**Doncaster**

**Local Delivery Pilot – Organisation Responsible**
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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 2018, 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 ambition of Doncaster’s new 10-year Physical Activity and Sport Strategy, Get Doncaster Moving.

**Learning – ingredients for success**

- Open, honest relationship; taking time to build it
- Genuine commitment towards collaboration
- Clear understanding of the shared value
- Agreement at all levels
- Spending time together
- Equitable partnerships

**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
  - Develop a whole case
  - Innovate long-term solutions
  - Identify capacity

**Dr Rupert Suckling, Director of Public Health, becomes Chair of Doncaster Active Partnership**

**Physical activity is included as a priority within Doncaster Towards Together (DOTT) the strategy for the Borough.**

**Doncaster Activity Partnership is supported by the YSF, Doncaster Local Delivery Partnership is formed on the delivery of the Get Doncaster Moving strategy.**

**Doncaster bids to become one of Sport England’s Local Delivery Areas to reduce health and social inequalities through physical activity.**

**Sport England announces Doncaster as a Local Delivery Pilot area. Welcome to Yorkshire announce Doncaster as a host town for Tour de Yorkshire 2018.**

**At the first GDM Network meeting, senior leaders from all sectors commit to work together and make a difference through physical activity and sport.**

**Get Doncaster Moving is formally launched at the Get Doncaster Moving Summit.**
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. It was a clear ambition to reduce inequalities, especially amongst communities with low activity 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.

2018 - A year in the life of Get Doncaster Moving

Castle Park hosts Yorkshire’s first ever senior England Summer Games – a Grand Finale! 3,874 Yorkshire Sport Foundation awards funding from the Sport England Reed fund to deliver ‘Active Deputy!’

December 2018

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

December 2018

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

Community Insight Phase 1 – SHU train Community Leadership Groups. A number of voluntary sector groups will engage with residents through face-to-face conversations, focus groups and events.

January 2019

Rowing and Cycling Officer in post; there is now a full GDM delivery team in place. The first partnering meeting is held with National Governing Bodies. A GDM Network Meeting focuses on the first systems mapping workshops. Sport Participation, EXPECT Youth and Schools, Future Play: Workshops are held to prioritise future improvements in Doncaster parks.

January 2019

Community Insight Phase 2 – SHU train: Community Change Managers attend the first National LDF Network Meetings.

January 2019

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

January 2019

Sheffield Hallam University (SHU) completes a study that focuses on the role of community involvement and development to reduce barriers to participation in physical activity.

February 2019

Sports Participation Officer joins the team.

March 2019

The route for Doncaster’s first UCI Road World Championships is announced, starting at the new cycle track.

October 2018

Doncaster progresses through the final round of bidding to host the Rugby League World Cup in 2021.

November 2018

The second ‘Systems Mapping’ workshop takes place, with over 30 stakeholders from across the system contributing. The LDP Business Change Managers attend the first National LDP Network Meetings.

September 2018

One Dance UK receive a full award
Strategy is approved by the council Cabinet, with the vision for Doncaster to be a place where walking is an integral part of everyday life.

June 2018

The first School Active Travel awards celebrate schools and individuals working hard to increase walking, cycling and scooting to school.

June 2018

Sports England award £39,000 to Doncaster for the LDP’s development period. This includes staffing capacity, systems mapping and community engagement. The Community Change Managers attend the first National LDP Network Meetings.

May 2018

The GDM Strategy is formally launched at the first GDM Summit, with over 70 attendees from a range of organisations.

April 2018

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

July 2018

Leeds Beckett University are commissioned to produce a social impact assessment of the 2018 Tour de Yorkshire in September. The assessment will look at the social impacts of large-scale sports events.

July 2018

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