Local Insight – Features and Navigation

Maps

[Local Insight](#) uses a standard Google map and can be navigated by dragging the map page with the mouse, or swiping across the map if using a touch screen device. Zoom in and out of the map by scrolling with the mouse, or double clicking on an area. On a touch screen device, hold and swipe to zoom. The navigation bar at the bottom left of the map can be used to zoom and to switch between map and satellite views. For street view, drag the person icon to an area on the map and let go.

There are 6 tab options on the Local Insight map: *Navigate*, *Data*, *Services*, *Reports*, *Areas*, and *Settings*.

Navigate
The *navigate* tab allows users to explore the Local Insight map by entering a place name or postcode; the map view will shift, with the specified place or postcode at its centre.

Data
The *data* tab allows users to view and select from a list of themes and indicators. Themes are in capitals and bold; a list of indicators appears as a drop down when a theme is selected. When an indicator is selected, data for that indicator will show on the Local Insight map. Zooming changes the level at which data is mapped: LSOA (Lower Super Output Area), MSOA (Middle Super Output Area), or Local Authority.

An *info* tab will appear on the top right of the map when an indicator is chosen. Selecting the *info* tab will display a colour key for the indicator, and two tabs that provide more detail:
- *About your indicator* – this tab provides a description of the indicator, the date the data was published, when it will be next updated, and the source of the data.
- *Data for your areas* – this tab provides a list of "comparison figures" of the data related to the selected indicator for areas listed. The dataset can be downloaded as an Excel file. From the "comparison figures" view it is possible to select an area by clicking on the name of that area; the area will be outlined in black on the Local Insight map.

Reports
- The *reports* tab allows users to see reports for each custom area. A list of available reports can be seen by selecting the *view all reports available* tab. Reports can be downloaded as a Word document.

Services
- The *Services* tab shows the location of various community facilities and services. Checking or unchecking the box next to each type determines which services are displayed on the map. Each service type is represented by a different colour icon. When there are several services in a small area, a number will appear on the icon indicating how many are located in that area; when an icon does not show a number it represents one service. If a custom area has been selected, only service types located in that custom area will be mapped.

Note: Where data for the custom area has not been published, it is generated in Local Insight using 'best fit' estimation techniques. Consequently, some Local Insight data should be regarded as indicative only, particularly in the case of small areas which cut across the geographic units on which the data is published.

Areas

- The *Areas* tab allows users to select a custom area (Bedford Borough, Wards, LSOAs, Bedford Town and Kempston Town) and view it on the Local Insight map. Select one of the areas listed and the corresponding area will be outlined in black on the Local Insight map. Alternatively, use the filtering box to type in the name of a custom area and then select that area to view on the map. Only one custom area can be viewed at a time. Next to each custom area is an information icon. Click on this icon to open a popup detailing information about that custom area. Information includes: a list of services within the area, a description of the area, a definition of how the area was created, when the area was created, who the area was created by, and which Output Areas are contained within the area.

Settings

- The *settings* tab provides options for how data is mapped. Selecting *change data mapped* allows the choice of whether the map shows "all areas" or "hotspot areas only". The "hotspot areas only" option maps data for areas which are in the top 20% of the selected indicator, rather than mapping data for all areas.

Dashboard

The dashboard page shows how areas compare with each other on 12 indicators, with data presented as a matrix. To view the dashboard page, use the tab at the top right. Use the *select areas* tab to select which areas to compare on the matrix table. Use the select all button to either select or deselect all areas and the search bar to find the areas you want. To understand what the data values on the dashboard represent, click on the name of a dataset to see the metadata for that indicator. Use the *export* tab to download the dataset as an Excel file.

Local Insight – Example

The following example shows how to map and obtain data for households receiving Housing Benefit.

1. On the Local Insight map click on the *Data* tab on the left side of the screen for a list of themes and indicators to appear.
2. Navigate the list of themes by scrolling up and down. Scroll down and click on the theme "INCOME AND BENEFITS"*, a* drop down list of indicators will appear.
3. Click on the indicator "Housing Benefit". Data for this indicator will show on the Local Insight map. Note that data is mapped at MSOA level by default, zoom in and out to view data mapped at LSOA and District level.
4. The title of the indicator and an *info* tab will appear on the top right of the screen. Click on the *info* tab to expand and view the explanation of the indicator and a colour key.
5. Select the *About the indicator* tab to view further information. Click the *x* symbol to return to the *info* tab.
6. From the *info* tab, now select the *Data for your areas* tab. Navigate the list of comparison figures by scrolling up and down to view data for custom areas.
7. Scroll to the top of the *Data for your areas* tab and click on *Download this dataset in CSV format* to download an Excel file for this indicator.
8. Scroll through the list of areas and click on an area name. That area will be outlined in black on the Local Insight map.
9. To view other data, return to the *Data* tab and select another theme and indicator.