

Local Insight

Cloud Software

Service Definition

G-Cloud 15

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Contents

Overview and functionality		3
1.1	Local Insight Cloud Software overview	3
1.2	About OCSI	5
Section 2	Support, training, service management and service levels	7
2.1	Local Insight Cloud Software Development Roadmap	7
2.2	Service levels and service management	7
2.3	Training	8
2.4	User Group	9
Section 3	Data assurance and service integrity	10
3.1	Technical requirements	10
3.2	Information assurance	10
3.3	Backup and Disaster Recovery	10
3.4	Service constraints	11
3.5	Data restoration / service migration	11
3.6	On-boarding and off-boarding processes	12
Section 4	Ordering and termination	13
4.1	Ordering and invoicing process	13
4.2	Termination terms	13
4.3	Customer requirements	13

Overview and functionality

1.1 Local Insight Cloud Software overview

- 1.1.1 Local Insight provides data, analysis and insight to target and evaluate local services.
- 1.1.2 The service is developed by OCSI and provides data visualisations and mapping for key demographic, social and economic indicators at neighbourhood level, on the basis of neighbourhood areas self-defined by subscribers.
- 1.1.3 Local Insight is used by a range of stakeholders including; local authorities, charitable foundations, charities, housing organisations and private sector organisations.
- 1.1.4 The main features include:

Understand your areas and communities based on up-to-date detailed data

- 1.1.5 Local Insight provides access to maps and data visuals and reports for more than 1500 key datasets, drawn from more than 50 data suppliers.
- 1.1.6 The core data on Local Insight is drawn from open data sources – including the Census, Department for Work and Pensions, Office for National Statistics, Nomis, Police.uk, Land Registry and other sources. Users can also add their own organisational data to the service.
- 1.1.7 Data is always kept up to date as maintaining that data is part of OCSI's core business. Typically, indicators are updated within a working week of publication. All datasets are reviewed monthly to ensure the service is fully up to date.
- 1.1.8 Local Insight can generate, at the press of a button, detailed community profiles in HTML and Microsoft Word format. The profile reports include trend and historical data, as well as presentation-ready charts and visualisations for your areas. Users can select from "Summary reports" (headlines statistics across all key themes or "Custom reports" tailored to the thematic topics they are interested in.
- 1.1.9 Local Insight provides access to its underlying datasets via the Datastore API, allowing subscribers to securely integrate Local Insight data directly into their own systems, dashboards and workflows. The Datastore API supports automated, read-only data retrieval and refresh. It does not permit users to modify or write data

back into the Local Insight platform. Standard usage includes a monthly data allowance, with higher-volume usage available as an optional paid add-on.

- 1.1.10 Local Insight includes a Services Directory, enabling users to analyse information about local services, assets and facilities alongside neighbourhood-level data. Services Directory data is pre-populated by OCSI, using postcode-based location information and securely processed within the system.

Define the areas you work in

- 1.1.11 Open data is usually published for standard statistical areas such as Super Output Areas. However, these rarely match the service areas and user catchment areas used by local services. Local Insight users can focus on the areas they use in their organisation, by defining custom areas.
- 1.1.12 User areas can be based on standard areas such as Local Authorities, Super Output Areas and Wards. Or more flexibly, users can upload a list of postcodes, draw their area boundaries onto the map or import geoJSON files.
- 1.1.13 All data in the system is modelled to the new custom areas and appears in all maps and data visualisation outputs including the mapping interface, dashboard, and profile reports. Details on the aggregation methodology can be found in the support materials.
- 1.1.14 Users can create any number of custom areas under their Local Insight subscription.

Add your own organisational data

- 1.1.15 The government published open data loaded into the Local Insight service provides the context for understanding your areas. Users can add to the standard data on Local Insight by securely uploading their own organisational data to Local Insight.
- 1.1.16 Uploaded data is securely processed on import to each of the standard areas (local authorities, super output areas etc), as well as to all existing and future user-defined custom areas (see above).
- 1.1.17 Data visualisations are available through maps and dashboard views.
- 1.1.18 Users can also add point-location data to denote the location of their key services, projects and assets. Data is imported as a list of postcodes, which are geocoded based on the centre of the postcodes. Users can add metadata to each individual

postcode to give more contextual information using free text fields. Users can select from a library of icons and colours to tailor the look and feel to their needs.

Work securely

- 1.1.19 Local Insight is available to users across the organisation (with separate secured logins).
- 1.1.20 Desktop is the recommended platform to use for optimal performance.
- 1.1.21 2 Factor Authentication is available as an optional added security feature based on user needs.

Public facing Local Insight site

- 1.1.22 Subscribers to Local Insight can subscribe to the optional “Open access module”, which provides a public-facing Local Insight site. This site does not require users to log-in and allows any user to see data and reports for their areas as they would on the logged-in version. It also allows any user to share pre-populated maps and reports as unique URLs, making dissemination of information quick and easy.
- 1.1.23 The public facing site can be customised to align with the client’s own organisational branding.
- 1.1.24 Group Admins can select which indicators, services and reports appear on the public facing site, independently to the logged in site.
- 1.1.25 Users are not able to create areas or request new reports on the public facing site.

1.2 About OCSI

- 1.2.1 Oxford Consultants for Social Inclusion (OCSI) are a leading data and research provider, working with public and community organisations to improve services.
- 1.2.2 We turn complex administrative data into engaging stories, and make data, information and analysis accessible for communities and decision-makers. A ‘spin-out’ from the University of Oxford, OCSI has helped several hundred public and community sector organisations to make their services more efficient and effective.
- 1.2.3 We enable our users to:
 - better understand their communities through open data analysis, products and tools

- make more informed decisions and target resources more effectively
- measure the impact of their services
- inform and engage with their stakeholders and service users.

OCSI experience

1.2.4 OCSI have more than 70 clients on annual contracts and have worked with hundreds of clients on bespoke analytics and software projects. Our client list includes government departments such as Cabinet Office, Ministry of Housing, Communities and Local Government Home Office and Office for National Statistics, national bodies and nearly 200 local service providers such as local authorities and social housing providers.

OCSI products and services

1.2.5 OCSI has more than 20 years' experience of providing analysis, software as a service and bespoke consultancy to public and community sector organisations. Examples of recent work include:

- OCSI was commissioned to develop the government's English Indices of Deprivation 2015 and 2019 and more recently in 2025. The Indices are a flagship open data product produced by the government; each year more than £1billion of public and community funding is targeted using the Indices.
- Software as a Service subscription services such as Local Insight (current), Community Insight (retired) and Value Insight (retired) – covering England, Wales, Scotland and Australia.
- On Demand report offerings for the English Indices of Deprivation 2025
- Developing a quantitative measure of 'doubly-disadvantaged' areas, including developing a Community Needs Index. This research has fed into the evidence base for the All Party Parliamentary Group for Left Behind Neighbourhoods and is one of the datasets used to allocate up to £5 billion of funding through the government's Pride in Place Programme.

Section 2 Support, training, service management and service levels

2.1 Local Insight Cloud Software Development Roadmap

- 2.1.1 Overseen by our Product Owner, Local Insight has a constantly evolving product roadmap that delivers Agile development releases in sprints.
- 2.1.2 Our Development team works collaboratively using an edited version of Scrum. This ultra-successful lightweight methodology and design process is used to implement our complex products and software applications. The Agile product development process allows us to be more reactive to user and client needs whilst granting us quick and frequent new feature deployments and reacting to known or reported bugs.

2.2 Service levels and service management

Service availability

- 2.2.1 Active monitoring of Local Insight 24 hours/day including working and non-working days. We will restart within 1 day if services fail to respond.

Support desk service levels

- 2.2.2 Local Insight subscribers receive business hour support (email, webchat and telephone) 9.00–5.00 Monday to Friday. We guarantee a response within two business working days to all queries.
- 2.2.3 Emails and calls received out of office hours will be responded to on the next business working day.
- 2.2.4 Local Insight subscribers can also access user support via an in-platform live webchat service. Webchat is monitored during business hours and provides an additional route for users to raise queries, request guidance on features and report issues. Queries received via webchat are handled in line with the same support processes and service levels as email and telephone support.
- 2.2.5 Urgent support queries that relate to service availability and prevent client organisations from accessing the Local Insight system will be prioritised and

escalated to the service team (see above for service monitoring). Where appropriate, systems will be restarted, and/ or issues addressed within 1 business day.

- 2.2.6 Non-urgent support queries will be logged in the OCSI ticket tracking system and scheduled for resolution. Non-urgent queries that can be dealt with by the support team – for example where users need help with specific features or where a workaround exists – will typically be resolved within 2 business days. Non-urgent queries that require technical development input will be prioritised and scheduled alongside the product development roadmap.

Upgrades and maintenance

- 2.2.7 The Local Insight service is constantly under development, and new or enhanced features are likely to be added during user subscription periods. New or enhanced features are usually provided to all users at no additional charge as part of their subscription.
- 2.2.8 We reserve the right to charge for major additions to functionality where these significantly extend the service beyond the original service specification. There is no obligation to purchase this additional charge functionality and choosing not to pay will not affect use of existing features in the service.

Trial service

- 2.2.9 A trial service of the Local Insight offer is available. If you would like a demonstration of the service and a two week free trial for your organisation; please register via <https://localinsight.org/book-a-demo/>
- 2.2.10 During the trial period, some functionality will be restricted (for example, limits of the number of reports you can create) and you are limited to three log-ins for this period.
- 2.2.11 OCSI reserves the right to deny access to particular features during the free trial of Local Insight.

2.3 Training

- 2.3.1 The Help Centre brings together a range of online support including FAQs, user guides and video tutorials.
- 2.3.2 We also have dedicated support staff that deal with user support requests during business hours, on support@ocsi.co.uk / 01273 457640.

- 2.3.3 We run regular webinars on specific features of the site.
- 2.3.4 We can provide additional training sessions to your team, either remotely or on site depending on location and convenience. These will be costed at day rates (see SFIA and rate card).

2.4 User Group

- 2.4.1 OCSI are continually looking to improve our products and our services. The Local Insight user group is a growing community of engaged and enthusiastic clients, who all learn from each other to explore new ways of using the tool.
- 2.4.2 Additionally, the user group presents the opportunity for our clients to prioritise future developments that they would like to see in the tool, which are then incorporated into our company and product roadmap.

Section 3 Data assurance and service integrity

3.1 Technical requirements

Client side requirements

- 3.1.1 The Local Insight service is supported in all modern web browsers (Edge, Firefox, Chrome, Safari)
- 3.1.2 Local Insight can be accessed from browsers on desktops, laptops and tablets. The service is platform independent – Windows, macOS, Linux, Android and iOS are all supported. For best performance, we recommend using a desktop device.
- 3.1.3 As our reports are generated in Microsoft Word format, use of the reports requires third party Microsoft-compatible software.

Bandwidth / latency requirements

- 3.1.4 There are no bandwidth or latency requirements.

3.2 Information assurance

Business Impact Level

- 3.2.1 Based on the HMG Standard No.1 Business Impact Levels¹ we have assessed Local Insight at Business Impact Level 0, ie ILO.
- 3.2.2 Local Insight is delivered with information assurance and security levels appropriate for ILO.

Reducing risk by not holding personal-level data

- 3.2.3 Local Insight provides place-based social, economic and demographic data to users.
- 3.2.4 The service does not hold personal-level confidential information, beyond the names and email addresses of registered users needed for contact and login. All uploaded organisational data is processed on import to 'suppress' confidential data.
- 3.2.5 Details of how we store, use and process personal data can be found in our Privacy Policy – <https://localinsight.org/privacy-policy/>

3.3 Backup and Disaster Recovery

¹ <https://www.gov.uk/service-manual/making-software/information-security.html>

3.3.1 Local Insight is hosted with an external ISP, using gigabit switched network, redundant routers and multiple backbone providers (high-speed internet connections) to help guarantee uptime. The following backup and redundancy is provided:

- *Backup*: Multiple on-site and off-site backups for all content.
- *Minimising the impact of hardware failure*: All hardware is RAID mirrored (RAID 1) to provide redundancy and reduce risk & impact of failure. Hardware replaced within 1 hour in case of failure [ISP Service Level Agreement with OCSI].
- *Service monitoring*: Active monitoring 24 hours/day, will restart within 25 minutes if services fail to respond [ISP Service Level Agreement with OCSI].
- *Support*: We provide business hour support (email, webchat and telephone) to Local Insight subscribers, guaranteeing a same-business-day response.

3.4 Service constraints

3.4.1 If site maintenance is needed, OCSI will endeavour to ensure that this occurs outside of standard business hours. Users will be notified that the site is undergoing maintenance.

3.4.2 Users are able to customise various aspects of Local Insight. This includes uploading locations of their services / properties by postcode, creating custom areas, colour schemes for maps and dashboards and uploading their own organisational data.

3.4.3 Access to the Datastore API and management of Services Directory records is restricted to authorised users. The Datastore API is limited to data extraction and does not support data write-back or editing of Local Insight core datasets.

3.4.4 Local Insight subscribers that have a public facing site can customise additional aspects. These include, adding organisational branding to the site, adding a logo to all reports and adding further information pages.

Schedule for deprecation of functionality / features

3.4.5 There is no schedule for deprecating functionality or features. Any feature deprecation will be agreed with users in advance.

3.5 Data restoration / service migration

- 3.5.1 Migration of data from clients' existing systems or services into our solution will be reviewed on a case-by-case basis and at standard day rates (see attached SFIA / rate card and pricing documents)

3.6 On-boarding and off-boarding processes

On-boarding scope

- 3.6.1 Subscribers are able to add, edit and delete new users from their organisation to access Local Insight.
- 3.6.2 Subscribers are able to import their own data to the system, including service details and locations.

Off-boarding scope

- 3.6.3 Users are able to download the data they have imported to the system using standard export tools, except where data has been processed on import to ensure data confidentiality by removing the possibility of identifying individuals.
- 3.6.4 Custom data extraction from the system is subject to standard day rates (see attached SFIA / rate card and pricing documents) and would be provided in the form of media files and CSV documents. We are happy to supply in other formats where possible (and with prior agreement).
- 3.6.5 Where data relates to individual persons and is requested under the right to portability, data will be provided in a relevant, readable format and not be subject to any charge, unless the request is deemed excessive.

Section 4 Ordering and termination

4.1 Ordering and invoicing process

4.1.1 To discuss things further with a member of our Sales team please call +44 1273 457640 or email us at info@ocsi.co.uk

4.1.2 We are happy to run remote demos with groups of potential users.

4.1.3 You can be up and running within the same day of the subscription being confirmed.

4.1.4 Once a subscription to Local Insight is confirmed, we will send you an invoice for the full amount. Payment terms are 30 days from issue of invoice.

4.1.5 You will receive ongoing support from our team, as well as 2 hours of official training.

4.2 Termination terms

4.2.1 Please see attached Terms and Conditions document.

4.3 Customer requirements

4.3.1 We encourage users to use the most up to date versions of web browsers. As a minimum specification, please see the technical requirements in section 3.1.

4.3.2 We also run support webinars for our clients. In order to attend these you will need to register for tickets using this link <https://www.tickettailor.com/events/localinsight> and have a suitable audio feed.