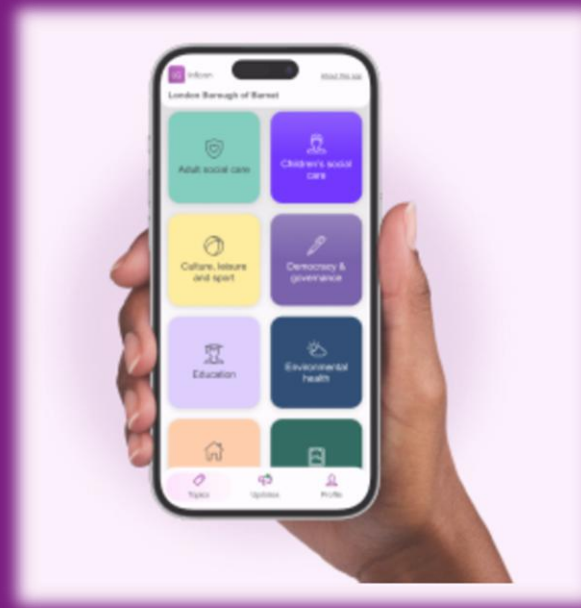


LG Inform App



Summer 2026

www.local.gov.uk

Background

- Twin communication and step into LG Inform in response to demand for streamlined product to complement popular and powerful LG Inform
- Concept signed off in November 2023 and then June 2024
- Funded by the IDeA
- Launch Summer 2025

Audience

- Principal Authorities only
 - Combined Authorities
 - Fire and Rescue
 - National Association of Local Councils
- Senior officers and councillors
 - Not junior officers
 - Not the public
- Available to all but must register – Wasn't possible

Risks

- Data misuse – ‘The Times’
 - Registration – curated comparison groups
 - Greyed out where not relevant
 - Potentially feeling of exposure if a performance metric and you are lower – transparency and improvement
- No chance to dive deeper
 - Plan to link to web deep dive reports
- Not scrolling down – summaries circles

Metrics

- Metrics selections
 - 11 Topics – Service areas
 - 10 metrics for each
 - Summary
 - Financial metrics
 - Notifications
 - Restrictions on maximum notifications hard coded in
- Registration
 - Fix authority and Appropriate Comparison group
 - Analytics

LG Inform App - Ripple effect

- Clarity and simplification
 - Tacit and explicit demand for data products, but limited data capacity and capability. Attraction to simplicity of interface, over quality.
 - Oflog Data Explorer, D of E, DHSC
- Communications
 - Awareness
 - Better spending of the taxpayer pound. Centre of excellence for data products. Better awareness of LG Inform avoidance cost duplication for councils (purchase).
- Growth
 - Once complete a model for providing a bespoke front end for others
 - Public health, charities, educations, the public

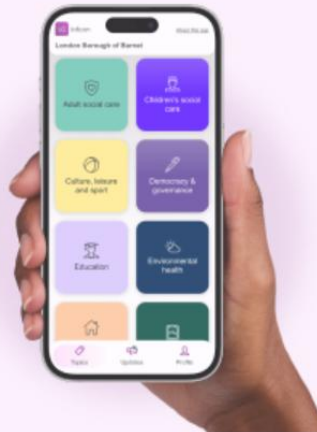
LG Inform App - Demo

Mobile app exclusive content!

The LG Inform App gives you access to up-to-date data about your council and how it compares to others, by providing a snapshot of 110 metrics over 11 topic areas.

It allows you to:

- stay ahead of the game with key data about your council, keep up-to-date soon after it's published
- easily share data with others
- ask the right questions about reasons for your council's performance
- delve deeper to find more detailed evidence.



Download the mobile app



Scan the QR code with
your mobile phone