

# Doncaster Physical Activity and Sport Strategy 2014 – 2020

---

## Contents

Introduction.....	3
What is the purpose of the strategy? .....	4
Key Challenges.....	5
Headline Health Issues that Physical Activity and Sport can address:.....	5
Physical Activity Trends .....	5
TABLE 1: Participation levels 1x30 minutes activity per week.....	6
TABLE 2: Female participation levels .....	7
School sport participation.....	7
TABLE 3: Primary school participation levels .....	7
Other Key Participation Headlines.....	8
TABLE 4: Physical Activity Levels .....	9
Economic Benefits .....	9
TABLE 5: Economic Value of Sport .....	10
Snapshot for Doncaster.....	10
Creating Action .....	10
The Local Picture .....	11
Actions .....	11
Doncaster Strategy Framework .....	12
Doncaster Physical Activity and Sport Strategy 2014-2020 .....	13
Aim.....	13
1 Person.....	13
2 People .....	17
3. Place.....	19
4 Communication.....	20
5 Sporting Pathways .....	21

## Introduction

We want to inspire more people of all ages to take part in Physical Activity and Sport more often. To do this we need to channel and support the efforts of the public, private and voluntary sector agencies in Doncaster and South Yorkshire to ensure that sport and physical activity makes its fullest contribution to the lives of everyone across Doncaster.

Physical Activity and Sport has been recognised by successive governments as an important tool to support a number of the key agendas such as health, regeneration and community cohesion. Through this strategy we want to make sure that Physical Activity and Sport continue to support these agendas.

Across Doncaster we currently have high levels of obesity and ill health within our communities. Levels of sport and physical activity, although increasing are low compared to the national average as measured by the Active People Survey (Sport England.)

Our lifestyles over the past 50 years have gradually reduced the necessity to be active. For the first time in history we are in a position where we need to deliberately find ways of putting activity back into the majority of the population's lives, if we are going to help address the issues that face us over the coming years.

This strategy has been produced with partners and individuals and identifies the key issues where we need to focus our efforts. This refocus will enable us to continue the positive work undertaken from previous strategies, which have resulted in an increase in participation levels within Doncaster.

There has been a huge amount of good work that has already been undertaken previously. We have developed an ethos of strong partnership working, which is particular evident through the work Doncaster Active Partnership has undertaken.

We have supported the development of a number of initiatives which have improved opportunities for the public to become more active. These include 379,279 attendances during its 12 month period of the free swimming program which was second in levels of participation nationally. The growth of the walking festival from 6 walks to 80 walks over a 6 year period to highlight two examples.

### **What is the purpose of the strategy?**

The Doncaster Physical Activity and Sport Strategy sets out our overall vision for a partnership approach to the delivery of physical activity and sport across the borough. The strategy has been prepared in partnership with a range of stakeholders.

It provides broad themes and Identifies key priorities for partners to address.

The strategy will seek to ensure that:

- **That more people of all ages become physically active.**
- **There is a highly skilled, extensive paid and unpaid workforce promoting and creating the opportunities for people to be active across the borough.**
- **Doncaster's environment enables the public to live a healthier, active and more enjoyable life.**
- **Opportunities are promoted through a targeted and co-ordinated approach, raising the awareness of the wider benefits of physical activity and sport. Doncaster provides opportunities to nurture athletic talent to start stay and succeed in sport.**
- **We are in the top 25% for levels of adult participation by 2020. (measured by active peoples survey)**

The strategy will run from 2014 to 2020, at which point it will then be reviewed. In addition, an annual review will take place to ensure that we are working towards the objectives outlined and delivering on the actions identified.

## Key Challenges

Despite these well attended programs we have a number of challenges facing us. In Doncaster, people are generally less well-off than the rest of England. Wages are lower and more jobs are less skilled than in other parts of the country. These differences have an impact on participation levels affecting the health of local people who generally do not have as good health as the national average.

The health of people in Doncaster is generally worse than the England average. Deprivation is higher than average and about 24.8% (14,000) children live in poverty. Life expectancy for both men and women is lower than the England average and within the borough there are clear inequalities. Life expectancy is 9.4 years lower for men and 6.3 years lower for women in the most deprived areas of Doncaster than in the least deprived areas (Health Profile for Doncaster 2014, APHO)

## Headline Health Issues that Physical Activity and Sport can address:

- 30.4% of adults are classified as obese, worse than the average for England.
- Cardiovascular disease is improving in Doncaster but we still have more people dying than the national average.
- It is estimated that in 2012, 7.7% of adults in Doncaster have diabetes (YPHO, 2012).

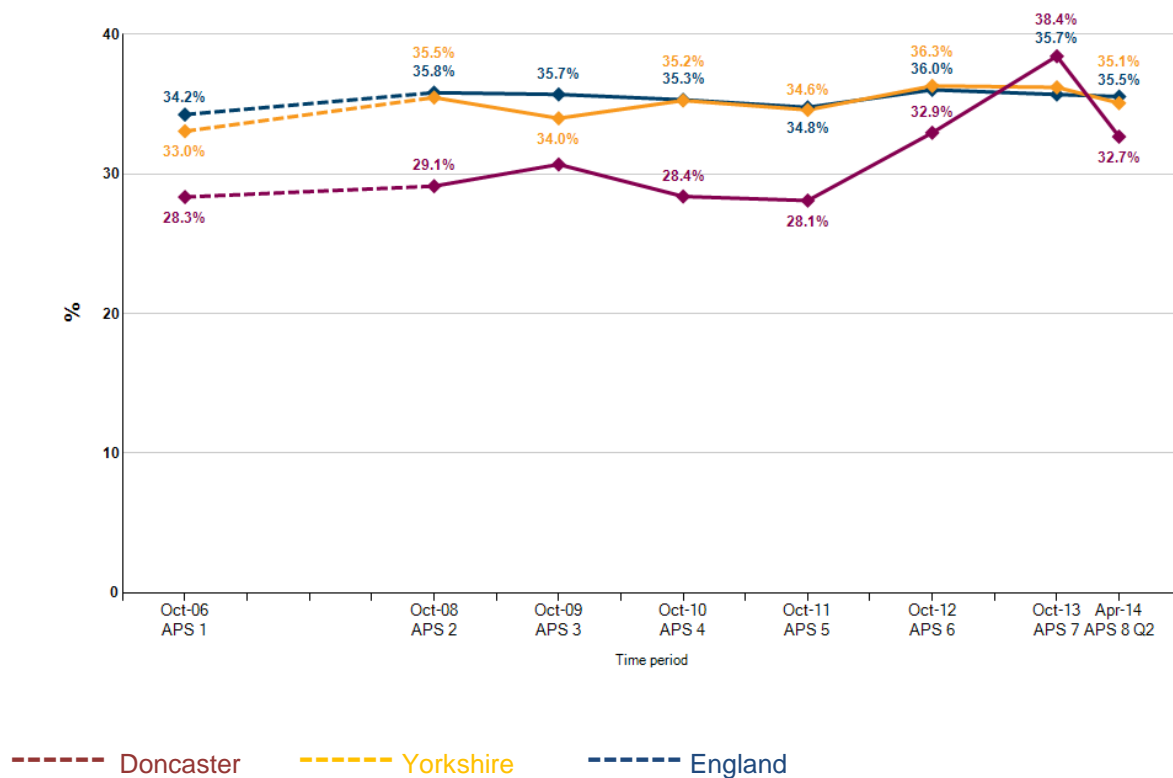
The costs of physical inactivity are significant to Doncaster with the health costs conservatively estimated at approximately £5million (Sport England Toolkit, 2014) to an estimation of the total cost of physical inactivity to the economy including treating diseases and sickness absence being £21,434,207 (Turning the Tide of Inactivity, 2014)

Currently Public health are addressing these inequalities by commissioning work to support those who are obese or overweight to engage in a physically active lifestyles and by providing grant for the operation of our leisure trust.

## Physical Activity Trends

Sport England's Active People Survey (APS) is a strong measurement of the level of sports and physical activity participation for adults (16+) in local areas. The main benchmark measures participation based on 30 minutes of moderately intense exercise once a week. For Doncaster the following graph shows a trend of increasing levels of participation since the Active People Survey started in 2005/6.

TABLE 1: Participation levels 1x30 minutes activity per week



Over this 7 year period we have seen our participation levels (16+) (as measured through the Active People Survey) increase from 28.3% of the population to 32.7% of the population taking part in 1 x 30mins of sport and physical activity a week. This increase is above the National, Regional and South Yorkshire trends.

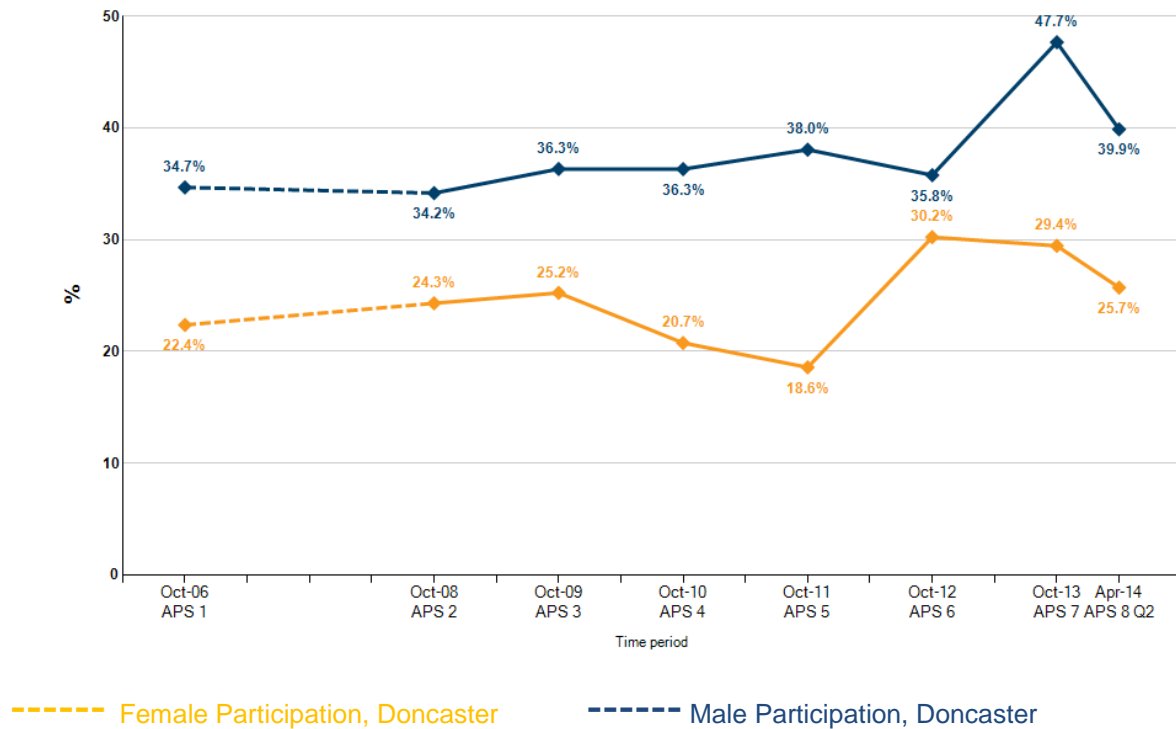
However, despite this success, the first 6 months results for 2014 show that we still have lower participation levels than the rest of the Yorkshire region and the country.

The Strategy has identified that there are specific equalities consideration in relation to access and participation in physical activity and sport. Local data from Sport England Market Segmentation has identified that older members of our communities, particularly in lower socio –economic groups are participating less than the rest of the population.

In addition our participation levels in women (see graph below) are much lower with a 14.2% difference in the number of men participating in 1 x 30mins in comparison to women.

We will continue to provide existing activity such as “Get Doncaster Walking” which particularly supports older community members. As well as developing new activity to address these inequalities.

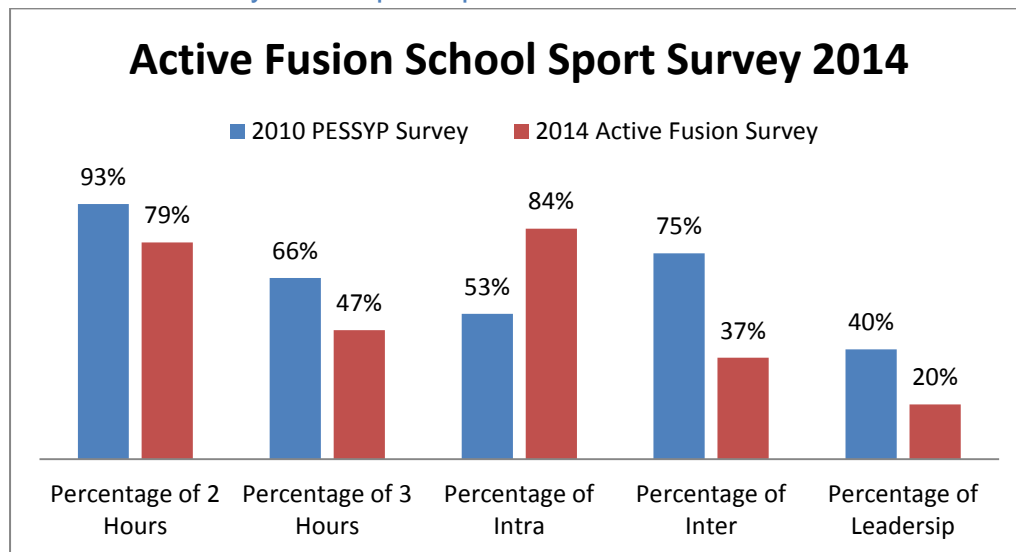
TABLE 2: Female participation levels



### School sport participation

In 2010 national survey of school sport ceased which has left us unable to successfully monitor how active our population of school aged children is. However DAP member Active Fusion have surveyed a sample size of primary, infant and Junior schools within the borough. The graph below outlines current rates of participation within our primary schools in 2014.

TABLE 3: Primary school participation levels



This has identified that less than half of the children participate in 3 hours of physical Education and School Sport per week. This represents a fall of 19% since 2010. We have also seen a 20% drop in young people becoming active sports leaders.

Further work has to be undertaken to identify if this pattern is similar for secondary education. However it is a worrying trend, which DAP will address by working more closely with the early years and education sectors. We will proactively engage these sectors not only through delivery but also by up skilling and supporting professional development of staff.

### Other Key Participation Headlines

- In 2012/13 20.2% of adults are active at least 3 x 30 mins./week, 38.4% participate at least 1 x 30 mins./week, and 50.9% do no physical activity and sport at all.
- 49.9% of adult residents in Doncaster want to start playing sport or do a bit more, suggesting a large potential for growth (Active People Survey 7 (2011/12)).
- Doncaster was ranked 7th in Yorkshire on the number of people cycling to work. Around 3,200 people (1.5% of the workforce) cycled to work in 2011 compared to 1.6% on average across Yorkshire and less than 1% in South Yorkshire (Doncaster Cycling Strategy 2013).

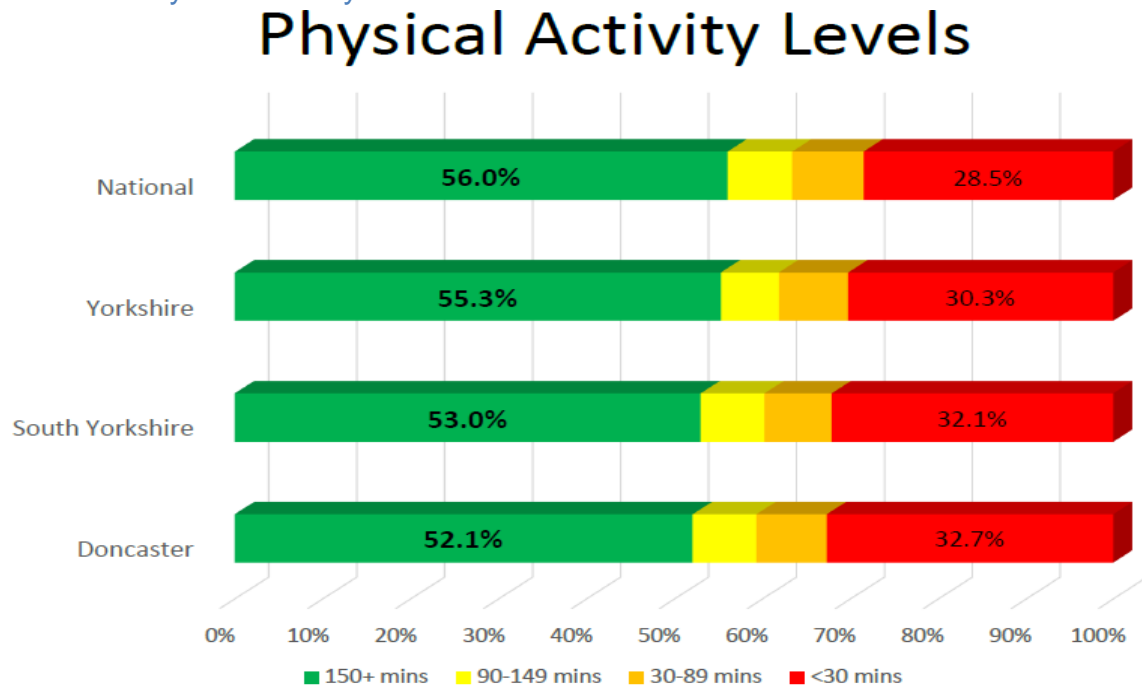
Our improvements since 2005/6 demonstrate the strength and success of the Doncaster Active Partnership. We believe that this coordinated and joined up approach along with innovative programs locally and nationally are starting to turn the tide of inactivity within Doncaster.

More recently the “150 minute measure” has been introduced which enables us to monitor the population’s levels of formal sport and informal physical activity better. However this has only been introduced in 2013.

The following graph provides base line detail from the 2013 survey. This will enable us to bench mark against the local and national trends over the coming years



TABLE 4: Physical Activity Levels



### Economic Benefits

We must not to be underestimated the Economic Value of Sport to the local economy. Work undertaken by Cambridge Econometrics and SQW on behalf of Sport England has identified that sport and physical is worth is £106.7m to the economy of Doncaster and employs 3199 people across the physical activity and sport sectors.

The same survey has identified that health benefits of participating in sport has a wider benefit of tangible savings and health related impacts worth £138.9m. This benefit is valued through two measures. A longer and improved quality of life and reductions in the cost to health services by being active.

Inward investment has been identified as a key objective for the development of Doncaster’s economy. Good access to physical activity and sport facilities can support this key objective. As access to leisure and cultural facilities for staff is often a key consideration for business when considering relocation.

TABLE 5: Economic Value of Sport

Snapshot for Doncaster			
<b><u>Participation</u></b>	<b>Gross Value Added</b>	<b>Jobs</b>	
Sports services	£49.7m	1980	
Sportswear and equipment	£6.9m	129	
Sport education	£25.6m	324	
<i>Total participation</i>	<i>£82.1m</i>	<i>2433</i>	
<b><u>Non-Participation</u></b>	<b>Gross Value Added</b>	<b>Jobs</b>	
Spectator sports	£10.7m	400	
Sportswear and equipment	£10.2m	191	
Sports broadcasting and gambling	£3.6m	175	
<i>Total non-participation</i>	<i>£24.5m</i>	<i>766</i>	
	<b>Gross Value Added:</b>	<b>Jobs:</b>	
<b>Total direct economic value of sport</b>	<b>£106.7m</b>	<b>3199</b>	
<b><u>Wider impacts</u></b>			<b>Wider value</b>
Health			£138.9m
Volunteering			£25.1m
Wider spending			£13.0m

## Creating Action

In 2006 Doncaster Active Partnership was established with strategic partners from all providers of Physical Activity and Sport including education, public and health sector, professional clubs as well as the private sector. Their vision was to co-ordinate resources and activity to promote and increase physical activity and sport across Doncaster.

Following on from its inception in 2006, the partnership has changed and developed but at the heart of its efforts is that clear and coordinated action to increase activity across our communities is delivered.

As the environment for our partners has and is changing dramatically, innovative and new models of delivery need to be explored and found to ensure we can maintain existing delivery and capitalise on opportunities that arise in the future.

Through this strategy Doncaster Active Partnership will review its governance and continue to be an innovative, high level, strategic partnership for Doncaster utilising this document to provide a clear commitment and leadership for all partners, so that

real progress is achieved. We will ensure that the document engages and is adopted by team Doncaster to support its objectives.

It has been identified on numerous occasions that physical activity and sport can and does have significant impact on many agendas including health, the economy, tourism, crime and education to name a few.

Therefore, Doncaster Active Partnership will ensure through physical activity and sport that it supports and aligns to local strategies including the Borough Strategy and Doncaster's Health and Wellbeing Strategy.

Doncaster Active Partnership will continue to use a strong evidence based approach which identifies that physical activity and sport can and does touch all of our lives in many ways. Through this evidence base the partnership members will continue to make the case for further investment to support delivery where direct results can be achieved.

### **The Local Picture**

In developing this strategy, we need to consider the many Doncaster strategies which impact on physical activity and sport. In particular the following:

- Health & Wellbeing Strategy
- Borough Strategy
- Doncaster Cycling Strategy 2013
- Green Infrastructure Strategy 2014-2028

It has been evidenced that physical activity and sport can enhance and sustain our health and wellbeing, helping Doncaster residents to be more active will have cross cutting benefits in the prevention and management of ill health and the promotion of mental wellbeing and social connectedness. This strategy aims to build on existing strengths and the many examples of good practice, and to ensure that physical activity and sport has an appropriate priority and profile in other Doncaster strategies.

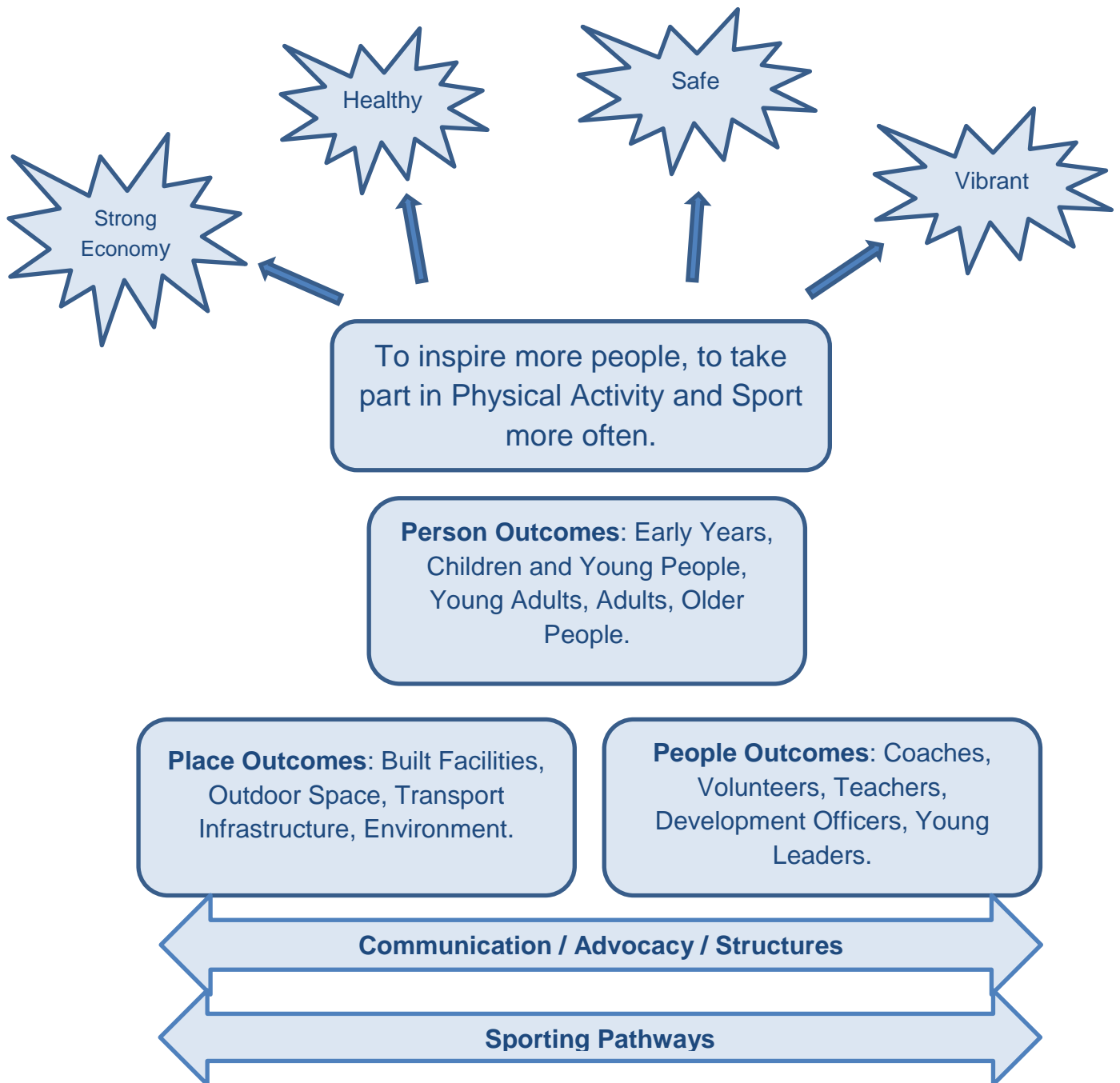
### **Actions**

We will ensure that we provide support and opportunity to take part in sport and physical activity. The Action plan for delivery will place the individual at the heart of our strategy and will focus on 3 strands of Person, Place and People, underpinned by communication, advocacy and sporting pathways.

The strategy demands clear and co-ordinated action to deliver its goals. This will be delivered by continuing to build a more coherent and strengthened approach to physical activity and sport.

We will ensure we maximise our resources and use the evidence base to take a targeted approach in the delivery of Physical Activity and Sport to our communities.

# Doncaster Strategy Framework



# Doncaster Physical Activity and Sport Strategy 2014-2020

## Aim

To inspire more people, to take part in Physical Activity and Sport more often.

### 1 Person

**Wider Outcomes:** Health, Economy, Education

**Outcome:** More people of all ages being physically active

Life Stage	Aim	Outcome	Actions
<b>Early years</b>	All young children across Doncaster have an active start to life.	<p>Parents and carers are aware of the benefits of physical activity for their young children.</p> <p>A broad range of opportunities for parents and carers to be active with their young children.</p> <p>Doncaster early years settings provide high quality opportunities for physical development.</p>	<p>Health and Early Years specialists are provided with information and training to consistently promote the need for very young children to be active.</p> <p>To enhance the physical activity in early years settings.</p> <p>Establish play strategy.</p>

Life Stage	Aim	Outcome	Actions
<p><b>Children and young people (5 – 16yrs)</b></p>	<p>All children and young people enjoy have physical activity and sport as part of their everyday life.</p>	<p>Every child has the opportunity to have a positive experience of PE and school sport, providing a minimum of 2 hours PE per week including a range of sporting and competitive activities within and outside the curriculum.</p> <p>A broad range of community activities are available for children and young people that promote and enable a smooth transition from school to community activity.</p> <p>More young people build healthy activity into their everyday life.</p> <p>Young people are able to achieve their own personal aspiration through sport and physical activity.</p>	<p>Utilise PE and primary sport funding to embed physical activity and sport throughout the school’s curriculum.</p> <p>A range of quality clubs and community organisations are in place offering sporting opportunities.</p> <p>Promote more opportunities for “playing out” in a safe environment.</p> <p>Ensure pathways are in place so young people can achieve success in physical activity and sport.</p>

Life Stage	Aim	Outcome	Actions
<b>Young adults 16-25yrs</b>	All young people across Doncaster have the ability to participate in physical activity and sport	<p>All young people to have an opportunity to access sport in a Post 16 education setting.</p> <p>More young adults accessing physical activity and sport through a community setting.</p>	<p>Strengthen relationship with FE / HE and local partners.</p> <p>Support college and sixth forms to provide an extensive range of opportunities.</p> <p>Targeted delivery through use of local intelligence such as Sport England market segmentation and active peoples survey</p>
<b>Adults 24-64yrs</b>	All adults have the opportunity to have a sustained involvement in physical activity and sport.	<p>Adults are provided with appropriate support, advice and assistance to become more active.</p> <p>Develop individuals sporting capital to encourage retention and lifelong participation.</p> <p>Encourage more workplaces and employers to develop an active workforce.</p>	<p>Work with NGB's to develop adult specific programs.</p> <p>Produce a toolkit using market segmentation for clubs and organisations to use.</p> <p>Develop pilots to measure sporting capital.</p> <p>Promote employee charter.</p> <p>Promote national events with employers such as walk to work and cycle to work.</p>

Life Stage	Aim	Outcome	Actions
<b>64 +</b>	All older people have access to physical activity and sport in a safe and appropriate environment.	<p>Ensure a co-ordinated approach to raising awareness and breadth of offer available.</p> <p>To value the contribution that older people bring to physical activity and sport.</p>	<p>DAP to support all organisations to work together who deliver older people physical activity opportunities.</p> <p>Those working in the care community are provided with information and training to consistently promote the need for the older population to be active.</p>
<b>Disability</b>	All people to access physical activity and sport in Doncaster.	The physical activity and sport offer across all settings is appropriate and targeted to meet the needs of the individual.	Right people with the right skills delivering high quality physical activity and sport to support groups.



## 2 People

**Wider Outcome:** Skills, Employment, Economy, Education

**Outcome:** There is a highly skilled, extensive paid and unpaid workforce promoting and creating the opportunities for people to be active across the Borough.

Workforce	Aim	Outcome	Actions
<b>Volunteers</b>	Everyone who is able to and wants to have the opportunity to volunteer in physical activity and sport is able to do so.	Raise awareness of opportunities available to volunteers.  Celebrate volunteers and coaches/leaders.	Develop a plan for matching opportunities with volunteers, skills and interests.  Provide opportunities to recognise the achievements and value of volunteers.
<b>Coaches / leaders</b>	A broad range of well qualified coaches and leaders throughout the Borough and across different sports.  People working in this sector have the right skills and support.	More young people encouraged to become sports coaches and leaders.  Opportunities are available to grow our own coaches and leaders.	Funding opportunities available to subsidise access to professional development and training.  Organisations to undertake analysis of training needs and skills of staff to inform future plans.

<b>Workforce</b>	<b>Aim</b>	<b>Outcome</b>	<b>Actions</b>
<b>Teachers</b>	<p>A teaching workforce which delivers high quality PE and sport.</p> <p>School leaders promote and understand the benefits of physical activity and sport in a school setting.</p>	All teachers aware of and delivering interventions to nurture and encourage physical activity.	<p>Teachers have the relevant Knowledge and skills..</p> <p>Engagement in school sports competitions.</p> <p>Sports coaches working within schools have an understanding of the PE curriculum.</p>
<b>Health Professionals</b>	Physical activity is encouraged by staff working in the health sector.	All health staff have the confidence, knowledge and skills to provide encouragement to the public in becoming more physically active.	<p>Physical activity is a core component of brief interventions.</p> <p>Physical activity is included with the brief intervention aspect of Public Health Commissioning.</p>
<b>Wider engagement</b>	<p>Community and other locally based staff have an awareness and ability to promote physical activity and sport.</p> <p>Employers, including HR and Well Being staff are aware of and promote physical activity and sport as part of their work environment.</p>	<p>Groups that don't traditionally engage are targeted with interventions.</p> <p>Key public and private sector agencies promote healthy workplace.</p>	<p>Develop and enable more locally based community physical activity and sport.</p> <p>Cycle Boost &amp; Walk Boost promoted to employers.</p> <p>The provision of corporate discounts to organisations.</p>

Workforce	Aim	Outcome	Actions
<b>Role models</b>	To provide inspiration for all to achieve.	Using role models and high achievers \ champions inspire others, promote Doncaster and its skills, facilities etc.	Maximise opportunities via DCLT talented athlete scheme and professional role models within the clubs.

### 3. Place

**Wider Outcome:** Environment, Health, Economy,

**Outcome:** Doncaster's environment enables the public to live a healthier, active and more enjoyable life.

Place	Aim	Outcome	Action
<b>Built facilities</b>	Doncaster has a fit for purpose range of inspirational and sustainable facilities.	A range of high quality facilities that are relevant to the needs of Doncaster.	An up to date facility strategy to address current physical activity and sporting priorities.
<b>Our built &amp; natural environment.</b>	Doncaster is a place where the surroundings encourage people to make physical activity an easy choice.	Residents are encouraged to use sustainable transport as part of their everyday life.  Our planners understand the need to ensure future development for Doncaster infrastructure encourages physical activity to be part of everyday life.	Support the delivery of Doncaster's Cycling Strategy.  Ensure physical activity is integral in the dialogue between Public Health and Planners.  Prioritise areas for green infrastructure development.

## 4 Communication

**Wider Outcome:** Health

**Outcome:** Opportunities are promoted through a targeted and co-ordinated approach raising awareness of wider benefits of physical activity and sport.

Area	Aim	Outcome	Action
<b>Marketing and campaigns</b>	Doncaster Residents are aware of the positive benefits of sport and physical activity and are motivated to take part.	Utilise market segmentation and social marketing principles to effectively target residents to become more active.	Coordinated messages on the national recommendations for physical activity.  Utilise key national events/campaigns to inspire people to participate.  Develop shared campaigns to target specific groups.
<b>Advocacy</b>	Develop high level support of the positive role physical activity and sport play in improving the lives of Doncaster residents.	Increased awareness of how physical activity and sport can address key Borough priorities.  Physical activity and sport is referenced in all major borough strategies and plans.	Produce a Physical Activity & Sport charter for employers to work towards.  Strategy is adopted by Team Doncaster.  Presentation of the benefits of physical activity & sport to relevant stakeholders.
<b>Structures</b>	Doncaster has a coordinated approach to physical activity that is accountable.	A governance structure for DAP is in place.  Sharing of priorities, resources and information.	Physical activity and sport strategy is ratified.  Terms of reference agreed.  Performance monitoring framework is developed.

## 5 Sporting Pathways

**Wider Outcome:** Raising aspiration

**Outcome:** Doncaster provides opportunities to nurturer athletic talent to start, stay and succeed in sport

Area	Aim	Outcome	Action
<b>Sports specific development</b>	Doncaster has clear sports development pathways enabling all to start stay and succeed in sport.	Clear transitions are in place between different stages within the pathway.	<p>Liaise with SYS and NGB's to establish focus sports.</p> <p>Develop sports specific plans where appropriate.</p>
<b>Clubs</b>	We have a strong and diverse range of sport clubs to meet the needs of the population.	Clubs are aligned to the transitions and pathways.	Liaise with SYS and NGB's to provide support to local clubs
<b>Talent support for our talented athletes</b>	Ensure that our talented athletes receive support and assistance to fulfil their potential.	Athletes are aware of and receive support.	<p>Work with NGB's, Sports Aid and BOC to ensure all athletes are identified and provide detail of support systems.</p> <p>Review delivery of talented athlete pass</p>
<b>Competitive structures</b>	Build competitive structures.	There are opportunities for those who wish to compete.	<p>Maximise opportunities from the school games to establish a strong youth competitive structure.</p> <p>Provide support for local leagues and competition organisers.</p>

## References

APHO (2014) Health Profile for Doncaster <http://www.apho.org.uk/resource/item.aspx?RID=142147>

Sport England, Active People Survey Interactive Tool, <http://activepeople.sportengland.org/>

Sport England, (2014) Local Sports Toolkit <https://www.sportengland.org/our-work/local-work/local-government/local-sport-profile/>

ukactive, (2014). Turning the tide of inactivity. [http://ukactive.com/downloads/managed/Turning\\_the\\_tide\\_of\\_inactivity.pdf](http://ukactive.com/downloads/managed/Turning_the_tide_of_inactivity.pdf)

YHPO (2012) [http://www.yhpho.org.uk/diabetesprevalence/pdfs/E08000017\\_Diabetes\\_Prevalence\\_profile.pdf](http://www.yhpho.org.uk/diabetesprevalence/pdfs/E08000017_Diabetes_Prevalence_profile.pdf)

Sport England Economic Value of Sport Toolkit <http://www.sportengland.org/research/economic-value-of-sport-local-model-registration/>

Sport England Market Segmentation Research <http://www.sportengland.org/research/about-our-research/market-segmentation/>