



# Finningley

## Community Profile

**Well Doncaster**

**Community Led Health and Wealth**

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

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**Community  
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**Be Well**



**City of  
Doncaster  
Council**

# This Report

This report uses a population health management approach to looking 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 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 Finningley ward in the South of the City and begins with a summary outlining key information and priorities. The communities that make up the Finningley ward are Hayfield Green, Blaxton, Old Cantley, Branton, Finningley and Auckley. 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. 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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# Finningley



**Ethnic diversity is low, with over 92% of residents identifying as White**



**Life expectancy is higher than both the borough and national averages, with men living to around 81.4 years and women to 85 years**



**Smoking prevalence is just 8.6%, significantly below Doncaster and England averages**



**Education outcomes are strong, with high attainment at Key Stage 2 and GCSE levels**



**Unemployment is among the lowest in the borough at 2.9%, and a large proportion of residents work in professional or managerial roles**



**Child poverty stands at 13.8%, far below the Doncaster average of 47.1%**



## One Page Summary

Finningley Ward, located in South Doncaster, encompasses the communities of Hayfield Green, Blaxton, Old Cantley, Branton, Finningley and Auckley. It is a largely affluent area with strong community spirit, accessible green spaces and a high proportion of detached housing. The population is around 17,109, with a significant proportion of people aged 65 and over, making it one of the wards in Doncaster with an older demographic. Ethnic diversity is low, with over 92% of residents identifying as White, and English is the main language for almost all households. The ward benefits from good transport links, local schools, leisure facilities and active community groups, creating a supportive environment for residents.

Health outcomes in Finningley are among the best in Doncaster. Life expectancy is higher than both the city and national averages, with men living to around 81.4 years and women to 85 years. Healthy life expectancy is also strong, with life-limiting illness typically occurring a decade later than in Doncaster overall. Most residents report very good health, and emergency hospital admissions for major conditions such as coronary heart disease, stroke and chronic obstructive pulmonary disease (COPD) are lower than the borough average. Cancer rates are generally lower, although colorectal cancer incidence is notably high and remains a priority for prevention. Smoking prevalence is just 8.6%, significantly below Doncaster and England averages, and childhood obesity rates are also lower than local and national figures. Children in the ward enjoy high levels of physical activity, and early years indicators such as low birth weight and emergency admissions for under-fives are better than the borough average. Education outcomes are strong, with high attainment at Key Stage 2 (KS2) and GCSE levels, and engagement in healthy behaviours is supported by local schools and family hubs.

Finningley demonstrates low levels of deprivation compared to Doncaster and England. Unemployment is among the lowest in the borough at 2.9%, and a large proportion of residents work in professional or managerial roles, supported by high levels of educational attainment. However, pockets of deprivation exist in Hayfield Green, where social housing and economic inactivity are more prevalent. Child poverty stands at 13.8%, far below the Doncaster average of 47.1%, and older people in poverty account for just 6.2% of the population.

### Key Priorities

- Address pockets of deprivation and child poverty in Hayfield Green
- Improve colorectal cancer prevention and screening
- Increase early years engagement and Family Hub access
- Promote physical activity and healthy lifestyles for children
- Strengthen community connections and mental wellbeing

## Assets in the Community

Finningley is a largely rural and affluent ward made up of several villages, including Hayfield Green, Blaxton, Old Cantley, Branton, Finningley, and Auckley. It benefits from strong community spirit, accessible green spaces, and a high proportion of detached housing. These maps are a starting point for understanding the community and its assets, but further engagement is needed to fully explore how these assets are used and what gaps exist. The maps below show different types of assets across Finningley. They have been developed using ward boundaries rather than Middle Layer Super Output Areas (MSOA).

### Asset Maps

The maps below illustrate the different types of assets found in Finningley ward. Maps have been split to show Business, Community, and Health assets separately. 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.

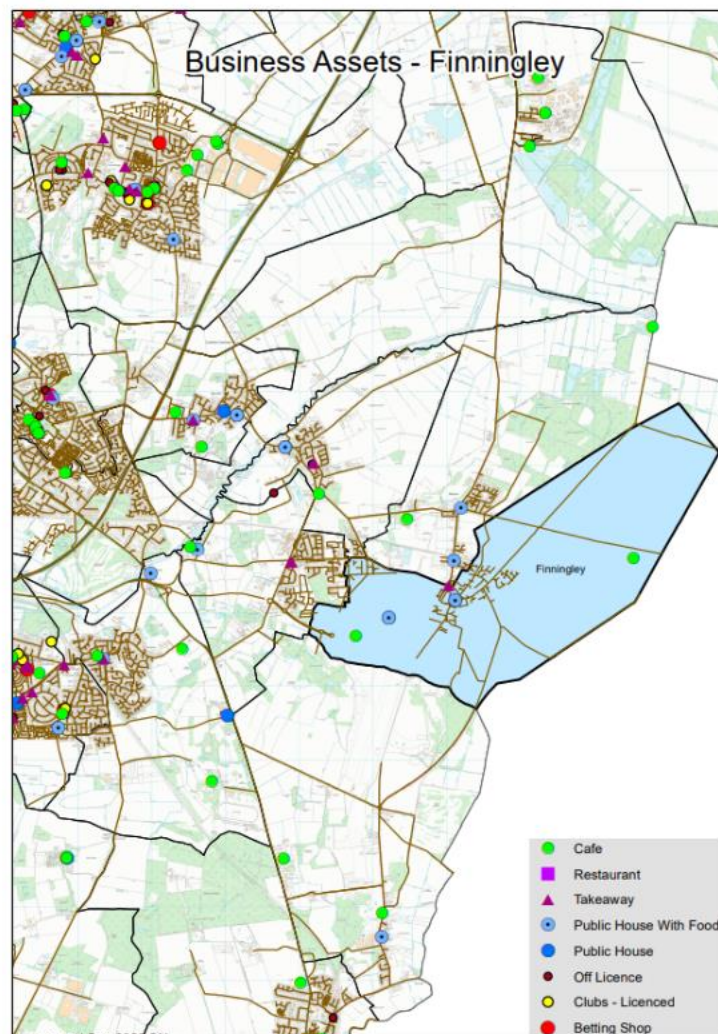


Figure 1. Finningley Business Assets (2024)

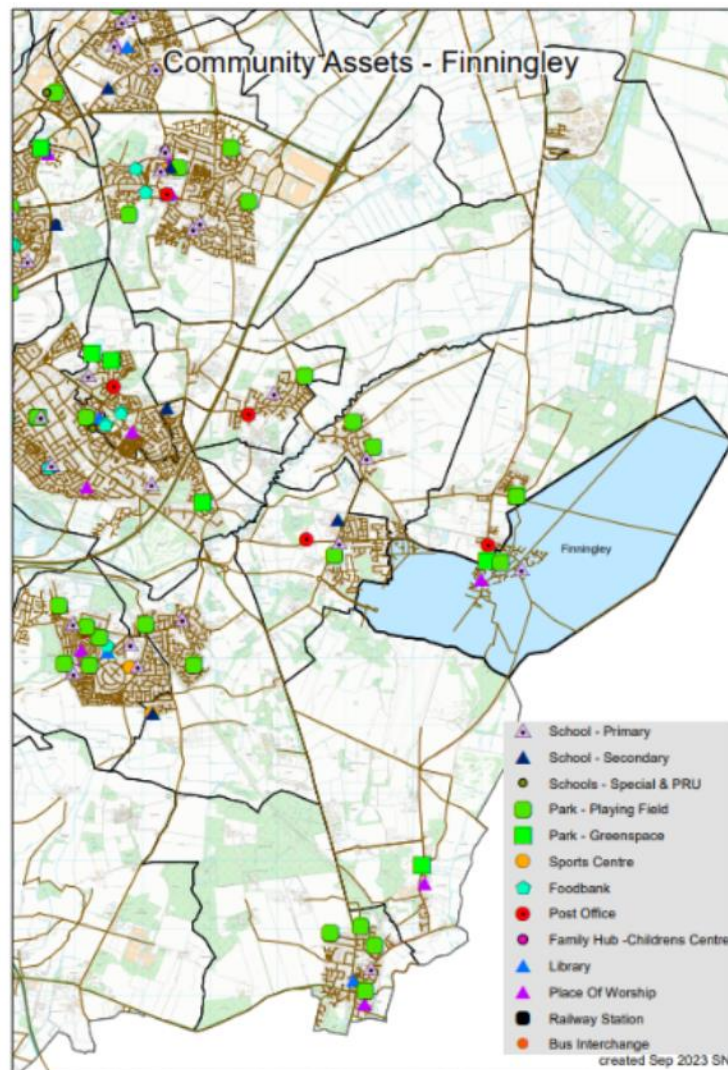


Figure 2. Finningley Community Assets (2024)



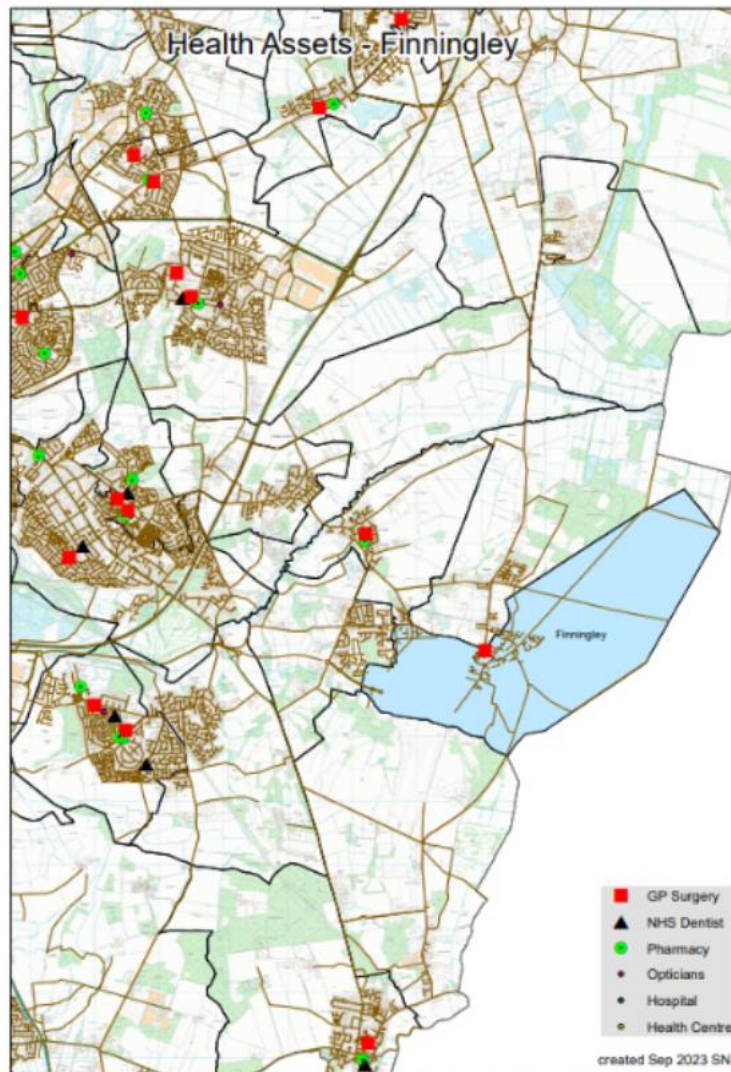


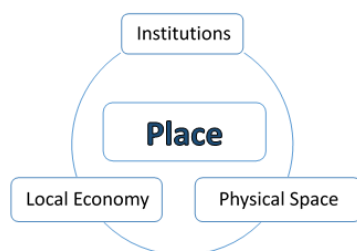
Figure 3. Finningley Health Assets (2024)

There are limited assets within Finningley ward boundaries, particularly health assets. Finningley residents have access to just one GP surgery and have to travel quite a substantial distance to access an NHS dentist or hospital.

## 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 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 Hexthorpe, 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](mailto:welldoncaster@doncaster.gov.uk)



<b>Institutions</b> (Schools/colleges etc.)	<b>Physical space</b> (Parks, car parks etc.)	<b>Local Economy</b> (Local profit businesses)
<b>Old Cantley:</b>		
<b>Health/Care Services:</b> none  <b>Places of Worship:</b> none  <b>Education:</b> none	<b>Parks:</b> none  <b>Public service buildings:</b>  <b>Leisure:</b> <ul style="list-style-type: none"> <li>Cuddle Hugs</li> </ul> <b>Physical Activity/Sports:</b> <ul style="list-style-type: none"> <li>Cantley Riding School</li> </ul>	<b>Shops:</b> none  <b>Food/Beverage:</b> none  <b>Other:</b> <ul style="list-style-type: none"> <li>CDA Car Sales</li> <li>GMB Accounts</li> </ul>
<b>Hayfield Green:</b>		
<b>Health/Care Services:</b> <ul style="list-style-type: none"> <li>Hill Physio</li> <li>Foot Health Practitioner</li> <li>Club Impact Health and Fitness</li> <li>Keep Beautiful Nails and Beauty</li> <li>Cosmetics by Anna Binks</li> <li>Rewind the lines</li> </ul> <b>Places of Worship:</b> <ul style="list-style-type: none"> <li>Grace Church</li> </ul> <b>Education:</b> <ul style="list-style-type: none"> <li>The Hayfield School</li> <li>Hayfield Lane Primary School</li> <li>New College Doncaster</li> <li>Hill House Doncaster</li> <li>Yorkshire Aero Club</li> <li>Distinction Training</li> <li>Stride</li> <li>Sky People</li> </ul>	<b>Parks:</b> <ul style="list-style-type: none"> <li>Lancaster Court Playground</li> </ul> <b>Public service buildings:</b> <ul style="list-style-type: none"> <li>Canberra House Training and Development Centre</li> </ul> <b>Leisure, Physical Activity/Sports:</b>  <b>Heritage:</b> none  <b>Carparks:</b> none	<b>Shops:</b> <ul style="list-style-type: none"> <li>Co-op</li> <li>Spar</li> </ul> <b>Food/Beverage:</b> <ul style="list-style-type: none"> <li>Jazz's Plaice</li> <li>The Hub</li> <li>Alyssa's Cakes and Bakes</li> <li>Hog Roast – Bella Hog</li> <li>Curry by Chris</li> </ul> <b>Other:</b> <ul style="list-style-type: none"> <li>Glow Auckley Ltd</li> <li>3 Key Property</li> <li>Hayfield Heating</li> <li>Ice Bubble Ltd</li> <li>Blue Cherry Driving</li> <li>Yorkshire Financial Services</li> <li>G2M</li> <li>DSW</li> <li>Blossom Exposures</li> <li>Mark Appleyard Ltd</li> <li>Macmillan Benefits Service</li> <li>Yorkshire Financial Services</li> <li>Gravel Master</li> </ul>

		<ul style="list-style-type: none"> <li>• NCM Auctions</li> <li>• Vulcan to the Sky</li> <li>• Moirae Creative</li> <li>• Talk to Media</li> <li>• T a&amp; RS Engineering</li> <li>• Tembe DIY Products</li> <li>• Advanced HR</li> </ul>
<b>Blaxton:</b>		
<b>Health/Care Services:</b> none <b>Places of Worship:</b> none <b>Education:</b> none	<b>Parks:</b> <ul style="list-style-type: none"> <li>• Blaxton Playing Field and Park</li> <li>• Blaxton Woodland</li> </ul> <b>Public service buildings:</b>  <b>Leisure:</b> <ul style="list-style-type: none"> <li>• Candy corner Fisheries</li> <li>• Three Lake Fisheries</li> </ul> <b>Physical Activity/Sports:</b>  <b>Heritage:</b> none <b>Carparks:</b> none	<b>Shops:</b> none  <b>Food/Beverage:</b> Station Hotel  <b>Other:</b> <ul style="list-style-type: none"> <li>• Walkers Nurseries and Garden Centre</li> <li>• Bryce Boarding Kennel</li> <li>• Buckley Tours</li> <li>• Driveways of Distinction</li> <li>• Any Leaks</li> <li>• Crosmil</li> </ul>
<b>Branton:</b>		
<b>Health/Care Services:</b> <ul style="list-style-type: none"> <li>• Mulberry Rooms Hair, Health and Beauty Salon</li> <li>• Sarah Vernon Nails and Beauty</li> <li>• KyBrows</li> </ul> <b>Places of Worship:</b> <ul style="list-style-type: none"> <li>• Branton St Wilfrid's Church of England.</li> </ul> <b>Education:</b> none	<b>Parks:</b> <ul style="list-style-type: none"> <li>• Branton Community Meadow</li> <li>• Branton Park</li> <li>• Brackens Plantation</li> <li>• Moor Plantation</li> <li>• Branton Dog Field</li> <li>• Woodland Trail</li> </ul> <b>Public service buildings:</b> <ul style="list-style-type: none"> <li>• Kilham Hall</li> </ul> <b>Leisure:</b>  <b>Physical Activity/Sports:</b> <ul style="list-style-type: none"> <li>• Two Circle Aikido</li> </ul> <b>Heritage:</b> none <b>Carparks:</b> none	<b>Shops:</b> none <b>Food/Beverage:</b> <ul style="list-style-type: none"> <li>• The Local</li> <li>• Safari Café</li> <li>• Monkey Playhouse and Café</li> <li>•</li> </ul> <b>Other:</b> <ul style="list-style-type: none"> <li>• Bawtry Travel</li> <li>• Becci Bs</li> <li>• Branton Farm Nursery</li> <li>• Yorkshire Wildlife Park</li> <li>• The Hive</li> </ul>
<b>Auckley:</b>		

<p><b>Health/Care Services:</b></p> <ul style="list-style-type: none"> <li>• Me Time Holisitics</li> </ul> <p><b>Places of Worship:</b></p> <ul style="list-style-type: none"> <li>• Auckley Parish Centre</li> </ul> <p><b>Education:</b></p> <ul style="list-style-type: none"> <li>• Auckley School</li> </ul>	<p><b>Parks:</b></p> <p>none</p> <p><b>Public service buildings:</b></p> <p><b>Leisure:</b></p> <ul style="list-style-type: none"> <li>• Tailgate Theatre</li> <li>• Jaguar Enthusiasts Club</li> <li>• </li> </ul> <p><b>Physical Activity/Sports:</b></p> <p><b>Heritage:</b></p> <ul style="list-style-type: none"> <li>• 9 and 11 Ellers Lane</li> </ul> <p><b>Carparks:</b> none</p>	<p><b>Shops:</b></p> <ul style="list-style-type: none"> <li>• SPAR</li> <li>• Post Office</li> </ul> <p><b>Food/Beverage:</b></p> <ul style="list-style-type: none"> <li>• Eagle and Child Inn</li> <li>• Auckley Friary</li> </ul> <p><b>Other:</b></p> <ul style="list-style-type: none"> <li>• James Motor</li> <li>• GW and SM Borrows</li> <li>• 3 Counties Energy Assessments</li> </ul>
<p><b>Finningley:</b></p>		
<p><b>Health/Care Services:</b></p> <ul style="list-style-type: none"> <li>• Headplace by Sally</li> <li>• P4B Beauty and Nail Training</li> </ul> <p><b>Places of Worship:</b></p> <ul style="list-style-type: none"> <li>• Holy Trinity &amp; St Oswald</li> </ul> <p><b>Education:</b></p> <ul style="list-style-type: none"> <li>• Finningley C of E Primary School</li> </ul>	<p><b>Parks:</b></p> <ul style="list-style-type: none"> <li>• Finningley Park</li> </ul> <p><b>Public service buildings:</b></p> <ul style="list-style-type: none"> <li>• Finningley Village Halls</li> </ul> <p><b>Leisure:</b></p> <ul style="list-style-type: none"> <li>• McAllums Farm Shops</li> <li>• Finningley Harriers FC</li> </ul> <p><b>Physical Activity/Sports:</b></p> <p><b>Heritage:</b></p> <ul style="list-style-type: none"> <li>• Avro Vulcan XH558</li> <li>• Former RAF Finningley</li> </ul> <p><b>Carparks:</b> none</p>	<p><b>Shops:</b></p> <ul style="list-style-type: none"> <li>• Finningley Post Office</li> </ul> <p><b>Food/Beverage:</b></p> <ul style="list-style-type: none"> <li>• The Harvey Arms</li> </ul> <p><b>Other:</b></p> <ul style="list-style-type: none"> <li>• Skanwear</li> <li>• Lynda Kenny Online</li> <li>• Dog Nation</li> <li>• JS Development</li> <li>• Wroot Road LC</li> <li>• Heart and Hooves Rescue Centre</li> <li>• Aggregates R Us</li> <li>• Finningley Grange Farm</li> <li>• Hopkins Philips and Sons</li> <li>• Peacocks of Finningley</li> <li>• Bespoke</li> </ul>



# Community Insight

## Appreciative Inquiry

The Well Doncaster Team undertake Appreciative Inquiry (AI) within communities to gather insight to support code signing action plans with the community. Armstrong (2020) suggests in 'A changing world, again. How Appreciative Inquiry can guide our growth' that reframing the questions in light of a crisis like Covid-19 and drawing on strengths and assets from past positive experience will help participants as they restructure their community. The AI questions are structured to pull out the successes of the past and present, to seek new potentials and possibilities and build on those through the Dream and Design stages.

The Appreciative Inquiry included the following steps:

1. **Discovery Phase** – This involved engagement with the residents of Mexborough to find out what is working well in the community. Responses were themed to allow priorities of the community to be established.
2. **Dream** – Residents and key stakeholders were 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 were invited back for a second workshop to develop an action plan to direct work for the community.
4. **Destiny** – A collaborative way of working established and investing resources to meet the actions from the previous phase.

Community insight gathering has been ongoing in Finningley and all responses have undergone a thematic analysis, and themes have emerged indicating key assets and strengths of the community. 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.

### AI Overall theme framework – Finningley March 2025

16 community voices – all adults

Theme	Sub theme	Quotes	Commentary
Community Spirit	People and Community Groups and Activities Wellbeing and physical Health Social Connections Local Events Activities for Families & Children	<p>“Friendly community” – 5108</p> <p>“All the people are fairly pleasant and no trouble” – 5209</p> <p>“Being around other people like me is great” – 5209</p> <p>“I just love the village life” - 5236</p> <p>“Having groups that can help me improve my health and wellbeing like Fit Rovers and Pickleball” – 5209</p> <p>“I like the social element and sports activities which are fun so it’s good to have pleasant people around me” – 5209</p> <p>“Local church in Finningley is good, lovely people there too, they do evening activities and i like going to the quizzes that they do. we have Easter fairs, lots of local community walks. there are nice community groups that put on cheap/free tea and coffee. there's a walking group. plenty of good walks” - 103</p>	<p>Residents within the Finningley are appreciative of the strong sense of community spirit. They share that this is due to residents feeling like they get along with anyone who lives here and the feeling around the villages is inherently quite positive. People appear to get on with each other and are happy to socialise and chat with one another in a friendly manner. There is also access to groups and activities locally which benefit residents' wellbeing and physical health. The social side of these is quoted as being a real draw. Residents like the opportunities to gather and mix with their neighbours and appreciate affordable and fun events for children and families.</p>

Green spaces	Health and Wellbeing	"Riverside Park, Branton park" – 5108	Multiple residents here place value on the green spaces available to them locally highlighting the importance of parks, and accessibility. Being able to get to these and local walks. It appears being outside has a positive impact on the wellbeing of the residents in this area. As well as the appreciation for their local green spaces, residents treasured these assets because of the opportunities they provide to get outside and to keep active.
	Accessible	"Green spaces you can access easily" – 5108	
	Independence	"Where I live it's also easily accessible and has some good places to walk and be outdoors" – 5209	
	Sports	"Being able to go walking in the countryside" – 5236  "We have a sports field that young people can use, they play football and cricket during summer, tennis courts." - 103	

Table 1. Community Conversations in Finningley, 2025



## Doncaster Talks

In 2019, Doncaster Talks undertook insight across the borough. Responses were separated into wards and thematically analysed. Across the Finningley Ward, 122 responses were recorded and the main themes on what people liked about the area, what could be improved, and what the borough should focus on are displayed in the table shown below.

FINNINGLEY
<b>Like</b> <ul style="list-style-type: none"><li>• Good community spirit/pride</li><li>• Access to parks and open spaces</li><li>• Good transport connectivity</li></ul>
<b>Improve</b> <ul style="list-style-type: none"><li>• Parking, quality of roads and pavements</li><li>• Fly-tipping &amp; general cleanliness</li><li>• Reduce crime &amp; ASB</li></ul>
<b>Focus</b> <ul style="list-style-type: none"><li>• Reduce crime, ASB &amp; perception of safety</li><li>• Reduce litter/improve cleanliness</li><li>• Improve town centre</li></ul>

Figure 4. Finningley Ward Doncaster Talks Themes, City of Doncaster,, 2019

## Ward Members

The Finningley ward has three ward members who were elected in May 2025.



Councillor Jane  
Cox

Finningley  
Conservative



Councillor Steve  
Cox

Finningley  
Conservative  
Conservative  
Group Leader



Councillor Symeon  
Waller

Finningley  
Conservative



# Health and Wealth

Health inequalities are avoidable differences across the population and between different groups within society and 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 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). Doncaster is within the 10% most deprived communities in England. Table 2 shows the 2019 and 2025 IMD scores for Finningley communities, and their rankings in Doncaster. All the Finningley communities rank very low in terms of deprivation in Doncaster.

Communities	IMD Score 2019	IMD Score 2025	2025 Rank (Out of 88 Communities)
Auckley	6.89	9.45	84th
Blaxton	6.23	11.04	81st
Branton	8.29	9.13	87th
Hayfield Green	17.72	15.4	70th
Old Cantley	8.46	9.41	85th

Table 2. Finningley IMD Scores, ONS, 2025

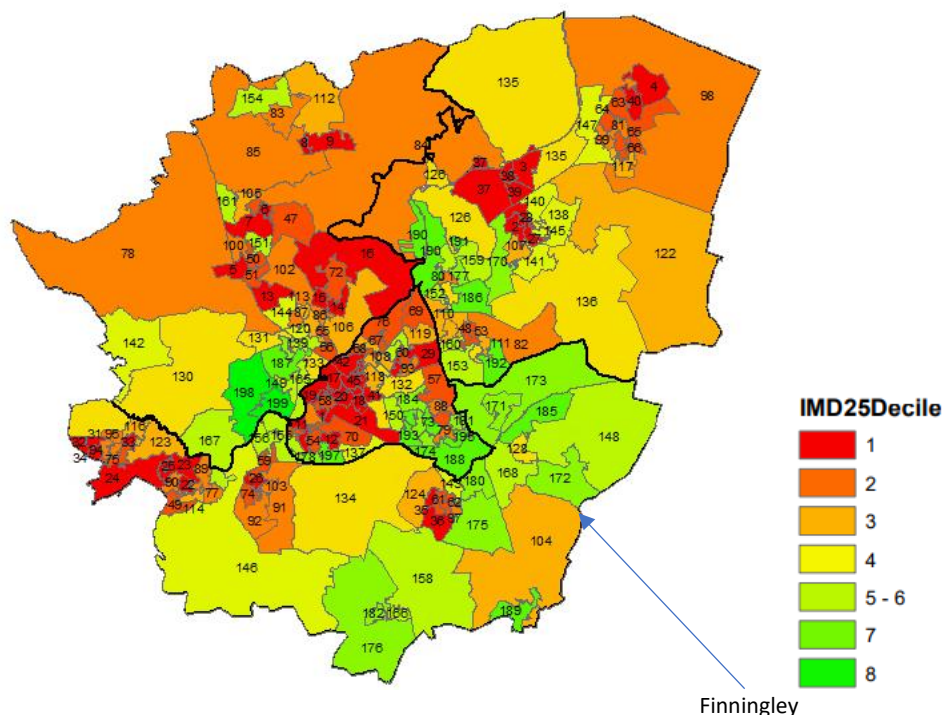


Figure 5. Index of Multiple Deprivation Deciles by LSOA 2025, Doncaster ONS 2025

The Census 2021 calculates the dimensions of deprivation used to classify households are indicators based on four selected household characteristics: education, employment, health and housing.

Finningley has more households that aren't deprived in any dimensions and 1.7% of households are deprived in three dimensions, significantly lower than Doncaster (4.6%) and England (3.7%). There are comparatively low levels of socially rented housing and more own their house outright and with a mortgage. In addition, less houses are privately rented. This is illustrated in Figure 6 below.

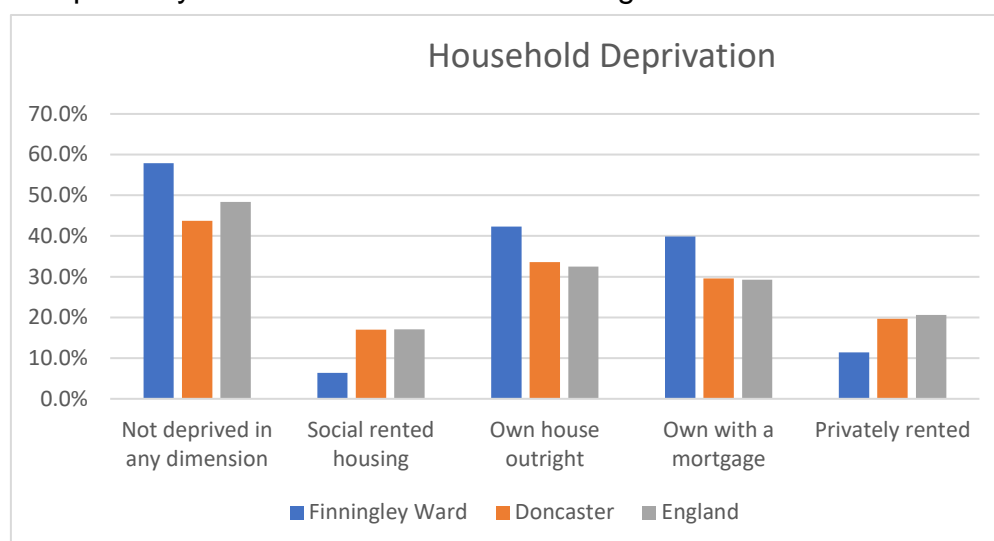


Figure 6. Household Deprivation, ONS 2025

Finningley Ward has better outcomes than Doncaster and England on a number of indicators of deprivation, including those impacted by income deprivation, children, older people in poverty, those impacted by fuel poverty, households experiencing overcrowding, and those aged over 65 who live alone. This is indicated in Figure 7.

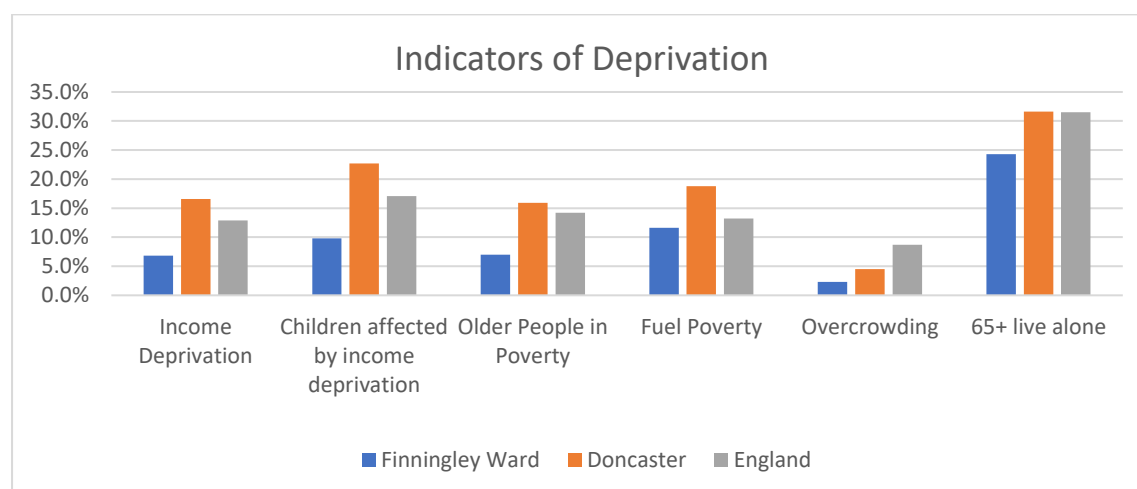


Figure 7. Indicators of Deprivation, ONS 2025

In 2025, 9.2% of Old Cantley, Auckley & Finningley Middle-layer Super Output Area (MSOA) residents are experiencing poverty, significantly lower than the Doncaster average of 29.3%. This is an increase from 2019, where 4.6% of MSOA residents were living in poverty.

The proportion of older people in poverty in Old Cantley, Auckley & Finningley (6.2%) is lower than the Doncaster rate (19.4%), similarly to all people, this has increased (from 5.9%) since 2019.

Furthermore, 17.2% of children are living in poverty, lower than the Doncaster average, 47.1%, an increase from 5.9% 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.

For each individual community in Finningley, the data is outlined in Figure 7.

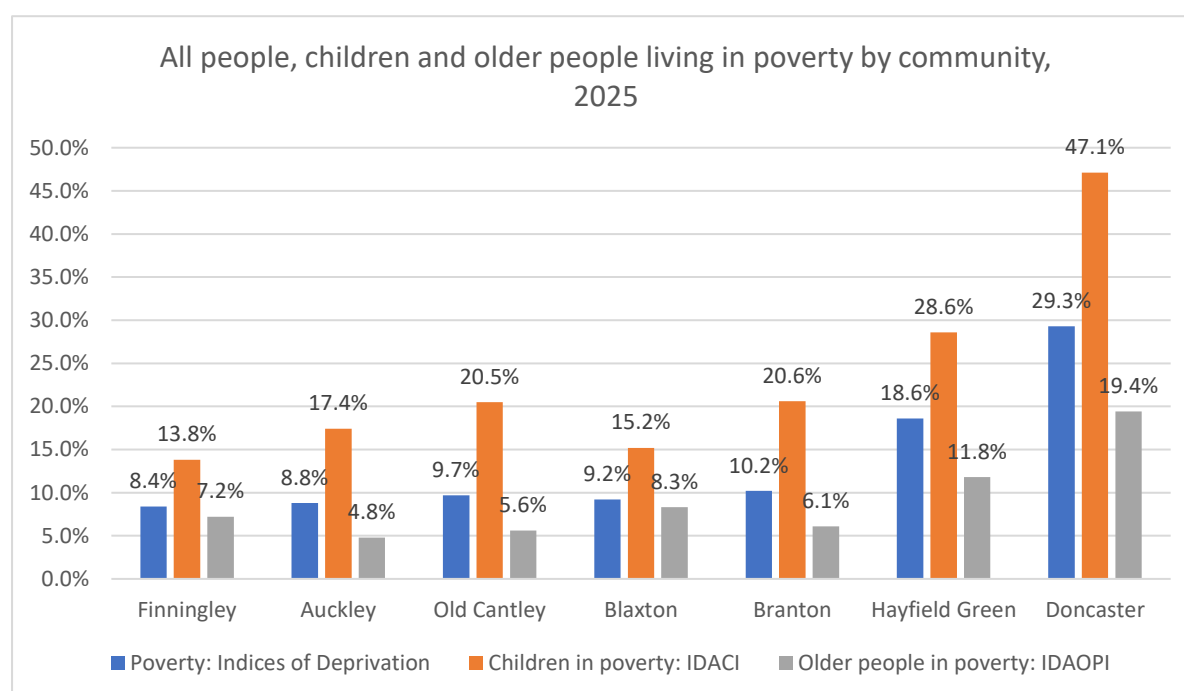


Figure 8. Poverty Prevalence using IMD25, ONS 2025

# Wealth Inequalities

## Employment

Finningley ward unemployment rate amongst working age adults is 2.9% and is significantly lower than Doncaster (6.1%) and England (5.0%) and is 2<sup>nd</sup> lowest in the borough. 20.9% of residents aged 16 and over who are not in employment have never worked, significantly lower than Doncaster (27.2%) and England (25.6%). 39% of residents in Finningley are economically inactive, compared to 23.1% in Doncaster.

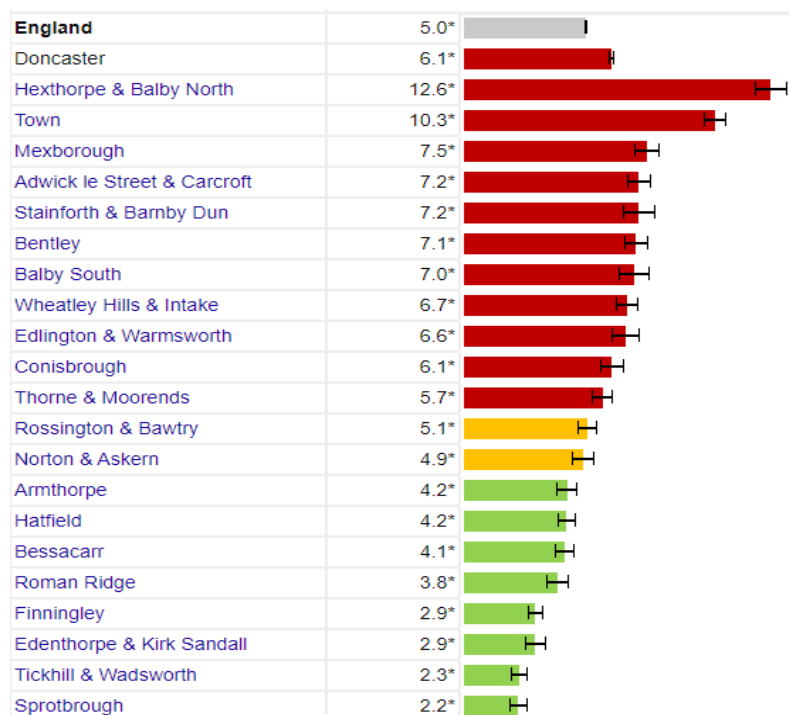


Figure 9. Unemployment Rate, ONS 2024

Of those who are in work the majority work full time (60.0%), which is similar to figures for Doncaster (60.7%) and England (59.1%) and 27.5% work part time, lower than Doncaster (28.9%) and England (29.8%).

Occupation figures highlight that professional occupations are the most prevalent in Finningley, accounting for 21.5% of the workforce, which is significantly higher than Doncaster and similar to England. A large proportion of residents (21.2%) are employed as managers, directors, and senior officials, both traditionally high-skill, higher-pay roles. In contrast, elementary occupations (8.3%) and process, plant, and machine operatives (6.7%) are much lower than Doncaster and England, which are traditionally low-skill, low-pay jobs. A small percentage of people aged 16 years and older in Finningley have no qualifications (20.1%), compared to Doncaster (24.6%) and England (22.7%), while a significantly high proportion (33.4%) are qualified to Level 4 or above, compared to Doncaster (22.7%) and England (33.8%). Additionally, 21% of residents work from home, further indicating a workforce engaged in higher-skilled and flexible employment.



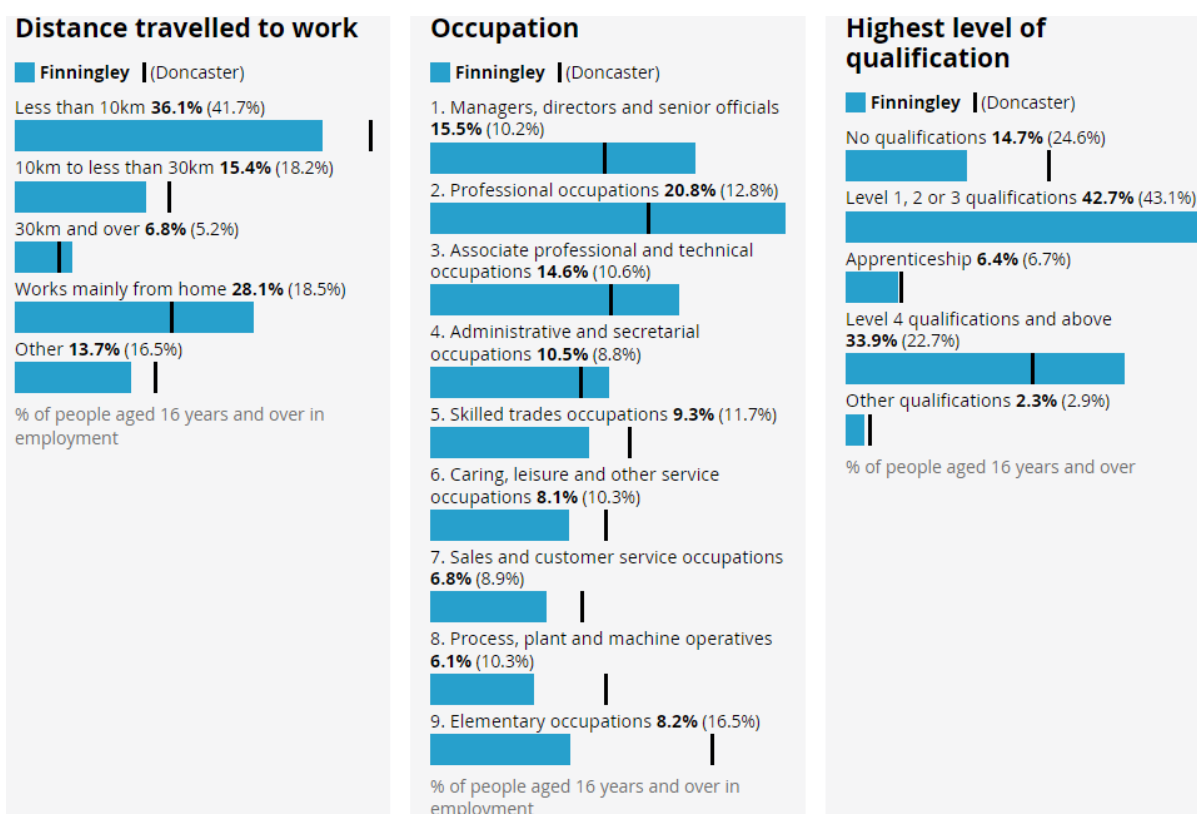


Figure 10. Employment & Education in Finningley Ward, ONS 2021

The Joint Strategic Needs Assessment (JSNA) (2022) reports percentages of residents claiming universal credit. In the Finningley Ward, 2.05% of the population are claimants, which is significantly lower when compared to Doncaster of 4.48% and is the 4<sup>th</sup> lowest in the city.

## Fuel Poverty

Fuel poverty is defined as a household living on a lower income which is not deemed reasonable enough to warm a home sufficiently. In the most recent data in 2020, 11.6% of households in Finningley Ward were unable to warm their homes to a reasonable standard which is lower than Doncaster (18.8%) and England (13.2%). The recent cost of living crisis including rising fuel costs and inflation may be a contributing factor.

## Food Security

There are 6 foodbanks located in the South Locality. The South locality ranks as 2<sup>nd</sup> in relative level of support compared to the rest of the city, highlighting the need to address poverty, food poverty and low income.

There are no foodbanks located in Finningley ward, and so the closest foodbanks are located in Rossington, consisting of the Trussell Trust Foodbank and Arks and Crafts Foodbank. The most common household types needing support in Rossington foodbanks are Individuals, followed by families, and the main reason for accessing foodbanks is cost of living challenges, low income, benefit delays and debt.

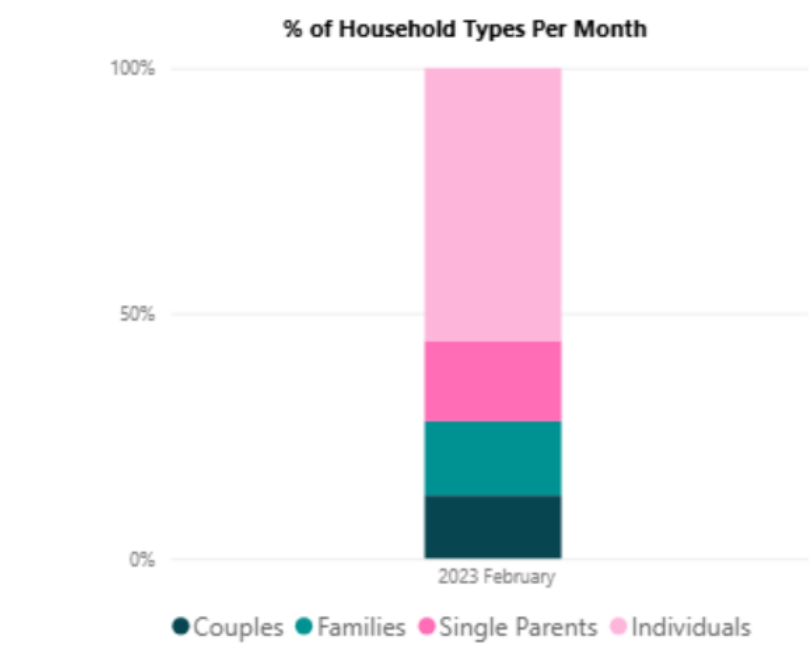


Figure 11. Household Types Accessing Food Support at Doncaster Food Bank (Rossington), City of Doncaster Council, 2025

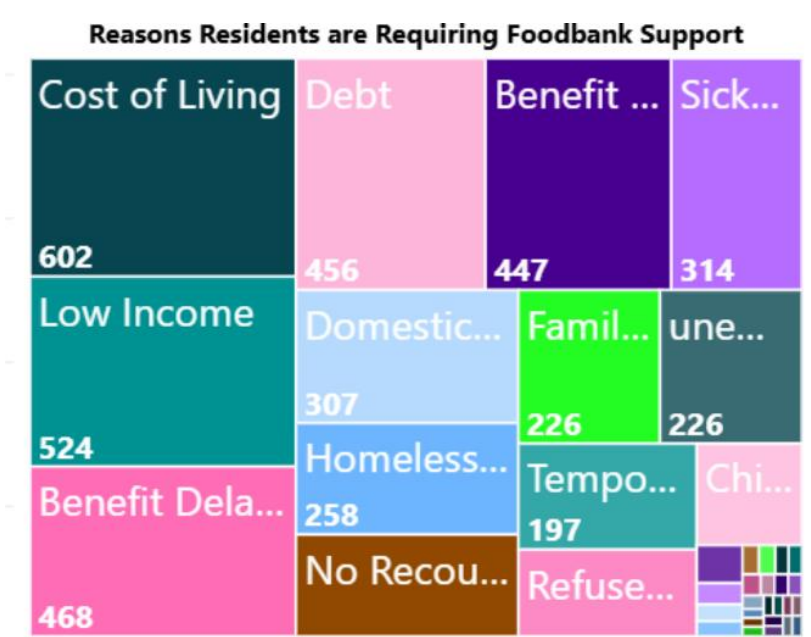


Figure 12. Reasons for Accessing Food Support at Doncaster Foodbank Rossington, City of Doncaster Council, 2025

## The Bread-and-Butter Thing

The purpose of The Bread-and-Butter Thing (TBBT) is to address moderate food insecurity by helping minimise demand on crisis support i.e. Foodbanks. They also reduce poverty premiums that families in low-income areas can face, reduce waste by identifying edible surplus food in the UK food sector and redistributing it, to build resilience within the communities. TBBT establish a mobile food club which gives access to nutritious and affordable food taken into the heart of communities starved of money, food, and resources. There is no eligibility, and parcels are based on a weekly shop and provides essential produce for family eating – fresh fruit and veg, chilled goods and cupboard staples. This discounts a family's shopping and stretching their budget. A members average weekly saving is £26.50

Throughout the City there are five Hubs based in the following communities: 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. In 2024 across the five sites 1596 volunteering opportunities were accessed with 3241 residents accessing the support.

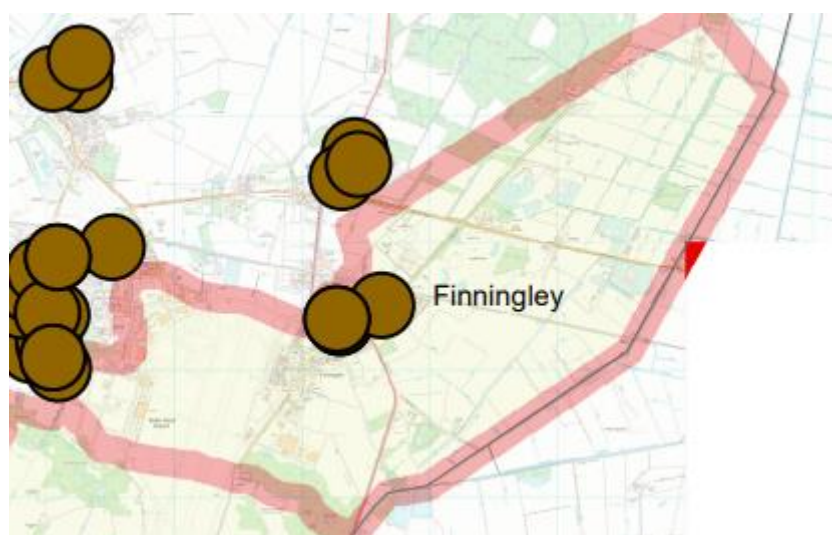


Figure 13. Map of Interactions with TBBT in Finningley, The Bread and Butter Thing, 2025

## Citizens Advice Doncaster Borough

Citizens Advice Doncaster Borough (CADB) is a network of charities that provides free, impartial and independent support. There are currently CADB outreach sites at Rossington Family Hub, the Rossington Practice, Edlington Helping Hands, Stone Castle Centre Conisbrough, The Old Library Denaby and the main Mexborough office. Finningley has the second lowest number of clients and lowest total income gain across the south locality. The figures of interactions, clients, postcodes covered, and total income gain can be seen from 2021/22 to 2024/25 in table 3. Reasons for accessing CADB support can be seen in figure 14. In 2024/25 fiscal year, the top

issues for residents with postcodes within the Finningley Ward were debt, benefit and tax credits, benefits and universal credits, utilities and communications.

Data collation information	Fiscal year 2021/22	Fiscal year 2022/23	Fiscal year 2023/24	Fiscal year 2024/25
Clients	46	50	72	60
New Interactions	190	187	803	249
Postcodes covered	37	45	58	148
Repeat Interactions	16	8	48	18
Total Income gain	£153,504	£187,912	£152,044	£53,145

Table 3. Finningley CADB figures for fiscal years 2021/22 to 2024/25, Citizens Advice Doncaster Borough, 2025

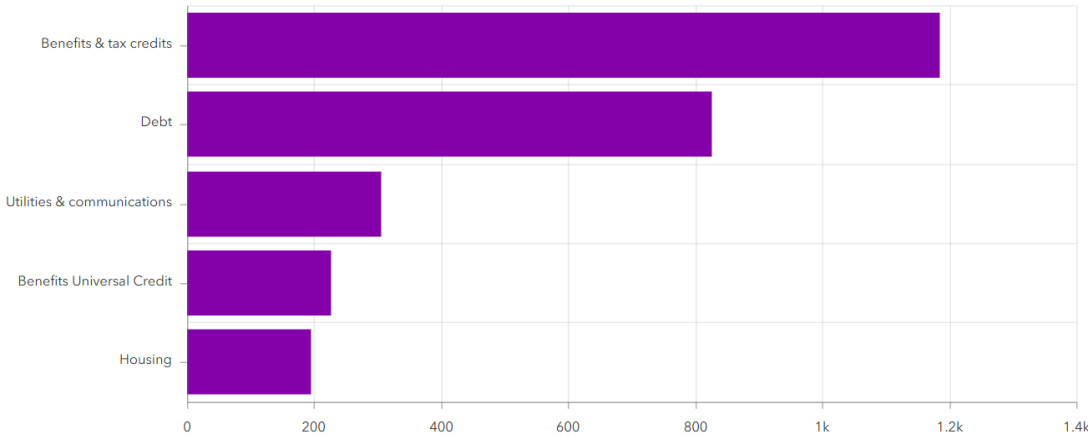


Figure 14. Reasons Residents are Accessing Foodbank Support in Finningley in 2024/25, Citizens Advice Doncaster Borough, 2025





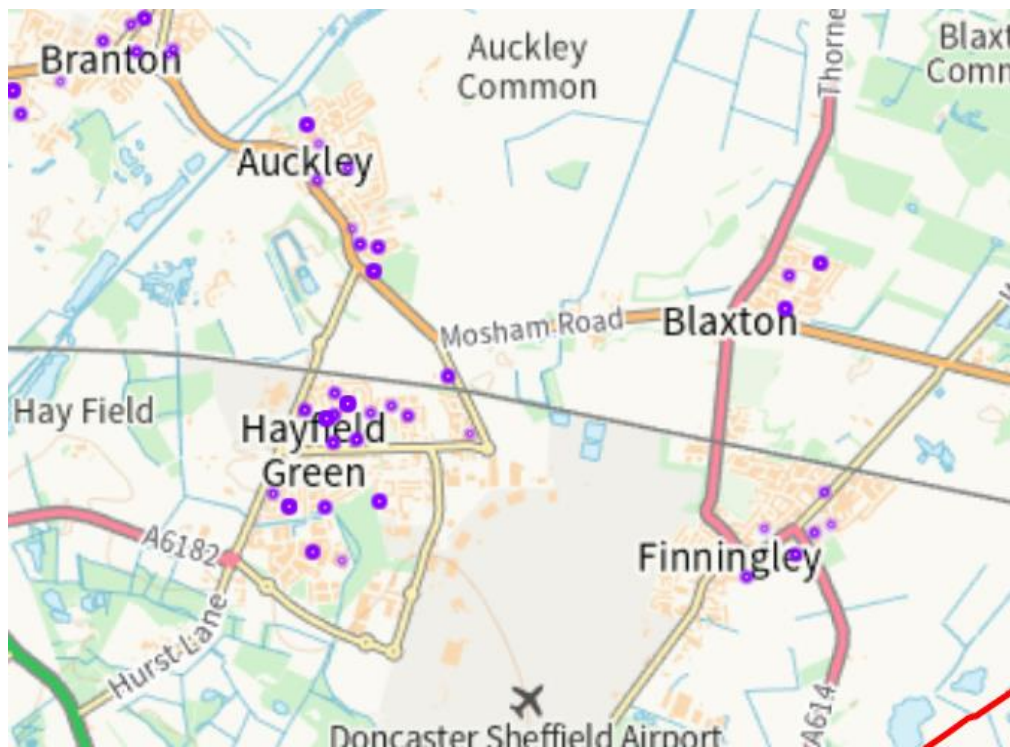


Figure 15. Map of CABD Interactions in Finningley, 2024-25, Citizens Advice Doncaster Borough, 2025

## Health Inequalities

### Life Expectancy

In 2024 people living in Finningley ward have a higher life expectancy and live more years in good health in comparison to Doncaster and England. Life expectancies for men (81.4 years) and women (85. years) living in Finningley are higher than Doncaster (*m*: 77.8, *f*: 81) and England (*m*: 79, *f*: 83). Healthy life expectancy is also higher with men expected to develop a life limiting health condition at aged 67.16 and women aged 68.4, which is significantly later than Doncaster, (*m*: 57, *f*: 57), and England (*m*: 61.5, *f*: 61.9).

### Long Term Health Conditions

The number of people who report to be living with a long-term limiting illness (17.5%) is significantly lower than Doncaster (21.7%) but in line with England (17.6%). And those reporting bad or very bad health (4.3%) is better than Doncaster (6.9%) and 51.1% have very good health which is higher than Doncaster (44.3%) and England (48.5%).

The Finningley ward has lower emergency hospital admissions for all causes: coronary heart disease, stroke, heart attacks, and COPD than the rest of Doncaster and lower incidences of all cancers: breast, lung and prostate than Doncaster. However, there are high incidences of colorectal cancer (120.4 per 100.0), which is the seventh highest in the city. Hospital admissions for intentional self-harm, hip fractures in 65+ and those attributed to alcohol are all lower than Doncaster.

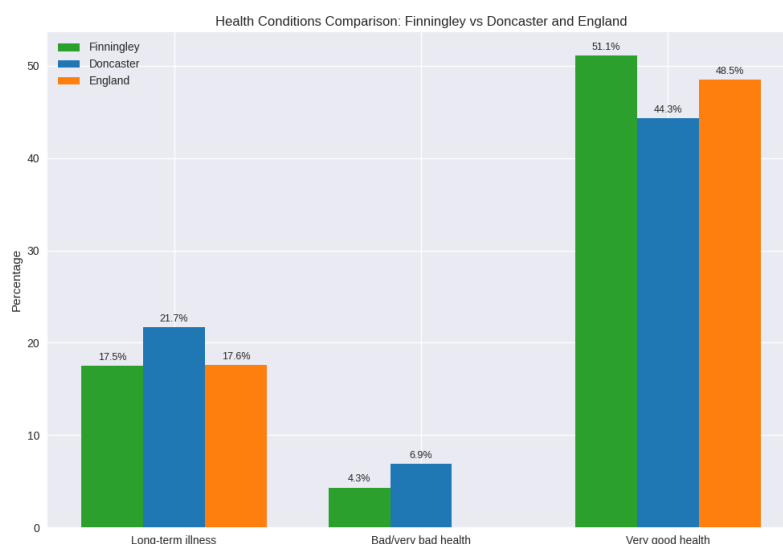


Figure 16. Health Conditions in Finningley, Doncaster and England ONS, 2023

## Incidences of Death

The ISR ratio for all incidences of death is lower than Doncaster: circulatory disease, coronary heart disease, stroke and respiratory disease, and deaths considered preventable are significantly lower than Doncaster. The leading cause of death in the ward is cancer (103.0 per 100.0 when using ISR) but is still significantly lower than the rest of Doncaster (116.1 per 100.0).

## Smoking

For Finningley Ward, the smoking prevalence is 8.6%, compared to Doncaster (19.6%) and England (13%). Action on Smoking and Health (ASH) estimates smoking costs Doncaster £335 million per year, and 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 the Finningley ward, 8.6% of the ward's population are smokers and the gross annual cost of smoking as of Spring 2024 was £9.39 million. This is lower than the Doncaster rate of 19.6% and England's 13%. An estimated £1.46 million is spent

annually on tobacco products in Finningley and the national average spend on tobacco per smoker now stands at £2486. Smoking has a significant impact on employment and productivity, and in Finningley the total cost due to lost productivity from smoking was estimated at £5.25 million which is lower than the borough average (£6.5M).

## Alcohol

The data at the Lower Super Output Area (LSOA) level highlights disparities in alcohol-specific hospital admissions across Doncaster. Finningley ward consistently reports lower admission rates than both Doncaster and England averages. Between 2016 and 2023, Finningley's rate ranged from 3.2 to 4.2 per 1,000 population, compared to Doncaster's 6.8 to 7.9 and England's 5.9 to 6.7. While the ward shows a slight upward trend over time, it remains significantly below borough and national figures, indicating comparatively lower alcohol-related harm in this community.

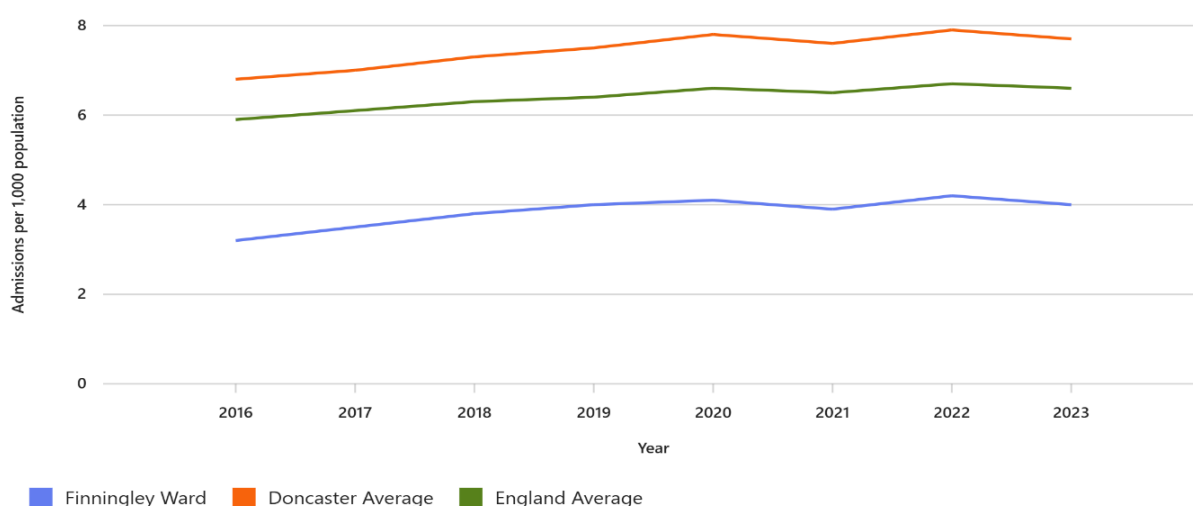


Figure 17. Alcohol-Specific Admissions per 1000 Population 2016-2023, ONS, 2023

## 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 Finningley, 13.8% of

children are classed as living in child poverty, which is significantly lower than the Doncaster average (47.1%).

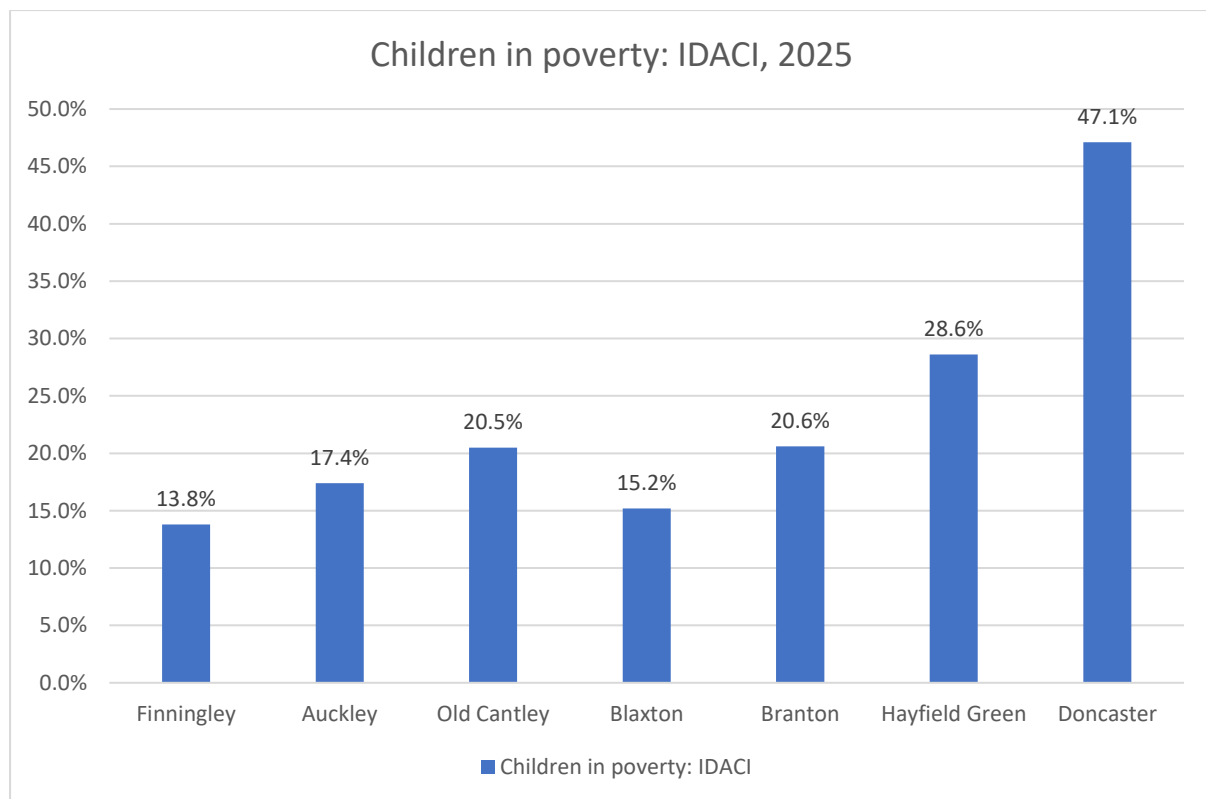


Figure 18. Children in Poverty: Income Deprivation Affecting Children Index (aged 0 to 15) ONS, 2025



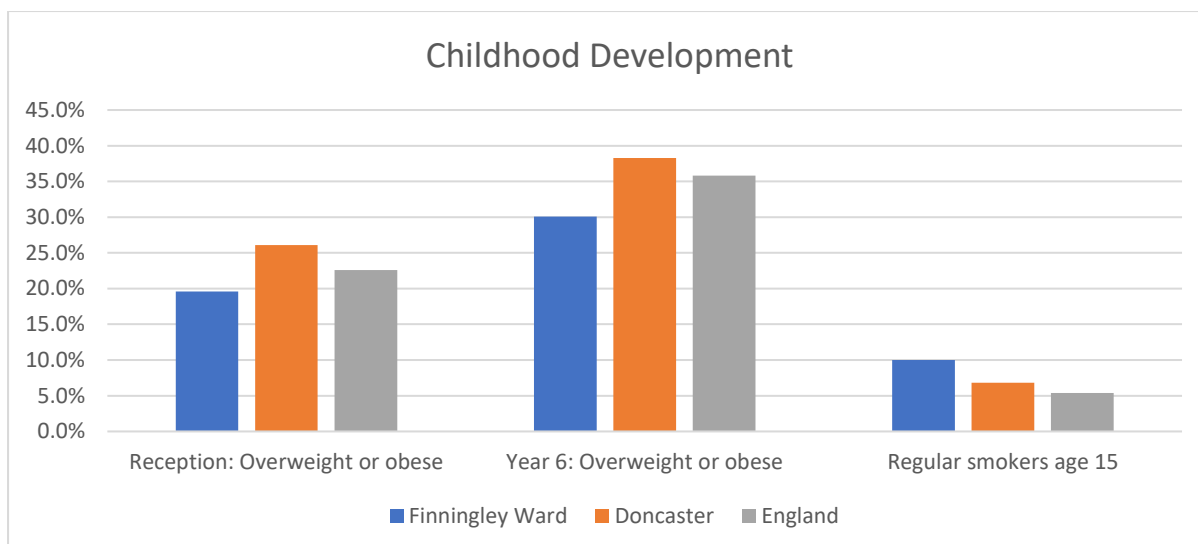


Figure 19. Prevalence of Obese and Overweight Children in Reception and Year 6 National Child Measurement Programme, 2020

Furthermore, the general fertility rate, which is live births per 100.0 women aged 15-44 (57.2) is lower than Doncaster (62.4) and England (59.2) and low birth weight babies (4.2%) is lower than Doncaster (7.8%) and England (6.8%).

Emergency admissions in under 5s match the Doncaster figure (91.1 per 100.0 when using ISR) but are significantly lower than England (140.7 per 100.0). All other emergency hospital admissions for injuries to young people of all ages are lower than Doncaster and England.

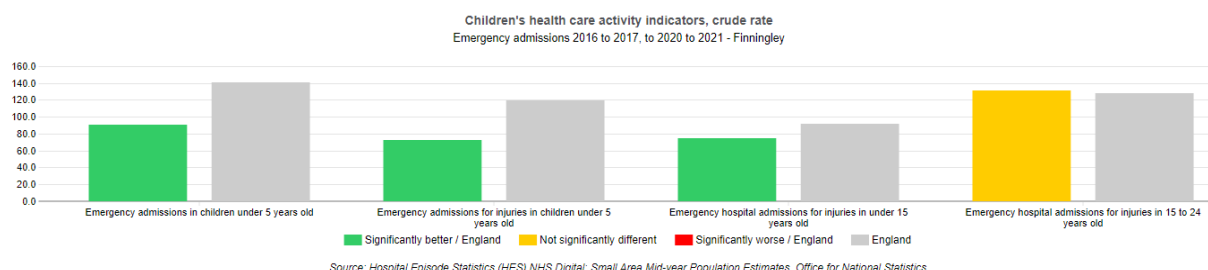


Figure 20. Children's Healthcare Activity ONS, 2021

The MSOA data from 2021/22 to 2023/24 shows that Old Cantley, Auckley & Finningley communities consistently outperform both Doncaster and the national average in terms of childhood obesity and overweight prevalence. In Reception year, only 7.1% of children were classified as obese, compared to 12.1% in Doncaster and 9.6% nationally. Similarly, 21.4% were overweight or obese, slightly below the national average of 21.9%. By Year 6, the figures rise, as they do across the country—but still remain comparatively lower, with 19.2% obese and 30.8% overweight or obese, versus 26.6% and 40.3% in Doncaster, and 22.7% and 36.7% nationally. These trends suggest that the area benefits from effective health initiatives or favourable

socioeconomic factors, though the increase from Reception to Year 6 highlights the need for sustained efforts to promote healthy lifestyles as children grow.

Indicator	Period	026 Old Cantley, Auckley & Finningley		Doncaster		England		England	
		Recent Trend	Count	Value	Value	Value	Worst	Range	Best
Reception prevalence of obesity (including severe obesity), 3 years data combined <small>New data</small>	2021/22 - 23/24	-	-	7.1%	12.1%	9.6%	20.9%		2.2%
Reception prevalence of overweight (including obesity), 3 years data combined <small>New data</small>	2021/22 - 23/24	-	-	21.4%	25.8%	21.9%	37.9%		6.9%
Year 6 prevalence of obesity (including severe obesity), 3 years data combined <small>New data</small>	2021/22 - 23/24	-	-	19.2%	26.6%	22.7%	44.7%		3.8%
Year 6 prevalence of overweight (including obesity), 3 years data combined <small>New data</small>	2021/22 - 23/24	-	-	30.8%	40.3%	36.7%	55.3%		10.3%

Figure 21. Childhood Obesity, ONS, 2024

## Education

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 each pupil is assessed in reading, writing and maths. In Finningley, out of 22 pupils, 86% reach the expected standard in reading, writing and maths. This is an increase from 82% in 2023, and from 67% in 2022. This is much higher than Doncaster wide, at 59% in 2024.

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 2024, out of the 20 pupils with a Finningley postcode, GCSE attainment 8 score was 48.3 in 2024, a decrease from 55.2 In 2023 and from 60 from 2022. this is higher than the Doncaster wide score in 2024, which is 44.

In 2024, 0 children in Finningley are missing from school and 0 are home educated.

## Pupil Lifestyle Survey

The Pupil Lifestyle Survey is conducted by City of Doncaster Council (CDC) 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. In the 2024 data, Finningley ward had 129 pupils participating. 51% were boys and 46% girls, and 3% preferred not to say. 89% identified as white, and 8% an ethnic minority, compared to 81% being white in Doncaster, and 12% being an ethnic minority.



Of those 129, English was a second language for 12%, much lower than Doncaster's 23%. Just 4% had a disability, compared to Doncaster's 9%. 95% of children reported having breakfast, compared to Doncaster's 86%, and it has the lowest rates of free school meals (5%) across all of Doncaster, where the overall rate is 19%.

## 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 and 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 South locality including Denaby and Conisbrough, Mexborough and Rossington.

Membership data shows the percentage of eligible children signed up to Family Hubs. 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. A complex relationship exists between socioeconomic, cultural, education, deprivation and independence as well as other factors and indicators which can influence these rates. Data across all recorded age groups is available in the table below for each community in Finningley for membership, access, and engagement. The membership rates show that these communities have higher family hub membership when a child gets older, similarly with engagement. Access rates are low across Finningley communities.

	Population	0-8 Weeks	Population	0-1 Years & 11 Months	Population	0-4 Years & 11 Months
<i>Auckley</i>	3	33%	11	73%	30	87%
<i>Blaxton</i>	4	100%	58	71%	153	81%
<i>Branton</i>	7	57%	21	67%	50	90%
<i>Hayfield Green</i>	14	71%	85	85%	230	93%
<i>Old Cantley</i>	4	50%	23	52%	50	66%

*Table 4. Family Hub Membership Across Finningley Communities, City of Doncaster Council, 2025*

	0-1 Years & 11 Months	0-4 Years & 11 Months
Auckley	33%	74%
Blaxton	46%	75%
Branton	56%	78%
Hayfield Green	58%	85%
Old Cantley	43%	58%

Table 5. Family Hub Access Across Finningley Communities, City of Doncaster Council,2025

	0-1 Years & 11 Months	0-4 Years & 11 Months
Auckley	20%	65%
Blaxton	29%	65%
Branton	44%	71%
Hayfield Green	38%	69%
Old Cantley	38%	56%

Table 6. Family Hub Engagement Across Finningley communities, City of Doncaster Council,2025

	South Family Hubs
Membership	92%
Access	80%
Engagement	68%

Table 7. South 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. 64% of eligible children in Doncaster have taken up 2-year-old funding. This figure has dropped each term over the last year in all localities with the biggest decrease in Central and South localities. For Summer 2025, late 2-year-old funding uptake was low in Finningley communities eligible compared with Doncaster (64%). Numbers of eligible children are lower in these communities.

Locality and Family Hub	Eligible	Take-Up	%	Children not taking up the funding

Auckley	1	0	0.0%	1
Bawtry	1	0	0.0%	1
Blaxton	2	1	50.0%	1
Branton	2	1	50.0%	1
Finningley	1	0	0.0%	1
Hayfield Green	8	5	62.5%	3

Table 8. Take-Up of 2-year-old Funding Across Finningley Communities, City of Doncaster Council, 2025

## Physical Activity

It is known that Doncaster has more physically inactive adults, and fewer physically active adults than the national average (Get Doncaster Moving/Sport England, 2019). Across Doncaster, 29.1% of adults are physically inactive and this is higher than across England (25.4%). The number of physically active adults in Doncaster is lower than the England rate, at 59.0% and 62.3% respectively.

The Mosaic map below shows levels of inactive households across Doncaster. Data is mapped to LSOA, however wards are shown and labelled for orientation.

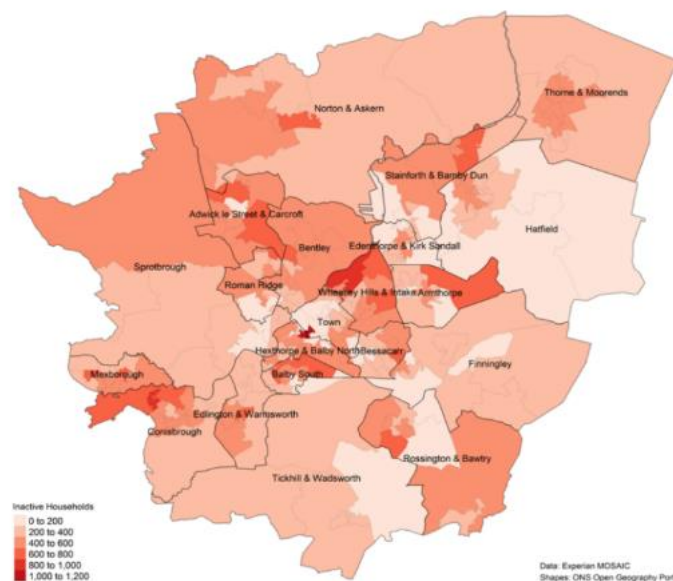


Figure 22. Mosaic Map of Inactive Households by Ward Across Doncaster, Get Doncaster Moving, 2023

## Physical Activity Children and Young People

Data from the 2024 Pupil Lifestyle Survey shows that 34% of participating the Finningley Ward students walk to school, compared to Doncaster at 39%. 99% students in Finningley have done physical activity in the last 7 days, compared to 97% of students in Doncaster. 21% of students in Finningley do physical activity via an after-school club, compared to 18% in Doncaster.

# Community Information

## Population & Age Profile

The total population of the Finningley Ward is 17,109. Age breakdown can be seen in Figure 23. 16.6% are aged 15 years and under, lower than Doncaster (18.6%). 57.4% are of working age 16 to 64, lower than Doncaster (62.0%), and 26.1% are aged 65+, significantly higher than Doncaster (19.4%).

51.3% of residents are female, and life expectancy for males is 82.0, higher than Doncaster (77.9) and England (79.5) and is 2<sup>nd</sup> highest in the borough. Females (83.7) is also higher than Doncaster (81.3) and England (83.2) and is 3<sup>rd</sup> highest in the borough.

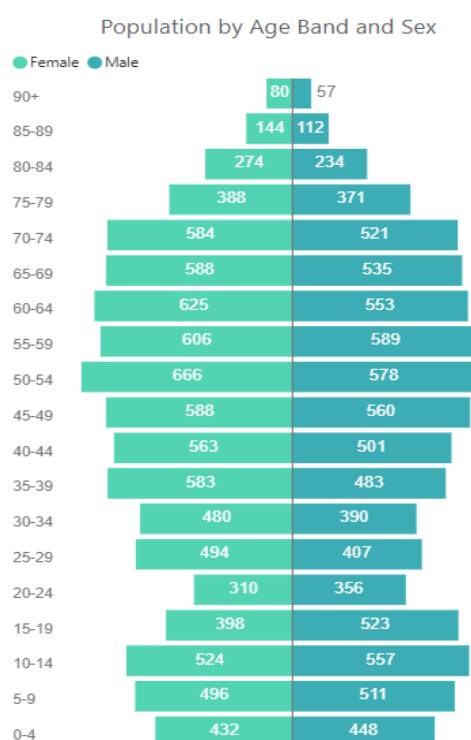


Figure 23. Population Distribution in Finningley Ward, ONS, 2021

Ethnic Group	Finningley Ward	Doncaster	England
Asian	3.7%	2.9%	9.6%
Black	0.9%	1.2%	4.2%
Mixed / Multiple	2.1%	1.5%	3.0%
White	92.5%	93.1%	81.0%
Other	0.8%	1.2%	2.2%

Table 9. Ethnic Groups Residing in Finningley Ward (ONS, 2021)

## Language

96.9% of the population class England as their main language, higher than Doncaster (92.8%) and England (90.8%). Population density, people per square kilometre (394) is lower than Doncaster (551) and England (434).

## Housing

There are estimated to be 7,400 households in the Finningley ward, and most are detached, the highest percentage in the borough. Whether a household's accommodation is overcrowded, ideally occupied or under-occupied, this is calculated by comparing the number of bedrooms the household requires to the number of available bedrooms. A large percentage of houses in Finningley ward have more bedrooms than required, significantly more than Doncaster and England. The type of housing is illustrated in Figure 24, a significant number of houses are detached and have more bedrooms than are required.

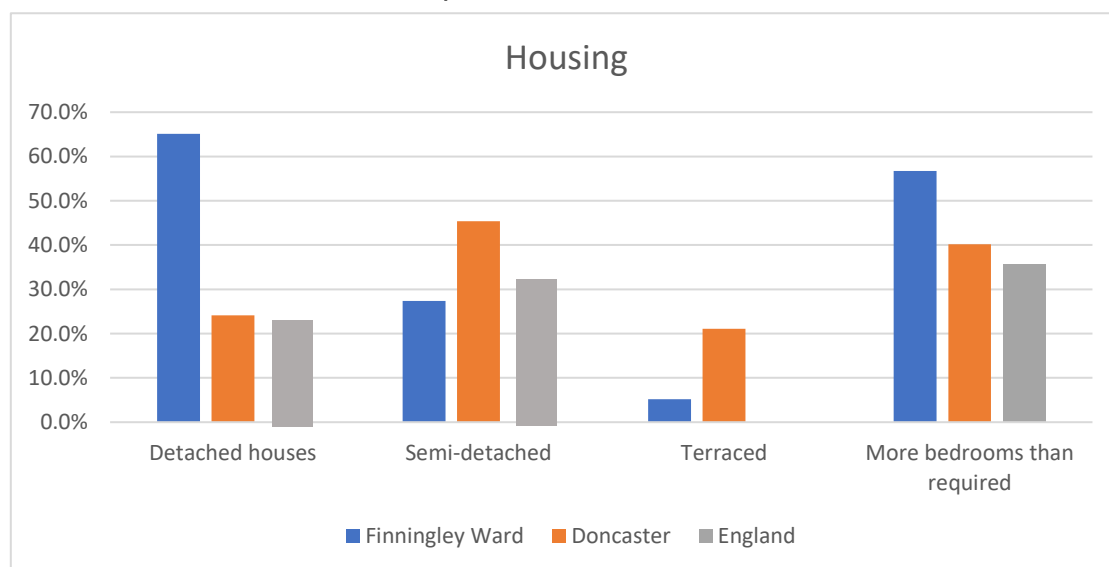


Figure 24. Finningley Ward Housing, ONS 2021

Furthermore, only 1.4% of houses are classed as overcrowded, which is significantly lower than Doncaster (2.5%) and England (4.3%). Household size and composition can be seen compared to Doncaster in Figure 9.

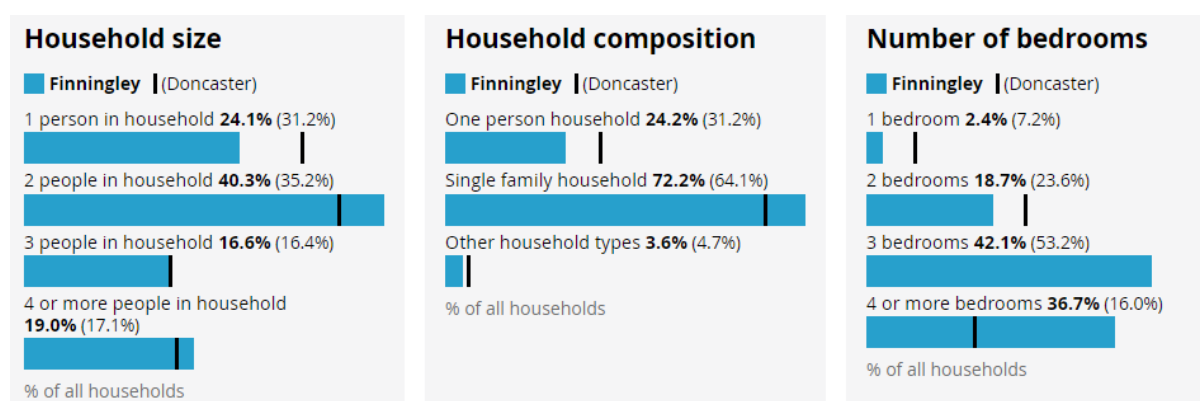


Figure 25. Household Size, Composition and Bedrooms in Finningley Ward, ONS, 2021

St Leger Homes provide social housing services across Doncaster. They manage over 21,000 residences who are owned by the City of Doncaster Council. High levels of social housing, with a large proportion of bungalows and terraced housing are an indicator of deprivation and associated with overcrowding, low income and can

consequently affect poor levels of childhood development. The number of socially rented houses along with the number of homeless families in Finningley can be seen in the table below. These are lower than other South communities. Rent arrears can be seen in table 10, with a large increase from 22/23-23/34.

Type of House	Total number
Bungalows	28
Flats	18
Maisonette	0
Houses	32
Total	78

Table 10. St Leger Homes housing Stock in Finningley, St Leger Hones, 2025

## Community Summaries

Due to the number of small communities within Finningley ward, below is a series of data providing an overview of key information for each. All data has been compared to Doncaster.

### Community Health Profile Summary: Finningley / Doncaster

#### Demographics:

- Population: 1765. Female 51.6%. Male 48.4% (F:50.4% M:49.6%)
- Born in the UK: 96.5% of the population in the ward were born in the UK. (89.6%)
- Age: 17% are aged 0-15. 58% are aged 16-64. 25% are aged 65+. (17.4% / 63.2% / 19.4%)
- Disability: 15% People with a long-term health problem or disability, including conditions or illnesses relating to old age in line with the Equality Act 2010. (20.3%)

#### Household Characteristics:

- Household Size: One-person households account for 22.2% of households in Finningley, while four-person households make up 18.1% of the total. (31.2% / 17.1%)
- Household Deprivation: 29.5% of households are considered deprived in one dimension. 8.9% of households in the ward experience deprivation in two dimensions. (34.7% / 16.7%)

#### Ethnicity and Religion:



- Ethnic Group: The community in Finningley is predominantly white, 3.8% representing various ethnic backgrounds. (6.9%)
- Religion: 61.1% identify with Christianity. 32.6% of the population in the ward identifies with no religion. Islam 1.2%. (50.9% / 39.8% / 2.2%)

### **Health Indicators:**

- Self-Reported Very Good Health: 52.1% of residents in the ward reported being in very good health. 3.1% of residents reported experiencing bad health. (44.3% / 5.3%)
- Unpaid Care: 9.9% of individuals provide some form of unpaid care to other residents. (9.7%)

### **Housing:**

- Transport: 7.9% of households do not own a car or van. (24.4%)
- Bedrooms: 44.2% of households have four or more bedrooms. (16%)
- Overcrowding: 0.4% of households experience overcrowding. 67.1% of houses have more bedrooms than required. (2.5% / 40.2%)
- Home Ownership: 88.1% of residents own their homes outright or with a mortgage. (63.2%)
- Socially Rented: 4.3% of houses are under social rental schemes. (17%)
- Privately Rented: 7.6% of houses are privately rented. (19.7%)

### **Occupation and Education:**

- Unemployment: 1.4% of working age people are unemployed. (6.1%)
- Employment: Most residents, 21.5% hold managerial, directorial, or senior official positions. 20% of residents are engaged in professional occupations. (10.2% / 12.8%)
- Qualifications: 38.1% of residents are qualified to level 4 or above. 13.3% of residents have no formal qualifications. (22.7% / 24.6%)
- Students: 19.2% of the population are school-children or full-time students. (17.9%)

## Community Health Profile Summary: Branton & Old Cantley/ Doncaster

### Demographics:

- Population: 2483. Female 50.8%. Male 49.2% (*F:50.4% M:49.6%*)
- Born in the UK: 95.3% of the population in the ward were born in the UK. (*89.6%*)
- Age: 14.6% are aged 0-15. 58.8% are aged 16-64. 26.6% are aged 65+. (*17.4% / 63.2% / 19.4%*)
- Disability: 15.7% People with a long-term health problem or disability, including conditions or illnesses relating to old age in line with the Equality Act 2010. (*20.3%*)

### Household Characteristics:

- Total Households: 2500
- Household Size: One-person households account for 27.1% of households in Finningley, while four-person households make up 16.8% of the total. (*31.2% / 17.1%*)
- Household Deprivation: 31.6% of households are considered deprived in one dimension. 11.1% of households in the ward experience deprivation in two dimensions. (*34.7% / 16.7%*)

### Ethnicity and Religion:

- Ethnic Group: The community in Finningley is predominantly white, with 4.2% representing various ethnic backgrounds. (*6.9%*)
- Religion: 59.3% identify with Christianity. 33.1% of the population in the ward identifies with no religion. 1.1% identify with Islam. (*50.9% / 39.8% / 2.2%*)

### Health Indicators:

- Self-Reported Very Good Health: 51.4% of residents in the ward reported being in very good health. 3% of residents reported experiencing bad health. (*44.3% / 5.3%*)
- Unpaid Care: 9.8% of individuals provide some form of unpaid care to other residents. (*9.7%*)

### Housing:

- Transport: 9.4% of households do not own a car or van. (*24.4%*)
- Bedrooms: 34.3% of households have four or more bedrooms. (*16%*)
- Overcrowding: 1.2% of households experience overcrowding. 57.5% of houses have more bedrooms than required. (*2.5% / 40.2%*)
- Home Ownership: 86.1% of residents own their homes outright or with a mortgage. (*63.2%*)
- Socially Rented: 4.3% of houses are under social rental schemes. (*17%*)

- Privately Rented: 9.7% of houses are privately rented. (19.7%)

### Occupation and Education:

- Unemployment: 1.7% of people of working age are unemployed (6.1%)
- Employment: Most residents, 21% of residents are engaged in professional occupations whilst 16.3% of the working population hold managerial, directorial, or senior official positions. (10.2% / 12.8%)
- Qualifications: 32.6% of residents are qualified to level 4 or above. 16.7% of residents have no formal qualifications. (22.7% / 24.6%)
- Students: 14.9% of the population are school-children or full-time students. (17.9%)
- A high number of residents around Valley Drive and Moor View have no qualifications when compared to the rest of the community and ward, illustrated in Figure 12.

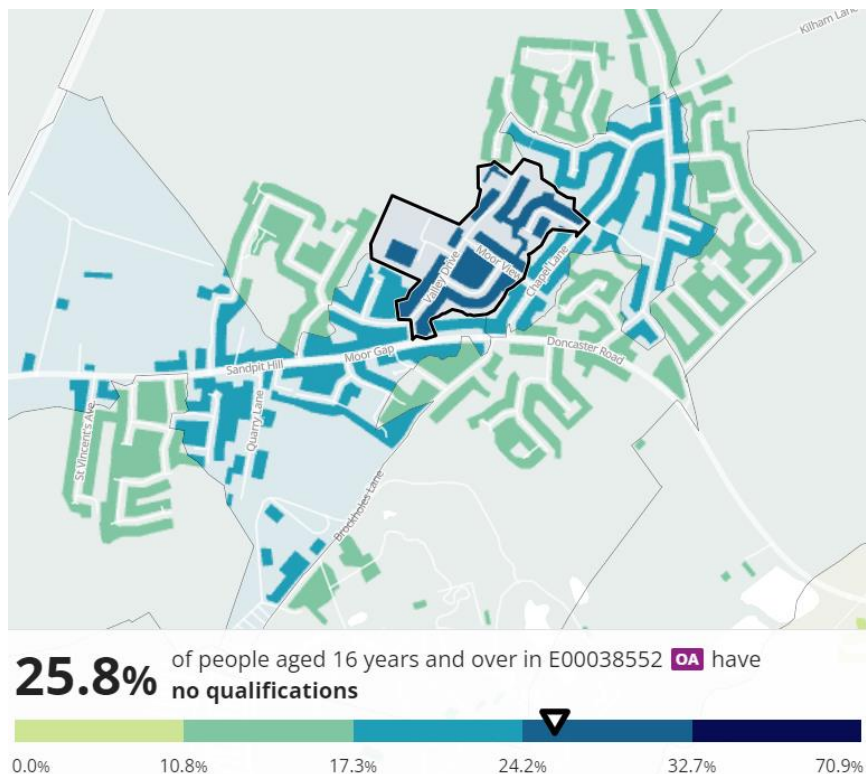


Figure 26. Branton Residents Qualifications, ONS, 2021

## Community Health Profile Summary: Auckley & Hayfield Green / Doncaster

Areas in Hayfield Green exhibit indicators of deprivation when compared to the rest of the community and are illustrated in the figures below. A high percentage of properties around Elm Road, Pane Tree Way & Cypress Avenue area of Hayfield Green are deprived in 3 dimensions, shown in Figure 13. 86.6% are socially rented and a significantly high number of people are economically inactive due to looking after the home or family, illustrated in Figure 14, a further 12.8% of people in this area are also economically inactive due to long term sickness or disability. Furthermore 6.7% of houses experience overcrowding. All three figures are highest in the Finningley Ward.

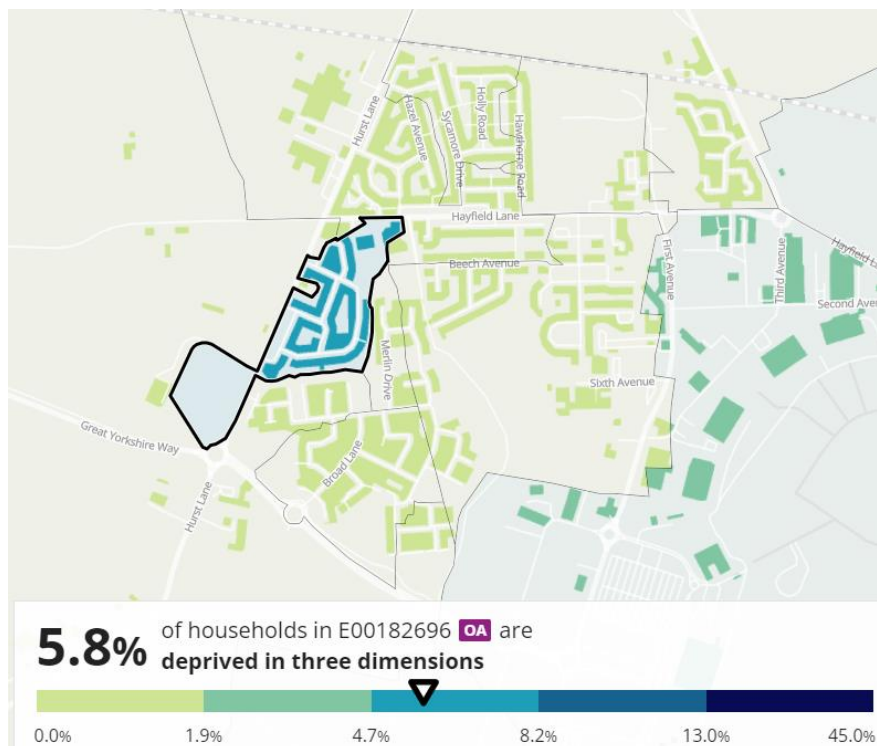


Figure 27. Hayfield Green Deprivation in 3 Dimensions ONS, 2021



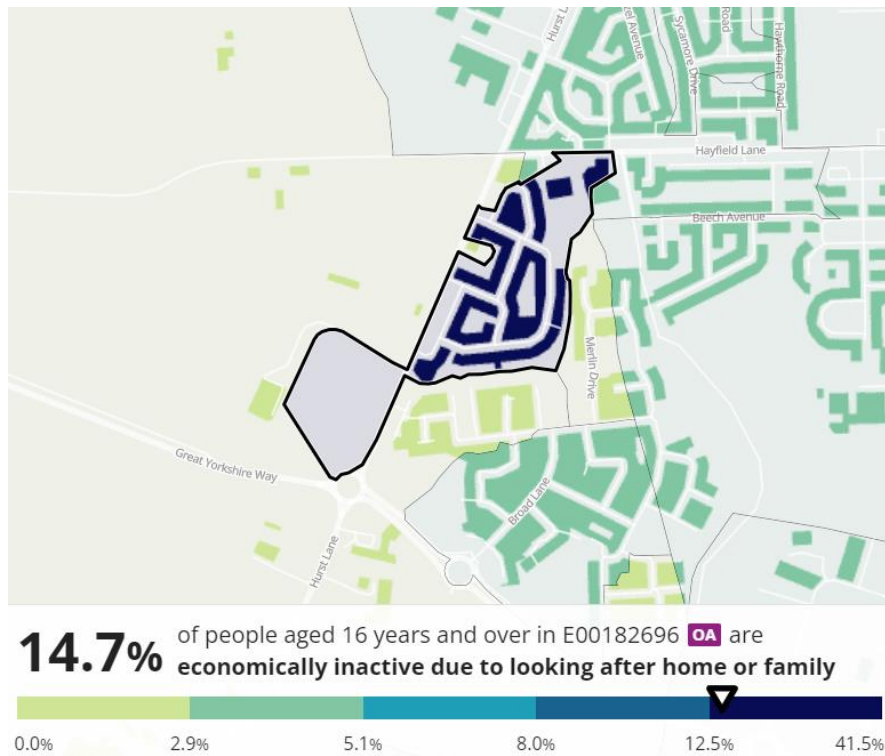


Figure 28. Hayfield Green Economic Inactivity ONS, 2021

Auckley has a high number of people who are retired, particularly streets surrounding Maple Drive and Norwood Avenue and is illustrated in Figure 26.

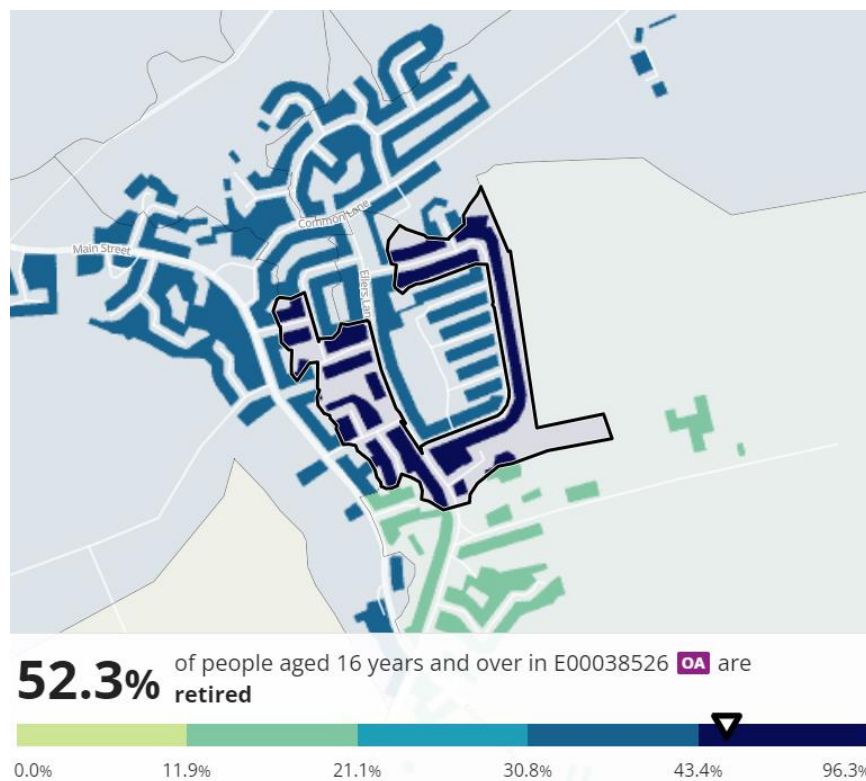


Figure 29. Auckley Retired Population, ONS, 2021

## Demographics:

Population: 4718. Female 51.3%. Male 48.7% (*F:50.4% M:49.6%*)

- Born in the UK: 94.6% of the population in the ward were born in the UK. (*89.6%*)
- Age: 20.7% are aged 0-15. 65.1% are aged 16-64. 14.2% are aged 65+. (*17.4% / 63.2% / 19.4%*)
- Disability: 13.1% People with a long-term health problem or disability, including conditions or illnesses relating to old age in line with the Equality Act 2010. (*20.3%*)

## Household Characteristics:

- Households: 2000
- Household Size: One-person households account for 20.4% of households in Finningley, while four-person households make up 22.5% of the total. (*31.2% / 17.1%*)
- Household Deprivation: 27.6% of households are considered deprived in one dimension. 8.3% of households in the ward experience deprivation in two dimensions. (*34.7% / 16.7%*)

## Ethnicity and Religion:

- Ethnic Group: The community in Finningley is predominantly white, with 5.8% representing various ethnic backgrounds. (*6.9%*)
- Religion: 49.9% identify with Christianity. 43% of the population in the ward identifies with no religion. 1.1% identify with Islam. (*50.9% / 39.8% / 2.2%*)

## Health Indicators:

- Self-Reported Very Good Health: 55.3% of residents in the ward reported being in very good health. 2.4% of residents reported experiencing bad health. (*44.3% / 5.3%*)
- Unpaid Care: 8.1% of individuals provide some form of unpaid care to other residents. (*9.7%*)

## Housing:

- Transport: 8.2% of households do not own a car or van. (*24.4%*)
- Bedrooms: 31.6% of households have four or more bedrooms. (*16%*)
- Overcrowding: 1.4% of households experience overcrowding. 52.2% of houses have more bedrooms than required. (*2.5% / 40.2%*)
- Home Ownership: 78.8% of residents own their homes outright or with a mortgage. (*63.2%*)
- Socially Rented: 6.5% of houses are under social rental schemes. (*17%*)
- Privately Rented: 14.6% of houses are privately rented. (*19.7%*)



## Occupation and Education:

- Unemployment: 2.2% of people of working age are unemployed (6.1%)
- Employment: Most residents, 20.3% of residents are engaged in professional occupations. 15.7% of the working population hold associate professional and technical positions. (10.2% / 12.8%)
- Qualifications: 33.2% of residents are qualified to level 4 or above. 11.7% of residents have no formal qualifications. (22.7% / 24.6%)
- Students: 21.1% of the population are school-children or full-time students. (17.9%)

## Community Health Profile Summary: Blaxton / Doncaster

A high number of residents around New Street and Blue Bell Street in Blaxton experience deprivation in two dimensions illustrated in Figure 16, 19.6% of residents in this area also have no qualifications. Both figures are high when compared to the rest of the community and ward but are not significantly high compared to Doncaster.

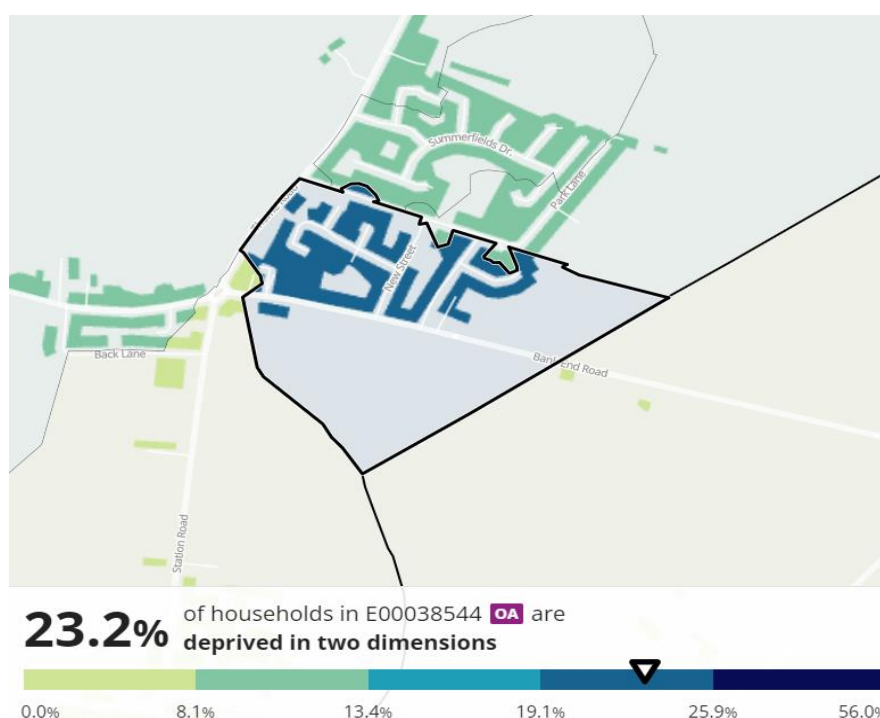


Figure 30. Blaxton Deprived Households, ONS, 2021

## Demographics:

- Population: 1228. Female 51.5%. Male 48.5% (F:50.4% M:49.6%)
- Born in the UK: 96.8% of the population in the ward were born in the UK. (89.6%)

- Age: 16.2% are aged 0-15. 60.7% are aged 16-64. 23.1% are aged 65+. (17.4% / 63.2% / 19.4%)
- Disability: 17.8% People with a long-term health problem or disability, including conditions or illnesses relating to old age in line with the Equality Act 2010. (20.3%)

### **Household Characteristics:**

- Total Households: 55
- Household Size: One-person households account for 25.5% of households in Finningley, while four-person households make up 19% of the total. (31.2% / 17.1%)
- Household Deprivation: 33.2% of households are considered deprived in one dimension. 11.4% of households in the ward experience deprivation in two dimensions. (34.7% / 16.7%)

### **Ethnicity and Religion:**

- Ethnic Group: The community in Finningley is predominantly white, with 5.1% representing various ethnic backgrounds. (6.9%)
- Religion: 59.7 % identify with Christianity. 34.1% of the population in the ward identifies with no religion. 0.5% identify with Islam. (50.9% / 39.8% / 2.2%)

### **Health Indicators:**

- Self-Reported Very Good Health: 48.6% of residents in the ward reported being in very good health. 3.6% of residents reported experiencing bad health. (44.3% / 5.3%)
- Unpaid Care: 10.3% of individuals provide some form of unpaid care to other residents. (9.7%)

### **Housing:**

- Transport: 10.6% of households do not own a car or van. (24.4%)
- Bedrooms: 30.8% of households have four or more bedrooms. (16%)
- Overcrowding: 1.1% of households experience overcrowding. 50.7% of houses have more bedrooms than required. (2.5% / 40.2%)
- Home Ownership: 83.7% of residents own their homes outright or with a mortgage. (63.2%)
- Socially Rented: 4% of houses are under social rental schemes. (17%)
- Privately Rented: 12.3% of houses are privately rented. (19.7%)

### **Occupation and Education:**

- Unemployment: 2.3% of people of working age are unemployed (6.1%)

- Employment: Most residents, 19.8% are engaged in professional occupations. 17% of the working population hold Associate professional and technical positions. (10.2% / 12.8%)
- Qualifications: 28.5% of residents are qualified to level 4 or above. 15.4% of residents have no formal qualifications. (22.7% / 24.6%)
- Students: 16.7% of the population are school-children or full-time students. (17.9%)

## 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, 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](http://www.police.uk). To report issues or concerns, visit [www.yourlifedoncaster.co.uk/safer-city-how-to-report-issues](http://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 anti-social behaviour (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

People in South Doncaster told us that anti-social behaviour remains a big concern, even though some improvements have been made. Residents spoke about youth-related disturbances, intimidation, and visible drug use, which make certain areas feel unsafe—especially for older and disabled people. There’s also frustration about limited trust in enforcement, with many saying they don’t feel confident reporting issues. Poorly maintained public spaces and fly-tipping add to the sense of neglect. While there is pride in the community and optimism about recent progress, people want to see more visible policing, quicker responses, and better youth services to reduce disruption and build a stronger sense of safety and belonging.

## 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.

The City of Doncaster Council’s purpose is for there to be strong, active, inclusive and resilient communities across the whole of Doncaster, effectively building on and using their strengths and assets to work in partnership to improve their quality of life and well-being, to make their neighbourhoods safe and supportive and able to tackle the issues that matter to them. The figure below shows that the South has the highest number of ASB and hate crime figures in the city. 343 cases identified occurred in the Rossington and Bawtry ward which was the third highest in the South locality.



Figure 31. Number of Early Interventions, ASB, Hate Crime and Low-Level Crime Identified Across Doncaster Localities, City of Doncaster Council, 2024

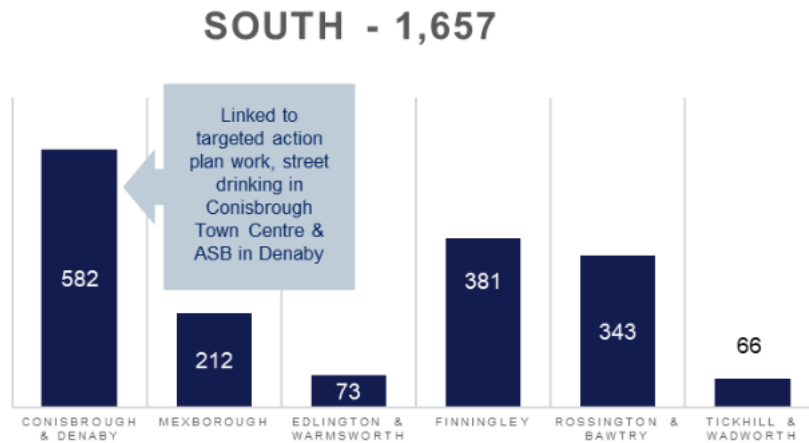


Figure 32. Number of Early Intervention, ASB, Hate Crime & Low-Level Crime Identified Across South Communities, City of Doncaster Council, 2024

## Vulnerable Victims

The South locality has the lowest number of vulnerable victims supported with 8. This can be attributed to closed cases in demands hotspot locations in other areas of the locality and a reduction in the contact needed on these cases through dedicated work and addressing of vulnerabilities. It should be noted that these figures are for quarter 1 of 2023.

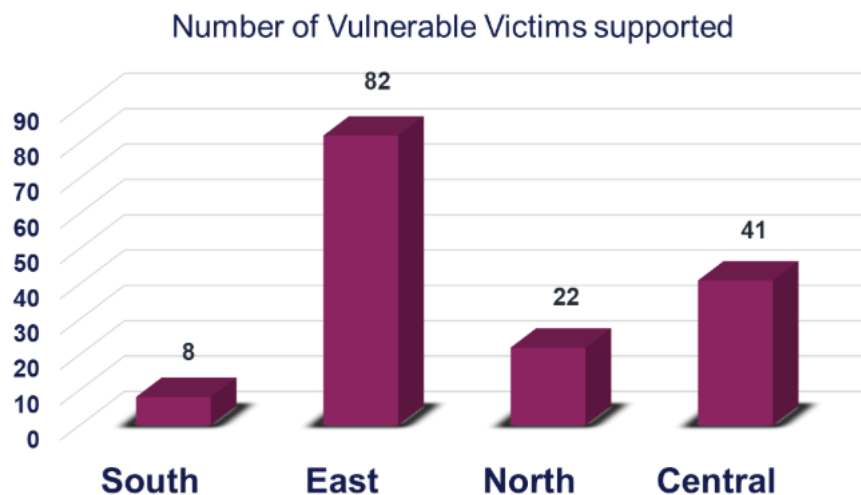


Figure 33. Vulnerable Victims' Cases Across Doncaster, City of Doncaster Council, 2024

## Wellbeing Service

The Wellbeing service is delivered by the CDC, and the service supports residents to be independent, access community-based support and thrive and reduce escalation into social care services. Key areas of support often includes financial support,

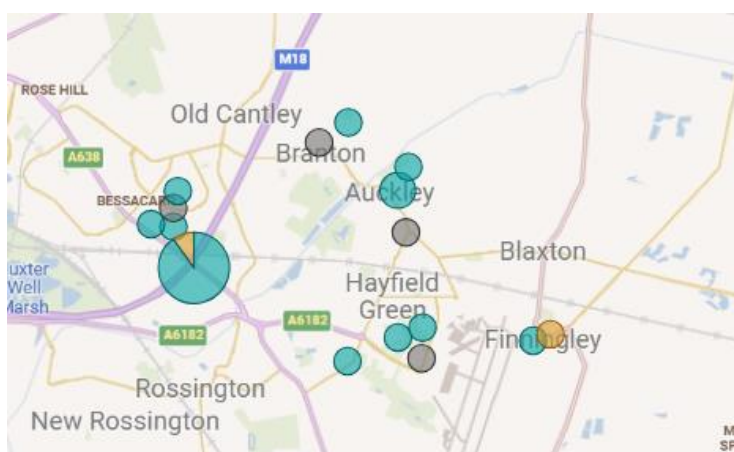
physical health, housing, mental health and social isolation. Table 11 shows the top 3 themes of support most prevalent in Finningley ward.

Finningley theme Ranking	Theme Supported
1	Physical Health
2	Housing and living Environment
3	Mental Health and Emotional Support

*Table 11. Top three most common themes residents are accessing the Wellbeing Service for support in Finningley ward, City of Doncaster Council, 2025*

## Community Investment

Between March 2020 and July 2025 there was £311.173.79 invested from Doncaster Delivering Together in Finningley ward across 26 investments. This investment has been successfully applied for by partners and Voluntary Community and Faith Sector (VCFS) groups. The top community priorities supported through investments are increasing community spirit, and mental health support & awareness.



*Figure 34. Map of Community Investment in Finningley, Doncaster Delivering Together, 2025*



## 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](#)

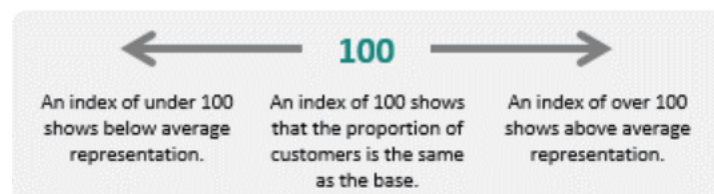
## Acorn profiles

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



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

## Physical Activity

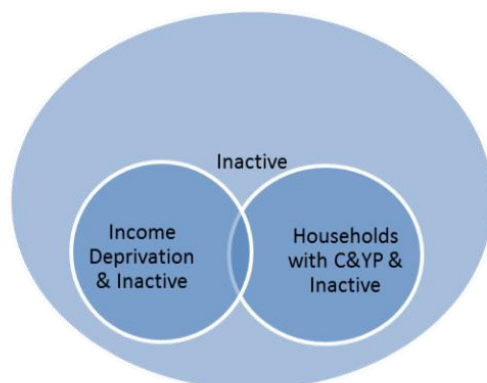
Get Doncaster Moving survey

<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



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](#)

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](http://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](http://www.yourlifedoncaster.co.uk/safer-city-how-to-report-issues)

### **Community Investment:**

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

### **Population Health Management**

#### **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>