



PLACE NEEDS ASSESSMENT COASTAL PLACE PARTNERSHIP



WHAT ARE PLACE NEEDS ASSESSMENTS?

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.**

It helps us to prioritise places, so we can focus resources and interventions where both sporting and social need intersect, and maximise impact in tackling inequalities in sport and physical activity



PLACE NEEDS ASSESSMENT STEPS

1. Understand your local context
2. Examine sporting need: Identify priority groups based on activity levels
3. Assess social and economic needs
4. Identify where sporting and social need intersect



1. UNDERSTAND YOUR LOCAL CONTEXT

Understanding the local context in the Coastal Place Partnership

UNDERSTANDING THE LOCAL CONTEXT

The Coastal Place Partnership spans the **53 miles of Somerset coastline**, starting in **Porlock** in West Somerset to **Burnham-on-Sea in Sedgemoor**. It aligns with three distinct PCN / neighbourhood areas, which are West Somerset, Bridgwater and North Sedgemoor.

There are **89,284 people** living here, but unlike many areas, it does not have a dominant urban centre; instead **its population is spread across a number of settlements** including varied communities, traditional coastal towns (Minehead, Watchet, Burnham-on-Sea), and the slightly larger urban centre of Bridgwater.

The Coastal Place Partnership has a significantly **older-than-average population**, with a predominantly White British demographic. While overall deprivation is below the national average, 10% of residents fall into the most deprived national group, mainly in urban areas. **Rural deprivation**—worsened by poor transport, limited services, and digital exclusion—is notable in West Somerset and coastal region. The area 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.





2. EXAMINE SPORTING NEED: IDENTIFY PRIORITY GROUPS BASED ON ACTIVITY LEVELS

Here we assess the activity levels among adults and children, and identify priority demographics most affected by inequalities.

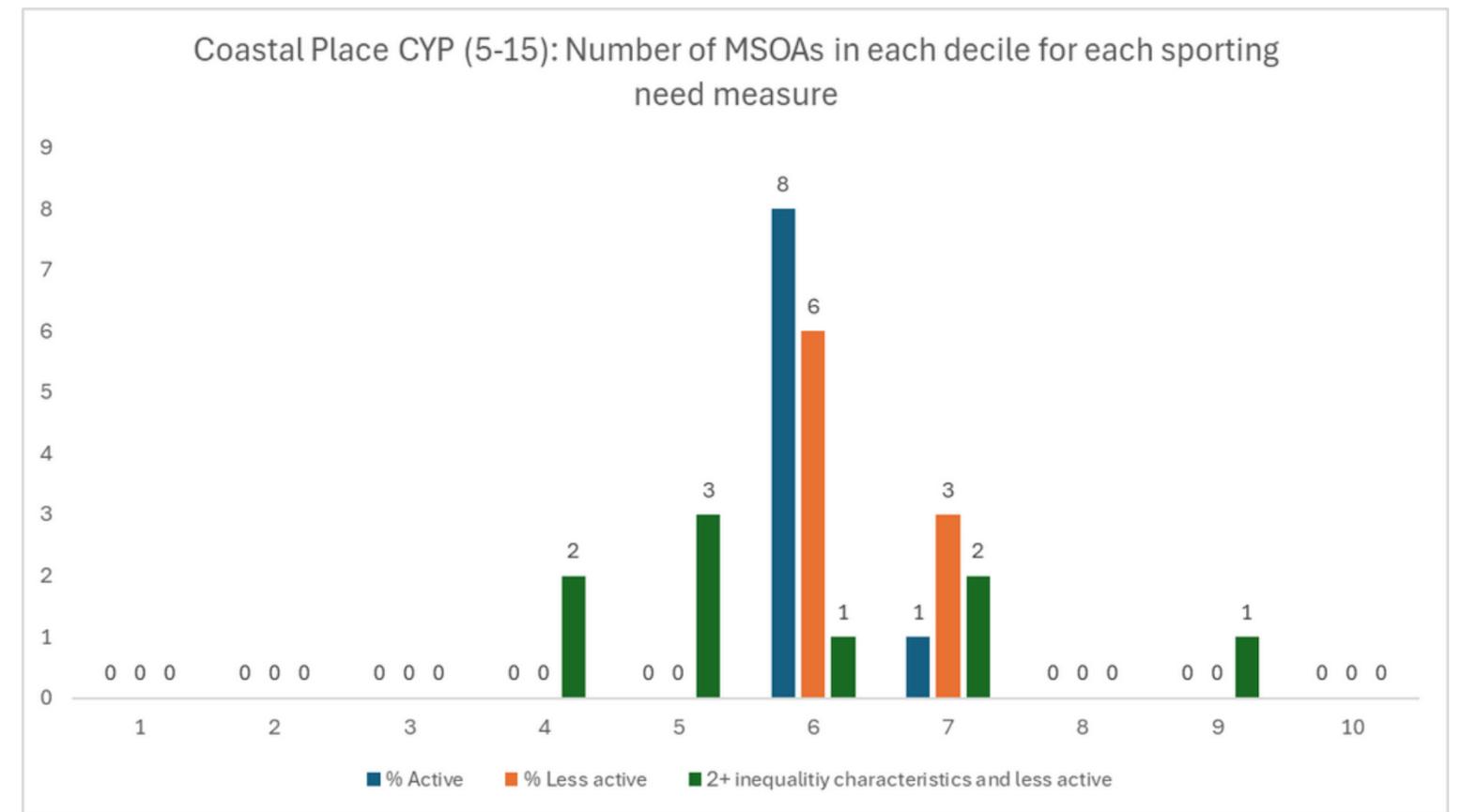
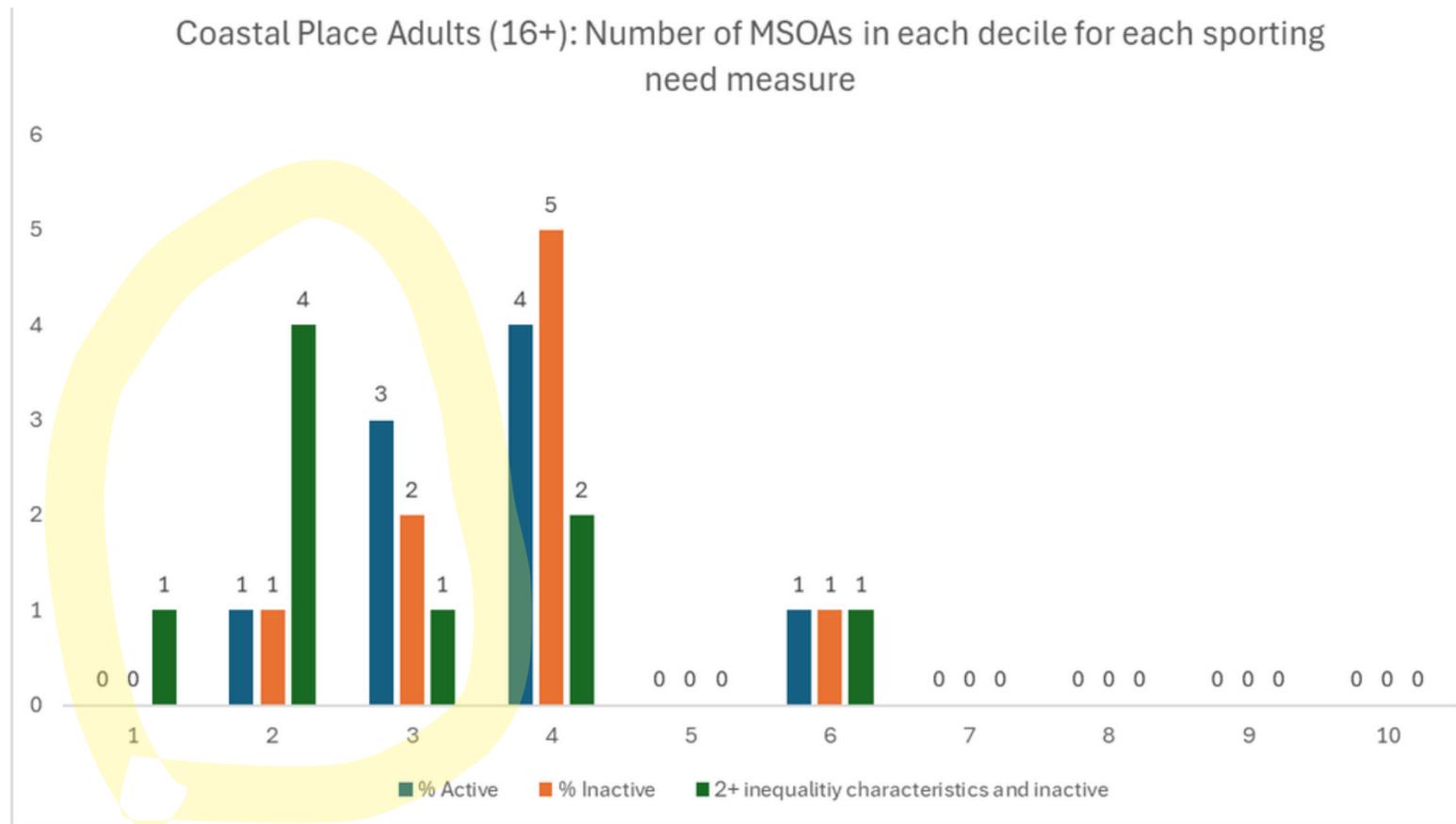
SPORTING NEED MEASURES

Adult (16+ years)	
Active	% of active adults (150+ mins a week)
Inactive	% of inactive adults (less than 30 mins a week)
Inequalities	% of adults with 2+ inequality factors and inactive

Children & Young People (5-15 years)	
Active	% of active CYP (average 60+ mins a day)
Less Active	% of less active CYP (average less than 30 mins a day)
Inequalities	% of children with 2+ inequality factors and less active

To assess the sporting need in a place, Sport England consider 3 measures: Active, Inactive and Inequalities.

UNDERSTANDING THE SPORT AND PHYSICAL ACTIVITY NEEDS AT THE MSOA LEVEL



The data shows that there is a high level of need in a number of smaller areas within the Coastal Place for adults. However, this pattern is not reflected for children and young people, where the need is less pronounced.

AREAS OF SPORTING NEED FOR ADULTS

Sport England's small area estimates data allows us to identify which MSOAs in the Coastal Place have the highest levels of sport and physical activity need in its adult population.

We define this as those that are in decile 1, 2 or 3 for any of the key measures, compared to all England MSOAs.

Two thirds of the MSOAs in the Coastal Place have at least one sport and physical activity need in their adult population.

MSOA Name	Adult (16+ years) MSOA in Decile 1, 2 or 3 for each sporting need measure		
	% Active	% Inactive	2+ inequality factors and inactive
Burnham-on-Sea	X	X	X
Minehead Outer & Porlock	X	X	X
Minehead Town	X	X	X
Watchet, Washford & Carhampton	X		X
Highbridge			X
Bridgwater North			X
Bridgwater South			
Bridgwater Town			

AREAS TO PRIORITISE FOR ADULTS

Adult physical activity levels are low relative to England, ranking in the 2nd to bottom decile for 'active' and 'inactive' measures for **Burnham-on-Sea**, and in the 3rd to bottom decile for **Minehead and Porlock**.

16.4% of adults in Burnham-on-Sea 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.

Highbridge, Minehead, Porlock, Watchet, Washford & Carhampton have between 13 and 14% of adults with two or more inequality characteristics and are classified as inactive (decile 2).

MSOA Name	Adult (16+ years)					
	% Active	Decile (MSOAs in England)	% Inactive	Decile (MSOAs in England)	2+ inequality factors & inactive	Decile (MSOAs in England)
Burnham-on-Sea	57.20%	2	31.50%	2	16.40%	1
Minehead Outer & Porlock	58.40%	3	30.10%	3	14.10%	2
Minehead Town	58.80%	3	29.80%	3	13.80%	2
Watchet, Washford & Carhampton	59.00%	3	29.50%	4	13.90%	2
Highbridge	59.50%	4	29.30%	4	13.40%	2
Bridgwater North	59.70%	4	29.10%	4	12.60%	3
Bridgwater South	60.30%	4	28.50%	4	11.60%	4
Bridgwater Town	60.30%	4	28.40%	4	11.30%	4

Deciles: 1 = greatest need; 10 = least need

AREAS OF SPORTING NEED FOR CYP

Sport England’s small area estimates data allows us to identify which MSOAs in the Coastal Place have the highest levels of sport and physical activity need in its children and young people population.

We define this as those that are in decile 1, 2 or 3 for any of the key measures, compared to all England MSOAs.

There are **no MSOAs in the Coastal Place that have at least one sport and physical activity need in their children and young people population.**

However, that doesn’t mean we can ignore them.

MSOA Name	Children and Young People (5-15 years) MSOA in Decile 1, 2 or 3 for each sporting need measure		
	% Active	% Inactive	2+ inequality factors and inactive
Burnham-on-Sea			
Minehead Outer & Porlock			
Minehead Town			
Watchet, Washford & Carhampton			
Highbridge			
Bridgwater North			
Bridgwater South			
Bridgwater Town			
Bridgwater East			

AREAS TO PRIORITISE FOR CYP

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 predominantly in decile 6 when compared to other local authorities in England.

However, **6% of children in Bridgwater Town and Bridgwater South have two or more characteristics associated with inequalities and are less active placing the areas in decile 4.**

This suggests moderate levels of inequality in participation for children and young people relative to other areas.

MSOA Name	Children and Young people (5-15)					
	% Active	Decile (MSOAs in England)	% Inactive	Decile (MSOAs in England)	2+ inequality factors & inactive	Decile (MSOAs in England)
Bridgwater South	48.90%	6	29.80%	6	6.00%	4
Bridgwater Town	48.90%	6	29.70%	6	6.00%	4
Bridgwater North	49.10%	7	29.50%	7	5.80%	5
Highbridge	48.70%	6	29.70%	6	5.20%	5
Watchet, Washford & Carhampton	48.80%	6	29.70%	6	5.10%	5
Burnham-on-Sea	48.50%	6	29.90%	6	4.90%	6
Minehead Outer & Porlock	48.70%	6	29.80%	6	4.20%	7
Bridgwater East	48.80%	6	29.60%	7	4.20%	7

Deciles: 1 = greatest need; 10 = least need

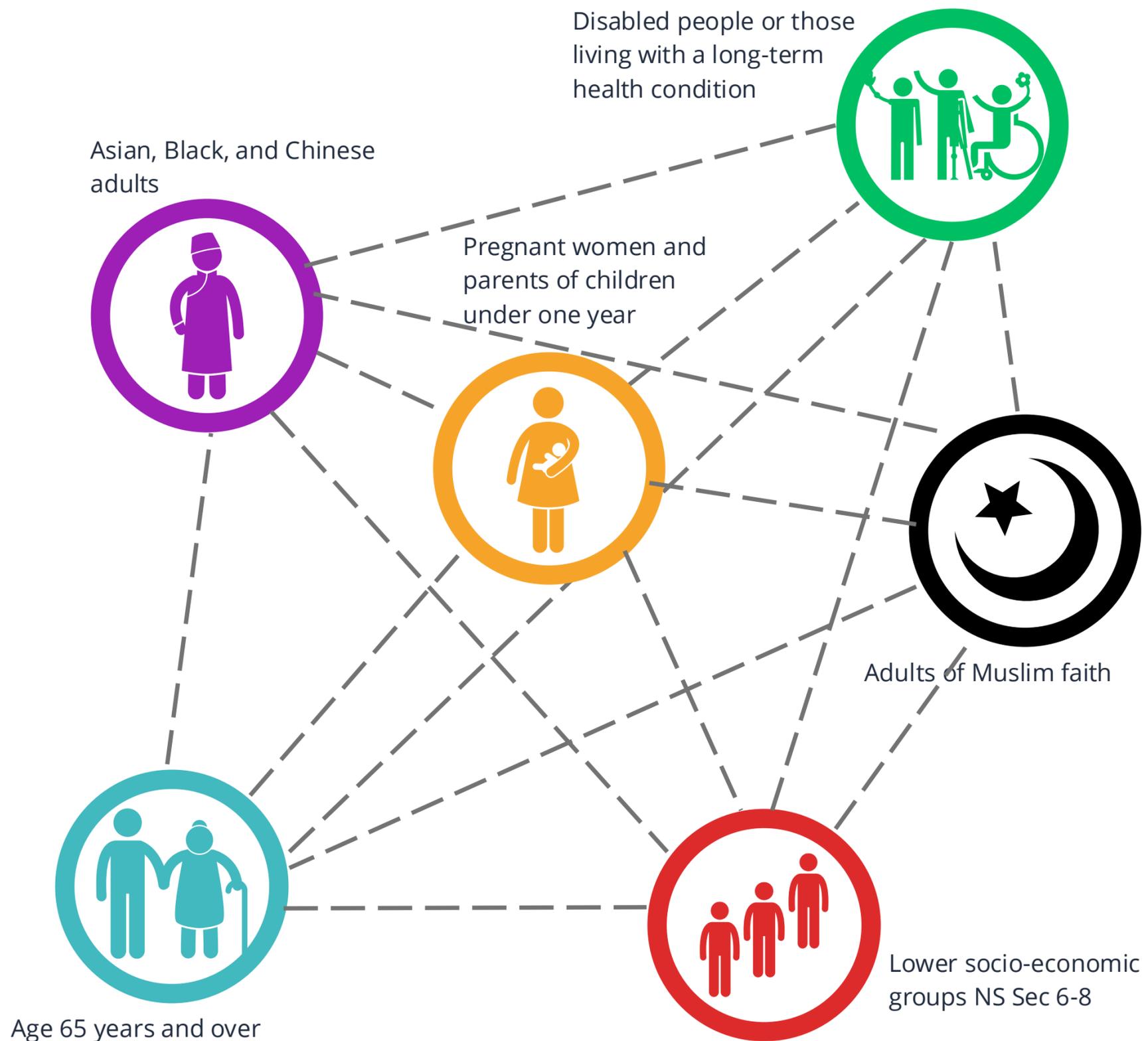
KEY TAKEAWAYS FOR TACKLING INEQUALITIES

In the coastal place partnership, adults should be the primary focus for strategies and actions aimed at reducing inequalities in sport and physical activity. There may be a need for some focus on CYP in Bridgwater.

IDENTIFYING PRIORITY AUDIENCES USING INEQUALITY CHARACTERISTICS

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

These priority characteristics for adults can be seen on the right.

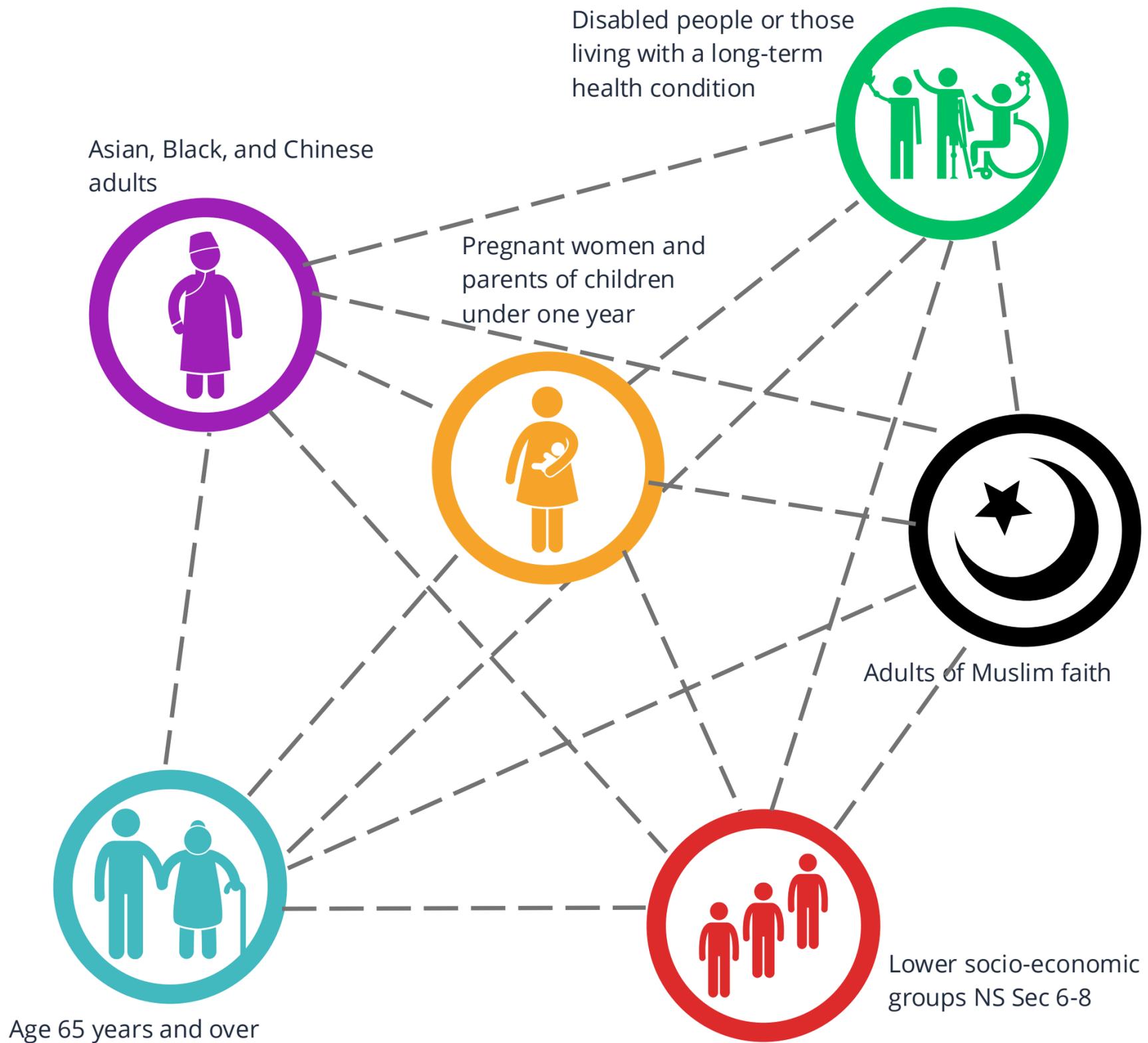


NOT ALL OF THESE ARE PRELEVANT IN SOMERSET

In Somerset, we have very low proportions of our population that are Asian, Black and Chinese adults, or that are adults of Muslim faith. We therefore would not look to focus on these groups.

There is not sufficient data to explore pregnant women and parents of children under one. This data only exists at a LA level, where Somerset is on par with the England average (2.9% vs. 3.0%). **We may wish to see if we can find data to explore this further.**

Therefore, we will focus on Lower socio-economic groups, adults aged 65 and over and adults with a disability or long term health condition.



WHICH DEMOGRAPHICS SHOULD WE PRIORITISE IN ADULTS?

The data shows the proportion of adults in the Coastal Place Partnership with three of the inequality characteristics, and the relative size of these groups compared to the other MSOAs in England (decile rank).

The data shows that adults in **NS-SEC 6-8** should be a main priority for efforts to increase activity levels and reduce inequalities in Bridgwater.

In the **rest of the Coastal Place**, the focus should be on **adults aged 65 and over** and **adults with a disability**.

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.

MSOA Name	NS-SEC 6-8 [%]	NS-SEC 6-8 [Decile]	ALL 65+ years [%]	ALL 65+ years [Decile]	Disabled under the Equality Act [%]	Disabled under the Equality Act [Decile]
Bridgwater East	42.3%	2	21.5%	6	17.9%	7
Bridgwater North	56.2%	1	19.8%	7	25.7%	2
Bridgwater South	52.1%	1	20.0%	7	24.9%	2
Bridgwater Town	52.2%	1	17.8%	8	22.0%	4
Burnham-on-Sea	39.7%	3	40.8%	1	28.8%	1
Highbridge	46.5%	2	28.8%	3	28.0%	1
Minehead Town	37.9%	3	37.7%	1	25.7%	2
Minehead Outer & Porlock	34.5%	4	43.8%	1	26.8%	1
Watchet, Washford & Carhampton	37.2%	4	39.6%	1	27.4%	1
England average	31.8%		22.6%		19.8%	

Deciles: 1 = greatest need; 10 = least need

WHICH DEMOGRAPHICS SHOULD WE PRIORITISE IN ADULTS?

6 out of the 9 MSOAs in the Coastal Place are in decile 1,2 or 3 for at least 1 measure of sporting need.

We see that there are high proportions of adults with priority characteristics from the inequalities metric in each of these 6 MSOAs.

MSOA	MSOA is in Decile 1,2 or 3 for at least 1 measure of sporting need (Adult)	NS-SEC 6-8 [%]	NS-SEC 6-8 [Decile]	ALL 65+ years [%]	ALL 65+ years [Decile]	Disabled under the Equality Act [%]	Disabled under the Equality Act [Decile]
Burnham-on-Sea	X	39.7%	3	40.8%	1	28.8%	1
Minehead Outer & Porlock	X	34.5%	4	43.8%	1	26.8%	1
Minehead Town	X	37.9%	3	37.7%	1	25.7%	2
Watchet, Washford & Carhampton	X	37.2%	4	39.6%	1	27.4%	1
Highbridge	X	46.5%	2	28.8%	3	28.0%	1
Bridgwater North	X	56.2%	1	19.8%	7	25.7%	2
Bridgwater South		52.1%	1	20.0%	7	24.9%	2
Bridgwater Town		52.2%	1	17.8%	8	22.0%	4
Bridgwater East		42.3%	2	21.5%	6	17.9%	7
England average		31.8%		22.6%		19.8%	

Deciles: 1 = greatest need; 10 = least need

WE ALSO WANT TO CONSIDER THE WORK OF HEALTH INNOVATIONS SOUTH WEST

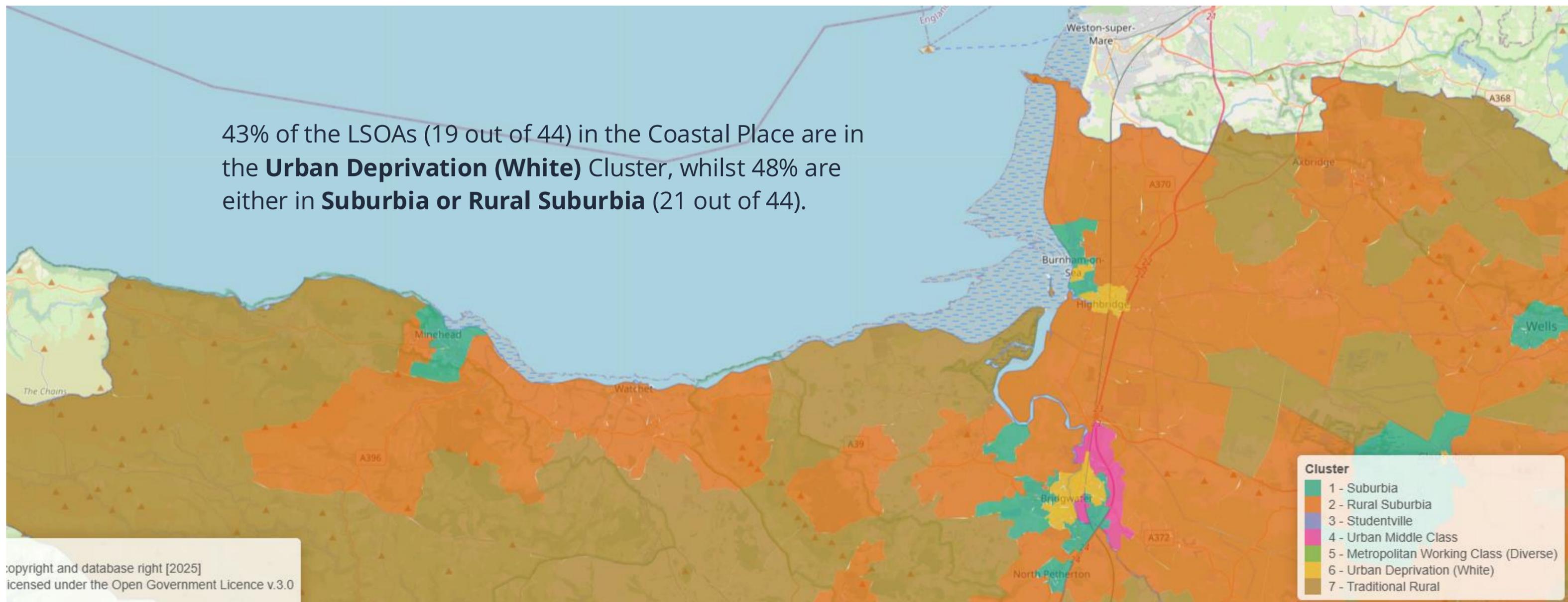
The SW cluster of Active Partnerships commissioned Health Innovations South West (HISW) to provide data driven insights and recommendations to support work in the region to increase levels of physical activity.

Within this work, HISW identified 7 distinct clusters across England, each with unique demographic, socioeconomic and health profiles. These were then mapped across the SW.

Population Clusters in the South West		
Cluster 1	Suburbia (32% of SW population)	Older, low deprivation, moderate activity.
Cluster 2	Rural Suburbia (24% of SW population)	Older, rural, low diversity, further from services, moderate activity.
Cluster 3	Studentville (3.5% of SW population)	Young, urban, highly active adults.
Cluster 4	Urban Middle Class (16.5% of SW population)	Diverse, educated, moderate activity.
Cluster 5	Metropolitan Working Class (Diverse) (1.5% of SW pop.)	High deprivation, low activity.
Cluster 6	Urban Deprivation (White) (15.5% of SW pop.)	Poor health, high disability, low activity.
Cluster 7	Traditional Rural (7.2% of SW population)	Isolated, older, furthest from services, moderate activity

WHAT DOES IT LOOK LIKE IN OUR PLACE?

43% of the LSOAs (19 out of 44) in the Coastal Place are in the **Urban Deprivation (White)** Cluster, whilst 48% are either in **Suburbia** or **Rural Suburbia** (21 out of 44).



DRIVERS OF PHYSICAL ACTIVITY

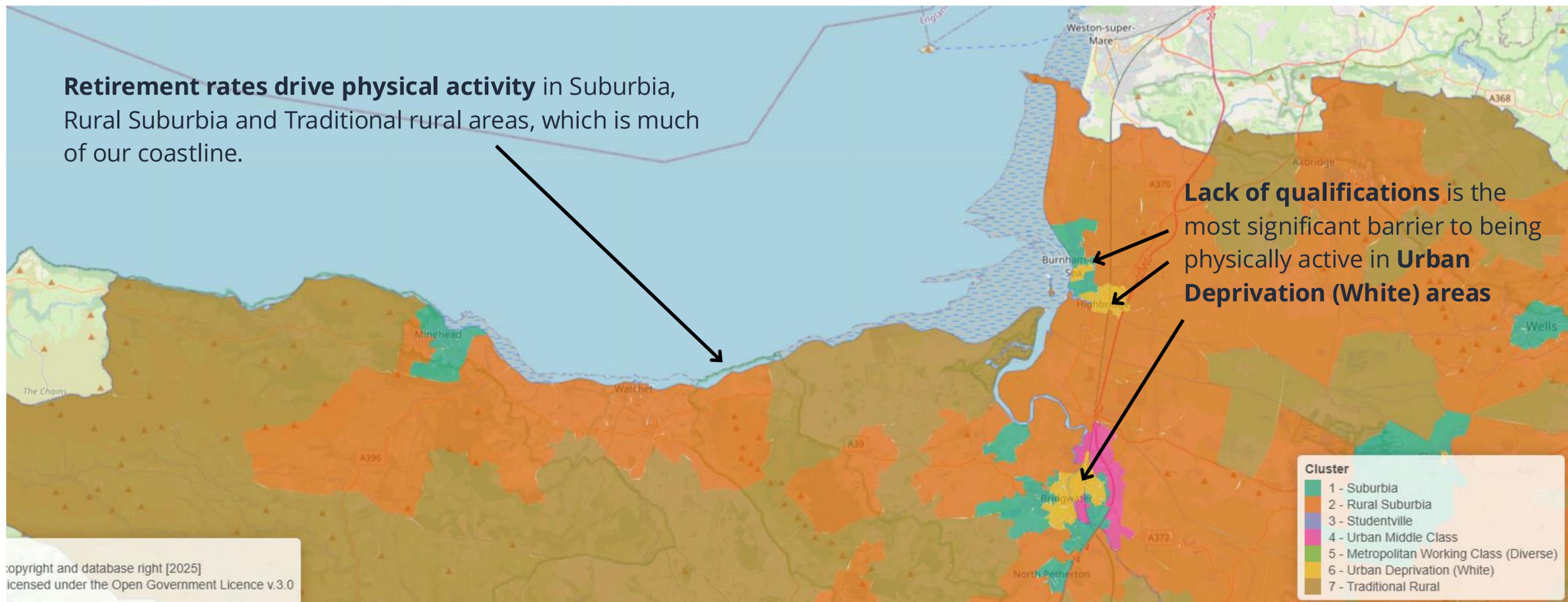
Whilst we do have the data from the inequalities metric from Sport England, the data from HISW explored the drivers of physical activity, to add more depth and nuance to the inequalities metric. They found the top predictors of low activity in England to be:

- 1.No qualifications
- 2.Economic inactivity - retired
- 3.Asian Ethnicity
- 4.Never worked / long-term sick
- 5.Access to GP surgeries

The analysis also considered the cluster specific drivers for the South West region which are outlined below:

- Clusters 1, 2, 7: **Retirement rates** are the dominant negative factor.
- Clusters 5, 6: **Lack of qualifications** is the most significant barrier.
- Cluster 3: **Proximity to services** (e.g., GP surgeries) is key.
- Cluster 4: **Intermediate occupations** (NSSEC_G2) show nuanced effects

WHAT DOES THAT MEAN FOR US?



WHICH DEMOGRAPHICS SHOULD WE PRIORITISE IN ADULTS?

6 out of the 9 MSOAs in the Coastal Place are in decile 1,2 or 3 for at least 1 measure of sporting need.

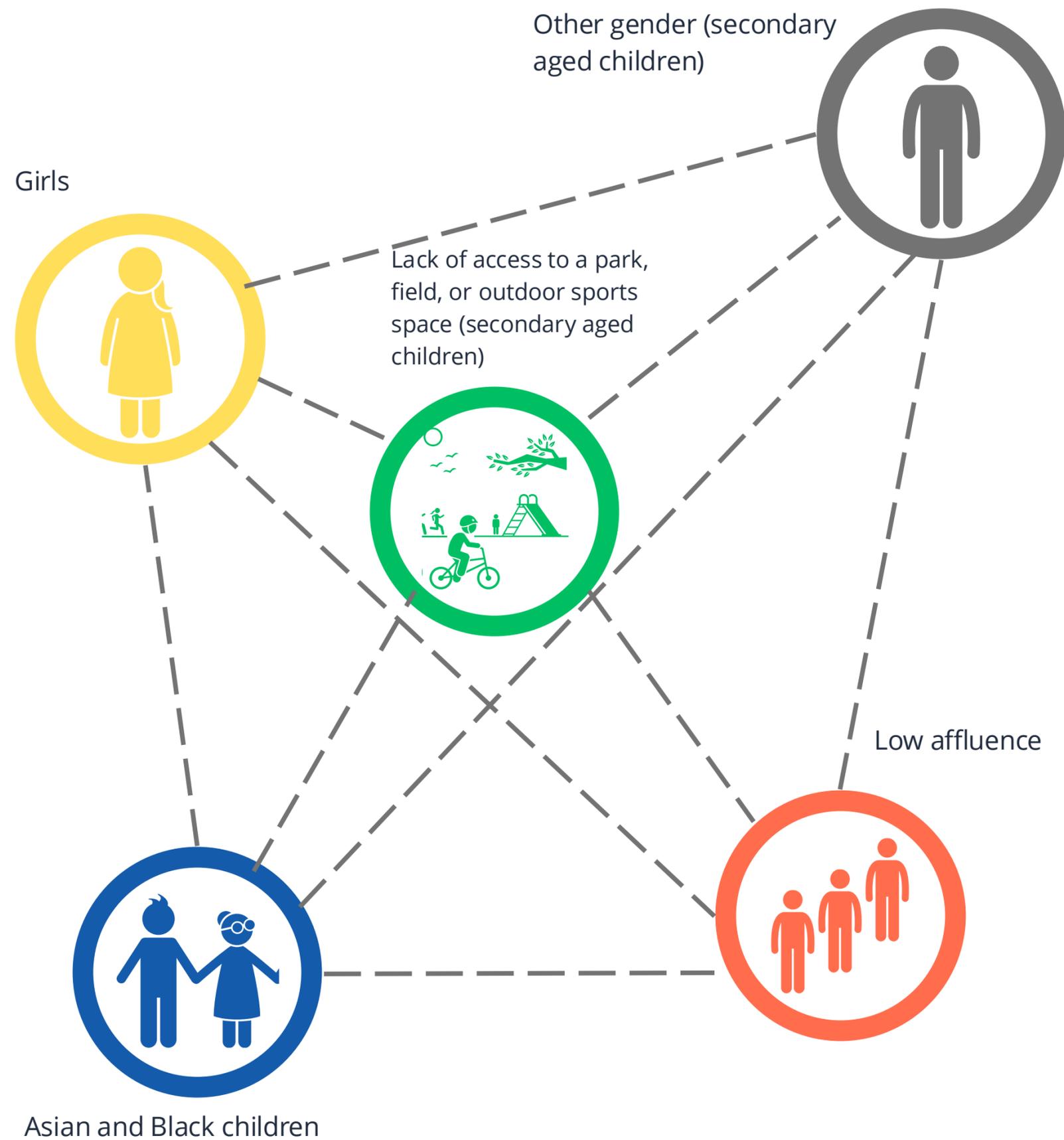
We see that there are high proportions of adults with priority characteristics from the inequalities metric in each of these 6 MSOAs.

MSOA	MSOA is in Decile 1,2 or 3 for at least 1 measure of sporting need (Adult)	NS-SEC 6-8 [Decile 1]	ALL 65+ years [Decile 1]	Disabled under the Equality Act [Decile 1]	Retirement rate [Top 10%]	No qualifications [Top 10%]
Burnham-on-Sea	X		X	X	X	
Minehead Outer & Porlock	X		X	X	X	
Minehead Town	X		X		X	
Watchet, Washford & Carhampton	X		X	X	X	
Highbridge	X			X		
Bridgwater North	X	X				X
Bridgwater South		X				
Bridgwater Town		X				
Bridgwater East						

IDENTIFYING PRIORITY AUDIENCES IN SMALLER AREAS USING INEQUALITY CHARACTERISTICS

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

These priority characteristics for children and young people can be seen on the right.



UNDERSTANDING WHICH DEMOGRAPHICS TO PRIORITISE: CYP

There is no available data for Somerset for children of other gender.

We have a very low proportion of CYP who are Asian or Black in Somerset.

Data on lack of access to a park, field, or outdoor sports space for secondary school children is only available at the LA level. In Somerset we see 9.3% of children with lack of access, compared to 13.1% for England.

Therefore we may want to find a way to explore this further, as it is likely to be an inequality faced by secondary aged children in our Coastal Place.

MSOA Name	Girls [%]	Girls [Decile]	Low affluence [%]	Low affluence [Decile]
Bridgwater East	50.0%	3	16.4%	5
Bridgwater North	47.0%	9	30.3%	2
Bridgwater South	50.0%	3	29.9%	2
Bridgwater Town	48.2%	7	25.2%	3
Burnham-on-Sea	52.5%	1	19.6%	4
Highbridge	51.0%	1	24.4%	3
Minehead Town	50.8%	2	24.5%	3
Minehead Outer & Porlock	43.8%	10	26.1%	2
Watchet, Washford & Carhampton	49.3%	4	16.4%	5
England average	48.8%		19.0%	

WHICH DEMOGRAPHICS SHOULD WE PRIORITISE IN CYP?

As previously mentioned, there are no MSOAs in our Coastal Place that are in decile 1,2 or 3 for sporting need for CYP.

However, Bridgwater South and Bridgwater Town are in decile 4, and so CYP living in these areas face a moderate level of inequality.

There are no inequality factors for CYP that are in Decile 1 for these 2 areas.

However, Girls is in decile 3 for Bridgwater South and Low affluence is in decile 2. Low affluence is also in decile 3 for Bridgwater Town. Therefore, there is some argument that these may be areas of focus for these two MSOAs.

MSOA Name	MSOA is in Decile 1,2 or 3 for at least 1 measure of sporting need (CYP)	MSOA is in Decile 4 for at least 1 measure of sporting need (CYP)	Girls [%]	Girls [Decile]	Low affluence [%]	Low affluence [Decile]
Bridgwater East			50.0%	3	16.4%	5
Bridgwater North			47.0%	9	30.3%	2
Bridgwater South		X	50.0%	3	29.9%	2
Bridgwater Town		X	48.2%	7	25.2%	3
Burnham-on-Sea			52.5%	1	19.6%	4
Highbridge			51.0%	1	24.4%	3
Minehead Town			50.8%	2	24.5%	3
Minehead Outer & Porlock			43.8%	10	26.1%	2
Watchet, Washford & Carhampton			49.3%	4	16.4%	5
England average			48.8%		19.0%	

KEY TAKEAWAYS FOR TACKLING INEQUALITIES

In the coastal place partnership, **adults should be the primary focus** for strategies and actions aimed at reducing inequalities in sport and physical activity. **There may be a need for some focus on CYP in Bridgwater.**

The data shows that the main priority for efforts to increase activity levels and reduce inequalities should be:

- Adults in **NS-SEC 6-8** in Bridgwater North
- Adults **aged 65 and over** and adults **with a disability** in Burnham-on-Sea, Minehead Outer & Porlock, and Watchet
- Adults **aged 65 and over** in Minehead town
- Adults **with a disability** in Highbridge
- **Girls** and **CYP in families of low affluence** for Bridgwater South
- **CYP in families of low affluence** for Bridgwater Town.

What next?

- Data for CYP is poor. What can we do to get better data on activity levels and inequalities faced by CYP at a granular level (MSOA and LSOA)?
- Data on lack of access to a park, field, or outdoor sports space for secondary school children is only available at the LA level, how can we explore this at a more local level?
- Which community organisations can we consult in these Places to validate these data insights with lived experience?
- What's the data not telling us? Are we missing anyone?

3. ASSESS SOCIAL AND ECONOMIC NEEDS

Alongside sporting need, it is crucial to understand the broader social context in which people live.

We can do these by using tools such as the Indices of Multiple Deprivation (IMD), the Health Index, and the Community Needs Index (CNI) to identify issues such as income deprivation, poor health outcomes and lacking social infrastructure.

IDENTIFYING THE GREATEST SOCIAL NEEDS

Deprivation

Areas of **Highbridge** and **Bridgwater** are **some of the most deprived in England**, falling within the top decile on the Indices of Multiple Deprivation.

Community Infrastructure

Areas of **Highbridge, Bridgwater and Watchet, Washford & Carhampton** rank **in the lowest 10% of MSOAs in England on the Community Needs Index (CNI)**, indicating a weaker community, social, and cultural infrastructure that could support better life outcomes for residents.

MSOA Name	IMD decile of most deprived LSOA	Community Needs Index value	Community Needs Index decile
Highbridge	1	129.6	1
Bridgwater North	1	140.5	1
Bridgwater South	1	138.8	1
Bridgwater Town	2	120.8	1
Burnham-on-Sea	3	102.3	2
Minehead Outer & Porlock	3	93.9	2
Watchet, Washford & Carhampton	3	113.6	1
Bridgwater East	5	111.5	2
Minehead Town	5	83.8	3

Deciles: 1 = greatest need; 10 = least need
CNI: higher value, more community need

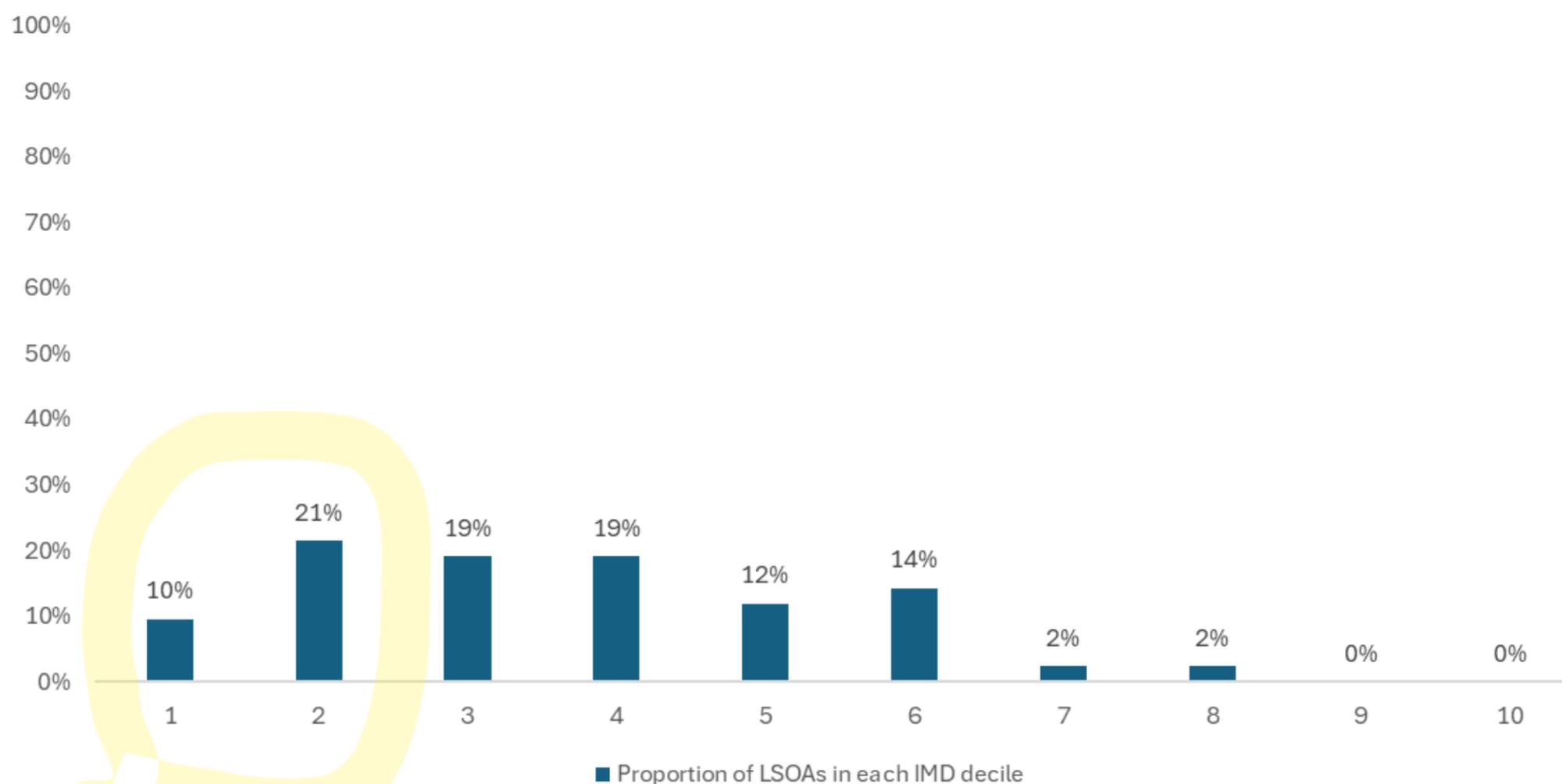
IDENTIFYING THE GREATEST SOCIAL NEEDS

By reviewing the IMD ranking and decile for each of the Coastal Place's 42 Lower Layer Super Output Areas (LSOAs), it is possible to identify where overall levels of deprivation and social need are greatest.

This data shows that 1 in 10 LSOAs in the Coastal Place (4 out of 42) rank among the most deprived decile nationally. Furthermore, around 1 in 3 (13 out of 42) fall within the 20% most deprived areas.

All 13 LSOAs that fall within the 20% most deprived areas sit within 2 towns: Bridgwater and Highbridge

Coastal Place: Proportion of LSOAs in each decile IMD



DIFFERENT AREAS HAVE DIFFERENT TYPES OF DEPRIVATION

IMD is made up of different domains.

Just because an LSOA isn't in decile 1, doesn't mean it's domains are all greater than one.

Different areas have **different types** of deprivation. Therefore the needs will be different in each Place.

MSOA Name	IMD decile of most deprived LSOA	Income deprivation	Employment deprivation	Education, Skills, and Training Deprivation	Health Deprivation and Disability	Crime	Barriers to Housing and Services
Highbridge	1	1	1	1	2	1	5
Bridgwater North	1	1	1	1	1	1	2
Bridgwater South	1	1	1	1	1	1	6
Bridgwater Town	2	2	2	2	2	1	5
Burnham-on-Sea	3	3	2	3	2	3	5
Minehead Outer & Porlock	3	3	2	2	3	6	1
Watchet, Washford & Carhampton	3	3	2	2	3	6	2
Bridgwater East	5	4	4	2	6	5	2
Minehead Town	5	4	3	3	3	6	6

Deciles: 1 = greatest need; 10 = least need

RURAL INEQUALITIES - HEALTH INNOVATIONS WORK

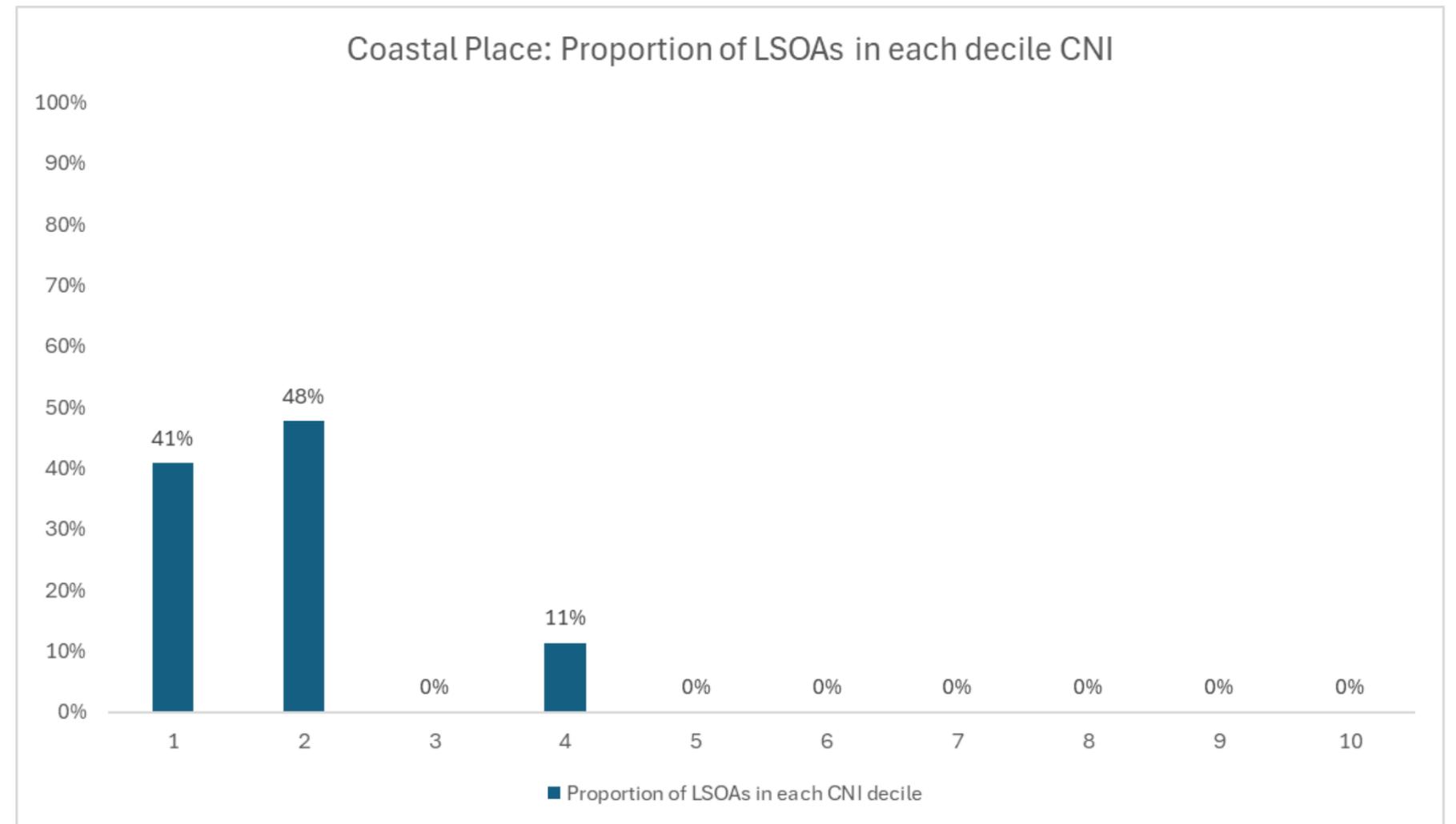
However, what we know from our work with Health Innovations South West is that our rural and coastal areas face significant rural inequalities, that can sometimes be hidden by the IMD.

COMMUNITY NEEDS ARE HIGH ACROSS OUR COASTAL PLACE

By reviewing the CNI ranking and decile for each of the Coastal Place's 44* Lower Layer Super Output Areas (LSOAs), it is possible to identify where community needs are greatest.

This data shows that 2 in 5 LSOAs in the Coastal Place (18 out of 44) rank among in the lowest decile for community needs. Furthermore, around 9 in 10 (39 out of 42) fall within the 20% areas with most community needs.

These are spread across the entire Coastal Place.



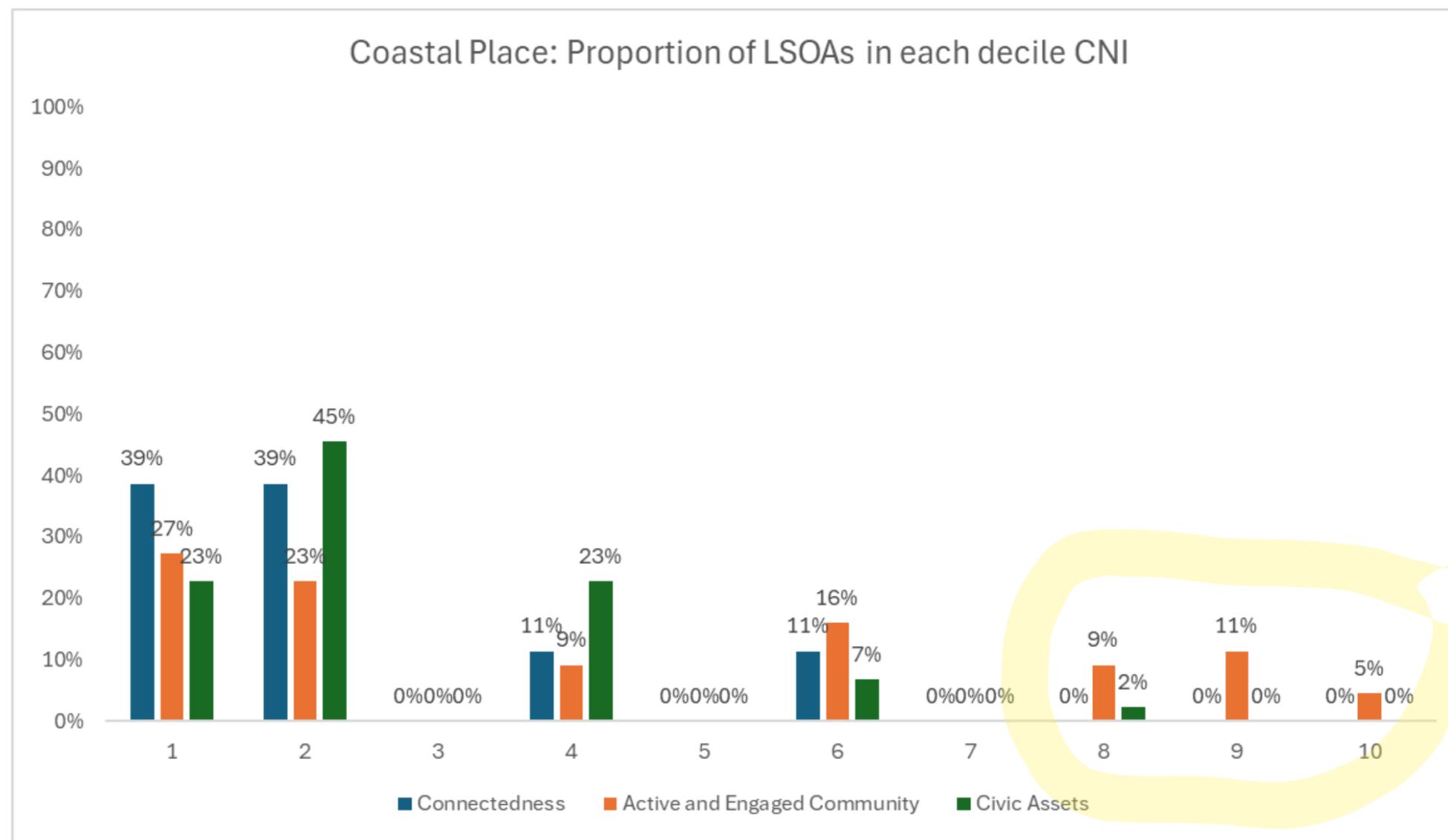
Deciles: 1 = greatest need; 10 = least need

SOME AREAS HAVE AN ACTIVE AND ENGAGED COMMUNITY

Despite 90% of the LSOAs in the Coastal Place being in the 20% of places that have the greatest community needs, when we look at the domains that make up the community needs index, we can see that there are some positive stories about community needs in our Coastal Place.

This is particularly the case for **active and engaged community**. A quarter of LSOAs in our Coastal Place have are in the top 30% decile, meaning they have relatively strong levels of third sector civic and community activity, participation and engagement.

These places are in **Watchet, Burnham-on-Sea and Minehead**.

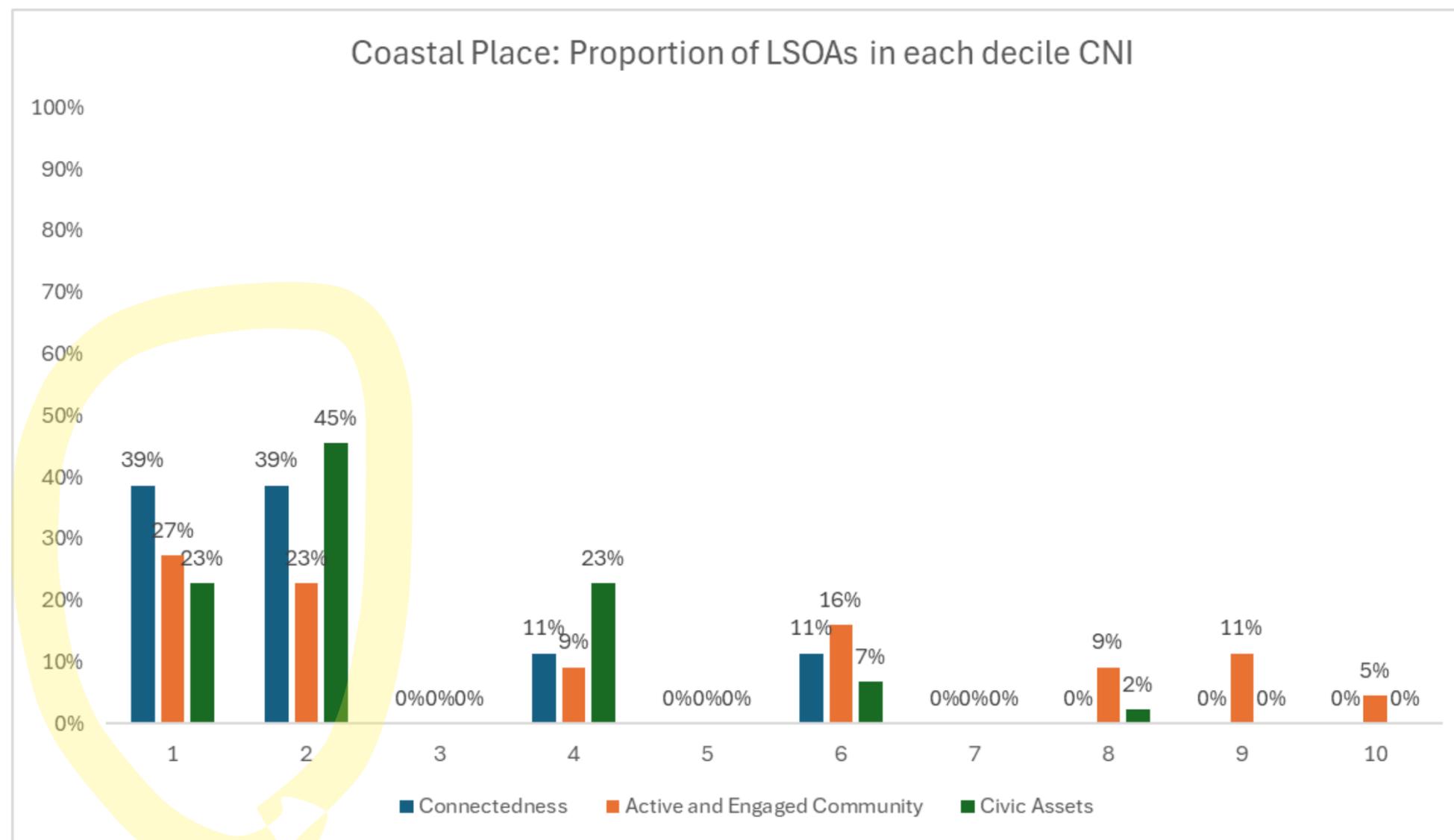


Deciles: 1 = greatest need; 10 = least need

HOWEVER, MANY STRUGGLE WITH CONNECTEDNESS AND CIVIC ASSETS

Many of the LSOAs in our Coastal Place struggle with **Connectedness**, with almost 80% lying in the bottom 20% for this domain. This means they feel **less connected** in terms of key services, digital infrastructure, isolation and strength of the local jobs market. **LSOAs in Bridgwater, Watchet & Minehead are in decile 1.**

Two thirds of places lie in the bottom 20% for **Civic Assets**, which means they lack the presence of key community, civic, educational and cultural assets in close proximity of the area. These include pubs, libraries, green space, community centres, swimming pools – facilities that provide things to do often, at no or little cost, which are important to how positive a community feels about its area. **LSOAs in Highbridge and Burnham-on-Sea are in decile 1.**



Deciles: 1 = greatest need; 10 = least need

KEY TAKEAWAYS FOR TACKLING INEQUALITIES

Our most deprived areas of the Coastal Place are in **Bridgwater and Highbridge**, however we also need to consider rural inequality faced by our coastal and rural areas of the Place. **Community needs are high** across our Place

The data shows that the the main priority for social needs are:

- Our most deprived areas: **Bridgwater and Highbridge**
- Our rural and coastal areas, where proximity of services is a key driver in terms of inequality and deprivation
- **Bridgwater and Watchet** are the **least connected** in terms of connectedness
- **Highbridge and Burnham-on-Sea** lack the presence of key community, civic, educational and cultural **assets** in close proximity of the area
- **Watchet, Burnham-on-Sea and Minehead** have an active and engaged community, whereas **Highbridge** and **Bridgwater** have the least engaged

What next?

- Engage with local public health teams and local councils to validate findings
- Conduct community engagement sessions to understand lived experiences in LSOAs in Bridgwater and Highbridge, where need is higher
- Map out civic assets for Highbridge and Burnham-on-Sea and conduct community insight to understand how limited community infrastructure influences the opportunities people have to be active
- Use a communities' strengths: how can we use the active and engaged communities in Watchet, Burnham-on--Sea and Minehead to understand what is needed in these places?



4. IDENTIFY WHERE SPORTING AND SOCIAL NEED INTERSECT

This final step involved examining the extent to which the MSOAs with the highest levels of sporting and physical activity need overlap with the LSOAs experiencing the greatest levels of social need.

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

SPORTING AND SOCIAL NEED INTERSECT IN WATCHET, HIGHBRIDGE AND BRIDGWATER NORTH

There were 6 MSOAs in the Coastal Place that were identified as having a sporting need.

Of these 6, 50% also have a social need. Both Highbridge and Bridgwater North have an LSOA with decile 1, and a Community Needs Index of decile 1.

Watchet, Washford and Carhampton have a Community Needs Index of decile 1.

MSOA	Sporting Need	Social Need	
	MSOA is in Decile 1,2 or 3 for at least 1 measure of sporting need (Adult)	IMD decile of most deprived LSOA is 1	Community Needs Index decile is 1
Burnham-on-Sea	X		
Minehead Outer & Porlock	X		
Minehead Town	X		
Watchet, Washford & Carhampton	X		X
Highbridge	X	X	X
Bridgwater North	X	X	X
Bridgwater South		X	X
Bridgwater Town			X
Bridgwater East			

WE CAN ALSO IDENTIFY PRIORITY CYP IN THESE PLACES

In the two places that have an intersection of sporting and social need, we can also identify who the priority audiences are, based on our previous analysis of where there are high proportions of adults with priority characteristics from the inequalities metric.

- **Bridgwater South:** girls and low affluence families
- **Bridgwater Town:** low affluence families

MSOA	Sporting Need MSOA is in Decile 4 for at least 1 measure of sporting need (CYP)	Social Need		Priority audiences	
		IMD decile of most deprived LSOA is 1	Community Needs Index decile is 1	Girls decile 1,2 or 3	low affluence families decile 1,2 or 3
Bridgwater South	X	X	X	X	X
Bridgwater Town	X		X		X
Bridgwater East				X	
Bridgwater North		X	X		X
Burnham-on-Sea				X	
Highbridge		X	X	X	X
Minehead Outer & Porlock					X
Minehead Town				X	X
Watchet, Washford & Carhampton			X		

SUMMARY: OUR PRIORITY AREAS AND PEOPLE

Priority areas for Adults:

- **Bridgwater North:** Adults in NS-SEC 6-8 and adults with no qualifications
- **Highbridge:** Adults who have a disability or long term health condition
- **Watchet, Washford & Carhampton:** adults aged 65+ , adults who have a disability or long term health condition and retired adults

Priority areas for CYP:

- **Bridgwater South:** Girls and low affluence families
- **Bridgwater Town:** low affluence families





SO, WHAT'S NEXT?

Now we have a sense of 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**, we can start to explore the data in more detail in the places where sporting and social needs intersect.



THEN WHAT?

Once we have a more detailed picture of each of these Places, we can use this alongside:

- Systems maturity matrix
- Community insight

To discover what we would like to prioritise in the Coastal Place.

THANK YOU!





UPDATE 18/09/2025



QUESTIONS FROM OVERSIGHT GROUP AND INTERNAL PLACE TEAM

- CYP data seems poor - what can we do about that?
- What about Highbridge and Bridgwater North for CYP?
- What about coastal inequalities for CYP?
- What about Burnham-on-Sea for adults?

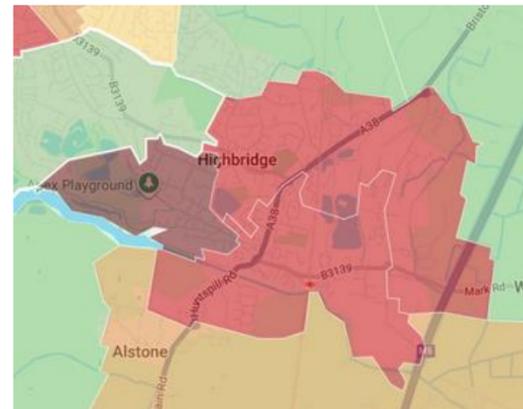
CYP DATA - WHAT ABOUT BRIDGWATER NORTH AND HIGHBRIDGE?

Both of these places have a social need, which was found in the initial place needs assessment.

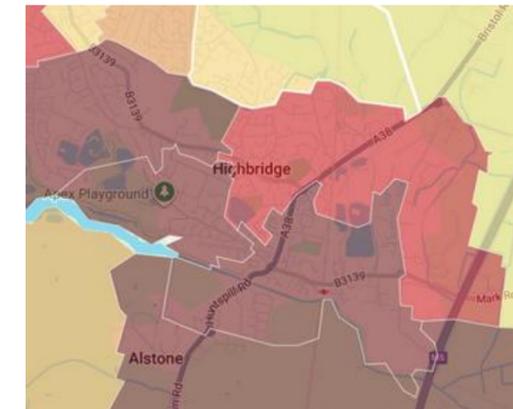
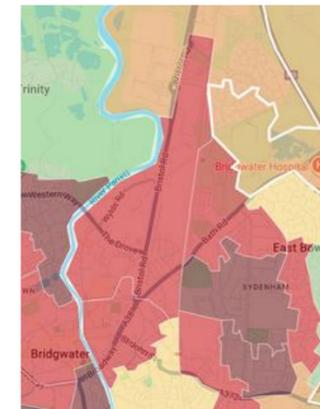
IoD 2019 Income Deprivation Affecting Children Index (IDACI) Score (rate) looks at children 0-15 years old living in deprived families, and again we see this in both Highbridge and Bridgwater North.

IoD 2019 Children and Young People Sub-domain Rank looks at lack of attainment and there are areas within both Highbridge and Bridgwater North that are some of the lowest in the country

MSOA	Sporting Need MSOA is in Decile 4 for at least 1 measure of sporting need (CYP)	Social Need	
		IMD decile of most deprived LSOA is 1	Community Needs Index decile is 1
Bridgwater North		X	X
Highbridge		X	X



IOD 2019 INCOME DEPRIVATION AFFECTING CHILDREN INDEX (IDACI) SCORE



IOD 2019 CHILDREN AND YOUNG PEOPLE SUB-DOMAIN RANK

What is missing is physical activity need - the data is not pointing towards CYP in these two areas as being among the most inactive

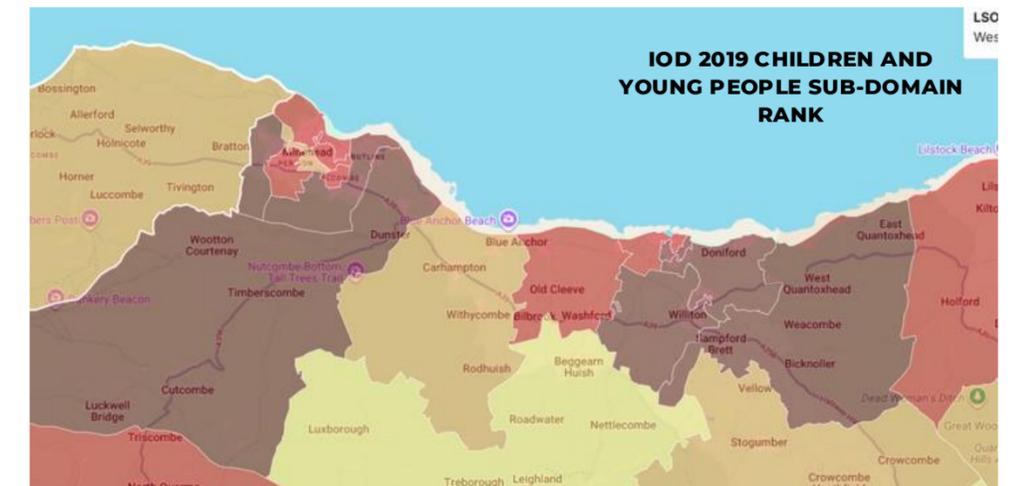
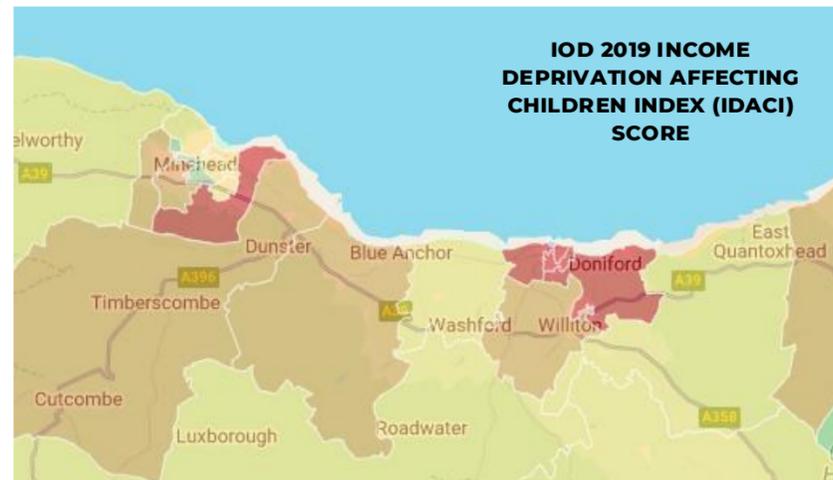
CYP DATA - WHAT ABOUT THE COASTAL AREA?

Only social need that is identified is community needs in Watchet, Washford and Carhampton.

IoD 2019 Income Deprivation Affecting Children Index (IDACI) Score (rate) looks at children 0-15 years old living in deprived families, identifying areas just outside Minehead and Doniford, north of Williton.

IoD 2019 Children and Young People Sub-domain Rank looks at lack of attainment, and we see lots of areas on the outskirts of Minehead and in and around Doniford with lack of attainment.

MSOA	Sporting Need	Social Need	
	MSOA is in Decile 4 for at least 1 measure of sporting need (CYP)	IMD decile of most deprived LSOA is 1	Community Needs Index decile is 1
Minehead Outer & Porlock			
Minehead Town			
Watchet, Washford & Carhampton			X



What is missing is physical activity need - the data is not pointing towards CYP in these areas as being among the most inactive

CYP DATA - WHAT CAN WE DO ABOUT PHYSICAL ACTIVITY DATA?

- **Do we know differently? how? what data can we explore to find out?**
 - **Active Lives Survey** - King Alfred's have completed the Active Lives Survey in the last year and should have received a full report. We could get this from them and see what the data says. We could also ask all schools in these areas, and our other CYP priority areas to opt in to the ALS so we get full reports every year and can track the progress of activity levels across those places. If they opt in, they won't receive any incentive from Sport England (aside from the full report) so we might want to consider an incentive?
 - **Schools data** - what data do the schools collect? what can we get from them? how do we get it?
 - **Other sources** - can we use trusted organisations to find out more about activity levels for the CYP in these communities?
- We would want to explore this for Highbridge, Bridgwater North and the coastal area.
- It may also be worth considering for the other priority areas for CYP in Bridgwater, Bridgwater South & Bridgwater Town.

ADULTS DATA - WHAT ABOUT BURNHAM-ON-SEA?

For Burnham-on-Sea, the sporting need is there but the social need isn't. (or isn't as strong as other areas of the coastal place). Whilst Burnham-on-Sea is still in IMD 3, this isn't as deprived as other areas in the coast place, such as Highbridge and Bridgwater. The community needs index is decile 2, which, again, isn't as high a need as Highbridge and Bridgwater.

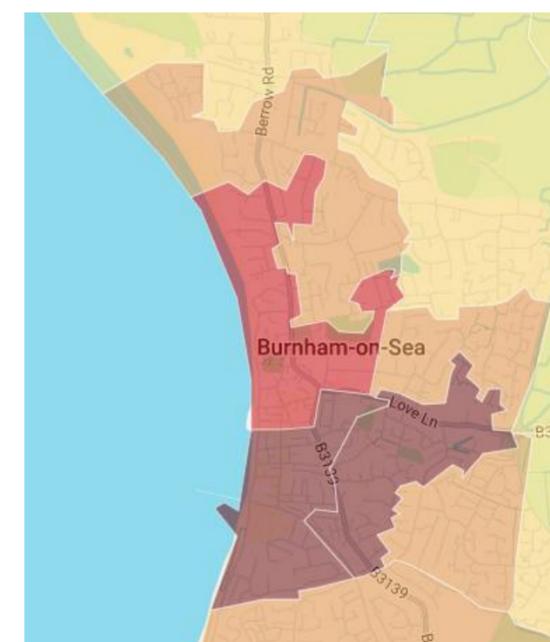
There is a high proportion of 65+, retired and / or people with a disability or long term health condition living in Burnham-on-Sea.

The IoD 2019 Income Deprivation Affecting Older People (IDAOP) Score captures deprivation affecting older people. However, we do not see this type of deprivation coming out strongly in Burnham-on-Sea.

What we do see is deprivation in terms of health and disability. The IoD 2019 Health Deprivation and Disability rank measures the risk of premature death and the impairment of quality of life through poor physical or mental health.

We see that Burnham-on-Sea is identified as an area where it is deprived in this.

MSOA	Sporting Need	Social Need	
	MSOA is in Decile 1,2 or 3 for at least 1 measure of sporting need	IMD decile of most deprived LSOA is 1	Community Needs Index decile is 1
Burnham-on-Sea	X		



ADULTS DATA - WHAT CAN WE EXPLORE FURTHER IN BURNHAM-ON-SEA?

- **Community insight** - get to know those with a disability and/or long term health condition in Burnham-on-Sea and get an understanding of how it feels for them in their place.
- **Trusted organisations** - are there any trusted organisations in Burnham-on-Sea we could engage with to get a greater understanding of those living in Burnham-on-Sea and their barriers to being active
- **Other health data** - talk to public health / PCNs to see if there is any additional data we could look at

SUMMARY: OUR PRIORITY AREAS AND PEOPLE

Priority areas for Adults:

- **Bridgwater North:** Adults in NS-SEC 6-8 and adults with no qualifications
- **Highbridge:** Adults who have a disability or long term health condition
- **Watchet, Washford & Carhampton:** adults aged 65+ , adults who have a disability or long term health condition and retired adults



Priority areas for CYP:

- **Bridgwater South:** Girls and low affluence families
- **Bridgwater Town:** low affluence families

Areas for further exploration:

- **Adults:** Burnham-on-Sea
- **CYP:** Minehead outer, Watchet, Washford & Carhampton, Highbridge, Bridgwater North

