SPORT ENGLAND

3

Place Need Assessment
Real-world examples

Also see: **1** **What you need to know** **2** **Step by step guide**

Contents

This is one of three documents designed to help you identify and understand inequalities in sport and physical activity at both local authority and neighbourhood levels – start with 'What You Need to Know', use the 'Step-by-Step Guide' to apply the process, and see the 'Real-World Examples' to bring it to life.

Explore all three documents and more information on the Inequalities Metric and Place Need Classification. >

Bringing the approach to life

Understanding inequalities and need in a place is only the first step. Turning insights into action requires real-world application, using data effectively to inform decisions and drive change.

This document provides a detailed look at three example place need assessments, illustrating how our six-step approach can help identify and address inequalities in sport and physical activity. The places have been selected to highlight how needs vary and how different approaches are required to tackle inequalities effectively:

Blackburn with Darwen

East Lindsey

Tower Hamlets
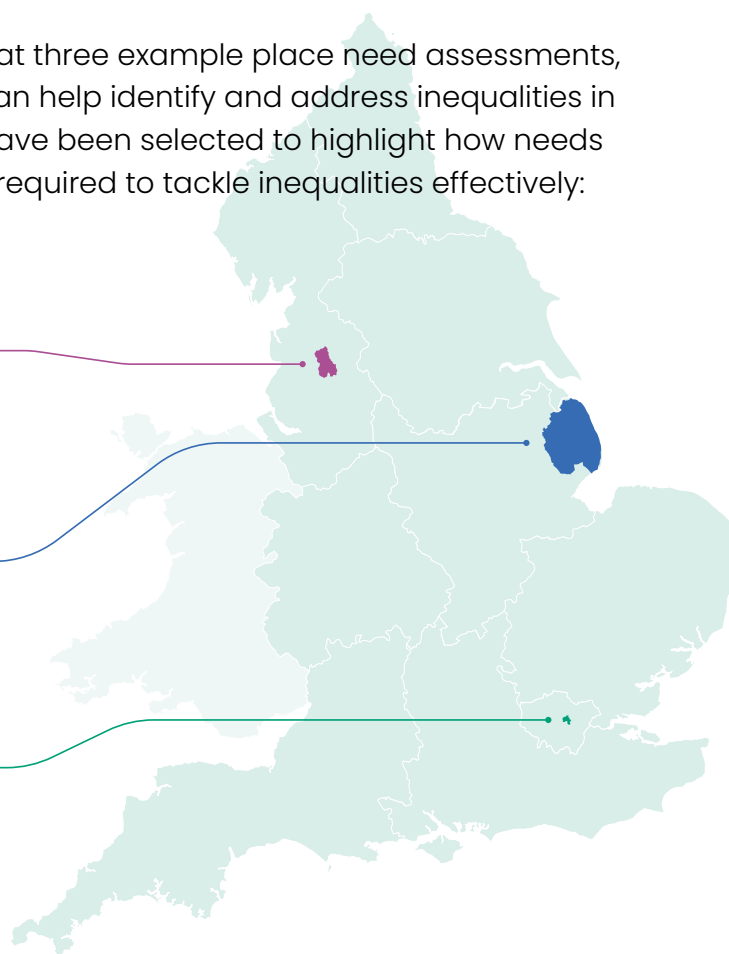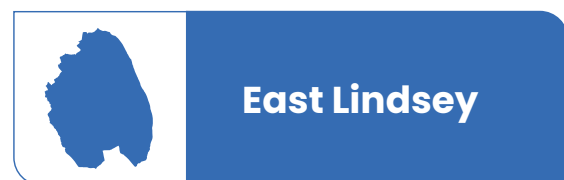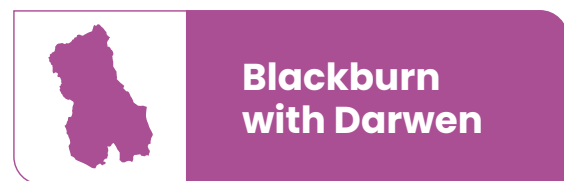
Through case studies and data-driven examples, we demonstrate how areas can translate data into meaningful local insight, refine their focus using smaller geographies (MSOAs and LSOAs), and develop targeted strategies to reduce inequalities.

By exploring these real-world applications, you'll see how the principles from **Part 1: What you need to know** and **Part 2: Step-by-step guide** are put into practice. These examples reinforce the importance of local knowledge in addressing inequalities effectively.

Our goal is to support you in using data not just to understand need, but to take practical, impactful steps toward closing the activity gap in the places and communities that need it most.

Place Need Classification

The Place Need Classification (PNC) enables the objective identification and prioritisation of areas where greater support and effort are required to tackle inequalities.

Analysis of the PNC data provides a more detailed understanding of the specific inequality challenges faced by different places. More information on the PNC can be found **here**.

The PNC uses the following categories of data to identify and understand places of greatest need:

The sport and physical activity need

This data describes the physical activity behaviours we aim to change. It directly supports our mission to increase activity levels, reduce inactivity, and address inequalities in physical activity. The key measures of sport and physical activity need included within the PNC are:

Adults

- Where is there a **low proportion of adults** who are active?

- Where is there a **high proportion of adults** who are inactive?

- Where are there **high levels of inequality** in physical activity among adults?

Children and Young People (CYP)

- Where is there a **low proportion of CYP** who are active?

- Where is there a **high proportion of CYP** who are less active?

- Where are there **high levels of inequality** in physical activity among CYP?

For more information on the measures and approach to identifying priority places, read:
Identifying Priority Places for Expanding Our Place-Based Partnerships 2023–28

The social need

This data highlights places where local population outcomes are less favourable. The key measures of social need included within the PNC are:

- **Indices of Multiple Deprivation (IMD)**

- **The Health Index for England**

- **Community Needs Index (CNI)**

Since participation in sport and physical activity provides a range of benefits, we believe the greatest potential for positive impact exists in areas where both outcomes and activity levels are lower.

The data within the PNC is available to access as a supporting dataset, available **here**.

Inequalities Metric

An overarching measure of inequality in sport and physical activity.

A central feature of the Place Need Classification (PNC) is Sport England's Inequalities Metric. This serves as one of the key measures of sport and physical activity need and plays a crucial role in identifying areas of greatest need.

Everyone has a set of characteristics that influence how likely they are to be physically active. The Inequalities Metric is based on a model developed by Sport England to identify which demographic characteristics have the greatest impact on physical activity levels (measured by minutes of activity). The more of these characteristics a person has, the less likely they are to be physically active.

The updated set of characteristics is presented below, based on analysis of data from the Active Lives Adult Survey (November 2021–23) and the Active Lives Children and Young People Survey (academic years 2021–23):

For **adults** these are:

- Disabled people and those with a long-term health condition.

- Age 65 or over.

- Lower socioeconomic groups (NS-SEC 6-8).

- Asian, Chinese and Black adults.

- Pregnant women and parents of children under one year.

- Adults of Muslim faith.

For **children and young people** these are:

- Girls.

- Other gender for those secondary-aged.

- Low family affluence.

- Asian and Black children.

- Lack of park/field or outdoor sports place for secondary-aged children.

The key driver is not any one of these characteristics on their own, but rather how many different characteristics a person has. The more you have, the less active you're likely to be.

When working to address inequalities in participation, a disproportionate focus of effort and resources should be placed on supporting people with two or more of these inequality characteristics.

The Inequalities Metric provides a more inclusive and holistic picture of inequality in sport and physical activity, applicable at both national and local levels. It also offers the flexibility to account for the intersecting characteristics that influence a person's likelihood of being active. The significance of these characteristics - and where efforts to tackle inequalities should be prioritised - will vary from one place to another.

More information on the Inequalities Metric can be found **here**.

Introducing the steps

Our aim is to support you in building a stronger understanding of need, helping you deliver the greatest benefit.

The following three example place need assessments have been developed using our step-by-step approach, which sets out the practical process we've used to identify and understand inequalities in sport and physical activity at both local authority and neighbourhood levels.

Using Sport England's Inequalities Metric and Place Need Classification, it provides a robust framework for identifying need and prioritising intervention.

It is designed to guide partners and stakeholders through the key stages of gathering and interpreting data, pinpointing priorities, and taking effective action.

Six steps

1. Understand your local context.

2. Identify priority groups based on activity levels.

3. Examine smaller areas of sporting need.

4. Assess social and economic needs.

5. Examine smaller areas of social need.

6. Identify where sporting and social need intersect.

Please bear in mind

- These steps are meant as a guide, not a requirement.

- We have used datasets available to us that enable robust comparisons across different places in England.

- More could be done with this data, for example by considering attitudes to physical activity or outcomes such as life satisfaction.

- You should adapt the steps to incorporate your own local knowledge, datasets and intelligence.

- Consider working collaboratively with other local organisations - and, where appropriate, with residents - to interpret data, set priorities, and plan action. Evidence shows that this participatory approach builds alignment, reflects lived experience, and helps maximise the collective impact of your work.

Example one

Blackburn with Darwen

Understand your local context

Blackburn with Darwen is a unitary authority in East Lancashire, covering 18 Middle layer Super Output Areas (MSOAs).

It is classified as Urban with City and Town and falls within two National Character Areas - Lancashire Valleys and the Southern Pennines - giving it distinctive landscape features alongside its urban areas and townscape.

The area has a population of 155,823, which is close to the median for all local authorities in England. Blackburn with Darwen is more densely populated than both the England and regional averages.

It has a younger and more culturally diverse population than the national average, along with a relatively high proportion of people experiencing socioeconomic disadvantage and children living in income-deprived families.

The largest employment sectors in Blackburn with Darwen are:

- Health and social care

- Wholesale and retail trade

- Manufacturing

Together, these industries account for over half of all jobs in the area.

Health and wellbeing indicators in Blackburn with Darwen are generally worse than the England average. Life expectancy for both men and women is lower than the national average. Additionally, life expectancy data highlights significant inequalities, with notable differences between the most and least deprived areas for both males and females.

Blackburn with Darwen: Middle layer Super Output Areas

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Date: 02 Jan 2025
Address: Sport England, 3 Oakwood Drive, Loughborough, LE11 3QF
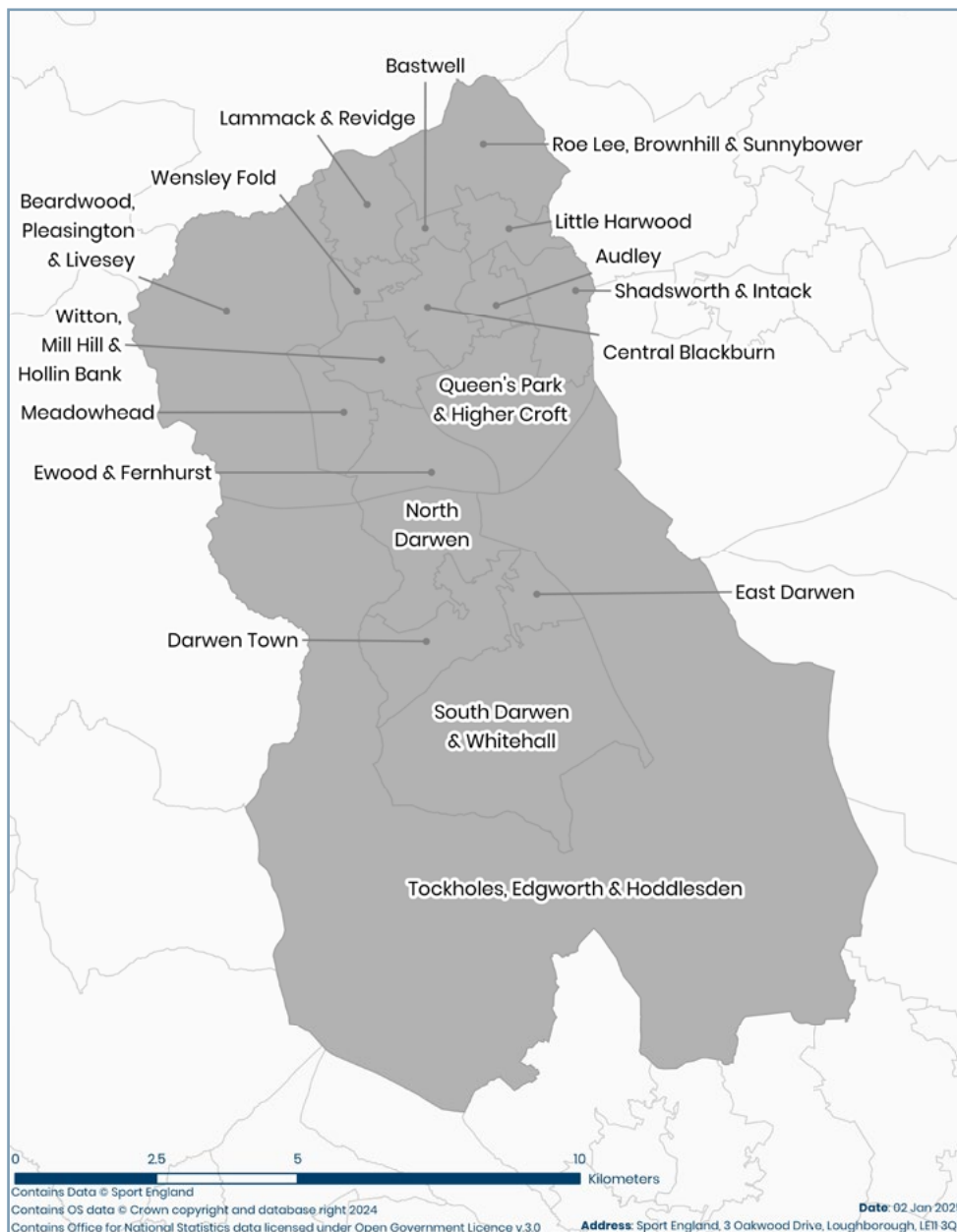
	England Average	Blackburn with Darwen
Total population	57,112,500	155,823
Adult population: 16+ years	46,545,000 (81.5%)	120,461 (77.3%)
CYP population: 5-15 years	7,502,200 (13.1%)	25,399 (16.3%)
Child population: 4 years and under	3,065,400 (5.4%)	9,963 (6.4%)
Median age	40 years	36 years
Male life expectancy	79.1 years	75.6 years
Female life expectancy	83.1 years	80.1 years

Where you can find the data for this step:

- Blackburn with Darwen Local Plan 2021-2037

- Population figures: Supporting data file – Population profiles and demographics

- Median age: **ONS population and household estimates (Census 2021)**

- Life expectancy (3-year range, 2021-23): **DHSC Fingertips Local Authority Public Health Profiles**

Physical activity levels and inequalities data

The population of Blackburn with Darwen faces significant sporting need and inequalities, with some of the lowest levels of physical activity in England:

- Adult physical activity levels are among the lowest in the country, ranking in the bottom decile for both 'active' and 'inactive' measures.

- 17% of adults in Blackburn with Darwen have two or more inequality characteristics and are classified as inactive (decile 1), placing the area among those with the highest levels of inequality in adult participation.
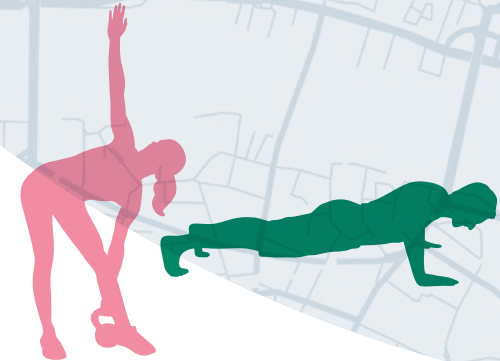
Adult (16+ years)		Blackburn with Darwen	England average	Decile amongst all Local Authority areas in England									
				1 = greatest need					10 = least need				
				1	2	3	4	5	6	7	8	9	10
Active	% of active adults (150+ mins a week)	**56.0%**	63.4%	X									
Inactive	% of inactive adults (less than 30 mins a week)	**34.5%**	25.7%	X									
Inequalities	% of adults with 2+ inequality factors and inactive	**16.6%**	*	X									

*No England average is shown because this combined measure isn't reported at national level - it was created to highlight local patterns of multiple inequalities and inactivity.

- Children and young people's (CYP) physical activity levels are also below national averages, ranking in decile 3 for 'active' and decile 2 for 'less active' measures.

- 12% of children in Blackburn with Darwen have two or more inequality characteristics and are classified as less active (decile 1), meaning the area has some of the highest levels of inequality in CYP participation.
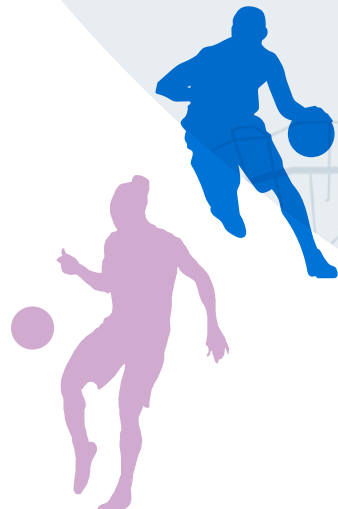
Children & Young People (5-15 years)		Blackburn with Darwen ▼	England average ▼
Active	% of active CYP (average 60+ mins a day)	44.4%	47.0%
Less Active	% of less active CYP (average less than 30 mins a day)	35.4%	30.2%
Inequalities	% of children with 2+ inequality factors and less active	11.6%	*

Decile amongst all Local Authority areas in England									
1 = greatest need					10 = least need				
1	2	3	4	5	6	7	8	9	10
		X							
	X								
X									

*No England average is shown because this combined measure isn't reported at national level - it was created to highlight local patterns of multiple inequalities and inactivity.

Key takeout for tackling inequalities

Both **adults** and **children and young people** should be **priorities** for strategies and actions aimed at tackling inequalities in sport and physical activity in Blackburn with Darwen.

ⓘ **Where you can find the data to explore this step:**

Supporting data file - Place Need Classification

›

Understanding which demographics to prioritise: Adults

The data below shows the proportion of adults in Blackburn with Darwen with each inequality characteristic, and the relative size of these groups compared to the national average and other local authorities in England.

% of the CYP population	England Average	Blackburn with Darwen	Decile amongst all LAs
NS-SEC 6-8	**31.8%**	**41.9%**	**1**
65+ years old	22.6%	18.7%	9
Disability/LTHC	**19.8%**	**22.2%**	**3**
Asian (excl. Chinese)	**8.2%**	**32.3%**	**1**
Muslim	**6.0%**	**33.1%**	**1**
Black	3.9%	0.8%	6
Pregnant / child under 1	3.0%	*	*
Chinese	0.8%	0.3%	8

Decile 1 = highest incidence in the population relative to other Local Authority areas in England, Decile 10 = lowest

* Indicates there is insufficient data to report a result

% of the Adult (16+) population

	England average	Blackburn with Darwen
NS-SEC 6-8	31.8%	41.9%
65+ years old	22.6%	18.7%
Disability/LTHC	19.8%	22.2%
Asian (excl. Chinese)	8.2%	32.3%
Muslim	6.0%	33.1%
Black	3.9%	0.8%
Pregnant/child under 1	3.0%	
Chinese	0.8%	0.3%

■ England average
■ Blackburn with Darwen

Key takeout for tackling inequalities in adults

The data highlights that Asian adults, adults of Muslim faith, adults in NS-SEC 6–8, and disabled adults or those with a long-term health condition should be a primary focus for efforts to increase activity levels and reduce inequalities in Blackburn with Darwen. This is due to the high prevalence of these groups within the adult population.

An even greater emphasis should be placed on supporting adults with two or more of these characteristics, as the more characteristics a person has, the less active they're likely to be.

ⓘ Where you can find the data to explore this step:

Supporting data file – Population profiles and demographics ⟩

Understanding which demographics to prioritise: Children and young people

The data below shows the proportion of children & young people (aged 5-15 years unless stated otherwise) in Blackburn with Darwen with each inequality characteristic, and the relative size of these groups compared to the national average and other local authorities in England.
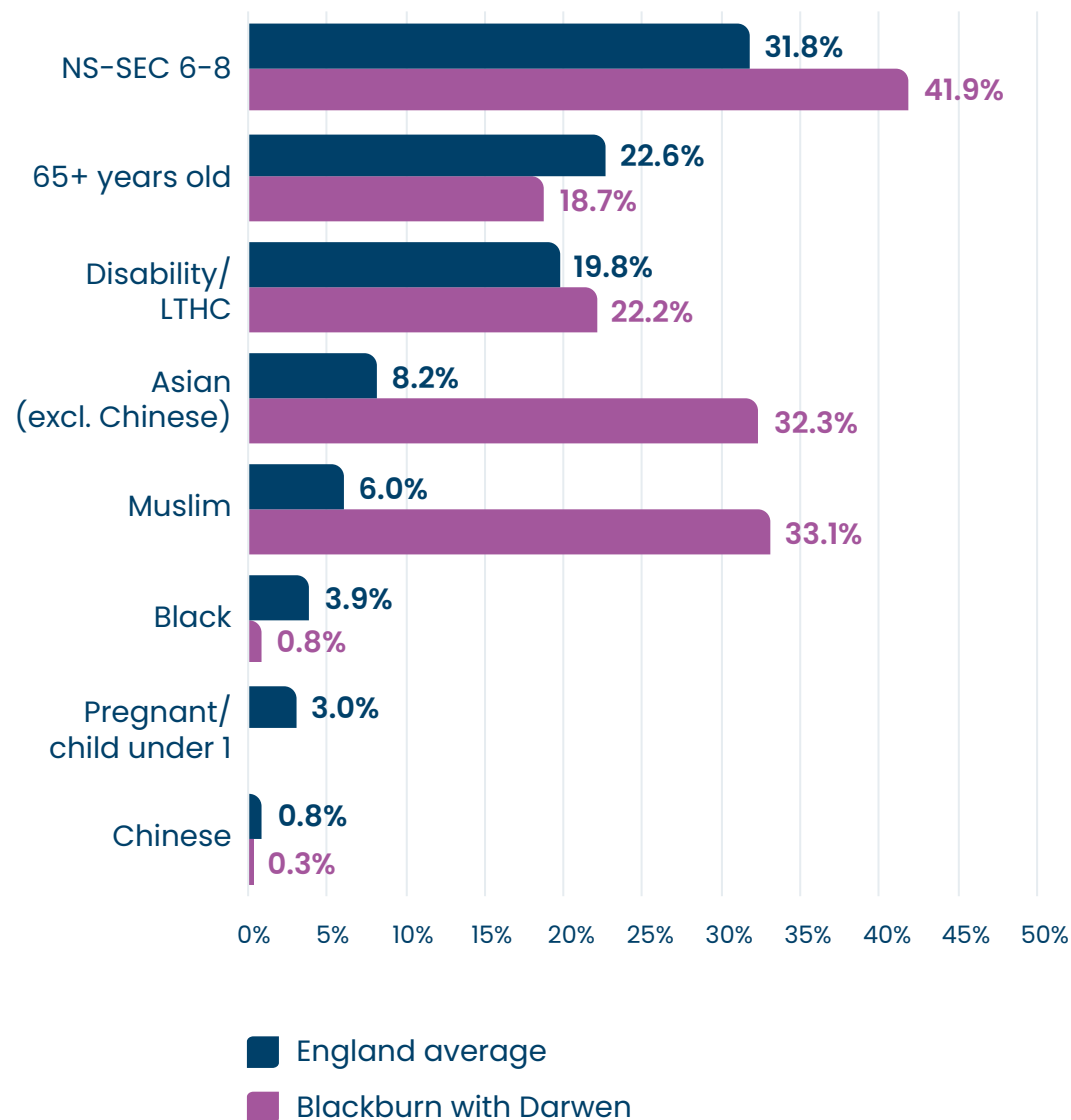
% of the CYP population	England Average	Blackburn with Darwen	Decile amongst all LAs
Girls	**48.8%**	**49.3%**	**2**
Living in relative low income families (0-15 years)	**19.8%**	**40.4%**	**1**
Asian	**12.3%**	**46.5%**	**1**
Black	5.8%	1.3%	6
Lack of park/field or outdoor sports place (secondary aged)	**13.1%**	**14.8%**	*
Other gender (secondary aged)	1.9%	*	*

Decile 1 = highest incidence in the population relative to other Local Authority areas in England, Decile 10 = lowest

* Indicates there is insufficient data to report a result

% of the CYP population

Girls
England average: 48.8%
Blackburn with Darwen: 49.3%

Living in low relative income familes (0-15 years)
England average: 19.8%
Blackburn with Darwen: 40.4%

Asian
England average: 12.3%
Blackburn with Darwen: 46.5%

Black
England average: 5.8%
Blackburn with Darwen: 1.3%

Lack of park outdoor sports place
England average: 13.1%
Blackburn with Darwen: 14.8%

Other gender
England average: 1.9%

■ England average
■ Blackburn with Darwen

Key takeout for tackling inequalities in children & young people

The data shows that girls, Asian children, children living in families of low affluence or income, and secondary-aged children without access to a park, field, or outdoor sports space should be a priority in efforts to increase activity levels and reduce inequalities in Blackburn with Darwen. This is due to the relatively high prevalence of these groups within the local population.

An even greater focus should be placed on supporting children with two or more of these characteristics, as the more characteristics a person has, the less active they're likely to be.

ⓘ **Where you can find the data to explore this step:**

Supporting data file – Population profiles and demographics

›

3 Examine smaller areas of sporting need

This section explores the use of Sport England's Small Area Estimates for physical activity levels. It is important to note that these Small Area Estimates are modelled figures, combining data from the Active Lives surveys with population information to create estimates of physical activity levels in smaller areas. This differs from the direct estimates derived from Active Lives data at the local authority level, which may lead to some discrepancies.

Additionally, the 2022–23 Small Area Estimates for Children and Young People (CYP) are developmental statistics and remain subject to change.

Understanding sport and physical activity needs at the MSOA level

Using Sport England's Small Area Estimates for physical activity levels within the Place Need Classification, we can determine both the number and proportion of Middle layer Super Output Areas (MSOAs) in Blackburn with Darwen that have high levels of sport and physical activity need (i.e. ranked in decile 1 for key measures).

The data highlights that a high proportion of smaller areas within Blackburn with Darwen experience significant need for both adults and children and young people, reinforcing the importance of targeted interventions at the neighbourhood level.

Adult (16+ years)

Proportion of MSOAs in each decile for each sporting need measure

CYP (5-15 years)

Proportion of MSOAs in each decile for each sporting need measure

Legend:
- ■ Active
- ■ Inactive (adults), less active (CYP)
- ■ 2+ inequality characteristics and inactive (adults) / less active (CYP)
- — Indicates what an equal spread across deciles would look like.

ⓘ Where you can find the data to explore this step: ›

Supporting data file – Place Need Classification.

Examine smaller areas of sporting need: Adults

Sport England's Small Area Estimates data allows us to identify which MSOAs in Blackburn with Darwen have the highest levels of sport and physical activity need in its adult population (i.e. in decile 1 for any of the key measures).

Adult (16+ years)

MSOAs in Decile 1 for each sporting need measure

	% Active	% Inactive	2+ inequality factors and inactive
Audley	X	X	X
Little Harwood	X	X	X
Bastwell	X	X	X
Wensley Fold	X	X	X
Central Blackburn	X	X	X
Lammack & Revidge	X	X	X
Shadsworth & Intack	X	X	X
Roe Lee, Brownhill & Sunnybower	X	X	X

Adult (16+ years)
...n of MSOAs in each decile for each sporting need measure

Understanding which smaller areas to prioritise: Adults

Small Area Estimates also enables us to determine how widespread, concentrated, or dispersed this need amongst adults is geographically and therefore where efforts should be focused.

> **ⓘ Where you can find the data to explore this step:** ›
>
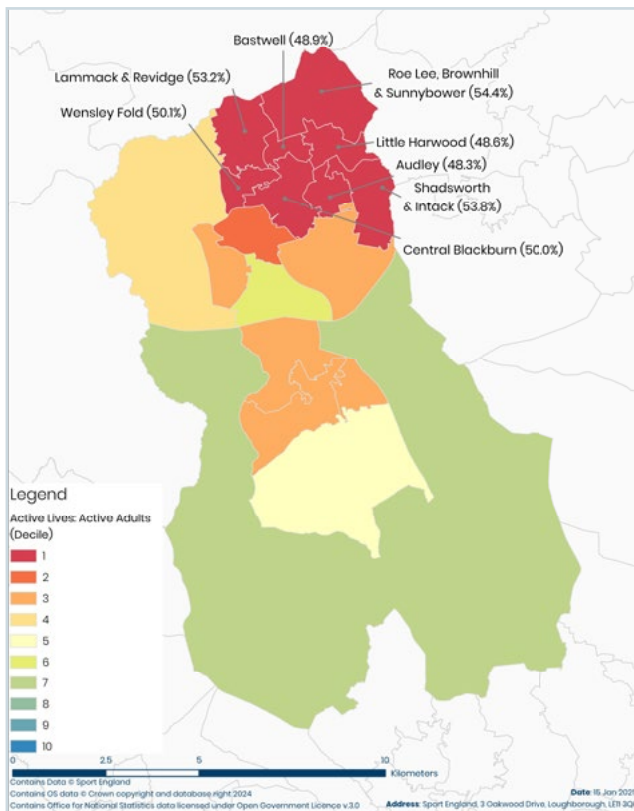> Supporting data file – Place Need Classification

MSOA name	Adult (16+ years)					
	% Active	Decile (MSOAs in England)	% Inactive	Decile (MSOAs in England)	2+ inequality factors and inactive	Decile (MSOAs in England)
Audley	**48.3%**	**1**	**41.2%**	**1**	**27.5%**	**1**
Little Harwood	**48.6%**	**1**	**40.9%**	**1**	**26.9%**	**1**
Bastwell	**48.9%**	**1**	**40.5%**	**1**	**26.0%**	**1**
Wensley Fold	**50.1%**	**1**	**39.5%**	**1**	**24.0%**	**1**
Central Blackburn	**50.0%**	**1**	**39.8%**	**1**	**24.3%**	**1**
Lammack & Revidge	**53.2%**	**1**	**35.8%**	**1**	**18.2%**	**1**
Shadsworth & Intack	**53.8%**	**1**	**36.0%**	**1**	**18.7%**	**1**
Roe Lee, Brownhill & Sunnybower	**54.4%**	**1**	**34.9%**	**1**	**17.0%**	**1**
Witton, Mill Hill & Hollin Bank	56.7%	2	33.1%	2	14.1%	2
East Darwen	57.6%	3	32.3%	2	13.9%	2
Queen's Park & Higher Croft	57.6%	3	32.1%	2	13.5%	2
Meadowhead	57.7%	3	32.2%	2	13.7%	2
Darwen Town	58.2%	3	31.6%	2	13.3%	2
North Darwen	58.6%	3	31.2%	3	12.8%	2
Beardwood, Pleasington & Livesey	59.6%	4	29.9%	3	11.5%	4
South Darwen & Whitehall	60.9%	5	28.9%	4	10.2%	5
Ewood & Fernhurst	63.1%	6	26.5%	6	7.2%	9
Tockholes, Edgworth & Hoddlesden	63.6%	7	26.1%	6	7.8%	8

Active Lives: Active Adults (by MSOA): Blackburn with Darwen

Legend
Active Lives: Active Adults (Decile)
1
2
3
4
5
6
7
8
9
10

Bastwell (48.9%)
Lammack & Revidge (53.2%)
Wensley Fold (50.1%)
Roe Lee, Brownhill & Sunnybower (54.4%)
Little Harwood (48.6%)
Audley (48.3%)
Shadsworth & Intack (53.8%)
Central Blackburn (50.0%)

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Active Lives: Inactive Adults (by MSOA): Blackburn with Darwen

Legend
Active Lives: Inactive Adults (Decile)
1
2
3
4
5
6
7
8
9
10

Bastwell (40.5%)
Lammack & Revidge (35.8%)
Wensley Fold (39.5%)
Roe Lee, Brownhill & Sunnybower (34.9%)
Little Harwood (40.9%)
Audley (41.2%)
Shadsworth & Intack (36.0%)
Central Blackburn (39.8%)

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Date: 15 Jan 2025
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Active Lives: 2+ Inequality Factors & Inactive Adults (by MSOA): Blackburn with Darwen

Legend
Active Lives: 2+ Inequality Factors & Inactive Adults (Decile)
1
2
3
4
5
6
7
8
9
10

Bastwell (26.0%)
Lammack & Revidge (18.2%)
Wensley Fold (24.0%)
Roe Lee, Brownhill & Sunnybower (17.0%)
Little Harwood (26.9%)
Audley (27.5%)
Shadsworth & Intack (18.7%)
Central Blackburn (24.3%)

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Key takeout for tackling inequalities

Estimates indicate that 8 out of 18 MSOAs (44%) in Blackburn with Darwen fall into the lowest decile nationally for adult physical activity levels and inequalities in participation. These MSOAs should be the primary focus for targeted effort and resource allocation.

These high-need areas are largely concentrated and clustered within the more densely populated urban areas in and around Blackburn town centre.

The estimates also show that, compared to all other MSOAs in England, most MSOAs in Blackburn with Darwen have low adult physical activity levels and high levels of inequality.

This means that while priority should be given to the areas facing the greatest challenges, a broader local authority-wide approach is also necessary to support more adults in becoming physically active.
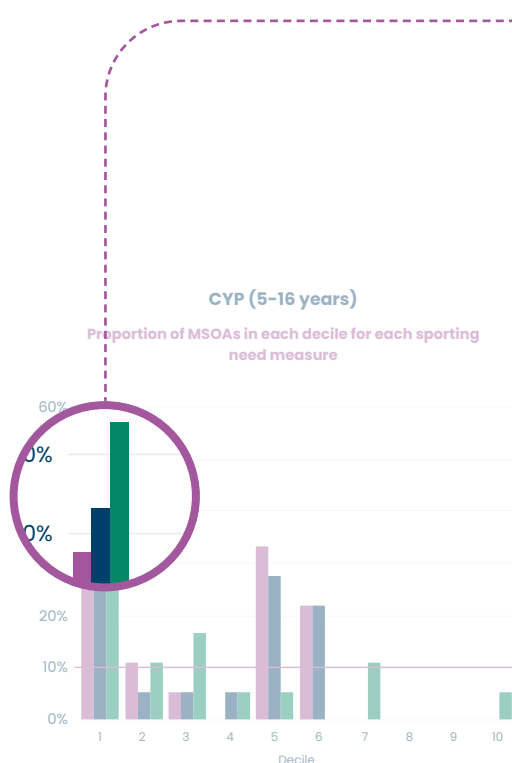
Examine smaller areas of sporting need: Children and young people

Sport England's Small Area Estimates data allows us to identify which MSOAs in Blackburn with Darwen have the highest levels of sport and physical activity need in its CYP population (i.e. in decile 1 for any of the key measures).

CYP (5-16 years)

MSOAs in Decile 1 for each sporting need measure

	% Active	% Less active	2+ inequality factors and less active
Bastwell	X	X	X
Little Harwood	X	X	X
Audley	X	X	X
Lammack & Revidge	X	X	X
Wensley Fold	X	X	X
Central Blackburn		X	X
Roe Lee, Brownhill & Sunnybower			X
Shadsworth & Intack			X

CYP (5-16 years)

Proportion of MSOAs in each decile for each sporting need measure

# Understanding which smaller areas to prioritise: Children and young people

Small Area Estimates also enables us to determine how widespread, concentrated, or dispersed this need amongst children is geographically and therefore where efforts should be focused.

> **ⓘ Where you can find the data to explore this step:** ❯
>
> Supporting data file – Place Need Classification

| MSOA name	CYP (5-15 years)					
	% Active	Decile (MSOAs in England)	% Less active	Decile (MSOAs in England)	2+ inequality factors and less active	Decile (MSOAs in England)
Bastwell	**43.4%**	**1**	**34.1%**	**1**	**21.5%**	**1**
Little Harwood	**43.7%**	**1**	**34.0%**	**1**	**21.6%**	**1**
Audley	**43.7%**	**1**	**34.0%**	**1**	**21.3%**	**1**
Lammack & Revidge	**43.8%**	**1**	**33.8%**	**1**	**18.4%**	**1**
Wensley Fold	**44.1%**	**1**	**33.5%**	**1**	**20.4%**	**1**
Central Blackburn	44.9%	2	**33.1%**	**1**	**18.3%**	**1**
Roe Lee, Brownhill & Sunnybower	45.3%	2	32.6%	2	**14.7%**	**1**
Shadsworth & Intack	46.6%	3	31.6%	3	**13.1%**	**1**
Beardwood, Pleasington & Livesey	47.7%	5	30.5%	5	5.7%	5
Queen's Park & Higher Croft	47.8%	5	30.7%	4	8.9%	2
Witton, Mill Hill & Hollin Bank	47.9%	5	30.4%	5	9.6%	2
East Darwen	48.0%	5	30.5%	5	8.6%	3
Darwen Town	48.3%	5	30.1%	5	7.4%	3
Meadowhead	48.5%	5	30.2%	5	7.4%	3
North Darwen	48.6%	6	30.0%	6	6.2%	4
Tockholes, Edgworth & Hoddlesden	48.6%	6	29.8%	6	2.8%	10
Ewood & Fernhurst	48.6%	6	29.9%	6	4.1%	7
South Darwen & Whitehall	48.7%	6	29.9%	6	4.2%	7

Active Lives: Active Children & Young People (by MSOA): Blackburn with Darwen
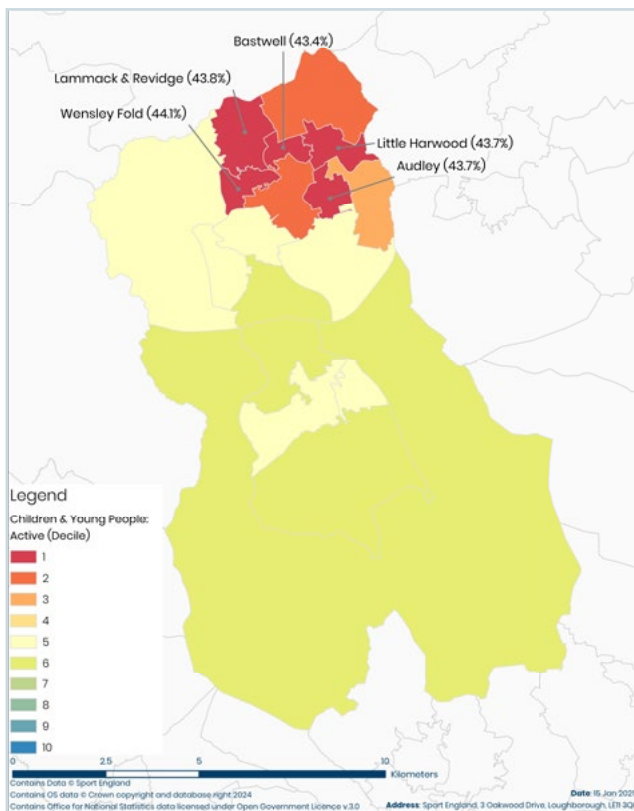
Active Lives: Less Active Children & Young People (by MSOA): Blackburn with Darwen
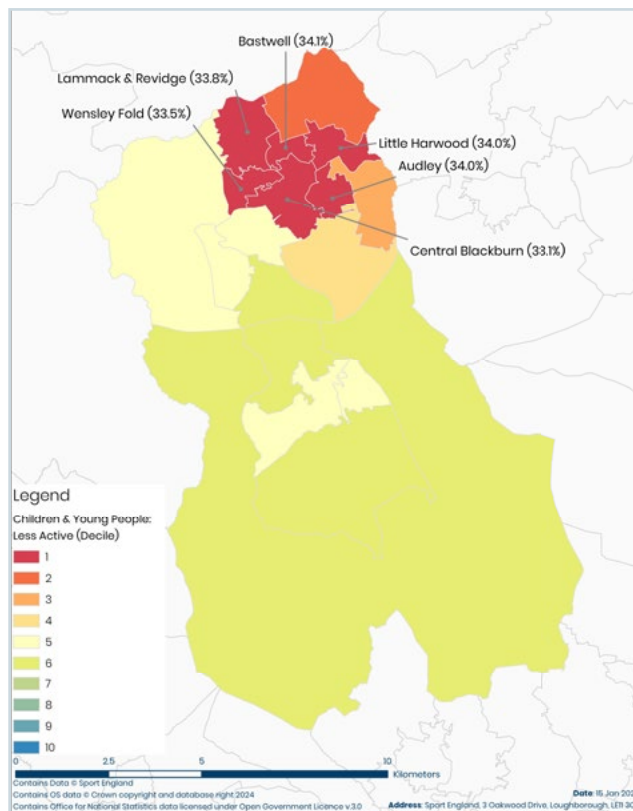
Active Lives: 2+ Inequality Factors & Less Active Children & Young People (by MSOA): Blackburn with Darwen
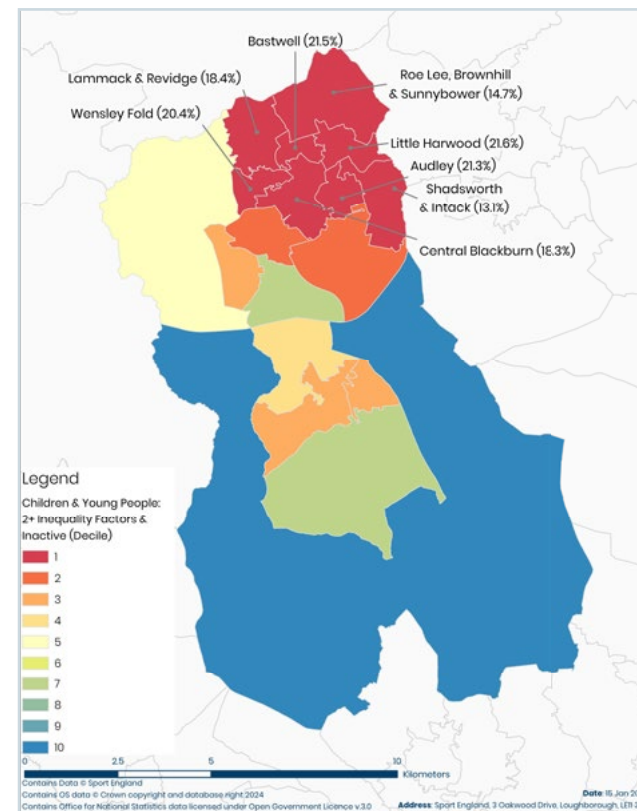
Key takeout for tackling inequalities

Estimates show that 5 out of 18 MSOAs (28%) in Blackburn with Darwen fall into the lowest decile nationally for the percentage of children and young people (CYP) who are active. However, 8 out of 18 MSOAs (44%) are in the lowest decile for inequalities in CYP participation.

These MSOAs are the same areas where adult sport and physical activity need is highest, meaning they should also be the primary focus for efforts and resources to support children and young people.

These high-need areas are largely concentrated and clustered in the more densely populated urban areas in and around Blackburn town centre.

The estimates also indicate that, compared to all other MSOAs in England, physical activity levels for CYP and inequality levels in the rest of Blackburn present less of a challenge.

This suggests that resources and efforts should be predominantly directed towards the areas facing the greatest challenges in CYP physical activity levels and inequalities.

Identifying priority audiences in smaller areas using inequality characteristics

Using census data to identify high-need audiences

Where census or other population data is available for relevant demographics and characteristics, it can be used to take a more detailed approach in identifying which smaller areas within Blackburn with Darwen have high proportions of people with priority characteristics from the Inequalities Metric.

The example below uses census data to focus on Asian (excl. Chinese) adults in Blackburn with Darwen, demonstrating how this type of analysis can help pinpoint priority audiences in areas with high sporting need. This approach can be applied to individual characteristics or combinations of characteristics at both MSOA and LSOA levels (depending on data availability).

Adult (16+ years): % Asian (excl. Chinese) in adult population			
MSOA	MSOA is in Decile 1 for at least 1 measure of sporting need (Adult)	• English average = 8.2% • Blackburn with Darwen average = 32.3%	Decile amongst all MSOAs in England
Bastwell	YES	86.4%	1
Little Harwood	YES	83.3%	1
Audley	YES	81.1%	1
Lammack & Revidge	YES	64.2%	1
Wensley Fold	YES	62.9%	1
Central Blackburn	YES	53.6%	1
Roe Lee, Brownhill & Sunnybower	YES	39.4%	1
Shadsworth & Intack	YES	31.3%	1
Queen's Park & Higher Croft	NO	15.2%	2
Beardwood, Pleasington & Livesey	NO	11.3%	2
Witton, Mill Hill & Hollin Bank	NO	9.8%	3
East Darwen	NO	8.0%	3
Darwen Town	NO	5.3%	4
Ewood & Fernhurst	NO	3.2%	5
North Darwen	NO	2.7%	6
Meadowhead	NO	2.3%	6
South Darwen & Whitehall	NO	1.7%	7
Tockholes, Edgworth& Hoddlesden	NO	1.0%	8

Example:
Asian (excl. Chinese) adults

When examining Asian (excl. Chinese) adults in Blackburn with Darwen, the data shows that the MSOAs with the greatest sporting need also have a relatively high proportion of Asian adults compared to local and national averages.

This demonstrates the importance of focusing efforts on Asian communities - particularly those with two or more inequality characteristics - in these high-need areas to help reduce inequalities in participation.

Where you can find the data to explore this step:

Supporting data file – Population profiles and demographics
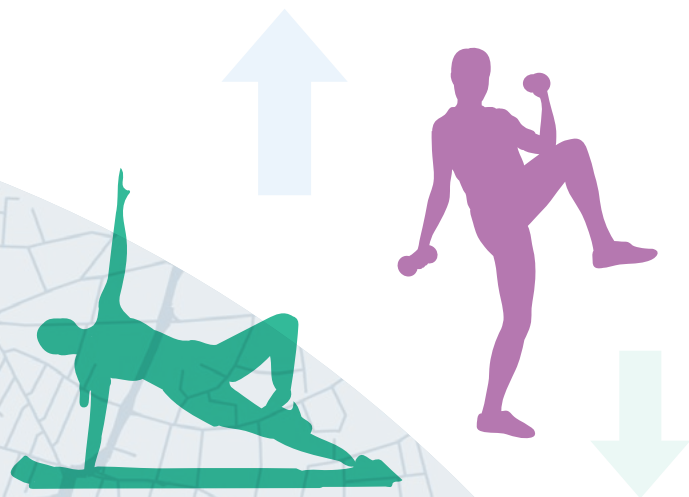
4 Assess social and economic needs

Identifying the greatest social needs

Blackburn with Darwen experiences significant social need and outcome inequalities across its population:

- **Deprivation**: Blackburn with Darwen is one of the most deprived local authority areas in England, ranking 14th nationally and falling within the top decile on the Indices of Multiple Deprivation (IMD).

- **Health Inequalities**: The area also ranks in the lowest 10% of local authorities on the Health Index Score, indicating poorer health outcomes compared to other areas.

- **Community Strength**: However, Blackburn with Darwen ranks in the top half of local authorities on the Community Needs Index (CNI). This suggests that, despite high deprivation and health challenges, it benefits from relatively stronger community, social, and cultural infrastructure that can support better life outcomes.

The following sections explore IMD and Health Index data in greater detail, breaking down the specific domains that contribute to these measures.

To conduct a similar analysis for the CNI data, please contact Oxford Consultants for Social Inclusion (OCSI), who developed this measure in collaboration with Local Trust.

Key measures of social need	Decile amongst all Local Authority areas in England									
	1 = greatest need					10 = least need				
	1	2	3	4	5	6	7	8	9	10
Indices of Multiple Deprivation (IMD), 2019	X									
Health Index for England, 2021	X									
Community Needs Index (CNI), 2023							X			

ⓘ Where you can find the data to explore this step: ❯

Supporting data file –
Place Need Classification

Indices of Multiple Deprivation (IMD) domains:

It is possible to take a deeper look at the forms of deprivation in Blackburn with Darwen that are greatest – relative to other local authority areas in England

– by looking at the different domains that make-up the Indices of Multiple Deprivation. This data also provides the proportion of Lower Layer Super Output Areas (LSOAs) in Blackburn with Darwen that are amongst the most deprived nationally (decile 1) within each domain.

> **ⓘ Where you can find the data to explore this step:** ❯
>
> Supporting data file – Social outcome data

| Indices of Multiple Deprivation | Decile amongst all Local Authority areas in England | | | | | | | | | | Proportion of Lower Layer Super Output Areas (LSOAs) in the most deprived 10% nationally |
| | 1 = greatest need | | | | | 10 = least need | | | | | |
	1	2	3	4	5	6	7	8	9	10	
Overall IMD: Rank of average rank (2019)	X										36.3%
Income deprivation	X										33.0%
Employment deprivation	X										33.0%
Education, Skills, and Training Deprivation	X										26.4%
Health Deprivation and Disability	X										50.6%
Crime		X									16.5%
Barriers to Housing and Services										X	0.0%
Living Environment Deprivation		X									26.4%
Income Deprivation Affecting Children		X									18.7%
Income Deprivation Affecting Older People		X									28.6%

Health Index Domains: Identifying key health-related needs

It is possible to pinpoint the most pressing health-related needs in Blackburn with Darwen - relative to other local authority areas in England - by examining the different domains that contribute to the overall Health Index Score:

1. **Healthy People** – Covers health outcomes, including mortality and the impact of physical and mental health conditions.

2. **Healthy Lives** – Covers social risk factors linked to health-related behaviours and personal circumstances.

3. **Healthy Place** – Covers wider social and environmental determinants that influence population health at a collective level.

Health inequalities in Blackburn with Darwen

Blackburn with Darwen ranks in the lowest 10% of local authorities on the Health Index Score, highlighting significant health-related challenges compared to other areas.

- This is primarily driven by low scores in both the Healthy People (decile 1) and Healthy Lives (decile 1) domains, indicating:

  - Poorer health outcomes for residents.

  - A higher prevalence of individual and social risk factors affecting health.

- Blackburn with Darwen also ranks relatively low in the Healthy Place domain (decile 3), suggesting that while environmental and physical conditions do present challenges, they are less severe compared to the personal and social health-related risks.

> **ⓘ Where you can find the data to explore this step:**
>
> Supporting data file – Social outcome data

Health Index for England (2021)	Decile amongst all Local Authority areas in England									
	1 = greatest need					10 = least need				
	1	2	3	4	5	6	7	8	9	10
Overall Health Index Score	✕									
Healthy People domain	✕									
Healthy Lives domain	✕									
Healthy Place domain			✕							

Social need:
Key takeout for tackling inequalities and supporting better outcomes in Blackburn with Darwen

Efforts to improve health and wellbeing in Blackburn with Darwen should focus on:

- Addressing people's health, lifestyles, and individual risk factors.

- Tackling environmental factors that influence health.

- Responding to interconnected issues of socioeconomic disadvantage and deprivation.

Key social challenges

The Indices of Multiple Deprivation (IMD) data shows that Blackburn with Darwen is among the most deprived local authorities in England in terms of:

- Health and disability

- Income

- Employment

- Education and skills.

These social inequalities are particularly acute in a disproportionately high number of LSOAs.

Community and social infrastructure

While physical environment, community services, and local assets remain important considerations, Community Needs Index (CNI) data suggests that Blackburn with Darwen has relatively stronger social and community infrastructure than many other areas in England.

This indicates that, despite the significant deprivation and health-related challenges, it has:

- Community and civic assets.

- Connections to key services.

- High levels of community participation and engagement.

These strengths can be leveraged to support more active lifestyles and improve life outcomes for the population.

Implications for tackling inequalities

These social conditions should be central to any strategies or interventions aimed at:

- Increasing physical activity levels.

- Reducing inequalities.

- Enhancing overall wellbeing in Blackburn with Darwen.
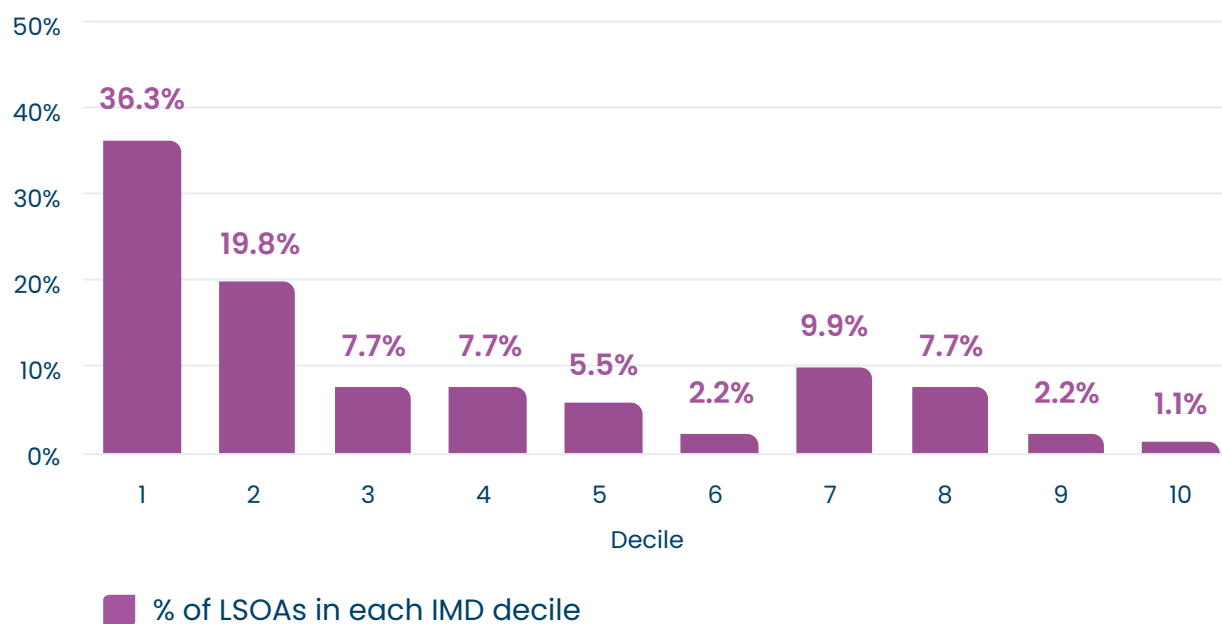
5 | Examine smaller areas of social need

Understanding which smaller areas have the greatest social need

You can explore data at smaller geographic levels for both IMD and CNI. The example here examines IMD at the LSOA level, but this type of analysis could also be done using CNI data at MSOA and/or LSOA level*.

By looking at IMD data for each LSOA in Blackburn with Darwen, we can identify the areas where overall levels of deprivation and social need are greatest.

Number of LSOAs in Blackburn with Darwen in each IMD decile									
33	18	7	7	5	2	9	7	2	1

Chart: % of LSOAs in each IMD decile

Decile	1	2	3	4	5	6	7	8	9	10
%	36.3%	19.8%	7.7%	7.7%	5.5%	2.2%	9.9%	7.7%	2.2%	1.1%

■ % of LSOAs in each IMD decile

* For CNI data at LSOA level, please contact Oxford Consultants for Social Inclusion (OCSI)

Index of Multiple Deprivation (by LSOA): Blackburn with Darwen

IMD (Decile)

- 10% Most Deprived
- 10% Least Deprived

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This data shows us that over one-third (33 out of 91, or 36%) of Blackburn with Darwen's lower layer super output areas are among the most deprived decile nationally. Furthermore, 51 of 91 (56%) are in the 20% most deprived.

This highlights the social inequalities, and how the deprivation and social need is more concentrated in and around the urban areas and centre of Blackburn.

> ⓘ **Where you can find the data to explore this step:** ›
>
> Supporting data file –
> Social outcome data
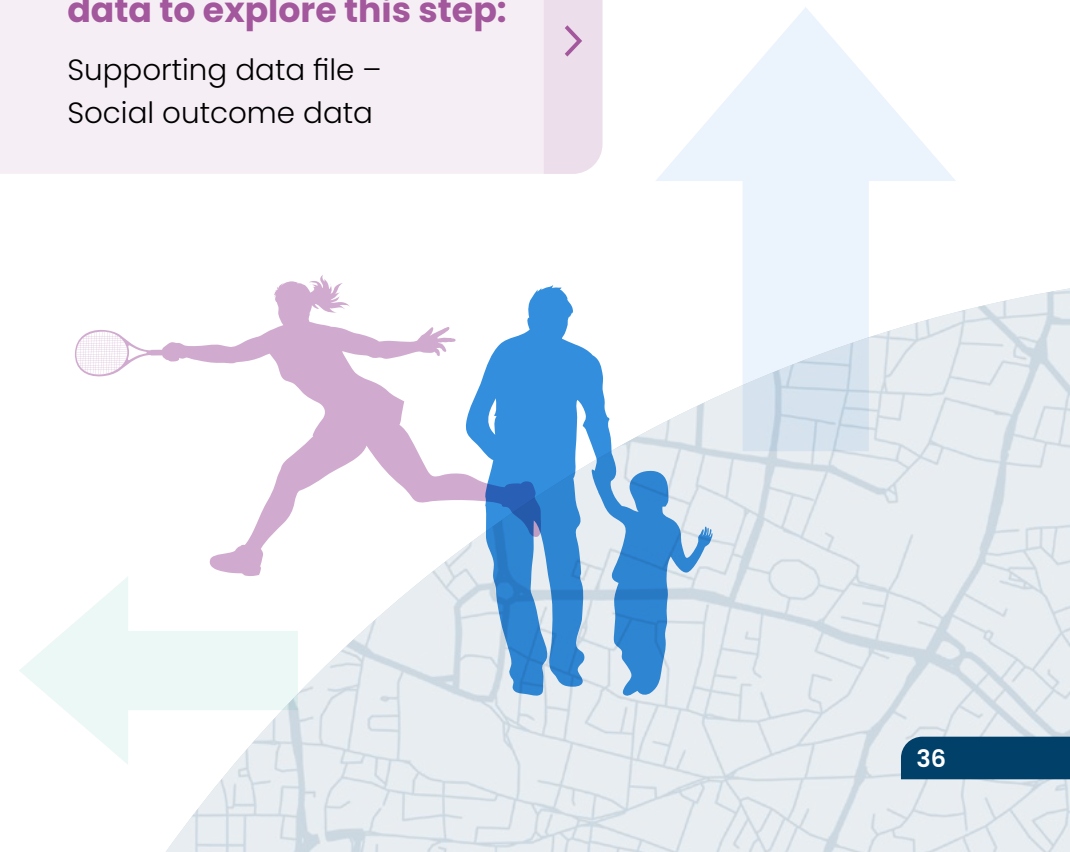
6 Identify where sporting and social need intersect

Determining the overlap between social and sporting need

The final step involves assessing the extent to which MSOAs with the highest sporting and physical activity need (Step 3), either contain LSOAs, or are the same MSOAs, that experience the greatest social need (Step 5).

These areas where high levels of sporting and social need most strongly intersect should be the focus for resources and intervention, as they stand to gain the most from the physical, mental, social, and economic benefits of increased physical activity.

Example:
Overlap between deprivation and sporting need in Blackburn with Darwen

To illustrate this, we analysed the number of high-deprivation LSOAs in Blackburn with Darwen that fall within MSOAs with the highest levels of adult sporting need (i.e. those ranked in decile 1 for at least one key measure of sporting need).

A similar and complementary analysis is also possible using Community Needs Index data.

MSOAs in decile 1 for at least one sporting need measure for adults or CYP	LSOAs in the 10% most deprived nationally (decile 1)
Blackburn with Darwen (total)	**33 of 91 (36%)**
Bastwell	0 out of 4 (0%)
Little Harwood	3 out of 5 (60%)
Audley	3 out of 5 (60%)
Lammack & Revidge	0 out 5 (0%)
Wensley Fold	3 out of 5 (60%)
Central Blackburn	3 out of 5 (60%)
Roe Lee, Brownhill & Sunnybower	0 out of 6 (0%)
Shadsworth & Intack	5 out of 6 (83%)

This analysis reveals a significant overlap between areas with high sporting need and those experiencing the greatest levels of deprivation:

- Blackburn with Darwen has 33 LSOAs ranked among the 10% most deprived nationally.

- Of these, 17 LSOAs (over half) are located within the 8 MSOAs with the greatest sporting need.

Most Deprived LSOAs within MSOAs in Decile 1 for at least one measure of Sporting Need: Blackburn with Darwen

Most Deprived LSOAs within MSOAs in Decile 1 for at least one measure of Sporting Need: Blackburn with Darwen map with labels:
Bastwell (0%), Lammack & Revidge (0%), Roe Lee, Brownhill & Sunnybower (0%), Wensley Fold (60%), Little Harwood (60%), Audley (60%), Shadsworth & Intack (83%), Central Blackburn (60%)

Legend — Percentage of LSOAs within the Top 10% Most Deprived Nationally (%): 0, 1–10, 11–20, 21–30, 31–40, 41–50, 51–60, 61–70, 71–80, 81–90, 91–100, Blackburn with Darwen MSOAs

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Implications for targeting efforts

This strong correlation highlights the importance of directing resources to these overlapping high-need areas, ensuring that interventions are targeted where they can have the greatest impact on both physical activity levels and broader social outcomes.

This analysis also identifies key areas where combined sporting and social need is greatest. The areas of **Little Harwood**, **Audley**, **Wensley Fold**, **Central Blackburn**, and **Shadsworth & Intack** should be the **primary focus for resources and efforts** to tackle inequalities in Blackburn with Darwen.

> ℹ **Where you can find the data to explore this step:**
>
> Supporting data file –
> Social outcome data ›

Example two

East Lindsey

Photo Mr M Evison 2010

1 Understand your local context

East Lindsey is a district council in East Lincolnshire, covering 18 Middle layer Super Output Areas (MSOAs). It is one of the largest districts in the UK in terms of its geographical size and is predominantly rural.
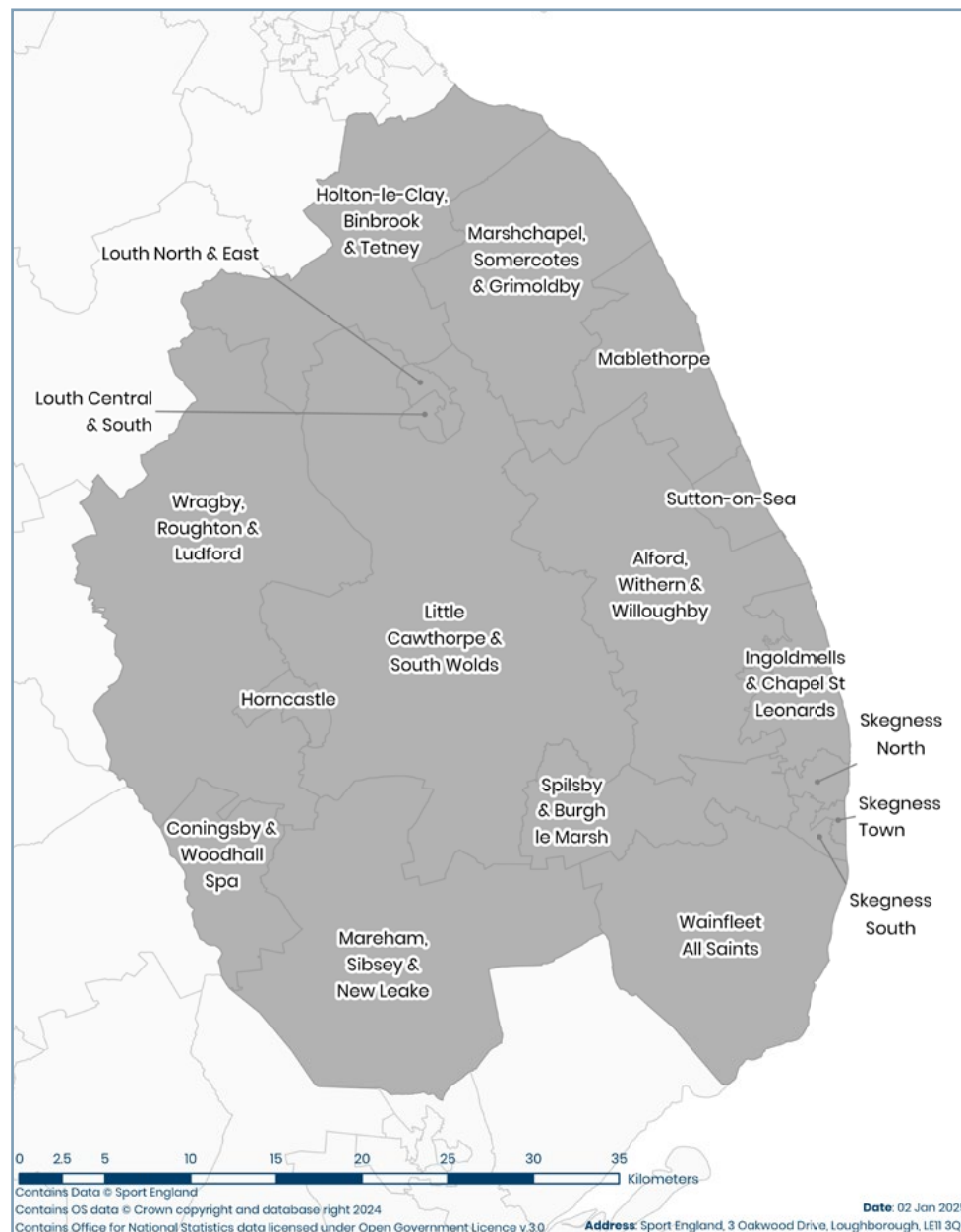
The district has a population of 144,400, which is slightly below the median for all local authorities in England. However, due to its large geographical area, East Lindsey is one of the most sparsely populated local authorities in the country. Unlike many areas, it does not have a dominant urban centre; instead, its population is spread across approximately 200 settlements, including varied communities, traditional market towns, and large coastal seaside resorts.

East Lindsey has a significantly older-than-average population, with a predominantly White British demographic. While its coastal towns and villages are popular retirement destinations, the area also faces high levels of socioeconomic disadvantage and outward migration of young people. Seasonal and temporary employment is common, and the inward migration of older, economically inactive residents 'in poorer health' places additional strain on local services.

Due to its rural nature, dispersed settlements, and limited transport infrastructure, East Lindsey also has high levels of car dependency, making accessibility a challenge for many residents.

East Lindsey: Middle layer Super Output Areas

Louth North & East
Holton-le-Clay, Binbrook & Tetney
Marshchapel, Somercotes & Grimoldby
Louth Central & South
Mablethorpe
Wragby, Roughton & Ludford
Sutton-on-Sea
Little Cawthorpe & South Wolds
Alford, Withern & Willoughby
Horncastle
Ingoldmells & Chapel St Leonards
Skegness North
Skegness Town
Spilsby & Burgh le Marsh
Coningsby & Woodhall Spa
Skegness South
Wainfleet All Saints
Mareham, Sibsey & New Leake

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	England Average	East Lindsey
Total population	57,112,500	144,400
Adult population: 16+ years	46,545,000 (81.5%)	123,514 (85.5%)
CYP population: 5-15 years	7,502,200 (13.1%)	15,306 (10.6%)
Child population: 4 years and under	3,065,400 (5.4%)	5,580 (3.9%)
Median age	40 years	52 years
Male life expectancy	79.1 years	77.3 years
Female life expectancy	83.1 years	81.1 years

Where you can find the data for this step:

- East Lindsey Local Plan Adopted July 2018

- Population figures: Supporting data file – Population profiles and demographics

- Median age: **ONS population and household estimates (Census 2021)**

- Life expectancy (3-year range, 2021-23): **DHSC Fingertips Local Authority Public Health Profiles**

Physical activity levels and inequalities data

The population of East Lindsey faces significant challenges in sport and physical activity participation, with notable inequalities to address:

- Physical activity levels for adults are among the lowest in the country, ranking in the bottom decile for '% active' and 2nd bottom decile for '% inactive'.

- 10% of adults in East Lindsey have two or more characteristics associated with inequalities and are inactive, placing the area in decile 3. This indicates relatively high levels of inequality in adult participation.

Adult (16+ years)		East Lindsey	England average
Active	% of active adults (150+ mins a week)	**54.4%**	63.4%
Inactive	% of inactive adults (less than 30 mins a week)	**32.3%**	25.7%
Inequalities	% of adults with 2+ inequality factors and inactive	**10.1%**	*

Decile amongst all Local Authority areas in England

	1 = greatest need					10 = least need				
1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**
X									
	X								
		X							

*No England average is shown because this combined measure isn't reported at national level - it was created to highlight local patterns of multiple inequalities and inactivity.

- While there is some sport and physical activity need among children and young people, it is less pronounced than for adults. The proportions of both 'active' and 'less active' children are in decile 3 when compared to other local authorities in England.

- 6% of children in East Lindsey have two or more characteristics associated with inequalities and are less active, placing the area in decile 4. This suggests moderate levels of inequality in participation for children and young people relative to other areas.

Children & Young People (5-15 years)		East Lindsey	England average
Active	% of active CYP (average 60+ mins a day)	**44.6%**	47.0%
Less Active	% of less active CYP (average less than 30 mins a day)	**32.6%**	30.2%
Inequalities	% of children with 2+ inequality factors and less active	**5.6%**	*

Decile amongst all Local Authority areas in England

	1 = greatest need				10 = least need					
1	2	3	4	5	6	7	8	9	10
		X							
		X							
			X						

*No England average is shown because this combined measure isn't reported at national level - it was created to highlight local patterns of multiple inequalities and inactivity.

Key takeout for tackling inequalities

In East Lindsey, adults should be the primary focus for strategies and actions aimed at reducing inequalities in sport and physical activity.

> ℹ️ **Where you can find the data to explore this step:**
>
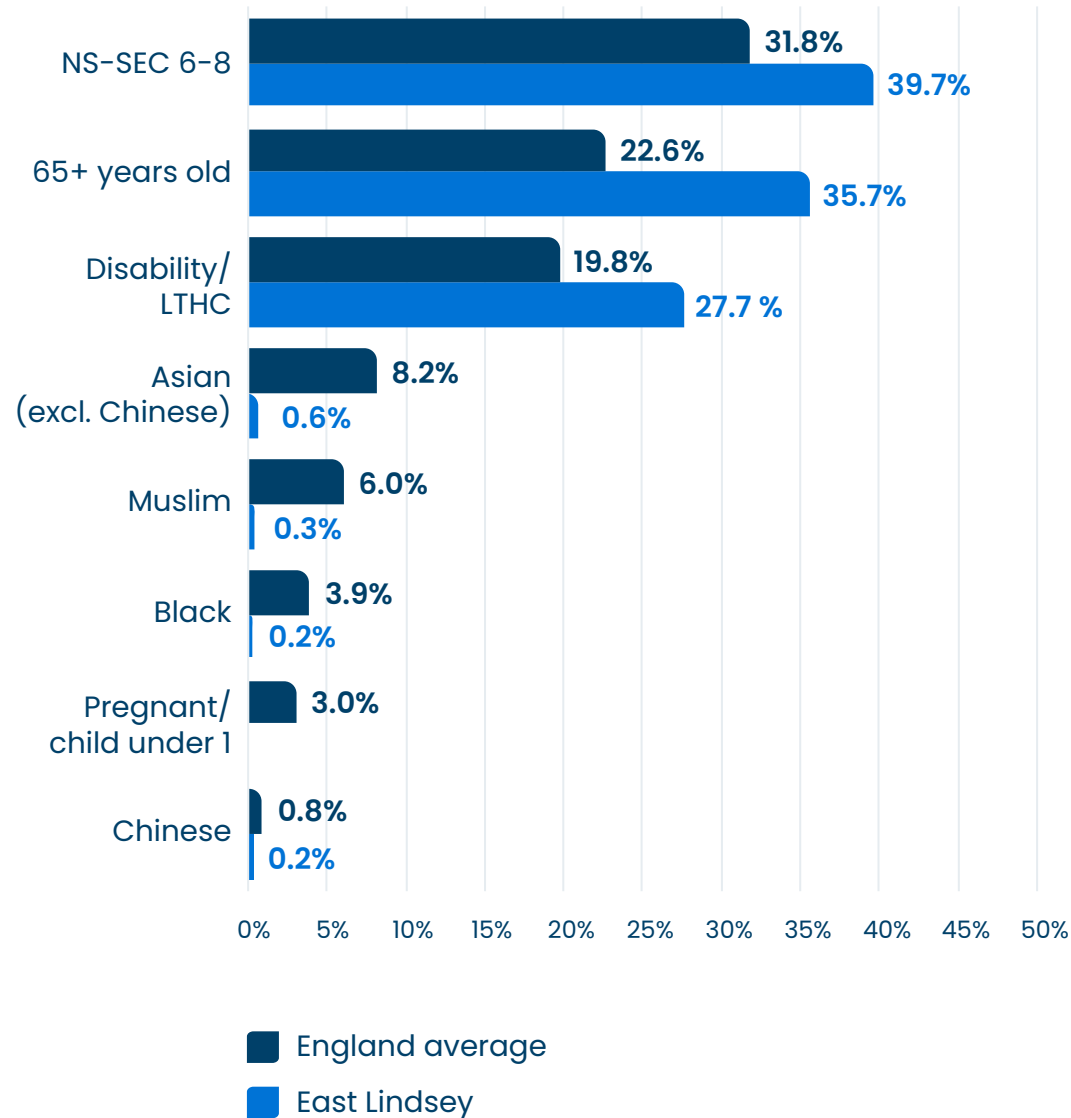> Supporting data file - Place Need Classification
>
> ›

Understanding which demographics to prioritise: Adults

The data below shows the proportion of adults in East Lindsey with each inequality characteristic, and the relative size of these groups compared to the national average and other local authorities in England.
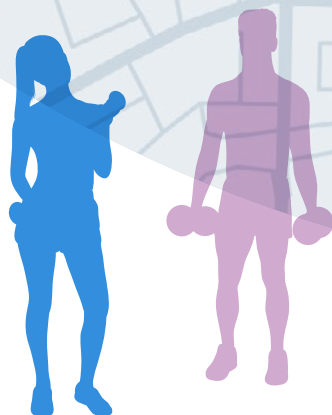
	England Average	East Lindsey	Decile amongst all LAs
NS–SEC 6-8	**31.8%**	**39.7%**	**2**
65+ years old	**22.6%**	**35.7%**	**1**
Disability/LTHC	**19.8%**	**27.7%**	**1**
Asian (excl. Chinese)	8.2%	0.6%	10
Muslim	6.0%	0.3%	10
Black	3.9%	0.2%	10
Pregnant / child under 1	3.0%	*	*
Chinese	0.8%	0.2%	10

% of the Adult (16+) population

Category	England average	East Lindsey
NS-SEC 6-8	31.8%	39.7%
65+ years old	22.6%	35.7%
Disability/ LTHC	19.8%	27.7 %
Asian (excl. Chinese)	8.2%	0.6%
Muslim	6.0%	0.3%
Black	3.9%	0.2%
Pregnant/ child under 1	3.0%	
Chinese	0.8%	0.2%

Legend:
- England average
- East Lindsey

Key takeout for tackling inequalities in adults

The data shows that adults aged 65 and over, adults with a disability or long-term health condition, and adults in NS-SEC 6–8 should be a main priority for efforts to increase activity levels and reduce inequalities in East Lindsey. This is due to the high prevalence of these groups within the adult population. An even greater focus should be placed on supporting adults who have two or more of these characteristics, as the more characteristics a person has, the less active they're likely to be.

ⓘ **Where you can find the data to explore this step:**

Supporting data file – Population profiles and demographics

〉

3 Examine smaller areas of sporting need

This section refers to the use of Sport England's Small Area Estimates for physical activity levels. These estimates are modelled figures that combine data from the Active Lives surveys with population information to create estimates for physical activity levels in smaller areas. This differs from the direct estimates used at the local authority level, which may result in some discrepancies.

It is important to note that the 2022–23 Small Area Estimates for children and young people are developmental statistics and remain subject to change.

## Understanding the sport and physical activity needs at the MSOA Level

Using Sport England's Small Area Estimates for physical activity levels within the Place Need Classification, we can assess the number and proportion of MSOAs in East Lindsey with high levels of sporting need, defined as those in decile 1 for key measures.

The data shows that there is a high level of need in a significant proportion of smaller areas within East Lindsey for adults. However, this pattern is not reflected for children and young people, where the need is less pronounced.
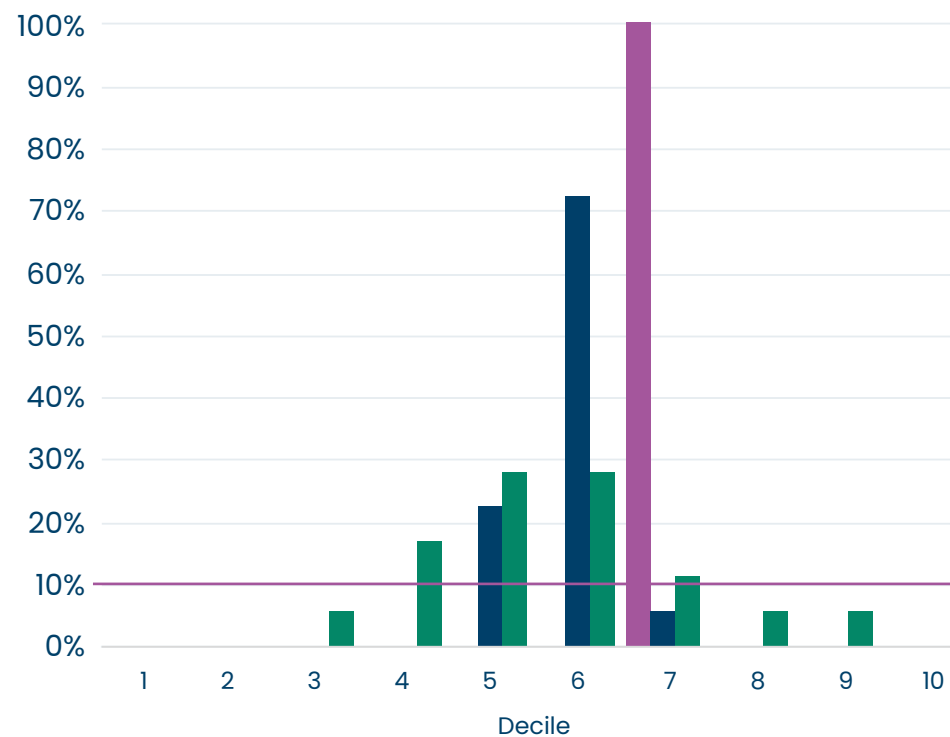
Adult (16+ years)

Proportion of MSOAs in each decile for each sporting need measure
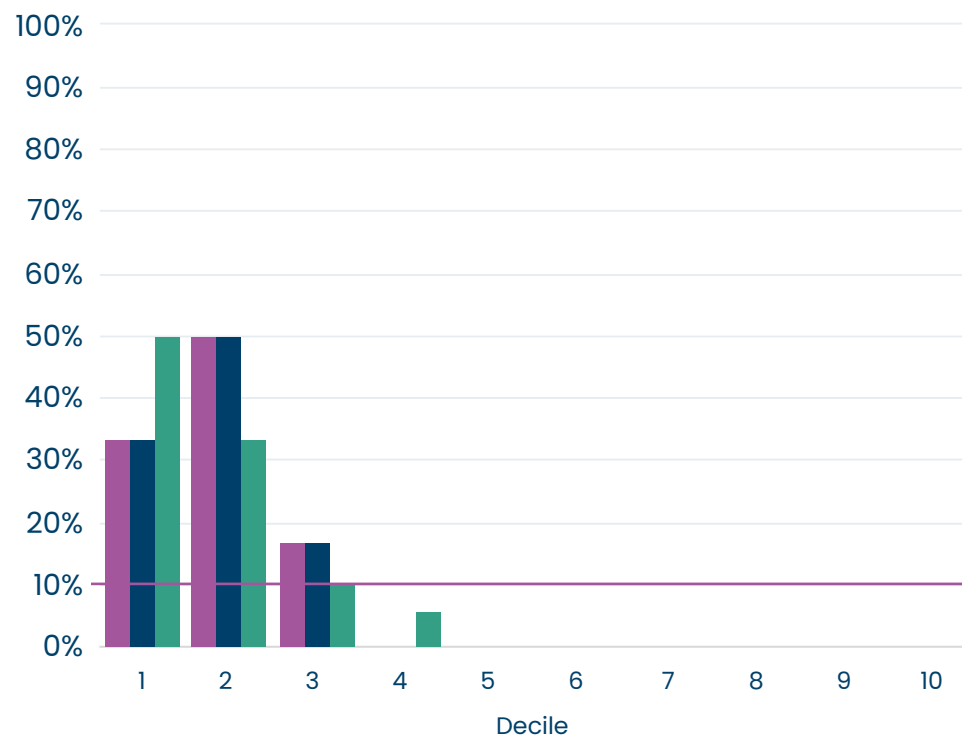
Decile

CYP (5-15 years)

Proportion of MSOAs in each decile for each sporting need measure

Decile

Legend:
- ■ Active
- ■ Inactive (adults), less active (CYP)
- ■ 2+ inequality characteristics and inactive (adults) / less active (CYP)
- — Indicates what an equal spread across deciles would look like.

> ℹ **Where you can find the data to explore this step:**
>
> Supporting data file – Place Need Classification.

Examine smaller areas of sporting need: Adults

Sport England's Small Area Estimates data allows us to identify which MSOAs in East Lindsey have the highest levels of sport and physical activity need in its adult population (i.e. in decile 1 for any of the key measures).

Adult (16+ years)

MSOAs in Decile 1 for each sporting need measure

Adult (16+ years)

Proportion of MSOAs in each decile for each sporting need measure
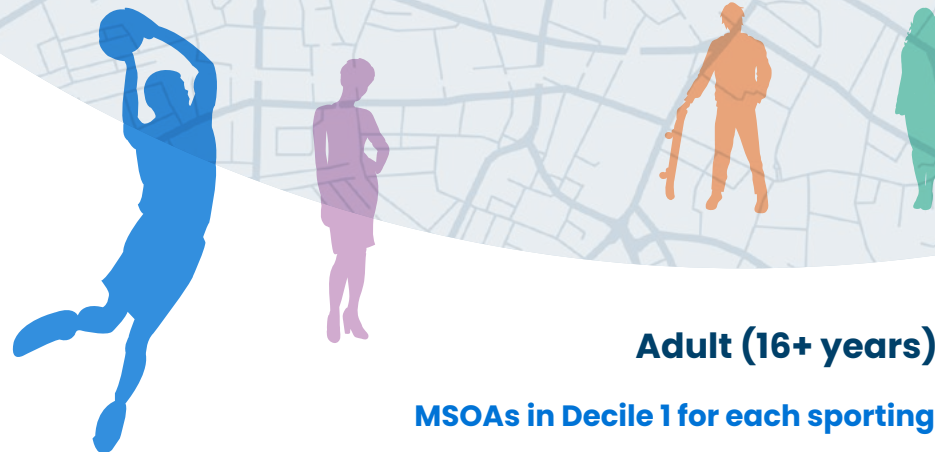
	% Active	% Inactive	2+ inequality factors and inactive
Sutton-on-Sea	X	X	X
Ingoldmells & Chapel St Leonards	X	X	X
Mablethorpe	X	X	X
Skegness South	X	X	X
Skegness North	X	X	X
Skegness Town	X	X	X
Alford, Withern & Willoughby			X
Wainfleet All Saints			X
Spilsby & Burgh le Marsh			X
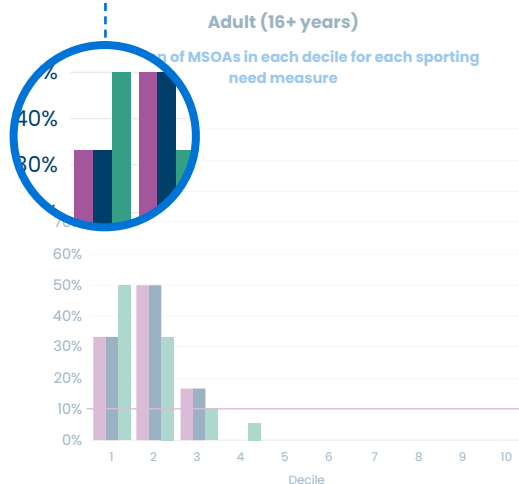
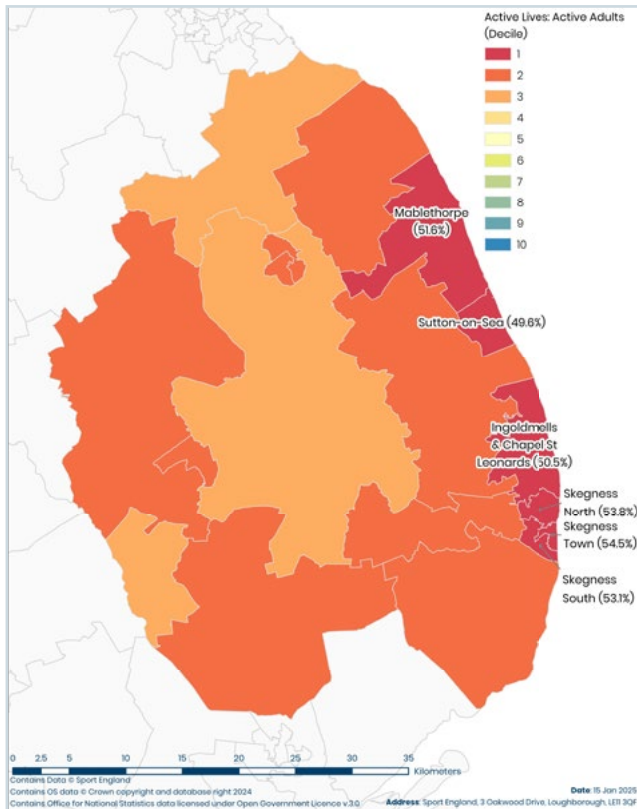# Understanding which smaller areas to prioritise: Adults

Small Area Estimates also enables us to determine how widespread, concentrated, or dispersed this need amongst adults is geographically and therefore where efforts should be focused.

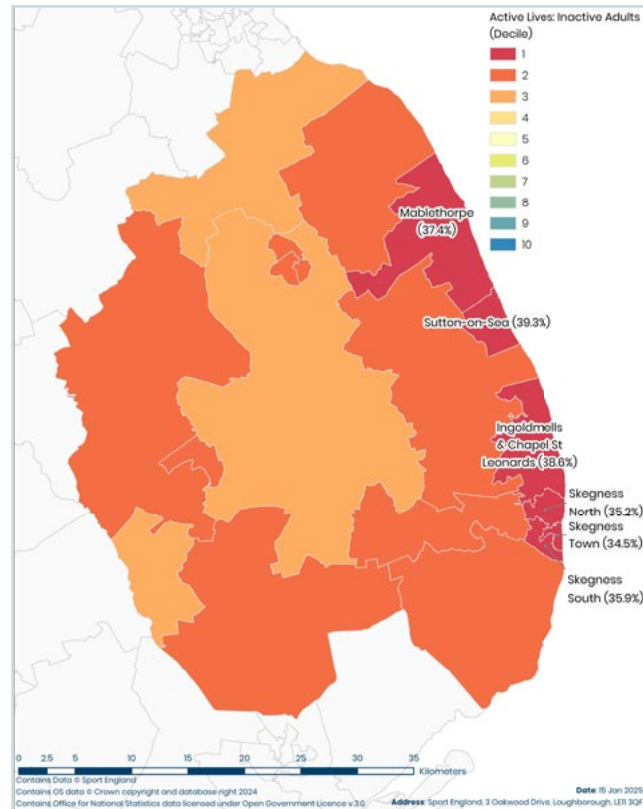> ℹ **Where you can find the data to explore this step:** ❯
>
> Supporting data file – Place Need Classification

MSOA name	Adult (16+ years)					
	% Active	Decile (MSOAs in England)	% Inactive	Decile (MSOAs in England)	2+ inequality factors and inactive	Decile (MSOAs in England)
Sutton-on-Sea	**49.6%**	**1**	**39.3%**	**1**	**24.0%**	**1**
Ingoldmells & Chapel St Leonards	**50.5%**	**1**	**38.6%**	**1**	**23.0%**	**1**
Mablethorpe	**51.6%**	**1**	**37.4%**	**1**	**21.0%**	**1**
Skegness South	**53.1%**	**1**	**35.9%**	**1**	**18.6%**	**1**
Skegness North	**53.8%**	**1**	**35.2%**	**1**	**17.9%**	**1**
Skegness Town	**54.5%**	**1**	**34.5%**	**1**	**16.0%**	**1**
Alford, Withern & Willoughby	55.0%	2	33.9%	2	**15.9%**	**1**
Wainfleet All Saints	55.1%	2	33.8%	2	**16.0%**	**1**
Spilsby & Burgh le Marsh	55.3%	2	33.5%	2	**15.4%**	**1**
Horncastle	56.3%	2	32.4%	2	13.8%	2
Mareham, Sibsey & New Leake	56.4%	2	32.3%	2	13.7%	2
Louth North & East	56.5%	2	32.3%	2	14.0%	2
Marshchapel, Somercotes & Grimoldby	56.8%	2	31.9%	2	13.5%	2
Louth Central & South	57.1%	2	31.6%	2	13.1%	2
Wragby, Roughton & Ludford	57.1%	2	31.6%	2	13.2%	2
Coningsby & Woodhall Spa	57.7%	3	31.1%	3	12.3%	3
Little Cawthorpe & South Wolds	58.1%	3	30.6%	3	11.5%	4
Holton-le-Clay, Binbrook & Tetney	58.1%	3	30.5%	3	11.8%	3

Active Lives: Active Adults (by MSOA): East Lindsey

Active Lives: Active Adults (Decile)
1
2
3
4
5
6
7
8
9
10

Mablethorpe (51.6%)

Sutton-on-Sea (49.6%)

Ingoldmells & Chapel St Leonards (30.5%)

Skegness North (53.8%)
Skegness Town (54.5%)

Skegness South (53.1%)

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Active Lives: Inactive Adults (by MSOA): East Lindsey

Active Lives: Inactive Adults (Decile)
1
2
3
4
5
6
7
8
9
10

Mablethorpe (37.4%)

Sutton-on-Sea (39.3%)

Ingoldmells & Chapel St Leonards (38.6%)

Skegness North (35.2%)
Skegness Town (34.5%)

Skegness South (35.9%)

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Active Lives: 2+ Inequality Factors & Inactive Adults (by MSOA): East Lindsey

Active Lives: 2+ Inequality Factors & Inactive Adults (Decile)
1
2
3
4
5
6
7
8
9
10

Mablethorpe (21.0%)

Sutton-on-Sea (24.0%)
Alford, Withern & Willoughby (15.9%)

Ingoldmells & Chapel St Leonards (23.0%)

Skegness North (17.9%)
Skegness Town (16.0%)

Spilsby & Burgh le Marsh (15.4%)

Wainfleet All Saints (16.0%)

Skegness South (18.6%)

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Key takeout for tackling inequalities

Estimates show that 6 out of 18 MSOAs (33%) in East Lindsey fall into the lowest decile for adult physical activity levels, both in terms of the percentage of adults who are active and inactive. However, 9 out of 18 MSOAs (50%) rank in the lowest decile nationally for inequalities in participation.

These nine MSOAs are where the sporting need is greatest and should therefore be the primary focus for targeted efforts and resource allocation. They are concentrated predominantly in and around the seaside town of Skegness, as well as in the more sparsely populated communities and villages along the North Sea coastline.

The estimates also indicate that, compared to all other MSOAs in England, East Lindsey has consistently low adult physical activity levels and high levels of inequality across most of its MSOAs.

This suggests that while priority should be given to the areas facing the greatest challenges, there should also be a strong focus on local authority-wide approaches to support more adults in becoming physically active across East Lindsey.

Identifying priority audiences in smaller areas using inequality characteristics

Using census data to identify high-need audiences

Where census or other population data is available for relevant demographics or characteristics, it can provide additional insight into which smaller areas in East Lindsey have high proportions of people with priority characteristics from the Inequalities Metric.

The example below uses census data to focus on adults in lower socio-economic classifications (NS-SEC 6–8) in East Lindsey, demonstrating how this type of analysis can help identify priority audiences in areas with high sporting need. This approach can be applied to individual characteristics or combinations of characteristics at both MSOA and LSOA levels (depending on data availability).

| Adult (16+ years): % NS-SEC 6-8 in adult population			
MSOA	MSOA is in Decile 1 for at least 1 measure of sporting need (Adult)	• England average = 31.8% • East Lindsey average = 39.7%	Decile amongst all MSOAs in England
Skegness Town	**YES**	53.6%	1
Ingoldmells & Chapel St Leonards	**YES**	53.2%	1
Skegness South	**YES**	51.6%	1
Mablethorpe	**YES**	50.1%	1
Skegness North	**YES**	50.1%	1
Sutton-on-Sea	**YES**	46.4%	2
Wainfleet All Saints	**YES**	43.1%	2
Louth North & East	NO	41.3%	3
Spilsby & Burgh le Marsh	**YES**	39.5%	3
Alford, Withern & Willoughby	**YES**	38.5%	3
Louth Central & South	NO	37.8%	3
Horncastle	NO	37.0%	4
Mareham, Sibsey & New Leake	NO	35.3%	4
Marshchapel, Somercotes & Grimoldby	NO	33.0%	5
Coningsby & Woodhall Spa	NO	30.9%	5
Wragby, Roughton & Ludford	NO	29.4%	6
Holton-le-Clay, Binbrook & Tetney	NO	28.9%	6
Little Cawthorpe & South Wolds	NO	27.7%	7

Example:
Adults in NS-SEC 6–8

An analysis of adults in NS-SEC 6–8 in East Lindsey shows that the MSOAs with the greatest sporting need also have a relatively high proportion of adults in this group compared to local and national averages.

This highlights that people in NS-SEC 6–8, particularly those with additional inequality characteristics, should be a key focus for efforts to tackle inequalities in high-need areas across East Lindsey.

ⓘ Where you can find the data to explore this step:

Supporting data file – Population profiles and demographics >
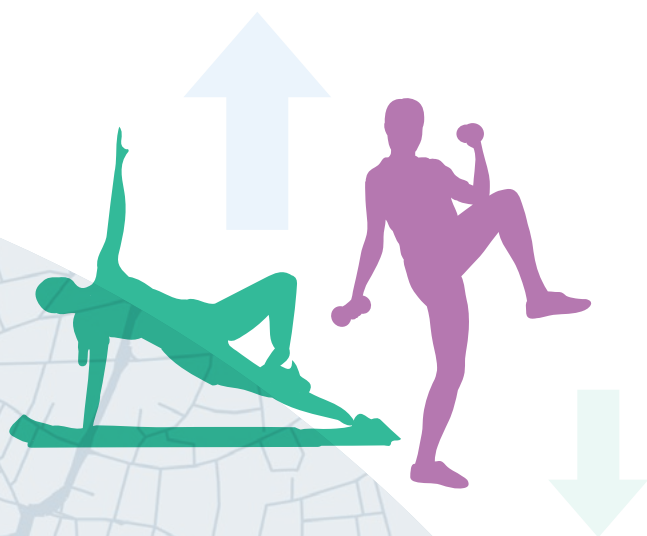
4 Assess social and economic needs

Identifying the greatest social needs

East Lindsey faces significant social need and outcome inequalities:

- **Deprivation**: East Lindsey is one of the most deprived local authority areas in England, ranking 30th nationally and falling within the top decile on the Indices of Multiple Deprivation (IMD).

- **Health inequalities**: The area ranks in the lowest 20% (decile 2) of local authorities on the Health Index Score, primarily due to a low score in the Healthy People domain (decile 2). This indicates worse-than-average health outcomes, higher mortality rates, and a greater impact of physical and mental health conditions compared to other areas.

- **Community infrastructure**: East Lindsey ranks in the lowest 10% of local authorities on the Community Needs Index (CNI), indicating a weaker community, social, and cultural infrastructure that could support better life outcomes for residents.

The following sections explore IMD and Health Index data in greater detail, breaking down the specific domains that contribute to these measures.

To conduct a similar analysis for the CNI data, please contact Oxford Consultants for Social Inclusion (OCSI), who developed this measure in collaboration with Local Trust.

Key measures of social need	Decile amongst all Local Authority areas in England									
	1 = greatest need					10 = least need				
	1	2	3	4	5	6	7	8	9	10
Indices of Multiple Deprivation (IMD), 2019	X									
Health Index for England, 2021		X								
Community Needs Index (CNI), 2023	X									

ⓘ Where you can find the data to explore this step: ❯

Supporting data file -
Place Need Classification

Indices of Multiple Deprivation (IMD) domains:

It is possible to take a deeper look at the forms of deprivation that are most significant in East Lindsey by examining the different domains that make up the

Indices of Multiple Deprivation. This data also provides insight into the proportion of Lower Layer Super Output Areas (LSOAs) in East Lindsey that rank among the most deprived nationally (decile 1) within each domain.

Indices of Multiple Deprivation	Decile amongst all Local Authority areas in England										Proportion of Lower Layer Super Output Areas (LSOAs) in the most deprived 10% nationally
	1 = greatest need					10 = least need					
	1	2	3	4	5	6	7	8	9	10	
Overall IMD: Rank of average rank (2019)	X										16.1%
Income deprivation		X									12.4%
Employment deprivation	X										25.9%
Education, Skills, and Training Deprivation	X										22.2%
Health Deprivation and Disability		X									21.0%
Crime								X			2.5%
Barriers to Housing and Services					X						22.2%
Living Environment Deprivation			X								18.5%
Income Deprivation Affecting Children		X									19.8%
Income Deprivation Affecting Older People			X								2.5%

Health Index Domains: Identifying key health-related needs

It is also possible to identify the most significant health-related needs in East Lindsey by examining the different domains that contribute to the overall Health Index Score:

1. **Healthy People** – Covers health outcomes, including mortality and the impact of physical and mental health conditions.

2. **Healthy Lives** – Covers social risk factors linked to health-related behaviours and personal circumstances.

3. **Healthy Place** – Covers wider social and environmental determinants that influence population health at a collective level.

East Lindsey ranks in the lowest 20% of local authority areas on the Health Index Score, indicating that health-related challenges are a significant feature of the social need in the area.

This is primarily driven by a low ranking in the Healthy People domain (decile 2), meaning the population of East Lindsey experiences worse health outcomes, higher mortality rates, and a greater impact of physical and mental health conditions compared to other places.

East Lindsey also scores relatively poorly for the Healthy Lives domain (decile 3) and the Healthy Places domain (decile 3), indicating additional challenges related to social and individual risk factors for health, as well as aspects of the physical environment that can negatively impact people's health.

> **ⓘ Where you can find the data to explore this step:** >
> Supporting data file – Social outcome data

Health Index for England (2021)	Decile amongst all Local Authority areas in England									
	1 = greatest need					10 = least need				
	1	2	3	4	5	6	7	8	9	10
Overall Health Index Score		X								
Healthy People domain		X								
Healthy Lives domain			X							
Healthy Place domain			X							

Social need:
Key takeout for tackling inequalities and supporting better outcomes in East Lindsey's population

Efforts in East Lindsey should recognise the range of social and community challenges affecting the area. Data from the Community Needs Index shows that East Lindsey is one of the most left-behind areas in terms of access to community, social, and cultural infrastructure, which are important for supporting active lifestyles and better life outcomes.

In addition to these challenges, strategies in East Lindsey should address high levels of socioeconomic disadvantage and deprivation. IMD data highlights that East Lindsey is among the most deprived local authority areas in terms of employment, education and skills, and health and disability. These inequalities are particularly acute in certain smaller areas.

East Lindsey also faces specific challenges related to health outcomes and the impact of physical and mental health conditions. These issues should be considered in the context of the area's older population profile and rural geography, particularly in relation to demand for services and how accessible they are.

While some emphasis should still be placed on the local environment and living conditions, these issues are relatively less severe in East Lindsey compared to other places in England. Despite its socioeconomic and health-related challenges, the area has relatively low crime rates and a natural environment that contributes positively to the standard of living and overall quality of life.

Collectively, these social conditions should be key considerations in any efforts to increase physical activity and tackle inequalities in East Lindsey.
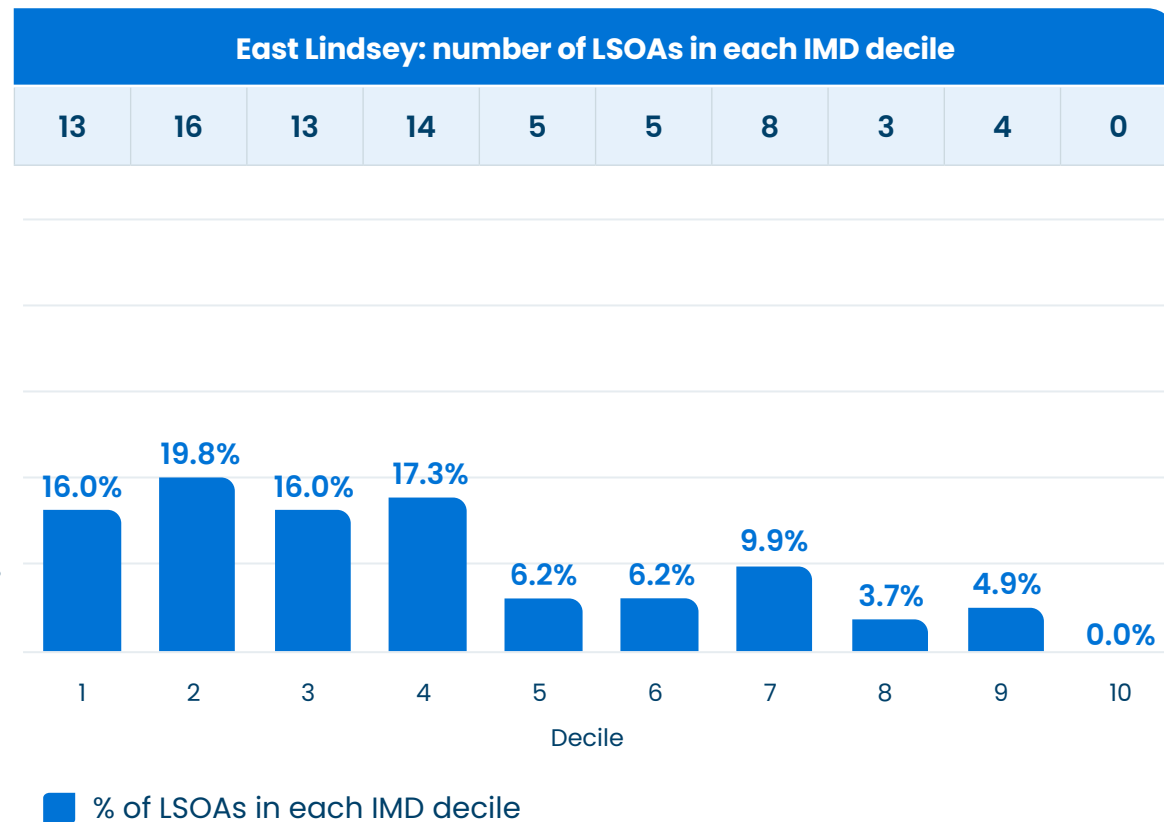
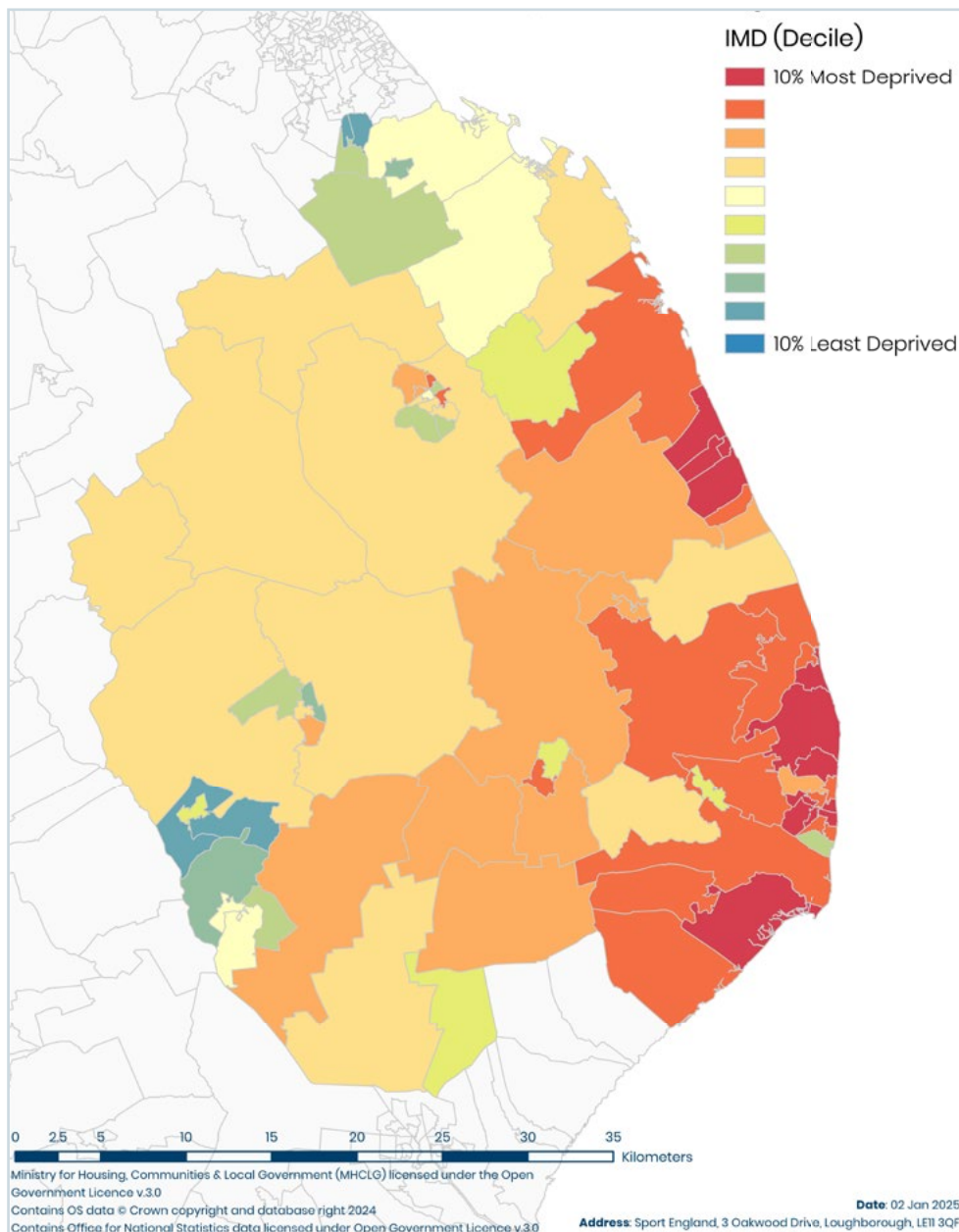## Identifying smaller areas with the greatest social need

You can explore data at smaller geographic levels for both IMD and CNI. The example below examines IMD at the LSOA level, but this type of analysis could also be done using CNI data at MSOA and/or LSOA level*.

By reviewing the IMD ranking and decile for each of East Lindsey's 81 Lower layer Super Output Areas (LSOAs), it is possible to identify where overall levels of deprivation and social need are greatest.

East Lindsey: number of LSOAs in each IMD decile									
13	16	13	14	5	5	8	3	4	0

Chart: % of LSOAs in each IMD decile by Decile (1–10): 16.0%, 19.8%, 16.0%, 17.3%, 6.2%, 6.2%, 9.9%, 3.7%, 4.9%, 0.0%

■ % of LSOAs in each IMD decile

* For CNI data at LSOA level, please contact Oxford Consultants for Social Inclusion (OCSI)

Index of Multiple Deprivation (by LSOA): East Lindsey

IMD (Decile)
- 10% Most Deprived
- 10% Least Deprived

0 2.5 5 10 15 20 25 30 35 Kilometers

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This data shows that approximately one in six LSOAs in East Lindsey (13 out of 81, or 16%) rank among the most deprived decile nationally. Furthermore, over a third (29 out of 81, or 36%) fall within the 20% most deprived areas.

This highlights the social inequalities that exist across different parts of East Lindsey and shows it has a disproportionately high number of smaller areas ranking among the most deprived nationally. The data also indicates that social need is most acute in towns and communities along East Lindsey's coastal plain.

> ℹ **Where you can find the data to explore this step:**
>
> Supporting data file –
> Social outcome data

6 Identify where sporting and social need intersect

Identifying where social need overlaps with sporting need

The final step involves examining the extent to which the MSOAs with the highest levels of sporting and physical activity need (Step 3) overlap with the LSOAs experiencing the greatest levels of social need (Step 5). These areas should be the primary focus for resources and interventions, as they have the most to gain from the benefits of increased physical activity for individuals and communities.

To illustrate this, we have analysed the number of LSOAs with high levels of deprivation in East Lindsey that are located within MSOAs with the highest levels of adult sporting need. This analysis considers MSOAs that rank in decile 1 for at least one key measure of sporting need for adults.

MSOAs in decile 1 for at least one sporting need measure for adults	LSOAs in the 10% most deprived nationally (decile 1)
East Lindsey (total)	**13 out of 81 (16%)**
Sutton-on-Sea	1 out of 3 (33%)
Ingoldmells & Chapel St Leonards	2 out of 4 (50%)
Mablethorpe	3 out of 4 (75%)
Skegness South	2 out of 4 (50%)
Skegness North	1 out of 4 (25%)
Skegness Town	3 out of 4 (75%)
Alford, Withern & Willoughby	0 out of 5 (0%)
Wainfleet All Saints	1 out of 4 (25%)
Spilsby & Burgh le Marsh	0 out of 6 (0%)

The findings show a significant overlap between areas of high sporting need and those experiencing the greatest levels of deprivation. All 13 LSOAs in East Lindsey that are ranked in the 10% most deprived nationally are situated within MSOAs with the highest levels of sporting need.

Most Deprived LSOAs within MSOAs in Decile 1 for at least one measure of Sporting Need: East Lindsey

Percentage of LSOAs within the Top 10% Most Deprived Nationally (%)

- 0
- 1 – 10
- 11 – 20
- 21 – 30
- 31 – 40
- 41 – 50
- 51 – 60
- 61 – 70
- 71 – 80
- 81 – 90
- 91 – 100
- East Lindsey MSOAs

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This analysis also highlights the specific locations where combined sporting and social need is greatest. Based on these findings, areas within Sutton-on-Sea, Ingoldmells & Chapel St Leonards, Mablethorpe, Skegness, and Wainfleet All Saints should be prioritised for efforts to tackle inequalities in East Lindsey.

ⓘ Where you can find the data to explore this step:

Supporting data file – Social outcome data

Example three

Tower Hamlets

1 Understand your local context

Tower Hamlets is an urban inner London borough in East London, covering 34 Middle layer Super Output Areas (MSOAs). The River Thames forms the borough's southern boundary, separating it from the Royal Borough of Greenwich and the London boroughs of Lewisham and Southwark.
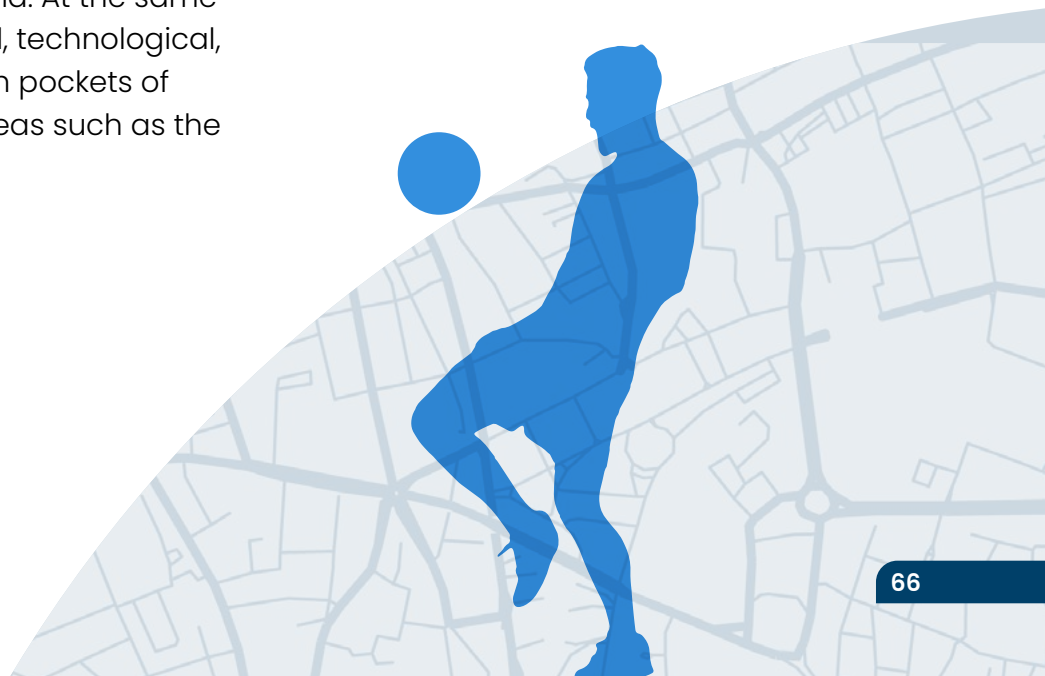
With an estimated population of over 320,000, Tower Hamlets is one of the most densely populated areas in England, significantly above the median for local authorities.

The borough is among the most culturally diverse places in the country, with diversity being a defining characteristic of life there. It also has one of the youngest and fastest-growing populations nationally, particularly among working-age residents. However, this rapid growth presents challenges for local services and resources, increasing demand across multiple sectors.
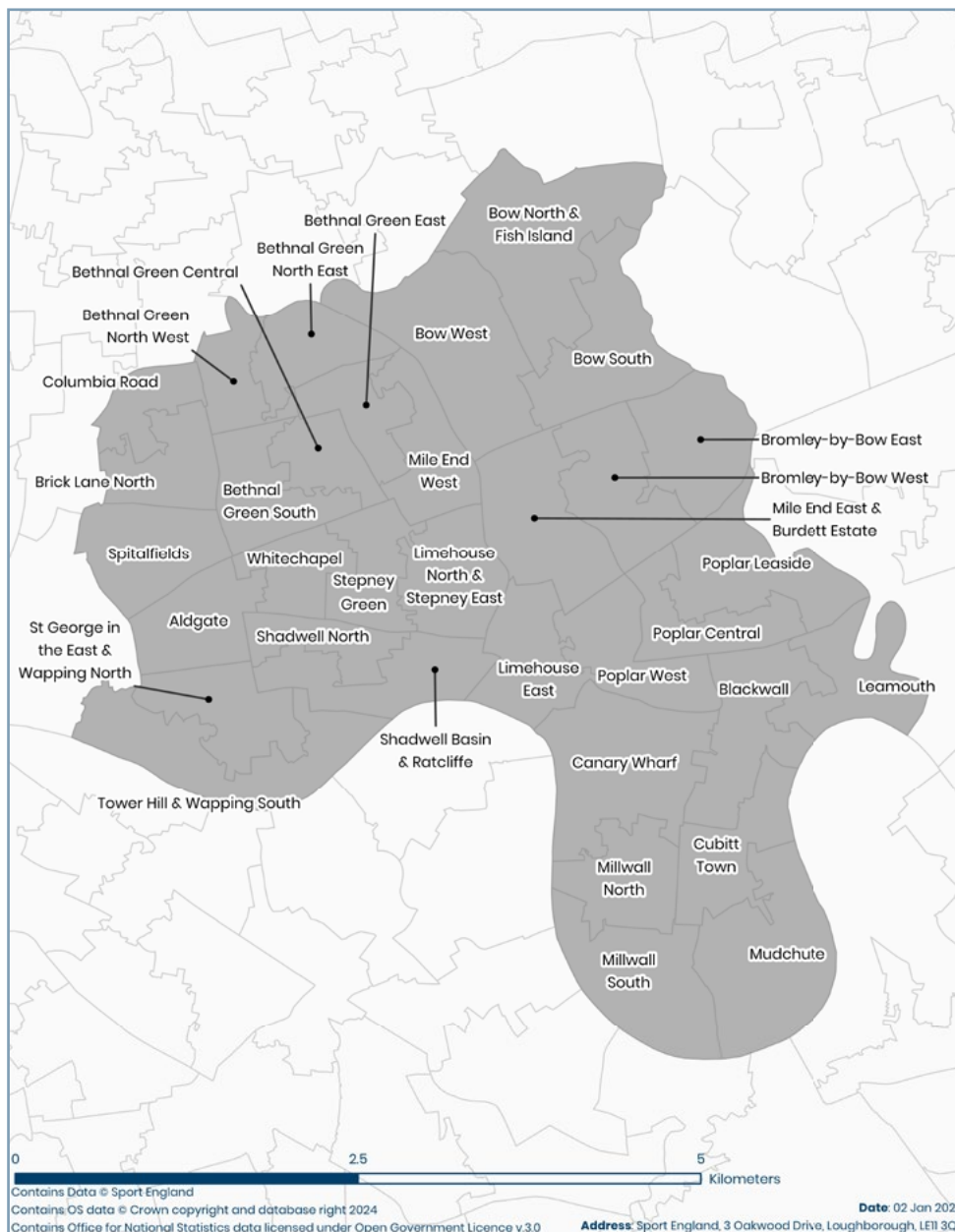
Tower Hamlets is a borough of contrasts. It experiences widespread deprivation, particularly in central and eastern areas, with some of the highest levels of child and pensioner poverty in England. At the same time, it is a hub for financial, technological, and creative industries, with pockets of affluence, particularly in areas such as the former docklands.

The borough benefits from strong transport connections, with excellent links to other parts of London and beyond.

Health outcomes in Tower Hamlets vary when compared to the England average. Life expectancy for both men and women are similar to national averages, but there are significant health inequalities across the borough, with notable differences between the least and most deprived wards.

Tower Hamlets: Middle layer Super Output Areas

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	England average	Tower Hamlets
Total population	57,112,500	323,854
Adult population: 16+ years	46,545,000 (81.5%)	266,207 (82.2%)
CYP population: 5-15 years	7,502,200 (13.1%)	38,754 (12.0%)
Child population: 4 years and under	3,065,400 (5.4%)	18,893 (5.8%)
Median age	40 years	30 years
Male life expectancy	79.1 years	78.0 years
Female life expectancy	83.1 years	81.9 years

Where you can find the data for this step:

- Tower Hamlets Local Plan 2031.

- Population figures: Supporting data file – Population profiles and demographics

- Median age: **ONS population and household estimates (Census 2021)**

- Life expectancy (3-year range, 2021-23): **DHSC Fingertips Local Authority Public Health Profiles**

Physical activity levels and inequalities data

The population of Tower Hamlets faces significant challenges related to sport and physical activity participation, with notable inequalities to address:

- Physical activity levels for adults in Tower Hamlets are above national averages, ranking in middle deciles for both 'active' (decile 7) and 'inactive' (decile 6) measures.

- Despite relatively high overall physical activity levels among adults, 10% of adults in Tower Hamlets have two or more characteristics of inequality and are inactive, placing the area in decile 2. This indicates relatively high levels of inequality in adult participation.

Adult (16+ years)		Tower Hamlets ▼	England average ▼
Active	% of active adults (150+ mins a week)	**65.7%**	63.4%
Inactive	% of inactive adults (less than 30 mins a week)	**24.0%**	25.7%
Inequalities	% of adults with 2+ inequality factors and inactive	**10.4%**	*

Decile amongst all Local Authority areas in England									
1 = greatest need					10 = least need				
1	2	3	4	5	6	7	8	9	10
						X			
					X				
	X								

*No England average is shown because this combined measure isn't reported at national level - it was created to highlight local patterns of multiple inequalities and inactivity.

- In contrast, physical activity levels for children and young people are among the lowest in the country, ranking in the bottom decile for both 'active' and 'less active' measures.

- One in five children and young people in Tower Hamlets (20%) have two or more characteristics of inequality and are inactive, placing the area in decile 1. This means Tower Hamlets has some of the highest levels of inequality in participation for children and young people.

Children & Young People (5–15 years)		Tower Hamlets ▼	England average ▼
Active	% of active CYP (average 60+ mins a day)	36.6%	47.0%
Less Active	% of less active CYP (average less than 30 mins a day)	39.7%	30.2%
Inequalities	% of children with 2+ inequality factors and less active	19.7%	*

Decile amongst all Local Authority areas in England									
1 = greatest need					10 = least need				
1	2	3	4	5	6	7	8	9	10
X									
X									
X									

*No England average is shown because this combined measure isn't reported at national level - it was created to highlight local patterns of multiple inequalities and inactivity.

Key takeout for tackling inequalities

In Tower Hamlets, children and young people should be the main priority for strategies and actions aimed at reducing inequalities in sport and physical activity.

However, there are also inequalities in adult participation that should be explored. Although this case study does not go into that level of detail, steps 2–6 can be applied to identify the main priorities for addressing inequalities among adults in Tower Hamlets.

ⓘ Where you can find the data to explore this step:

Supporting data file -
Place Need Classification

>

Understanding which demographics to prioritise: Children and young people

The data below highlights the proportion of children and young people (aged 5–15 years unless stated otherwise) in Tower Hamlets with each inequality characteristic, as well as how these groups compare in size to the national average and other local authorities in England.
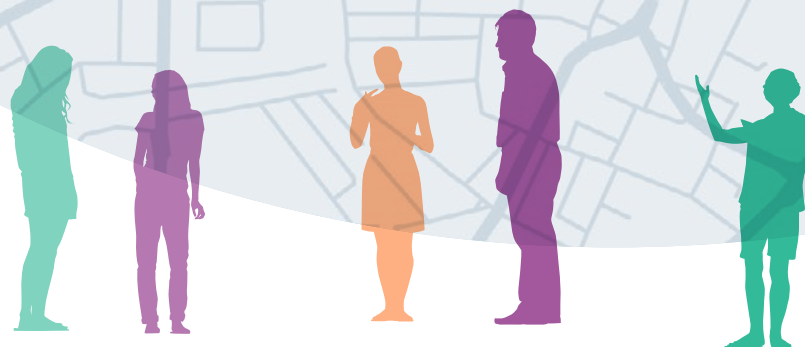
	England average	Tower Hamlets	Decile amongst all LAs
Girls	**48.8%**	**49.1%**	**3**
Living in relative low income families (0-15 years)	**19.8%**	**26.5%**	**2**
Asian	**12.3%**	**65.0%**	**1**
Black	**5.8%**	**9.8%**	**2**
Lack of park/field or outdoor sports place (secondary aged)	**13.1%**	**22.1%**	*****
Other gender (secondary aged)	1.9%	*	*

* Indicates there is insufficient data to report a result

Chart

Category	England average	Tower Hamlets
Girls	48.8%	49.1%
Living in low relative income families (0-15 years)	19.8%	26.5%
Asian	12.3%	65.0%
Black	5.8%	9.8%
Lack of park outdoor sports place	13.1%	22.1%
Other gender	1.9%	

Legend:
- ■ England average
- ■ Tower Hamlets

X-axis: 0% 5% 10% 15% 20% 25% 30% 35% 40% 45% 50% 55% 60% 65%

Key takeout for tackling inequalities in children and young people

The data shows that girls, Asian and Black children, children living in families of low affluence or income, and secondary-aged children who lack access to a park, field, or outdoor sports space should be prioritised in efforts to increase activity levels and reduce inequalities in Tower Hamlets. This is due to the relatively high proportion of these groups within the local population.

An even greater focus should be placed on supporting children who have two or more of these characteristics, as the more characteristics a person has, the less active they're likely to be.

ⓘ Where you can find the data to explore this step:

Supporting data file – Population profiles and demographics ›

3 Examine smaller areas of sporting need

This section refers to the use of Sport England's Small Area Estimates for physical activity levels. These estimates are modelled figures that combine data from the Active Lives surveys with population information to create estimates for physical activity levels in smaller areas. This differs from the direct estimates used at the local authority level, which may result in some discrepancies.

It is important to note that the 2022–23 Small Area Estimates for children and young people are developmental statistics and remain subject to change.

Understanding the sport and physical activity needs at the MSOA Level

Using Sport England's Small Area Estimates for physical activity levels within the Place Need Classification, we can assess the number and proportion of MSOAs in Tower Hamlets with high levels of sporting need, defined as those in decile 1 for key measures.

The data shows that there are pockets of inequality in participation for adults in Tower Hamlets. However, among children and young people, low physical activity levels and inequalities are widespread across all of its MSOAs.
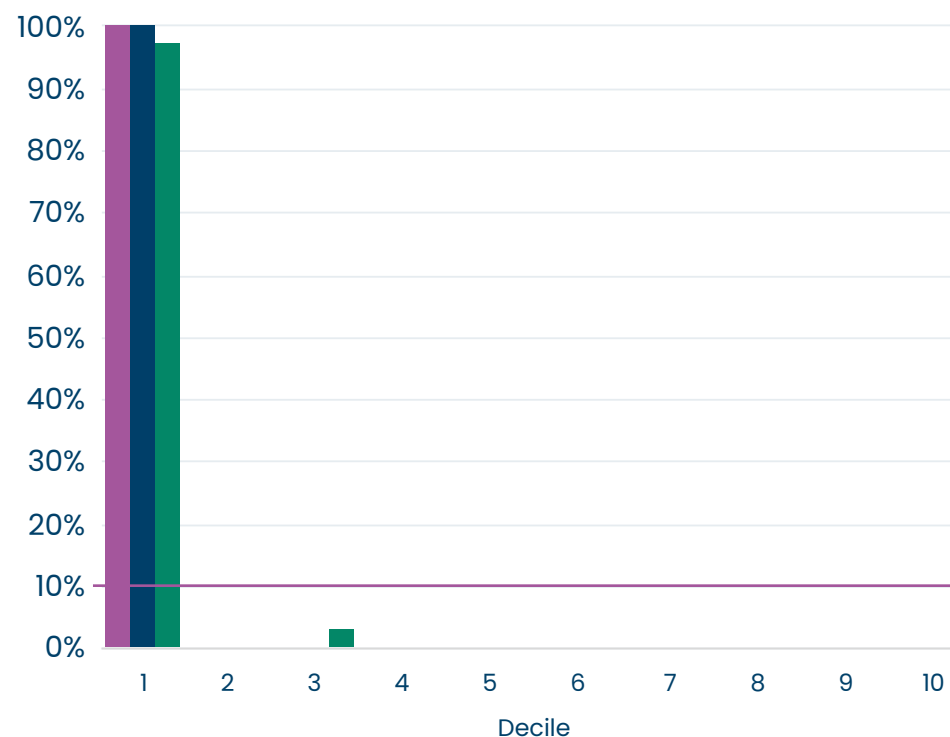
Adult (16+ years)

Proportion of MSOAs in each decile for each sporting need measure
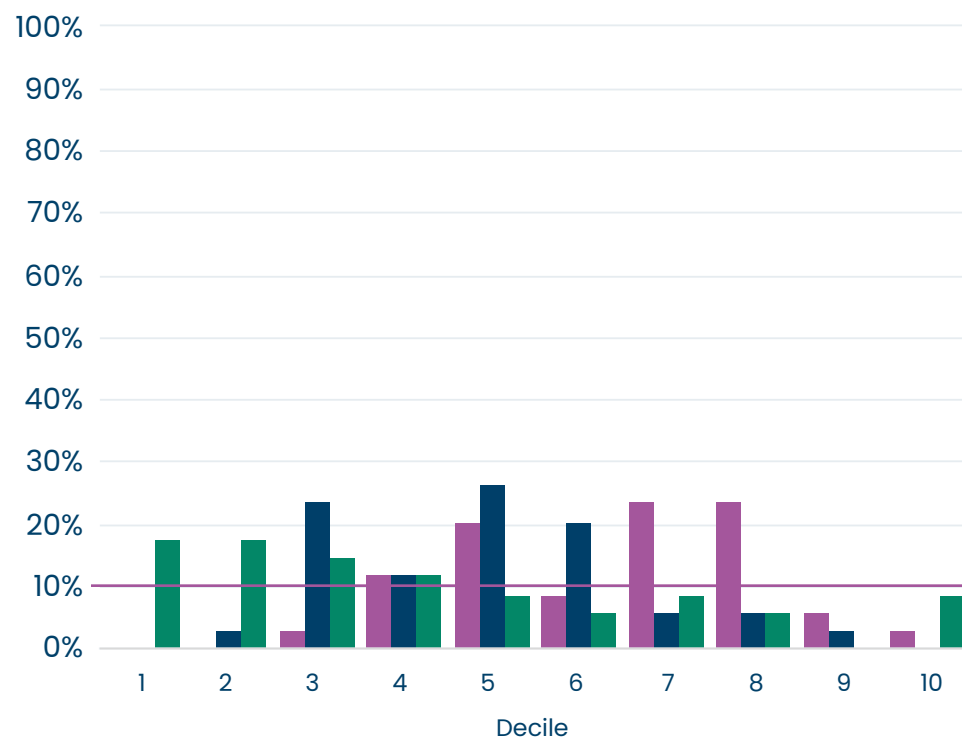
CYP (5–15 years)

Proportion of MSOAs in each decile for each sporting need measure

■ Active

■ Inactive (adults), less active (CYP)

■ 2+ inequality characteristics and inactive (adults) / less active (CYP)

— Indicates what an equal spread across deciles would look like.

ℹ Where you can find the data to explore this step:

Supporting data file – Place Need Classification.

>

Examine smaller areas of sporting need: Children and young people

Sport England's Small Area Estimates data allows us to identify which MSOAs in Tower Hamlets have the highest levels of sport and physical activity need among children and young people, specifically those ranked in decile 1 for any of the key measures.

The estimates show that every MSOA in Tower Hamlets falls within the lowest 10% nationally (decile 1) for physical activity levels among children and young people, both in terms of the percentage who are active and those who are less active. This indicates that low physical activity levels among children and young people are widespread across the area and among the lowest in England.

Additionally, the estimates place 33 out of 34 MSOAs in Tower Hamlets in decile 1 for inequalities in participation among children and young people. This suggests that participation inequalities are present across almost the entire area and are not concentrated in just a few locations.

Understanding which smaller areas to prioritise: Children and young people

Small Area Estimates also enables us to determine how widespread, concentrated, or dispersed this need amongst children is geographically and therefore where efforts should be focused.

MSOA name	CYP (5-15 years)					
	% Active	Decile (MSOAs in England)	% Less active	Decile (MSOAs in England)	2+ inequality factors and less active	Decile (MSOAs in England)
Whitechapel	**39.8%**	1	**37.0%**	1	21.9%	1
Bethnal Green South	**39.8%**	1	**36.5%**	1	21.0%	1
Shadwell North	**40.1%**	1	**36.5%**	1	21.5%	1
Bethnal Green Central	**40.1%**	1	**36.6%**	1	21.5%	1
Bromley-by-Bow East	**40.2%**	1	**36.4%**	1	21.2%	1
Stepney Green	**40.2%**	1	**36.5%**	1	20.5%	1
Aldgate	**40.3%**	1	**36.3%**	1	19.3%	1
Poplar Central	**40.3%**	1	**36.4%**	1	21.2%	1
Mile End West	**40.3%**	1	**36.4%**	1	20.2%	1
Spitalfields	**40.3%**	1	**36.3%**	1	20.2%	1
Limehouse North & Stepney East	**40.4%**	1	**36.4%**	1	20.8%	1
Leamouth	**40.5%**	1	**36.1%**	1	18.9%	1
Bromley-by-Bow West	**40.5%**	1	**36.3%**	1	20.6%	1
Poplar West	**40.5%**	1	**36.2%**	1	19.7%	1
Brick Lane North	**40.5%**	1	**36.2%**	1	19.6%	1
Bethnal Green North East	**40.8%**	1	**36.0%**	1	19.1%	1
Poplar Leaside	**40.8%**	1	**35.9%**	1	19.7%	1
Shadwell Basin & Ratcliffe	**40.8%**	1	**35.9%**	1	18.2%	1

	CYP (5-15 years)					
MSOA name	% Active	Decile (MSOAs in England)	% Less active	Decile (MSOAs in England)	2+ inequality factors and less active	Decile (MSOAs in England)
Limehouse East	40.9%	1	35.8%	1	18.1%	1
Mile End East & Burdett Estate	40.9%	1	35.9%	1	18.8%	1
Bethnal Green East	40.9%	1	35.8%	1	17.8%	1
Blackwall	41.0%	1	35.8%	1	17.3%	1
St George in the East & Wapping North	41.0%	1	35.8%	1	17.7%	1
Cubitt Town	41.1%	1	35.3%	1	16.4%	1
Bethnal Green North West	41.1%	1	36.1%	1	18.5%	1
Columbia Road	41.2%	1	35.6%	1	17.9%	1
Bow North & Fish Island	41.2%	1	35.6%	1	17.6%	1
Millwall North	41.3%	1	35.6%	1	16.9%	1
Bow South	41.5%	1	35.4%	1	15.8%	1
Canary Wharf	41.6%	1	35.5%	1	14.2%	1
Bow West	41.9%	1	34.9%	1	15.4%	1
Mudchute	41.9%	1	34.8%	1	14.5%	1
Millwall South	42.1%	1	34.7%	1	13.5%	1
Tower Hill & Wapping South	43.3%	1	33.8%	1	8.6%	3

Where you can find the data to explore this step:

Supporting data file – Place Need Classification

Key takeout for tackling inequalities

Estimates show that all 34 MSOAs in Tower Hamlets fall within the lowest decile nationally for both the percentage of children and young people who are active and inactive. Additionally, 33 out of 34 MSOAs (97%) are in the lowest decile for inequalities in participation among children and young people.

This suggests that a local authority-wide approach to increasing physical activity among children and young people would be appropriate, given that high levels of sporting need are widespread across all MSOAs. A further step would be to examine the population profiles within specific MSOAs to identify the types of localised approaches that are likely to be most effective at the neighbourhood level.

Contrasts with adult sporting need data

While this case study does not present detailed adult data for Tower Hamlets, the findings indicate a different pattern compared to children and young people. The greatest sporting need among adults appears to be concentrated in a small number of areas. There are a limited number of MSOAs within decile 1 for both the two or more inequality factors measure and the inactive sporting need measure. This suggests that more targeted approaches focused on these specific high-need areas would be the most effective way to address inequalities in the adult population.

Please note that the data for adults has not been presented in this case study but is available in the supporting data file.
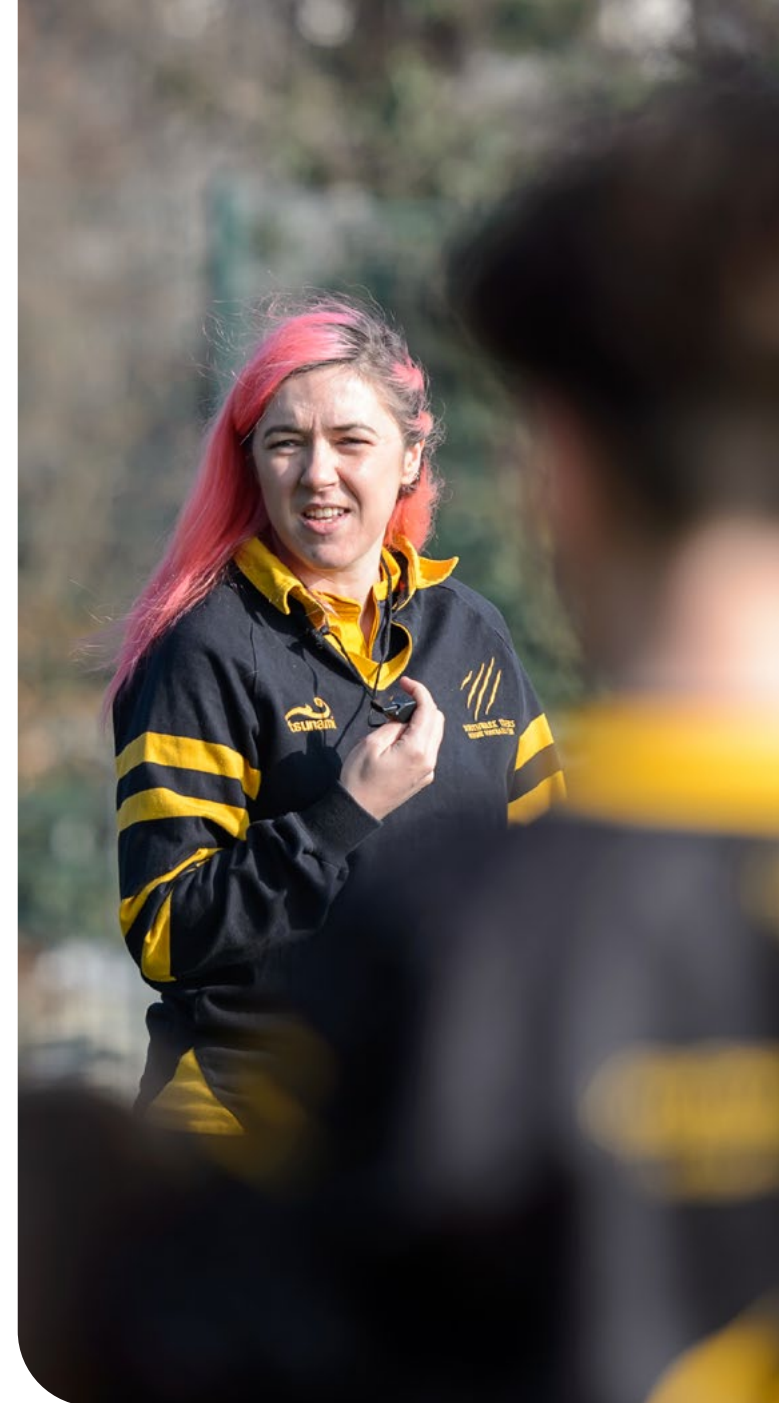
Active Lives: 2+ Inequality Factors & Less Active Children & Young People (by MSOA): Tower Hamlets

Active Lives: 2+ Inequality Factors & Inactive CYP (Decile)

1
2
3
4
5
6
7
8
9
10

0   2.5   5
Kilometers

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Date: 16 Jan 2025
Address: Sport England, 3 Oakwood Drive, Loughborough, LE11 3QF
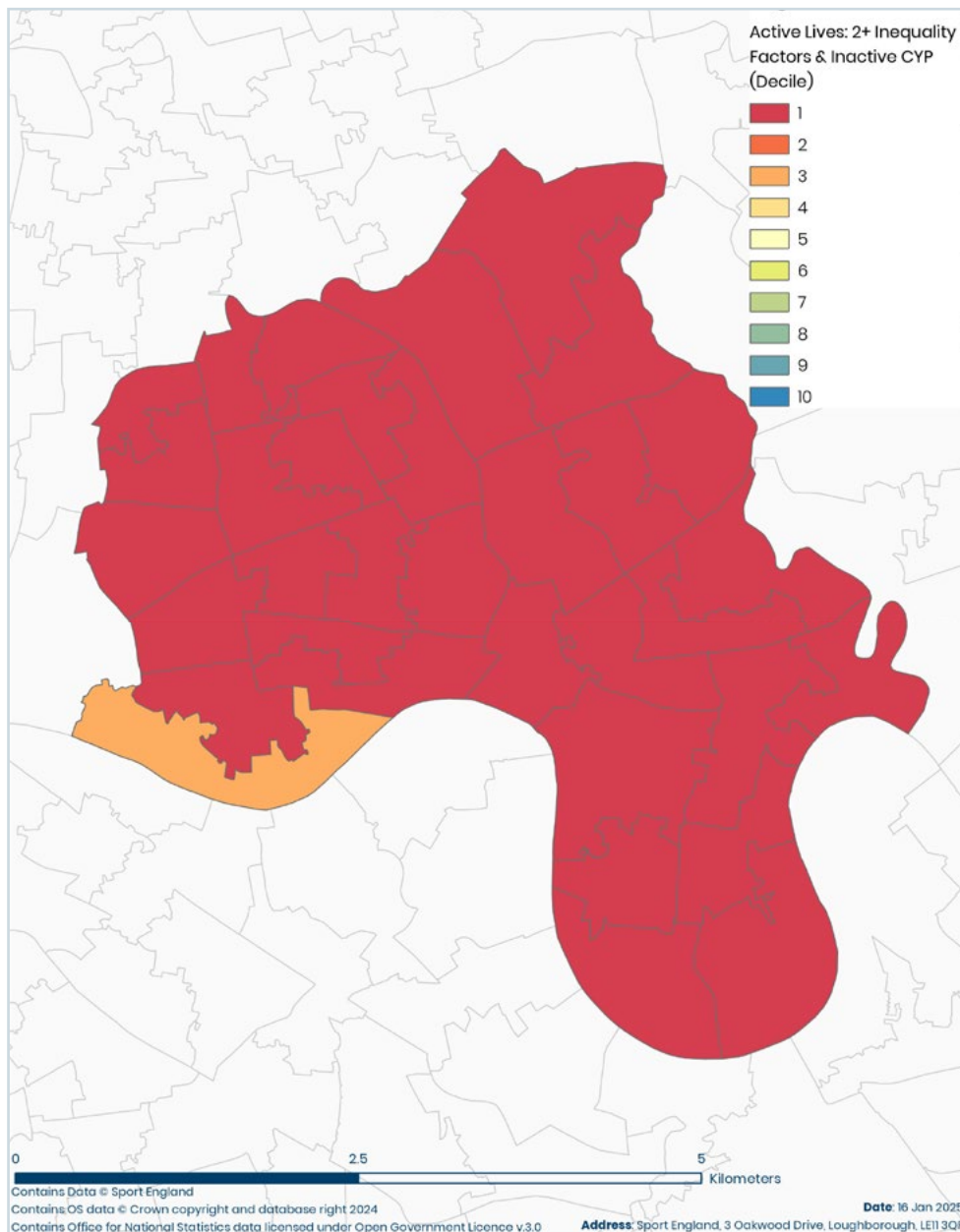
Given the widespread need across all three sporting need measures in Tower Hamlets, only the 2+ inequality characteristics and inactive CYP measure is illustrated to highlight the MSOA that doesn't fall within decile 1 (Tower Hill & Wapping South).

Identifying priority audiences in smaller areas using inequality characteristics

Using census data to identify high-need audiences

Where census or other population data is available for relevant demographics or characteristics, it can provide additional insight into which smaller areas in Tower Hamlets have high proportions of people with priority characteristics from the Inequalities Metric.

The example below uses census data to focus on Asian children and young people in Tower Hamlets, demonstrating how this type of analysis can help identify priority audiences in areas with high sporting need. This approach can be applied to individual characteristics or combinations of characteristics at both MSOA and LSOA levels (depending on data availability).

CYP (5-15 years): % Asian in CYP population			
MSOA	MSOA is in Decile 1 for at least 1 measure of sporting need (Children)	• England average = 12.3% • Tower Hamlet average = 65.0%	Decile amongst all MSOAs in England
Bethnal Green South	YES	82.6%	1
Whitechapel	YES	81.8%	1
Spitalfields	YES	79.5%	1
Shadwell North	YES	76.5%	1
Aldgate	YES	76.3%	1
Bethnal Green Central	YES	76.3%	1
Stepney Green	YES	75.2%	1
Limehouse North & Stepney East	YES	73.0%	1
Brick Lane North	YES	70.1%	1
Poplar Central	YES	69.6%	1
Poplar West	YES	69.5%	1
Bromley-by-Bow East	YES	68.5%	1
St George in the East & Wapping North	YES	68.3%	1
Bromley-by-Bow West	YES	68.0%	1
Shadwell Basin & Ratcliffe	YES	67.8%	1
Mile End East & Burdett Estate	YES	67.3%	1
Bethnal Green North West	YES	66.5%	1
Limehouse East	YES	66.0%	1

Example:
Asian children and young people

An analysis of Asian children and young people in Tower Hamlets shows that all 34 MSOAs in the area, each of which has high levels of sporting need, have a high proportion of Asian children compared to national averages and other MSOAs in England.

This further reinforces that Asian children and young people, particularly those with two or more inequality characteristics, should be a key focus of efforts to tackle inequalities across the whole of Tower Hamlets.

ℹ **Where you can find the data to explore this step:**

Supporting data file – Population profiles and demographics >

CYP (5-15 years): % Asian in CYP population

MSOA	MSOA is in Decile 1 for at least 1 measure of sporting need (Children)	• England average = 12.3% • Tower Hamlet average = 65.0%	Decile amongst all MSOAs in England
Mile End West	YES	64.9%	1
Bethnal Green East	YES	62.5%	1
Poplar Leaside	YES	61.4%	1
Leamouth	YES	61.2%	1
Bethnal Green North East	YES	59.6%	1
Blackwall	YES	57.1%	1
Cubitt Town	YES	57.1%	1
Millwall North	YES	55.5%	1
Columbia Road	YES	55.3%	1
Bow North & Fish Island	YES	54.8%	1
Canary Wharf	YES	52.2%	1
Bow South	YES	50.8%	1
Millwall South	YES	48.2%	1
Bow West	YES	47.3%	1
Mudchute	YES	46.8%	1
Tower Hill & Wapping South	YES	34.6%	1

4 Assess social and economic needs

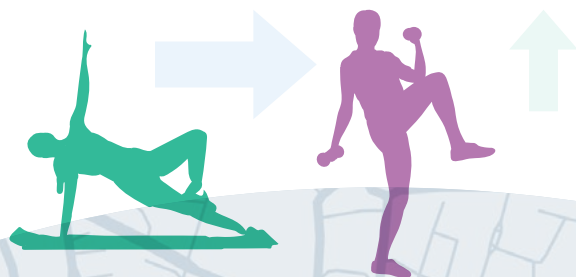## Identifying the greatest social needs

Tower Hamlets faces significant social need and outcome inequalities across its population:

- Tower Hamlets is one of the most deprived local authority areas in England, ranking 27th and falling within the lowest decile on the Indices of Multiple Deprivation (IMD).

- The area also ranks in the lowest 20% of local authorities on the Health Index Score, indicating poorer-than-average health outcomes.

- However, Tower Hamlets ranks in the top decile on the Community Needs Index (CNI), meaning it has relatively strong community, social, and cultural infrastructure compared to other areas. This suggests that despite high levels of deprivation and health challenges, the area has networks and services in place that can help support better life outcomes.

The following sections explore IMD and Health Index data in greater detail by examining the various domains that make up these measures.

To complete this step for the CNI data, please contact Oxford Consultants for Social Inclusion (OCSI), who developed this measure in collaboration with Local Trust.

| Key measures of social need | Decile amongst all Local Authority areas in England | | | | | | | | | |
| | 1 = greatest need | | | | | 10 = least need | | | | |
	1	2	3	4	5	6	7	8	9	10
Indices of Multiple Deprivation (IMD), 2019	X									
Health Index for England, 2021		X								
Community Needs Index (CNI), 2023										X

ℹ **Where you can find the data to explore this step:** ›

Supporting data file -
Place Need Classification

Indices of Multiple Deprivation (IMD) domains

It is possible to examine the most significant forms of deprivation in Tower Hamlets by looking at the different domains that make up the Indices of Multiple Deprivation. This data also provides insight into the proportion of Lower Layer Super Output Areas (LSOAs) in Tower Hamlets that are among the most deprived nationally (decile 1) within each domain.

Indices of Multiple Deprivation	Decile amongst all Local Authority areas in England										Proportion of Lower Layer Super Output Areas (LSOAs) in the most deprived 10% nationally
	1 = greatest need					10 = least need					
	1	2	3	4	5	6	7	8	9	10	
Overall IMD: Rank of average rank (2019)	X										1.4%
Income deprivation	X										15.3%
Employment deprivation				X							0.7%
Education, Skills, and Training Deprivation						X					0.7%
Health Deprivation and Disability			X								1.4%
Crime	X										21.5%
Barriers to Housing and Services	X										6.9%
Living Environment Deprivation	X										13.9%
Income Deprivation Affecting Children	X										9.7%
Income Deprivation Affecting Older People	X										69.4%

Health Index Domains: Identifying key health-related needs

It is also possible to identify the most significant health-related needs in Tower Hamlets by examining the different domains that contribute to the overall Health Index Score:

1. **Healthy People** – Covers health outcomes, including mortality and the impact of physical and mental health conditions.

2. **Healthy Lives** – Covers social risk factors linked to health-related behaviours and personal circumstances.

3. **Healthy Place** – Covers wider social and environmental determinants that influence population health at a collective level.

Tower Hamlets ranks in the lowest 20% (decile 2) of local authority areas on the Health Index Score.

This is primarily due to Tower Hamlets ranking first—meaning it has one of the lowest scores of all local authorities – for the Healthy Places domain (decile 1). This indicates that factors related to the physical environment, such as access to green space, housing and living conditions, and safety, are key drivers of the health inequalities experienced in the area.

In contrast, Tower Hamlets performs well on the Healthy People domain (decile 10), suggesting that overall health outcomes for its population are significantly better than in many other areas.

This may be partly explained by the borough's young age profile. For example, Tower Hamlets has the lowest proportion of residents aged 65 and over of any local authority in England, at just 5.6%.

> **ⓘ Where you can find the data to explore this step:**
> Supporting data file – Social outcome data
>
> ›

	Decile amongst all Local Authority areas in England									
	1 = greatest need					10 = least need				
Health Index for England (2021)	1	2	3	4	5	6	7	8	9	10
Overall Health Index Score		X								
Healthy People domain										X
Healthy Lives domain		X								
Healthy Place domain	X									

Social need:
Key takeout for tackling inequalities and supporting better outcomes in Tower Hamlets

Efforts in Tower Hamlets should focus on addressing the widespread inequalities in sport and physical activity among children and young people, alongside tackling broader determinants and risk factors for health. These include aspects of the physical environment where people live, housing and living conditions, safety, and health-related behaviours.

Strategies should also respond to the high levels of socioeconomic disadvantage and deprivation in the area. IMD data highlights that Tower Hamlets is among the most deprived local authority areas in terms of income, employment, education and skills, and health and disability.

While these issues require strong emphasis, data from the Community Needs Index suggests that Tower Hamlets has some of the strongest social and community infrastructure in England. This indicates that the area benefits from local assets and that residents feel connected and engaged with their communities. Additionally, the Health Index shows that the population has relatively good overall health outcomes, which may be linked to its young age profile.

Collectively, these social conditions should be key considerations in any efforts to increase physical activity and reduce inequalities in Tower Hamlets.
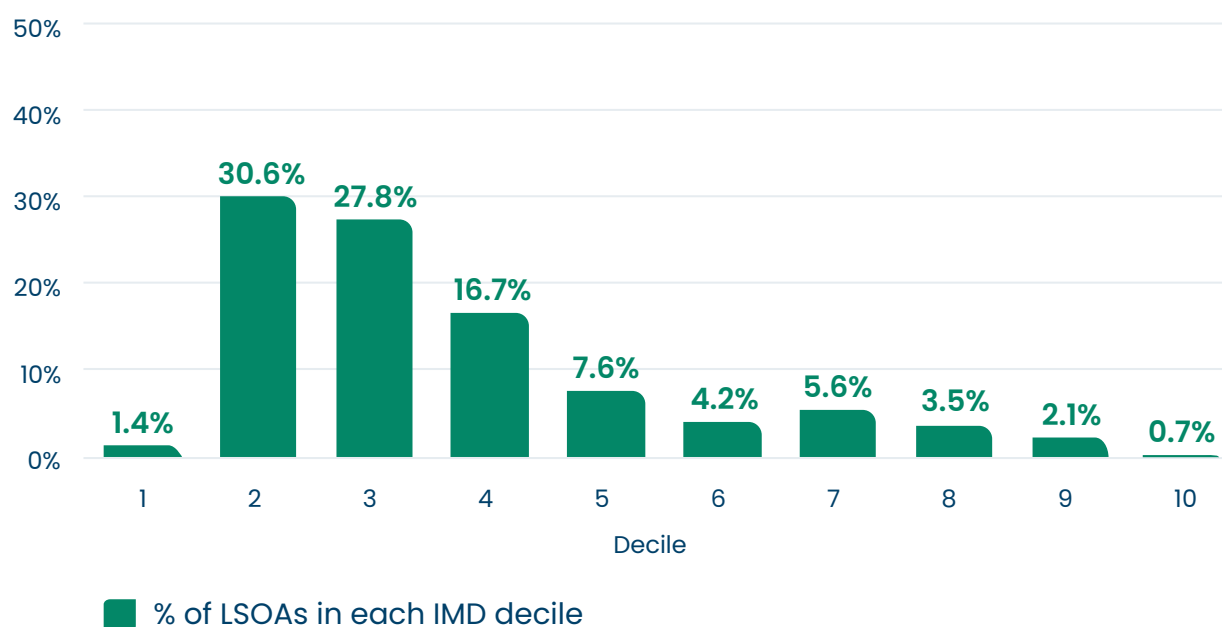
5 Examine smaller areas of social need

Understanding which smaller areas have the greatest social need

You can explore data at smaller geographic levels for both IMD and CNI. The example below examines IMD at the LSOA level, but this type of analysis could also be done using CNI data at MSOA and/or LSOA level*.
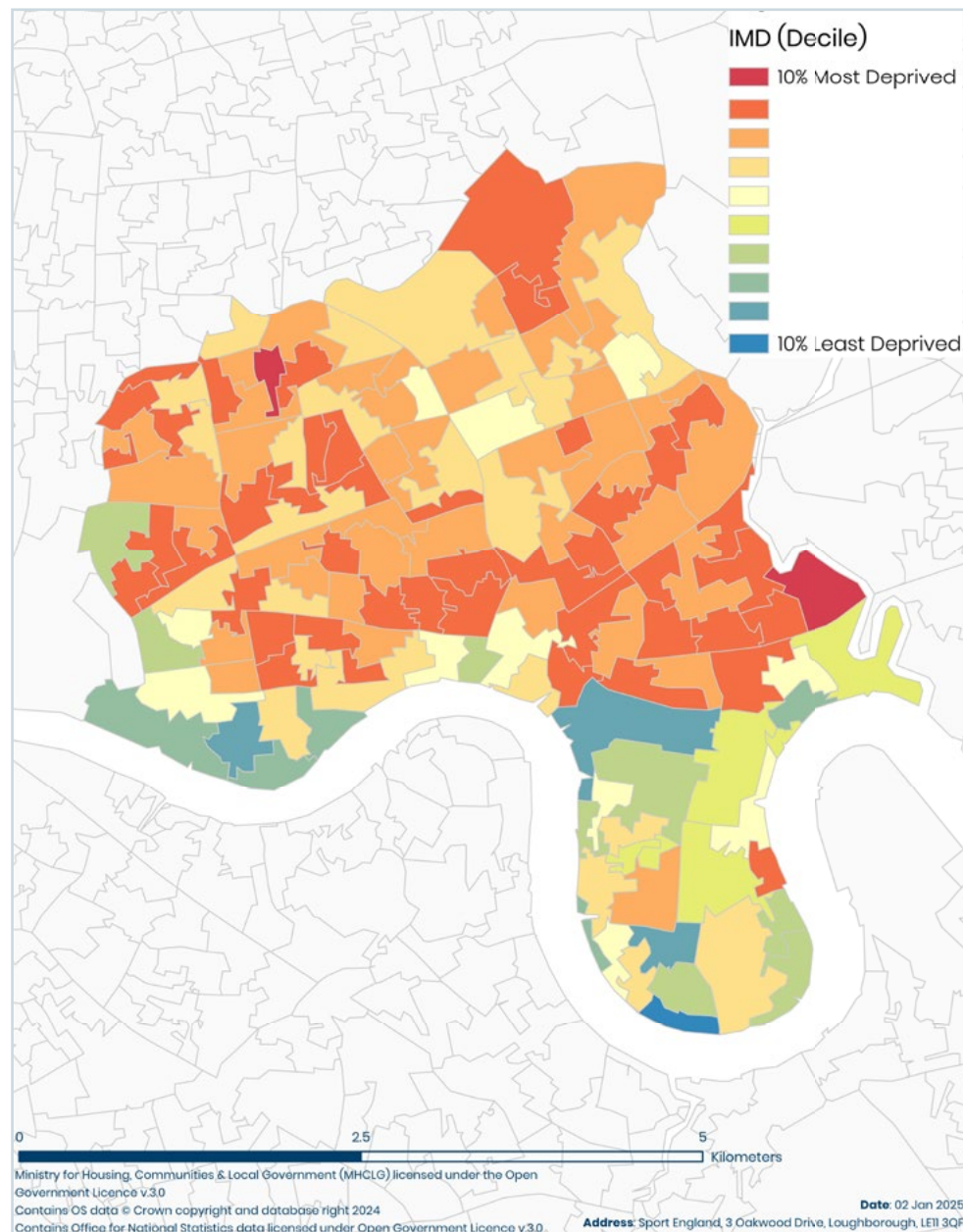
By reviewing IMD data for each LSOA in Tower Hamlets, we can identify the areas where deprivation and social need are most significant.

Number of LSOAs in Tower Hamlets in each IMD decile (144 in total)									
2	44	40	24	11	6	8	5	3	1

Chart: % of LSOAs in each IMD decile, by Decile

- Decile 1: 1.4%
- Decile 2: 30.6%
- Decile 3: 27.8%
- Decile 4: 16.7%
- Decile 5: 7.6%
- Decile 6: 4.2%
- Decile 7: 5.6%
- Decile 8: 3.5%
- Decile 9: 2.1%
- Decile 10: 0.7%

■ % of LSOAs in each IMD decile

* For CNI data at LSOA level, please contact Oxford Consultants for Social Inclusion (OCSI)

Index of Multiple Deprivation (by LSOA): Tower Hamlets

IMD (Decile)
- 10% Most Deprived
- 10% Least Deprived

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Date: 02 Jan 2025
Address: Sport England, 3 Oakwood Drive, Loughborough, LE11 3QF

This data shows that while only 2 out of 144 LSOAs in Tower Hamlets (1.4%) fall within the 10% most deprived areas in the country, this increases to 46 out of 144 (32%) in the 20% most deprived nationally, and a total of 86 out of 144 (60%) in the 30% most deprived.

This indicates that deprivation and social need are more widely distributed across smaller areas in Tower Hamlets, rather than being concentrated in distinct pockets. While a relatively small number of areas in Tower Hamlets experience the most extreme deprivation (decile 1), the broader challenge of inequality appears to be more dispersed and far-reaching compared to other local authority areas.

Where you can find the data to explore this step:

Supporting data file –
Social outcome data

# 6 | Identify where sporting and social need intersect

Determining the overlap between social and sporting need

The final step involves assessing the extent to which the MSOAs with the highest levels of sporting and physical activity need (Step 3) overlap with the LSOAs experiencing the greatest levels of social need (Step 5).

These overlapping areas should be the primary focus for resources and intervention, as they stand to gain the most from the physical, social, and economic benefits of increased physical activity.

To illustrate this, and to maintain consistency with the approach used in other case study examples, we have analysed how many LSOAs with the highest levels of deprivation (decile 1) in Tower Hamlets are located within MSOAs that have the highest levels of sporting need among children and young people. This considers MSOAs ranked in decile 1 for at least one key measure of sporting need.

Most Deprived LSOAs within MSOAs in Decile 1 for at least one measure of Sporting Need: Tower Hamlets
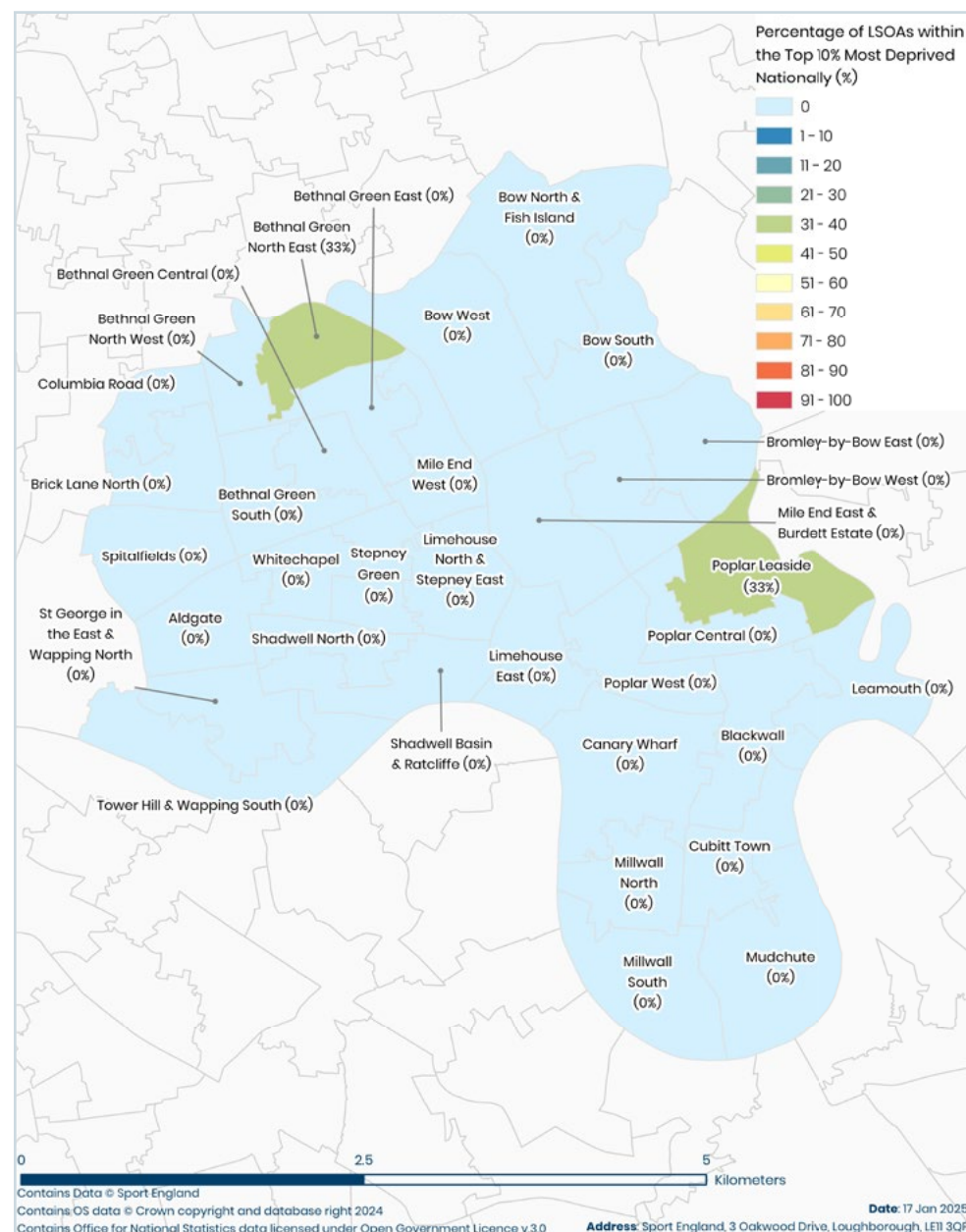
MSOAs in decile 1 for at least one sporting need measure for CYP	LSOAs in the 10% most deprived nationally (decile 1)
Tower Hamlets (total)	**2 out of 144 (1.4%)**
Bethnal Green North East	1 out of 4 (25%)
Poplar Leaside	1 out of 4 (25%)
Bow North & Fish Island	0 out of 4 (0%)
Bethnal Green North West	0 out of 4 (0%)
Columbia Road	0 out of 4 (0%)
Bromley-by-Bow East	0 out of 5 (0%)
Brick Lane North	0 out of 4 (0%)
Mile End West	0 out of 5 (0%)
Bethnal Green Central	0 out of 4 (0%)
Bromley-by-Bow West	0 out of 5 (0%)
Bethnal Green South	0 out of 4 (0%)
Mile End East & Burdett Estate	0 out of 5 (0%)
Spitalfields	0 out of 5 (0%)
Stepney Green	0 out of 4 (0%)
Whitechapel	0 out of 4 (0%)
Limehouse North & Stepney East	0 out of 4 (0%)
Poplar Central	0 out of 4 (0%)
Aldgate	0 out of 5 (0%)
Shadwell North	0 out of 4 (0%)
Limehouse East	0 out of 4 (0%)
Poplar West	0 out of 4 (0%)
Shadwell Basin & Ratcliffe	0 out of 5 (0%)
Mudchute	0 out of 4 (0%)
Leamouth*	-
Blackwall*	-
Cubitt Town*	-
Bow West	0 out of 5 (0%)
Bow South	0 out of 6 (0%)
Bethnal Green East	0 out of 4 (0%)
St George in the East & Wapping North	0 out of 4 (0%)
Millwall North	0 out of 5 (0%)
Tower Hill & Wapping South	0 out of 3 (0%)
Millwall South	0 out of 6 (0%)
Canary Wharf	0 out of 4 (0%)

* 8 LSOAs in the 2019 IMD dataset correspond with MSOAs that had boundary changes or were redesigned in 2021. We have not assigned these 8 LSOAs to the new MSOAs that were created in 2021 (Blackwall, Leamouth, and Cubitt Town) so they are not counted in this table.

Our analysis, to maintain consistency across the case studies, focuses on mapping the LSOAs where deprivation is most severe (decile 1 nationally). As a result, only 2 LSOAs in Tower Hamlets meet these criteria when examined within MSOAs that have high sporting need. Since all 34 MSOAs in Tower Hamlets rank in decile 1 for at least one key measure of sporting need among children and young people, this means that just 1.4% of the 144 LSOAs in Tower Hamlets that are ranked in the 10% most deprived nationally are situated within the areas of greatest sporting need. These LSOAs are located in Bethnal Green North East and Poplar Leaside and should therefore be prioritised in efforts to tackle inequalities.

However, this does not completely capture the overlap between social and sporting need in Tower Hamlets, as a significant proportion of its LSOAs fall within the 20% most deprived nationally (deciles 1 and 2). Expanding this analysis to include LSOAs in both deciles 1 and 2 for deprivation would provide a broader view of the places where resources and efforts should be concentrated to address inequalities. For example, all four LSOAs in Poplar Central fall within decile 2 for deprivation, indicating a strong overlap between social and sporting need in that area.

> ℹ **Where you can find the data to explore this step:**
>
> Supporting data file –
> Social outcome data
>
> ›

Conclusion - Comparing the three areas

Despite all appearing in the highest need categories, each local authority faces distinct challenges:

Blackburn with Darwen

- A need to address inequalities amongst a variety of specific demographic groups within both the adult and children and young people populations.

- Higher levels of need concentrated in and around the centre of Blackburn.

- Wider context of severe deprivation and poor health outcomes, but relatively strong community infrastructure to draw on.

East Lindsey

- Greater need to address adult activity levels, particularly those who are older, least affluent or with a disability or long-term health condition.

- Efforts to increase activity levels need to respond to local context of higher levels of deprivation and isolation, with transport barriers and weak community infrastructure.

- While there is a need to address adult activity levels across East Lindsey, the greatest opportunity for improved outcomes is in Skegness and other coastline communities.

Tower Hamlets

- Greater need to address activity levels and tackle inequalities amongst children and young people. To maximise impact, target a variety of specific demographic groups but across the whole local authority area.

- Deprivation is widespread, yet strong community networks and civic assets offer an advantage if leveraged effectively.

In each place, the step by step approach clarifies which groups to target (adults and/or CYP), where inequalities are concentrated (down to MSOA or LSOA level), and which social conditions (e.g. deprivation, health risks, community infrastructure) could shape or hinder active lifestyles.

By focusing resources and interventions where both sporting and social need intersect, these needs assessment show how to maximise impact in tackling inequalities in sport and physical activity.
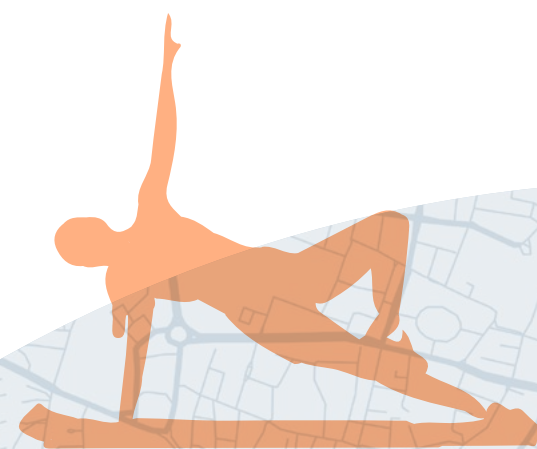
Tools and glossary

Tools

- **The Six-Step Approach** – Helps you identify, analyse, and address inequalities in sport and physical activity at both local authority and neighbourhood levels.

- **Place Need Classification** – Provides core data on inequalities in sport and physical activity and social outcomes, at both local authority and small-area levels.

- **Sport England, Active Lives Online** – Data on participation trends for adults and children.

- **Office for National Statistics, Census data** – Demographic breakdowns by geography and population characteristics.

- **Ministry of Housing, Communities & Local Government, Indices of Multiple Deprivation (IMD) Explorer** – Ranks areas based on deprivation across multiple domains.

- **Office for National Statistics, Health Index for England** – Measures health outcomes and wider determinants.

- **Local Trust and Oxford Consultants for Social Inclusion (OCSI), Community Needs Index (CNI)** – Identifies 'left behind' areas based on civic assets, connectedness and community engagement.
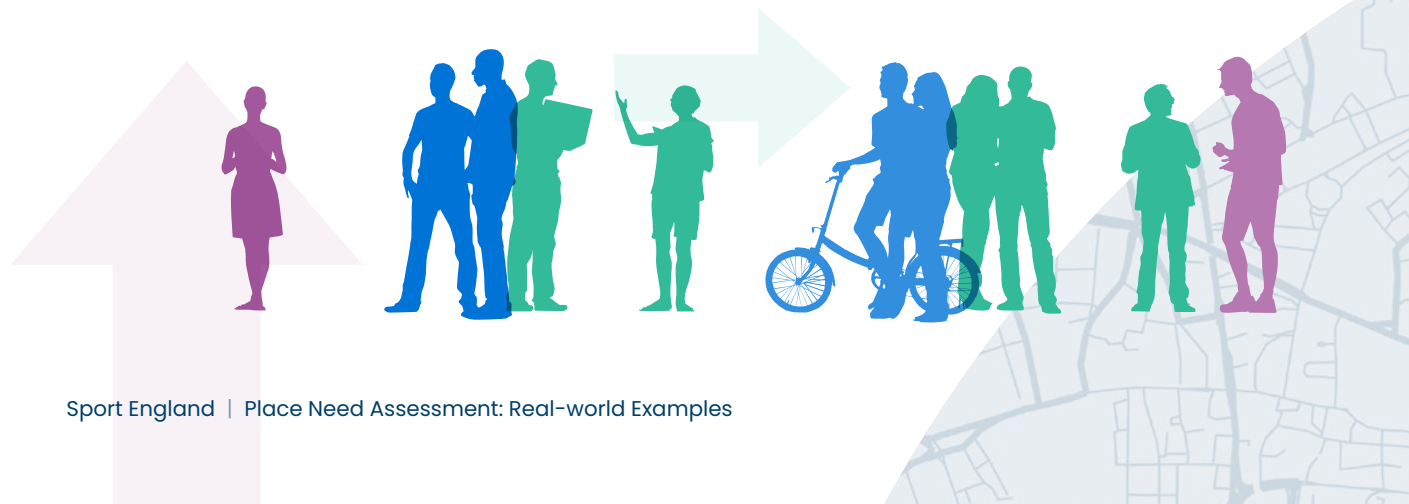
Glossary

- **Deciles** – Data ranked into ten equal groups; decile 1 represents the highest need. We have used deciles and often focused on decile 1 for our analysis. However, depending on the extent you're looking to prioritise, you could flex and focus on a wider set of areas and groups in lower deciles.

  Using the supporting datafiles, you can also consider alternative cut off points by selecting different decile scores depending on the data for your area and what level of targeting you're aiming for.

- **MSOAs (Middle layer Super Output Areas)** – Geographic units containing ~5,000–15,000 people used for local-level data analysis.

- **LSOAs (Lower layer Super Output Areas)** – Smaller geographic units (~1,000–3,000 people) used for local-level data analysis.

- **Sport and physical activity need** – data that describes the physical activity behaviour we are seeking to change. This data speaks most directly to our mission to increase activity, reduce inactivity and reduce inequalities.

- **Social need** – data that describes places where outcome data is less favourable. On the basis that sport and physical activity can provide a range of benefits, we believe there is the greatest potential for individuals and communities to benefit from increased activity levels where both outcomes and activity levels are lower.