

Wheatley Hills Community Profile

Well Doncaster



Well Doncaster

Community Led Health and Wealth

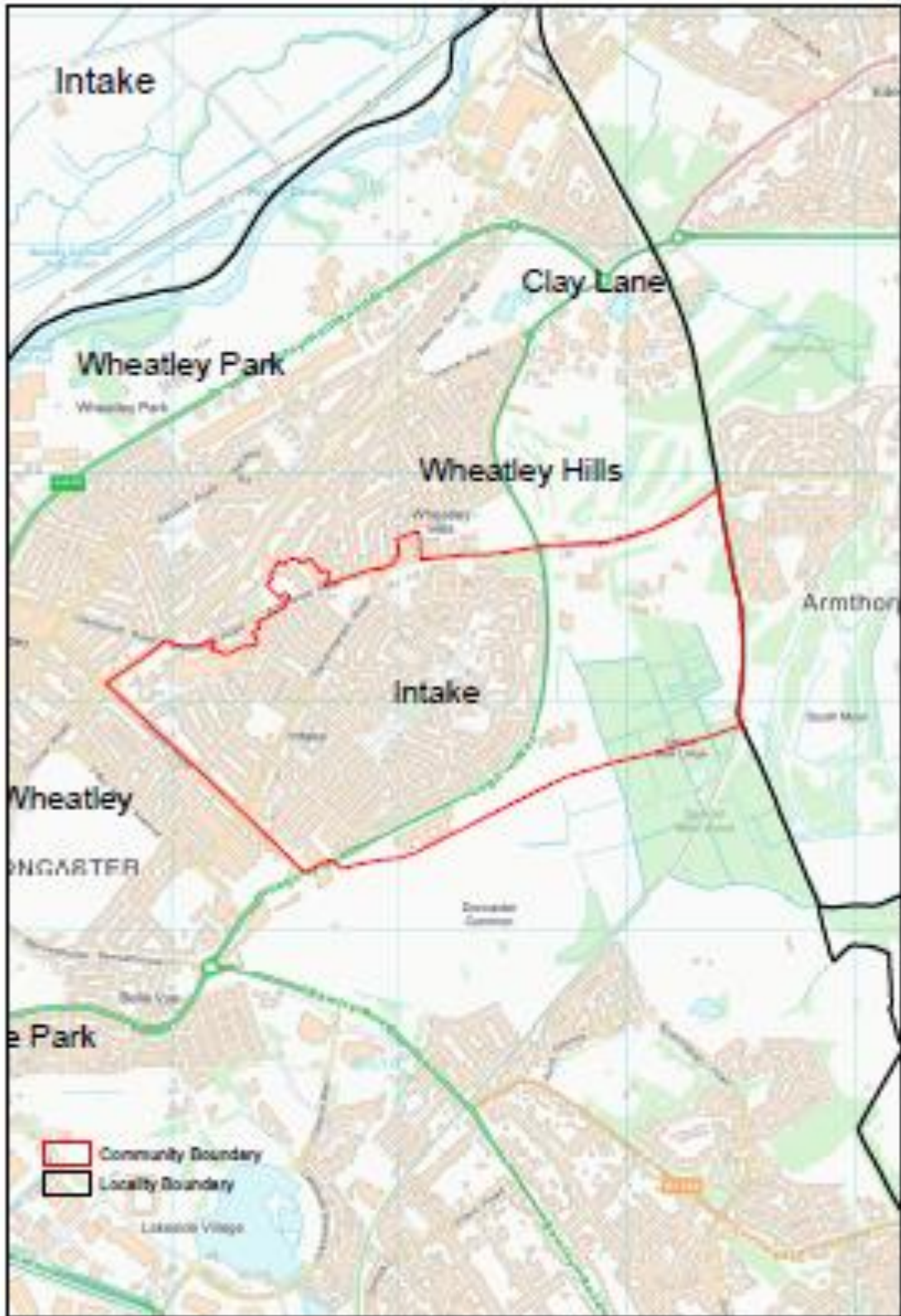
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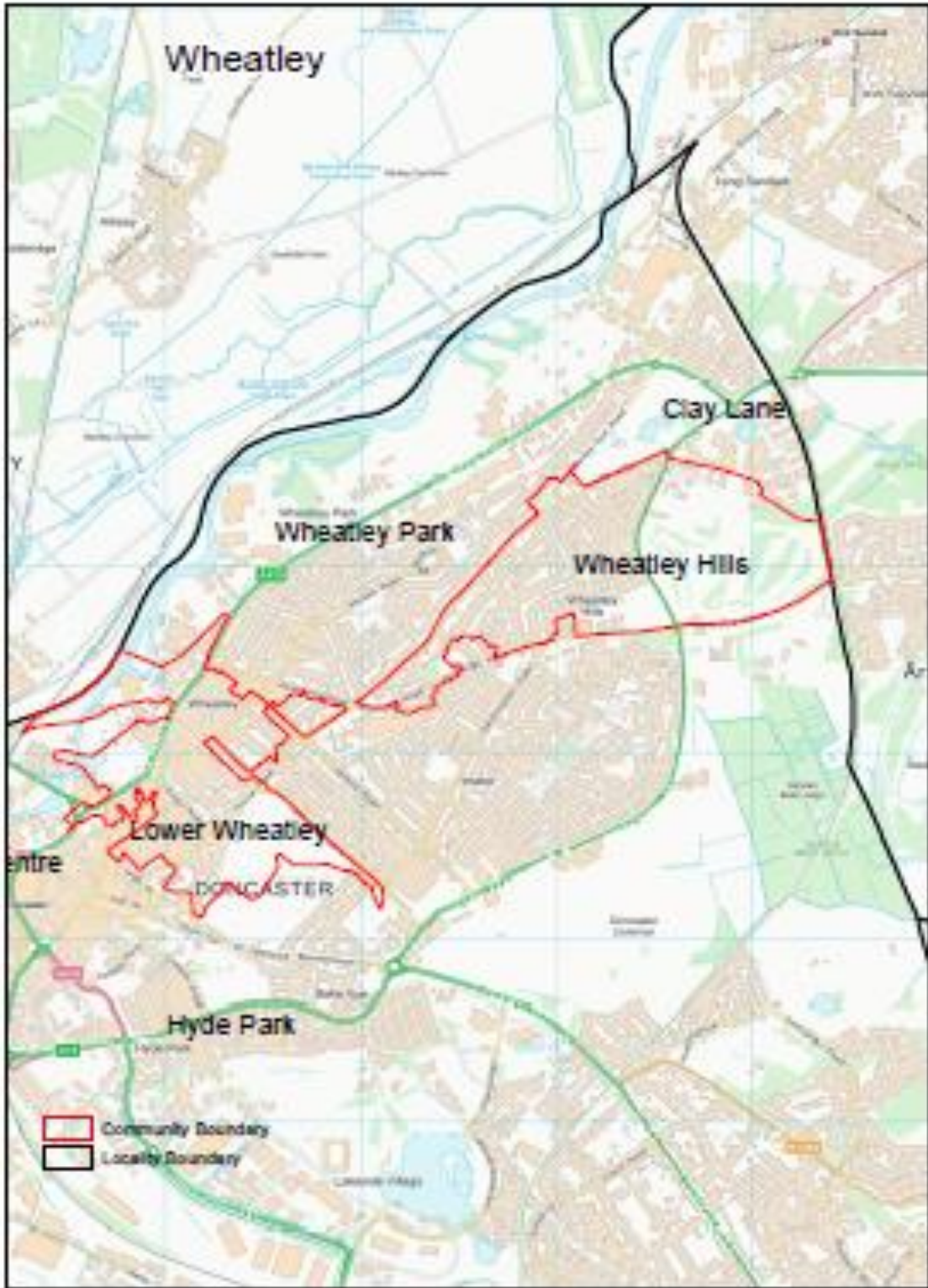
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Well Doncaster
**Community
Wealth Builder**

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Council**





Well Doncaster

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This Report

This report shows the initial conversations with communities, including ward members, community organisations, faith groups, residents and other organisations who work in the area. Communities' knowledge of their own areas enables them to identify their strengths and the assets on which they can build on. This document is shared with the intention of supporting those conversations and sharing information that might not be readily available to local people. The information and data shared in this report are for Wheatley Hills and the Wheatley Hills and Intake Ward.

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WHEATLEY HILLS



26.1% of children in reception are overweight or obese



6.7% of residents are unemployed



Over 21.8% of residents are living with a limiting health condition



Grove Park is part of the Get Doncaster Moving Future Parks work plan



2.6% of residents are non-English speaking



41.9% in Wheatley Hills are inactive



One Page Summary

Intake and Wheatley ward is divided into four distinct communities: Lower Wheatley North Bridge, Wheatley Park, Wheatley Hills, and Intake. The ward is amongst the 20 most deprived communities in Doncaster, with Lower Wheatley North Bridge being the most deprived. Almost half of the population across Intake and Wheatley ward are living in deprivation. From the ward Wheatley Hills is set apart from the other communities, which you will see when comparing data for example, there are more people in professional job roles in Wheatley Hills, compared to Lower Wheatley where the largest employment sector is Elementary roles.

Intake and Wheatley Hills ward has an older than average population. There is a high proportion of Black Asian and Minority Ethnic (BAME) communities in Intake and Wheatley. The ward has the third highest percentage of non-English speakers.

The rates of children living with excess weight are exceedingly high, many become overweight by the time they start school. This pattern continues throughout primary school, with many classifying as obese by the age of 11.

People in Intake and Wheatley have a lower life expectancy and many residents are living with conditions related to smoking, such as Chronic Obstructive Pulmonary Disease (COPD), coronary heart disease (CHD) and lung cancer. A substantial number of preventable deaths occur in people aged 75 and under.

There are several green spaces available to explore and engage in physical activity. Development of green spaces is high on the borough's agenda, with Grove Park forming part of the Future Parks work to be undertaken in 2021-22.

Key Health priorities

- Poverty (including child poverty, fuel poverty, poverty in older people, unemployment, and long-term unemployment)
- Child development (specifically weight management and sedentary behaviours)
- Preventing premature deaths specifically linked to poor lifestyle choices (COPD, lung cancer, myocardial infarction)
- High rates of mental health issues including self-harm

Assets

Well Doncaster uses community centred approaches that support investment in supporting, working with, and empowering communities to facilitate a healthy community. The voice and role of our communities and taking a strengths/assets-based approach to work with individuals, families and communities is crucial to the achievement of our overall vision.

Asset Maps

The maps below show different types of assets across Intake and Wheatley. Please refer to the [appendix](#) for larger map.

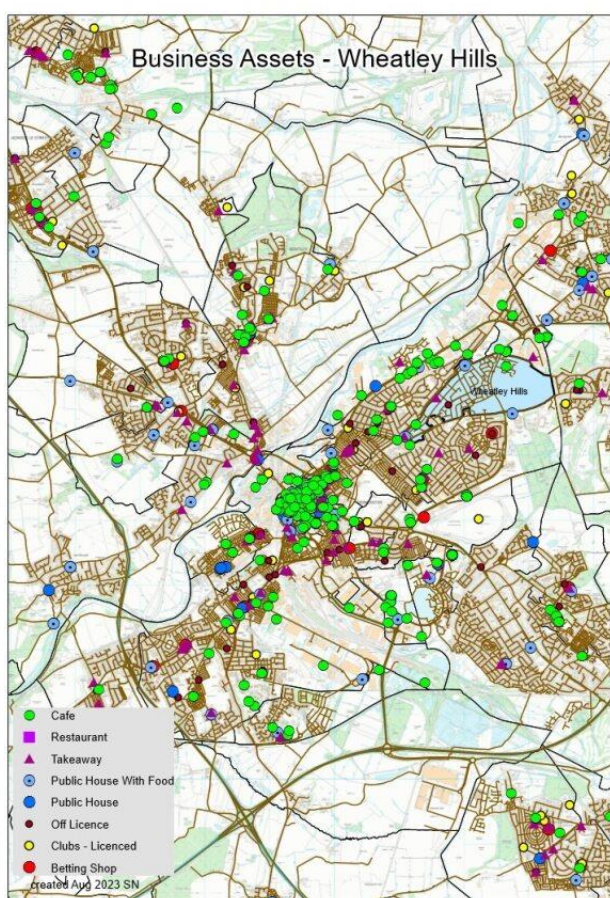


Figure 1. Business Assets within Wheatley hills

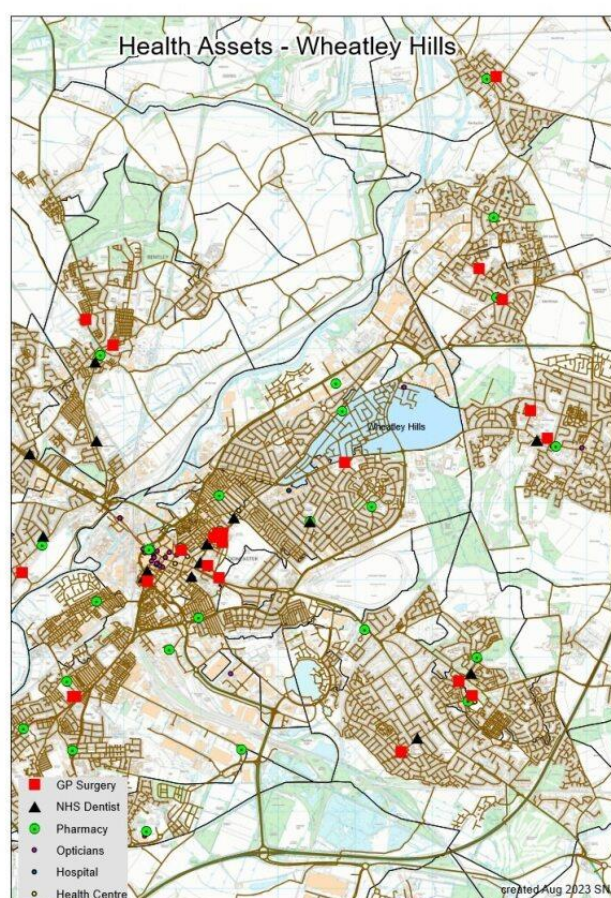


Figure 2. Health Assets within Wheatley hills and Intake

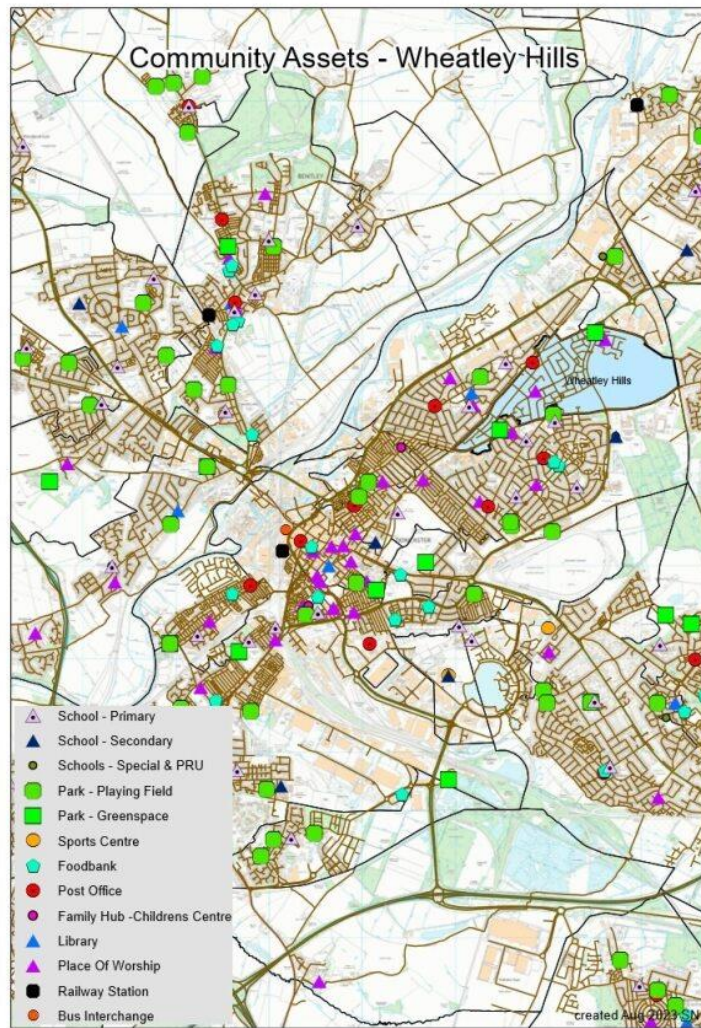
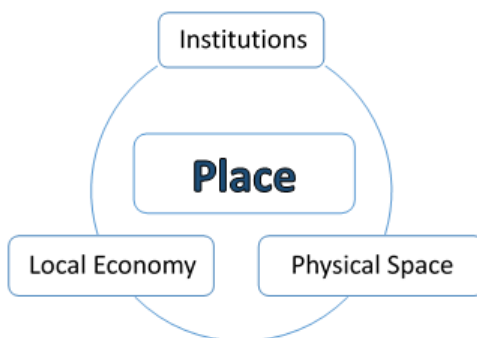


Figure 3. Wheatley Hills and Intake community assets

It is recognised that work is needed in the community to expand the understanding of who, how and what is accessed in the area. Greater knowledge of the identity of each community/ward will allow a more appropriate and effective response to community needs. Hexthorpe remains a priority area for Central Doncaster and ongoing work will continue to support it.

Assets in the Community

As part of a population health management approach, the following assets have been identified and themed around place and people:



Wheatley Hills		
Institutions (Schools/colleges etc.)	Physical space (Parks, car parks etc.)	Local Economy (Local profit Businesses)
<p><u>School:</u></p> <ul style="list-style-type: none"> Kingfisher primary school <p><u>GPs:</u></p> <ul style="list-style-type: none"> Kingthorne General Practitioners <p><u>Religious</u></p> <ul style="list-style-type: none"> Evangelical Church Wheatley Park Baptist Church St Paul's Church 	<p><u>Green Space</u></p> <ul style="list-style-type: none"> Town Moor golf course <p><u>St Leger Halls</u></p> <ul style="list-style-type: none"> Sandalwood Close 	<p><u>Food & Beverage:</u></p> <ul style="list-style-type: none"> Simo's café Esquires' coffee <p><u>Shops/ Supermarkets:</u></p> <ul style="list-style-type: none"> Co-op Food Stars Supermarket Aldi Tesco Express Marks & Spencer's One Stop <p><u>Fitness & Gym Facilities</u></p> <ul style="list-style-type: none"> Parklands Sports & Social Clubs Goals Doncaster <p><u>Care Homes:</u></p> <ul style="list-style-type: none"> St Mary's nursing home Amphion View residential home <p><u>Other:</u></p> <ul style="list-style-type: none"> Weldricks Pharmacy Wade Laundrettes Wheatley Centre Shopping Park Barnardo's Kwik Fit Dulux Decorator Centre Euro Car Parts Wilson's carpets Dunelm



INDIVIDUALS (Key Individuals within the community and why)	ASSOCIATIONS Local Groups/Clubs	STORIES (Good news stories)
<p><u>Ward Members</u></p> <ul style="list-style-type: none"> • Eva Hughes • Jane Kidd • Paul Wray 	<p><u>Support</u></p> <ul style="list-style-type: none"> • Christ Church (Trussel Trust Food bank) • Wheatley Baptist Church <p><u>Sports clubs:</u></p> <ul style="list-style-type: none"> • Doncaster Martial Arts Centre • Danum ABC • Parklands Sports & Social Club • Wheatley Golf Club • Doncaster Boxing Academy • Wheatley Hills RUFC <p><u>Children</u></p> <ul style="list-style-type: none"> • J & D Activities • Wheatley Children’s family hub <p><u>Other:</u></p> <ul style="list-style-type: none"> • Caribbean Ladies Group (town fields) 	

Intake and Wheatley Hills have large areas of the community that differ from one another, with limited community groups and support services available in Wheatley when compared to Intake. It is appreciated that these maps are a starting point in understanding the communities and that further work is needed amongst the community to understand all the assets and how they are used.

Community Work

Ward Members

Below are the ward members for Intake and Wheatley Hills following elections in 2021.



Councillor

Yetunde Elebuibon



Councillor

Jane Kidd



Councillor

Emma Muddiman-Rawlins



Health and Wealth

Deprivation

Health inequalities are avoidable differences across the population, and between different groups within society. Health inequalities arise from the conditions in which we live, work and play. These conditions influence our opportunities for good health, how we think, feel and act, therefore shaping our health and wellbeing.

Evidence shows that people living in our most deprived areas face the worse health inequalities in relation to health access, experiences, and outcomes. Deprivation covers a range of issues and refers to unmet needs caused by a lack of resources, including but not limited to finances, housing, and education. It is measured in different ways including the Indices of Multiple Deprivation (IMD).

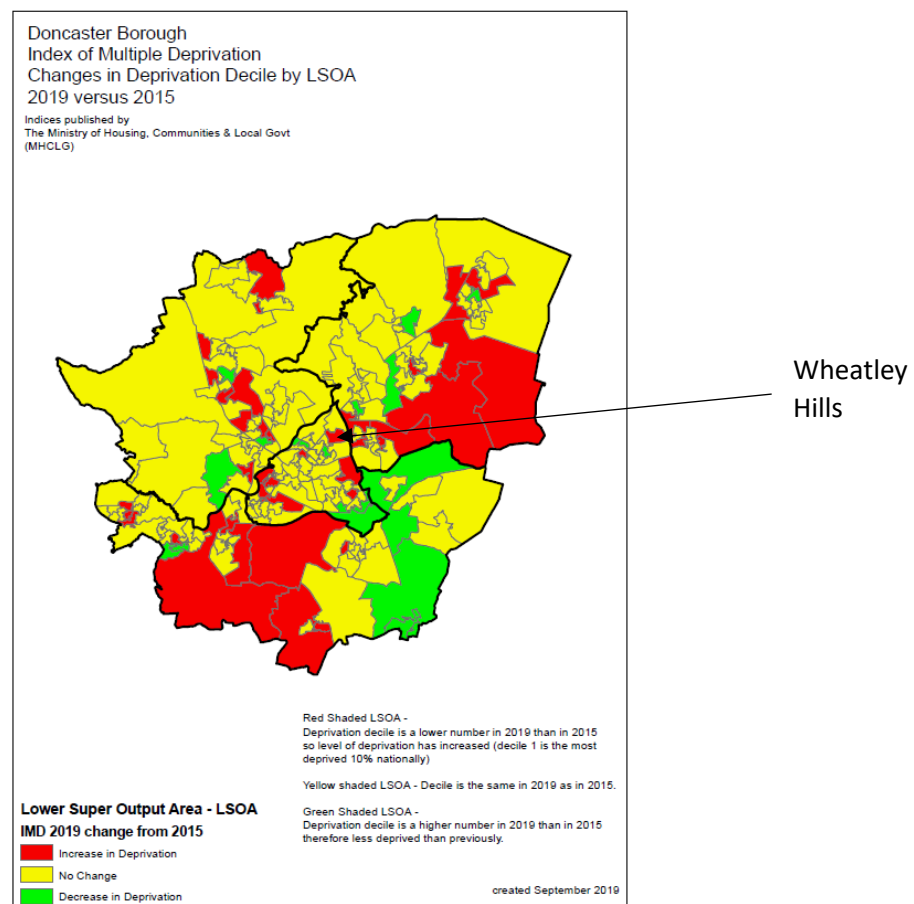


Figure 4. Index of Multiple Deprivation changes in deprivation between 2015-2019

The map above and table below illustrates Wheatley as one of the most deprived communities in Intake and Wheatley and across Doncaster. IMD data shows deprivation levels have improved from 2015 to 2019 and Lower Wheatley North Bridge has moved from the 10 most deprived communities to the top 20 most deprived communities.

Table 1. Index of Multiple Deprivation Rank in 2015 and 2019

Top 10 most deprived 2015	Rank	Top 10 most deprived 2019	Rank
Balby Bridge	118	Balby Bridge	55
Denaby Main	129	Denaby Main	63
Mexborough Main Street	463	Mexborough Main Street	249
Mexborough Windhill	718	Mexborough Windhill	282
Mexborough Adwick Road North	720	Hexthorpe & St Sepulchre Gate West	507
Hexthorpe & St Sepulchre Gate West	735	Old Denaby	542
Stainforth South	982	Stainforth South	793
Old Denaby	1125	Highfields	950
Conisbrough North	1163	Mexborough Adwick Road North	970
Lower Wheatley North Bridge	1313	Balby St Peters Road	997

Wealth Inequalities

Under half of residents across Intake and parts of Wheatley are currently living in poverty. The proportion of households with an income of less than £20k is 47% in Intake, 46% in Wheatley Park and 45% in Lower Wheatley. However, a smaller percentage 38% of Wheatley Hills residents earn £20k or less.

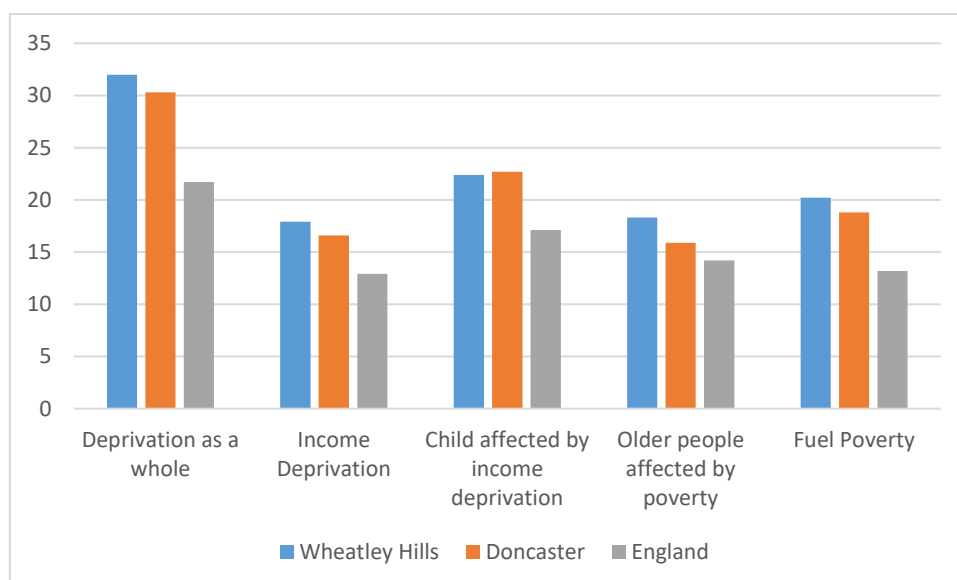


Figure 5. Levels of income deprivation across wards, Income Deprivation Affecting Children (IDACI) and Income Deprivation Affecting Older People (IDAOP), 2019

When looking at the data presented to us by Public Health fingertips, we can show the difference of deprivation and poverty for Wheatley Hills, Intake, and the ward as a whole.

The figure below shows that although the ward as a whole is in deprivation, Wheatley Hills a single community is less so than Intake who are a stone through from area.

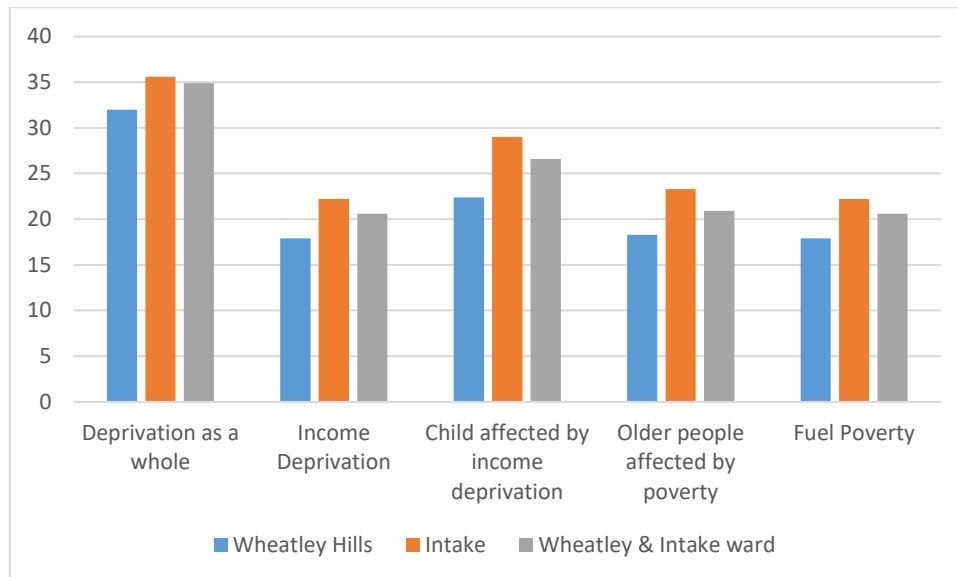


Figure 6. Effects of deprivation and poverty on Wheatley Hills and Intake

The 2021 Census data has that classify households in England and Wales by four dimensions of deprivation: employment, education, health and disability and household overcrowding. Wheatley Hills has a higher proportion of households not in any deprived dimensions (47%) compared to Doncaster (43.7%) and but lower than England (48.4%). It also has lower proportion of households in all other dimensions: one dimension: Wheatley Hills (32.8%) compared to Doncaster (34.7%) and England (33.5%). Two dimensions; Wheatley Hills (15.4%) Doncaster (16.7%), England (14.2%). Three dimensions; Wheatley Hills (3.8%) Doncaster (4.6%) and England (3.7%) and is slightly higher in four dimensions: Wheatley Hills (0.9%), Doncaster (0.2%) and England (0.2%).

Employment

The 2021 Census has given us new data based on the community of Wheatley Hills as a standalone community not bound with the ward.

53.9% of residents are currently in employment, which is only slightly lower than that of England at 57.4%. There is a considerable number (44.7%) of these residents who are employed travel less than 10km to their place of work, this is significantly higher than the national rate (35.4%). Which shows there are a sizeable proportion of jobs on their doorstep. Even so, 71.7% of people within Wheatley Hills have not been employed in the last 12 months which is higher than the national rate at 61.1%. The Census 2021 data revealed that 19.7% of the population of Wheatley Hills have been recorded as Never Worked which is lower than the rate of 25.6%.

Of those who work the majority of people work full time (60.5%) which is similar to that of Doncaster (60.7%) and England (59.1%). Part time working is of a similar picture for Wheatley Hills (20.9%) which is a little higher than the Doncaster rate (20.7%) and England (19.5%).

Table 3. Employment in Wheatley Hills and Intake

	Wheatley Hills	Lower Wheatley	Wheatley Park	Intake
Employed/active	53.9%	59.4%	59.2%	54%
Not worked in the last 12 months	71.7%	46.8%	53.7%	52.7%
Never Worked	19.7%	36.9%	33%	35.2%

The figure above shows the percentage (Census 2021) of those residents throughout the ward who are employed, have not worked in the last 12 months and who have never worked. As you can see the percentage of those who have not worked in the last 12 months is far greater in Wheatley Hills than any other community.

The figure below could explain the reason for the larger percentage of people who have not worked in the last 12 months. This shows that a large amount of people in Wheatley Hills have retired.

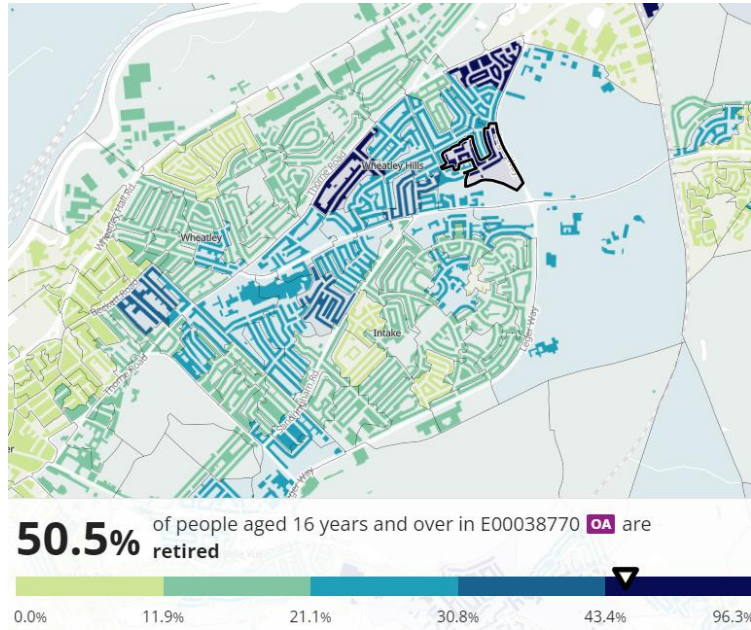


Figure 7. Percentage of retired residents in Wheatley Hills and Intake

The census has also showed us the professions of residents in Wheatley Hills with Professional Occupation roles being the highest (17.3%) which is slightly higher than that of Doncaster (12.8%) and only slightly lower than England (20.3%).

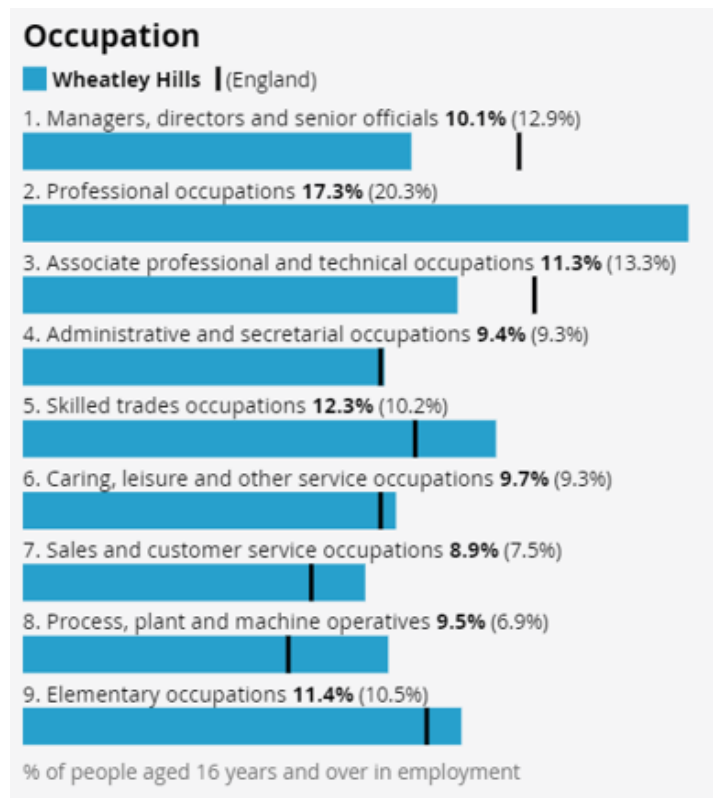


Figure 8. Occupation data in Wheatley Hills

The Joint Strategic Needs Assessment (JSNA 2022) data shows the percentages of residents claiming universal credit. In Wheatley Hills 4.76% of residents are claiming this benefit, this is within the ten top highest percentage in the whole of Doncaster.

Food Poverty

There are 8 active foodbanks in the Central locality of Doncaster. On average in quarter 2 (Jul – Sept 23) 311 adults and 127 children per month who were supported by Central Foodbanks.

There is not one directly situated in Wheatley Hills; the closet Foodbank is situated in Wheatley Park – St Paul’s Church. All foodbanks can be used by from the residents in this community. On average 514 people receive a food parcel from the foodbanks in this locality per month.

Citizen Advice Doncaster Borough

The data provided by Citizens Advice Doncaster Borough shows us that the Central Locality (1017) has the highest number of clients registered with the service compared to the other localities: North 546, South 611 and East 608.

From April 2023 to the current day there has been 7254 new interactions from Central residents. 704 of them are repeat interactions covering 636 postcode areas. The table below shows a comparison from all Localities as a whole to the Wheatley Hills & Intake ward,

Table 6. Data collection from Citizen’s advice.

Data collation information	Central Locality	Wheatley Hills & Intake Ward	East Locality	South Locality	North Locality
Clients	1017	232	608	611	546
New Interactions	7254	1850	4756	4787	3587
Postcodes covered	636	145	435	438	401
Repeat Interactions	704	158	322	399	224
Top Issue for advice/info	Debt	Debt	Debt	Debt	Benefit & Tax credits
Total Income gain	£945,020	£225,846	£745,520	£938,886	£491,758

Health Inequalities

Childhood Development

Children classified as overweight (including obese) in reception are more prevalent in deprived communities. Wheatley Hills (24.7%) is on average has very similar levels compared to the Doncaster (26.1%) and England (22.6%). This trend continues into year 6, where increasing numbers of children are reported to be either obese or severely obese (34.1%) (see figure 14).

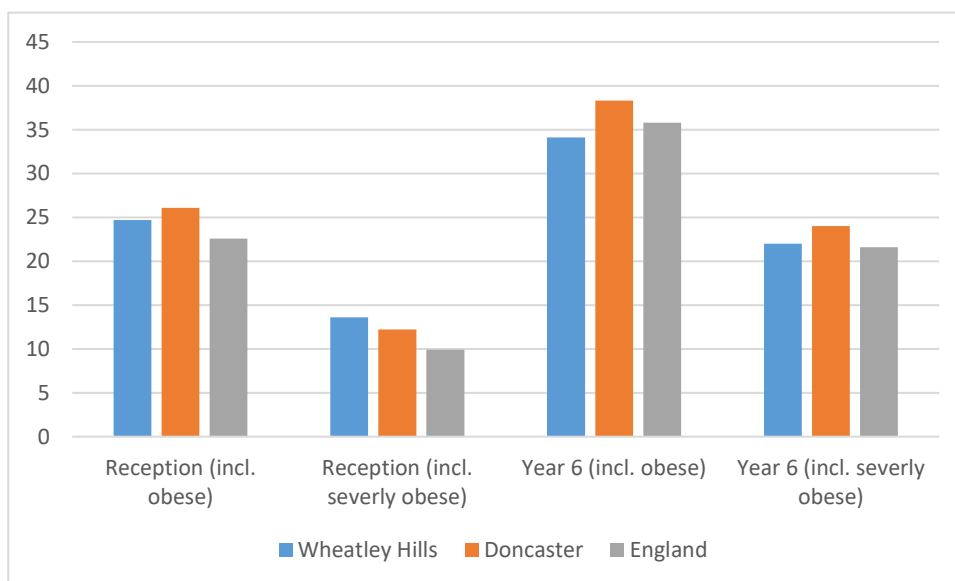


Figure 9. Percentage of overweight and obese children in reception and year 6 across 2016/17-20/21

Hospital admissions amongst children and 15–24-year-olds are increasingly likely in Wheatley Hills (167.7 people per 10,000). This means 95 residents aged 15-24 per 10,000 will be admitted to hospital for injuries in Wheatley Hills. Distribution across genders, causes of admissions to hospital and specific ages of patients are unknown so no further association or relationship can be determined.

In the 2022 Pupil Lifestyle Survey saw 13% reported having a long-standing illness in the Intake/Wheatley ward which is lower than Doncaster (15%) and 6% reported having a disability which is in line with the rest of Doncaster.

When asked about healthy eating and wellbeing, 94% report having breakfast and 54% having school dinners, this is also in line with Doncaster as a whole. There is a higher proportion of children accessing free school meals at 22% in this ward than across Doncaster at 19%.

97% reported feeling warm and comfortable at home, 84% feel able to clean themselves at home and 79% reported having a restful night's sleep. These are all in line with Doncaster. 85% of children stated that they felt safe at home (Doncaster 89%) and 84% of children have a nice safe place at home or near home to play.

School Attainment

The Department for Education supplies each local authority with the school attainment grades for those in KS2 and KS4.

At KS4, each pupil is given an Attainment 8 score (a score out of 90) based on their 8 best GCSE grades including English, maths and at least 3 other traditional academic GCSEs (sciences, languages, and humanities). Other qualifications at an equivalent level (e.g., BTECs) can also count towards the score. In 2019, the average GCSE attainment 8 score per pupil (out of 90) was 53.3 in Wheatley Hills, this is higher than Doncaster (44) nationally (46.7). In 2022 the results had a slight decrease at an average of 53 for Wheatley Hills, compared to Doncaster at 45.2 and nationally at 48.8

In 2023 for KS2, 64% of pupils achieved the expected standard in reading, writing, and mathematics in Intake, a small decrease of 5% since 2022. This is higher than that of Doncaster as a whole (55%) and the national percentage of 60%.

Three children have been recorded as receiving Elective Home Education and three recorded as missing education in Wheatley Hills (City of Doncaster Council, 2023).

Health Inequalities

Long Term Health Conditions

The proportion of residents that have self-reported via the 2021 Census say that they are living in 'very good health' is 40.6%, this is lower than

Doncaster at 44.3% and England at 48.5%. poor health in Wheatley Hills. Over 22% of residents in Wheatley Hills are reported to be living with a limiting health condition according to Public Health Fingertips data.

In the 2021 Census 21.4% of Wheatley Hills reported having a disability under the Equity Act which is slightly higher than Doncaster (20.3%) and England (17.3%). Heart Attack has the highest value of 130.5 per 100 compared to England at 100 per 100, followed by coronary heart disease 114.2 per 100 compared to England at 100 per 100. Hospital admissions for harm and injury is also significantly higher with alcohol attributable conditions at 121.1 per 100 compared to England at 100 per 100.

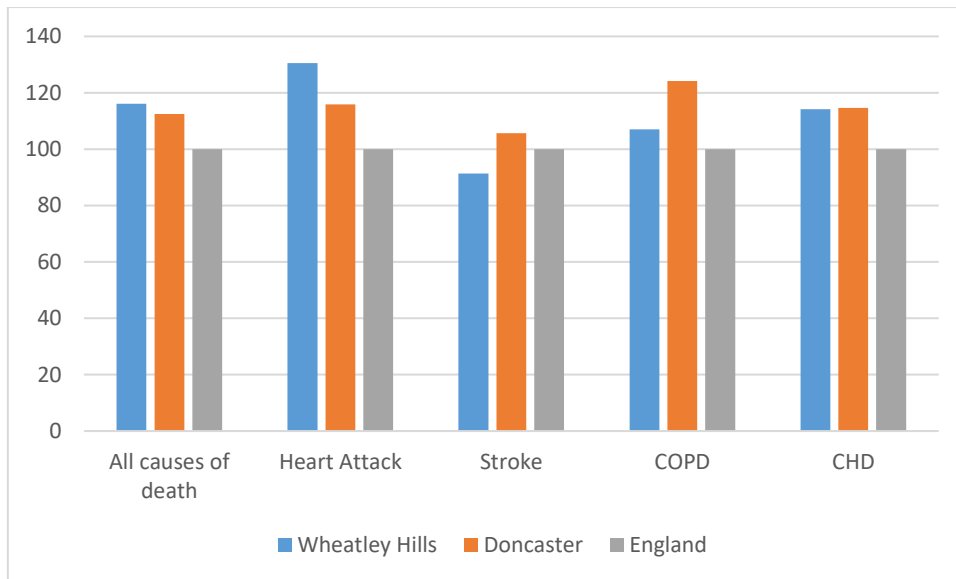


Figure 10. Long term Health issues comparison in Wheatley Hills, Doncaster, and England.

Life Expectancy

Life expectancy in males (77.8 years) and females (81.6 years) in Wheatley Hills are only slightly lower than the rates of Doncaster (m: 77.9, f: 82.3) and England (m: 79.5, f: 83.2). A substantial number of deaths occur in under 75s in Intake (134.6 per 100 people).

Alcohol

The data supplied by Public Health Fingertips data shows that Wheatley Hills is the top 20 communities in Doncaster with hospital admissions of alcohol attributable conditions (broad definition)

Doncaster	112.7	
Bentley & Toll Bar	158.1	
Conisbrough North	154.0	
Hexthorpe & Balby North	153.5	
Edlington	146.1	
Belle Vue & Town Fields	133.3	
Mexborough West	132.3	
Central Doncaster & Hyde Park	132.1	
Cantley Park	129.8	
Mexborough East	125.9	
Intake	125.8	
Moorends	125.0	
Conisbrough South	123.3	
Balby Carr	122.1	
New Rossington	122.1	
Balby South	119.8	
Stainforth	119.7	
Armthorpe North	118.5	
Carcroft	118.3	
Wheatley Hills	116.8	
Thorne	116.3	
Adwick le Street & Woodlands	113.7	
Armthorpe South	113.0	
Hatfield West	111.6	

Figure 11. Hospital admissions of alcohol attributable condition for Doncaster including Wheatley Hills

Wheatley Hills has a rate of 116.8 compared to Doncaster at 112.7 and is significantly higher than England at 100.0.

Smoking

In Doncaster we have 37 GPs, of which they provide data for their patients who when registered, register as a smoker. Doncaster has 274,681 patients registered aged 15+ of this 49,332 are down as being a smoker (17.96%). Doncaster has the highest percentage of registered smoked compared to our surrounding boroughs Rotherham (16.48%), Barnsley (17.11%), Sheffield (13.92%) and Other (14.46%).

From the data provided by NHS England 16 GPs serve the Central Locality based in communities throughout.

	Central GPs	No. of patients registered (15+)	No. of patients registered as a smoker	Percentage of smokers	Rank
City Centre	Regent Square	8533	1675	19.63%	4
	The Flying Scotsman	9671	3053	31.57%	1
	Frances Street Medical	5931	1532	25.83%	2
Hyde Park**	n/a	n/a	n/a	n/a	-
Clay Lane**	n/a	n/a	n/a	n/a	-
Bennetthorpe	Dr Kirkham's (Burns group)	13152	1717	13.06%	11
Town Moor	Kingthorne Practice	11261	2272	20.18%	3
	Mount Group	11271	1567	13.9%	10
	St Vincent's Practice	12263	1817	14.89%	8
Balby	St Johns Practice	7301	1373	18.81%	5
	The Scott Practice	12879	2327	18.07%	6
Intake	The Sandringham Practice/ASA Medical	16707	2794	16.72%	7
Wheatley Hills**	n/a	n/a	n/a	n/a	-
Lower Wheatley**	n/a	n/a	n/a	n/a	-

Wheatley Park**	n/a	n/a	n/a	n/a	-
Cantley	Cantley Surgery	13152	1717	13.06%	11
	The Burns Practice	Same as above	Same as above	Same as above	-
	The Oakwood	4797	677	14.11%	9
Belle Vue**	n/a	n/a	n/a	n/a	-
	Bessacarr Medical Mount Group (numbers linked with TM surgery)	Same as above	Same as above	Same as above	-
Lakeside**	n/a	n/a	n/a	n/a	

Table 2. The number of patients registered to Central GP surgeries, registered as a smoker.

*Data provided shows a patient registered, they may not live in the locality of the GP surgery.

** community does not have its own GP surgery – residents are most likely to travel to a nearby community for a GP.

Causes of Death

Coronary Heart Disease (CHD) and circulatory diseases are the leading causes of death for all ages in Wheatley Hills. The risk of the former diseases increases with the following factors: poor lifestyle choices, living conditions and lack of physical activity.

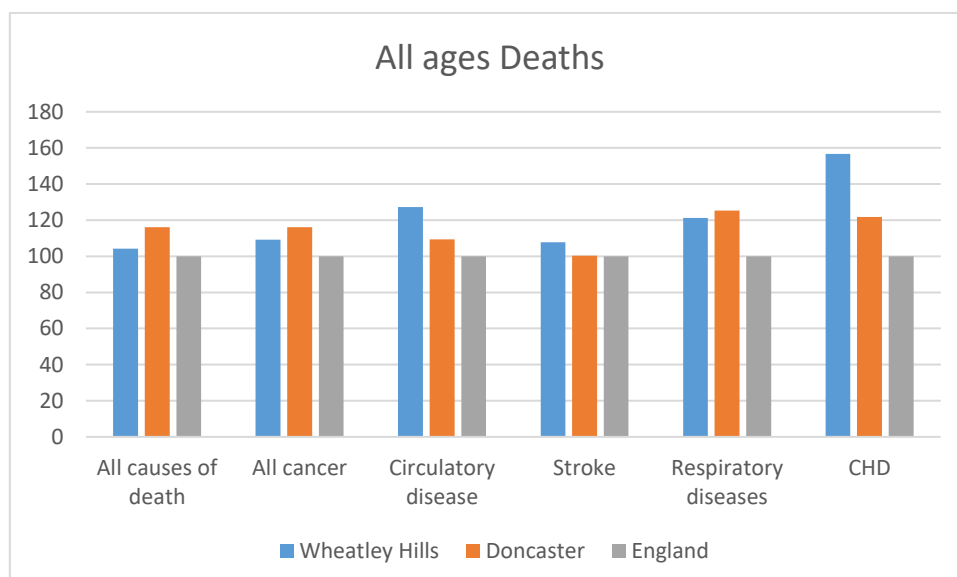


Figure 12. All ages Deaths in Wheatley Hills, Doncaster, and England

A high proportion of these deaths occurring in under 75s are considered preventable. Circulatory diseases IS the leading causes of deaths in those aged 75 and under. This disease is highly associated with smoking.

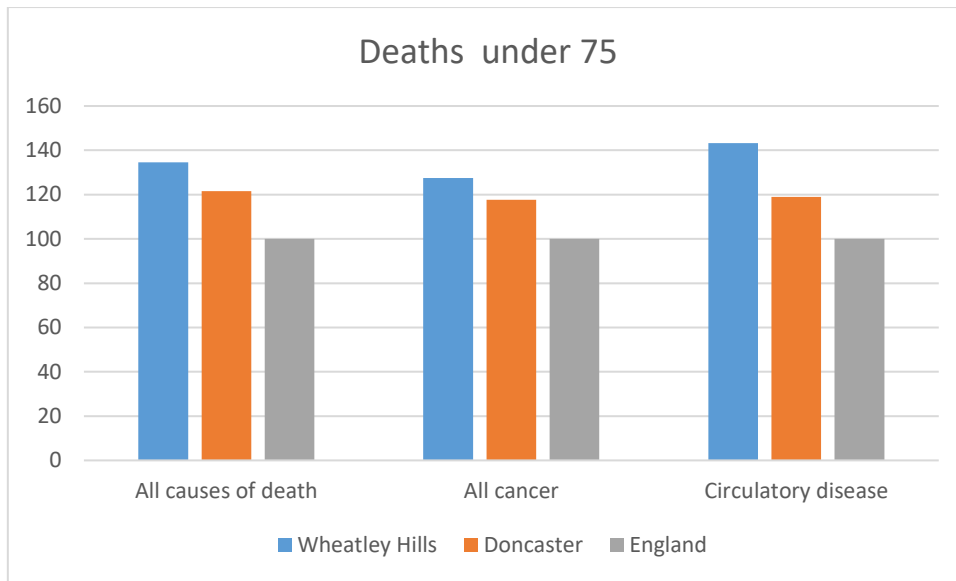


Figure 13. Causes of deaths under 75 in Wheatley Hills, Doncaster, and England

Data from the Pupil Lifestyle Survey 2022 reports an average of 32% of children are physically active on only one or two days a week, whilst 26% were said to be active on three or four days and 38% on five or more occasions during the week. Getting hot and tired during physical activity and being shy about my body were the two residing answers given by pupils when asked why they did not participate in physical activity in Clay Lane/Intake and Wheatley. The full Pupil Lifestyle Survey at ward level and locality level can be found [here](#).

Green Spaces and Parks

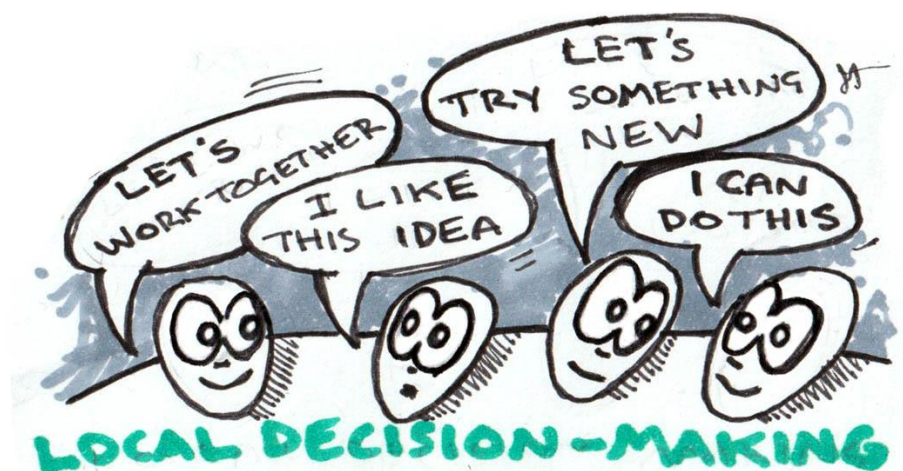
There is one main play park in Wheatley Hills – Hills Lane and is easily accessible to all residents of the community. The park consists of a junior play area, single post basketball, playing field and several sport pitches. There are several other play parks in the surrounding areas – Broxholme Lane, St Mary's Crescent and Beckett Road play park.

The largest green space/park in the ward is Sandall Park, this is a short walking distance. At Sandall Park there are various activities for family including toddler and junior play areas, playing fields, outdoor gym equipment, basketball, and football pitches. There is also a large lake, a smaller pond, wildflower areas and a variety of wildlife reside here. Many large events take place here throughout the year – Summer Festival (fairground rides), Dogs shows and many more. All events are run through the Friends of Group.

Sandall Park is also home to one of Doncaster's Park Run events, they are held every Saturday morning.

Population Health Management

Covid-19 has had a massive impact on communities. It is vital to understand the effect and direction the pandemic has had on community organisation in the ward so that: 1) support can be offered and 2) work can be implemented to manage any gaps or risks associated with changes. To support the former, Well Doncaster officers undertake regular population health management insight with community organisations in Intake and Wheatley Hills identifying their current status and needs, and work with each group to meet their goals. This is a living document and will be updated and adapted as needs are met and change. Please see [appendix](#) for the most up-to-date document or if you would like more detail on this please contact welldoncaster@doncaster.gov.uk.



Community Information

Population and Diversity

Population size

- 3,700 Wheatley Hills

Age profile

The population of Intake and Wheatley Hills is slightly older than the rate of Doncaster and England. There is a higher proportion of adults aged 55 years and older.

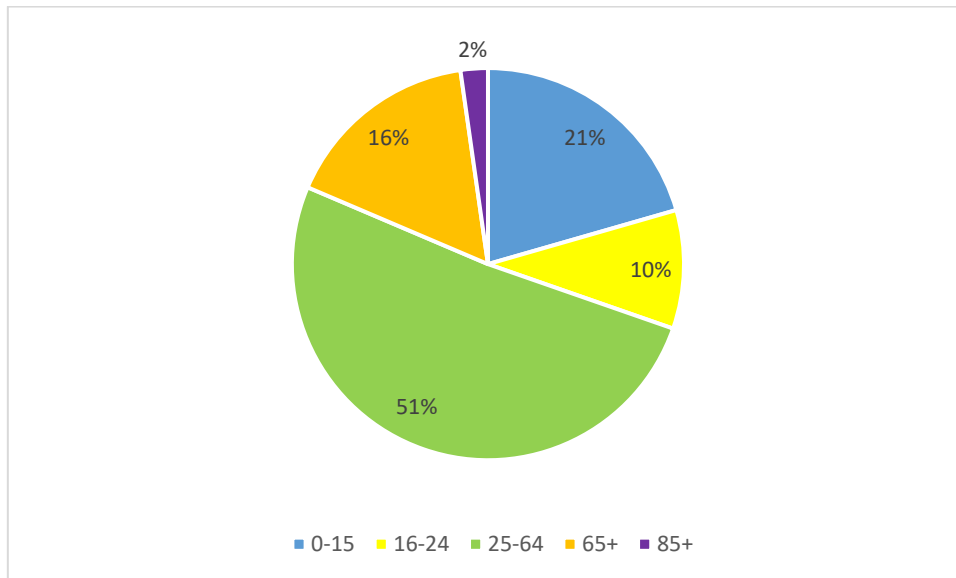


Figure 15. Age profiles of Wheatley Hills ward community

Housing

The area has a high density of housing. Semi-detached housing makes up more than half of the property ladder in Intake and Wheatley Hills. There is also a mixture of traditional terraced housing, flats, detached and bungalow housing. There is a mixture of social rented, privately rented, and owner-occupied housing in the area.

St Leger Homes is the main provider of Doncaster's of Social Housing. St Leger Homes own 9 properties in Wheatley Hills and this comprises of 1 bed bungalow (5), and 2 bed bungalow (4).

Wheatley has a significantly higher number of people who own their property (44.6%) compared to Doncaster (33.6%) overall and England (32.5%). A low number socially rented housing (9.8%) compared to Doncaster (17%) and England (17.1%).

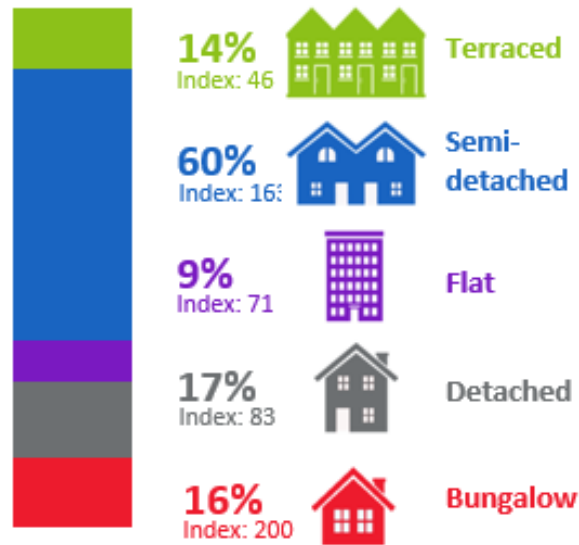


Figure 16. Percentages of housing types throughout Wheatley.

Wheatley Hills (42.4%) has a significantly higher number of people who outright own their property compared to Doncaster (33.6%) overall and England (32.5%). Closely followed by owning with a mortgage or loan (30.1%). Most tenants socially rent their properties (14.6%), followed by private rent (13%).

Stronger Families & Crime/ASB

Data provided by City of Doncaster Council Community Safety team shows that the number of Anti-Social behaviour, early intervention, hate crimes and low-level crime in the Central locality is the second highest for Doncaster.



Figure 17. Number of early interventions, ASB, Hate Crime and low-level crime issues identified and managed in Doncaster

Upon further breakdown the data shows that from 1580 incidents/report 349 of them are recorded as being in the Wheatley & Intake ward. The main area within Lower Wheatley and Thorne Road being a large source of where the incidents take place, further ongoing work around this is being worked on by several internal and external partners.

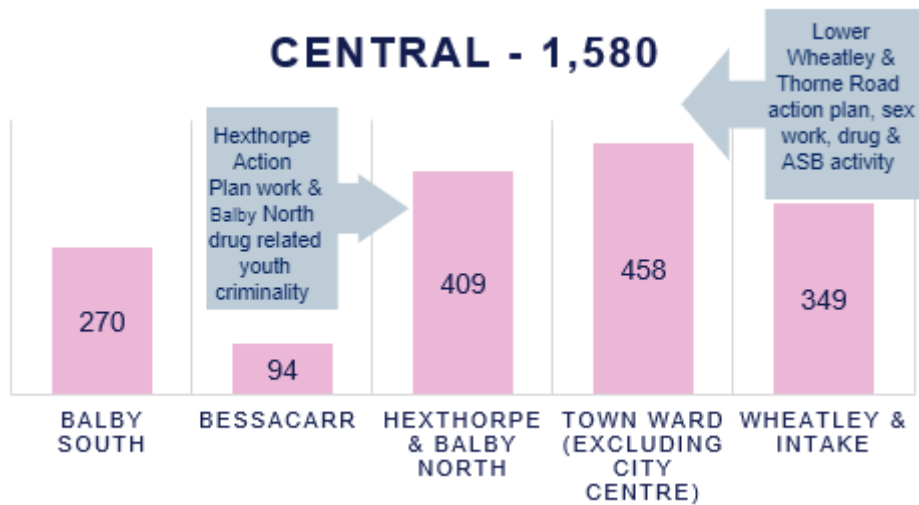


Figure 18. Report of incidents in the Central Locality

Through partnership working with South Yorkshire Police data has been provided of ASB (Anti-Social Behaviour) incidents reported to the police. The Central Locality is currently has the highest ASB reports.

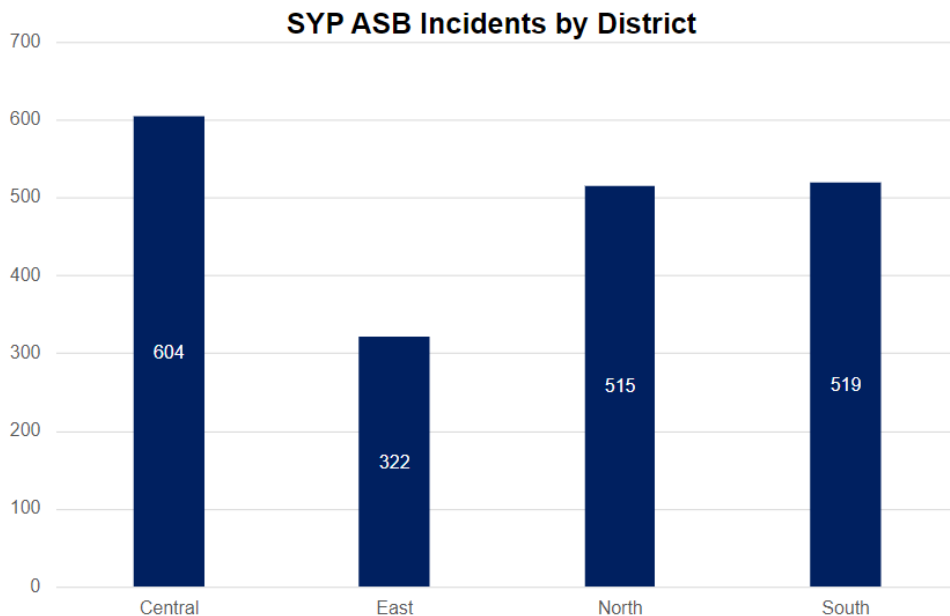


Figure 19. From the 604 incidents report the Wheatley & Intake ward is the fourth highest with 68 reports.

Vulnerable Victims

The number of vulnerable victims for each Locality is also recorded from the table below you can see that Central is again the second highest area of Doncaster. East Locality (82) has double that of Central (41) but likewise Central has more than double of the North Locality (22).

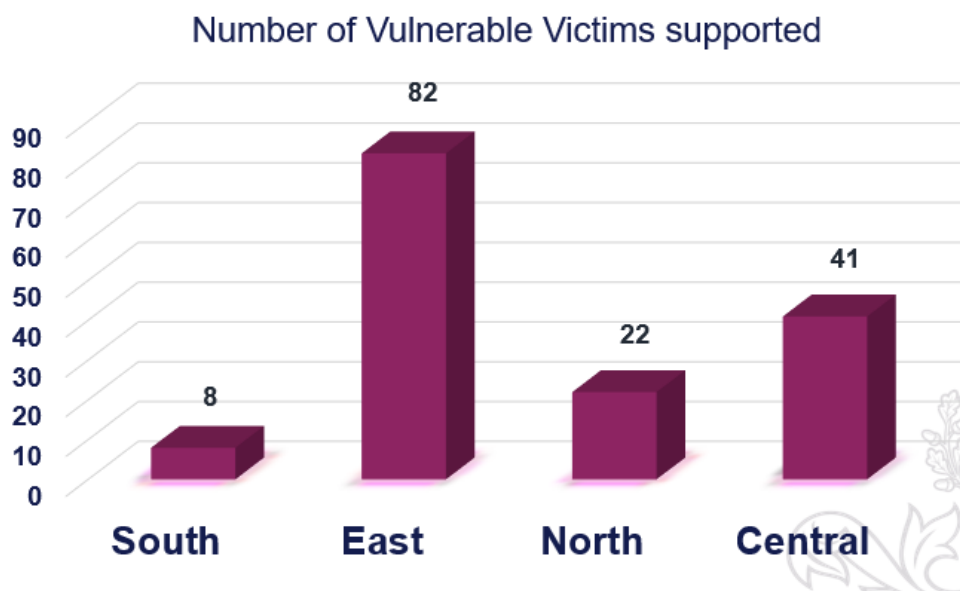


Figure 20. Number of vulnerable victims in Doncaster

Of the 41 vulnerable residents recorded in Central Doncaster, 16 of them are based in the Wheatley & Intake ward. These residents are linked to neighbour ASB, drug dealing and criminal activity.

Wellbeing Service

This is one of the services run by CDC (City of Doncaster Council) Stronger Communities team, the service covers helping residents with financial support, physical health, housing, mental health, and social isolation.

Table 7. the Central communities who use this service the most.

Community Ranking for using service	2021-2022	2022-2023	2023-2024
1	Wheatley & Intake	Wheatley & Intake	Wheatley & Intake
2	Rossington & Bawtry	Rossington & Bawtry	Bessacarr & Cantley
3	Thorne & Moorends	Mexborough	Mexborough
4	Adwick & Carcroft	Adwick & Carcroft	Hexthorpe & Balby North and Bentley
5	Town/City Ward	Bessacarr & Cantley	Rossington & Bawtry and Town/City Ward

Community Insight

Appreciative Inquiry

The Well Doncaster Team undertake Appreciative Inquiry (AI) within communities to gather insight to support co-designing action plans with the community. Armstrong (2020) suggests in his work 'A changing world, again. How Appreciative Inquiry can guide our growth' that reframing the questions considering a crisis like Covid-19 and drawing on strengths and assets from past positive experience will help participants as they restructure their community. The AI questions are structured to pull on the successes of the past and present, to seek new potentials and possibilities and to build on those through the Dream and Design stages.

Plans are in place to proceed with Appreciative Inquiry 's in Intake & Wheatley in July-August 2021. The Appreciative Inquiry will include the following steps:

1. **Discovery Phase** – This will involve engagement with the residents of Hyde Park to find out what is working well in the community. Responses will be themed to allow priorities of the community to be established.
2. **Dream** – Residents and key stakeholders will be invited to attend an initial workshop to discuss what ideas they have for their community and how these will meet the priorities highlighted in the discovery phase.
3. **Design** – All attendees are invited back for a second workshop to develop an action plan to direct work for the community.
4. **Destiny** – A collaborative way of working and investing resources to meet the actions from the previous phase.

In 2020, due to Covid-19 the Discovery stage was carried out through an online survey and face-to-face questions in the community. Dream and Design workshops took place via Microsoft Teams. After this exercise, the following three key priorities were identified: community engagement, provisions for children and young people as well as communication. Community conversations are ongoing and additional insight is added to the thematic framework.

Table 5. Thematic Analysis Framework of Community Insight

Themes	Positive Insight	Actions
Community Engagement and Community Spirit	"Community organisations play a massive part in this" "People are friendly and chatty."	Re-development of 'Your Life Doncaster' website with local up to date VCSF information included for residents to get involved
Activities for children and young people to engage with and help keep them healthy	"The park and MUGA are in open areas so people can keep an eye on their kids easily." "There are parks for the kids"	Recruitment of community connectors to encourage physical activity

Local Support services - Identify how services can bring local drug and alcohol services to the doorstep to target individuals	“The PFG (People Focused Group) people are easy to talk to and help so many people.” “Library groups for older generation”	Partnership working and networking with key stakeholders to establish points of contact and share information wider
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Doncaster Talks

In 2019, Doncaster Talks undertook insight across the borough of Doncaster. Responses were separated into wards and thematically analysed. Across Intake and Wheatley, there was a total of 180 responses were recorded and the main themes on what people liked about the area, what could be improved, and what the borough should focus on are displayed in the below table.



Like

- Close and easy access to services and amenities
- Lots of nice parks nearby
- Friendly community
- Good transport links

Improve

- Clean up litter and dog fouling
- ASB
- Less crime, more police presence
- More events and leisure facilities

Focus

- More for young people
- Litter and bin collection
- More police patrols – less crime

These responses, alongside Well Doncaster’s AI, will inform future work for Intake and Wheatley’s community.

Community Investment

Over the last 3 years there has been £2.42 million of investment into the Central Locality from Public Health and partnerships. This investment has been successfully applied for by partners and VCFS (Voluntary Community and Faith Sector) groups. The top 3 areas of funding spend has gone to support Youth Activities (£348,604), Community Engagement employment (£287,915) and Mental Health (£234,312).

The top 3 areas of spending in Wheatley Hills and Intake ward are: All age Mental Health (£80,000), Employability Skills (£65,000) and Project resources (£46,899).

Locality Plan

Locality plans look at how we can together to strengthen communities and improve the lives and opportunities for residents living there.

The Central Locality Plan has been developed in conjunction with residents and sets out what will be done to improve the community over the next 12 months. Communities were engaged with through a number of different ways:

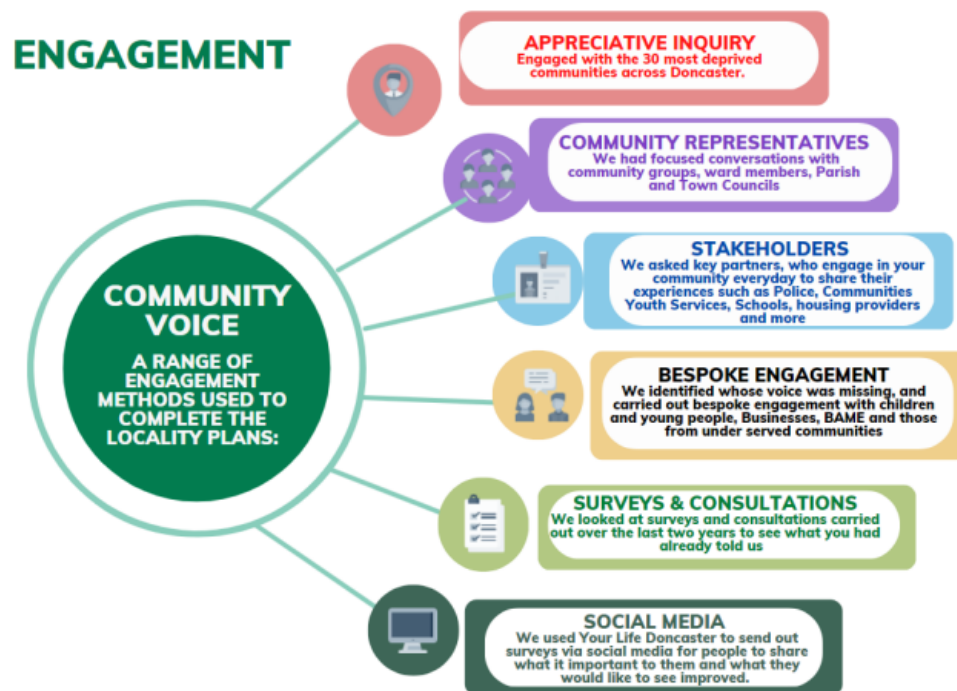


Figure 21. Community Voice engagement methods

The 2023-24 Locality Plan for the Central Communities outlines a set of priorities and can be viewed using the following link: [Central Locality Plans - YourLifeDoncaster](#)



References

Armstrong, A.J., Holmes, C.M. and Henning, D., 2020. A changing world, again. How Appreciative Inquiry can guide our growth. *Social Sciences & Humanities Open*, 2(1), p.100038.

Appendix

Well Doncaster Annual reports.

Well Doncaster Approach: <https://youtu.be/e1RKOZoGI10>

More information about how Well Doncaster has been meeting outcomes and objectives can be found in past and present annual report:

<https://welldoncaster.wordpress.com>

Census data 2021

The census is undertaken by the Office for National Statistics every 10 years and gives us a picture of all the people and households in England and Wales.

[Build a custom area profile - Census 2021, ONS](#)

[Census Maps - Census 2021 data interactive, ONS](#)

Public health Data

Public Health Data

Fingertips

This is a new fingertips profile that uses data from Local Health an existing PHE data tool. Local Health is a collection of quality assured health information presented for small geographical areas. By presenting data for small areas, Local Health provides evidence of inequalities within local areas. It supports targeted interventions to reduce such inequalities. Local Health contains indicators related to:

- Population and demographic factors
- Wider determinants of health
- Health outcomes

It presents data for middle super output areas (MSOA), electoral wards, clinical commissioning groups (CCG), local authorities, and England as a whole.

Please note, as the Local Health tool was designed to allow users to map small area data, a mapping option has not been provided in this profile.

<https://fingertips.phe.org.uk/profile/local-health/data#page/0>

[Local Health - Public Health England - Reports: get a dashboard on a custom area](#)

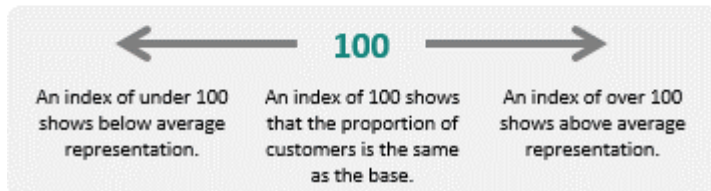
Acorn profiles

Wellbeing Acorn segments the population into 4 groups (Health Challenges; At Risk; Caution; Healthy) and 25 types describing the health and wellbeing attributes of each postcode across the country. By analysing significant social and health related behaviour, it provides precise information and an in depth understanding of upstream issues affected by current lifestyle traits

INTERPRETING THE REPORT

The Wellbeing Acorn profile report helps you understand the underlying demographics, lifestyle and health attributes of your customers and service users by comparing their Wellbeing Acorn profile to a base (e.g. UK population, area or other customer groups).

INDEX



The Wellbeing Acorn Profile contains 12 variables that are indicators of Disability or Infirmity in the population and 9 variables related to unhealthy Behaviours. The average score measured against the base profile of Yorkshire and the Humber is 100. A value above 100 indicates that the area population is overrepresented for this characteristic, below 100 the value is less than the average or underrepresented.

Get Doncaster Moving survey

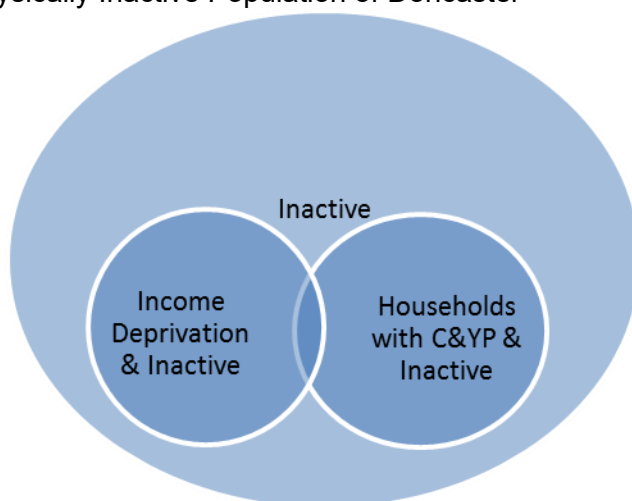
<https://getdoncastermoving.org/uploads/behavioural-insight-phase-one-summary-report.pdf?v=1644581925>

Mosaic data

Mosaic Public Sector classifies the UK population into one of 66 types and 15 groups through a detailed and accurate understanding of each citizen's demographics, lifestyles, behaviours and location.

The Physically Inactive Population of Doncaster

The Physically Inactive Population of Doncaster



The MOSAIC types who “Do not exercise” and “Do not take part in Sport” were searched and three priority groups have been identified through work with strategic partners as part of the development of Doncaster’s Physical Activity Strategy. The three priority groups are:

- The Inactive
- Families with children and young people
- People living in income deprivation

These groups are cross-referenced against the inactivity list allowing for the identification of MOSAIC types which are both likely to be inactive and living in deprivation as well as inactive and from households with children and young people.

Link to the Get Doncaster Moving strategy; [Let's Get Moving! | Get Doncaster Moving](#)

Pupil Lifestyle Survey 2022

[Pupil Lifestyle Survey - Healthy Schools \(healthylearningdoncaster.co.uk\)](#)

Power BI – Joint Strategic Needs Assessment

The Joint Strategic Needs Assessment (JSNA) is a process that identifies the current and future health and wellbeing needs of a local population. The dashboards show information about the employment, health, and wellbeing of people in Doncaster. We use this information to inform our policies and strategies to improve the lives of everyone in the Doncaster area.

[Joint Strategic Needs Assessments - Team Doncaster](#)