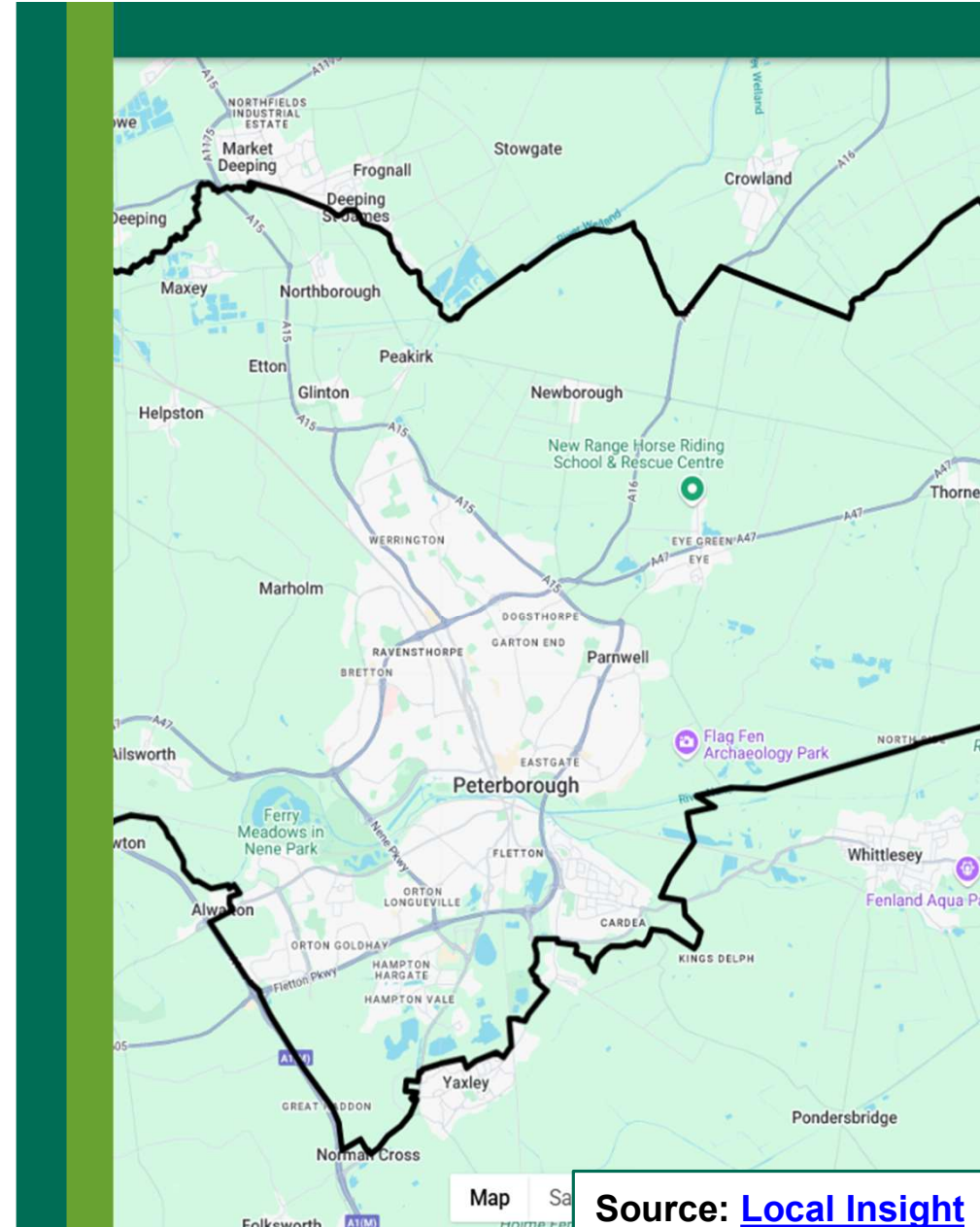


# User Guide- Local Insight

Public Health Intelligence,  
Peterborough City Council.

[www.peterborough.gov.uk](http://www.peterborough.gov.uk)



Map Sa  
Source: [Local Insight](#)

# What is Local Insight?

*“Make better informed decisions to improve your services and communities”-*

*OCSI Team, Local Insight*

## **3 Key functionalities:**

- 1. Map (You can create thematic maps with diverging colours to show differences in different geographies & you can add services). (See slides 5-14). To note- maps are based on national quintiles.**
- 2. Reports (You can choose a geography & run a summary report for specified indicators). (See slides 15-16).**
- 3. Dashboard (Allows you to compare, at a glance, on 1-page, comparisons across geographies for selected indicators). (See slides 17-19).**

# Website link: [peterborough.localinsight.org](http://peterborough.localinsight.org)

This page will open when you enter the web address above:

**Peterborough City Council**

**Navigation**

- Navigate
- Data
- Services
- Reports
- Custom Areas
- Settings
- Share
- Clear Map

**Peterborough map boundary**

**Clickable button to a summary report for Peterborough compared with regional & national data**

**REPORT**

**You can click and drag anywhere in the map space to move the map.**

**Zoom**

**Drag penman onto map to open Street view**

**Full screen view**

**Source: [Local Insight](http://Local Insight)**

Map Satellite

News  
Help Centre  
Accessibility Statement  
Sign In

Public Reports  
About Us  
Contact us  
Cambridgeshire & Peterborough Insight

Dashboard

Maps

# Navigation pane

Maps (current window showing)

Dashboard (Info. covered on next slide)

Public Reports (Another way of accessing reports- All displayed here are publicly accessible reports- to note- if you have an account, you may have more reports available)

The screenshot shows the Peterborough City Council website navigation pane. At the top, there is a hamburger menu icon circled in green. Below it, the navigation items are: Maps, Dashboard, Public Reports, About Us, Contact us, Cambridgeshire & Peterborough Insight, News, Help Centre, Accessibility Statement, and Sign In. The Help Centre item is highlighted in purple. Green arrows point from callout boxes to each of these items.

Source: [Local Insight](#)



About us (Includes plans for the tool)

Contact us (Includes our team email- please reach out with any queries/feedback titling the email subject 'Local Insight' so we can pick it up.)

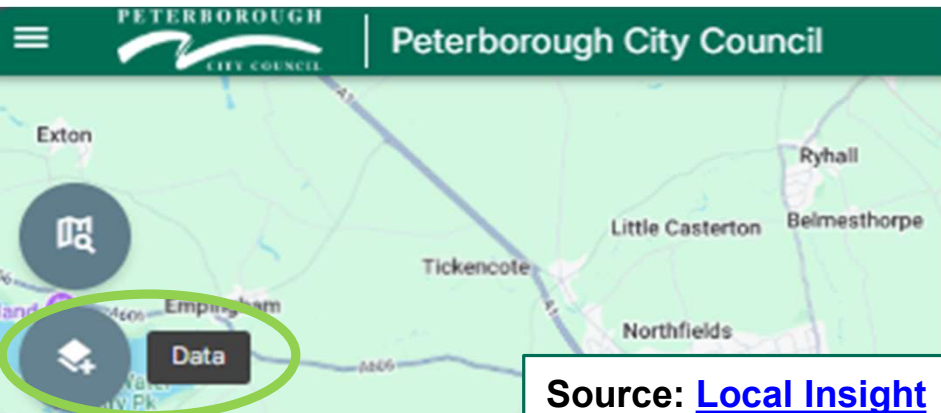
Cambridgeshire & Peterborough Insight (Links to open data platform for more publicly available data for C&P).

Help Centre (Includes help articles)

Sign In (where would login if have account)

# Map

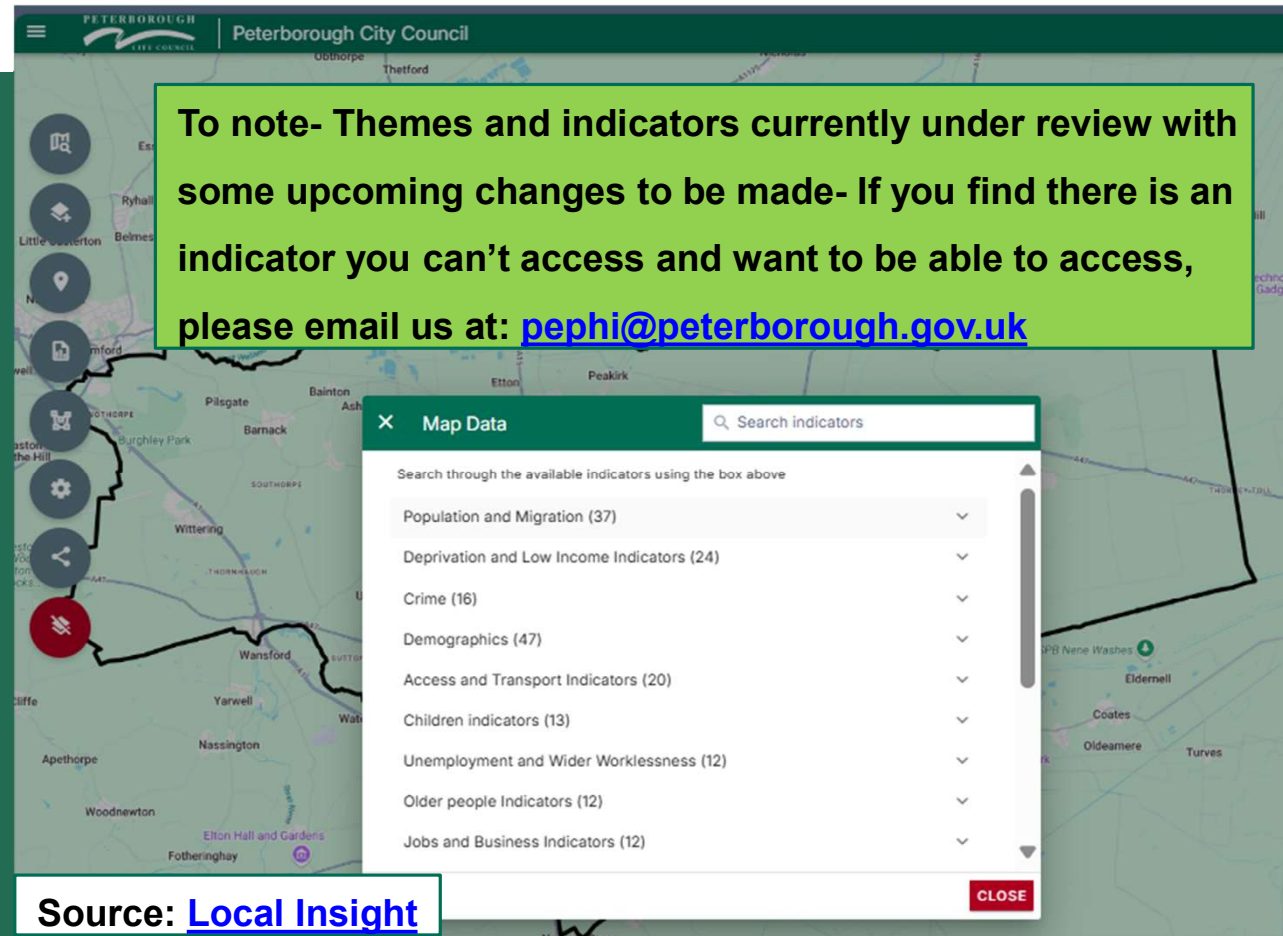
## Data: Themes & Indicators



Source: [Local Insight](#)

Click on 'Data' and then you will see a list of 'themes' pop up.

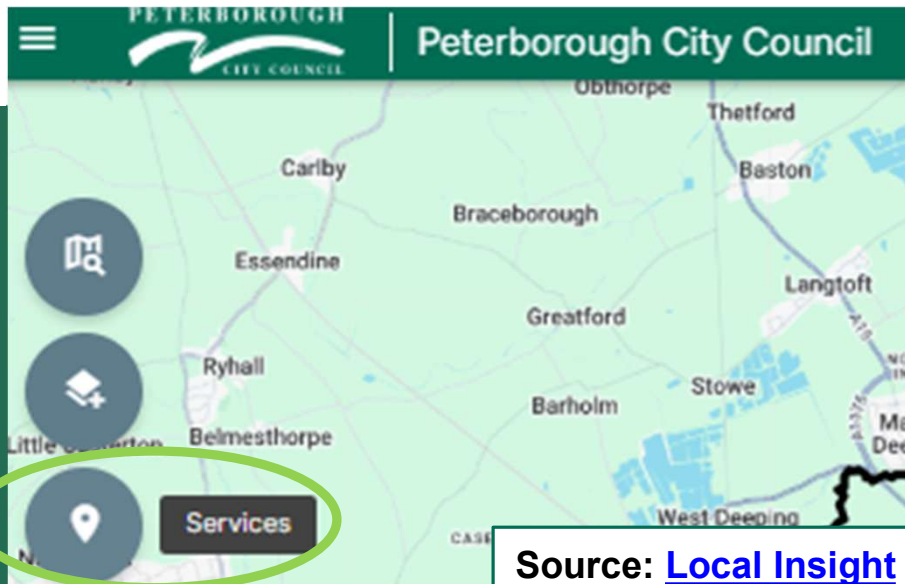
If you then click on one of the themes you will see indicators appear below that can be selected, e.g., By clicking on the drop-down arrow for 'Deprivation and Low-Income Indicators' you could select 'Index of Multiple Deprivation 2019 (IMD) Rank.'



To note- Themes and indicators currently under review with some upcoming changes to be made- If you find there is an indicator you can't access and want to be able to access, please email us at: [pephi@peterborough.gov.uk](mailto:pephi@peterborough.gov.uk)

Source: [Local Insight](#)

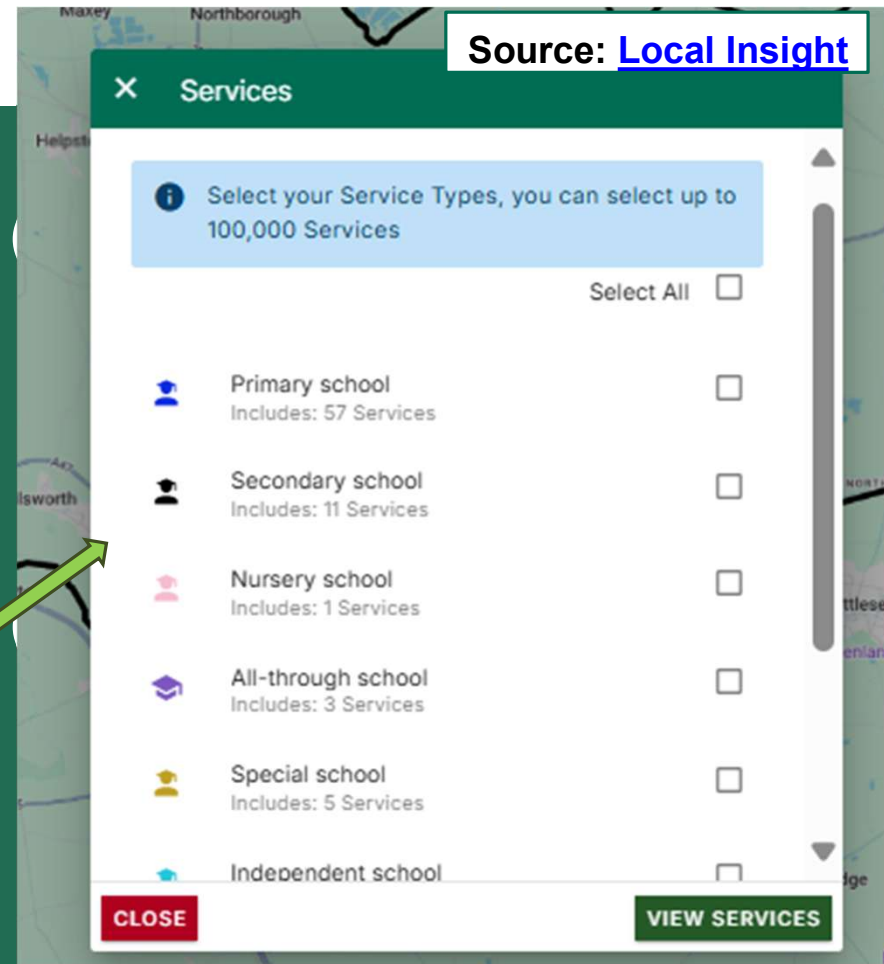
# Map Services



Source: [Local Insight](#)

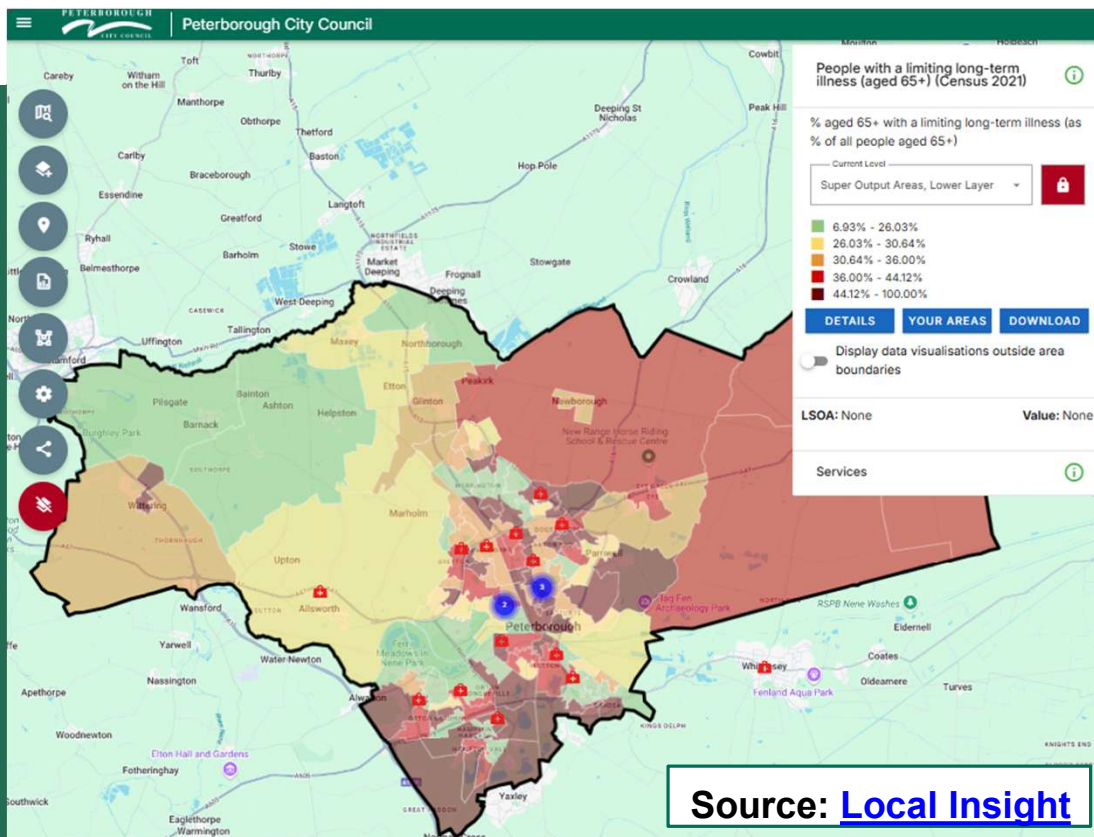
Click on 'Services' and then you will see a list of 'services' pop up.

You can tick the box next to 'Select All' if want all services to appear on the map or tick specific boxes to show specific services.



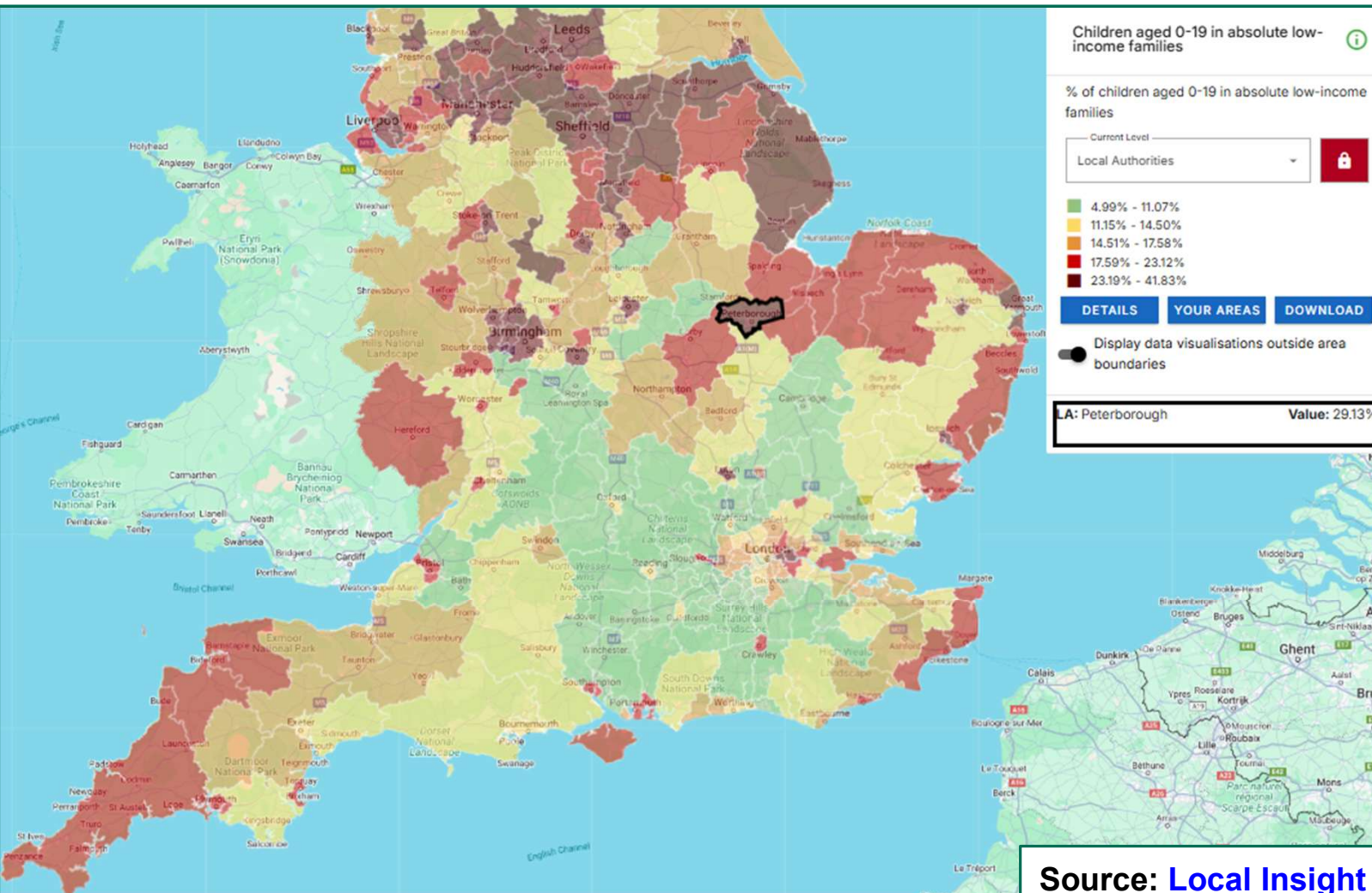
Source: [Local Insight](#)

# Map Services



Example map with data 'People with a limiting long-term illness (aged 65+) (Census 2021) by Lower Super Output Area with GP services overlaid.

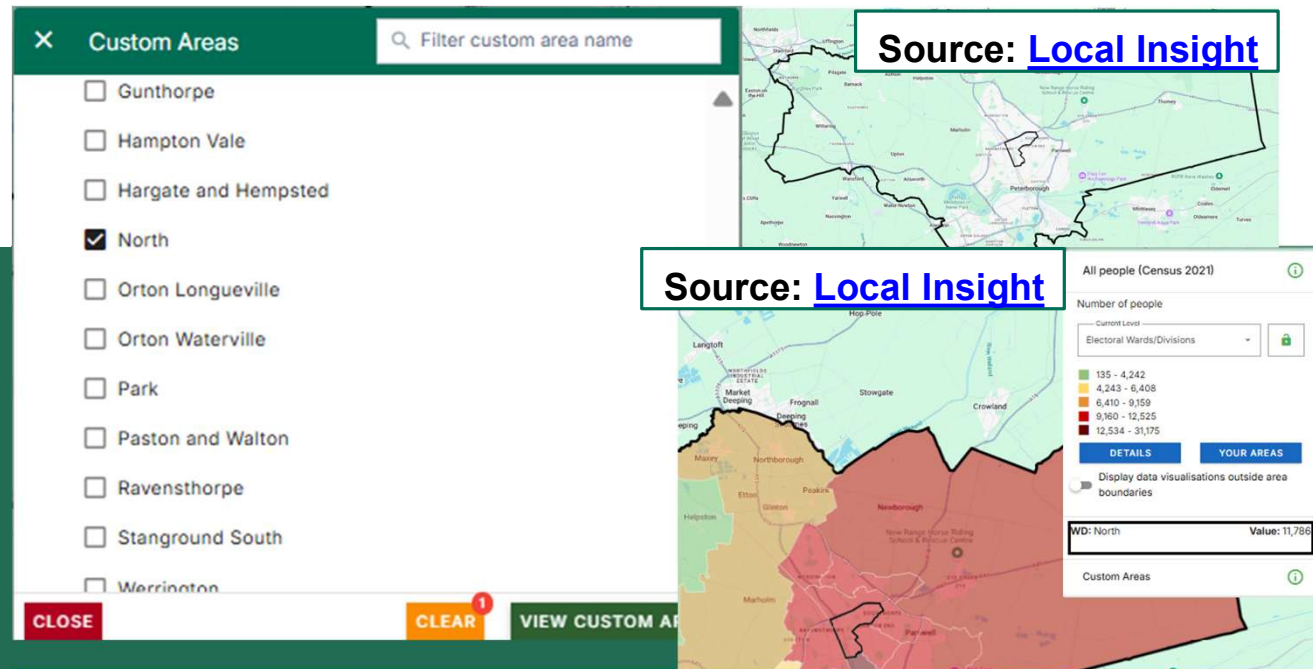
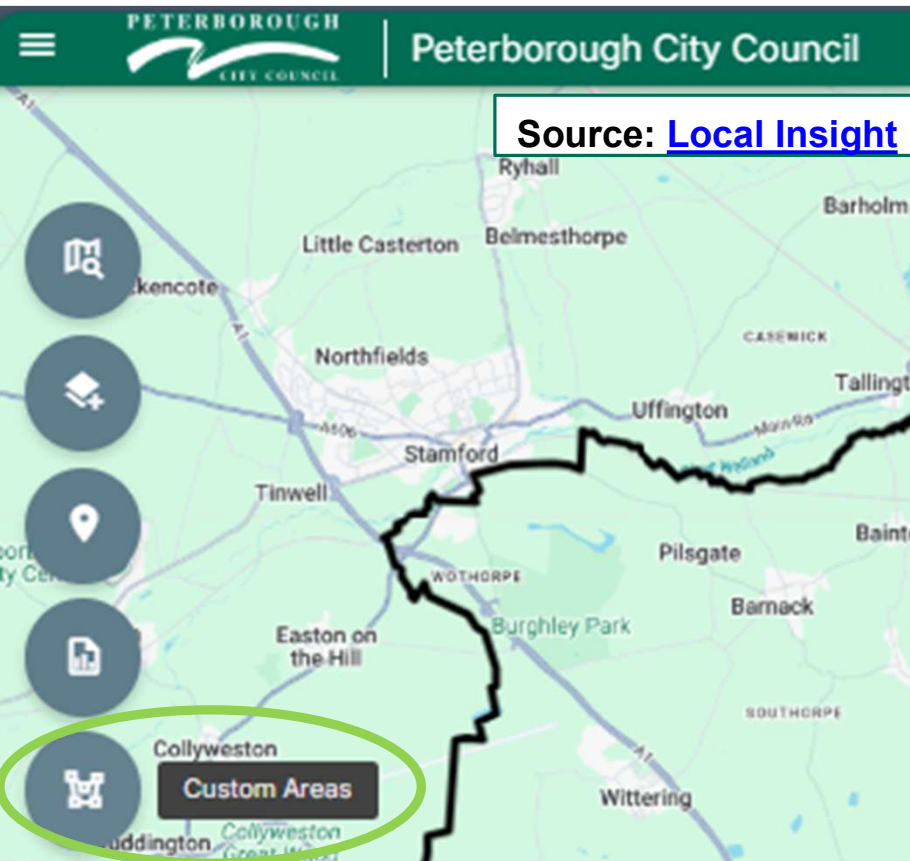
# Map- National comparison



Example map with data ‘% of children aged 0-19 in absolute low-income families by Local Authority Area.

Can see to the left of Peterborough (filled dark red showing one of the highest %) with black border), ‘Rutland Local Authority’ and ‘Harborough Local Authority’ in comparison have a low % of children aged 0-19 in absolute low-income families.

# Map: Custom Areas



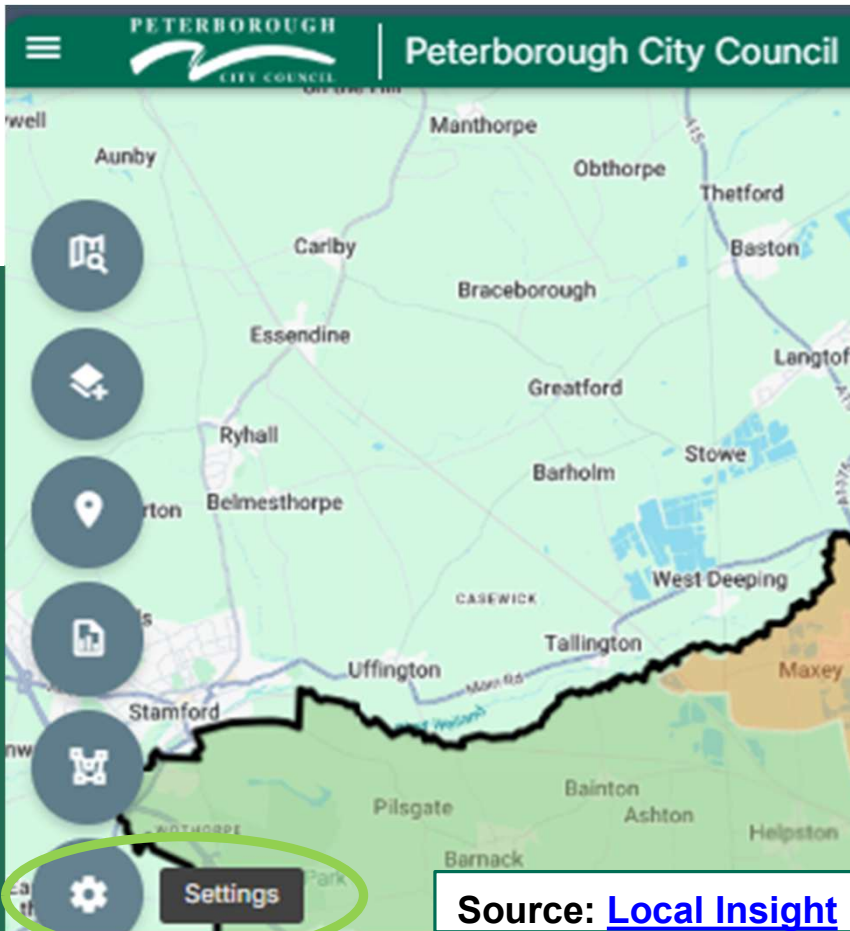
Specific custom areas can be checked so that they appear on the map, e.g., if interested in a specific ward can select 'North' ward.

When you then add data to the map, you can then see that ward custom area selected highlighted.

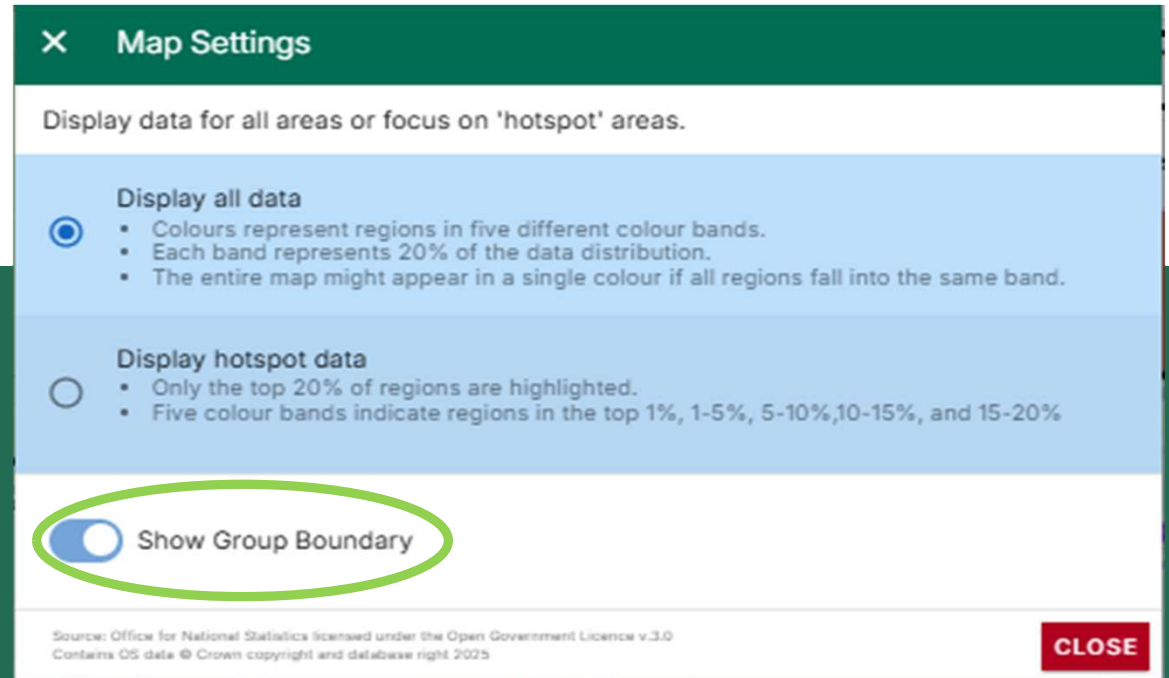
If there is a custom area you can't see but, would like, please email us at: [Pephi@peterborough.gov.uk](mailto:Pephi@peterborough.gov.uk) as we can build custom reports.

'Custom Areas' is available from here

# Map: Settings



'Settings' can be accessed from here.

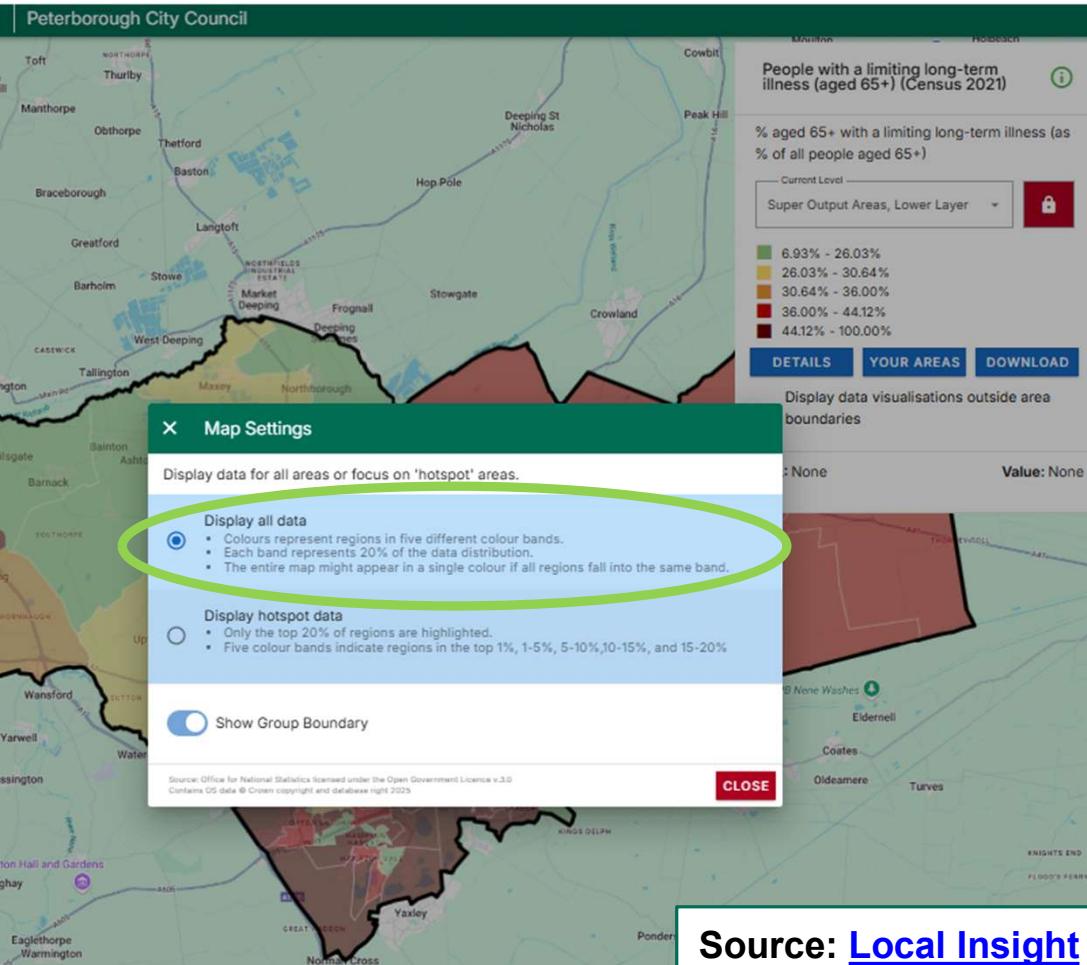


This will open a 'Map Settings' menu.

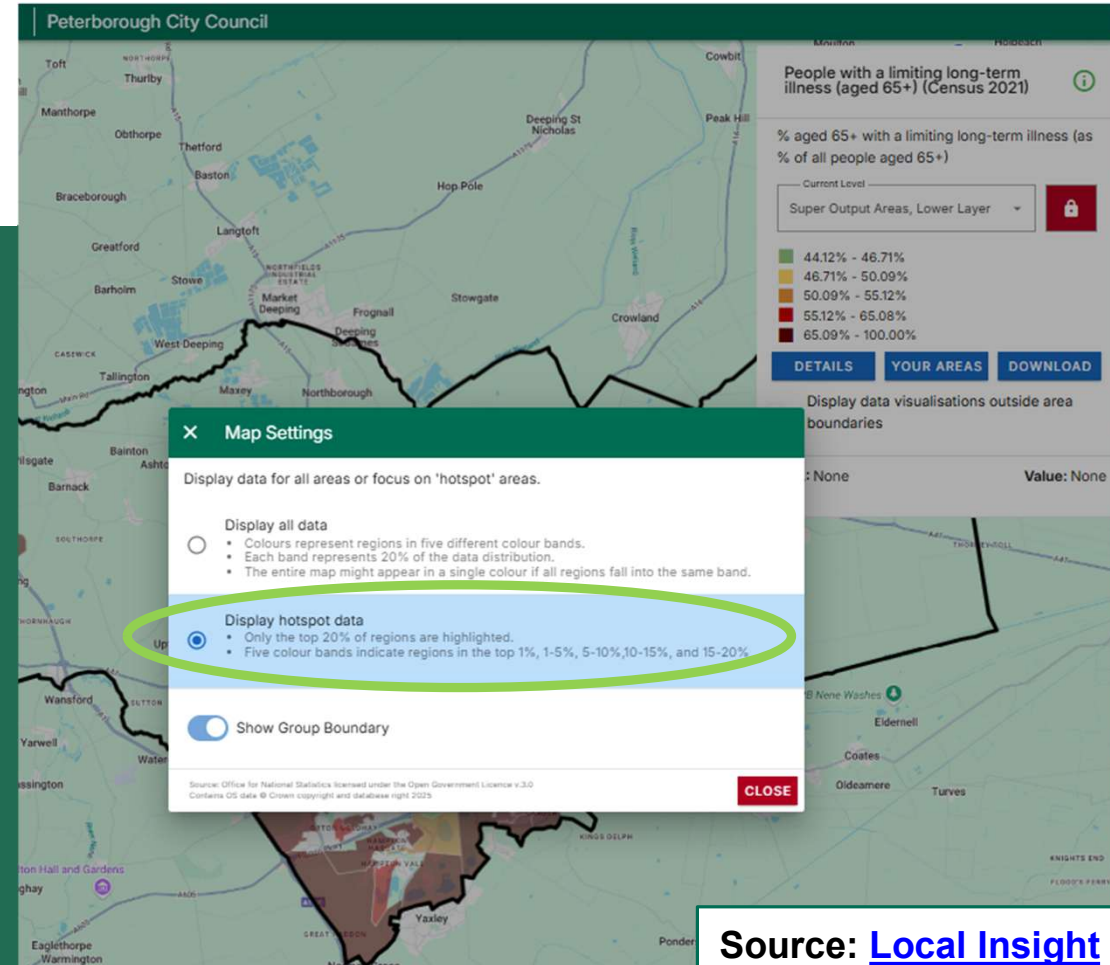
It allow you to choose how data is displayed on the map including whether want to see all data (the default selected option) or whether you want to 'Display hotspot data' instead- this option will show only the top 20% of regions.

Also, shown by default, 'show group boundary' is turned on (this is the black border that shows Peterborough council's boundary).

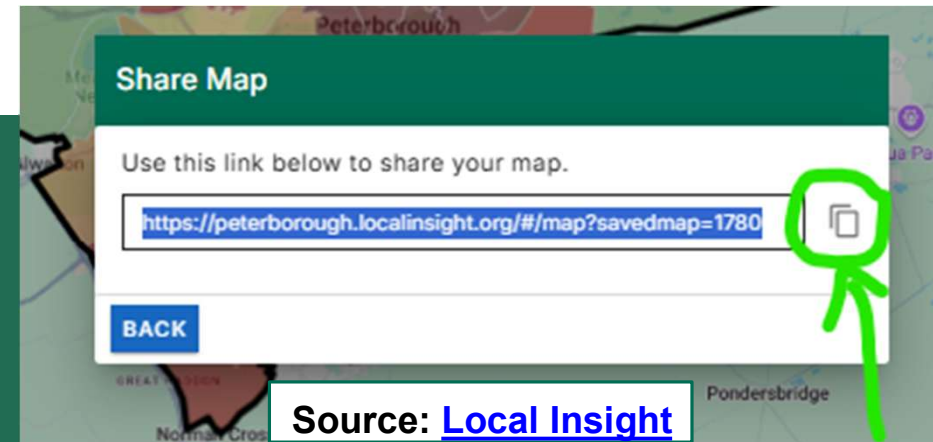
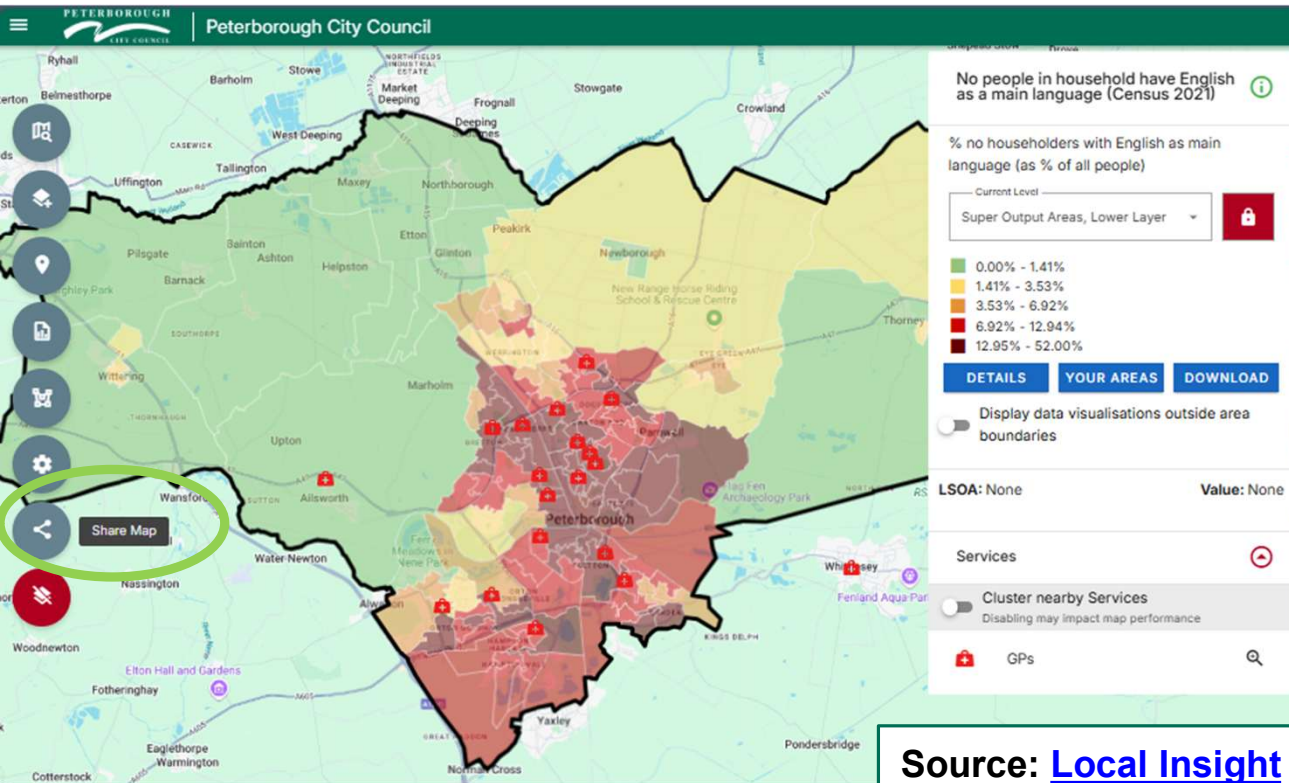
## Example of map displaying all data



## Example of map displaying hotspot data



# Map: Share Map Option 1



Then click the squares at the end of the URL link to copy it.

Once copied, you can share this URL link with a colleague, external organisation, etc.

When they then enter this URL, it should rebuild for them the map you've just created in their browser to view.

Once built-up map with data & services that want presented, Click 'Share Map'

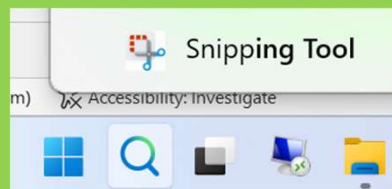
# Map: Share Map Option 2

You can use the screen clipping tool to take a screen clip of your map.

Once you're happy with how it looks, simply load the screen clipping tool

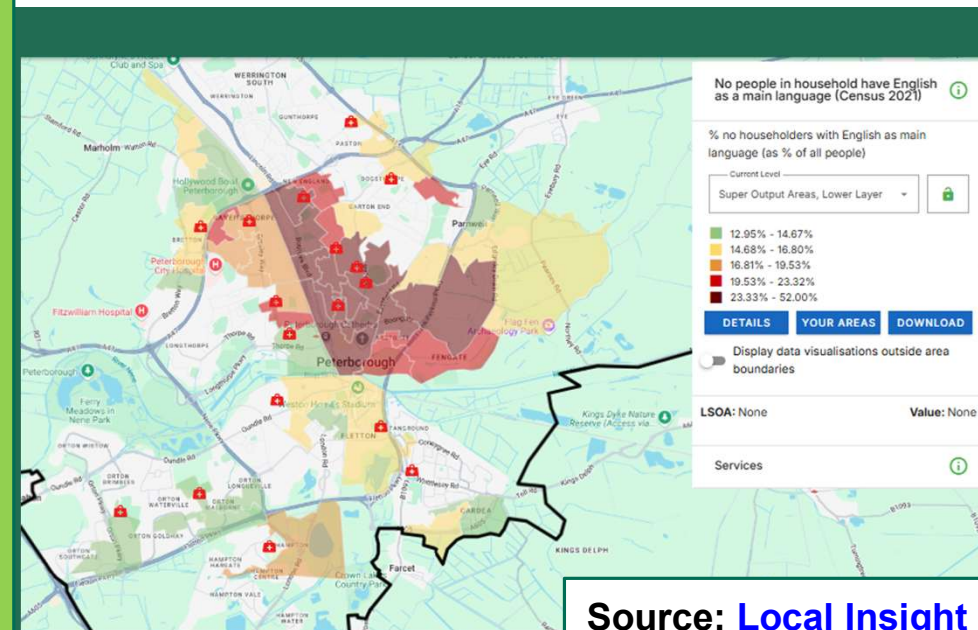
You can find this by using the magnifier on your task bar or alternatively use keyboard shortcut:

Windows Key + Shift + S



Then copy your screen clip into a report, etc. for use.

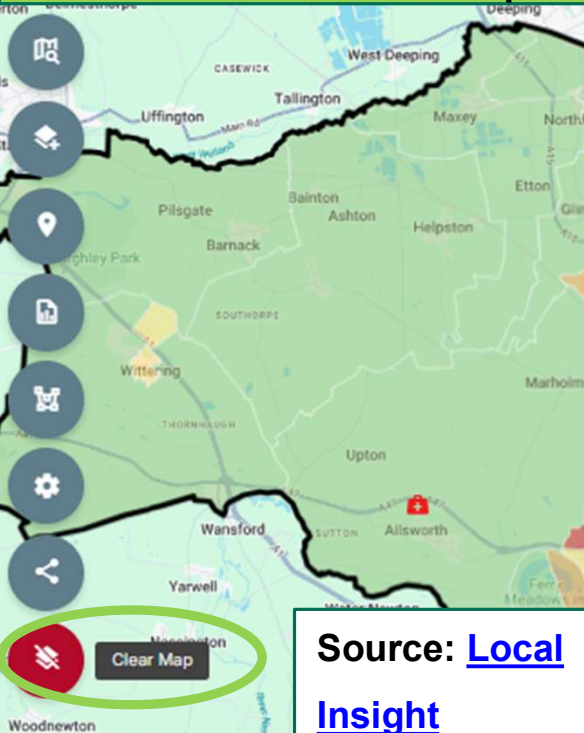
Just make sure to remember to reference 'Local Insight' with your image like in the visual shown on the right of this slide.



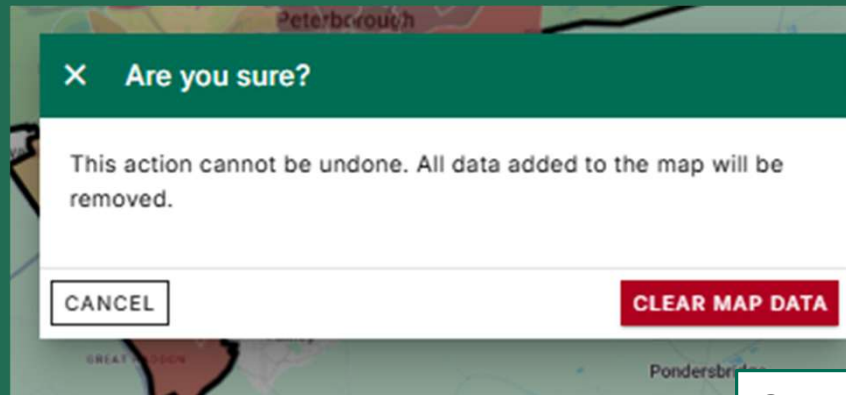
Source: [Local Insight](#)

# Map: Clear Map

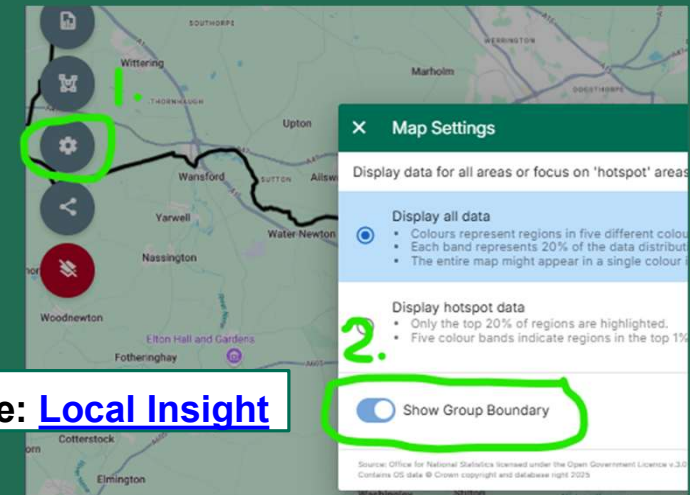
Clicking 'Clear map' will clear all data loaded onto the map.



Source: [Local Insight](#)



To note- it will also remove the map boundaries.



Source: [Local Insight](#)

To get the map boundaries back:  
1. Click settings  
2. Select 'Show Group Boundary'

# Reports

The first screenshot shows the Peterborough City Council website with a map and a 'Reports' button circled in green. The second screenshot shows a table of 'Public Site Reports' with columns for 'Report for', 'Comparator 1', 'Comparator 2', 'Report type', and 'Actions'. The 'Actions' column contains information and share icons. The third screenshot shows a 'Report Description' for Barnack, Peterborough & England, listing themes like Population, Unemployment, Housing, Crime, Health, Education, Employment, Communities and Environment, and Access and Transport. A 'Share Report' dialog is also shown with a URL and a 'BACK' button.

Report for	Comparator 1	Comparator 2	Report type	Actions
Peterborough LA				[i] [share]
Peterborough				[i] [share]
Peterborough Wards - 2024				[i] [share]
Barnack				[i] [share]
Bretton				[i] [share]
Central				[i] [share]
Dogsthorpe				[i] [share]
East				[i] [share]
Eye, Thorney and Newborough				[i] [share]

**Report Description**

This is a Summary report for Barnack, Peterborough & England

This Summary Report contains the following themes:

- Population
- Unemployment
- Housing
- Crime
- Health
- Education
- Employment
- Communities and Environment
- Access and Transport

**Share Report**

Use this link below to share your report.

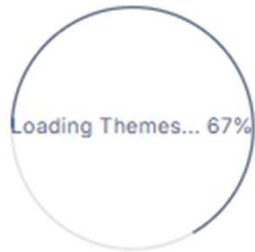
Report Link: <https://peterborough.localinsight.org/#/map?report=5878>

BACK

Source: [Local Insight](https://peterborough.localinsight.org/)

- Click on 'Reports' and then you will see available reports pop up. Available geographies for reports include Peterborough Local Authority and reports at ward level, e.g., Barnack; Bretton; Central, etc.
- Clicking on the 'i' icon next to a report will tell you the geography that will be displayed and what content it contains. You can then click 'load report' from here or just click on one of the rows, e.g., Peterborough to load that report.
- Clicking on the dots icon with joined lines will give you a URL link to be able to share the report. To copy that link, click on the squares icon as shown in the 3<sup>rd</sup> screen clip above.

# Reports Continued



If you want you can load this report in the background and continue using the site whilst you wait.

**LOAD IN BACKGROUND**

A screenshot of a web application interface for a report. The top navigation bar is dark green with a close button (X), the word "Report", and a "DOWNLOAD" button with a download icon. On the left, a vertical sidebar lists report categories: OUTLINE, Population, Unemployment, Housing, Crime, Health, Education, Employment, Communities and Environment, and Access and Transport. The main content area features the "LOCAL INSIGHT" logo, the "PETERBOROUGH CITY COUNCIL" logo, and the report title "Local Insight England Summary Report" for "Peterborough" by "Peterborough City Council", dated "15 May 2025". A map of Peterborough is shown on the right. A "Source: Local Insight" label is overlaid on the bottom right of the map area.

When the report is loading, your screen will look like this.

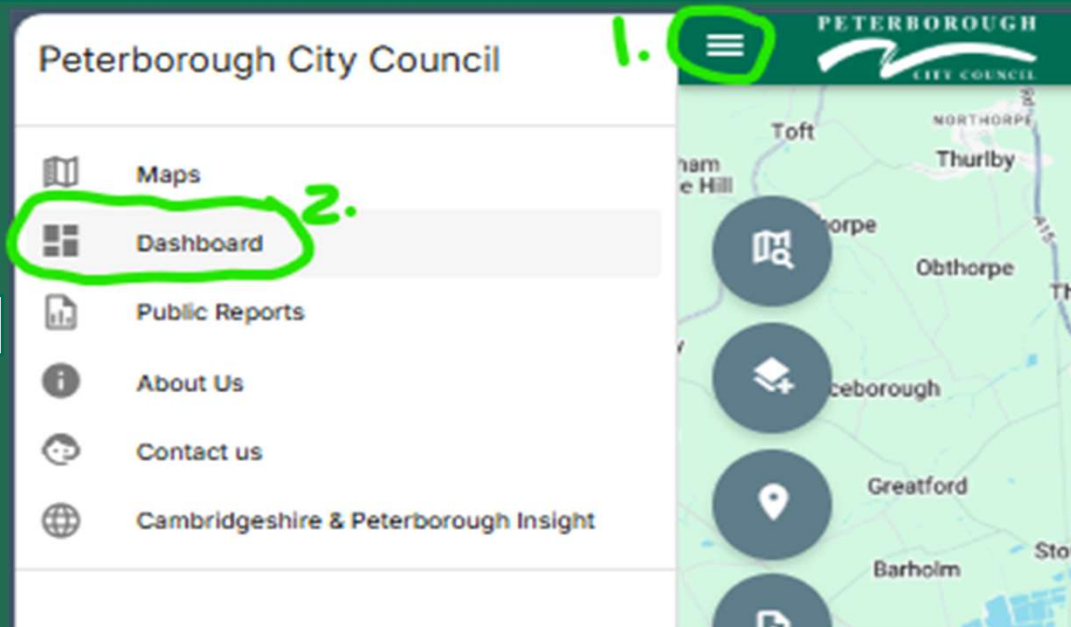
This is an example loaded report- the topics along the top left side can be clicked on as buttons to jump to different report sections- e.g., health. You can also download the report as a pdf using the download button in the top right.

If you would like a custom report about a particular theme for a specific geography, e.g., crime indicators in central ward, please email us at: [Pephi@peterborough.gov.uk](mailto:Pephi@peterborough.gov.uk) as we can build custom reports.

# Dashboard

To access 'Dashboard':

1. Click on the 3 lines at the top of the screen (this will bring up the navigation pane).
2. Click 'Dashboard'



Source: [Local Insight](#)

# Dashboard

Select Geography to look at from Custom Areas & then click 'View Custom Areas'

The screenshot shows the Peterborough City Council Dashboard. At the top, there is a navigation bar with the Peterborough City Council logo and name. Below this, the dashboard title "Dashboard" is followed by the tagline "Easily compare data across areas". Two buttons, "CHANGE DATA" and "CHANGE AREAS", are visible. A descriptive text below the buttons reads: "Using the highest and lowest figures for each indicator in your selected areas, three equal value bands are created and displayed on the das".

A modal window titled "Custom Areas" is open, featuring a search bar labeled "Filter custom area name". The modal contains a list of areas with checkboxes:

- Peterborough Wards - 2024
- Barnack
- Bretton
- Central
- Dogsthorpe
- East
- Eye, Thorney and Newborough
- Fletton and Stanground
- Fletton and Woodston
- Glinton and Castor

At the bottom of the modal, there are three buttons: "CLOSE", "CLEAR", and "VIEW CUSTOM AREAS". The "VIEW CUSTOM AREAS" button is circled in green.

Source: [Local Insight](#)

# Dashboard

This is the default dashboard indicators that will show:

Dashboard *Easily compare data across areas*

Source: [Local Insight](#)

CHANGE DATA

CHANGE AREAS

EXPORT

ACCESSIBILITY

Using the highest and lowest figures for each indicator in your selected areas, three equal value bands are created and displayed on the dashboard below

HIGH MEDIUM LOW

Area	DWP Benefit claimants (aged 16 - 64)	Unemployment benefit claimants (Jobseekers Allowance)	Index of Multiple Deprivation 2019 (IMD) Rank	People with no qualifications (Census 2021)	Total crime offences (12 month total)
Reference Date	Nov-2024	Apr-2025	2019	2021	Mar-2024 to Feb-2025
Update Frequency	Quarterly	Monthly	Irregular	Every 10 Years	Quarterly
<b>National Comparator</b>					
England	23.84%	4.26%	16,356	18.08%	91.1
<b>Peterborough Wards - 2024</b>					
East	÷ 41.64%	÷ 9.21%	÷ 6,351	÷ 28.41%	÷ 167.4

- To change the data showing, simply click on 'Change Data' and choose a theme that would like displayed.
- If can't find what looking for, please contact us at [pephi@peterborough.gov.uk](mailto:pephi@peterborough.gov.uk) to discuss creating a bespoke theme.

## Contact us

If you have any feedback or questions regarding Local Insight, please email Peterborough City Council's Public Health Intelligence team directly at the email below with the email subject titled 'Local Insight' so we can pick this up. 😊



N/A



[pephi@peterborough.gov.uk](mailto:pephi@peterborough.gov.uk)





# Acknowledgements

We would like to thank Wirral Met Borough Council Health Intelligence Team for kindly sending us their Local Insight guide which we were able to use as a 'base' to develop this guide suitable for Peterborough.

We'd also like to thank Performance & Intelligence team at PCC for reviewing Peterborough's completed 'How to' guide.





# Archive

# Another tool available on map- Navigate...



Click on 'Navigate' and then a search field will appear.

You can then type in the search bar that appears on the right any location in England.

