Doncaster

Local Delivery Pilot – Organisation Responsible
Doncaster Council
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Brief background about the place
Doncaster Borough is located in South Yorkshire. A large Borough; Doncaster is the main town but characterised by surrounding pit villages reflecting the industrial past of the place. A real mix of urban and rural environments which are set against a mainly flat, easily accessible environment with significant green and blue space and rights of way. A population of 324,000. The Borough is re-building its business base via its strong connectivity to the motorway network with high numbers of large logistics operations. Also known as a railway town, one of the two national High Speed 2 Colleges is located in Doncaster itself.

More recently Doncaster has been awarded a University Technical College (UTC) that will deliver an Advanced Engineering and Digital Design focused curriculum The Borough has an Elected Mayor and she with her Cabinet, alongside the Chief Executive, are intent on forging a prosperous new future for Doncaster and its residents.

The local challenge is framed by high levels of inactivity, low levels of participation and high levels of deprivation with 1 in 5 of the Lower Super Output areas in the top 10% nationally. The number of adults and children carrying excess weight is very high. Another central issue is the required change in low levels of aspiration and achievement.

What is the Doncaster Pilot trying to achieve?
Our vision is to utilise physical activity and sport to contribute to our inclusive economic growth ambitions and explore how it can support our residents to benefit from Doncaster’s aspirations across all of its communities.

We want our LDP to play its part in tackling inequalities by addressing inactivity in those communities who do not demonstrate patterns of regular participation. The pilot will do this by tackling the very high levels of inactivity across the whole of the Borough through a whole systems approach. The Pilot is keen to achieve a stronger understanding of the barriers impacting on the motivations of the local population to become more active.
Strengthening local partnerships... to Get Doncaster Moving

Jodie Bridger, Yorkshire Sport Foundation
Clare Henry, Doncaster Council

Introduction
In January 2016, Doncaster Council and Yorkshire Sport Foundation (YSF) partnered to deliver a whole systems review of physical activity and sport in Doncaster. This new way of working included YSF staff embedding within a local authority, co-commissioning of specialist support, and developing joint ideas to engage wider partners to tackle inactivity in Doncaster. This has resulted in Doncaster positioning physical activity and sport as one of new priorities in the Borough Strategy; in turn accelerating the ambitions of Doncaster’s new 10-year Physical Activity and Sport Strategy, Get Doncaster Moving.

DMBC and YSF co-commission a review of physical activity and sport, using the Chief Leisure Officers Association (CLOA) methodology.

Recommendations:
- Strengthen leadership
- Create governance
- Improve the business case
- Innovate long term solutions
- Identify capacity

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Director of Public Health identifies physical activity as a public health priority. One in three adults do less than 30 minutes of physical activity per week, contributing to:
- The second highest proportion of people with a long-term limiting illness in the Yorkshire and Humberside Region;
- 45% of adults with diabetes, and
- 50% of Doncaster adults are obese, and nearly 75% carry excess weight.

Dr Rupert Suckling, Director of Public Health, becomes Chair of Doncaster Active Partnership. Formal reporting to the Health and Wellbeing Board starts.

January 2016

Learning – ingredients for success

Open, honest relationships; taking time to build it demands commitment; demands collaboration

Clear understanding of the added value;
Engagement at all levels;
Spending time together;
Agreements to place;
Equal partners;

Successful GDM application

Impact

Strong local partnerships within and outside sector

Strategy and delivery framework in place

November 2015

Doncaster Activity Partnership is supported by the ‘Get Doncaster Moving’ (GDM) Board, who will lead on the delivery of the Get Doncaster Moving strategy.

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October 2017

Spring England announces Doncaster as a Local Delivery Pilot area. Welcome to Yorkshire announces Doncaster as a host town for Welcome to Yorkshire 2018.

At the first GDM Network meetings, senior leaders from all sectors commit to work together, leading to the development of the borough’s physical activity and sport strategy.

November 2017

April 2017

Doncaster bids to become one of Sport England’s Local Delivery Pilot (LDP) areas, aiming to reduce health and social inequalities through physical activity.

The YSF Local Support Team becomes fully embedded within Doncaster.

March 2017

February 2018

Get Doncaster Moving is formally launched at the Get Doncaster Moving Summit.

April 2017

January 2016

March 2016

May 2016

October 2016

February – March 2018

Senior leaders and politicians are inspired by the visual impact of the ‘Tour de Yorkshire’ on Doncaster’s communities; a catalyst for change.

YSF embeds a Local Development Manager within Doncaster.

March 2016

January 2016 – September 2016

The first Doncaster Stakeholder event launches the findings of the physical activity and sport review.

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September 2016

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January 2017

March 2017

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November 2016

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2018 - A year in the life of Get Doncaster Moving

Since the review of physical activity and sport in 2016, Doncaster has been working hard to address physical inactivity. The first two years of our journey in 2016 and 2017 positioned physical activity as a strategic priority within the borough’s inclusive growth ambitions, aiming to reduce inequalities within our communities by addressing inequality levels. Get Doncaster Moving 2018 has started to turn our ambitions into reality, with the Local Delivery Plan (LDP) and Get Doncaster Moving (GDM) programmes developing together at pace. However, we recognize that still have a long way to go in our journey towards ‘healthy and vibrant communities through physical activity and sport’.

**Get Doncaster Moving programme and strategy**

The first LDP Leadership Group meeting takes place to provide strategic advice for the development and delivery of the LDP. Work starts to appoint an LDP evaluation partner.

Get Doncaster Moving announced as the start for stage 1 of the Tour de Yorkshire, starting at the Market.

Community Insight Phase 1 - SKY team ‘Community Explorers’ on a journey from a number of voluntary sector groups, they will engage with residents through face-to-face conversations, focus groups and events.

Grant funding received from British Cycling, work starts on the Cycle Circuit at Doncaster Dome.

Community Insight Phase 2 - links with ‘Community Explorers’ from a range of voluntary sector groups, they will engage with residents through face-to-face conversations, focus groups and events.

Enhanced capacity with the Local Delivery Pilot Manager and Data Analyst in place.

The Centre for Behavioural Science and Applied Psychology at SHU are commissioned to undertake ‘Community Insight’, to understand people’s everyday experiences.

**Get Doncaster Moving: Local Delivery Pilot: Interactions, services and opportunities co-designed with communities**

Walking and Cycling Officer is in post. There is now a full GDM delivery team in place. The first partnership meeting is held with National Governing Bodies.

A GEM Network meeting focuses on the first systems mapping workshops. Sport Participation, DFP’s Youth and Dance. ‘Future Paths’ workshops are held to prioritise future improvements in Doncaster under Doncaster.

Sports Participation Officer joins the team.

The first meeting of Active Schools Group takes place in address actions in the GDM strategy relating to PE and school sport.

The route for Yorkshire 2019 UCI Road World Championship is announced, starting at the new cycle track.

**Get Doncaster Moving: Local Delivery Pilot: Live locally by DFP’s**

Sheffield Hallam University (SHU) complete a desktop evidence review that focuses on community involvement and development to reduce barriers to participation in physical activity.

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One Dance UK receive a full award from the Sport England ‘Action Agency’ fund. Led locally by DFP’s, the Dance Activator Programme aims to engage inactive older people.

The Arts and Health Project Board recognises ‘dance’ within their governance structures.

Leeds Beckett University publish a Social Impact Assessment of the Tour de Yorkshire, providing recommendations to increase community engagement.

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Find out more about Get Doncaster Moving: www.getdoncastermoving.org
Who is the target audience?
The whole of the Borough is the target community, but Doncaster are also keen to support higher participation by targeting those of low incomes, children and families and those who are inactive.

Progress in the Pilot (September 2018 – January 2019)

What has been happening in the Doncaster Local Delivery Pilot?
We have appointed capacity in place and this is accelerating delivery

- We are spending time to get to know our communities better through a research contract which tests our MOSAIC analysis of where our target communities are.
- We want to be able to measure change and impact, so we have spent time on developing our approach to put in place independent evaluators
- We have been mapping our local physical activity and sport system, so we know how to grow change and opportunities in Doncaster.
- We have been working to build appropriate governance structures to better connect our work to those who work directly with our audience and who hold their trust
- We continue to position physical activity strategically as a policy driver within the Council and other partners – adoption of the Physical Activity and Sport Strategy and Walking Strategy
- The first social impact report into the 2018 Tour De Yorkshire in Doncaster has been published
- We are looking carefully at our leisure facility stock in order that they are fit for purpose going forward
- We have invested and secured partnership funding to construct a closed cycle loop linked to securing legacy from the UCI in 2019.
- Get Doncaster Moving, which LDP feeds into, has paid for additional capacity including a Travel Auditor to ensure Section 106 agreements conditions are adhered to as well as a Sports Participation Officer and Cycling and Walking Officer

Recent thoughts and learning

- Our physical activity mapping has brought in international expertise and this is really helping to visualise what our current physical activity system looks like and what we will need to do to connect our target communities in the Borough
- Our social impact work linked to TdY demonstrated that communities feel better connected to their place and fellow citizens when events take place – it also showed that we can use these events to positively affect physical activity behaviours but need to do so over a longer period but before and after the event.
- The first phase of our insight work survey work is reflective of the identification of target communities by MOSAIC
- The second phase of our insight work involves appointing community explorers who will build the qualitative research / conversations with our target communities. Building on previous community engagement we are training willing voluntary and third sector organisations who are trusted in their localities and who have an asset based in that space. We want to grow social capacity and we are using our consultants to leave a lasting legacy (and methodology) for engaging local communities in discussion about physical activity in their place.
• We want our governance structures to be agile; we recognise that unusual suspects and organisations outside of the sector won’t be able to give huge amounts of time – their expertise and connections are however critical – we have created an LDP Leadership Group who will shape our direction of travel but won’t get sucked-into regular meetings – this is starting to gather momentum.
• The positioning of physical activity and sport as one of nine transformational agendas for Doncaster Growing Together continues to build opportunities and momentum.

What’s coming up
• We will hold our second annual conference on 30th January.
• The insight work will enable us to develop community-based interventions with confidence and this will influence our Pathfinder application to SE.
• The evaluation tender will be let, and this will enable the LDP to confirm our evaluation framework, our logic model and the impact measures we will adopt.
• We will start to build the next phase of social impact work linked to major sporting events.
• We will finalise our initial approach to physical activity mapping and prioritise how we will use this tool to make a difference.

Further links to find out more information:
A recent event covered the wider physical activity strategy in Doncaster with a strong Local Delivery Pilot element. Details and presentations from this annual summit can be found in the link below:
https://getdoncastermoving.org/annual-summit

Team Doncaster - http://www.teamdoncaster.org.uk/
Get Doncaster Moving - https://getdoncastermoving.org/

January 2019