

Data Driven Leadership

Tom Oliver
Health and Activity Coordinator

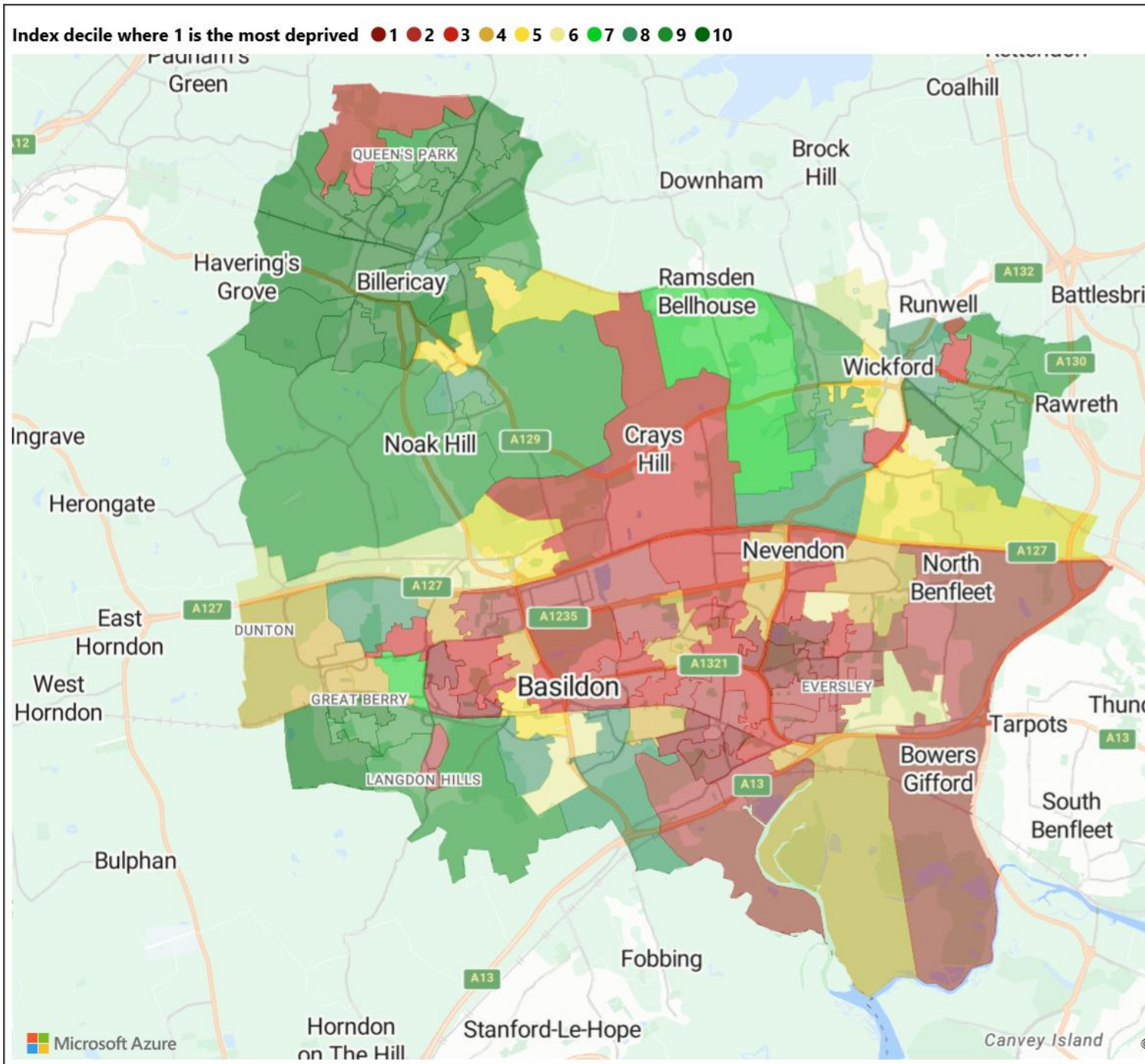
16th September 2026



Basildon

- Basildon was designated in January 1949 by Lewis Silkin as a new town
- Collection of the New Town area and older existing settlements, Billericay and Wickford
- Significant public health role in post war regeneration
- Second biggest economy in the Thames estuary (behind only Canary Wharf)
- Proud communities with strong local place identity

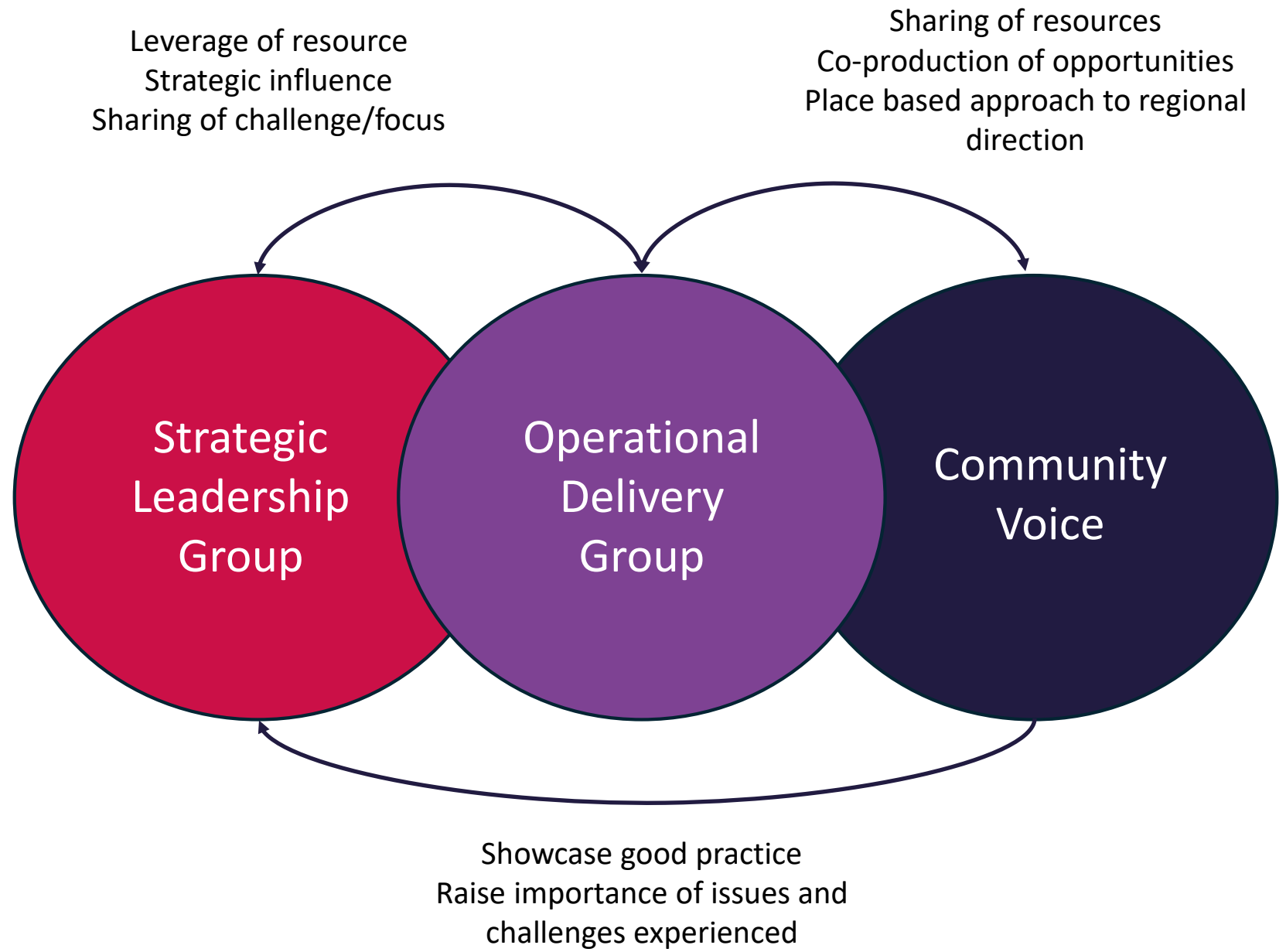




- Significant inequality across the borough
- Deprivation typically centred on the new town area
- Signs this is changing, with higher levels of deprivation in Billericay and Wickford than seen previously and lower levels of deprivation in Nethermayne and Laindon Park

Condition	Residents diagnosed	Basildon %	England %
Stroke (all ages)	3,962	1.9%	1.9%
Hypertension (all ages)	32,070	15.1%	14.8%
COPD (all ages)	4,012	1.9%	1.9%
CHD (all ages)	5,664	2.7%	3.0%
Osteoporosis (50+ yrs)	367	0.5%	1.1%
Asthma (6+ yrs)	13,223	6.7%	6.5%
Rheumatoid Arthritis (16+ yrs)	1,564	0.9%	0.8%

**FIND
YOUR
ACTIVE
BASILDON**





ParkWatch

“Most parks have more facilities for dog waste than for teenage girls”

Parkwatch Report
September 2023

3x

Where different facilities* were provided girls were **three times more likely** to be using them than MUGAs or skateparks.

*These included shelters, swings, tennis courts and play areas designed for older children

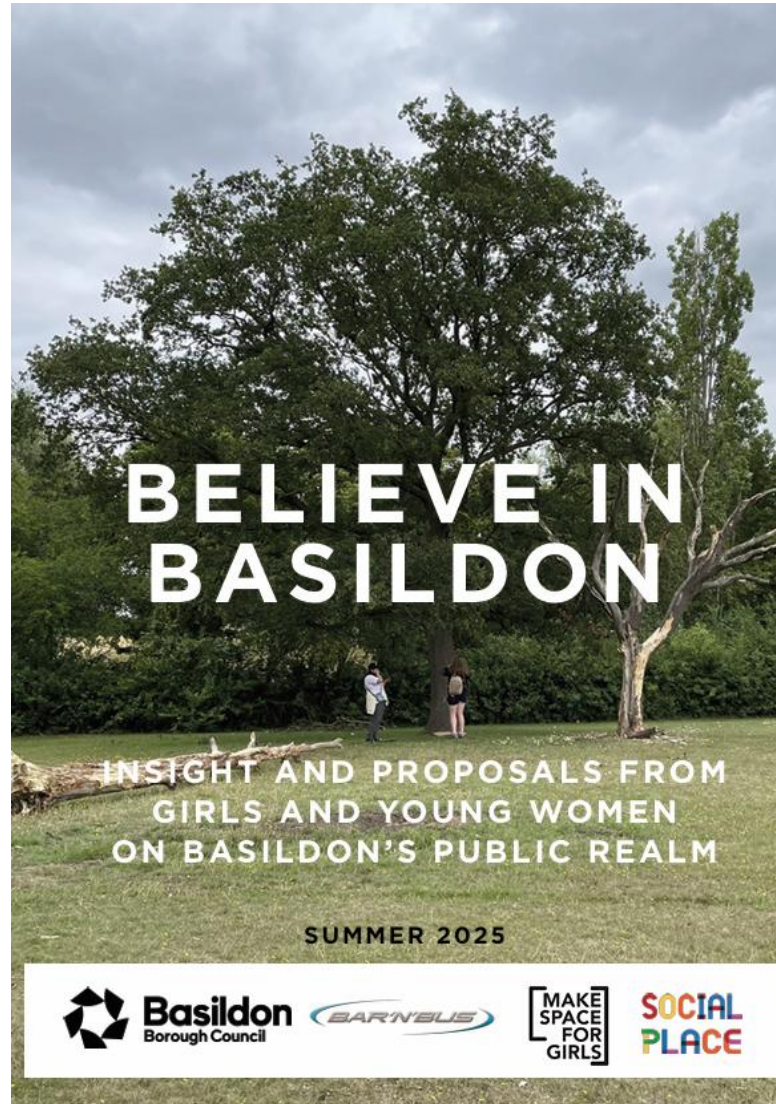


1.3 million girls who once loved sport drop out as teenagers. And that's not ok.

Published 2 March 2026



Experimenting with cardboard to design social seating in the park.



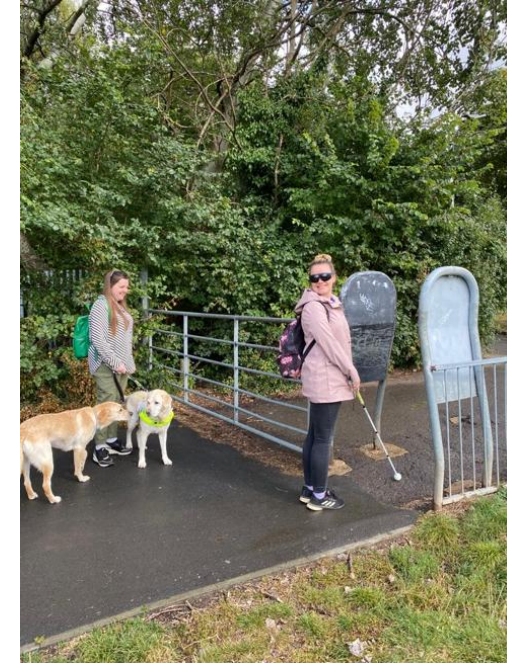
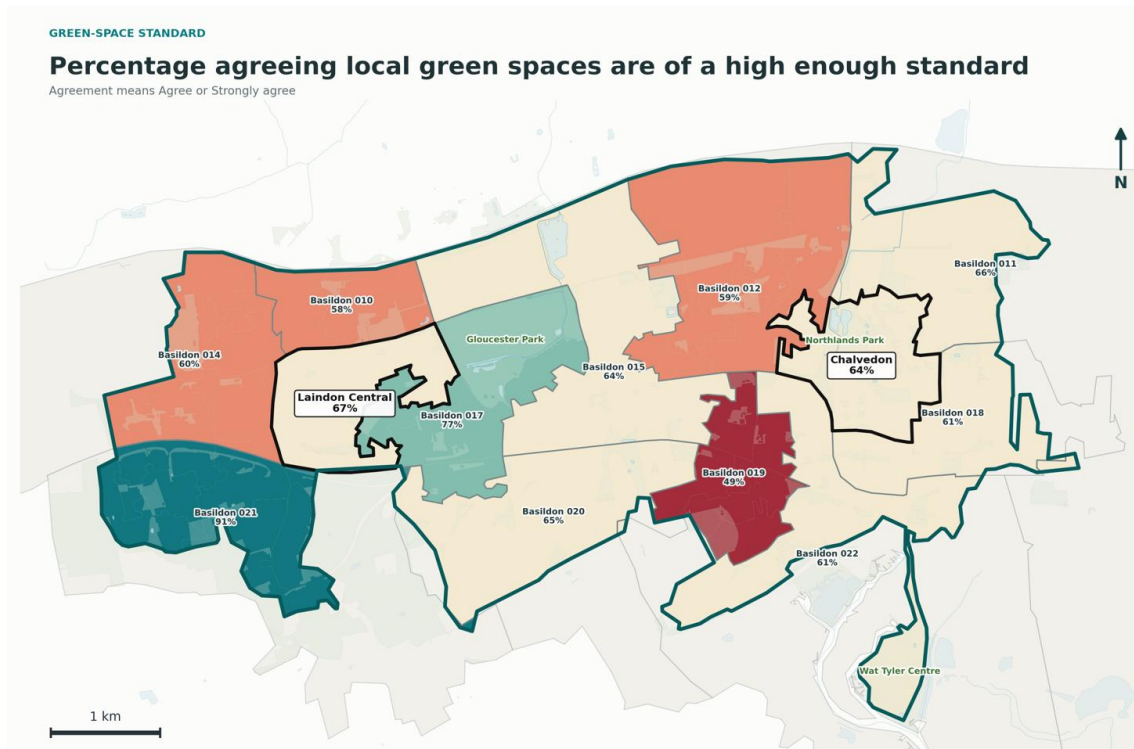
- I. Spaces must include passive surveillance, clear sightlines, and appropriate lighting to support perceptions of safety, particularly for underrepresented groups such as women and girls.

Develop a long-term management plan for green spaces at Detailed Design stage.

Play space provision should be developed in alignment with the *Make Space for Girls* report to ensure that outdoor areas are welcoming, safe, accessible, and engaging for all genders.

Approaches to Data

- Blended approach to national data, local data and case studies
- Use of qualitative research to build depth and understand inequality
- Use of case studies to influence
- Leadership structure designed to amplify local voice



Thank You

Thomas.oliver@basildon.gov.uk

Basildon Borough Council

The Basildon Centre, St Martin's Square
Basildon, Essex, SS14 1DL

