

Doncaster

Local Delivery Pilot – Organisation Responsible

Doncaster Council

Andy Maddox, Business Change Manager, Leisure Services

andy.maddox@doncaster.gov.uk

Clare Henry, Business Change Manager, Public Health

clare.henry@doncaster.gov.uk

Jodie Bridger, Local Delivery Pilot Programme Manager

jodie.bridger@doncaster.gov.uk

Simon Noble, Physical Activity Analyst

simon.noble@doncaster.gov.uk

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 plans to engage wider partners to tackle inactivity in Doncaster. This has resulted in Doncaster positioning physical activity and sport as one of nine priorities in the Borough Strategy; in turn accelerating the ambitions of Doncaster's new 10-year Physical Activity and Sports Strategy, Get Doncaster Moving.

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 Humber Region,
- 8% of adults with diabetes, and
- 30% of Doncaster adults are obese, and nearly 75% carry excess weight.

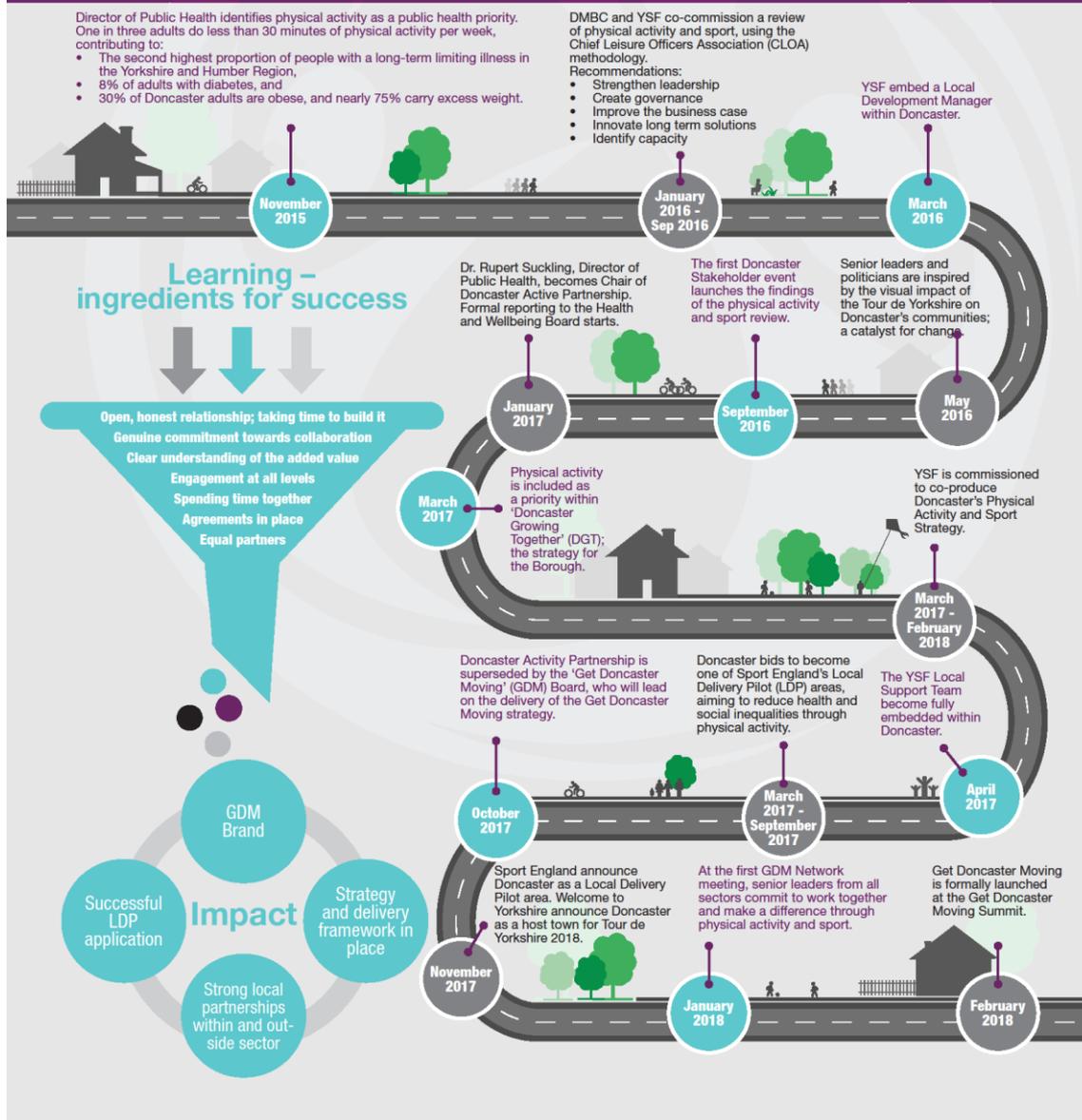
DMBC and YSF co-commission a review of physical activity and sport, using the Chief Leisure Officers Association (CLOA) methodology.
Recommendations:

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

YSF embed a Local Development Manager within Doncaster.

Learning - ingredients for success

- Open, honest relationship; taking time to build it
- Genuine commitment towards collaboration
- Clear understanding of the added value
- Engagement at all levels
- Spending time together
- Agreements in place
- Equal partners





2018 - A year in the life of Get Doncaster Moving



KEY
● Local Delivery Pilot ● Get Doncaster Moving programme and strategy ● Other points of interest

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 inactivity levels. 2018 has started to turn our ambitions into reality, with the Local Delivery Pilot (LDP) and Get Doncaster Moving (GDM) programmes developing together at pace. However, we recognise that we still have a long way to go in our journey towards 'healthy and vibrant communities through physical activity and sport.'

Castle Park hosts Yorkshire's first ever senior England women's international (attendance 3,876)
Yorkshire Sport Foundation are awarded funding from the Sport England TIED fund, to deliver 'Active Dearne'

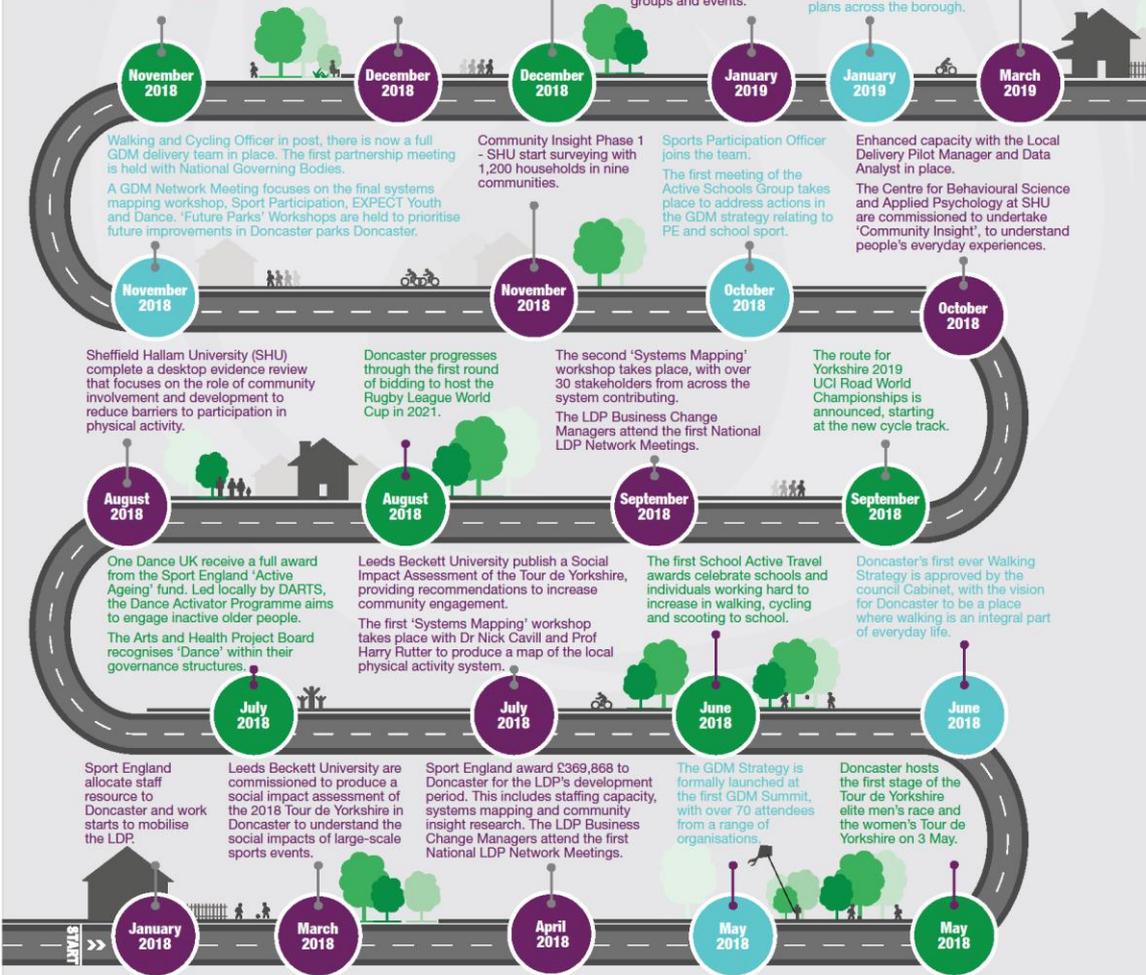
The first LDP Leadership Group meeting takes place to provide strategic advice for the development and delivery of the LDP.
Work starts to appoint an LDP evaluation partner.

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

Community Insight Phase 2 - SHU train 'Community Explorers' 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.
Assistant Transport Planner (Active Travel Auditor) in place, to review and audit active travel plans across the borough.

Community Insight Phase 3 - Interventions, services and opportunities co-designed with communities.



Find out more about Get Doncaster Moving: www.getdoncastermoving.org @doncastermoving

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 (January 2019 – June 2019)

What's been happening in the Doncaster Local Delivery Pilot?

Our work in Doncaster is consolidating swiftly:

- We held our second annual 'Get Doncaster Moving Summit' in January which was well attended and frequented to a whole new set of partners who are helping to spread our message further beyond our traditional networks.
- We continue to benefit from strong strategic positioning in Doncaster with physical activity one of nine transformational priorities agreed that will provide a step-change to Doncaster.
- We continue to better our understanding of residents needs, motivations and barriers to activity via our community insight research with Behavioural Science Consortium. The last phase of this work trained and supported community explorers to engage with residents. We are beginning the next phase which will co-create interventions with residents again supported through the emerging community explorer network.
- Our local pilot evaluators have been appointed and their first task is to develop a baseline for the pilot.
- We have agreed our initial priorities for investment with Sport England – this includes 6 areas of work including active communities, future parks, evaluation framework, system leadership and engagement including workforce development, maximising the impact of sport events and marketing and communications.
- We have also signalled our emerging priorities including Active Travel, implementing Future Parks, Workforce and Children and Young People.
- We are continuing to explore how mapping our local physical activity system can shape our thinking; we are now using this technique to explore how parks can provide a vital stepping stone to communities becoming more active in their localities.
- We have undertaken primary research into the social impact of the Tour De Yorkshire in May 2019
- We have commissioned further social impact work to further explore how events such as the UCI World Road Cycling can help tackle stubborn participation patterns.
- We have added further check and challenge from a 'LDP Advisory Group' to help ensure the direction of the travel is firmly community centred and orientated.

Recent thoughts and learning

- The last few months have seen a distinct shift in gear from a formative stage to one where various streams of work has started in earnest; we are moving from the theoretical sphere into one rooted in changing the social norm towards participation in Doncaster.
- A particular emerging theme is that *framing and communicating the messages about what we are doing and why is significant part of the work going forwards*. This is partly about community's perception of what physical activity is, partly about ensuring that stakeholders are utilising complementary ideas and language to change the local

system and partly about focusing stakeholders away from the pervading culture and 'what we have always done'.

- Equally, in framing messages, we are recognising that the root to reach different communities is through trusted organisations they interact with. So different partners offer different routes of communication thereby utilising channels effectively.
- A second emerging theme is that relationships and partnerships are developing to the extent that local stakeholders are noticing their own perceptions of what is possible shift both positively and decisively.
- A third theme is that we are finding that working with communities is an iterative process; one where we don't always know where it will take us next. Our first wave of insight work reinforced the local narrative that 'all communities are different in relation to physical activity' consequently we know we will need to frame our work differently in each place. We are also finding that some parts of complementary systems are working in a similar asset-based community development way. In Doncaster's case we are now working with Well North / Well Doncaster because both approaches are measured, thorough and reasoned, working with and through the community groups. This means the existing health and well-being programme now has a physical activity lens but continues to use an appreciative inquiry approach. The appointment of individuals as community explorers from voluntary and third sector groups is proving very valuable – their reach is not manufactured with individual community members it is real and deep.
- In the previous 6 months we have adopted investment principles to ensure every decision we make is true to the course we intend to follow. These has helped us to 'hold the line' when spurious requests for funding are made. When we take a new bold, different, brave and authentic approach then we can ask more fundamental and bigger, more searching questions of how the local system currently operates. There is a feeling that we have moved from a deficit based approach (what's wrong in this place) to an asset-based approach (what is strong in this community)

What's coming up

- We are consolidating various strands of work at the same time; they are also at different stages of development from procurement to delivery.
- We are looking to establish our baselines for the LDP by July 2019.
- We hope to complete the first 3 phases of our community insight approach by the end of July 2019.
- We are looking to commission our work around communication and marketing by September 2019.
- We are looking to complete the next phase of the social impact work by October 2019.

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>

June 2019