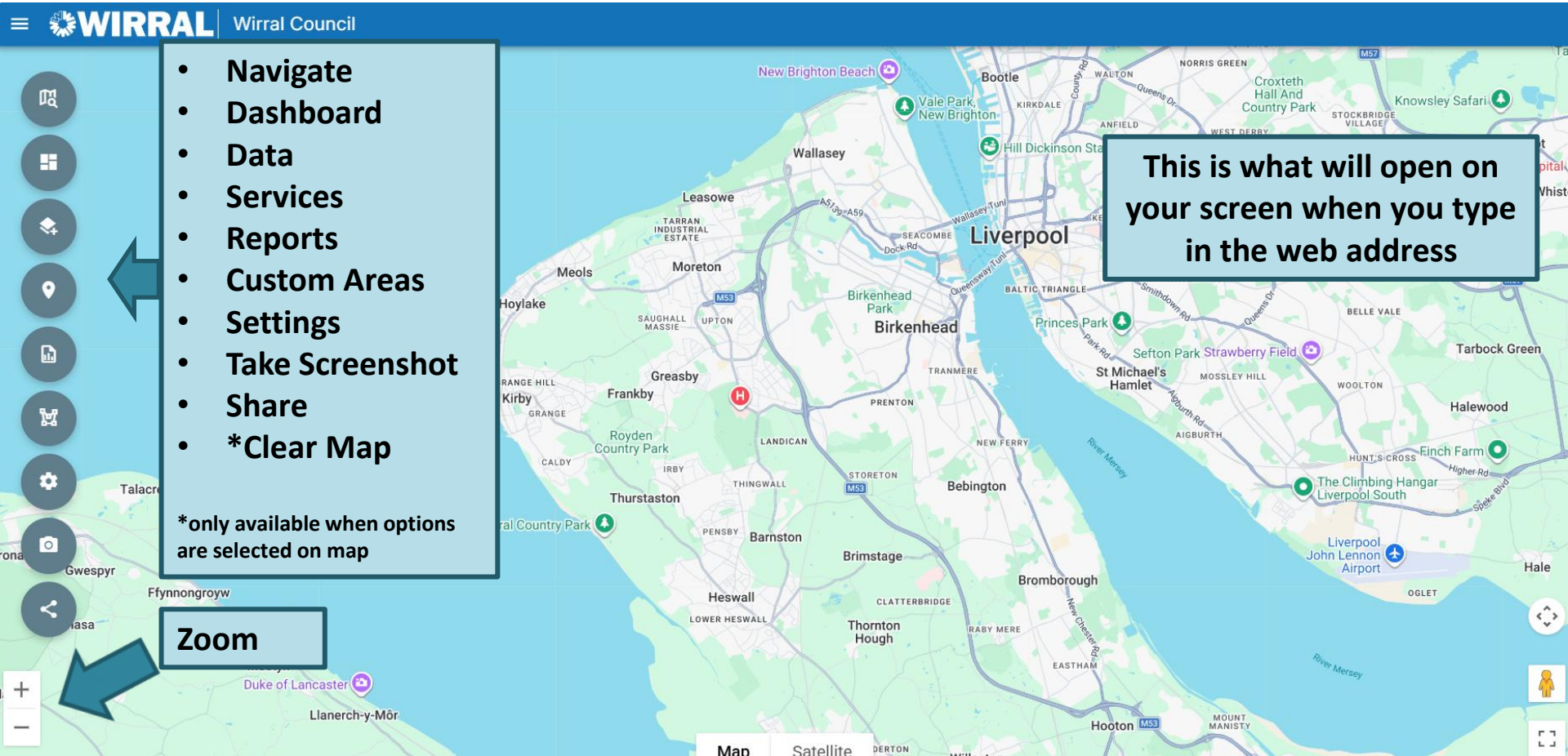


'How-to use' Guide

Using Local Insight

URL: wirral.localinsight.org



Dashboard

CHANGE DATA CHANGE AREAS + SAVE DASHBOARD SHOW DEFAULT EXPORT ACCESSIBILITY SAVED DASHBOARDS

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. These bands do not represent positive or negative outcomes in themselves, but help highlight variation and support comparison across areas.

Area	Children aged 0-19 in absolute low-income families	Children aged 0-19 in relative low-income families	Reception prevalence of obesity (including severe obesity), 3 years data combi...	Year 6 prevalence of obesity (including severe obesity), 3 years data combined	Educational Attainment (Attainment 8)	Educational Attainment (Attainment 8) 2023/24
Reference Date	2024	2024	2022 to 2025	2022 to 2026	31 Aug 2016 - 31 Jul 2017	2023/24
Update Frequency	Annually	Annually	Annually	Annually	Irregular	Irregular
National Comparator						
England	18.68%	21.58%	9.75%	22.33%	-	-
A) England and North West						
England	18.68%	21.58%	9.75%	22.33%	47.96	53.2
North West Region	23.40%	26.77%	10.47%	23.40%	47.96	53.2
C) Local Authorities						
Wirral Local Authority	18.94%	22.49%	9.90%	23.03%	47.96	45.7

- Use the Dashboard to easily compare indicators across Areas. You may then either Save the Dashboard, Show the Default Dashboard, Export the Dashboard or amend the Accessibility Features. Selecting “Change Data” or “Change Areas” to compare different areas against different datasets.

Data: Themes & Indicators

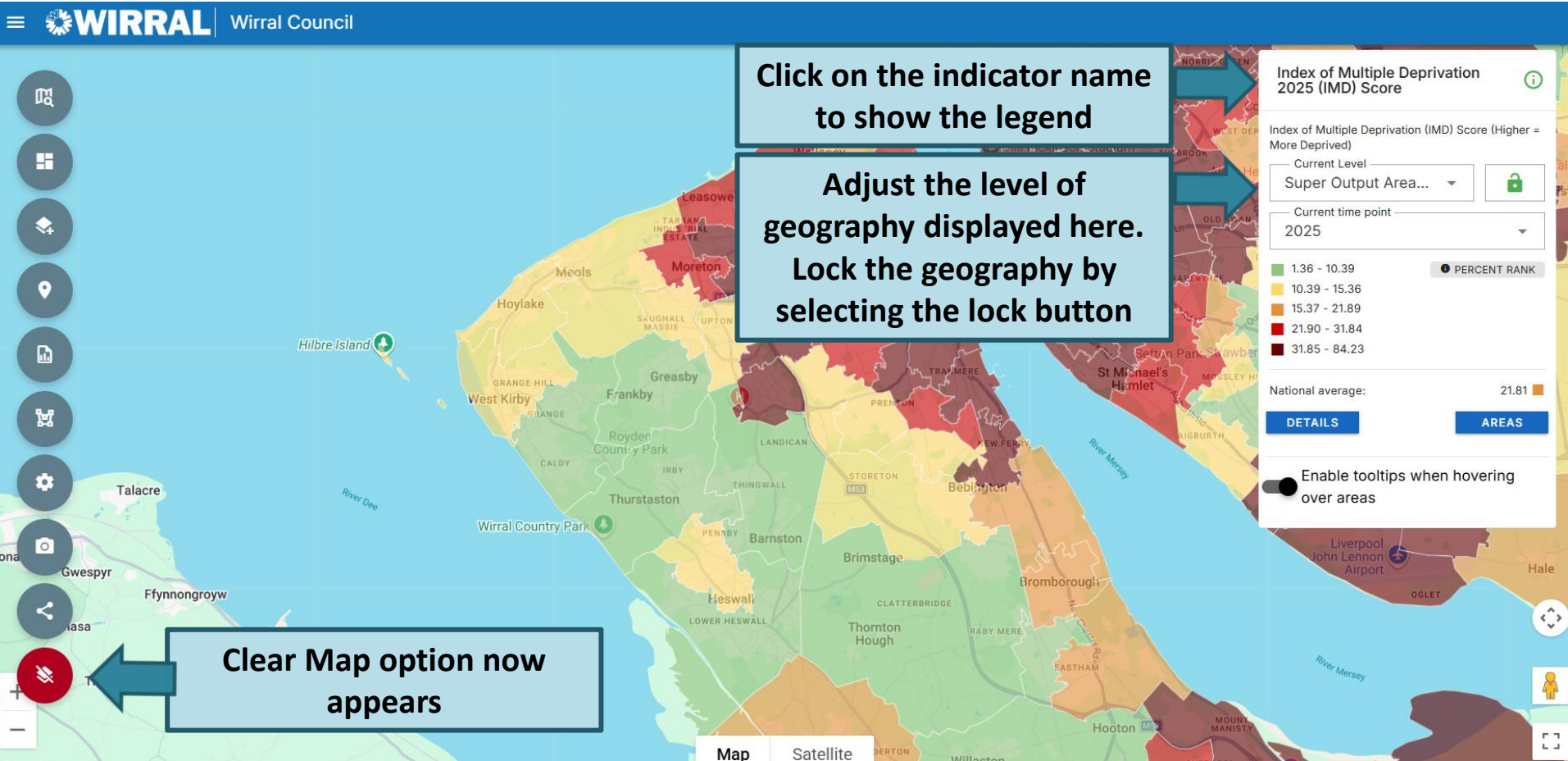
The screenshot shows the Wirral Council Data Explorer interface. A 'Map Data' dialog box is open, displaying a search bar and a list of themes with their corresponding indicator counts. The themes listed are:

- Population and Demographics: Age, Gender and Sexuality (79)
- Population and Demographics: Ethnicity, Religion and Language (47)
- Starting Well (44)
- Living Well (62)
- Ageing Well (26)
- Place and Environment: Crime (15)
- Place and Environment: Community (73)
- Place and Environment: Deprivation (92)
- Place and Environment: Housing and Climate (97)

The dialog box also includes a 'CLOSE' button at the bottom right. The background shows a map of Wirral with various locations and landmarks marked.

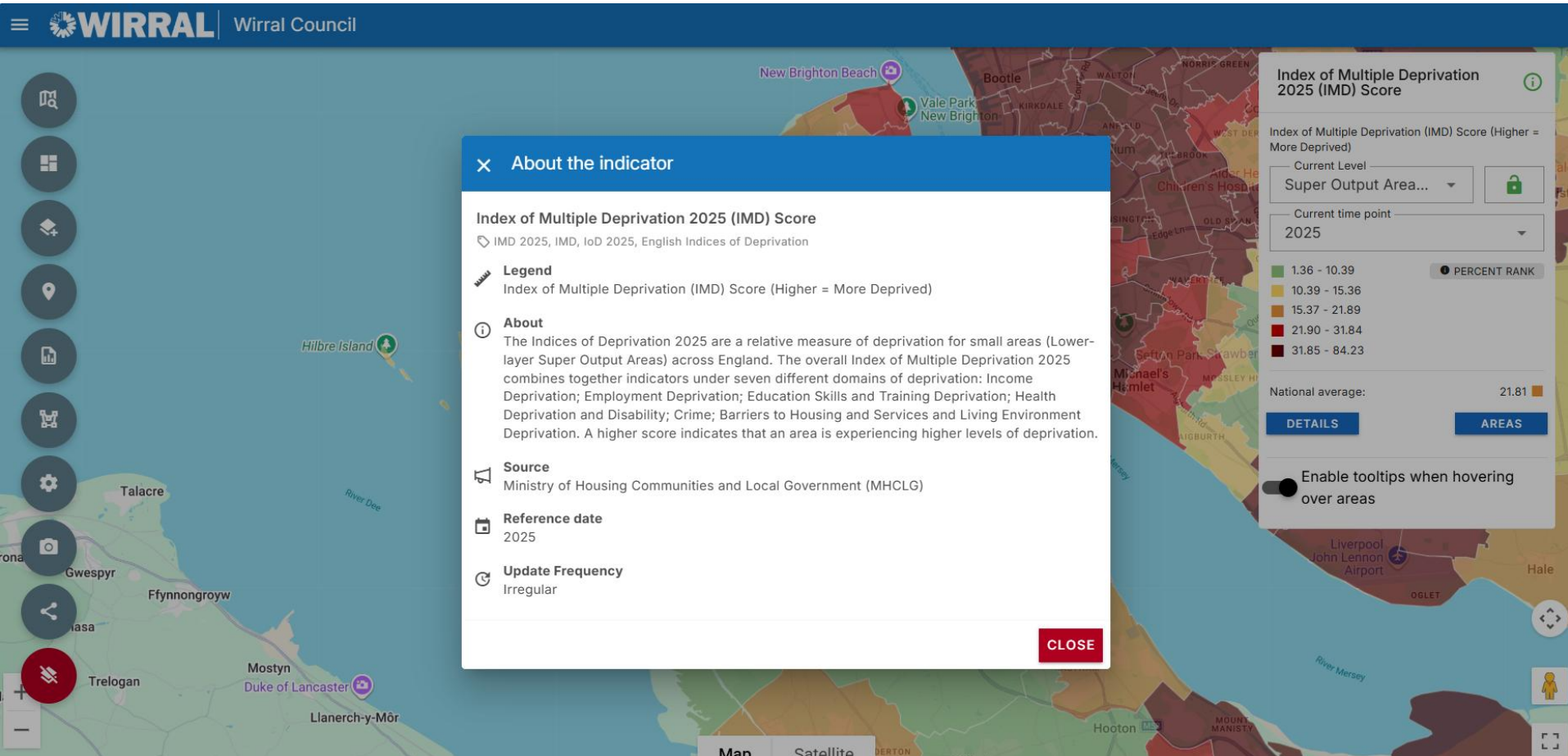
- Data indicators are arranged into themes
- Pick any theme and a list of corresponding indicators will appear, (e.g. select 'Place and Environment: Deprivation' and scroll down to select 'Index of Multiple Deprivation 2025 (IMD) Score')

Data: Using the Legend



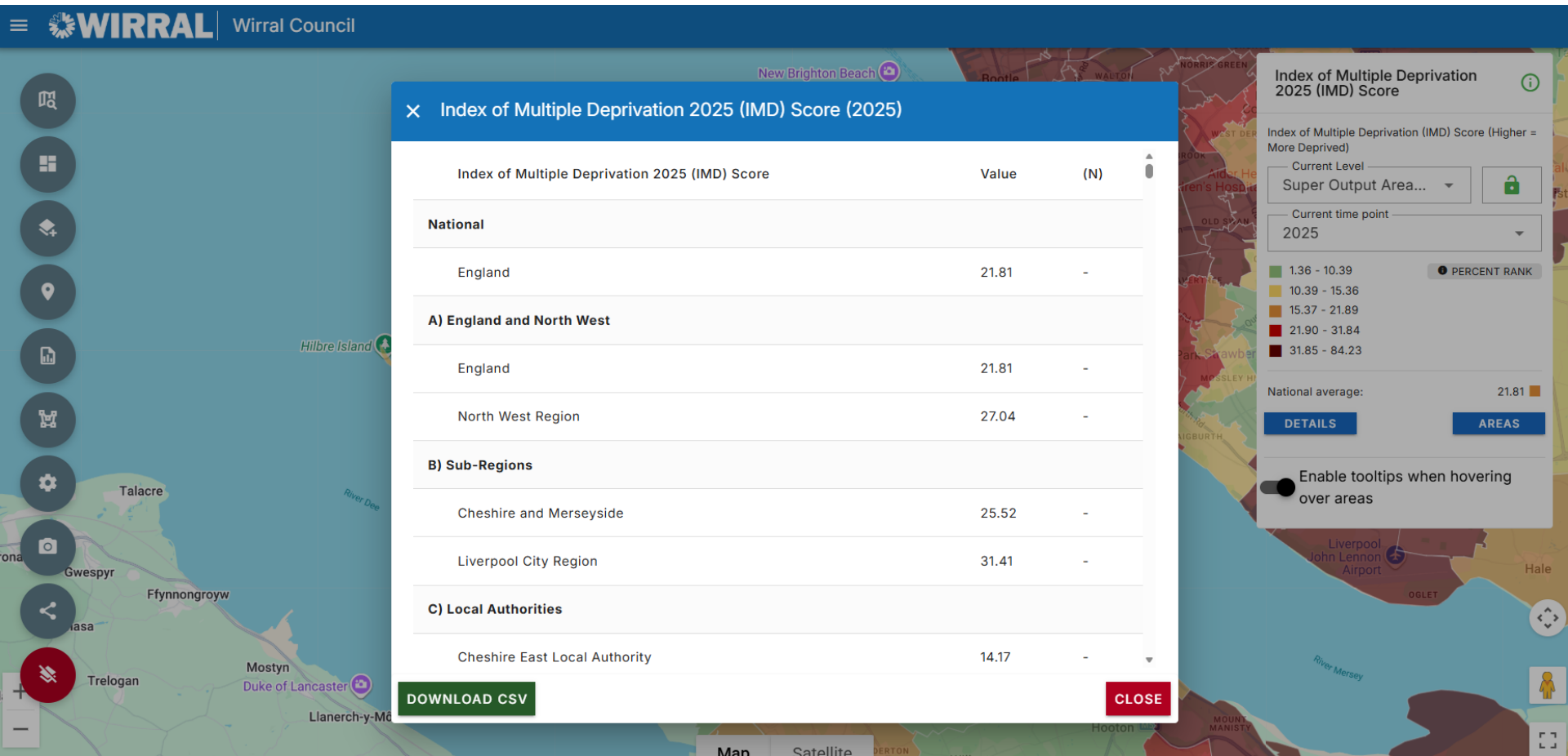
- Notice how the map of Wirral becomes shaded with your chosen indicator
- For the definition of the indicator, click 'Details'
- You can also download the data at your selected geography by clicking 'Download'

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 the MHCLG in 2025)

Data: Your Areas



- 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

The screenshot displays the 'Services' interface on the Wirral Council website. At the top, the 'WIRRAL Wirral Council' logo is visible. A 'Services' modal window is open, featuring a search bar labeled 'Filter service type name'. Below the search bar, an information box states: 'Select your Service Types, you can select up to 150,000 Services'. A list of service types is shown, each with a representative icon and a checkbox for selection:

Service Type	Includes	Select
Betting (Non-Track)	Includes: 27 Services	<input type="checkbox"/>
Bowling Greens	Includes: 34 Services	<input type="checkbox"/>
Community Facilities	Includes: 22 Services	<input type="checkbox"/>
Dentists	Includes: 50 Services	<input type="checkbox"/>
Digital Inclusion Provision Sites	Includes: 19 Services	<input type="checkbox"/>

At the bottom of the modal, there are 'CLOSE' and 'VIEW SERVICES' buttons. In the background, a map of Wirral is visible, overlaid with a 'Index of Multiple Deprivation 2025 (IMD) Score' legend. The legend shows five color-coded ranges: 1.36 - 10.39 (green), 10.39 - 15.36 (yellow), 15.37 - 21.89 (orange), 21.90 - 31.84 (red), and 31.85 - 84.23 (dark red). A 'National average' of 21.81 is indicated with an orange square. A 'DETAILS' button and an 'AREAS' button are also present. A tooltip is visible on the map, stating 'Enable tooltips when hovering over areas' with a toggle switch.

- You can show the location of Services over any data indicator
- Click on 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
A) England and North West				
England	North West	Wirral	Summary	i share
North West Region	Wirral	England	Summary	i share
B) Sub-Regions				
Liverpool City Region	Wirral	England	Summary	i share
C) Local Authorities				
Halton Local Authority	Wirral	England	Summary	i share
Knowsley Local Authority	Wirral	England	Summary	i share
Liverpool Local Authority	Wirral	England	Summary	i share
Sefton Local Authority	Wirral	England	Summary	i share
St Helens Local Authority	Wirral	England	Summary	i share

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

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

Created for Wirral Council on 29 April 2026

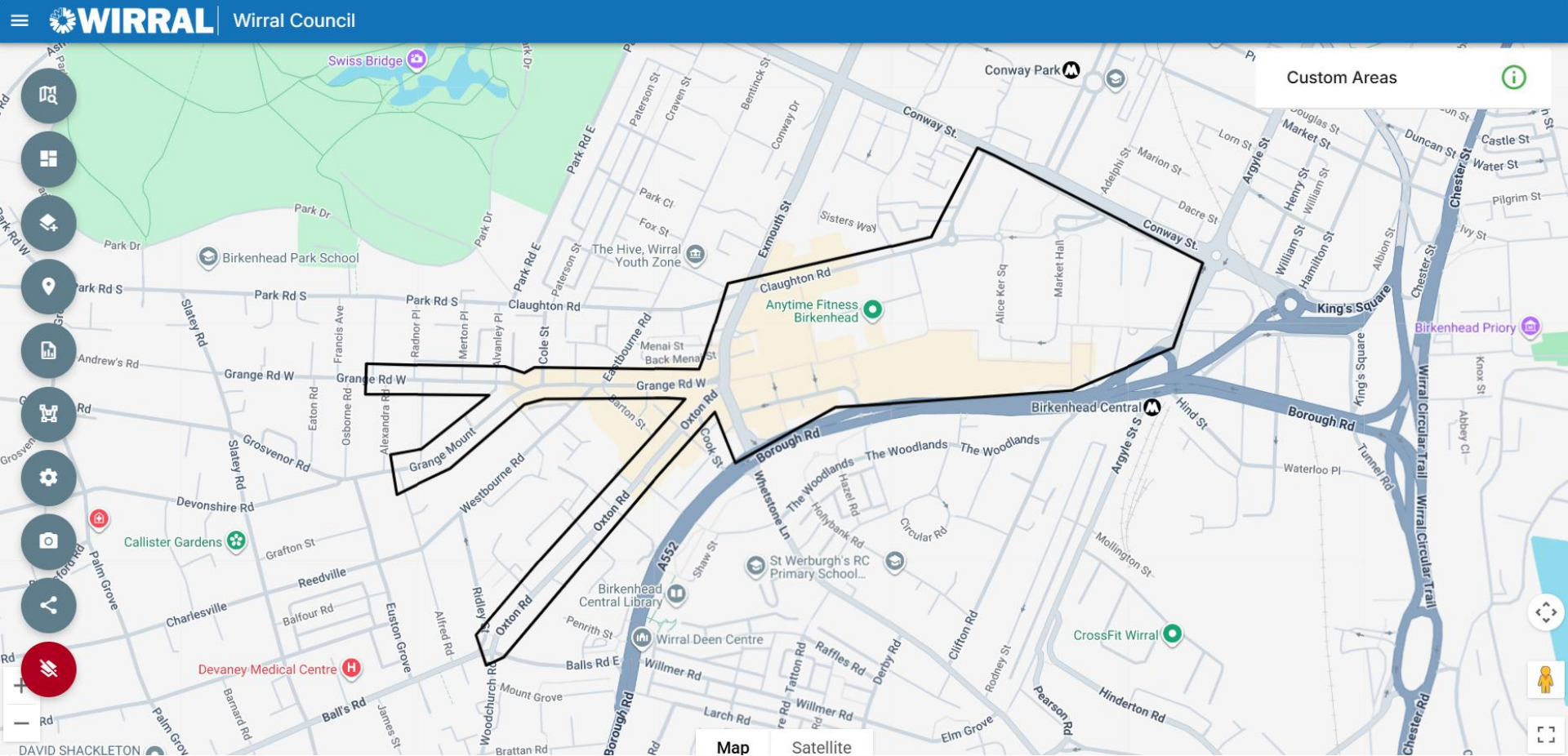
Oxford Consultants for Social Inclusion Ltd. All rights reserved. Copyright ©2026.
This report is provided for public benefit use only and must not be used for commercial purposes.



The map displays the Wirral Peninsula, a large island in the northwest of England, situated between the Mersey and Irwell rivers. Major urban centers like Liverpool and Birkenhead are clearly marked. The map includes various roads, green spaces, and the coastline. The Wirral Local Authority boundary is highlighted with a black outline. The map is credited to Google and dated 2026.

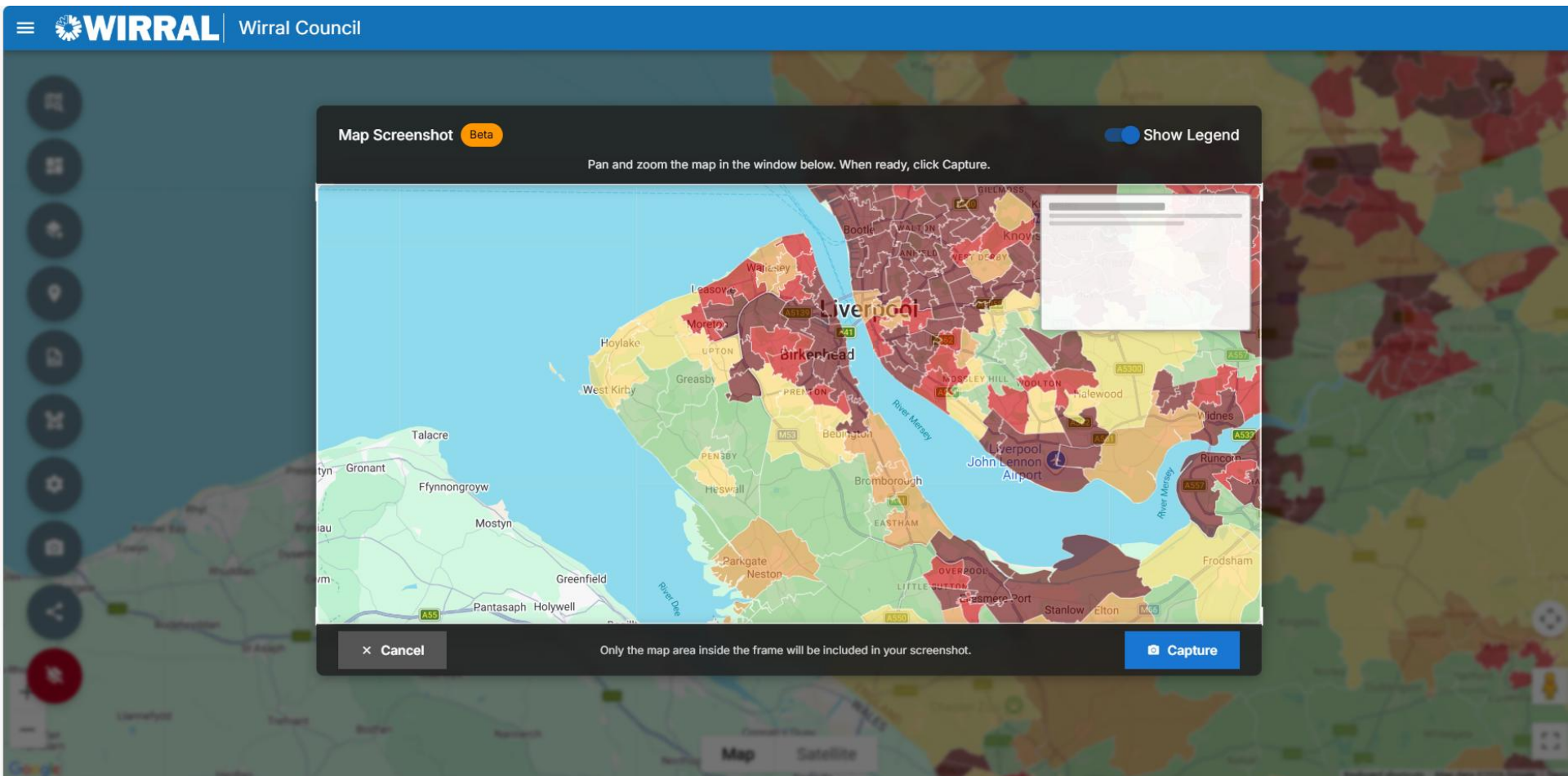
- Easy navigation to each theme of the report is available on the left-hand pane
- You can download the report, or any of the visuals (e.g. tables, charts), by clicking the 'Download' button in the top right, or under the relevant visual

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

Take Screenshot



- Use the Take Screenshot feature to take a screenshot of the map you have created to share with colleagues
- Alternatively, use the Snipping Tool – a default app within the search bar of your task bar

Share Map

The screenshot displays the Wirral Council Local Insight web application. The top navigation bar includes the Wirral Council logo and name. The main area is a map of Wirral, color-coded by deprivation levels. A 'Share Map' dialog box is open in the center, providing a shareable link: <https://wirral.localinsight.org/#/map?savedmap=3908>. To the right, a legend for the 'Index of Multiple Deprivation 2025 (IMD) Score' is visible, showing five color-coded ranges: 1.36 - 10.39 (green), 10.39 - 15.36 (yellow), 15.37 - 21.89 (orange), 21.90 - 31.84 (red), and 31.85 - 84.23 (dark red). The legend also indicates a national average of 21.81 and includes options for 'DETAILS', 'AREAS', and 'Enable tooltips when hovering over areas'.

- Use the Share Map function to share a link to the map you have created to colleagues, families and friends

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

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

Contact us: 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