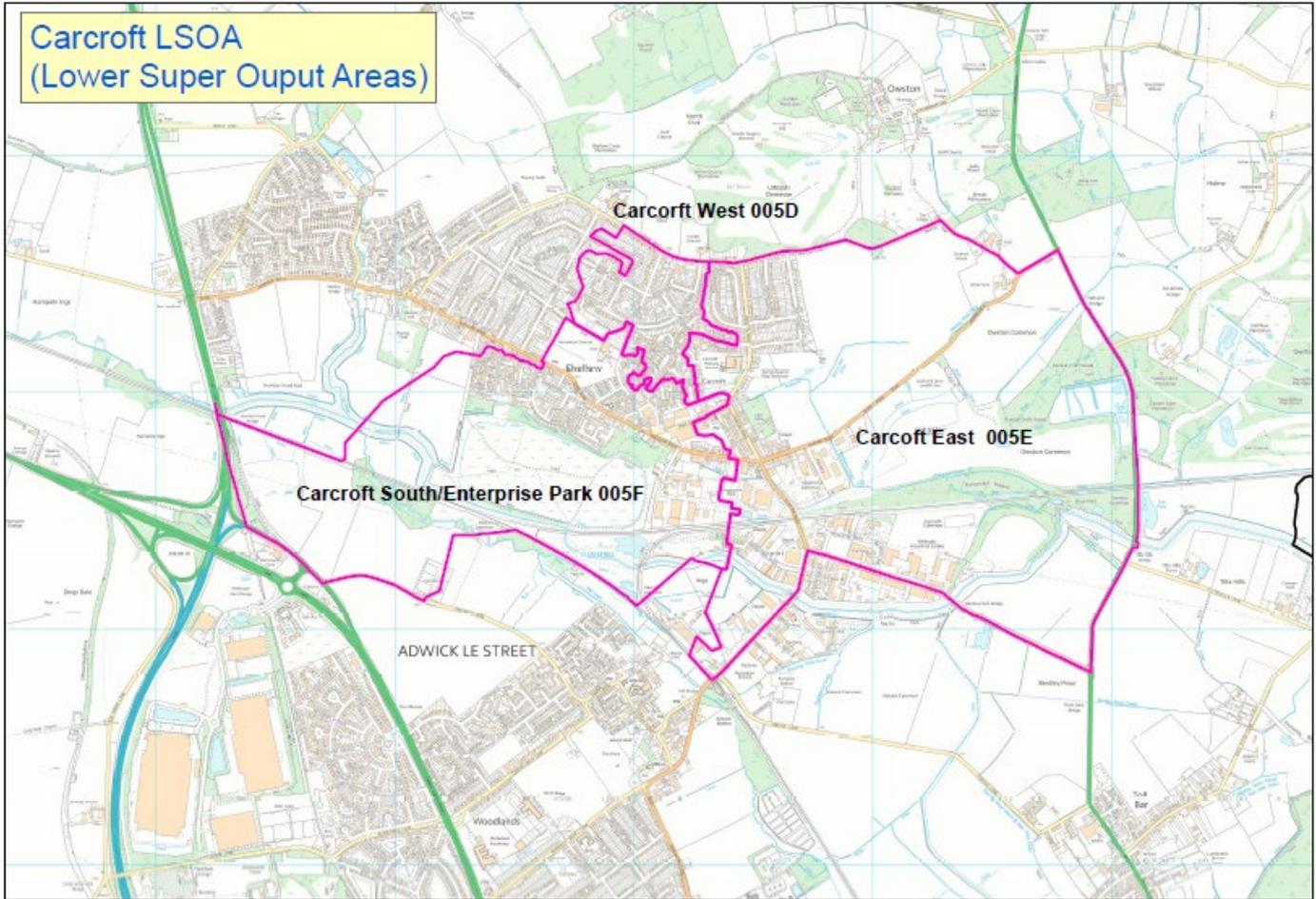


Carcroft Community Profile

Well Doncaster 2021





Contents

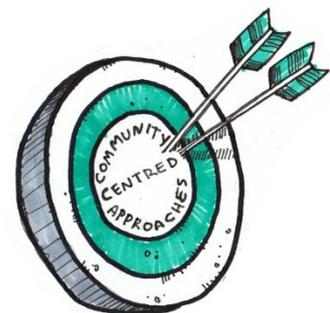
This Report	5
One page Summary	7
Key Health priorities	7
Assets	8
Asset Maps	8
Assets in the Community	10
Ward Members	13
Health and Wealth	14
Deprivation	14
Poverty	15
Employment	16
Childhood Development	17
Long Term Health Conditions	18
Life Expectancy	19
Loneliness and Isolation	19
Physical activity	20
Prevention and Control	22
Testing	22
Vaccinations	22
Recovery	23
Population Health Management	23
Community Information	24
Population size	24
Population	24
Ethnicity and Language	24
Housing	24
Community Insight	26
Appreciative Inquiry	26
Doncaster Talks	26
References	28
Appendix	29
Well Doncaster Annual Reports	29
Public Health Data	29
Acorn profiles	29
Get Doncaster Moving survey	30

Mosaic data	30
Pupil Lifestyle Survey 2020	31
Population Health Management	31
Interactive Map	Error! Bookmark not defined.



This Report

This report focuses on Carcroft, part of the Adwick and Carcroft 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.



Carcroft



31.5% of children are living in **poverty**



52.5% live in households with an income of **less than £20k**



Respiratory diseases are the leading cause of premature mortality



34.1% of older residents **live alone**



2% of the population are from the **Black, Asian and minority ethnic (BAME) community**



63% of Carcroft residents are **inactive**

One page Summary

Carcroft is a part of the Adwick and Carcroft ward, which also includes the communities of Adwick, Woodlands and Highfields. Housing type and tenure across Carcroft consists of traditional terrace houses and a higher-than-average proportion of socially rented accommodation.

Carcroft is in the 10% most deprived communities within Doncaster and poverty is a significant challenge. Levels of unemployment, income deprivation, over 65s living in poverty, and fuel poverty are all significantly higher than the Doncaster average. There is also a significantly high level of child poverty with almost 1 in 3 children living in poverty.

People in Carcroft have a lower life expectancy and spend more of their lives in poor health than the average person. There is a high prevalence of respiratory conditions, including chronic obstructive pulmonary disease (COPD) and lung cancer. Many residents are living with conditions related to poor lifestyle choices, including smoking (one in four residents smokes) and high levels of physical inactivity (63%).

Almost 25% of the population of Carcroft are reported to be living with a long-term limiting illness. There are also significantly higher rates of emergency hospital admissions for a range of conditions including heart disease, stroke, chronic obstructive pulmonary disease (COPD) and hip fractures. This suggests residents face challenges in self-management, health literacy and appropriate use of health services.

Self-reported mental health across residents in Carcroft is poor and significantly worse than the borough's average. There is also a higher proportion of clinically depressed diagnoses; Covid-19 may have exacerbated this condition and future work should continue to support residents.

Key Health priorities

- High mortality rates and prevalence of respiratory conditions - poor lifestyle choices may be leading to premature mortality (smoking, alcohol consumption, inadequate dietary intakes and physical inactivity)
- Poverty (including child poverty, fuel poverty, poverty in older people, unemployment and long-term unemployment)
- High emergency hospital admissions indicating further support around health literacy and self-management.
- Mental health support to tackle high levels of poor self-reported mental health.

Assets

Well Doncaster uses a community-centred approach which allows investment in supporting, working with and empowering communities to facilitate healthier communities. 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 our overall vision.

Asset Maps

The Adwick and Carcroft ward is split into four distinct communities, Carcroft, Adwick, Woodlands and Highfields, each having its own assets. 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.

The maps below outline the ward boundaries and show different types of assets across the Adwick and Carcroft ward.

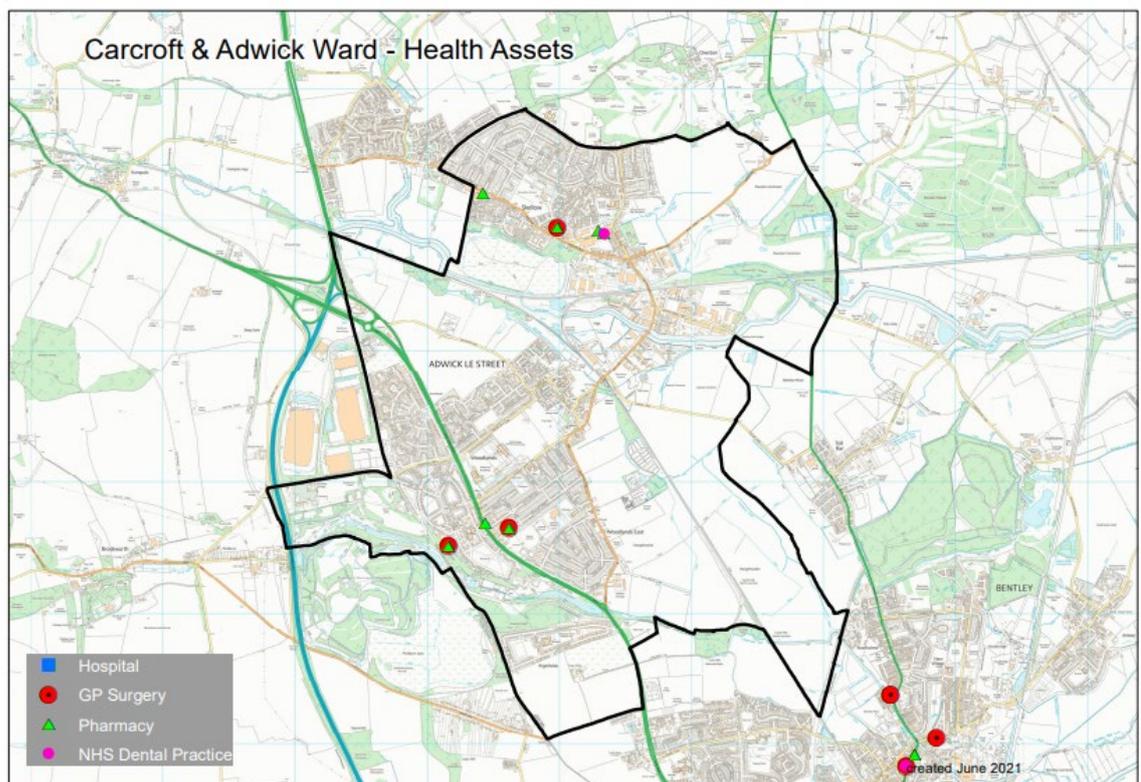


Figure 1 - Adwick and Carcroft Health Assets

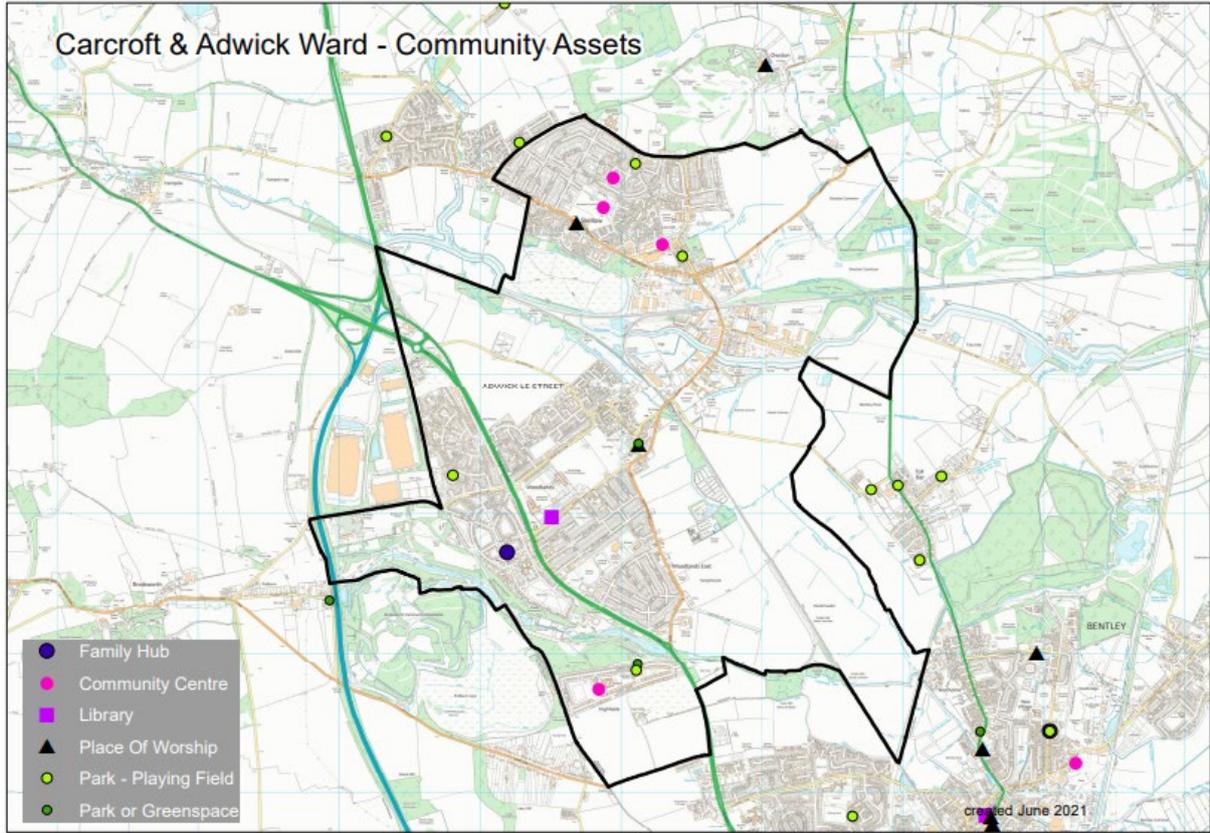


Figure 19 - Adwick and Carcroft Community Assets

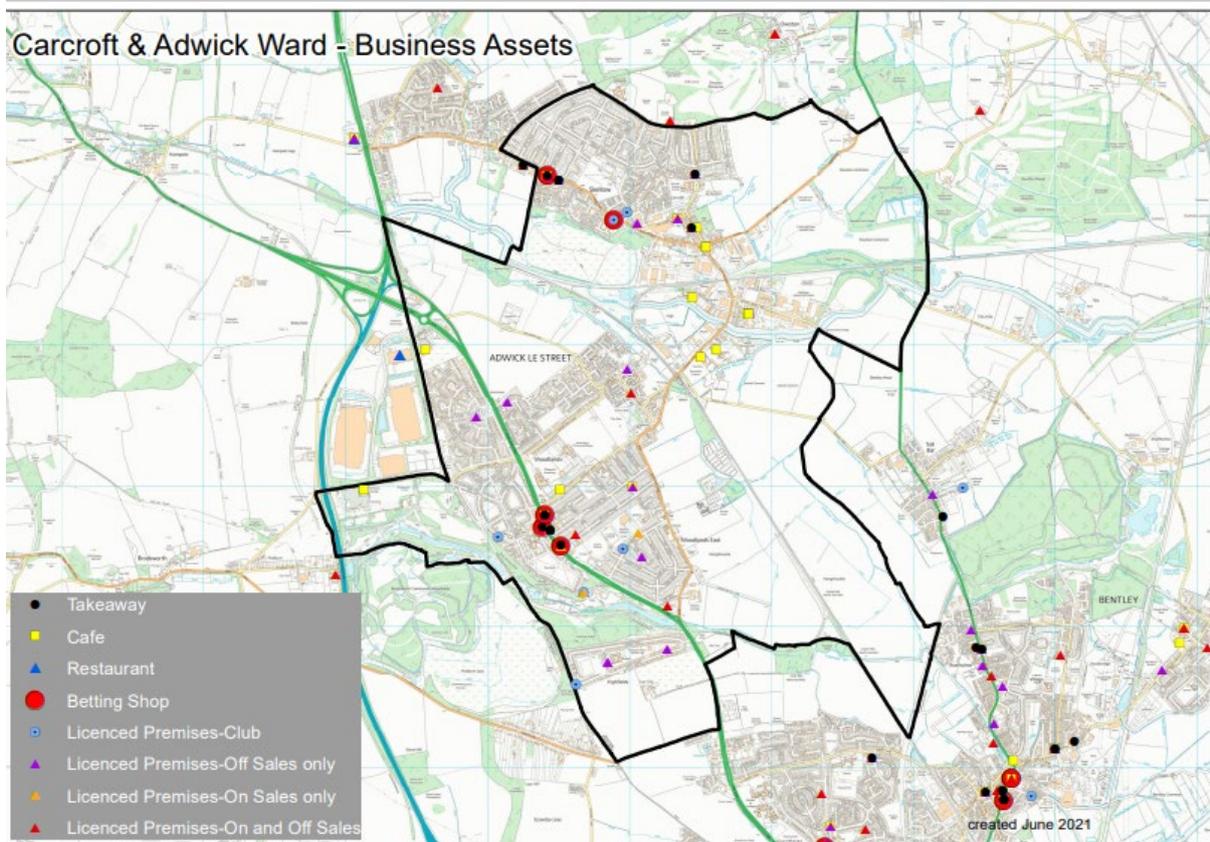
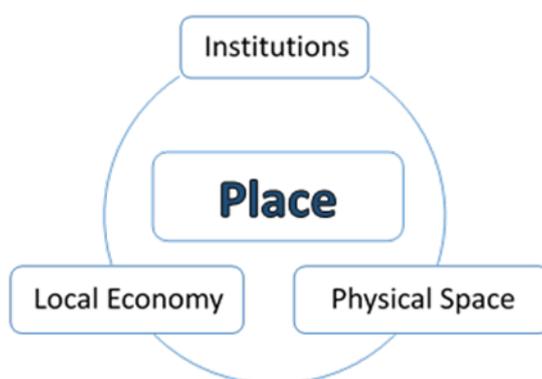


Figure 20 - Adwick and Carcroft Business Assets

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. Carcroft, alongside Woodlands and Highfields, remain as priority areas for North 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:



Institutions (Schools/colleges etc.)	Physical space (Parks, car parks etc.)	Local Economy (Local profit Businesses)
Schools/Education <ul style="list-style-type: none"> • Carcroft Primary School • The Ridge Employability College • Owston Park Primary Pre-School provision: <ul style="list-style-type: none"> • Lady Bugs Childminders • <i>1 other with identifiable name</i> Healthcare: <ul style="list-style-type: none"> • ASDA pharmacy • Chestnut pharmacy • Weldricks Pharmacy Religion: <ul style="list-style-type: none"> • St Michael & All the Angels Church • St George and the English Martyrs 	Parks/Green Space : <ul style="list-style-type: none"> • Carcroft Park • Owston Park Golf Course Sports Halls/ Community Venues: <ul style="list-style-type: none"> • Bullcroft Memorial Hall (NDDT) • Scout Hut • Carcroft Village Club • Carcroft Household Waste Recycling Centre • CAB Pod (Bullcroft) • Carcroft Club 	Shops: <ul style="list-style-type: none"> • Carcroft Farm Stores • ASDA • Iceland • Woods of Carcroft (butchers) • Carcroft Pet Supplies • Refurnish • Robsons DIY • Bulls eye motorists centre • Bramley Leisure • DFS Carcroft • Purdys • Ashys mini cabs • Hol-dan cabs • Barkers • Doncaster allsorts • John Laundry

Institutions (Schools/colleges etc.)	Physical space (Parks, carpark etc.)	Local Economy (Local profit Businesses)
		<ul style="list-style-type: none"> • Coffee corner <p>Food Businesses:</p> <ul style="list-style-type: none"> • Café Express Carcroft • Bev-Ridge (Bullcroft) • Kingfishers chip shop • Pinar • Teasdales Bakerys • Coffee corner • Icelands food • Oops a Daisy • New curry house • Little cake shop • Efes • Uncle Toms pubs and resteraunt • Jaffa cakes • Pinar • King fisherys





INDIVIDUALS (Key individuals within the community)	ASSOCIATIONS (Local Groups/Clubs)	STORIES (Good news stories)
<ul style="list-style-type: none"> • Ward Members • MP <p>Community leaders:</p> <ul style="list-style-type: none"> • Volunteers in VCFS sector <p>Professionals:</p> <ul style="list-style-type: none"> • Well Doncaster officer • Be Well Officer • Locality Development Officer • St Leger • Communities team • Social Prescribing Team • Family Hub Team • Police Community Support Officers • PCN Neighbourhood Project Coordinator 	<p>Support:</p> <ul style="list-style-type: none"> • Skellow and Carcroft Foodbank (Bullcroft Memorial Hall) • North Doncaster Development Trust <p>Physical Activity/Sports:</p> <ul style="list-style-type: none"> • Carcroft Bowling Club • Walking Football • Carcroft Village JFC <p>Children's:</p> <ul style="list-style-type: none"> • 23rd Owston Scout Group • Junior Police Community Support Officers (NDDT) <p>Other:</p> <ul style="list-style-type: none"> • Upbeat (Mental Health Peer Support) • Carcroft Village Social Club Ltd • Skellow and Carcroft COVID-19 Support Group 	<ul style="list-style-type: none"> • Carcroft was built on top of Bullcroft Colliery. • In March 2020, a resident set up Skellow and Carcroft Foodbank in response to COVID. Co-ordinating 80 volunteers they ensured every street in Carcroft and Skellow was supported and residents had a contact in case they needed help. The Foodbank is now managed by North Doncaster Development Trust at Bullcroft Memorial Hall who successfully applied for funding for a driver to deliver.

Ward Members

The Adwick and Carcroft ward has three ward members who were elected in 2021.

Adwick and Carcroft



Councillor Debbie
Hutchinson

Adwick and
Carcroft
Labour



Councillor John
Mounsey

Adwick and
Carcroft
Labour



Councillor Sarah
Smith

Adwick and
Carcroft
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).

The map below shows Carcroft in the most deprived 10% of communities in Doncaster.

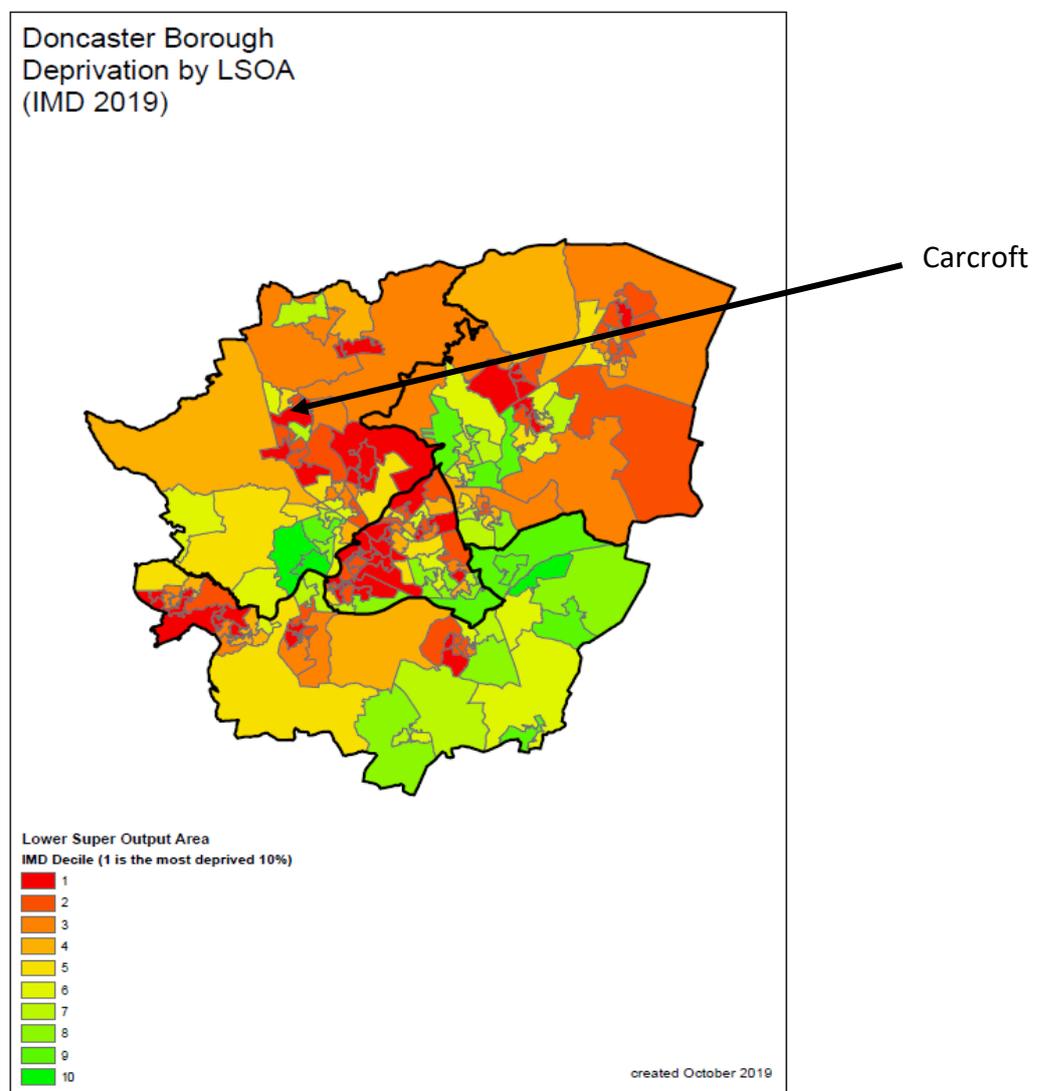


Figure 2 - Doncaster borough deprivation by LSOA

The IMD measures relative levels of deprivation in small areas, called Lower-layer Super Output Areas (LSOA). Carcroft is made up of three LSOAs; Carcroft East, Carcroft West and Carcroft South. The map below shows Carcroft West and Carcroft South are in the lowest IMD decile and in the top 20 most deprived communities in Doncaster. The table shows that although Carcroft East is not in the top 20, it is still more deprived than the average of Doncaster.

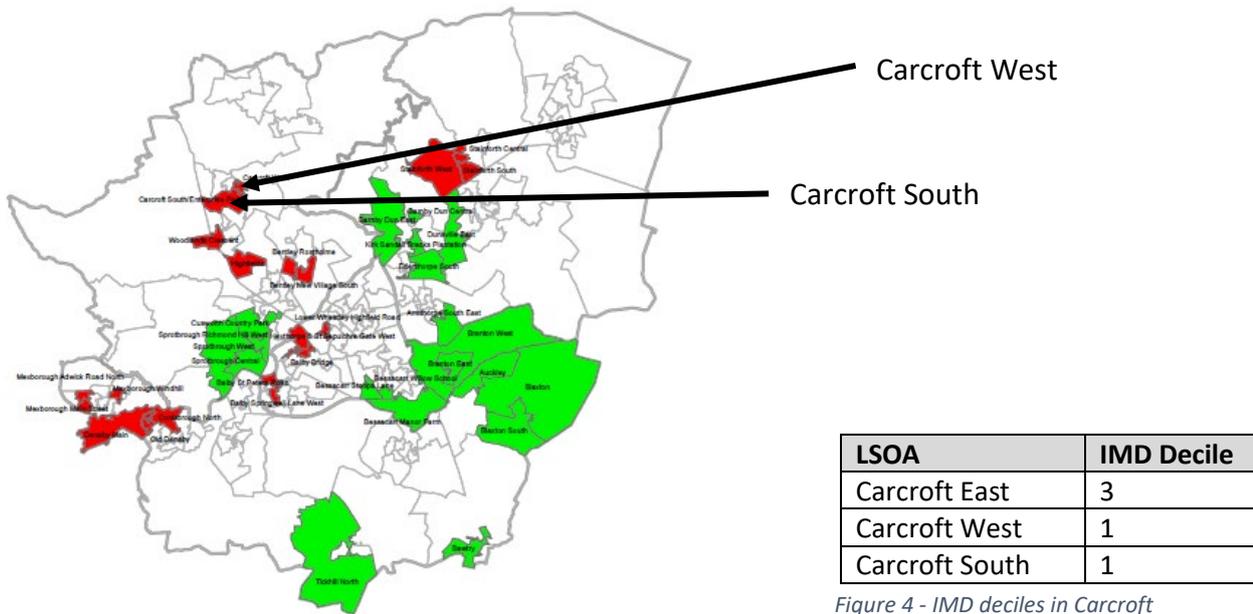


Figure 3 - 20 most and least LSOAs in Doncaster

Figure 4 - IMD deciles in Carcroft

Poverty

Across the Adwick and Carcroft ward, 23% of residents are experiencing deprivation associated with their income, which is significantly worse than the averages of Doncaster (16.6%) and England (12.9%). Around 31.5% of children in Adwick and Carcroft are living in poverty, compared to compared to 22.7% in Doncaster and 17.1% across England. Also, 21.4% of older people in Adwick and Carcroft are living in deprivation, significantly worse than the average of Doncaster (15.9%) and England (14.2%).

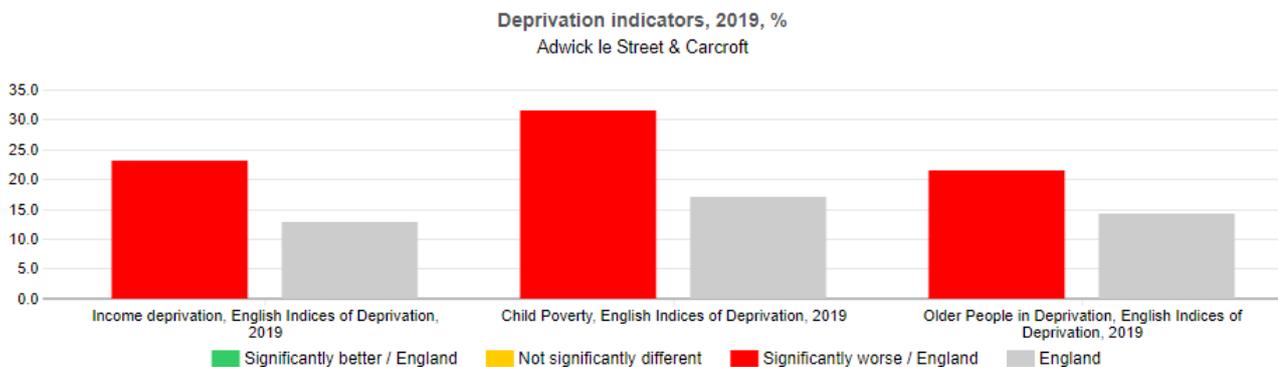


Figure 5 - Deprivation indicators in Adwick and Carcroft compared to England

Fuel poverty is defined as a household living on a lower income which is not deemed reasonable enough to warm a home sufficiently. In 2018, 11.5% of adults in Adwick and Carcroft were unable to warm their homes to a reasonable standard, compared with 9.6% across Doncaster.

Employment

The largest proportion of residents are employed full time (35%), this is lower than the average of Doncaster. There is a significantly higher proportion of unemployed residents in Carcroft compared to figures reported for Doncaster. In addition, there is a lower proportion of self-employed workers amongst those who do not work in comparison to the average of Doncaster. VCFS organisations such as North Doncaster Development Trust help residents with voluntary work or opportunities to gain experience, which supports residents on their pathway to employment.

As illustrated in the charts below, 53% of Carcroft 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 is not significantly different to the figures of Doncaster, there is a significantly lower proportion of residents with a household income of more than £40k (17%).

EMPLOYMENT

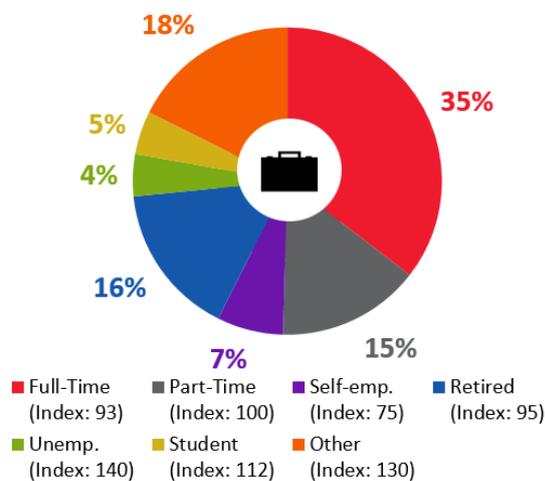


Figure 7 - Carcroft Employment

INCOME

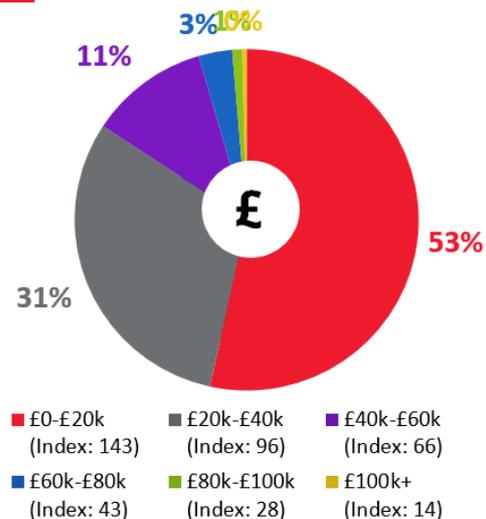


Figure 6 - Carcroft Income

Childhood Development

In the Adwick and Carcroft ward, 25.9% of children are obese or overweight at reception age. This is slightly higher than the average of Doncaster (25.5%) and significantly higher than the average of England (22.6%). The prevalence of obesity including severe obesity at reception (11.1%) is slightly lower than the borough's average (11.5%) and higher, but not significantly different to the national average (9.7%). The prevalence of overweight or obese children increases to 40.6% in year 6, which is significantly higher than the average of Doncaster of 36.2% and the average of England 34.6%.

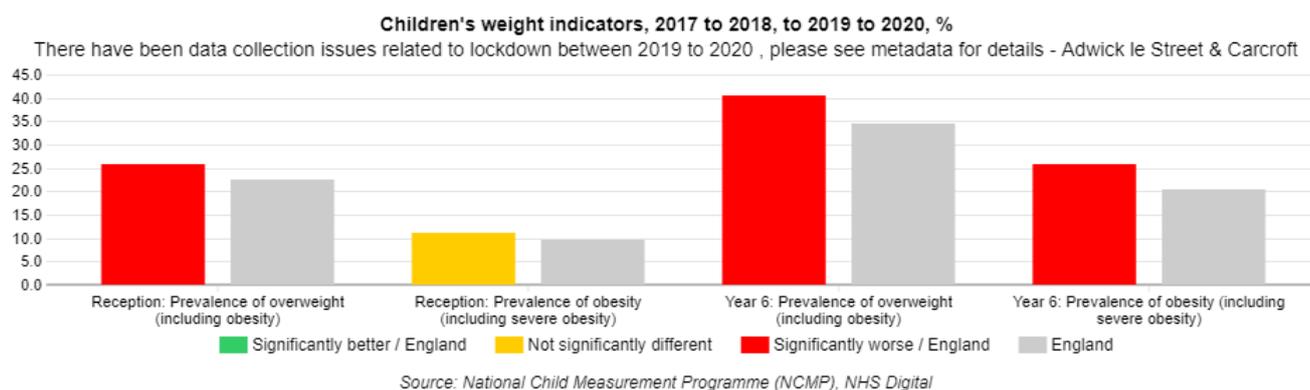


Figure 8 - Childhood obesity in Adwick and Carcroft compared to England

A&E admissions and emergency admissions in under 5s are both significantly lower in Adwick and Carcroft than the national average. However, emergency hospital admissions for under 15's are significantly higher in Adwick and Carcroft than figures reported for Doncaster and England. Emergency hospital admissions are also significantly higher for 15-24 year olds in comparison to the borough and national average.

The 2020 Pupil Lifestyle Survey which included primary and secondary schools, showed that 73% of school-aged children in Adwick and Carcroft have breakfast. This is higher than the average of Doncaster (80%). The survey also indicated 17% of school-aged children in Adwick and Carcroft have free school meals, matching the average of Doncaster. Further, 90% of school children in Adwick and Carcroft claimed to have a healthy food and beverage intake (vs 91% across Doncaster) and 63% claimed to consume fruit and vegetables most days of the week or every day (vs 65% across Doncaster). Contrastingly, fewer school-aged children in Adwick and Carcroft reported consumption of take-away food (11%) in comparison to the figures reported for Doncaster (16%).

In line with the average of Doncaster, 98% reported they feel warm and comfortable at home and 96% felt able to clean themselves at home compared to the borough's average of 92%. Furthermore, 81% of children in Adwick and Carcroft felt able to have a restful night's sleep compared to 75% across Doncaster.

The survey reported a higher percentage of children who were 'happy with life', 'felt able to share ideas' and 'felt listened to' compared to Doncaster averages. Also, 93% felt safe at home compared to 89% across Doncaster and 86% reported as having a nice, safe place at home or near home to play which was not significantly different to the Doncaster average of 85%.

It is important to note that the Pupil Lifestyle Survey is self-reported and was not completed by all the schools.

Long Term Health Conditions

In the Adwick and Carcroft ward, the number of people who report to be living with a long-term limiting illness is 24% compared to 21.7% across Doncaster and 17.6% across England. Carcroft has significantly higher rates of emergency hospital admissions for a range of conditions including heart disease, stroke, Chronic Obstructive Pulmonary Disease (COPD) and hip fractures. This suggests residents face challenges in self-management, health literacy and appropriate uses of health services.

The proportion of people in Adwick and Carcroft self-reporting as good or very good health is 76.8%, similar to the Doncaster average. However, 12.7% of residents have reported a disability (that limits day to day activities), this is statistically worse than the average of Doncaster (10.4%).

Along with emergency hospital admissions for long term conditions, admissions for self harm, avoidable admissions, hip fractures in over 65s and those associated to alcohol consumption are significantly higher.

The high levels of respiratory conditions correlate to the levels of smoking in the ward. Carcroft has a smoking prevalence of 24.5% compared to Doncaster's 19.8%. Similarly, the proportion of adults eating healthily is lower: 11% are likely to say that they never eat fruit and 47% never engage in moderate intensity physical activity. These risk factors may be contributing to the significantly higher levels of heart and circulatory disease in the ward, when compared with both Doncaster and England.

The infographic below shows the percentage of the population in Carcroft with a diagnosis of different health conditions. The prevalence of all these health conditions is higher in Carcroft than the borough's average. The significantly high level of emphysema, coupled with the significantly higher proportion of deaths from respiratory diseases, highlight the need to tackle the high rates of smoking in the community of Carcroft.

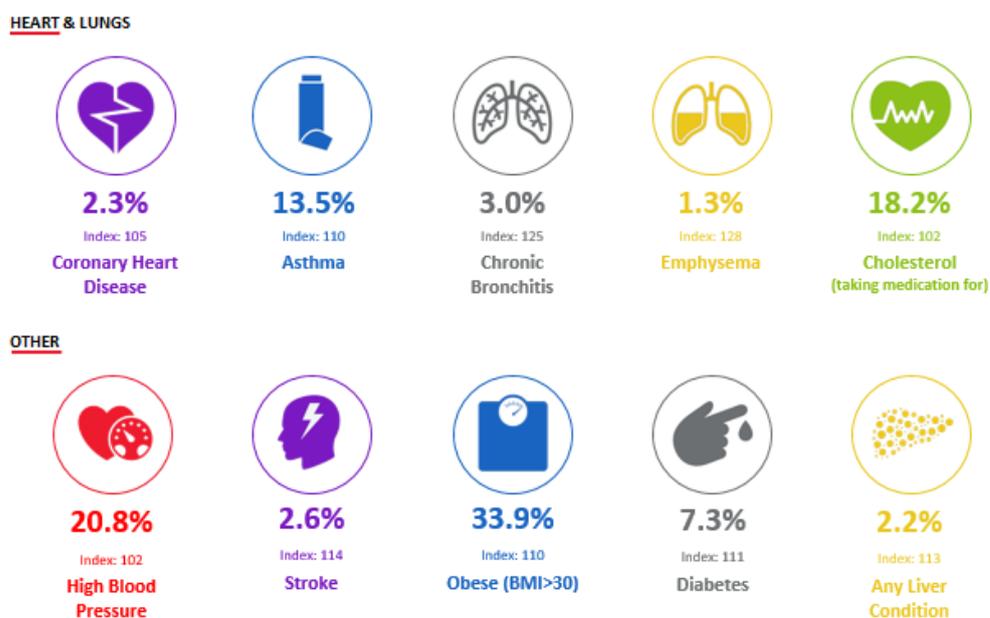


Figure 8 - Prevalent health conditions in the Adwick and Carcroft ward

Life Expectancy

Residents in the Adwick and Carcroft ward have a significantly lower life expectancy. Males in Carcroft have a life expectancy of 74.7yrs compared to the average of Doncaster (78.1yrs) and England (79.7yrs). Female life expectancy is 74yrs, compared to Doncaster's of 81.6yrs and England's of 83yrs. The data shows that the mortality rate of respiratory diseases including COPD and lung cancer are significantly higher compared to those reported for Doncaster and England. The Adwick and Carcroft ward also has significantly higher mortality rates in terms of heart health and all cancers. Mortality rates from all causes and across all ages in Adwick and Carcroft are significantly higher than the average of Doncaster. Adwick and Carcroft have significantly higher rates of preventable deaths in under 75s than the Doncaster average.

Loneliness and Isolation

Around 34.1% of older people (>65 year-olds) live alone in Carcroft compared to 31% across Doncaster and England. Whilst this does not indicate loneliness and/or isolation, it is an indicator to be considered alongside local intelligence.

There is work being undertaken to develop an in depth understanding of the impact of Covid-19 on the mental health of residents in Carcroft. 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. COVID-19 lockdowns could have seen a larger negative impact on the wellbeing on the community.

In Carcroft, there are several groups that try to combat social isolation, these include: Upbeat who provide a peer support groups and North Doncaster Development Trust who run several different social groups including coffee mornings, exercise classes and community events.

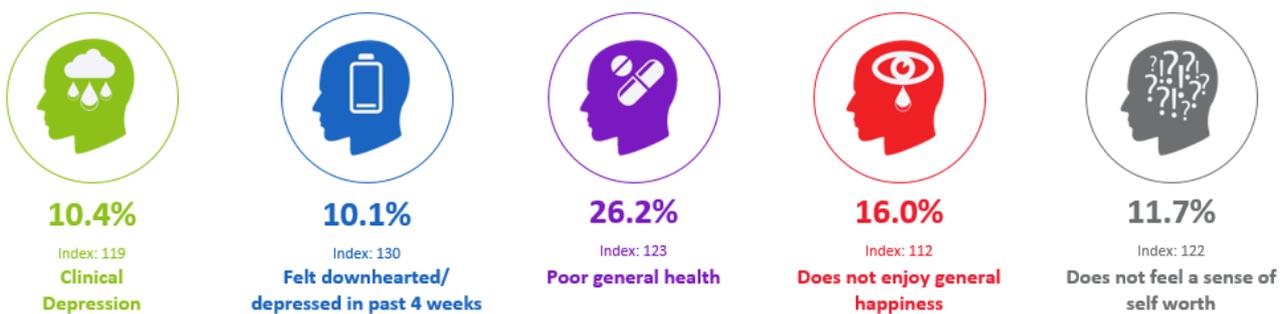


Figure 10 - Wellbeing of Carcroft residents

Physical activity

Get Doncaster Moving's Physical Activity Survey in March 2019 investigated levels of physical activity and assessed the barriers and facilitators for physical activity within eight Doncaster communities. In Carcroft, 172 responses were collected.

The infographic below shows 63% of Carcroft residents to be inactive, doing less than 30 minutes of moderate intensity physical activity per week. This is a very high level of inactive residents in comparison to the Sport England data for Doncaster (29.1%) or England (25.2%). Furthermore, the percentage of residents classified as active or doing over 150 minutes of moderate intensity physical activity per week as recommended in the Chief Medical Officer's guidelines for adults is only 23%.



Figure 11 - Get Doncaster Moving's Physical Activity Survey findings for Carcroft (2019)

Further, the following Mosaic data map shows a higher proportion of households in Carcroft do not engage in any moderate intensity physical activity. Therefore, over half of the Carcroft population are leading a sedentary lifestyle.

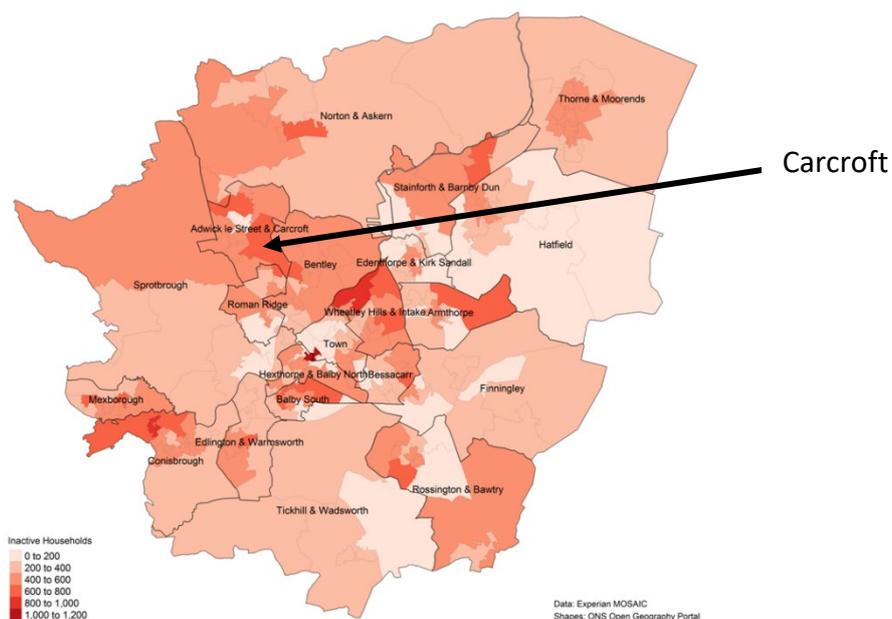


Figure 12 - Inactive households in Doncaster

The table below shows Skellow and Carcroft have 594 households that are likely to have high levels of physical inactivity. This data has been matched to the number of children and young people living in deprived and inactive households. The former data positions Skellow and Carcroft as an area of focus and priority for the Get Doncaster Moving Strategy. Skellow is a small community within the Adwick and Carcroft ward and has been highlighted by the data, alongside the larger areas of Carcroft, as an area where income may be affecting physical activity levels.

Community	Inactive households	Low Income households	C&YP	Total
Adwick le Street	883	877	920	2680
Denaby	951	913	514	2378
Wheatley Park & Wheatley Hills	802	885	667	2354
Bentley	883	692	773	2348
Edlington	667	858	726	2251
New Rossington	673	823	749	2245
Intake	651	781	668	2100
Skellow & Carcroft	594	892	563	2049
Stainforth	618	738	676	2032
Thorne	747	817	367	1931

Figure 13 - Data highlighting Get Doncaster Moving priority communities

The Get Doncaster Moving survey identified the following key barriers to physical activity for

inactive people in Carcroft:

- Not wanting to be active/Having less desire to be active (reflective motivation)
- Not having routines or habits (automatic motivation)
- Having less physical skills and stamina to be active (physical capability)

Around 41% of school children in Adwick and Carcroft who took part in the Pupil Lifestyle Survey reported walking to school, which is below the average of Doncaster (43%). Physical activity via school clubs is 20%, which is higher than the Doncaster average of 19% and the number of days of they partake in physical activity is in line with the borough's average. Further, 72% of school-aged children in Adwick and Carcroft reported enjoying physical activity, below the Doncaster average of 76%. For those who reported not enjoying physical activity, the most common reason was 'being outside in bad weather' (47%).



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 13 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 Carcroft.

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 14 - At risk settings in North of Doncaster

Testing

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

Vaccinations

The table below shows first and second doses of Covid-19 vaccination uptake. Carcroft is in the amber zone, which means rates are lower than the average and could be a cause for concern. Therefore, this needs to be monitored and action may need to be taken to encourage residents to be vaccinated.

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 15 - Vaccine uptake in the North locality 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 Carcroft 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 size
16,690



Population

The age composition of the population of Carcroft is similar to the average of Doncaster. The average age, however, is slightly lower than the Doncaster average. As illustrated in the chart below, 59% of Carcroft residents are of working age. There is a higher proportion of working age residents who are unemployed in comparison to the borough's average.

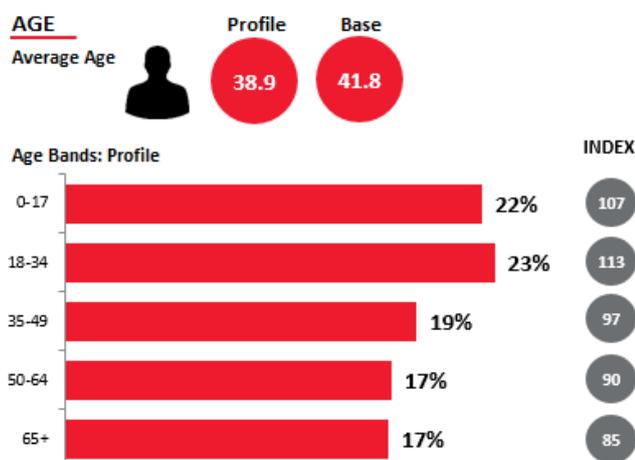


Figure 16 – Age breakdown of Carcroft residents

Ethnicity and Language

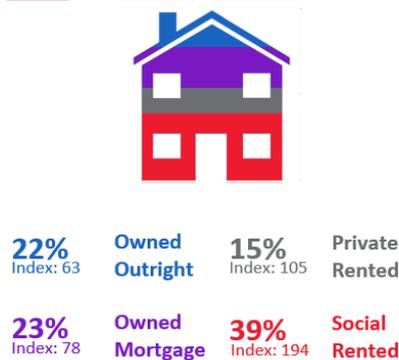
The Adwick and Carcroft ward continues to be a predominantly White British community, with only 2% of residents from the Black and Minority Ethnic (BAME) community. This is significantly lower than the borough average which is 4.7%. Doncaster is also significantly different to the national average of 14.6%. In Adwick and Carcroft, 3.6% identify themselves as not 'White UK' compared to 8.6% across Doncaster.

Housing

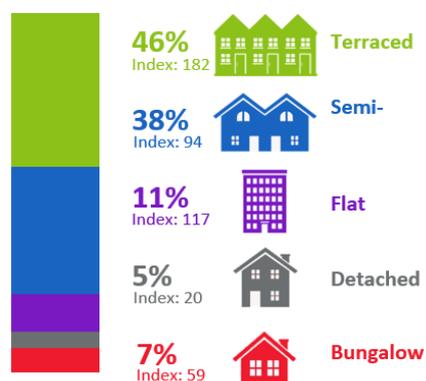
Housing conditions and the surrounding environment can have profound impacts upon residents' health and exacerbate health inequalities.

The figure below depicts housing data in Carcroft. Terraced houses comprise 46% of properties in Carcroft, significantly higher than the average of Doncaster. Only 5% of houses in Carcroft are detached, and only 7% are bungalows, these figures are both significantly lower than those reported for Doncaster. The prevailing amount of people per house is 2, however households with 1 person (24%) are more common than the borough's average. This aligns with the Adwick and Carcroft ward data which reports 34.1% of older people live alone, a higher proportion than the Doncaster and England averages, 31.6% and 31.5% respectively. Further, 39% of houses in Carcroft are likely to be socially rented, this is significantly higher than the Doncaster average, and fewer houses are owned outright or mortgaged.

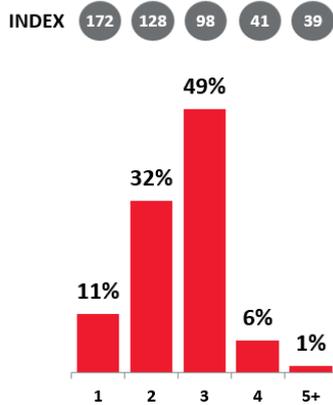
TENURE



TYPE



BEDROOMS



SIZE



Figure 17 - Housing in Carcroft

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 Carcroft from September 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 the Adwick and Carcroft ward, 207 responses were received (1.25% of the ward). 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:





207 responses were received which equates to 1.25% of the Ward

Like:

- Good access to local amenities and lot of things to do
- Good community spirit/friendly people
- Good access to parks/greenspace

Improve:

- Cleaner streets – less litter and a better appearance for the area
- Invest in park and green space
- Reduce crime and ASB, in particular quad bikes

Focus:

- Cleaner Streets and less litter
- Tackle crime and ASB issues in the area
- Support services for vulnerable people
- Focus on more jobs and investment in the local area

Figure 18 - Doncaster Talks themes

These responses combined with Well Doncaster's Appreciative Inquiry will inform future work for the community of Carcroft.



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](#)

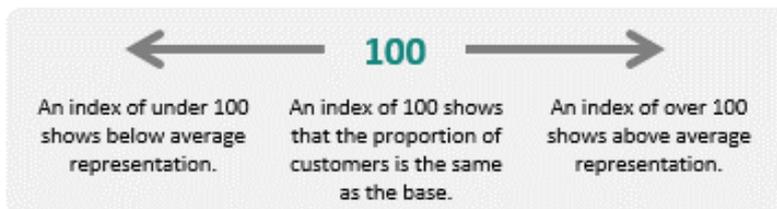
Acorn profiles

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.

Get Doncaster Moving survey

<https://getdoncastermoving.org/uploads/dmbc-phase-1-summary-report-final.pdf?v=1558622409>

Mosaic data

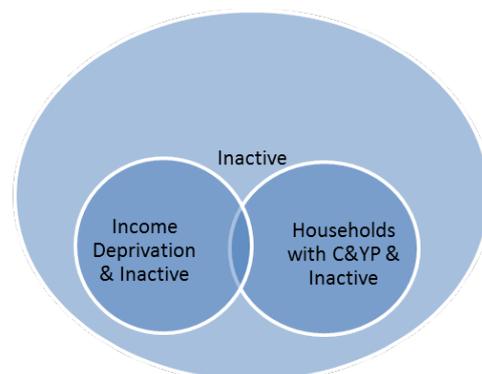
Mosaic Public Sector classifies the UK population into one of 66 types and 15 groups through a detailed and accurate understanding of each citizen's demographics, lifestyles, behaviours and location.

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/>

Pupil Lifestyle Survey 2020



Final_Ward report_Doncaster Pupil Lifestyle Survey 2020.pdf

Population Health Management

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

