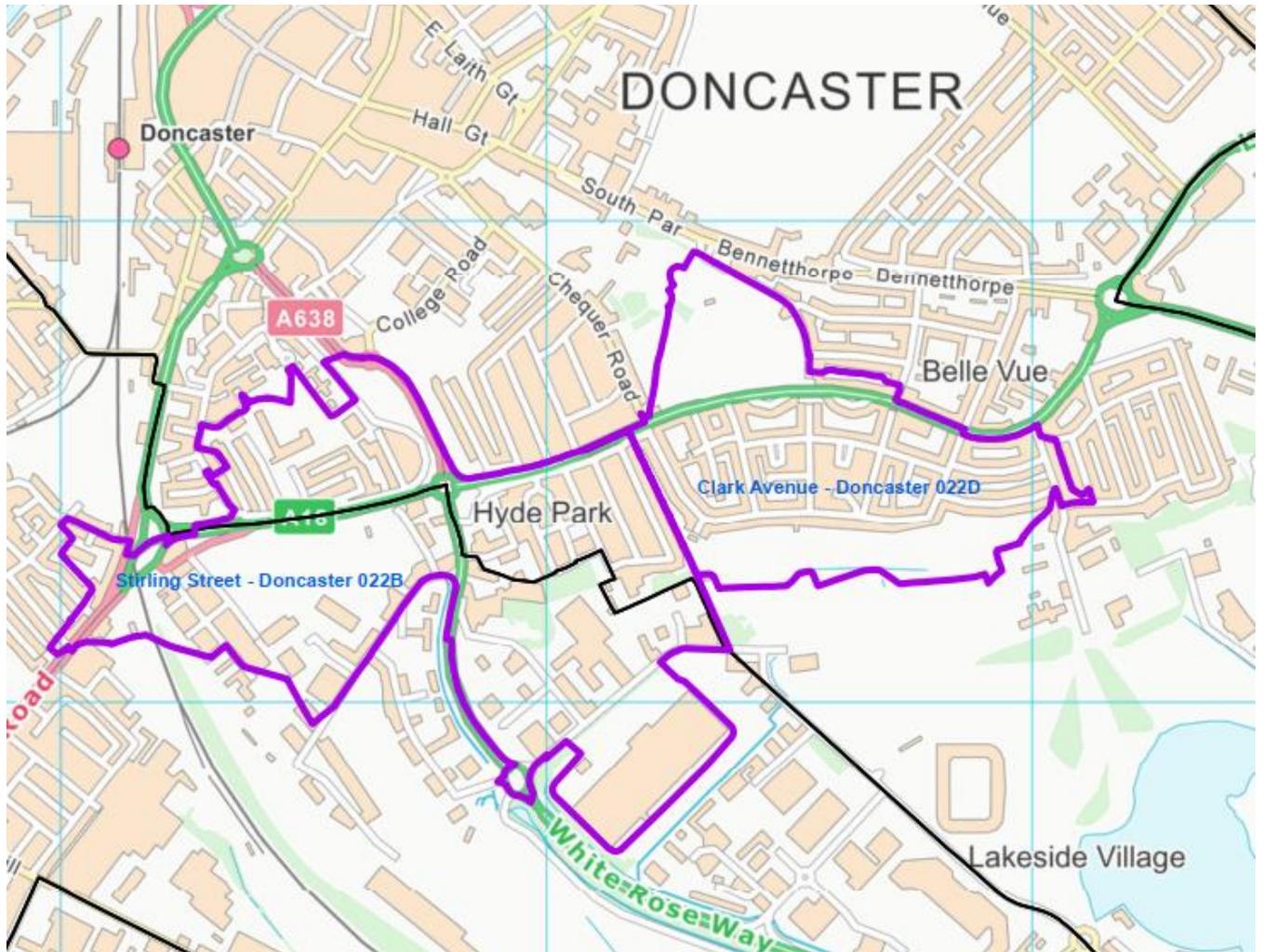


Hyde Park Community Profile

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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HYDE PARK



25.6% of year 6 children are overweight or obese



5.8% are currently unemployed



Respiratory diseases are the leading cause of death



85% of the properties have two or more people residing in them



Large BAME community



19% of Town centre (incl. Hyde Park) residents are inactive



One Page Summary

Hyde Park falls within Town ward boundaries and can be split into three LSOA areas; Stirling Street, Doncaster and Clark Avenue. Hyde Park has a higher Black Asian and Ethnic Minority (BAME) population than the average of Doncaster but lower than the average of England. There is a variety of ethnic populations residing in this area. The top five ethnicities found in Hyde Park are English, Polish, Pakistani, Slovak and Romanian.

The age profile of Hyde Park is slightly younger than that for England, with higher proportions of children, and lower proportions of older people. There is also a lower percentage of older adults (> 65 years) when compared to the average of Doncaster and England.

Child obesity and weight management is an area of concern in Hyde Park. A high number of residents are living with long term health conditions. The main cause of deaths within the ward boundaries are respiratory diseases. A high number of residents are reported to have poorer lifestyle choices, which can increase their risk of respiratory and other diseases.

There are higher levels of unemployment in Hyde Park in comparison to the average of Doncaster and England. It is unclear how many are currently living with long-term unemployment.

Key Health priorities

- Poverty (including child poverty, fuel poverty, poverty in older people, unemployment and long-term unemployment)
- Childhood development, including weight management.
- Life expectancy
- Preventative measures to target poor lifestyle choices (smoking cessation, alcohol consumption, dietary advice)
- Asthma and other respiratory diseases, high blood pressure, depression.



Assets

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

Asset Maps

The maps below show different types of assets across Town Centre. Please refer to the [appendix](#) for larger maps.

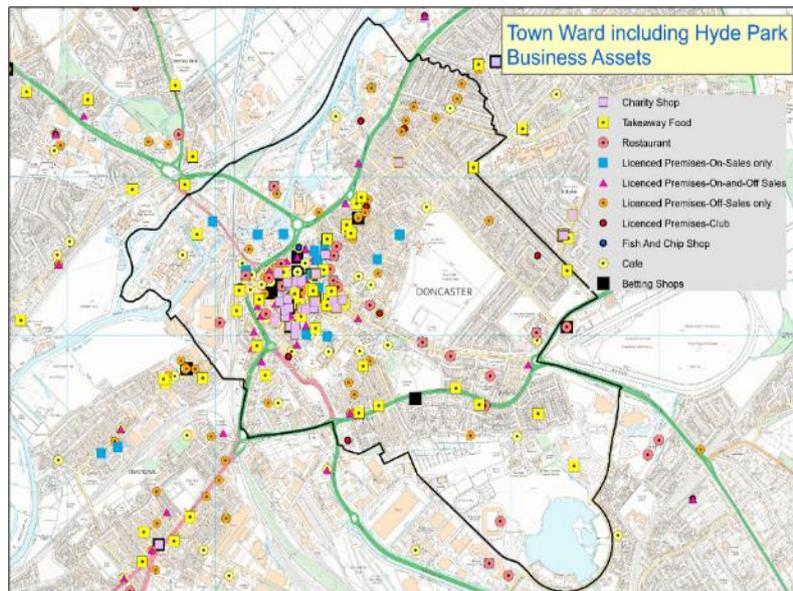


Figure 7. Hyde Park business asset

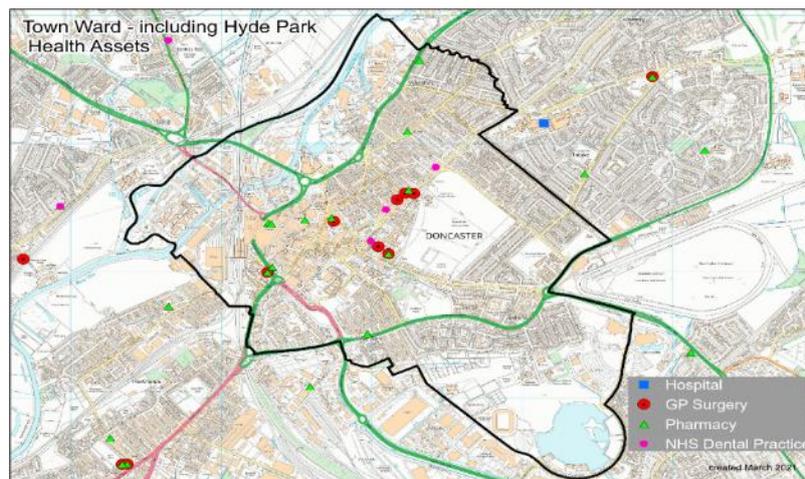


Figure 8. Hyde Park Health assets

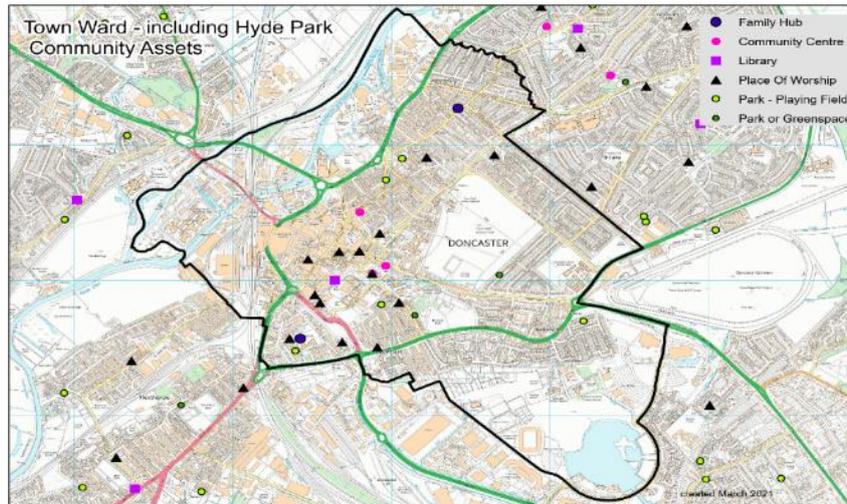


Figure 9. Hyde park Community assets

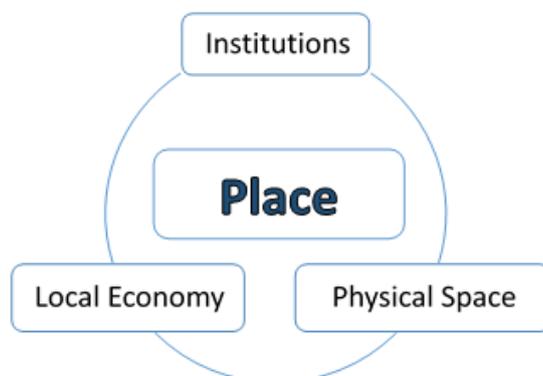
It is recognised that work is needed in the community to expand the understanding of who, how and what is accessed in the area. Greater knowledge of the identity of each community/ward will allow more appropriate and effective responses to community needs.

To see an interactive version of these maps please see [appendix](#).



Assets in the Community

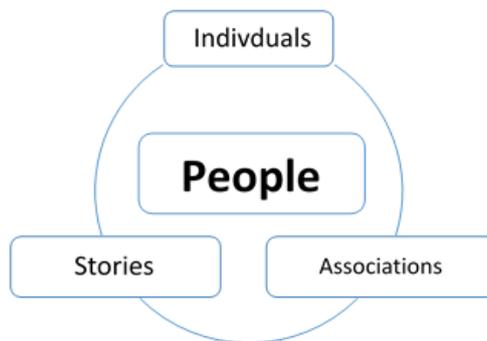
As part of a population health management approach, the following assets have been identified and themed around places and people:



Institutions (Schools/colleges etc.)	Physical space (Parks, car parks etc.)	Local Economy (Local profit Businesses)
<p>Healthcare:</p> <ul style="list-style-type: none"> • McGill pharmacy <p>Schools:</p> <ul style="list-style-type: none"> • St Francis Xavier Catholic Primary School • Bernadette Nesbit • Atlas Primary Academy <p>Religious:</p> <ul style="list-style-type: none"> • Church of God of Prophecy • Jamia Mosque • Jamia Masjid Sultania & Pakistan Cultural Centre 	<p>Green Space:</p> <ul style="list-style-type: none"> • Elmfield Park • Hyde Park Cemetery <p>St Leger Community Houses:</p> <ul style="list-style-type: none"> • Clark Avenue Community House 	<p>Food & Beverage:</p> <ul style="list-style-type: none"> • Colosseo Restaurant • Dominos • Sandwich shop • Red Diamond • Crispy Cod • Pizza Top • Palace Tandoori • Fish Bits • Greggs • Coffee Time <p>Shops/ Supermarkets:</p> <ul style="list-style-type: none"> • Hyde Park Mini Market • Polish Mini Market • Extra Food & Drinks • Halal Food Store • One stop <p>OTHER BUSINESSES</p>

		<ul style="list-style-type: none"> • Shell Petrol Filling Station • J Steadman & Sons Funeral Directors • Adrian Welch Glass & Glazing • Hazelhurst & Co • Enterprise rent-a-car • Wekanhire Plant Hire • Speedy Hire • Engine Centre • A.E.Spink Ltd • S & A Construction Ltd • Doncaster Diagnostic Centre • PTE – Power Tools & Equipment • Intastop Training Centre • KSC – Kelham Street Cars • SOLAR Décor Systems • Scratch Music & Install Ltd • Shape Services Ltd • Tesco Doncaster Distribution Centre • Read Hyundai Doncaster • Screwfix • Warners Fish Merchants Ltd • Trupart Ltd • Webasto Thermo & Comfort UK Ltd • The Works • ATS Trucks Ltd • Doncaster Plumbase • Howdens • Hatton Traffic Management Ltd • King Asia Foods Ltd • TTS Rail Ltd (Trough-Tec Systems) • Design Interiors • Doncaster Mail Centre • Practical Shooting Supplies • Tate Electrical Ltd • Carr Grange Business Centre
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		<ul style="list-style-type: none"> • Kevin Fisher Vehicle Repairs • D R Autocare • Discount Building Supplies • Prym Health • Amped Music Academy • Jock Sergison’s Garage Ltd • Moss Properties • Concorde BGW • Europa Surveying Solutions • Preston Baker Estate and Letting Agents • Environmental Noise Solutions Ltd • McCulloch Rail • Doncaster Van Hire • Schenck Process UK Ltd • International Parking Systems (UK) • A M G Automotive Services • H I Weldrick Ltd • Deluce Lighting • Cefco Division <p>Hotels:</p> <ul style="list-style-type: none"> • Restover Lodge Doncaster
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INDIVIDUALS (Key Individuals within the community and why)	ASSOCIATIONS Local Groups/Clubs	STORIES (Good news stories)
<p>Ward Members:</p> <p>Police, Community Support Officers:</p> <p>Professionals</p>	<p>Support:</p> <p>Doncaster Conversation Club Quaker Meeting House, (Registered charity offering support for the BAME Community)</p> <p>Sports Clubs:</p> <p>Hyde Park Knights JFC Elmfield Park</p> <p>Small local community groups:</p> <p>Hyde Park Working Men's Club & Institute</p> <p>Clark Avenue Community Group</p> <p>Children:</p> <p>Central Family Hub</p> <p>Other:</p> <p>DEM RP, Community Learning & Training Centre</p> <p>Ramadan Food Share, free food share.</p>	

Hyde Park is a small community with limited community groups and support services available. It is possible that those available fall within the wider boundaries of Town ward. It should be noted that these maps are a starting point in understanding the communities and that further work is needed to learn more about existing assets and how these are used.

Ward Members

Below are the ward members for Town Centre following the 2021 election.



Councillor Gemma
Cobby
Town
Labour



Councillor Jake
Kearsley
Town
Labour



Councillor Dave
Shaw
Town
Labour



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). The map below illustrates the high levels of deprivation in Town centre.

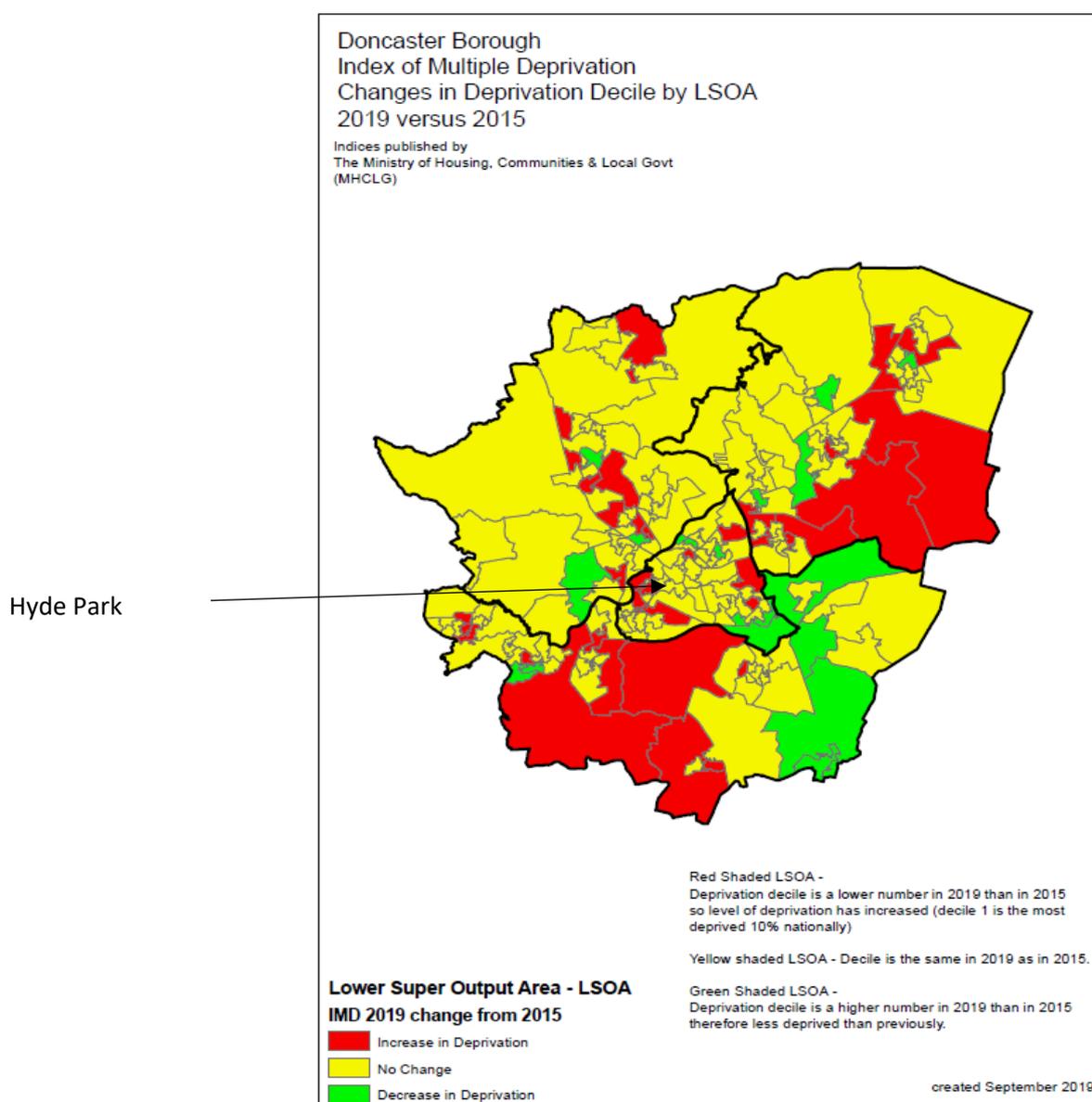


Figure 1. Doncaster Index of Multiple Deprivation, changes in deprivation between 2015-2019

Employment

Please note data is taken from ward level and thus, it is classified as Town Centre and not Hyde Park. There is nearly double the amount of residents living in poverty in Town Centre when compared to the borough and England. The IMD score in Town (41.2%) is double the national average (21.7%) and significantly higher than the borough average (30.3%).

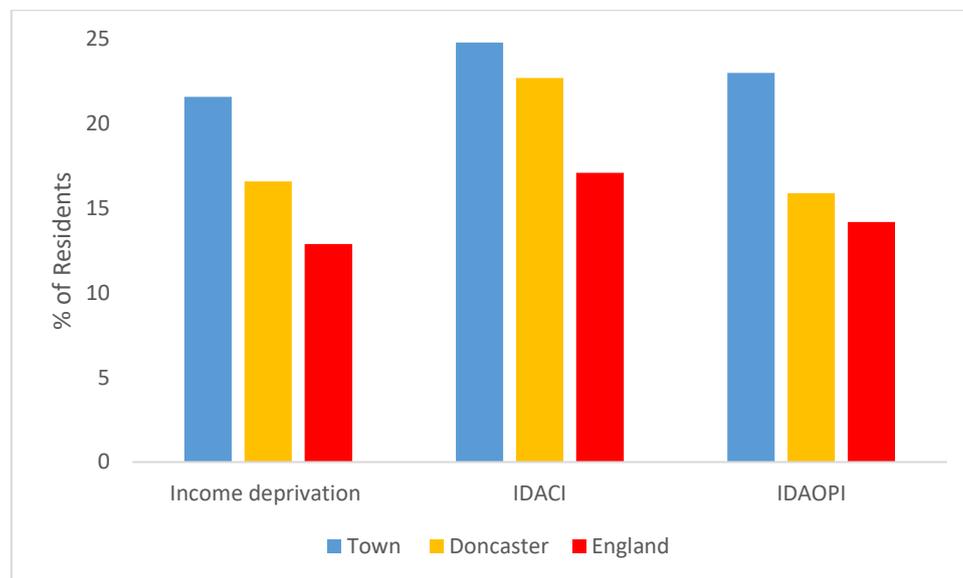


Figure 2. Levels of income deprivation across wards, Income Deprivation Affecting Children (IDACI) and Income Deprivation Affecting Older People (IDAOP), 2019

Figure 2 shows how income deprivation affects residents at different stages of the life cycle. Levels of deprivation in older residents are amongst the highest in Doncaster. Such poverty can also have detrimental effects on child development. The Income Deprivation Affecting Children Index (IDACI) shows the prevalence of income deprivation affecting children is also greater in Town Centre (24.8%) compared to the borough (22.7%) and national (17.1%) averages. Unemployment levels across Town centre are the second highest in the borough, amounting to 5.8% of its residents without work.

Childhood Development

The number of children with low birth weight remains high in Town Centre. Around 9.3% of babies born after 37 weeks are classified as weighing less than 5.5 lbs or 2.5 kg compared to only 6.9% in England.

Healthy development milestones from early to middle childhood, continue to be an area of concern in Town Centre. The prevalence of children classified as overweight (including obese) in reception is greater in Town Centre (26.1%) 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 obese or severely obese (25.2%) (Figure 2).

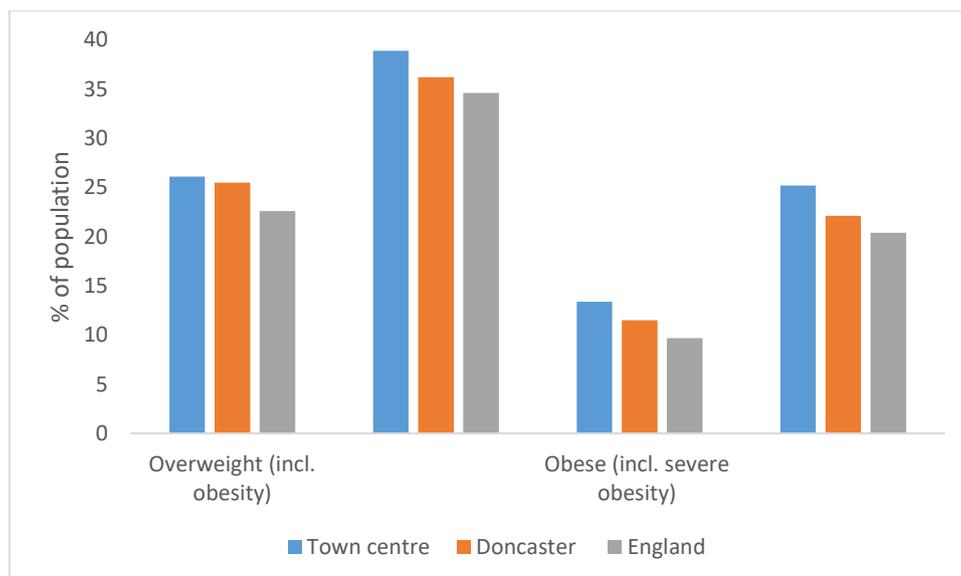


Figure 3. Average levels of overweight and obese children in reception and year 6 across 2017/18 – 19/20

During adolescence and young adulthood, hospital admissions amongst individuals aged 15-24 years of age are highest in Town centre (211.2 people per 10,000) compared to the average of Doncaster (106.9 people per 10,000).

Long-Term Health Conditions

The proportion of residents with poor health in Hyde Park is considerably greater than the average of England. Over 25.3% of residents reported having poor general health compared to an average of 17.6% across England. Many engage in poor lifestyle choices, including smoking (25.4%), increased alcohol consumption (15.3%), and a lack of fruit intake (12%). Further, 8% of those smoking reported to smoke 20+ cigarettes a day.

Incidences of asthma are 13.8% more likely to occur in Hyde Park than the baseline average. Nearly a quarter (20.0%) of the population have high blood pressure and over a third are classified as obese (34.2%).

Causes of Deaths

The leading causes of death within the ward boundaries are respiratory diseases (147.6 per 100). As a borough, however, Doncaster (133.6 per 100) shows a higher average number of deaths caused by respiratory conditions than the national average. A considerable number of deaths are deemed preventable, suggesting work on measures to target healthy lifestyle choices may have an impact on these figures.

Loneliness and isolation

One-person households (none-pensioner) make up 21% of residents, whilst there is a higher percentage (12%) of households containing lone parents in Hyde Park than the national average. Whilst this does not report direct feelings of isolation, the data discussed along with 14.9% of the population not feeling general happiness and 10.5% not feeling a sense of worth, it may well be lonely and isolated individuals feeling this. Further data and discussion is needed. Data shows that

just under 10% of the population is living with clinical depression, whilst 9% reported feeling down or depressed in the week before data was collected. Given these trends and Doncaster reporting the lowest scores for well-being nationally, mental wellbeing should be a focus for future support.

Physical Activity

Mosaic data shows a small percentage of the population in Town Centre does 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 19% of Town Centre residents have reported never engaging in moderate intensity physical activity. More information on the Acorn profile can be found in the [appendix](#).

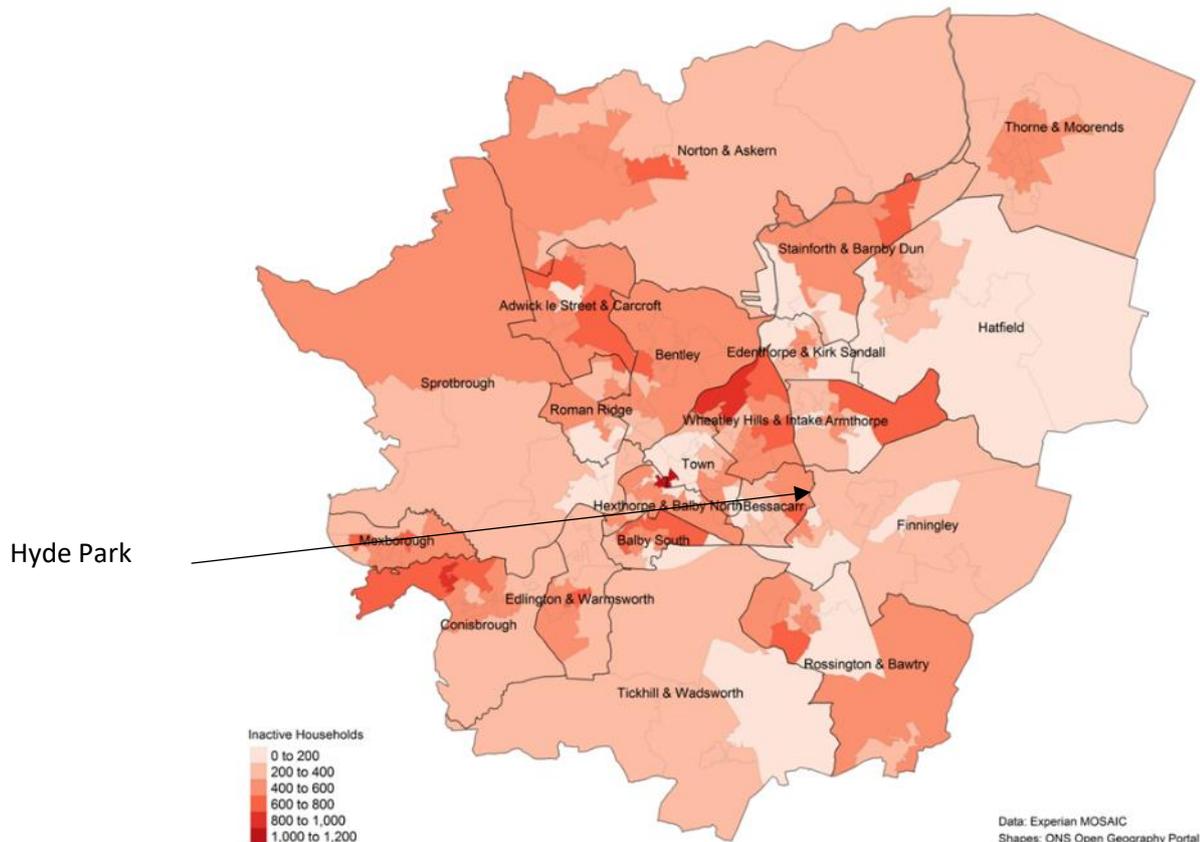


Figure 4. Levels of inactivity within households across Doncaster

Data from the Pupil Lifestyle Survey (2020) reports an average of 36% of children are physically active on only one or two days a week, whilst 32% were said to be active on three of four days and 23% on five days or more occasions during the week. Getting hot, tired and not being very good at physical

activity were the two residing answers given by pupils when asked why they did not participate in physical activity. 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 5. At risk settings in Central Doncaster

Figure 6 and Table 1 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 Hyde Park.

Table 1. 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

Hyde Park 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 Hyde Park has one of the lowest uptakes of Covid-19 vaccinations with only 37% of its residents receiving the first dose compared to the borough average of 76.47% and only 18.43% receiving the second dose. Around 35.9% of the BAME community have received the vaccination compared to 58.3% across the borough. However, higher proportions of 70-74 year olds have received the Covid-19 vaccinations compared to all other age groups. 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 Hyde Park.

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 Town Centre (including Hyde Park) 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

Hyde Park has a higher BAME population than the average of Doncaster, but it is lower than the national average. There is a sizeable Asian and African resident population in this ward.

Population size

4,868

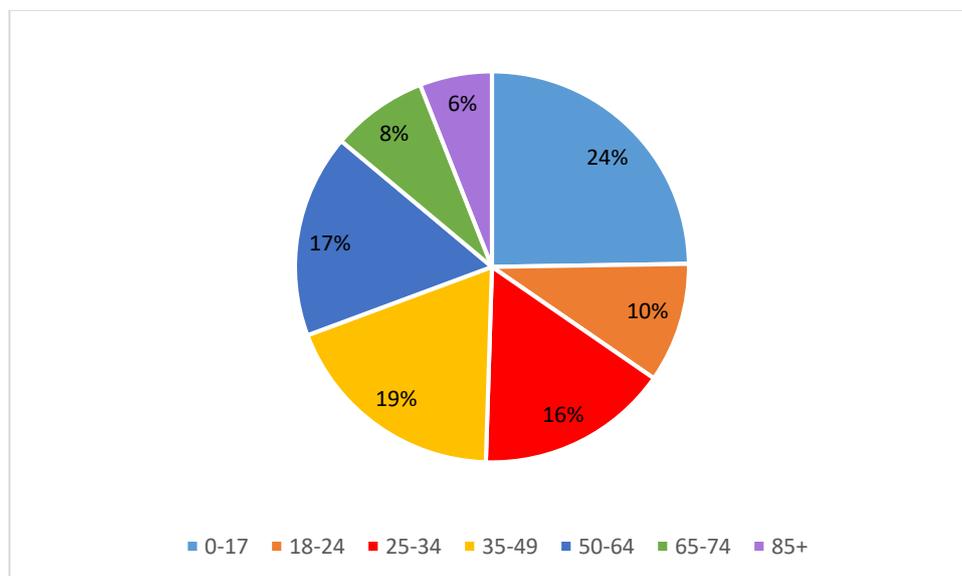


Figure 6. Age profiles of Hyde Park Community

Housing

Terraced houses make up a large proportion (53%) of the property ladder in Hyde Park, whilst semi-detached amount to 32%. Flats make up just 12% of the properties on offer. Of these houses, 85% of have two or more people residing in them, suggesting that a high number of inter-generational families live within the area. Most tenants socially rent their properties (32%), closely followed by houses owned outright (21%) and owned but mortgaged (23%). Privately rented properties amount to 23% in the ward.

Community Insight

Appreciative Inquiry

The Well Doncaster Team undertake Appreciative Inquiry (AI) within communities to gather insight to support co-designing action plans with the community. Armstrong (2020) suggests in his work 'A changing world, again. How Appreciative Inquiry can guide our growth' that reframing the questions 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.

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.

The Well Doncaster programme is due to conduct an Appreciative Inquiry in Hyde Park and Town Centre during August 2021.



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

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](#)

Mosaic Data

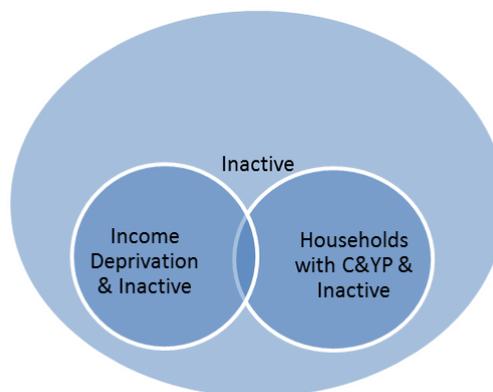
Mosaic Public Sector classifies the UK population into one of 66 types and 15 groups through a detailed and accurate understanding of each citizen's demographics, lifestyles, behaviours and location.

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 households with children and young people

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

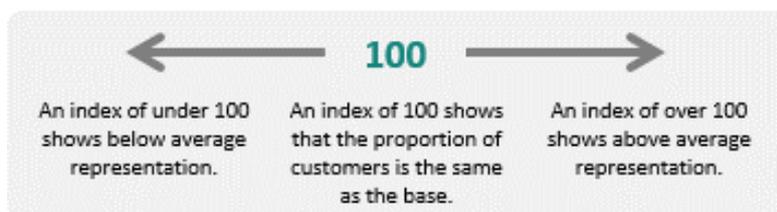
Acorn profiles

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

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 Hyde Park 2021.pdf

Assets

Maps



Hyde Park Business Assets.pdf



hyde park community assets.pdf



Hyde Park 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=17BayPslj1OUq6U4OFbk9FKLYL2-wDZN&ll=53.50909620569456%2C-1.1365028000000032&z=14>

