

# DILLN Case Study – Well Newham Directory

# Context

The Well Newham Directory aims to have all the services on offer in Newham on one place for residents. GPs and Primary care providers can also use the database directly to make referrals. It is powered by a service called Joy.

The directory aims to:

- List all the services on offer to Newham residents across the voluntary, community and faith sector, NHS, Council and private services into one easy to access place for everyone to use.
- Make it easier for residents and people working in Newham to find local services.
- Make it easier to make referrals into local services.
- Give us great data on residents' wellbeing needs, gaps in service provision, demand on different services and much more.

The logo for Joy, featuring the word "joy" in a lowercase, pink, cursive script font.

# Comparing your data to Newham's population



The Joy Platform automatically reports data about the number of referrals to the platform from GPs and Primary Care Providers. Ethnicity is only recorded for a small minority of cases. In spite of this, the dataset is still very large.

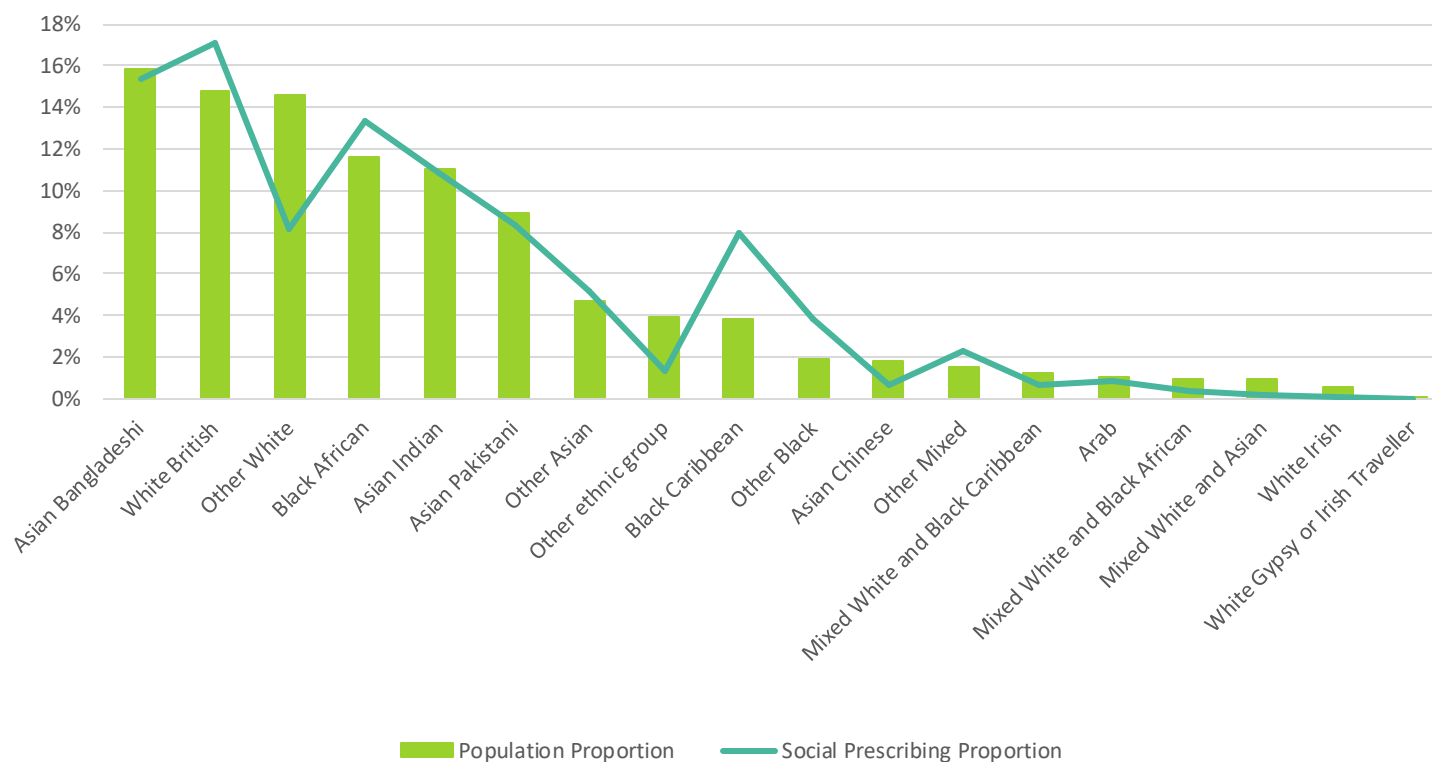
After seeing Newham Health Equity Programme present on the toolkit, the two teams worked together to see whether the social prescribing data looked like Newham.

# Graphing the Data

Compared to the population, the Other White ethnic group was the most underrepresented, followed by the Other ethnic category.

The Black Caribbean and White British groups were also slightly overrepresented.

Ethnic breakdown of social prescribing contacts in Newham for whom ethnicity was recorded in the last 12 months

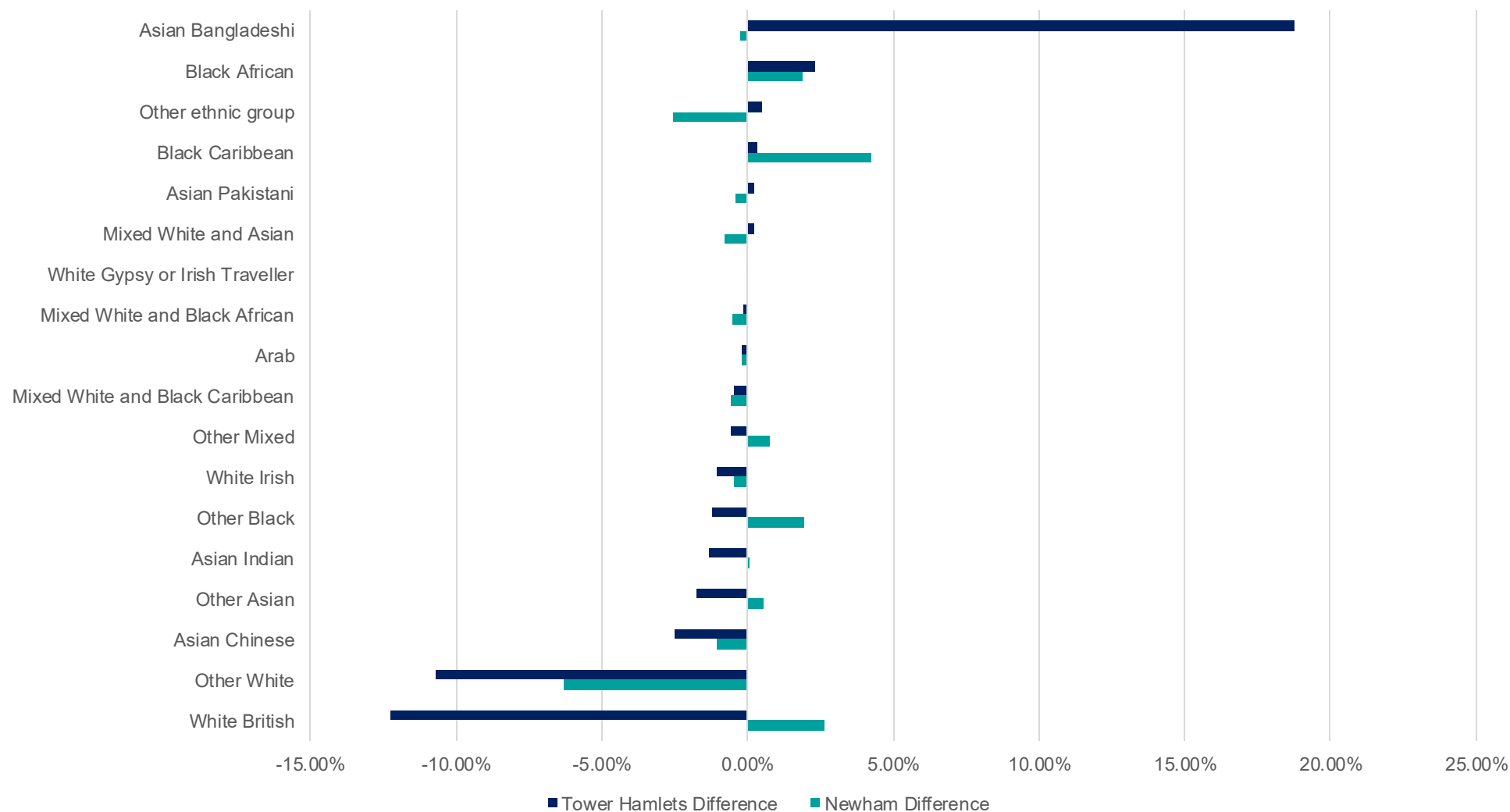


# Tabling the Data

The table makes it easy to see that most ethnic categories were represented fairly closely to their population, it is only a couple of groups that lie on either side.

Ethnicity Category	Difference
Black Caribbean	4.1%
White British	2.3%
Other Black	1.9%
Black African	1.7%
Other Mixed	0.7%
Other Asian	0.5%
White Gypsy or Irish Traveller	0.0%
Asian Indian	-0.2%
Arab	-0.2%
White Irish	-0.5%
Asian Bangladeshi	-0.5%
Mixed White and Black African	-0.6%
Asian Pakistani	-0.6%
Mixed White and Black Caribbean	-0.6%
Mixed White and Asian	-0.8%
Asian Chinese	-1.1%
Other ethnic group	-2.6%
Other White	-6.5%

# Difference between Social Prescribing proportion referrals and population proportion by ethnicity in Newham and Tower Hamlets



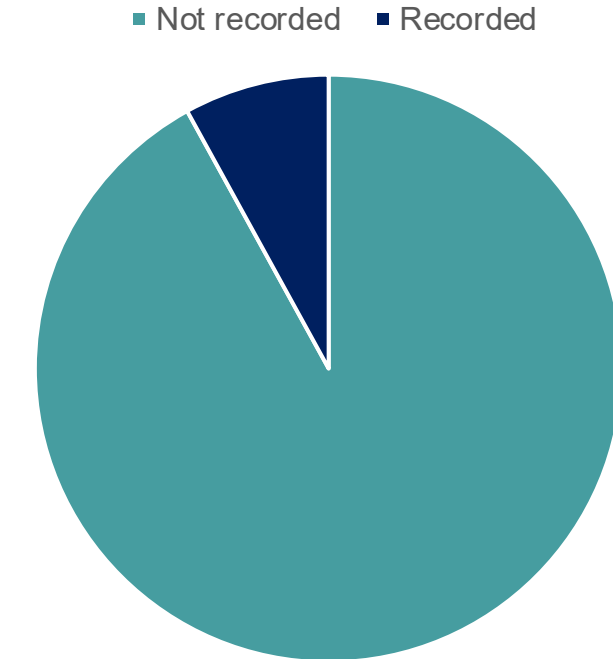
# Issues with the data

The biggest issue with the data is that in the vast majority of cases, the ethnicity was not recorded. The literature shows that global majority ethnicities are more likely to not have their ethnicity recorded, and so this is a large bias in our data.<sup>1</sup>

We also do not know for certain whether ethnicity was selfidentified, or a GP wrote it down from intuition, which is a much less preferred way of recording the information.

[1] Razieh C et al., 'Understanding the quality of ethnicity data recorded in health-related administrative data sources compared with Census 2021 in England'. (2025) *PLoS Med* 22(2): e1004507.

Proportion of social prescribing referrals with ethnicity recorded over the last 12 months.



# Insight and next steps

**The data raises questions about what the ways to increase representation from certain groups could be particularly the Other White group.**

- Since the Other White group also sees an underrepresentation in Tower Hamlets, we can be more confident in our results and in this group as one to focus on.
- It would be good to Dig Deeper into the Root Causes and find out whether the activities on offer are accessible, relevant and trusted to this community.
- It could also be that the Other White group is underrepresented because they do not see a doctor as often as other groups. Comparing this data to GP admissions data would be a useful next step.



# Using the DILLN tool



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If you have any questions and want some support – please get in touch with the Newham Health Equity Programme team:  
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