



# Community Insight for housing organisations

*Community Insight* is a powerful new GIS (Geographic Information System) based tool providing online community mapping and reporting for housing providers.

[www.communityinsight.org](http://www.communityinsight.org)



Community  
Insight



Ensure that your services are underpinned by the best possible knowledge of local communities.

Lever the power of information right across your organisation, from high-level visualisations for Board level to detailed reports on local neighbourhoods.

Use Community Insight to understand the communities you work in!



Developed by HACT and Oxford Consultants for Social Inclusion

## What is it?

*Community Insight* is a new online community mapping and reporting tool enabling housing providers to harness the power of open data. The online mapping tool provides instant neighbourhood and community profiles for housing providers, drawing on the very latest and most up-to-date data sources covering all major social and economic indicators, including the newly published Census data.

## What does it do?

*Community Insight* enables housing providers to instantly access constantly up-to-date information and data on the communities and neighbourhoods they work within, and enables them to ...

- create in depth community profiles for individual neighbourhoods;
- export easy to use maps, charts and data to use in housing providers' own reports;
- track and understand change over time;
- identify "hotspots" where need is particularly acute;
- access the information necessary to prioritise and target community investment;
- generate information to inform bids and tenders, or community consultations and neighbourhood planning;
- access new Census 2011, welfare and other data on neighbourhoods and communities;
- provide real-world data to feed into social impact measurement and assessment tools.



## What will it do in the future?

From early in 2013, *Community Insight* will be rolling out additional new features, including

- new data sets;
- full integration with Police crime maps;
- the ability to “identify and connect” with other housing providers working in your area; and
- “find a neighbourhood like mine” – a unique new networking tool to link-up housing professionals facing similar challenges in neighbourhoods across the country.

## What type of information does it provide?

*Community Insight* provides vital information on the communities housing providers work in, and includes access to a wide range of data sets and indicators, including indices of deprivation, economic deprivation and child wellbeing, up-to-the-minute data on unemployment and benefits, educational attainment, health and crime by neighbourhood.

All data is reviewed on a weekly basis to ensure it is fully up-to-date, with new and updated indicators loaded-in within 24 hours of release. Moreover, *Community Insight* doesn't just produce maps, it also generates, at the press of a button, detailed community profile reports drawing on a much wider range of indicators, and including trends and historic data.

## Where does the data come from?


It all comes from open data sources - drawn from the Census, live Department for Work and Pensions (DWP) data, deprivation indices and other sources. It's always up-to-date, because maintaining that data is one of OCSI's (Oxford Consultants for Social Inclusion) core businesses.



Custom define your neighbourhoods (literally by drawing on a map)

## Who can use *Community Insight*?

Anyone with an interest in how their housing stock relates to their community: mostly community investment practitioners, regeneration teams, housing managers with “patch responsibility” and senior management and Boards.



Zoom in on your stock

## User friendly

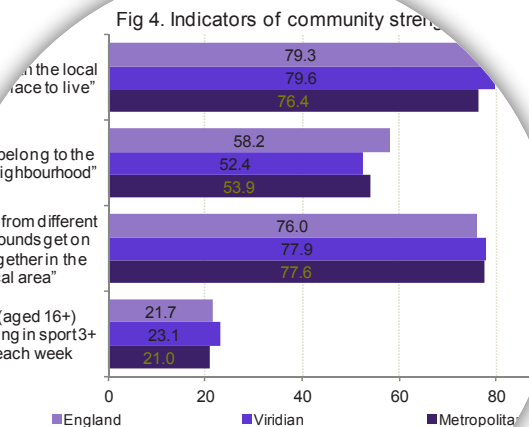
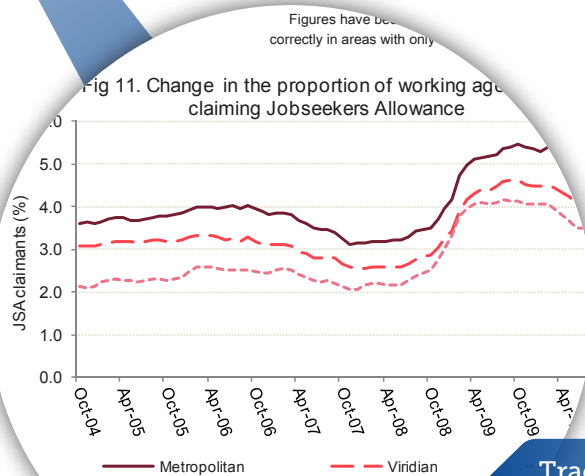
*Community Insight* is simple to use: a housing provider simply uploads stock data - postcodes and UPRNs - and it instantly generates in-depth maps and reports on the areas they work in. It doesn't just overlay stock on top of data maps, it allows to custom define neighbourhoods (literally by drawing on a map), bespoke reporting on them and the ability to compare need and change against other neighbourhoods and communities.

## No need for special training

Critically, using *Community Insight* requires no special training in GIS mapping or data analysis - anyone in the organisation can use the information and generate reports. It's designed so anyone can pick it up, understand and use it within 90 seconds of logging in for the first time. It reduces the burden on data and analytical staff to provide community-focused information; provides instant access to key social data to all staff who need it, when they need it; and key strategic information for those making decisions around prioritisation of resources.



Create in depth community profiles for individual neighbourhoods



Instantly generate in depth maps and reports on the areas you work in

Track and understand change over time

## How many people can use it in my organisation?

One subscription covers an entire organisation for one year. As many users as you like can make use of it.

## How much does it cost?

It's £5,000 plus VAT for an annual subscription, which includes unlimited reporting and number of users within your organisation. It also includes constant data updates.



## Find out more

If you are interested in finding out more, we recommend you to...

- view our 90 sec videos  
[www.vimeopro.com/user13754325/community-insight-for-housing-providers](http://www.vimeopro.com/user13754325/community-insight-for-housing-providers)
- read our full online FAQs  
[www.hact.org.uk/communityinsight/faq](http://www.hact.org.uk/communityinsight/faq)

Using open data to understand the  
communities you work in.



 [www.communityinsight.org](http://www.communityinsight.org)  
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