



# Doncaster Council

## Briefing Paper, Health and Wellbeing Board

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**Agenda Item No. 8**

**Date: 14/01/2021**

### **GET DONCASTER MOVING UPDATE**

#### **EXECUTIVE SUMMARY**

1. This report provides an overview of What we have done, where we are now and our compelling vision for how physical activity can contribute to Doncaster's ambitions, Via the delivery of Get Doncaster Moving the boroughs Physical Activity and Sport Strategy over the past 4 years and most recent investment proposals submitted to Sport England via the Local Delivery Pilot as well as future planned work.

#### **WHAT DOES THIS MEAN FOR THE CITIZENS OF DONCASTER?**

2. Doncaster has persistently low levels of participation in physical activity and sport and this impacts on the quality of life of its residents. Previously completed insight has highlighted just how stark physical activity levels are across the borough. Approximately a third of Doncaster residents are sedentary, performing less than 30 minutes of physical activity per week. In our most deprived communities, this figure rises to almost two thirds. Creating a more active borough is an investment in developing greater human, economic, social and environmental capital. High levels of inactivity have a negative impact on the health of people, economies and the environment. Higher levels of physical activity are associated with positive outcomes such as reduced crime, pollution and traffic. Additionally, productivity, school performance, property values, health and well-being improve drastically with an active population.
3. Doncaster's success in becoming one of only twelve Sport England Local Delivery Pilots, nationally, is a unique and exciting prospect. It provides our residents with the opportunity to live in a borough where being physically active is easily accessible and contributes to Doncaster being a nice place to live, care, learn and work.
4. Most recently, Get Doncaster Moving has played an anchor role over the course of the Covid response that will continue as Doncaster moves into recovery and renewal. This will be pivotal in supporting residents to adapt to a new normal in safe and resilient and thriving communities. Get

Doncaster Moving Investment elements such as 'Active Communities', 'Active Travel', 'Parks & Open Spaces' and Facility Investment will be of particular importance during recovery, whether this be; facilitating improvements and accessibility to public spaces and active travel infrastructure; supporting communities with 'Active Communities' grants;

5. We will need to maintain a strong viable community sector if we are to increase levels of physical activity. Our approach of working with and communities, is starting to show positive returns, Collaborative approach with Well Doncaster team is ensuring we build alongside the community taking their lead and ensuring a long-term vision is design and delivered by the community members.
6. Our continued work and delivery of Get Doncaster Moving post-Covid-19 will help facilitate; the demonstration of positive crowd behaviours and social norms; the support of residents' wellbeing and coping capabilities; while continuing to support Doncaster to be a healthier and more vibrant borough. All of which will be of great benefit to Doncaster residents as the dust settles and a new normal is established.

## **BACKGROUND**

7. Over the last 4 years Doncaster has been working resolutely on addressing physical inactivity through Get Doncaster Moving (GDM) our 10 year strategy to increase levels of physical activity and sport across the borough.
8. Get Doncaster Moving sets out a vision for 'Healthy and Vibrant Communities through Physical Activity and Sport' which is delivered through the strategies 5 broad themes, being:
  - Walking
  - Cycling
  - Parks and Open spaces
  - Sport
  - Dance
9. This work was initially established through an award in April 2018 of £389,733 from the Service transformation Fund that provided the base framework to commence delivery of GDM and develop stronger partnerships.
10. This work has been recognised by Sport England for our compelling vision for change and we have been able to access significant support and funding, including capital funding for Doncaster Cycle Circuit and approval of Local Delivery Pilot (LDP) status, following a competitive 12 month application process
11. The LDP forms an important component for the implementation of the Get Doncaster Moving (GDM) Strategy and continues to test and explore what it takes to secure population scale change in physical activity behaviour. To support this the LDP provides a significant amount of resource across a number of themes and activities, with a total of £9.5m funding awarded or in principal approved, that will take us through to march 2025.

12. The LDP was initially set to last over a 4 year period, ending in March 2021 but has since been extended for an additional 4 years, until March 2025 as it has been recognised that this work will take time to deliver significant impact. This is not a typical programme, at its heart the LDP aims to better assist with creating long-lasting and sustainable change beyond its delivery period
13. Our work has developed and our whole system approach has started to embed itself across our internal and external partners and we are starting to see the fruition of this work. Summarised below is key work streams that have developed across GDM.

#### **14. Active Communities**

15. Initial research completed by Sheffield Hallam University identified that levels of inactivity in 8 of our communities are far worse than borough averages and demonstrated the stark differences that are apparent across and within our communities. In response to this, our Phase 3 LDP investment included staffing resource to facilitate the development of sustainable initiatives, projects and events in conjunction with local community groups and individuals. The overall aims being to test new ways of getting people more active and creating long lasting change by improving the skills and strengths of residents and communities to tackle inactivity. This work stream has been driven in collaboration with Well Doncaster.
16. Our approach to addressing inactivity is built upon continual engagement with communities. Phase 4 LDP investment seeks to extend our resource and provide match funding of 50% to extend the capacity of Well Doncaster Officers, enabling community engagement for a further 4 years; while also scaling up and integrating within the localities working model

#### **17. Evaluation and Capacity**

18. GDM and the LDP are committed to sustainability and by that we mean embedding our work within existing systems to ensure physical activity is considered wherever possible. This means working with and developing communities, other departments and organisations so physical activity opportunities are and continue to be provided and considered. Examples of this include collaborative work with Street Scene, PIC, Planning and Enforcement to name a few. This is to ensure continued sustainability following programme and post end. As work continues to develop and progress, we will continue to review requirements and explore opportunities as they arise.
19. Our successful approach in delivery of GDM has meant that the duration of the LDP has been extended from March 2021 to March 2025, to better assist with creating long-lasting and sustainable change. A number of staff posts and the current evaluation process have been funded by the LDP until March 2025. This will enable the team to continue to embed physical activity across the system. We have been successful in our current work but there is much more to do and this support will greatly help

20. Covid has had an impact on delivery and staffing capacity which has had to flex to support the response to covid. However, it has provided opportunity to foster new and stronger relationships with internal and external partners. This work has enabled us to accelerate relationships and work such as the support to the localities based approach.
21. The extension of funding has enabled us to review our evaluation approaches to peruse opportunities to better understand the evidence and evaluation we have gathered over the past 4 years. This will put us in a strong position to become more forensic and targeted with resources.

## **22. Parks and Open spaces**

23. Parks & open spaces are most definitely an important asset to Doncaster and its residents. They are consistently identified as being valued through community engagement; and provide a free, local and accessible way for people to be active.
24. Our Phase 3 LDP investment saw the provision of additional capacity to enable our approach to parks and open spaces be developed at pace in collaboration with the Land Use Consultants. Further evidence reviews, local information gathering and community engagement has been undertaken in order to develop an overarching framework and recommendations that identify; the changes most needed to set in motion a shift in our open space provision; how it is accessed, utilised and engaged with. Specifically there are now 15 bespoke plans that identify key areas for improvement that are central to the future parks work.
25. The funding recently received through the LDP will enable us to bring the 15 bespoke plans from concept to completion. This will take time and the learning undertake during the process will enable us to constantly adapt and refine our approach to leave a lasting legacy across our green spaces

## **26. Active Travel**

27. To underpin the significant and collaborative work that has been driven by the Doncaster Active Travel Alliance that includes the Transport Team and Public Health amongst other colleagues, our latest LDP investment has provided additional funding to continue to develop a whole systems approach towards active travel. This area of work is one of the most developed as a whole systems approach of working
28. Our Transport Team have been successful in a multi-million pound transformational package for active travel schemes via the Transforming Cities Fund. Our LDP investment affords the opportunity to support further testing of temporary infrastructure, travel behavioural analysis and community engagement low traffic schemes.
29. The recently adopted Walking and Cycling Strategies provide recommendations to improve and support active travel. Sport England investment through the LDP will support and maximise the implementation of these recommendations.

### **30. Sports Development**

31. Along with our wider approach, we are looking to redefine the support for providers of community sport. We are working closely with Sport governing bodies to support this work and are testing new approaches to support new cohorts of our communities to access the traditional settings.
32. This has included revisiting the traditional model of community club and starting to reset their position as community resource rather than pure community club. Good examples of this approach include the family fund programme at Wheatley rugby club where we are testing approaches to extend the reach of the club to support families and the recent establishment of Community Interest Company as part of the castle park structure.
33. We are also working closely with Club Doncaster to structure a bid to Football Foundation to provide much need community activity and resources. We have been awarded stage 2 enabling us to access small amount of funding to further research the need to hopefully deliver successful bid accessing the resources.
34. As with other programmes we have flexed our resources and worked with partners to help clubs when need, this ranges from working with Sport England to help clubs affected by floods in 2019 to access much need capital funds through to realigning our grant packages to help clubs to become covid secure. As we recover from covid we will continue to listen and work with the voluntary sector to redefine our offer that best meets their needs.

### **35. Leisure Facilities**

36. Our leisure facilities operated by Doncaster Culture and Leisure Trust (DCLT) provide a significant resource that enables our residents to maintain an active lifestyle. Pre covid the group of centres attracted just under 2 million visits per year.
37. Despite the popularity of our facilities, some are physically in a poor state of repair and need a refresh of their offer. This work has been ongoing with investment being given and planned. There is a significant resource requirement to achieve this and considerable amount of work has been undertaken to understand what is need to bring the stock of facilities up to date.
38. A good example of this approach was the re development of Adwick Leisure Centre. A mix of capital monies and prudential borrowing undertaken by DCLT has enabled the facility to diversify its offer. Repurposing an under used sports hall has increased footfall, provide much needed leisure and community resource while at the same time attracting new customer base.
39. This evidence-based approach to redevelopment will be continued as we roll out capital developments over the coming years. We will as part of the process meet the much need maintenance requirements but at the same time look to extend the offer at each site.

40. Sport England have supported this work with technical advice and funding. This has put us in a good position to be able to respond to demand and need such as the work we undertook to open Hatfield Outdoor centre in June as we came out of lock down. This has enabled the facility to significantly increase bookings, bring increased visitors to the site investing in the local economy.
41. The capital program will see investment into Askern and Armthorpe in 2020-21 and Dearn Valley, Thorne and Hatfield in 21-21. Future years will see works across the remaining centres

## **42. Dance**

43. Dance is identified as 1 of the 5 themes of GDM. As a none 'traditional' and informal form of physical activity, dance provides the opportunity to engage more of our residents and communities. The fact that 'traditional', formal activity does not always resonate with communities when working to address physical inactivity has continued to be highlighted over the course of the LDP.
44. To date, Doncaster has seen the adoption of a Dance Strategy along with the formation of the 'Get Doncaster Dancing' Steering Group, responsible for the implementation, governance and monitoring of the strategy.
45. Additionally, Doncaster is currently a part of the 'Dance On' Programme, funded by Sport England and supported by One Dance UK, aiming to increase physical activity and reduce social isolation in women over 55.
46. The extension in funding will enable the Dance On programme at scale across Doncaster, develop the dance workforce to deliver sustainable dance opportunities for inactive residents and provide resource for the dance sector to deliver the recommendations of the Dance Strategy.

## **47. Major Events**

48. Doncaster has been in the fortunate position to host a number of significant international events hosting of these events has shown that they can and do have significant social impact.
49. Through our partnership with Leeds Beckett University, we have been able to measure and research the social impact, enabling better delivery of each and future events. This work has increased the reach of the events making lasting change within the communities
50. Over the past 4 years, we have held h 4 stages of the tour de Yorkshire, including two stage finishes and one stage start. Two stage starts of the UCI road worlds, Two England Women's Rugby Union Games.
51. In 2021 we will host 3 stage games for the Rugby League World cup and a nation team for the period of the event. With a view to the future, we have submitted expressions of interest to host teams and events.
52. Underpinning GDM work is the emphasis to share learning locally and

nationally. As Doncaster are seen as national leaders in the social impact of events, Leeds becket working with UK sport and Sport England are developing a practitioners hand book that will be published 2021, that will assist external organisations and Local authorities to maximise the impact of their events

### **53. EQUALITY IMPLICATIONS**

54. The vision for Get Doncaster Moving and Doncaster's Local Delivery Pilot is to address the inequalities that exist in the physical activity participation levels of Doncaster residents. Our approach continues to explore these inequalities, offering insight and testing interventions that address the gaps that currently exist. A Due Regard Statement has previously been developed for the Physical Activity and Sport and LDP paper and we will be ensuring we continue to take due regard where inequalities exist

### **55. CONSULTATION**

56. Get Doncaster Moving has been developed using information and insight gathered from a number of sources. This has included the research with our communities and our various engagement activities with colleagues, stakeholders and strategic leads across a number of organisations

### **57. BACKGROUND PAPERS**

58. Get Doncaster Moving Strategy <https://getdoncastermoving.org/strategy>

## **GLOSSARY OF ACRONYMS AND ABBREVIATIONS**

**LDP** Local Delivery Pilot  
**SE** Sport England  
**GDM** Get Doncaster Moving

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