



Doncaster Council

Report

Date: 3 September 2019

To Chair and Members of Cabinet

Get Doncaster Dancing Strategy

Relevant Cabinet Member(s)	Wards Affected	Key Decision
Cllr Nigel Ball – Portfolio Holder for Public Health, Leisure and Culture.	All	Yes

EXECUTIVE SUMMARY

1. This report has been developed to endorse the Get Doncaster Dancing Strategy and commit to supporting the development of the recommendations.
2. Dance is uniquely placed to contribute to getting people active and improving health and social outcomes across all ages of the population.
3. The Get Doncaster Dancing Strategy sets out our ambitions for increasing dance participation within our Borough. The strategy is supported by a technical document which is structured in three broad sections:
 - **Section 1:** an evidence review of the benefits of dance participation and an overview of the strategic policy context that influences participation in dance.
 - **Section 2:** Doncaster's current provision and participation in dance considering available physical activity data, mapping of dance opportunities and a range of consultation findings.
 - **Section 3:** the ambitions and priorities for dance in Doncaster, governance of 'Get Doncaster Dancing' and measuring impact.

EXEMPT REPORT

4. Not exempt.

RECOMMENDATIONS

5. The recommendations for this report are to:
 - a. Endorse the Get Doncaster Dancing strategy
 - b. Commit to supporting the development of the recommendations within the strategy
 - c. Champion the role of dance in contributing to a wide variety of outcomes for Doncaster residents.

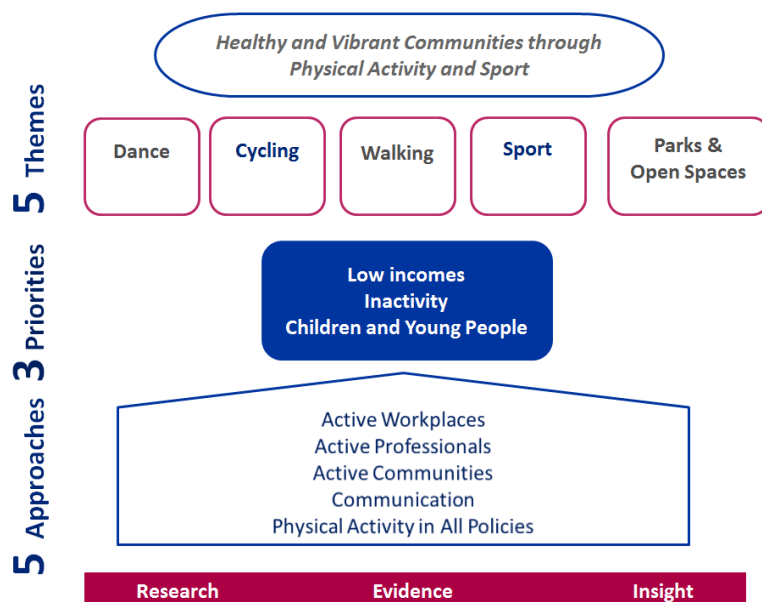
WHAT DOES THIS MEAN FOR THE CITIZENS OF DONCASTER?

6. Dance is uniquely placed to contribute to getting people active and improving health and social outcomes. At its best, it combines physical activity, social interaction, emotional and creative expression, all of which evidence shows improve health and wellbeing as well as improving mental health. Insight shows dance can also engage inactive people who are not motivated by health or fitness because it is viewed as a fun and social activity. It also engages a diverse population from a wide range of backgrounds and cultures.
7. The benefits of dance participation to everyday lives for Doncaster residents include:
 - a. **Early Years:** Dance improves cognitive and physical development and enhances social skills.
 - b. **Children and Young People:** Dance increases cardiovascular fitness, muscle strength, improves bone mass content and can help to reduce obesity. As well as reducing anxiety levels and enhancing self-esteem, it can also promote vital skills for learning such as attention, memory and cognitive flexibility.
 - c. **Adults:** Dance can help maintain a healthy weight and reduce the risk of a range of health conditions including Type 2 diabetes, musculoskeletal problems and chronic heart disease. It can also reduce symptoms of depression and anxiety.
 - d. **Older People:** Dance shows particular promise in improving the health of older people as it can maintain mobility, reduce the risk of falls, prevent social isolation and improve cognitive function. Dancing involves many parts of the brain simultaneously including those controlling movement, spatial awareness, balance, expression and memory recall. Studies have also shown that frequent dancing (mainly ballroom) was associated with a 76% reduction in risk of dementia, the greatest effect of any single leisure activity
 - e. **Social and Economic Benefits:** Dance can engage a diverse population from a wide range of backgrounds, cultures and ages, having the potential to improve cultural cohesion, social inclusion and intergenerational connections. There are also economic benefits for local businesses with private dance schools and teachers making up most of the local workforce delivering activity as well as a range of training and qualification opportunities available.
8. For Doncaster residents we want dance to be more visible and easily accessible and provide an opportunity for interaction with other people in their local communities.
9. An adopted Get Doncaster Dancing Strategy will establish a coordinated, sector led approach to improving access to the whole dance participation offer available

to Doncaster citizens. This Dance Strategy is an opportunity to embed the dance sector in the physical activity agenda and to identify the opportunities to access dance across the life course.

BACKGROUND

10. Doncaster does not currently have a cross-partnership dance framework that can support a coordinated and sector-led approach. The development of this strategy will put Doncaster in a stronger position when applying for funding opportunities to support increasing levels of physical activity in Doncaster through dance participation.
11. The endorsement and implementation of the Get Doncaster Dancing Strategy is linked to the success of the 'Get Doncaster Moving' (GDM programme) and the progress of Doncaster's 10-year Physical Activity and Sport strategy.
12. Dance is one of five themes of GDM (see diagram below) and assurance on the progress of the Get Doncaster Dancing Strategy will be provided by the Sport Project Board and overseen by the Get Doncaster Moving Board.



13. The review of evidence of the current position of dance participation in Doncaster is shown below:

Dance Participation Trends
<ul style="list-style-type: none"> • Data on the proportion of the population participating in any dance related activity is currently limited. • The Sport England Active Lives survey 2017/18 showed 9.6% of respondents in Doncaster had participated in dance activity at least twice in the previous 28 days up from 7.7% in 2016/17, which is slightly higher than that of our neighbouring authorities. • Nationally, People Dancing's survey show 4.78 million people take part in dance in England each year and most of these are women and girls. • Also nationally, the Department for Culture, Media and Sport (DCMS) Taking

Part Survey 15/16 shows that 41% of girls aged 5 – 10 years old took part in dance outside of school compared to 18% being part of a sports club.

Dance Provision in Doncaster

- Doncaster currently has a strong dance culture with approximately 60 private dance schools and groups delivering across the borough in a range of dance styles although these may not always be affordable to the whole of the local population.
- All private dance schools offer provision to children and young people but only some also offer adult classes.
- For people over 55 the main provision is through social dance forms and the Dance On project, although dance provision for those with disability is currently lacking in the borough.

14. The core aims of the Get Doncaster Dancing Strategy are to:

- Provide a vision for dance to improve health and social outcomes and contribute to inclusive growth in Doncaster, through a community and sector led approach
- Provide a bridge between the cultural and physical activity and sport strategies encouraging closer collaboration between partners
- Provide a platform to bring together, inspire and mobilise the dance sector to tackle inactivity and improve health and social outcomes through dance
- Test the impact that integrating dance into the physical activity and wider agendas can have on improving outcomes and share learning nationally

Our ambitions are:

- Changing behaviour and inspiring people to get active through dance
- Improved communication and promotion of dance opportunities for less active people
- Dance is accessible to everyone regardless of their age, ability and cultural background
- Dance is accessible locally for people living in disadvantaged communities and contributes to reducing health inequalities
- The dance and wider workforce has the skills and confidence to reduce inequalities through dance
- Dance is embedded in and supports all strategies that meet health, social and educational outcomes

15. The Get Doncaster Dancing Strategy makes a number of recommendations that will support delivery of the aims and its ambitions:

Ambition 1: Changing behaviour and inspiring people to get active through dance

1. Develop a marketing campaign using behavioural insight approaches to form key messages and channels for communication. This may include advocacy film, poster/print, social media campaign and social media champions to share content.
2. Develop dance ambassadors programme to 'buddy', promote and encourage participation.

Ambition 2: Improved communication and promotion of dance opportunities for less active people

<ol style="list-style-type: none"> 1. Undertake insight to create initiatives to communicate local opportunities for people to dance in Doncaster. This may include the development of a one-stop website, Facebook advertising, poster/print campaign. 2. Establish a community dance festival, raising the profile of dance and highlighting opportunities to dance in Doncaster. 3. Promote dance participation through performances in public spaces and at events. These could include Flash Mobs in shopping centres, promotion at professional performances, dance school shows, galas and community events. 4. Produce a dance ladder of opportunities for Doncaster to show people how they can engage and progress their participation in dance.
<p>Ambition 3: Dance is accessible to everyone regardless of their age, ability and cultural background</p>
<ol style="list-style-type: none"> 1. Identify dance programmes to address gaps in current dance provision to reach priority groups and facilitate participation. 2. Investigate use of technology to provide innovative digital approaches to remove barriers to access e.g. live streaming of dance classes. 3. Encourage engagement and address isolation/mental health issues through making dance 'socials' and celebrations integral to provision. 4. Audit accessible spaces and share information with providers to ensure that more people with disabilities can access dance provision.
<p>Ambition 4: Dance is accessible locally for people living in disadvantaged communities and contributes to reducing health inequalities</p>
<ol style="list-style-type: none"> 1. Develop an all age asset based community development dance model in 2-3 most disadvantaged localities to reduce health inequalities (e.g. DAZL model). 2. Identify, train and support dance leaders from disadvantaged communities to deliver dance in their community. Test supporting dance leaders to become social entrepreneurs to provide dance programmes that are affordable and sustainable in their local communities.
<p>Ambition 5: The dance and wider workforce has the skills and confidence to reduce inequalities through dance</p>
<ol style="list-style-type: none"> 1. Encourage training and skills sharing amongst dance workforce who have experience of engaging priority groups. 2. Diversify the trained workforce including teachers from the private dance sector to increase capacity to work with priority groups. 3. Create a volunteer recruitment and training programme to provide support for individuals, from priority groups, to engage with dance.
<p>Ambition 6: Dance is embedded in and supports all strategies that meet health, social and educational outcomes</p>
<ol style="list-style-type: none"> 1. Advocate and raise awareness of how dance can meet health and social outcomes across sectors 2. Build partnerships and raise awareness of local dance opportunities within health, education, social care and sports sectors. 3. Develop Head Teacher Ambassadors to gain 'buy in' to offer dance in and beyond the curriculum. 4. Develop and deliver Active Learning and cross-curricula approaches through dance in schools, building on good practice e.g. BBC Supermovers. 5. Initiate daily physical activity in schools through dance e.g. Wake Up Shake Up activities.

16. The Get Doncaster Dancing Steering Group will be principally responsible for the implementation, governance and monitoring of the recommendations of the strategy. This currently includes members from Doncaster Council Public Health, Doncaster Community Arts (darts), Cast, Active Fusion, Cre8ive Dance Academy and an independent artist.

17. An action plan will be developed by the Get Doncaster Dancing Steering group to set out clear priorities and timescales of which the relevant portfolio holder will approve.
18. Annual reviews of dance participation levels will be carried out alongside additional consultation to assess changes in the number of people dancing and perceptions of dance in Doncaster.
19. Below are the initial recommended measures for ongoing monitoring. It should be noted that the baseline for some monitoring activity is still yet to be established:
 - Increase in the percentage of inactive people being physically active through dance measured through the Active Lives Survey
 - Increase opportunities to dance, mapped against baseline mapping
 - Increase in the numbers of schools providing after school dance activity
 - Impact on dance specific delivery programmes will be measured through methods specified in their design.

OPTIONS CONSIDERED

20. Two options have been considered:
 - Do something – To develop and implement the Get Doncaster Dancing strategy, establishing a sector-led steering group to deliver and monitor activity and participation.
 - Do nothing – The absence of an adopted Dance Strategy may restrict the ability of stakeholders and the dance sector to work in a coordinated and cohesive way, ensuring best value for the resources that we have and maximising the expertise within the local dance sector. This could result in opportunities being missed and in particular have a weaker position when applying for external funding.

REASONS FOR RECOMMENDED OPTION

21. The strategy will enable Doncaster to develop and grow our dance participation aspirations enabling communities and residents to improve their health and wellbeing through dance. It provides focus on the priorities and recommendations that the strategy has identified from the comprehensive consultation and existing evidence base.

IMPACT ON THE COUNCIL'S KEY OUTCOMES

22.

	Outcomes	Implications
	<p>Doncaster Working: Our vision is for more people to be able to pursue their ambitions through work that gives them and Doncaster a brighter and prosperous future;</p> <p>Better access to good fulfilling work Doncaster businesses are supported to flourish Inward Investment</p>	<p>The Get Doncaster Dancing Strategy has the potential to assist in providing support to local Doncaster businesses and individuals such as dance schools and practitioners.</p> <p>The health benefits of employees becoming more physically active through</p>

		<p>dance include reduced absenteeism and improved productivity.</p>
<p>Doncaster Living: Our vision is for Doncaster's people to live in a borough that is vibrant and full of opportunity, where people enjoy spending time;</p> <p>The town centres are the beating heart of Doncaster More people can live in a good quality, affordable home Healthy and Vibrant Communities through Physical Activity and Sport Everyone takes responsibility for keeping Doncaster Clean Building on our cultural, artistic and sporting heritage</p>	<p>Providing coordinated action to develop and maximise opportunities that supports dance participation will contribute to a healthy and vibrant Doncaster.</p> <p>Increased dance participation engages more people in cultural and artistic activities.</p> <p>People will have more opportunities to participate in dance in their local communities as well as the town centres.</p>	
<p>Doncaster Learning: Our vision is for learning that prepares all children, young people and adults for a life that is fulfilling;</p> <p>Every child has life-changing learning experiences within and beyond school Many more great teachers work in Doncaster Schools that are good or better Learning in Doncaster prepares young people for the world of work</p>	<p>More children and young people have access to dance both through school and in their local communities.</p> <p>Children and young people are engaged in volunteering and training opportunities through dance to raise aspirations and support development of a range of skills.</p>	
<p>Doncaster Caring: Our vision is for a borough that cares together for its most vulnerable residents;</p> <p>Children have the best start in life Vulnerable families and individuals have support from someone they trust Older people can live well and independently in their own homes</p>	<p>Dance provides opportunity for residents to be active in their local communities and stay healthy in mind as well as body, helping to boost mood and self-esteem.</p> <p>It can help maintain social interaction and improve community cohesion.</p> <p>Dance participation in older adults has been shown to improve strength, balance and coordination, reducing the risk of falling.</p>	

	<p>Connected Council: A modern, efficient and flexible workforce Modern, accessible customer interactions Operating within our resources and delivering value for money A co-ordinated, whole person, whole life focus on the needs and aspirations of residents Building community resilience and self-reliance by connecting community assets and strengths Working with our partners and residents to provide effective leadership and governance</p>	<p>We will work together to promote the dance assets that Doncaster has, not only to residents but to visitors too.</p>

RISKS AND ASSUMPTIONS

23. The main risk is that the Get Doncaster Dancing Strategy is not endorsed. This will cause significant impact on the Council's ability to see an increase in dance participation and achieve its ambition to be a more active borough.

LEGAL IMPLICATIONS [Officer Initials HMP Date 18.7.19]

24. Under the Health and Social Care Act 2012 Local authorities are responsible for improving the health of their local population and for public health services – this strategy assists in fulfilling that duty.

FINANCIAL IMPLICATIONS [Officer Initials OB Date 22.07.19]

25. There are no direct financial implications arising from this report. Funding was secured from the Service Transformation Fund (STF) earmarked reserve to commission an external provider to produce this strategy. A further £5k was secured from the STF for the development and delivery of the dance festival (Ambition 2:2 in report body) and £1.5k for items such as venue hire. It is acknowledged that this funding will not be sufficient to finance all the ambitions listed within this strategy and that some elements will only be able to go ahead if further funding is identified and secured by the Strategic Dance Partnership. Further reports may be necessary, subject to financial procedure rules.

HUMAN RESOURCES IMPLICATIONS [Officer Initials BT Date 23/07/19]

26. There are no immediate HR implications as we already have an established Public Health Structure within which such initiatives are coordinated by staff within that Service Area. Obviously if the team had to be strengthened by increased resources then the relevant Theme Manager would liaise with the HR shared services at both Doncaster and Rotherham to ensure the appropriate processes were put in place to recruit accordingly.

TECHNOLOGY IMPLICATIONS [Officer Initials PW Date 17/07/19]

27. Any technology requirements to support the delivery of the strategy (including development of a one stop website and digital approaches to remove barriers to access) would need to be considered, agreed and prioritised by the Technology Governance Board (TGB). It should be noted that the direction from Leadership is to rationalise and move to a single website, wherever possible. As such, there is an expectation that the website requirements will be delivered through the existing corporate website.

HEALTH IMPLICATIONS [Officer Initials CW Date 24/07/19]

28. Physical inactivity will cost one week per person per year in lost productivity (Proper et al 2006). Physical inactivity is the 4th leading risk factor for global mortality accounting for 6% of deaths globally. People who have a physically active lifestyle have a 20-35% lower risk of cardiovascular disease, coronary heart disease and stroke compared to those who have a sedentary lifestyle. Regular physical activity is also associated with a reduced risk of diabetes, obesity, osteoporosis and colon/breast cancer and with improved mental health. In older adults physical activity is associated with increased functional capacities. Doncaster has experienced low levels of physical activity and currently there is almost a third of our adult residents who are sedentary (do less than 30 minutes per week). As one of the key areas within Get Doncaster Moving, the Get Doncaster Dancing Strategy aims to support a reduction in inactivity levels in Doncaster through increased opportunities to participate in dance across the life-course and across the borough.

EQUALITY IMPLICATIONS [Officer Initials CW Date 24/07/19.]

29. Decision makers must consider the Council's duties under the Public Sector Equality Duty at s149 of the Equality Act 2010. The duty requires the Council, when exercising its functions, to have "due regard" to the need to eliminate discrimination, harassment and victimisation and other conduct prohibited under the act, and to advance equality of opportunity and foster good relations between those who share a "protected characteristic" and those who do not share that protected characteristic

An Equality, Diversity and Inclusion Due Regard Statement has been prepared and appended to support this report.

CONSULTATION

30. The Get Doncaster Dancing Strategy has been developed in consultation with key internal and external stakeholders. To develop this strategy a multi-modal consultation approach was adopted.



- **Online**

consultation – public: this involved an online survey that was promoted via Doncaster Council webpages, email distribution lists and social media. A total of 508 responses received; 70% of which were not currently participating in dance activity.

- **Online consultation – providers:** this involved an online survey that was promoted via Doncaster Council webpages, email distribution lists and social media. A total of 28 responses were received from a range of dance schools, individuals and voluntary groups.
- **Focus groups:** A total of 5 focus groups were carried out with members of the public and included inactive older women, adults experiencing mental health issues and long term health conditions, and individuals from BAME groups.
- **Stakeholder workshop:** this included key stakeholders from the voluntary sector, dance sector, a range of health partners such as Doncaster CCG, RDASH, DBTHFT, and Doncaster Council teams.
- **Provider workshop:** this included dance providers and teachers delivering in Doncaster across a range of dance styles.

BACKGROUND PAPERS

31. Get Doncaster Dancing Strategy, July 2019.

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