



City Centre

Community Profile

Well Doncaster

Community Led Health and Wealth
Empowering people in Doncaster to live better, healthier, and happier lives.

www.welldoncaster.uk

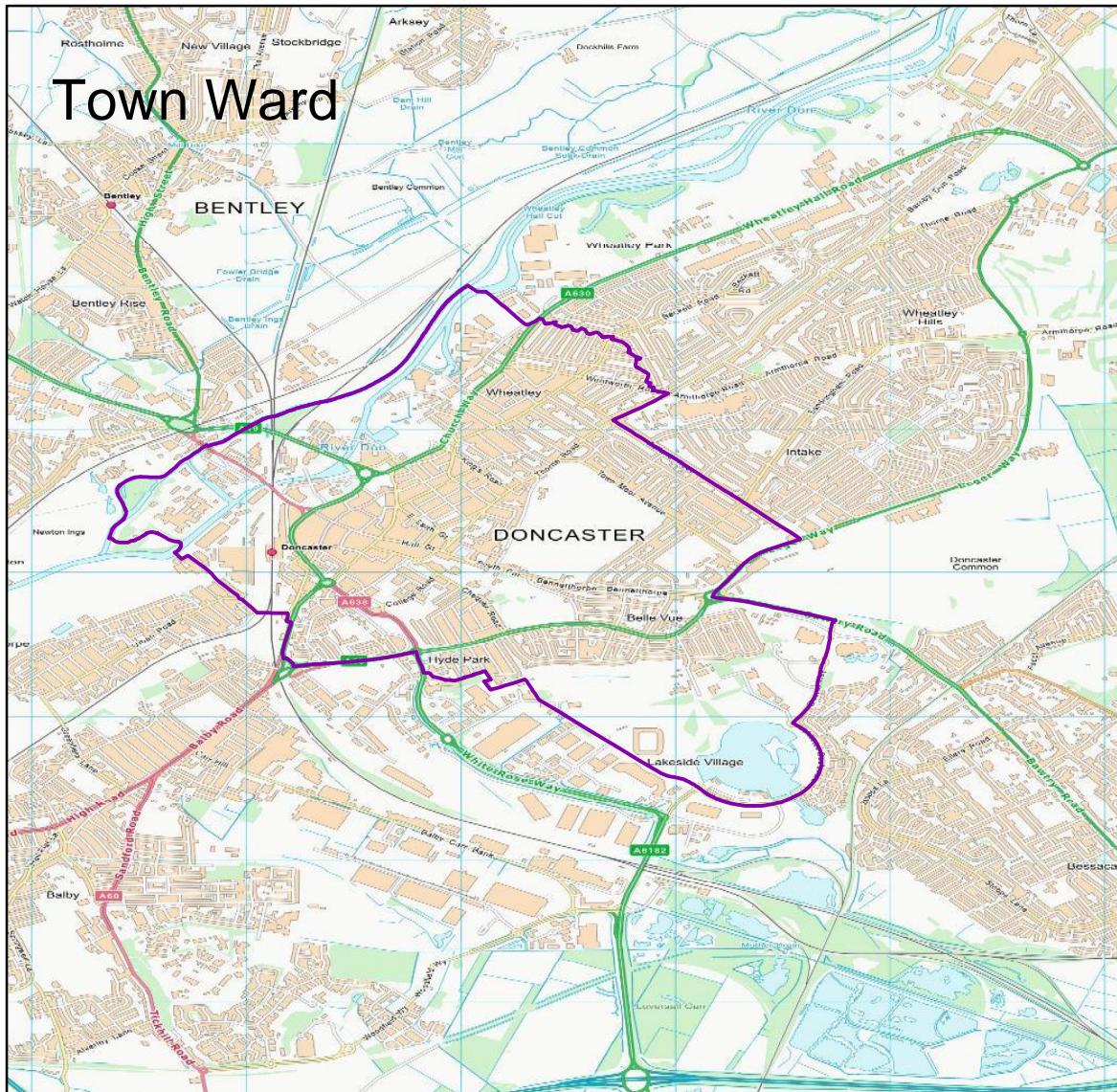
Well Doncaster
**Community
Wealth Builder**

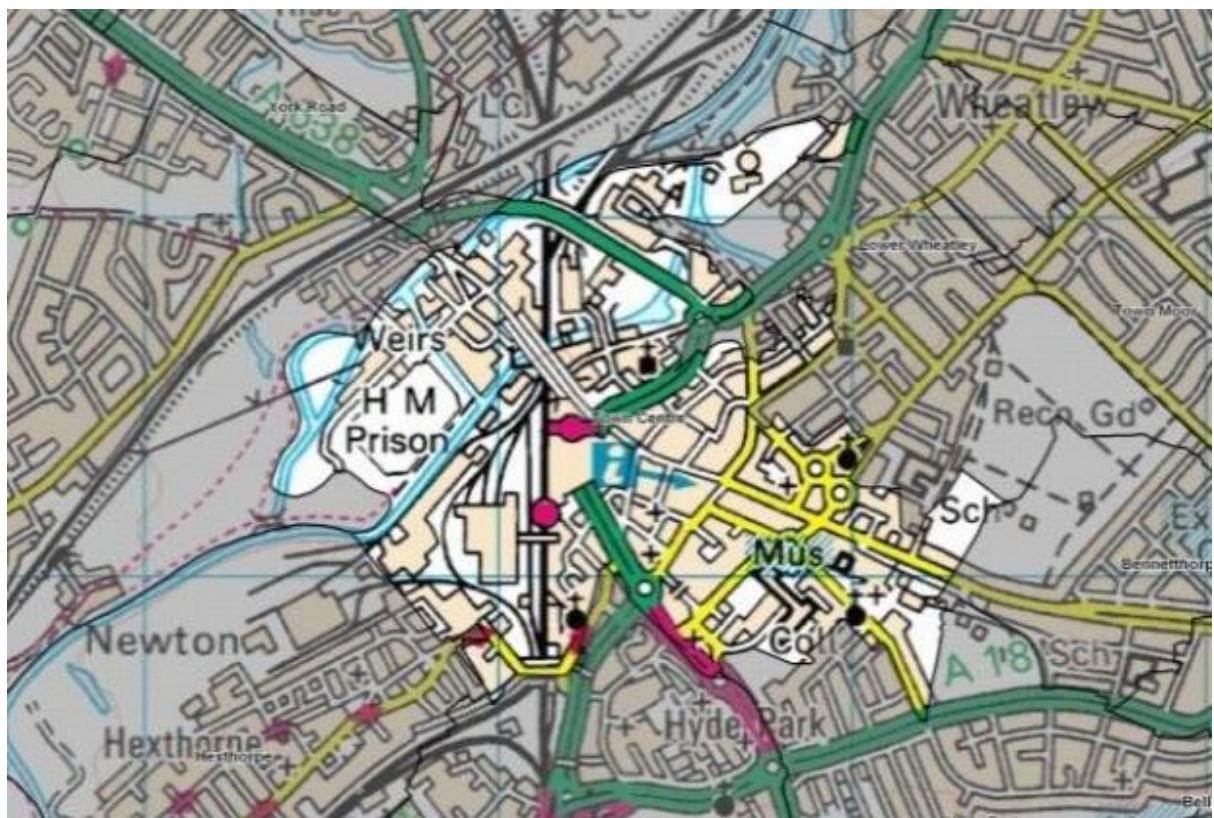
Well Doncaster
Be Well



**City of
Doncaster
Council**

Town Ward





City Centre Community

Well Doncaster

This Report

This report uses a population health management approach to look at the health of a whole group of people like a town, neighbourhood, or community, instead of just focusing on one person at a time. It is designed to help community leaders, services, residents etc. understand what the strengths are of both people and place, whilst also looking into what health problems are common in that group, what services are needed most, and where help is lacking. By using data and trends, this Community Profile can inform tailored ways to keep people healthy, prevent illness, and make sure everyone gets the care they need. By focusing on prevention, early intervention, and coordinated care, together we can build healthier communities and support long-term, sustainable improvements in public health. The previous Community Profile was written in 2023 and has been refreshed in 2025 to reflect the current opportunities and challenges of the community.

This report focuses on the community of City Centre, part of the Town ward in the City Centre locality of Doncaster and begins with a summary outlining key information and priorities. This document includes conversations with communities, ward members, community organisations, faith groups, residents and other organisations who work in the area. This document is shared with the intention of supporting those conversations and sharing information that might not be readily available to local people. To ensure each community is represented as accurately as possible, where possible separate data and illustrations have been used. Data that is only available at ward level will be stated when included.

The data provided within this report will be from various inputs and will consist of Town ward and City Centre specific data. Indirectly Standardised Ratios (ISRs) have been used throughout this document and have been used to compare data at community and ward level, against a reference population. ISRs show how often an event (such as deaths or hospital admissions) occurs in a population compared to what would be expected in a reference population, after adjusting for age differences. England is used as the reference population for ISR's throughout the document.

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City Centre



50.5% of
Year 6
children are
overweight
or obese

26.4% are
living in
income
poverty

Coronary
Heart
disease is
the leading
cause of
death



57.5% of
home
occupied by
one-person

21.6% of
population is
BAME
community.
The highest in
Doncaster

19% of
City
Centre
residents
are
inactive

One Page Summary

The City Centre is part of the Town ward and is the second most deprived community in Doncaster with a IMD score of 68.17 in 2025, up from 52.0 in 2019. The City Centre has a significantly higher IMD score compared to the Doncaster average (30.5) and England (21.7). Many residents, including children and older people, are living with multiple levels of deprivation.

Residents in the City Centre are younger than the average age of the Doncaster community. The highest proportion of Black Asian and Minority Ethnic (BAME) residents live in this community and the City Centre also has the largest number of non-English speaking residents.

Development of children, adolescents and young adults is an area of concern. The number of children living with excess weight is very high, and many are overweight by the time they start school. This pattern continues throughout primary school, with many children being classified as obese by the age of 11. Attainment is also lower among pupils from the City Centre with GCSE attainment scores averaging 37.6 in 2024 compared to 44 across Doncaster and 45.9 nationally.

People in the Town ward have a lower life expectancy. Many residents are living with conditions related to poor lifestyle choices, including coronary heart disease (CHD) and lung cancer; there is also a high incidence of heart attacks. A significant number of preventable deaths occur in people aged 75 and under. Self-harm related injuries are the leading cause of hospital admissions in Town centre. The City Centre residents are also highly likely to suffer mental health issues, therefore having a high admissions level to hospital for self-harm.

Key Community Health Priorities

- Poverty (including child poverty, fuel poverty, poverty in older people, unemployment and long-term unemployment).
- Child development (specifically weight management and sedentary behaviours).
- Preventing premature deaths specifically linked to poor lifestyle choices (chronic pulmonary disease, Lung cancer and stroke).
- Mental health support for self-harm injuries and other diagnoses.



Assets

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

Asset Maps

The maps below show different types of assets across the City Centre using the Town ward boundaries. Please refer to the appendix for larger maps.

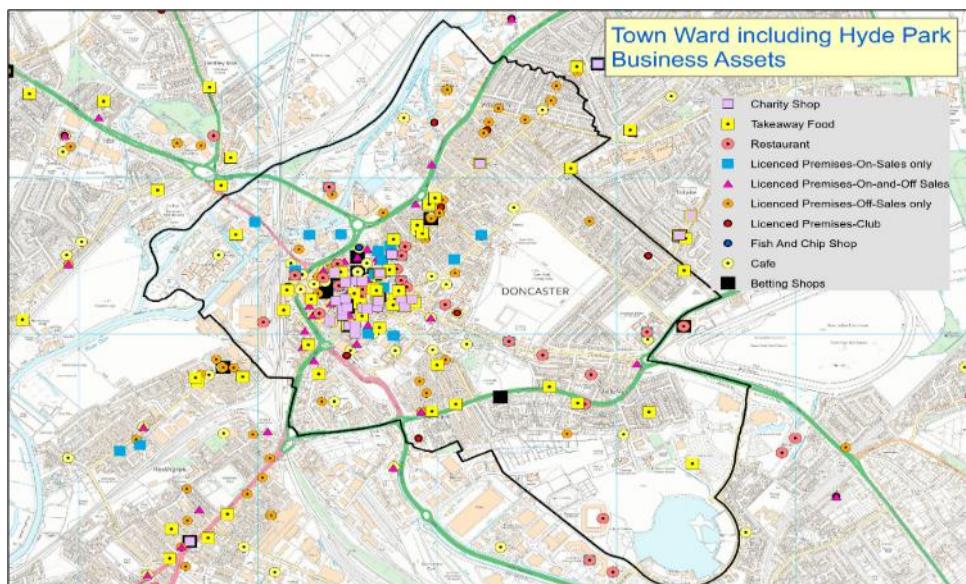


Figure 1. Town Centre business assets

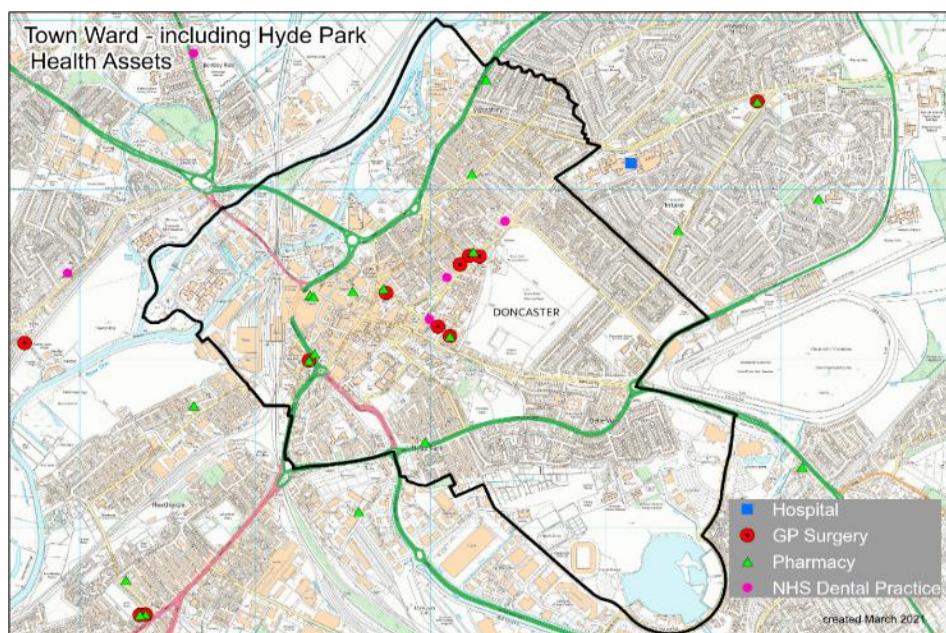


Figure 2. Town Centre Health assets

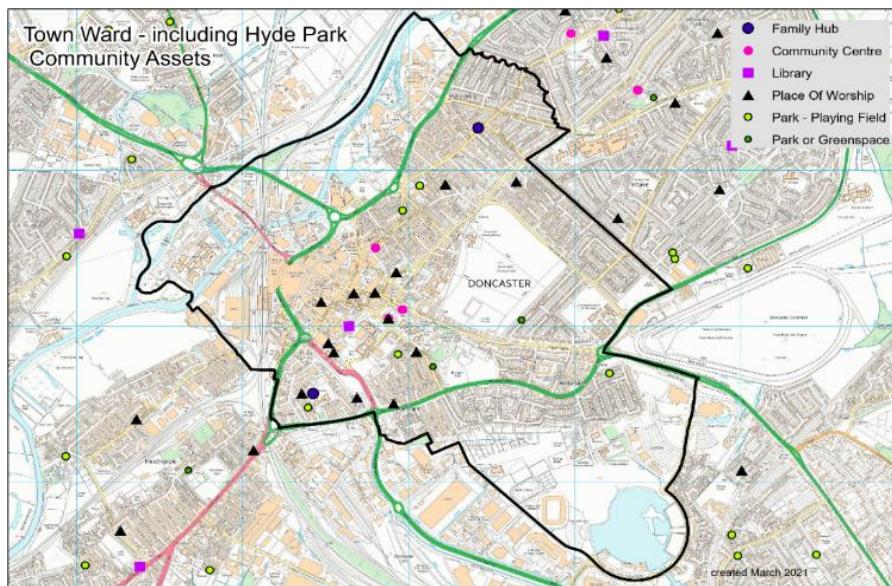


Figure 3. Town Centre Community Assets

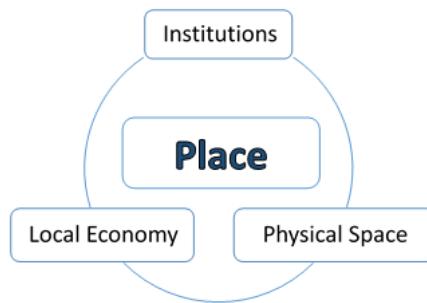
It is recognised that work is needed in the community to expand the understanding of who, how and what is accessed in the area. Greater knowledge of the identity of each community/ward will allow more appropriate and effective responses to community needs. City Centre remains a priority area for Central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

Population Health Management

It is vital to understand the impact on the community of nationwide influencing factors such as the COVID-19 pandemic and cost of living crisis as well as local and regional issues and opportunities. Understanding community organisations and other assets operating in the community helps up to ensure appropriate and targeted support can be offered, and work can be implemented to manage any gaps or risks associated with changes. Well Doncaster undertake regular population health management insight with community organisations in the City Centre, identifying their current status and needs, and work with each group and partners 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 welldoncaster@doncaster.gov.uk.

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, carparks etc.)	LOCAL ECONOMY (Local Profit Business)
<p>Schools:</p> <ul style="list-style-type: none"> • Hall Cross Academy • Sticky Mits Childcare Centre • Atlas Primary School (Mrs H Broad) • Doncaster College • Doncaster university technical college <p>Health:</p> <ul style="list-style-type: none"> • The Regent Square Group Practice • Doncaster Same Day Health Centre • The Mount Group Practice • The St Vincent Group Practice • Chequer Road Clinic • The Phoenix Medical Centre • The Flying Scotsman Health Centre • Frances Street • Kingthorne Group Practice • Medical Centre • • Doncaster Dental care • Mr M D Andrews- the Doncaster Dental Centre • Chaudhary S.B Dental Clinic • Denturecare <p>Emergency services:</p>	<p>Buildings:</p> <ul style="list-style-type: none"> • Doncaster Cenotaph • Civic Office (Doncaster Council offices) • The Mary Woollett Centre (meeting and training venue) • The Point 16 South Parade • Danum Gallery, Library and 	<p>Shopping:</p> <ul style="list-style-type: none"> • The Frenchgate Centre • The Colonnades Shopping Centre • Waterdale Shopping Centre • Doncaster Market • A range of high street and independent

<ul style="list-style-type: none"> • Doncaster Police Station <p>Religious:</p> <ul style="list-style-type: none"> • Doncaster Minster • Agape Life Chapel international • Christ Church • Priory Place Methodist Church • Guru Kalgidhar Gurdwara • Doncaster Unitarian & free Christian Church • Christ Embassy Doncaster • St James Church • Doncaster Sultania Masjid • Jamia Masjid Sultania <p>Supported Accommodation:</p> <ul style="list-style-type: none"> • Doncaster Foyer, • Open House Plus, Hostel. • YMCA • Target housing • Doncaster Housing for Young People <p>Other:</p> <ul style="list-style-type: none"> • Doncaster Probation services (CRC) Church View 	<ul style="list-style-type: none"> • Museum • Doncaster Mansion House • Cast theatre • Tourist Information Centre, 1 Priory Place, Doncaster, DN1 1BN • Crown Court and Magistrates Court • Doncaster Corn Exchange <p>Carparks:</p> <ul style="list-style-type: none"> • Civic Quarter Car Park • Council House Car Park • Frenchgate Car Park • Colonnades • College Road Car Park • Chamber Road • Chappell Drive East and West • Churchway • Markets Car Park • 	<ul style="list-style-type: none"> • stores on High Street / Baxter Gate / Market place <p>Food and drinks:</p> <ul style="list-style-type: none"> • Various restaurants in the Frenchgate Centre food court • Various pubs, clubs, restaurants and takeaways on Silver Street, High Street and Hallgate • The Wool Market <p>Other (leisure):</p> <ul style="list-style-type: none"> • Doncaster museum and Art Gallery • Danum Gallery, Library and Museum • Cast theatre • The Savoy Cinema • The Escape rooms
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INDIVIDUALS (Key Individuals within the community)	ASSOCIATIONS (Local Groups/Clubs)	STORIES (Good news stories)
<p>Community Leaders</p> <p>Ward Members</p> <p>Police</p> <p>Community Support Officers</p> <p>Professionals</p> <p>Well Doncaster Officers</p>	<p>Small Local Community Groups:</p> <ul style="list-style-type: none"> • Taste Community Central • The Real Junk Food Project • Powerhouse Christ Church • TFL community group • 4 Streets One Community group • CAST people group <p>Borough Wide Support based in Town Centre:</p> <ul style="list-style-type: none"> • DARTS (Doncaster Community Arts) based at The Point • Riverside Outreach • Stirling Centre • Doncaster Little Theatre • Doncaster Mencap & Gateway Arendal House • Doncaster Partnership for Carers • Doncaster PHAB • Doncaster Rape and Sexual Abuse Counselling Service • Doncaster & District Deaf Society • Phoenix women's aid • Age UK • Talking Shop • Health Watch • Changing Lives • Doncaster Lions Club • Quaker Meeting House • Amber Project • Aspire Drug & Alcohol services • Project 6 • MIND Doncaster • Pause Project • Inspiring Futures • Doncaster Children's Services • Citizens Advice service • Active Habits • Central family and young people's action group • Central Family Hub • Complex Lives <p>Sports Clubs:</p> <ul style="list-style-type: none"> • Active Fusion - The Point, South Parade, Doncaster, DN1 2DR ,01302 637276 - <p>Other:</p> <ul style="list-style-type: none"> • Christ Church (Trussel Trust) Foodbank. • Agape food bank 	<p>Agape Life international – Sent a thank you for accessing the SYCF funding. The funding allowed Agape to continue to support key workers and their children whilst working shifts throughout lockdown. Their project has helped feed 10 families each week. They have also randomly chosen an NHS team or care home to receive cupcakes as a thank you during this time. They have also supplied to shops and taken errands on behalf of those who couldn't go out during the lockdown.</p> <p><i>“Thank you so much for the great work you are doing and for helping us help others” – Kingsley (volunteer at Agape Life International)</i></p>

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 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 take:

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.

Appreciative Inquiry has been ongoing in City Centre since 2022. Data was analysed using a framework analysis approach (Ritchie and Lewis, 2003). Framework Analysis involves a systematic process of sifting, charting and sorting the material into key issues and themes allowing the integration of pre-existing themes into the emerging data analysis. Themes have emerged indicating key assets, strengths and unique characteristics of City Centre that residents feel is meaningful.

THEME	SUB THEME	QUOTES	COMMENTARY
Community	Familiarity	Family close by.... friends in the area - CC(R)-22-11	Throughout the time we have been carrying out Community Conversations in the City Centre, ideas of people and community have come through strongly in responses, largely based around feelings of familiarity, local community groups and organisations, and events.

		<p>Live next to family my whole life, including my grandparent. all my family is in the area. - CC-23-6</p> <p>I love that there are grass roots organisations like PFG, as they are from the community so know what to give the community and work with best intentions.</p> <p>Because I've personally experienced the hardships and disadvantages and with the right support and help it helps people and gives them purpose. - CC-23-10</p> <p>I like the way that people club together to get projects off the ground and I like how supportive people are here. It's important to me to create a scenario that will be passed on to the next generation. - CC-23-13</p> <p>Great community strength and support. Everyone pulls together. Everyone is always happy to help and friendly. Good at putting on activities for children. - CC-23-17</p> <p>it used to be a lovely place to live, the Salvation army used to come and play every Saturday, we used to have BBQ's and the kids used to play in the street. - CC-24-5296</p> <p>People are friendly and helpful. Willing to talk and support. Makes me feeling happier. A part of the community. Positive impact on others. - CC-25-144</p> <p>We have a Healthy Her group which runs every Wednesday for 2 hours for all Muslim women of all ages. We come together and share our stories. - CC-25-404</p>	<p>This closeness creates a deep-rooted connection to place and a sense of emotional security. Familiarity also extends to memories of how things used to be—when neighbours knew each other well, children played freely in the streets, and there was a stronger sense of everyday togetherness.</p> <p>Residents spoke of groups and organisations which highlights the importance of local initiatives and community-led support. Community groups are valued not just for the services they provide, but because they understand the community from within. People appreciate how these organisations offer purpose, support, and a sense of belonging, especially for those who have faced hardship. There's also a strong appreciation for how people come together to make things happen, showing a shared commitment to improving life for current and future generations.</p> <p>Community events are seen as moments that bring people together and breathe life into the community. In the past, food festivals, and Doncaster Pride have brought a sense of community spirit, strengthening relationships and bringing footfall to local businesses. Events also carry a nostalgic weight, reminding people of times when communal celebrations were more common and helped shape a shared identity.</p>
Diversity and Minority Populations	Belonging and support	Helping people, everyone friendly - CC(Q)-22-16	In contrast to some other communities in Doncaster, the City Centre conversations have brought about a variety of responses relating to cultural diversity and migrant populations and experiences. This has been seen to carry sufficient weight to warrant its own theme in the thematic framework.
	Cultural Diversity	Good Kurdish community - CC(R)-22-16	
	Adjustment and resilience	The mosques are my friends - CC(R)-22-19	
		Was good when first moved, Polish moved in and made area better,	A strong theme of belonging and support runs through many of the

		<p>reduced drugs and crime - CC(Q)-22-20</p> <p>Too many cultures now, sometimes clash due to culture differences - CC(Q)-22-28</p> <p>I feel more confident because they are very helpful to me, I am still learning the language and working on somewhere to live. - CC-23-35</p> <p>I have only been here for 1 year I think it is clean and quiet, I have moved here to get away from war. - CC-23-34</p> <p>I feel happier now because I felt so lonely when I first moved here, people have been very helpful. - CC-23-36</p> <p>Mixture of people. Different backgrounds and languages. - CC-24-5656</p> <p>I came to Doncaster not too long ago. [...] In Doncaster I found my community at church. So I can have friends. And my children can find friends. My neighbours are from Syria. They go to English classes. It helps them to start life here. - CC-24-5658</p> <p>I don't speak English well. I get support from them [Mosque and Changing Lives team]. - CC-25-406</p>	<p>reflections. People describe feeling welcomed and helped by others in the community, which has eased their transition into a new environment. Whether through neighbours, religious spaces like mosques and churches, or support organisations, individuals have found places where they feel seen and supported. This sense of connection appears to be especially important for those who arrived feeling isolated or uncertain.</p> <p>The subtheme of cultural diversity is also prominent. Participants describe a mix of backgrounds, languages, and traditions in their area. For some, this diversity is seen as a strength—bringing improvements to the neighbourhood and creating opportunities for new friendships. Others, however, express concerns about cultural clashes or feeling overwhelmed by the pace of change. These mixed views highlight the complexity of living in a multicultural setting, where integration can bring both enrichment and tension.</p> <p>Finally, adjustment and resilience emerge as key aspects of people's experiences. Many individuals have moved to the area under difficult circumstances, such as fleeing conflict. Despite language barriers and unfamiliar surroundings, they speak of growing confidence and happiness over time. Support from the community plays a crucial role in this journey, helping people to settle, learn, and rebuild their lives.</p> <p>Together, these themes paint a picture of a community shaped by movement, diversity, and the human need for connection and stability.</p>
Amenities	<p>Convenience</p> <p>Retail</p> <p>Entertainment</p>	<p>More smaller stalls and more world markets - CC(T)-22-8</p> <p>Lots of returning customers, other shops are helpful with issues - CC(Q)-22-92</p> <p>Market is welcome change to supermarkets, buskers and events - CC(T)-22-100</p>	<p>The cultural diversity above is reflected in the community responses regarding local amenities. Amenities play a central role in shaping positive experiences of place. Local shops, hairdressers, and markets are frequently mentioned, with some highlighting the appeal of smaller stalls and world markets as vibrant alternatives to supermarkets. These amenities are not just practical—they contribute to the</p>

	Social Support Services	<p>Close to museum, cinema, and the shops, great parks within walking distance - CC(Q)-22-9</p> <p>Close to city centre and amenities, it's all in walking distance so I am able to access everything - CC-23-14</p> <p>Family connected and church nearby. I used to go to the family hub after school and now I take my children there. - CC-23-6</p> <p>We live close the DRI, the city centre and has good links to the motorways. We have a variety of local shop (which are a short walk away) and hairdressers. - CC-23-30</p> <p>Wharf House helps me with my health needs and housing requirements. - CC-23-9</p> <p>Wide selection of entertainment for families Great to do activities as a family - CC-23-168</p> <p>It is very central, so I have access to all the amenities [...]the hospital is not far away. I am close to the shops and the theatre, and I have everything that I need, and the majority is within walking distance. - CC-24-4198</p> <p>Activities for people who want to be active. International community. Coffee shops. Dining. Library. Cast. Cinema. Lot's of good people. College. - CC-24-5258</p>	<p>character and rhythm of the area, offering both convenience and a sense of community. The sense of community is also mentioned among shop owners, where the business community have been seen to band together to identify and warn each other of risk such as shop lifters.</p> <p>Active transport and convenience are strongly reflected in residents' appreciation for walkability and central location. Many describe being able to access shops, parks, the hospital, and cultural venues on foot, which not only supports a more active lifestyle but also reduces reliance on cars. Proximity to the motorway and public transport links further enhances the sense of ease and connectivity, making daily life more manageable and efficient.</p> <p>Residents in the City Centre frequently make reference to entertainment opportunities as a key asset. Residents mention cinemas, theatres, libraries, and family-friendly activities, all of which contribute to a lively and engaging environment. These spaces offer opportunities for leisure, learning, and connection, enhancing quality of life for individuals and families alike.</p> <p>Finally, social support emerges as a key subtheme in local amenities. Whether through formal services like health and housing support or informal networks such as churches and family hubs, people value the presence of organisations and spaces that offer care and continuity.</p>
City Development	<p>Appearance and experience</p> <p>Entertainment</p>	<p>The regeneration work the council is doing - CC(R)-22-7</p> <p>Investment into area to improve appearance - CC(S)-22-89</p> <p>Looks better with updated train station - CC(S)-22-93</p> <p>Since the city status more visitors - CC(R)-22-97</p>	<p>Residents in the City Centre have also made noticeable reference to recent developments in the Centre, showing their appreciation for the improvements. The appearance of newly developed places such as the areas around Cast and DGLAM are mentioned as a great asset to the city. Residents appreciate that they have lots to do in the city centre, giving them something to do in a place which feels modern and lively.</p>

		<p>Town changes and investment have improved area - CC(S)-22-97</p> <p>Close by to Cast, Cinema complex, DGLAM is great lots of developments in the area. - CC-23-8</p> <p>It is very lively in the city centre with lots to do and it keeps me busy. - CC-25-594</p>	<p>Residents also refer to the developments which have happened outside the train station. Some residents and local business owners have also highlighted that there have been more visitors and more custom in the area since Doncaster's City status was announced.</p>
Connectivity	<p>Access to City Centre</p> <p>Active Travel</p> <p>Public Transport</p> <p>Commuter links</p>	<p>Really easy to access town, necessities - CC(Q)-22-31</p> <p>Transport has improved footfall - CC(T)-22-59</p> <p>Buses and trains turn up regularly - CC(T)-22-95</p> <p>Near to the city centre, I don't drive so easy to get about. - CC-23-15</p> <p>It is a good location, having the option of being able to walk and not drive to things. - CC-23-30</p> <p>I am close to the train station and the bus interchange - CC-24-4198</p> <p>We have great links to the rest of Doncaster and other cities close by, Allows me to get out and about - CC-24-4290</p> <p>Being able to walk to town it's a nice area. - CC-25-162</p> <p>I like bike lanes to ride my bike – CC-25-132</p> <p>Its near to everything, there are great transport links. I like to be able to pop to town easily and don't need to drive. - CC-25-329</p>	<p>Connectivity is a key theme which is highly valued by residents in the City Centre.</p> <p>A strong theme of access to the city centre has emerged across the responses, with many participants highlighting the ease of reaching town for daily needs and leisure. Being close to the city centre is seen as a major advantage, especially for those who do not drive - contributing to a sense of independence and convenience, reinforcing the value of central living.</p> <p>Active travel is also a notable subtheme, with several participants expressing appreciation for the ability to walk or cycle to key destinations. Walking is described not only as practical but also as enjoyable, contributing to a positive perception of the area. The mention of bike lanes suggests that infrastructure supporting cycling is both noticed and valued, enabling healthier and more sustainable travel choices.</p> <p>The theme of public transport in the City Centre is largely positive, with participants noting the reliability and frequency of buses and trains. Good transport links are seen as essential for staying connected—not just within Doncaster but also to nearby cities. Improved transport is even credited with increasing footfall, suggesting wider economic and social benefits.</p>
Environment	<p>Parks and Green Spaces</p> <p>Quiet and Clean</p>	<p>Potteric Carr nature park hold events, well looked after and facilities such as café, walking groups and activities for younger and older residents - CC(S)-22-8</p>	<p>Residents make frequent reference to their physical environment as something they appreciate about their local community. They strongly appreciate having access to green spaces, and often note that</p>

	Variety of activities	<p>It's so peaceful, I can sit in the garden and hear the birds. It's nice to sit and listen to the kids enjoying themselves in the summer. - CC-23-28</p> <p>I have only been here for 1 year I think it is clean and quiet, I have moved here to get away from war. - CC-23-34</p> <p>Parks and open spaces, neighbourhood watch, litter picking - CC-23-1</p> <p>Town fields is a fantastic area, every time I drive past it I'm shocked at how big it is however very little is done on it. To have something so big close to the town centre is amazing - CC-23-22</p> <p>Elmfield Park - 5 Tennis courts are very good after refurbishment a couple of years ago however the pavilion is no longer open selling pop or toilet facilities - CC-23-24</p> <p>There are lots of nice open spaces to let the kids and the dog run around and keep fit - CC-24-4833</p>	<p>where they live is in fact peaceful and clean.</p> <p>Parks and green spaces are central to many residents' reflections. Potteric Carr, Elmfield Park, and Town Fields are seen as valuable community assets, offering space for recreation, events, and connection with nature. These spaces are appreciated for their size, accessibility, and the variety of activities they support—from walking groups and tennis to letting children and pets play freely.</p> <p>However, there's also a sense that some parks could be better utilised or maintained, with mentions of closed facilities and underused areas suggesting room for improvement. Town Fields is one of Doncaster's Future parks, as part of their continued work, future parks did a survey with 1181 responses. 434 people stated that they use the Town Fields at least once a day. When asked what would make them use the field more, their answers were community events, food and drinks events and Live music events.</p> <p>Residents shared that quietness and cleanliness is important. This environment is especially meaningful for those who have moved from more difficult circumstances, offering a sense of safety and relief. Cleanliness is also noted, with community efforts like litter picking and neighbourhood watch helping to maintain a pleasant environment.</p>
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HEALTH AND WELLBEING

THEME	SUB THEME	QUOTES	COMMENTARY
Healthy Environment	Green spaces	To have a clean area, environment and air (not always clean) When weather is good be healthy so near to park is good. - CC-24-4180	When asked 'What is important to you about your Health and Wellbeing?' residents often mentioned living in a healthy environment. This was expressed in residents feeling it is important to live somewhere clean and have access to green spaces where they can exercise in the fresh air. Other residents discussed a healthy environment socially and financially, recognising the importance of other wider determinants of health
	Exercise	A safe area for kids and places to spend time with them. Mentally, better for my wellbeing living here - CC-24-2221	
	Feeling safe		
	Financial stability		

		To have financial security – CC-24-5258 My allotment is great and improves my wellbeing. - CC-25-71	such as a feeling of safety and financial stability.
Social	Family Community groups and peer support	My family – CC-24-4137 To make sure my family is okay. Children go to school - CC-24-5656 Support groups and friendly activities – CC-24-5203 Look after my family. Know all are okay. Prayers and talking to other women. - CC-25-406	Social wellbeing was also noted as important to health, with residents in the City Centre mentioning family as extremely important. Residents rely on family members and care for family members, and this mutual relationship is key to good wellbeing. Residents also reference attending community groups, peer support groups, activities and religious opportunities for socialising. These provide support to residents, helping to combat loneliness and improve wellbeing.
Holistic Understanding of Health	Physical activity Emotional health Culture	To be able to live my life with little stress and to feel good – CC-23-34 Being active, culture, the arts and cycling – CC-25-78 Good health is good energy level, focus, and feeling happy. - CC-25-404 I am more productive when my health and wellbeing is okay. - CC-25-594	Residents have identified a holistic understanding of health and wellbeing, where good health encompasses a wide range of factors including emotional, physical, and social wellbeing. Residents have spoken about the ability to live without too many external stressors, being active both physically and culturally, and generally being proactive in maintaining your wellbeing through a variety of activities.
Healthy Behaviours	Physical activity Walking Healthy eating Managing long term conditions	To control my health condition - diabetes. To be active. Eat right foods. - CC-24-5258 I'm in a walking group which is good for keeping me fit, and I used to cycle as well – CC-25-71 Keeping fit and playing sports – CC-25-176	Residents were able to identify healthy behaviours in the responses. There was a high number of responses mentioning physical activity, including walking in groups as both a social and physical activity. Residents have also mentioned other healthy behaviours such as healthy eating and managing long term conditions.
Services	Prevention Access	Appointments are getting better and faster now but still the care is much behind [...] A good quality of health care would have regular, like yearly health checks – CC-24-5258 Access to good services when you need it – CC-25-176	When asked 'What does good quality healthcare look and feel like to you?' residents most commonly mentioned access to services. Residents generally recognise that current service provision is of a high quality, with residents feeling heard and cared for, but point out that it can be very difficult to

	Quality and reassurance	<p>The best is if you don't need any care. But if you need when it is available. They listen to you and help you. To advice. Prevention used to be better. - CC-24-5658</p> <p>Easy to access and provide answers that you are not sure about. - CC-25-404</p> <p>A place where I feel safe and accepted. - CC-25-594</p> <p>Being able to speak to someone about a specific thing in an accessible and timely way. - CC-25-595</p>	<p>access services such as GP appointments.</p> <p>Residents also discuss how the service needs to be provided in a way in which they are able to be understood and have their conditions explained to them in an appropriate manner, this reflects the cultural diversity in the area and how many residents do not have English as their first language.</p> <p>Finally, residents have identified that preventative health care is the gold standard, suggesting that yearly health checks are vital, and that preventative healthcare is not necessarily as good now as it once was before funding cuts and increasing pressures on services.</p>
Community		<p>A sense of community is created in the City Centre through community groups, organisations and events such as Doncaster Pride, the Races, food festivals and cultural celebrations.</p> <p>Residents and visitors to the City Centre talk about the idea of a community feel and 'coming together' at events hosted across the city. People mention strong relationships with family and friends and a sense of connection due to the proximity to others and shared experiences in the city centre. Resident also relish in fond memories about the centre, talking about how things used to be years ago and sharing these memories with others helps bring people together.</p>	
Diversity and minority populations		<p>Cultural diversity is one of the more unique characteristics of the City Centre compared to other communities across the borough. Residents describe feeling welcomed and supported in their community and have an appreciation for the multicultural population often referencing faith institutions, cultures, languages and different backgrounds as prominent and a strength within the community.</p> <p>Many individuals talk about their own experiences having moved to the area under difficult circumstances. Despite language barriers and unfamiliar surroundings, people feel welcome and supported by the community and speak of growing confidence and happiness overtime. This illustrates a community shaped by movement, diversity, resilience and the need for connection and stability.</p>	
Amenities		<p>Amenities play a central role in shaping positive experiences of place. Local shops, hairdressers, entertainment, food stalls and markets are frequently mentioned, with some highlighting the appeal of smaller stalls and world markets as vibrant alternatives to supermarkets. These amenities are not just practical, they contribute to the feel and makeup of the City Centre.</p> <p>Active transport and convenience is strongly reflected in residents' appreciation for walkability and central location to access amenities.</p>	
City Centre Development		<p>Residents in the City Centre make noticeable references to recent developments in the Centre, showing their appreciation for the improvements. The appearance of newly developed places such as the areas around Cast and DGLAM are mentioned as a great asset to the city. Residents appreciate that they have lots to do in the city centre, giving them something to do in a place which feels modern and lively.</p>	

	Residents refer to the developments which have happened outside the train station. Some residents and local business owners have highlighted that there have been more visitors and more custom in the area since Doncaster's City status was announced and some also mention wider city development such as the new airport.
Connectivity	<p>Residents describe being able to access shops, parks, the hospital, and cultural venues on foot, which not only supports a more active lifestyle but also reduces reliance on cars. Proximity to the motorway and public transport links further enhances the sense of ease and connectivity, making daily life more manageable and efficient.</p> <p>Responses about public transport in the City Centre is largely positive, with residents noting the reliability and frequency of buses and trains. Good transport links are seen as essential for staying connected, not just within Doncaster but also to nearby cities. Improved transport links are credited with increasing footfall in central, suggesting wider economic and social benefits to connectivity central and city centre.</p>
Environment	<p>Residents comment on the physical environment of the City centre as something they appreciate about their community; there's strong appreciation for easy access to green spaces, and people often note that where they live is peaceful and clean.</p> <p>Parks and green spaces are central to many residents' reflections. Potteric Carr, Elmfield Park, and Town Fields are seen as valuable community assets, offering space for recreation, events, and connection with nature. Town Fields is one of Doncaster's Future parks, as part of their continued work, future parks did a survey with 1181 responses. 434 people stated that they use the town fields at least once a day. When asked what would make them use the field more, their answers were community events, food and drinks events and Live music events.</p>
Health and Wellbeing	<p>Social wellbeing was also noted as important to health, with residents in the City Centre mentioning family as extremely important. When asked 'What is important to you about your Health and Wellbeing?' residents often mentioned living in a healthy environment. This was expressed in residents feeling it is important to live somewhere clean and have access to green spaces where they can exercise in the fresh air. A number of responses mention physical activity and express the benefits of walking groups both socially and physically. Residents also mention healthy behaviours such as healthy eating, and managing long term conditions is important to them.</p>

Big City Centre Conversations

Building on Doncaster's city status and the embedding of community centred approaches in Team Doncaster approach to place shaping, it was agreed that it was key for the City Centre Master Plan to be co-designed with residents. Well Doncaster, within the Public Health team, is the lead for community centred approaches within Team Doncaster and utilised their expertise and extensive community networks to undertake city wide engagement. By utilising existing expertise within City of Doncaster Council, Well Doncaster were able to draw on its community knowledge and expertise to mobilise quickly and ensure there is depth and breadth to the approach and delivery.

The Discovery approach was based on the principles of creating a shared positive image of the future and that everyone is invited to share and align their experiences in

co-creating the future. This was achieved by intense periods of positive insight gathering throughout March-July 2024 through conducting face-to-face in-depth conversations in each locality and attended large city-wide events and festivals to ensure maximum reach.

This approach has led to a total of 2,301 conversations undertaken across the city across all ages and demographics.

Locality	No. of Conversations	Male	Female	Prefer not to say or blank	No. of Community engagement venues
East	596	122	340	134	42
Central	609	125	267	217	77
North	628	410	169	49	59
South	468	61	189	218	25
Citywide					8
Total	2301	700	960	560	211

Table 5. Breakdown of Big City Conversations by Locality

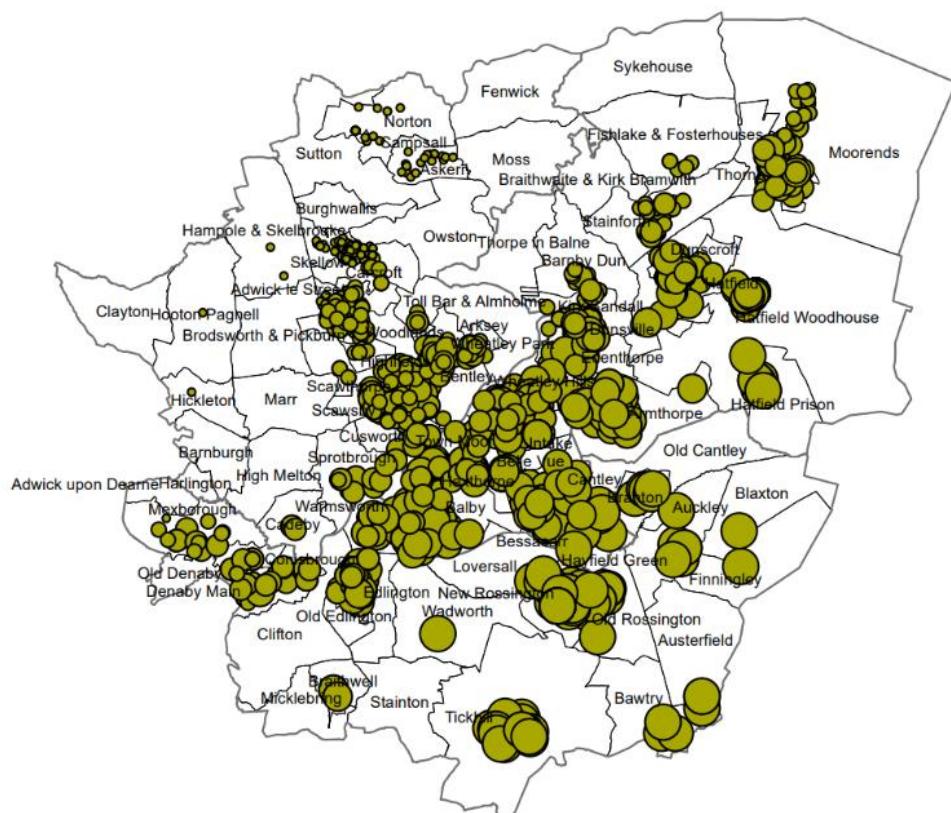


Figure 23. Postcode Map of Community Conversations Conducted Across the City, Well Doncaster, 2024

The Well Doncaster team utilised their knowledge and connections across communities and visited 211 community venues such as libraries, community centres, schools, churches, and mosques, working closely with the voluntary community faith sector. They also engaged with residents in parks, supermarkets, attended Positive

Action Groups and large city wide and community events such as The Food Festival, International Women's Day at Danum Gallery, Library & Museum (DGLAM).

To ensure the lived experience and aspirations of underserved communities and residents with protected characteristics were heard, the existing network of 14 Community Connectors, alongside Well Doncaster, to use their trusted relationships and connections and 469 conversations and/or focus groups with residents from LGBTQ+, BAME, GRT communities and residents with learning and physical disabilities and long-term health conditions.

As the City Centre Master Plan will shape the future of the city centre, ensuring the voice of children and young people (CYP), the future users of the city centre, was paramount. A total of 17 schools and three youth groups took part in engagement activities, leading to 30.4% of the total number of conversations being with residents aged 21 and under.

Alongside traditional one to one conversations with children and young people, a range of engagement techniques were used including focus groups, younger children drew or made 3D models of their ideas for the city centre, and some classes took part in a Dragons Den style activity where they worked together to create and present pitches for the city centre to their peers who then voted on their favourite. Using such a broad and creative range of techniques ensured that young people of all ages were able to have their voices heard.

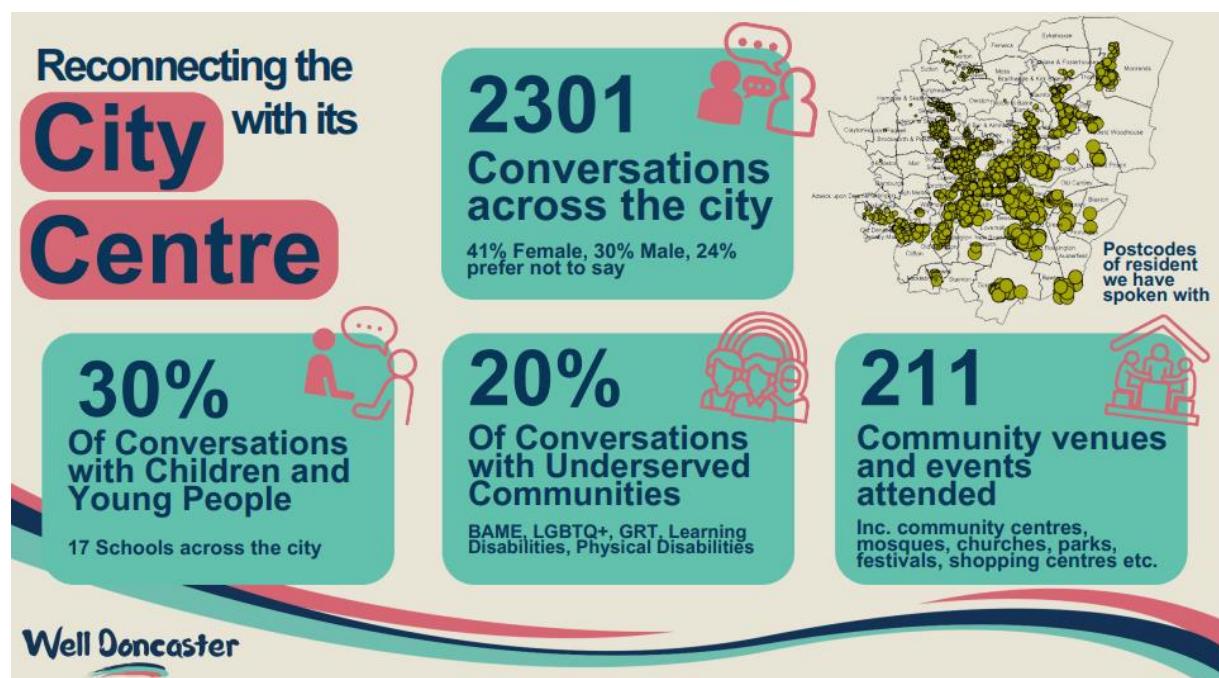


Figure 24. Infographic of City Centre Community Conversations, Well Doncaster, 2024

Team Doncaster has a significant amount of insight through community engagement and consultation activities. Insight from the below has been collated and fed into the community conversation thematic analysis:

- Ageing Well Survey
- Fairness Commission
- Previous Appreciative Inquiry's
- Locality Plans
- Doncaster Talks
- Violence Against Women and Girls Survey
- Public Space Protection Order (PSPO) Survey
- Make Your Mark
- Junior Make Your Mark

To understand the key messages and priorities of residents a Thematic Analysis (Ritchie, 1994) has been undertaken, bringing together the insights across all community conversations, focus groups and CYP insights. A thematic analysis methodology does not start with a fixed answer or perspective, it allows the data to decide the outcomes and findings. A thematical analysis framework has been developed and includes key themes, sub themes, quotes and a narrative of insight gathered for all ages and a framework for CYP ages.

THEME	SUB THEME	OVERVIEW
Amenities/ Infrastructure	<ul style="list-style-type: none"> • Shops • French Gate • Market • Lakeside • History of the city • Infrastructure • Referring to other cities or shopping centres 	Residents speak highly of the food and drink services and that they are key reason they visit the city centre. Residents appreciate retail options that are not met in their communities. Residents want a diverse and sustainable retail and food offer.
Environment	<ul style="list-style-type: none"> • Green space • Seating areas • Child-friendly • Appearance 	Residents shared a clear voice about increasing the green spaces in the city centre. They shared it would help great a feeling of pride and improve the experience of being in the city centre. Having clean and well looked after outdoor spaces would help make it more family friendly.
Community Cohesion	<ul style="list-style-type: none"> • ASB • Drug & Alcohol Misuse • Homelessness • Crime • Safety 	Residents want to feel safe in all areas of the city centre. They want to support the homeless with compassion. There is a clear voice from underserved and vulnerable groups that feeling safe, in the day and night-time, is a key driver to them accessing the city centre.
Entertainment	<ul style="list-style-type: none"> • Nightlife • Child/family-friendly • Low-cost/ Free • Heritage 	Residents enjoy the festivals and other assets. It is a priority for many that future entertainment is family friendly and affordable. They want to celebrate Doncaster's history and building through culture and arts. For young people sports and green space is a priority.
Accessibility	<ul style="list-style-type: none"> • Transport links • Disabled access • Seating areas 	Residents highly value the public transport links and have aspirations for their connectivity across the city to improve. residents like the layout and

	<ul style="list-style-type: none"> • Parking • Walking 	the pedestrian areas. More seating and public toilets would aid older and less able residents. in walking around the city.
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Table 6. Thematic Overview of Big City Centre Conversations, Well Doncaster, 2024

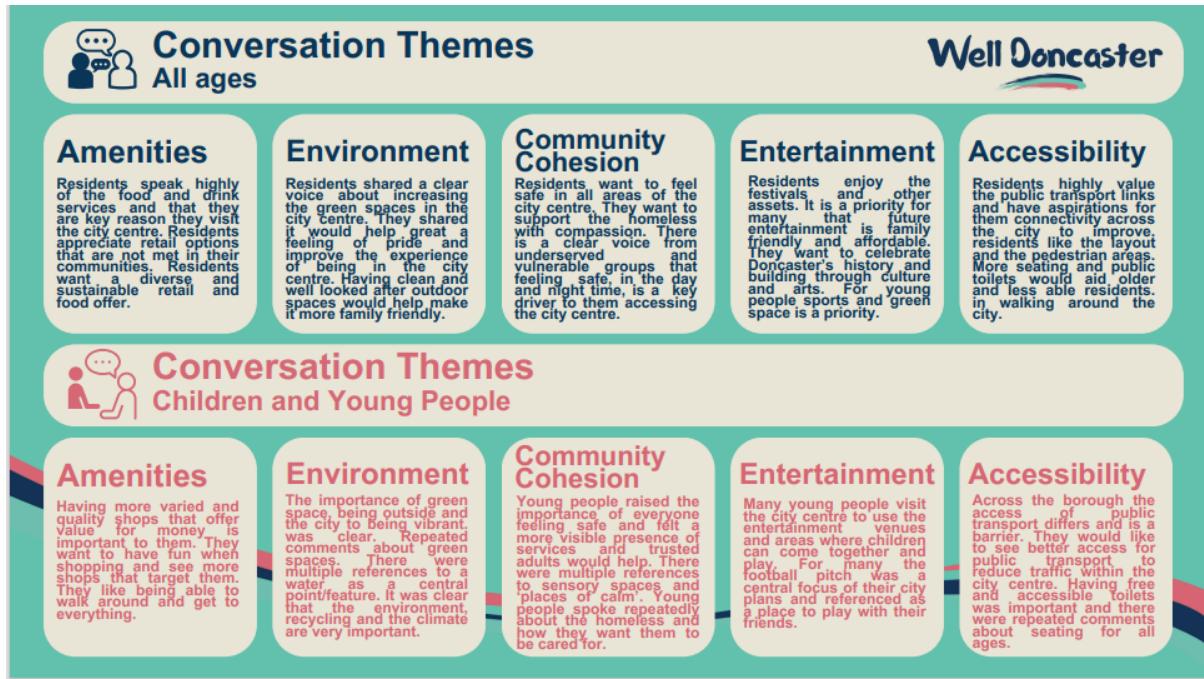


Figure 25. Infographic of Themes for all ages and CYP from the Big City Centre Conversations, Well Doncaster, 2024

Doncaster Talks

In 2019, Doncaster Talks undertook an insight across the borough of Doncaster. Responses were separated into wards and thematically analysed. Across Town Centre, there were 180 responses recorded. The main themes on what people liked



Figure 26. Doncaster Talks Insight, City of Doncaster Council, 2019

Ward Members

Below are the ward members for Town Centre following the 2025 elections.



Councillor Gemma Cobby

Town Labour



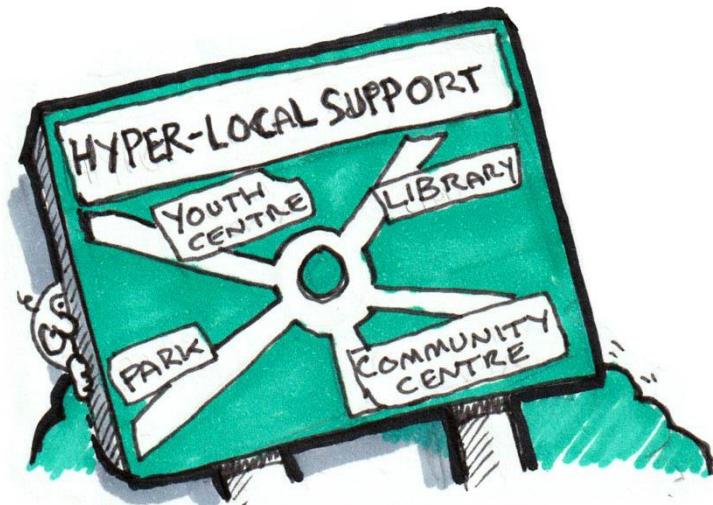
Councillor Rob Dennis

Town Labour



Councillor Majid Khan

Town Labour



Health and Wealth Inequalities

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, and how we think, feel and act, therefore shaping our health and wellbeing.

Deprivation

Evidence shows that people living in our most deprived areas face the worst 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). New IMD data for 2025 shows that City Centre has an IMD score of 68.17 ranking 2nd out of 88 communities in Doncaster for most deprived.

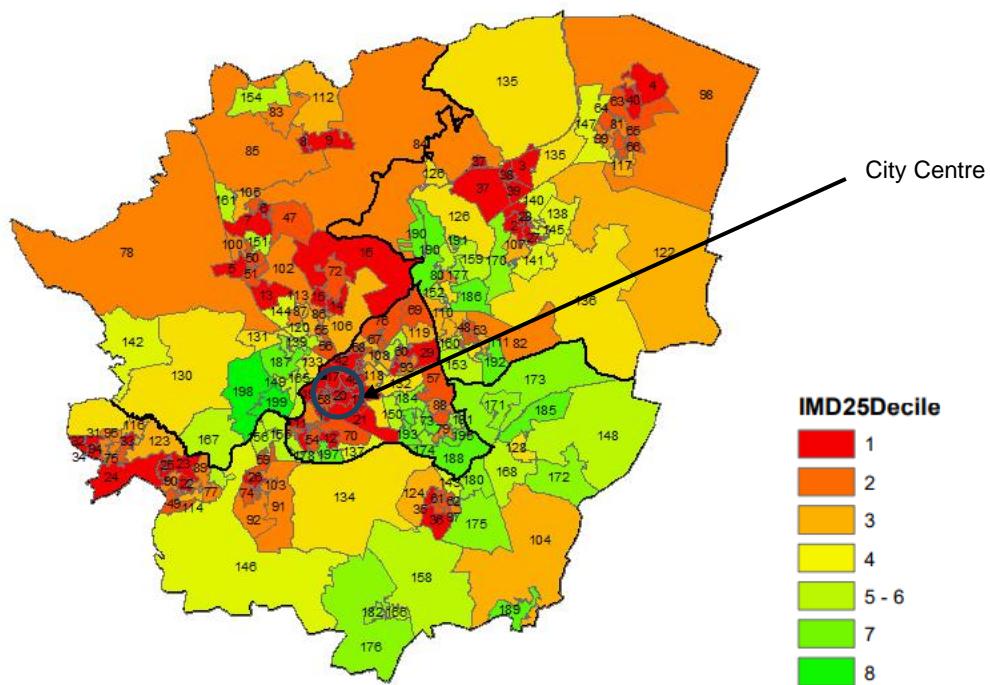


Figure 4. Index of Multiple Deprivation Deciles by LSOA 2025 – Doncaster, Office of National Statistics, 2025

In 2025, 58.1% of Central Doncaster & Hyde Park Middle-layer Super Output Area (MSOA) residents are experiencing poverty, significantly higher than the Doncaster average of 29.3%. This is a significant increase from 2019, where 26.4% of MSOA residents were living in poverty.

The proportion of older people in poverty in Central Doncaster & Hyde Park MSOA (41.7%) is higher than the Doncaster rate (19.4%), similarly to all people, this has increased (from 27%) since 2019.

Furthermore, 85% of children are living in poverty, significantly higher than the Doncaster average of 47.1%, and a significant increase from 33.4% in 2019.

When considering the change from 2019 to 2025 data, it is important to note that there have been changes to the calculation of the source data: the income deprivation domain in the Indices of Multiple Deprivation. While it can be inferred that there has been an increase in the proportion of people living in poverty, the changes in this indicator may contribute to the significance of this change.

At community level, the data differs slightly, with 48.2% of City Centre residents experiencing poverty, 36.3% of older people, and 71.2% of children.

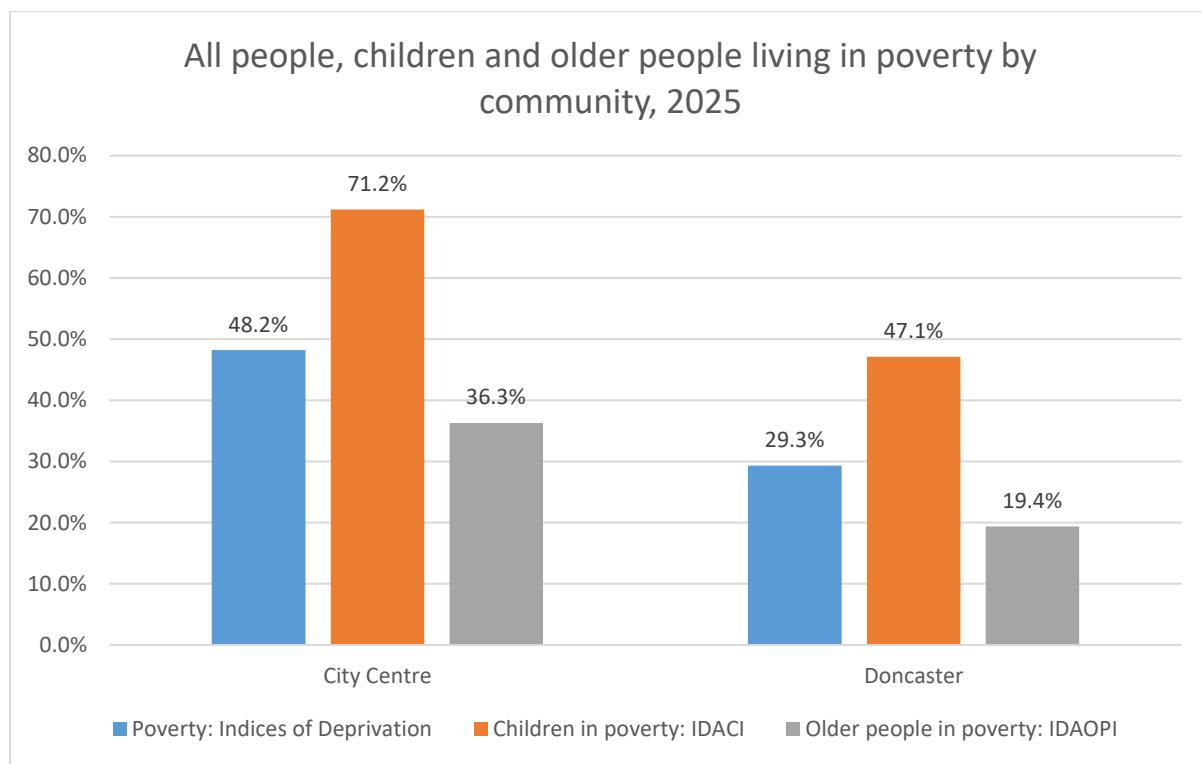


Figure 5. Poverty Prevalence using IMD25, Office of National Statistics, 2025

Wealth Inequalities

Employment

The 2021 Census has given us new data focusing on the community of the City Centre.

45.8% of residents are currently in employment, which is significantly lower than Doncaster figures (54.9%) and England at 57.4%. There are a considerable number (53.9%) of these residents who are employed travel less than 10km to their place of work, which is significantly higher than the national rate (35.4%) and shows there are a sizeable proportion of jobs on their doorstep. Even so, 44.2% of people within the City Centre have not been employed in the last 12 months, which is lower than the national rate at 61.1%. What is shocking to see is that the Census 2021 data revealed that 37.9% of the population of the City Centre have been recorded as Never Worked

which is significantly higher than the rate of 25.6%. 2021 Census data shows an estimated 41.8% of residents in City Centre are considered economically inactive (residents that are not in employment and not actively seeking employment).

Of those who work, the majority of people work full time (67.4%) which is similar to that of Doncaster (60.7%) and England (59.1%). Part-time working is of a similar picture, just slightly lower for the City Centre (14.3%) than the Doncaster rate (20.7%) and England (19.5%).

The census has also showed us the professions of residents in the City Centre. Elementary occupations (simple and routine tasks/first skill level roles) being the highest at 36.4%, which is more than double that of Doncaster (16.5%) and triple that of England (10.5%).



Figure 6. Occupations for City Centre Residents, Office of National Statistics, 2021

The Joint Strategic Needs Assessment (JSNA 2022) data shows the percentages of residents claiming universal credit. In the ward, 8.88% of residents are claiming this benefit, which is the second highest percentage in the whole of Doncaster.

Food Poverty

There are 7 active foodbanks in the Central locality of Doncaster, with two foodbanks based in the City Centre. Across fiscal years 2024-2025, the Central foodbanks supported 5102 individuals, 2333 single parents, 4170 families, 1488 couples and 91 'other', and ranked as the highest locality for relative level of foodbank support. All foodbanks can be used by the residents in this community. On average 514 people receive a food parcel from the foodbanks in this locality per month. The primary need

for using foodbanks is cost of living followed by low income and delay of benefits. The latest round of household support funding requires participating foodbanks to provide wrap around support throughout the year to help people move up the food ladder through education, access to health and wellbeing services and upskilling.

The most recent foodbank data from 2025 shows the top five reasons for accessing foodbanks across the borough are: cost of living (602 residents), low income (524 residents), benefits delay (468 residents), debt (456 residents) and benefit changes (447 residents). Figure 7 shows a tree map chart showing an overview of the reasons residents are requiring foodbank support.

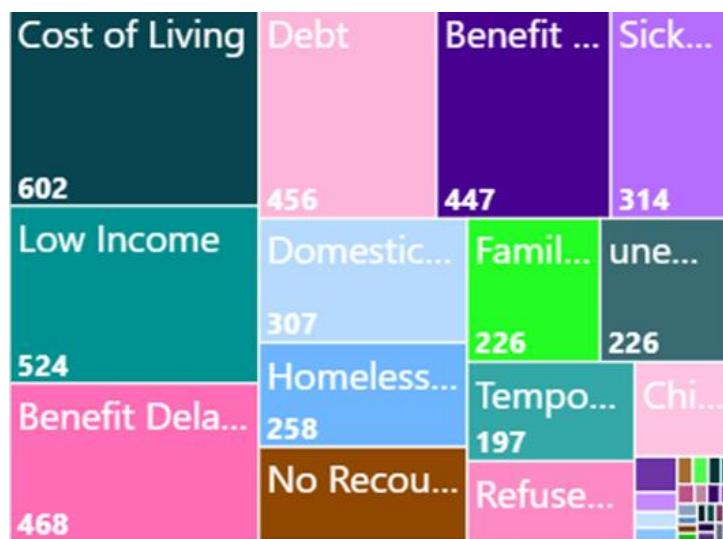


Figure 7. Reasons Residents are Accessing Foodbank Support 2025, City of Doncaster Council, 2025

The Bread-and-Butter Thing

There are five Bread-and-Butter-Thing (TBBT) Hubs based in the following communities across Doncaster: Mexborough, Rossington, Carcroft, Thorne and Hexthorpe. Each site offers 80 residents the opportunity to access affordable food, ensuring 400 residents per week get the help they need. The purpose is to reduce poverty premiums that families in low-income areas can face, to reduce waste by identifying edible surplus food in the UK food sector and redistributing it, and to build resilience within the communities.

The mobile food hub gives access to nutritious and affordable food taken into the heart of communities starved of money, food, and resources. The food parcels are based on a weekly shop providing essential produce for families including fresh fruit and veg, chilled goods and cupboard staples. By discounting a family's shopping, a members average weekly saving is £26.50.

The King's Cross Church in Hexthorpe operates the TBBT in the central locality. TBBT provides residents with food parcels from surplus food at an affordable price and aims to help people move up the food ladder by acting as a financial bridge and helping with

cost of living. Although TBBT is not located in the City Centre, it's open to any residents in Doncaster and may provide support to people from postcodes boroughwide.

In 2024 across the five sites, 3241 residents accessed TBBT and 1596 volunteering opportunities were filled. The map below shows the postcode areas of residents in Central Doncaster accessing TBBT throughout fiscal year 2024/25 and indicates dense clusters in areas of higher deprivation including Intake, Wheatley, City Centre, Clay Lane, Hexthorpe and Balby, with some postcodes accumulated in less deprived areas such as Cantley and Bessacarr. The access data suggests residents from various areas in Central Doncaster are receiving support from discounted food parcels via TBBT, but particularly residents from more deprived communities.

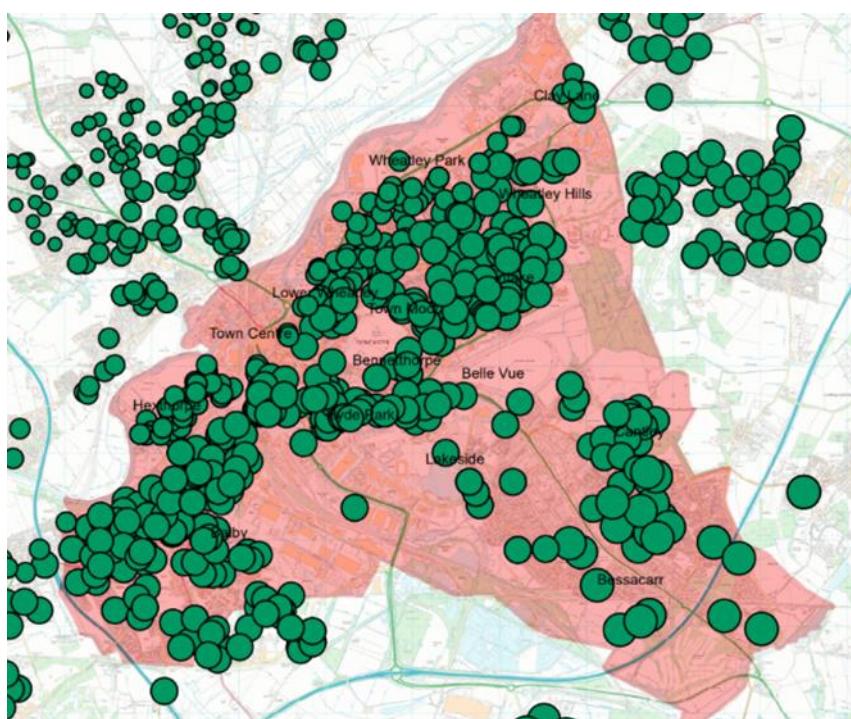


Figure 8. Postcode Map Showing Residents Accessing TBBT Throughout Fiscal Year 2024/25, The Bread and Butter Things, 2025

Citizens Advice Doncaster Borough

Citizens Advice Doncaster Borough (CADB) is an independent, local charity and a member of the Citizens Advice network. They provide free advice and support to meet the needs of communities. This includes advice on a range of problems, such as with work, debt, benefits, immigration, housing and more.

In the Fiscal Year 2024/25 data shows that 421 clients were supported in the Town ward across 228 postcodes. This has fallen from recent years, as in fiscal year 2023/24, 617 clients were supported by CADB services. The total income gain for the city, that is the amount of additional income that a client receives as a result of support or intervention from CADB, has increased to £20,616,502 as of 2025 with £333,828 generated in latest full fiscal year 2024/25 in Town ward (including City

Centre). Figure 9 indicates where residents are accessing support. The purple dots represent the postcodes of clients accessing support throughout fiscal year 2024/25 in Town ward showing clusters in the City Centre.

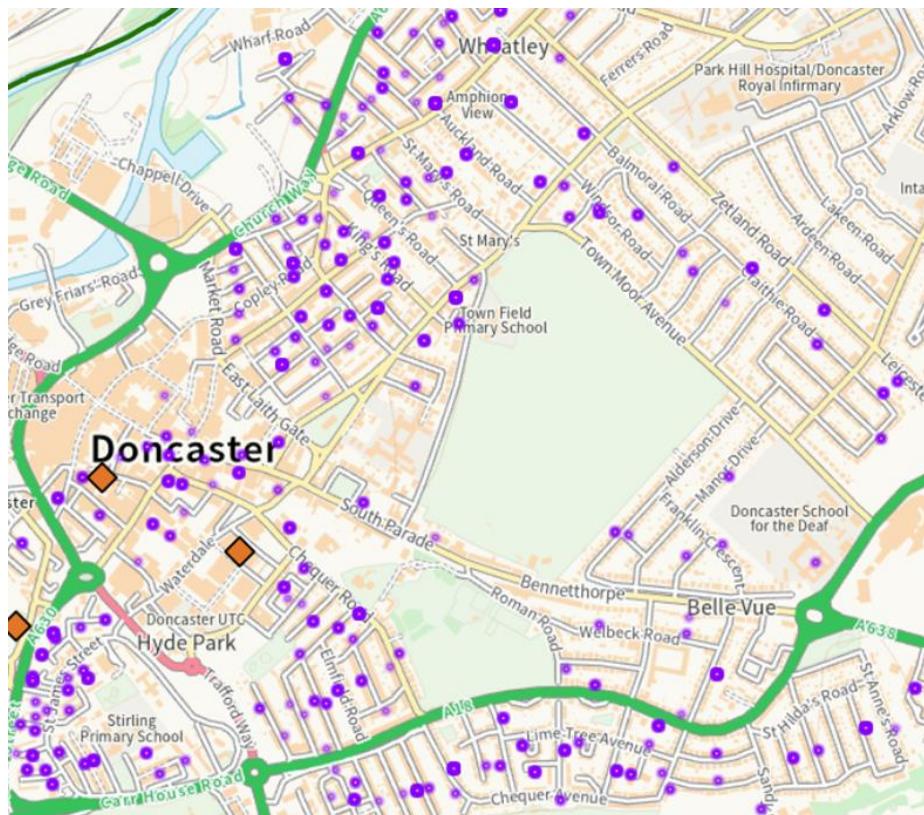


Figure 9. CADB Interactions Fiscal Year 2024/25, Citizens Advice Doncaster Borough, 2025

The top five reasons residents from Town ward access support are: debt, benefits and tax credits, utilities and communications, consumer goods and services and lastly benefits universal credit. More specifically in Town ward, residents report debt relief orders as the primary reason for seeking support. Town ward ranks as the highest ward in the Central locality seeking support from CABD. The table below shows a breakdown of CABD data comparing Town ward to the other top 5 Central wards accessing support through CABD.

	Town			Wheatley and Intake			Hexthorpe and Balby North			Bessacarr			Balby South		
Year	22/23	23/24	24/25	22/23	23/24	24/25	22/23	23/24	24/25	22/23	23/24	24/25	22/23	23/24	24/25
Clients	463	617	421	318	408	237	283	434	349	142	183	148	133	159	140
Postcodes covered	230	272	228	181	197	152	133	174	142	93	115	108	80	102	79
Top Issue for advice/info	Debt	Debt	Debt	Debt	Debt	Debt	Debt	Debt	Debt	Debt	Debt	Debt	Debt	Debt	Debt
Total Income gain	£239,509	£742,292	£333,828	£171,071	£589,869	£219,038	£243,610	£561,915	£284,999	£87,008	£270,573	£196,972	£63,323	£290,520	£302,413

Table 1. CADB Figures for Fiscal Year 2024/25 Showing the Top 5 Wards Seeking Support, Citizens Advice Doncaster Borough, 2025

Table 2 shows a comparison from all Localities to the Town Ward for fiscal year 2024/25.

Data collation information	Central Locality	Town Ward (City Centre)	East Locality	South Locality	North Locality
Clients	1358	421	900	894	739
New Interactions	5261	1732	3990	3535	3023
Postcodes covered	765	228	552	605	488
Repeat Interactions	954	408	446	599	411
Top Issue for advice/info	Debt	Debt	Debt	Debt	Debt
Total Income gain	£1,404,360	£333,828	£1,211,319	£1,097,872	£670,290

Table 2. CABD Statistics for Fiscal Year 2024/25, Citizens Advice Doncaster Borough, 2025

Health Inequalities

Life Expectancy

Life expectancies in males (76 y) and females (81.7) living in Town ward are lower than the rates of Doncaster (m: 77.9, f: 81.3) and England (m: 79.5, f: 83.2). One of the highest rates of deaths in people under 75 years of age occurs in Town ward (155.6 per 100 people). Healthy life expectancy, that is the number of years of life expected without the burden of disease, is 54.9 years for males and 57.9 years for females in Town ward. Healthy life expectancy is lower in Males but more similar for Females compared to Doncaster (m: 57 and f: 56) and England (m: 61.5 and f: 61.9).

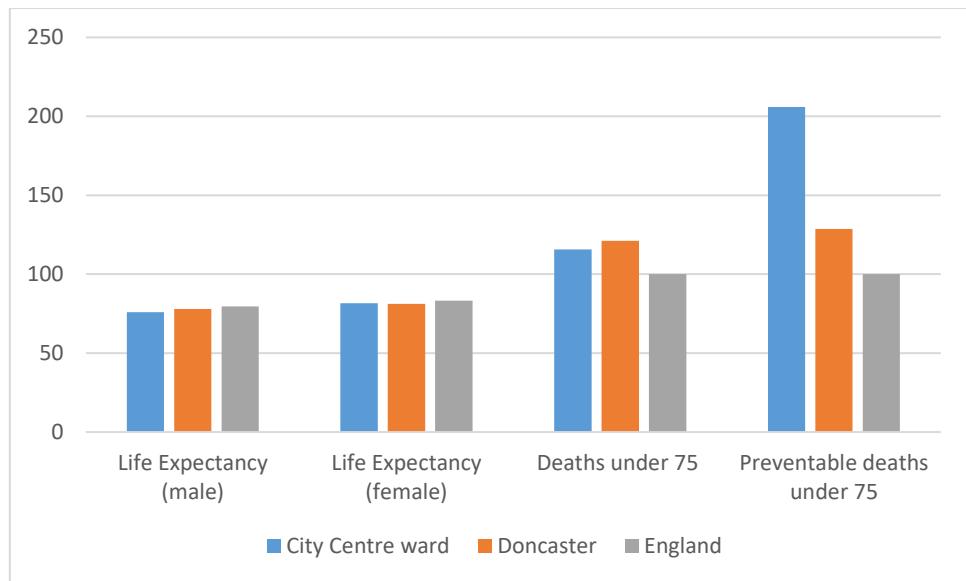


Figure 10. Life Expectancy, Deaths, and Preventable Deaths under 75, Office of National Statistics, 2023

Long-Term Health Conditions

The 2021 Census shows us that 39.4% of residents in the City Centre live in 'very good health', which is lower than the rate for Doncaster (44.3%). 35.4% live in 'good health' (Doncaster 34.1%), 18.2% live in 'fair health' (18.2%), 4.9% live with bad health (Doncaster 5.3%) and 2.2% live with 'very bad health' (Doncaster 1.6%). Specifically, incidence rates of COPD (190.8 per 100 people) are considerably greater in the City Centre ward.

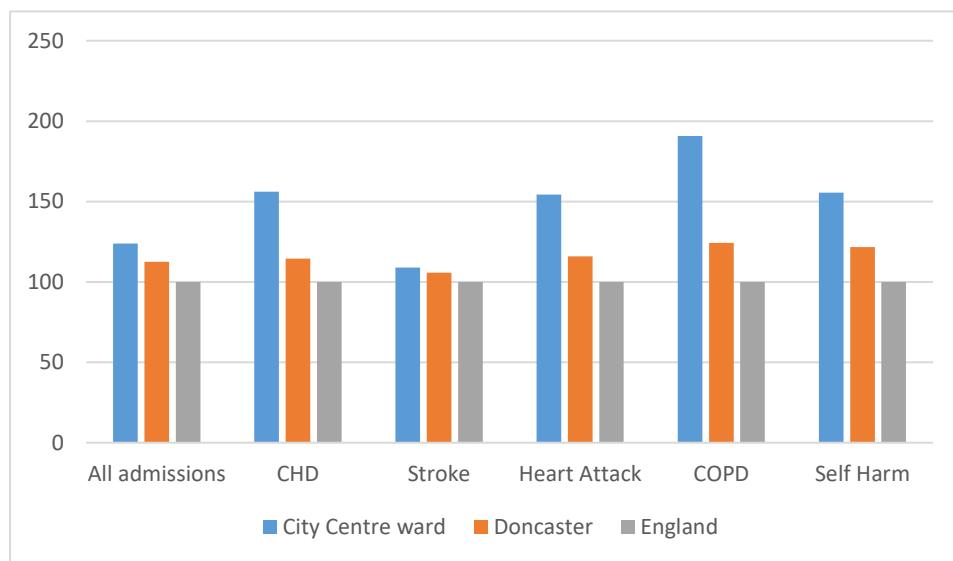


Figure 11. Comparison of Emergency Hospital Admissions by ward 2016/17-20/21, Office of National Statistics, 2021

Emergency hospital admissions largely associated with health conditions related to poor lifestyle choices are also more likely across the City Centre. Emergency admissions are measured as ISR compared to England, Chronic obstructive

pulmonary disease (COPD) for the City Centre stands at 190.8 per 100, coronary heart disease 156.2 per 100, Self-harm 155.5 per 100, Heart attacks 154.3 per 100, and stroke 103 per 100. These are amongst the greater contributors of ill health for residents in the City Centre.

Incidence of Death

The leading cause of death within the City Centre and ward boundaries is coronary heart disease with an ISR of 200 per 100, using England as the reference population (100 per 100). As a borough, Doncaster (121.8 per 100) shows a higher ratio of deaths caused by coronary heart disease than nationally (100 per 100). A considerable number of deaths are deemed preventable, suggesting work on measures to target healthy lifestyle choices may have an impact on these figures.

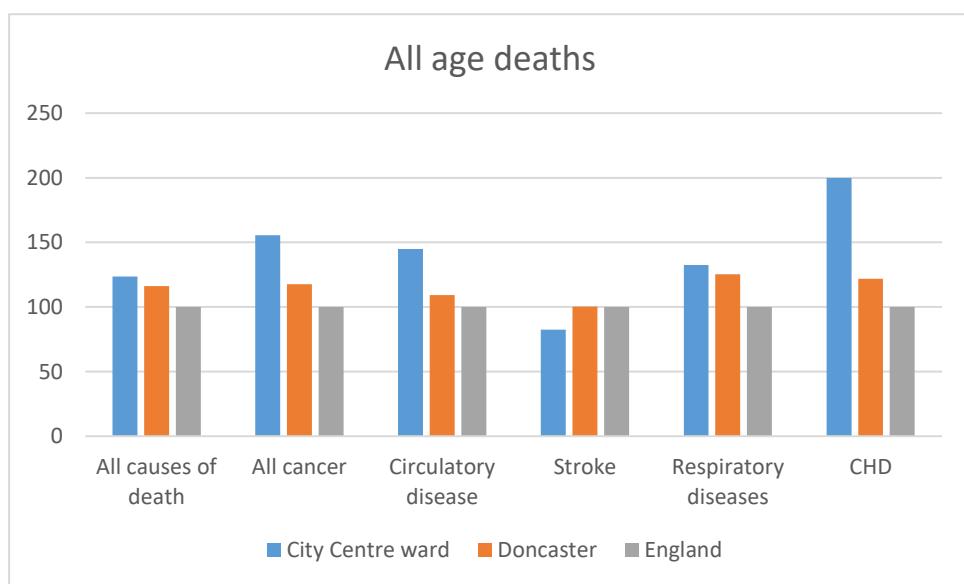


Figure 12. Rates of Disease - Comparing Ward, Doncaster and England, Office of National Statistics, 2023

Deaths rates from all causes and all ages across City Centre ward have an ISR of 123.5 per 100, suggesting these are 23.5% higher than England as the reference population.

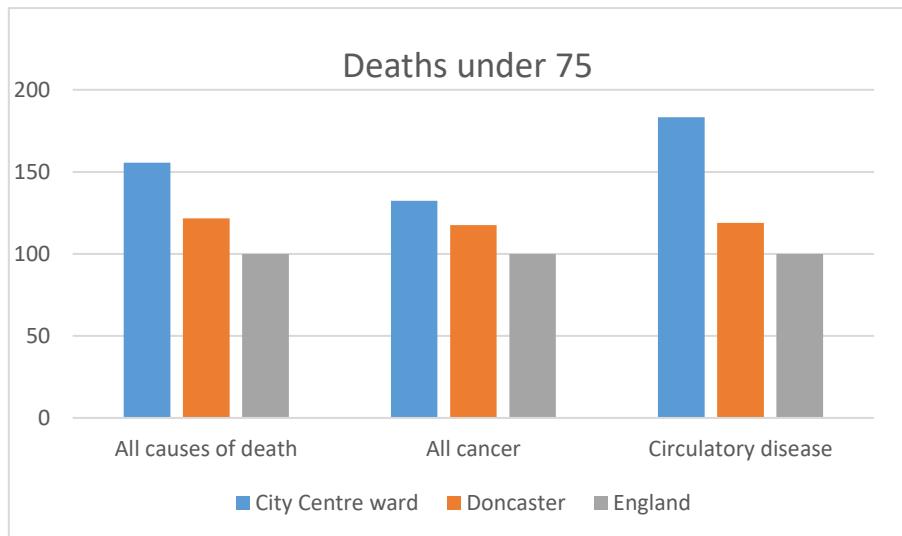


Figure 13. Rate of All-Cause Mortality, Cancer and Circulatory Disease, Office of National Statistics, 2023

City Centre ward has one of the highest rates of death in under 75s across Doncaster with an IRS of 155.6 per 100, the majority of which are considered preventable (206.3 per 100).

Alcohol

Public Health Fingertips data shows that Hyde Park/Town ward is the 7th highest population of Doncaster for hospital admissions of alcohol attributable conditions (broad definition)

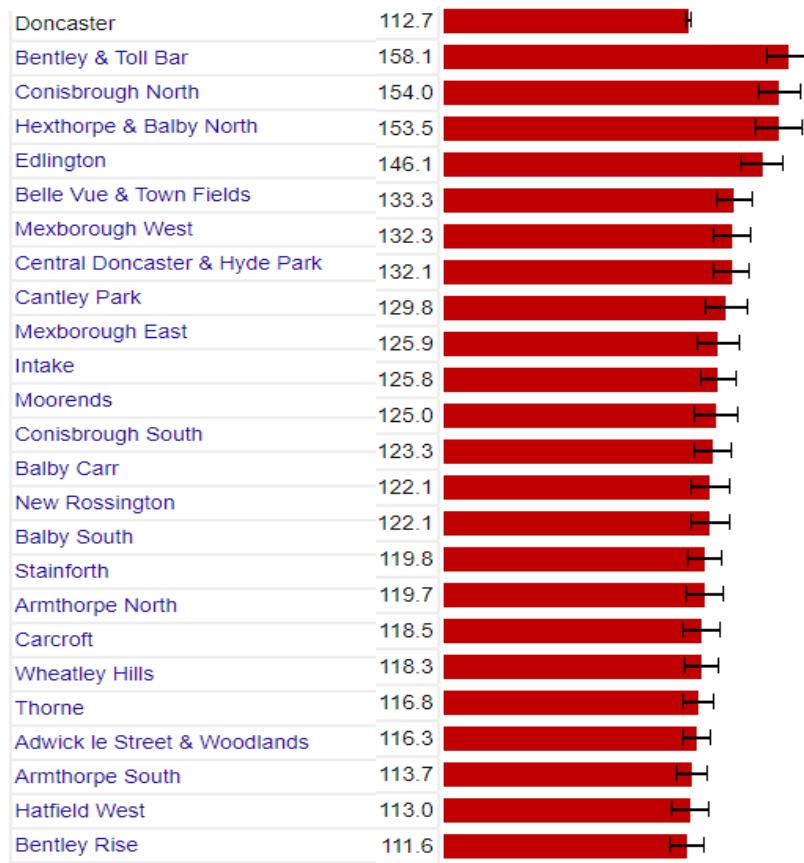


Figure 14. Alcohol Admissions by Ward 2016/17-20/21, Office of National Statistics, 2021

City Centre ward has a rate of 132.1 compared to Doncaster at 112.7 and is significantly higher than England at 100.0.

Smoking

Data from Action on Smoking and Health (ASH, 2024), indicates smoking rates in Town ward (including the City Centre) stands at 14.7%. This is lower than Doncaster (17.6%) but significantly higher than England (10.4%). Community level data for the City Centre is unavailable so ward level data is used to represent the closest geographical area to the City Centre.

Action on Smoking and Health (ASH) estimates smoking costs Doncaster £335 million per year, the combined cost of smoking-related medical treatment via hospital admission and primary care services is £16.5 million. Social care costs due to smoking amounts to an estimated £115 million annually in Doncaster with the majority being lost to informal care costs from friends and family (£64.3 million).

In Town ward, the gross annual cost of smoking as of Spring 2024 was £18.4 million, the highest across the borough, and 14.7% of the ward's population smoke. An estimated £6.72 million is spent annually on Tobacco products in Town ward and the national average spend on tobacco per smoker now stands at £2486. Smoking has a

significant impact on employment and productivity. In Town ward the total cost due to lost productivity from smoking was estimated at £12.5 million which is significantly higher than the borough average (£6.5M) and the highest across all other electoral wards in Doncaster (ASH 2024).

Childhood Development

A child's early experiences are vital in providing the foundations for children to develop healthily and happily. Children being born into deprivation and living amongst deprivation in their early years are more likely to experience a wide range of health problems, fall behind their peers and face employment problems in adult life. The quality of early experiences is important as children develop, providing opportunity for motor (physical), intellectual (language and communication), cognitive and socio-emotional development.

The Income Deprivation Affecting Children Index (IDACI) measures the proportion of all children aged 0 to 15 living in income deprived families. In City Centre, 71.2% of children are classed as living in child poverty. This is significantly higher than the Doncaster rate (47.1%).

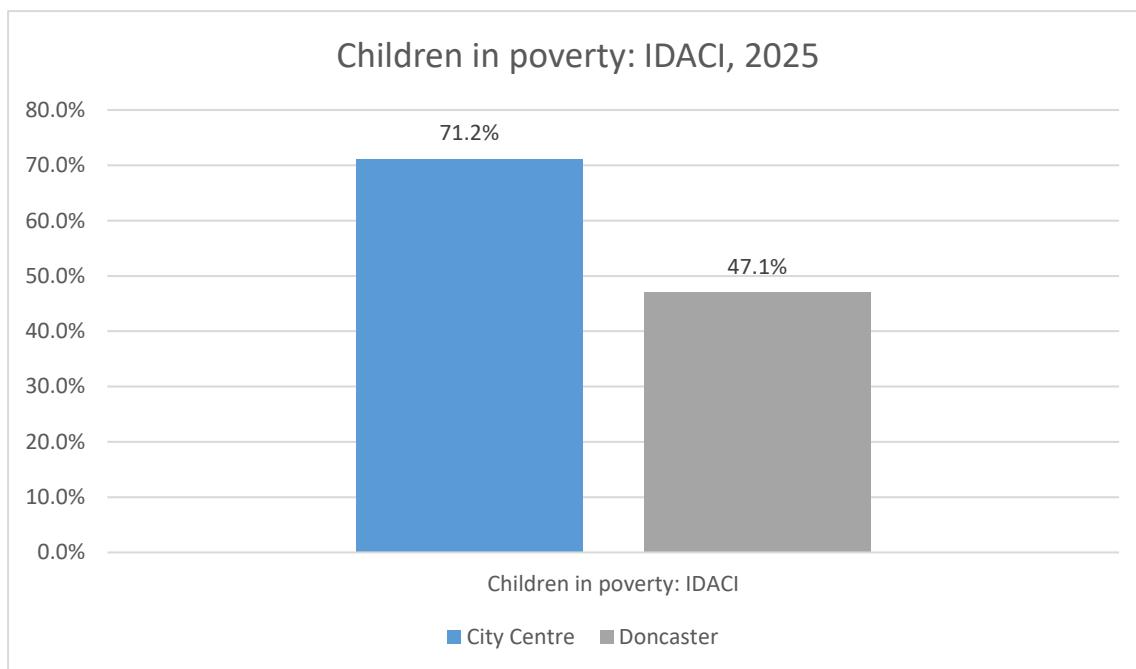


Figure 15. Children in Poverty: Income Deprivation Affecting Children Index. (aged 0 to 15) Office of National Statistics, 2025

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

Healthy development milestones from early to middle childhood, continue to be an area of concern in the City Centre. This is interpreted from the closest, and most up to date geographical area to the City Centre boundary available known as a medium super output area (MSOA). The MSOA used for City Centre is 'Central and Hyde Park', so it must be noted that the data includes some influence from outlying areas but demonstrates the most accurate data available for City Centre as of 2025 (see figure 15).

The prevalence of children classified as overweight (including obese) in reception from combined data over years 2021/22-2023/24 is greater in the City Centre (28.6%) compared to Doncaster (25.8%) and England (21.9%). Trends continue to show an upwards trajectory when measured in year 6 children with the prevalence of overweight (including obesity) in City Centre now reaching 50.5% across combined years 2021/22-2023/24.

Year 6 overweight (including obesity) is significantly higher than Doncaster (40.3%) and England (36.7%). When looking at higher BMI rates for year 6 children classified as obese (including severe obesity), the inequality gap increases further, with 36.3% of year 6 children falling into this category in City Centre (the highest in the borough), compared to 26.6% for Doncaster and 22.7% across England. Data indicates overweight and obesity is a high priority for City Centre as one of the most affected communities in Doncaster.

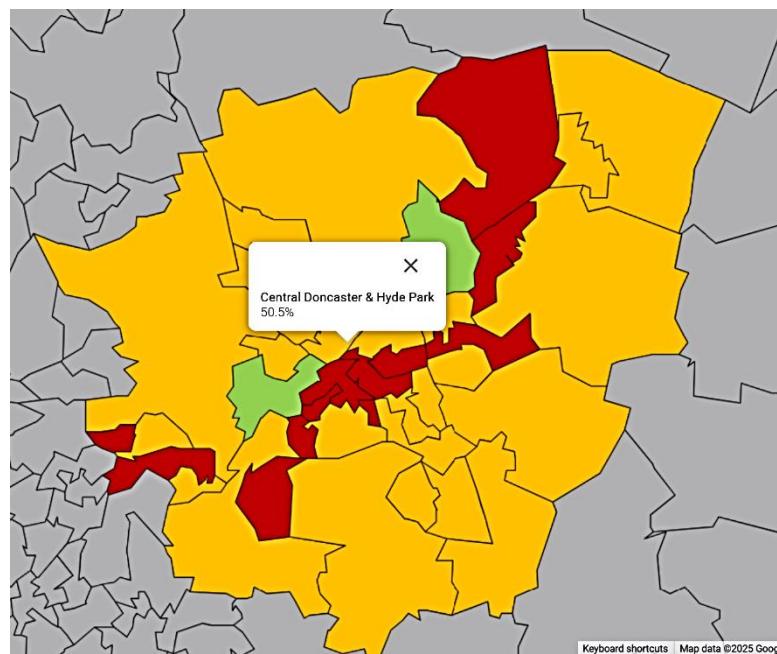
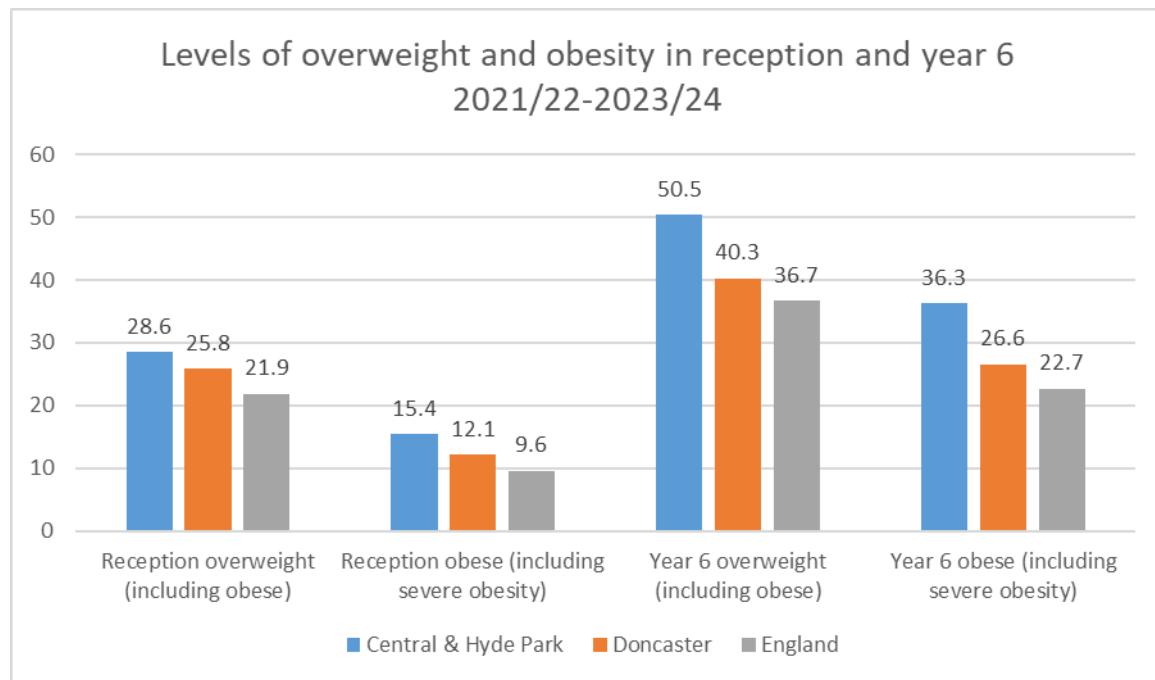


Figure 16. Map Indicating the MSOA Used for City Centre, Office of National Statistics, 2023



*Figure 17. Average Levels of Overweight and Obese Children in Reception and Year 6 Across 2021/22-2023/24,
Office of National Statistics, 2024*

During adolescence and young adulthood, hospital admissions amongst individuals aged 15-24 years of age are the 6th highest in City Centre (211.2 people per 10,000) compared to the rate of Doncaster (161.66 people per 10,000).

School Attainment

The Department for Education supplies each local authority with the school attainment grades for those in Key Stage 2 (KS2) and Key Stage 4 (KS4).

At KS2, in 2024, only 27% of pupils living in the City Centre achieved the expected standard in reading, writing, and mathematics. This is significantly lower than Doncaster (59%) and England (61%) and lower than the previous year (44%).

At KS4, each pupil is given an Attainment 8 score (a score out of 90) based on their 8 best GCSE grades including English, maths and at least 3 other traditional academic GCSEs (sciences, languages, and humanities). Other qualifications at an equivalent level (e.g., BTECs) can also count towards the score. In 2022, average GCSE attainment 8 score per pupil was 38 among pupils from City Centre postcodes, this is lower than both Doncaster (44.9) and England (48.8). Results in 2023 increased to 42.1, which remained lower than Doncaster (44.4) and England (46.3). Most recently in 2024, GCSE results have decreased among pupils from the City Centre, achieving an average score of 37.6 compared to 44 across Doncaster and 45.9 nationally.

Pupil Lifestyle Survey

The Pupil Lifestyle Survey is conducted by Doncaster City Council to provide valuable data on children and young people's health-related behaviour, through an anonymous school-based questionnaire. Data from the survey has provided a set of Doncaster-wide figures at key points in children and young people's development; KS2, 3 and 4. The 2024 Pupil Lifestyle Survey saw 3810 pupils participate from year 4,6,8 and 10, 264 of those from Town Ward. Of the responses 49% were boys and 48% were girls overall and within the Town Ward 49% were boys and 47% were girls. 12% of pupils reported themselves as having special educational needs, equal to the Doncaster average of 12%. When asked if they receive extra help in school, 24% reported that they did, significantly lower than Doncaster (43%).

The 2024 Pupil Lifestyle Survey reported 14% of pupil in Town Ward have a long-standing illness in line with the Doncaster average. 6% of pupils reported having a disability which was lower than the Doncaster average of 9%. Town Ward had the 3rd highest number of pupils where English is their second language at 35%, significantly higher than the Doncaster average (23%).

In 2024 when asked about healthy eating and wellbeing, 87% reported to having a regular breakfast but only 43% of pupils have a school dinner, lower than the Doncaster average of 52%. Those receiving free school meals is lower than the Doncaster average at 17% compared to 19%. Despite much of the Town ward including City Centre being in close proximity to local amenities such as shops and takeaways, only 10% of pupils report having takeaway food regularly during school which is the joint 2nd lowest across the borough.

76% of pupils feel they get love and support at home, on par with Doncaster (77%), and 89% feel safe at home, also in line with Doncaster (88%).

Physical Activity

Mosaic data shows a small percentage of the population in Town Centre do not engage in any moderate intensity physical activity. 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, and mosaic data can be found in the appendix.

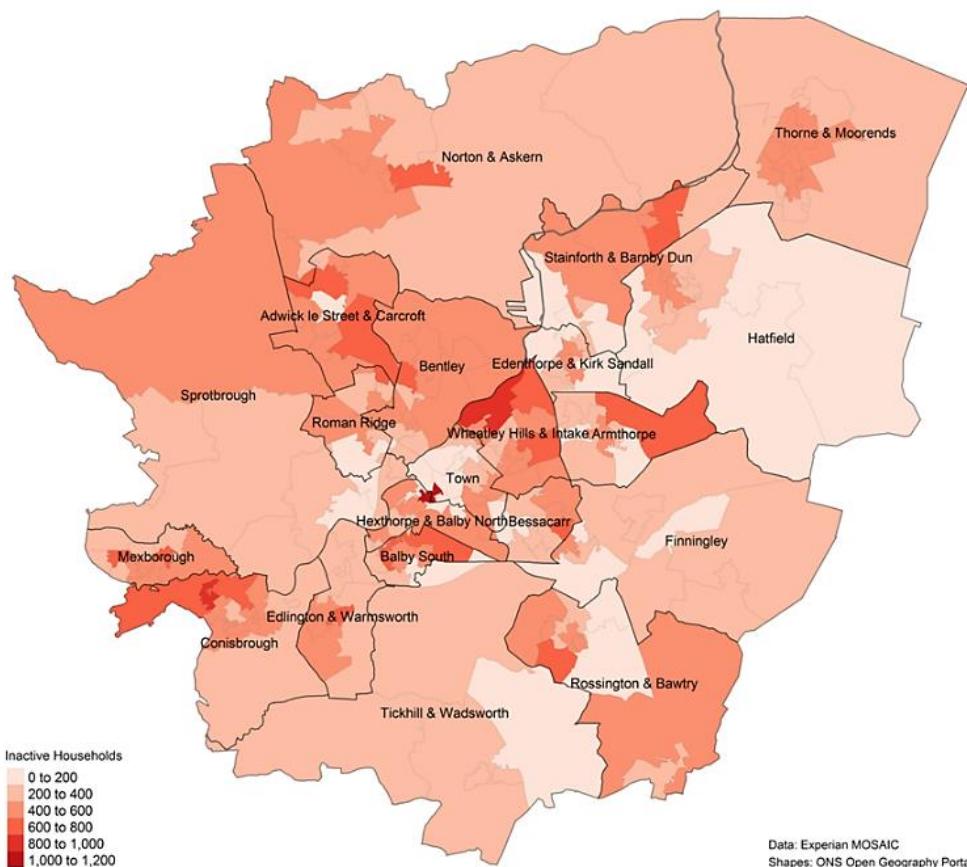


Figure 17. Levels of Inactivity Within Households Across Doncaster, Get Doncaster Moving, 2023

Data from the Pupil Lifestyle Survey 2022 reports an average of 36% of children are physically active on only one or two days a week, whilst 23% were said to be active on three of four and 33% on five or more occasions during the week. The 2024 survey has shown increases in the number of days physically active among pupils 29% active three to four times a week and 49% participating in physical activity five or more times a week. Not being very good and preferring to do other things were the two main reasons the pupils who do not like physical activity, gave for not participating in physical activity, and made up for 92% of the reasons not to be more physically active.

Green Spaces & Parks

There are no sizeable green spaces or parks situated in the City Centre. There are several within a short walking distance or accessible by transport. Within the ward

itself there are play areas, football pitches, trails and many more. One of the largest green spaces accessible for City Centre residents is Town Fields which has undergone several improvements through local investment from Doncaster Council and Get Doncaster Moving team.

Community Information

Population & Diversity

2021 Census data indicates approximately 21.2% of residents in the City Centre reported their ethnicity as Black, Asian or another minority ethnicity. 71.6% identify themselves as white. The City Centre is made up of roughly 58.2% male and 41.8% female residents and has a high working age population of 77.6%, of between age 16-64. The City Centre has the highest percentage of non-English speakers (8.2%) and approximately 65.7% of the population identified themselves as religious with Christianity (49.1%) and Muslim (13.3%) being two most common.

Population Size

- City Centre: 6003.

Age Profile

The population of the City Centre has a large working age average, and an overall younger than average population.

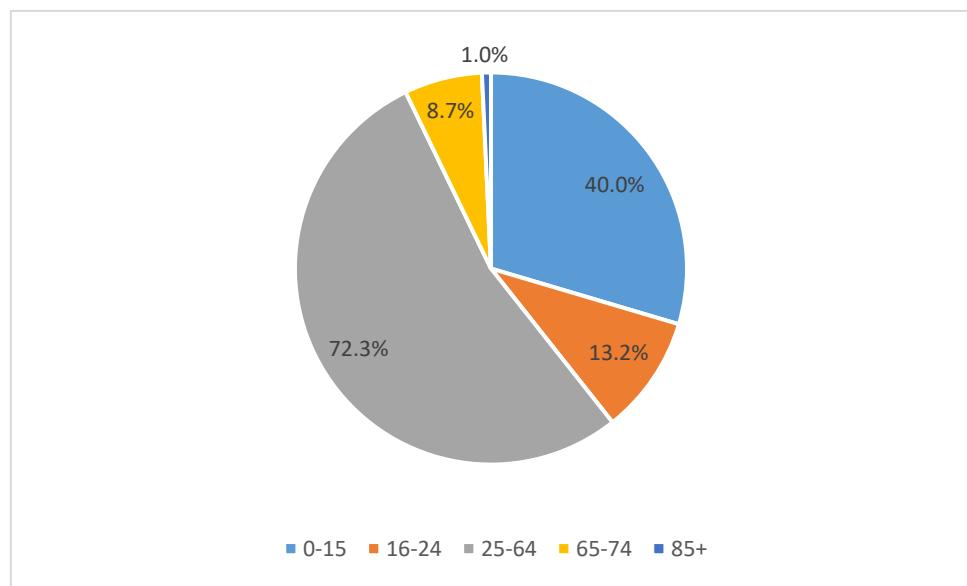


Figure 18. Age Profiles of City Centre Community, Office of National Statistics, 2021

Housing

The City Centre area has a high density of housing. Semi-detached, terraced housing and flats make up more than half of the properties in City Centre. There are very few detached houses in this ward. The proportion of property owners in the City Centre is 21.2% with 8.7% of residents owning a property with a mortgage, loan or shared

ownership, and 67.7% of residents privately rent. This is significantly different when compared with Doncaster wide statistics where 63% of residents own a property, 30% own with a mortgage, loan or shared ownership and 19.7% private rent.

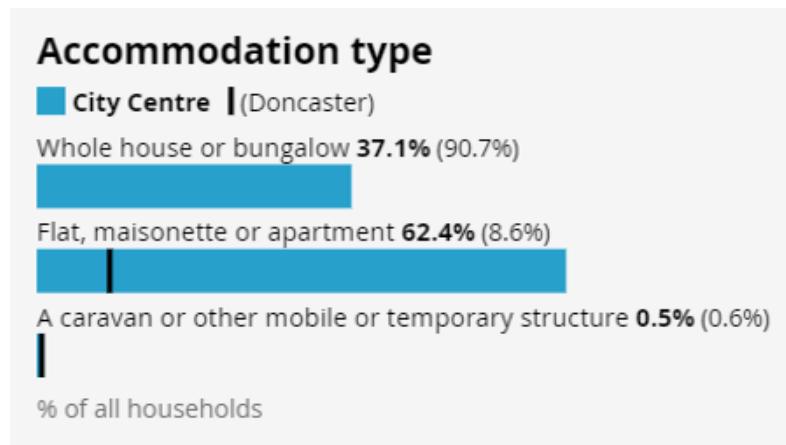


Figure 19. Tenure of Household in City Centre, Office of National Statistics, 2021

The flats, maisonettes or apartments in the City Centre are typically 1 bedroom/1 person dwellings. The Census also shows us that the number of 1 person households in the City Centre (57.5%) is nearly double that of Doncaster (31.2%) and England (30.1%). The number of 4-person households is nearly three times lower in the City Centre (6%) compared to Doncaster (17.1% and England (19.9%).

St Leger Homes manages social housing properties on behalf of City of Doncaster Council (CDC). St Leger Homes own 911 properties in the City Centre and this consists of Bedsits (34) 1 bed bungalow (1), 1 bed flat (211), 2 bed flats (460), 3 bed flats (40), 1 bed maisonettes (7), 2 bed maisonettes (3), 3 bed maisonettes (142), 2 bed houses (10), 3 bed houses (1), 4 bed houses (2) and homeless family properties (28). The majority of the social housing renters are aged between 26-45 years old and 46-65 years old.

St Leger Homes also has a large outstanding amount of rent arrears from those living in the City Centre. In 2021/2022 the amount owed was £74,380 and for 2022/2023 the amount was £89,883. In 2023/24 rent arrears rose to £99,995.79 and most recently in 2024/25 rent arrears now totals £95,840.40.

The 2021 Census data has produced estimates that classify households in England and Wales by four dimensions of deprivation: employment, education, health and disability and household overcrowding. The City Centre has a slightly lower proportion of households not in any deprived dimensions (40.3%) compared to Doncaster (43.7%) and England (48.4%). It also has higher proportion of households in all other dimensions: one dimension: City Centre (39.8%,) compared to Doncaster (34.7%) and England (33.5%). Two dimensions; City Centre (15%) Doncaster (16.7%), England

(14.2%). Three dimensions; City Centre (3.8%) Doncaster (4.6%) and England (3.7%) and four dimensions: City Centre (1.1%), Doncaster (0.2%) and England (0.2%).

It must be noted that much of the housing/accommodation in the City Centre is owned privately by businesses or local authority.

Community Safety

Community safety remains a top priority for residents and stakeholders across Doncaster. Feedback from a range of engagement activities consistently highlights concerns around anti-social behaviour (ASB), crime, and perceptions of safety. People want cleaner, more vibrant and welcoming neighbourhoods, supported by effective policing, youth engagement, and thoughtful environmental design.

To help achieve this, we're committed to a city-wide approach that combines proactive and reactive measures through a layered crime prevention strategy—primary, secondary, and tertiary—designed to make every community safer.

If you'd like to stay informed or take action, you can find detailed crime statistics for your neighbourhood at www.police.uk. To report issues or concerns, visit www.yourlifedoncaster.co.uk/safer-city-how-to-report-issues.

The Safer Stronger Doncaster Partnership

The Safer Stronger Doncaster Partnership is working together to make Doncaster a safer, stronger place for everyone. The partnership focuses on six key priorities that tackle issues affecting our communities:

- **Reducing ASB**— making our streets and public spaces welcoming for all.
- **Reducing crime and re-offending** – supporting people to make positive choices and preventing repeat offences.
- **Tackling serious and organised crime** – protecting our communities from organised criminality and criminal networks.
- **Reducing substance and alcohol misuse** – helping people access support and reducing harm.
- **Tackling domestic and sexual abuse** – ensuring victims get the help they need and holding perpetrators to account.
- **Reducing violence and violent crime** – creating safer neighbourhoods for families and young people.

Together, these priorities aim to build a Doncaster where everyone feels safe and supported.

Community Voice / Key Safety Concerns

Residents and visitors told us the City Centre feels unsafe, especially at night. People spoke about ASB such as loitering, street drinking, and aggressive begging, alongside visible drug use and intimidation. Poor lighting, boarded-up shops, and litter make the environment feel neglected and add to these concerns. Many said they avoid the area unless absolutely necessary and want more visible policing, CCTV, and quicker responses to incidents. There's also a strong call for cleaner streets, better lighting, and support for vulnerable people, including those experiencing homelessness and addiction. Overall, the community wants a safer, more welcoming City Centre with stronger enforcement, improved public spaces, and events that bring people together and restore pride.

Anti-Social Behaviour

Anti-social behaviour can be defined as when someone acts in a way that causes trouble, fear, or upset to others. This can include things like being noisy late at night, vandalism, or being aggressive in public. Hate crime is when someone is hurt or targeted because of their race, religion, disability, gender identity, or sexuality. It's not just a crime against one person—it can make whole communities feel unsafe.

Data provided by CDC shows that the number of ASB, early intervention, hate crimes and low-level crime in the Central locality is the second highest for Doncaster.

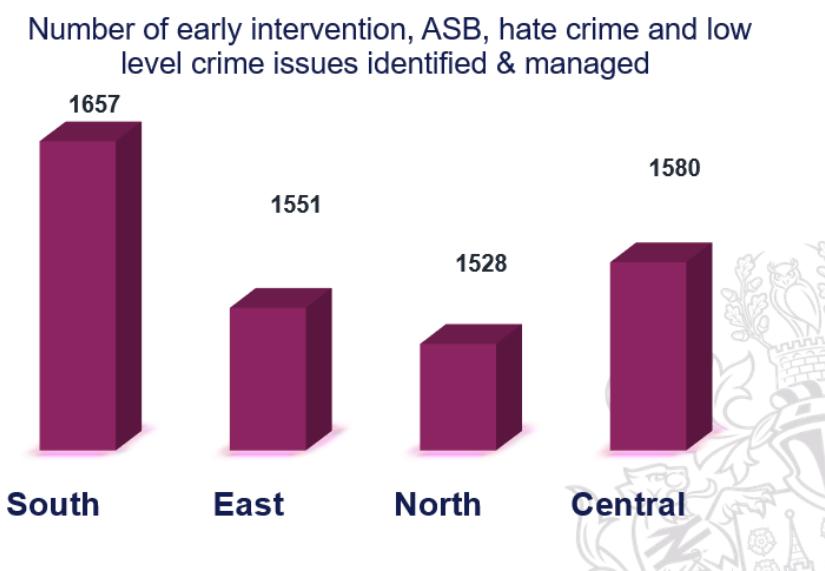


Figure 20. Number of Cases by Locality, City of Doncaster Council, 2023

Through partnership working with South Yorkshire Police (SYP), data has been provided of ASB incidents reported to the police. The Central Locality currently has

the highest ASB reports for the whole of Doncaster with 604 recorded. From the 604 ASB incidents recorded 138 are located in the City Centre.

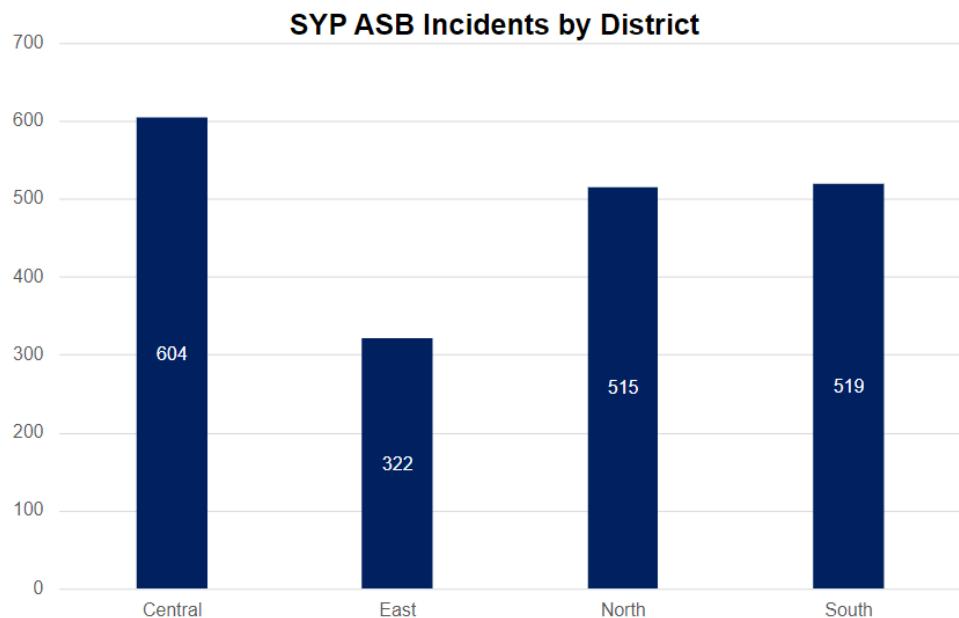


Figure 21. Number of ASB cases by Locality, City of Doncaster Council, 2023

Vulnerable Victims

The number of vulnerable victims for each Locality is also recorded. Figure 22 shows that Central is the 2nd highest area for vulnerable victim support. East Locality (82) has double that of Central (41) but likewise Central has more than double of the North Locality (22).

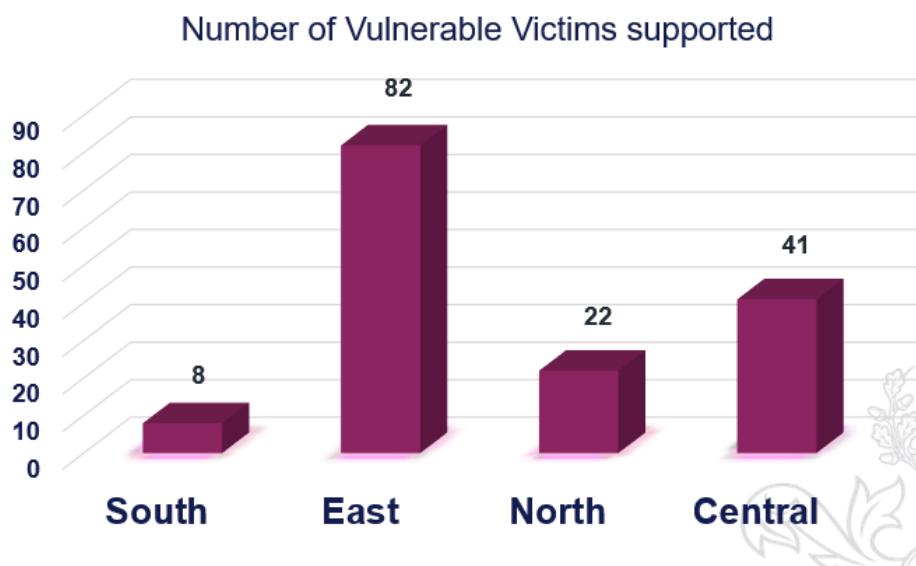


Figure 22. Number of Vulnerable Victims by Locality, City of Doncaster Council, 2023

Wellbeing Service

This is one of the services run by CDC, the service helps residents with financial support, physical health, housing, mental health and social isolation to prevent escalation onto social care services.

Community Ranking for using service	2021-2022	2022-2023	2023-2024	2024-2025 Q4
1	Wheatley & Intake	Wheatley & Intake	Wheatley & Intake	Town/City Ward
2	Rossington & Bawtry	Rossington & Bawtry	Bessacarr & Cantley	Hexthorpe and Balby North
3	Thorne & Moorends	Mexborough	Mexborough	Rossington
4	Adwick & Carcroft	Adwick & Carcroft	Hexthorpe & Balby North and Bentley	Thorne and Moorends
5	Town/City Ward	Bessacarr & Cantley	Rossington & Bawtry and Town/City Ward	Norton & Askern

Table 3. Top 5 Ranked Wards Accessing Wellbeing Service, City of Doncaster Council, 2025

The most recent data shows Town ward is the highest ranked user of the Wellbeing Service. This should be interpreted with caution as it could suggest an increased demand for Wellbeing services or improved accessibility into the service across Town ward and City Centre. The table below shows the issues and themes residents are accessing the Wellbeing Service for support. Housing and living environment is the top issue supported in City Centre.

Town/City Centre theme Ranking	Theme Supported
1	Housing and Living Environment
2	Financial
3	Physical Health

Table 4. Top 3 Themes Wellbeing Service is Accessed, City of Doncaster Council, 2025

Community Investment

As of July 2025, there has been £12.3 million of investment into the Central Locality from Doncaster Delivering Together. This investment has been successfully applied for by partners and Voluntary Community and Faith Sector (VCFS) groups. The top 3 areas of funding spend has gone to increasing community spirit (£879,798.09), mental health support and awareness (£594,269.79) and using and improving community assets (£562,444.14).

The top three areas of spending for the VCFS in the City Centre have gone towards increasing community spirit (£468,175.48), children and young peoples' provision (£461,969.04) and mental health support and awareness (£329,064.61). The City Centre is unique in its infrastructure, diversity and function compared to other communities in Doncaster and poses different challenges when creating a sense of community. Isolation, segregation and cultural differences can be seen as barriers in

the centre which require intervention and investment from third party members and stakeholders to maintain and improve community cohesion. This is demonstrated in the spending allocation ranked above. By investing in the VCFS community engagement and collaboration between individuals, communities and groups can be encouraged to support physical, social and emotional wellbeing and therefore helping to reduce health inequalities.



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.

Ritchie, J., Spencer, L., O'connor, W., & Lewis, J. (2003). Carrying out qualitative analysis. *London: Sage*

Appendix

Well Doncaster: More information about Well Doncaster can be found on our website:

[Home | Well Doncaster](#)

Census data 2021:

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

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

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

Public Health Data:

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>

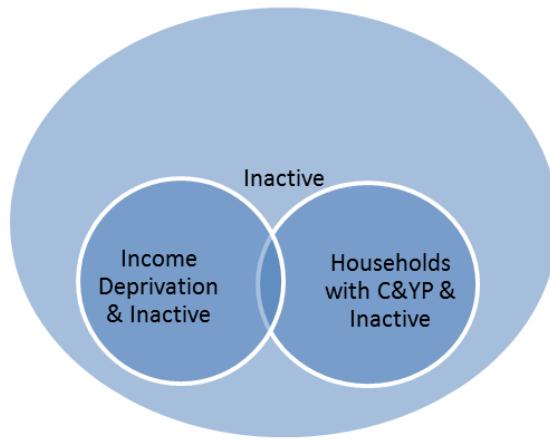
[Local Health - Public Health England - Reports: get a dashboard on a custom area](#)

Link to data- [Fingertips | Department of Health and Social Care](#)

Life expectancy and healthy life expectancy by ward: [Life expectancy by census ward](#)

Acorn profiles:

Wellbeing Acorn segments the population into 4 groups (Health Challenges; At Risk;

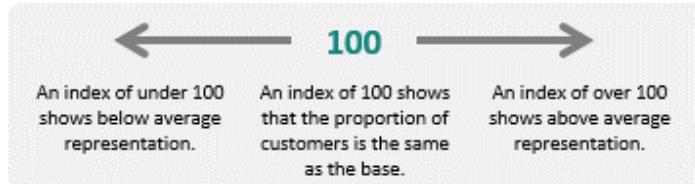


Caution; Healthy) and 25 types describing the health and wellbeing attributes of each postcode across the country. By analysing significant social and health related behaviour, it provides precise information and an in depth understanding of upstream issues affected by current lifestyle traits

INTERPRETING THE REPORT

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

INDEX



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

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

Mosaic data

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

The Physically Inactive Population of Doncaster:

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

The Inactive

Families with children and young people

People living in income deprivation

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

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

Pupil Lifestyle Survey

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

Power BI – Joint Strategic Needs Assessment

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

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

Community Investment:

Investment Map: [Doncaster Delivering Together Investment Plan - Team Doncaster](#)

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=17BayPsliJ1OUq6U4OFbk9FKLYL2-wDZN&ll=53.50909620569456%2C-1.1365028000000032&z=14>