

# **Doncaster Delivering Together**

**Prospectus**

**2020-2030**

**A Doncaster partnership plan for**

*Thriving People, Places & Planet*



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# Foreword from Mayor Ros Jones

## What is Doncaster Delivering Together?

Doncaster Delivering Together marks a significant change of gear in the collective effort to improve the wellbeing of everyone in the borough - and to ensure that we leave a better place for future generations.

This is a plan for everyone who has a stake in Doncaster's future. It has actions that residents, community groups, businesses and organisations of all kinds can get behind, help shape and deliver.

It is ambitious for the future, but also grounded in 'here and now' requirements - such as being able to get around the borough easily, access a good job and reliable broadband and live in an affordable home in a clean, safe, supportive community with plenty of things to do.

We have reached a significant point in Doncaster's improvement journey - where a major step forward is both possible and essential.

It is possible because of our achievements in the past five years – including more residents in work, higher wage rates, improved educational outcomes and more investment into the borough. We have developed new ways of working, for example to reduce homelessness and to support healthier communities.

It is essential because too many residents and communities have not shared in Doncaster's recent success and instead have to live with poor health, low incomes and unemployment. This challenge combines with two huge imperatives that demand our attention...

Firstly, to recover from the devastating impact of COVID on the health of residents, jobs, incomes and businesses - a recovery that leaves no one behind, supported by the partnership working that has been crucial to our response to the pandemic. I am immensely grateful to the many people who take pride in making our communities safer, healthier and happier through their acts of kindness, creativity and energy.

Secondly, Doncaster needs to be on the front-line in tackling the growing threat of climate change. Our wellbeing is directly linked to the health of the planet. We saw this with the devastating floods in 2019 and wildfires in 2020. We need to reduce the carbon produced by heating our homes, travelling and the production of goods and services. In the process, we can create good 'green' jobs, for example to support the switch to low-carbon homes, renewable energy and electric vehicles. We can also increase the amount of greenspace across the borough including 'Green Hearts' in our town centres.

This plan raises big questions about the type of borough we want to see now and in the future and what true success looks like in an ever changing and unpredictable world.

It also requires the Government to provide adequate, long-term funding for the local public services that are so essential for the wellbeing of residents and communities.

Team Doncaster continue to consult with local residents and organisations and have established six Wellbeing Goals to provide the long-term 'beacons in the distance' we will move towards.

We will deliver them through a focus on eight priorities – the 'Great 8'.

We need to develop new ways of working, get closer to communities, seize new opportunities for jobs and investment and work across geographical boundaries to tackle common challenges like pandemics and climate change.

For current and future generations, we cannot just re-establish the status quo that existed before.

I invite you to be part of Doncaster's decade of delivery with one central mission: Thriving People, Places and Planet.

## Our journey so far

In the five years to 2020, the borough had record levels of employment, house building and investment, together with an increase in the number and variety of businesses. Average wage rates also increased and in 2020 were higher than the regional average.

In 2019, the proportion of Doncaster's young people reaching a Good Level of Development at Early Years Foundation Stage was above the national average and the gap to the national average Attainment 8 scores (GCSEs) had started to close. The long-term trend showed an improvement in healthy life expectancy and good progress being made in enabling people to live independently in the place they call home for as long as possible. However, Doncaster is the 41st most deprived area in England (out of 317) and quality of life varies significantly across the borough.

The 'Doncaster Growing Together' (DGT) plan (2017-2021) was launched by the council and its Team Doncaster partners from the local public, private, voluntary and community sectors as a collective commitment to create a thriving place to live, learn, care and work. It faced up to Doncaster's deep-rooted challenges, particularly inequalities, low wages, in-work poverty and low levels of social mobility that still affect too many people. Shared improvement programmes have included Get Doncaster Moving (to increase physical activity), Complex Lives (to tackle homelessness), Stronger Families (new ways of supporting families), Well Doncaster (community level health improvements) and the integration of health and care services.

DGT also prioritised quality jobs with higher wages and ensuring local people have the skills to access them - to help create a more inclusive economy with higher productivity. Doncaster's Opportunity Area Programme, Employment Advancement Service and Launchpad Programme have all contributed to this aim. Growth sites such as the iPort and Gateway East at Doncaster Sheffield Airport (DSA) have contributed many jobs alongside the thousands of micro businesses that make up 90% of our economy.

Investment in the town centre has included the new railway station forecourt and the opening of a new University Technical College, cinema, Wool Market and the Danum Gallery, Library and Museum.

Doncaster Delivering Together (DDT) retains the ambitions of DGT, but adds to them in response to major new challenges and opportunities.

COVID has disrupted the borough's progress and worsened inequalities, especially for those with underlying health conditions. The journey of recovery could be a long and uncertain one. However, COVID hasn't removed the strong foundations we have laid; instead, it has highlighted the borough's compassion, cooperation and what we value – including access to greenspace and those that deliver the essentials of life, for example food and health support.

Doncaster's declaration of a Climate Change and Biodiversity Emergency in 2019 marked a shift to a more regenerative borough that renews and improves what we have, for example by reducing waste, reusing and recycling products and enhancing our countryside.

DDT provides a set of wellbeing goals to aim for, clear actions and new ways of delivering them.

Doncaster is the largest metropolitan borough by area in England with a growing population and the assets and talent to match many cities. Expectations of what is possible are increasing locally, regionally and nationally.

In the next stage of our journey we can meet those expectations - in ways that are noticeable across the borough and welcomed by future generations.

# Our Mission

***Thriving People, Places & Planet.***

Doncaster Delivering Together (DDT) is about everyone being able to thrive and contribute to thriving communities and a thriving planet. Happy lives. Lives with a sense of purpose.

## Doncaster Wellbeing Goals

### What is 'wellbeing'?

Wellbeing is about 'how we're doing' - as individuals, in the community we are part of, as a borough and as a planet. It is the sense of whether life is good or not - and what the future holds.

*'Feelings of happiness, contentment, enjoyment, curiosity and engagement...Experiencing positive relationships, having some control over one's life and having a sense of purpose are all important attributes of wellbeing.'* (The New Economics Foundation)

### Doncaster Wellbeing Wheel

Doncaster and the world around us are changing in many different ways and it is time to rethink what it means for Doncaster's residents and communities to live well together now and in the future. We need a clear set of goals to aim for.

The wheel opposite shows Doncaster's **six Wellbeing Goals** →

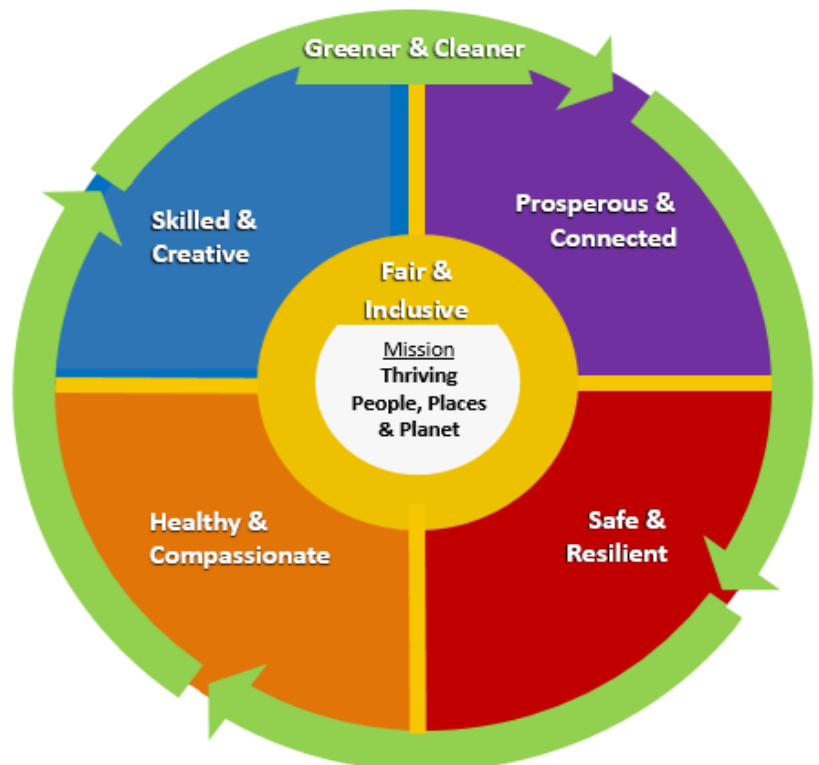
These are the long-term 'beacons in the distance' we will work towards.

The Wellbeing Goals interconnect, for example reducing unemployment must go hand-in-hand with plans to improve health outcomes, skills and transport connections.

Together, they contribute to one overall **Mission:**

***Thriving People, Places & Planet.***

This reflects that our wellbeing is directly linked to that of the planet.



By meeting these Goals, Doncaster will also be contributing to United Nation's global Sustainable Development Goals which aim to build a more environmentally sustainable, inclusive and prosperous world.

## Wellbeing Goals – Vision

We have a vision for each of the Wellbeing Goals:

Goal	Vision
<b>Greener &amp; Cleaner</b> Doncaster	All residents, communities and organisations working together to protect and enhance the local and global environment to improve wellbeing
<b>Fair &amp; Inclusive</b> Doncaster	A borough with reduced inequalities and improved access to social and economic opportunities for all
<b>Prosperous &amp; Connected</b> Doncaster	A stronger, greener & fairer economy that provides good, well paid jobs and is supported by improved transport & active travel infrastructure & access to good broadband
<b>Safe &amp; Resilient</b> Doncaster	Residents feel safe and communities are more resilient to challenges and emergencies
<b>Healthy &amp; Compassionate</b> Doncaster	A compassionate borough where collectively everyone is supported to add life to years and years to life
<b>Skilled &amp; Creative</b> Doncaster	Residents have improved skills and a creative culture supports wellbeing, business success and solutions to the borough's challenges

## Wellbeing Essentials & Environmental Safeguards

Two important parts of the Doncaster Wellbeing Wheel are the inner and outer circles – because of the wellbeing priorities they represent, their impact on the other Goals and how they will influence decision-making.

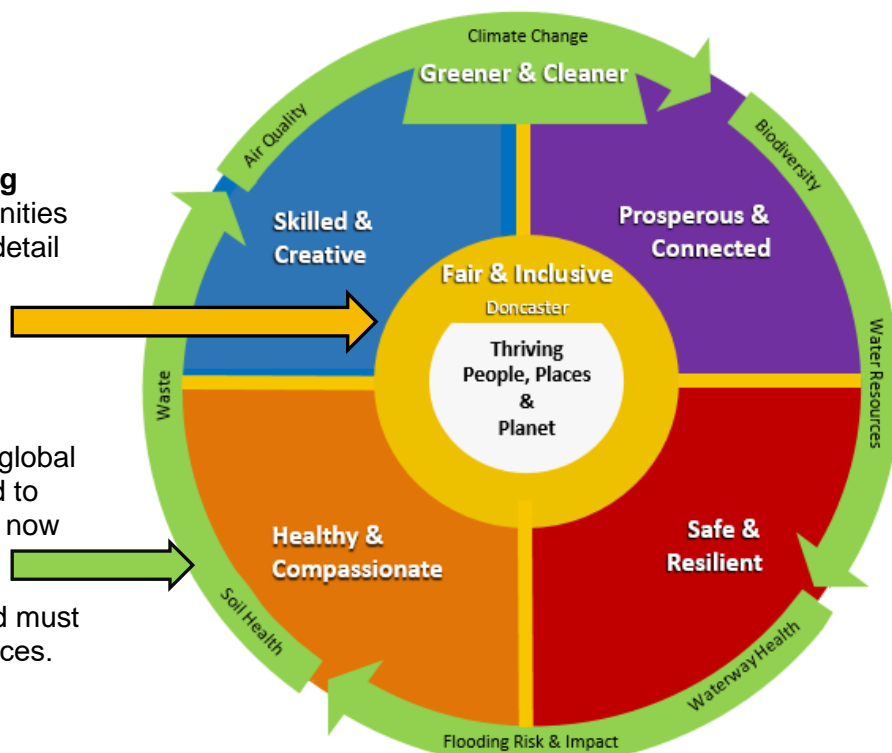
### 'Fair & Inclusive' inner circle

This includes a focus on the **'Wellbeing Essentials'** that residents and communities need to thrive – as explained in more detail on the next page.

### 'Greener & Cleaner' outer circle

This includes a focus on the local and global **'Environmental Safeguards'** we need to consider in all we do if we are to thrive now and in the future.

It recognises that we all live within, and must not exceed, the planet's natural resources.



## Fair & Inclusive Goal - Wellbeing Essentials

Better wellbeing requires solid foundations. We all need to have our basic needs met before we can have the chance to thrive and wellbeing cannot flourish when there are inequalities between people and between communities.

Through the engagement undertaken to develop this strategy, we have identified a number of potential wellbeing essentials to ensure no one is left behind. These are set out in the table below and will be developed through further engagement, along with a clear set of measures of success. They will then be the focus for a relentless partnership effort to ensure everyone has the opportunity to thrive:

Wellbeing Essentials	Why?
Homes	So everyone has an appropriate home that is decent (e.g. clean, warm with good facilities), secure and affordable - and are therefore free from fuel poverty
Food	So everyone has access to the nutrition they need
Income	So everyone can secure the income they need to have a decent minimum living standard. Also ensuring residents can access debt advice and support if needed
Digital	So everyone has access to the digital connections and skills needed in the home, at work and when out and about
Training	So everyone has access to the training and education that will allow them to achieve their goals in life
Employment	So everyone has opportunities and support to access meaningful employment
Social Contact	So everyone has access to social opportunities and support
Greenspace	So everyone has access to quality greenspace (e.g. parks)
Influence	So everyone has the opportunity to influence positive change and has a voice in the decisions that affect them
Safety	So everyone feels safe
Health Services	So everyone has access to essential health services
Social Equity	So everyone is free from discrimination and treated fairly
Transport	So everyone has access to affordable, reliable transport

## Greener & Cleaner Goal – Environmental Safeguards

In September 2019, the Mayor of Doncaster declared a Climate Change & Biodiversity Emergency and Doncaster has agreed an Environmental and Sustainability Strategy to both tackle this and deliver a range of environmental improvements. It highlights that there are a number of local and global environmental 'safeguards' we need to consider in all we do if we are to thrive now and in the future.

So for example, when planning a new housing development, what will be the impact on air quality or greenspace?

The safeguards in the table below will be further developed through engagement, along with a clear set of measures of success. They will then be the focus for a relentless partnership effort to ensure our wellbeing needs are balanced with those of the planet:

Environmental Safeguards	Why?
Climate Change	So current & future generations don't suffer the effects of an overheated planet
Biodiversity	So we bring back more of the plants, trees, animals, insects and ecosystems that live on our planet and make human life possible
Flooding Risk & Impact	So our communities are less likely to be affected by flooding
Air Quality	So everyone can breathe clean air
Reducing Waste	So future generations have enough resources
Water Resources	So everyone has adequate clean water
Soil Health	So our land is healthy and pollution free
Waterway Health	So our waters are healthy and pollution free



## Greener & Cleaner

***Our vision is for borough-wide collective action that protects and enhances the local and global environment to improve wellbeing***

The environment has a major impact on the wellbeing of residents and the attractiveness of Doncaster as a place to live, work, visit and grow a business. This goal is about improving quality of life for current residents and future generations by ensuring a sustainable natural and built environment and a cleaner borough.

### Where are we now?

***Doncaster has agreed a challenging target to tackle the Climate & Biodiversity Emergency***

The Team Doncaster partnership is committed to taking the local action needed to help tackle this global challenge.

Doncaster aims to be carbon neutral by 2040 – and to achieve 85% of the required reduction in carbon emissions by 2030.

***Residents want to live in a cleaner borough***

Feedback from 'Doncaster Talks' highlights the need to tackle day to day environmental issues such as litter, air quality, the cleanliness of streets and the quality and availability of parks and greenspace.

***We are already making changes***

For example:

- ***More people are recycling and reducing waste*** – and seeing it as a normal, everyday activity.
- ***We continue to address the day-to-day challenges*** – including keeping our streets, roads and communities clean.
- ***We are investing in our 'natural capital'*** – including the trees, plants, clean air and biodiversity that support human life and provide a range of recreational and health benefits.
- ***We are investing in reducing the risk and impact of flooding*** – working hard to ensure residents and businesses are less likely to be affected by flooding.
- ***We are already investing in green energy*** – and the consumption of electricity supplied by locally generated solar and wind energy is increasing.
- ***A long-term plan for greener homes is taking shape*** – we are designing and starting to deliver a long-term borough-wide Housing Retrofit programme.
- ***We are investing in greener travel and improving air quality*** – including a zero emission Council fleet, public electric vehicle charging and active travel infrastructure across the borough.
- ***Many local businesses are at the forefront of new green technology*** - including hydrogen fuels and biogas and are changing their working practices to be more environmentally friendly.

### Opportunities

***There is a growing local commitment to take action***

We all need to make our own contributions to a greener and cleaner borough. Team Doncaster members belong to a number of partnerships that we can build on and the borough has a long history of environmental conservation. Doncaster has the potential to be a beacon for green jobs, greenspace and the decarbonisation of homes, transport, infrastructure and organisations.

A culture change is needed to reduce consumption and create less waste, to effectively tackle issues such as fly-tipping and to encourage buying local to support local businesses in their efforts to become more environmentally friendly.

Achieving our net zero target would put us ahead of the target set by UK Government. We have a window of opportunity and a limited amount of further emissions we can produce (a 'carbon budget') to stay within if we are going to play our full part in the global effort. We need to act fast to reduce the likelihood of harm and to be resilient to the changes in the climate that are already making an impact.

### ***The COVID crisis has demonstrated that radical changes are possible***

For example, the pandemic brought many changes to both travel and work patterns with significant increases in home working and schooling and businesses reconsidering the size and location of their commercial premises. Some of the further changes we will need to make will be very large scale, costly and beyond Doncaster's current resources. There will be some difficult choices and decisions to make.

### ***Local nature recovery networks can help to restore and increase nature***

We have the opportunity for wildlife-rich nature recovery in Doncaster, expanding upon existing environmental assets and developing new ones. These will form part of a regional and national strategy to improve our natural capital assets and the essential environmental ecosystem services they provide.

### ***Greener and cleaner...but also fairer***

Many of the changes we need to make involve more than just 'giving up' something. They can, in fact have significant benefits, for example, the transition to more energy efficient homes provides the opportunity to reduce fuel poverty and health inequalities.

We need to ensure the benefits of acting on climate change are shared widely and the costs of the transition to a net zero carbon future do not fall on those least able to pay, or whose livelihoods are most at risk as the economy changes. This need to enable a 'just transition' matters to both residents and businesses.

## **Measuring Progress**

We will use a number of performance indicators to measure progress, including:

**Perceptions of the  
borough's  
cleanliness\***

**Value of our natural  
capital\***

**Across our  
Environmental  
Safeguards**

Doncaster target is to be:  
**Carbon neutral by 2040 – and achieve 85% of the reduction in emissions by 2030\*\***

**'Doncaster Talks' Surveys**

\* New measure to be considered.

\*\*This will be accompanied by other indicators, for example to cover the contribution of housing and transport.

## Fair & Inclusive

***Our vision is for a borough with reduced inequalities and improved access to social and economic opportunities for all***

An unfair and unequal Doncaster will never thrive. To maximise the wellbeing of our people, places and planet, we need to reduce inequalities and the barriers to living a good life in Doncaster.

### Where are we now?

***Through DGT we have made good progress in ensuring that residents have equal opportunities and that everyone can fulfil their potential***

Despite progress, poverty and deprivation still affect too many residents and communities. There are many types of inequalities within Doncaster (e.g. between people of different ethnic backgrounds or genders), but also between Doncaster and the rest of the country. These unfair inequalities include differences in the way people experience access to services (e.g. healthcare) and opportunities (e.g. training), as well as in terms of the outcomes they experience (e.g. health, educational attainment, and earnings). These unjust differences prevent individuals from being able to fulfil their potential. They also create an unfair and an unequal society.

We aim to reduce the number of areas within the borough falling within England's 10% most deprived.

COVID has further laid bare these deep fractures of inequality. At the same time, the Black Lives Matter movement has shone a light on the racism and discrimination that plagues our society. The recent Marmot reports have highlighted further challenges, as well as principles to help address them.

### Opportunities

DDT provides the opportunity to say '*enough is enough*' and to work together to transform the lives of everyone in Doncaster - not just people here right now, but also building a Fair & Inclusive borough for future generations to come.

### ***Building the Wellbeing Essentials of life***

Central to a Fair & Inclusive Doncaster is ensuring that all residents have a basic platform from which to thrive. A set of Wellbeing Essentials will be the social safeguards put in place that collectively we work towards to ensure that no one is falling short.

These essentials will target tackling poverty as a starting point. However, it is crucial that they also address what residents consider to be their most pressing issues, as well as what key local, regional and national agencies take to be fundamental to wider wellbeing. We will therefore make sure that this set of Wellbeing Essentials is shaped by the lived experience of local people, and we will also explore undertaking a Wellbeing Fairness Commission to improve our understanding of these essentials and the multi-agency action needed to deliver them.

### ***Reducing inequalities across our Wellbeing Goals***

A shared endeavour to reduce inequalities and improve the opportunities for social mobility will underpin all of our goals and priorities. We commit to closing the gap with national standards, as well as the gaps that exist within Doncaster. Adopting the following 'Marmot principles' will help guide our actions to achieve this:

- Give every child the best start in life
- Enable everyone to maximise their capabilities and have control over their lives
- Create fair employment and good work for all
- Ensure a healthy standard of living for all
- Create and develop healthy and sustainable places and communities

It is vital to step up collective action, such as pushing for a real living wage for all, exploring innovative ideas such as universal basic income, citizens' assemblies and participatory budgeting.

### ***A diverse and inclusive Doncaster***

Our Inclusion & Fairness Forum acts as an independent advisory group to help identify ways in which we can make Doncaster a fairer place to live and work. It commits to Understand, Listen, Represent, Act and Educate. Doncaster's anchor institutions also have a key leadership role, as employers and through the wider local impact they create, for example through inclusive, local procurement practices.

To be a Fair and Inclusive Doncaster we must be relentless in achieving equality across the spectrum of 'protected characteristics'. This includes empowering all women and girls to achieve their potential and eradicating misogyny, for example by reducing the gender pay gap and increasing access to leadership positions across Team Doncaster and beyond.

It also includes ensuring all people in the borough feel welcome and valued, including by being a 'disability-friendly' borough, supporting and celebrating our LGBTQIA+ community and addressing the issues highlighted by the Black Lives Matter movement – for example, acknowledging that we need to do more to address structural racism and racial inequalities.

Vital to all of this is the need to better understand the 'lived experience' of each of our communities, including through undertaking 'needs assessments' as part of Localities Working to help inform actions and target interventions.

### ***Equity at the heart of Doncaster***

To deliver a Fair & Inclusive Doncaster, *equity* has to be at the heart of everything we do in our efforts to achieve equality. Being equitable in our approach means acknowledging that not everyone starts at the same place in life, and that equality cannot be achieved unless we recognise that different people require different levels of support to achieve the same outcome.

We will work relentlessly and collectively to embed a Fair & Inclusive Doncaster across our wellbeing goals; thinking long-term, prioritising and targeting resources, and pulling every lever to create a borough where everyone has the opportunity to thrive. Localities Working will be the key way that we respond to local needs.

There will be universal work across the wellbeing goals to improve the lives of everyone. Failure to do this will mean that these gaps will remain and potentially increase.

## **Measuring Progress**

We will use a number of performance indicators to measure progress including:

**Monitoring the impact of our Wellbeing Essentials on inequalities\***

**Child Poverty**

**Doncaster aims to reduce the areas across the borough in England's most deprived 10%.**

**'Doncaster Talks' surveys**

\* New measures to be explored

## Prosperous & Connected

***Our vision is for a stronger, greener and fairer economy that provides good, well-paid jobs and is supported by improved transport, active travel and digital infrastructure.***

Doncaster is joining a global movement that is re-considering what true economic success looks like for people, places and the planet.

### Where are we now?

***Doncaster has started the journey to a 'wellbeing economy'***

Prior to the COVID pandemic, Doncaster had record levels of employment, an increase in average wages, growth in the number of businesses and record levels of investment into the borough. Many programmes of work have contributed to this, for example the Working Win health-led employment trial that combines support for good health, employment and in-work progression. COVID has disrupted the borough's progress, however it has not removed Doncaster's strong economic foundations

***Prosperity is not yet reaching all people and places***

Economic growth does not automatically create vibrant places or increase earnings for low paid workers. Good, stable work, a decent standard of living and the chance to buy a home are not yet available to all residents and in-work poverty and job insecurity are also a concern for many people. Our productivity is lower than it should be and too few businesses export and benefit from the access to more customers and innovative ideas this can provide.

Doncaster's growing population and employment sites are spread across the borough that this presents a significant challenge in connecting people and businesses to economic and social opportunities. The pandemic has also reinforced the need for strong, reliable digital connectivity in our homes, workplaces and daily lives and the confidence and skills to use the latest technology.

### Opportunities

***Stepping up the transition to a wellbeing economy***

Around the world the success of an economy tends to be based on how much it produces and how much people consume. However, an increasing global collaboration of governments and organisations believes that economic growth should be a means to the end – to deliver human and environmental wellbeing. Doncaster shares the ambition to develop a 'wellbeing economy' and to explore the new approaches needed to create one. The creativity and innovation of local businesses will have vital role in this.

More fundamentally, we cannot assume there will always be economic growth to deliver prosperity – something the impact of COVID has demonstrated. We need to improve the economy's resilience to future crises, for example by building more resilient supply chains to keep food, resources, products and materials flowing.

***Embracing the digital & technology revolution that is transforming our lives***

New product design, artificial intelligence, automation and smart devices present opportunities for new jobs, productivity improvements and solutions to our wellbeing challenges. Automation is also a risk to some roles, including low skilled trades and administration and support for re-training will be required.

***A zero-carbon, 'circular' economy is something we can all get behind***

We can use Doncaster's transition to 'net-zero' to create good jobs and thriving businesses as part of a 'circular economy' – which moves away from a 'take, make, use, waste' approach to finite resources to one that keeps them in a continuous loop of use and reuse for as long as possible. It includes the shift from carbon-intensive industries and the growth of green technology sectors (e.g. renewable energy).

## ***Maximising the potential of our key industries to create good jobs***

We can combine the opportunities presented by a net-zero carbon economy with the aim of growing our industry specialisms (e.g. rail engineering) and the aim to create others, including in the creative and digital sector. Growing supporting services (e.g. financial and professional services) is also a key opportunity. This work will go hand in hand with the development of our key growth sites for jobs and businesses, including Unity (Hatfield and Stainforth), the town centre and Gateway East at DSA. A joined up approach that supports residents to develop new skills, alongside incentivising businesses to create the good, well-paid jobs that require them, is essential for an inclusive, prosperous economy. Doncaster's University Technical College is an example of this approach that we can build upon.

## ***Ensuring our town centres fully contribute to a thriving borough***

Clear plans are needed to support our towns to be a thriving mix of businesses, housing, culture, leisure and greenspace. They must respond to any changes to the use of town centres driven by the pandemic.

## ***Delivering quality new homes for communities***

We will work with housing developers to meet the growth targets in Doncaster's Local Plan and we will increase the number of council homes available for those who need them.

## ***Tackling health inequalities for a successful, wellbeing economy***

Good health is an asset that reaps rewards in the workplace as it enables people to find and keep well-paid employment and contribute fully to the success of businesses and organisations.

In Doncaster, of those who are economically inactive, nearly 1 in 3 (12,100 in 2020) is due to long-term sickness. Encouragingly, 23% want to work compared to 21% for the Yorkshire and Humber overall.

COVID has demonstrated the importance of the 'foundational economy' which delivers essential goods and services (e.g. health and social care). Our hospitals are major anchor institutions with the potential to lead the drive to create good jobs, healthier workplaces and thriving communities.

## ***Fair work for all***

Doncaster can be a beacon for good employment by building upon the work of local businesses and organisations who are committed to reducing in-work poverty, boosting health and wellbeing, supporting training and promoting greater workforce equality, diversity and involvement in decision-making.

## ***Circulating the Doncaster '£' and supporting the Wellbeing Goals***

We will continue to promote 'community wealth building' by keeping more of the Doncaster '£' circulating around the economy. We will also encourage more businesses and organisations to support the Wellbeing Goals, for example by offering good jobs to local people or supporting improvements to the environment.

## ***A transport system that works for everyone and the environment***

Climate change, congestion and air pollution requires a shift to electric vehicles on both the road and rail network and greater use of public transport. In addition, some shorter journeys could be taken by walking or cycling. Doncaster Sheffield Airport is already working on low carbon, sustainable aviation solutions.

### **Measuring Progress**

We will use a number of performance indicators to measure progress, including:

Number of  
Businesses

Number &  
quality of Jobs

Productivity

Wage Rates

Employment  
Rate

Out of Work  
Benefits

Highly Skilled  
Occupations

Net new homes  
built

'Doncaster Talks' Surveys



## Safe & Resilient

***Our vision is that residents feel safe and communities are more resilient to challenges and emergencies.***

Ensuring that people are safe and *feel* safe is a wellbeing essential and a foundation to be able to thrive. Crime and anti-social behaviour have a huge impact on people and places and affects the attractiveness of Doncaster for businesses and its ability to attract and retain talented people.

The strength and ability of residents and communities to adapt to change and deal with shocks and emergencies is referred to as 'resilience'. By being more resilient we can limit the negative impact of these challenges and save the resources needed to fix problems that could have been reduced or avoided.

### Where are we now?

***We have a strong partnership with clear priorities for keeping people safe***

The Safer, Stronger Doncaster Partnership has worked successfully for over twenty years to make Doncaster a safer place. The Community Safety Strategy was updated in 2021 and has six priorities:

- Protecting vulnerable people
- Reducing anti-social behaviour
- Reducing crime & re-offending
- Tackling serious & organised crime
- Reducing substance & alcohol misuse
- Reducing violence and violent crime

Doncaster's Safeguarding Boards have developed effective arrangements for keeping children and adults safe. However, both still have challenges and priority focus areas in the protection of our vulnerable residents.

***The borough has shown it can respond to major emergencies***

The flooding of 2019 and wildfires of 2020 were followed by the COVID pandemic that severely tested the borough's resilience – but we have pulled together to save lives, provide care, reduce the spread of the virus and provide financial support to those whose businesses and livelihoods have been affected.

***Communities have both common and distinctive resilience challenges***

Doncaster is diverse. Some areas have a relatively good quality of life, whilst others struggle with deprivation that can leave people feeling left behind. There are common challenges (e.g. the threat of climate change) whilst others reflect the unique local character of communities.

### Opportunities

***Localities working means local solutions for local people***

In thriving communities, a positive combination of people and place creates local pride and encourages active citizenship and cooperation, contributing to greater safety, resilience and overall wellbeing. Localities often have different priorities and needs and the council and its partners are responding to that by working closer with communities, recognising that residents know their place best and everyone has a positive role to play.

By rolling out this approach across the borough we can identify and address the many factors that can affect community safety and resilience, including the Wellbeing Essentials and also:

- Levels of trust, local pride and active citizenship
- The spaces, places, networks and cultural opportunities where people can come together and thrive
- The extent to which there is a shared local identity
- How positive residents are about racial and cultural differences

A 'whole system' approach is needed and a focus on early intervention and prevention, building on examples like the Stronger Families programme that helps families to improve their lives by tackling the issues they face together.

We can also further improve the safeguarding of vulnerable children and adults through place-based discussions and solutions.

### ***We can do more to unlock the potential of everyone to deliver local solutions***

This requires identifying and building the local leadership, expertise and capabilities to shape and deliver local solutions, drawing upon the lived experience of residents. The council and its partners do not have all the answers or resources and there may be better ways of delivering local services, for example through the voluntary, community and faith sector.

Two key questions are:

***What can we do to enable you to step up and deliver local solutions?***

***What should we stop doing?***

### ***We can use our experience of COVID to prepare the borough for future pandemics***

Doncaster like the rest of the world will need to be prepared for further pandemics and we can use all our experience from responding to COVID to minimise the impact of any more in the future.

### ***Reducing the risk and impact of flooding through a one catchment approach***

We will work in partnership across regional boundaries on a 'one catchment' approach that recognises that river systems are interlinked and that flooding knows no boundaries.

### ***All the Wellbeing Goals can help improve our resilience to life's challenges***

For example through the:

- Wellbeing Essentials in the 'Fair & Inclusive' Goal (e.g. a decent, secure and affordable home).
- 'Greener & Cleaner' Goal's commitment to prepare for, and adjust to effects of climate change.
- 'Healthy & Compassionate' Goal's aspiration to support more residents to continue to be active and independent for as long as possible by making changes to their lifestyle and home earlier in life.
- 'Prosperous & Connected' Goal's aspiration to build a stronger, more resilient economy.
- 'Skilled & Creative' Goal's commitment to support residents to gain the transferable skills for a range of job opportunities.

## **Measuring Progress**

We will use a number of performance indicators to measure progress, including:

**Personal  
Wellbeing  
Rating**

**Levels of  
Crime**

**Levels of  
Anti-Social  
Behaviour**

**Safeguarding  
Measure\***

**'Doncaster Talks' Surveys**

\*To be developed



## Healthy & Compassionate

***Our vision is for a compassionate borough where collectively everyone is supported to add life to years and years to life***

Good health is the heartbeat for the wellbeing of our residents. For too long, this has not been felt evenly across the borough. The inequalities in health is a crisis no one can ignore, and one that Team Doncaster need to tackle together across the health system.

### Where are we now?

***We have made good progress in enabling residents to live safe, healthy, active and independent lives***

For example, the long-term trend in healthy life expectancy has been positive and good progress has been made in enabling people to live independently in the place they call home for as long as possible. However, we still face significant health challenges in Doncaster. Social, economic and environmental factors are blocking the potential for good health for many residents. COVID has made this even worse - not only with its direct impact, but also the impact on services and waiting times for treatment. We will need to deal with both the immediate pressures and the long-term challenges.

Doncaster aims to increase people's overall healthy life expectancy and reduce the gap between Doncaster and the England average.

### Opportunities

#### ***Improving Health and Wellbeing for Good Lives***

We all rely on good health and wellbeing to live long, healthy and happy lives. Whether we need to access services, social care support or benefit from population health improvements, this requires a Doncaster with strong communities and partnerships. We will think in the long term and take a preventative approach, but act promptly when needed. Providing timely, high quality wrap around care and empowering good health across the life course, is at the heart of our approach.

This will require us to work together across the health system in Doncaster and regionally through the South Yorkshire Integrated Care System. We will also need to work with all our partners across the Wellbeing Goals to promote good health for all residents and enable them to live healthy, happy and longer lives.

#### ***The power of wellbeing in our communities***

We will build on the strengths of our places through asset based community development. Our localities approach will help to identify and deliver the local solutions required to level up health and wellbeing. This requires a 'whole systems' approach, scaling up improvement programmes to all communities that need them and developing integrated neighbourhood working.

#### ***Building the social conditions for better health... a Compassionate Doncaster***

Level of health and wellbeing are not just the result of the decisions people make; they are hugely affected by the social environment they live in – which can be improved if we have the collective ambition to do so. We need to shift away from blaming individuals for their poor health and instead build the social conditions for better health across our Wellbeing Goals, by reducing health stigma, practicing 'no judgement' and investing in prevention.

We will establish and trial compassionate principles of social justice and empowerment. Starting with obesity and weight management, this will then be adopted across different health outcomes to improve wellbeing

across the borough. Doing so will be vital to support people to act with compassion as well as enhance the work of Community Wellbeing Hubs and the 'Be Well Doncaster' team.

### ***A Doncaster that elevates mental wellbeing***

Everyone will experience mental health challenges at some point in their life and we need to ensure mental health has parity with physical health. This is about increasing access to the right support in a timely fashion, but then building communities that support everyone to be happy - through social opportunities and connections, and maximising the access to the arts, culture, heritage and greenspace of our diverse places.

However, whilst poor mental wellbeing is important across all ages, we are seeing the need to focus and scale up support for children and young people. This is vital for them now, but also to help them reach their potential in life.

### ***Ensuring the health of our people is at the heart of our green transition***

The need to become more sustainable and regenerative will drive Doncaster for the next decade and beyond. We will support local people, groups and organisations to build sustainable and affordable food networks and create healthy, green, connected '20-minute' neighbourhoods. These neighbourhoods will be supported by our work to build healthy and vibrant communities through physical activity and sport, access to quality greenspace and active travel through the Get Doncaster Moving programme.

### ***Embracing the power of digital health, research & innovation...but with the heart of human care***

The next decade will see the scaling up of digital health services, research and innovation to deliver 24/7, high quality, global care. Digital Doncaster is already being shaped through our Place Plan, and we now have the opportunity to grasp this potential.

A new teaching hospital will help Doncaster be a leader in health and care innovation and technology. We need to ensure we are people-centred and co-productive with the type of care we deliver and the creation of services, by listening and working with people on their care. It is also vital we support rewarding careers in health and care, as well as supporting carers, both paid and un-paid.

### ***Working towards reducing health inequalities***

Collectively, placing health equity at the heart of everything we do is essential for creating a Doncaster that is relentless in ensuring good health for all.

We will need to focus on the social factors that determine health outcomes and to use data and intelligence to target resources based on the level of individual and social need across our communities. This requires focusing on those groups who are most excluded and breaking down barriers and disadvantages. Through being progressive and ambitious, we can achieve a healthier Doncaster for current and future generations, address health inequalities and allow us to start well, live well and age well.

## **Measuring Progress**

We will use a number of performance indicators to measure progress, including:

Healthy Life  
Expectancy

Inequalities in  
Life  
Expectancy

Physical  
Activity

Social Care for  
Adults &  
Children

Poor Health  
Prevention

A&E  
Attendances

'Doncaster Talks' Feedback

## Skilled & Creative

***Our vision is that residents have improved skills and a creative culture supports wellbeing, business success and solutions to the borough's challenges***

The development of a broad set of skills, including creativity plays a crucial role in an individual's health, education, employment and life chances, as well as supporting thriving businesses and communities.

### Where are we now?

#### ***A 'virtuous circle' of improvement***

Over the past five years, Doncaster entered into what an independent commission cited as a 'virtuous circle of improvement', becoming a more vibrant and creative place in which high quality lifelong learning and cultural experiences support people to fulfil their ambitions. More children are now leaving school with the qualifications needed to progress into adulthood, there are more opportunities for our communities to engage in cultural experiences and Doncaster has the potential to grow its creative and digital sector. In spite of these achievements, Doncaster still falls within the 10 per cent of most deprived Local Authority Areas for Education and Skills. There are large gaps to the national average, particularly at Level 3 and 4 and consequently too few residents manage to access high skilled, high paid employment. This low supply of higher skills is met by a low level of demand for skills from employers.

The borough has a lower than expected number of small and medium arts organisations and a lack of high-quality public-realm art. As a consequence, our towns and villages are not as vibrant as they could be – something that has a detrimental impact on individual and economic wellbeing. Too many of our young people leave Doncaster to access employment, education, and opportunities in other, more vibrant places. The loss of the creativity and skills of young people impacts on the borough's future success and is made worse by population projections that by 2030 the number of people aged 65 and above will increase by 42 per cent, while the percentage of those aged 14-64 will grow by 3 per cent.

#### ***The COVID pandemic has severely disrupted education and our cultural and creative sectors***

Along with the rest of the country, our borough has seen closures of schools, businesses, and third sector organisations. The pandemic has laid bare existing inequalities and exacerbated long-standing challenges.

#### ***There is a pressing need to align education and culture with the needs of the 21<sup>st</sup> Century***

The technological and digital revolution that is underway will require 9 in 10 adults to retrain or upskill by 2030. The jobs of the future will also increasingly require social, emotional, and creative problem solving competencies that are currently under-developed within the existing education system.

### Opportunities

#### ***We can develop the talent and innovation needed to meet our borough's 'grand challenges'***

The Doncaster Talent and Innovation Ecosystem, or 'TIE', will bring together learners of all ages, employers and community partners to collaborate on meeting real-world challenges. We will provide informal and formal, academic and vocational learning opportunities to ensure that all residents can learn, train, re-skill and up-skill at all ages and stages. By putting learners at the forefront of innovation, the TIE will provide them with opportunities to develop the broad set of competencies that allow them to flourish in life and work. By putting employers at the heart of the education system, they will be able to recruit local talent with the skills their organisations need.

#### ***Putting the vocational on a par with the academic***

The TIE is helping to place a greater value on technical education and skills. Through our University City Centres of Excellence we can support increases in jobs in growth industries, such as green technology, engineering, creative and digital, as well as supporting careers in the health and social care sector.

More widely, there are also opportunities for:

- Employers to work more closely with schools, colleges and universities on designing curricula
- New courses and provision such as T-levels and Institutes of Technology
- Local influence in adult learning provision through the devolution of the Adult Education Budget
- Opportunities for people to reskill and retrain for new careers supported by new national legislation

### ***A sharper focus on skills and creativity***

'Skills' is a very broad area and every resident has something to offer. There is a wealth of unrecognised talent that can be tapped into for the benefit of the borough. For example, creativity is a key skill – supporting improved work place performance and innovation, inspiring art and culture and helping to revitalise communities. We need more ways of recognising and using the range of skills and talent that are currently not captured by traditional academic qualifications. Team Doncaster will support creativity and the development of broader life skills in schools, in businesses, in our communities and in our arts institutions. It will also seek out new ways of promoting, assessing and accrediting them.

### ***Understanding and promoting Doncaster's cultural and educational potential***

The economic contribution of Culture and Heritage is important - in 2019 Cast, Doncaster Museum & Art Gallery, Higher Rhythm, and the Point collectively contributed £3.6m to Doncaster's economy. We need to better understand the economic value of our cultural industries and creativity as a skill more generally, as well as how to support them and build stronger connections with formal education. By identifying and sharing data, intelligence and best practice held locally, regionally and nationally we can develop our education, employment, and creative and cultural offer and our understanding of its value. This information will also help to raise awareness of the opportunities for creative careers in Doncaster.

### ***A more equitable and innovative approach to provision***

The innovations and changes made in response to the COVID pandemic provide the opportunity to deliver a fairer, inclusive and accessible skills and creative offer. For example, through:

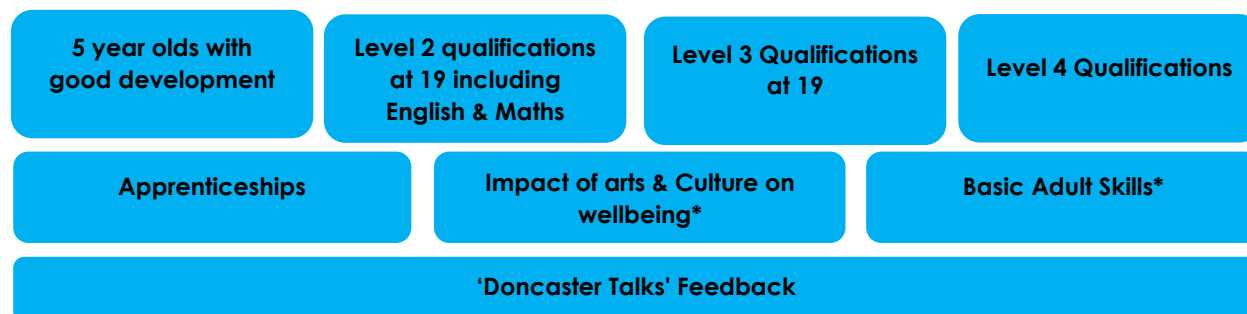
- More 'virtual' or online learning and cultural activity supported by a high-quality digital offer
- Opportunities for intergenerational learning and cultural activities
- Arts-based social prescribing ('arts on prescription') for better mental wellbeing

### ***Raising Doncaster's national reputation and revitalising our town centres***

We can develop Doncaster as a cultural destination, showcase the borough's city-standard assets, and put Doncaster at the forefront of innovation in learning as a University City. Visible examples of creativity are vital for successful high streets, particularly as town centres are increasingly becoming multi-functional, and cannot exclusively depend upon retail. The presence of culture and creativity can serve to build civic pride, attract footfall and investment and develop Doncaster's identity as a vibrant destination.

## **Measuring Progress**

We will use a number of performance indicators to measure progress, including:



\*To be developed

# Delivering the Goals

## The 'Great 8' priorities

To meet the goals in the Wellbeing Wheel we need to build on our strengths and achievements and identify new opportunities to tackle the things that get in the way of wellbeing. We need actions to not only recover from COVID, but to reduce inequalities and create a better borough.

The Team Doncaster partnership has listened to the views of residents and employers and agreed the 'Great 8' priorities below:

The <b>Great 8</b> - Doncaster's priorities for thriving people, places & planet	
1.	<b>Tackle climate change</b>
2.	<b>Skills to thrive in life &amp; work</b>
3.	<b>Best place to do business &amp; create good jobs</b>
4.	<b>Build opportunities for healthier, happier &amp; longer lives for all</b>
5.	<b>Safer, cleaner &amp; stronger communities where everyone belongs</b>
6.	<b>A child &amp; family-friendly borough</b>
7.	<b>Transport &amp; digital connections fit for the future</b>
8.	<b>Promote the borough &amp; its cultural, sporting &amp; heritage opportunities</b>

Delivering these priorities will require closer working with communities on local solutions - we need to use all the skills, ideas, resources and passion Doncaster has to offer

They will also require Government and regional support and working regionally and beyond on the shared actions that will make the biggest difference.

## The Great 8 - Further Detail

### 1. Tackle climate change

#### Actions:

- A borough-wide effort to achieve 85% of Doncaster's net-zero carbon target by 2030
- Improve the energy efficiency of council homes and encourage homeowners and landlords to do the same as part of a housing retrofit programme. Use this programme to also reduce fuel poverty
- Increase the energy generation and usage from renewable sources, including solar
- Support businesses to decarbonise their operations and supply chains and create good 'green' jobs
- Plant 1 million trees
- Devote more land to greenspace & nature (Doncaster's 'natural capital') – including supporting a 'Great Yorkshire Fen'
- Create 'Green Gateways' into our borough and 'Green Hearts' in our town centres

#### To impact on these Goals:



### 2. Skills to thrive in life & work

#### Actions:

- Deliver the actions in the Education & Skills 2030 strategy
- Bring together learners, employers and communities to tackle real world challenges as part of a talent and innovation 'ecosystem'
- Improve performance at all education key stages to at least match the national average
- Support adults to improve their basic skills
- Improve Level 3+ skills amongst working age adults to at least match the regional average
- Increase access to vocational pathways to work
- Ensure our anchor institutions lead the way in offering work-based learning opportunities
- Work with schools/colleges to raise aspirations & improve careers awareness & work readiness
- Better align the education system to the needs of growth sectors such as green technology
- Achieve equitable and inclusive lifelong learning and creativity

#### To impact on these Goals:



### 3. Best place to do business & create good jobs

#### Actions:

- Continue to recover from the impact of COVID
- Achieve the North's highest growth in quality jobs and more residents in work
- Support local businesses to innovate, improve their productivity & thrive locally & globally
- Develop the borough as a beacon for good, inclusive employment, workforce equality and fair wages that people can live on.
- Support businesses to become better employers of young people
- Maximise the potential of our key industries for investment, jobs and productivity
- Ensure our growth sites (e.g. at the airport) fully contribute to borough-wide prosperity
- Develop a 'circular' economy to minimise waste, help meet our net zero targets & create jobs
- Maximise the potential of the health and social care sector for good, well-paid jobs
- Deliver our Doncaster & Stainforth Town Deals & develop them for our other principal towns
- Create more quality commercial premises
- Keep the Doncaster '£' circulating locally
- Work with businesses to deliver local social value

#### To impact on these Goals:



### 4. Healthier, happier & longer lives for all residents

#### Actions:

- Catch up on the services impacted by COVID
- Explore undertaking a Wellbeing Fairness Commission
- Progress a fully integrated health and care system, including the third sector
- Embed 'Health in all Policies' and prevention to close health gaps through everything we do
- Develop a Compassionate Approach and improve the social conditions for better health
- Improve all-age mental health support, including support & prevention for a zero-suicide borough
- Support residents to live independent, rewarding lives in the place they call home
- Develop our Social Care Futures approach to work with residents on the care and support they need
- Push for a new hospital and develop Doncaster as a Health Research & Innovation Centre
- Support rewarding careers in health & care
- Promote and invest in accessible, quality physical activity and leisure
- Work towards becoming an even more Age-Friendly borough & Disability-Friendly borough

#### To impact on these Goals:





### 5. Safer, cleaner & stronger communities where everyone belongs

#### Actions will include to:

- Rollout Localities Working to maximise & connect local strengths, heritage and civic pride
- Support the community spaces, facilities & networks that enable local people to come together, shape their area and thrive.
- Tackle inequalities to reduce the local areas in England's most deprived 10%
- Work with residents to develop Wellbeing Actions Plans for the 20 most deprived areas
- Capture the knowledge and priorities of all 88 communities in Locality (improvement) Plans
- Tackle crime and ASB and the root causes.
- Improve the safeguarding of vulnerable adults and children through Local Solution Groups.
- Reduce the risk and impact of borough emergencies, e.g. floods & pandemics
- Reduce fly-tipping and regularly clean the streets and roads
- Create 15 Future Parks
- Support residents to take positive action for themselves and their communities
- Build an average of 920 high quality new homes a year & invest £100m in council houses
- Improve the quality and safety of private rented housing
- Ensure nobody needs to sleep rough

#### To impact on these Goals:



### 6. A child & family friendly borough

#### Actions will include to:

- Invest in ensuring children have the best start into life (first 1001 days)
- Increase the availability and quality of activities for families and young people
- Tackle child poverty and ensure families have all the Wellbeing Essentials
- Use Family Hubs to deliver a range of activities, services & information
- Embed whole family working to safeguard children and reduce neglect through a strong Early Help offer and by building on our Stronger Families Programme
- Tackle domestic abuse and its root causes
- Support all primary school pupils to walk a mile a day
- Implement our Healthy Learning, Healthy Lives programme in schools, including improving diet and nutrition and physical activity
- Promote family and community learning
- Improve the readiness to learn and build strong foundations in learning (e.g. literacy and numeracy)

#### To impact on these Goals:



### 7. Transport & digital connections fit for the future

#### Actions will include to:

- Support the shift to electric vehicles with more charging points
- Better connect the borough with reliable, appropriate and affordable public transport
- Grow the active travel network to increase walking and the use of cycle paths
- Support the flow of traffic with a well-maintained and efficient road network and a pothole response team
- Secure new train stations across the borough
- Work with partners to provide access to full fibre broadband and 5G for all
- Support residents and businesses to improve their digital and technology skills

#### To impact on these Goals:



### 8. Promote the borough & its cultural, sporting & heritage opportunities

#### Actions will include to:

- Support a growing creative and cultural sector, including through evidencing its economic value
- Promote careers and pathways to access employment within cultural industries
- Increase the Government's awareness of Doncaster's city-standard assets & potential
- Encourage inward investment
- Encourage more cultural & sporting events
- Provide more equitable and inclusive opportunities to enjoy art, culture, heritage, sport and community activities
- Promote our economic, social and 'green' assets to residents, investors and visitors
- Increase opportunities to embed lifelong learning within local culture and heritage

#### To impact on these Goals:



## The impact you will notice

Here are some examples, if we successfully deliver this strategy:

Cleaner neighbourhoods & less flytipping	More quality jobs & residents in work	More options to gain the skills needed for good jobs	A new hospital	Busier town centres with higher footfall
Better public transport connections	Local services & support closer to communities	1 million trees planted	More support for the most deprived communities	More opportunities for walking & cycling
Improvements in educational attainment	A reduction in poverty	More thriving local businesses	More opportunities to enjoy arts and culture	Less crime and anti-social behaviour
Clear plans to improve your neighbourhood	More support for physical and mental health	More places to enjoy nature and recreation	£100m invested in new council homes	More work based learning opportunities

### Key

The boxes above are colour coded to represent the six different Wellbeing Goals.

Greener & Cleaner
Fair & Inclusive
Prosperous & onnected
Safe & Resilient
Healthy & Compassionate
Skilled & Creative



Delivering the wellbeing goals will require new perspectives and new ways of working.

The chart opposite includes the key approaches that will guide how we improve wellbeing.

They are essential if we are to achieve long-term improvements, however they do not exclude other approaches as we continue to engage and develop Doncaster Delivering Together.



## **New ways of doing things - to improve wellbeing now and in the future**

- Supporting new approaches, innovation and behaviour change to improve people's lives.
- Taking a long-term view to support the collective wellbeing of future generations.

### **Regenerative development**

- Pushing beyond sustainability (i.e. 'doing no harm') to regenerative development that renews and improves – for example our biodiversity, waterways and soil health.

### **Working closer with communities**

- Improving wellbeing is not something that can be 'done to' people - it has to be done by and with them.
- Using borough-wide Localities Working to deliver Local Solutions for People and Places, building on distinctive local assets, strengths and opportunities.

### **Shared responsibilities - locally and regionally**

- Putting strong relationships at the heart of everything we do.
- Residents, businesses and organisations all contributing to improvements in wellbeing.
- A leading role for Team Doncaster's anchor institutions – the public, private and third sectors.
- Working with regional partners to deliver shared priorities.

### **Intelligence led interventions**

- Using data to help understand the relatively poor outcomes of some population groups and communities.
- Combining different local data and insights to target services and interventions and reduce inequalities.
- Using data to assess and understand the impact we are having on wellbeing.
- Opening up access to knowledge and data to help residents take actions to improve wellbeing.

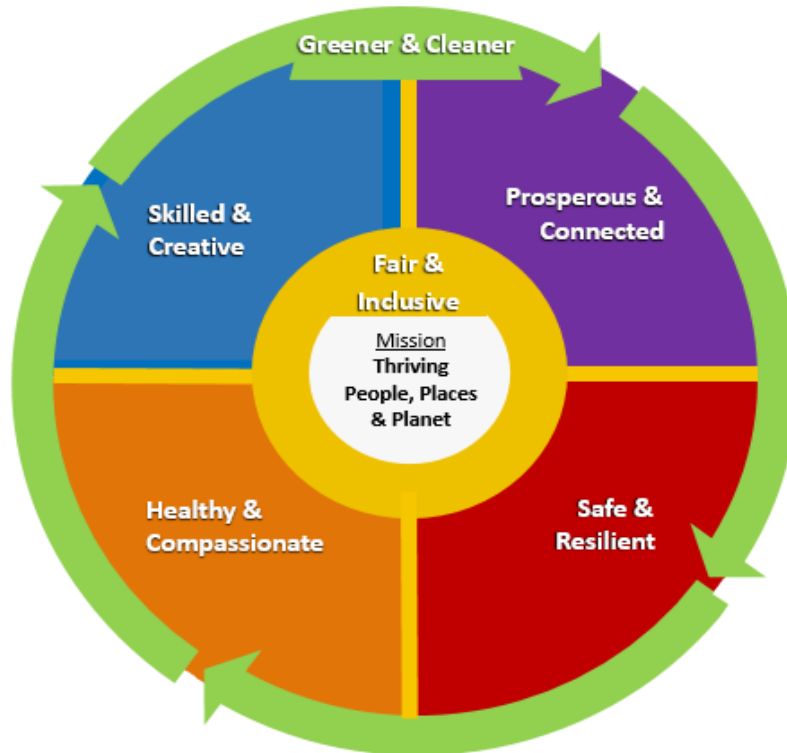
### **Whole life, whole system integration**

- Considering all life stages and the transitions between them - starting well, living well and ageing well.
- Integrating whole systems and considering the relationships and trade-offs between different actions.
- Early intervention and prevention - identifying and addressing concerns, risks and opportunities early.

# Doncaster Delivering Together

*On a Page*

## 6 Wellbeing Goals



## 'Great 8' Priorities Delivery Programme

1. Tackle Climate Change

2. Skills to thrive in life & work

3. Best place to do business & create good jobs

4. Build opportunities for healthier, happier & longer lives for all

5. Safer, cleaner & stronger communities where everyone belongs

6. A child & family-friendly borough

7. Transport & digital connections fit for the future

8. Promote the borough & its cultural, sporting & heritage opportunities

## Ways of Working

Working closer with communities

Intelligence led interventions

Regenerative Development

Whole life  
Whole system  
Integration

New ways of doing things to improve the future

Shared responsibilities - locally & regionally

## How you can contribute

Here are some examples of how you can contribute to a thriving borough and protect the planet:

<i>As a resident...</i>	<i>As a business or organisation...</i>
<b>For a Greener &amp; Cleaner Doncaster</b>	<b>For a Greener &amp; Cleaner Doncaster</b>
Maximise the energy efficiency of your home	Maximise the energy efficiency of your business premises and processes
Switch to a local supplier of renewable energy or install your own renewable energy supply (e.g. solar) if possible	Maximise the energy efficiency of your private rented accommodation if you are a landlord.
Replace your petrol/diesel car with a zero emission vehicle, public transport or active travel	Replace the use of petrol/diesel vehicles with the use of zero emission vehicles
Don't drop litter	Ensure your supply chains are as 'green' as possible
Increase the amount of recycling you do	Help to improve the local environment
<b>For a Fair &amp; Inclusive Doncaster</b>	<b>For a Fair &amp; Inclusive Doncaster</b>
Spend locally to support local businesses and employees	Support local voluntary, community and faith organisations in your local area
Understand and celebrate the diverse cultures and voices in your community	Be committed to workforce equality and diversity and paying fair wages
Call out racism and discrimination and support others to do the same	Promote more opportunities for a diverse workforce, especially in leadership roles
Volunteer to support your neighbours to gain the Wellbeing Essentials	Ensure workers have an effective voice in the workplace
<b>For a Prosperous &amp; Connected Doncaster</b>	<b>For a Prosperous &amp; Connected Doncaster</b>
Take advantage of opportunities to gain new skills and retrain if needed	Recruit locally where possible
Use public transport to get around the borough and walk or cycle for shorter journeys	Pay a real living wage where possible
Spend locally to support local businesses	Use local suppliers where you can
Reduce the amount of single use products you buy to focus on reusables	Introduce flexible working to improve the work and life balance of employees
<b>For a Safe &amp; Resilient Doncaster</b>	<b>For a Safe &amp; Resilient Doncaster</b>
Get more involved in your local community and ensure your voice is heard in local decision-making	Take measures to make your businesses more secure
Take measures to make your home more secure	Be better prepared for the impact of borough crises and emergencies (e.g. flooding and pandemics)
Support your community to prepare for emergencies if and when they arise (e.g. flooding)	Support initiatives aimed at reducing crime (e.g. local youth groups)
<b>For a Healthy &amp; Compassionate Doncaster</b>	<b>For a Healthy &amp; Compassionate Doncaster</b>
Use local support to manage your health and make healthier choices in a way that makes sense to you	Promote good mental health and provide support to employees who need it
Be more physically active	Support your employees to engage in health improvement initiatives (e.g. to stop smoking)
Use the local support available to enable you to live an independent, rewarding life in the place you call home	Support health and wellbeing initiatives in the community (e.g. physical activities for adults and children).
<b>For a Skilled &amp; Creative Doncaster</b>	<b>For Skilled &amp; Creative Doncaster</b>
Find out what career destinations are available to you and what qualifications and skills are needed to get there	Sign up to the 'Doncaster Promise' charter
Share your skills with the local community, including through volunteering	Take opportunities to get involved in shaping the education and skills system
Take opportunities to learn outside of school and further education, including online and in the community	Support your employees' professional development
Participate in local arts and culture	Provide work experience, apprenticeships and other opportunities for residents

## Wellbeing at the heart of decision-making

This prospectus does not claim to have all the answers to Doncaster's wellbeing challenges and on its own will not deliver the changes needed. To make a real difference we will put wellbeing at the heart of decision-making at all levels in Doncaster. The Wellbeing Goals will help all stakeholders to think differently about what success looks like for residents, communities and organisations.

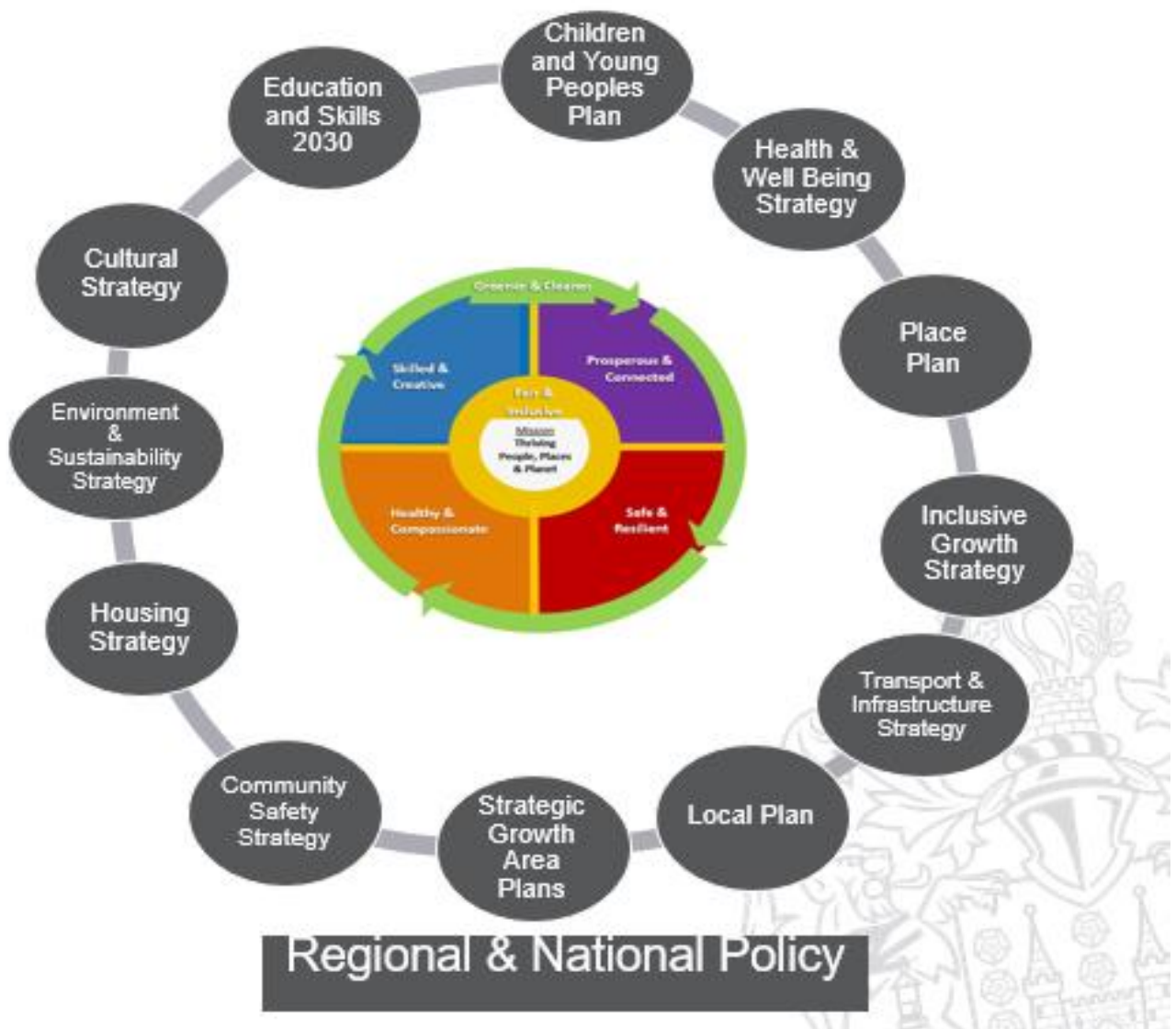
We recognise that progress requires asking hard questions, such as:

- *How will the proposed economic investment help to reduce inequalities in Doncaster?*
- *What impact will the proposed development have on the environment?*

This will require trade-offs between different objectives to be considered as part of decision-making and compromises will need to be reached.

Doncaster Delivering Together does not sit in isolation to other adopted strategies - they have a relationship that we are bringing closer together.

DDT sets the frame and ambition for other strategy work to align to. The chart below sets out this relationship and shows key strategies aligning with DDT so there is a common purpose in our strategic ambitions for the borough.



## Government & Regional Partners

### Working with the Government

Doncaster is committed to working with the Government to deliver local wellbeing improvements that also contribute to the Government's national ambitions. We can strengthen this relationship through:

**The development of national wellbeing economy supported by policies to:**

- Reduce inequalities across the nation and within local areas.
- Support thriving businesses, good jobs, skills and restore our natural environment.

**More control over spending and more devolution of powers:**

- Given that local areas have a unique understanding of what is needed to improve their economies and communities.

**Longer-term spending that is reliable, targeted and genuinely transformative in scale:**

- This would improve the strategic planning to deliver shared wellbeing improvements over the long term.

**Better funding for the public sector:**

- To enable them to effectively deliver their essential work to improve the wellbeing of people and places.

**The delivery of 'greener & cleaner' goals:**

- Investment to enable Doncaster to fully contribute to the national net zero carbon targets – including through housing and building retrofits, renewable energy supplies and zero emission transport infrastructure.

**The delivery of 'prosperous & connected' goals:**

- Investment in transport infrastructure to connect communities to economic and social opportunities.
- Research & Development funding and support for business productivity improvements.
- Gap funding for land and property development as low land values and property rentals can mean that without public support the private sector is less likely to invest in industrial and commercial property.
- Project Gigabit providing gigabit connectivity to areas not planned for coverage by private providers.

**The delivery of 'safe and resilient' goals:**

- Investment in social infrastructure as well as physical infrastructure.

**The delivery of 'healthy & compassionate' goals:**

- A long-term national plan for social care and an increase in the Public Health grant.
- The commitment to bring a new hospital to Doncaster.
- The commitment to end child poverty, including expanding access to Free School Meals.

**The delivery of 'skilled & creative' goals:**

- Investment to improve education and skills
- Support for developing a Talent & Innovation Ecosystem (as set out in the 'Skilled & Creative' chapter)

### Working with Regional Partners

Doncaster will need to work with its regional partners to achieve the wellbeing goals, which in turn will contribute to a thriving region. We are part of the South Yorkshire Mayoral Combined Authority (SY MCA) and the MCA's Strategic Economic Plan sets out the shared priorities for growing the South Yorkshire economy and transforming the wellbeing of its residents. Our asks of colleagues in the SY MCA include:

- Continued joint working and investment towards our common goals.
- The flexibility to tailor MCA investment to support Doncaster's distinctive challenges and opportunities.
- Close engagement to maximise the impact of the Adult Education Budget and to develop a new regional Skills & Employability Strategy.

Other essential regional collaboration includes:

- The development of an Integrated Care Partnership to support the delivery of our local plans.
- Joint work on a 'one catchment' river system approach to reduce the risk/impact of floods.
- Working across local authority boundaries for the victims of domestic abuse.

## Further Information

We invite you to get involved in helping to deliver the Wellbeing goals and inspire others to do the same

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