

Local Insight User Guide





What is Local Insight?

Local Insight is a community mapping and reporting tool that gives you instant access to neighbourhood level data, matched to the communities you care about. You can easily view, compare and report on hundreds of datasets through maps, dashboards and reports.

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1.1 Navigate

Local Insight uses Google Maps and the navigation works in the same way.

- Navigate around the map by dragging the map page with your mouse or swipe across the map if you are using a touch screen device.
- Zoom in and out of the map by scrolling with the scroll pad on your mouse.
- Use the *Navigate* button to enter a postcode to zoom to that area.

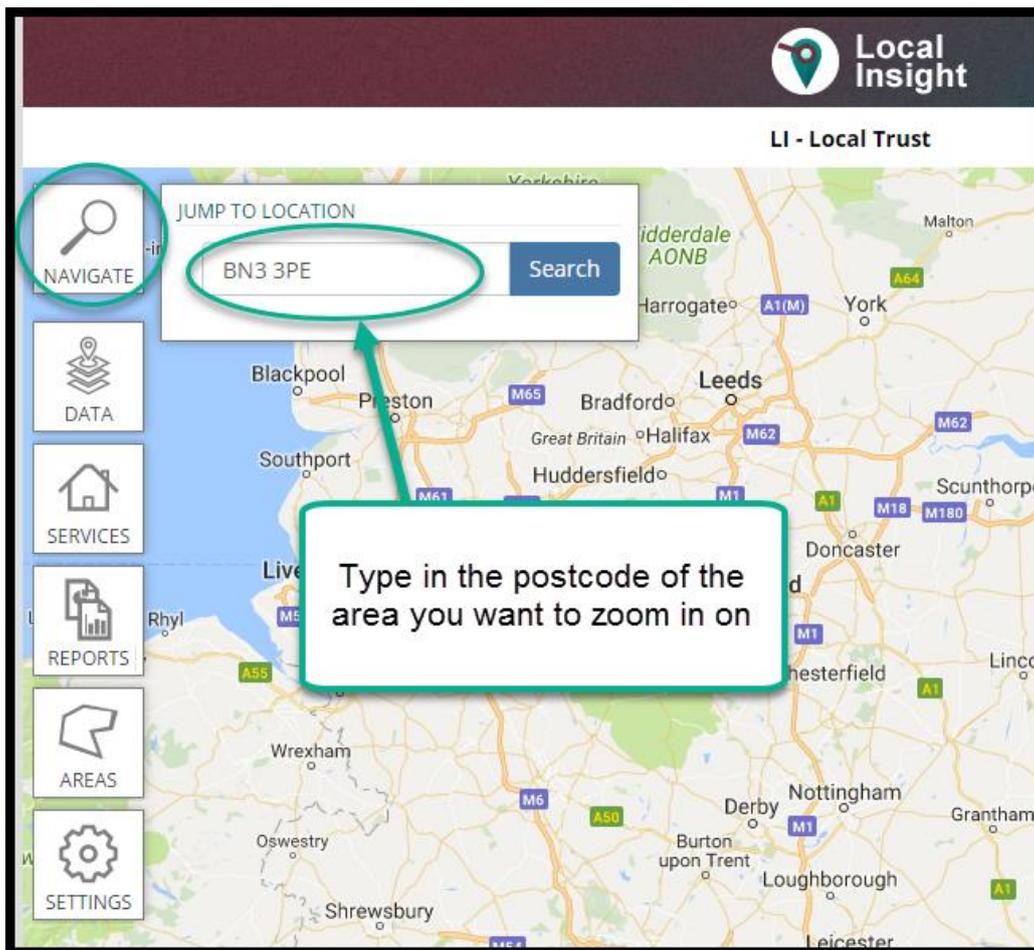


Figure 1: The Navigate button

1.2 Data

Local Insight stores more than 900 datasets. All of these are open data, so you can use and re-use them as you please.

Click on the *Data* button to view socio-economic indicators overlaid on the map.

- Click on the *Data* button to open up a list of socio-economic themes (see A in figure 2).
- Select a theme you are interested in, for example, *Vulnerable Groups* (see B in figure 2).
- Under that theme is a list of indicators, select one of the individual indicators to view on the map. In the example below you are viewing unemployment benefit (see C in figure 2). When you select to view an indicator, this will then produce a shaded map based on the data values, therefore highlighting the different levels of unemployment benefit in different areas.
- Click on the *Info* button in the top right hand corner to see the legend. The legend details what the colours on the map represent for that particular indicator. In the example in figure 2, you can see what the colours represent in percentage terms

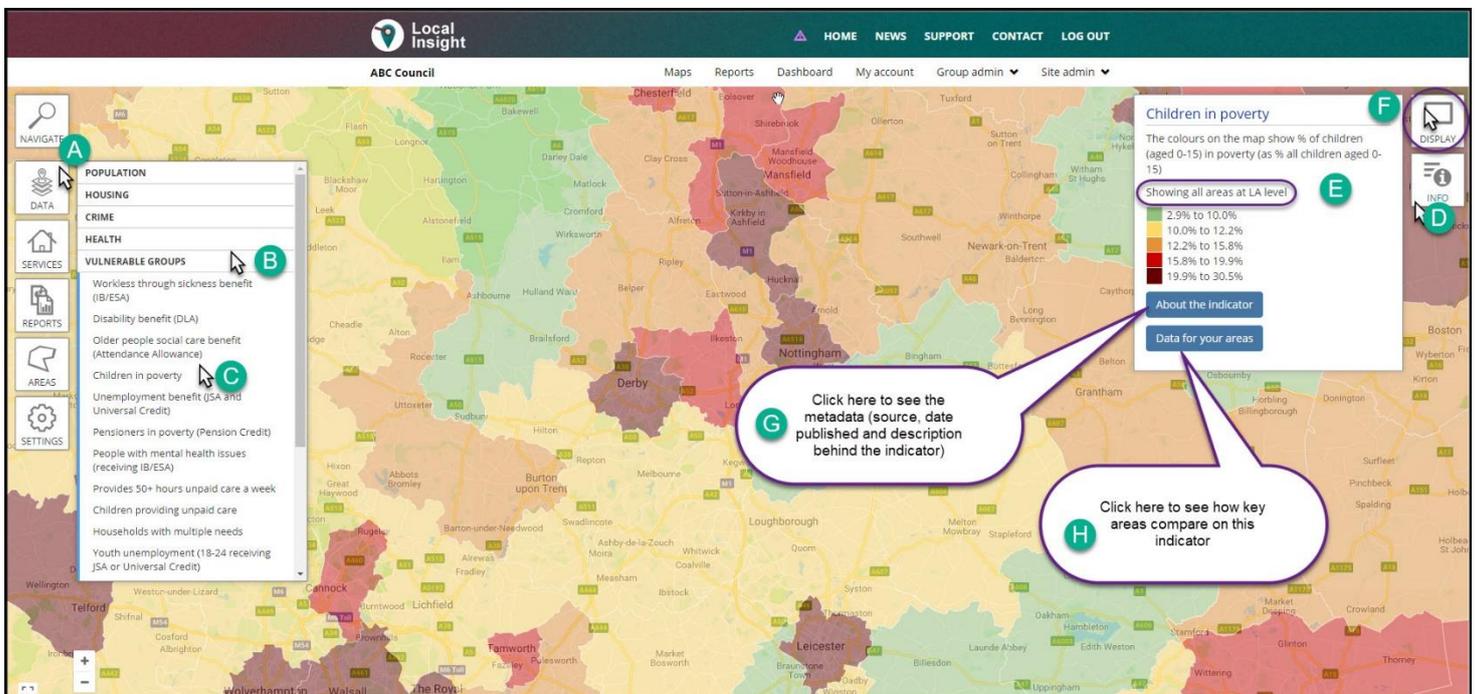


Figure 2: Viewing data on the map page



- Zooming in and out on the map will change the level at which you are viewing the data. In figure 2, above, you are viewing the data at Local Authority level. This means that the map is divided into Local Authorities and they are being compared against each other. Zoom in closer to view the data at MSOA (middle layer super output area) level and then zoom in even further to view the data at LSOA (lower layer super output area) level. To see what level you are viewing the data at look at the text in the *Info* button (see E in figure 2).

If you are unfamiliar with the terms LSOA and MSOA, these are statistical geographies created for the Census. To learn more about how many and how large these areas are check out this information page on the [ONS website](#)



1.3 Display button

The *Display* button (see F in figure 2) enables you to see your map full-screen with all the screen furniture removed so that you can take a screen shot of the map.

- Click on the *Display* button to enter display mode where all the screen furniture (headers and footer) will be removed.
- Take your screenshot, either using Print Screen or the Snipping Tool.
- To return to view maps as normal hit Escape on your keyboard.

1.4 Info button

Within the *Info* button, there are two more useful features. For more detailed information about these features see page 5 and 6.



- *About the Indicator.* (see G in figure 2) This will open up a popup detailing the contextual information (metadata) behind the indicator.
- *Data for your areas.* (see H in figure 2) This will open up a detailed breakdown of the data related to the selected indicator for a range of key local areas. These key local areas are called custom areas in Local Insight and they have been chosen as important areas and set up by the site administrator. For more information about these custom areas and to find out who is your site administrator see page 8 and 11.

About the Indicator

Unemployment benefit (JSA and Universal Credit) ×

A Shows the proportion of people receiving benefits payable to people who are unemployed receiving either Jobseekers Allowance (JSA) or Universal Credit for those who are out of work. This has replaced the number of people claiming Jobseeker's Allowance as the headline indicator of the number of people claiming benefits principally for the reason of being unemployed and is sometimes referred to as the monthly claimant count. JSA is payable to people under pensionable age who are out of work and available for, and actively seeking, work of at least 40 hours a week.

B **Date:** Mar-17

How often updated: Monthly (published April 2017), with next update expected May-17 **C**

Source: Department for Work and Pensions (DWP) **D**

Close

Figure 3: About the Indicator

- To open the *About the Indicator* popup click on the blue button in the *Info* box (see F in figure 2).
- **Description.** (see A in figure 3). This is the description of the indicator and will inform you of what the dataset is comprises of.



- **Date.** (see B in figure 3). This is the date period and shows the period of time this indicator covers. In the example in figure 3, the date is shown as Mar-17. Therefore this data is indicative of the month of March 2017.
- **How often the data is updated.** (see C in figure 3). This shows the regularity of when the dataset is updated in Local Insight. The frequency of the data update depends on how regularly it is published. For example, some datasets like the unemployment benefit data from the Department of Work and Pensions are updated on a monthly basis. Other datasets from other sources are published less frequently, for example, on a quarterly, annually or irregular basis.
- **Source.** (see D in figure 3). This shows which organisation has published the data. This is useful if you would like to look at the raw data or contact the original publisher of the data with questions.

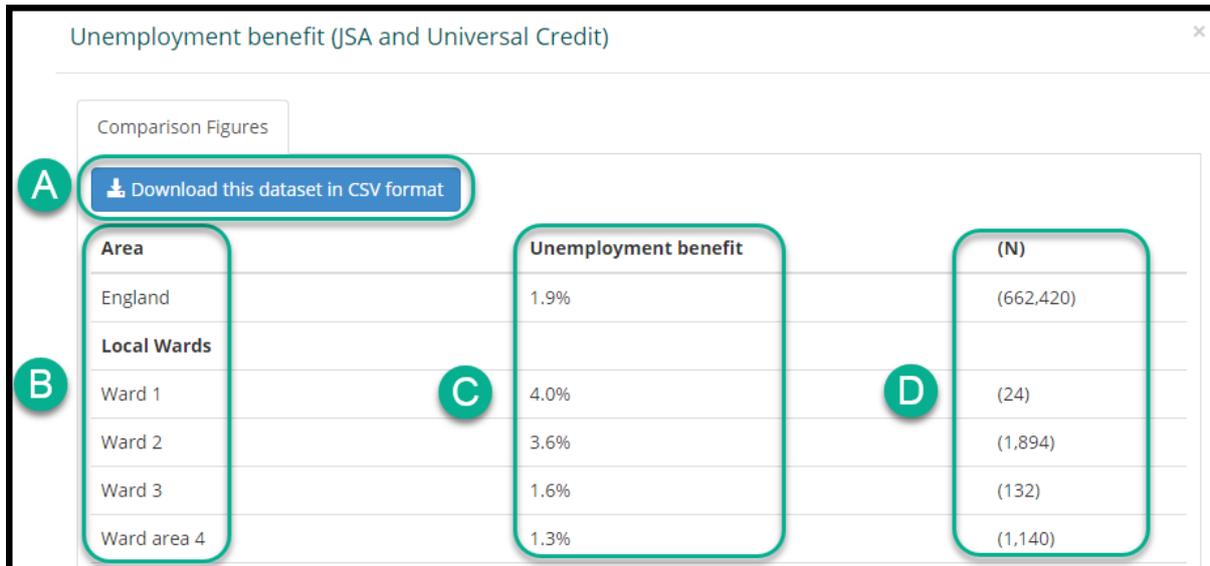


Figure 4: Data for your areas

Data for your areas

- To open the *Data for your areas* popup click on the blue button in the *Info* box (see G in figure 2). This will open up a detailed breakdown of the data related to the selected indicator for the custom areas.
- Click on the *Download this dataset in CSV format* to download a CSV with the data for all the custom areas (See A in figure 4). This can then be used by you for further analysis.

- In the left hand column is the list of custom areas, including England at the top (see B in figure 4).
- In the middle column is the percentage figure for the corresponding areas (see C in figure 4). In the example in figure 4, you can see that unemployment benefit in England is at 1.9%.
- In the right hand column is the numerical information. (see D in figure 4) In the example in figure 4, you can see that 662,420 people are receiving unemployment benefit in England.

1.5 Services

The *Services* button holds the key for the icons displayed on the map. These icons represent the locations of key services that have been uploaded as postcodes by the site administrator.

- If you click the tick boxes next to the icons (see A in figure 5) you can choose to deselect particular services and they will then be hidden on the map.

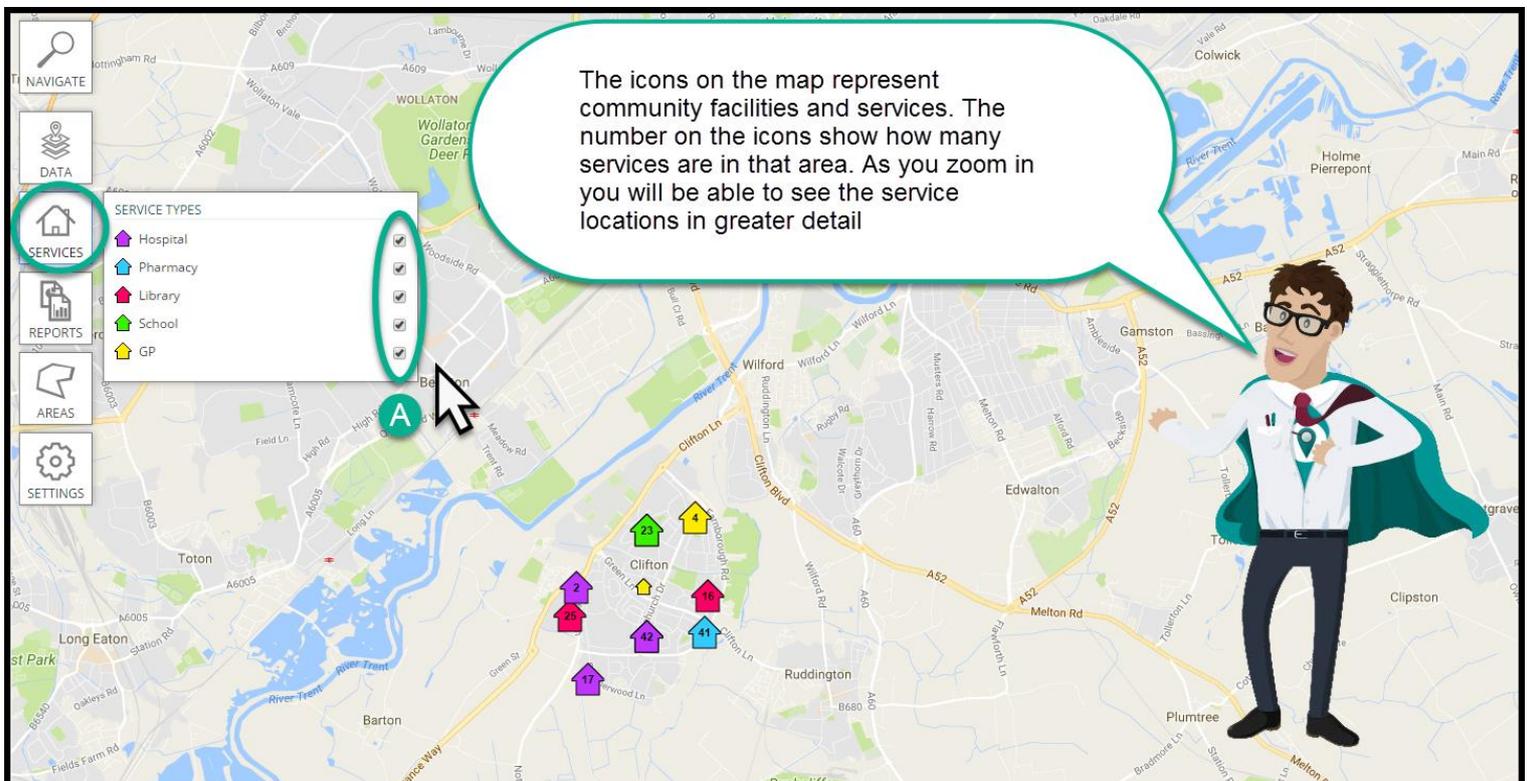


Figure 5: Viewing services

1.6 Areas

The *Areas* button contains a list of key local areas which have been chosen as important areas and set up by the site administrator. Within the *Areas* button you can click to view areas on the map and also learn further contextual information about the areas.

- If you click on the *Areas* button (see A in figure 6) you can view all the custom areas that your site administrators have set up. These are the same custom areas shown in the *Data for more areas* pop up (see figure 4).
- Type in the search box to find a specific area (see B in figure 6).
- Click on one of the area names to view it on the map (see C in figure 6)
- Click on the i icon next to the area name to open up a popup detailing information about that area (see D in figure 6).
- Once you are viewing an area on the map you can then overlay datasets loaded into Local Insight, following the same process demonstrated on page 3.

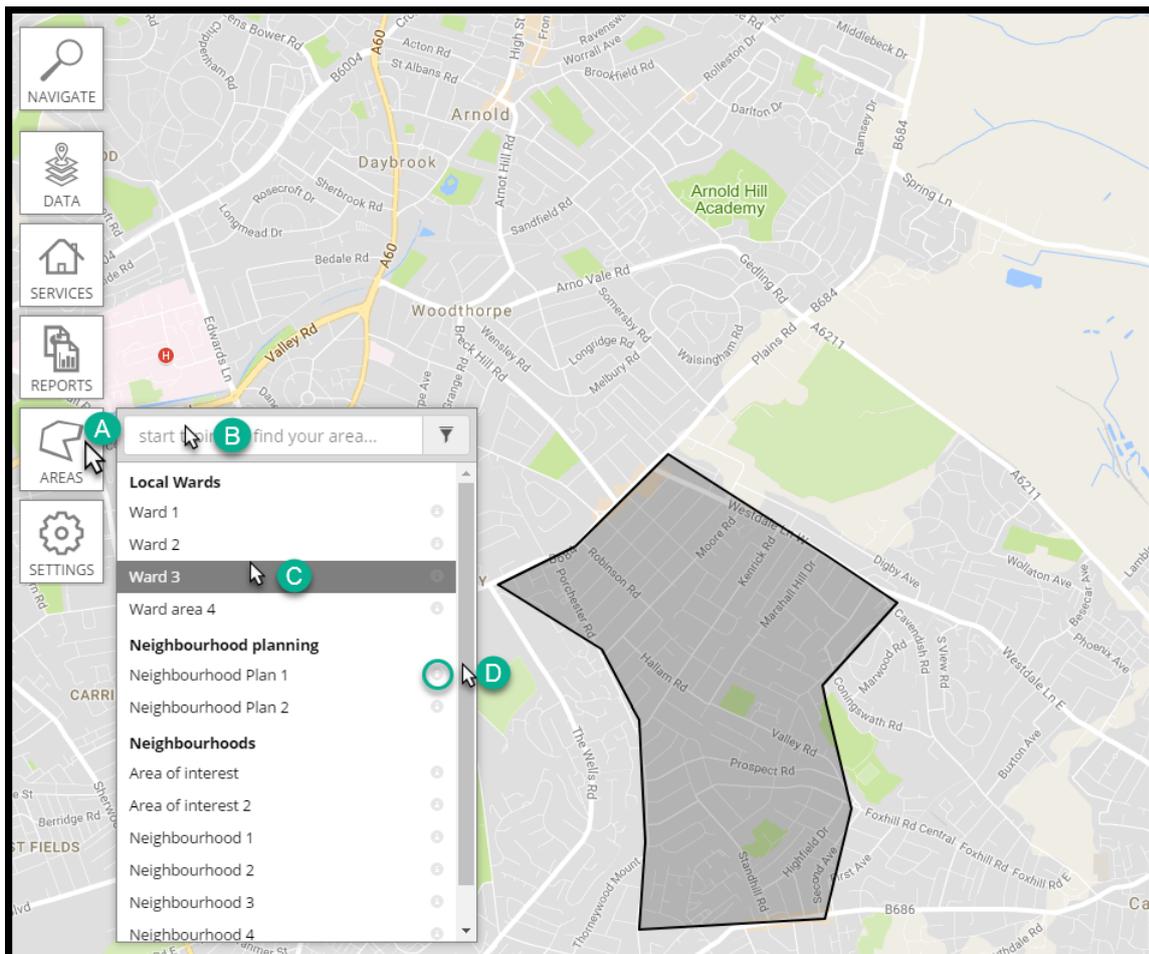


Figure 6: The Areas button

1.7 Reports

- On the *Reports* button (see A in figure 7), you can download detailed profile reports for custom areas. The site administrator has added these custom areas and the corresponding reports. If you would like a report that is not currently available, see page 11 for information on who to contact.
- The reports contain data from across a range of different themes and sources for the custom area selected; this is also compared against two relevant comparator areas.
- The data is presented in a number of different visualisations throughout the reports.
- The reports are generated in Microsoft Word, so that you can easily re-use the most relevant parts in your own presentations, reports and funding bids, for example.

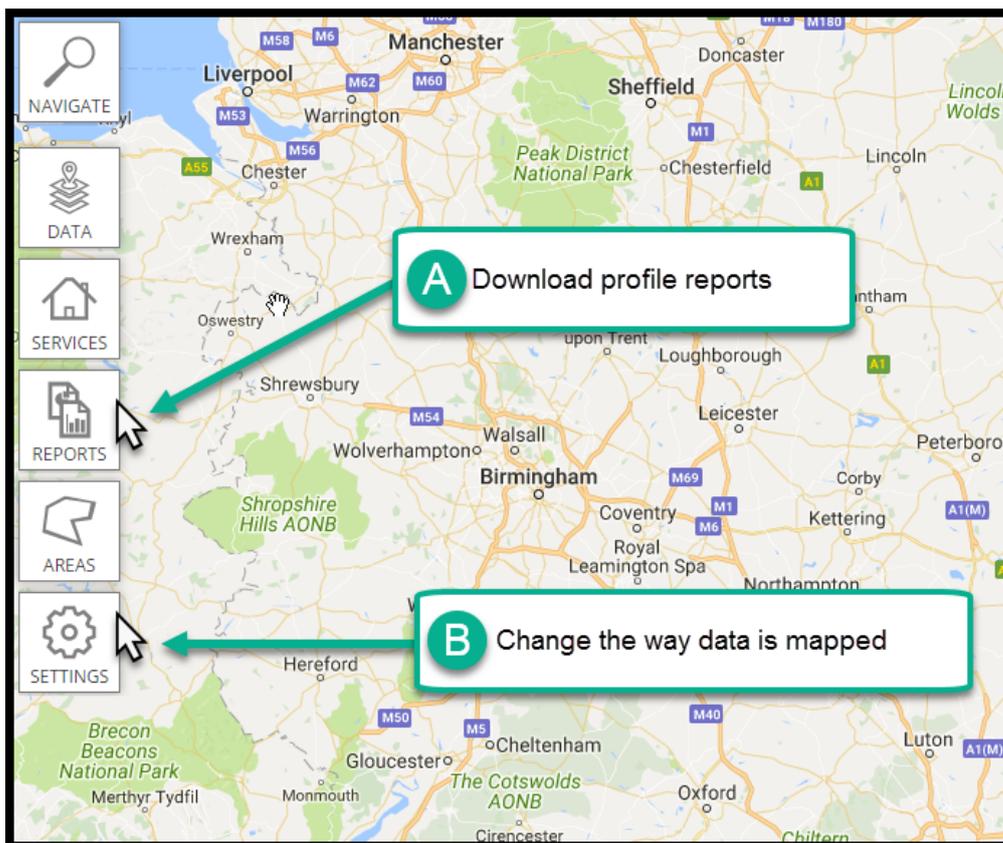


Figure 7: Reports and Settings

1.8 Settings

- The *Settings* button (see B in figure 7) allows you to change the way data is mapped. The default setting is to map data across the whole of England.

- On the *Settings* button you can select to show hotspot areas only. This means that only data for the areas in the top 20% of the country will be mapped. This allows you to identify areas which are particularly high on certain indicators. Click the *Settings* button for a more detailed explanation of how hotspot mapping works.

1.9 Dashboard

Another way to visualise data for the areas is on the *Dashboard*. The dashboard allows you to compare multiple areas across multiple indicators in one view. To view the *Dashboard*, click on the tab in the top right-hand corner of the site.

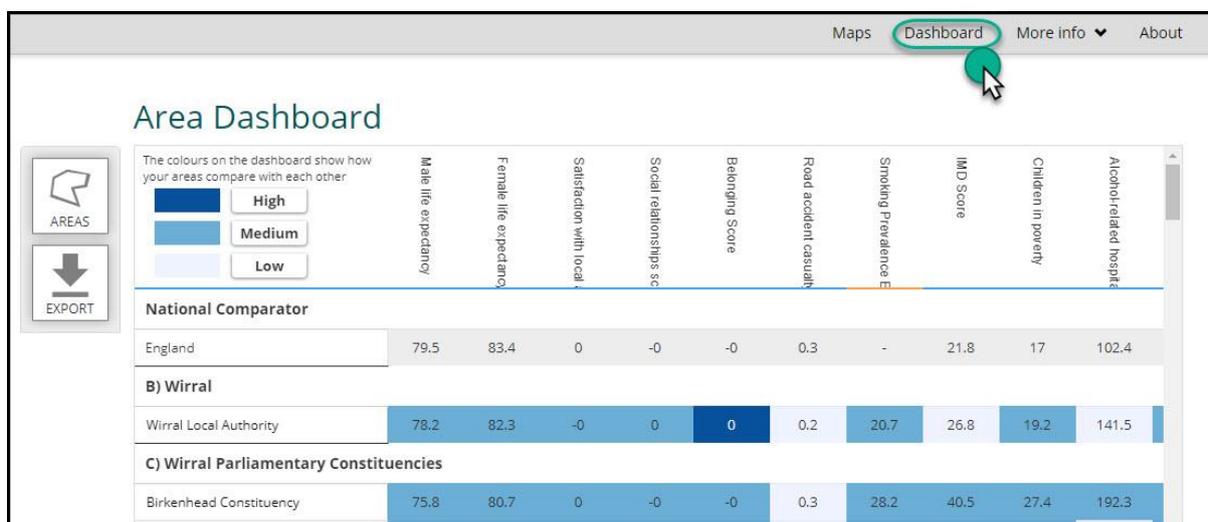


Figure 8: The Dashboard tab

Customise the areas on the dashboard

- Click on the *Areas* button (see A in figure 9 below) to select which areas are shown on the dashboard. When you change the areas being displayed, the colours will update to reflect how the selected areas compare against each other.
- Use the *select all* button to either select or deselect all areas (see B in figure 9).
- Use the search bar to find the areas you want (see C in figure 9).
- Check the box next to an area name to select to view it on the dashboard (see D in figure 9).
- Click *Done* when you have chosen your areas (see E in figure 9).

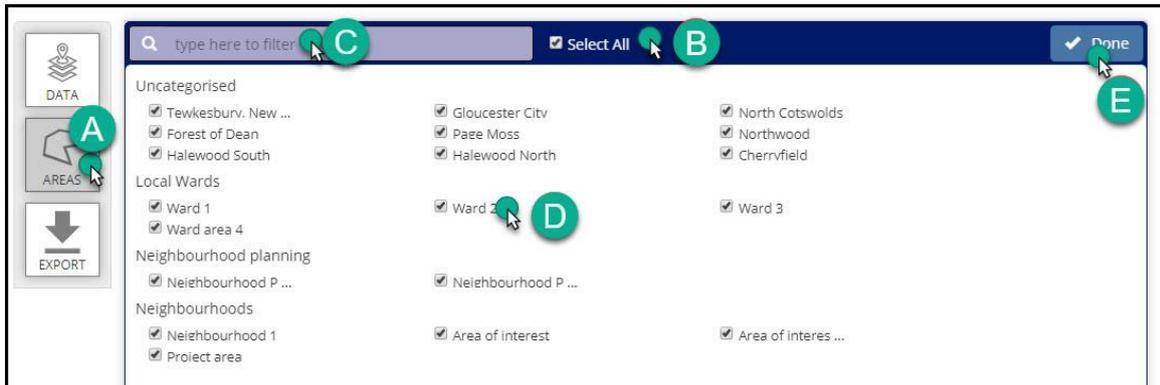


Figure 9: Customise the areas on the dashboard

Understand what the data values on the dashboard represent

- Click on the name of a dataset to see the metadata for that indicator (see A in figure 10 below). Metadata is contextual information about the indicators such as: the methodology behind the data, time period the data relates to, update frequency and source.
- Hover over a data value on the dashboard (see B in figure 10) to see a popup that explains what that value represents.
- The national comparator is always shown along the top (see C in figure 10)
- In contrast to the map view, the dashboard uses 3 colours and they are value driven rather than area driven. Therefore, values are split into 3 groups with equal ranges, based on the minimum and maximum values across all the areas being shown (more information on how data is coloured can be found [here](#)).

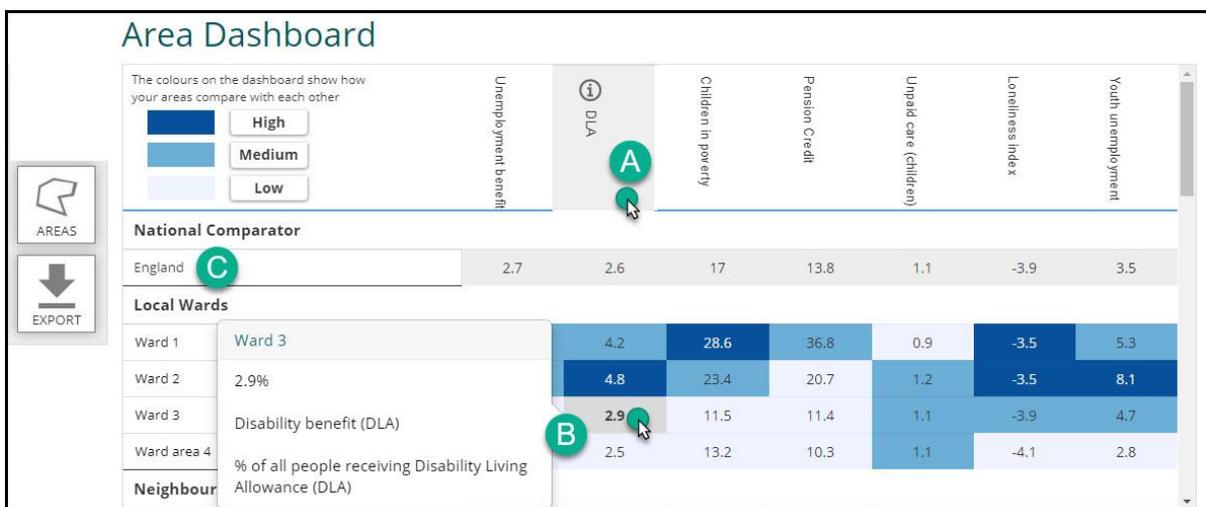


Figure 10: Understand what the data values on the dashboard represent

Export the data

Click the *Export* button (see A in figure 11) to export the data in the dashboard into Excel.

Once in Excel you can create your own visualisations and do your own further analysis.

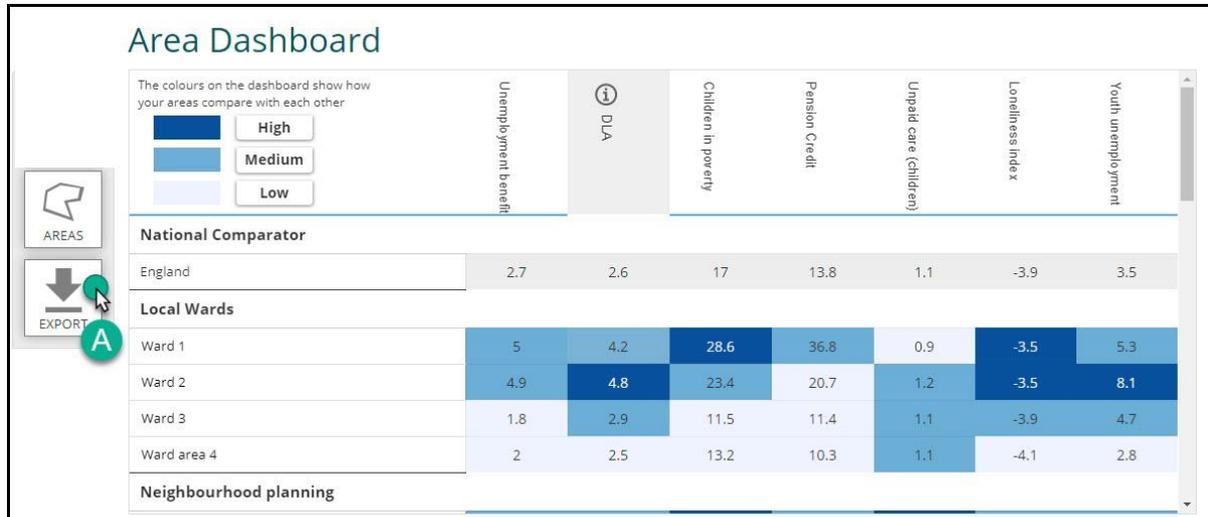


Figure 11: export the dashboard

1.10 Support / Contact

Want an area or indicator that you can't currently see?

Speak to any of the Wirral Public Health Intelligence team or email Rob Minshall on:

robertminshall@wirral.gov.uk

- We can create any bespoke area you need, such as estates that don't fit neatly to wards – you will then be able to view a 52 page report, maps etc... just for that estate or area.
- We will also soon be able to upload Wirral data to Local Insight. So data from a commissioned service for example, could be uploaded if you would find it useful.
- For data to be uploaded, it must be available at LSOA or postcode level and cannot be sensitive data, as OCSI is a webbased package, available to the public.