

FINAL DRAFT 15.11.17

Get Doncaster Moving

*“Healthy and Vibrant Communities
through Physical Activity and Sport”*

Doncaster Physical Activity and Sport
Strategy

Section 1 Setting the Scene

1.1 Introduction

May 2016 saw the Tour de Yorkshire coming to Doncaster for the first time. Thousands of Doncaster people lined the streets to see a group of cyclists, many of which few people had heard of, flash by in seconds. It was a carnival of communities coming together to take pride, create, celebrate and importantly communicate using a major sporting event to do so. It was brilliant.

We understand and enjoy sport in Doncaster. We are home to the St Leger, Doncaster Rovers, Doncaster Rugby League and Rugby Union, an award-winning rowing club, an iconic leisure facility in the Dome, a huge number of community sports clubs run by dedicated and passionate people. And, of course, access to some wonderful countryside to explore and enjoy.

Despite this, as a population we are simply not physically active enough. Too many of us don't build being active into our day-to-day lives. Too many people, young and old, are sitting for far too long. Too many of us don't move fast enough to make any gains in our health. As a result, too many of us are not living a healthy life to the full and are dying too young.

People have a choice to be active and have every right to make their own choice. However, over the last few decades that choice has been made more difficult as society has made it much easier to be inactive through reliance on cars, automation and digital technology.

There is no silver bullet that will solve our inactivity crisis. It will take long term commitments to be made by the Borough's leaders; organisations placing physical activity at the heart of their plans; and individuals taking responsibility for themselves and their families for their own activity levels. The prize is a healthy, more vibrant and enjoyable place to live and work.

This strategy sets out a framework for how this can be achieved as we approach 2020. It has the commitment from a range of organisations that form the Doncaster Active Partnership. We hope many others will join our quest to encourage everyone in Doncaster to enjoy the benefits of being physically active in their day-to-day lives.

1.2 Purpose of the Strategic Framework

This Framework isn't intended to set out everything that will happen over the next few years. Developments will continue in response to the changing needs and wants of our communities. Neither will it set out additional funding streams that can be channelled into physical activity and sport as we are aware of the tight financial environment many organisations currently operate in.

What it will do, is set out our ambitions and priorities to provide a reference point for current and future investment. In doing so it will:

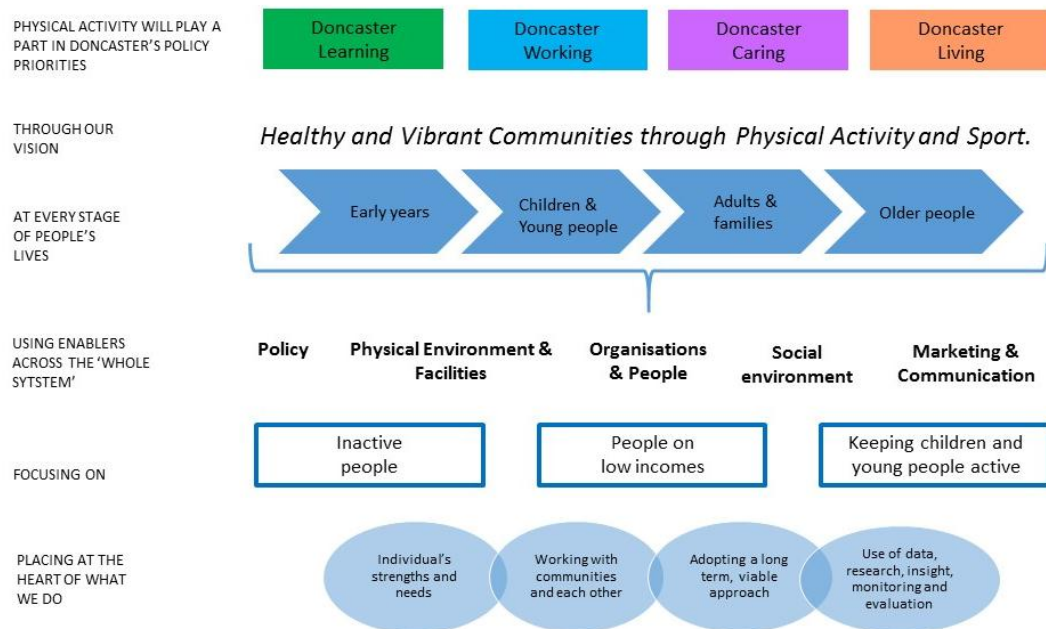
- set out a vision for physical activity and sport in Doncaster
- provide a framework within which physical activity and sport can flourish for the benefit of all sectors of the Doncaster community.
- provide an advocacy document which will influence agendas and decision makers in the allocation of resources.
- encourage more collaboration as partners and agencies work together towards the same ends

- identify broad action plans that will form the starting point for a systematic way in which opportunities are provided across the area

1.3 Our Strategic Framework

A more detailed account of the strategic framework, and actions that flow from this, is included later within this document but it useful to show it from the offset:

“Get Doncaster Moving” Strategy Framework



1.4 Importance of Physical Activity and Sport

A large number of people take part in physical activity and sport because it is fun, yet the wider impact of taking part is also significant. Almost daily, further research and evidence is published that highlights the positive effects that physical activity and sport can have on **health**. Being active can help:

- control weight
- reduce risk of cardiovascular disease
- reduce risk of type 2 diabetes and metabolic syndrome
- reduce risk of **many** cancers
- strengthen bones and muscles
- improve mental health and mood
- improve ability to do daily activities and prevent falls, if you're an older adult
- increase chances of living longer

In fact, inactivity is related to approximately 24,000 GP consultations each year in Doncaster.

Physical activity and sport also contributes significantly to Doncaster's **economy**:

- £95m per year directly through salaries and company profits
- £54m worth of volunteering; and
- £133m of value created through a healthier population and savings to care costs.

There is also evidence to show physical activity can improve people's **employability** and lead to **healthier and more productive workplaces**

There have been proven links between physical activity and sport with improvements in **academic attainment** showing the old adage of "healthy body, healthy mind" really does ring true. Targeted local and national programmes have also been shown to **reduce crime, risk-taking and anti-social behaviour**.

As people move from cars to more walking and cycling as part of an active travel environment, **carbon emissions will be reduced** leading to **improvements in air quality**.

The former Chief Medical Officer for England, Liam Donaldson summed it up well in 2010:

"If a medication existed which had a similar effect as physical activity, it would be regarded as a 'wonder drug' or a 'miracle cure'"

1.5 What do we mean by physical activity and sport and how much should we be doing?

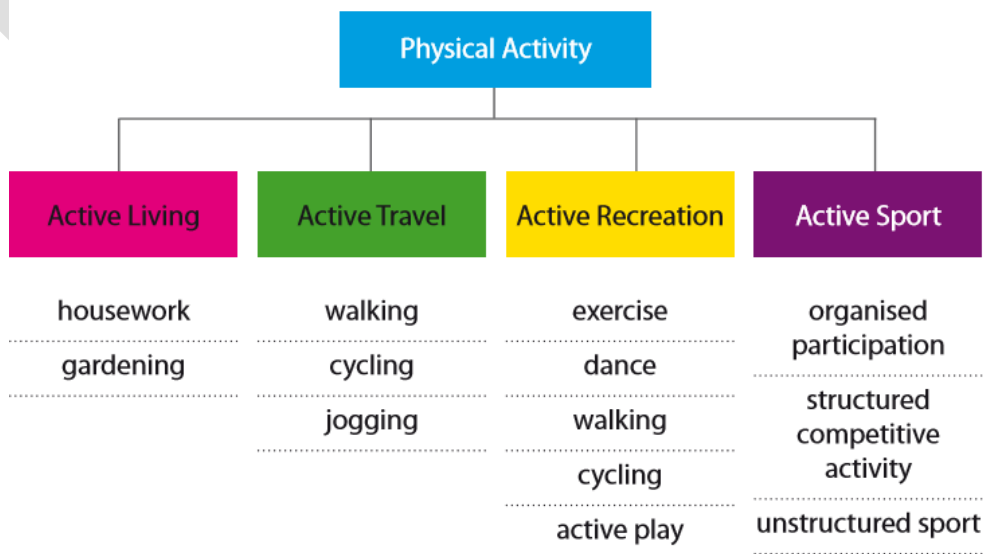
Quite simply, physical activity means any bodily movement that requires energy to do so. But it is the frequency, intensity and duration of the physical activity that determines how health gains are made. The Chief Medical Officer's recommendations give clarity on how much we should be doing to gain maximum health gains throughout our life. In summary:

- *All under 5s* should minimise the amount of time spent being sedentary (being restrained or sitting) for extended periods (except time spent sleeping). Children of pre-school age who are capable of walking unaided should be physically active daily for **at least 180 minutes (3 hours)**, spread throughout the day.
- *All children and young people* (5 to 18 year olds) should engage in moderate to vigorous intensity physical activity for **at least 60 minutes** and up to several hours every day.
- *Adults (19 to 64 year olds)* should aim to be active daily. Over a week, activity should add up to **at least 150 minutes (2½ hours)** of moderate intensity activity in bouts of 10 minutes or more – one way to approach this is to do 30 minutes on at least 5 days a week.
- *Older adults* should aim to be active daily. Over a week, activity should add up to at least **150 minutes (2½ hours)** of moderate intensity activity in bouts of 10 minutes or more – one way to approach this is to do 30 minutes on at least 5 days a week.

In addition, everyone should try to limit the amount of time they spend sitting down throughout the day.

We tend to describe “inactive people” as those doing less than 30 minutes of moderate intensity physical activity a week. Around one in three of Doncaster’s adults fall into this category. Recent research has shown most of these people are not entirely sedentary. However, when they are active they are not raising their heart rates enough to gain real benefits. The biggest health gains to be made occur when someone moves out of inactivity on a regular basis.

In many ways the type of activity is less important than the amount and intensity. For many people, it is about weaving physical activity into their daily routine be it walking, gardening or housework. For others it is playing organised sport. It is often helpful to see the different types of physical activity as:



1.6 Who we are – Get Doncaster Moving Programme Board and Get Doncaster Moving Network

The Get Doncaster Moving Programme Board (GDM Board) is the new strategic group for physical activity and sport, made up of senior representatives from the public, private and voluntary sectors who share the common vision within this strategy. The Board replaces the Doncaster Active Partnership* as the trusted voice for the sport and physical activity sector in Doncaster. The GDM Board will advocate the role of sport and physical activity at the highest level, reporting directly into the Health and Wellbeing Board and the Team Doncaster Partnership.

The GDM Board will be responsible for overseeing the delivery of the strategy, and more specifically ensuring the Get Doncaster Moving Programme delivers its objectives from 2017-2021. Partners include:

- Club Doncaster Foundation
- Doncaster Council departments
- Doncaster Culture and Leisure Trust
- EXPECT Youth Alliance

The newly named Get Doncaster Moving Network is the collaboration of organisations and individuals at all levels across the public, private and voluntary sectors; who are committed to making a difference in Doncaster's communities through physical activity and sport.

* Doncaster Active Partnership (DAP) came together some years ago as part of the nationally-driven system of Community Sports Networks. It was a group of major organisations within Doncaster who collectively took leadership, planned and delivered opportunities through sharing the common vision set out in the borough's strategy. More recently it developed a fresh impetus and energy through senior-level leadership from across a number of organisations within the Borough, and transformed into the Get Doncaster Moving Programme Board.

Section 2 Where we are now

2.1 Doncaster Population

Doncaster is the largest geographical metropolitan borough in the UK, with a population of around 305,000 people. It consists of a large market town centre, and a number of surrounding suburbs, villages and towns that are both geographically disparate and have their own very distinct identities. We have a mix of urban and rural environments which are set against a mainly flat, easy accessible environment with significant green space and rights of way.

Doncaster means different things to different people as it is a Borough of Communities rather than a homogenous geographical area. This means there is no single solution to increasing physical activity; we need to clearly understand the challenges and opportunities within each of our communities.

The population has been growing at 5.4% since 2001, and is expected to reach 314,300 in 2033. It is predicted that there will be a rise in children aged 5 to 14 years in the period from 2016 to 2021 following a 14% rise in recent years in the 0-4 age band. This has implications for primary school places, school sport and out-of-school activities. In Doncaster, the 25-29 age band has increased by over 22% in the past decade but the 30-44 age bands have not grown.

In common with most other areas of the country, the population profile is ageing, and the proportion of elderly people is projected to rise from some 18% now to over 25% by 2021. The biggest proportionate increase will be in those over 74 years of age, which will rise by over three-quarters, or approximately 770 more people each year. This will have implications for the provision of health, housing and social support. This demographic shift also puts the focus onto early prevention with people who are currently aged 50 and over, in order to help them live well in retirement and minimise the burden of care in later years

The ethnic composition of the Doncaster population is predominantly white (95.5%), of which 91.8% are white British. 4.7% classified themselves as not white/black and ethnic minorities (of which 2.5% were Asian/Asian British). This is relatively low against the regional proportion of 11.2%. There are also a significant number of gypsies and travellers. Given the additional health risks faced by these minority ethnic populations, access to physical activity is of particular importance for them.

2.2 Health and Wellbeing

Health and wellbeing are improving for both men and women in Doncaster. Life expectancy for men is now 77.5 years compared with 72.8 in 1992, and for women 81.7 years compared with 78.1 years. Even so, many people experience poor health, and too many die prematurely of avoidable conditions; especially cancer, cardiovascular disease, liver disease and respiratory disease. There is a persistent gap between the most disadvantaged and the more affluent areas in terms of life-expectancy (7 years), disability-free years of life (11 years) and mental wellbeing. Absences from work because of musculoskeletal problems, stress, anxiety and depression are relatively high, so the health of the workforce is of direct interest to employers.

Doncaster has the second highest proportion of people with a long-term limiting illness in the Yorkshire and Humber Region, and a high level of benefit claimants. Diabetes is a growing problem, with nearly 8% of adults estimated to have the condition. Nearly 75% of adults in Doncaster carry excess weight, which is the second highest rate in England, and over 30% are obese. There are high levels of musculoskeletal problems, and the mental health picture is relatively poor, especially in

relation to common mental health conditions such as anxiety and depression. Cognitive impairment and dementia are increasing rapidly in line with the ageing of the population.

Many of these health issues are associated with lack of physical activity, poor diet and limited social mobility, as well as smoking and alcohol misuse.

2.3 Deprivation and Employment

Doncaster is a borough with a proud industrial history, and a difficult legacy from the period of rapid industrial decline in the late 20th century in addition to the financial crisis in the first decade of this century. The loss of traditional industries, especially mining, steel and engineering, has left an unskilled workforce with low incomes and significant areas of poverty and deprivation.

The Borough is recovering fast, but it still faces some major challenges. It is still a poor area. Doncaster ranks at 39 of 326 local authorities on the national deprivation ranking, is the most deprived area in South Yorkshire, and the third most deprived local authority area in the Yorkshire and Humber region. Forty of the 192 super-output areas within Doncaster are classified as being in the most deprived 10% in England, and 37.5% of the population (nearly 113,000 people) live within the top 20% of deprived areas in England. Denaby and Balby Bridge/Lower Hexthorpe are classified in the top 1% of deprived areas.

Employment and an adequate income provide the platform for local wellbeing. There are more people experiencing short term unemployment in Doncaster than the national average. However, fewer are experiencing long-term unemployment, and the employment pattern is improving with the creation of new jobs in logistics, distribution and leisure. Sport, active leisure and physical activity have helped by opening up direct employment opportunities in the sector (which has further potential for growth), and by providing apprenticeships and other development opportunities for young people. Club Doncaster, for example, has shown an impressive record of achievement in employment development, apprenticeships and skills training.

2.4 Education and Training

Doncaster is seeking to improve the educational attainment of local pupils, and help them to develop skills for work and adult life. In 2014 there were 580 16-18 year olds not in education, employment or training, which was over 5% of the cohort. The Doncaster Education and Skills Commission have taken an in-depth look at learning, skills and employment in the area, and have reported its findings and recommendations very recently. The Commission has underlined the importance of promoting FE and HE, and raising the levels of skill and education in Doncaster. Learning opportunities at Doncaster College, Club Doncaster Sports College and elsewhere are already making a difference, and the findings of the Commission will help to guide local improvement.

There is growing evidence that physical activity, sport and active leisure are closely related to learning outcomes in schools, and the uneven picture of participation in sport and physical activity across the secondary schools in Doncaster should raise some concerns. The National recommendations of students receiving 2 hours of PE per week is not a reality with some schools having as little as 80 minutes across all year groups. A school sport survey conducted by Active Fusion in 2017 demonstrated that most secondary schools only provide 60 minutes in year 10 and 11 with no offer at all in years 12 and 13.

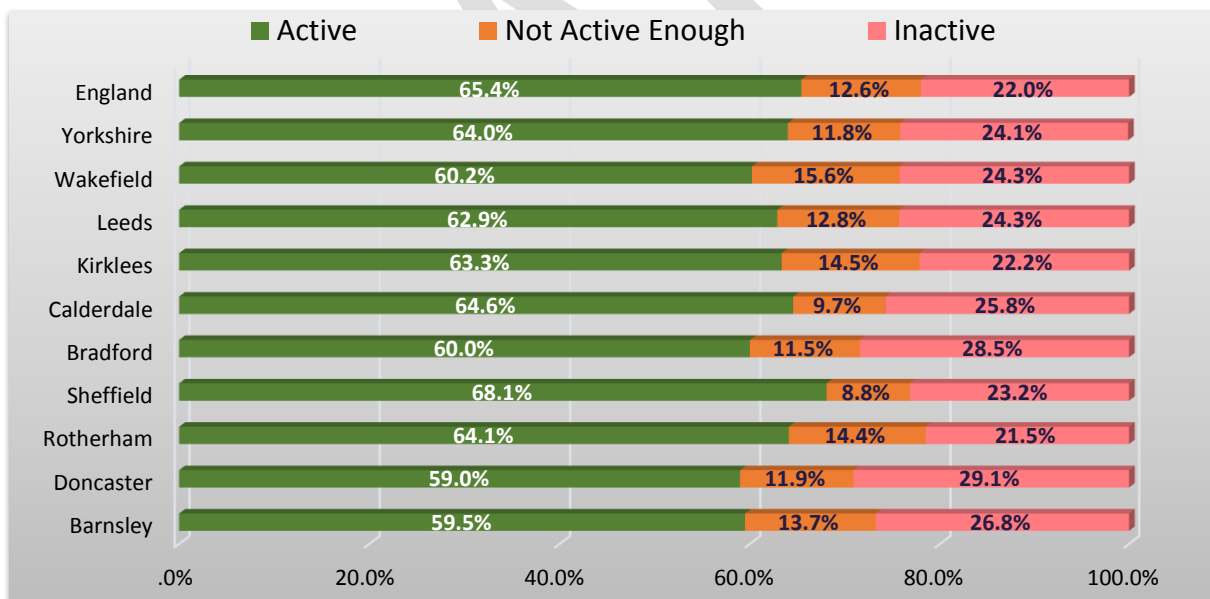
There is also a worrying picture in the primary schools. The Active Fusion School Sport Survey in 2014 identified that less than half of the children participate in three hours of physical education and

school sport a week, which was a drop of 19% from 2010. Since the survey we have seen the introduction of the Primary School Sport Premium which has given funding to each primary school to improve opportunities and delivery. However, it is difficult to investigate the impact of the Sport Premium as the majority of schools do not monitor the impact. The 2017 Sport Premium website audit conducted through Active Fusion showed only 30 out of 101 schools were reporting accurate spend of their funding which is a statutory requirement by the DFE. It is challenging to quantify the impact without a universal monitoring and evaluation tool. This will inform a longer term strategic plan to ensure sustainability of all the investment.

Schools have an important role in providing facilities. 34% of grass pitches, 43% of artificial pitches, 27% of health and fitness suites, 31% of studios, 12% of swimming pools and 69% of sports halls are on school sites. Given the fragmented nature of school provision in the academy era, and the differential public access to these facilities, opening up these facilities to local people is an important objective.

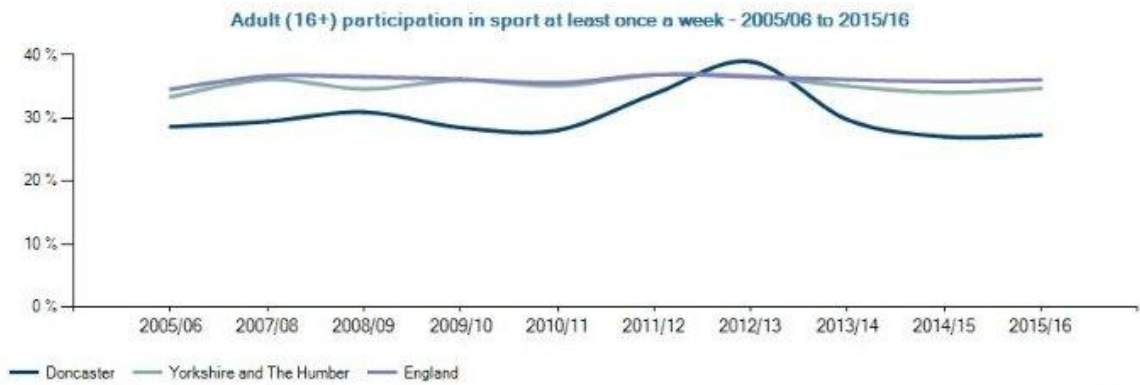
2.5 Levels of Physical Activity and Sports Participation

The evidence shows that physical inactivity is a major problem for the Borough. The first Active Lives survey, produced in January 2017, has shown Doncaster as having the most inactive people across West Yorkshire and South Yorkshire:



Source: Active Lives Survey, 2017, Sport England

Whilst we must be cautious about the results of one-off surveys with a relatively small sample size, the previous Active People survey with an emphasis on sporting activities showed similar results:



There are some 70,000 inactive people in Doncaster. Participation levels at 16 years and over for 30 minutes of activity a week had been improving faster than the national, regional and South Yorkshire trends. This has fallen back recently but the rate is still lower than the pattern across the region and in England as a whole, and there is still a long way to go.

There are uneven levels of inactivity across the Borough. The Mosaic data shown overleaf gives a very useful insight into patterns of activity by adult segments of the population:

Doncaster's Population in MOSAIC Types

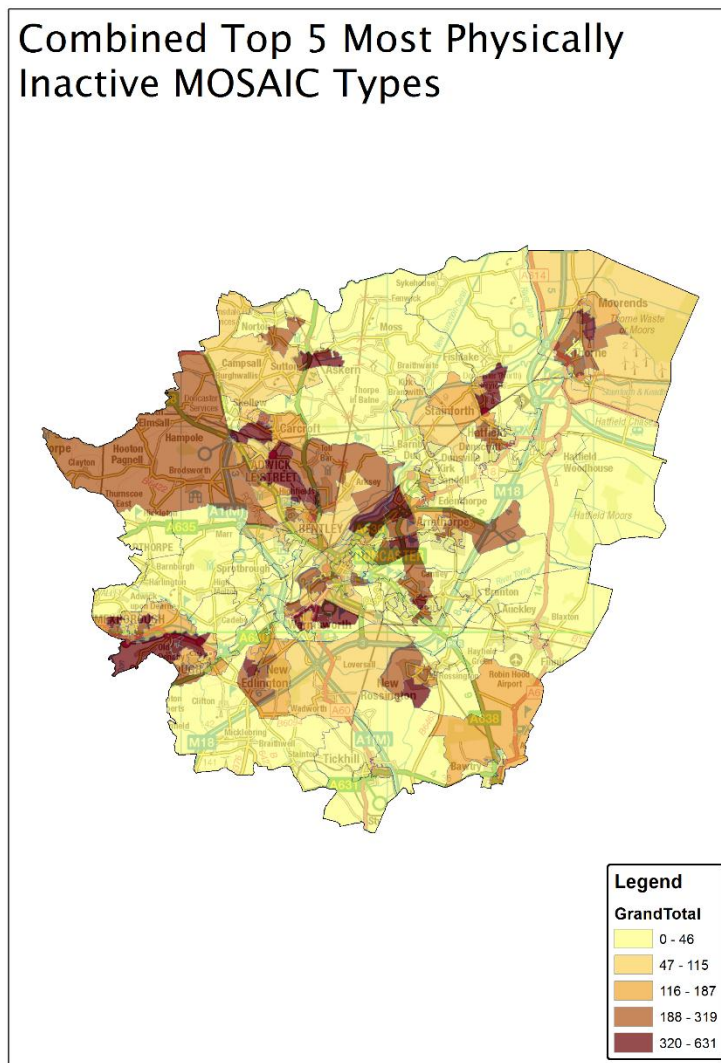
Split by Physical Inactivity, Age and Size of Population



Data derived from Experian's MOSAIC (2016).
MOSAIC Types with populations smaller than 100 have been suppressed.

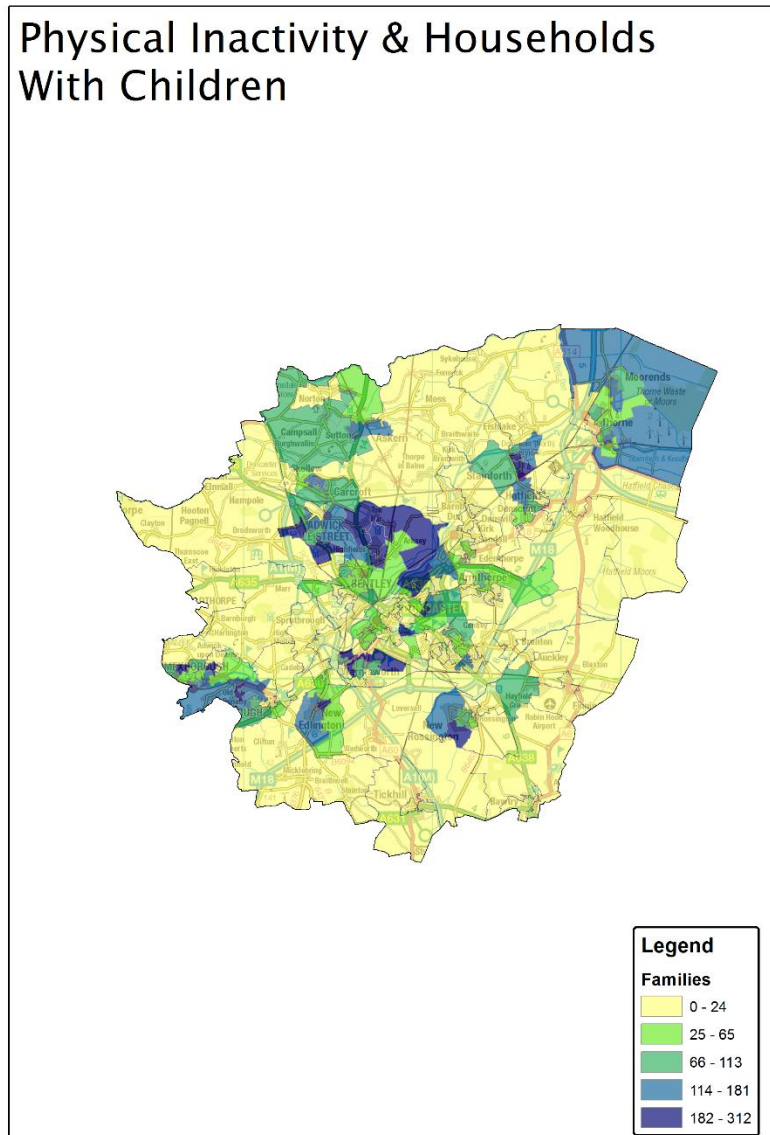
In common with other areas of the country, the older you are the more likely you are to be inactive in Doncaster, and the chart particularly shows the challenge we have in encouraging older people to be active. But activity levels are not simply related to age. Those with low incomes and on low budgets are similarly more likely to be inactive. Particularly those in segments “Low Income Workers”, “Budget Generations” and “Families with Needs”, which include high numbers of people.

This leads to an uneven geographical pattern of activity levels across the Borough; areas such as Central Doncaster, Mexborough, Thorne, Adwick, Stainforth, New Rossington and Denaby showing particularly low levels of activity. It is no surprise that the map broadly reflects that of deprivation levels across the Borough:



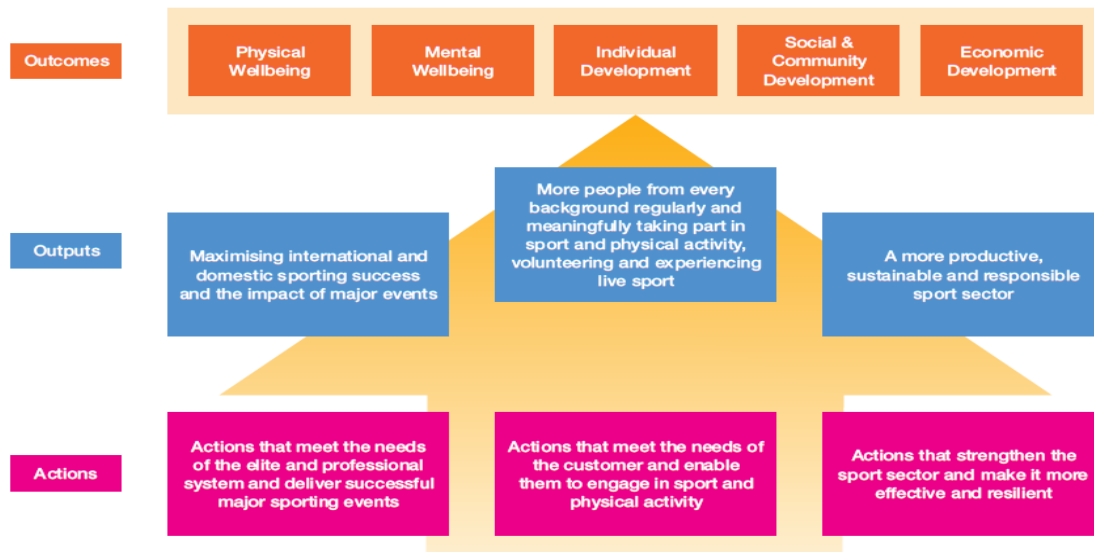
There is also evidence of an uneven picture of activity by children and young people. Doncaster’s School Lifestyle Survey 2015 found that 37% of primary and 33% of secondary pupils responded that they didn’t do any physical activity for an hour or more that caused them to get out of breath and/or sweaty in the week before the survey. In both Primary and Secondary schools, just 8% of pupils responded that they did physical activity for an hour or more that caused them to get out of breath and/or sweaty on at least 5 days in the week before the survey. We can again turn to the mosaic

data to offer us an indication of the pattern across Doncaster by concentrating on the data from family groups:



2.6 National Strategies

In 2016, The Government set out a clear strategic vision for the nation in **'Sporting Future: A New Strategy for an Active Nation'** which sets out a framework and outcomes that can be translated locally against issues and opportunities for the Borough:



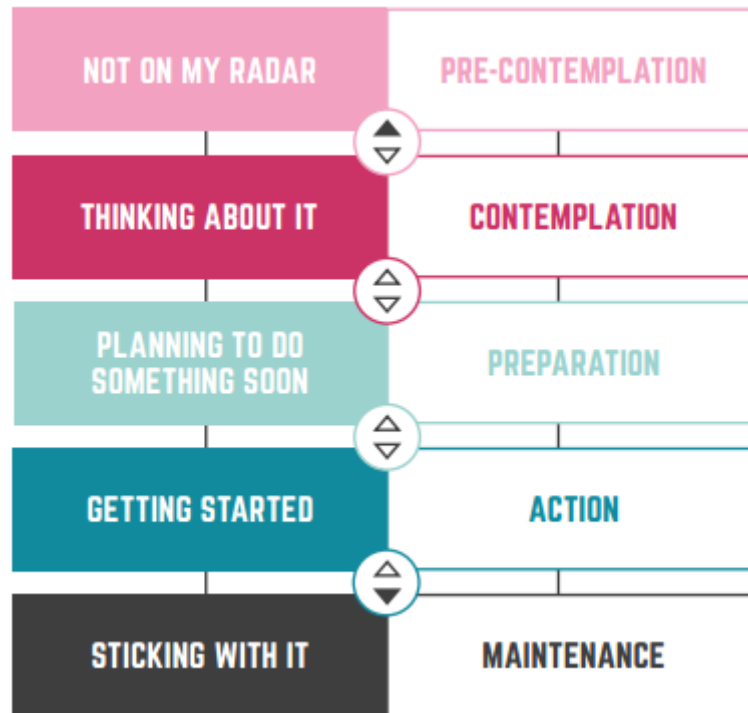
At the time this signalled a shift from focusing entirely on increasing sports participation rates to ensuring government funding is aimed at meeting the five health, social and economic outcomes as shown in the framework. In doing so it signalled a move towards encompassing broader physical activity type activities along with more traditional sports.

In response to this, in May 2016, Sport England published its new 2016-21 **Strategy 'Towards an Active Nation'** aimed at tackling inactivity. The new strategy sets out how Sport England will deliver against the five health, social and economic outcomes set out in the Government's 2015 Sporting Future strategy.

There is a clear focus on tackling inactivity as the strategy recognises that more than one in four people in England (28%) do less than 30 minutes of physical activity a week. The new strategy places a much greater emphasis on groups who are typically much less active such as women, disabled people and those from low income backgrounds.

There is much more emphasis on working locally to address high levels of physical inactivity, with national investment following locally based plans. There is also a strong focus on collaborative and multi-agency working amongst a range of providers. The renewed energy behind DAP and the production of this strategy aligns perfectly with this new approach.

The Sport England strategy also recognises the importance of understanding behaviour change in increasing activity levels. The model the strategy highlights is shown below:



People transfer across these levels through different times of their life. It is vital we develop a deep understanding of using and applying behaviour change models in designing and delivering interventions within this strategy.

While these documents set the direction of travel alongside fundamental principles, in 2014 Public Health England produced its **“Everybody Active Every Day”** policy document which, based on evidence, set out a national framework of how to increase levels of activity. It outlined four main areas:

- 1 *Active society: creating a social movement*
 - Using campaigns and good marketing appropriate to the audience
 - Making activity an enjoyable and easy choice
 - People in communities will be agents of change
 - Physical activity becoming a main component of policies and planning
 - All sectors committing to physical activity

- 2 *Moving professionals: activating networks of expertise*
 - The thousands of public-facing professionals and volunteers are a ready-made network
 - The push needs to involve all sectors, not just health
 - Those sectors in a good position to lead and influence include education, sport and leisure, health and social care, and planning, design, development and transport

- 3 *Active environments: creating the right space*
 - Healthy environments support health recreation and wellbeing

- Land use has a big impact on health – green spaces, playgrounds, cycle lanes and age-friendly high streets all encourage people to be active every day
- Physical activity needs to be built into daily routines
- Re-shaping existing places can make the difference
- Local authorities can work across policy areas and bring together experts to deliver real change that has an impact for generations

4 *Moving at scale: scaling up interventions that make us active*

- Positive change needs to be long-term and large-scale
- Interventions must be based on community needs
- Research and co-design will mean initiatives are workable and effective
- It is not about new investment – it is more about maximising existing assets

The national ‘Everybody Active, Everyday’ framework is extremely useful for us to develop a strategy as it is built upon clear evidence of what works nationally, with specific local examples. In addition, the framework points to a number of NICE (National Institute for Health and Care Excellence) guidelines that give more specific pointers to, for example, physical activity in the workplace, walking and cycling, physical activity and the environment, exercise referral schemes, and others.

2.7 Local Strategies

Team Doncaster has committed to a new bold, co-ordinated improvement strategy for Doncaster with physical activity a prominent component, and inclusive growth a unifying focus.

‘Doncaster Growing Together’ (DGT) is the new 4-year borough strategy (2017-2021), led by the Team Doncaster (TD) partnership. Its central aim is to continue to grow the local economy and place and to develop public services in a way that ensures all of Doncaster’s people and communities benefit – inclusive growth.

DGT is a partnership strategy which has been developed through an extensive engagement process involving partners from across the Team Doncaster family. It targets attention and resources on the issues that matter most to Doncaster’s present and its future, overcoming organisational silos and uncoordinated interventions.

Over recent years, top-line economic growth in Doncaster has been very good – we have created more jobs and businesses and the employment rate has reached record levels, giving residents a stake in Doncaster’s economy and the opportunity to achieve their aspirations.

However, at the moment many jobs are lower skilled and lower paid, overall living standards are at best stagnating and our economy is significantly less productive than it could be for the size of its workforce and population. We are contributing less to UK plc than we should be and the Index of Multiple Deprivation starkly demonstrates the level of inequality across the Borough. Entrenched and inter-related challenges are preventing residents and Doncaster as whole from achieving its potential. Physical inactivity is one of these challenges which is now coming under sharp, sustained focus by Team Doncaster.

Team Doncaster is clear that more needs to be done to create economic growth that is both enduring and inclusive. It is both a social and economic imperative. It means raising our productivity, increasing skills levels, better infrastructure and a comprehensive place-based approach. But crucially, it means recognising that reducing inequality is both a social, quality of life

imperative and an economic one – to create higher, and more ensuring growth. We need to increase the number of residents who are benefiting from or contributing to economic growth to their full potential.

DGT Policy Themes

DGT has four key Policy Themes:-

Doncaster Living – developing Doncaster as an attractive and secure place to live, including meeting housing needs, including for vulnerable people, developing town centres and the arts culture and leisure offer, and using **physical activity**, including cycling to improve population health and well-being. Building on the success of the Tour de Yorkshire, we are supporting more exciting cycling events. This is an ideal opportunity to market the borough, support the local economy and encourage people to cycle or take part in other sporting activities;

Doncaster Learning – ensuring we prepare our young people for fulfilling lives, with bold reforms that will broaden their horizons and ambitions, bringing our education system and business community together to give our young people more opportunities to flourish;

Doncaster Working – developing the economy through continued inward investment, targeting higher skilled jobs and placing more emphasis on supporting existing businesses to grow. Ensuring local people can connect to opportunities is a key aim here; and

Doncaster Caring – supporting our most vulnerable residents, whether children, adults, disabled people, families, older people. The emphasis here is on joining up social and health care and support and on shifting our focus to prevention and support that enables people to enjoy life with their families and communities

Transformation Programmes

There is a series of transformation programmes arising out of the DGT strategy. Each Programme is transformational, with a focus on the key interventions and reforms which will achieve the whole system change needed to achieve demonstrable quality of life improvements.

One of the Programmes is related to physical activity. The “Get Doncaster Moving” four-year programme, and projects contained within it, will take its lead from this strategic framework (illustrated on page 3). This is a major commitment by senior leaders to place physical activity at the heart of decision making and offers a huge opportunity over the next few years. Along with funding and resources flowing into the programme, the profile and accountability for the number of people active in the Borough will be at the highest level.

This Programme along with all the others will be delivered by collaborative working across Team Doncaster public services, voluntary and community organisations and the business community. Team Doncaster’s commitment to overcoming organisational silos will be embedded and sustained by a new TD delivery framework which integrates:

- Programme Management principles, processes and resources.
- New, collaborative delivery models, combining the resources of TD partners, communities and others.
- A new DGT Outcomes Framework which includes high level measures of quality of life across Doncaster, one of which is ‘% of population that achieve 150 mins Physical activity per week’

- Clearly structured governance and accountability arrangements, with defined roles and responsibilities, including new Performance Management processes and resources.

The Health and Wellbeing Strategy was launched last year. Its vision is for:

- a strong local economy, progressive, healthy, safe and vibrant communities.
- all residents will be able to achieve their full potential in employment, education, care and life chances.
- all residents to be proud of Doncaster.

The Health and Wellbeing Strategy has four themes, with reference to physical activity threaded throughout:

- Wellbeing
- Health and Social Care Transformation
- Areas of Focus (Substance misuse, Obesity, Children and Families, Dementia and Mental Health)
- Reducing Health Inequalities

Other local strategies important for our work are:

Local Plan – The Local Plan is scheduled to be adopted in summer 2018 and will be the new planning strategy for the Borough. It will set out proposals for new development and policies to guide planning applications; protecting areas from development because of their environmental, social and/or economic value. This will be crucial to how the physical environment within the Borough will support and encourage physical activity in people’s daily lives. In particular, the Local Plan development plan policies will look to adopt Sport England’s “Active Design” principles. These principles will be embedded in the decision making process when considering planning applications for new developments.

The Doncaster Green Infrastructure Strategy, 2014 - 2028: Creating a Greener, Healthier and more Attractive Borough - This important strategy sets out our overall approach for delivering an integrated network of high quality green spaces, habitats, and landscapes across the Borough that provide opportunities for sport and recreation, and outdoor physical activity.

Doncaster Rights of Way Improvement Plan – Important for maintaining and developing rights of way for walkers, cyclists and horse riders and that residents needs for recreation, exercise and access to local services are met.

Sheffield City Region Transport Strategy 2011-2026 (SCRTS) – forms part of the Local Transport Plan for South Yorkshire and sets out policies and actions relating to active travel.

2.8 What does it all mean?

During the development of this strategy we have asked a large number of people from a range of organisations within and outside of the sector for their views on physical activity and sport in the Borough. Using this and other evidence we have carried out a SWOT analysis (see appendix).

We are starting from a worryingly low base of physical activity levels in comparison to other areas. To a certain extent this could be expected, as participation rates tend to mirror levels of income and

the gap between those in higher and lower socio-economic groups in activity levels has widened in the last few years. This has led to an uneven picture of activity across the Borough with older people especially being less likely to be active.

Despite this, there is a refreshed wave of energy and optimism within the Borough, at a broader level through the Doncaster Growing Together strategy with an ambitious economic and social vision, and within the physical activity and sport sector. Through the “Get Doncaster Moving” programme, senior leaders have made a huge commitment to physical activity which gives the leadership to enable physical activity to pervade all other strategies and policies within the Borough. There is also a growing recognition of the strengths of the organisations and people we have working within the sector, either voluntarily or paid. From well-developed organisations such as Club Doncaster, Doncaster Culture and Leisure Trust, Flying Futures; to the many and varied sports clubs and associations who ensure opportunities are available on a daily basis. The commitment towards better communication, co-ordination and collaboration has never been stronger which gives the foundation for ensuring this strategy is delivered.

The national strategies are in line with our local approach - a recognition that we need to be approaching physical activity and sport together without drawing lines between types of activities. Also, a recognition that our approach to policies and programmes to ensure physical activity and sport plays its full role in achieving wider health, social, and economic outcomes. In doing so there will be resources both national and local that can be exploited to support the delivery of this strategy.

We are realistic about the outlook of reducing public sector funding in the future. This means we need to build on the many great assets we have in our communities; our people and our physical environment. Our task through this strategy is to encourage everyone, everywhere to consider physical activity in their work. It is our belief we have huge amounts of resources in the Borough, which through greater consideration can promote increased activity levels and create many more opportunities to exist.

Section 3 Where we are heading - Strategy Framework

Our strategic framework that will guide the way we work is shown overleaf.

3.1 Wider Outcomes

We have described earlier how it is vital that physical activity and sport makes its full contribution to the Borough's wider health, social and economic outcomes. The actions arising out of our strategy will need to align to these areas.

3.2 Our Vision:

“Healthy and Vibrant Communities through Physical Activity and Sport”

We recognise that we live, work and play in a large number of small communities across the Borough. It is these communities where opportunities to be active will be created and maintained and it is our role to support them to do so.

Throughout our work we need to be mindful that physical activity and sport contributes to healthier individuals within communities. But it is more than just health. Physical activity and sport can and should be fun and enjoyable, often bringing people together, with individuals achieving their own aspirations. This all adds to the vibrancy and energy of a place.

“Get Doncaster Moving” Strategy Framework

PHYSICAL ACTIVITY WILL PLAY A PART IN DONCASTER’S POLICY PRIORITIES



THROUGH OUR VISION

Healthy and Vibrant Communities through Physical Activity and Sport.

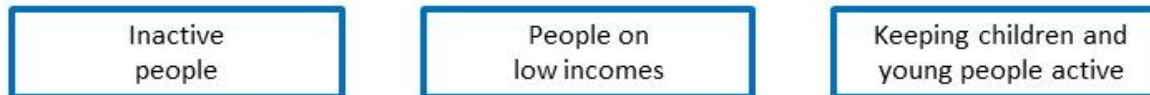
AT EVERY STAGE OF PEOPLE’S LIVES



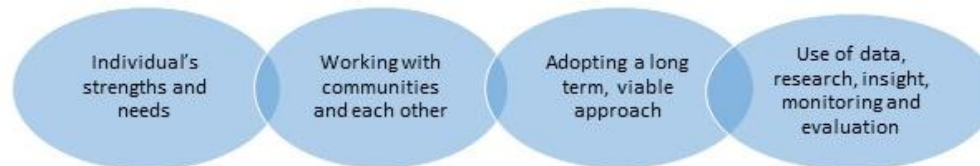
USING ENABLERS ACROSS THE ‘WHOLE SYTSTEM’



FOCUSING ON



PLACING AT THE HEART OF WHAT WE DO

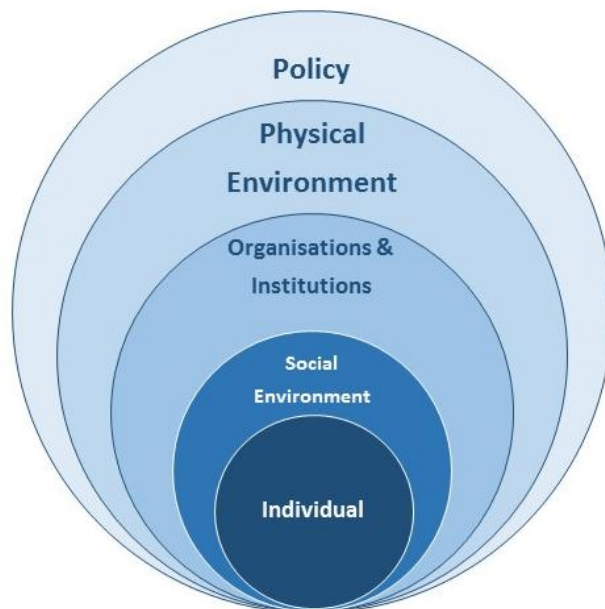


3.3 Across the Life-course

If everyone is to be active, we need to provide opportunities at every stage of people's life-course. From the crucial early years' period where important movement and co-ordination skills are developed through to older people with less mobility; different motivations, challenges and opportunities are in place. Whilst still somewhat crude, our plans will be based around the four life stages reflecting the approach of the health sector. We will identify significant changes in people's lives that provide opportune moments to influence individuals to change their physical activity behaviour. For example, a child starting school and choosing to walk rather than use the car.

3.4 Whole Systems Approach

A single programme or approach will not achieve our vision; it will take long term, incremental changes that will create the opportunities and environment for people to make the choice to be active. Sport England advocate a "Whole Systems Approach" which we will use as a basis for drawing up our action plans:



3.5 Our Principles

Individual – we will place the individual person at the heart of our work. Our greatest strength in Doncaster are our people who work - paid and mostly unpaid - to provide opportunities for people to be active. We will seek to listen to and support those people in all our work.

We also recognise that we can't force people to be active; individuals will make a personal choice if they are going to embed activity into their day-to-day lives. That means we need to raise awareness of the benefits of activity; provide a physical and social environment that makes it easy and enjoyable to be active; and provide support to ensure people have the skills and capabilities to pursue activities they would like to do.

Working with Communities and each other – our approach will be genuinely about building upon the strengths we have in our communities so that an active environment becomes the norm. To do that we know as partners and agencies we need to continue to work well together through great communication and collaboration.

Long term approach – By their very nature public funding streams are time limited; usually an injection of funding to stimulate growth and activity. We will ensure that our approach is for the long term and the impact of funding streams that are used is to create opportunities that can be continued in the future.

Evidence and insight driven – our data and intelligence is improving all the time through improvements in digital technology. We will build on this and use it to ensure our plans and activities are targeted in the right place, for the right people, in the right way.

3.6 Our Priorities

We have drawn upon data sets from a range of sources which has helped us to set out our priorities. We know that we have a large number of inactive residents and where they are likely to live. However, our in-depth insight of Doncaster residents is limited and we far from understand the complexities that lay underneath the headline data. There is currently a gap in our understanding of resident's attitudes, motivations and behaviours, and how these differ across the Borough.

It is clear that this must be an area of work on which we will focus our joint efforts. In order to stimulate widespread behaviour change, we must find out 'what works for whom in what circumstances' and use this insight to underpin decision making. We will develop a collaborative framework which enables data, insight and research at a local level to inform priorities and decisions. We will spend time to listen and learn from our communities to enable all to work together to develop a sustainable outcome delivering social impact.

We will prioritise:

Inactive People – Often the greatest health gains are made when people move from inactivity into activity and we know we have one of the largest sectors of inactive people in the country. One of our priorities over the coming years will be on understanding patterns of inactivity better, recognising that many people flip between being active and inactive at various points of their life, and even throughout the year. We will target the groups that we know are under-represented and most likely to be inactive:

- ***People on Low Incomes*** – We know from national and local data that the gap between those on higher incomes and those on lower incomes participating in sport has been increasing over the last few years and assume this is the case for broader physical activity.
- ***Disabled people and people with a long-term limiting illness*** – National and local data tells us that disabled people are much less likely to take part in sport and physical activity, than any other groups.
- ***Women and girls*** – are less likely to be physically active than men

Keeping Children and Young People Active – We recognise the importance of establishing good habits for life at an early age.

In setting out these priorities we will focus some of our efforts on specific geographical areas in Doncaster where we will work with communities to provide long term opportunities to be active. Initially, these will be:

- Stainforth and Moorends,
- Conisbrough, Denaby and Mexborough,
- Balby,
- Bentley,
- Wheatley.

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Section 4 What we will do

This strategy sets the direction for the development and delivery of opportunities over a longer period of time.

During the development of the strategy we held a number of workshops and consultations to develop our initial actions related to the different life stages as set out in the framework. These are listed in the following tables.

We, the Get Doncaster Moving Programme Board, will oversee and monitor the implementation of the strategy and will develop appropriate governance structures to do so. We will then report regularly to the Health and Well Being Board and Team Doncaster Partnership.

At the time of developing this framework Team Doncaster, the strategic multi-agency partnership is developing 'Doncaster Growing Together' (see section 2.7); a four-year programme of improvements within a set of transformation programmes. A physical activity transformation programme, Get Doncaster Moving, is one of these programmes that will bring great impetus for the initial work. The themes within the programme are activity-based covering cycling, walking, dance, sports and use of parks and open spaces. These are highlighted within the Action Plans below.

The actions that are not included within the five programme themes will be delivered via existing groups (for example the Children and Young People's Group) or new groups that will be developed.

1 Early Years (0 to 5 years)

	Action	Whole system enablers	Evidence
EY1	Influence decision makers to ensure physical activity is embedded within Borough wide strategy and interventions, such as the Starting Well Strategy.	Policy	3
EY2	Make improvements to parks and open spaces; developing safe and attractive places to play in community settings.	Physical environment & facilities	1 2 3 4
EY3	Raise awareness and education for the Early Years workforce, including practitioners, children's centre volunteers, health visitors and childminders on the guidelines and importance of physical activity.	Organisations and people	1 3
EY4	Ensure new parents are given sufficient information on the importance of physical activity for early years children; with a 'whole family' approach.	Communication	1 3
EY5	Monitor Ofsted reports on physical development in Early Years settings and provide further support where required	Organisations and People	3
EY6	Promote opportunities and programmes through campaigns so that children and their parents/carers have a high exposure to the range of local opportunities available.	Communication	1 3

- 1 Physical activity for children and young people (2009) NICE guideline PH17
- 2 Physical activity and the environment (2008) NICE guideline PH8
- 3 Everybody active, every day: What works – the evidence, PHE (2014)
- 4 Active Design: Planning for health and wellbeing through sport and physical activity, Sport England (2015)

2 Children and Young People (5 to 18 years)

	Action	Whole system enablers	Evidence
CYP1*	Influence decision makers to provide accessible and affordable community use of school sports facilities.	Physical environment & facilities	1
CYP2*	Support primary schools to get the most out of the primary school premium and evidence its impact by embedding a universal monitoring, evaluation and self-assessment tool. Provide advice, guidance and examples of good practice, with specific support provided to PE coordinators.	Organisations and people	2
CYP3*	Support all education settings to recognise the importance and benefits of physical activity by developing a whole-school approach by: <ul style="list-style-type: none"> - providing and promoting programmes such as active travel, the 'Healthy Learning, Healthy Lives' accreditation scheme and 'The Daily Mile' in all primary schools. - Embedding physical activity to all aspects of the curriculum through active literacy, active numeracy and active classrooms. - Developing a Borough-wide agreement/pledge on a statutory requirement for a minimum number of high quality hours of PE and School Sport and influence schools to sign up to it 	Organisations and people	1 2 3 4
CYP4	Provide CPD and training to all voluntary and paid staff who engage with young people to promote the benefits of physical activity, and deliver where appropriate.	Organisations and people	1 2
CYP5	Support non-sporting community groups who work with young people to promote and develop opportunities for young people.	Organisations and people	1 2
CYP6	Create consistent messaging across the Borough to engage young people positively, promoting the positive opportunities for young people in all settings, including parks, open spaces, leisure centres and voluntary organisations.	Communication	1 2
CYP7	Ensure policies within the Local Plan take account of new or improvements to children's play spaces, taking account of national policy and standards.	Policy, Physical environment & Facilities	1 2 3 4
CYP8	Improve social mobility by providing opportunities for young people leaving to Education system to access voluntary work/placements, apprenticeships and employment through opportunities in Physical Education, Sport and Physical Activity.	Policy, Organisations and people	2

*These actions are directly related to the "Get Doncaster Moving" four-year programme

- 1 Physical activity for children and young people (2009) NICE guideline PH17
- 2 Everybody active, every day: What works – the evidence, PHE (2014)
- 3 Physical activity and the environment (2008) NICE guideline PH8
- 4 Active Design: Planning for health and wellbeing through sport and physical activity, Sport England (2015)

3 Adults and Families

	Action	Whole system enablers	Evidence
AF1	Develop an integrated services approach in our priority areas (people on low incomes and inactive people) so that physical activity and sport can contribute to wider outcomes, including those with complex needs and supporting readiness for work.	Policy	4
AF2*	Promote the development and use of parks for physical activity and sport, using Sandall Park as a model of good practice.	Physical environment & facilities	1 3 4 5
AF3	Develop a Borough-wide workplace engagement programme that encourages workplaces of all sizes across the public, voluntary and private sectors develop organisation-wide policy to encourage and support employees to be more physically active; before, during and after work.	Organisations and people	1 2 4
AF4	Develop programmes and offers to promote family activities, with a particular focus on those families who are 'just about managing'.	Social Environment	4
AF5	Promote and organise a range of events and opportunities relating to individual "casual" participation in sport such as running, cycling, swimming and going to the gym.	Organisations and people	

*These actions are directly related to the "Get Doncaster Moving" four-year programme

- 1 Physical activity and the environment (2008) NICE guideline PH8
- 2 Physical activity in the workplace (2008) NICE guideline PH13
- 3 NICE (2009) Promoting physical activity for children and young people. NICE public health guidance 17
- 4 Everybody active, every day: What works – the evidence, PHE (2014)
- 5 Active Design: Planning for health and wellbeing through sport and physical activity, Sport England (2015)

4 Older Adults

	Action	Whole system enablers	Evidence
OA1	Influence changes to adult social care policy, to support a broader range of older people who are in need, to access advice and support about physical activity through healthcare professionals.	Policy	1 4
OA2	Develop a sustainable social prescribing and referral scheme that signposts older people who are sedentary, inactive and have existing health conditions/other factors that put them at increased risk of ill health into personalised physical activity programmes.	Policy	2
OA3	Influence and educate the workforce who engage with older adults, including health workers, social care providers and families on the importance of physical activity	Organisations and people	3
OA4	Support ongoing programmes and develop new provision targeted at, and accessible for, older people across a range of traditional and non-traditional settings, such as leisure facilities, community centres, GP surgeries and village halls.	Organisations and people	1 3 4

*These actions are directly related to the “Get Doncaster Moving” four-year programme

- 1 Older people: independence and mental wellbeing (2015) NICE guideline NG32
- 2 Physical activity: exercise referral schemes (2014) NICE guideline PH54
- 3 Mental wellbeing in over 65s: occupational therapy and physical activity interventions (2008) NICE guideline PH16
- 4 Everybody active, every day: What works – the evidence, PHE (2014)

5 All Ages

	Action	Whole system enablers	Evidence
AA1*	Connect with and influence the relevant transformation programmes and strategies within Doncaster Growing Together to use physical activity as a means to their end.	Policy	1 4 5
AA2*	Develop and implement walking and cycling strategies that considers active travel, leisure, physical activity and sport outcomes. This includes the adoption of Cycling and Walking policies within the Local Plan to ensure appropriate provision is considered in all new developments.	Policy	2 3 4 5
AA3*	Develop a research, insight, monitoring and evaluation procedure to understand attitudes and behaviours towards participation, what works (and doesn't), and measure and evidence the impact that physical activity and sport has on the aims of Doncaster Growing Together.	Policy	4
AA4*	Ensure physical activity considerations feature largely within the Local Plan so that: - planning policies are embedded with Sport England Active Design principles ensuring decisions for new buildings and infrastructure are then considered, - existing assets such as green and blue infrastructure are designed, maintained and improved to meet the needs of local communities, wildlife and the environment, and - planning policies within the Local Plan support the provision of new indoor recreation and leisure facilities which are encouraged to be located within appropriate locations *	Physical environment & facilities	2 4 5
AA5*	Support stakeholders to ensure that up-to-date strategies are in place, adopted and used as a basis for strategic decision making; such as Built Facilities, Playing Pitch, Walking, Dance, Cycling and Parks & Open Spaces Strategies.	Physical environment & facilities	
AA6	Use an asset-based community development (ABCD) approach in targeted areas to understand and capitalise on the opportunities that exist to increase physical activity levels.	Organisations and people	1 4
AA7	Organise and promote an annual programme of mass participation sports events that are accessible to all and promoted under the #GetDoncasterMoving brand.	Organisations and people	4
AA8*	Support voluntary sports clubs and sport & leisure organisations to continue providing opportunities for all ages, including support with recruitment and retention of participants, volunteer development and facility development.	Organisations and people	4
AA9	Support the physical activity and sport sector to recruit, train, deploy and retain a highly skilled and motivated voluntary and paid workforce, making sure that the 'right people' are in place to deliver.	Organisations and people	
AA10	Create a 'social movement' by developing a communications plan and a recognisable brand for physical activity and sport across the Borough, with consistent and targeted messaging, campaigns and promotion of local opportunities.	Communication	4

*These actions are directly related to the "Get Doncaster Moving" four-year programme

- 1 Community engagement: improving health and wellbeing and reducing health inequalities (2016) NICE guideline NG44
- 2 Physical activity and the environment (2008) NICE guideline PH8
- 3 Physical activity: walking and cycling (2012) NICE public health guidance 41
- 4 Everybody active, every day: What works – the evidence, PHE (2014)
- 5 Active Design: Planning for health and wellbeing through sport and physical activity, Sport England (2015)

Section 5

How we will measure ourselves

We will track the progress of our action plan through both quantitative and qualitative targets and milestones against each of the actions. These will be regularly reviewed through our DAP meetings.

5.1 Early Years Measures

We currently have national data available for 2 to 4 years activity levels from the Health Survey for England but unfortunately the sample size is not large enough to derive Doncaster specific information.

In the next twelve months we will be working with the Early Years and Public Health Teams to derive baseline data based on Ofsted inspections and other surveys.

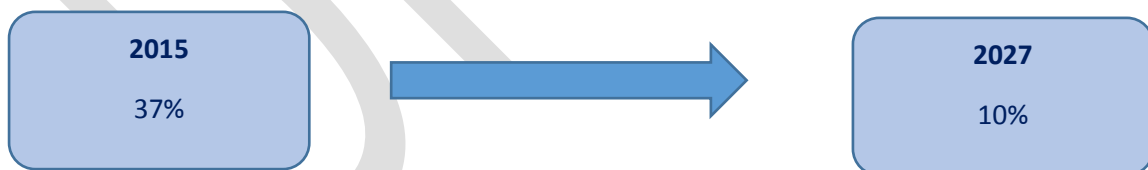
5.2 Children and Young People Measures

Taking data from the 2015 Doncaster Children and Young People's Health and Well Being survey:

KPI 1: The proportion of **primary school children** being physically active (sweaty and out of breath) for at least 60 minutes on five or more days in the week



KPI 2: The proportion of **primary school children** undertaking no physical activity (sweaty and out of breath) for a 60 minute period in the week



KPI 3: The proportion of **secondary school children** being physically active (sweaty and out of breath) for at least 60 minutes on five or more days in the week



KPI 4: The proportion of **secondary school children** undertaking no physical activity (sweaty and out of breath) for a 60-minute period in the week



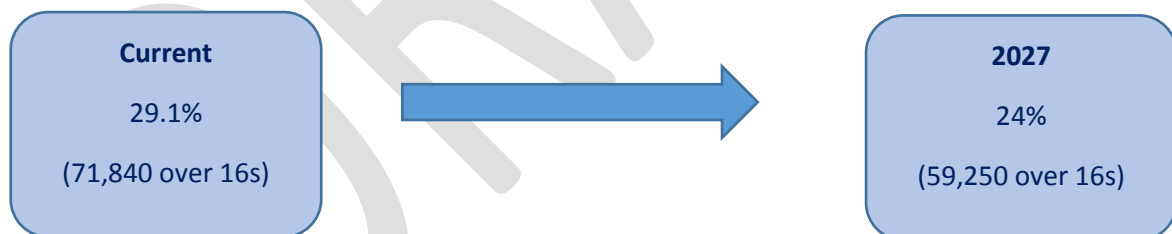
5.3 Adults and Older People Measures

To assess our success at a headline level we will mirror the targets contained within the DCMS strategy relating to adult participation using Active Lives data:

KPI 1 – Increase in percentage of the population taking part in sport and physical activity at least twice in the last month:



KPI 2 – Decrease in percentage of people physically inactive (KPI 1 and 2 from Active Lives survey)



Through our targeted work we will be expecting to see accelerated increases for:

- People on low incomes
- Girls and Women, and
- Disabled People

Wider Outcome Measures

We will contribute to the five Government outcomes for sport and physical activity, and more specifically the wider Doncaster Growing Together outcomes; Doncaster Learning, Doncaster

Working, Doncaster Caring, Doncaster Living. As the delivery plans are developed, we will use Sport England's Evaluation Framework to guide decision making; identifying appropriate measurement and evaluation methods.

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Appendix Strengths, Weaknesses, Opportunities and Threats of Physical Activity and Sport in Doncaster

Strengths	Weaknesses
<ul style="list-style-type: none"> • Wealth of experience and activity in the Borough from a wide range of partners • Larger operations within Doncaster (including Club Doncaster Foundation, DCLT, Flying Futures, Active Fusion) • Success of Tour de Yorkshire stimulating higher profile for sport and physical activity • Commitment to physical activity from public health (especially DPH) • Physical activity is a stand-alone strand within the Borough-wide plan (DN21) • Range of facilities within Doncaster, with most residents within reach of playing facilities and open spaces • Health & wellbeing outcomes being included in the Local Plan (planners considering sport and physical activity implications as part of the process) • The profile of Cycling as a result of the Tour de Yorkshire • Comprehensive green infrastructure strategy – with a strong emphasis on opening up local spaces and connecting them to people • Smaller Organisations & clubs • A vibrant community full of individuals with lots of skills and knowledge who could help innovate • Community organisations with people skilled at mobilising the community • Acknowledgement that there is a need for behaviour change • Wider partnership should be seen as a strength • Culture, arts and tourism offer = for example DARTS 	<ul style="list-style-type: none"> • PA levels are amongst lowest in country • Low capacity within council to lead PA and sport agenda • Initiatives are not always well coordinated (although DAP is developing) • Not harnessing the potential of medium-sized clubs • Wide-spread recognition of the impact that physical activity can have, but this has not yet led to coherent actions and investment • In-depth insight and understanding of physical activity and sport participation of Doncaster residents is limited • Uneven participation in PE & sport in schools • Gap between the most disadvantaged and most affluent areas in terms of life expectancy, disability free years of life and mental wellbeing • Doncaster people are among the unhealthiest in the country • No formal physical activity referral scheme is in place • Opportunities have often been lost due to limited capacity to capitalise across organisations • CCG has been engaged but further work needed to sustain the relationship • Local Cycling infrastructure makes active travel difficult • Low levels of historical investment of Lottery and other external funding • Lack of a coherent communication plan relating to opportunities • Not using an evidence based approach in the past, including motivations of individuals • Lack of community engagement • No evidence of the long term impact of the School Sport Premium and no strategic plans in place to embed sustainability. • Decreasing time for PE on the curriculum across secondary schools, a reduction in after school clubs and a significant drop off in

	<p>schools accessing competition.</p> <ul style="list-style-type: none"> • Lack of support from Head Teachers allowing PE professional to access CPD
<p>Opportunities</p> <ul style="list-style-type: none"> • The drive to use PA & Sport for wider social outcomes and as a result attract Sport England Funding • Change of Strategy for Sport England focusing on local delivery, related to the five DCMS outcomes • Development of DAP to provide leadership and coordination • Through DAP, create a coherent plan • Using large events such as Tour de Yorkshire to spring-board into participation and community engagement opportunities • Reducing public sector finance – necessitate closer collaboration, coordination and integration in partners • Additional funding in Primary School PE Premium • Recognition of the need to embed early prevention and therefore improve quality life expectancy • Capitalise on the recognition that physical activity is a stand-alone strand in the Borough-wide plan (DN21) • Building on the work of Club Doncaster Sports College and Doncaster College, using physical activity and sport to raise the skills of young people • Development of Doncaster Youth Alliance – sport and physical activity as a vehicle for social action in young people • Open up school sites for community provision • Access to funding for sustainable travel and ambitious proposals to make the town centre more pedestrian and cycle friendly • Health and wellbeing board are taking a stronger role in the 	<p>Threats</p> <ul style="list-style-type: none"> • Emphasis on acute care in the health sector, which is overshadowing prevention • Reducing public sector finance • Increased pressure on resources through a 14% increase in the number of children and young people in the area • An ageing population drawing resources into healthcare • Weakening of secondary schools PE • Increased fragmentation of the schools sector • Competitiveness between major partners (particularly in attracting funding), reducing willingness for collaboration • Approach by same people/stakeholders/developers change in attitude to influence change going forward • Low physical activity becoming a cultural norm • A culture between organisations of competition rather than collaboration

leadership and monitoring of the impact of physical activity and sport

- Sheffield City Region – local sustainable transformation plan – physical activity and sport used as a facet
- Potential for using local assets more, such as playgrounds, open spaces, footpaths
- To embed physical activity and active leisure as part of the transportation programme within Adult Social Care
- Growth of business sector provides links to workplace health initiatives
- Sport England programmes, especially the impetus created through the Local Delivery Pilots
- Leadership and advocacy has grown at the highest level but there is more that can be done
- Opportunity to identify a local champion for physical activity and sport
- Access to wider population through education (young people, teachers, parents, families) through the introduction of new 'healthy learning, healthy lives' tools for educational settings
- Social movement campaign
- Use the 'Well North' programme to drill down to issues in the community and look for learning to be applied across Doncaster
- Sugar tax – potential increased funding for schools
- Dance – investment and links with culture
- Sheffield City Region opportunities with other local authorities
- Partnerships between physical activity, culture and education to support physical activity