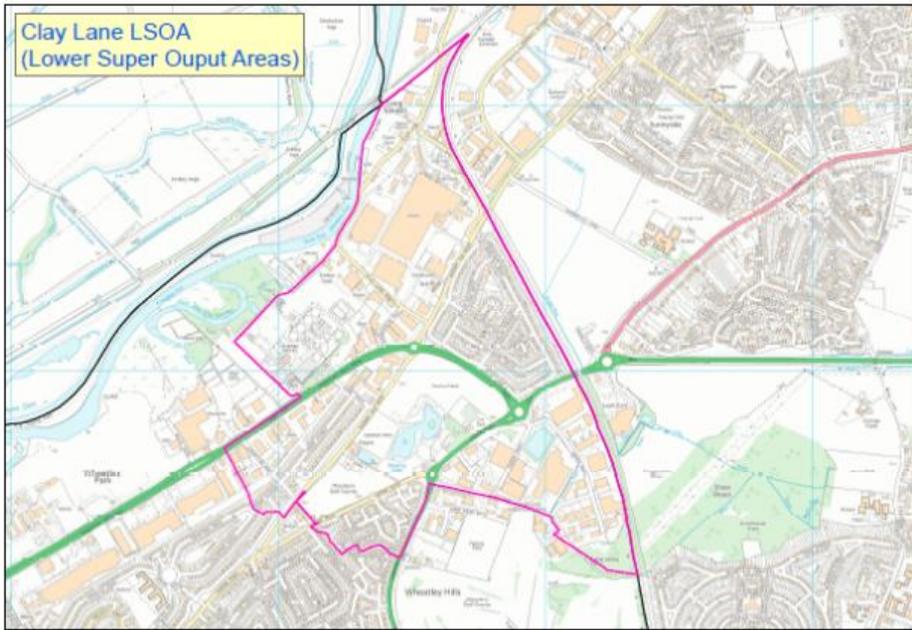


Clay Lane Community Profile

Well Doncaster

2021





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.

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CLAY LANE



25.4% of school children are obese or overweight



45% of households have an income of £20k or less



24% are living with a life limiting health condition



One-person households make up 20% of community



A small community of 1064 residents



46.6% of residents are inactive



One Page Summary

Clay Lane

Clay Lane has a greater than average proportion of children and older residents residing in the area. The community lies within the ward of Intake and Wheatley hills and thus, a lot of the wider community assets tend to fall outside of Clay Lane's community boundaries.

The community is currently one of the most deprived in Doncaster with many residents living with multiple levels of deprivation and with long-term health conditions. Further exploration is needed to fully determine the community's needs.

Key Health priorities

- Preventative measures to target poor lifestyle choices (smoking cessation, alcohol consumption, dietary advice and physical inactivity)
- Childhood development (including weight management)

Health and Wealth

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).

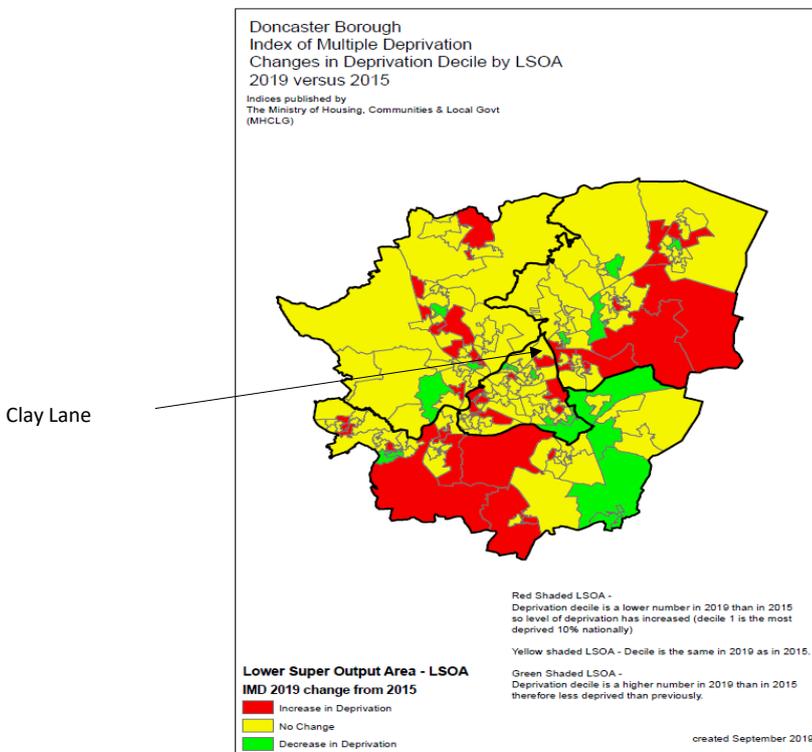


Figure 1. Doncaster Index of Multiple Deprivation changes in deprivation between 2015-2019

The map above illustrates Clay Lane community as one of the most deprived communities in Doncaster. IMD data shows deprivation levels have remained in Clay Lane from 2015 to 2019. Whilst Clay Lane is not amongst the 20 most deprived communities, it falls within the Intake and Wheatley ward which is within the 10 most deprived communities in Doncaster.

Health priorities

Poverty

Just under half of Clay Lane residents are currently living in households with an income of less than £20k. This is in line with ward data reporting Intake & Wheatley is amongst the five communities with the highest unemployment rates in Doncaster.

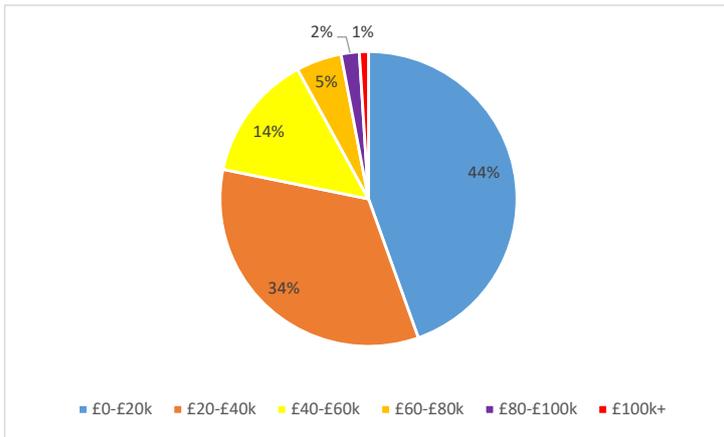


Figure 2. Household incomes in Clay Lane by percentages

Table 1 below shows the significantly higher levels of unemployment in Clay Lane in comparison to the average in Doncaster and England. Considering information also integrates that from Intake & Wheatley’s ward, it is unclear how many are currently living with long-term unemployment.

Table 1. Percentage of unemployment taken from JSA claims

	Clay Lane	Doncaster	England
Unemployment (%)	4	2.6	1.9

Childhood Development

Children classified as overweight (including obese) in reception are more prevalent in Intake and Wheatley Hills (26.4%) compared to the average of Doncaster (25.5%) and England (22.6%). This trend continues into year 6, where increasing numbers of children are reported to be either obese or severely obese (25.4%) (figure 2). Although this data is not directly taken from Clay Lane’s community, a similar trend can be assumed given the ward’s boundaries.

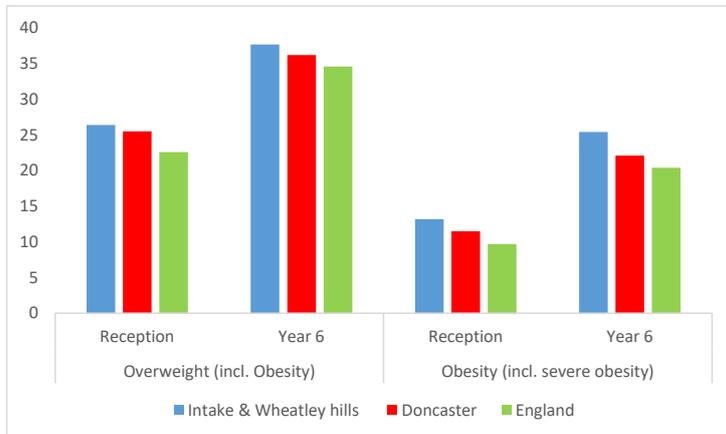


Figure 3. Average levels of overweight and obese children in reception and year 6 across 2017/18 – 19/20

Hospital admissions amongst children and 15-24 year-olds are increasingly likely in Intake and Wheatley Hills (162.8 people per 10,000). This means 90 residents aged 15-24 per 10,000 will be admitted to hospital for injuries in Intake and Wheatley. Distribution by gender, causes of injuries and specific ages are unknown.

Commented [GEV1]: Review this data. Usually on certain websites it is reported per 100,000. Verify if there is anything specific for Clay Lane

Long-Term Health Conditions

The proportion of residents with poor health in Clay Lane is considerably greater than the national average. Approximately 24% of residents reported to have poor general health compared to an average of 17.6% across England. Health conditions related to poor lifestyle choices are considerably greater in Clay Lane: stroke (2.6%), liver conditions (2.2%), chronic bronchitis (2.8%) and coronary heart disease (CHD) (2.4%). Many residents engage in poor lifestyle choices, including smoking (21.3%), increased alcohol consumption (14.1%) and a lack of fruit intake (9%). Further, 6% of those smoking reported to smoke 20+ cigarettes a day.

HEART & LUNGS



2.4%
Index: 107
Coronary Heart Disease



13.1%
Index: 106
Asthma



2.8%
Index: 117
Chronic Bronchitis



1.1%
Index: 112
Emphysema



19.1%
Index: 108
Cholesterol (taking medication for)

OTHER



21.6%
Index: 105
High Blood



2.6%
Index: 114
Stroke



32.9%
Index: 107
Obese (BMI>30)



7.3%
Index: 111
Diabetes



2.2%
Index: 111
Any Liver

Figure 4. Health statistics in Clay Lane community

The figures tend to be reflected in the high number of emergency hospital admissions, suggesting that poor lifestyle choices are a key factor in the community health status.

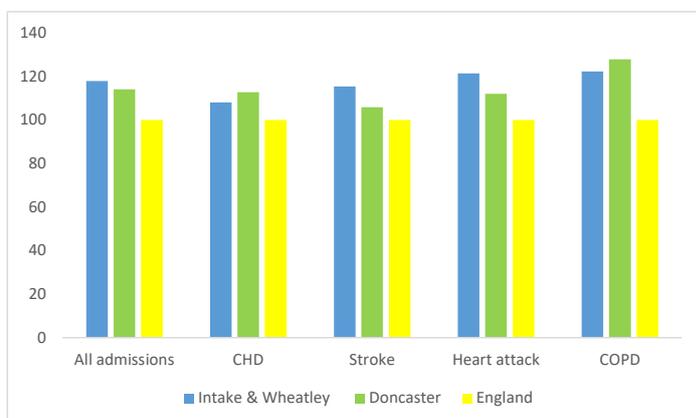


Figure 5. Comparison of emergency hospital admissions by ward 2015/16-19/20

Heart attacks (121.3 per 100) and chronic obstructive pulmonary disease (COPD) (122.3 per 100) are the biggest causes of emergency hospital admissions across the ward (figure 3) which highlights the challenges faced by residents to self-manage their health conditions. Hospital stays for self-harm injuries are also amongst the highest in the borough, with 128 per 100 people admitted to hospital for this cause.

Mental Health and Isolation

Health data shows that just under 10% of the population are living with clinical depression, whilst 9% of the population reported feeling down or depressed the week before data was collected. However, respondents' age, gender, ethnicity and/or number of people living in the household were not documented.

Life Expectancy

Life expectancies for men (77.8 years) and women (81.7 years) living in Intake and Wheatley's are lower to the averages of Doncaster (*m*: 78.1, *f*: 81.6) and England (*m*: 79.7, *f*: 83.7). A significant number of deaths occur in under 75s in Intake and Wheatley (134.3 per 100 people), however, the proportion between males and females remains unknown.

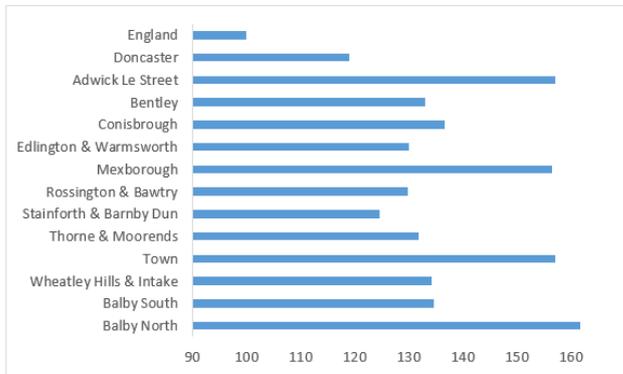


Figure 6. Highest death rates in under 75s across Doncaster 2015-19

Causes of Death

CHD and circulatory diseases are the leading causes of death for all ages across the ward (figure 7). The risk of the former diseases increases with the following factors: poor lifestyle choices, living conditions and lack of physical activity.

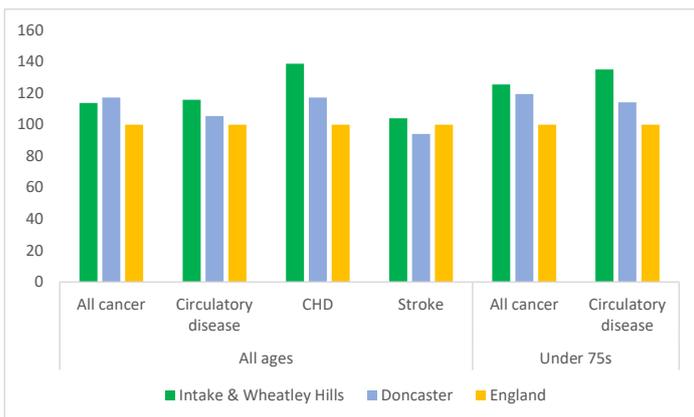


Figure 7. Cause of deaths across all ages and under 75s in Doncaster, 2015-19

A high proportion of deaths occurring in under 75s are considered preventable (figure 5). All cancers and circulatory diseases are the leading causes of deaths in those aged 75 and under. There is currently no data available on the number of deaths caused by stroke or CHD in under 75s.

Physical Activity

Mosaic data shows a high percentage of the population in Intake and Wheatley Hills ward do not engage in any moderate intensity physical activity. Please see [appendix](#) for more information on mosaic data. This falls in line with Acorn data which shows 46.6% of Clay Lane residents have reported never engaging in moderate intensity physical activity. More information on the Acorn profile can be found in the [appendix](#).

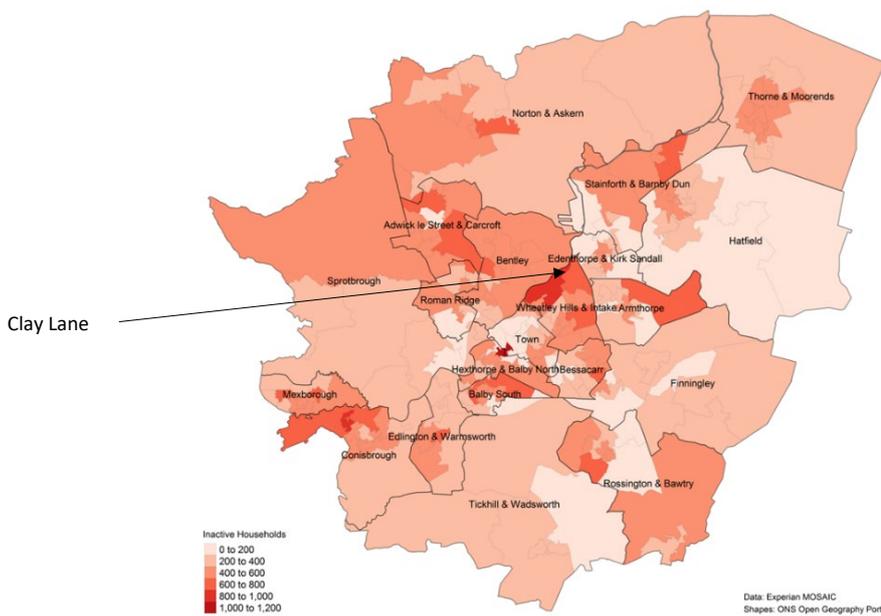


Figure 8. Levels of inactivity within households across Doncaster

Data from the Pupil Lifestyle Survey (2020) reports an average of 33% of children are physically active on only one or two days a week, whilst 28% were said to be active on three or four days and 29% on five or more occasions during the week. Being outdoors in bad weather and getting hot and tired during physical activity were the two residing answers given by pupils when asked why they did not participate in physical activity in Intake and Wheatley. The full Pupil Lifestyle Survey at ward level and locality level can be found [here](#).

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. At risk settings in Central Doncaster

Figure 9 and Table 2 show settings and populations 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 Clay Lane.

Table 2. At risk settings in Central Doncaster

At risk Setting-Housing	No.
Care Homes	86
Communal Residences	13
HMO Bed sits	1100
HMO other	384
At Risk Setting- Health	
GPs and Clinics	28
Hospitals and hospices	12

Intake and Wheatley should also be considered as a hard-to-reach community and one that may face several barriers when preventative work is being carried out. Covid-19 data shows Clay Lane has lower uptake of Covid-19 vaccinations when compared to the borough average. Only 55% of residents have received the first dose, whilst only 33.41% have received the second dose. Higher proportions of adults aged 65+ have received the Covid-19 vaccinations compared to those aged 65 and under in Clay Lane. Around 42.7% of the Black Asian and Minority Ethnic (BAME) community in Clay Lane has received the vaccination compared to 58.3% across the borough. There is ongoing work to understand the barriers residents are facing when receiving their vaccinations and an analysis of age profiles, ethnic backgrounds, accessibility and myth busting amongst residents in Clay Lane.

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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 Clay Lane 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 Hannah.McWilliams@doncaster.gov.uk.

Community Information

Population and Diversity

Clay Lane has a lower proportion of BAME community than the average of Doncaster (4.7%), and a significantly lower number than the average of England (14.6%). 'White UK' is the predominant group amongst Clay Lane residents.

An overview of the population in each area is shown below.

Population size

- 18,146 Intake and Wheatley Hills
- 1067 Clay Lane

Age profile

Children and young people make up the largest proportion of Clay Lane's population. There is a lower percentage of older adults (>65 year-olds) in comparison to the averages of Doncaster and England. All of the former contribute to a younger population in Clay Lane.

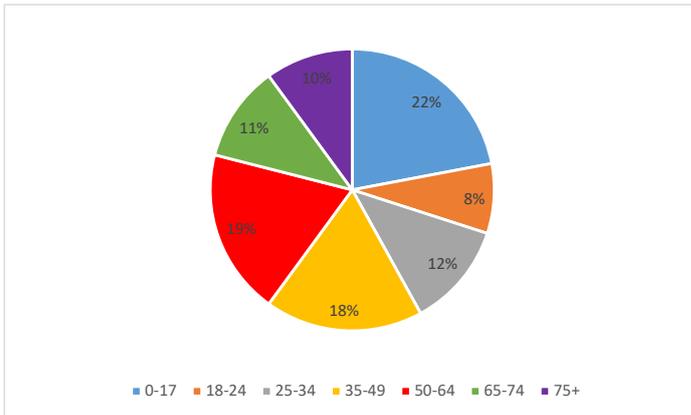


Figure 10. Age profiles of Clay Lane community

Housing

The area has a high density of housing. Semi-detached housing makes up the majority of the property make up in Clay Lane. There is also a mixture of traditional terraced housing, some flats, detached and bungalow housing. There is a mixture of socially rented (32%) and owner-occupied (31%) housing in the area. There is a smaller proportion of private rented housing in Clay Lane. One-person households (none-pensioner) comprise 20% and there is a higher percentage of households containing lone parents in Clay Lane than the those reported in national figures.

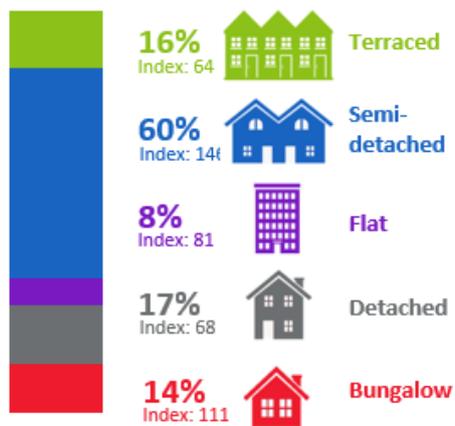


Figure 11. Property ladder in Clay Lane

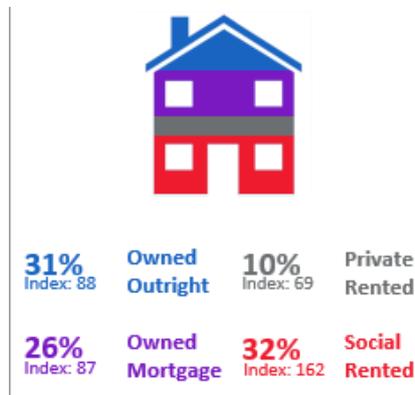


Figure 12. House tenure in Clay Lane

Community Insight

Appreciative Inquiry Themes/ Priorities

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 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 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 Clay Lane in July-August 2021. The Appreciative Inquiry will include the following steps taken from the 4D Model (Armstrong 2020):

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 an 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 table below.



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 Clay Lane community.

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 in Clay Lane. Clay Lane is a small community within Intake and Wheatley Hills and very near to East of Doncaster so assets tend to cluster on the outskirts of the community boundaries. 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.

Please refer to the [appendix](#) for larger maps.

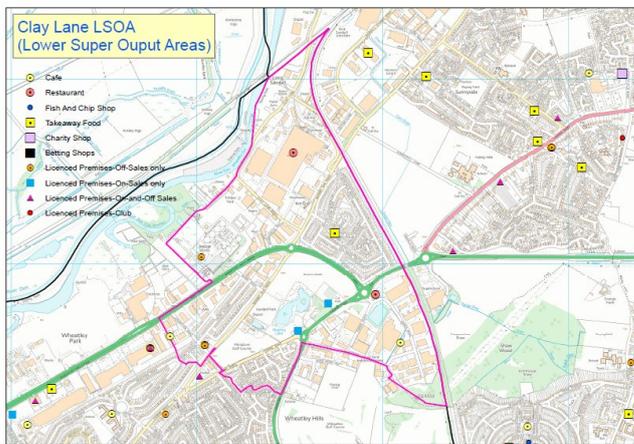


Figure 13. Clay Lane business assets

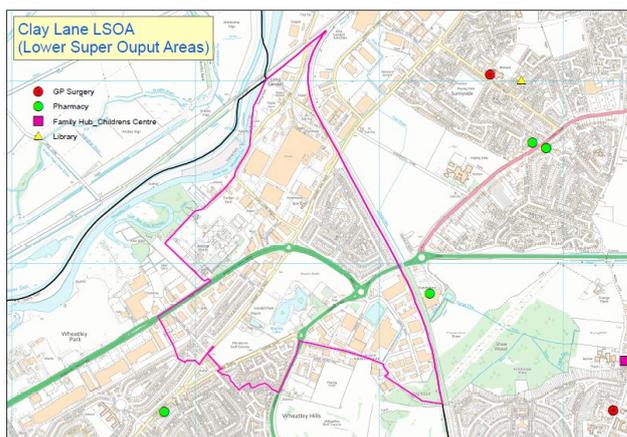
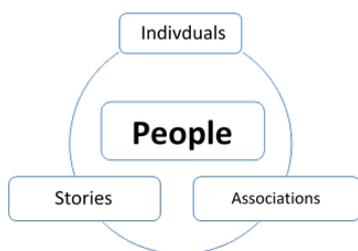


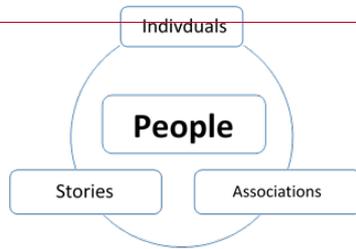
Figure 14. Clay Lane health assets

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, car parks etc.)	Local Economy (Local profit Businesses)
	<p><u>Parks:</u></p> <ul style="list-style-type: none"> • Sandall Wood Park • Shackleton Road Playground 	<p><u>Trade & Business Centres/ Shops:</u></p> <ul style="list-style-type: none"> • Screw fix • Arco • U-Store • Discount Roofing & Building supplies • GB Mechanics Ltd <p><u>Health & Beauty</u></p> <ul style="list-style-type: none"> • SiR Barbers <p><u>Food & Beverage</u></p> <ul style="list-style-type: none"> • Tommy's Café • The Bangla Chef <p><u>Essential Stores</u></p> <ul style="list-style-type: none"> • Post Office



Commented [GEV3]: Check writing of this figure

INDIVIDUALS (Key Individuals within the community and why)	ASSOCIATIONS Local Groups/Clubs	STORIES (Good news stories)
<ul style="list-style-type: none"> Laura from Tommy's Café – Active member of the community 	<p><u>Friends of Groups:</u></p> <ul style="list-style-type: none"> Friends of Sandall Park 	<ul style="list-style-type: none"> Tommy's Café – played vital role in supporting local community during 2019 floods as they acted as a hub for the local area.

Clay Lane is a very small community with limited community groups and support services available. It is possible that support services available fall within the wider boundaries of Intake and Wheatley Hills 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.

Ward Members

Below are the ward members for Intake and Wheatley Hills.



Councillor Daniel Barwell
Wheatley Hills and Intake
Labour and Co-operative Party



Councillor Jane Kidd
Wheatley Hills and Intake
Labour and Co-operative Party



Councillor Emma Muddiman-Rawlins
Wheatley Hills and Intake
Labour and Co-operative Party

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 Annual Report 2016 17 FINAL.pdf



Well Doncaster Annual Report FINAL.pdf



Well Doncaster Annual Report 2018-19 FINAL.pdf



Well Doncaster Annual Report 2019-20 FINAL.pdf



Well Doncaster 2020-2021 Annual Report Final.pdf

Mosaic Data

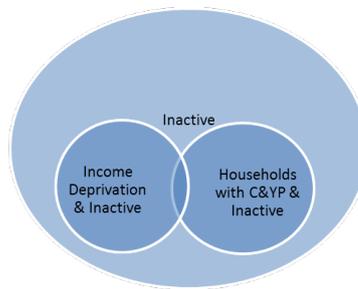
Mosaic Public Sector classifies the UK population into one of 66 types and 15 groups through a detailed and accurate understanding of each citizen’s demographics, lifestyles, behaviours and location.

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 income deprivation as well as inactive and from households with children and young people



Link to the Get Doncaster Moving strategy; <https://getdoncastermoving.org/>

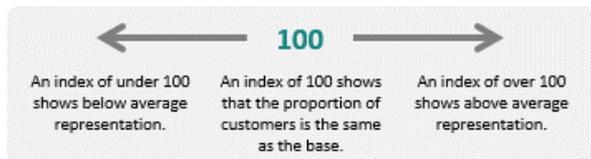
Acorn profiles

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 Infirmary 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

Public Health Data

All public health data was taken from Public Health England finger tips:

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

Pupil Lifestyle Survey

Ward level



Final_Ward report_Doncaster Pupil Lifestyle Survey 2020.pdf

Locality Level



Final_Locality Report_Doncaster Pupil Lifestyle Survey Locality 2020.pdf

Population Health Management



PHM Assets and Insight 2021.pdf

Assets

Maps



Clay lane business assets.pdf



Clay Lane health assets.pdf

Interactive Map

To access and identify assets at ward and locality level please use the following interactive map:

<https://www.google.co.uk/maps/d/viewer?mid=17BayPslj1OUg6U4OFbk9FKLYL2-wDZN&ll=53.50909620569456%2C-1.1365028000000032&z=14>