

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)

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



Doncaster Council

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



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

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

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

November 2015

January 2016 - Sep 2016

March 2016

January 2017

September 2016

May 2016

March 2017

Physical activity is included as a priority within 'Doncaster Growing Together' (DGT); the strategy for the Borough.

March 2017 - February 2018

YSF is commissioned to co-produce Doncaster's Physical Activity and Sport Strategy.

Doncaster Activity Partnership is superseded by the 'Get Doncaster Moving' (GDM) Board, who will lead on the delivery of the Get Doncaster Moving strategy.

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 become fully embedded within Doncaster.

October 2017

March 2017 - September 2017

April 2017

Sport England announce 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.

November 2017

January 2018

February 2018

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.

What has been happening in the Doncaster Local Delivery Pilot?

The pilot is in receipt of an early development Award from Sport England which will put in place some early capacity to support the two Business Change Managers and the wider Council to lead the process of developing their insight from which to build interventions that will make a difference to individuals in their place as well as changing the local system to support sustained long-term change. Insight work will focus on five elements including 'people insight', 'survey work', 'systems mapping', 'events and place / environment' and 'fit for purpose facilities'.

In addition, Get Doncaster Moving programme is complementing LDP activity through resourcing key post's and activity aligned to the new strategy.

Emerging thoughts and learning so far

- There is strong leadership in Doncaster with physical activity and sport being identified as one of nine transformational agendas in the place (de facto, physical activity and sport is as important a priority as children's education). Team Doncaster is the local strategic partnership (from variety of sectors) established to lead change in the place and the physical activity and sport agenda is driven through 'Get Doncaster Moving' Board which is chaired by Director of Public Health (Dr Rupert Suckling).
- The adopted Physical Activity and Sport Strategy provides the policy framework which LDP contributes towards.
- The Pilot needs to establish specific granular knowledge and understanding of its communities and is planning to put this into place and commit to continuing to do this over the coming months/years.
- Finding effective ways of commissioning work at pace is challenging but the local team are working hard to expedite this important work.

What is happening over the next 6 months

- The Pilot has already commissioned social impact of investment into major events through the recent Tour De Yorkshire.
- The Pilot has engaged consultants to undertake physical activity mapping in Doncaster.
- Doncaster are pursuing five insight strands in the first phase of this work.
- Doncaster will also be looking to develop a leadership programme which will underpin the whole system change required in the place.

Further links to find out more information:

Team Doncaster - <http://www.teamdoncaster.org.uk/>

Get Doncaster Moving - <https://getdoncastermoving.org/>