

Local Intelligence

or

What do you know about your area?

Why Bother?

We need to:

- **make sense of local data for members, officers, managers and partners**
- **inform decisions and policy making so they are evidence based**
- **provide the public and local communities with information that helps them plan their future**

What's available to help you

District and Ward profiles

- Analysis of key data and concerns for every ward

Instant Atlas

- Data and intelligence shown on maps
- Choose from a wide range of information
- Explore trends and compare with different areas

What does Instant Atlas cover?



Health



Demographics



**Economy &
Housing**



**Community
Safety**



Environment



Education



Transport

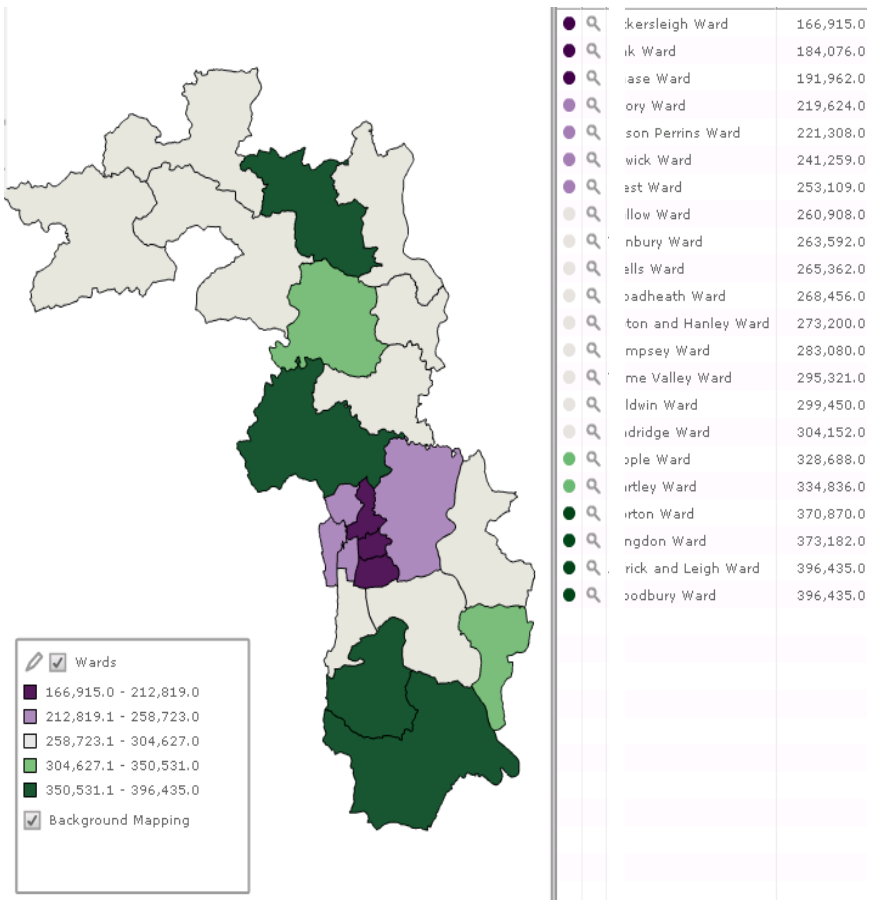


Community

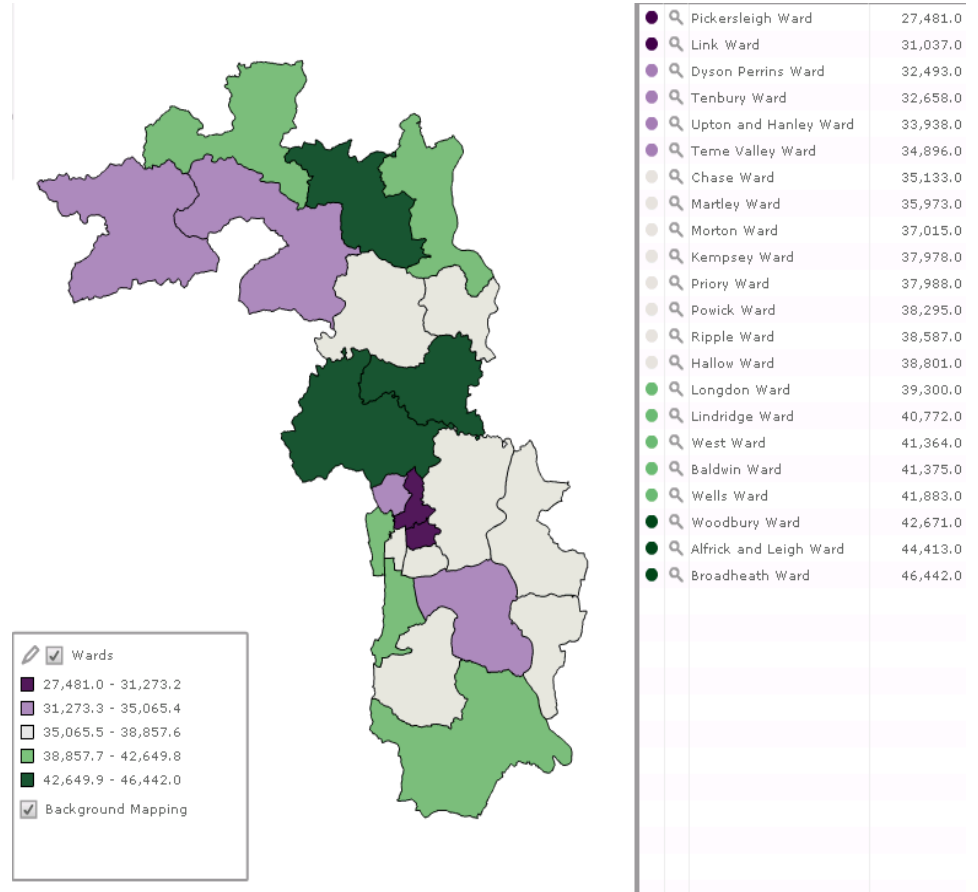
Example 1

House prices V Income (by Ward)

House prices



House hold Income

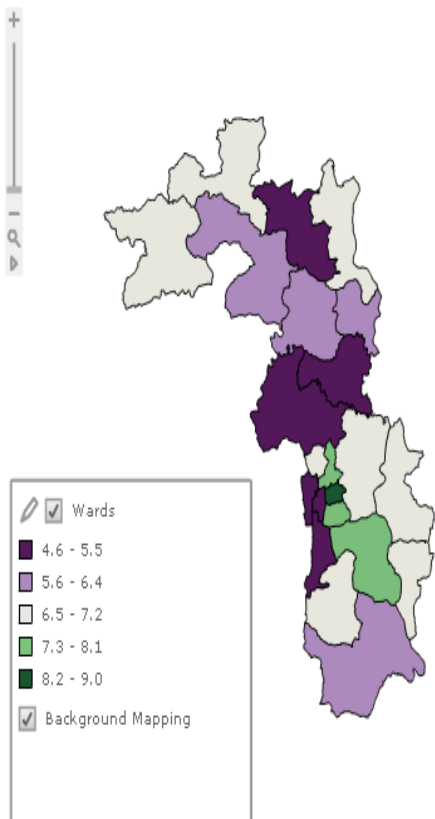


Example 2

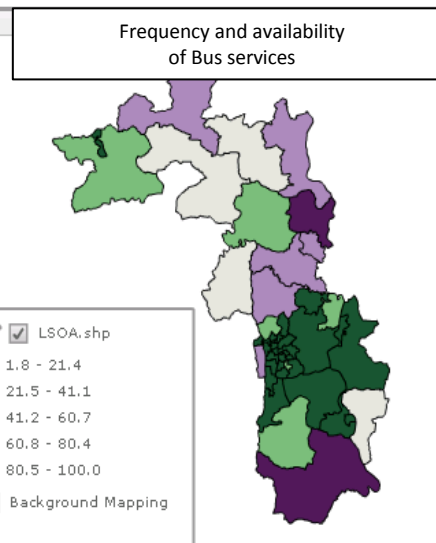
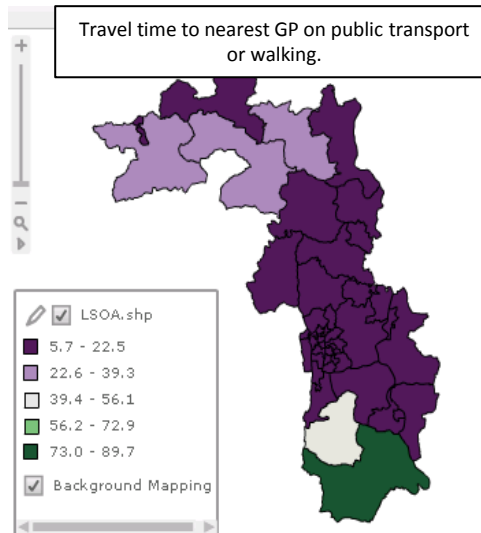
Limiting long-term illness V Distance and frequency to GP surgery

% with self reported ill health and limiting long-term illness.

Travel distance to GP & frequency of Bus services



Name	Indicator ▲
Wells Ward	4.6
Woodbury Ward	4.7
West Ward	5.0
Alfrick and Leigh Ward	5.2
Broadheath Ward	5.3
Priory Ward	5.4
Martley Ward	5.8
Hallow Ward	5.8
Teme Valley Ward	5.9
Longdon Ward	6.1
Lindridge Ward	6.5
Kempsey Ward	6.6
Powick Ward	6.8
Baldwin Ward	7.0
Dyson Perrins Ward	7.0
Ripple Ward	7.0
Morton Ward	7.0
Tenbury Ward	7.1
Link Ward	7.3
Upton and Hanley Ward	7.7
Chase Ward	7.7
Pickersleigh Ward	9.0



Name ▲	Map 1	Map 2
Albert Park Road	10	100
Baldwin	16.9	36.5
Barnard's Green	10.6	100
Broadheath	19	36.4
Broadwas & Rushw...	19.1	30
Callow End & Powick	17.2	73.5
Castlemorton	46.4	67.4
Charles Way	10	100
Cockshot Road	10.5	99
Collett's Green	12.9	99.3
Cowleigh Park	10.3	86
Deblin's Green & ...	15.2	89.3
Great Malvern Ce...	7.1	100
Great Witley & Abb...	23.2	47.7
Halfkey	11	68.4
Hanley Swan	12.8	90.7
Holly Mount Wood	10.2	100
Kempsey	7.5	99.8
Leigh Sinton	18.5	25.1
Lindridge	15.2	28.2
Longdon	89.7	1.8
Longridge Road	15.1	89.6
Lower Howsell	10.5	100
Malvern Wells	14.6	84
Martley & Wichenf...	14.1	74.5
Napleton, Kinnersl...	10.2	81
North Malvern Qua...	11.2	88.3
Orford Way	9.4	99.8
Pool Brook Road	11.9	75.4
Priory Park	15.2	99
Rochford	35.4	61.3
Ryall	16.2	60.5
Sherrard's Green	8	100
Sinton & Hallow	14.8	16.7
St. Matthias	9.2	100
Suckley Hills & Lul...	17.8	46.4

Benefits of Mapping

- help users to explore and understand data
- helps to identify patterns, associations and trends
- can assist with the communication of that understanding to others
- can help decision-making by providing an effective representation of the underlying data

Instant Atlas live...

<http://www.malvern hills.gov.uk/cms/council-and-democracy/research-and-intelligence/Information-by-theme.aspx>

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