

# 'How-to use' Guide

## Using Local Insight

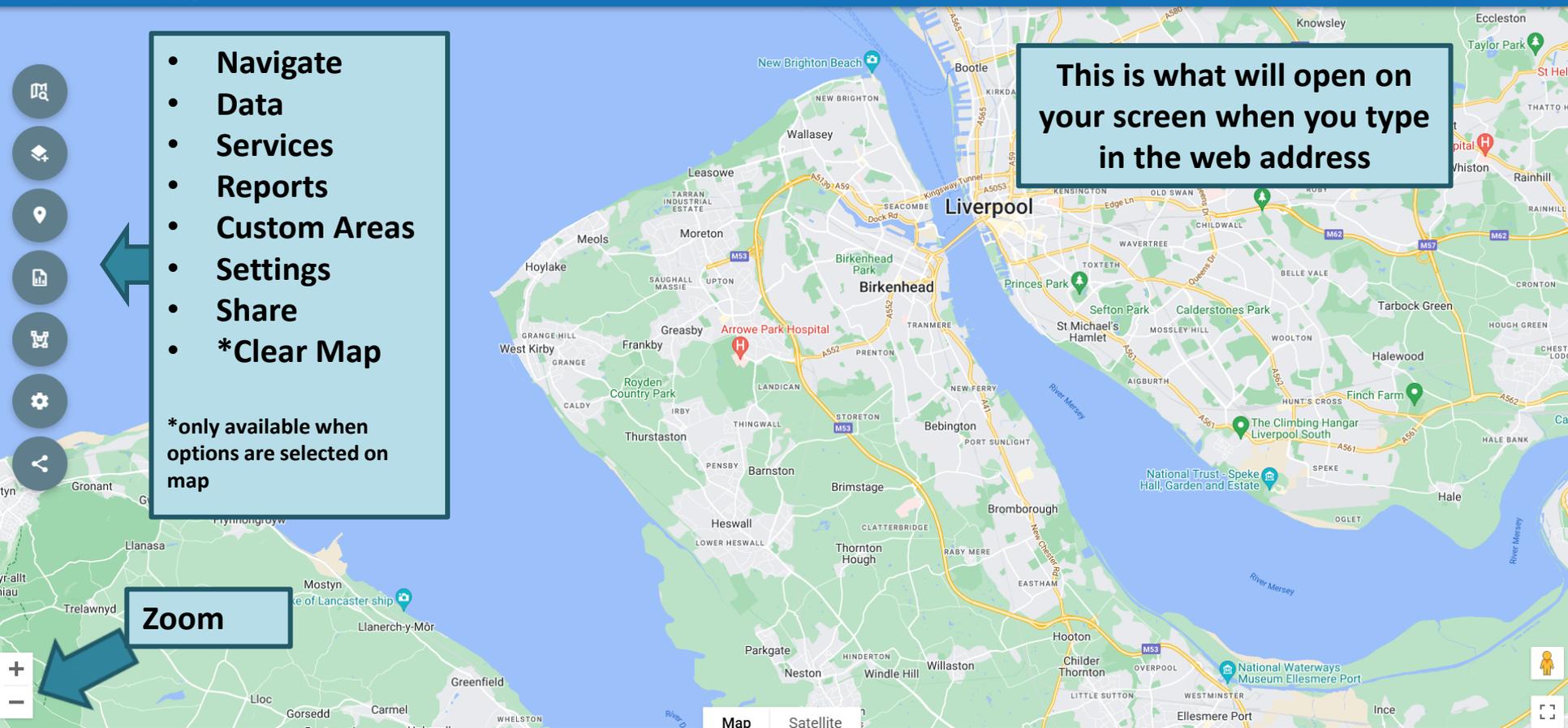
# URL: [wirral.localinsight.org](http://wirral.localinsight.org)

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

**\*only available when options are selected on map**

**This is what will open on your screen when you type in the web address**

**Zoom**



# Data: Themes & Indicators

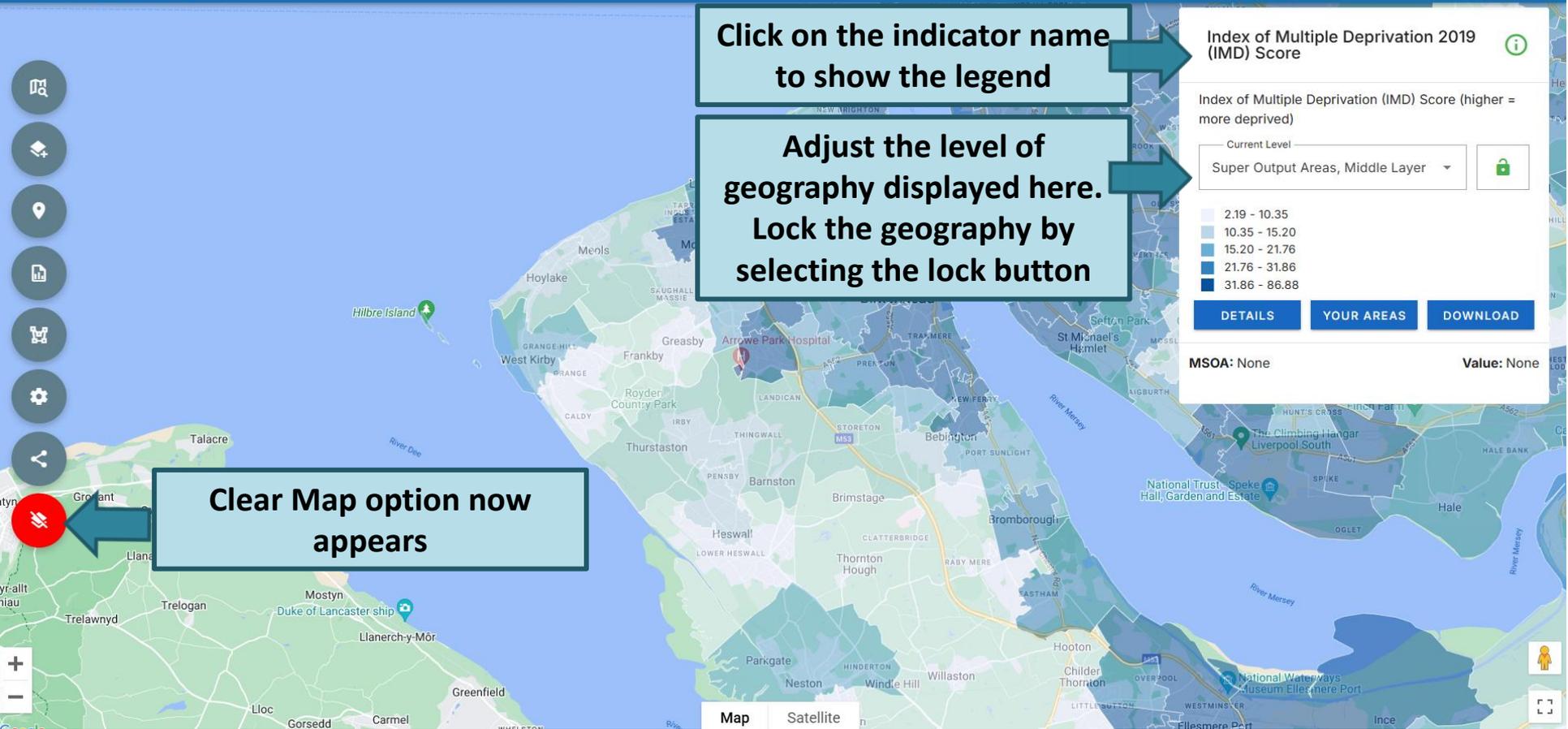
The screenshot shows the Wirral Met Borough Council data portal. A 'Map Data' dialog box is open, displaying a search bar and a list of themes with their corresponding indicator counts. The themes listed are:

- Population and Demographics: Age, Gender and Sexuality (78)
- Population and Demographics: Ethnicity, Religion and Language (45)
- Starting Well (44)
- Living Well (62)
- Ageing Well (19)
- Place and Environment: Crime (15)
- Place and Environment: Community (72)
- Place and Environment: Deprivation (45)
- Place and Environment: Housing and Climate (97)

A red 'CLOSE' button is visible at the bottom right of the dialog box. The background shows a map of Wirral with various locations and landmarks.

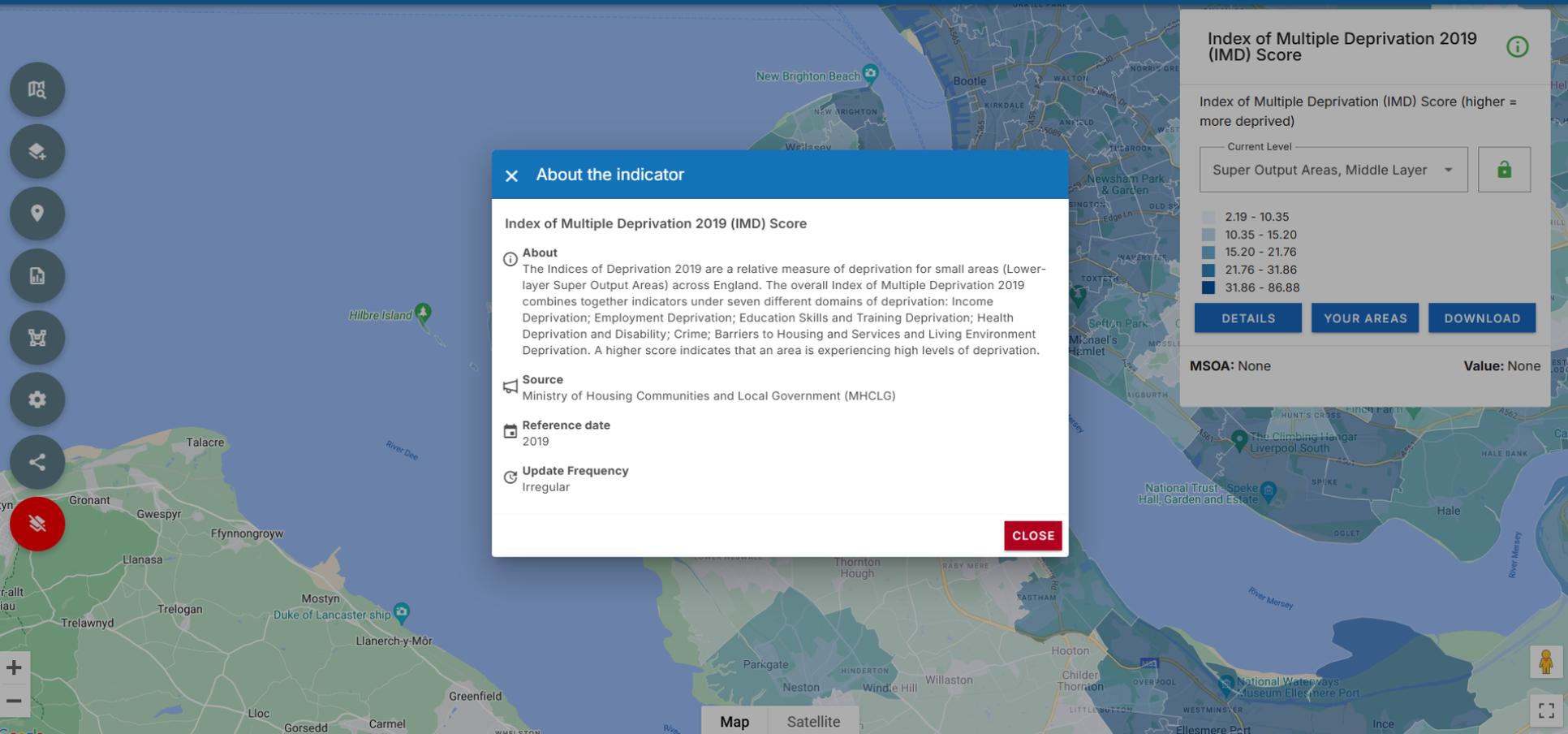
- Data indicators are arranged into themes
- Pick any theme and a list of corresponding indicators will appear, (e.g. select 'Place and Environment: Deprivation' and scroll down to select 'Index of Multiple Deprivation 2019 (IMD) Score')

# Data: Using the Legend



- Notice how the map of Wirral becomes shaded with your chosen indicator
- For the definition of the indicator, click 'Details'
- You can also download the data at your selected geography by clicking 'Download'

# Data: About the Indicator



- If you are ever unsure about what an indicator means, how old it is, or the source of the data, clicking the 'Details' button will return a pop-up box giving more information (e.g. IMD score was produced by MHCLG in 2019)

# Data: Your Areas

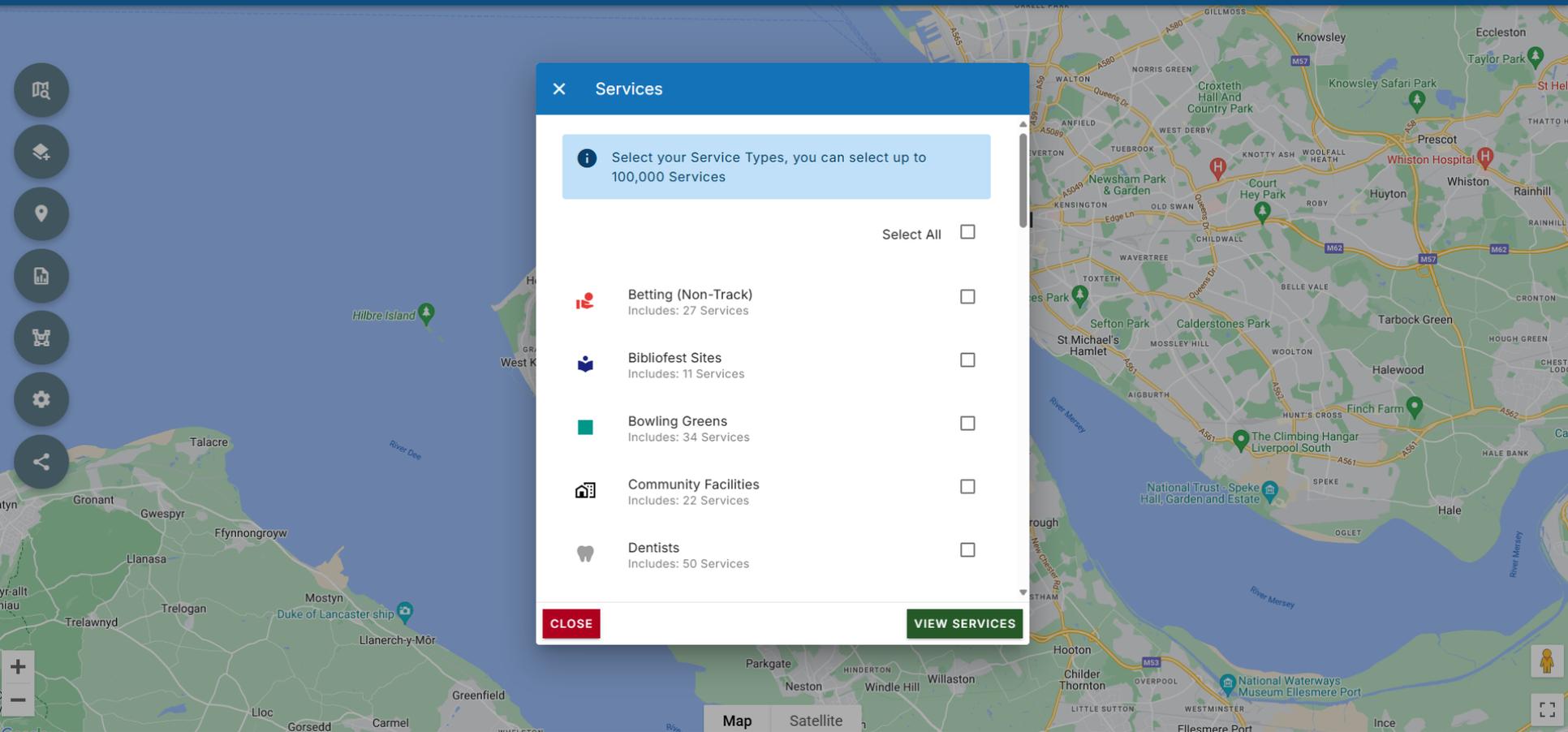
The screenshot displays the 'Index of Multiple Deprivation 2019 (IMD) Score' data table and a map overlay. The table lists scores for various geographical levels, and the map overlay shows a legend for the IMD score ranges and a 'Your Areas' button.

Index of Multiple Deprivation 2019 (IMD) Score	Value	(N)
<b>National</b>		
England	21.76	-
<b>A) England and North West</b>		
England	21.76	-
North West Region	28.09	-
<b>B) Sub-Regions</b>		
Cheshire and Merseyside	27.97	-
Liverpool City Region	34.94	-
<b>C) Local Authorities</b>		
Cheshire East Local Authority	14.48	-
Cheshire West and Chester Local Authority	18.08	-

Map Overlay: Index of Multiple Deprivation 2019 (IMD) Score. Legend: 2.19 - 10.35, 10.35 - 15.20, 15.20 - 21.76, 21.76 - 31.86, 31.86 - 86.88. Buttons: DETAILS, YOUR AREAS, DOWNLOAD. MSOA: None, Value: None.

- Clicking on 'Your Areas' shows the values of that particular indicator for all areas (e.g. Wards, Constituencies, Healthy High Street areas, etc.).
- Another option, if you want to download these figures is to click on the 'Download CSV' button

# Services



- You can show the location of services over any data indicator
- Click on the services and select the service you want to appear-on the map by ticking the respective box
- If you want services ONLY in a particular area to be shown, select 'Areas' first

# Reports: How to Find

**Reports**

Report for	Comparator 1	Comparator 2	Report type	Actions
<b>A) England and North West</b>				
England	North West	Wirral	Summary	<a href="#">i</a> <a href="#">share</a>
North West Region	Wirral	England	Summary	<a href="#">i</a> <a href="#">share</a>
<b>B) Sub-Regions</b>				
Liverpool City Region	Wirral	England	Summary	<a href="#">i</a> <a href="#">share</a>
<b>C) Local Authorities</b>				
Halton Local Authority	Wirral	England	Summary	<a href="#">i</a> <a href="#">share</a>
Knowsley Local Authority	Wirral	England	Summary	<a href="#">i</a> <a href="#">share</a>
Liverpool Local Authority	Wirral	England	Summary	<a href="#">i</a> <a href="#">share</a>
Sefton Local Authority	Wirral	England	Summary	<a href="#">i</a> <a href="#">share</a>
St Helens Local Authority	Wirral	England	Summary	<a href="#">i</a> <a href="#">share</a>
Wirral Local Authority	North West	England	Summary	<a href="#">i</a> <a href="#">share</a>
		Custom		

**CLOSE**

- **Summary reports are available for all areas (Wards, Constituencies, MSOAs) and are fully accessible**
- **If you want a custom report about a particular theme for a specific area (e.g. Income and Employment for Bebington Ward), please get in touch as we can create now bespoke reports**

# Reports: Summary

Report

DOWNLOAD

OUTLINE

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

**LOCAL INSIGHT**

**OCSI**

## Local Insight England Summary Report

### Wirral Local Authority

### Wirral Met Borough Council

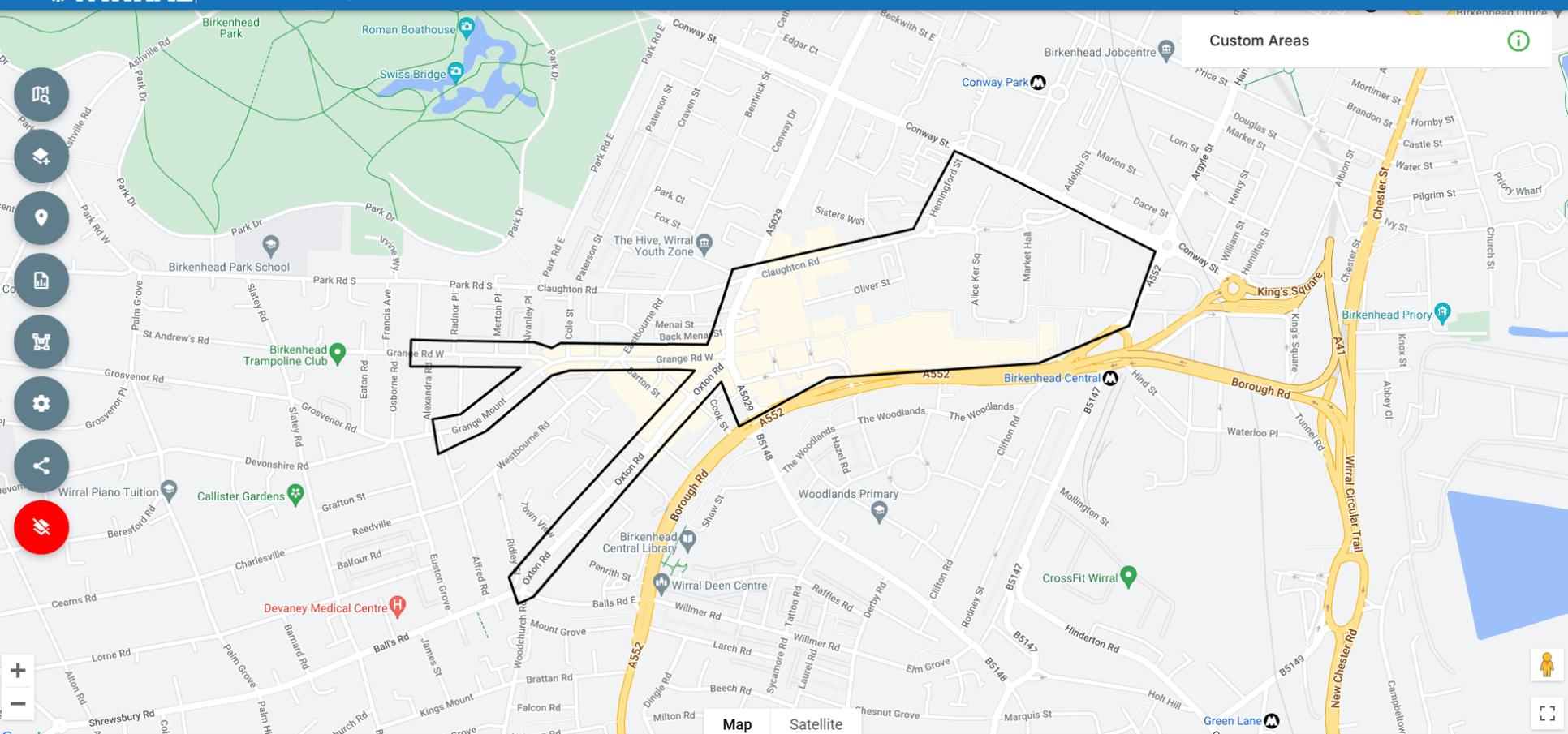
17 February 2025



The map displays the Wirral Peninsula and surrounding areas, including Liverpool and Birkenhead. Major roads like the M53, A509, and A506 are visible. The Wirral Local Authority boundary is highlighted in black. The map is sourced from Google Maps, with data from 2025.

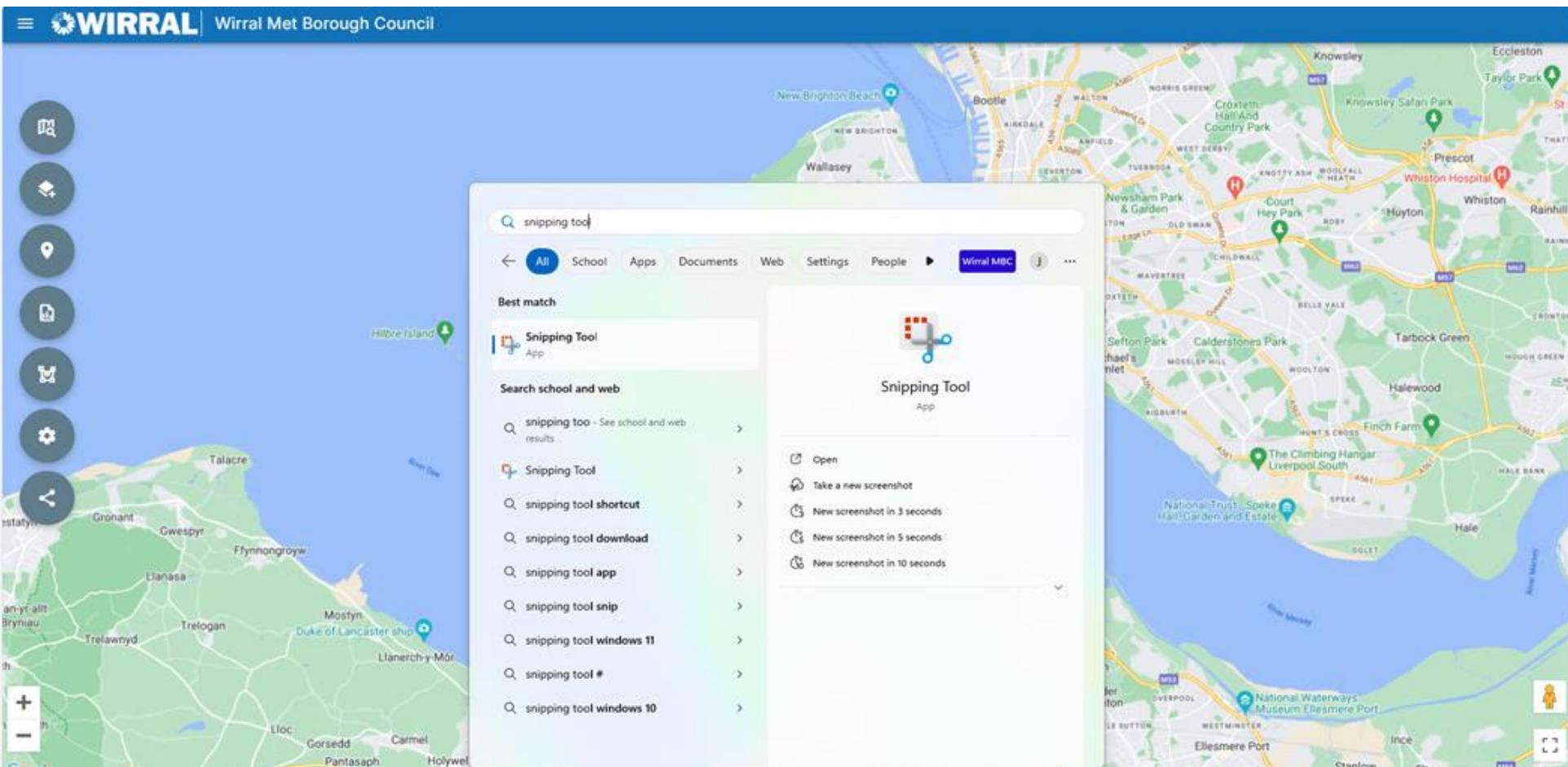
- Easy navigation to each theme of the report is available on the left-hand pane
- You can download the report, or any of the visuals (e.g. tables, charts), by clicking the 'Download' button in the top right, or under the relevant visual

# Areas



- Select any area from the list and that area will appear on the map. Any services previously selected will now only appear within that area
- This bespoke area was set up to make a case for a Cumulative Impact Policy for Alcohol (boundary decided on by Merseyside Police & MBW Licensing Team); ordinarily, this would be very difficult to obtain information on this area (not a standard area, crossed several LSOAs), but in Local Insight, this was a more straightforward process. A bespoke area aggregates the data to best fit

# Getting maps for your reports



- Search for the Snipping Tool (shown above) within the taskbar
- Use the cross-shaped cursor to 'snip' around the map. You can then save it (by clicking on 'File' and then 'Save As' to be used at a later date

# ...but I can't see???

Interested in an area, indicator or service that you can't currently see?

Contact us: [phintelligence@wirral.gov.uk](mailto:phintelligence@wirral.gov.uk)

- It is possible to create a bespoke area, such as estates that don't fit neatly to wards – to be able to view reports, maps, etc... just for that estate or area
- It is also possible to upload data to Local Insight. Data from a commissioned service, for example, could be uploaded if useful
- For data to be uploaded, it must be available at postcode or LSOA level and cannot be person identifiable data (in line with the Data Protection Act 2018), as Local Insight is a web-based tool available to the public