Sport England Local Insight Tool User Guide

June 2019

Modelled small area estimates of adults who are physically active (for use at MSOA level only)

The colours on the map show the proportion of adults (aged 16+) who are physically active (participating in at least 150 minutes of moderate intensity physical activity per week).

Showing all areas at MSOA level

42.7 to 50.7
50.7 to 60.9
60.9 to 64.4
64.4 to 68.0
68.0 to 82.6
## CONTENTS

What is Local Insight? ................................................................. 3
Map View ..................................................................................... 3
Side bar ....................................................................................... 4
  1. Navigate ............................................................................... 4
  2. Areas .................................................................................. 5
  3. Data ..................................................................................... 6
  4. Services ............................................................................... 13
  5. (Local) Reports .................................................................. 13
  6. Settings (Hotspots) .............................................................. 15
Dashboard View ......................................................................... 17
Matrix......................................................................................... 17
Charts ......................................................................................... 19
More info .................................................................................... 20
Example Case Study ................................................................. 21
Disclaimer .................................................................................. 23
Feedback ...................................................................................... 23
Sport England Local Insight Tool User Guide

What is Local Insight?
Local Insight, found at https://sportengland.communityinsight.org/, is a community mapping and reporting tool that gives you instant access to neighbourhood level data, matched to the communities you care about. You can easily view, compare and report on dozens of wide-ranging socio-economic and demographic datasets, providing insight down to the neighbourhood scale through maps, dashboards and reports. All of these are open data, so you can download, use and re-use them as you please.

The tool is powered by OCSI Local Insight and made available to partners through a Sport England subscription.

Map View
The map view is the default view when opening the Local Insight tool. The maps home page can also be selected by clicking Maps in the top options bar.

The default map view uses google maps as the base layer and can be interacted with in a similar way. The key difference is that to use the mouse scroller to zoom in and out, the users needs to hold CTRL at the same time.
**Side Bar**
Along the side bar are a number of options that can be used to overlay information onto the map.

1. **Navigate**
Clicking Navigate brings up a search bar where the user can search by place name or postcode to take the map to an area of interest:
2. Areas

The Areas button allows the user to visualise the boundaries, shown in black, for various regions of interest (Local Authorities, Local Delivery Pilot areas, Counties and Active Partnerships). Areas can either be searched by text or by scrolling and selecting:

Counties are shown within a separate category to Local Authorities, as their boundaries are shown as a combination of the Local Authority boundaries contained within. E.g. Derbyshire:
3. Data
Clicking the Data button brings up a list of categories containing various data sets, or indicators, that can be overlaid onto the map.

Choosing a category brings up a list of available indicators. Data sets marked blue are open-source data sets provided by OCSI who run the tool, whilst those marked orange are indicators uploaded by Sport England.

These indicators cover a huge variety of socio-economic statistics across several categories such as health, economy and population, as well as data uploaded by Sport England taken from the Active Lives survey. In this way, the tool allows the user to better understand the factors that influence the physical activity of the population in their area.
Choosing an indicator, e.g. Economy → Job density, overlays the regional results on top of the map background, allowing users to visualise regional variations. The indicator is also indicated in the top right of the map.

By hovering over, or clicking to selecting an area, the result for that area is shown in the top right corner in the red box.
Hierarchical Regions
As the user zooms in and out of the map, the type and size of the areas shown will vary, as data is given at more or less detailed levels.

When zoomed out, results are shown at a Local Authority (LA) level. As the user zooms in, these LA areas are divided into Middle Layer Super Output Areas (MSOA), and then further to Lower Layer Super Output Areas (LSOA). The type of area being examined is indicated in the red box in the top right of the map.

LSOA and MSOA regions are statistical areas defined by the government for use in statistics, designed so that each region has a similar population. This means that a LSOA in a densely populated city will be much smaller geographically than an LSOA in a rural area. As a result, within a city, an LSOA may cover a small number of streets, whilst in rural area an LSOA may cover several square miles.

Local Insight at Local Authority (LA) level:
Middle Layer Super Output Area (MSOA):
IMPORTANT NOTES

1) Sport England data is not shown in cases where the number of respondents to a given question is less than 30, for reliability. In these regions, the map will not be shaded.

2) We note that certain small area Local Delivery Pilot areas (e.g. Withernsea) do not correspond exactly to LA, MSOA or LSOA data points presented on the map. In these cases, discretion must be taken by users as to which data is most relevant and appropriate to quote when looking at the local area. This means that the Active Lives survey data currently shown on the tool for the smaller LDP areas (Withernsea, Southall, Bradford and Hackney) will be whatever the data point is for the Local Authority that the LDP sits within – e.g. Ealing LA for Southall or East Riding LA for Withernsea. Therefore, the Active Lives data for these three LDPs is actually the wider Local Authority data and shouldn’t be taken as representative of the LDP.

3) Actives Lives data should only be quoted at the level specified in the indicator name. For example “Adults who volunteer to support sport and physical activity (for use at LA level only)” should only be quoted for Local Authorities.

feedback: activelives@sportengland.org
INFO

The colour of the area corresponds to the result. For each indicator, the data is split into 5 quintiles (e.g. bottom 20%, top 20%), with 5 corresponding colours. The range for each colour is shown by clicking Info on the right side of the map.

About the Indicator gives further information on the indicator including how up-to-date the information is.
Data for your areas brings up a list of the displayed data. This data can be **copied or downloaded freely** as a .csv file. The areas shown here are those chosen by Sport England to be of interest: Local Authorities, Counties, Active Partnerships and Local Delivery Pilot areas.

**Display**

In Display mode, the user interface is removed to give a clearer view of the map. This is the **best mode to take screenshots** (there is currently not an option to export the map as an image). To exit display mode, press ESC.
4. Services
Similarly to Data, the Services button brings up a menu of points of interest which can be displayed on the map. Currently, Services has not been populated by Sport England.

5. (Local) Reports
Clicking the Reports button → View all reports brings up a list of reports summarising the data available for each of the areas defined by Sport England. The reports can be freely downloaded as a word document.

The date the report was created is also listed. If more than one report exists for any given area, we encourage the user to choose the most recent report. This report will contain the most recent version of data available at the time that the report was generated. Sport England plans to refresh reports for all areas on a regular basis.

The format of the report is fixed and generated by OCSI and contains a wealth of demographic, socio-economic and related information specific to a given region. In the reports, the stats for a given area are also compared with those of England as a whole. The report also details the data sources used in the report.
Example screenshots of a report:
6. **Settings (Hotspots)**

The **Settings** button allows the user to view the ‘Hotspots’ for a given indicator. This means that only areas within the top 20% for a given indicator are shaded with colour on the map. The colours of this top 20% are again split into a further 5 colours. A full explanation is given in the pop-up box. Note: Hotspot mapping is only available for datasets uploaded by OCSI (those marked blue rather than orange).
E.g. Display Vehicle crime for **all areas** by choosing Data → Crime → Vehicle crime

E.g. Vehicle crime, showing **hotspots only** by clicking Settings → Change data mapped → Map hotspots only. In this example, hotspots can be seen in London, Birmingham, Manchester.
Dashboard View

The second main view is the Dashboard view, which can be selected along the top bar.

Matrix

The default view in the Dashboard is Matrix view.

This view presents a selected number of the indicators that are available in map view in a single grid, allowing multiple data points to be compared for all of the areas of interest selected by Sport England. Individual data points are coloured in the same way as in the map.

Hovering over the indicators across the top will reveals the full name of the indicator.
The areas for which the data is shown can be edited by choosing **Select Areas** highlighted on the previous page, which brings a search function and option to select multiple areas.

The dashboard shows how your areas compare with each other on key indicators, with data shown as a matrix or charts. Use the “select areas” filter to select which areas to compare on the matrix table and charts. More information about the methodology of the dashboard can be found at our knowledge base. Click here to read the article.

The data points shown in the dashboard, for all areas of interest, can also be exported to an excel file with the **Export** button highlighted on the previous page.

Note: Upcoming updates by OCSI scheduled for June will allow users to choose which indicators are shown.
Charts
In addition to the Matrix view in the Dashboard, data can be visualised in the Charts view. In this view, the data presented in the Matrix view is represented in bar charts.

This view is useful when comparing a small number of areas, as if all areas are selected, the charts will be very difficult to read.

Hovering the mouse over the bars in the charts gives the numbers and area details.

The map view for each indicator shown in the charts can be opened with the blue circular button that appears when interacting with a chart.

As with the Matrix view, areas can be selected and data can be exported.
**More info**

In the More info section along the top row of options, additional information and resources directly relating to Sport England and our data are provided.

In **Guide to our data** and **How do we collect data**, further background details are given on the indicators provided by Sport England, to help users understand the origin and meaning of the data.

**Other resources** provides links to further Sport England resources which users can also explore, to understand Sport and Physical Activity in their local area.

---

**Guide to our data**

**Activity**

We measure levels of activity through our Active Lives Adult survey. Depending on the number of minutes of sport and physical activity a person has done in the last week, they are categorised into one of three groups:

- Inactive – doing less than 30 minutes a week
- Fairly active – doing 30 to 140 minutes a week
- Active – doing at least 150 minutes a week

The data is based on year 2 of the Active Lives Adult survey.

*Minutes are counted where the activity is at least moderate intensity and is in bouts of at least 10 minutes. More information can be found on our website or our Active Lives FAQ document.

**Participation**

Whilst they may sound similar, there is a distinction between activity rates and participation rates. In addition to knowing whether a person is active, fairly active or inactive, we also want to know how often they take part in sport and physical activity. We class a person as taking part in sport and physical activity if they have done the equivalent of 30 minutes of activity at least twice in the last 28 days. More information on this metric can be found here. The data is based on year 2 of our Active Lives Adult survey.
**Example Case Study**

We now present an example case study as a way to demonstrate the potential of this tool to inform decisions made by users (including Active Partnerships, Local Authorities, County Councils, local places, etc).

Hypothetical scenario: “A user based in Derbyshire (e.g. an Active Partnership or County Council) wishes to understand how physical activity levels vary locally within their area, which contains a significant mix of urban and rural areas. In particular, they wish to understand differences in demographics between Local Authority (LA) areas, in particular the number of people with a disability, and see how this might influence activity.”

By choosing **Area ➔ Derbyshire** on **Maps** view, the user can see that Derbyshire (and also the local Active Partnership, Active Partners Trust), is made up of 9 Local Authorities:

1. High Peak
2. Derbyshire Dales
3. North East Derbyshire
4. Chesterfield
5. Bolsover
6. Amber Valley
7. Derby
8. Erewash
9. South Derbyshire
By choosing Data → Sport England Active Lives Survey → Adults who are physically active (for use at LA level only), the user can compare the levels of Physical Activity recorded by Sport England across different LAs.

The user decides to compare this activity level to other demographic information, e.g. Data → Vulnerable Groups → Disability benefit (DLA)

The user can see that there may be a relationship between the two – LAs with higher activity levels tend to have lower proportions of people receiving Disability benefit.
After deciding to focus on helping people with a Disability to get more active for their next
project, the user wishes to understand where there are people with higher concentrations of
teach and those who are physically inactive, so they can target their campaign
effectively.

The user uses the Sport England modelled small area datasets, “Modelled small area estimates
of adults who are physically active (for use at MSOA level only)” and “Modelled small area
estimates of adults who are physically inactive (for use at MSOA level only)”, which give
modelled estimates of Active Lives data at MSOA level, to look at Activity and Inactivity levels
on a smaller geographic scale. The user also visualises the proportion of people receiving
disability benefit (which can be viewed down to LSOA level), to see how this also varies locally.

One can see that the proportion of inactive people and those receiving disability benefit is
significantly higher in certain neighbourhoods within the Derby city Local Authority. This
knowledge can then feed into the decision-making process for the project.

DISCLAIMER
The figures presented in the user guide were correct at the time of writing. The individual
numbers and results presented are subject to change, as the data sources are continually
updated. Sport England can only make limited changes to the tool, which is operated by OCSI.

Notes:

1. The data for Sport England small area estimate indicators: “Modelled small area estimates of
   adults who are physically active (for use at MSOA level only)” and “Modelled small area
   estimates of adults who are physically active (for use at MSOA level only)” is from the November
   2016 – November 2017 survey, which is not the most up-to-date survey data. When the latest
   MSOA estimates from the November 2017-2018 become available, the data will be updated
   accordingly.
2. There is currently no map on the tool for the Exeter and Cranbrook LDP due to a technical
   mapping query we are currently in the process of resolving.

FEEDBACK
Sport England welcomes constructive feedback on data we could include to improve the tools
usefulness to users. We particularly would like to hear which data from the Sport England
Active Lives Survey would be most useful presented on the tool (e.g. rate of cycling within the
last month/year, number of sports volunteers etc). Please email us with feedback at
activelives@sportengland.org.