Town Moor
Community Profile

Town Ward
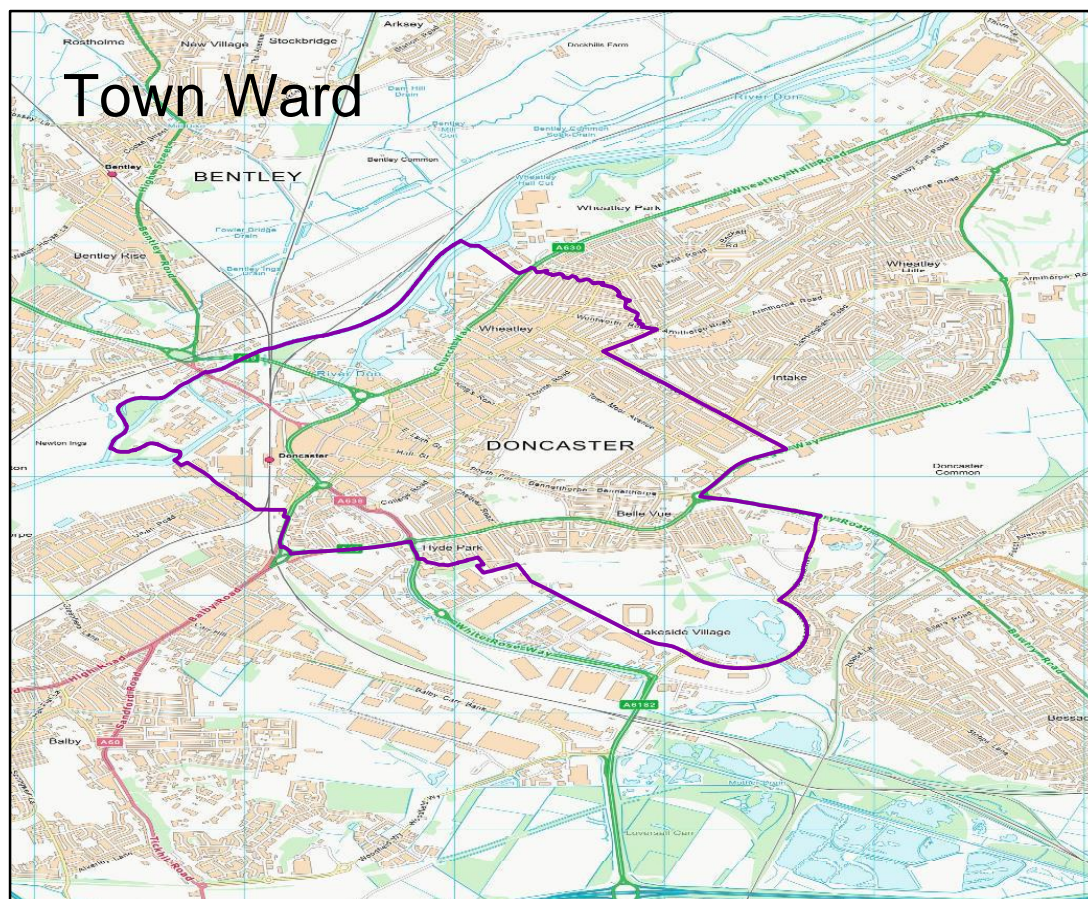
Well Doncaster

This Report

This report uses a population health management approach to looking at the health of a whole group of people such as 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 the strengths of both people and place, whilst also looking into what health challenges 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 first 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 Town Moor, part of the Town ward in the Central locality of the city 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 live or 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. 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.

Town Ward is separated into 12 Lower layer Super Output Areas (LSOAs) as shown in the map below. Data in this profile comprises of data at LSOA, community, or Ward level where available.

Contents

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Town Moor

1 in 3 adults have a Level 4 and above qualification

Among the least deprived communites in the central locality

Preventable deaths are the leading cause of death

72.1% of properties are home owners

41.4% of population are non-UK residents

83% of residents in 'very good' or 'good' health

One Page Summary

Town Moor is part of the Town ward, which includes seven communities: Town Centre, Hyde Park, Lower Wheatley, Bennetthorpe, Belle Vue, Lakeside, and Town Moor. Located in the Central locality, Town Moor has a population of approximately 2,400 (Census 2021) and comprises of two Lower-layer Super Output Areas (LSOAs): Town Moor North and Town Moor South.

Town Moor's Index of Multiple Deprivation (IMD) score is 21.68, ranking it 47th most deprived out of 88 communities in Doncaster. 63% of residents are economically active, higher than Doncaster (54.9%) and England (57.4%). 33% hold Level 4 qualifications, higher than the Doncaster average of 22.7%.

72.1% of households are owner-occupied and socially rented properties are very low (1.5%). 83% are White British and 10.5% are Asian, significantly higher than Doncaster average of 2.9%. English is the main language for 88.2% of residents.

Town Moor has higher proportions of children aged 5–14 years and adults aged 30–39 years, with fewer working-age adults aged 20–24 and 40–49 compared to England. 33.3% of children live in poverty (lower than Doncaster average of 47.1%). Overweight and obesity rates in Year 6 children is 44.4%, the highest among wards across the borough.

83% of residents report their health as 'very good' or 'good'. 16% classify as disabled under the Equality Act, lower than Doncaster (20.3%) and England (17.3%). The leading causes of death in Town ward are from preventable causes (187.8 per 100,000). Emergency hospital admissions for chronic obstructive pulmonary disease (COPD) (125.6/100) and lung cancer incidence (179.1/100) are significantly higher when compared to England (100/100). Smoking prevalence is 14.5%, lower than Doncaster (15.7%) but higher than England (10.4%).

Town Moor benefits from strong community networks, green spaces (Town Fields), and cultural venues.

Community Priorities

- Reduce preventable deaths
- Address high COPD and lung cancer prevalence
- Improve child health and development, focusing on reducing obesity and supporting early years

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Assets

Well Doncaster use a community centred approach which allows investment in supporting, working with, and empowering communities to facilitate a healthy community. The voice and role of our communities and taking a strength/assets-based approach to work with individuals, families and communities is crucial to the achievement of our overall vision. It is recognised that work is needed in the community to expand the understanding of who, how and what is accessed in the area. Greater knowledge of the identity of each community/ward will allow a more appropriate and effective response to community needs.

Asset Maps

The maps below show the different type of assets found across Town Moor. These have been separated into Business, Community, and Health assets. It should be noted that these maps are a starting point in understanding the community and that further work is needed amongst the community to understand all the assets and how they are used. These maps will be updated to highlight any changes.
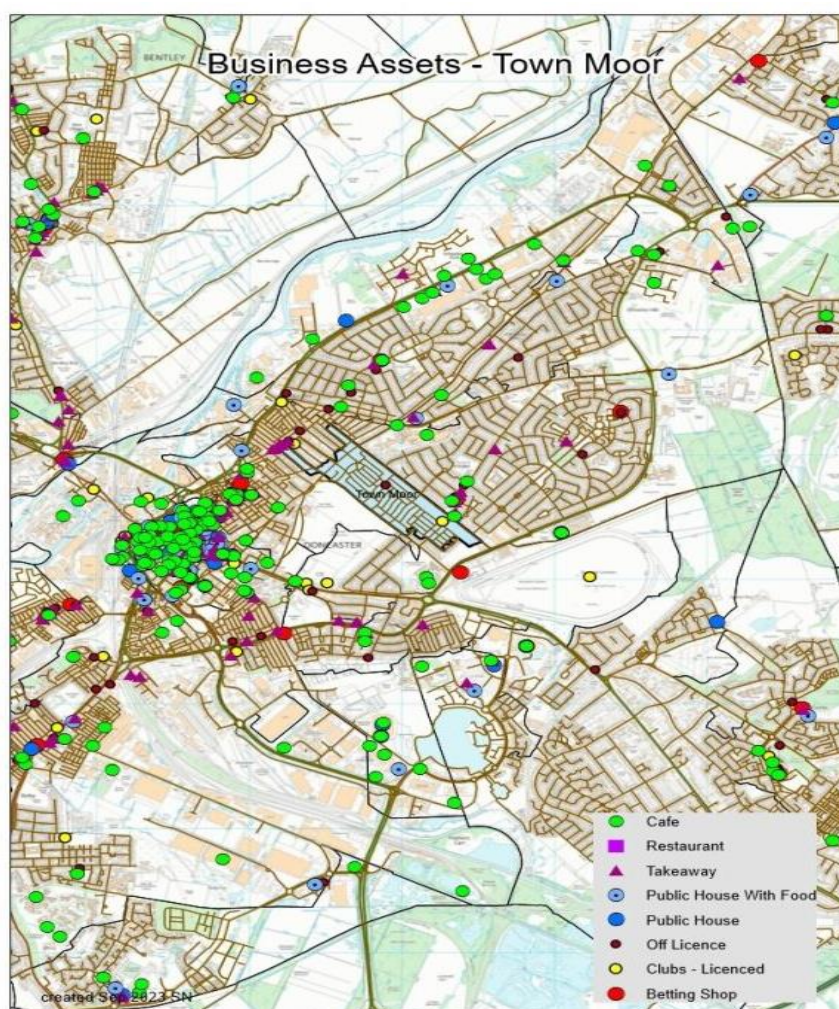
Figure 1. Business Assets in Town Moor (2024)
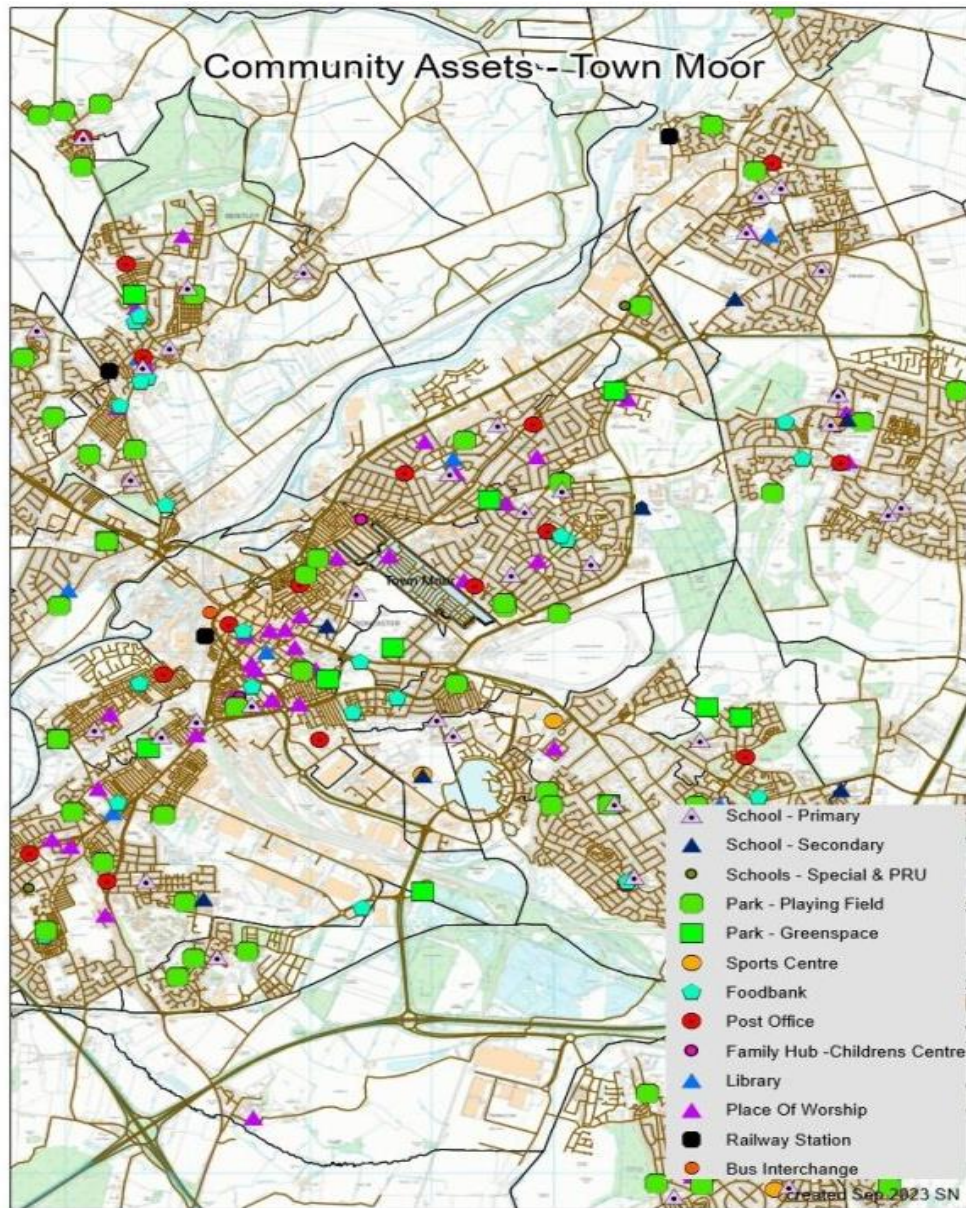
Figure 2. Community Assets in Town Moor (2024)
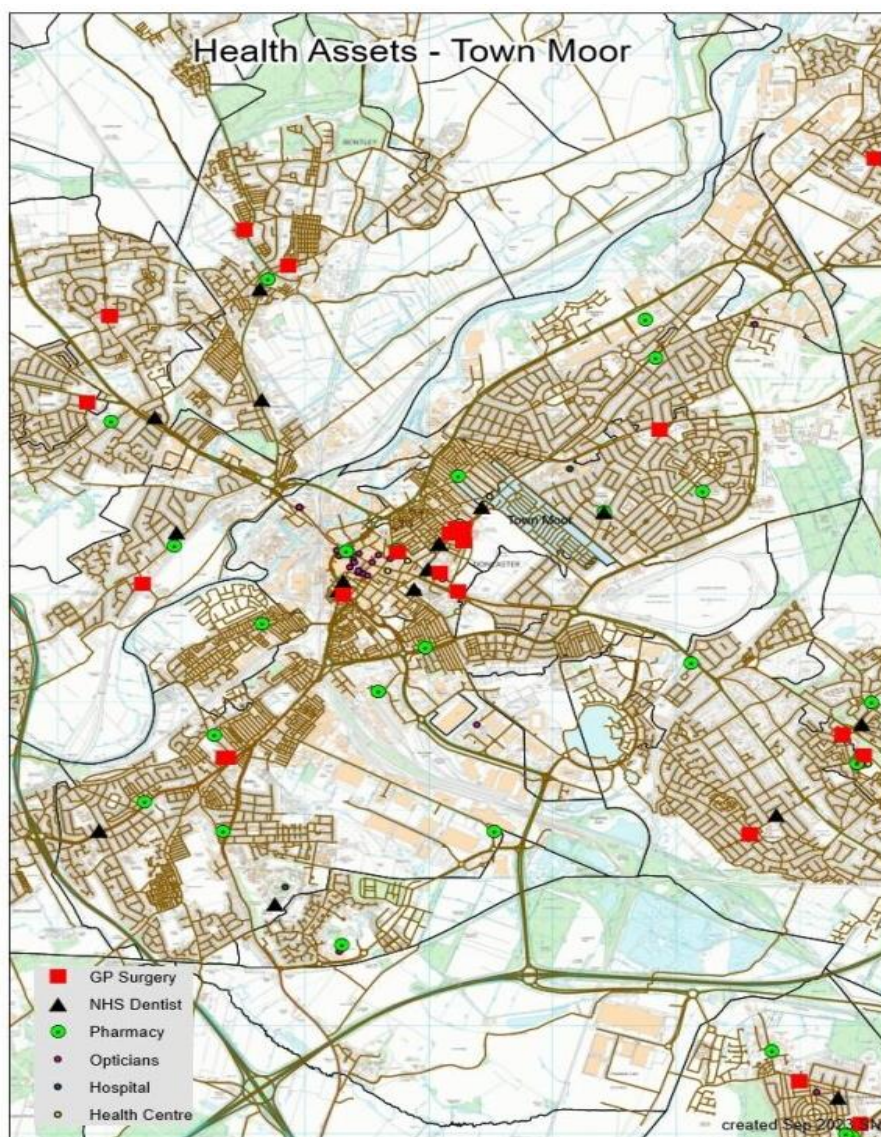
Figure 3. Health Assets in Town Moor

Population Health Management

It is vital to understand the impact on the community of nationwide influencing factors such as the COVID19 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 us 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 Town Moor, 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 people and places:
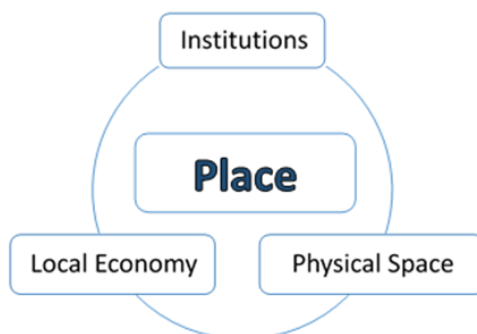
Institutions (Schools / Colleges etc.)	Physical Space (Parks, carparks etc.)	Local Economy (Local Profit Business)
Schools: • Doncaster School for the Deaf • Hall Cross Academy • Atlas primary school **Health:** • The Regent Square Group Practice • The Mount Group Practice • The St Vincent Group Practice • The Phoenix Medical Centre • Chaudhary S B Dental Clinic • Denturecare **Emergency services:** • Doncaster Fire station (Leicester Ave) • Doncaster Police Station **Religious:** • Doncaster Minster **Supported Accommodation:** • Imperial house • Town moor house care home **Other:** • Doncaster Probation services (CRC) Church View	**Buildings:** Doncaster racecourse **Parks:** • Town Fields • Elmfield Park **Carparks:** • Doncaster Racecourse Park & Ride	**Shopping:** • Go Local Extra **Food and drinks:** • Various restaurants at Doncaster Leisure Park • **Other (leisure):** • Doncaster museum and Art Gallery • Cast theatre • Bernadette's Beauty, Holistic and Counselling services • The Riley School of Dance • Town Moor golf course

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INDIVIDUALS (Key Individuals within the community)	ASSOCIATIONS (Local Groups/Clubs	STORIES (Good news stories)

•   Ward Members
 	
Community Leaders:
   •   Volunteers in VCFS Sector
 	
Professionals:
   •   Well Doncaster Officer
   •   Be Well Officer
   •   CDC Communities Team
   •   Police Community Support Officer
 	
St Leger Homes
	Small Local Community Groups:
	
	• Taste Community Central
	• The Real Junk Food Project
	• Powerhouse Christ Church
	• TFL community group
	• 4 Streets One Community group
	• CAST people group
	• Town Fields community group
	
	Borough Wide Support based in Town Centre:
	
	• 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
	• 2nd Generation
	• Creative Arab Ladies
	• Amber Project
	• Aspire Drug & Alcohol services
	• Project 6
	• MIND Doncaster
	• The Partially Sighted Society
	• 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
	
	Sports Clubs:
	
	• Doncaster Town Fields Sports Club
	• Doncaster Squash Club
	• Doncaster Town CC – Cricket club Town Fields pavilions Club House.
	• Splash Swim Academy – Hall Cross Academy, Thorne
		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.
		
		"Thank you so much for the great work you are doing and for helping us help others" – Kingsley (volunteer at Agape Life International)

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	• Active Fusion - The Point, South Parade, Doncaster, DN1 2DR ,01302 637276 - • Doncaster Hawks Juniors –football club. • Doncaster Athletic Club **Other:** • Christ Church (Trussell Trust) Foodbank. • Agape food bank	

Community Insight

Appreciative Inquiry

Appreciative Inquiry (AI) is a strength-based approach to understanding what is working well. It involves asking a series of structured questions which are analysed to identify themes that can be used to create positive change. The questions seek to understand past and present successes to help plan and create a bright and positive future. Used in a community setting, the process consists of four phases:

1. **Discovery Phase** – This will involve engagement with the residents 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 for community action.
4. **Deliver** – A collaborative way of working and investing resources in working towards the actions from the design phase.

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.

Community Conversations has been ongoing in Town Moor in 2025. All responses have undergone a thematic analysis, and themes have emerged indicating key assets and strengths in the community. Insight in Town Moor has been gathered through numerous resident engagements including community events and PAGS and in collaboration with GDM, Future Parks Surveys and other focus groups as well as one to one conversation. Themes from the most recent Thematical Framework are shared below along with commentary summarising resident's quotes. The framework has been created from 30 conversations with residents from Town Moor, occurring throughout 2025.

THEME	SUB THEME	QUOTES	COMMENTARY
Community	Friendly neighbours Community activities Inclusive	People are friendly (TM - 1816 – 25) I think it's nice to feel part of something and to be Involved in things (TM - 1518 – 25) I love how much there is to do (TM - 1558 – 25) The social aspect of it, is amazing (TM - 1558 – 25) Close Community (TM - 1564 – 25) It's quiet and we have nice neighbours (TM - 1606 – 25) The people are very welcoming (TM - 1743 – 25) Community groups for the LGBTQA+ community and pride, night life and events. (TM - 1744 – 25) There is caring people and loads of opportunities. (TM - 1816 – 25) This is important to me because people make you feel involved (TM - 1816 – 25) Primary school always involved in community (TM - 1821 – 25) I like the feeling of community we all had, people would help each other out and support one another. We would look after our friends children and they would play with ours. (TM - 1888 – 25)	The community spirit in Wheatley is strong and based off friendly attitudes towards one another and activities that are aimed at all residents, regardless of background, run by multiple organisations in the area, such as schools and community groups.
Green Spaces	Exercise Social opportunity Nature	This field is amazing it keeps me here (TM - 1816 - 25) I like having a big community green space (TM - 1518 – 25) The Town Fields - it's a nice space to go for walks. (TM - 1606 – 25) parks (TM - 1820 – 25) Love the town fields area (TM - 1821 – 25) Green spaces (TM - 1822 – 25) Park spaces (TM - 1824 – 25) Townfield's (TM - 1829 – 25)	Town fields offers a brilliant place for Town Moor residents to exercise and access green space. The ease of access is highly valued by Town Fields residents. The park forms the focal point of their community, by offering space for activities at group and individual level.
Security	Safety Quiet Social connection	I've got PTSD and it is the only place I have felt safe (TM - 1816 – 25) I feel fairly safe in my area (TM - 1518 – 25) Nice and quiet (TM - 1564 – 25) friendly and safe. (TM - 1564 – 25) it feels like a safe space (TM - 1743 – 25) Quiet, good neighbourhoods (TM - 1820 – 25)	Residents feel safe in Town Moor and this is important to them, particularly for those most vulnerable in the community. This sense of safety allows residents to go out without fear and form social connections.
Access to amenities	City centre access	I like being close to the city centre (TM - 1518 - 25) I can walk to all the events (TM - 1558 - 25)	Residents of Town Moor enjoy being able to access city centre amenities as well

	Culture Community venues Physical Activity	Its local to everything we could need - shops, hospital, motorway links, shopping, and many more things (TM - 1606 - 25) Cinema, cast (TM - 1819 – 25) The local family hubs (TM - 1821 – 25) Family Hubs […] Providing play sessions and support for families (TM - 1822 - 25) Good bus routes, local community centre and library. (TM - 1825 – 25) access to town, local gym and cricket club […] close to work (TM - 1829 - 25) Local amenities. (TM - 1831 – 25) The savoy […] Easy access and affordable tickets (TM - 1850 – 25)	as community venues with ease, in some cases using the public transport links. This allows them to access a good deal of culture on offer in Doncaster as well as physical activities.

Doncaster Talks

In 2019, Doncaster Talks undertook an insight across the City of Doncaster. Responses were separated into wards and thematically analysed. Across the Town Centre, 246 responses were received which equates to 1.10% of the ward. An overview of responses can be seen below.

TOWN

Like
- Accessible – close to town, work, schools
- Nice people/neighbours, community spirit
- Shops, nightlife, markets

Improve
- Litter and cleanliness – streets and back alleys
- Crime, ASB, feeling safe
- Waste, fly-tipping, more recycling, food waste collection

Focus
- Economic regeneration (improving look of town)
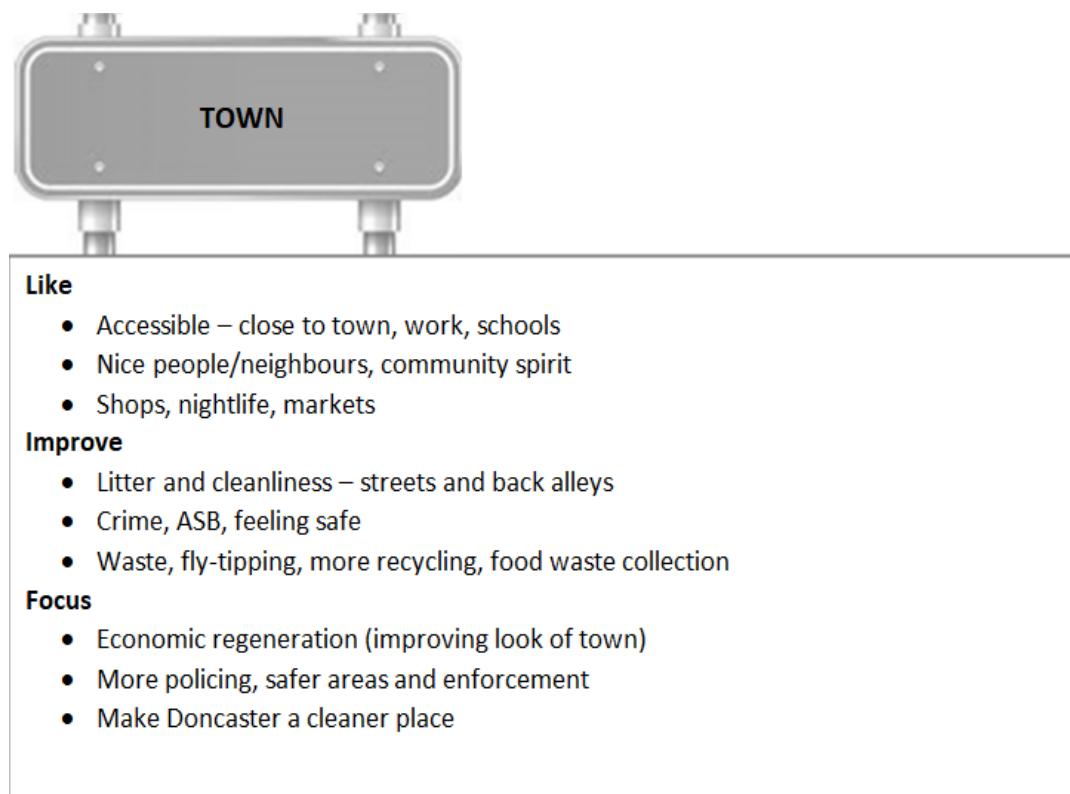- More policing, safer areas and enforcement
- Make Doncaster a cleaner place

Figure 4. Doncaster Talks, Town Ward Responses 2019

Ward Members

Below are the Ward Members for Town Centre following the 2025 elections.

Councillor Gemma Cobby	Councillor Robert Dennis	Councillor Majid Khan
Town	Town	Town
Labour	Labour	Labour

Health and Wealth

Health inequalities are avoidable differences across the population and between different groups within society. Health inequalities arise from the conditions in which we live, work, and play. These conditions influence our opportunities for good health, how we think, feel, and act, therefore shaping our health and wellbeing.

Deprivation

Evidence shows that people living in our most deprived areas face the greatest 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 IMD. Doncaster is within the 10% most deprived communities in England.

The overall deprivation map from 2025 below shows deprivation across the city by Lower Super Output Areas (LSOAs). Areas in red are those in the top IMD decile, which means that they have been identified as being most deprived. Town Moor has been identified on the map.

The IMD score in Town Moor is 21.68. Town Moor is ranked the 47th most deprived community in Doncaster (out of 88).
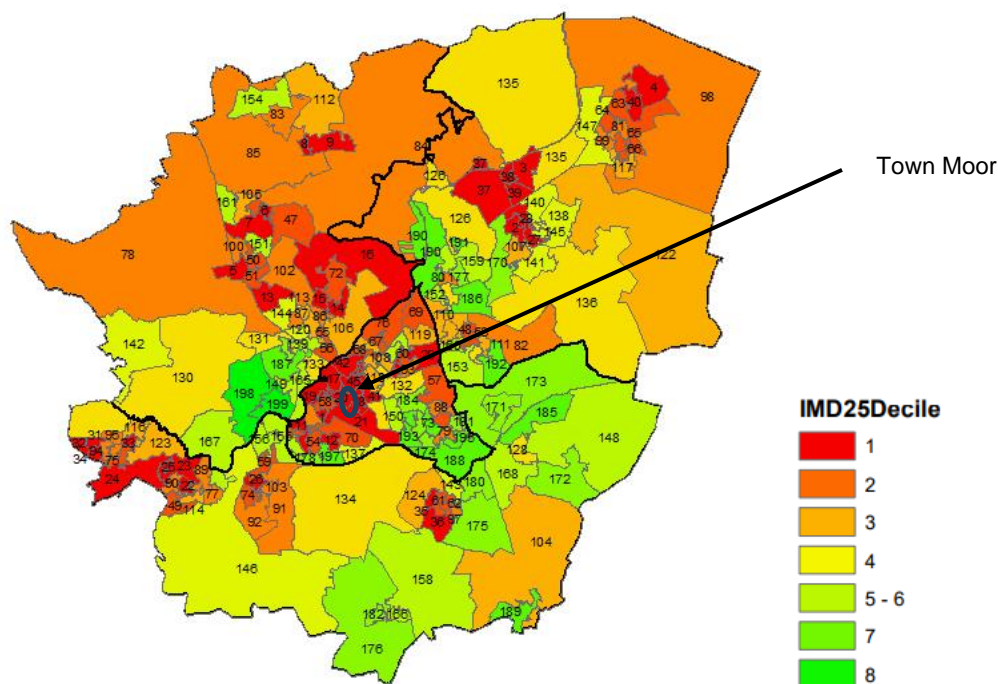
Figure 4: Index of Multiple Deprivation Deciles by LSOA 2025 – Doncaster, Office of National Statistics, 2025

Wealth Inequalities

Town Moor best fits within the Belle Vue & Town Fields Middle-layer super output area (MSOA), although it is important to consider that data at this level includes other surrounding communities. In 2025, 26.6% of Belle Vue & Town Fields MSOA residents are experiencing poverty, similar to the Doncaster average of 29.3%. This is a significant increase from 16% in 2019.

The proportion of older people in poverty in Belle Vue & Town Fields MSOA (15.9%) is lower than the Doncaster rate (19.4%) and has decreased slightly since 2019.

Furthermore, 41.3% of children are living in poverty in Belle Vue & Town Fields MSOA similar to the Doncaster average, 47.1%, an increase from 16.9% 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, with 20.9% of Town Moor residents experiencing poverty, 9.7% of older people and 33.3% of children, lower than Doncaster averages.

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All people, children and older people living in poverty by community, 2025

	Town Moor	Doncaster
Poverty: Indices of Deprivation	20.9%	29.3%
Children in poverty: IDACI	33.3%	47.1%
Older people in poverty: IDAOPI	9.7%	19.4%
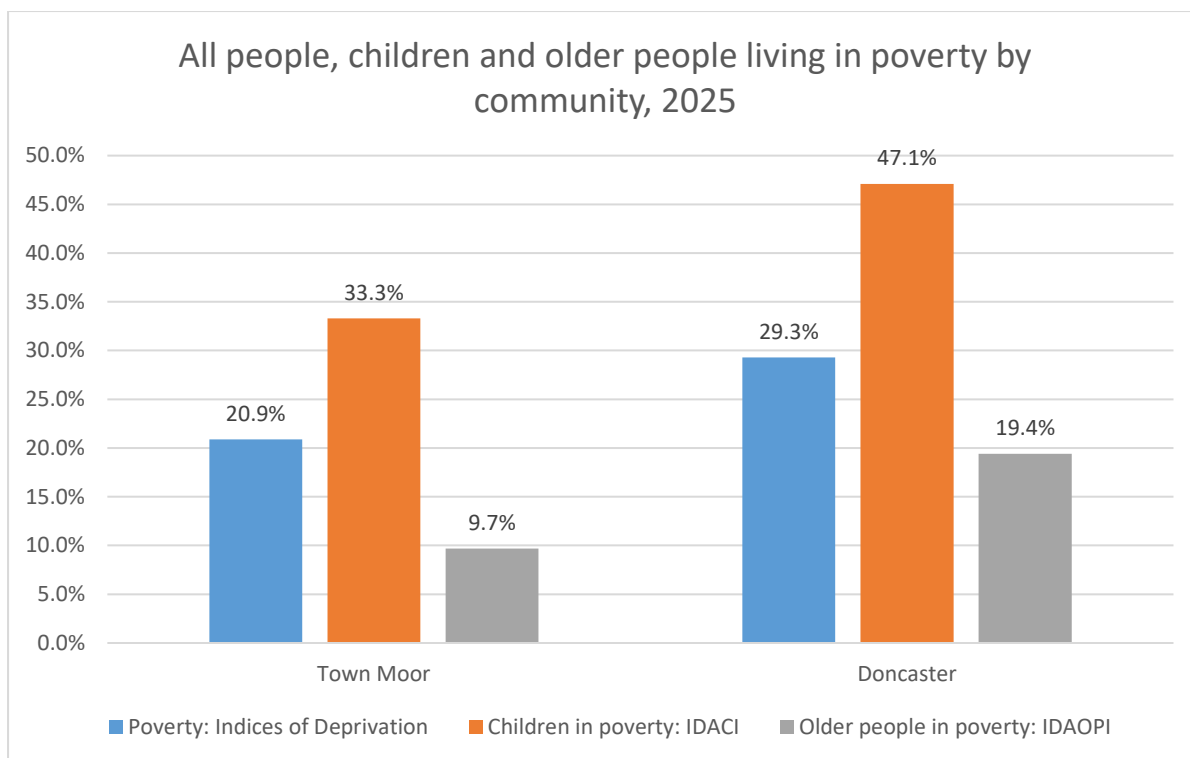
Figure 5: Poverty Prevalence Using IMD25, Office of National Statistics, 2025

Fuel Poverty

Fuel poverty is directly linked to energy efficiency, energy prices and household income. Fuel poverty is distinct from general poverty as not all poor households are fuel poor, and some households would not normally be considered poor but could be pushed into fuel poverty if they have high energy costs. Evidence shows that living in cold homes is associated with poor health outcomes and an increased risk of morbidity and mortality for all age groups; furthermore, studies have shown that more than one in five (21.5%) excess winter deaths in England and Wales are attributable to the coldest quarter of housing.

Modelled estimates of the proportion of households in fuel poverty shows that 18.8% of households in Doncaster are living in fuel poverty. At a ward level, 23.1% of households in the Town ward are experiencing fuel poverty, higher than the Doncaster and England (13.2%) rate.

Figure 6 outlines fuel poverty levels across the city of Doncaster, with darker colours indicating higher deprivation.

IMD Decile (Darker Indicates an Area with more Deprivation)
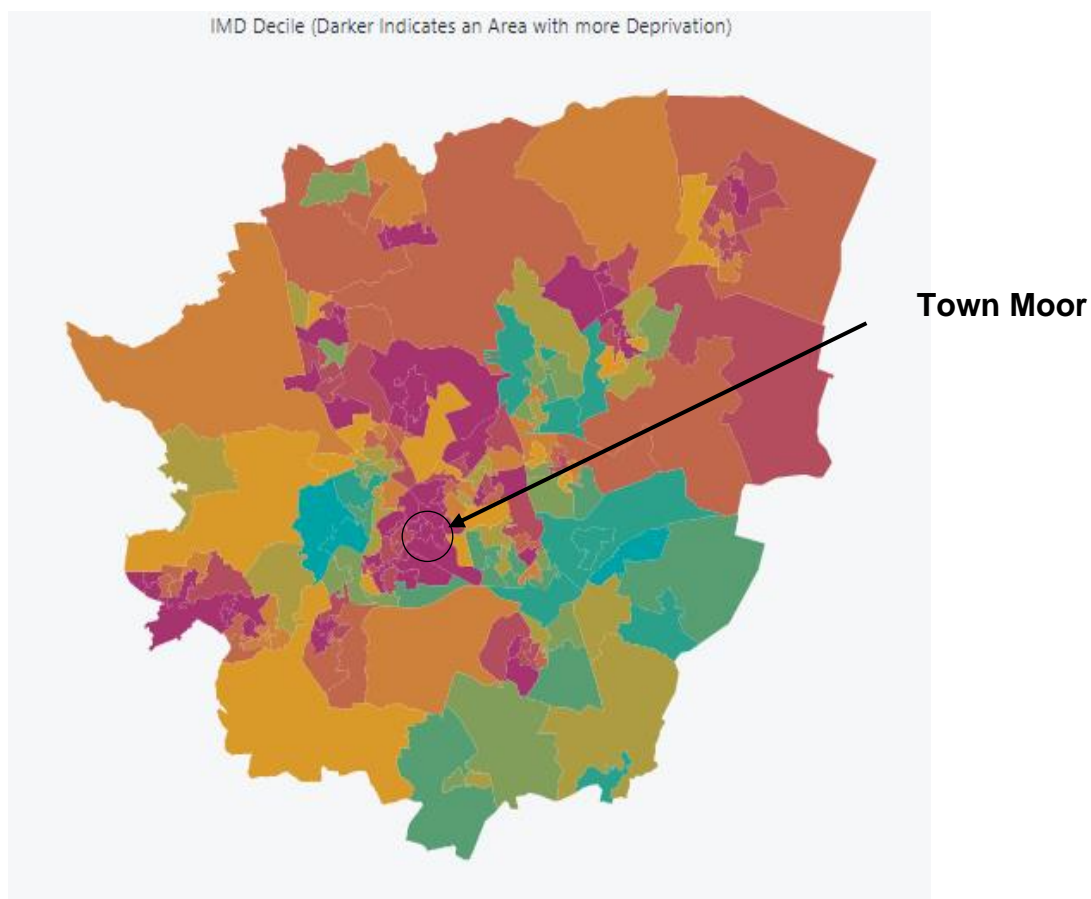
Town Moor

Figure 6. IMD Deciles Office of National Statistics, 2020

% Households in Fuel Poverty 2020

Ward	%
Adwick le Street & Carcroft	25.0%
Hexthorpe & Balby North	24.6%
Town	23.1%
Mexborough	22.3%
Balby South	21.9%
Bentley	21.9%
Wheatley Hills & Intake	21.8%
Conisbrough	20.2%
Thorne & Moorends	19.9%
Stainforth & Barnby Dun	19.6%
Edlington & Warmsworth	19.3%
Norton & Askern	18.2%
Rossington & Bawtry	18.0%
Hatfield	16.5%
Armthorpe	16.2%
Roman Ridge	15.1%
Bessacarr	13.7%
Sprotbrough	12.4%
Tickhill & Wadsworth	12.3%
Edenthorpe & Kirk Sandall	11.8%
Finningley	11.6%

Figure 7. Households in Fuel Poverty Ranked by Ward, Office of National Statistics, 2020

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Employment

Town Moor has a high proportion of economically active people: in employment (63.0%), compared to England (57.4%) and Doncaster (54.9%). There is also a lower proportion of economically inactive individuals (34.4%) compared to England (39.1%) and Doncaster (41.7%).

Economically active adults are those aged 16 years and over who are:

- in employment (an employee or self-employed)
- unemployed, but looking for work and could start within two weeks
- unemployed, but waiting to start a job that had been offered and accepted

Economically inactive are those aged 16 years and above who do not have a job and are not looking for work. This can include retired individuals and students.

Those that are in employment in Town Moor are more likely to be in managerial, senior, or professional roles compared to other areas in Doncaster. This is demonstrated in Figure 8.
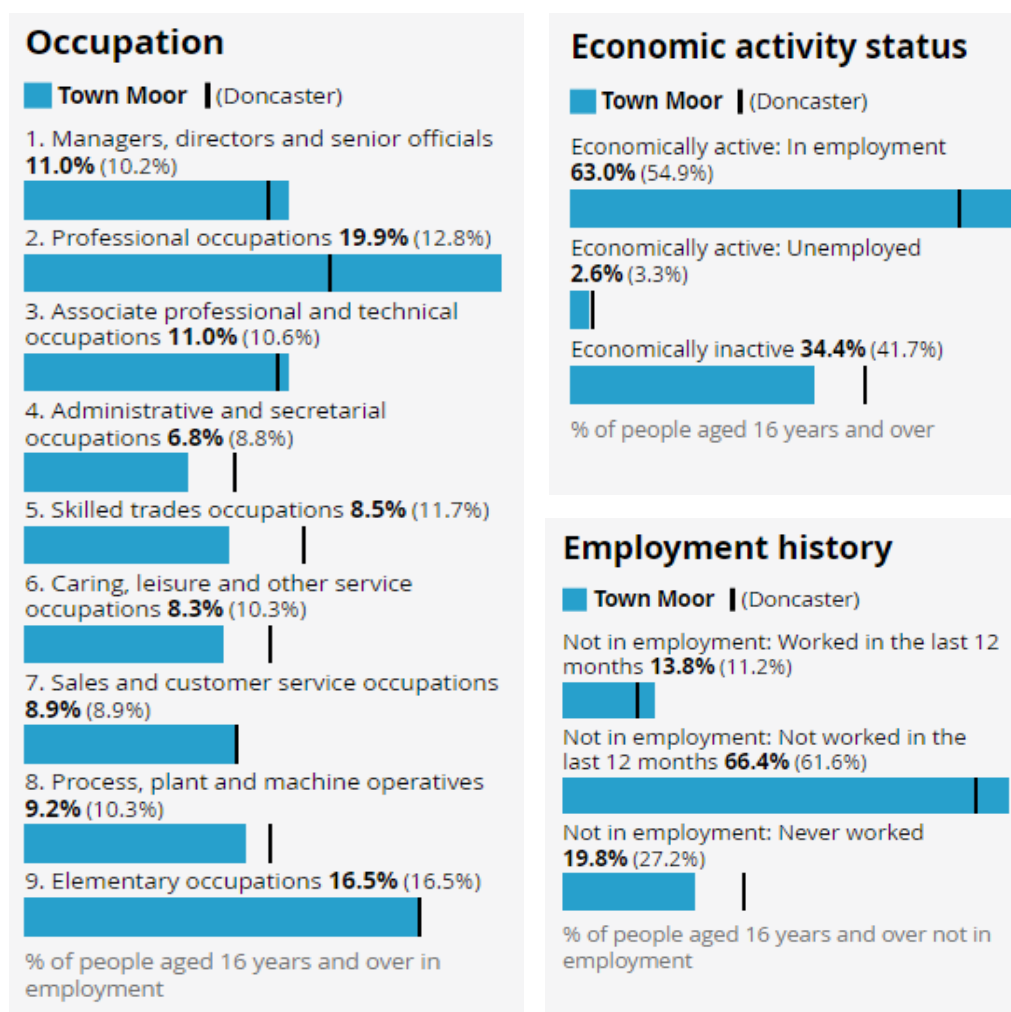
Figure 8. Occupation, Employment History and Economic Activity Status in Town Moor (Census 2021)

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Figure 9 indicates residents not in employment: never worked in Town Moor. The darker colour represents a higher prevalence of residents that have never worked living in the area.

Figure 9. 'Not in Employment: Never Worked' (Census 2021)

Alongside this, the number of residents that have a Level 4 qualification and above is high at 33.0% in comparison to the Doncaster (22.7%) rate, but similar to England at 33.9%. Furthermore, only 16.0% of residents living in Town Moor have no qualifications, this is lower than the Doncaster and England rate, at 24.6% and 18.1% respectively.
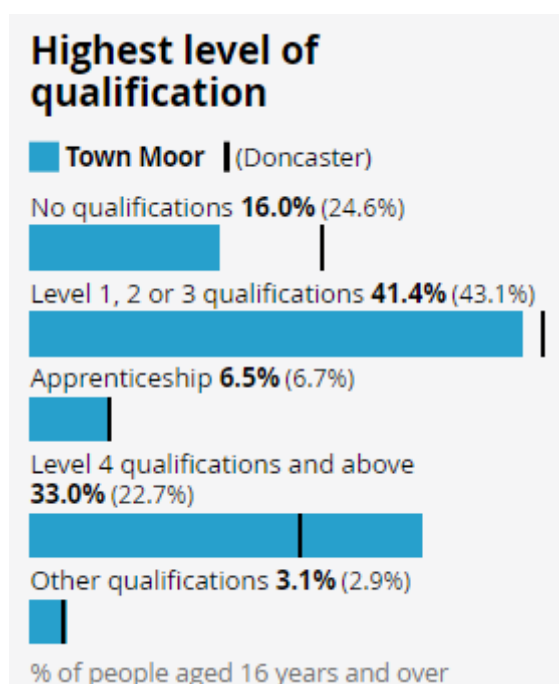
Figure 10. Qualification Levels in Town Moor (Census 2021)
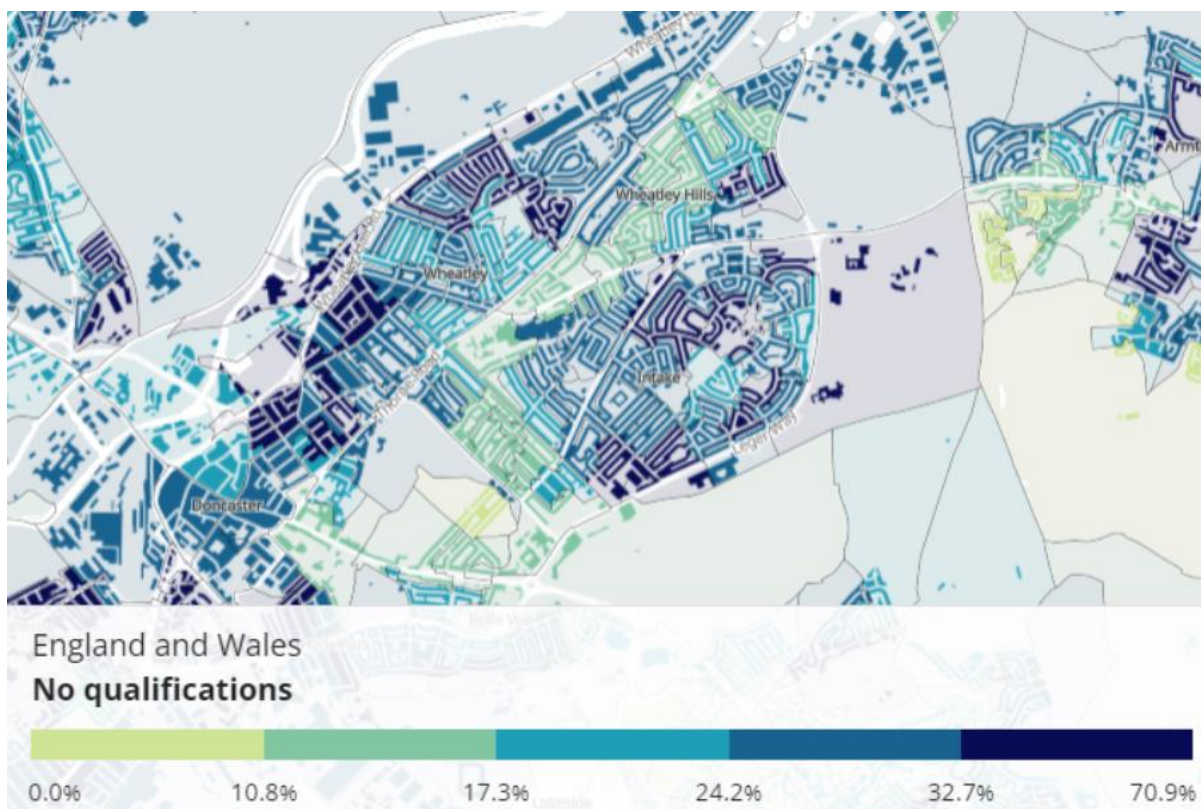
Figure 11. No Qualifications Town Ward (Census 2021)

Food Poverty

There are 7 active foodbanks in the Central locality of Doncaster. Across fiscal years 2024-2025 Central locality 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. The most recent data from 2025 shows that across the Central locality foodbanks the highest number of people supported by type were individuals and single parents. This has changed from fiscal year 2024-2025 data where there were significantly more couples seeking support.

The closest foodbank to residents in Town Moor is located at St Paul's Church in Wheatley Hills.

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 12 shows a tree map chart showing an overview of the reasons residents are requiring foodbank support.

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Figure 12. Reasons Residents are Accessing Foodbank Support (2025)

The Bread-and-Butter Thing

There are five Bread and Butter Thing (TBBT Hubs based in the following communities across the borough: Mexborough, Rossington, Carcroft, Thorne and Hexthorpe. Each site offers 80 residents the oppor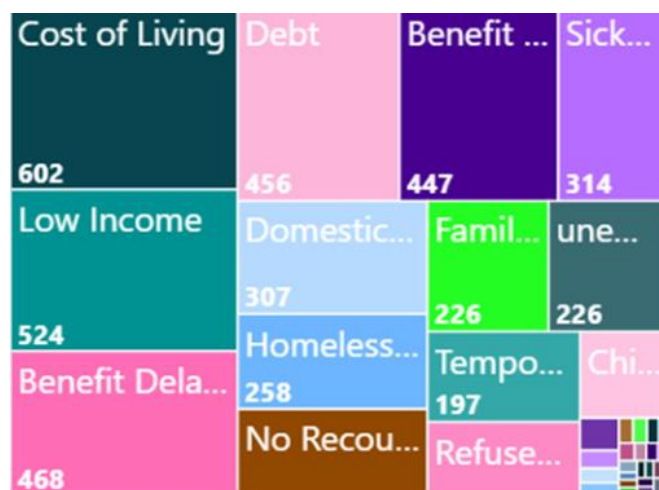tunity to access affordable food, ensuring 400 residents per week get the help they need. The purpose is to reduce poverty premiums that families in low-income areas can face, to reduce waste by identifying edible surplus food in the UK food sector and redistributing it and to build resilience within 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 that close to residents in Town Moor, 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. Figure 13 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.

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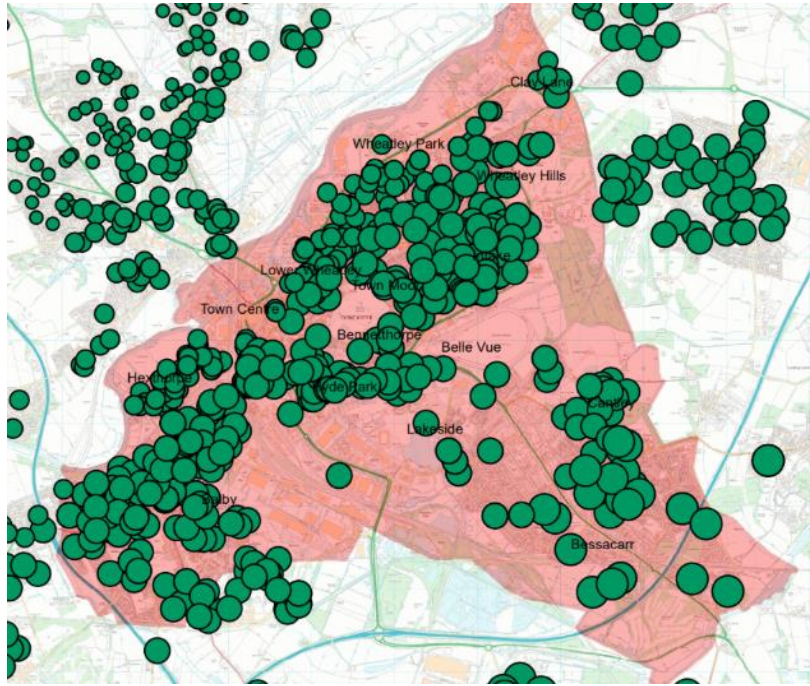
Figure 13. Postcode Map of Residents Accessing TBBT Throughout Fiscal Year 2024/25, The Bread and Butter Thing, 2025

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; 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 CAB, has increased to £20,616,502 as of 2025 with £333,828 generated in the fiscal year 2024/25 in Town ward (including Town Moor).

Figure 14 indicates where residents are accessing support from Town ward, including Town Moor. The purple dots represent the postcodes of clients accessing support throughout fiscal year 2024/25 in Town ward showing dense clusters in Balby Bridge and City Centre but relatively low levels in Town Moor.
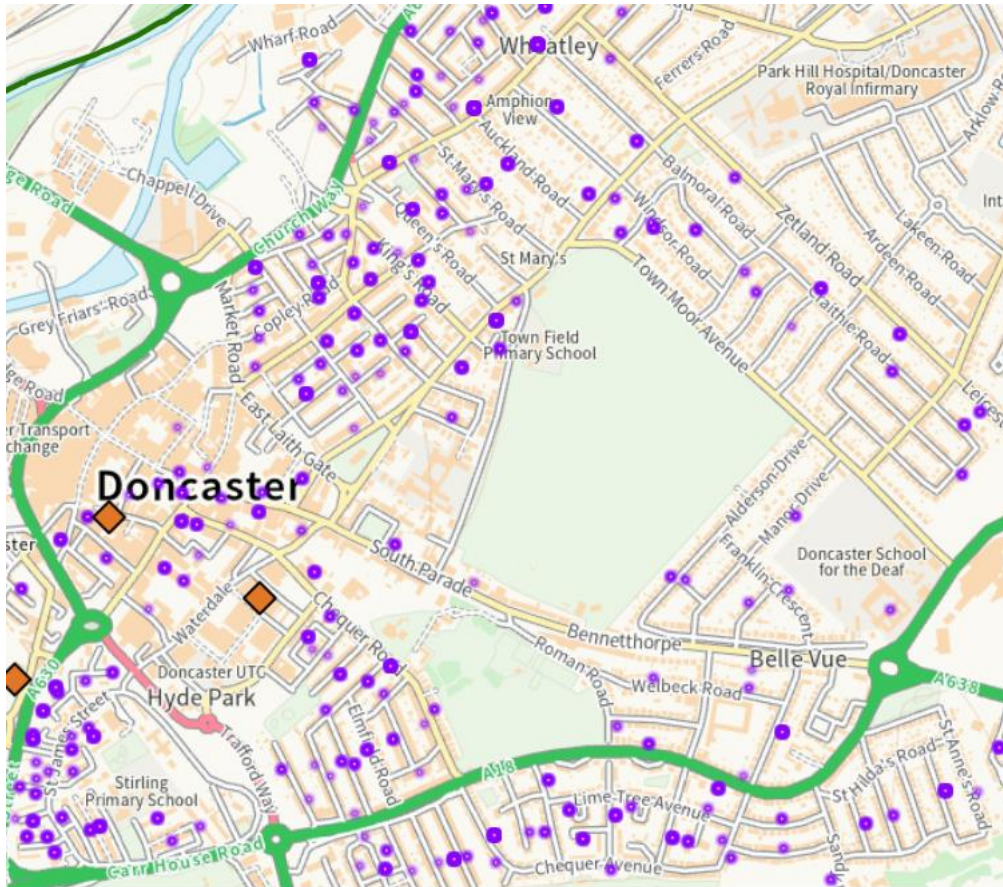
Figure 14. CADB Interactions Fiscal Year 2024/25, Citizens Advice Doncaster Borough, 2025

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. Table 1 shows a breakdown of CABD data comparing Town ward to the other top 5 Central wards accessing support through CABD.

Data collation information	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 (2025).

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Health Inequalities

Life Expectancy

Life expectancy at birth in the Town ward is 75.1 years in men, which is lower than Doncaster (77.9 years) and England (79.5 years). Life expectancy for females is 79.7 years, which is lower than both Doncaster (81.3 years) and England (83.2 years). Life expectancy in Town Moor is similar to national life expectancy (61.5 for Males and 61.9 for Females). Healthy life expectancy at birth for males in Town Moor is 59.9 years for men and 62.3 years for women compared to 57.4 for males and 56.1 for women across Doncaster. Healthy life expectancy is the number of years a person lives in good health.

Life expectancy at birth for men is the 2nd lowest rate across Doncaster (above Mexborough). Life expectancy at birth for females is the 5th lowest rate across Doncaster. Figure 15 and 16 show life expectancy at a ward level across the city of Doncaster for males and females.

Life Expectancy at Birth by Ward - Male	
Ward	Male-Age
Sprotbrough	82.72
Tickhill and Wadworth	82.06
Finningley	81.24
Roman Ridge	80.11
Bessacarr	79.93
Edenthorpe and Kirk Sandall	79.10
Hatfield	78.85
Norton and Askern	78.51
Armthorpe	78.47
Rossington and Bawtry	77.72
Stainforth and Barnby Dun	77.71
Edlington & Warmsworth	77.33
Wheatley Hills and Intake	77.29
Conisbrough	76.25
Thorne and Moorends	75.93
Bentley	75.87
Hexthorpe and Balby North	75.65
Adwick & Carcroft	74.98
Balby South	74.93
Town	74.67
Mexborough	74.14

Figure 15. Life Expectancy at Birth by Ward – Male, Office of National Statistics, 2023

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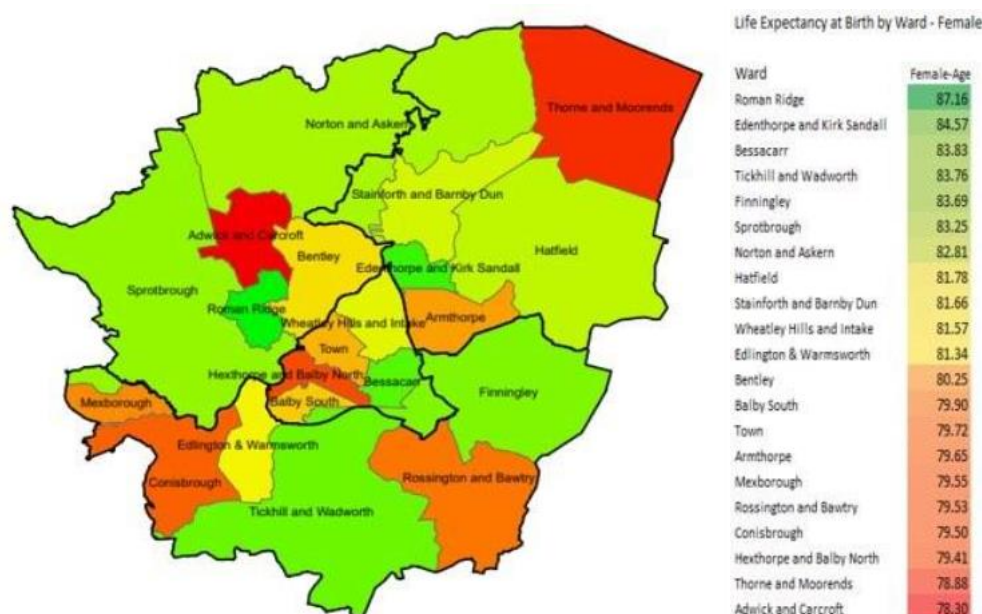
Figure 16. Life Expectancy at Birth by Ward – Female, Office of National Statistics, 2023

Long-Term Health Conditions

In the Town ward, the number of people who reported having a limiting long-term illness or disability is significantly higher than the England rate, at 19.7% and 17.6% respectively (Office for Health Improvement & Disparities 2023). In Town Moor 16.0% of residents classify as being Disabled under the Equality Act, which is lower than the England and Doncaster rate of 17.3% and 20.3% respectively. Alongside this, there is a higher number of residents who describe their health as 'very good' or 'good' compared to Doncaster. This is illustrated in Figure 17.

Figure 17. Health Status in Town Moor (Census 2021)

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Emergency hospital admissions for myocardial infarction (heart attack) is significantly high in the Town ward with an ISR of 132.1 per 100.0. This is the 4th highest ratio across the city.

Emergency hospital admissions for chronic obstructive pulmonary disease (COPD) is also significantly high with an ISR of 134.6 per 100 compared to England as the reference population. The incidence of lung cancer is also significantly high 179.1 per 100 and is ranked as the 4th highest across the city.
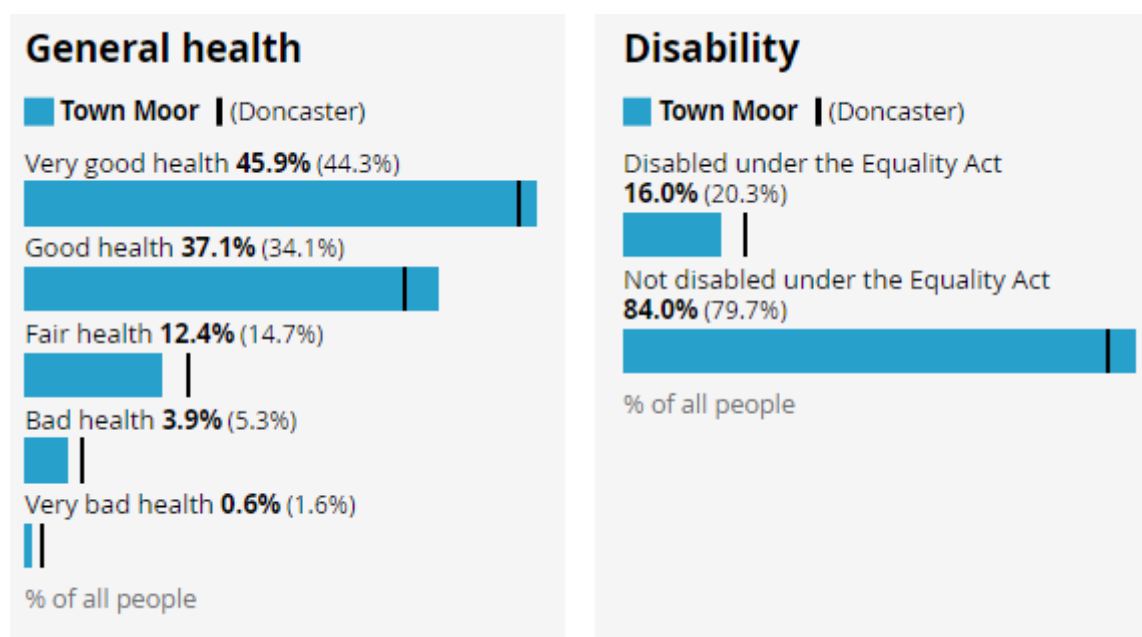
Emergency hospital admissions for intentional self-harm is significantly high in the Town ward with an ISR of 161.7 per 100 compared to Doncaster (121.6 per 100), using England as the baseline.

Figure 18 below outlines emergency hospital admissions for various conditions in Town ward and Doncaster compared to England.
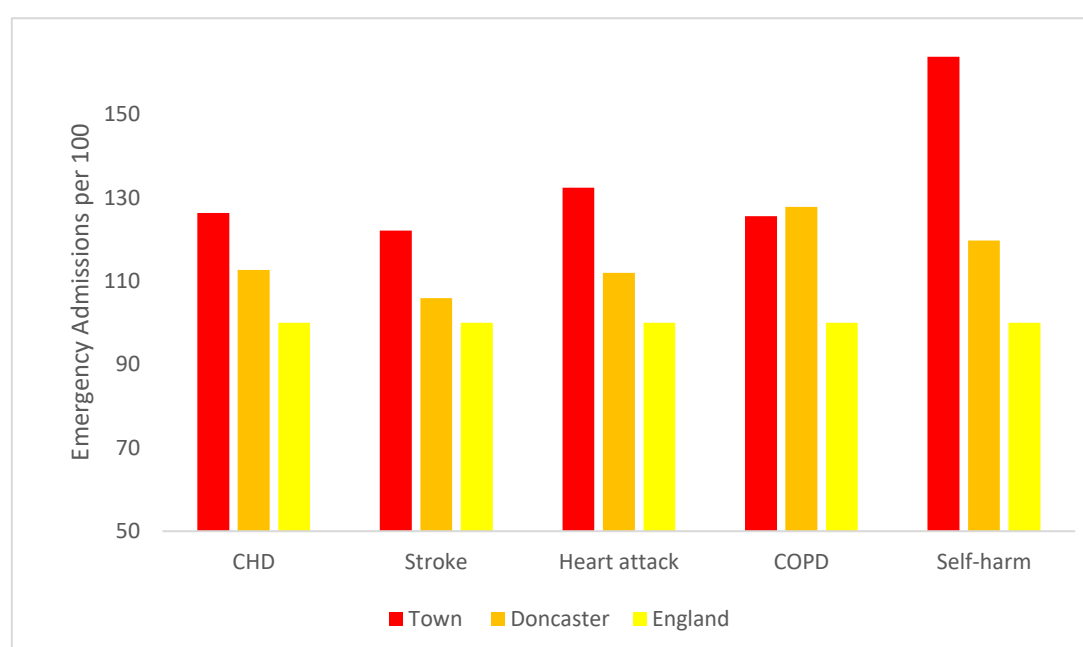
Figure 18. Comparison of Emergency Hospital Admissions by Ward 2015/16-19/20, Office of National Statistics, 2023

Incidence of Death

The leading cause of death in the Town ward is deaths from causes considered preventable with an ISR of 187.8 per 100.0. This assumes that the underlying cause of death could potentially be avoided by public health and primary prevention interventions (that is, before the onset of diseases or injuries, to reduce incidence). All cancers and circulatory diseases are the leading causes of death in those aged 75 years and under.

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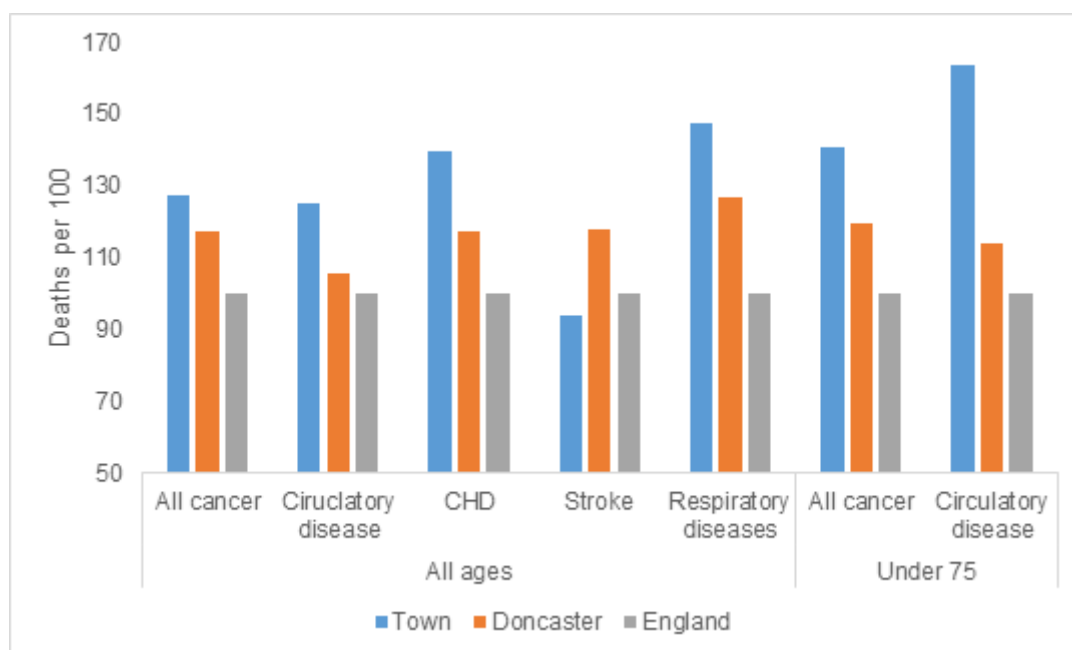
Figure 19. Cause of Deaths Across All Ages and Under 75s, 2015-19, Office of National Statistics, 2019

Alcohol Consumption

Alcohol specific admissions per 1000 population for the period April 2016 – July 2023 are available for Town Moor North and Town Moor South MSOA. Town Moor North has an incidence rate of 58.20 / 1000 which is higher than the Doncaster rate of 43.67. Town Moor South is lower at 39.67 / 1000. This is demonstrated in Figure 20.
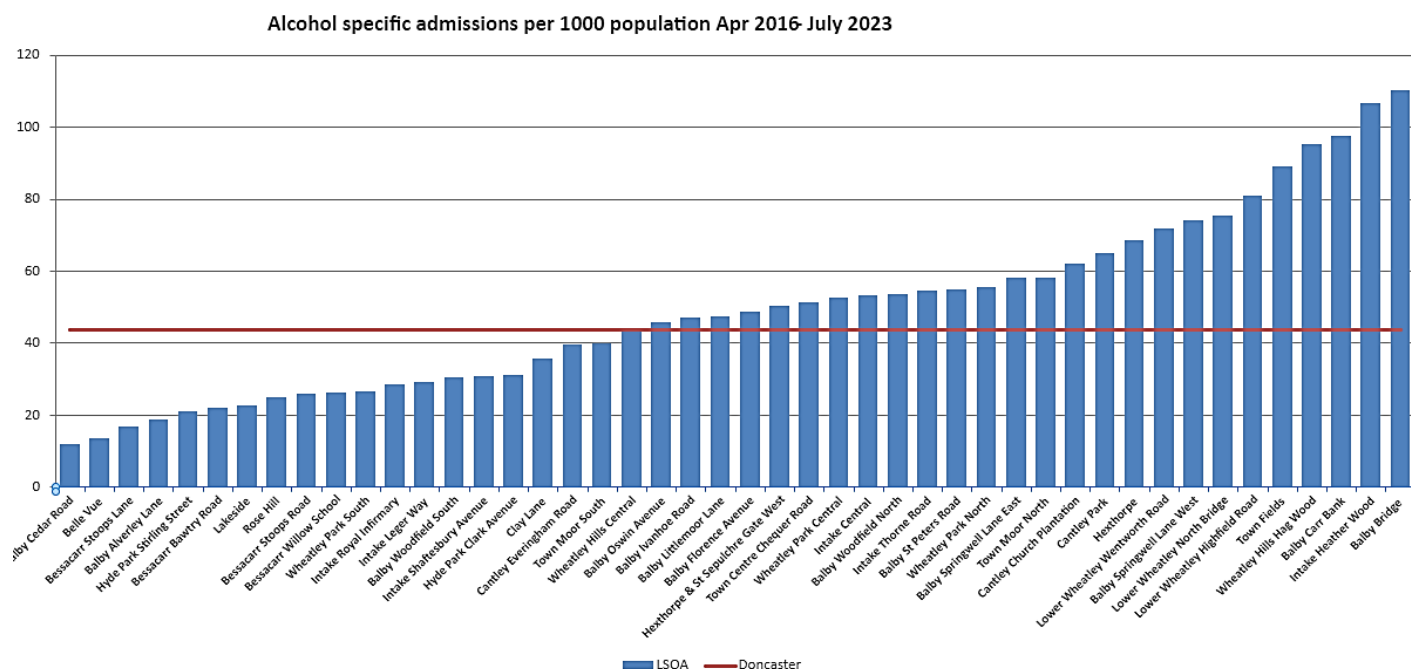
Figure 20. Alcohol Specific Admissions for Central Locality, Office of National Statistics, 2023

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Smoking

Data from Action on Smoking and Health (ASH, 2024), indicate smoking rates in Town ward stand at 14.5%. According to the latest data from the ONS, this is lower than the Doncaster (15.7%) rate but significantly higher than England (10.4%).

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).

Child 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 Town Moor, 33.3% of children are classed as living in child poverty, which is lower than the Doncaster rate (47.1%).

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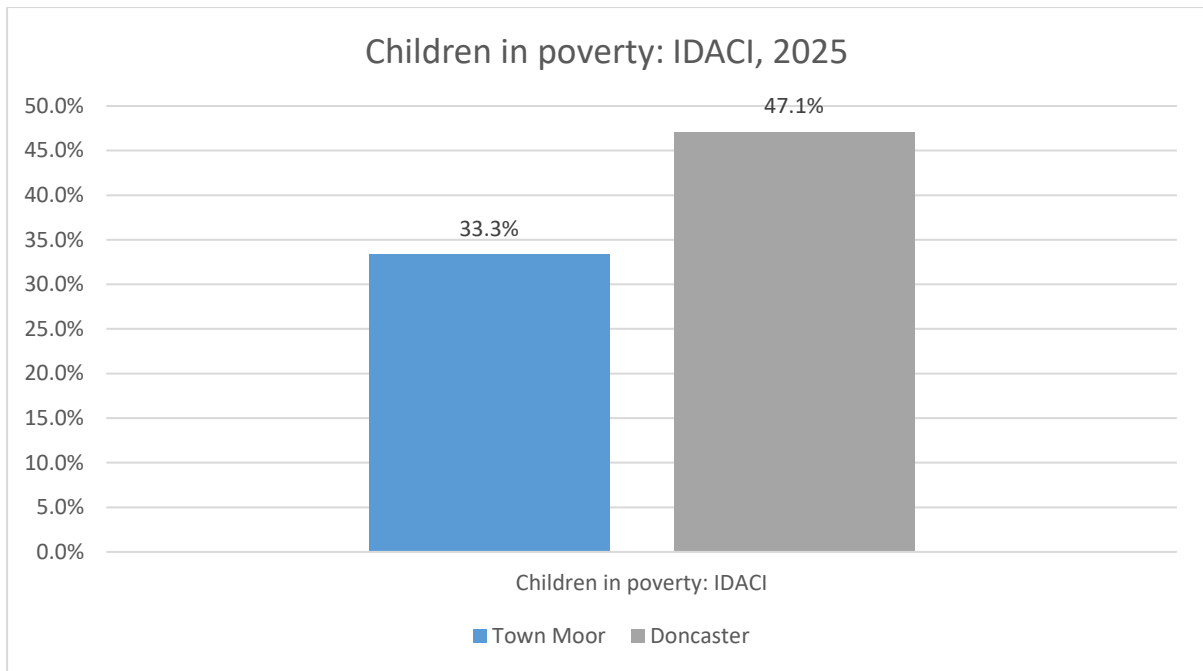
Figure 21. Children in Poverty: Income Deprivation Affecting Children Index (aged 0 to 15), Office of National Statistics, 2025

The number of children born with low birth weight is high in the Town ward. Approximately 9.5% of babies born after 37 weeks are classified as weighing less than 5.5 lbs or 2.5kg, compared to 6.8% in England.

Healthy development milestones from early to middle childhood continue to be an area of concern in Town. The prevalence of children classified as overweight (including obese) in reception is greater in Town (26.7%) compared to Doncaster (26.1%) and England (22.6%). This increases to 44.4% in Year 6 and is the highest rate across the city.
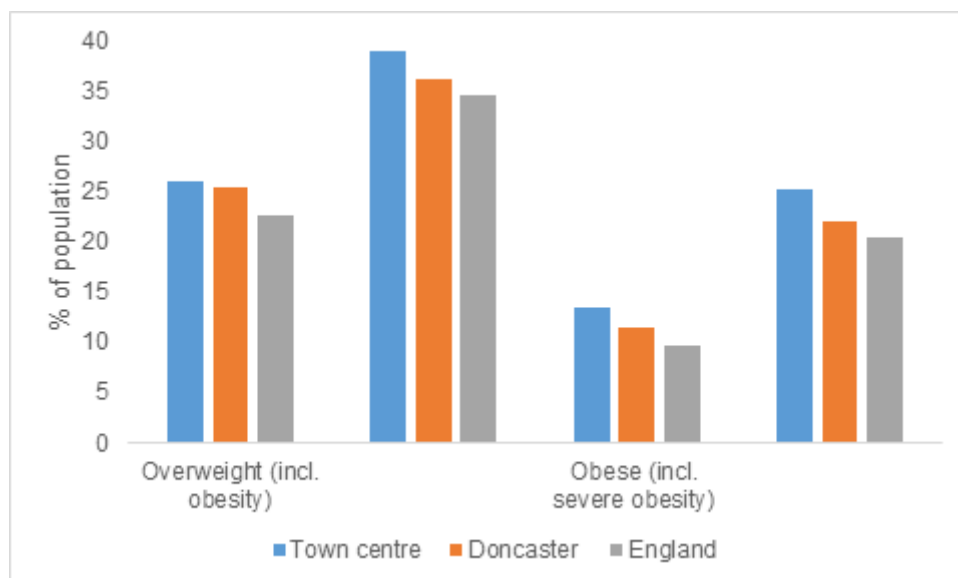
Figure 22. Average Levels of Overweight and Obese Children in Reception and Year 6 2017/18 – 2019/20, Office of National Statistics, 2020

Emergency hospital admissions for injuries in 15–24-year-olds in the Town ward is significantly high at 209.2 per 10,000. This is the 3rd highest rate across Doncaster.

Conversely, emergency hospital admissions in under-5-year-olds, injuries in under 5 years old and injuries in under 15-year-olds in the Town ward are amongst the lowest across Doncaster.

Family Hubs

Family Hubs are local, community based centres that offer integrated services for families from the early stages of life covering conception and early childhood up to adolescence, and up to age 25 for individuals with special educational needs or disabilities (SEND). Family Hubs offer early years and parental support including antenatal and postnatal care, baby and toddler classes, infant feeding, parenting programmes, SEND pathways and specialist support for mental health, domestic abuse, welfare and substance misuse. Family Hubs provide welcoming community spaces for families, bringing together education, health, social care, and wellbeing services in one facility and cater for a broad spectrum of needs. There are twelve Family Hubs across Doncaster, with three located in the Central locality which comprise of Central, Balby, and Wheatley Family Hubs.

Membership data shows the percentage of eligible children signed up to Family Hubs. In Q4 of fiscal year 2024-2025 membership of children in Town Moor was 67% for children aged 0-8 weeks, 95% for 0-1 year and 11-month-old children, and 95% for children aged between 0-4 years and 11 months (Table 2). Average membership across all Family Hubs in Central across all ages (0-4y11m) for fiscal year 2024-2025 was 84% (Table 3). Town Moor has the joint highest Q4 membership across all ages compared to other communities.

Access data includes the percentage of children using Family Hubs services once or twice and engagement figures indicate the number of children seen three or more times. Access in Town Moor stands at 76% for 0-4y11m-year-olds in 2024/25 Q4, slightly lower than the average for central locality communities. Engagement in Town Moor for 0-4y11m-year-old children in Q4 of 2024/25 is 60% - also slightly below the central locality community average.

	0-8 weeks	0-1 year and 11 months	0-4 years and 11 months
Membership	67%	95%	95%
Access	NA	72%	76%
Engagement	NA	47%	60%

	Central Family Hubs
Membership	84%
Access	81%
Engagement	66%

Table 3. Central Locality Family Hub Children's Membership, Access and Engagement Figures Across All Ages Fiscal Year 2024/25, City of Doncaster Council, 2025

Family Hubs facilitate 2-Year-Old Funding Entitlement for families which provides up to 15 hours of free early education or childcare per week for 38 weeks of the year. The latest data from Summer 2025 indicates 62.4% of eligible children in Doncaster have taken up 2-year-old funding when recorded at the start of term, this was 50% for Town Moor. When looking at late starters for the same year, Doncaster saw 64% take-up in comparison to 50% in Town Moor. 2-year-old funding uptake is lower across Central Family Hubs in Summer 2025 at the beginning of term (54.5%) and for late starters (56.4%) compared to Doncaster as a whole which had 62.4% and 64% uptake, respectively. While Town Moor has slightly lower uptake than Central locality family hubs, there was only 1 child not taking up the funding in these cohorts as the population of the Town Moor community is very low in the 2025 academic year.

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, the proportion of children reaching the expected standard in Town Moor has remained significantly above the Doncaster and national averages across 2022-2024, although dropping slightly in 2024 (Table 4)

	2022	**2023**	**2024**
Town Moor	68%	68%	62%
Doncaster	56%	55%	59%
National	59%	60%	61%

Table 4. Percentage of KS2 Students at the Expected Standard in Bennetthorpe, Doncaster & Nationally 2022-2024, Department of EDUCATION, 2025

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.

	2022	2023	2024
Town Moor	50.1%	43.9%	48.3%
Doncaster	44.9%	44.4%	44.0%
National	48.8%	46.3%	45.9%

Table 5. KS4 Average Scores in Bennetthorpe, Doncaster-wide and National Cohorts Between 2022-2024, Department of Education, 2025

Pupil Lifestyle Survey

The Pupil Lifestyle Survey is conducted by Doncaster City Council to provide data on children and young people's health-related behaviour, through an anonymous school-based questionnaire. Data is collected 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 with 264 from Town Ward. Of the Town Ward respondents, 49% were boys and 47% were girls, similar to the gender balance of Doncaster-wide respondent population (M: 49%; F: 48%). In the Town Ward, 12% of pupils reported themselves as having special educational needs, lower than the Doncaster average of 13%. When asked if they receive extra help in school, 24% reported that they did, significantly lower than the proportion across Doncaster (43%).

The 2024 Pupil Lifestyle Survey reported 14% of pupils 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% (Fig. 23). Those eligible for free school meals is lower than the Doncaster average at 17% compared to 19%. Despite much of the Town ward (including Bennetthorpe) being close to local amenities such as shops and takeaways, only 10% of pupils report having takeaway food regularly during school time, which is the joint second lowest across the borough. 76% of pupils felt they get love and support at home, on par with Doncaster (77%) and 89% feel safe at home, also in line with the Doncaster-wide figure (88%).
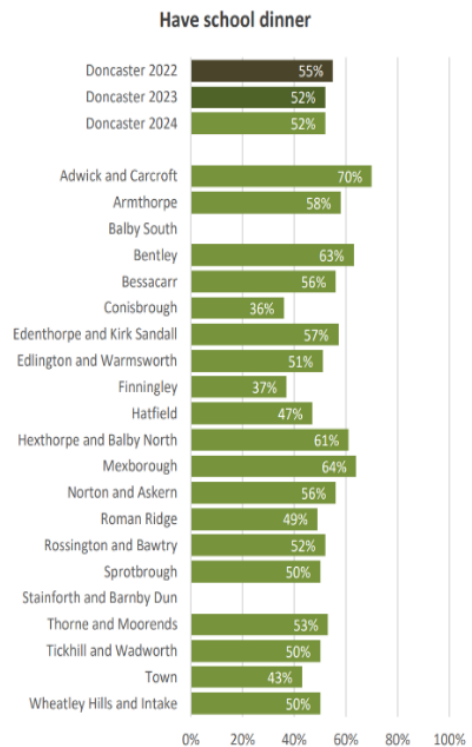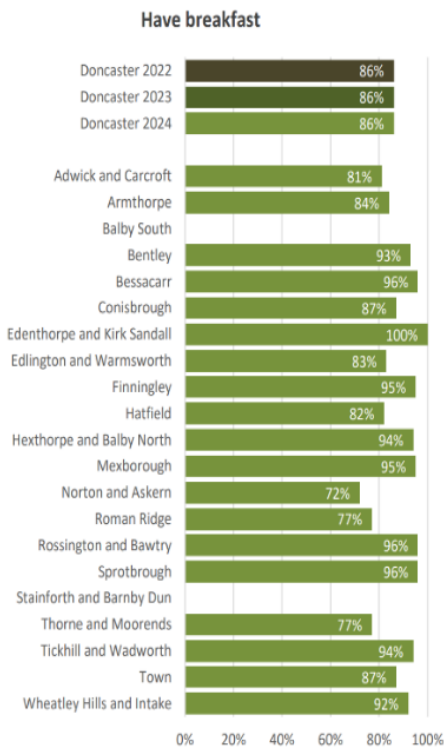
English 2nd Language

Region	Percentage
Doncaster 2022	22%
Doncaster 2023	24%
Doncaster 2024	23%
Adwick and Carcroft	13%
Armthorpe	24%
Balby South	
Bentley	26%
Bessacarr	34%
Conisbrough	17%
Edenthorpe and Kirk Sandall	18%
Edlington and Warmsworth	19%
Finningley	12%
Hatfield	21%
Hexthorpe and Balby North	49%
Mexborough	29%
Norton and Askern	16%
Roman Ridge	18%
Rossington and Bawtry	20%
Sprotbrough	17%
Stainforth and Barnby Dun	
Thorne and Moorends	15%
Tickhill and Wadworth	18%
Town	35%
Wheatley Hills and Intake	39%

Have breakfast

Region	Percentage
Doncaster 2022	86%
Doncaster 2023	86%
Doncaster 2024	86%
Adwick and Carcroft	81%
Armthorpe	84%
Balby South	
Bentley	93%
Bessacarr	96%
Conisbrough	87%
Edenthorpe and Kirk Sandall	100%
Edlington and Warmsworth	83%
Finningley	95%
Hatfield	82%
Hexthorpe and Balby North	94%
Mexborough	95%
Norton and Askern	72%
Roman Ridge	77%
Rossington and Bawtry	96%
Sprotbrough	96%
Stainforth and Barnby Dun	
Thorne and Moorends	77%
Tickhill and Wadworth	94%
Town	87%
Wheatley Hills and Intake	92%

Have school dinner

Region	Percentage
Doncaster 2022	55%
Doncaster 2023	52%
Doncaster 2024	52%
Adwick and Carcroft	70%
Armthorpe	58%
Balby South	
Bentley	63%
Bessacarr	56%
Conisbrough	36%
Edenthorpe and Kirk Sandall	57%
Edlington and Warmsworth	51%
Finningley	37%
Hatfield	47%
Hexthorpe and Balby North	61%
Mexborough	64%
Norton and Askern	56%
Roman Ridge	49%
Rossington and Bawtry	52%
Sprotbrough	50%
Stainforth and Barnby Dun	
Thorne and Moorends	53%
Tickhill and Wadworth	50%
Town	43%
Wheatley Hills and Intake	50%

Figure 23. Pupil Lifestyle Survey Results, City of Doncaster Council, 2024

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Physical Activity

It is known that Doncaster has more physically inactive adults, and fewer physically active adults than the national average. 28.9% of adults in Doncaster are physically inactive, which is significantly higher than the England rate (23.4%).

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 that 19% of residents in Town Centre report never engaging in moderate intensity physical activity.
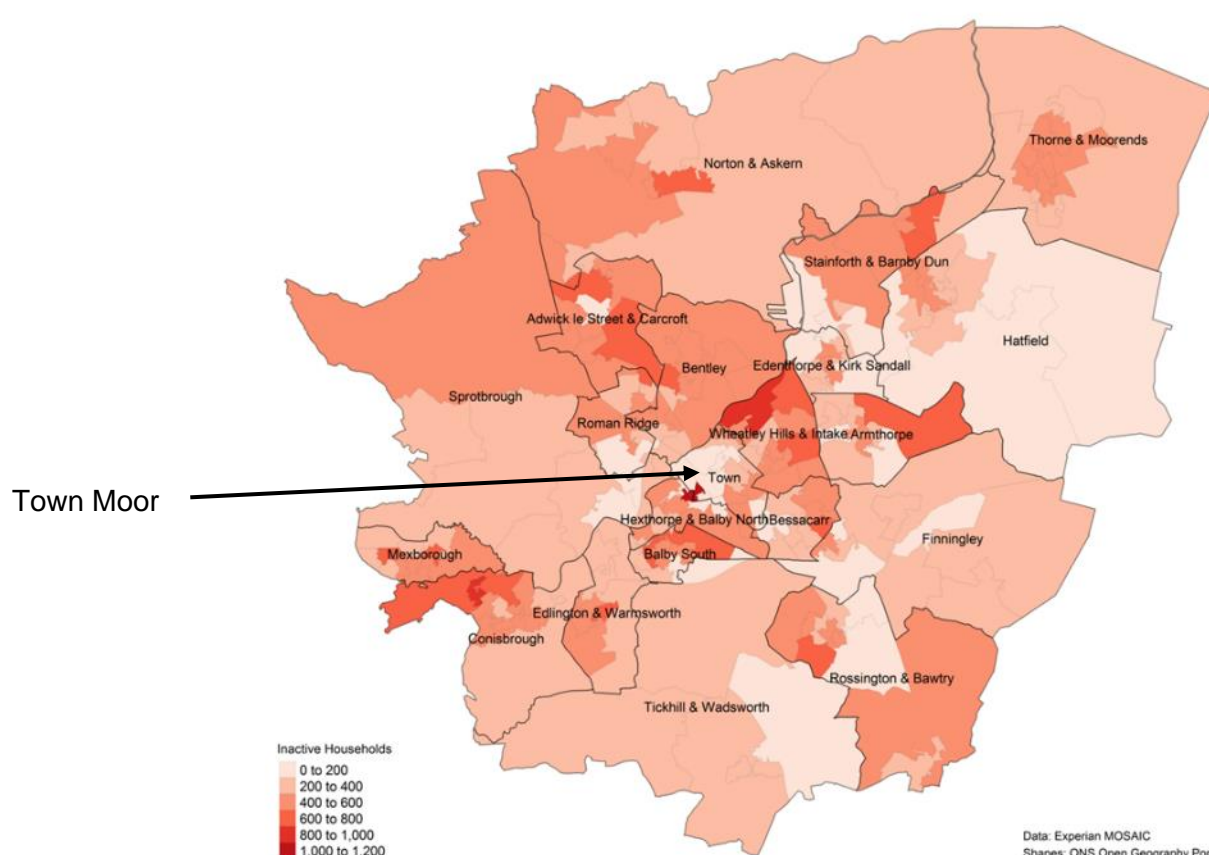

Figure 24. Mosaic Map of Household Physical Activity Levels in Doncaster, Ger Doncaster Moving, 2023

Data from the Pupil Lifestyle Survey (2022) shows that 16% of children are physically active on only one or two days a week, with 31% being active on three of four days, and 51% on five or more occasions. In 2024, 18% of children reported to be physically active on one or two days a week, 29% are active three or four days a week and 49% on five or more days per week. 80% of pupils said they enjoy physical

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activity, of the pupils that said they do not enjoy physical activity. The most common reason for not participating was 'preferring to do other things'.

Active Travel

Census data (2021) shows that the majority of residents aged 16 years and over in employment in Town Moor travel less than 10km to a place of work (44.9%).

The leading method of travel to the workplace is driving a car or van (48.4%). The number of residents in Town Moor that travel by active travel modes such as bicycle or walking (13.6%) is higher than both the England (9.7%) and Doncaster (8.9%) rate.

Furthermore, the Pupil Lifestyle Survey showed that 53% of children in the Town ward reported walking to school, this is higher than the Doncaster average of 47%.

Green Spaces & Parks

'Doncaster Future Parks' is the name given to Get Doncaster Moving's (GDM) approach to improving parks and open spaces, so that more people can enjoy green spaces, and more often.

GDM work closely with local communities on Future Park sites to understand what improvements they would like to see (such as footpaths, signage, and notice boards), and what activities people might like to see taking place there, such as community events.

Town Field, in Town ward, is one of several Future Parks in Doncaster. The engagement work in Town Field highlighted that the community would like to see improved lighting on site, enhancements to points of access, improved signage, and notices. following on from engagement with residents, a new community group started at Town Field. The group are working towards developing activities and events on the park with the most recent community event being Town Field Play Day in Summer 2025.

The responses from the Future Parks community engagement in 2022 can be seen on the in figure 25.
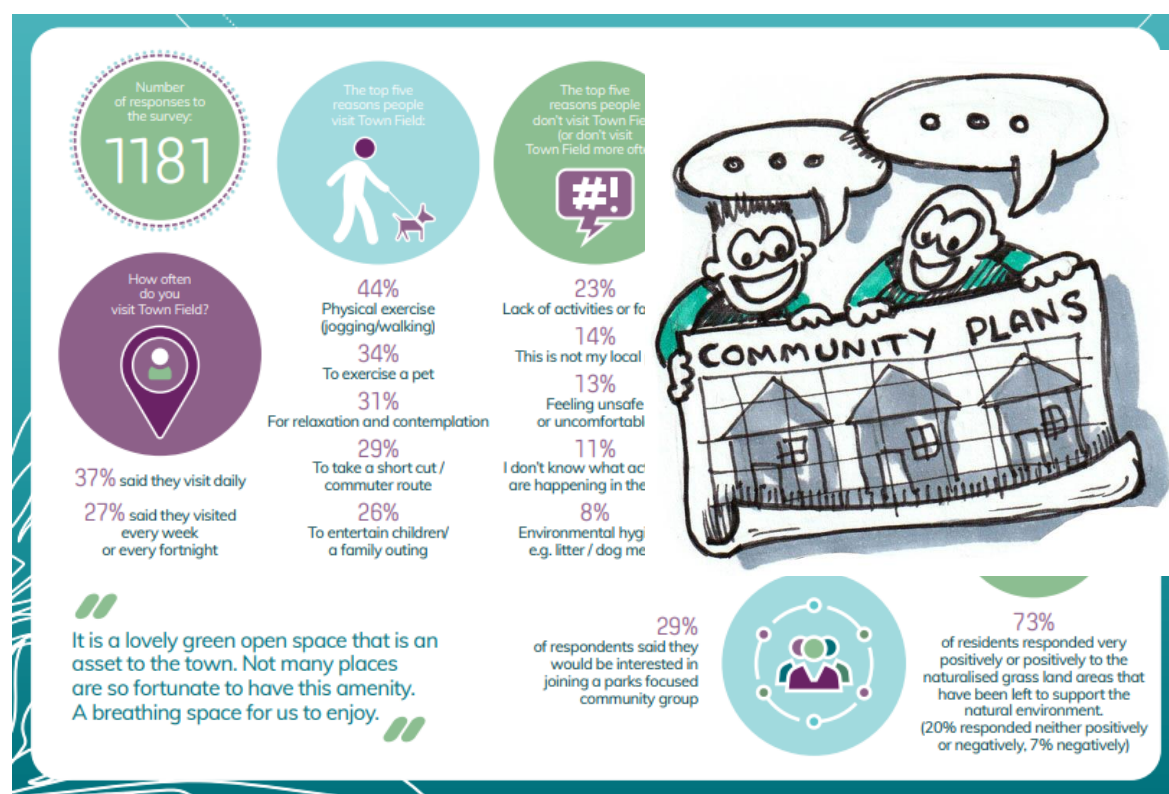

Figure 25. Town Field Future Park Responses, Get Doncaster Moving, 2024

As a result of the feedback from community work, the following investments (Figure 26) have been made to the site in collaboration with Town Field Community Group and other stakeholders. Get Doncaster Moving are working on additional plans to further develop the site. Improvements include active travel routes, access points, footpaths, solar lighting and activities and signage, many of which are responding to the Future Parks survey.

Fig 26. Town Field Future Parks Improvements , Get Doncaster Moving, 2024

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Community Information

Population

Town Moor: 2400 (Census 2021)

The population of Town Moor has a higher proportion of children aged 5-14 years, and adults aged 30-39 years. With a lower-than-average number of working-age adults aged 20-24 years and 40-49 years compared to England. This suggests a higher prevalence of families and/or working age adults and is demonstrated in the infographic below.

Figure 27. Age Profile of Town Moor (Census 2021)

Town Moor		England	
Age Band	**Proportion**	**Age Band**	**Proportion**
0 - 4 years	4.8%	0 - 4 years	5.4%
5 - 9 years	6.7%	5 - 9 years	5.9%
10 - 14 years	7.1%	10 - 14 years	6.0%
15 - 19 years	5.5%	15 - 19 years	5.7%
20 - 24 years	4.3%	20 - 24 years	6.0%
25 - 29 years	6.5%	25 - 29 years	6.6%
30 - 34 years	8.1%	30 - 34 years	7.0%
35 - 39 years	7.5%	35 - 39 years	6.7%
40 - 44 years	6.0%	40 - 44 years	6.3%
45 - 49 years	5.6%	45 - 49 years	6.4%
50 – 54 years	6.8%	50 – 54 years	6.9%
55 – 59 years	7.6%	55 – 59 years	6.7%
60 – 64 years	7.1%	60 – 64 years	5.8%
65 – 69 years	5.8%	65 – 69 years	4.9%
70 – 74 years	3.5%	70 – 74 years	5.0%
75 – 79 years	3.7%	75 – 79 years	3.6%
80– 84 years	1.5%	80– 84 years	2.5%
85 years and over	1.8%	85 years and over	2.4%

Table 6. Age Band Comparison Between Town Moor and England, Office of National Statistics, 2021

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Demographics (Ethnicity, Language, and Religion)

Town Moor is predominantly White British (83.0%), higher than the England rate (81.0%), but lower than Doncaster (93.1%). There is a large community of Asian, Asian British or Asian Welsh residents which account for 10.5% of the population in Town Moor, this is significantly higher than the Doncaster rate of 2.9%, and higher than the England rate of 9.6%. 2.2% of the population identify as Black, Black British or Black Welsh, Caribbean or African, this is higher than Doncaster (1.2%) and lower than England (4.2%). In addition, 2.4% of residents are from mixed or other ethnic groups, with 1.9% being from other ethnic groups. The predominant language in Town Moor is English, with 88.2% using this as their main language. This is lower than the Doncaster rate of 92.8%

Just under half of residents in Town Moor are of Christian religion (47.4%), this is higher than the England rate of 46.3%. 36.0% of residents are of no religion. 7.3% of residents are Muslim and 4.8% of residents classify as being Buddhist, Hindu, Sikh or other.
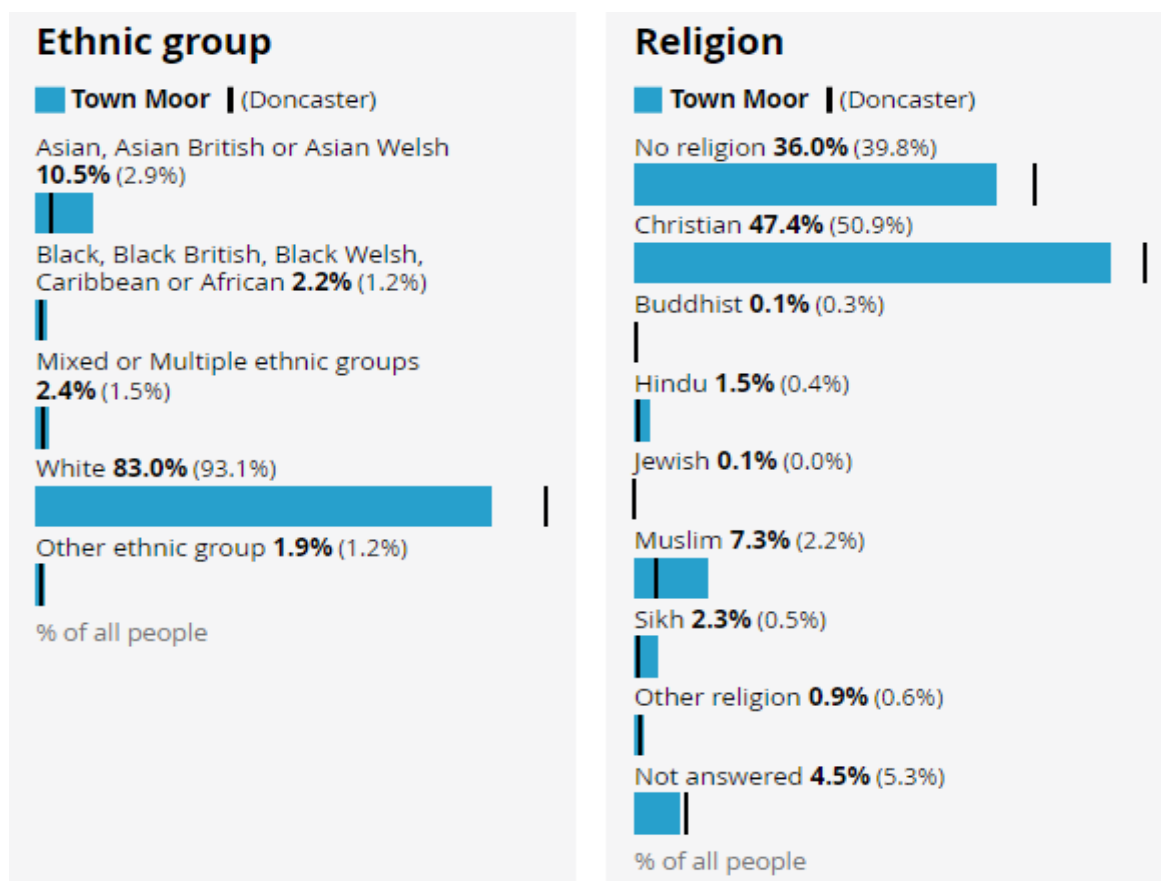

Figure 28. Demographic Comparison Between Town Moor and Doncaster (Census, 2021)

Housing

Housing conditions and the surrounding environment can have profound impacts upon residents' health and exacerbate health inequalities. The data below explores several variables to analyse the housing in Town Moor.
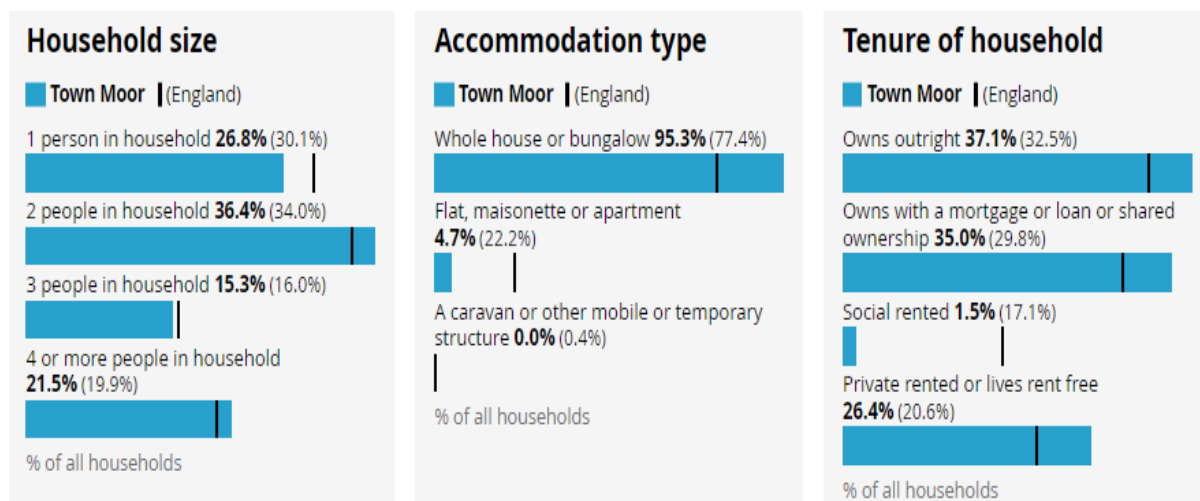
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Household size

Town Moor | (England)

1 person in household **26.8%** (30.1%)

2 people in household **36.4%** (34.0%)

3 people in household **15.3%** (16.0%)

4 or more people in household **21.5%** (19.9%)

% of all households

Accommodation type

Town Moor | (England)

Whole house or bungalow **95.3%** (77.4%)

Flat, maisonette or apartment **4.7%** (22.2%)

A caravan or other mobile or temporary structure **0.0%** (0.4%)

% of all households

Tenure of household

Town Moor | (England)

Owns outright **37.1%** (32.5%)

Owns with a mortgage or loan or shared ownership **35.0%** (29.8%)

Social rented **1.5%** (17.1%)

Private rented or lives rent free **26.4%** (20.6%)

% of all households

Figure 29. Household Statistics in Town Moor (Census 2021)

There are 1100 households in Town Moor. Data shows that there are a significantly low proportion of socially rented properties in Town Moor (1.5%), compared to Doncaster (17.0%) and England (17.1%). Household ownership (outright or with a mortgage or loan or shared ownership) accounts for 72.1% of properties which is higher than the England and Doncaster rate.

The most frequent number of people per household in Town Moor is 2, similar to Doncaster. At ward level, the number of overcrowded houses in the Town ward is 11.3%, this is highest rate across all wards in the city (a household is overcrowded if it has fewer bedrooms than it needs to avoid sharing, based on the age, sex, and relationship of household members).

England and Wales
Private rented or lives rent free

0.0%   12.2%   22.9%   37.2%   56.6%   98.9%

Figure 30. 'Private Rented or Lives Rent Free' (Census, 2021)

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.

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 anti-social behaviour**– 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

People in Central Doncaster told us that safety feels very mixed: some areas feel secure, while others are struggling with ASB and environmental issues. Residents spoke about loitering, street drinking, and intimidation in certain hotspots, alongside concerns about fly-tipping and poorly maintained public spaces. Many said they want more visible policing and enforcement to tackle these problems and restore confidence. There's also a call for better youth services and safe spaces to reduce

disruption and give young people positive options. Overall, the community wants cleaner streets, stronger enforcement, and more opportunities to bring people together and rebuild pride in Central Doncaster.

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 on the number of early interventions, ASB, hate crime and low-level crime issues identified and managed in the Central locality show 1580 cases, of these 458 incidents were in the Town ward, the highest across the locality. These are issues that are purely dealt with by Stronger Communities Officers prior to any other agency/multi-agency involvement in the true sense of early intervention and thus preventing escalation and involvement from other, more costly services.

Antisocial behaviour incidents by ward highlighted Town as having the 2nd highest rate in the Central locality at 142. This is shown in the infographic below.
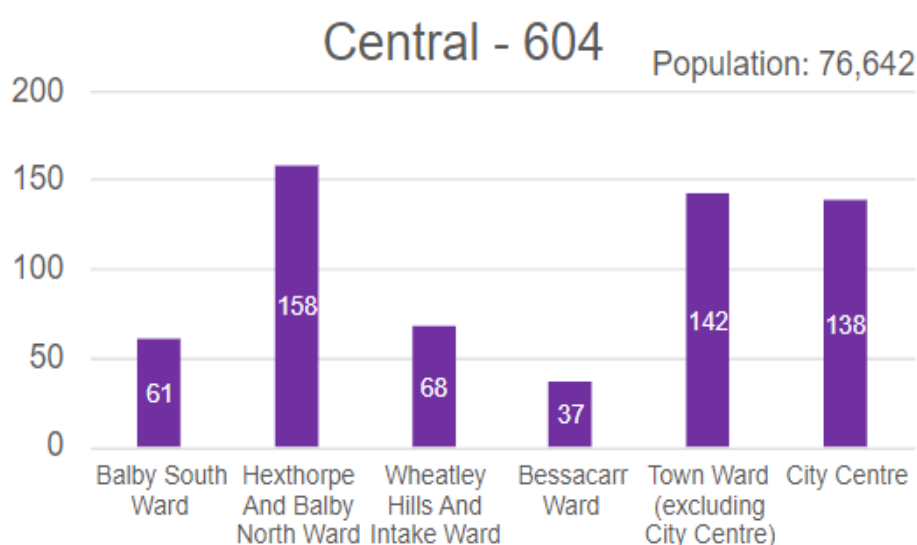

Figure 31. ASB Incidents by Ward (Partnership ASB Ward Level Performance 2023/24, City of Doncaster Council, 2024

Vulnerable Victims

The number of vulnerable victims for each Locality is also recorded. These figures represent individuals affected by repeat incidents of ASB. The below shows that the Central locality had the 2nd highest rate of vulnerable individuals, at 41. However, of

these only 3 were in the Town ward. With highest figures being in Wheatley and Intake (16) and Hexthorpe & Balby North (12).
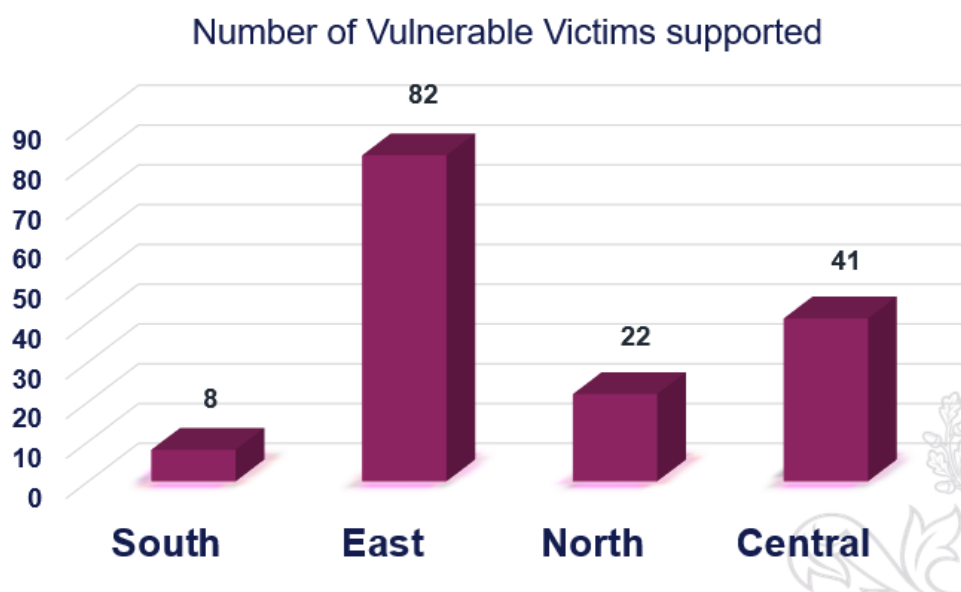
Number of Vulnerable Victims supported

Figure 32. Vulnerable Victims by Locality (Partnership ASB Ward Level Performance 2023/24, City of Doncaster Council, 2024

Wellbeing Service

This service is run by City of Doncaster Council. The Wellbeing Service helps residents with financial support, physical health, housing, mental health and social isolation and prevent escalation into social care services. Use of the Wellbeing Service in the Town Ward has dramatically increased over the last 4 years, from the only 5th highest use in 2021/22 to the highest in 2024/25 Q4 amongst central locality wards. This could indicate a significant increase in need in Town ward between 2023/24 – 2024/25 (Table 7). The main reason for people in Town ward accessing this service was 'housing and living environment'-related reasons, suggesting this could be a focus in future community development.

Community Ranking for using service	2021-2022	2022-2023	2023-2024	2024-2025 Q4
1	Wheatley & Intake	Wheatley & Intake	Wheatley & Intake	Town
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	Bessacarr & Cantley	Rossington & Bawtry and Town/City Ward	Norton & Askern

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Town Ward	Theme Supported
1	Housing and living environment
2	Financial
3	Physical health

Table 8. Top 3 Most Common Themes Residents are Accessing the Wellbeing Service for Support, 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. 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 Town Ward 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). As of December 2025, investment into Town Moor includes over £15,000 for adult health and wellbeing support and over £10,000 to improve literacy.

Figure 34 indicates areas of funding in Town Moor with the size of each point representing the scale of investment.
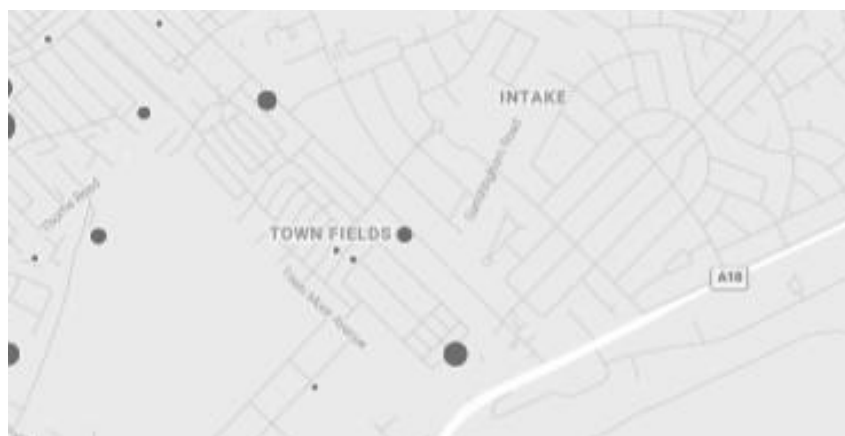

Figure 34. Town Moor Investment Map, Doncaster Delivering Together, 2025

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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 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

Indices of Multiple Deprivation 2025 – statistical release, data files and reports: English indices of deprivation 2025 - GOV.UK
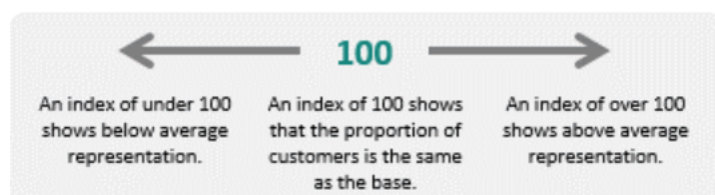
Acorn profiles

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

An index of under 100 shows below average representation.

An index of 100 shows that the proportion of customers is the same as the base.

An index of over 100 shows above average representation.

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.
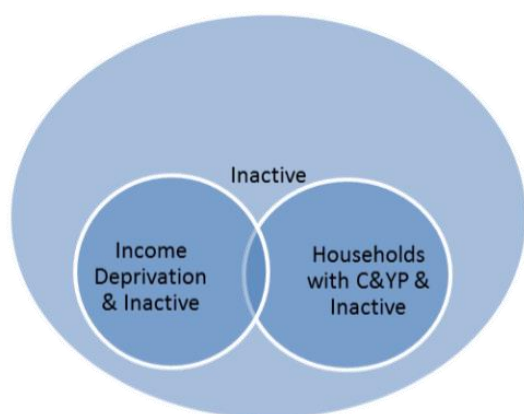
Physical Activity

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

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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 Safety

The Safer Stronger Doncaster Partnership Community Safety Strategy can be found at - The Safer Stronger Doncaster Partnership - City of Doncaster Council

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If you'd like to stay informed about crime and ASB in your community, you can find detailed crime statistics for your neighbourhood at www.police.uk.

If you would like further information about making Doncaster a Safer City, please see - Making Doncaster a Safer City - YourLifeDoncaster

To report issues or concerns, visit www.yourlifedoncaster.co.uk/safer-city-how-to-report-issues

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

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