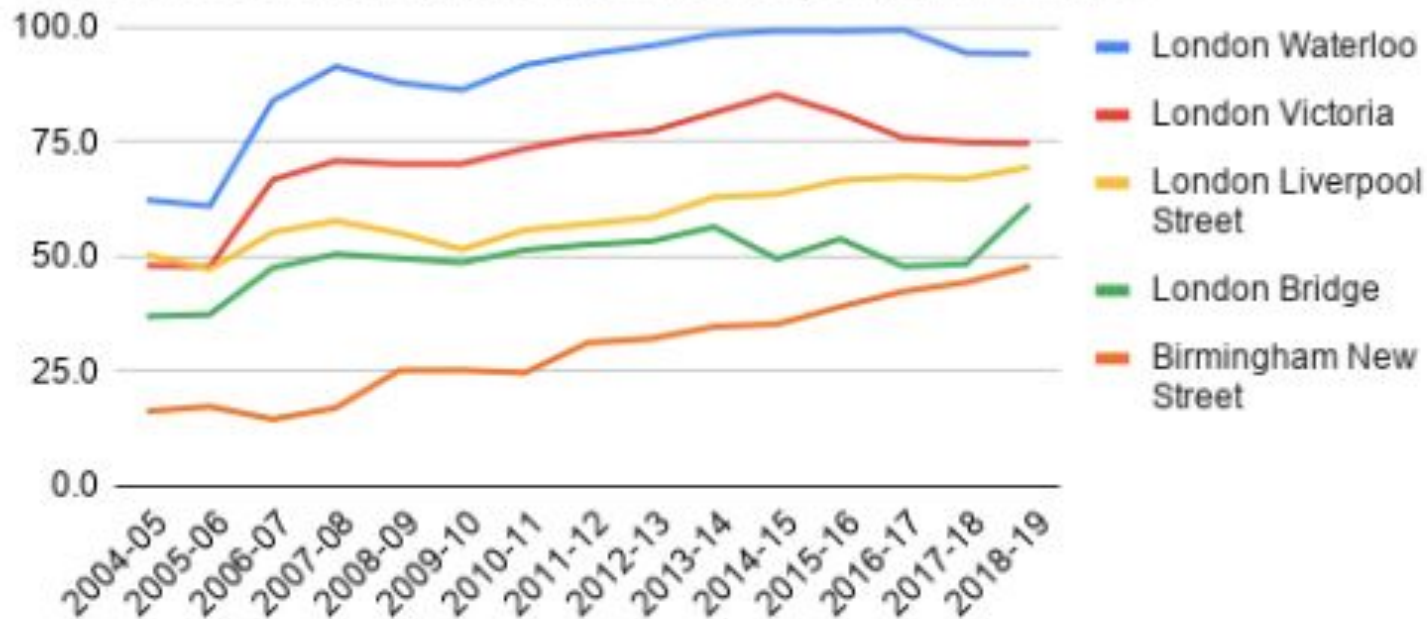
David Ottewell ✓
@davidottewell



Birmingham New Street rail station: now more used than Euston, Paddington, St Pancras or Kings Cross. In the last five years it's been closing the gap on the other London stations, too.

Most popular UK rail stations, 2004-2019

Chart shows entries and exits from stations per year in millions



Ranking



Change



*

Commuters shunned trains after first lockdown, data reveals

The number of journeys taken by train between July and September increased by 100 million compared to the previous quarter

More than two thirds of commuters did not get back on the train when the first lockdown lifted, official figures suggest.

Data published by the Office of Rail and Road (ORR) showed that the number of journeys taken by train between July and September this year increased by 100 million compared to the previous quarter but was still just 30 per cent of last year's levels.

Change



Shippea Hill station: How mince pies **gave** the least used station a boost

Key verb: story action

🕒 1 December 2017



Share

(+ Leads)



ASHLEY DACE/GEOGRAPH

Shippea Hill is a request stop with trains stopping 12 hours apart

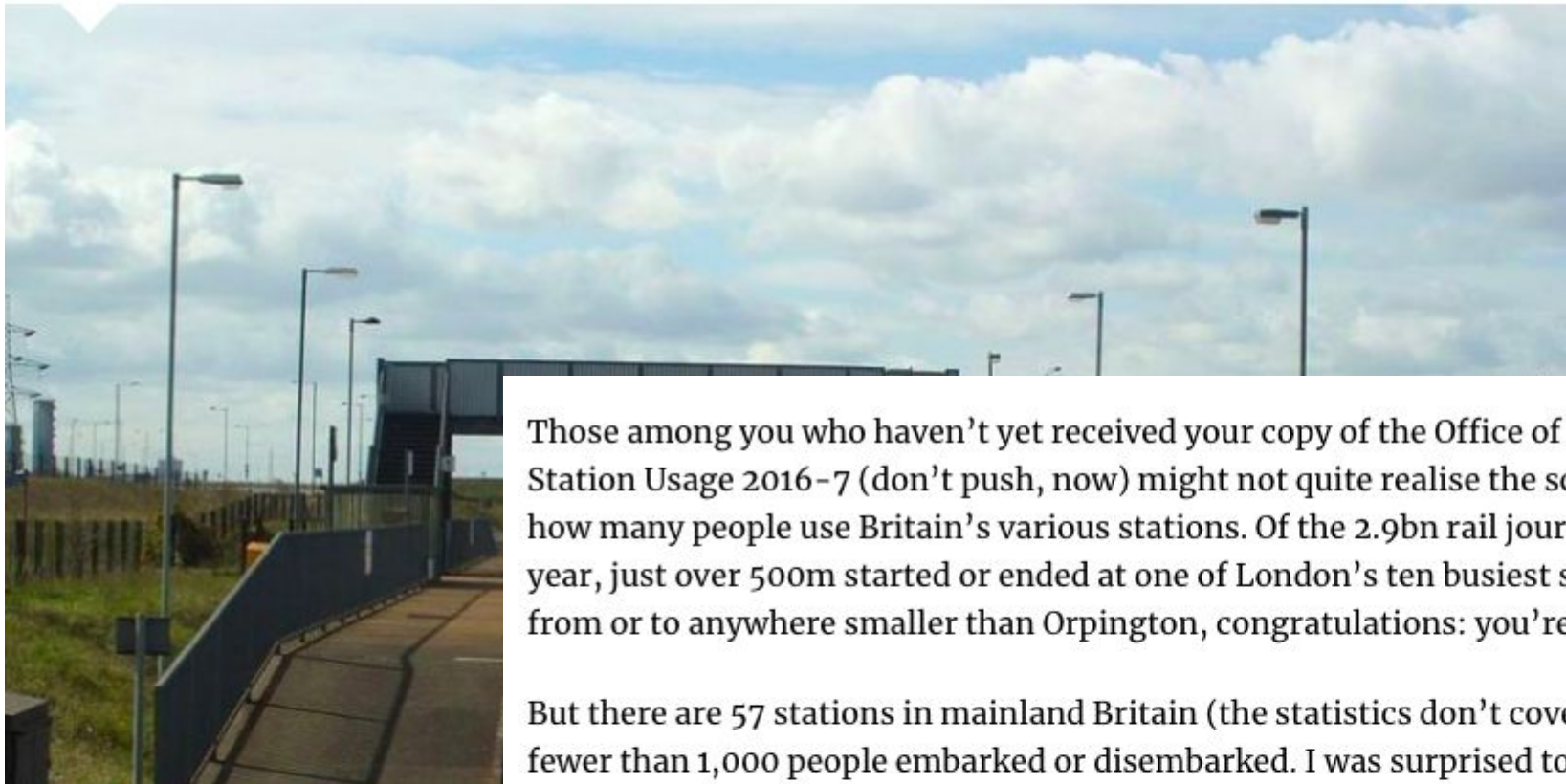
Headline reworded

Once the loneliest rail station in Britain, with just 12 passengers in a year
Shippea Hill has now seen the biggest percentage growth in Britain.

A brief tour of Britain's least used stations

By [Robin Wilde](#)

(+ Leads)



Those among you who haven't yet received your copy of the Office of Road & Rail Estimates of Station Usage 2016-7 (don't push, now) might not quite realise the scale of disparity in exactly how many people use Britain's various stations. Of the 2.9bn rail journeys made in Britain that year, just over 500m started or ended at one of London's ten busiest stations. If you travelled from or to anywhere smaller than Orpington, congratulations: you're in a minority.

But there are 57 stations in mainland Britain (the statistics don't cover Northern Ireland) where fewer than 1,000 people embarked or disembarked. I was surprised to learn, on digging into the data, that they're not all request stops in the Highlands – although, as it happens, 21 of them are Scottish.

The 'hook': why you should read this

So where are these tiny stations? What purpose do they serve? And why should you definitely buy the first ticket out?

British Steel Redcar

RAIL FAIL Britain's least used railway station in Norfolk only had 42 passengers in the past year

Andy Halls

2 Dec 2020, 0:30



Comment now

BRITAIN'S least used railway station has seen only 42 passengers in the past year, figures show.

The number using rural Berney Arms in Norfolk between April 2019 and March 2020 was down 90 per cent on the previous year due to signal works.



Scale



(+ Leads)



Commuters **protest** over Telford's MP's no demand for rail stations comment

7 February 2018

f WhatsApp Twitter Email Share

Key verb in headline: what's 'happening'



'Fast trains should bypass villages between Telford and Birmingham'

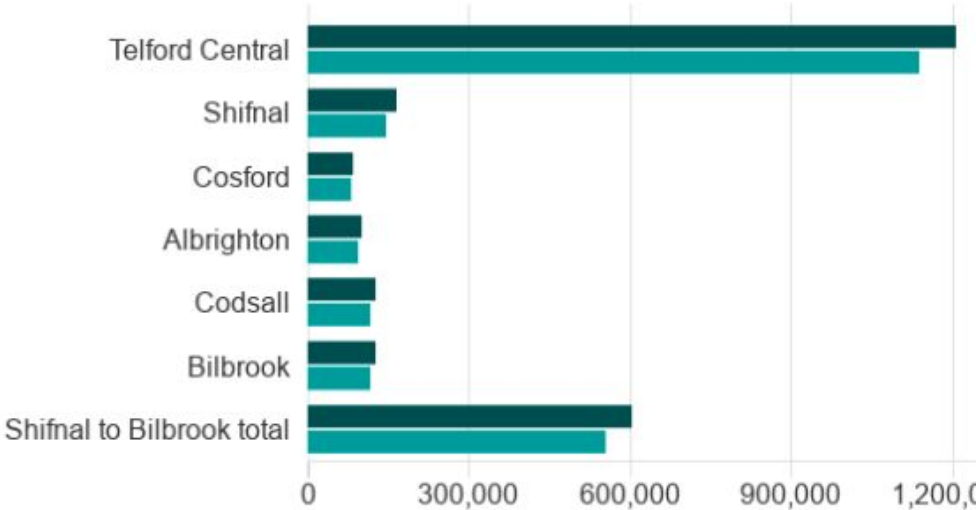
Rail users **have protested** after an MP said there is **"no demand"** for trains to stop at smaller stations.
Intro repeats headline in past tense
Extra details are included now - but not too much

Scale



Rail station usage estimates

Entries and exits in 2016-17 2015-16



Source: Office of Rail and Road

BBC

Between them, the five stations between Telford Central and Wolverhampton accounted for 602,952 entries and exits during 2016-17.

Station use is estimated through ticket sales.

**Angles come with
pitfalls!**

Council spends £28k of taxpayers money on tea and biscuits

Anger has boiled over at councils' spending on tea and biscuits for meetings.

Anger has boiled over at councils' spending on tea and biscuits for meetings.

A survey found that up to £28,000 a year of taxpayers' money was going on free refreshments - despite the credit crunch.

The North-East study found that North Tyneside Council spent £28,200, South Tyneside £25,503, Sunderland City Council £24,610 and North Yorks County Council £23,563.

The Taxpayers' Alliance said: "It is wrong that struggling taxpayers have to foot this kind of bill."

"Councillors should buy their own tea and biscuits - just like everyone else." ...



Council spends £28k of taxpayers money on biscuits

Anger has boiled over at councils' spending on tea and biscuits for meetings.

Anger has boiled over at councils' spending on tea and biscuits for meetings.

A survey found that up to £28,000 a year is going on free refreshments - despite the credit crunch.

The North-East study found that Council spent £28,200, South Tyneside £25,503, Sunderland £10,610 and North Yorks County Council £23,563.

The Taxpayers' Federation says it's wrong that struggling taxpayers have to foot this kind of bill.

"They should pay their own tea and biscuits - just like everyone else."

Is that a lot?

Scale



Unemployment rises sharply, official figures show

The government has repeatedly pointed to job creation by the private sector as reassuring news in the face of the slowdown



Change



Unemployment rises sharply, official figures show

The government has repeatedly pointed to job creation by the private sector as reassuring news in the face of the slowdown



Within the margin of error?

Change



Unemployment rises sharply, official figures show

The government has repeatedly pointed to job creation by the private sector as reassuring news in the face of the slowdown



Change





Freddie

@FreddieBailey96

Follow

While the rich get richer:

Police starting salary

2010: £24,000

2018: £23,000

Newly qualified teacher salary

2010: £21,500

2018: £22,000

Fully qualified nurse

2010: £22,000

2018: £22,000

MP's

2010: £70,000

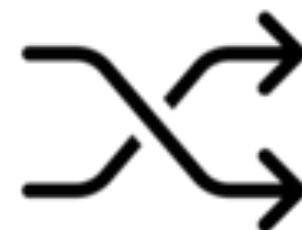
2018: £70,000

Adjusted for inflation?

Put this together.

Aug 2018

Change



'Spy' cameras: Birmingham Council tops CCTV spend

Submitted 7 Dec 2010 12:00am

in [News](#)

Birmingham City Council, home of the controversial Project Champion scheme which saw more than [200 surveillance cameras](#) installed in two largely Muslim neighbourhoods, topped the list of local authority big spenders with £10.5 million on CCTV alone.

The figures, provided to the Big Brother Watch campaigners following requests under the Freedom of Information Act, showed the total £314,835,170.39 spent by 336 local councils on installing and operating cameras between 2007/08 and 2009/10 could have paid the salaries of more than 15,000 nurses.

An order to remove the cameras was made in October. West Midlands Police apologised over the Project Champion scheme and chief constable Chris Sims admitted the force got the balance between counter-terrorism and excessive intrusion into people's lives "so wrong".

Ranking



'Spy' cameras: Birmingham Council to reveal CCTV spend

Submitted 7 Dec 2010 12:00am

in [News](#)

Birmingham City Council, home of the controversial Project Chanos Chanos, saw more than [200 surveillance cameras](#) installed in two large neighbourhoods, topped the list of local authority big spenders on CCTV alone.

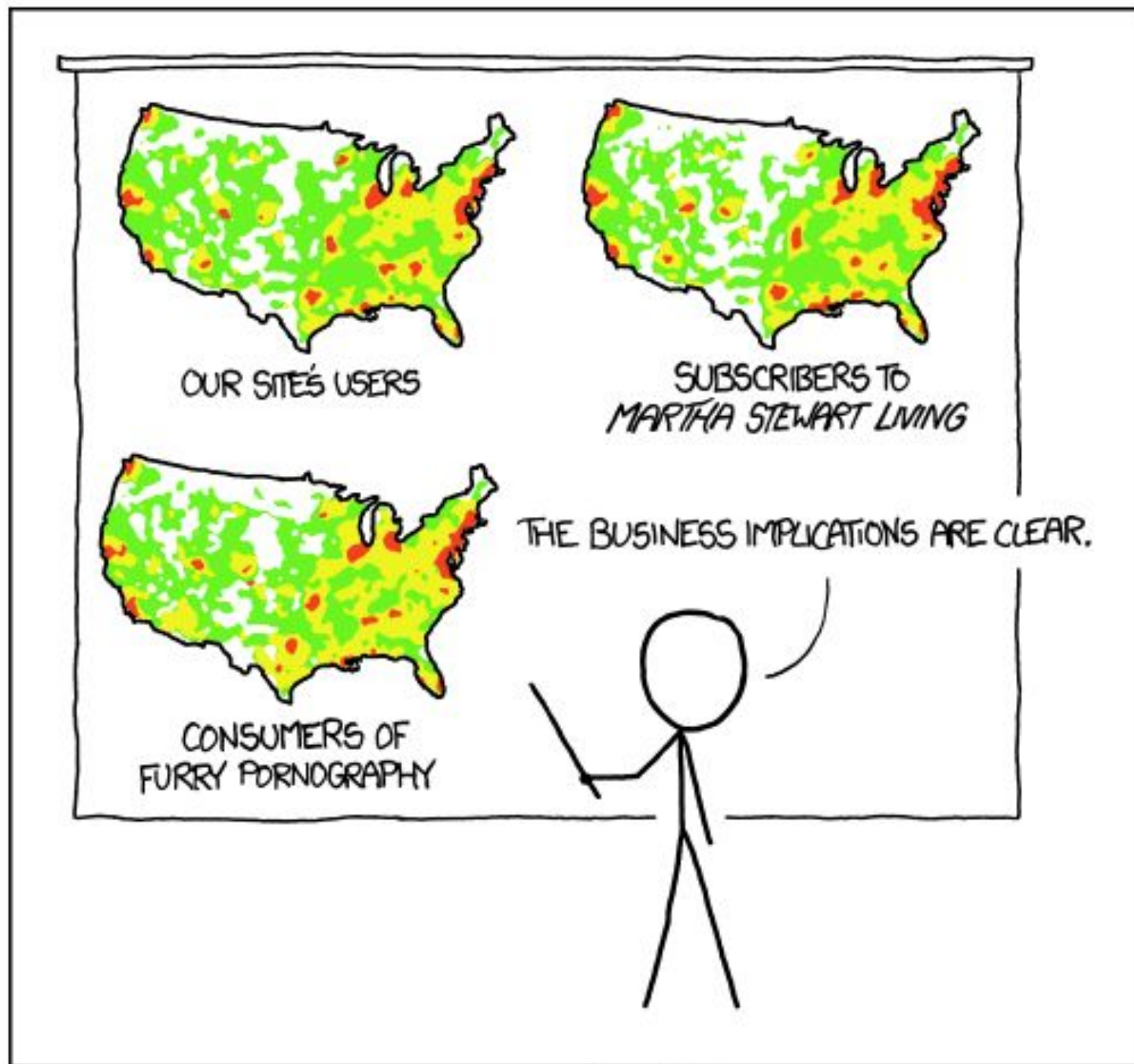
The figures, provided to the Big Brother Watch campaign under the Freedom of Information Act, showed that Birmingham City Council spent by 336 local councils on installing and operating cameras in 2009/10 could have paid the salaries of more than 100 police officers.

An order to remove the cameras from the city centre was issued by West Midlands Police, who apologised over the Project Chanos Chanos. Chief constable Chris Sims admitted the force got "over-zealous" in its fight against terrorism and excessive intrusion into people's lives.

Adjusted for population etc?

Ranking

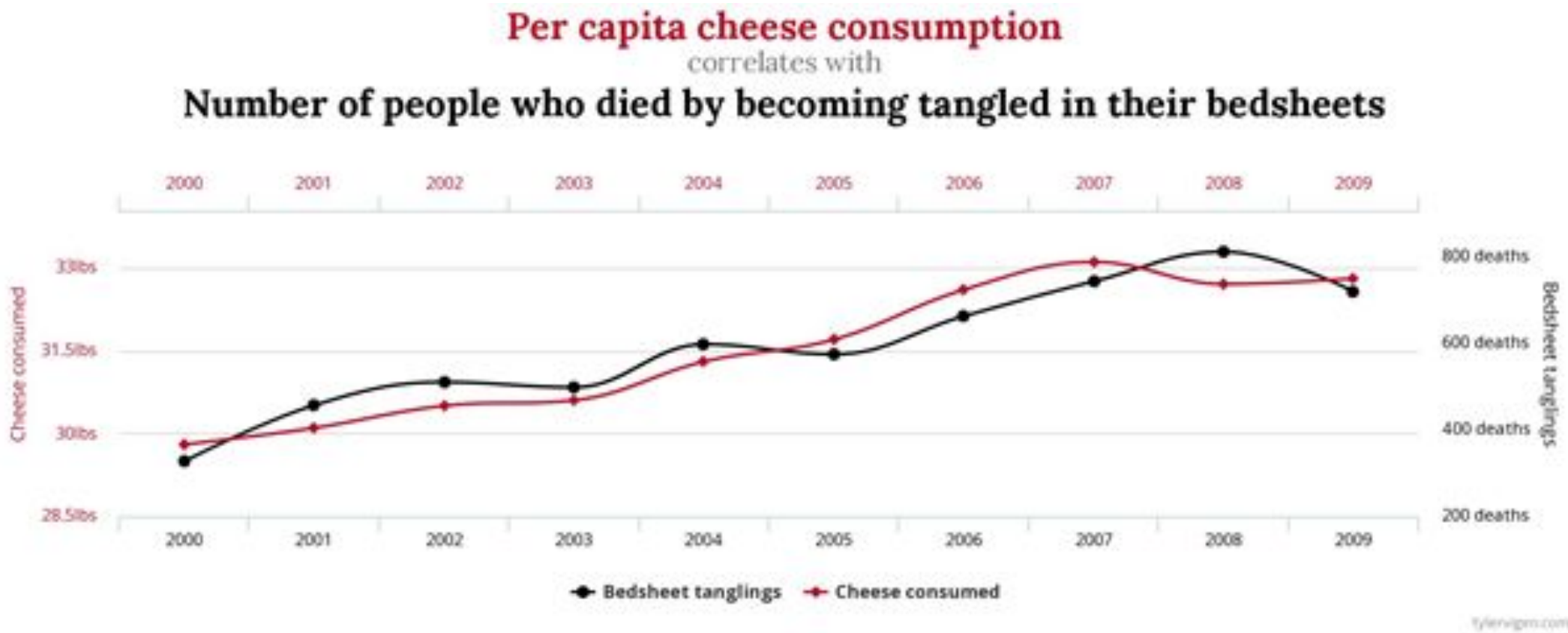




PET PEEVE #208:
GEOGRAPHIC PROFILE MAPS WHICH ARE
BASICALLY JUST POPULATION MAPS

Variation





Relationships



Per capita cheese consumption correlates with Number of people who died by becoming tangled in their bedsheets



Relationships

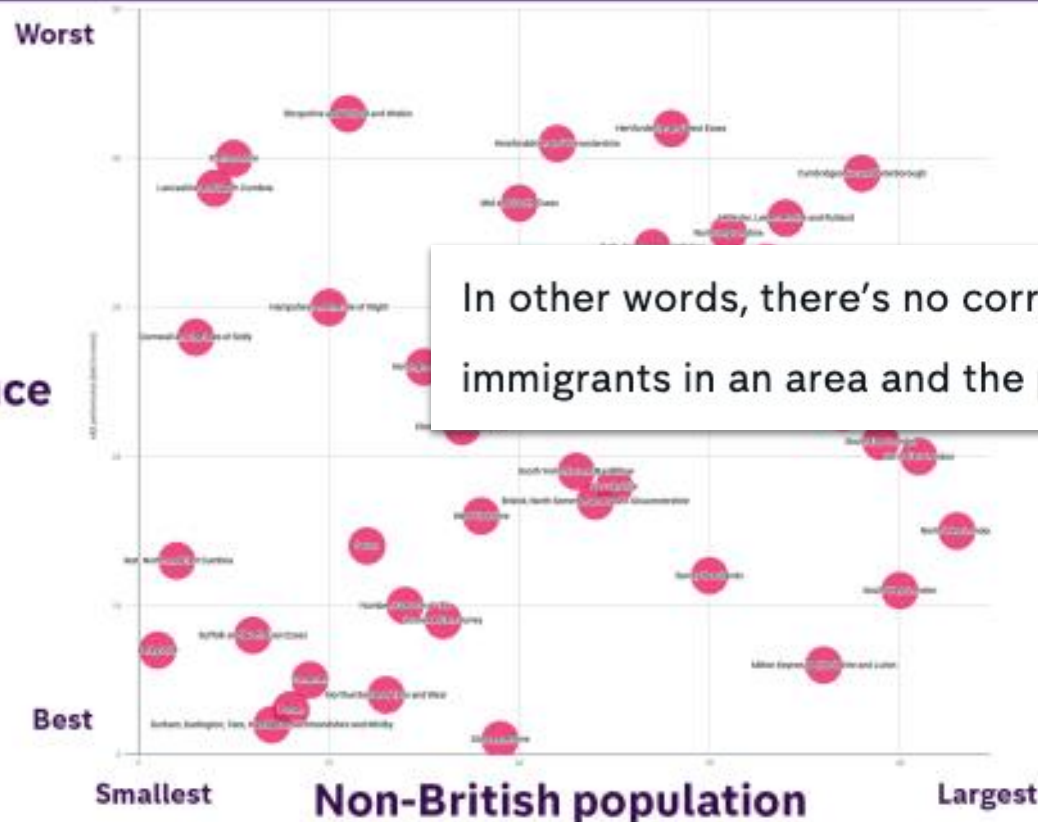


Are migrants causing the A&E crisis?

Relative size of non-British population versus A&E performance by area, England



A&E
performance



Relationships



A&E performance based on figures for November 2017 as percentage of patients discharged, treated or transferred within 4 hours of arrival, broken down by sustainability and transformation plan (STP) area. A score of 1 means the highest proportion of patients treated within 4 hours. Non-British population based on estimates from the Office for National Statistics, 2016, broken down by administrative county and ranked for these purposes. A score of 1 means the lowest proportion of non-British people compared to the wider local population of any STP area in England.

Figures have been cross referenced based on closest match between administrative county, local authority and STP area.

How Much Hotter Is Your Hometown Than When You Were Born?

As the world warms because of human-induced climate change, most of us can expect to see more days when temperatures hit 32 degrees Celsius (90 degrees Fahrenheit) or higher. See how your hometown has changed so far and how much hotter it may get.

Please enter your information to continue.

Explore



How Much Hotter Is Your Hometown Than When You Were Born

As the world warms because of climate change, most of us will experience temperatures that are 1 to 5 degrees Fahrenheit) or higher than when we were born. How much has changed so far and how much more will change?

Risk of atomisation?

Explore



Birth year

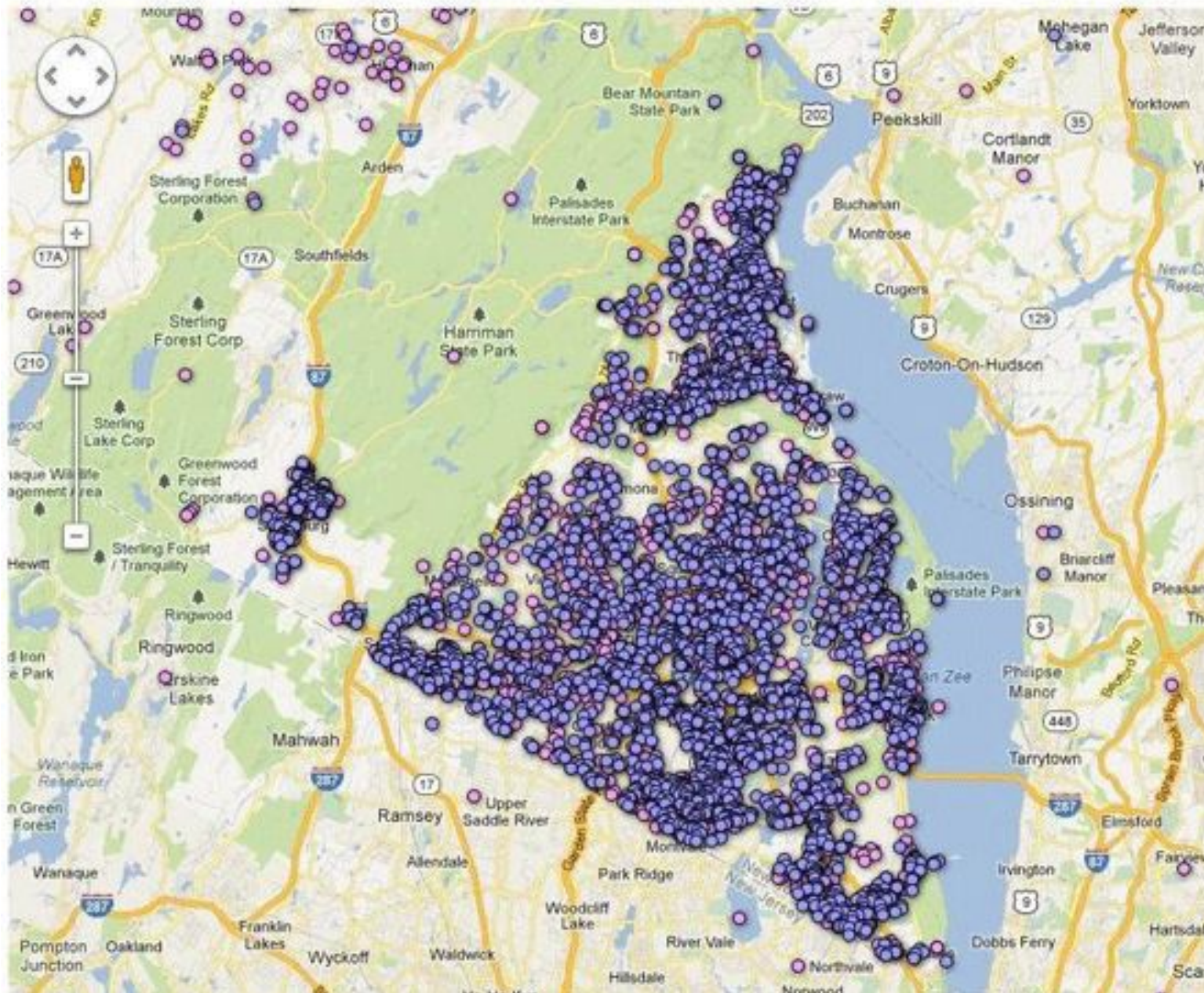
Enter your information to continue.

ROCKLAND COUNTY

This map shows pistol permits registered in Rockland County, which are issued for life and do not need to be renewed. Zoom in and out on a dot to see details of a permit. Rockland County splits permit holders into two categories:

Active (blue): Permit holders that have purchased a firearm or updated the information on a permit in the past five years.

Historic (purple): Permit holders with no activity in the past five years. Permit holders who have died or moved out of the area may not records, so some locations marked with a purple dot may not represent a current permit holder.



Bad/open

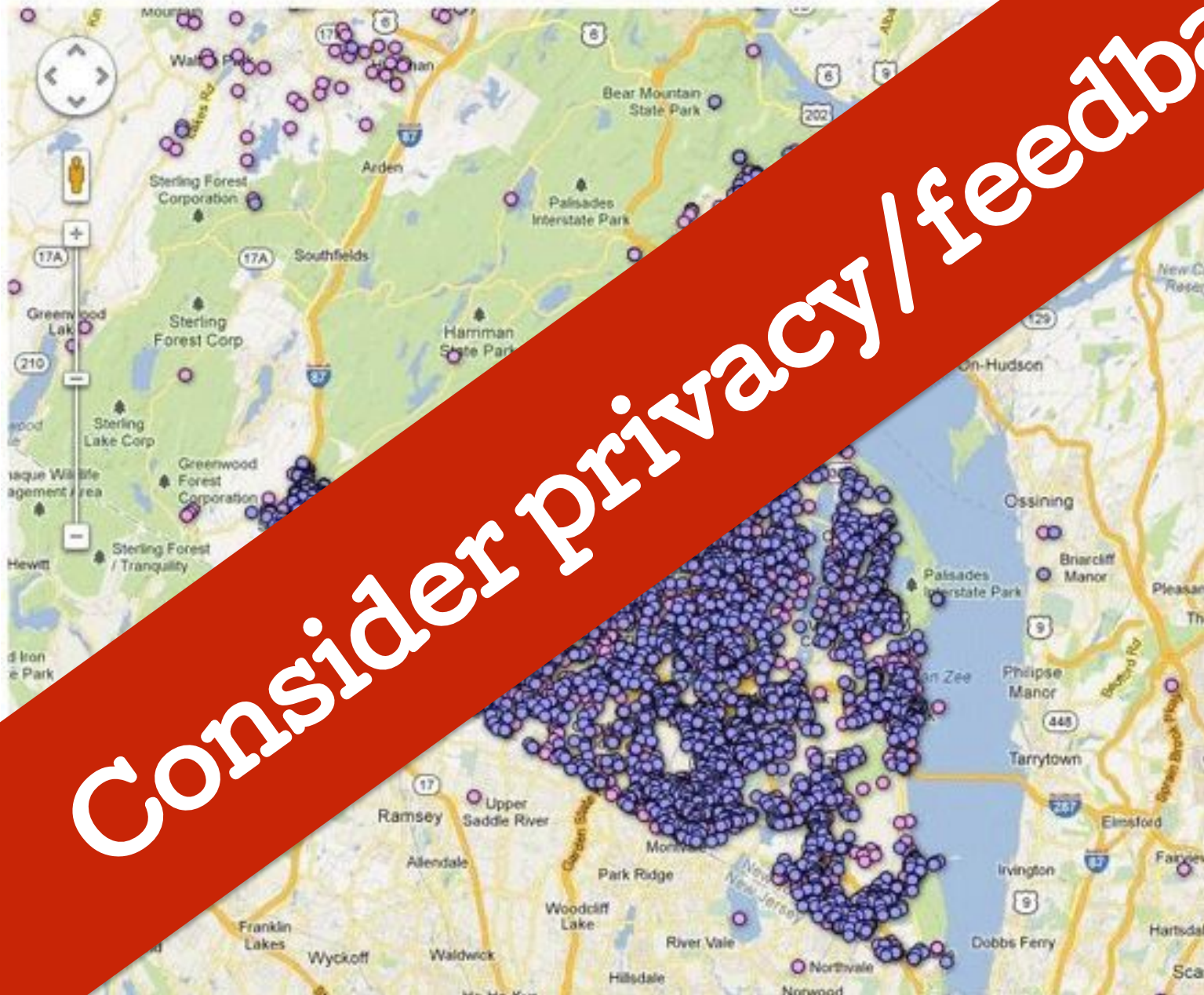


ROCKLAND COUNTY

This map shows pistol permits registered in Rockland County, which are issued for life and do not need to be renewed. Zoom in and out on a dot to see details of a permit. Rockland County splits permit holders into two categories:

Active (blue): Permit holders that have purchased a firearm or updated the information on a permit in the past five years.

Historic (purple): Permit holders with no activity in the past five years. Permit holders who have died or moved out of the county are also marked with a purple dot, so some locations marked with a purple dot may not represent a current permit holder.



Bad/open



Data story ideas: risk assessment

Each type of story comes with its own risks. Have you considered the following?

Scale <i>Does the story put the numbers into context? (i.e. does it answer the question "Is that a lot?") Show composition with pie/area charts</i>	Change <i>Have you checked for margins of error - and that any change is outside of that? Have you checked for seasonal causes? Show change with line charts or animation</i>	Ranking <i>Have you adjusted for population (ranked per capita)? Or other context? Show ranking with bar charts</i>	Variation <i>Have you checked that the variation isn't just based on population features? Show distribution with histograms, or choropleth maps if there's a clear pattern</i>
Exploration <i>Have you addressed the risk of atomisation through any personalisation? Exploratory stories can be told with interactive scatterplots - consider annotation</i>	Relationships <i>Correlation does not <u>equals</u> causation - have you asked an expert? Can you debunk instead of assert causation? Show relationships with a scatterplot, or network graphs</i>	Bad/no/get the data <i>Have you considered privacy issues? Is there an opportunity for users to correct data?</i>	Leads <i>Have you approached for a right of reply?</i>

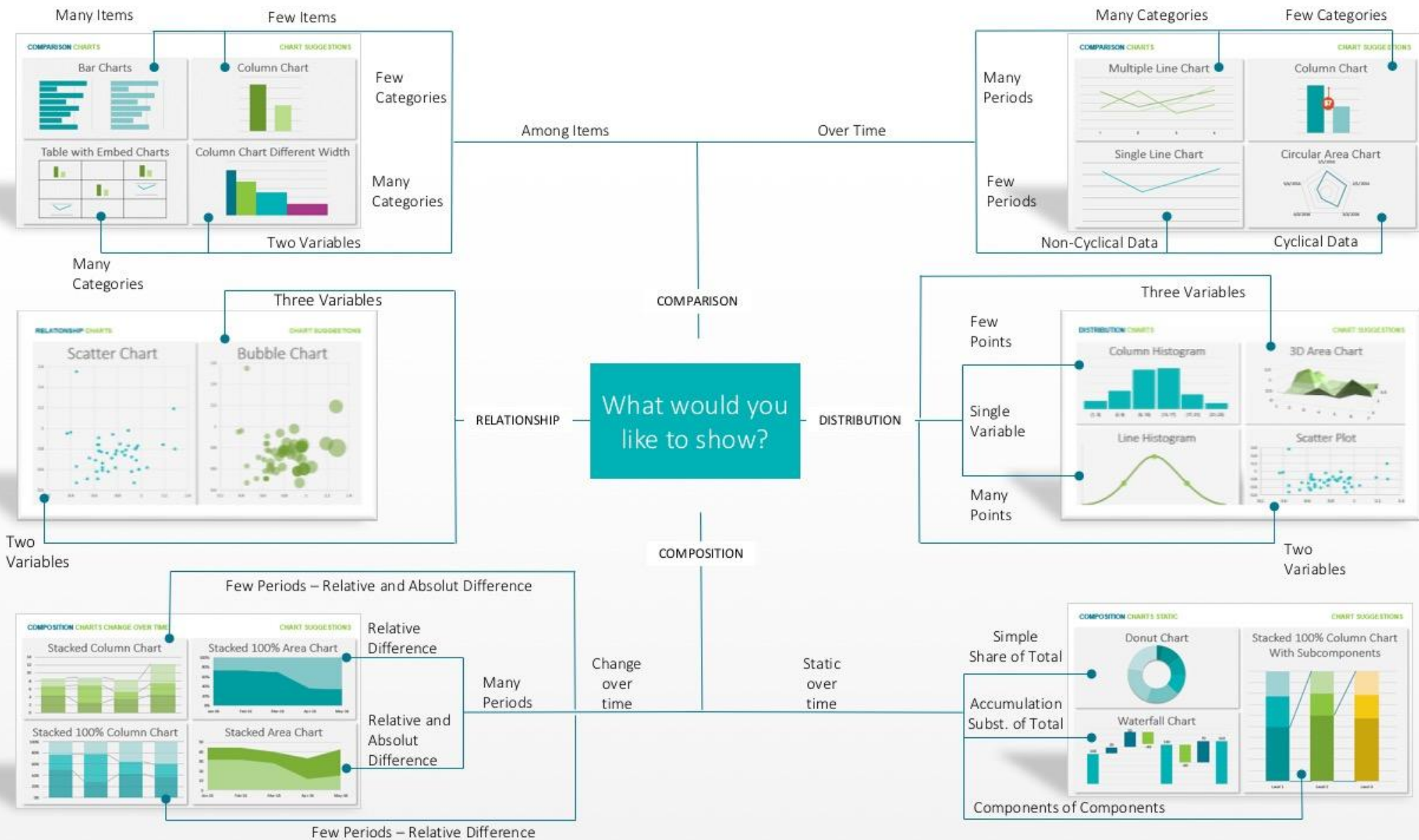
Risk assessment:

7 common angles for data stories

- 1. Scale: context - is that a lot?**
- 2. Change/stasis: margin of error, seasonality, inflation**
- 3. Outliers/ranking: adjusted for population/context?**
- 4. Variation: proxy for another variation, e.g population?**
- 5. Exploration: risk of atomisation (include big picture)**
- 6. Relationships: correlation vs causation**
- 7. Open data: consider privacy & channels for correction**

ONLINE JOURNALISM

BLOG



or <http://chartchooser.juiceanalytics.com/>

**Challenge 2: Take an issue
(hypothesis-driven) and see
how many story ideas you can
list using the story categories**

For example:
Coronavirus
Pollution
Gender pay gap

BETA This is a new service – your [feedback](#) will help us to improve it.

Search gender pay gap data

Employers with 250 or more employees must publish figures comparing men and women's average pay across the organisation.

You can search by employer name or nature of business.

[Filter by nature of business or employer size](#)

[Download all gender pay gap data](#)

[Gender pay gap explained](#)

Gender pay gap regulations and equal pay

[Actions to close the gap](#)

Recommended actions for employers that make a difference

[Gender pay gap reporting](#)

For employers to report an organisation's gender pay gap data

	A	B	C	D	E	F
1	EmployerName	Address	CompanyNumber	SicCodes	DiffMeanHourlyPercent	DiffMedianHourlyPercent
2	23.5 DEGREES LIM	Unit 3	8014079	56103	10	0
3	ABACUS HOTELS	White Lion	3101431	55100	37.8	3.5
4	Abbeyfield Wale	Pagefield		87100,	21.9	7.6
5	ABERDEEN JOUR	Lang	SC015256	18110,	15.7	13.3
6	ACEGOLD LIMITE	Norcliffe	3484784	86900	-5.1	2
7	ADAPT BUSINESS	Canolfan	6805468	81229	3.3	0
8	ADDITIONS (U.K.)	Coach	1945425	78200	0	0
9	ADECCO UK LIMI	Millennium	593232	78200	-7.8	-3.2
10	ALLIANCE CARE (Norcliffe	3691542	86900	-0.8	0.3
11	ALLIANCE CLEAN	Unit 5,	3596969	81299	2	0
12	ALLIANCE MEDIC	Iceni	2128897	86101,	21	23
13	AMVALE MEDICA	Unit 1, C/D	4502825	82990	7	0
14	APETITO LIMITE	Canal Road,	233851	10850	18	13.2

Gender pay gap report

Snapshot date

5 April 2017

Employer size

1000 to 4999 employees

Person responsible

Nick Hugh
(CEO)

[Employer's supporting narrative](#)

Difference in hourly rate

► [About mean and median](#)

Women's mean hourly rate is **35% lower** than men's

In other words when comparing mean hourly rates, **women earn 65p** for every **£1** men earn

Women's median hourly rate is **23.4% lower** than men's

In other words when comparing median hourly rates, **women earn 77p** for every **£1** men earn

Who received bonus pay

92.4% of women

90.4% of men

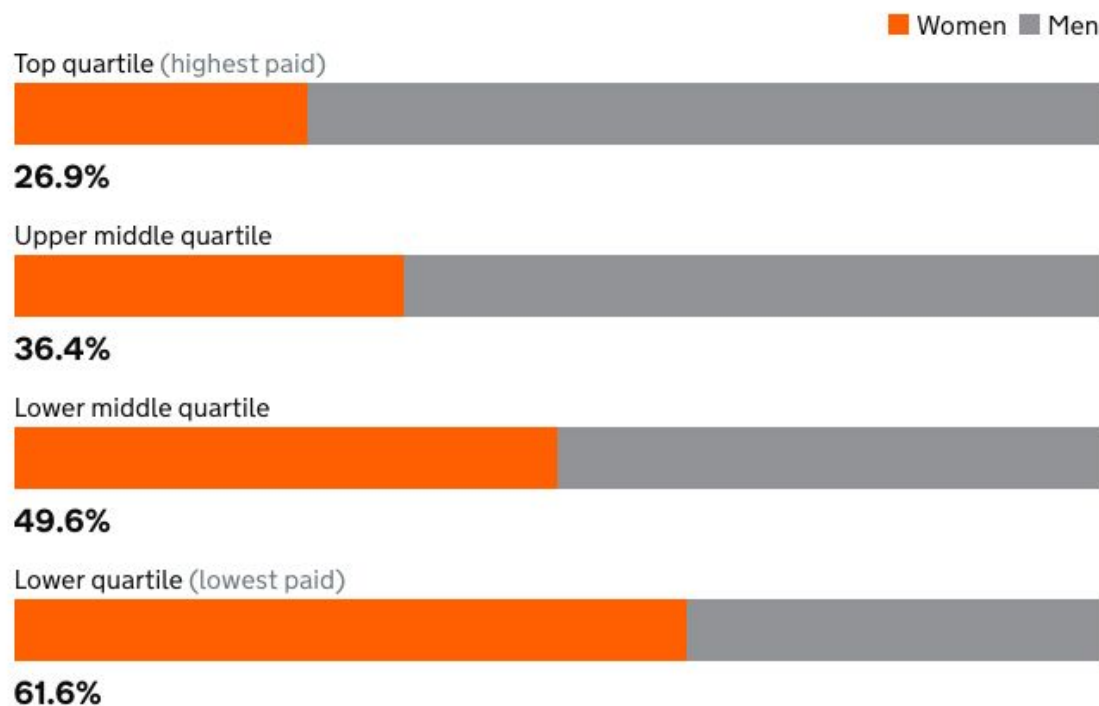
Difference in bonus pay

Women's mean bonus pay is **46.2% lower** than men's

Women's median bonus pay is **0% lower** than men's

Proportion of women in each pay quartile

► [About quartiles](#)



What did you come up with?

🏠 > Business

Final gender pay gap figures revealed: 78pc of over 10,000 firms have a gap in favour of men



🔖
Save 137

Scale



<https://pinboard.in/u:paulbradshaw/t:gender+dj+pay>
<https://www.telegraph.co.uk/gender-pay-gap/>
<https://www.theguardian.com/world/gender-pay-gap>

Gender pay gaps in academy school chains among the worst in UK

Guardian analysis reveals several trusts where women face hourly pay deficit of more than 50%

Ranking



Gender pay gap widening at one in four government bodies, figures show

Gap across civil service has shrunk by two points since 2010, suggesting equality will take another 37 years

Change



North East gender pay gap gets worse as 55% of firms see divide widen

Second round of gender pay figures show that women are now paid 11.3% less than men in the North East



By [Jonathon Manni](#)
16:22, 5 APR 2019 | [UPDATE](#)

This is the gender income gap in Birmingham - and it's bigger than you think

It shows female taxpayers in the West Midlands have an average pre-tax income of £24,679 - compared to £33,067 for men



By [David Ottewell](#) & [James Rodger](#) Head Of Trends
05:30, 10 MAR 2019

► Enter your **postcode** for **local news** and **info**

Enter your postcode

Go

In YourArea



Change



Scale



<https://www.birminghammail.co.uk/news/midlands-news/gender-income-gap-birmingham-its-15940113>

<https://www.chroniclelive.co.uk/business/business-news/north-east-gender-pay-gap-16085565>

Gender pay gap 2019: Have companies actually changed anything one year on?

It's been a year since the government instructed companies to reveal the salaries of their male and female employees for the first time.



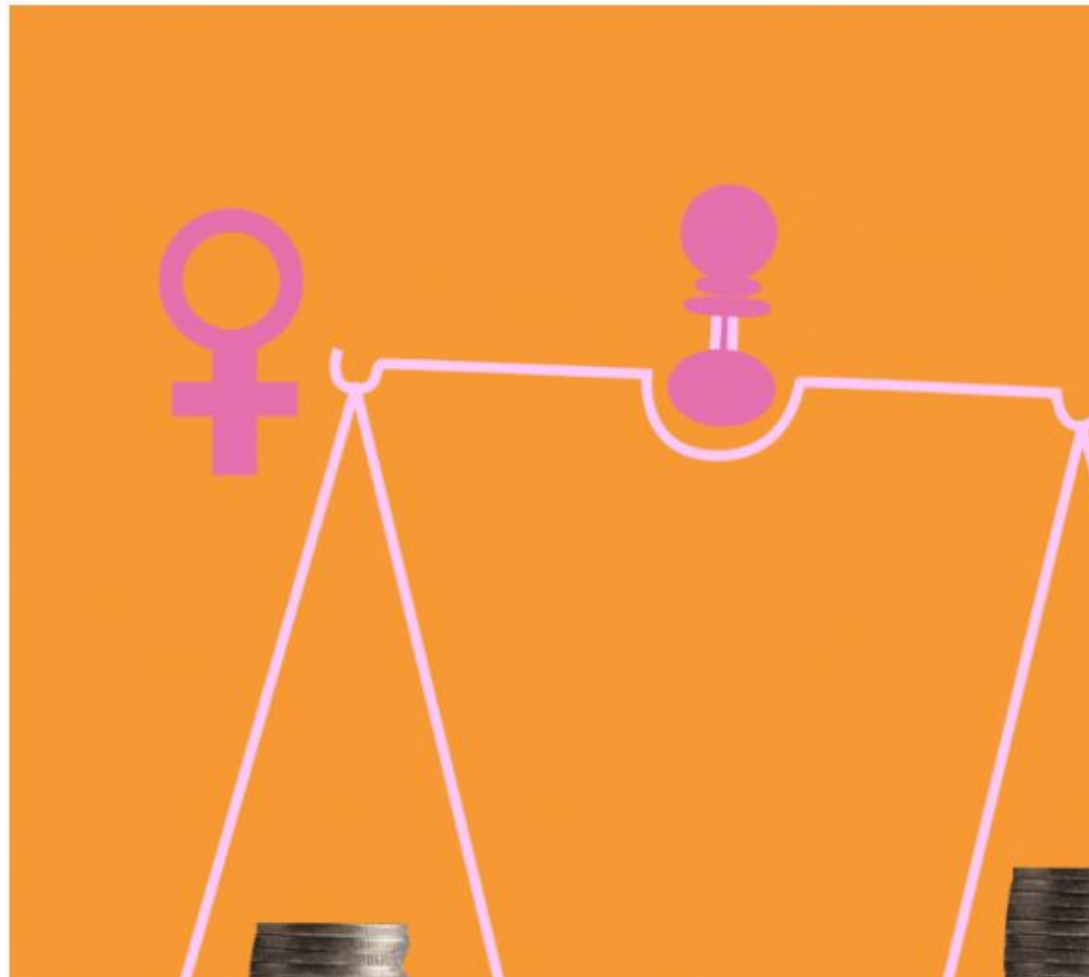
by [OLIVIA BLAIR](#)

APR 5, 2019

Explore



Ranking



Equal pay

● This article is more than 1 year old

The UK companies reporting the biggest gender pay gaps

Lingerie group Boux Avenue, Apple, Ryanair and investment firm Macquarie Group top list



▲ UK companies with more than 250 employees had to report details of gender pay gaps by midnight on Wednesday. Composite: Frank Hulley-Jones

<https://www.cosmopolitan.com/uk/reports/a27042068/gender-pay-gap-2019-best-worst-companies/>
<https://www.theguardian.com/society/2018/apr/05/the-uk-companies-reporting-the-biggest-gender-pay-gaps>

Gender pay gap: when does your company stop paying women in 2018?

All companies with more than 250 employees in Great Britain are required to pay gap by 4 April. Using the far, we've converted the gap days women effectively work

Equal pay day: What is the gender pay gap like where you are?

By Daniel Wainwright
BBC News

🕒 10 November 2017

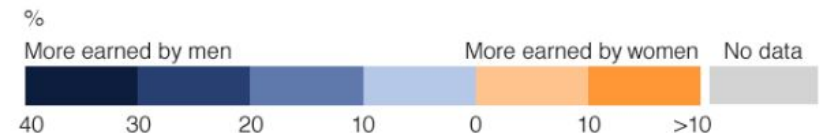
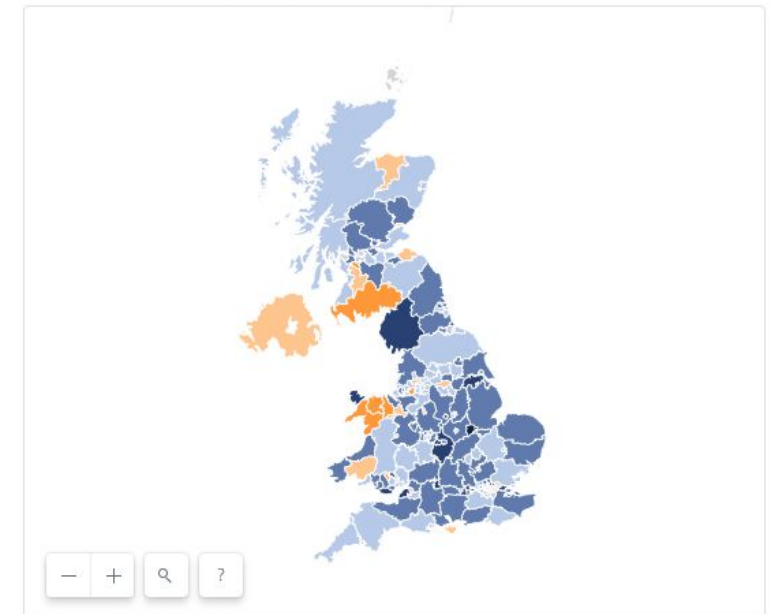
The gap in pay between men and women will campaign group has warned.

Campaigners highlight 10 November as the point average wage stops being paid relative to their r

Explore



Find out what the gender pay gap is in your area
Tap or click the map for more details



<https://www.bbc.co.uk/news/uk-england-41805053>

<https://www.theguardian.com/news/ng-interactive/2018/apr/04/gender-pay-gap-when-does-your-company-stop-paying-women-in-2018>

Re-balancing act

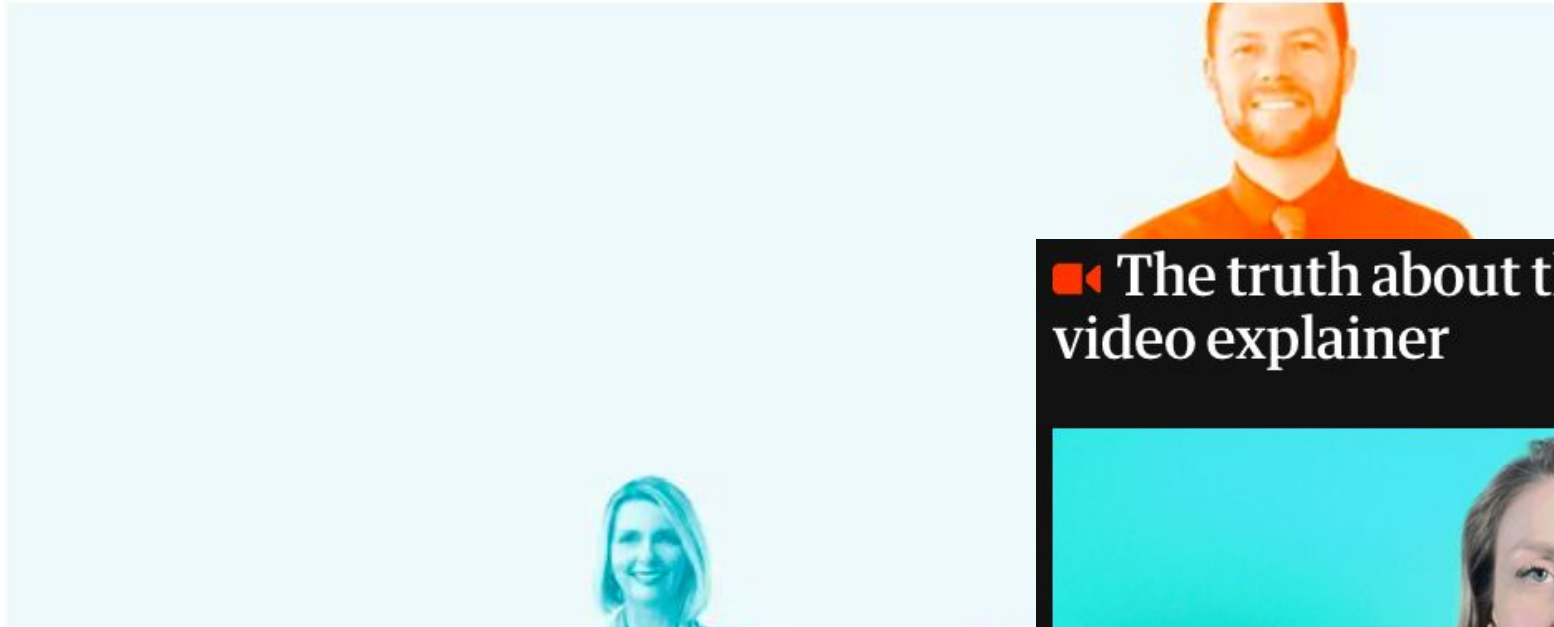
Britain, gender pay gap and share of female employees who are top earners, by industry
Employers with 250+ workers, April 5th 2017

Ranking



What you need to know about gender pay gap reporting

Explore



■ The truth about the gender pay gap - video explainer



Britain has carried out one of the biggest data-gathering exercises on the gender pay gap, exposing large disparities between the average pay given to men and women in some of the country's best-known companies. We dispel some of the myths around the gap, and explain what it really means and why it matters

Gender pay gap: Six things we've learnt

By Clara Guibourg
BBC News

🕒 7 April 2018



<https://www.theguardian.com/news/2018/feb/28/what-you-need-to-know-about-gender-pay-gap-reporting>

<https://www.theguardian.com/news/video/2018/apr/06/the-truth-about-gender-pay-gap-video-explainer>

<https://www.bbc.co.uk/news/business-43668187>

Gender pay gap: Charity questions accuracy of data

🕒 1 February 2018 | 📄



🔗 Share

Bad/open



GETTY IMAGES

About 750 companies have so far revealed their gender pay gap

<https://www.bbc.co.uk/news/uk-england-42611365>

<https://github.com/BBC-Data-Unit/gender-pay-gap>

(+ Leads)



MIHOMECARE LIMITED

Company number **03203080**

- Follow this company
- File for this company

- Overview
- Filing history
- People
- Charges

Registered office address

**1310 Solihull Parkway Birmingham Business Park, Birmingham,
B37 7YB**

Company status

Active

Company type

Private limited Company

Incorporated on

23 May 1996

This one's for free: in Birmingham this company has a 99% mean average pay gap in favour of women, but the median pay gap favours men. Why might that be? How might [the company accounts](#) give you more clues - and a possible story lead?

<div><h2>Scale</h2><p><i>(Size of issue, reaction to that)</i></p><p>X companies have a gender pay gap in favour of men</p></div>	<div><h2>Change</h2><p><i>(Up/down, lack of change, variation in change)</i></p><p>The gender pay gap has closed by X%</p><p>X fewer/more companies now have a gender pay gap favouring wo/men</p></div>	<div><h2>Ranking</h2><p><i>(Top/bottom, ranking, outliers, worst/best time/place/category)</i></p><p>These are the companies with the biggest gender pay gaps</p><p>These are the sectors with the biggest GPG</p></div>	<div><h2>Variation</h2><p><i>(Postcode lotteries, maps, distributions, unfairness)</i></p><p>Some parts of the countries have gender pay gaps twice as big as others</p></div>
<div><h2>Exploration</h2><p><i>(Analysis, tool, map, interactive, quiz, game, simulator, data art, explainer)</i></p><p>These are the sectors where women are paid more than men</p></div>	<div><h2>Relationships</h2><p><i>(Correlation, debunking, explainers, networks)</i></p><p>Do bigger companies have smaller gender pay gaps?</p><p>Laws requiring companies to report the gender pay gap have had no impact on gender equality</p></div>	<div><h2>Bad/no/get the data</h2><p><i>(Lack of accountability, bad decisions, crowdsourcing, open data, reality vs data)</i></p><p>Concerns raised over 'unbelievable' gender pay gap reports</p><p>X% of companies failing to report GPG - without punishment</p></div>	<div><h2>Leads</h2><p><i>(Story based on one data point, e.g. interview, profile, explainer about an outlier or something typical)</i></p><p>A company where the mean and median GPG are way apart (executive pay skew)</p><p>A company which has changed its GPG the most</p><p>Multi-feature on 3 companies & their GPG</p></div>

Key points

- One dataset can generate many stories. Use the framework to identify potential angles — then choose!
- Can be data- or issue-driven
- Each angle type raises different issues — check those are addressed

Questions!