

# Community Profiles Toolkit: Making the Most of Community Profiles



**Well Doncaster**

**Community Led Health and Wealth**

Empowering people in Doncaster to live better, healthier, and happier lives.

[www.welldoncaster.uk](http://www.welldoncaster.uk)

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**Community  
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# Community Profiles: What are they?

The Community Profiles are detailed, **insight-rich summaries** of each of Doncaster's **88 natural communities**, capturing their health, wealth, assets, challenges, and local voices. They are designed as **living documents** and provide a starting point for understanding each community. By bringing together data, local insight, and community voice they can **support decision-making and partnership working**. They are intentionally not exhaustive but are meant to **spark curiosity, highlight what's working well, and illuminate opportunities** to do something differently. [Find all the 88 Community Profiles here.](#)



**Watch Doncaster's Director of Public Health, Rachael Leslie, talk about the Community Profiles and what they mean for Doncaster and for you!**

## Demographics & population structure

Age, ethnicity, languages etc.

## Health & wellbeing indicators

Long-term conditions, mental health, physical activity, life expectancy

## Wealth & economic factors

Income, employment, education, housing

## Assets & community infrastructure

Mapping of, community venues, green spaces, VCFS organisations, schools

## Community voices

What residents say matters, local priorities, insights

## Maps and spatial insight

Assets, hotspot areas



# How they can be used...

## Enhance Partnership Working

- Use across Team Doncaster, VCFS partners, NHS teams, and community organisations
- A shared evidence base to support coordinated action

## Drive Community Conversations & Engagement

- Inform facilitation of community workshops
- Engage ward members
- Start conversations about “what could be even better”

## Support Thematic Work

- Physical activity, ageing well, mental health, employment support etc.
- Understand the specific context of each neighbourhood



## Inform Local Decision Making

- Identify community strengths
- Understand place-based health inequalities
- Shape targeted interventions
- Prioritise investment

## Support Funding Bids & Business Cases

- Grant applications
- Business cases
- Programme proposals
- Regeneration and planning work

## Monitor Change Over Time

- Emerging issues
- Improvements
- Community-led progress
- Identify indicators of change

## Growing Enterprise Support: From Denaby to Citywide

In 2015, early community conversations in Denaby made it clear that residents were facing complex social and economic challenges. This was supported by **data for the community which showed the rates of residents claiming benefits due to a physical or mental health condition was twice the borough average.** A community workshop was facilitated to better understand lived experience and co-design access to employment and enterprise support. Self-employment came out as a key opportunity to support residents with health conditions to return to work. In response, Well Doncaster launched a one-year pilot in 2017 called Get Denaby Enterprising (GDE), delivered by local social enterprise Aspiring2.

### Phase 1 – Starting in Denaby

GDE provided tailored workshops, confidence-building, and one-to-one support for residents exploring business ideas. It quickly demonstrated strong uptake and success within Denaby, validating the community's expressed need for more accessible support.

### Phase 2 – Scaling Across Doncaster

Due to GDE's success, the approach expanded in 2018 to four more communities and became Get Doncaster Enterprising, extending its impact beyond Denaby. This shift created a consistent but locally adaptable model that could respond to unique community needs across Doncaster.

### Phase 3 – Using Data & Community Co-Production to Adapt

After two years of delivery, Well Doncaster analysed GDE engagement and discovered a significant trend: women were disproportionately entering self-employment. Combined with community insight, this finding prompted a redesign of the programme to support women with multiple and complex needs.

### Phase 4 – Citywide Programme: Inspiring Women into Business

In September 2019, Well Doncaster launched Inspiring Women into Business (IWB) as an 18-month boroughwide programme. In just the first six months, 43 women engaged, 17 received intensive 1:1 support, and 13 progressed to developing branding and marketing materials. The peer-led nature of the programme created an authentic, supportive environment.

### Impact – From Local Pilot to Citywide Change

What began as a small, resident-driven pilot in Denaby grew into a citywide programme thanks to: Strong employment data analysis at a community level, community co-production, embedded local insight and clear trends identified through evaluation.



## Supporting Women's Health:

The Women's Wellbeing Day was a community-focused event aimed at raising awareness, providing education and offering support for women living in Adwick & Carcroft. **Adwick & Carcroft was selected as the location as the Community Profiles highlighted that women in the area have the lowest life expectancy (78.1 years) and healthy life expectancy (57.5) for women in Doncaster.**

Hosted at Bullcroft Memorial Hall, the event brought together healthcare professionals, local voluntary, community and faith sector groups and organisations specialising in Women's Health & Wellbeing in a welcoming and comfortable environment. A key focus of the event was to create a supportive and empowering network for women in the local area. The event showcased support and services in the local area, allowed access to health care professionals and offered wellbeing activities throughout the day. [Watch a short video of the day.](#)



## Supporting Funding Applications:

Voluntary Community and Faith Sector organisations of all sizes have been using the information in the Community profiles to evidence need, gaps, opportunities, and community priorities in funding application. Below are examples of how data from the Community Profiles has been successfully used in funding applications:

### Askern Taekwondo Ladies Division - Community Grant

These sessions will allow local women to come together socially in a safe space and develop confidence and skills and be empowered to work towards qualifications and achievements which are not only beneficial socially but can lead to employment and other opportunities. We will be providing a very cheap service in a deprived area. **Askern is in the top 15 most deprived areas in Doncaster and we know that gender inequalities in health are very high in the North of Doncaster.** By providing these sessions we are filling a needed gap in provision for women's health and physical activity in the area.

### Adwick Methodist Church Parents and Tots Group - North CIF Capital

Having these new resources would mean we could provide enrichment for the children, and continued peer support for carers, and continue to provide this free of charge. The group is open to all community members so our provision of activities for the children is supporting families in poverty, providing access to good quality toys and learning opportunities for families who may not be able to access this. **25% of residents in Adwick can't warm their homes to a decent standard,** and this tots group provides a warm space to parents in need.

## Who to Contact

Well Doncaster is here to support you in understanding and using the Community Profiles. Please don't hesitate to get in touch

### North

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Find more information about Well Doncaster by visiting our [website](#)

