

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.



Doncaster Council

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.

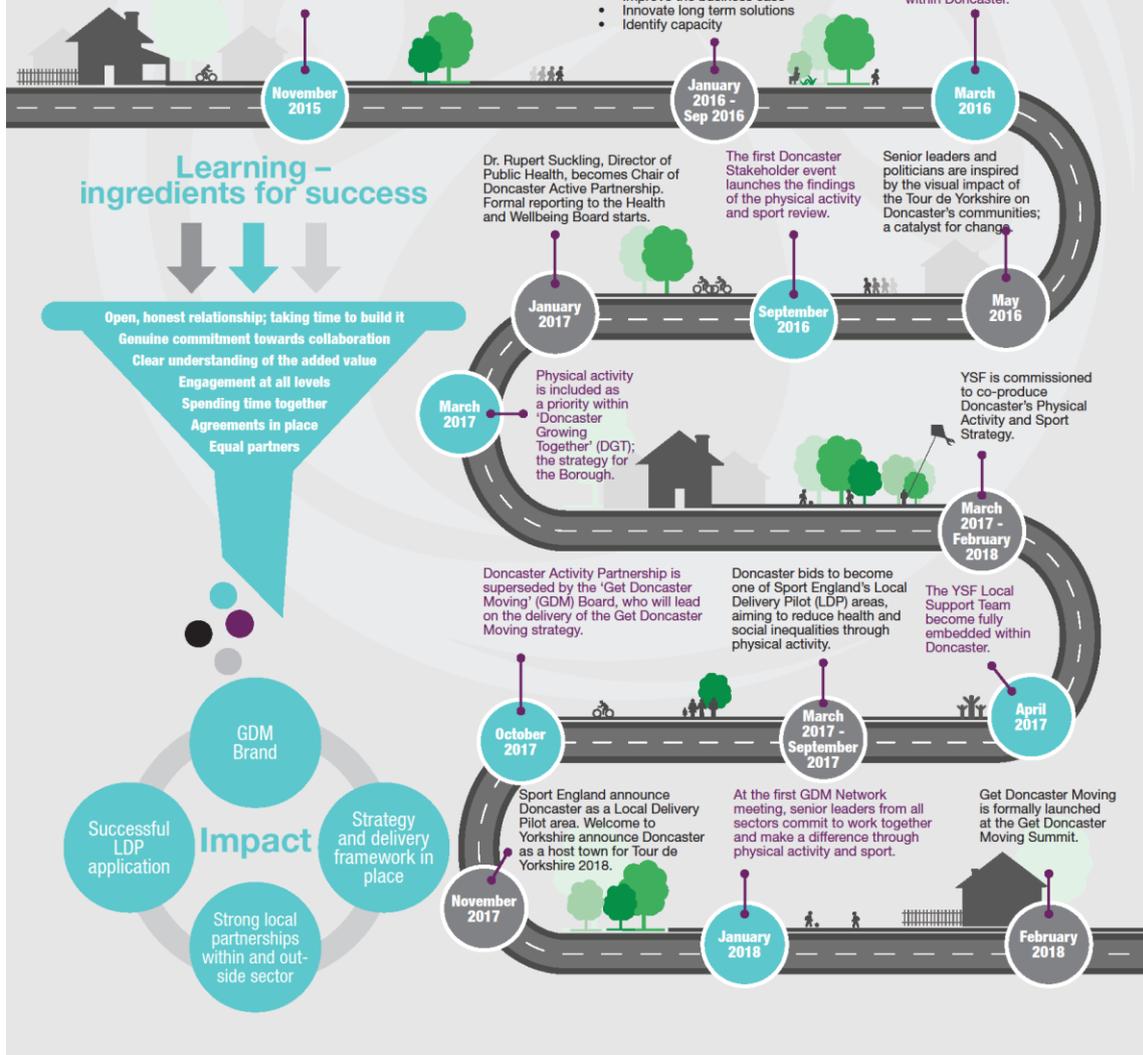
Director of Public Health identifies physical activity as a public health priority. One in three adults do less than 30 minutes of physical activity per week, contributing to:

- 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.



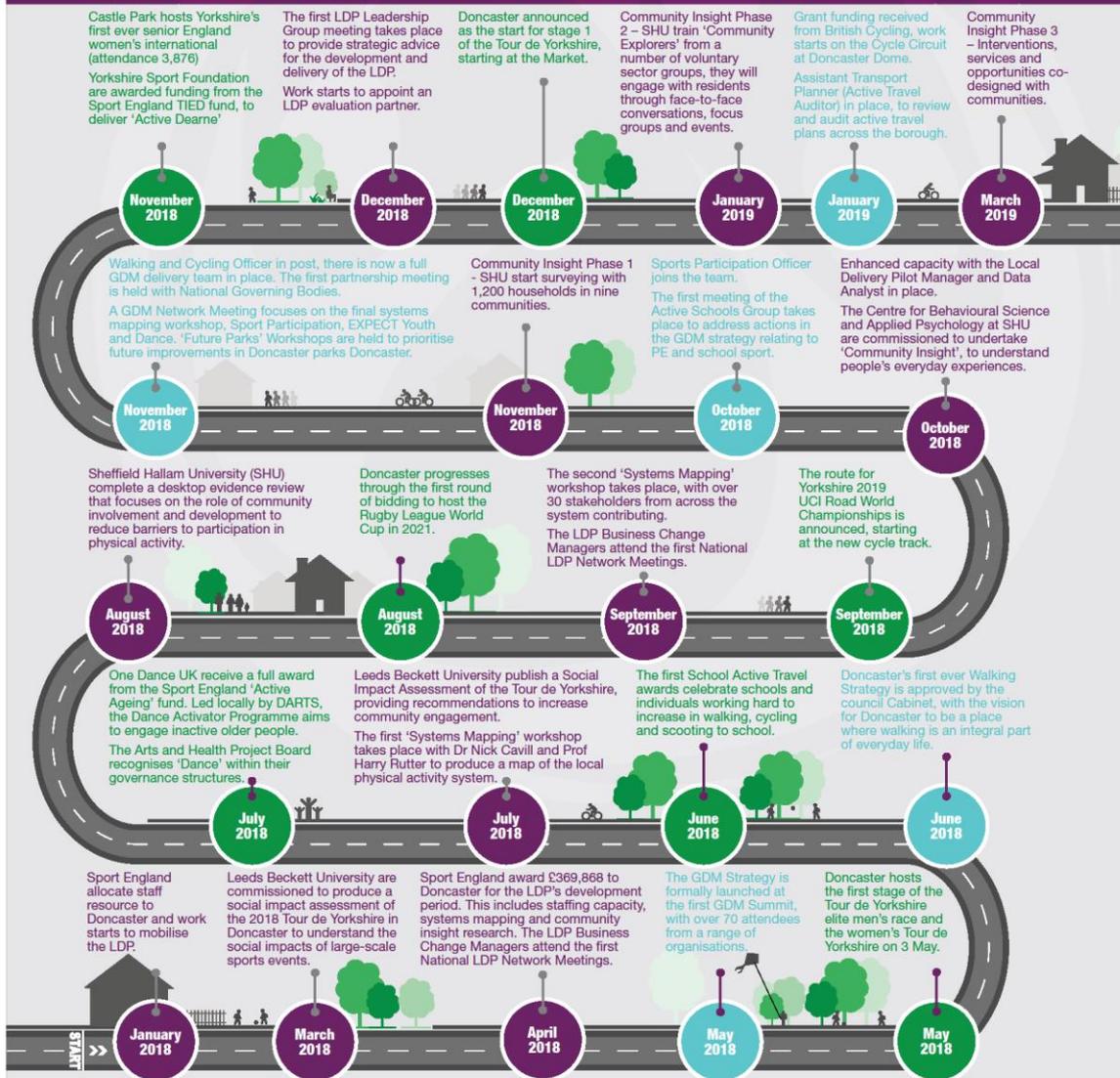


2018 - A year in the life of Get Doncaster Moving



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.'



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 (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