

Local Insight and Social Value

The People Can Programme Coordinator has subscribed to Local Insight which gives the latest data and analysis for communities and services, with up-to-date open data matched to the areas you work in. Local Insight is based on the Community Insight platform, one of the fastest growing digital tools. This platform will be used by all members of the Bradford District Infrastructure Partnership (BDIP) as well as internal colleagues to provide comprehensive reports for use by Voluntary and Community Sector (VCS) organisations. The reports are tailored to need (from as little as street level, ward, LSOA, MSOA, Constituency etc. and offer all local data that VCS organisations may need to complete grant applications drawn from multiple datasets which saves them from having to trawl through numerous websites. In return for this offer to the VCS we will then be able to compile a comprehensive map of all VCS activity across the district, highlighting provision and gaps and also calculate the total social value of the activities across the district. I have already mapped community assets such as parks, libraries, community centres among others which can then be overlaid with a range of data covering health, crime, education, deprivation and more.

A number of other LA's also use this in partnership with the CCGs which is something to be explored in the future once it is embedded by ourselves and BDIP. Use of this platform has now been extended with area officers and a number of policy and intelligence staff being registered as users and having received the training directly from OCSI.

Social Value calculator – Great Bradford Spring Clean

Using the HACT (Housing Association Charitable Trust) Social Value Bank the People Can Programme Coordinator was able to calculate the Social Value of the work carried out across the district using the number of volunteers involved. These numbers are purely for the clean ups supported/promoted by the council (providing litter picks, waste bags etc.) to demonstrate how much People Can / People Do and do not include activity that is already being carried out by individuals and groups independently. The calculator is part of the Local Insight package and attributes a value to a range of activities and outcomes with the value for 'resolution of problems with litter, rubbish or dumping being £449 per volunteer involved.

Great Bradford Spring Clean Social Value

Area	Social Value	Number of volunteers	Number of clean-ups
Bradford East	£201,152	448	35
Bradford West	£173,314	386	17
Bradford South	£278,380	620	32
Shipley	£89,800	200	32
Keighley	£81,718	182	21
Total	£824,364	1,836	137

The tables below show the volunteer activity of the organisations that received funding through People Can for **Great Get Together** and the **Halloween ‘Loan Sharks are Monsters’** events. Regular volunteering is classed as once per month for at least two months which gives social value of £3,249. The calculations below show the total value after deductions that reflect costs of paid staff to support volunteers. This isn’t purely the value of the Great Get Together events but does reflect the value of volunteers to the organisations involved. There would be additional value of the events related to increased sense of wellbeing, feeling more connected to neighbours and the community, feeling that the neighbourhood is a better place to live but these would be difficult to map from one off events.

The Great Get Together grants opened on the 1st May, closing on the 31st and again offered a grant of £100 for groups who wanted to celebrate that we have more in common. The Halloween grants were distributed by the Anti Poverty team with funding from the Regional Illegal Money Lending Team.

Great Get Together Social Value

Area	Social Value	Number of volunteers involved with Great Get Together	Number of Great Get Together events	Total value of grants
Bradford East	£386,028	149	15	£1,500
Bradford West	£295,350	114	12	£1,200
Bradford South	£479,297	185	11	£1,100
Shipley	£292,760	113	8	£800
Keighley	£619,199	239	14	£1,400
Total	£2,072,634	800	60	£6,000

Halloween Loan Shark Social Value

Organisation	Attendees	Volunteers	Social Value of Volunteers	Total value of grants
Cottingley	150	4	12,996	£280
Gateway	49	5	16,245	£280
Get Out More	52	1	3,249	£280
Horton	8	1	3,249	£280
Project 6	25	0	0	£280
Rockwell	463	22	71,478	£280
Sandale	100	6	19,494	£280
Scholemoor	80	3	9,747	£280
Shine	140	12	38,988	£280
Totals	1067	54	175,446	£2,520



Local Insight provides instant access to the community data you and your team need

Support for building the evidence base and providing rigorous analysis of local areas



Adding value to your team

Local Insight can boost the capacity of your team by allowing them to:

- focus energy on the things that matter - improving how your organisation uses evidence in planning, commissioning and delivery
- Be confident that everybody is using consistent and up-to-date data - automate the boring stuff to eradicate the need for mining government sites.
- encourage “self-service” by your users, avoid bottle necks, and reduce burdens on your team
- make the team’s work more visible & accessible through a public facing version of the tool
- tap into a world class technical & data support team to help analyse and visualise your data

Local Insight in a nutshell

Local Insight brings together over 700 social, demographic and economic indicators for all small areas across England for analysis by local teams. You and your team can:

- define local communities and areas as they really are - by drawing boundaries on a map, travel time or distance for example
- share information across your team, organisation and local partners
- access accurate information that is consistently managed and maintained, with ongoing updates and zero overhead from you
- map, compare and report on local communities

The nuts and bolts

Simplicity is the key to Local Insight. We help you and your team spend time using data, rather than wasting time feeding and maintaining the system

- completely web-based, intuitive and easy to use
- up and running in 90 seconds
- unlimited users across your local partnership
- option for a public facing version of the tool
- training and ongoing support
- continuous development of the tool and data

Talk to us

We’d love to show you Local Insight and set you up with a free trial

local.communityinsight.org | info@ocsi.co.uk | +44 (0)1273 810 270