

# City Status APPENDIX 3

## Summary Report - Engagement and Outcomes

This summary report provides an overview of the engagement carried out to understand what Doncaster's residents, businesses and communities felt about the best way to describe the city.

### Background

Following the award of city status to the Doncaster borough two potential options for the future name of the borough were identified. These were:

- City of Doncaster
- Doncaster City

It was important to give residents, communities, businesses and partner organisations in Doncaster an opportunity to express their preference for the future name of the borough.

### Online survey

To achieve this an online survey was created. The survey was made available online on the Doncaster Talks website, a platform used to host borough-wide consultations. The survey was available from Monday 8 August till midnight on Monday 29 August 2022.

The survey asked people to:

- Select their preferred name for the borough from the two options.

The following examples of how the name could be applied to the council crest were presented:



The survey also collated information on the following characteristics to help understand who had been engaged:

- Postcode
- Ethnic group
- Age group
- Gender
- Disability
- How the survey had been accessed

A declaration and privacy statement was included, which users could consent to by ticking a box.

## **Promotion and engagement**

An engagement plan was developed to ensure that residents, communities, local businesses and partner organisations were made aware of the online survey and the opportunity for them to express their preference for the future name of the borough.

This included the following activity:

### Doncaster Council website

A page was created on Doncaster Council's website which encouraged users to 'Tell us your preference' via a link to survey on the Doncaster Talks page. Further information was shared about the city status in a 'Your Questions' section.

### Social media

Doncaster Council's utilised its Facebook, Twitter and LinkedIn social media channels to engage and promote the campaign.

### Support for those not online

Libraries were promoted as places where residents could be supported to submit their preference online.

### E-newsletter

An email was sent to nearly 100,000 subscribers promoting the campaign and linking through to the survey on the Doncaster Talks page.

### Advertising

Digital advertising space was purchased in bus shelters, the Frenchgate Interchange and at Asda supermarkets around Doncaster to raise awareness and encourage people to engage with the campaign.

### Downloadable poster

A poster was designed and made available for download from Doncaster Council's website. This provided details of how people could let us know what they thought Doncaster should be known as by directing them to the survey via the relevant URL, a QR code and also by visiting a local library.



### Team Doncaster partners

Alongside Doncaster Council, supporting this engagement campaign was the City Status Project Board. The Board was made up of representatives from a range of Team Doncaster partners including:

- Doncaster Chamber
- Yorkshire Wildlife Park
- Frenchgate Shopping Centre
- Carley Consultant Ltd.
- Sidekick PR
- Voluntary Action Doncaster
- Inclusion and Fairness Forum
- Mirata Ltd
- Active Fusion
- Doncaster & Bassetlaw Teaching Hospitals NHS Foundation Trust
- Vigo Group
- Doncaster Free Press
- Doncaster Minster
- People Focused Group
- Partners in Learning
- Doncaster Youth Council
- Doncaster Young Advisors
- Unipart Rail
- Doncaster Art Fair

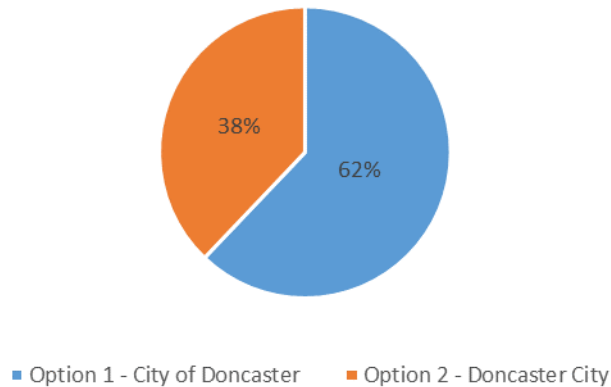
### **Outcome**

A total of 12,497 responses were submitted via the online survey.

The final preference for each option was:

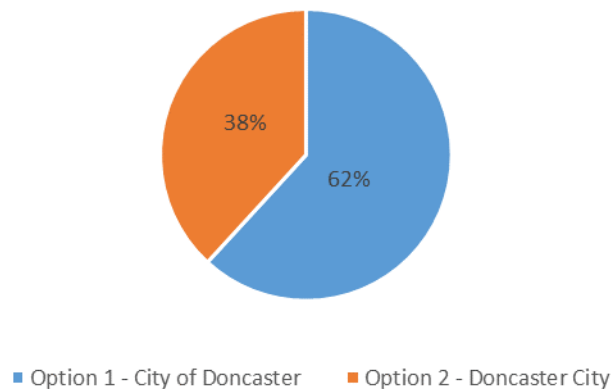
- City of Doncaster – 7,764 / 62%
- Doncaster City – 4,733 / 38%

Percentage breakdown of name preference (all responses)



Through further analysis, where neither a Doncaster postcode nor non-Doncaster postcode was given or where there was incomplete postcode data to be used, the total number of Doncaster resident responses came to 10,740. The percentage breakdown for Doncaster residents mirrors that of the overall voting preference as illustrated in the chart below:

Percentage breakdown of name preference (Doncaster responses)



Therefore, as a result of the engagement with residents, communities, businesses and partner organisations, **City of Doncaster** has been selected as the preferred choice.

### Survey analysis

The following provides a breakdown and analysis of the information requested when completing the online survey.

#### Postcode

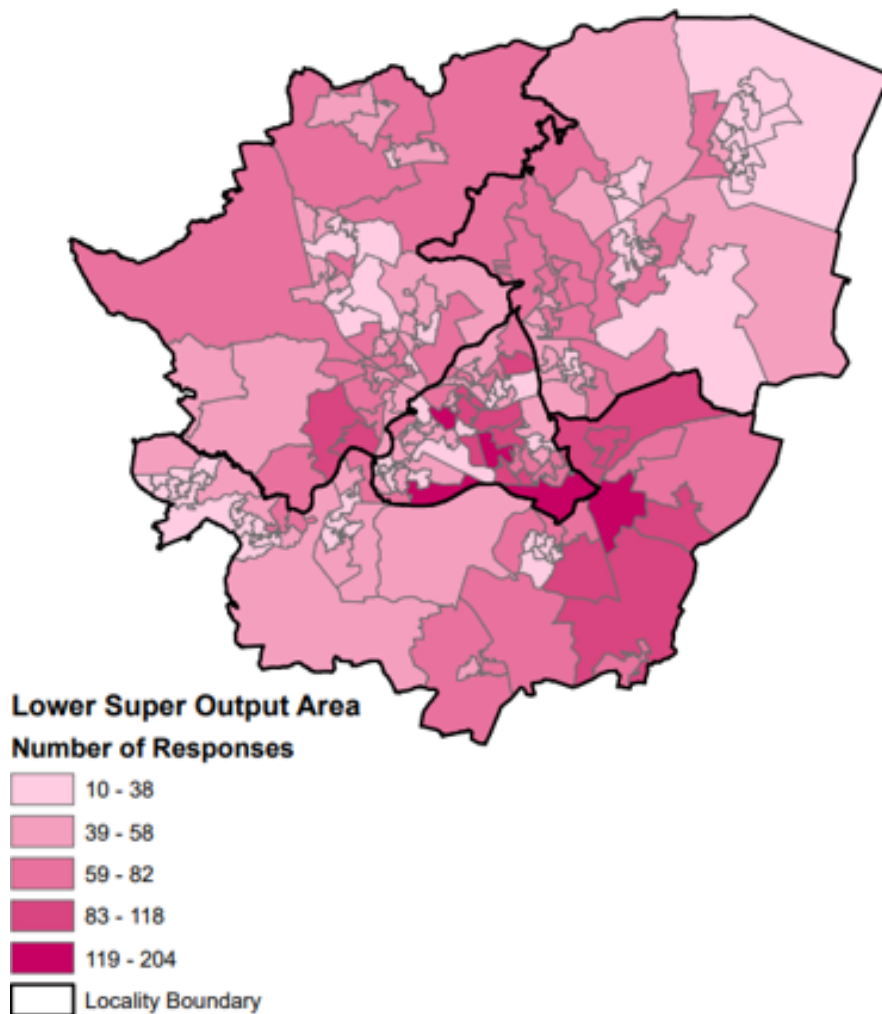
A total of 12,223 people provided details of their postcode.

10,573 provided a Doncaster postcode. 1,075 provided a non-Doncaster postcode. A further 575 did not provide a postcode that could be used in the analysis.

The following map highlights the spread of Doncaster residents who provided their post code.

Locality	Response	% of Response	Population	% of Pop
<b>Total</b>	<b>10,573</b>		<b>312,785</b>	<b>3.4%</b>
Central	2,949	27.9%	87,570	3.4%
East	2,075	19.6%	69,829	3.0%
North	2,480	23.5%	71,947	3.4%
South	3,069	29.0%	83,439	3.7%

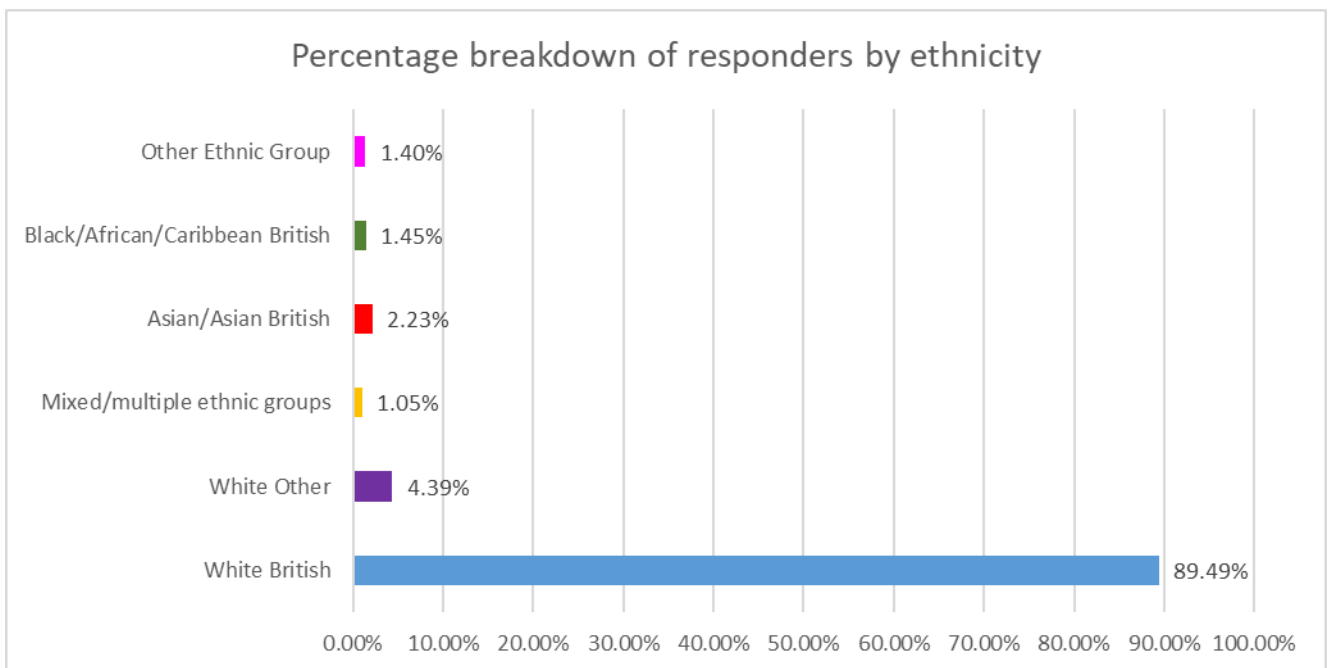
A total of 12,497 responses.  
 10,573 attributable to a Doncaster LSOA.  
 1,942 not attributable to a Doncaster LSOA.  
 85% from Doncaster  
 15% not attributable or from outside area.



There were responses made from all areas of the borough. When analysing postcode data at an LSOA level there was a response made from all lower-super output areas within Doncaster indicating the wide reach of the survey for the duration it was open.

## Ethnicity

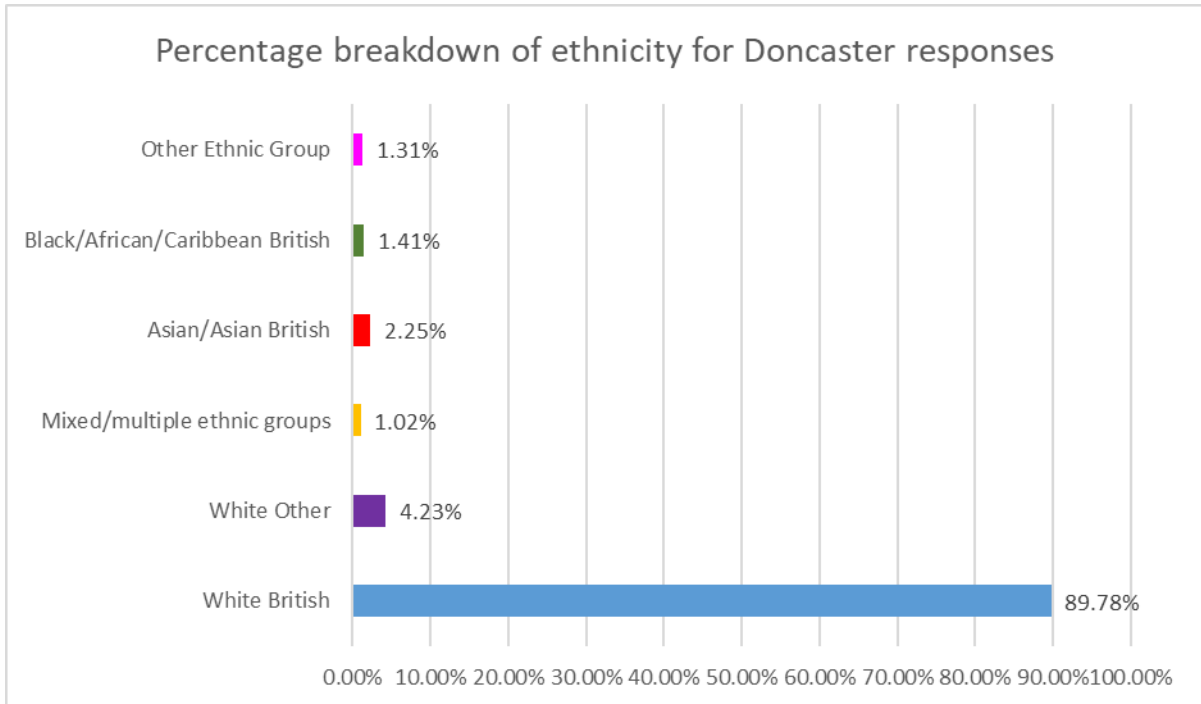
Respondents were asked to provide details of their ethnicity. The percentage breakdown for all responses is illustrated in the chart below:



The following table illustrates the breakdown, alongside figures of the wider Doncaster population as captured in the 2011 census:

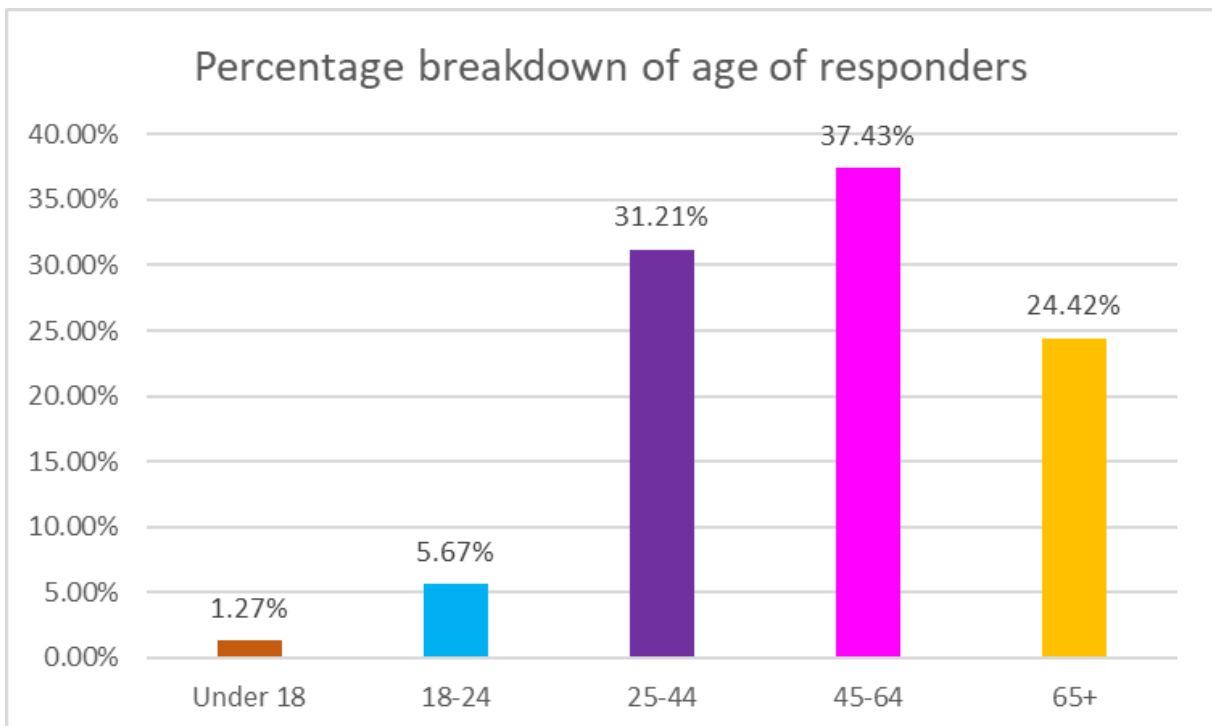
Ethnicity	Survey Percentage	Census 2011
White British	89.78%	91.8%
White Other	4.23%	3.4%
Mixed/Multiple ethnic groups	1.02%	1.1%
Asian/Asian British	2.25%	2.5%
Black/African/Caribbean British	1.41%	0.8%
Other Ethnic Group	1.31%	0.4%

The data suggests a close correlation between the ethnic make-up of Doncaster and those completing the survey.



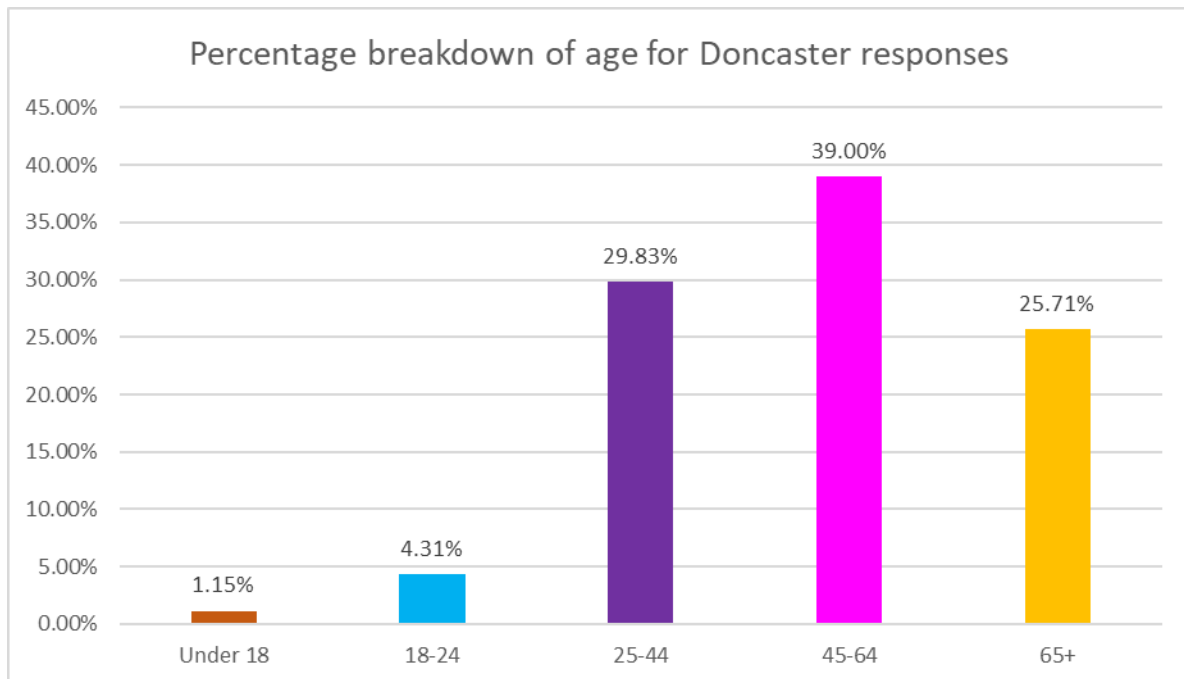
### Age

Respondents were asked to provide details of their age group. The percentage breakdown for all responses is illustrated in the chart below:



The following illustrates the breakdown alongside figures of the wider Doncaster population as captured in the 2020 Mid-Year Estimates (MYE):

Age Group	Survey Results	2020 MYE data
Under 18	1.15%	21.5%
18-24	4.31%	7%
25-44	29.83%	25.7%
45-64	39.00%	26.5%
65+	25.71%	19.3%

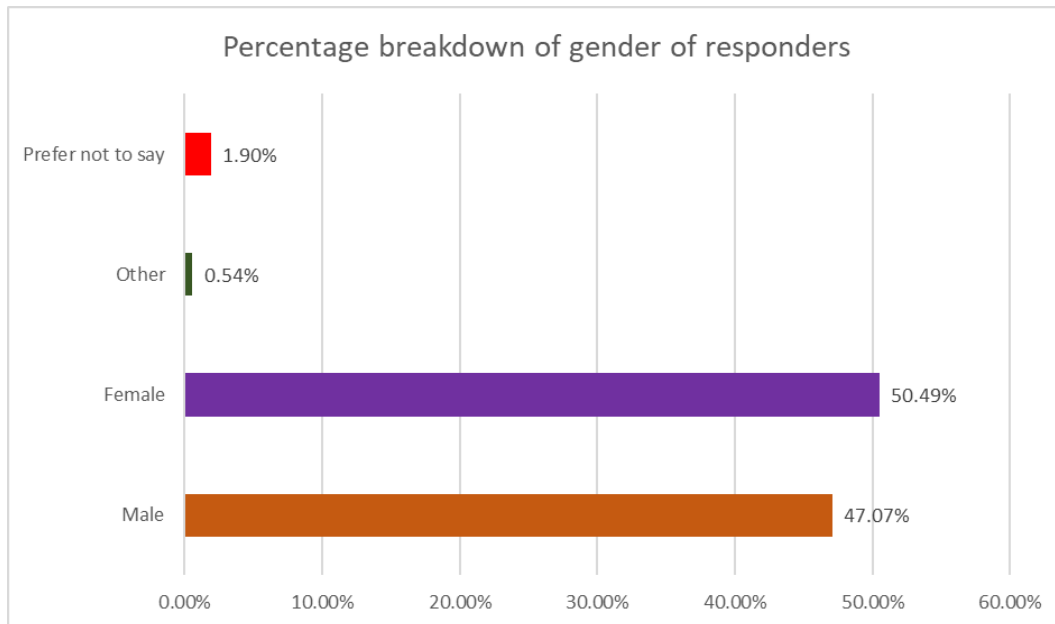


Apart from the discrepancy in those aged under 18, the data suggests a close correlation between the age of the wider Doncaster population and those completing the survey.



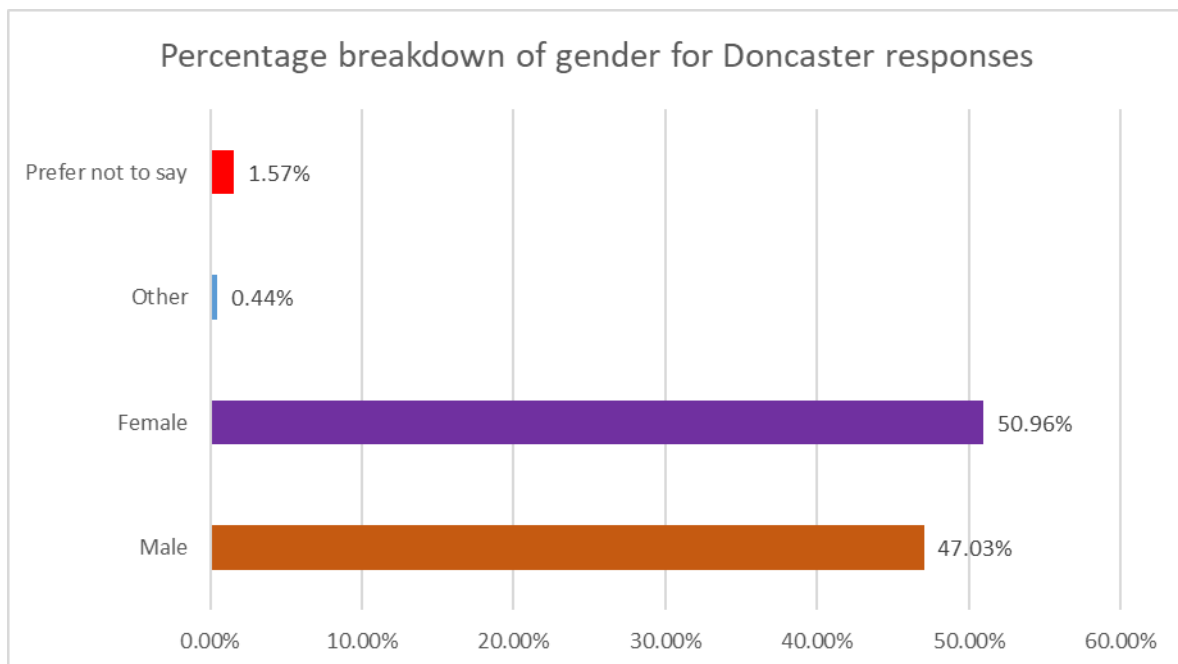
## Gender

Respondents were asked to provide details of which gender they identify most with. The percentage breakdown for all responses is illustrated in the chart below:



The following illustrates the breakdown alongside figures of the wider Doncaster population as captured in the 2020 MYE:

Gender	Survey Results	2020 MYE Data
Male	47.03%	46.63%
Female	50.96%	50.84%
Other	0.44%	0.56%
Prefer not to say	1.57%	1.96%

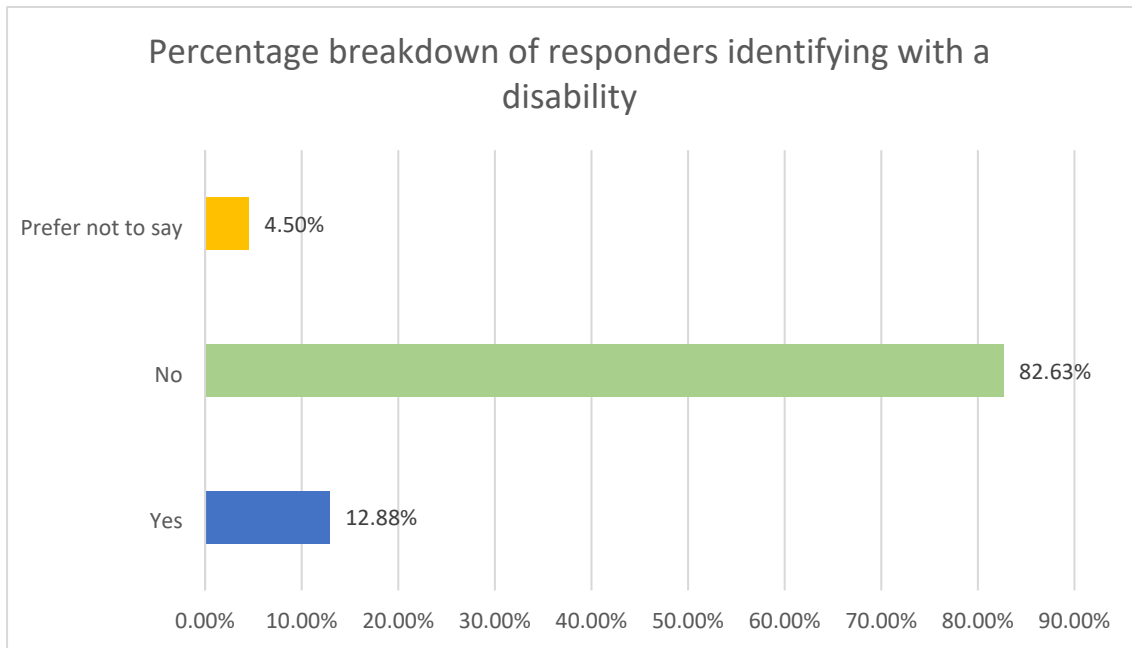


The data suggests a close correlation between the genders of the wider Doncaster population and those completing the survey. No information about people who consider themselves 'other' was available for comparison.

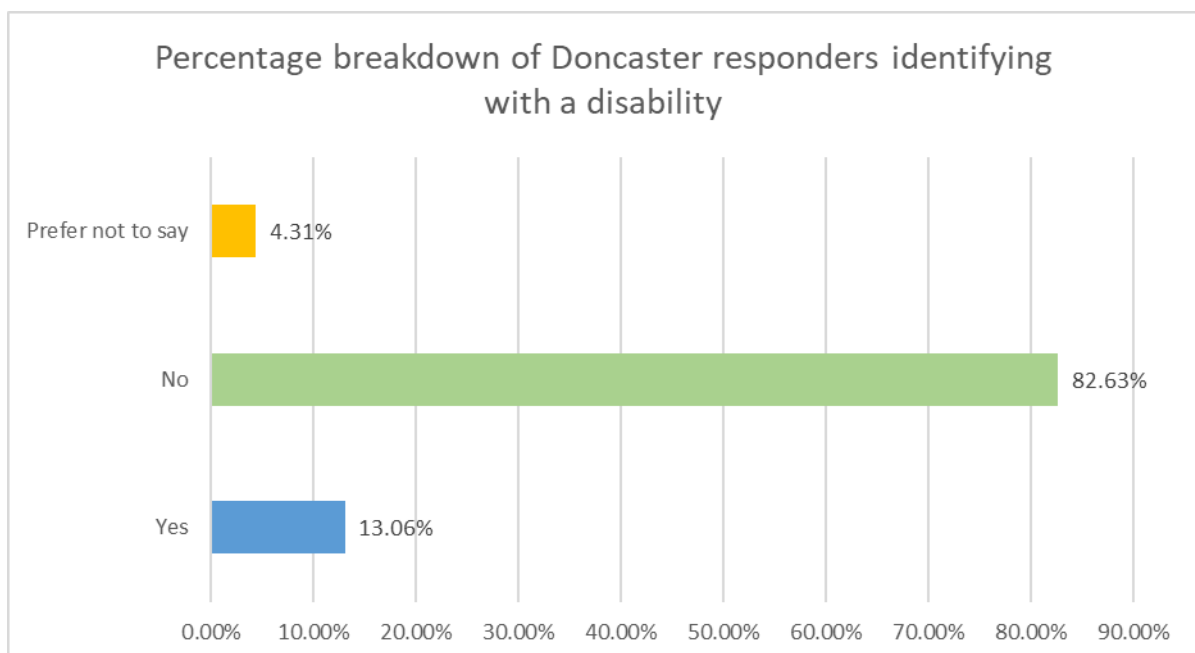
### Disability

Respondents were asked to provide details of whether they consider themselves to have a disability. The percentage breakdown for all responses is illustrated in the chart below:

The following illustrates the breakdown:



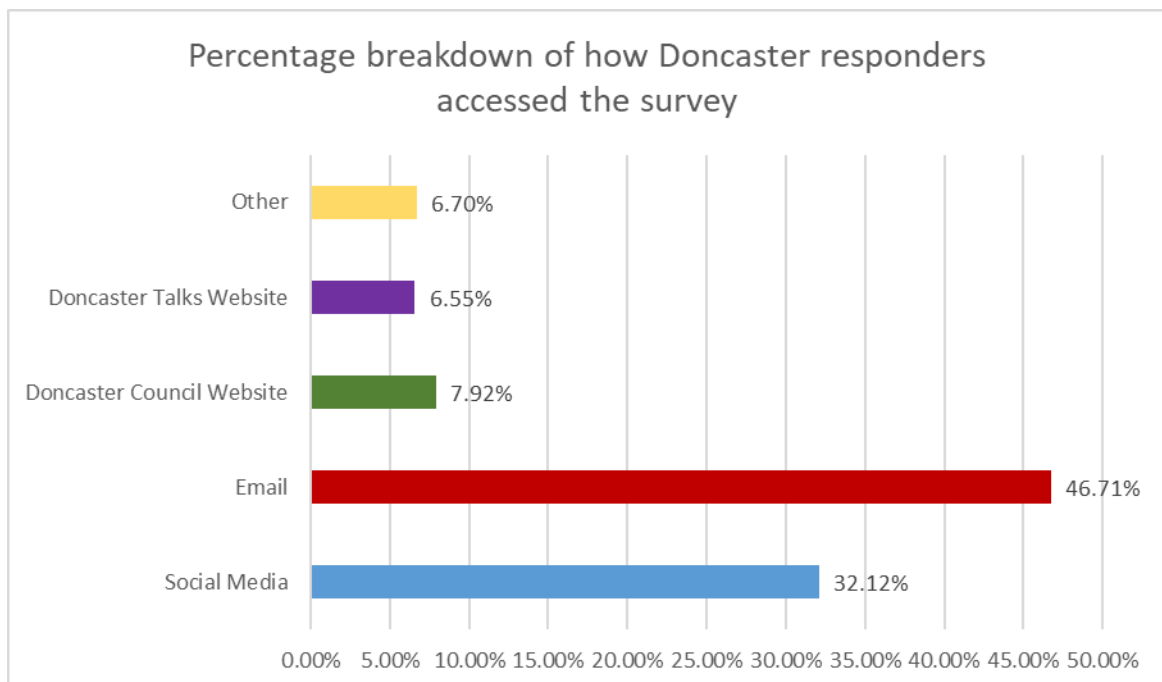
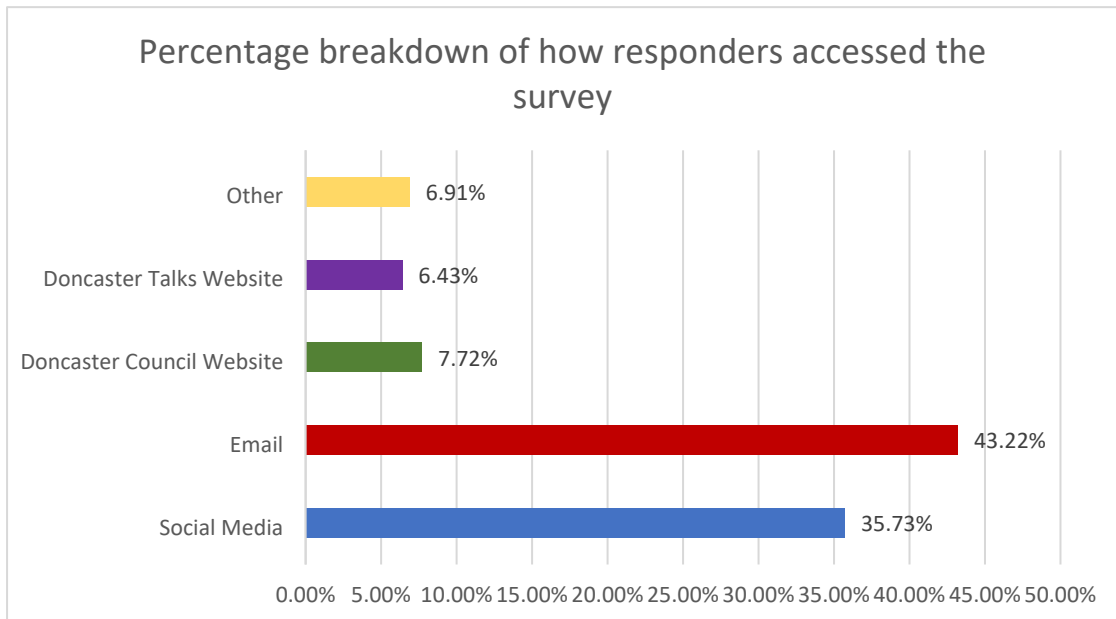
Due to the subjective nature of this question, no comparative data was available to compare to the wider Doncaster population.



### Access to the survey

Respondents were asked to provide details of how they accessed the survey.

The following illustrates the breakdown:



The majority of respondents that live in Doncaster accessed the survey via email; this will be linked to the weekly newsletter that residents can sign up to. The newsletter was originally initiated to provide residents with updates regarding Covid-19. It has now involved to the 'Your Life Doncaster' Newsletter which highlights the topics that the council thinks residents should be made aware of each week. There are currently 90k+ subscribers to the email.