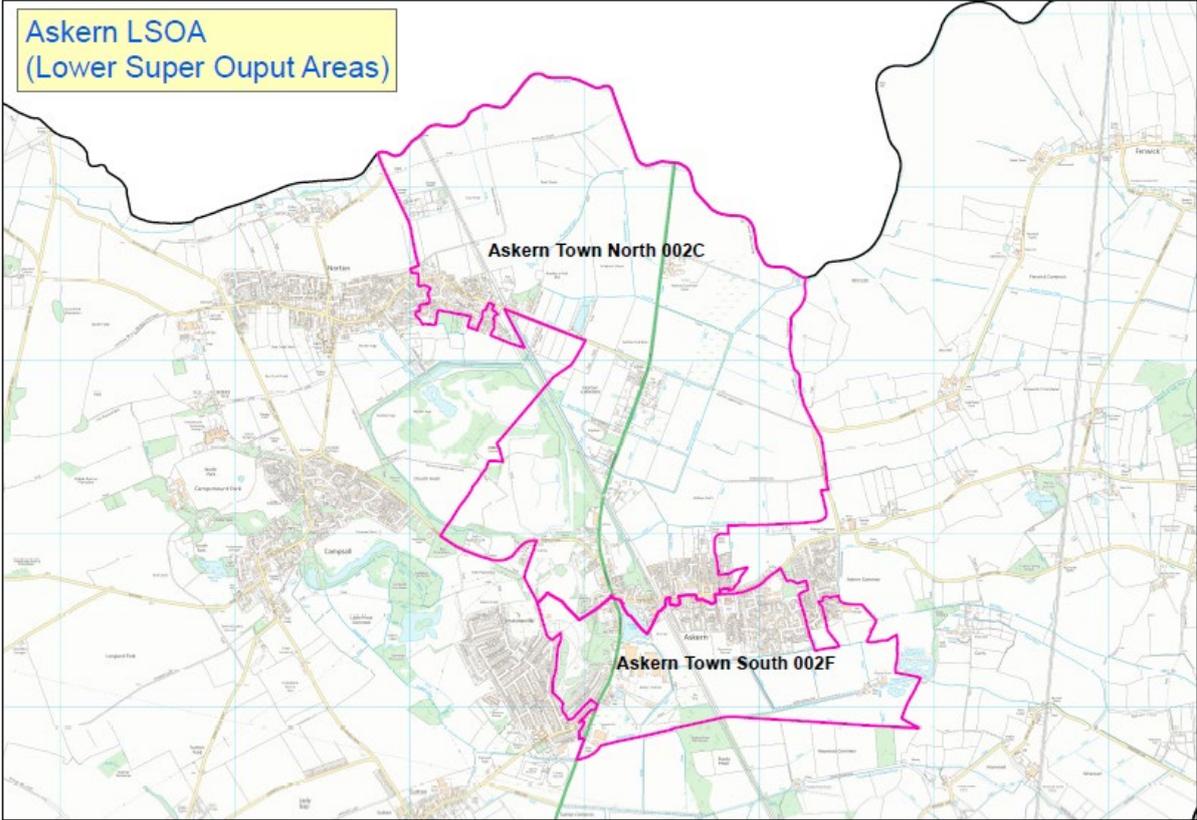


Askern Community Profile

Well Doncaster 2021





Contents

Contents.....	3
This report.....	5
One Page Summary.....	7
Key Health Priorities	7
Assets	8
Assets in the community.....	10
Ward Members	13
Health and Wealth	14
Deprivation	14
Poverty.....	15
Employment.....	15
Childhood Development	16
Long-Term Health Conditions	17
Life Expectancy	17
Loneliness and isolation.....	18
Physical Activity	19
Prevention and Control.....	20
Testing.....	20
Vaccination.....	20
Recovery.....	21
Population Health Management.....	21
Community Information	22
Population.....	22
Population size	22
Ethnicity and Language	22
Housing	22
Community Insight.....	24
Appreciative Inquiry.....	24
Doncaster Talks.....	24
References	26
Appendix	27
Well Doncaster Annual reports.....	27
Public Health Data.....	27
Acorn Profiles.....	27

Mosaic Data 28

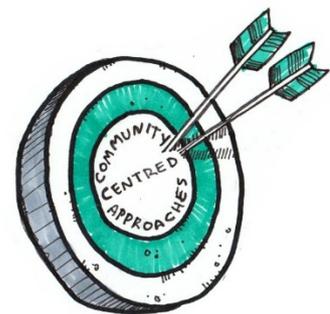
Population Health Management..... 28

Interactive Map..... **Error! Bookmark not defined.**



This report

This report focuses on Askern, part of the Norton and Askern ward in the North of the Borough and begins with a summary outlining key information and priorities. This document 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.



Askern



Low school attainment (5.9%)



42% live in households with income below 20k



Respiratory Diseases are the leading cause of death



22% are single person households



20.6% of children are living in **poverty**



44.6% of Askern residents are **inactive**

One Page Summary

Askern is located in the North locality of Doncaster and sits within the boundaries of the Norton and Askern wards. The population composition is largely in line with the Doncaster and England averages. Doncaster has seen an increase in diversity across the borough, with White British residents decreasing in 2014; however, Askern continues to be predominantly White British.

In comparison to national figures on deprivation, income deprivation in Askern is significantly higher (14.4%) than the average of England (12.9%). In addition, 20.6% of children are living in poverty which is significantly higher than national rates (17.1%), and 13.8% of older people are experiencing poverty.

The proportion of people with a long-term limiting illness is significantly higher than the figures reported for Doncaster and England. A large percentage of residents live with conditions related to poor lifestyle choices, such as smoking. The latter also increases the risk of chronic obstructive pulmonary disease (COPD), lung cancer and emphysema, all of which are prevalent in the area.

The proportion of adults with a long-term limiting illness remains high. The mortality rates for respiratory diseases in Askern are significantly higher than figures reported for Doncaster and England. A large percentage of residents live with conditions related to poor lifestyle choices, such as smoking. The latter also increases the risk of chronic obstructive pulmonary disease (COPD), lung cancer and emphysema, all of which are prevalent in the area. There is a significantly higher number of preventable deaths in under 75s.

Key Health Priorities

- Poverty is a key issue, with 20.6% of children living in poverty.
- Low school attainment at early years and secondary school level (5.9%), which is significantly worse than the average of Doncaster.
- High rates of respiratory diseases such as COPD and lung cancer, which could be linked to high levels of smoking.

Assets

Askern has large areas of rural land, therefore, assets tend to cluster in the urbanised areas of the ward. It should be noted that these maps are a starting point in understanding the community and that further work is needed amongst the community to understand all the assets and how they are used. These maps will be updated alongside the Community Profile to highlight any changes.

The maps below outline the ward boundaries and show different types of assets across Askern and Norton.

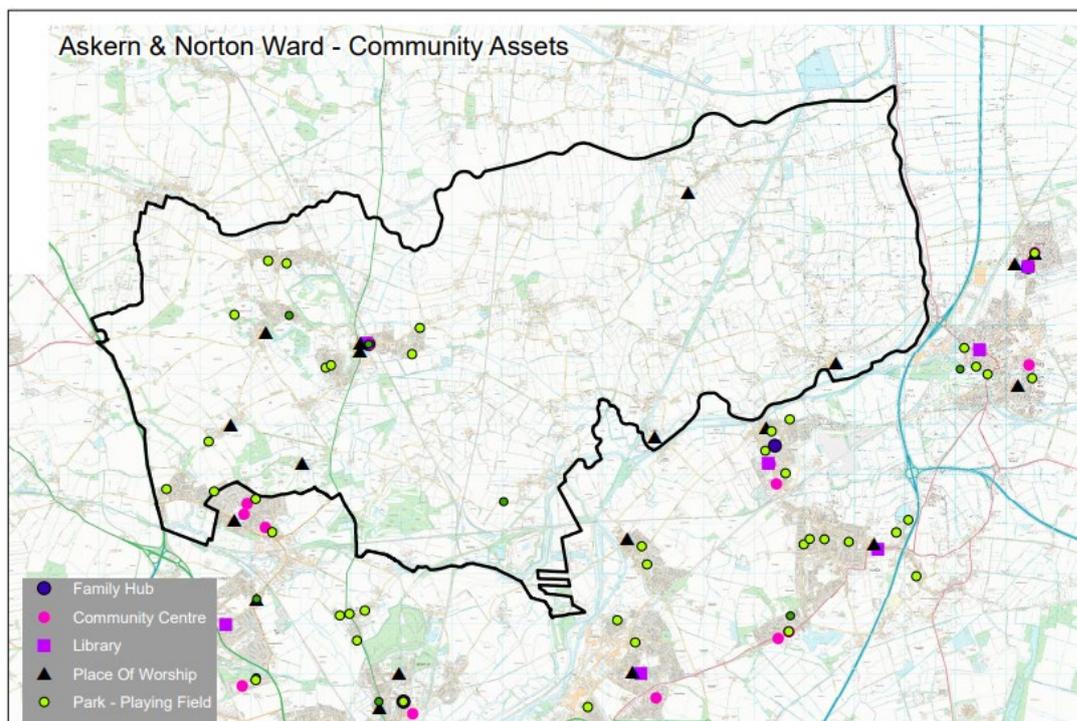
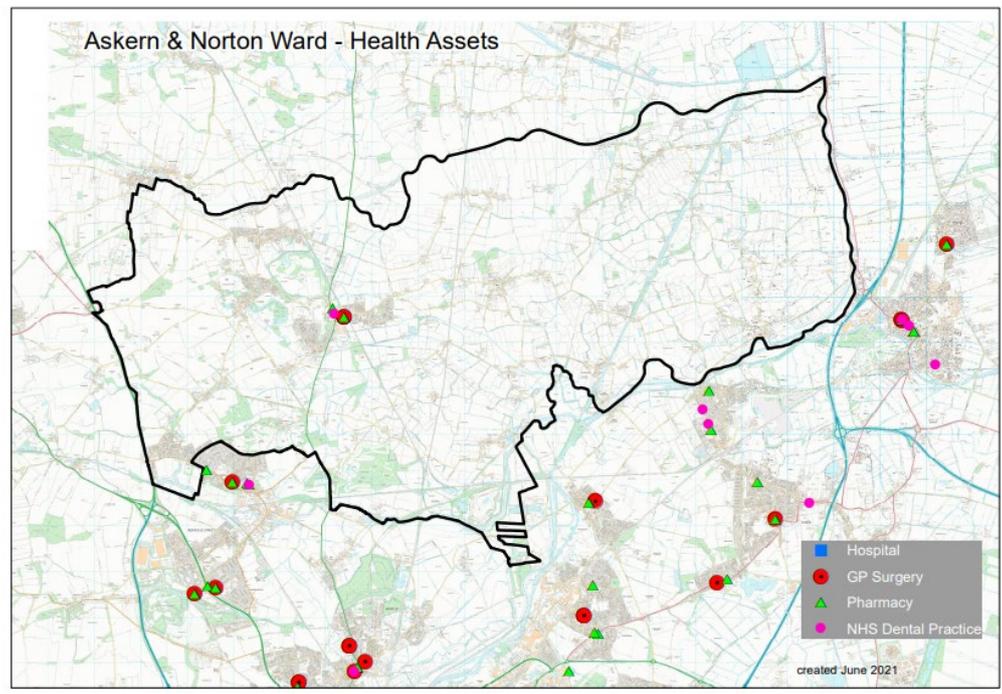
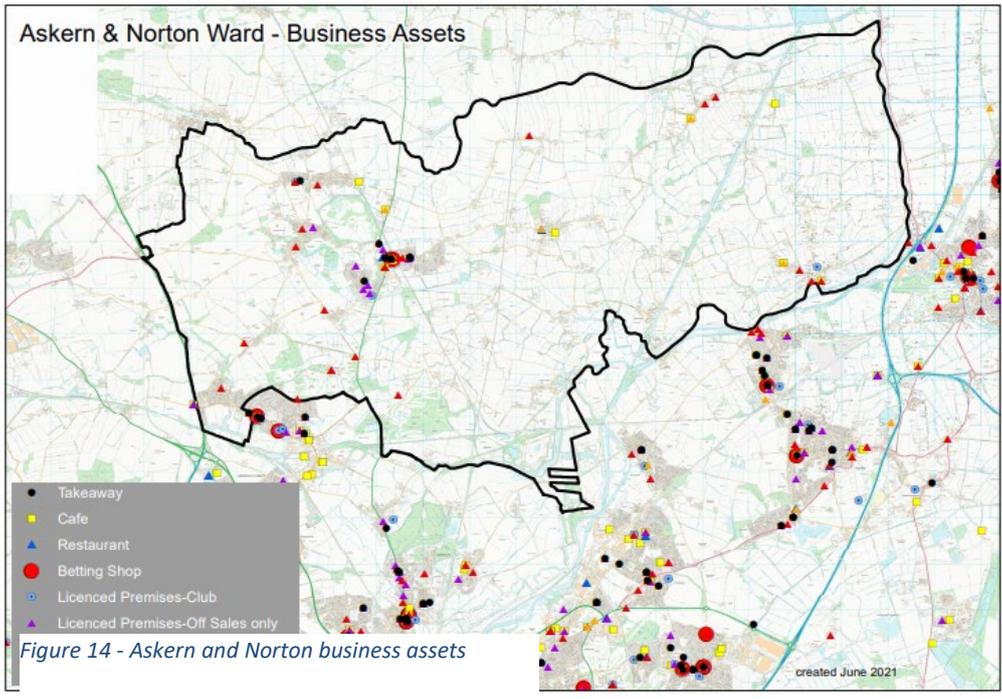
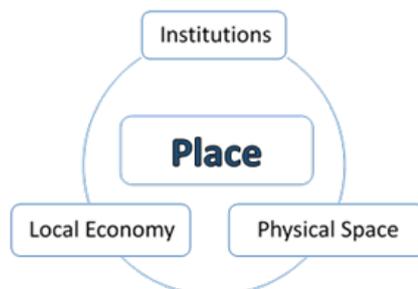


Figure 13 - Askern and Norton community assets



Assets in the community

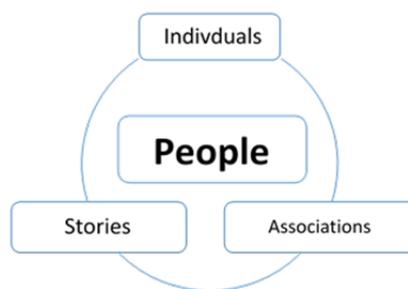
As part of a population health management approach, the following assets have been identified and themed around place and people:



Institutions (Schools/colleges etc.)	Physical space (Parks, carparks etc.)	Local Economy (Local profit Businesses)
<p>Health/Care Services:</p> <ul style="list-style-type: none"> • White Wings Centre (The Lakeside Practice and Askern Medical Practice) • Bupa Dental Care (Market Place, Askern) • mydentist, High Street (Carcroft) • Moorhouse Opticians Ltd • Boots Pharmacy <p>Places of Worship:</p> <ul style="list-style-type: none"> • St Peters Church • Rock Of Ages Evangelical Church • Blessed English Martyrs RC Church • Light and Life Doncaster <p>Education:</p> <ul style="list-style-type: none"> • Askern Moss Road Infant School • Askern Littlemoor Infant Academy • Spa Academy Askern, Primary School • Campsmount Academy, Secondary School 	<p>Parks:</p> <ul style="list-style-type: none"> • Askern Boating Lake / Lakeside Park • Askern Hill • Alderwood Fishery (Fish pond) • Warren House Park • Alfred Road Allotment • Campsall Country Park <p>Public service buildings:</p> <ul style="list-style-type: none"> • Askern Spa Spiders Family Hub • CAB Debt Advice Pod • Askern Library • St Leger Communal Hall <p>Physical Activity/Sports Facilities:</p> <ul style="list-style-type: none"> • Askern Cricket Club • Askern Leisure Centre (offers gym, fitness classes, swimming lessons) • Campsmount Gym (open to pupils and the public) <p>Leisure:</p> <ul style="list-style-type: none"> • Askern Miners Welfare Club • Askern Greyhound Stadium 	<p>Shops:</p> <ul style="list-style-type: none"> • Co-op • Boots • Heron Foods • Supersave • Moss Road News • Sutton Road Stores • Go Local • The Flower Shop • Get in the Spirit • Auto Discount Centre • The Salvation Army • Askern Pet Essentials • Jay's Animal Feeds <p>Food/Beverage:</p> <ul style="list-style-type: none"> • Happy Cat Café • Cooplands • Atkinson and Teasdale Bakery • Filla • C & A Wain Family Butchers • Vebiro • Moss Road Farm Shop • The Top Shock • The Woodshack Askern • Poseidon Fish Bar • Sutton Road Golden Cod • Askern Grill • Punjab Indian • Man Wah Chinese Takeaway • Chillys of Askern • The White Hart

<ul style="list-style-type: none"> • Burrows Nursery Askern (In Askern Family Hub) <p>Pre-School provision:</p> <ul style="list-style-type: none"> • Deery Me's • <i>1 other with identifiable name</i> 		<ul style="list-style-type: none"> • Red Lion (currently closed) • The Crown Hotel • Anne Arms Inn • Askern Service Station (Spar and Subway) <p>Other:</p> <ul style="list-style-type: none"> • Askern Post Office • Askern Lake Market and Car Boot • R Rated Mechanics • Premier Bikes Ltd • Rickell Car and Commercial • White's Garage • K&M Computer Services Limited • Yorkshire Cable Drums and Packing • M Burrows Furniture World • Obsidian K9, The Lodge (dog training) • Critters dogs (dog training) • Slaters Gents Hair Stylist • Studio22 Hair Design • Fresh Hair • Bellissima (Salon) • Spirals (Salon)
--	--	--





INDIVIDUALS (Key Individuals within the community and why)	ASSOCIATIONS Local Groups/Clubs	STORIES (Good news stories)
<p>Ward Members</p> <p>MP</p> <p>Community Members</p> <p>Professionals:</p> <ul style="list-style-type: none"> • Communities Team • Well Doncaster • Early Years • Doncaster Children’s Services Trust • Family Hub • St Leger • School Head Teachers • PSCO • Primary Care Network • Social Prescribing Team • Localities Team 	<p>Support:</p> <ul style="list-style-type: none"> • St Peters Church Foodbank (ran by Askern CRY) <p>Physical Activity/Sports:</p> <ul style="list-style-type: none"> • Askern Welfare Cricket Club • Askern Miners Football Club • Snooker and Pool Teams (Askern Miners) • Askern District Running Club • Evolution Mixed Martial Arts (Campsall) • Doncaster Ramblers (local walking group covering Askern area) <p>Parish Councils:</p> <ul style="list-style-type: none"> • Askern Town / Parish Council • Burghwallis Parish Council • Norton Parish Council <p>Community groups:</p> <ul style="list-style-type: none"> • Askern CRY (Community Reaching You) • Askern Community Library (in addition to standard library services there is a history book club, an events calendar, computer workshops and links to online learning courses) • Askern Tenants and Residents Association (TARA) • Hatfield and Askern Colliery Band (Askern Miners) 	<ul style="list-style-type: none"> • Askern CRY, part of St Peters Church in Askern were an already established foodbank and have adapted and coped admirably with the increase in demand since Covid-19. It supports residents of Askern, Norton and Campsall and runs every Thursday 11am - 1pm. It offers a delivery service for those who are isolating/shielding and cannot collect food • This annual outdoor festival at Askern Cricket grounds has been running since 2015. It provides local residents with the opportunity to come together and celebrate local artists. This is a positive, fun and family-friendly event that many residents have enjoyed over the years • Co-op local community fund - Askern co-op branch continues to run its local community fund, which can make a real difference to groups in Askern. Currently the three groups in the Askern store are Askern

	<ul style="list-style-type: none"> • 19th Doncaster Askern Scout Group • Askern Neighbourhood Watch • Askern Music Festival • Friends of Askern Lake • Friends of Campsall Country Park <p>Groups run by / at Askern Family Hub</p> <ul style="list-style-type: none"> • Empowering Parents, Empowering Communities (EPEC) group • Tea and Toast sessions • Sing and Sign sessions • Rising Rockets • Mini Movers • Shake, rattle and move • Virtual First Friends • Let's Cook Together 	<p>CRY, Scouts and Friends of Askern Lake</p>
--	--	---

Ward Members

The Norton and Askern ward has three ward members who were elected in 2021.

Norton and Askern



Councillor Iris Beech

Norton and Askern Labour



Councillor Thomas Noon

Norton and Askern Conservative



Councillor Austen White

Norton and Askern Labour

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). Doncaster is within the 10% most deprived communities in England. Askern remains above Doncaster's average with an IMD score of 34.6, this is significantly better than the overall Norton and Askern ward score of 28.5 and the borough average of 30.3.

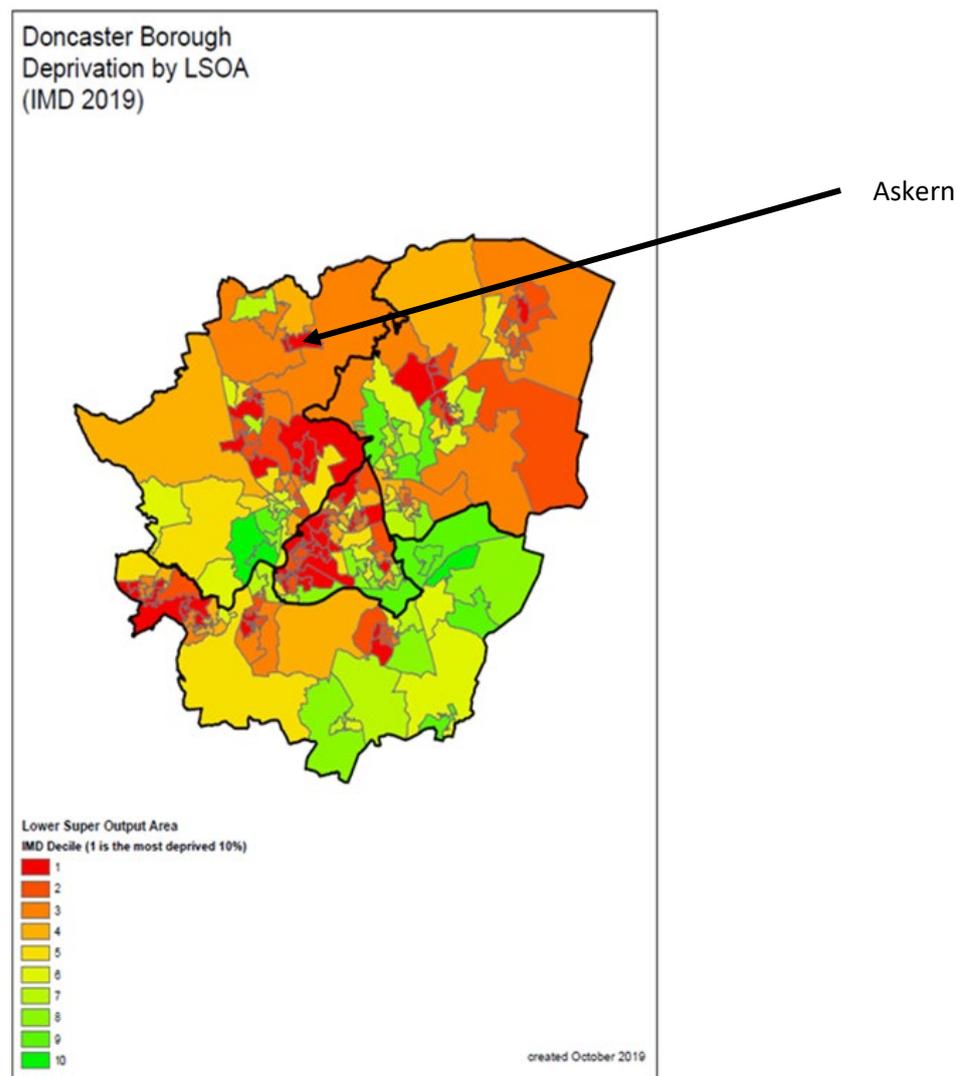


Figure 1 – Doncaster Indices of Deprivation

Poverty

Many Askern residents are currently living in poverty, reflecting the high levels of multiple deprivation. There is a higher proportion of unemployed working-age adults in Askern (2.9%) in comparison to the national average of 2.8%. Long-term unemployment rates are high (2.0%). The impact of these situations can be seen in the numbers of people living in poverty, with 14.4% experiencing income deprivation and 20.6% of children and 13.8% of older people living in poverty. Many residents are living in fuel poverty (10.6%). Fuel poverty is defined as a household living on a lower income which is not deemed reasonable enough to warm a home sufficiently.

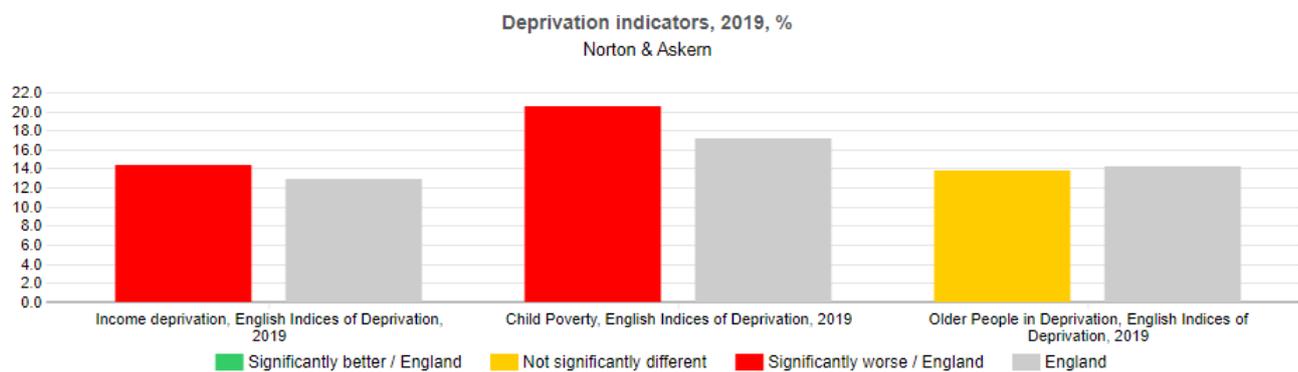


Figure 2 - Deprivation Indicators - Norton & Askern

Employment

As illustrated in the charts below, 42% of Askern residents live in households with an income of less than £20k. This proportion is a higher than the average of Doncaster - which highlights the level of income deprivation in the community. Although the proportion of households with an income of £20k-40k and £40k-60k is not significantly different to the figures of Doncaster, there is a significantly lower proportion of residents with a household income of more than £60k.

The largest proportion of residents are employed full time (39%), this is slightly higher than the Doncaster average. The rate of unemployment in Askern is 2.9%, this is not significantly different to the England average of 2.8% and lower than the Doncaster average of 3.7%.

INCOME

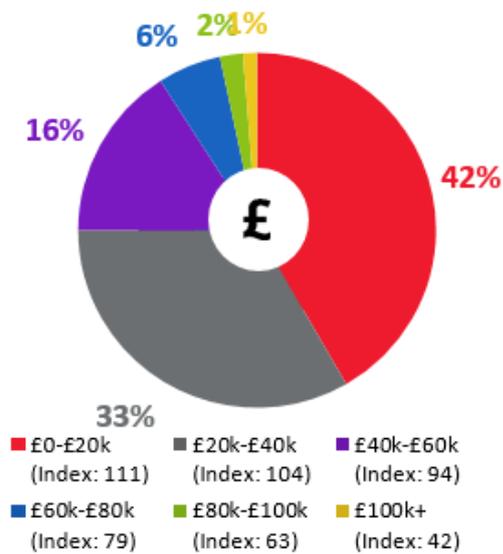


Figure 3 - Askern Household Income

EMPLOYMENT

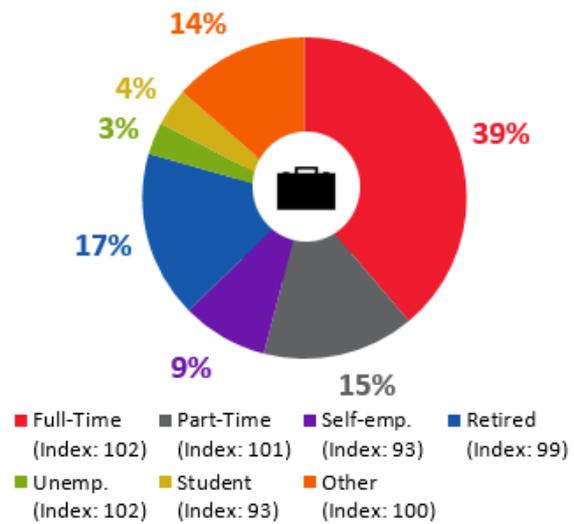


Figure 4 - Askern Employment

Childhood Development

Childhood obesity is higher in Askern with 22.3% of children classified as obese at reception age compared to the average of Doncaster (22%). This figure increases to 34.3% at year 6. However, children obesity rates are in line with those reported for England. There are significantly higher emergency hospital admissions for injuries for 15-24 year olds.

Child development is also significantly lower than the average of England: around 40% of 5 year-olds meet national standards and 35% achieve a GCSE grade A*-C.

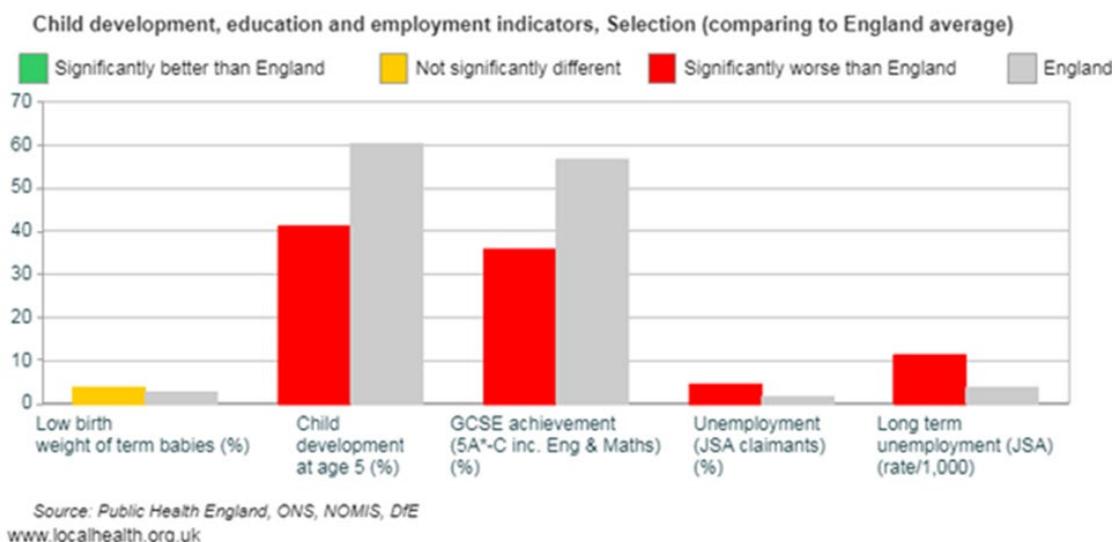


Figure 5 - Child Development, Education and Employment, Norton and Askern

Long-Term Health Conditions

The proportion of residents self-reporting poorer health in Askern is considerably higher than the borough and national averages. Approximately 23.4% of the population reported living with a limiting illness or a long-term health condition compared to 21.7% in Doncaster and 17.6% nationally.

A key health priority for Askern is the high prevalence of respiratory diseases and lung cancer. Emergency hospital admissions for these conditions are high and could indicate challenges around self-management, health literacy and appropriate use of health services. The high levels of respiratory conditions correlate to the levels of smoking in the ward. Askern has a smoking prevalence of 21.4% compared to Doncaster's 19.8%. Other lifestyle behavioural factors contributing to the health status of Askern residents include binge drinking (28%) and obesity (32.5%).

Deaths caused by health conditions linked to poor lifestyle choices, living conditions and a lack of physical inactivity are recurring. There is a significantly higher number of preventable deaths in under 75s. The leading causes of death in Askern are respiratory conditions, lung cancer and coronary heart disease.

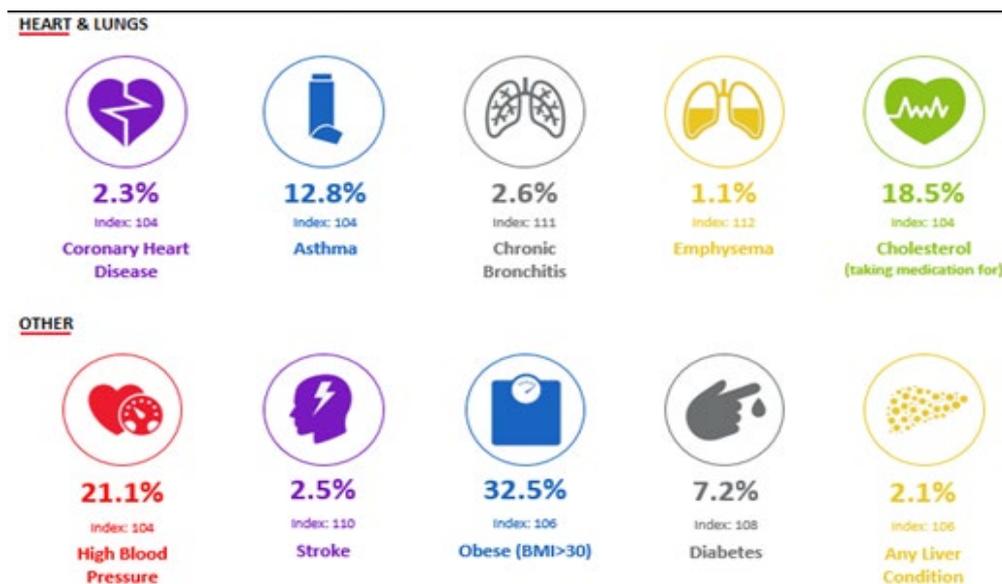


Figure 6 - Prevalent health conditions in Askern

Life Expectancy

Men living in Norton and Askern have a life expectancy of 78.2 years which is in line with the average of the borough (78.1) and lower than the average of England (79.7 years). Women have a life expectancy of 82.8 years which is higher than the average of Doncaster (81.6 years) but lower than the average of England (83.2).

Loneliness and isolation

Around 25.8% of older people (> 65 year-olds) live alone in Askern, compared to 31% across Doncaster and England. Whilst this does not indicate loneliness and/or isolation, it is an indicator that to be considered alongside local intelligence.

There is currently work being undertaken to develop a more in depth understand of the impact of Covid-19 on the mental health of residents in Askern. Data captured before 2020 and shown in the graphic below highlights the percentage of residents who had been diagnosed with clinical depression, as well as rates of other self-reported indicators of mental health and wellbeing. All of these are higher than the Doncaster average.

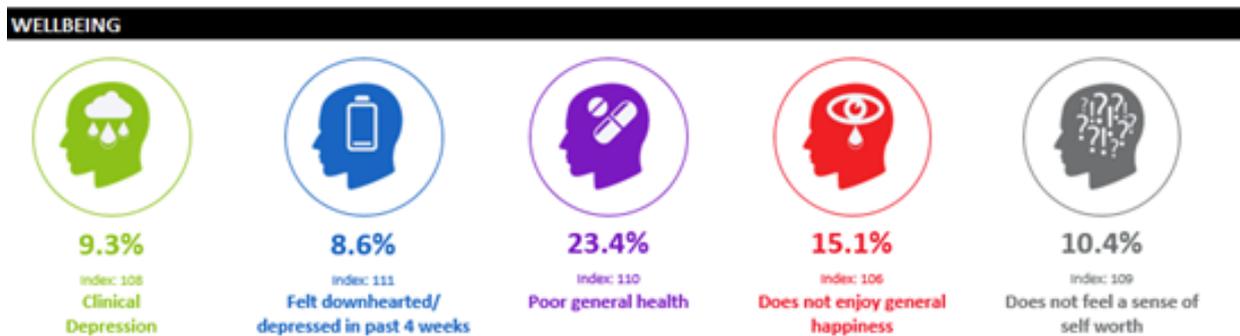


Figure 7 - Mental Health in Askern



Physical Activity

Levels of physical activity in Askern are lower compared to the rest of the borough. This can be seen in the map below, which identifies the areas with the highest numbers of inactive households. This matches Acorn data which shows 42.6% of residents have reported never engaging in moderate intensity physical activity. This suggests nearly half of the population in Askern are leading a sedentary lifestyle.

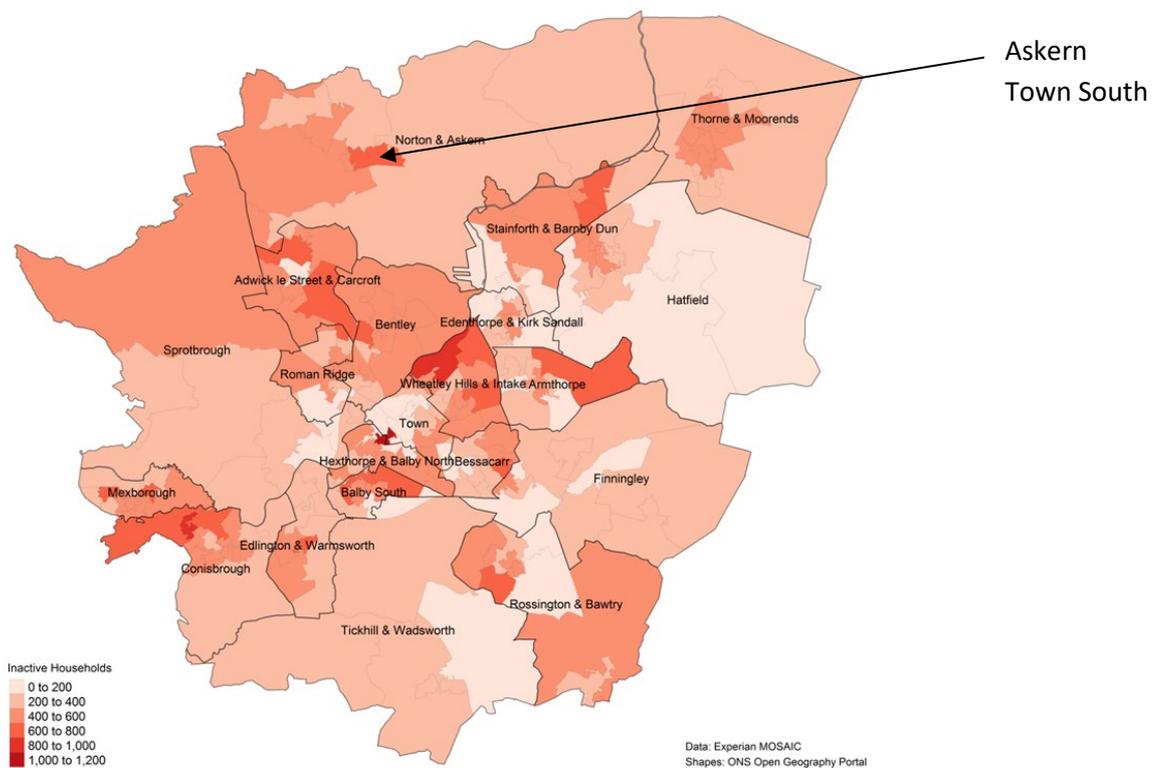


Figure 8- Levels of inactivity within households across Doncaster

Prevention and Control

The Coronavirus pandemic has highlighted the need and value of understanding at risk population groups at a hyper-local level to guide prevention work and ensure that appropriate support and resources are in place.

Figure 9 shows settings and populations in the North locality of Doncaster that may be at increased risk and vulnerability when dealing with infection and control. These settings should always be considered a priority when dealing with any situation: future control and prevention measures may be needed in these places in Askern.

At risk setting - Housing	No.
Care Homes	70
Communal Residences	1
HMO Bed sits	25
HMO other	21
At risk setting - Health	
GPs and Clinics	16
Hospitals and hospices	2

Figure 9 - At risk settings in North Doncaster

Testing

There aren't any Covid-19 testing centres located in the Norton and Askern ward. The nearest testing site is located at Adwick park and ride.

Vaccination

The table below depicts vaccination uptake for the first and second doses for all communities in the North of Doncaster. As the green colouring suggests, vaccination rates have been good in Askern.

Community	1 st Dose	2 nd Dose
Highfields	72%	40.37%
Toll Bar	77%	50.34%
Bentley	79%	49.28%
Woodlands	83%	52.70%
Carcroft	83%	54.03%
Campsall	85%	56.29%
Scawthorpe	86%	52.83%
Askern	86%	53.22%
Scawsby	88%	57.51%
Skellow	88%	58.02%
Norton	89%	59.66%
Arksey	89%	61.19%
Adwick	91%	59.17%
Sprotbrough	91%	60.51%
Cusworth	92%	61.64%

Figure 10 - Vaccine take up in communities in the North of Doncaster

Recovery

The Coronavirus pandemic has had a huge impact on our communities and work continues to focus on the recovery stage of the pandemic. As a part of the recovery approach, Well Doncaster have secured funding from the Ministry of Housing Communities and Local Government for Third Sector organisations across the borough to employ Community Connectors. Their role comprises understanding the barriers and work with residents to create solutions that increase vaccination uptake and compliance to social distancing in disadvantaged groups. They also encourage and support those most affected by COVID-19 and engage them in community events and services.

Population Health Management

Covid-19 has had a huge 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 Askern 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. If you would like more detail on this, please contact James.Parsonage@doncaster.gov.uk

Community Information

Population

Population size

15,134 (Norton and Askern ward)



The chart below shows the age composition of Askern residents. This breakdown is similar to the average of Doncaster, that is 60% of 18-64 year-olds. There is a higher proportion of people over 65 years than the average of England.

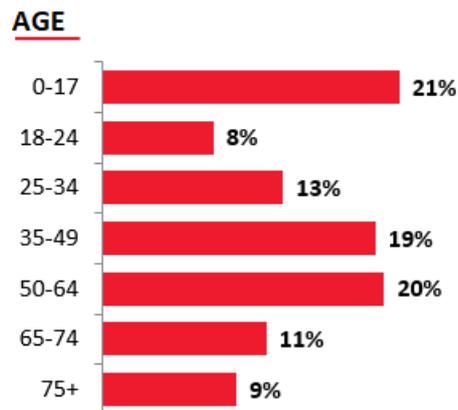


Figure 10 - Age breakdown in Askern

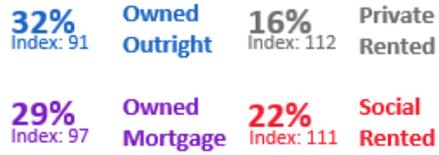
Ethnicity and Language

Askern continues to be a predominantly White British. Despite a three percentage-point increase in diversity since 2014, it still sits at 96.9% White British. This matches the figures for the rest of Doncaster, which has also seen an increase in diversity across the borough, with the proportion of White British residents decreasing from 91.8% in 2014 to 85.9% in 2018. Doncaster and Askern have a higher than average British ethnicity than England.

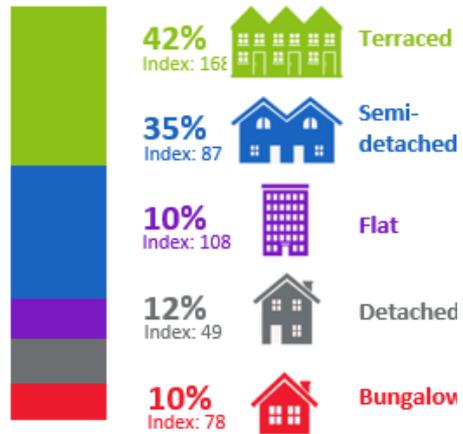
Housing

Housing conditions and the surrounding environment can have profound impacts upon residents' health and exacerbate health inequalities in Askern. Although the highest proportion of houses are likely to be owned outright (32%) or owned with mortgage (29%), there is a higher proportion of socially rented or private rented houses than the average of Doncaster. Terraced houses comprise 42% of houses in Askern –significantly higher than the borough's average. Therefore, there is a lower amount of detached (12%) and bungalows (10%). Around 31% and 11% of the houses have 2 and 4 or more bedrooms, respectively, both figures significantly differ from the borough's average. Overcrowding is low, as seen in the prevailing amount of people per house being 2, but, households with 1 person are more common in Askern than numbers reported for Doncaster.

TENURE

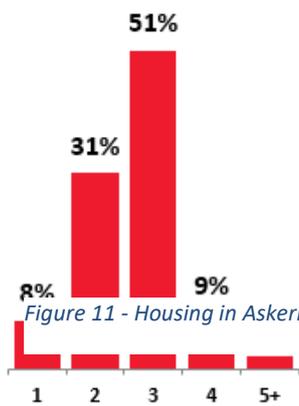


TYPE



BEDROOMS

INDEX 119 123 101 60 56



SIZE



Community Insight

Appreciative Inquiry

The Well Doncaster Team undertake Appreciative Inquiry (AI) within communities to gather insight to support code signing action plans with the community. Armstrong (2020) suggests in 'A changing world, again. How Appreciative Inquiry can guide our growth' that reframing the questions in light of 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 out the successes of the past and present, to seek new potentials and possibilities and build on those through the Dream and Design stages.

Appreciative Inquiry will be conducted in Askern from 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.

Doncaster Talks

In 2019, Doncaster Talks undertook insight across the borough of Doncaster. Responses were separated into wards and thematically analysed. Across Askern, 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 table below.





Like

- Friendly community with good neighbours/people
- Great countryside/open spaces on doorstep and access to lovely walks
- Lovely lake/good focal/meet point

Improve

- Improve transport links including bus services, frequency and infrastructure
- More activities for kids, leisure facilities, parks, holiday areas
- Clean the streets/lake areas and more enforcement for dropping litter

Focus

- Improve condition of the roads
- Street cleanliness including littering and flowerbeds
- Improve range of activities for young people and improve their wellbeing

Figure 12 - Doncaster Talks themes

These responses combined with Well Doncaster's Appreciative Inquiry help to inform future work for Askern.



References

Armstrong AJ, Holmes CM, Henning D. A changing world, again. How Appreciative Inquiry can guide our growth. *Social Sciences & Humanities Open*. 2020;2(1):100038. [oi:10.1016/j.ssaho.2020.100038](https://doi.org/10.1016/j.ssaho.2020.100038)

Michie S, Abraham C, Eccles MP, Francis JJ, Hardeman W, Johnston M: Methods for strengthening evaluation and implementation: specifying components of behaviour change interventions: a study protocol. *Implement Sci*.



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>

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](#)

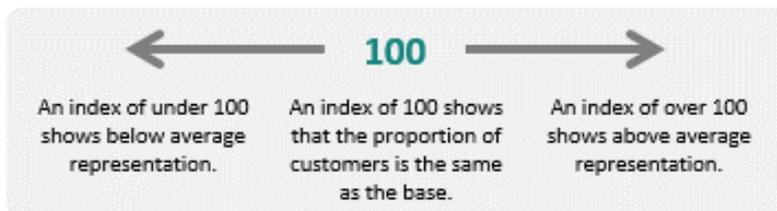
Acorn Profiles

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 over represented for this characteristic, below 100 the value is less than the average or under represented.

Mosaic Data

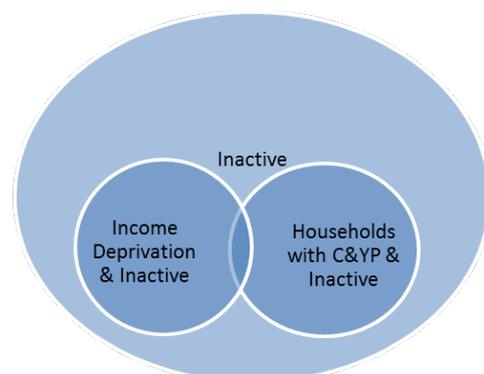
Mosaic Public Sector classifies the UK population into one of 66 types and 15 groups through a detailed and accurate understanding of each citizen's demographics, lifestyles, behaviours and location.

The Physically Inactive Population of Doncaster

The 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;

<https://getdoncastermoving.org/>

Population Health Management

Please contact james.parsonage@doncaster.gov.uk for an up to date copy

