



GET
DONCASTER
MOVING

Annual Report 2019



No
skateboarding

No bicycles

No ball games

What is Get Doncaster Moving?

- A whole system approach to addressing the challenge of Doncaster not being a place where it is easy to be active is easy.
- With a truly collaborative approach, we will be able to harness the resources and capacity that is available; to produce the sustainable, societal change that is essential for Doncaster to become an active place to live.
- The physical activity system for Doncaster is complex. Early systems mapping work has allowed us to communicate this complexity, but we are clear that we will not have captured everything that is taking place in Doncaster that provides opportunities for people to be active.
- This report will outline the work that has been taking place in 2019 predominantly from the work overseen by the Get Doncaster Moving Programme and Advisory Boards.

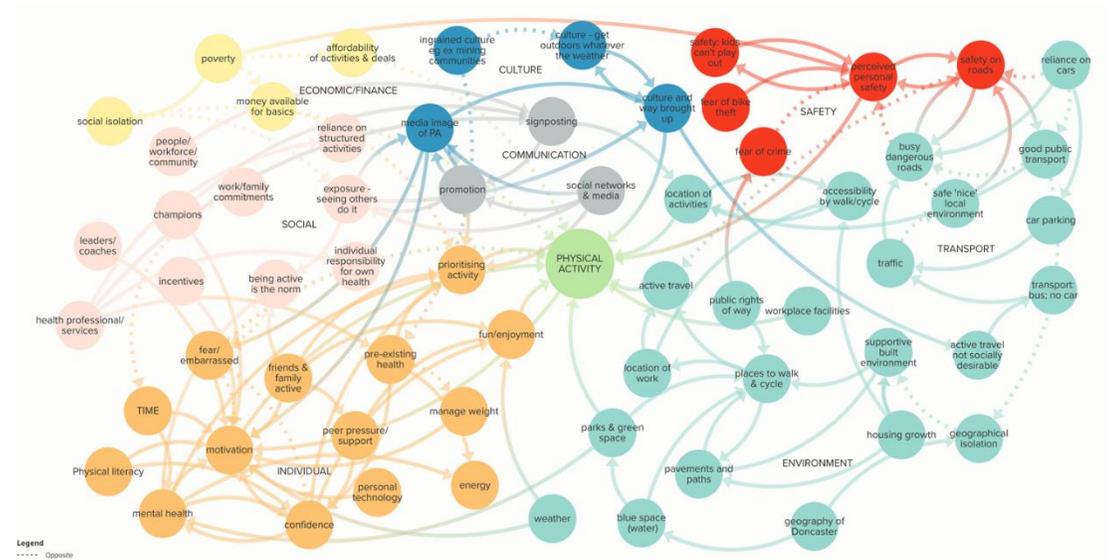
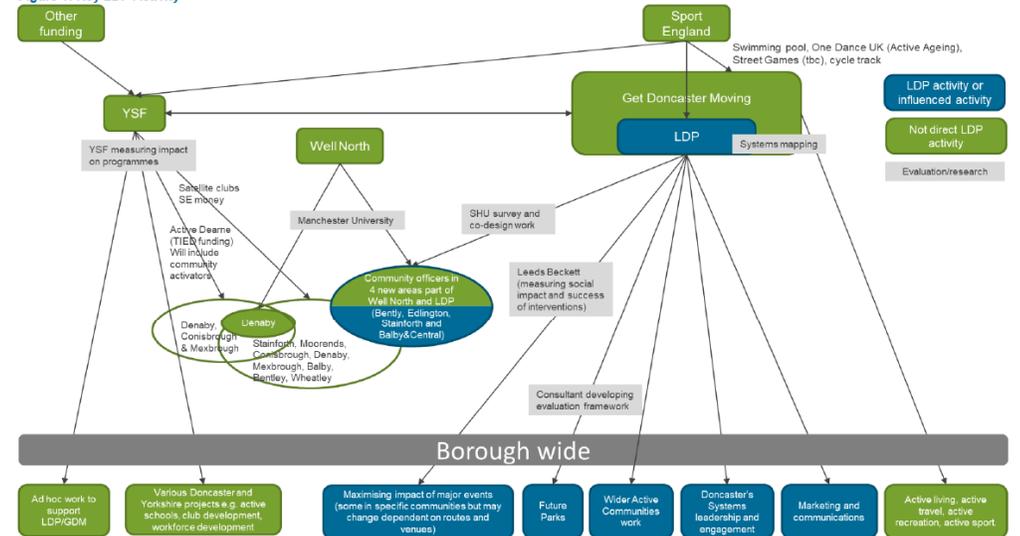


Figure 1: Key LDP Activity



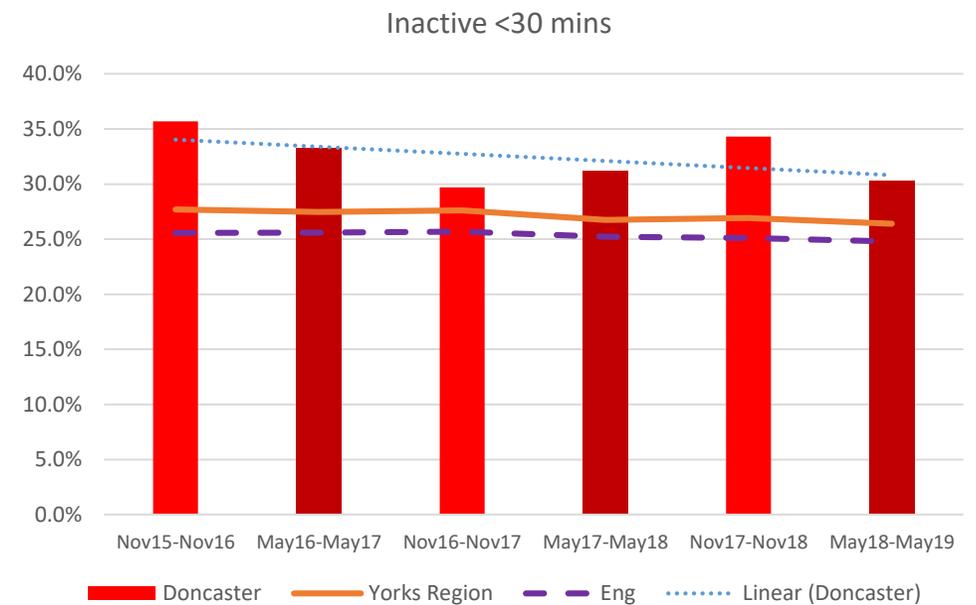
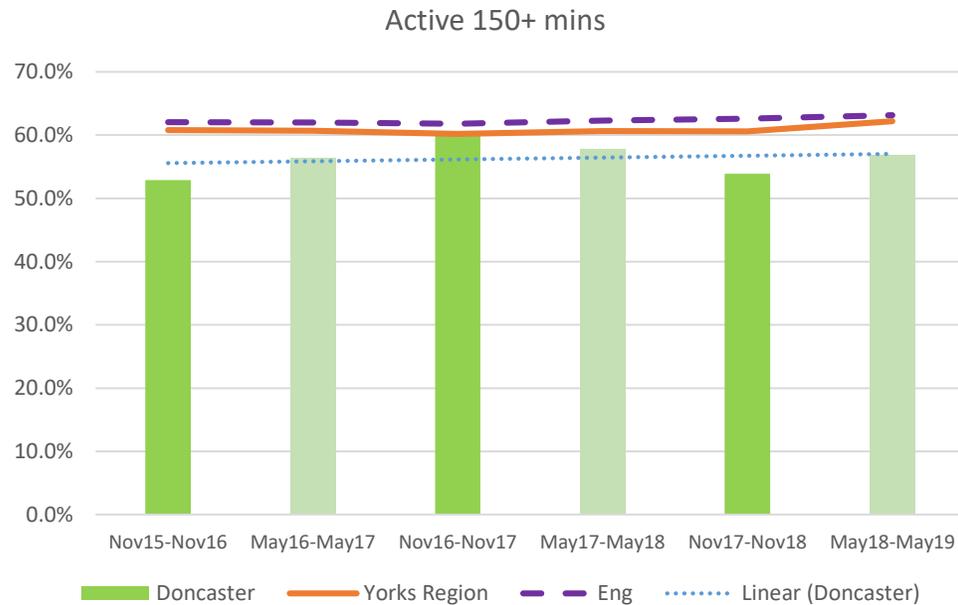
Get Doncaster Moving Way of Working

- Our Get Doncaster Moving principles describe the values led way of working.
- We are adamant that the work that we do now must be sustainable and bring about change that sets us on our long journey to turn around our population inactivity levels.
- It focuses capacity and resources on changes that will have a long lasting impact on improving the conditions for residents to move more and be physically active.
- It needs to become the 'normal' thing to do. People moving more within their normal routines (not necessarily sport or structured activity) can have a huge positive impact on the health, wellbeing and vibrancy of a community and place.



What have we learned?

The Challenge



In May 2019, Doncaster was ranked as **39th MOST INACTIVE** against all 317 Local Authorities in England.

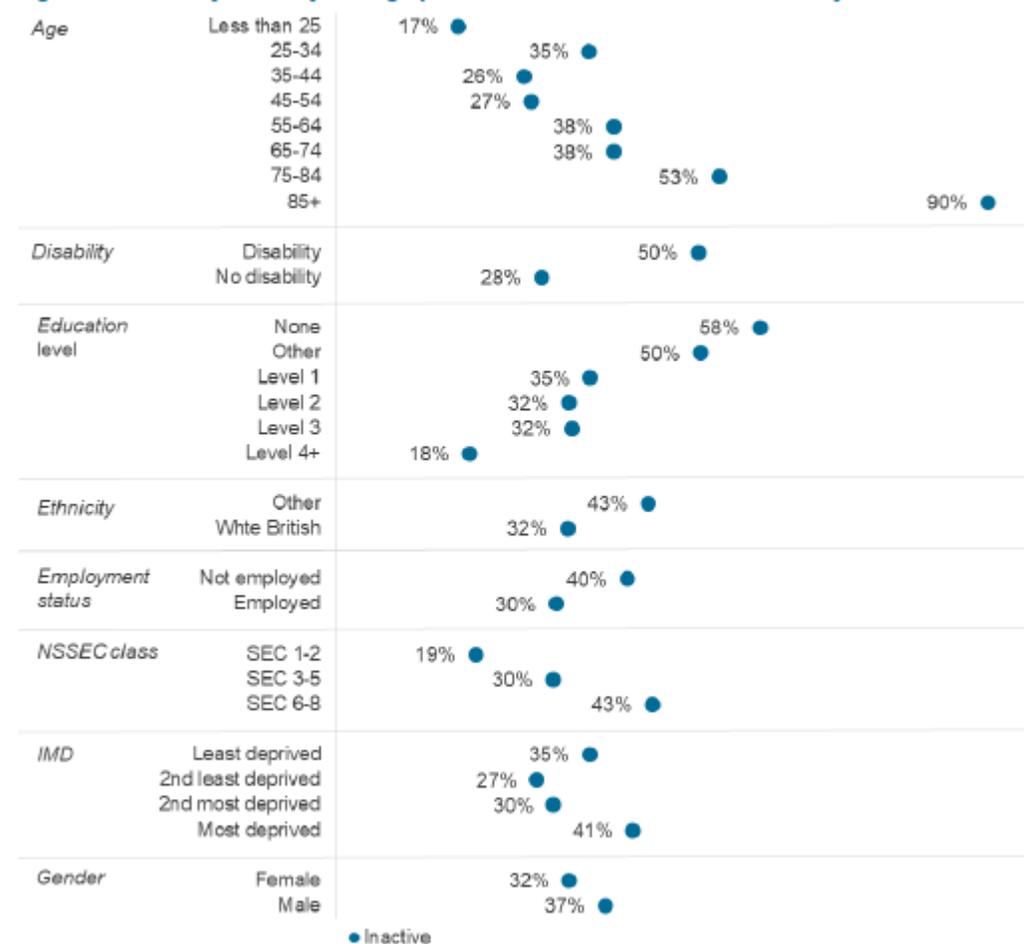
This means that we have **76,000** adults in Doncaster classified as sedentary.

It has been difficult to measure differences between years, owing to the large confidence intervals, however the graphs demonstrate the direction of travel since 2015 which shows a positive trend for both active and inactive indicators for adults.

Investment from Sport England has allowed for the Active Lives Survey sample size to be boosted.

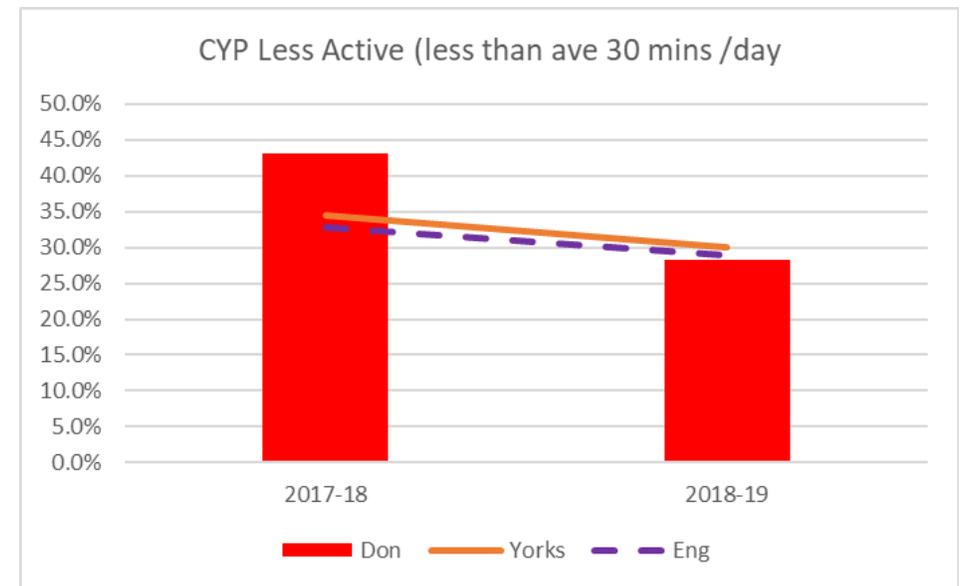
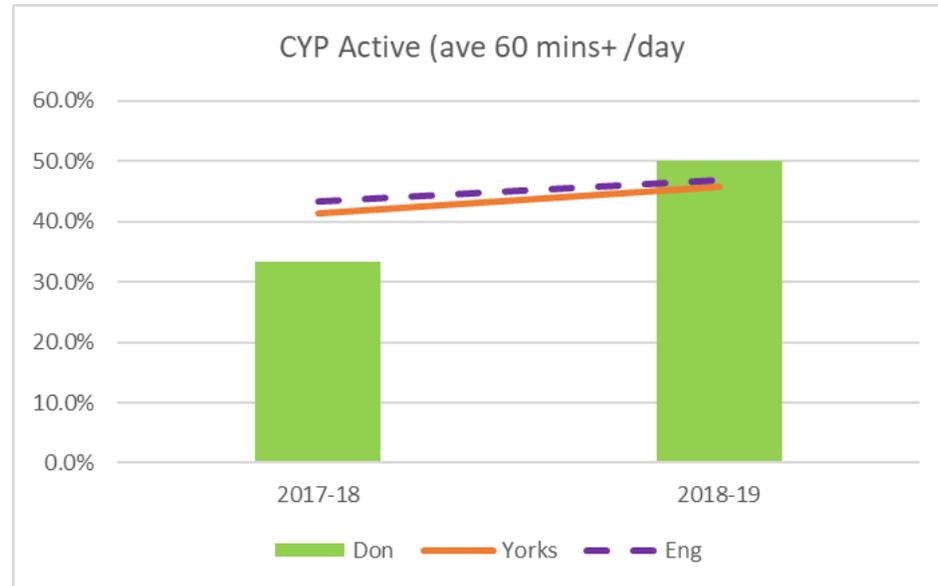
Differences by demographics

Figure 19: Inactivity levels by demographic characteristics. Active Lives Survey 2017/18.



- Age influences inactivity levels with those aged over 85 most likely to be inactive.
- Those with a disability are more likely to be inactive.
- White-British respondents are less likely to be inactive than people with any other ethnicity
- The probability of being defined as inactive decreases with socio-economic classes. The figure also shows a similar result for education.
- Those who are not employed have higher inactivity levels.
- There are high levels of inactivity in the most deprived areas BUT also in the least deprived areas.
- A high proportion of females are inactive.

Our Children's Activity Level



- Active Lives Children and Young People survey provides a comprehensive overview of physical activity and sport levels. The second survey took place during the academic year 2018/2019.
- The figures are positive for Doncaster with significant increases in the Active categories and significant decreases in the Less Active groups. There were 583 respondents in this latest survey against 417 in the previous. All figures are calculated at the 95% confidence interval.
- Caution should be taken with these figures as the limited number of surveys, methodology and sample size is not sensitive enough to be able to confirm that this direction of travel but it is a positive start.

The Local Picture

- Our most deprived communities have people who are not able to take advantage of the opportunities to move more often as part of their daily lives.
- To understand people's everyday experiences of physical activity we commissioned Sheffield Hallam University who undertook 1200 door step surveys in communities identified where there were high proportions of people on low incomes and households with children and families.
- Physical activity was assessed using the short form of the Active Lives Survey and questions were designed to assess key barriers and facilitators using a psychological model designed to assess people's capabilities, opportunities and motivations (the COM-B model).
- The results demonstrated that inactivity levels in the eight communities were much higher than our previous borough wide data highlighted.

Physical Activity Classification	Amount of moderate intensity physical activity per week	Doncaster Communities in this survey	Sport England Data for Doncaster as a whole ¹	Sport England Data for England ²
Inactive	0-29 minutes	57.7%	29.1%	25.2%
Fairly Active	30-149 minutes	11.7%	11.9%	12.5%
Active	150+ minutes	30.6%	59.0%	62.3%

(Definitions of physical activity from Sport England)



Behaviour Change – COM-B

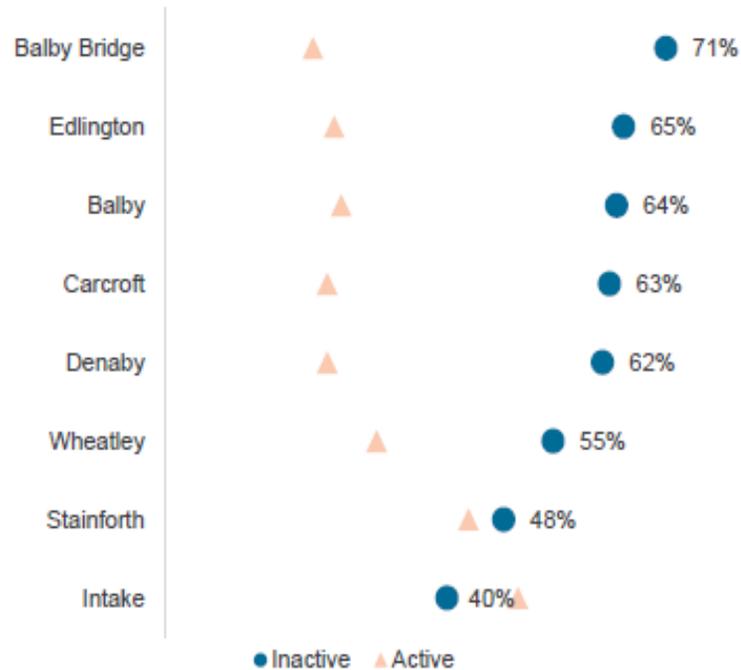
All of the Capability, Opportunity and Motivation (COM) factors showed the same pattern across the different levels of physical activity i.e. that those who were inactive rated all of the factors lower on the scales indicating that these were barriers to physical activity for them. Those who were fairly active and active rated the factors higher on the scales indicating that these were less of a barrier or a facilitator for physical activity for them.

The average Capability, Opportunity and Motivation ratings by physical activity classification

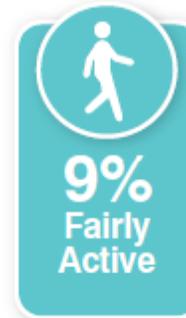
Barrier/Facilitator Ratings based on 0-10 scale (0 indicates a barrier, 10 indicates a facilitator)	Inactive Average rating	Fairly Active Average rating	Active Average rating
 Having the physical skills and stamina to be physically active (<i>physical capability</i>)	5.40	6.68	8.71
 Knowing about the importance of physical activity, and being able to make decisions and plans to be physically active (<i>psychological capability</i>)	7.81	8.18	9.22
 Having sufficient time and the necessary resources to be physically active (<i>environmental opportunity</i>)	5.53	6.44	7.95
 Having enough support from other people to be physically active (<i>social opportunity</i>)	5.45	6.50	7.94
 Wanting to be physically active (<i>reflective motivation</i>)	4.52	6.12	8.24
 Having routines and habits to be physically active (<i>automatic motivation</i>)	3.30	4.68	7.69



A Borough of Communities



Stainforth



Denaby



- Key barriers to physical activity for inactive people were:
- Not wanting to be active/Having less desire to be active (reflective motivation)
 - Not having routines or habits (automatic motivation)
 - Having less physical skills and stamina to be active (physical capability)

- Key barriers to physical activity for inactive people were:
- Not having routines or habits (automatic motivation)
 - Having less physical skills and stamina to be active (physical capability)
 - Having less time and/or fewer resources to be active (environmental opportunity)

People sat for an average of 274 minutes on a non-working day

People sat for an average of 444 minutes on a non-working day

People did light walking for an average of 410 minutes per week

People did light walking for an average of 336 minutes per week

62% actively travelled to work or study (cycled or walked) for an average of 9 minutes a day

35% actively travelled to work or study (cycled or walked) for an average of 12 minutes a day

Children were active for an average of 261 minutes a week outside of school

Children were active for an average of 37 minutes a week outside of school

Levels of inactivity in the eight communities are much higher than previous Active Lives Surveys have shown for Doncaster as a whole. There are variations between communities reinforcing the insight that we need to have a bespoke approach in each area of Doncaster.



What does this tell us?

Physical activity levels are below national averages

Physical activity rates in these Doncaster communities are very low compared to national figures and compared to previous figures for Doncaster overall, with the majority doing fewer than 30 minutes a week (57.7% compared to 29.1% for Doncaster as whole and 25.2% for England). This suggests that the communities previously identified in research are appropriate targets for change.

Individual factors play a part

There were differences in physical activity by gender, age, education level, and employment status suggesting that interventions will need to consider these different groups and their needs and experiences.

Possibilities for positive change

Participants who were more physically active reported higher levels of capability, opportunity and motivation than those who were less active. This suggests that interventions should consider how to make positive changes across these three factors.

Common barriers to physical activity for inactive people

Automatic motivation, that is, not having habits and routines for physical activity was one of the main barriers to physical activity for people who were inactive in all eight of the communities. Reflective motivation i.e. not wanting to be physically active was a main barrier for in the seven of the communities and Physical capability i.e. not having the skills and stamina to be active was a main barrier for six of the eight communities.

Local community context is important

There are differences between the communities in terms of levels of physical activity and also the key barriers to physical activity for those who are inactive. This suggests that the local community context needs to be considered in intervention development and there is unlikely to be a one-size fits all solution.

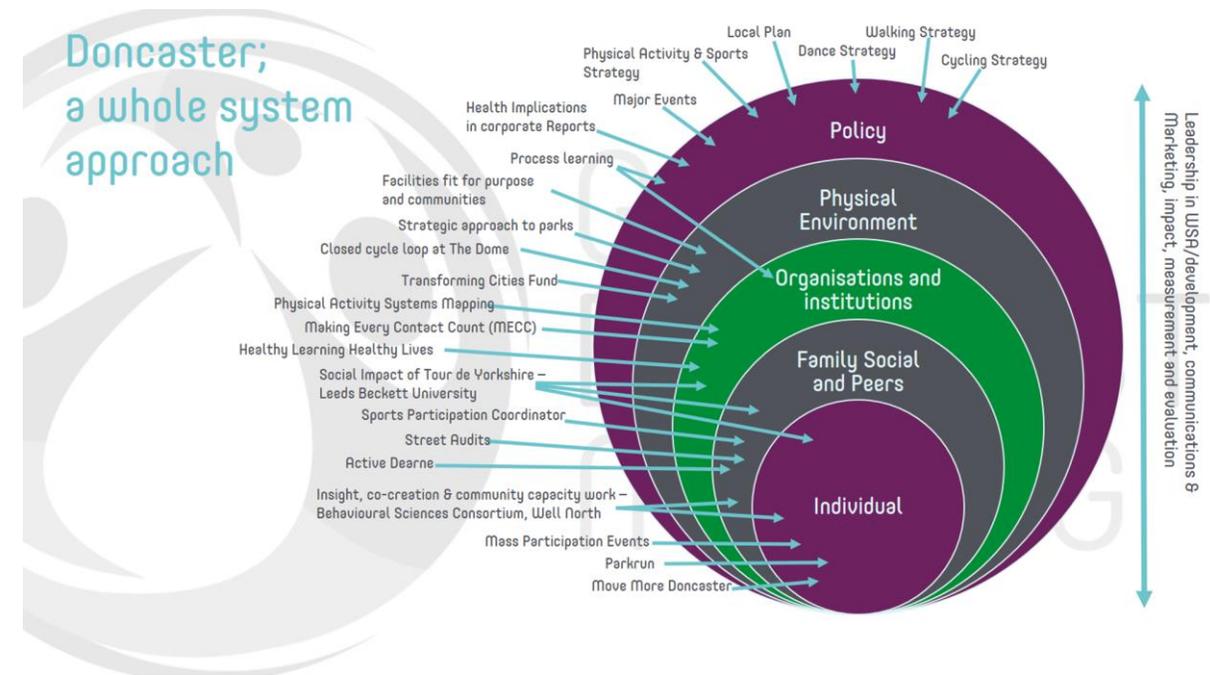
Wide variations in physical activity among children

There is wide variation in the amount of physical activity children are doing outside of school. Although we did not explore the amount of physical activity that children are doing within school it is likely that overall many children are not meeting recommendations to be active for at least 60 minutes a day from 31 minutes in Balby Bridge to 261 minutes in Stainforth.

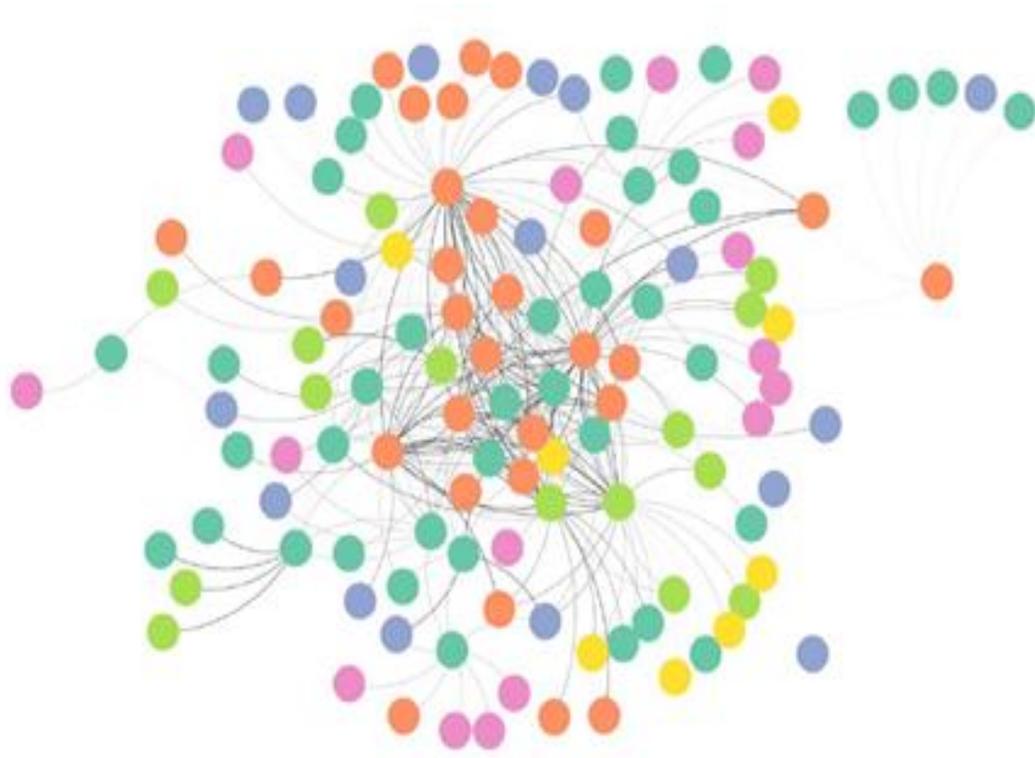
What have we been doing?

Whole Systems Working

- A Whole Systems Approach focuses on connections, partnership dynamics and changes within the socio-ecological system locally. The GDM work focuses not solely on individuals but also the social and physical environment context. Thus understanding the influences on inactivity rather than a traditional approach targeting individuals lifestyle choices.
- To understand the policy context and be able to measure the impact of the GDM approach on system outcomes. There has been a policy audit analysis undertaken. Of 52 policies analysed just under half mentioned physical activity/sport. However of the 1800+ pages, fewer than 10% made reference to physical activity. This highlights that these references tended to be passing mentions rather than dedicated action to address the challenge.
- However, over the last year we have made significant progress on policy including:-
 - Cycling Strategy 2019
 - Dance Strategy 2019
 - Separate Walking & Cycling policies in Local Plan
 - Inclusive Growth Strategy
 - Car Parking Strategy



Collaboration, coordination, connections



Our conversations with partners, stakeholders and organisations reiterate the need for regular opportunities to connect and network.

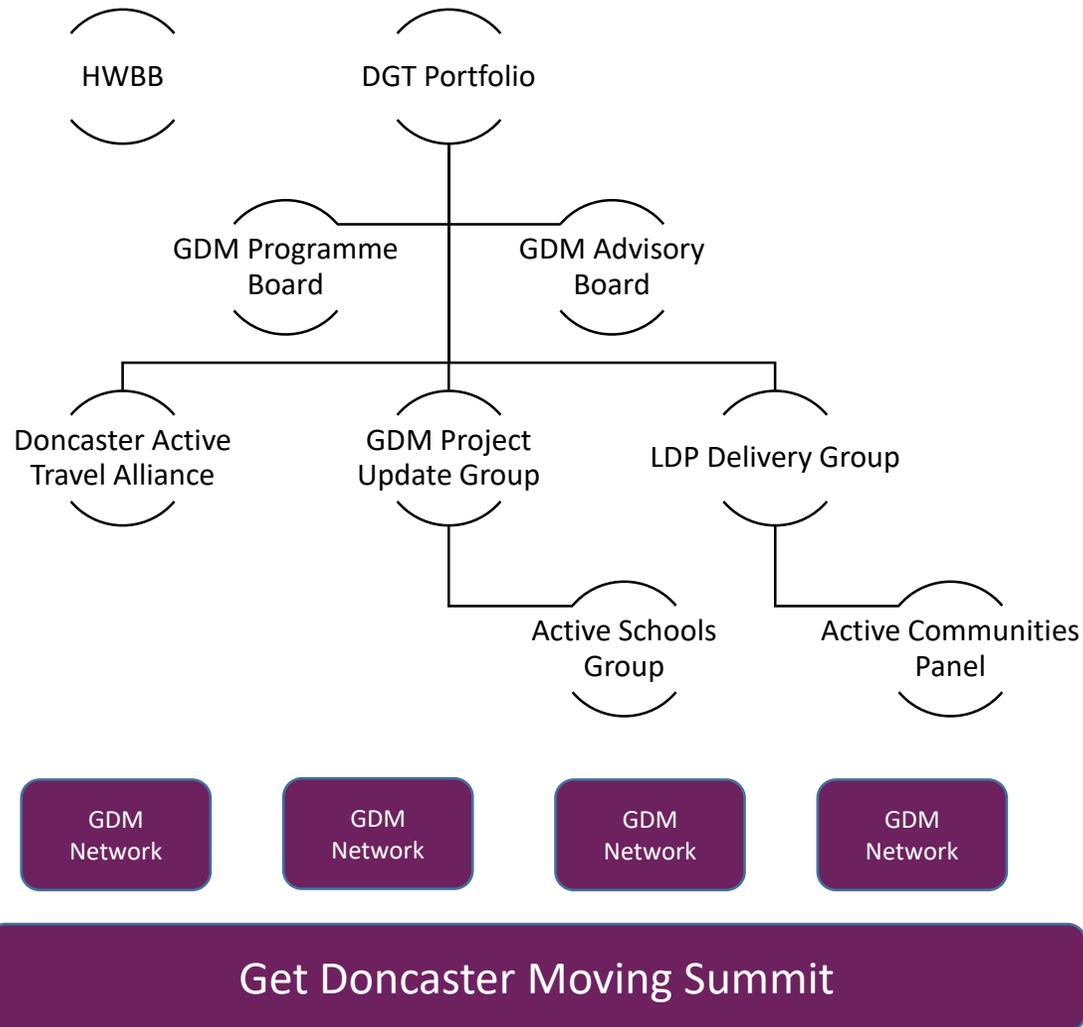
A social network analysis (SNA) in July 2019 surveyed approximately 50 stakeholders to identify connections between partners and will help identify what systems change has occurred.

In this diagram, the circles represent people and the lines indicate collaboration between each person.

4/5 of respondents were part of a board or partnership linked to the outcomes of GDM (Team Doncaster, HWBB, GDM Board).

The results indicated that relationships were fairly strong with only 15% being informal. However, only 17% of connections involve collaborating more than once a month with one-third occurring on an ad hoc basis. Therefore demonstrating that a high proportion were based on knowledge exchange, with work needed to improve collective decision making and problem solving.

Collaboration, coordination, connections



To support the development of relationships and collaboration to addressing inactivity, we have continued to review different opportunities for stakeholders to contribute to the GDM strategy.

There are a number of opportunities for stakeholders and organisations to influence changes within their own system and connect to others. From providing challenge at DGT Portfolio to attending as an interested individual/community organisation at the Summit.

In addition, we have provided structures that oversee the direction of the GDM strategy and lead its implementation. The GDM Programme Board is responsible for the monitoring overall GDM strategy progress (including the pace and impact of change) ensuring corrective action is taken as required.

Active Communities – Collaboration with Well Doncaster

Get Doncaster Moving and Well Doncaster share the same ambitions and Asset-Based principles of building on ‘what’s strong, not wrong’ in communities. The approach frames community development as something that happens ‘with’ and ‘by’ communities, rather than ‘to’ or ‘for’. We have learned a lot from Well Denaby, and through supporting Yorkshire Sport Foundation’s ‘Active Dearne’ project, which are both designed with Asset Based Community Development at their heart.

The insight so far has told us that there are differences in capability, opportunity and motivation to be active across communities and between active and inactive people. The solutions and ideas that communities are starting to develop are all different; showing that what works in one area, may not necessarily work in another.

We have match-funded four Well Doncaster Officers, who have been a local presence and strengthened links between Well Doncaster, the community and local services. This has ensured addressing inactivity remains fully integrated in the wider Team Doncaster community development approach, embedded within community-led conversations and provides capacity for the community to shape the approach.

Community Explorers

We have trained up 30 Community Explorers (community researchers) who have completed over 100 interviews with their friends, family and people in their community about physical activity. This has enabled us to gain granular insight in a number of communities and informed our hyper-local approach. The Explorers have become advocates for physical activity in their communities, and they now have the skills and confidence to conduct further research in their voluntary and community sector organisations.

Active Communities Grants

In December 2019, we launched the Active Communities Grants scheme, that provides opportunities for local people, groups and organisations to apply for grants of up to £500 to support Doncaster residents to ‘get out and about more’ and be active where they live. The grants are available for constituted and unconstituted groups who have bold and innovative ideas to support people in their community.

Active Dearne

Unique partnership funded by Sport England, led by Yorkshire Sport Foundation and supported by Doncaster Council (match funded from Well Doncaster); that supports people on low incomes who live in the Dearne Valley to access opportunities to be active within their everyday lives. In the first year of the project, the focus has been in Denaby, working in collaboration with the Well Doncaster strengths-based approach. The project will expand to new areas of Conisbrough and Mexborough in 2020.





Dance On

An approach to providing inactive women over the aged of 65yrs from low income areas with opportunities to move more through Dance. Doncaster was chosen by UK One Dance to be involved in a successful application to Sport England and match funded by Doncaster Public Health has enabled Darts to provide 358 sessions, 3 Dance On socials, and worked with over 400 participants.

Get Doncaster Dancing Strategy 2019

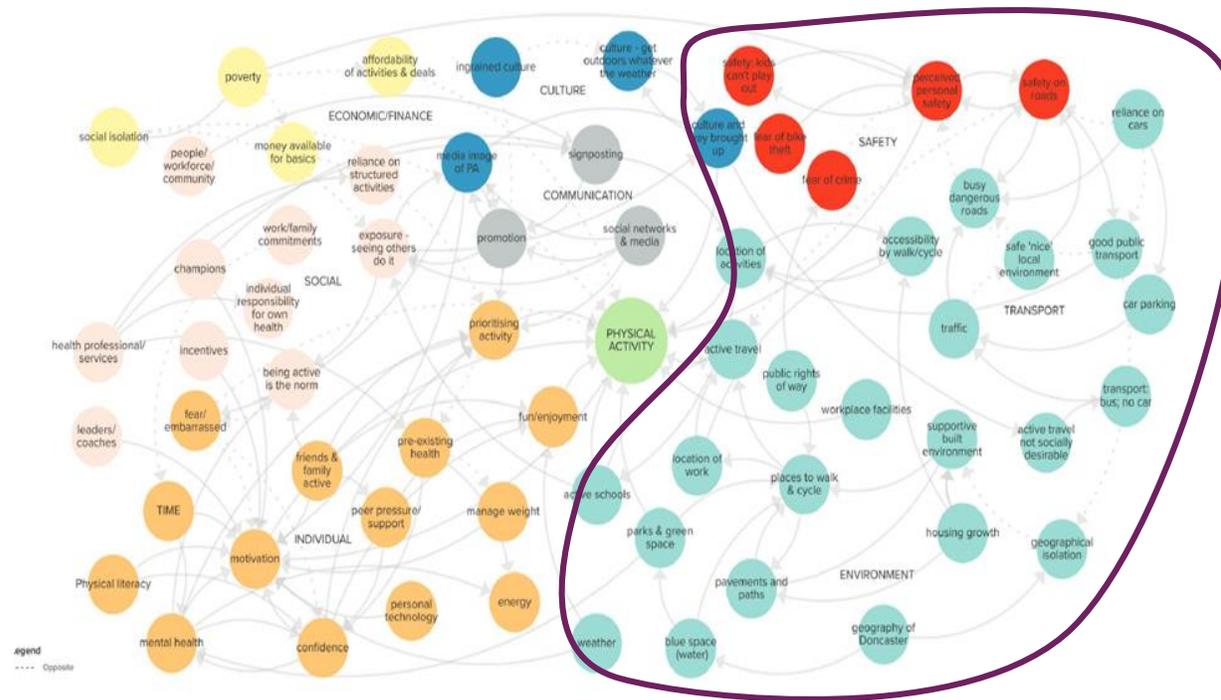
This aims to help more people of all ages to become active through participating in dance. The strategy was developed with the expert support of One Dance UK, the Get Doncaster Dancing Steering Group and through consultation with Doncaster residents and dance providers, it sets out how we hope to get more people participating in dance.

They GDD Steering Group are currently collaborating on the development of an implementation plan to realise the ambitions of the strategy

<https://getdoncastermoving.org/dance>.



Active Travel



Active Travel has been highlighted with our systems mapping as a key strategy to provide an environment that supports residents to move more on a regular basis.

Supporting active travel brings a number of co-benefits; helps to address our transport challenges, achieving our economic potential, help address air pollution, improve community connectedness and embeds physical activity into individuals daily lives.

Active Travel



There has been a significant amount of work that has taken place coordinated via the **Doncaster Active Travel Alliance** including:-

- **£1.2 million** funding secured from Transforming Cities Fund (TCF) for Active Travel Infrastructure.
- The adoption of **Doncaster's Walking Strategy**.
- The development of separate walking and cycling policies in our **Local Plan**.
- Approval of **Doncaster's Cycling Strategy**.
- Appointment of a dedicated Walking Officer – supported **14 Community Street Audits** providing community insight into local journeys made by residents, trained **38 volunteer health walk leaders and first aid**.
- Active Travel Auditor –providing systematic process to highway and other infrastructure/ developments including TCF.
- Applied for approximately £20 million transformational package of active travel schemes.

Early Years – workforce development

- In Doncaster we believe that the first years of a children's life are vital in their long term health and wellbeing.
- Early years professionals have a huge impact on families' emotional, physical and social development and wellbeing.
- Therefore we co-produced with early years practitioners from both public and private organisations a toolkit to support them to embed physical activity into their practice.
- To support the toolkit Public Health have trained 60 early years workers, including private and school nurseries, family hub staff and childminders. In the future the training will continue as part of the CYPF team training calendar.



Major Events

- Doncaster has developed a strong reputation for hosting major events through the staging of the Tour de Yorkshire (TDY) in 2016, 2018, 2019 and two stages of the UCI road worlds in September of 2019
- From the learning of 2016 TDY and through research undertaken by Leeds Beckett University <https://getdoncastermoving.org/insight-with-communities> we have developed a frame work approach of delivery to maximise the social impact from hosting these events.
- Through our early research into the Decay Curve of major event participation, we are starting to understand the harder challenge of how we can use major events to increase levels of physical activity in our population. Through our initial learning and gamification approach to delivery, we hope to better understand and increase physical activity levels through major events. This work will continue as we plan for the delivery of our Rugby League World Cup games.
- Our research of social impact and understanding of how major events can encourage residents to become more active has been identified as national best practice by UK Sport and Sport England. We have advised numerous local authorities as far as Cornwall and the North East. In addition we are supporting British Cycling, British Climbing Olympic team, RFU and RFL to maximise the social impact of their key events and delivery programmes.



Across the 4 events we have:-

- Attracted **155,000** spectators
- Supported **11,900** School Children's engagement and spectating
- Delivered Major international sporting event to **67.8%** of Borough Residents living within a 1 mile radius.
- Supported **111** community groups to deliver events or activities
- Provided **33** micro grants of up to **£200** engaging **11,066** residents



Sports Participation

The Sports Participation project has been developed in order to keep people playing sport, whilst also targeting new people to engage in sports participation. This involves capacity building and activation in both traditional sports clubs and community settings. The project aims are:

- To help clubs and voluntary sector organisations to sustain and grow their provision of high quality sporting opportunities.
- To increase the number of people who take part in sport twice or more in 28 days, while keeping those who regularly take part in sport active.
- To develop the coaching and volunteer workforce, so that more people have the skills and knowledge to inspire and motivate people to participate

We also know that sports participation is underpinned by a workforce of paid and (mostly) volunteer roles, such as (not limited to) officials, coaches, administrators and stewards. Without the role of volunteers in sport, most activity wouldn't happen. Therefore, supporting the recruitment, development and retention of volunteers is essential if we are to meet the demand required to increase sports participation.

Some key milestones in the past 12 months via the Sports Participation project include:

- Provided funding to upskill **84 coaches and/or new volunteers** to enable increased delivery of community sessions.
- Supported **5 clubs** to work towards obtaining minimum operating standards to enable them to be effective, ethical and sustainable.
- Support and funded **24 clubs create a new section** within an existing club or brand new club.
- Delivered First Aid, Safeguarding, Inclusive Sport **Training for 34 club members** .
- Supported **49 individual clubs** across Doncaster to **access funding and club development guidance**.



What's Next?

Areas of Opportunity

Active Practices

- Working with health care professionals to identify opportunities for supportive conversations with patients so they can experience the range of health benefits that being active can bring. Including Clinical Champions Training, Active Practice Charter, strengths based conversations training and connections to hyperlocal opportunities.

Children & Young People

- Despite a relatively high level of investment and focus on opportunities for children and young people, levels of inactivity in children and young people remain persistently low. We have recently collaborated with the Children and Families Board, to investigate what is affecting activity levels across the whole system in Doncaster. Work is due to start in January 2020 to identify and lead the necessary system changes to impact behaviour change.

Areas of Opportunity - Active Travel

- As previously described Doncaster Council has applied for approximately £20 million transformational package of schemes to open up new active travel routes across the Borough through the Transforming Cities Fund.
- Key packages in this scheme include the creation of cycle lanes, new cycle and pedestrian crossings, and a series of strategic cycling and walking improvement works to deliver new active travel connections.
- We are reviewing our current revenue funded active travel programmes to ensure that there is an approach that provides residents with the capabilities to utilise the opportunities that new active travel infrastructure will provide.
- There will be a number of approaches and events planned to raise the awareness of the affect of traffic and congestion on activity levels linking to the health challenge of air pollution. This will include school road closures and awareness of the playing out toolkit enabling residents to temporarily close their street to traffic for children to play.



Areas of Opportunity – Influencing & Communication

- Supporting behaviour change is consistently highlighted as being key to addressing inactivity.
- It is vital that the narrative we use to address inactivity is pertinent to Doncaster.
- Therefore investment is being used to provide an in depth approach to using a creative approach to influencing and communications.
- We are working with BJL who have vast experience working with major brands by building bespoke creative communications, platforms, and multichannel activation.
- They have reviewed and distilled all of the data provided and have used this information to create a hierarchy of key insights that we believe should drive our approach and strategy (see diagram opposite).
- To support this work we have developed guidance with the FrameWorks Institute, to help us build a narrative and frame the issue that will change attitudes and behaviours towards inactivity.



10 key insights that have driven our approach and strategy.



Residents frequently identify with their local borough over Doncaster.	Family is what matters most.	Anxiety is a primary barrier to inactivity – keeping people indoors and away from services which may help.	Resilient mindsets seen as both mental toughness and also as an inflexibility.	Aspiration is framed vicariously, i.e. I want my kids to have it better.
Perceived affordability is a key barrier to becoming more active.	The acceptance that things 'are the way they are' is prevalent.	Residents demonstrate confidence in high level professionals over mid level, i.e. Doctors over Nurses.	Good level of awareness of the benefits of being active and good versus bad habits.	Resources in the area are plentiful but there is a misalignment between need and what is on offer.

Get in touch & further information

- This report only provides the highlights of the extensive amount of work that has taken place. For more in-depth information please visit www.getdoncastermoving.org or alternatively get in touch with the GDM team at GDM@doncaster.gov.uk .

