



## Make better informed decisions to improve your services & communities

*Like many local authorities, Brighton & Hove City Council need to support strategic planning and service delivery with up-to-date information and analysis of their communities. The challenge was presenting these datasets in an easy to use way, that was accessible to users right across the partnership, from research teams and service managers, to commissioners and senior managers. With Local Insight, Brighton and Hove users are able to map the location of their services, overlaid with more than 100 social and economic indicators. Local Insight also allows users to define their own neighbourhoods by drawing on a map, and create profile reports for these areas in minutes.*

### **Becoming a self-sufficient and sustainable city**

Brighton & Hove City Council provides 800 services to the city's 273,400 residents, 12,650 businesses and 8.5 million annual visitors. The varied and changing needs of a growing, ageing and diversifying population, as well as the scale of reductions in public spending means the council and the city need to become increasingly self-sufficient and sustainable. Simon Newell (Brighton and Hove Connected) commented "we knew we needed something to support local research teams and commissioners. People were finding it really difficult trying to get the answers to what were quite straightforward questions."

### **The search for simplicity**

When it came to finding a community mapping tool, the council and the citywide partnership were looking for a simple system that presented key datasets, in an easy to use way. They wanted one shared information systems in place across organisations that everybody could use and was a freestanding tool that required little upkeep from them.

### **Understanding communities with Local Insight**

Brighton & Hove City Council now use Local Insight. The lightweight web-based community mapping and reporting tool allows Brighton and Hove to map the locations of their services around the city. This information can then be mapped on top of over 100 social and economic indicators, as well as custom datasets they are able to load into the system themselves. The Council and citywide partnership use Local Insight to create neighbourhood profiles for each of the city's wards and other areas of strategic interest by drawing areas on to a map. Now, at a click of a button they have customisable profile reports for these areas on their desktops. Kate



#### **CHALLENGE**

The need for a shared intelligence system that is:

- Simple to use
- Accessible to users across the partnership
- Cost effective
- Easy to maintain

#### **SOLUTION – LOCAL INSIGHT**

- Lightweight web-based community mapping tool
- Map your services
- Define your own areas and neighbourhoods
- Social and economic indicators, mapped and reported for your area.
- No training required
- Very little IT overheads – you can be up and running in minutes.
- The tool and data are externally maintained by OCSI.
- Dedicated support staff on hand to help

#### **BENEFITS**

- From commissioners to community development workers, there are organisation wide applications for Local Insight.
- Able to undertake a more targeted approach to service delivery.
- Strengthen business case when formulating bids and submissions to government.
- Save time and money by quickly creating customisable area profiles.

#### **Register for a free demo**

We would love to show you how Local Insight could benefit you. Sign up for your free demo on [local.communityinsight.org](http://local.communityinsight.org) or drop us a line on [localinsight@ocsi.co.uk](mailto:localinsight@ocsi.co.uk)



Gilchrist (Head of Public Health Intelligence) notes that having all these important datasets in one place, and to be able to pull out specific information for various needs assessments, reports and presentations is saving council staff a bundle of time.

## Save time and money across the whole organisation

Simon notes, "We save an awful lot of time and money with Local Insight and we are able to put forward a stronger business case relatively quickly" From formulating government bids to completing needs assessments, Local Insight has a place throughout the whole organisation from commissioners to community development workers. Kate mentions "community development workers are really excited about the system, it's a tool they can use to support their knowledge of the areas they are working with." Brighton and Hove City Council are also using Local Insight to help them with issues around GP practice provision and travel planning.

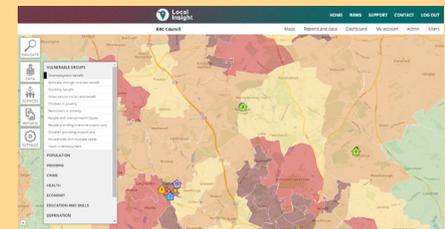
## A tool that looks after itself

When it comes to the upkeep of the tool, it is of vital importance that the system runs itself. Simon explains; "as it is a web-based tool, Local Insight slots into existing IT systems and the tool and data are maintained externally by OCSI. The tool itself is jargon free and easy to use, making it accessible to everybody – not just statisticians." Kate elaborates, "it's such a simple tool to use, you don't need a great deal of training and the sessions OCSI have put on have been really helpful. People have found it really easy to use and the feedback has been great."

## Making a difference

In just a short time frame, Local Insight is already making a difference to Brighton and Hove City Council and Brighton and Hove Connect. Council staff can be up and running with Local Insight in minutes. Creating neighbourhoods, requesting reports and uploading their own data into the system is fast and easy. With so much control and flexibility over how to use the tool, Local Insight saves time and money for users right across the council and partnership. They know the data will always be accurate and up to date – leaving them to focus on using this information to target resources effectively and better understand the communities that they work with.

Local Insight is based on the successful mapping and reporting tool Community Insight, a joint venture from OCSI and HACT, aimed at the social housing sector. OCSI have tailored Local Insight to meet the specific needs of local authorities and community organisations, having worked with open data and the public sector for over 10 years.



Your services mapped on top of over 100 social and economic indicators



Customisable profile reports for your neighbourhoods at a click of a button

## About OCSI [www.ocsi.co.uk](http://www.ocsi.co.uk)

OCSI develop and interpret the evidence base to help the public sector and other organisations deliver better services. We are committed to improving social and economic outcomes by providing high quality rigorous research and analysis that meets the needs of our users. OCSI have worked with more than 100 public and voluntary sector agencies at local, regional and national level.