

Data.Sutton Migration

July 2026

**Ambitious
for Sutton**



Sutton

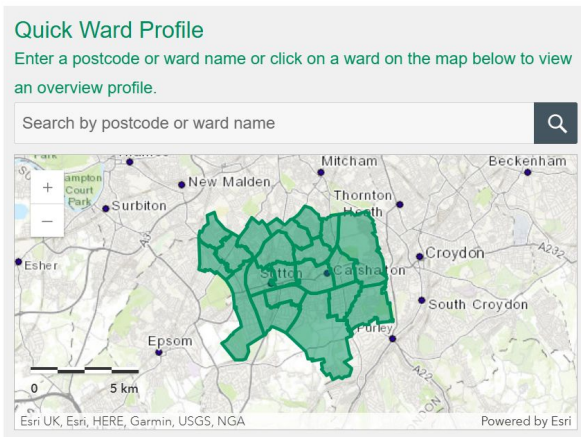
Background

Data.Sutton is made up of the following main components:

- Standard data dashboards (with 8 categories of local, place-based and population data for Sutton)
- Market position statement
- Sutton Strategic Needs Assessment
- Residents' survey

The site, including automatic updates of the nationally available data which populate the reports and dashboards, costs an annual subscription fee

Usage of the site is relatively low, and data presented in the dashboards is publicly available through other sources (e.g., ONS)



Usage of Data.Sutton

Looking at a 3-month period of usage (01/10/2025 - 31/12/2025):

- **94 users** accessed the site for a total of **641 views** compared to **156,066** users (and 744,761 views) of the main Sutton website over the same period.
- Users spent an **average of 1m 49s** per session compared to **3m 07s** for the main Sutton website over the same period.

The relatively short time spent on the site suggests users are finding the information they need quickly, they are “bouncing” off the page as it doesn’t meet their needs, or for pages hosting uploaded files, accessing an external document or webpage (like the Strategic Needs Assessment).

The most frequently visited pages over the period were:

Page	Number of views (active users)	Average time spent per user
Homepage	142 (29)	1m 05s
Population	64 (33)	1s
Strategic Needs Assessment*	59 (15)	49s
Quick Profile	43 (17)	9s
Deprivation	31 (11)	<1s

*indicates files uploaded to the data.sutton site which are not managed / created by the Esri paid service

Scoping conversations: what you told us

Awareness and use of data.sutton is generally low	Matching our website traffic figures, many people either didn't know about, or didn't often use data.sutton. Some of those who did use it found it could be difficult to quickly source what they needed.
Data about the borough is mainly used for funding applications and project planning	Borough-level data is most often used to support funding applications. Copy/pasting information about borough population and demographics was helpful for these purposes.
The strategic needs assessment (SNA) is valuable	The SNA is important for helping evidence that services are meeting specific borough-level needs. The document could be improved in future iterations to make it easier to navigate (e.g., splitting into sections by theme)
Local (ward level or more) data is important	Services are delivered locally within Sutton so it's important to, as much as possible, access hyper-local data to inform service delivery / community needs.
Organisations all have their own specific data "wishlists"	The breadth of services and groups in Sutton means every organisation's data needs are different, and often tailored to their specific area of focus which can be challenging when presenting data in a way that's quick to navigate.
More support and guidance for organisations on sourcing / understanding data would be helpful	Time is limited and the amount of data can be overwhelming. More support for ways to source and interpret data could be helpful.

Proposed format: main Sutton Council site

About Sutton

Key Facts

- 214,525 people live in Sutton across 82,348 households in 22 wards.
- 50,854 children and young people under the age of 18 live in Sutton, representing nearly a quarter (24%) of Sutton's population.
- 32,890 older adults aged 65+ live in Sutton, representing 15% of Sutton's population.
- Sutton is a diverse borough, with 32% of residents from Asian, Black, mixed/multiple and other ethnic groups, and 68% from white British and other non-British white backgrounds.
- Two thirds of households in Sutton own their home, either with a mortgage or loan (37%) or outright (28%).

For more information about Sutton

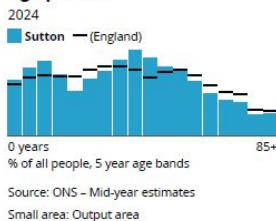
- [Find out more about Sutton's economy and employment](#)
- [Find out more about deprivation in Sutton](#)
- [Explore other local indicators for Sutton](#)
- [Explore Sutton's Strategic Needs Assessment](#)

- Keep it simple with some key top-level borough stats that can be easily copy/pasted.
- Signpost out to more specific data (economy, deprivation, health)
- Link directly to SNA from this page.

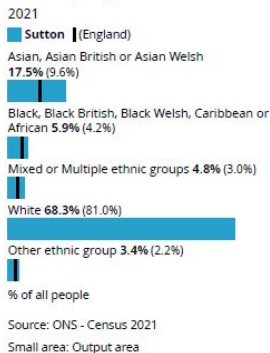
Area map



Age profile



Ethnic group



Population

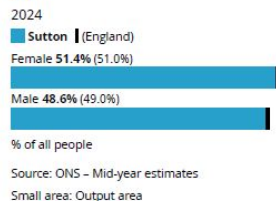
2024

214,525
people

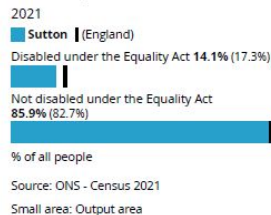
58,620,101 people in England

Source: ONS – Mid-year estimates
Small area: Output area

Sex



Disability



Number of households

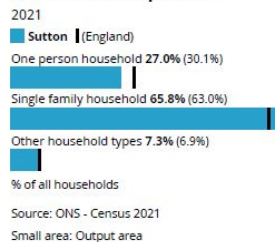
2021

82,348
households

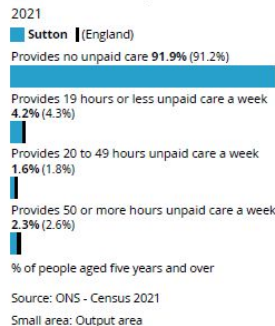
23,436,085 households in England

Source: ONS – Census 2021
Small area: Output area

Household composition



Provision of unpaid care



Proposed format: main Sutton Council site (cont'd)

Below the key facts / signposting provide more detailed information about population and demographics for Sutton (as compared to England averages) including:

- Age profile
- Household composition
- Ethnicity
- Disability
- Unpaid care provision
- Claimant rate
- Housing type and tenure
- English language proficiency

Proposed format: main Sutton Council site (cont'd)

Key Facts about Sutton Wards

View the sections below to find out more about each of Sutton's wards.

For more detailed information about local areas in Sutton:

- [Explore deprivation in Sutton by postcode](#)
- [Find out about health outcomes in Sutton by local area](#)
- [Find out about crime in Sutton by local area](#)

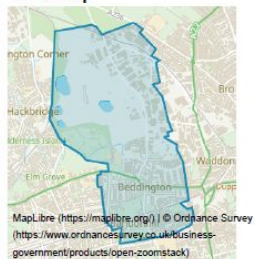
Beddington

- 11,230 people live in Beddington across 4,156 households
- Beddington has a lower proportion of children and young people under 15 living in the area compared to Sutton overall, and a higher proportion of adults aged 30-44
- Most homes in Beddington are whole houses or bungalows (85%) while 15% of homes in Beddington are flats, maisonettes or apartments.

- A section for each ward with some key population information as bullet-points
- Signposting to more detailed information at a ward / local level (crime, deprivation, health)

Beddington

Area map



Population

2021
11,230
people

214,525 people in Sutton

Source: ONS - Mid-year estimates

Small area: Output area

Number of households

2021
4,156
households

82,348 households in Sutton

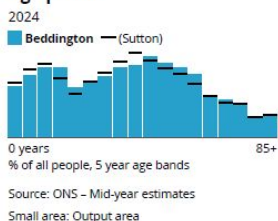
Source: ONS - Census 2021

Small area: Output area

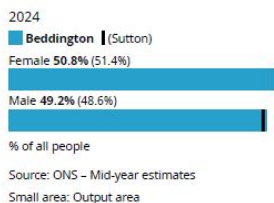
Proposed format: main Sutton Council site (cont'd)

The same demographic and population information provided for each ward, as compared to Sutton averages:

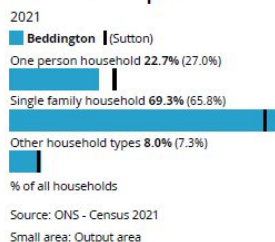
Age profile



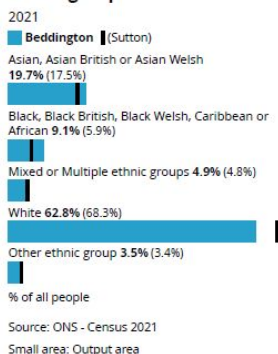
Sex



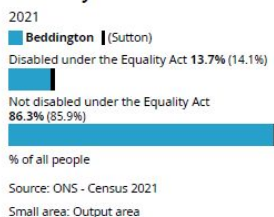
Household composition



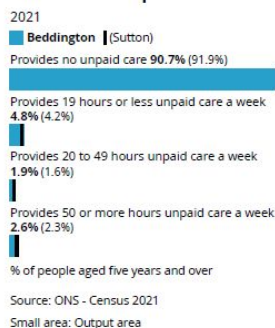
Ethnic group



Disability



Provision of unpaid care



- Age profile
- Household composition
- Ethnicity
- Disability
- Unpaid care provision
- Claimant rate
- Housing type and tenure
- English language proficiency

Data.Sutton Migration Timeline

Stakeholder engagement meetings and prep of full content details for migration

Finalisation of content, and migration / upload to pages in main Sutton site
(timing allows for this to happen post planned provider change for main Sutton site)

Testing and troubleshooting of new pages / migrated content

Data.Sutton contract extension ends

May

July

Sept

Oct 1

Additional resources and support

- Series of videos or 'how-to' guides for organisations to help source and interpret data - depending on sector needs, for example:
 - What is **LG Inform**, and how to use it to find and benchmark data about Sutton
 -
 - Using '**Fingertips**' profiles to help find and benchmark data about health outcomes in Sutton (and smaller local areas)

Would this be of interest? Is there any specific topics it would be helpful to cover?