



Doncaster Council

Date: 6th July 2022

To the Chair and Members of Cabinet

Refresh of the Get Doncaster Moving (GDM) Physical Activity and Sport Strategy

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

EXECUTIVE SUMMARY

1. This report provides an overview and background for adoption of the refreshed Get Doncaster Moving (GDM) physical activity and sport strategy.
2. A review of the GDM strategy recommended a requirement to refresh the strategy to ensure that Doncaster's approach is relevant, fit for the future and aligned to current evidence to achieve 'healthy and vibrant communities through physical activity and sport'.
3. Following this review this report is being submitted to provide Doncaster with a vision until at least 2030 in line with the Doncaster Delivering Together Borough Strategy

EXEMPT REPORT

4. No

RECOMMENDATIONS

5. Recommendations are for Cabinet:
 - a. To recognise the important role that physical activity plays in tackling public health issues and improving the wellbeing of our population.
 - b. To adopt the refreshed GDM Strategy as the overarching document to support residents to be physically active, and ensure Team Doncaster partners provide all possible support to achieve the vision.

- c. To note the GDM Advisory Board and subgroups to oversee the delivery of the GDM Strategy.

WHAT DOES THIS MEAN FOR THE CITIZENS OF DONCASTER?

6. The importance of keeping active has been highlighted throughout the COVID pandemic, with local and national messaging on the importance of 'exercise' and physical activity for our mental and physical wellbeing, to reduce infection risk factors and support recovery. The evidence is overwhelming that moving our bodies, being active or taking part in sport has the ability to change people's lives.
7. Despite this, Doncaster has some of the highest physical inactivity levels in the country. Almost a third of adults in Doncaster do fewer than 30 minutes of moderate activity each week. For some people in Doncaster it is much harder to build physical activity into their daily lives than it is for others, and this is often due to factors outside their control.
8. We have asked people in Doncaster what physical activity and sport means to them. We found that it means different things to different people, some of the things we heard were:
 - a. Moving as part of everyday life – at home, school, work, in the community
 - b. Access to safe and enjoyable parks and open spaces
 - c. Access to fun, affordable and local organised activities
 - d. Socialising with friends, family and community
 - e. Safe spaces to walk and cycle
 - f. Playing out, and play for all ages
9. Doncaster's policies, places, spaces and people all need to work coherently as a 'whole system' to make physical activity an easier choice for all residents. This is a long term collective commitment to Doncaster's residents. The refreshed GDM Strategy has been designed to lead a coordinated approach that supports our whole population to change and sustain physical activity behaviour in a way that works with Doncaster Residents.

BACKGROUND

10. Over the last 5 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. The Strategy was first approved by Cabinet on the 23/01/18 via the 'Physical Activity and Sport Strategy & Sport England Local Delivery Pilot' paper.
11. Highlights of successes have included:
 - a. **Local Delivery Pilot (LDP) Investment** - Doncaster was selected, and continues to be, one of 12 places involved in the high profile, national LDP

programme funded by Sport England, which has secured over £8 million in investment for Doncaster so far.

b. Partnership and Collaboration

- i. Increase in the number of organisations across Doncaster working together to address inactivity
- ii. Strength of relationships between partners continues to grow stronger and newer relationships are based more on knowledge exchange and collective problem solving
- iii. Increased focus on community engagement and research to inform practice.

c. Insight and evidence

- i. We worked with experts in Behaviour Change to use COM-B to help us understand how physical activity behaviour is different in each of Doncaster's communities.
- ii. Appreciative Inquiry (AI), led by Well Doncaster, has ensured that our work is led by communities.

d. Active Communities - in partnership with Well Doncaster:

- i. Recruitment of 5 Community Connectors, hosted by Community Anchor Organisations, who support residents to access opportunities close to where they live.
- ii. Over 100 Active Communities Grants awarded to individuals and groups to increase support, access and opportunity for inactive people.

e. Doncaster Future Parks – capital and revenue investment secured for 15 Parks across the Borough:

- i. Community engagement on the first phase of sites has begun.
- ii. Green Space Network Coordinator has been appointed to support the huge network of people involved in maintaining and developing green space in Doncaster.

f. Leisure Facilities - in partnership with DCLT, work has continued to deliver investment into our leisure facility stock.

- i. Completion of the new Cycle track at The Dome
- ii. Works completed at Armthorpe and Hatfield
- iii. Phase one of the work at Askern is complete - decarbonising the building from coal fired boilers to air source heat pumps.
- iv. As this strategy is produced, we have commenced phase two of Askern refurbishment and are designing our investment in to Thorne, Edlington and Rossington sites.

g. Communications Campaigns

- i. 3 rounds of localised campaigns, featuring our local heroes, telling their stories about how they move where they live.

- ii. Partnership with Doncaster Mumbler has delivered a series of adventure trails in a number of parks.
 - h. **Dance**
 - i. Doncaster's first Dance Strategy
 - ii. A growing network of 'Dance On' activities across the Borough, in Partnership with darts.
 - i. **Walking**
 - i. Progress and impact from Doncaster Walking Strategy and action plans.
 - ii. 55 new Walk Leaders trained, to support existing and new community walking groups.
 - j. **Cycling**
 - i. Progress and impact from Doncaster Cycling Strategy and action plans.
 - k. **Children and Young People**
 - i. Set-up Doncaster PE & Active Schools Network, engaging with over 30 primary school teachers in development opportunities for their schools.
 - ii. Creating Active Schools Framework piloted in 5 schools and second cohort of 9 schools to take part in the next academic year
 - l. **Sport**
 - i. Delivery of a number of major and international Sport events, including The Tour de Yorkshire, UCI Road World Championships, England Red Roses and preparation for the Rugby League World Cup taking place in 2022
 - ii. Partnership with Leeds Beckett University to measure the social impact of the major Sport events that have taken place.
 - iii. Delivery of the Sport Participation Programme, supporting over 70 Sports Clubs with funding, qualifications, equipment and club development planning.
12. When the strategy was written in 2018, it was one of the first in the country to recognise a need to take a 'whole systems' approach. At the time, this was a new way of working, and there was a recognition that we needed to learn more about what this meant and how we would work.
13. Since then, a huge amount of delivery has taken place, progress has been made and we have learnt from new ways of working and our 'whole systems' approach, via the Sport England LDP. There has also been a significant amount of change since the strategy was written. Doncaster continues to feel the impact from the COVID pandemic, and in response we have a new Borough Strategy and a new national Sport England Strategy that positions movement, physical activity and sport to support local and national recovery.

14. To continue our long term collective vision, Doncaster needs a refreshed strategy to include movement, physical activity and Sport in one single strategic framework; that builds on 5 years of learning and aligns with both Doncaster Delivering Together (DDT) and Sport England strategies.
15. The strategy is aligned with the DDT 2030 timescales, and aims to:
 - a. Provide a vision and clarity for action on what is a complex issue.
 - b. Provide an advocacy document which will influence agendas and decision makers at community, Locality, Borough, sub-regional and national levels.
 - c. Outline six principles and ways of working to encourage more collaboration as residents, communities and organisations work together towards the same priorities and outcomes.
 - d. Focus resources, identify common purpose, and add value for thriving people, places and planet.
16. Priority actions have been identified through the strategy development process. They are linked to the policy themes and backbone support that we know is important to achieve the GDM vision. A number of headline priorities are already clear at Borough level. We will embed and integrate these themes and priorities into the four Locality Plans to be responsive to local solutions in a sustainable way. Therefore, more detailed action plans at a locality level will be developed to accompany this strategy.
17. As with the previous strategy, The GDM Advisory Board and subgroups will continue to oversee the delivery of the refreshed strategy. How we collectively work together is just as important as what we do. Through adopting the strategy we aim to build a strong partnership which all will support the delivery of the strategy aims and objectives and increase levels of physical activity.

OPTIONS CONSIDERED

18. Option 1
 - a. To recognise the important role that physical activity plays in tackling public health issues and improving the wellbeing of our population.
 - b. To adopt the refreshed GDM Strategy as the overarching document to support residents to be physically active, and ensure Team Doncaster partners provide all possible support to achieve the vision.
 - c. To note the GDM Advisory Board and subgroups to oversee the delivery of the GDM Strategy.
19. Option 2
 - a. Do not adopt the refreshed Get Doncaster Moving Strategy. This will:
 - i. Increase inactivity and further increase inequalities in health and wellbeing
 - ii. Encourage silo-working and a disjointed approach
 - iii. Jeopardise future opportunities to attract investment to Doncaster


20. Option 1 is the preferred and recommended option.

REASONS FOR RECOMMENDED OPTION

21. To undertake the recommended option will benefit the residents of Doncaster because it will ensure that Doncaster continues to be committed to making movement, physical activity and sport more accessible; and contributing to Thriving People, Places and Planet.
22. A strategy that is informed by the latest evidence, learning and impact will guide the next phase of Doncaster's Local Delivery Pilot, and continue to make excellent progress as to continue High profile, national programme Doncaster has been making excellent progress amongst the national pilot areas.

IMPACT ON THE COUNCIL'S KEY OUTCOMES

23. Get Doncaster Moving is in a unique position to support all the Doncaster Delivering Together 'Great 8' delivery priorities. Plus, in this mutually beneficial relationship, the Doncaster Delivering Together priorities provide a contribution and drive for the Get Doncaster Moving strategy. Both offer a significant contribution to support the recovery from COVID, reduce inequalities and create a better borough through 'thriving people, places and planet'.

Great 8 Priority	Positive Overall	Mix of Positive & Negative	Trade-offs to consider – negative overall	Neutral or No implications
 Tackling Climate Change	X			
Officer Comment [Officer Initials: JB Date: 01/06/2022] Ambition 7 in the GDM Strategy is Active Travel (walking, wheeling and cycling) – Doncaster is a place where people find it easy, safe and enjoyable to make journeys on foot, by bike and on public transport for work, pleasure and everything in between. Increasing the opportunities for people to get around by active travel will provide more pleasant streets, better air quality, lower carbon emissions and reduced congestion. This is therefore likely to reduce greenhouse gas emissions on a large scale. GDM Priority actions that will have a positive contribution: 1.1 Deliver the actions within the Doncaster Future Parks Plan, including 15 bespoke park plans. 1.2 Re-fresh Doncaster's stock of Leisure Facilities, to meet community needs				

1.5 Ensure Active Design is at the forefront of planning proposals so that natural and built assets meet the needs of local communities, wildlife and the environment whilst supporting movement, physical activity and sport.

1.6 Increase the land devoted to greenspace and nature (including developing a 'Great Yorkshire Fen') to support physical activity.

7.2 Take a test and learn approach to temporary and permanent street closures including School Streets and Play Streets.

7.3 Co-produce community led active travel schemes to embed active travel in our everyday lives, in particular short journeys by walking, wheeling and cycling and integrating longer journeys by using the public transport system.



**Developing the skills
to thrive in life and in
work**

X

Officer Comment [Officer Initials: JB | Date: 01/06/2022]

Ambition 2 in the GDM strategy is Active Education – education settings in Doncaster ensure every child and young person is active by embedding multiple physical activity opportunities throughout the school day to support wellbeing, academic achievement and positive behaviour.

The benefits of movement, physical activity and sport for health and wellbeing, individual development, cognitive function and productivity are widely known. GDM Priority actions that will have a positive contribution:

1.3 Use national and local evidence base, including community-centred approaches, when developing new, or making improvements to, children's play spaces.

2.1 Support every primary school pupil to be physically active for more than an hour a day.

2.2 Support schools across Doncaster to embed the Creating Active Schools (CAS) Framework with physical activity at the heart of school ethos, policy and values.

2.3 Engage with schools and offer strategic support, opportunities and training via the Doncaster PE and Active Schools network.

2.4 Implement the Healthy Learning, Healthy Lives programme in early years, schools and colleges including improving diet, nutrition and increasing physical activity.

6.3 Support social mobility by providing opportunities for people to access voluntary work, placements, apprenticeships and employment through engagement in movement, physical activity and sport.



**Making Doncaster the
best
place to do business
and create good jobs**

X

Officer Comment [Officer Initials: JB | Date: 01/06/2022]

Ambition 4 in the GDM Strategy is Workplaces – Doncaster’s employers encourage and support their people to be physically active throughout their day.


The benefits of movement, physical activity and sport for health and wellbeing, individual development, cognitive function and productivity are widely known. We continue to attract investment to Doncaster’s economy, supporting a wide range of organisations to provide sustainable and equitable services that support residents to be active. GDM Priority actions that will have a positive contribution:

3.1 Develop a whole workplace approach for people to be active throughout their day, informed by existing good practice.

6.4 Work across public and private sector organisations, businesses, residents and the voluntary and community sector to provide more equitable, inclusive and enjoyable local opportunities to be active.

Trade-offs:

- The Council must support the provision of physical activity and sport opportunities that are responsive to locality priorities and that involve local people in the leadership and delivery. We can reduce inequalities by supporting provision that is equitable, inclusive, sustainable and value for money. If we do not consider these values when investing, we risk making inequalities worse.

 Building opportunities for healthier, happier and longer lives for all	X			
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Officer Comment [Officer Initials: JB | Date: 01/06/2022]

The GDM Strategy is underpinned by a vigorous, relentless and compassionate approach to tackling health inequalities to create a fair and inclusive Borough. Too many of Doncaster’s residents find it difficult to build activity into their daily lives and this is often due to factors outside their control. The GDM strategy is clear that the social and physical environment that we live in can make it difficult for us to be active, and many actions included in the strategy take action to address this.

Ambition 5 in the GDM Strategy is Health and Care – physical activity will play a major role within health and care systems – through policy, process and practice – so that everyone in Doncaster can enjoy more healthy years of life.

GDM Priority actions that will have a positive contribution:

4.1 To develop new and strengthen existing relationships between health and care colleagues in line with new Locality and sub-regional structures.

4.2 Embed physical activity into health and care clinical pathways – prehabilitation, rehabilitation and treatment. For example, embedding movement and physical

activity opportunities within Doncaster's approach to Ageing Well, particularly Doncaster's Frailty Network.

4.3 Support for the health and care workforce to build strength-based conversations about physical activity in to their practice, and how to signpost to local and accessible opportunities.

4.4 Embed movement, physical activity and sports opportunities within Doncaster's approach to Social Prescribing; with a particular focus on dance, walking, cycling and activity within nature-based or 'green and blue' environments.

4.5 Embed physical activity within Health and Care research, including Adults Health and Wellbeing Action Research and the Born and Bred in (BaBi) Doncaster research cohort and outcomes.

5.1 Develop and deliver an engagement and communications plan to support consistent messaging so that local people have a high exposure to the campaigns and range of opportunities available.

5.2 Create a 'social movement' and a recognisable brand for movement, physical activity and sport across the Borough, with consistent and targeted messaging, campaigns and engagement.

6.1 Support complementary and sustainable community led programmes that are designed by local people in their local area using behaviour change theory, including understanding the connection between capability, opportunity and motivation.

6.4 Work across public and private sector organisations, businesses, residents and the voluntary and community sector to provide more equitable, inclusive and enjoyable local opportunities to be active.

9.2 Invest in 'physical activity in all policies' across the Borough and embed the approach across the Council and partners.



**Creating safer,
stronger,
greener and cleaner
communities where
everyone belongs**

X

Officer Comment [Officer Initials: JB | Date: 01/06/2022]

Ambition 1 in the GDM strategy is Active environments, parks and facilities – everyone in Doncaster can enjoy being active in local places and spaces. The natural and built environment will be safe, accessible and inclusive for local people. We must provide the right environment if we want people to be active. The GDM Strategy is clear that we will take a 'whole of borough' approach, but ensure that resource is proportionate to the level of need. The strategy identifies three 'groups' who are likely to need a greater level of support; inactive people, people on low incomes and families with children.

GDM Priority actions that will have a positive contribution:

1.1 Deliver the actions within the Doncaster Future Parks Plan, including 15 bespoke park plans.

1.2 Re-fresh Doncaster's stock of Leisure Facilities, to meet community needs

1.3 Use national and local evidence base, including community-centred approaches, when developing new, or making improvements to, children's play spaces.

1.4 Influence decision makers to provide accessible and affordable community use of school sports facilities.

1.5 Ensure Active Design is at the forefront of planning proposals so that natural and built assets meet the needs of local communities, wildlife and the environment whilst supporting movement, physical activity and sport.

6.1 Support complementary and sustainable community led programmes that are designed by local people in their local area using behaviour change theory, including understanding the connection between capability, opportunity and motivation.

6.2 Enable and connect investment for local action through Localities commissioning approaches – joining up investments for shared outcomes.

8.2 To work strategically and collaboratively with National Governing Bodies of Sport (NGBs) to align to the GDM vision and ensure investment is targeted and aligned to local, regional and national strategies.

9.1 The Get Doncaster Moving vision and actions will be integrated into the four Locality Plans to contribute to local priorities.

10.1 Learn and develop ways of working with Localities structures for a whole population approach. We expect Localities Silver and Bronze teams to be guided by the Get Doncaster Moving strategy when making decisions.

Trade-offs:

- Doncaster Future Parks and improvements to Children's play spaces are likely to have ongoing maintenance implications.
- To attract investment from NGBs in to local facilities (e.g. Tennis and Football) will require long-term collaboration between various departments within the Council.
- May require additional knowledge, skills and capacity to ensure that Active Design is at the forefront of planning proposals



Nurturing a child and family-friendly borough

X

Officer Comment [Officer Initials: JB | Date: 01/06/2022]

Children, young people and families are a priority focus for the GDM strategy, and the strategy strongly aligns with the priorities set out in both the Children and Young People's plan and the Education and Skills Strategy.

Ambition 2 in the GDM strategy is Active Education – education settings in Doncaster ensure every child and young person is active by embedding multiple physical activity opportunities throughout the school day to support wellbeing, academic achievement and behaviour.

GDM Priority actions that will have a positive contribution:

- 1.1 Deliver the actions within the Doncaster Future Parks Plan, including 15 bespoke park plans.
- 1.3 Use national and local evidence base, including community-centred approaches, when developing new, or making improvements to, children's play spaces.
- 1.4 Influence decision makers to provide accessible and affordable community use of school sports facilities.
- 1.5 Ensure Active Design is at the forefront of planning proposals so that natural and built assets meet the needs of local communities, wildlife and the environment whilst supporting movement, physical activity and sport.
- 2.1 Support every primary school pupil to be physically active for more than an hour a day.
- 2.2 Support schools across Doncaster to embed the Creating Active Schools (CAS) Framework with physical activity at the heart of school ethos, policy and values.
- 2.3 Engage with schools and offer strategic support, opportunities and training via the Doncaster PE and Active Schools network.
- 2.4 Implement the Healthy Learning, Healthy Lives programme in early years, schools and colleges including improving diet, nutrition and increasing physical activity.
- 7.2 Take a test and learn approach to temporary and permanent street closures including School Streets and Play Streets.



**Building Transport
and digital
connections fit for the
future**

X

Officer Comment [Officer Initials: JB | Date: 01/06/2022]

Ambition 7 in the GDM strategy is Active Travel (walking, wheeling and cycling) – Doncaster is a place where people find it easy, safe and enjoyable to make journeys on foot, by bike and on public transport for work, pleasure and everything in between. Increasing the opportunities for people to get around by active travel will provide more pleasant streets, better air quality, lower carbon emissions and reduced congestion.

GDM Priority actions that will have a positive contribution:


- 7.1 Strengthen and grow the Active Travel Alliance, who will be principally responsible for the implementation, governance and monitoring of the associated strategies and plans.
- 7.3 Co-produce community led active travel schemes to embed active travel in our everyday lives, in particular short journeys by walking, wheeling and cycling and integrating longer journeys by using the public transport system.

7.4 Review, refresh and support the delivery of the Get Doncaster Walking strategy.

7.5 Support the delivery of the Get Doncaster Cycling strategy.

Trade-offs:

- Delivery of future Active Travel schemes will require a collaborative approach across Residents, the Council and Team Doncaster partners.

 Promoting the borough and its cultural, sporting, and heritage opportunities	X			
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Officer Comment [Officer Initials: JB | Date: 01/06/2022]

Ambition 8 in the GDM Strategy is Sport, Dance and Culture for all – equitable access to formal and informal sport, dance and cultural activities is the norm across Doncaster at every stage of life. Inclusive, fun and high-quality opportunities at all levels allow talent to flourish. More major sporting and cultural events take place in Doncaster – both large scale and at a grassroots level.

GDM Priority actions that will have a positive contribution:

8.1 Ensure all voluntary sector led sports clubs have the tools they need to develop sustainable and thriving organisations.

8.2 To work strategically and collaboratively with National Governing Bodies of Sport (NGBs) to align to the GDM vision and ensure investment is targeted and aligned to local, regional and national strategies.

8.3 Attract major cultural and sporting events to Doncaster that can promote civic pride and maximise social impact to make communities happier and healthier places, where people want to live.

8.4 Establish Doncaster Dance Alliance, who will be principally responsible for the implementation, the governance and monitoring of the recommendations of Doncaster's Dance Strategy.

9.6 Ensure support for movement, physical activity and sport is considered as part of place-based investment planning at a local, South Yorkshire and national level.

Further Implications	Positive Overall	Mix of Positive & Negative	Trade-offs to consider – negative overall	Neutral or No implications
Fair & Inclusive	X			

Officer Comment [Officer Initials: JB | Date: 13/06/2022]

For some people in Doncaster it is much harder to be active than it is for others. People who are most impacted by health, social, economic and other inequalities are likely to find it harder to be active than people who face the least inequality.

The GDM Strategy is centered around tackling inequalities that impact engagement in movement, physical activity and sport. The Strategy commits to making a significant contribution to all 6 goals of the Doncaster Delivering Together Strategy; and there is a strong alignment with the Fair and Inclusive goal.

The GDM strategy aims to reduce inequalities by:

- Providing a vision and clarity for action on what is a complex issue.
- Providing an advocacy document which will influence agendas and decision makers at community, Locality, Borough, sub-regional and national levels.
- Outlining six principles and ways of working (see section 7) to encourage more collaboration as residents, communities and organisations work together towards the same priorities and outcomes.
- Focusing resources, identify common purpose, and add value for thriving people, places and planet.

Legal				X
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Officer Comment [Officer Initials: SRF | Date: 27/05/2022]

There are no specific legal implications arising out of this report.

Financial				X
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Officer Comment [Officer Initials: EP | Date: 26/05/2022]

There are no direct financial implications arising from this report.

Doncaster previously secured £2.64m funding from Sport England to deliver the first 3 phases of the Local Delivery Pilot (LDP). Additional Sport England funding of £6.925m has been secured for phases 4 & 5 to deliver key proposals and was approved by cabinet on 11/08/20.

Additional funding may need identifying to deliver the Get Doncaster Moving (GDM) strategy long term, and further reports may be necessary, subject to financial procedure rules.

Human Resources				X
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Officer Comment [Officer Initials: EL | Date: 27/05/2022]

There are no direct HR implications in relation to this report.

Technology				X
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Officer Comment [Officer Initials: PW | Date: 27/05/2022]

There are no specific technology implications in relation to this report. However, any requirements for new, enhanced or replacement technology to support the delivery of the Get Doncaster Moving (GDM) Physical Activity and Sport Strategy will need to be considered and prioritised by the Technology Governance Board (TGB).

RISKS AND ASSUMPTIONS

24. Successful delivery of the strategy is reliant on many partners coming together and working in synergy to deliver the outcomes. There is always a risk that bringing such

a wide group together could result in a disparity in opinion with competing priorities working against each other.

25. We expect Localities Silver and Bronze groups to be guided by the Get Doncaster Moving strategy when making decisions.

26. To alleviate the risk and deliver a system that works for all, sufficient resource is available in the backbone function described within the strategy

CONSULTATION

27. The strategy has been developed using a range of primary and secondary sources of evidence, including:

- a. Resident insight gathered through Doncaster Talks, Well Doncaster Appreciative Inquiry and the GDM Resident Panel,
- b. The GDM Strategy Review
- c. Meetings with a range of colleagues, stakeholders and strategic leads across a number of organisations who will be involved in the delivery of the strategy.

28. The strategy was written in conjunction with Yorkshire Sport Foundation, Sport England and has been endorsed by the Get Doncaster Moving Advisory Board.

BACKGROUND PAPERS

2. GDM Strategy Review
3. GDM Refreshed Strategy 2022

GLOSSARY OF ACRONYMS AND ABBREVIATIONS

4. GDM – Get Doncaster Moving
5. LDP - Local Delivery Pilot

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