ONS Local: How can we support places and communities to be smarter?

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Office for National Statistics

What is ONS Local?

Analytical

Providing analytical advice, supporting analytical projects, and collecting user priorities to inform ONS's analytical plans

Data

Supporting users to navigate the subnational data landscape, access data platforms, and connecting to expert advice at ONS

Network

Hosting regular events based on analytical themes, sharing knowledge, presence within existing networks, and using our political/analytical knowledge to facilitate evidence-based decision making

Strategic

Using our unique position within central government to understand, identify, and align priorities for both local and central decision makers, alongside capturing user needs

Building Capability

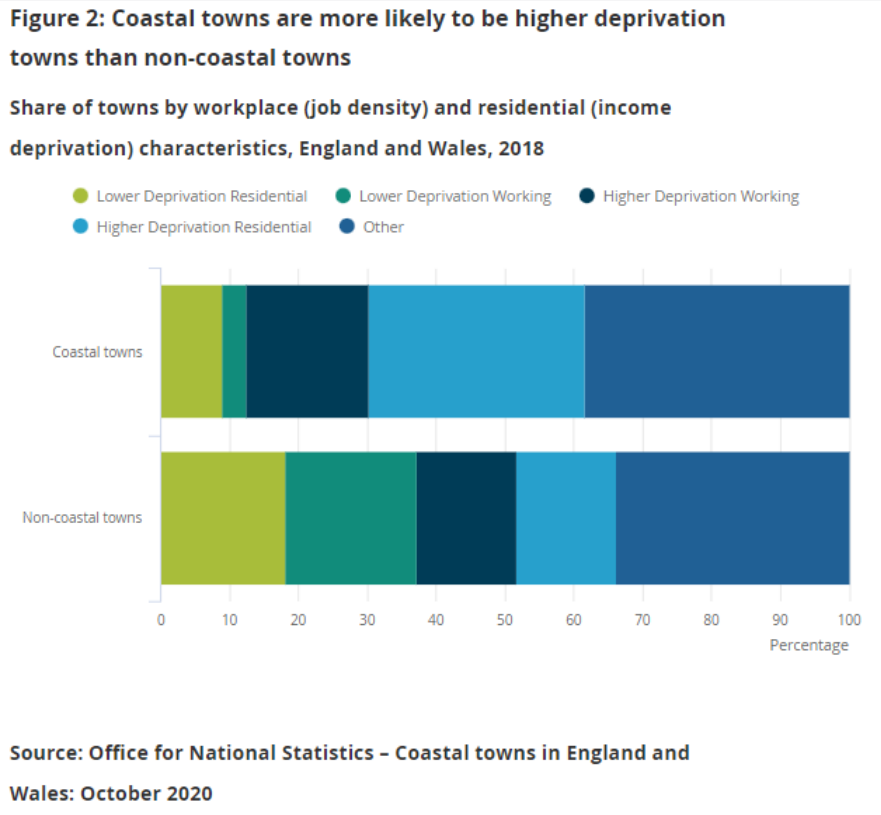
Supporting, informing, and advising local colleagues on opportunities across the three pillars, with the aim of continuously developing the offer

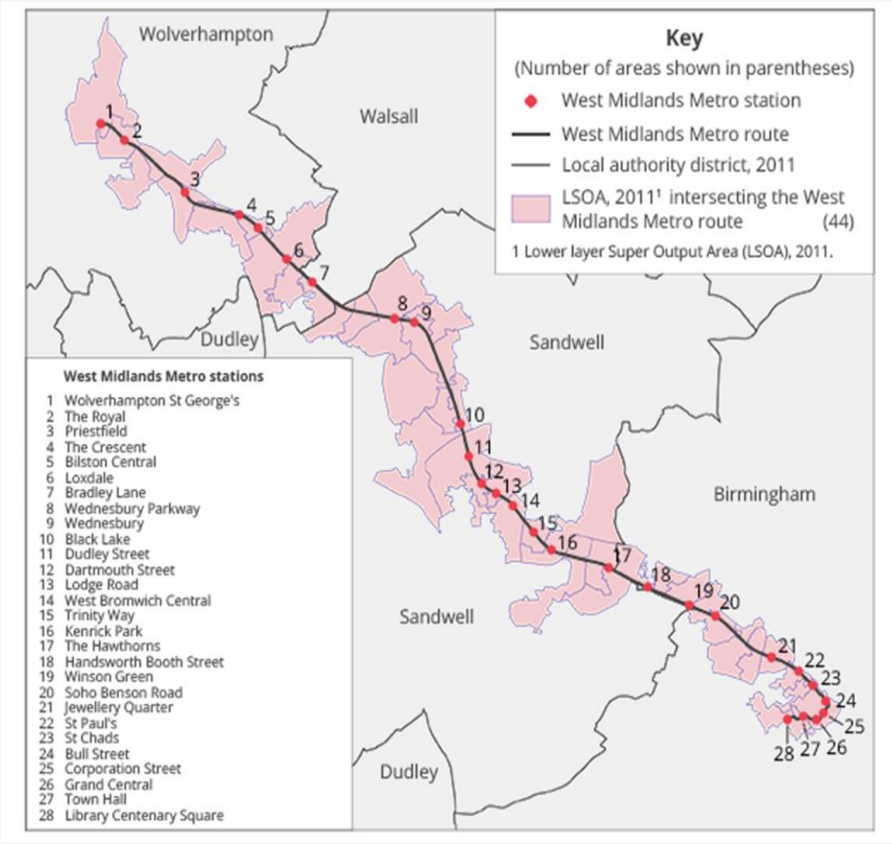
Smart Data

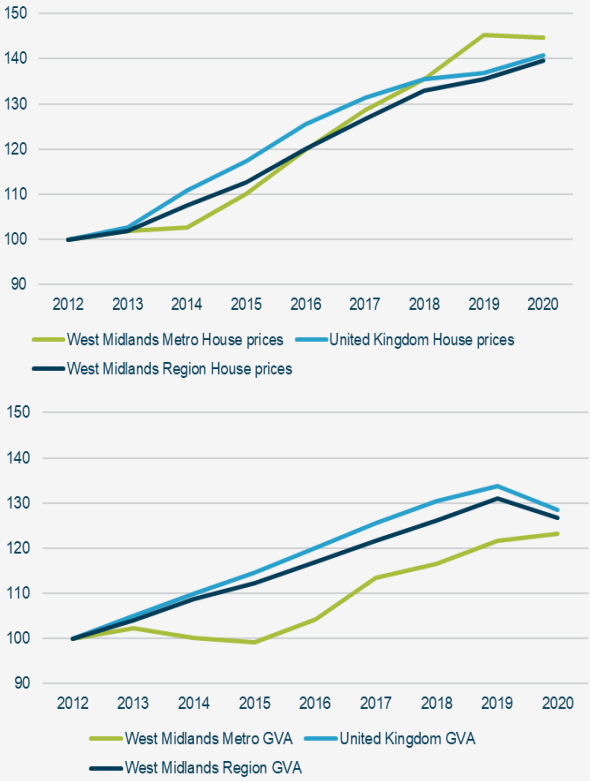
Office for National Statistics

Meaningful Statistics for Local areas

Understanding towns: spatial analysis, coastal towns, population and demography, housing, industry analysis







GVA at LSOA allows policy makers to create their own bespoke geographies and **evaluate the impact of policy**, for example the development of the West Midland Metro.

Innovating with different data sources and interactive tools

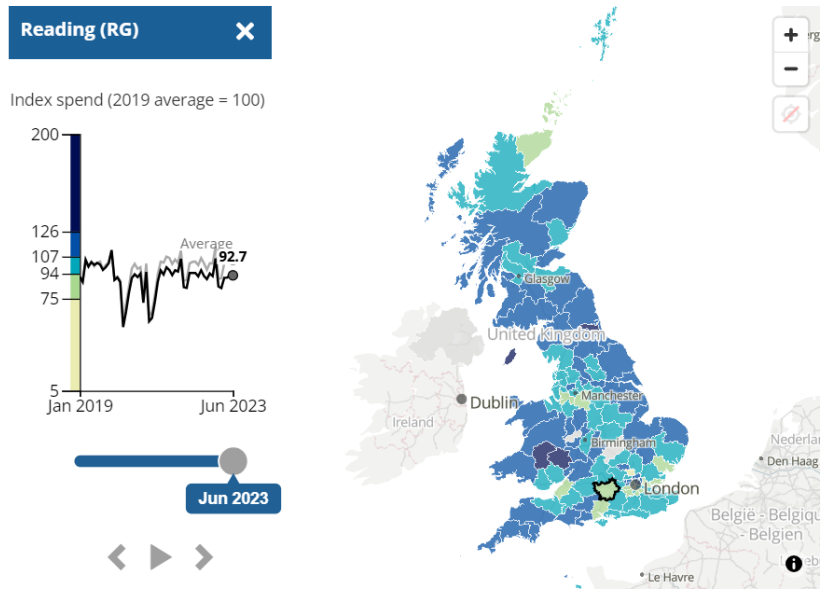
Interactive tools accompanying our analyses providing **local insight** on:

- Face-to face spending and flows between regions
- Geographic mobility of young people to explore ‘graduate share’ data for individual towns and cities

Financial Transaction data:

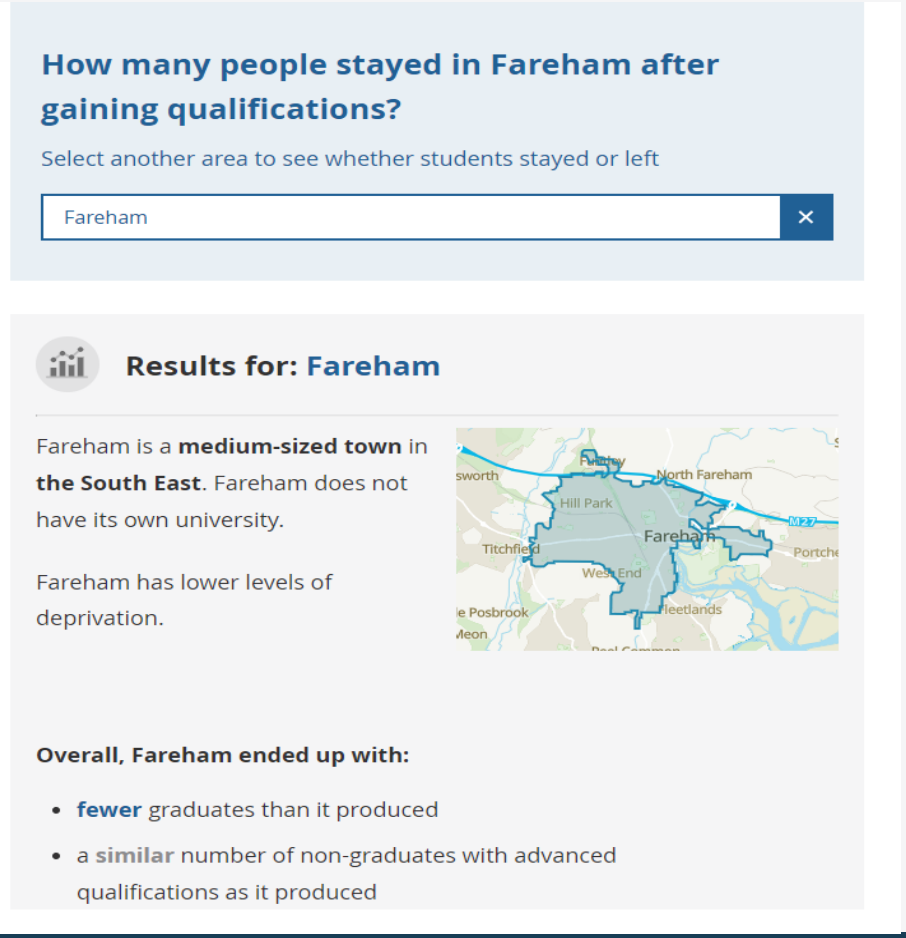
Figure 6: Compared with 2019, face-to-face spend differs across postal areas

Indexed change in total postal area spend, January 2019 to June 2023, 2019 average = 100



Source: Aggregated and anonymised data on UK card payments provided by Visa Europe Limited (2023)

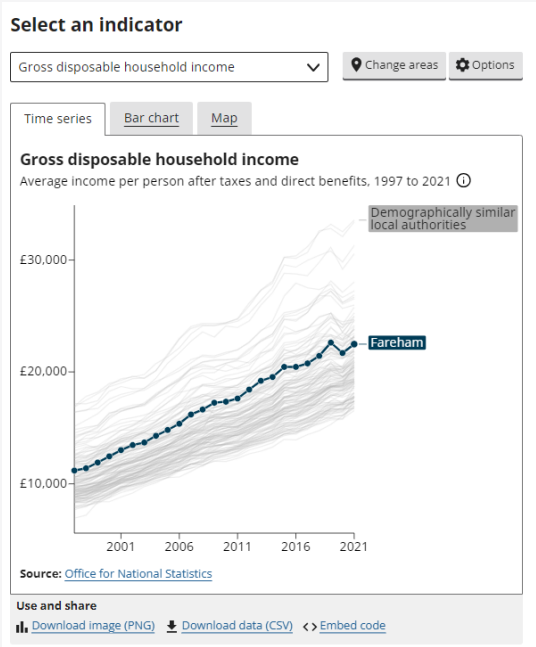
Longitudinal Educational Outcomes:



Ensuring our statistics are disseminated in an accessible way: Explore Local Statistics

Explore local statistics service is

- **Digital service** to support **ONS Local analytical service**
- **User centred** by design.
- With **user feedback** incorporated into new iterations and developments…



This is a powerful tool for local community groups to create baseline profiles of their local areas and to interrogate impact of proposed developments – X User ListentoLocals

This (ESS Beta) has been a long time in the making... Massively useful for citizens, for journalists, for policy influencers and policy makers – Darren Waters BBC

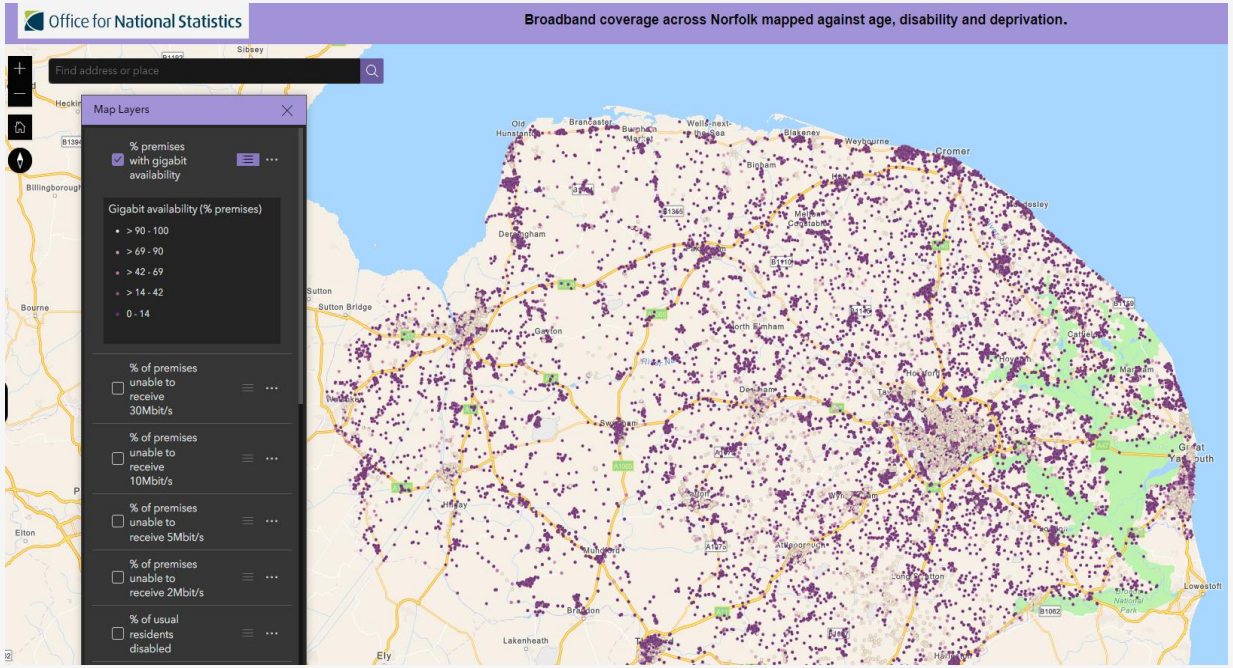
Your new local data tool...
… IS AMAZING!!!
Seriously it is so awesome! I have already spent way too much time playing around with it, and I'm sure will spend many more hours in my own time. - Charlotte Rose BBC East

Smart Places

Office for National Statistics

Broadband Connectivity

Where should we target broadband infrastructure improvement?



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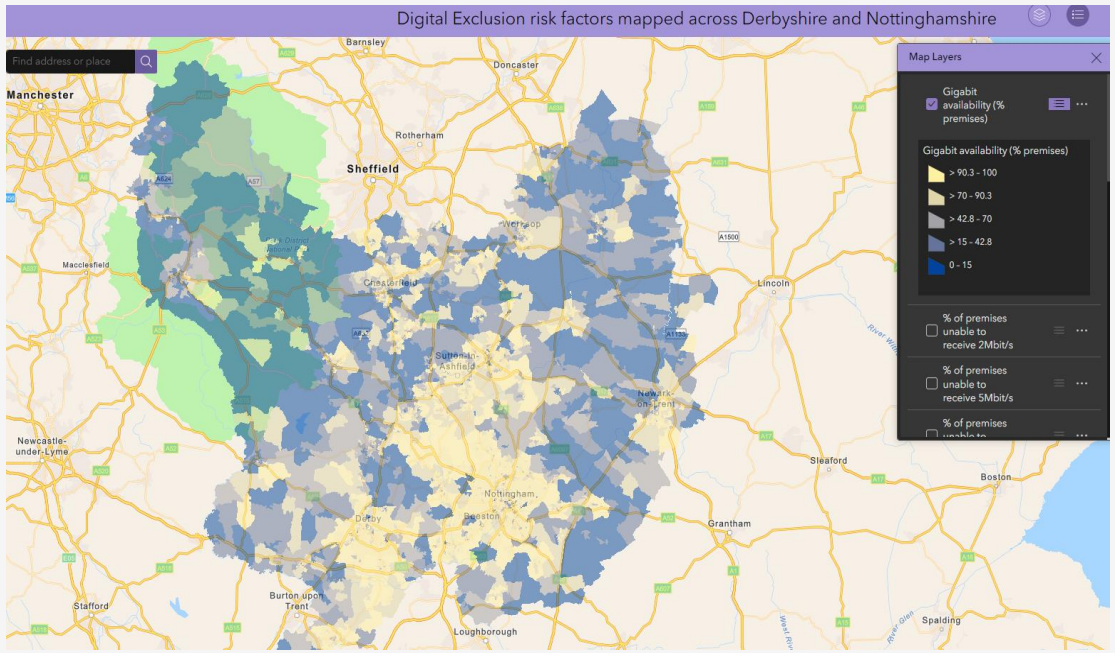

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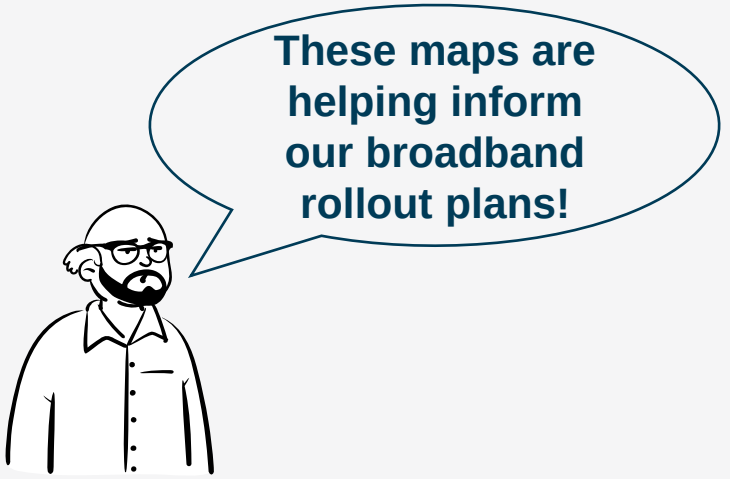


Travel and Access Inequalities

Feasibility and impact check in progress

Who?

Data Science Campus

TORBAY COUNCIL

Office for National Statistics

What?

- Produce an open-source tool
- Estimate the time and distance to travel from one location to another
- Include accessibility to, frequency of and reliability of public transport
- Extend work carried out by the Data Science Campus

Why?

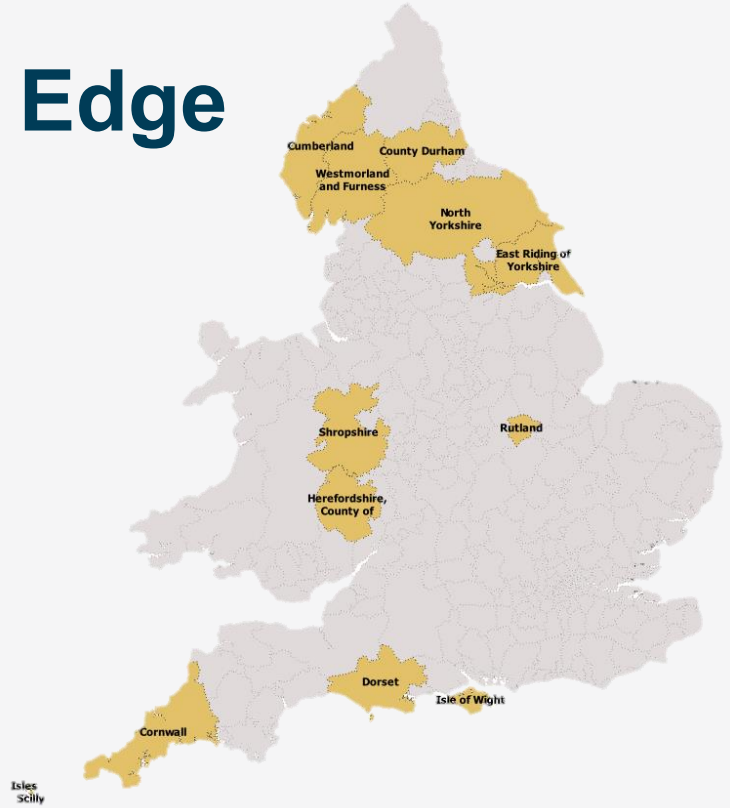
- Understand the limitations of different communities in accessing services and amenities
- Identifying pockets of deprivation
- Transport planning
- Service provision
- Place-based policy

ons.local@ons.gov.uk

Smart Communities

Office for National Statistics

Creating an Area Profile: Britain's Leading Edge

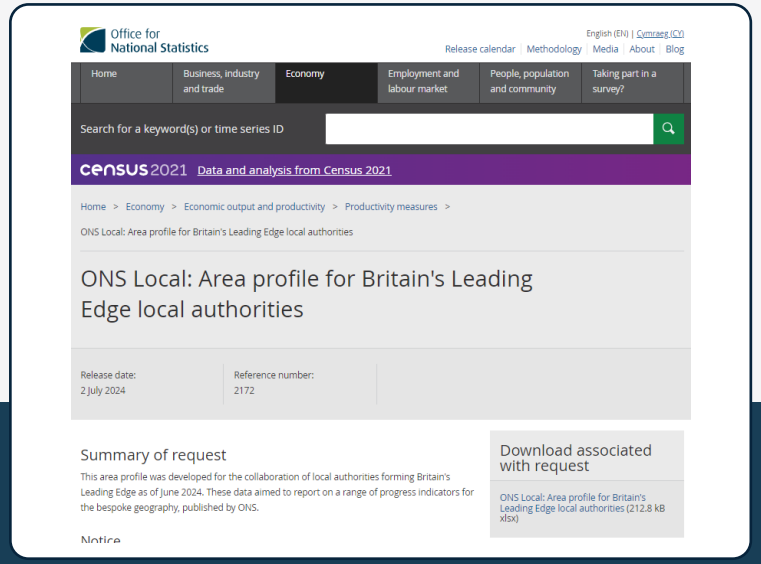


[ONS Local: Area profile for Britain's Leading Edge local authorities - Office for National Statistics]

- The *Britain's Leading Edge* collaboration aims to promote the voices of more rural authorities who feel left behind, compared to more urban counterparts, in government investment and initiatives

- Working with Cornwall Council, we created a tailored data pack for the local authorities as a geographically spread community, reporting on a wide selection of priority metrics for the group

- This work aimed to provide an accessible evidence base for the collaboration that can support their decision-making as a group and in conversations with policy makers.



Building capability across local analytical communities – APIs and dashboards

Network

A regular request had repeatedly come through for support on the use of APIs and dashboards to allow automation of the processes to inform and update local decision makers.

Our ONS Local coordination team reached out to the API team and Data Science Campus to discuss setting up ‘How to’ workshops for harvesting ONS APIs and presenting the data in local intelligence dashboards

We have hosted 3 workshop series, led by ONS colleagues and our key local stakeholders, that have supported, guided, and drawn upon existing expertise in our joint communities in building and further developing dashboards and using APIs to encourage automation across them.

These workshops are already proving hugely beneficial in upskilling our local government stakeholders - sign up numbers have reached 1000+ for individual events

ONS Local presents by The Office for National Statistics | Eventbrite

Other projects in the pipeline

GMCA GREATER MANCHESTER COMBINED AUTHORITY

West Midlands Combined Authority

TEES VALLEY COMBINED AUTHORITY

What does economic inactivity look like in the Tees Valley and what are the reasons for people being economically inactive?

Can ONS Local provide granular travel to work data to support our Active Travel Implementation Plan?

SOUTH YORKSHIRE SYMCA MAYORAL COMBINED AUTHORITY

We want to understand the true scale and size of the Night Time Economy.

NORTH OF TYNE COMBINED AUTHORITY

Can ONS Local attend our Net Zero working group to ensure best data options are being used and provide methodological oversight?

TORBAY COUNCIL

We want to understand what the opportunities are for different communities, specifically for education, skills and training.

Can ONS Local update an ONS publication on productivity that was last published in 2017, so that we can use more recent data?

GLASGOW CITY REGION

Can ONS Local put us in touch with other analysts from other councils with rural, coastal or island areas to discuss data challenges and workshop solutions?

Herefordshire Council

What's next?

- On the journey towards a sustainable funding model
  - Building towards the future
  - Understanding the value of the service "as is" and understanding areas for growth and development
  - Building testimony and support from local stakeholders
- Increasing our value and reach to a wider set of stakeholders
- Positioning our role in prioritising local user needs across ONS and the Government Statistical Service

Thank you for listening

We’re always happy to hear from you! Contact us at ONS.Local@ons.gov.uk

Office for National Statistics

Other ONS local services

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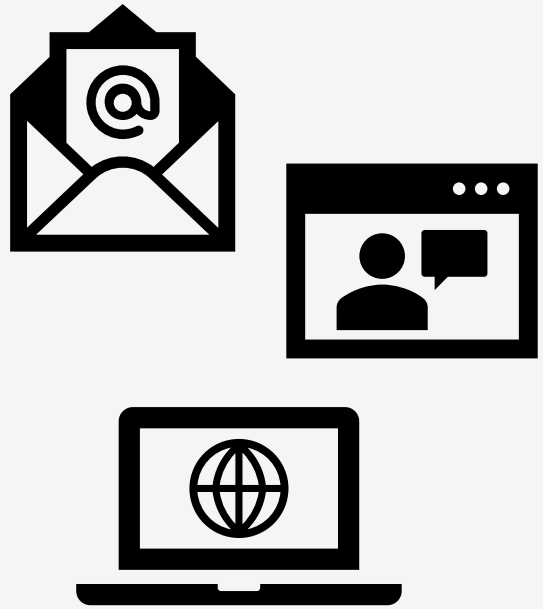

Read our blogs across government channels:

- Going local – delivering data for our communities
- Unlocking the potential of local data
- Harnessing the power of local statistics with ONS

See all our user requested data on our ONS Local tile on the ONS website