

MAXIMISING LOCAL BENEFITS FROM THE TOUR DE YORKSHIRE IN DONCASTER



**Social Impact
Assessment Findings and
Recommendations for
Doncaster Council.
September 2018.**



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Contents Key

Social Impact Assessment =



Physical Activity Assessment =



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1. Executive Summary

The Tour de Yorkshire (both the race and the wide range of associated events and festivals) is widely believed to have a powerful legacy in terms of the social benefits on the communities involved but there is a need for a clearer picture in relation to the exact nature of these community benefits, as well as to be able to better evidence these social outcomes to justify continued public funding and ensure its continuing relevance to society. Such insight is needed to inform future legacy planning for this event aimed at creating long-lasting socio-economic and cultural changes.

In light of this, Doncaster Council commissioned this social impact assessment for their section of the 2018 Tour de Yorkshire route through their status as a Sport England Local Delivery Pilot. The overall aim being to use an evidence-led approach to develop insight around understanding the social impacts of large-scale sports events on local communities, levels of resident physical activity and use the TdY 2018 race as an opportunity to pilot a new and innovative practical approach to assessing and monitoring the social outcomes of future major sporting events in Doncaster.

In addition, this research included a “deep dive” to explore how best the Doncaster delivery partners can avoid the “Wimbledon effect”/decay curve following the event. This concept in this context will be used to refer to the extent to which people inspired by this major sport event maintain behaviour change and increased physical activity in the longer term.

We piloted an innovative social impact assessment methodology for assessing and ‘measuring’ the qualitative impacts of the Tour de Yorkshire, in particular on community wellbeing (both subjective personal and drivers of wellbeing), sense of civic pride, sense of community spirit (social capital) and physical activity levels. It also explored the nature of community engagement in this major sporting event.

This methodology adapted a standard four-stage social impact assessment process and combined existing theoretical frameworks, namely the New Economics Foundation (NEF) five drivers of wellbeing, Warwick-Edinburgh Mental Well-being Scale (WEMWBS) of subjective personal wellbeing, and an influencer behavioural change framework which represents a simplification of the Social Ecological Model (see *Figures 4.1* and *5.3* for further details). The collected data was then analysed to produce average ‘barometer’ scores, providing a visual reference for current performance in these areas and a baseline for assessing future impacts of the event.

Our research involved a total of **28 key stakeholders/experts** and **690 residents** from six sample communities positioned along the Tour de Yorkshire route in Doncaster – namely Bennetthorpe, Conisbrough, Hatfield, Hooton Pagnell, Mexborough and Stainforth. In order to increase levels of local engagement in this research, our methods of data collection included a:

- resident event survey (total 444 participants)
- post event resident to resident survey (total 221 participants)
- key stakeholder phone interviews (total 18 participants)
- physical activity expert interviews (total 10 participants)
- physical activity resident focus groups (total 25 participants).

Key findings:

Foremost, the community of Doncaster welcomes this event; an impressive **93.7% of respondents stated within the event survey that their experience of the TdY was very positive or positive.**

Residents also articulated positive views about the effect of the TdY on personal wellbeing as measured via the **NEF five drivers of wellbeing** (see figure below). Here the TdY was found to encourage significant numbers of residents to give/contribute more to their local community, learn something new/rediscover an old interest and become more physically active.

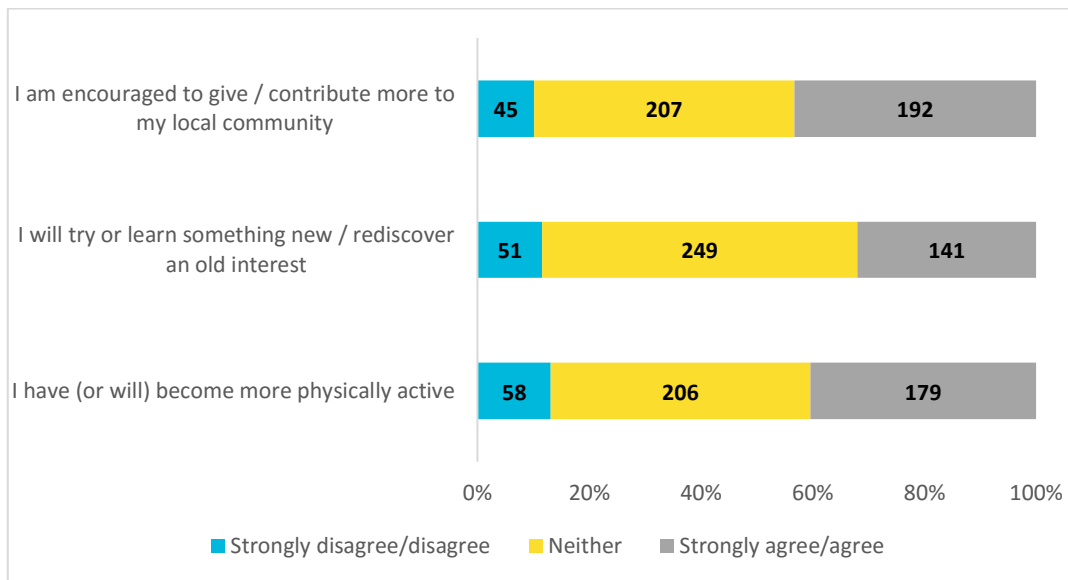
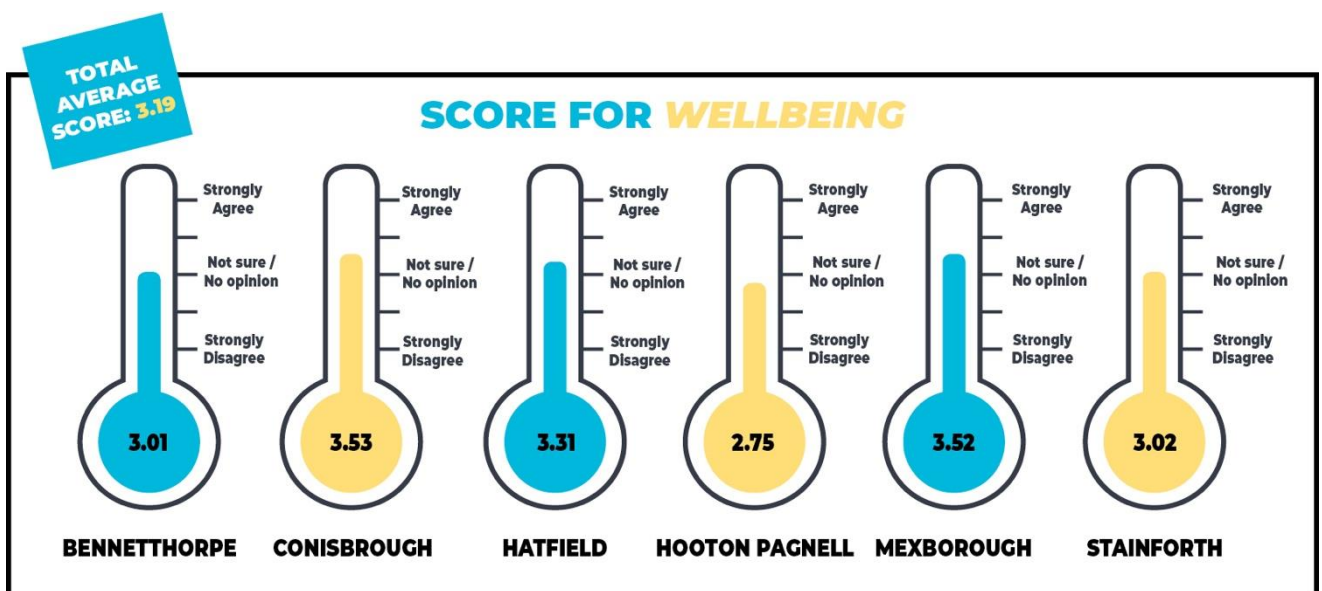
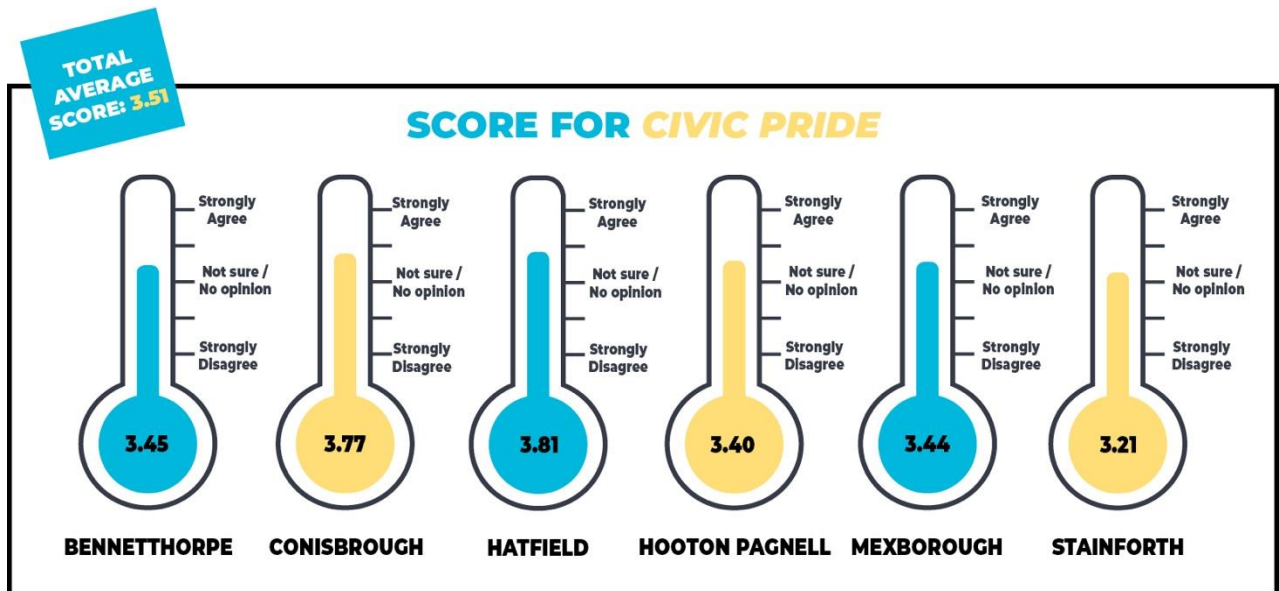


Figure. Resident wellbeing responses (event survey)

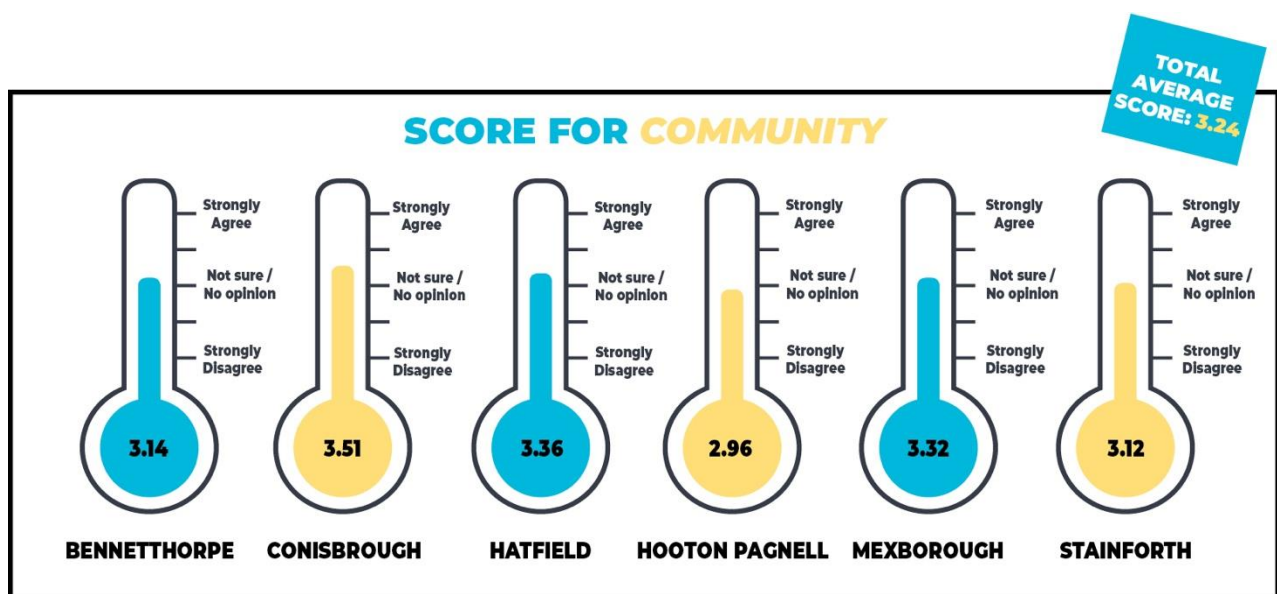
Local opinion on the impacts of the TdY on **subjective personal wellbeing** identified through the resident to resident survey after the event were more modest with an overall average barometer score of 3.19 (as illustrated below). However, it should be noted that the wellbeing scores comprise several measures of wellbeing, therefore the overall scores mask variations both within and between the communities. Resident comments also revealed that across all of the communities, the TdY brought residents together and engendered a sense of ‘optimism and motivation’. These variations are discussed in detail in Section 6.



In contrast, the **civic pride** barometer scores (see Figure below) were found to be higher with an average score of 3.51, suggesting that the TdY contributes to enhancing civic pride, notably two communities (Conisbrough and Hatfield) record above average scores (see Section 6 for a full breakdown). Although beyond the scope of this study, further work could examine these differences, and identify aspects of good practice, which could be replicated elsewhere.



Findings for the impact of the TdY on **sense of community spirit** (social capital) showed mixed opinion between the communities with an average score of 3.24 (see Figure below). However, as with the score for wellbeing, the average masks variations and consistencies between the communities. Section 6 examines the scores in detail and reveals that despite variations in the overall scores across the communities, residents in all communities highlighted that the TdY fostered a ‘sense of togetherness’.



Our research also explored in detail the **nature of community engagement** in the TdY, identifying local opinion on barriers to involvement, enablers to involvement, priorities for improving the impact of the event on wellbeing and local benefit, perspectives on non-involvement and how to increase involvement.

The graph below gives an overview of the level of community engagement of those residents that took part in the research, illustrating how the nature of engagement, level of participation and empowerment of local residents in the TdY varies. With the exception of the multiple activities category, the other three categories of engagement represent a relatively low level of participation on the ‘Ladder of Participation’ (*illustrated in figure 8.1*). In comparison, the nature of engagement activities identified in the multiple activities category included examples of much higher engagement and empowerment of some residents such as taking the initiative to plan and implement local events. In practice, this higher level of engagement was found amongst key community activists, event organisers and local community development initiatives/projects who act as catalysts for wider, often lower level, participation of their wider communities. They act as key ‘gate keepers’ to encouraging wider engagement in the TdY event and physically activity more broadly so should be at the heart of future interventions aimed at maximising local benefit.

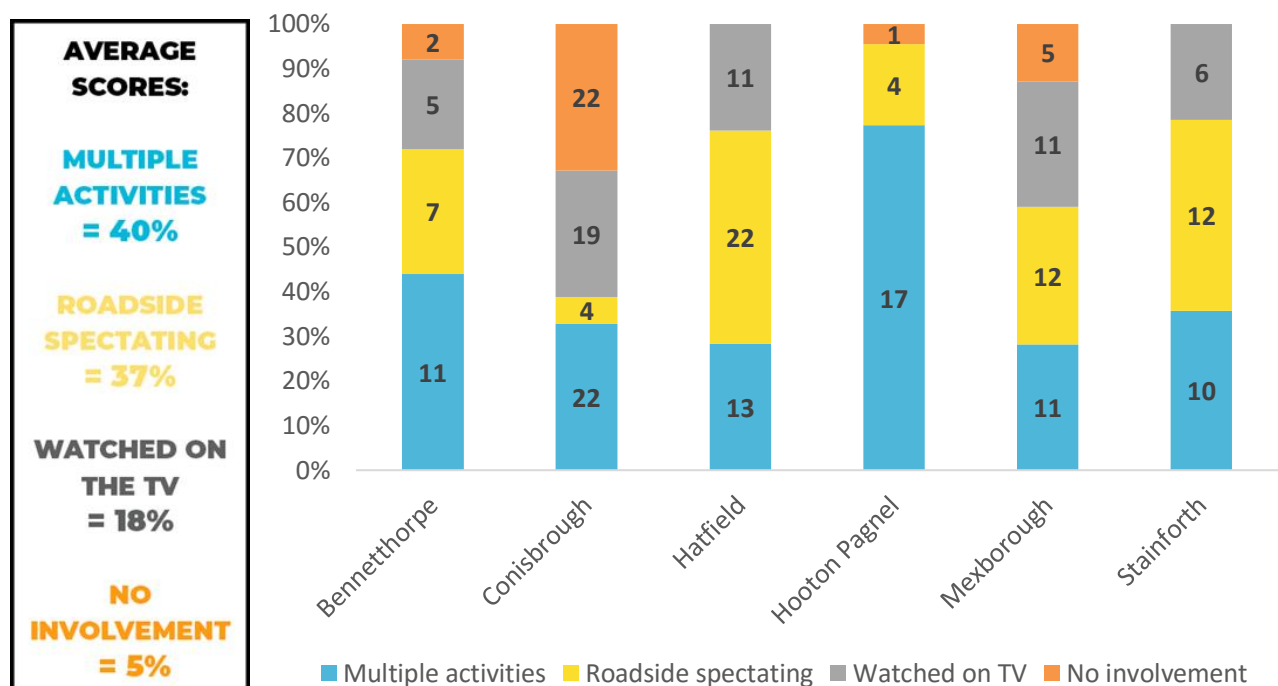


Figure. Community engagement in the Tour de Yorkshire.

In response to these very positive findings on the social impacts of the TdY, we have made **recommendations on the investment and activities** that are needed to facilitate even greater local benefit and community engagement resulting from this event that has clearly been embraced by the local community. We set out a practical and structured approach to managing future community engagement based around integrating community engagement into the existing event planning cycle of the TdY – as illustrated in the **Tour de Yorkshire Cycle of Community Engagement** in *Figure 8.2*.

Furthermore, this approach involves the TdY and Doncaster Council team answering the following four key questions:

(i) What level(s) of community engagement is the Tour de Yorkshire aiming towards?

(ii) What strategic and practical approach should the Tour de Yorkshire take to increase community engagement?

(iii) Who are the target groups to further engage in the Tour de Yorkshire?

(iv) What resources are needed to implement this approach to community engagement?

Our recommendations also include **nine interventions for community engagement** that can be integrated into the TdY event cycle, as well **seven interventions targeting specific groups** in the Doncaster community. In particular, our findings suggest that it makes sense for the TdY to focus efforts for increasing participation on the following seven groups:

- (i) Community event organisers
- (ii) Older people
- (iii) Young people/teenagers
- (iv) School/pre-school children
- (v) Casual event 'browsers'
- (vi) Local businesses
- (vii) BME groups

Turning attention to the effect of the TdY on physical activity, our **"deep dive"** into exploring **how best the TdY can encourage local people to become more physically active and avoid the "Wimbledon effect"/decay curve** following the event took a different methodological approach. The key objective being to learn more about when it is best to invest in activity around the event to become more active on the back of such major sporting events, and what kind of different interventions might work in practice for different communities. In other words, when and how to act to make best use of the opportunities created through the TdY.

In light of this, the research team took a translational approach to help develop successful subsequent community-based interventions and designed a method to investigate how *activating* factors combine to influence behaviour. This approach adapted an influencer behavioural change framework illustrated below that represents a simplification of the Social Ecological Model (SEM) that has commonly been used to develop public health initiatives. SEM identifies a nested arrangement of zones of influence, however, its depiction can render it difficult to use. Fundamentally, the influencer framework used here improves on SEM by separating the zones of influence and cross-referencing them against motivation and competence.

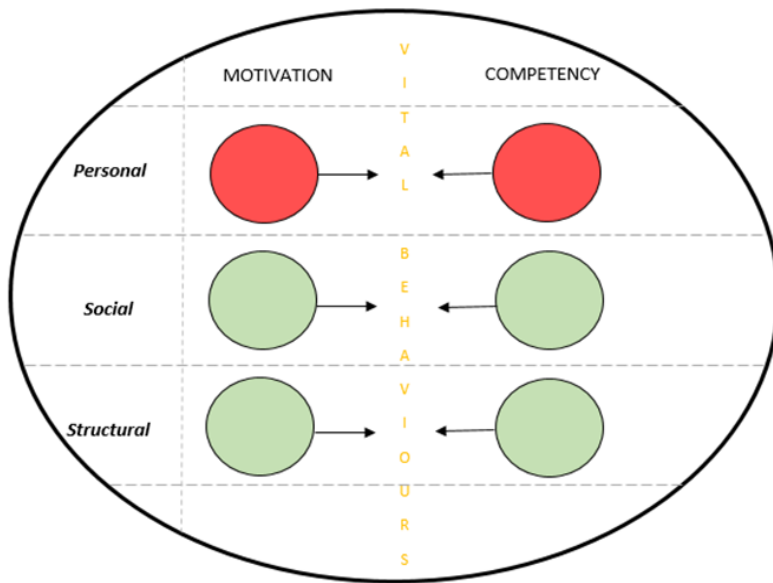


Figure. Six zones of influence for behaviour change

This approach moves beyond a reliance on identifying passive facilitators and on ‘magic bullet’ approaches; both rely on faulty and outdated understandings of how behaviour is built. Recent developments in neuroscience, embodied within moves toward human-centred design, indicate that better interventions – built on combinations of influence rather than single stimuli - can be designed than have prevailed. These are capable of securing positive population-wide change.

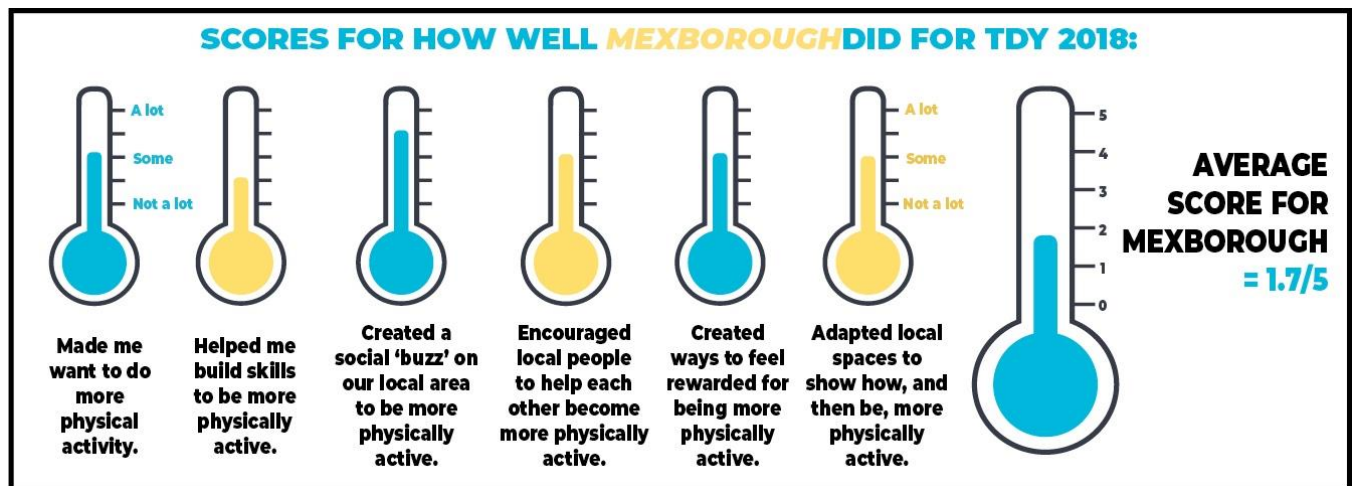
Using a three-stage approach (outlined in Figure 5.3), we built an understanding of how sporting events such as the TdY ‘signal’ subsequent engagement in similar/equivalent behaviour. Ten semi-structured phone interviews were conducted with a sample of experts from non-governing bodies (NGBs), major sport event organisers, sports development practitioners and public health/local government staff. This expert feedback was used to produce a template (or ‘design prototype’) of expert opinion on possible practical interventions that could be taken to increase levels of physical activity off the back of the TdY (see Figure 7.1.1).

25 local ‘episodically active’ residents from the participating communities were then invited to participate in innovative focus group activities to ‘test’ the experts’ template and explore resident’s feedback on:

- (i) *What ‘cocktail’ of different interventions they believe would get them to change their behaviour to become more physically active*
- (ii) *What has helped interviewees to become more physically active in the past?*
- (iii) *What else the 2019 Tour de Yorkshire event managers might do to act as a ‘sparkler effect’ for encouraging short-term, or one-off, engagements in physical activity?*
- (iv) *When interventions are likely to have more effect?*

These discussions helped to reveal not only conscious processes of change but also unconscious influences. Equally, our approach helped to identify the impact of different activators in moving (or not) individuals along the behaviour change continuum.

Findings were then analysed to produce **scores for the impact of the TdY on the six areas of the physical activity influencer framework** for the small sample of focus group participants from each of the participating communities. Interestingly, each locality revealed a range of differences specific to their area, yet there were in parts some similarities and crossovers. For example, the scores for impact of the TdY on the physical activity of the focus group from Mexborough are illustrated below:



We also used the findings to identify **different prototypes of action** for addressing the Wimbledon Effect/decay curve and for optimising behaviour change in relation to physical activity following the Tour de Yorkshire.

In addition, using the framework of behaviour change, based on six zones of concurrent influence, **recommendations for future interventions** were made regarding the most influential factors, their optimised sequences and the most powerful actions within each domain of influence. These practical recommendations provide guidance on using future TdY events to maximise local benefits and act as a catalyst/'sparkler' to encourage people to live a more active lifestyle. The wider aim being to support (Doncaster's) 'Our Vision' to utilise physical activity and sport to contribute to inclusive economic growth ambitions and explore how it can support residents to benefit from Doncaster's aspirations across all of its communities.

Importantly, this research clearly showed that whilst the TdY was quite successful in creating a local social "buzz" to be more physically active, the majority did not feel that it was having a very significant impact on actually increasing the physical activity levels of local residents. This reinforces that there is a lot of scope for the TdY to do more in this area and implement a range of interventions focused on physical activity promotion that cover all of the six areas of the influencer framework.

In conclusion, this TdY social impact assessment report reflects on the lessons learned from our pilot methodology and suggests some next steps for communicating the findings from this research to all those involved, implementing some of the recommendations and pilot interventions and investing in future research related to further assessing and increasing the impact of the event.

The Tour de Yorkshire is building an incredible positive momentum for creating local social and economic benefits for Doncaster that needs to be harnessed. This research hopes to support the TdY delivery team to reflect on how best to 'oil the wheels' of this major sporting event for the further benefit of local people.

2. Introduction

The Tour de Yorkshire (TdY) is a road cycling race in Yorkshire which started in May 2015. It is promoted by the Amaury Sport Organisation (ASO) and is part of the UCI Europe Tour. From 2015 to 2017 it was a three-day race but in 2018 it expanded to four days. The idea for the race arose as a legacy event following the significant success of the visit of the 2014 Tour de France to the county, and to date has been a great success that has been widely embraced by local people and those further afield nationally and internationally.

2.1 Why do a social impact assessment (SIA) of the Tour de Yorkshire in Doncaster?

The Tour de Yorkshire (both the race and the wide range of associated events and festivals) is widely believed to have a powerful legacy in terms of the social benefits on the communities involved but there is a need for a clearer picture in relation to the exact nature of these community benefits, as well as to be able to better evidence these social outcomes to justify continued public funding and ensure its continuing relevance to society. Such insight is needed to inform future legacy planning for this event aimed at creating long-lasting socio-economic and cultural changes.

In light of this, Doncaster Council commissioned this social impact assessment for their section of the 2018 Tour de Yorkshire route through their status as a Sport England Local Delivery Pilot. The overall aim being to use an evidence-led approach to develop insight around understanding the social impacts of sports events on local communities and their levels of physical activity and use the TdY 2018 race as an opportunity to pilot a new and innovative practical approach to assessing and monitoring the social outcomes of future major sporting events in Doncaster.

In addition, this research included a “deep dive” into exploring how best the Doncaster delivery partners can avoid the “Wimbledon effect”/decay curve following the event. This concept in this context will be used to refer to the extent to which people inspired by this major sport event maintain behaviour change and increased physical activity in the longer term.

Findings were then used to make practical recommendations on interventions that could be made for using future TdY events to maximise local benefits and act as a catalyst/‘sparkler’ to encourage people to live a more active lifestyle. The aim being to support (Doncaster’s) ‘Our Vision’ to utilise physical activity and sport to contribute to inclusive economic growth ambitions and explore how it can support residents to benefit from Doncaster’s aspirations across all of its communities. The LDP wants to play its part in tackling inequalities by addressing inactivity in those communities who do not demonstrate patterns of regular participation.

2.2 What do we know about the economic impacts of the Tour de Yorkshire

Typically, the impacts of events are considered in economic terms as this can provide politicians and other public sector stakeholders with powerful arguments in terms of new jobs created and existing jobs supported by such events, helping organisations justify what can be a considerable capital expenditure on such activities. This is the case for the TdY which has already evaluated its economic

impact in Doncaster¹ and the wider county of Yorkshire² through a separate project which identified very significant revenue resulting from the event. The total accommodation and non-accommodation revenue of the 2018 Tour de Yorkshire overall being estimated at £98 million.

2.3 It's not just about the money

However, it is becoming increasingly recognised that the social and non-economic benefits associated with civic and sports events are just as important and need to be captured to better evidence and understand the value of these events for local communities involved.³ Such benefits may include positive impacts such as increases in personal development/self-esteem and confidence, sense of community cohesion and identity, community empowerment and capacity, civic pride, quality of life, social capital, reduction in crime and changes in resident behaviour and attitude that result in increased physical and mental well-being and engagement in their community.⁴

Thus, events are likened to “the sociocultural glue that binds communities and, ultimately, nations together. They are occasions to share traditions, to connect with one another, and to express cultural heritage. They offer opportunities to celebrate, remember and showcase the very best of cultural and creative endeavours. In short, events are important” (Jamieson, 2014, p63).⁵ In particular, sports events are argued to lead to greater levels of cooperation and a higher level of unity and social cohesion within those communities that very little else can seemingly do with such success.

On the other hand, social costs can also be associated with the impact of these events such as intrusion to local residents, conflict between communities, overcrowding, loss of community ownership, loss of community identity, growth in crime and cultural differences. Clearly, the way in which events are managed, and the nature of the communities involved, influence the extent to which they have a positive or negative impact.^{6,7}

2.4 What do we know already about the social impacts of sport events?

There is much debate about the social impacts of major sports events with several authors concluding that the contribution is negative or at best short lived, a transient feel good moment (Misener and

¹ Jones, S., Glyptou, K., Woodward, S., and Norton, R. (2018) *Tour de Yorkshire - Doncaster, Report for Doncaster Council*, School of Events, Tourism and Hospitality Management, Leeds Beckett University.

² Jones, S., Glyptou, K., Woodward, S. and Norton, R (2018) *Tour de Yorkshire: Report for Welcome to Yorkshire*, Leeds Beckett University

³ Wood, E. (2017) The value of local authority involvement in events and festivals: Community Consequences. In Getz, D. et al. (Ed.) *The Value of Events*. Routledge.

⁴ Wood, E.H. and Long, P. (2009). *Great Yorkshire Shows: Event tourism in Yorkshire*. In Thomas, R. (Ed) *Managing Regional Tourism: A Case Study of Yorkshire, England*. Bradford: Great Northern Books.

⁵ Jamieson, N. (2014) Sport Tourism Events as Community Builders – How Social Capital Helps the “Locals” Cope. *Journal of Convention and Event Tourism*, 15:57-68.

⁶ Wise, N. (2016) Outlining triple bottom line contexts in urban tourism regeneration. *Cities*, 53, 30-34.

⁷ Fredline, L., Deery, M. & Jago, L. (2013) A Longitudinal Study of the Impacts of an Annual Event on Local Residents, *Tourism Planning & Development*, 10:4, 416-432.

Mason, 2006)⁸. Indeed, a systematic review of 30 years of research concludes that “the available evidence is not sufficient to confirm or refute expectations about the health or socioeconomic benefits for the host population of previous major multi-sport events” (McCartney et al, 2010)⁹. However, these criticisms are largely confined to mega events such as the Olympics, Commonwealth Games and FIFA World Cup with others suggesting that medium-sized events are more sustainable than their big spectacle equivalents (O’Sullivan and Jackson (2002)¹⁰ finding positive contributions to social capital, social cohesion, community spirit and local pride (Richards et al, 2013).

There is a growing consensus that in order to achieve social benefits that are sustainable events require creative and longer-term leveraging activities (Chalip, 2006; Smith & Fox, 2007; Kellett et al. 2008)¹¹. Much of this leverage is achieved through greater community engagement over an extended time period prior to and/or post the event. For example, Perić et al (2016)¹² recommend inter-community organisation of non-mega sports events to ensure long-term social benefits to the host region. Any event evaluation therefore also needs to evaluate the leveraging projects associated with it and identify new opportunities to increase the social value through such interventions.

The potential social benefits provided by sports events are widely recognised, and this potential includes improvements in pride, belonging, tolerance, understanding, appreciation, respect, contentment, health, feeling valued, feeling listened to. Negative social outcomes have also been identified such as anger, shame, intolerance, discontent, feeling left out or misunderstood (Wood, 2015)¹³. The constructs associated with social value such as civic pride, social capital and wellbeing are intangible, but can still be measured in a systematic and quantifiable way. Recognising these impacts as attitudinal constructs supports the development of methods for measuring the changes, in those attitudes, that may be attributable to the hosting of the sport event. These attitude changes are hopefully longer term than the event itself and enhanced by additional but linked activities and events. Any method used to measure them needs to be replicable allowing comparative data to be gathered potentially before, during and after each event and repeated each time the event occurs. This will provide much needed benchmarks for comparison and the better attribution of attitude change to the event (Wood, 2006).¹⁴

⁸ Misener, L., & Mason, D. S. (2006). Creating community networks: Can sporting events offer meaningful sources of social capital?. *Managing Leisure*, 11(1), 39-56.

⁹ McCartney G, Thomas S., Thomson H., Scott J., Hamilton V., Hanlon P. et al (2010). The health and socioeconomic impacts of major multi-sport events: systematic review (1978-2008) *BMJ* 340.

¹⁰ O’Sullivan, D. and Jackson, M. (2002). Festival tourism: a contributor to sustainable local economic development? *Journal of Sustainable Tourism*, 10(4): 325–342.

¹¹ Chalip, L. (2006). Towards social leverage of sport events. *Journal of Sport & Tourism*, 11(2): 109–127

Kellett, P., Hede, A. and Chalip, L. (2008). Social policy for sport events: leveraging (relationships with) teams from other nations for community benefit. *European Sport Management Quarterly*, 8(2): 101–121.

¹² Perić, M., Đurkin J., and Wise, N. (2016) Leveraging Small-Scale Sport Events: Challenges of Organising, Delivering and Managing Sustainable Outcomes in Rural Communities, the Case of Gorski kotar, Croatia. *Sustainability* 8(12), 1337.

¹³ Wood, E.H. (2015). Maximising the value of sports and cultural events. *ESRC Festival of Social Science*.

¹⁴ Wood, E.H. (2006). Measuring the social impacts of local authority events: a pilot study for a civic pride scale. *Int. J. Nonprofit Voluntary Sector Marketing* 11: 165–179.

3. Understanding the local context

3.1 Fit with local policy and plans



Our approach to research and recommendations looking at how to maximise the social benefits from the TdY needs to link with the strategic context and existing work surrounding the use of major sporting events in Doncaster to benefit local people and inspire increased levels of physical activity. Encouragingly, our review of the key national and local plans and policy documents for the Borough of Doncaster reveals a positive story of multi-stakeholder partnership working that has resulted in a very conducive environment and holistic approach for increasing physical activity levels. This context and approach are elaborated on in detail in the *'Get Doncaster Moving' Physical Activity and Sport Strategy (2017)* but a short summary is provided here to help set the scene for this research.

In terms of the national context, in December 2015 The Government set out a clear strategic vision for the nation in *'Sporting Future: A New Strategy for an Active Nation'* which sets out a framework and outcomes that can be translated locally against issues and opportunities for the Borough of Doncaster. It represented a significant shift in policy moving away from focusing entirely on increasing sports participation rates to ensuring government funding is aimed at meeting the five health, social and economic outcomes namely: physical wellbeing, mental wellbeing, individual development, social and community development and economic development. Sporting Future makes it clear that *'the biggest gains and the best value for public investment is to be found in addressing the people who are least active'* (p19).



In response to this, in May 2016, Sport England published its new 2016-21 Strategy *'Towards an Active Nation'* aimed at tackling inactivity and delivering against the Government's five outcomes. With progress on physical inactivity being measured by the following KPI: *Increase in the percentage of the population taking part in sport and physical activity at least twice in the last month.* In particular, action is aimed at making increased physical activity an easy, practical and attractive choice for those people who are typically less active: women and girls, disabled people, people from particular ethnic groups, those with long-term health conditions, those in lower socio-economic groups and older people. This new approach looks differently at volunteering, coaching, evaluating the broader outcomes of sport, and understanding behaviour change models to help define interventions and programmes.

This approach is supported by their Local Delivery Pilots initiative which selected 12 grassroots projects, including the Doncaster LDP, to work with on bold new approaches to build healthier, more active communities across England. Around £100 millions of National Lottery funding will be invested through these projects in the pilot scheme over four years, to create innovative solutions that make it easier for people in these communities to access sport and physical activity.



Furthermore, of particular relevance for the Tour de Yorkshire, Sport England’s current approach places strong focus on national investment following locally based plans, and a strong emphasis on collaborative and multi-agency working amongst a range of providers. It also continues to focus on supporting hosting major events through its Major Events Engagement Fund which has shown that ‘with careful planning – they [events] can also inspire people to engage in sport through taking part, coaching, volunteering and spectating’ (p42).



In terms of the local context, ‘Doncaster Growing Together’ (DGT) is the new 4-year borough strategy (2017-2021) led by the Team Doncaster (TD) partnership. Its central aim is to continue to grow the local economy and place; while developing public services in an inclusive way that ensures all of Doncaster’s people and communities’ benefit. Critically, it recognises that physical activity is one of several challenges that are preventing residents and Doncaster as a whole from achieving its potential. One of its four policy themes – *Doncaster Living* – focuses on ‘developing town centres and the arts culture and leisure offer, and using physical activity, to improve population health and wellbeing. It also states that it plans to build on the success of the TdY, and other exciting sporting events as an ideal opportunity to market the borough, support the local economy and encourage people to cycle or take part in other sporting activities.



Thus, Doncaster’s Physical Activity and Sports Strategy, ‘*Get Doncaster Moving*’ is one of a series of ‘transformational programmes’ arising out of the DGT strategy with a focus on the key interventions and reforms which will achieve the long term, ‘*whole system approach*’ needed to achieve demonstrable quality of life improvements. It sets out a vision for

encouraging everyone in Doncaster to enjoy the benefits of being physically active in their day-to-day lives and demonstrates a major commitment by senior leaders to place physical activity at the heart of decision making. Get Doncaster Moving provides a framework within which physical activity and sport can flourish for the benefit of all sectors of the Doncaster community – focusing on some specific geographical areas and inactive people, people on low income and keeping children and young people active. It will measure progress through a number of measures of quality of life, including increases in the percentage of the population that achieve 150 minutes of physical activity per week.

Evidence from the first Active Lives survey in 2017 shows that physical inactivity is a major problem for the borough, with just over half of its residents taking part in the recommended 150 minutes of physical activity per week. This survey also revealing an uneven geographical pattern of activity levels across the borough; areas such as Central Doncaster, Mexborough, Thorne, Adwick, Stainforth, New Rossington and Denaby showing particularly high levels of inactivity.

The delivery of this strategy is being overseen by the Get Doncaster Moving Programme Board (GDM Board) which reports directly into the Health and Wellbeing Board and the Team Doncaster Partnership. On the ground, the GDM Board works with the Get Doncaster Moving Network which is a collaboration of organisations and individuals at all levels across the public, private and voluntary sectors who are committed to make a difference to Doncaster's communities through physical activity and sport.

Finally, there are also a number of other local strategic policies and plans that are important to take into account with the holistic approach underway to addressing local development and physical inactivity. These include: the *Doncaster Health and Wellbeing Strategy* which has four themes with reference to physical activity threaded throughout; the *Doncaster Rights of Way Improvement Plan* which is important for maintaining and developing rights of way for walkers, cyclists and horse riders that residents need for recreation, exercise and access to local services; *The Doncaster Green Infrastructure Strategy 2014-2028: Creating a Greener, Healthier and more attractive borough* which sets out an approach for delivering an integrated network of high quality green spaces, habitats and landscapes across the borough that provide opportunities for sport and recreation, and outdoor physical activity; *Cycle Yorkshire's Strategy – More People Cycling More Often*; and the emerging *Local Plan for Doncaster* which will set out detailed development management policies to guide new development in the borough.



Also, the event implementation plan for the *Tour de Yorkshire* is an important aspect of the local context to be aware of. Planning and delivery of the TdY is a complex arrangement involving numerous partners and agencies to come together with the shared objective of delivering a successful, safe and engaging TdY event. There are three key delivery agencies which lead the planning and delivery

of the Doncaster stage, namely DMBC, Welcome To Yorkshire, and the Amaury Sport Organisation. It is envisaged that DMBC will use the findings from this research to help guide their future delivery and influence key partners to improve delivery of the TdY where possible, further engage communities and leave a lasting legacy for the residents of Doncaster borough.

3.2 Our sample communities: pen portraits¹⁵

Six communities positioned along the route of the TdY were selected to be the sample used for this research. The logic behind the selection was to include a diverse range of communities with different characteristics such as social demographics, histories and community activities to help identify whether there were any significant differences in relation to how the different communities perceived the impacts of this major sporting event. Pen portraits summarising some of the key characteristics of these six communities are provided below:

3.2.1 Bennetthorpe



Bennetthorpe in Doncaster is one of the main thoroughfares to enter the town. It is an iconic route stretching from A18 roundabout adjacent to Doncaster race course and merging into Georgian building lined south parade.

The statistics for **Doncaster centre** show a greater degree of ethnic diversity than the other areas with 20.1% BME, 36.2% ethnicity not white and 8.2% who do not speak English.

Deprivation is high as measured on the three main indicators:

Table 3.1 Deprivation Doncaster centre

% of households	Area	UK
Income deprivation ¹⁶	31.9	14.6
Child poverty ¹⁷	40.5	19.9
Older people in deprivation	29.4	16.2

¹⁵ Data sources for pen portraits:

Most data derived from the ONS 2011 census and 2017 crime statistics. Other sources used were:

<http://www.teamdoncaster.org.uk/community-profiles-2018>

<http://www.citypopulation.info/php/uk-parishes-yorkshireandthehumber.php?adm2id=E04000083>

DCLG 2015 - Deprivation stats

<https://www.yourlifedoncaster.co.uk/s4s/Wherellive/Council?pageId=2288&Search=exercise%20fitness>

www.findahood.com

<http://www.ukcensusdata.com/doncaster-e08000017#sthash.lcvqCrSe.eR02tglv.dpbs>

<https://www.getthedata.com/postcode/>

¹⁶ The Income Deprivation domain has several measures, the main focus being on measuring the proportion of the population experiencing deprivation relating to low income. The definition of low income used includes both those people that are out-of-work, and those that are in work but who have low earnings.

¹⁷ Relative low income: relating to children living in households that have an income below the “relative” poverty line (60% of median household income). Similarly for older people. (The English Indices of Deprivation 2015)

Table 3.2 Age profile Doncaster centre

Age Group	%
Under 16	21.5
16-24	13.2
25-64	55.9
65-84	8.3
85 and over	1.1

Doncaster has a very high crime rate compared with the national average at 648 per thousand population.

3.2.2 Conisbrough

Conisbrough is a town within the Metropolitan Borough of Doncaster. It is roughly midway between Doncaster and Rotherham and is built alongside the River Don. It has a ward population (Conisbrough and Denaby) of 14,333.



Conisbrough is a historic village with a Norman castle and small centre with numerous shops servicing the local community. Previously the majority of residents would have been employed in the mining and its service industry prior to their closures.

27% are now employed in routine or elementary jobs, 26% in care, leisure and sales and 17% professional. The annual household income is £22k.

Table 3.3 Deprivation Conisbrough

% of households	Area	UK
Income deprivation	21.2	14.6
Child poverty	26.9	19.9
Older people in deprivation	21.6	16.2

The area has a crime rate of 248 per 1000 compared with national average of 101 per 1000

Table 3.4 Age profile Conisbrough

Age Group	%
Under 16	19.8
16-24	11.7
25-64	51.8
65-84	14.8
85 and over	1.8

3.2.3 Hatfield

Hatfield is a town and civil parish in the Metropolitan Borough of Doncaster. It had a population of 16,776 at the 2011 Census.

Hatfield lies on the A18 road and has good transport links; about 7 miles (11km) from the centre of Doncaster predominantly serving as a commuter village for Doncaster and surrounding towns.

Hatfield is a historic village. The Domesday Survey of 1086 mentions a church at Hatfield and it is recorded as an ancient settlement and a Palace of the Northumbrian Kingdom called Meicen.

Hatfield has lower than the national average for all indicators of deprivation and a higher than average crime rate (151 crimes per thousand population).



Table 3.5 Deprivation Hatfield

% of households	Area	UK
Income deprivation	10.8	14.6
Child poverty	13.5	19.9
Older people in deprivation	14	16.2

14.4% of people are employed in skilled trades, 10.8% professional roles, 13.3 % in elementary jobs. There are 20% less high and intermediate managerial, administrative or professional households than the national average. The average annual household income for this area is £28k (around average for the Yorkshire and Humber region).

Table 3.6 Age profile Hatfield

Age Group	%
Under 16	11.8
16-24	11.3
25-64	57.6
65-84	16.7
85 and over	2.5



3.2.4 Hooton Pagnell

Hooton Pagnell is a small village which has a population of 201 at the 2011 Census. Much of the property in the village belongs to the estate of Hooton Pagnell Hall, which has been in the family of former Lord Mayor of London Sir Patience Warde since the 17th Century. As the economics of the village have changed, it has become a commuter village. This area has a slightly older population profile than the others, less deprivation and a very low crime rate.

Table 3.7 Age Profile (figures for Barnburgh and Hooton Pagnell)

Age Group	%
Under 16	13.3
16-24	7.8
25-64	52.1
65-84	24.7
85 and over	2.1

Table 3.8 Deprivation (figures for Barnburgh and Hooton Pagnell)

% of households	Area	UK
Income deprivation	9.1	14.6
Child poverty	10.1	19.9
Older people in deprivation	11.9	16.2

3.2.5 Mexborough

Mexborough lies on the River Dearne, has a population of 15,244 at the 2011 Census. The town has a busy centre and market serving the local; and wider community.

The town's economy was based around coal mining, quarrying, brickworks and the production of ceramics, and it soon became a busy railway junction. Following the demise of the coal mining industry in the 1980s Mexborough, like many ex-mining towns and villages, is still in the process of economic and social recovery.



Table 3.9 Deprivation Mexborough

% of households	Mexborough East	Mexborough West	UK
Income deprivation	24	26.6	14.6
Child poverty	33.8	35.8	19.9
Older people in deprivation	20.9	23.7	16.2

Mexborough also has a higher than average crime rate at 164 per thousand population.

The top occupations listed by people in Mexborough are Elementary 17.0%, Skilled trades 15.1%, Sales and customer service 14.6%, Elementary administration and service 12.5%, Process, plant and machine operatives 11.1%, Caring, leisure and other service 10.5%, Administrative and secretarial 9.6%, Sales 8.7%, Caring personal service 8.6%, Professional 7.6%. The average annual household income is £24k (below the regional and national average)

Table 3.10 Age profile Mexborough

	Mexborough East	Mexborough West
Under 16	18.8	19.5
16-24	11.1	12.7
25-64	51.2	52
65-84	17	13.9
85 and over	1.9	1.9

3.2.6 Stainforth

Stainforth is a small town and civil parish. It is around 7 miles north-east of Doncaster, close to Hatfield and Thorne. It has a population 6,282 at the 2011 Census.

Stainforth was a mining village, with the Hatfield Main Colliery at its centre. The colliery was open for around 80 years, from when it entered full production in 1921 up to it closing in August



2001. More recently a funding agreement to create a new link road will unlock crucial development between Hatfield and Stainforth with the potential of building 3100 homes and create 7000 jobs.

The area has higher than the national average indicators of deprivation with income deprivation at 28.9% compared with the UK at 14.6%. Child poverty is also very high (37.7% compared with 19.9% UK). The crime rate in 2017 was 162 per thousand (41% increase on the previous year).

Table 3.11 Deprivation Stainforth

% of households	Area	UK
Income deprivation	28.9	14.6
Child poverty	37.7	19.9
Older people in deprivation	26.4	16.2

The annual household income for the area is £23k compared with £29k for Yorkshire and Humber and £35k for England and Wales. 33% of people are employed in routine or elementary jobs (compared with 19% in England and Wales).

Table 3.12 Age profile Stainforth

Age Group	%
Under 16	21.1
16-24	11.6
25-64	49
65-84	16.3
85 and over	2



4. Our approach: assessing the social impacts

The research team used an adapted version of a social impact assessment (SIA)

¹⁸ process to provide a pragmatic framework for assessing perceptions of qualitative social impacts of the Tour de Yorkshire on local residents, and developing some tailor-made, quantifiable social indicators associated with the key impact areas of civic pride, social capital/community spirit and mental and physical wellbeing.

SIA is “the processes of analysing, monitoring and managing the intended and unintended social consequences, both positive and negative, of planned interventions (policies, programmes, plans and projects) and any social change processes invoked by those interventions”. ¹⁹ Carrying out an SIA in practice is essentially a learning and iterative process comprising four sequential but overlapping phases which we used to structure our assessment of the social impacts of this event.

Figure 4.1 over page shows the four phases of the SIA and how we collected and analysed data/information from a total of 683 Doncaster residents for an assessment of the impacts of the Tour de Yorkshire on local people:

¹⁸ See: <http://mckinseysociety.com/downloads/tools/LSI/The-history-of-social-impact-assessment.pdf>

¹⁹ Vanclay, F., Esteves, A.M., Aucamp, I. & Franks, D. 2015 Social Impact Assessment: Guidance for assessing and managing the social impacts of projects. Fargo ND: International Association for Impact Assessment, Pg. 1.

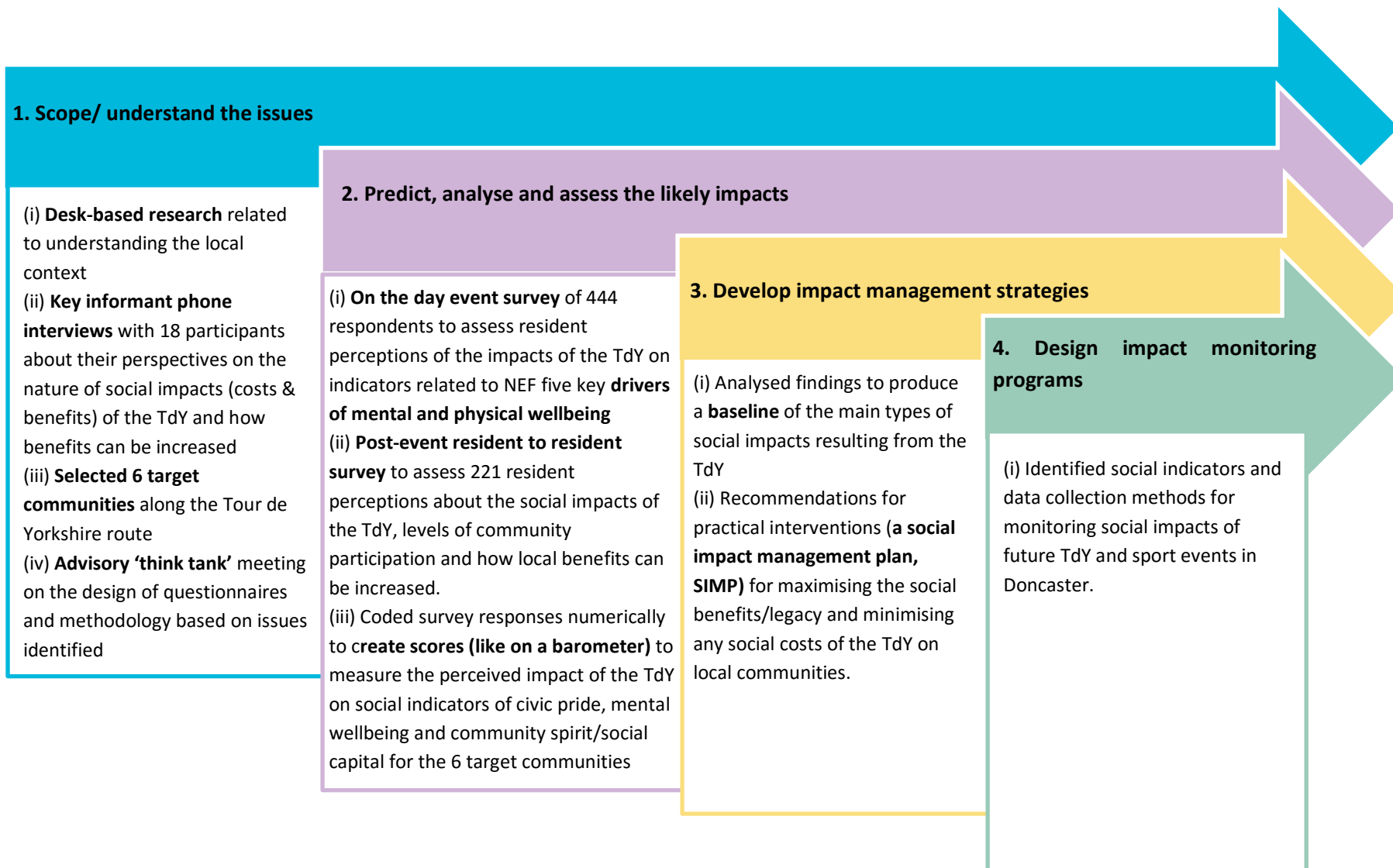


Figure 4.1. How we collected and analysed the information for the Social Impact Assessment

4.1 Theory behind our social impact approach

We designed our research process and interviews, surveys and focus groups with some useful concepts and theoretical frameworks in mind to help us identify indicators, or measures, for the qualitative social impacts that we needed to measure. These are summarized below:

4.1.1 Meaning of social impacts and other key concepts

There is a bewildering array of terminology 'out there' in relation to understanding different types of social impacts. For the purposes of this research looking at the impact of the TdY on local communities, we used **social impacts** (or '**people impacts**') as a broad umbrella term using the definition in Figure 4.2 below.

Social impacts:

...include all the issues associated with a planned intervention (i.e. project/event) that affect or concern people, whether directly or indirectly.

...are experienced or felt in either a perceptual (cognitive) or a corporeal (bodily, physical) sense, at any level, for example at the level of an individual person, an economic unit (family/household), a social group (circle of friends), a workplace (a company or government agency), or by community/society generally.

...are rarely singular cause-effect relationships. There are complex patterns or intersecting impact pathways e.g. health, well-being and social outcomes are always multi-factorial.

...are changes to one or more of the following: people's way of life; their culture; their community; their political system; their environment; their health and wellbeing; their personal and property rights; their fears and aspirations ²⁰

Figure 4.2. Definition of social impacts

²⁰ Vanclay et al., 2015. Social Impact Assessment: Guidance for assessing and managing the social impacts of projects, IAIA.

Figure 4.3 below clarifies the meaning of some of the other key terms/concepts used for this research:

Positive mental health:

“State of well-being in which every individual realizes his or her own potential, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to her or his community”.²¹

Subjective well-being (SWB):

Well-being, put simply, is about ‘how we are doing’ as individuals, communities and as a nation and how sustainable this is for the future.²²

SWB describes personal well-being in terms of the feelings, experience and sentiments arising from what people do and how they think. Our measures of SWB focus on overall satisfaction with life, the extent to which we feel the things we do are worthwhile and daily emotions such as happiness and anxiety.²³

“The general evaluation of one’s quality of life. The concept has been conceptualized as the three components: (1) a cognitive appraisal that one’s life was good (life satisfaction); (2) experiencing positive levels of pleasant emotions; (3) experiencing relatively low levels of negative moods”²⁴

Sense of civic pride:

Caring about where you live and a sharing a sense of local identity and being ‘*Doncastrian*’. “An emotion that refers to a feeling of self-worth or self-respect and the different ways people value or praise their identity or community.”²⁵

Social capital and community spirit:

The ‘social glue’ that holds people together in families and communities and gives them a sense of belonging. “Social capital refers to the stocks of social trust, norms, and networks that people can draw upon to solve common problems or assist each other in things such as sport tourism events”.²⁶

Figure 4.3. Meaning of key concepts

²¹ World Health Organisation website, 2018 http://www.who.int/features/factfiles/mental_health/en/

²² What works wellbeing website (2018) <https://whatworkswellbeing.org/about/what-is-wellbeing/>

²³ Dolan, P. (2014) *Happiness by Design: Change What You Do, Not How You Think*. Penguin.

²⁴ Deiner (2009, px) *Subjective Well-Being, The Science of Well Being*, pp11-58.

²⁵ Collins, T. (2016, p175) *Urban civic pride and the new localism*, Transactions of the Institute of British Geographers, John Wiley & Sons Ltd on behalf of Royal Geographical Society (with The Institute of British Geographers).

²⁶ Jamieson, N. (2014). *Sports Tourism Events as Community Builders – How Social Capital Helps the “Locals” Cope*. *Journal of Convention & Events Tourism* 15: 57-68.

4.1.2 Indicators for mental wellbeing

We used two frameworks for measuring the impact on mental well-being. Firstly, for the resident survey questions looking at the impacts of the TdY on mental wellbeing we used an adapted version of the **WEMWBS – Warwick-Edinburgh Mental Well-being Scale**. WEMWBS was developed to enable monitoring of mental wellbeing in the general population and the evaluation of projects and policies that aimed to improve mental wellbeing. It is a 14-item scale with 5 response categories, summed to provide a single score but for this research we reduced it to 7 questions/items deemed to be most relevant to the TdY event. The questions are all worded positively and cover both feeling and functioning aspects of mental wellbeing.

Secondly, for the additional ‘on the day’ survey questions about the social impacts of the TdY (added to the wider economic impact assessment survey of the whole Tour de Yorkshire) we used the **New Economics Foundation (NEF) Five Drivers of Wellbeing framework** (a mental health promotion equivalent of guidance to eat 5 pieces of fruit and ‘veg’ a day). Our questions therefore were related to how individuals felt the TdY had an impact on the five key drivers of individual wellbeing as illustrated in Figure 4.4 below, and elaborated on in more detail in Section 6.1:



Figure 4.4 NEF Five drivers of wellbeing

4.1.3 Indicators for civic pride

The questions in the resident survey around whether the TdY had an impact on sense of civic pride were shaped by academic research related to determinants of civic pride. We used indicators around residents’ views on how the event has affected/changed their: sense of civic pride, attitudes to living in the local area and the Borough of Doncaster, sense of belonging/community identity (e.g. feeling ‘Doncastrian’), and any social costs caused by the event (e.g. disruption to resident’s lifestyles, traffic congestion, crowding etc). Responses on a multi-item attitude scale were then coded numerically to give an overall score for the impact of the event on civic pride level.

4.1.4 Indicators for community spirit/social capital

The questions in the resident survey around whether the TdY had an impact on sense of community spirit were shaped by academic research related to measuring social capital. We used social capital indicators around how the event has affected residents’ perceptions, behaviour and behavioural intent in terms of the: strength of their social networks in the local community (e.g. neighbourhood associations, sports clubs, cooperatives, community centres etc); feelings about their community and levels of participation in community decision-making, activities and events. Responses on a multi-item attitude scale were then coded numerically to give an overall score for the impact of the event on civic pride level.

5. Our approach: Addressing the ‘Wimbledon Effect’/Decay curve



5.1 What do we know already about time in the planning of interventions to increase physical activity?

The ‘legacy effects’ of iconic sporting events reflect the impact of intervention design expressed through the passage of time. Intervention effects on population-level physical activity (PA) behaviour are increasingly predictable – and therefore more achievable - than ever. To purposefully deliver on their PA agendas, sporting agencies are now expected to have progressed beyond relying on the (limited) power of the different forms of structural renewal (better roads, housing renewal etc) and media presence generated by these events.

One way to plan for sustained impact is to explore the biological mechanisms that underpin behaviour change. This can be examined in a number of ways, primarily drawing on the new science of human-centred design, which itself draws on recent discoveries of human functioning established through implementation science. Much of this work addresses the fundamental notion of ‘attention-omics’.

Considering universal understanding of human attention, and given the human imperative for survival, three primary drivers are clear. These are (i) threat (in the absence of existential threat, this has been overtaken by a concern for the social judgement of others), (ii) difference (newness and novelty are included here) and (iii) sex (the need for, and/ or the possibility of, procreating). Through the brain-based ‘action observation network’, human is ‘soft-wired’ (Merzenich, 2013)²⁷ to pay attention to movement of things around us, making sporting events inherently and powerfully attractive. This is logical; movement creates difference which, potentially, makes it threatening. While these themes are viable for gaining attention to an intervention, these specific attention effects are quickly lost. This makes them like the sparklers so reminiscent of a cold November bonfire night. BJ Fogg (<http://www.behaviormodel.org/>) refers to such programme factors as ‘sparkle’ effects.

Problematically for securing the Public Health benefits of PA, where more is better, attentionally resources are scarce, meaning that attention is costly and hard to sustain. This is probably because it is linked to survival instincts to be continually on the look-out for different threats. To generate a lasting PA legacy based solely on enhanced motivation would require favourable on-going emotional responses. However, emotions work powerfully within short timeframes. An important recent study of emotional duration (Verduyn & Lavrijsen, 2014)²⁸ highlights how negative emotions, especially hatred and sadness, are more likely to remain with humans (see Figure 5.1 below); emotions lasted longest in females. Importantly, and acknowledging these data do not link to sport experiences, whatever experiences produce joy and/or hope, these emotions will last ~24 hours. Explaining these differences, study authors propose that highly important events produce longer lasting effects, often because implications continue unfolding over time. For PA proponents, this may offer opportunities for post-event activities that ‘re-live’ highlights of a recent positive PA experience.

²⁷ Merzenich M. (2013) *Soft Wired*. Parnassus; San Francisco.

²⁸ Verduyn P. & Lavrijsen S. (2014) Which emotions last longest and why: The role of event importance and rumination. *Motivation and Emotion*, 39(1), 119-127.

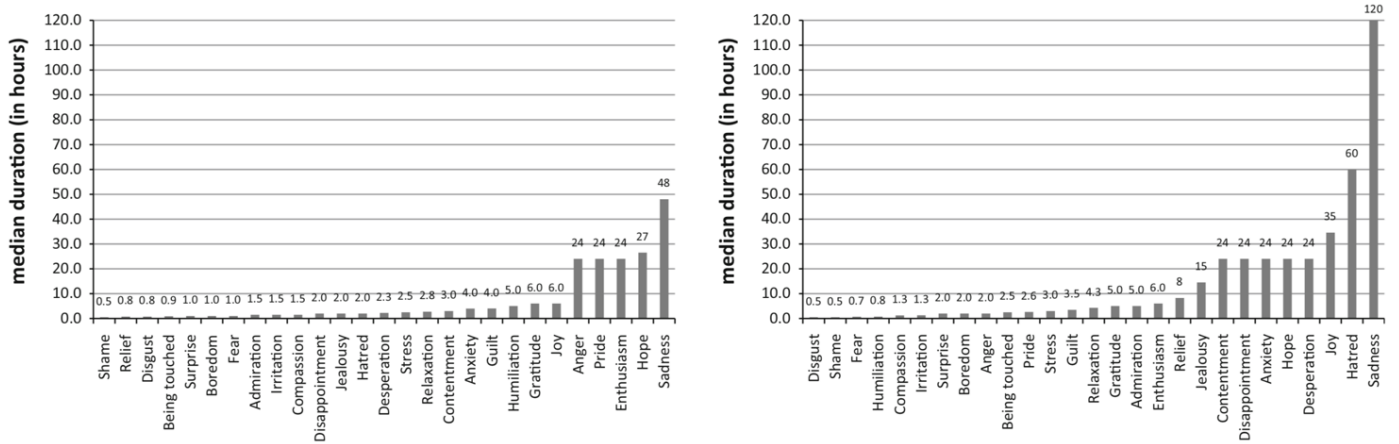


Figure 5.1 How long do these 27 emotions last (in hours)? (Verduyn & Lavrijsen, 2014)

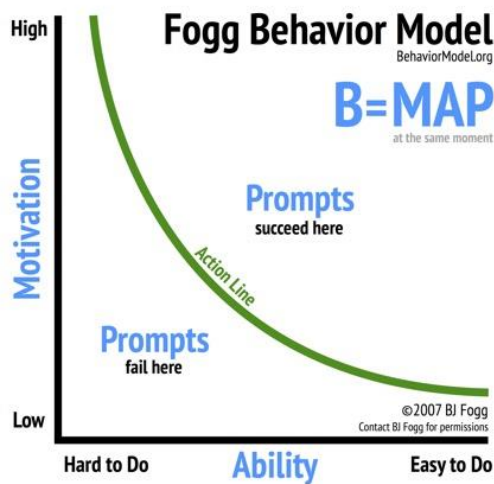


Figure 5.2: Fogg Behaviour Model

In BJ Fogg’s terms, time is an overlooked factor in behaviour change programming. Yet, interventions now spread at vastly increased speed, often because of powerful design. Drawing on this understanding, programmes can progress from sparkle events/activities – that secure initial attention - into ‘signal’ activities, where the signal is switched on and then off after a given period. This approach builds the sense of engagement and develops physical competence, *before* any consideration of personal motivation. Importantly, for behaviour change, this relates to human’s capacity to uphold new behaviours. Thus, campaigns urging change for two days, two weeks and/or 30 days can secure positive change in previously unresponsive groups. These

short-term approaches can be prioritised in their own right and/or be used as groundwork for enhancing subsequent campaigns focused on sustained PA. This helps establish a sequence for intervention designers: Once an initial level of ability combines with an appropriate level of motivation, external prompts and cues begin to become more effective (see Figure 5.2), but not until then.

In response to this growing level of understanding about intervention design, contemporary generic behaviour change frameworks, (e.g., Patterson et al., 2016)²⁹, increasingly recommend deploying *concurrent* powerful influences. The challenge for optimising the behavioural potency of exposure to positive sporting events is to follow-up with a powerful cocktail of mutually reinforcing influences.

²⁹ Patterson K, Grenny J, Maxwell D, McMillan R. & Switzler A. (2013) Influencer: The power to change anything. McGraw-Hill, New York.

5.2 Assessing the impact on physical activity behaviour

The second part of our social impact assessment was to investigate the impact of the TdY on encouraging local people to be more physically active. In particular, we hoped to be able to learn more about when it is best to invest in activity around the event to become more active on the back of such major sporting events, and what kind of different interventions might work in practice for different communities. In other words, when and how to act to make best use of the opportunities created through the TdY.

In light of this, the research team took a translational approach to help develop successful subsequent community-based interventions and designed a method to investigate how *activating* factors combine to influence behaviour.

This approach moves beyond a reliance on identifying passive facilitators and on ‘magic bullet’ approaches; both rely on faulty and outdated understandings of how behaviour is built. Recent developments in neuroscience, embodied within moves toward human-centred design, indicate that better interventions – built on combinations of influence rather than single stimuli - can be designed than have prevailed. These are capable of securing positive population-wide change.

Using a three-stage approach (outlined in Figure 5.3), we built an understanding of how sporting events such as the TdY ‘signal’ subsequent engagement in similar/equivalent behaviour. Essentially, 10 semi-structured phone interviews were conducted with a sample of experts from non-governing bodies (NGBs), major sport event organisers, sports development practitioners and public health/local government staff. This expert feedback was used to produce a template (or ‘design prototype’) of expert opinion on possible practical interventions that could be taken to increase levels of physical activity off the back of the TdY (see Figure 7.1.1).

25 local ‘episodically active’ residents from the participating communities were then invited to participate in innovative focus group activities to ‘test’ the experts’ template and explore resident’s feedback. These discussions helped to reveal not only conscious processes of change but also unconscious influences. Equally, our approach helped to identify the impact of different activators in moving (or not) individuals along the behaviour change continuum.

Findings were then analysed to produce scores for the impact of the TdY on the six areas of the physical activity influencer framework for the small sample of focus group participants from each of the participating communities. We also used the findings to identify different prototypes of action for addressing the Wimbledon Effect/decay curve and for optimising behaviour change in relation to physical activity following the Tour de Yorkshire.

Finally, using the framework of behaviour change, based on six zones of concurrent influence, recommendations for future interventions were made regarding the most influential factors, their optimised sequences and the most powerful actions within each domain of influence.

1. Expert opinion template of practical interventions to test

(i) **10 semi-structured phone interviews** conducted with a sample of experts from non-governing bodies (NGBs), major sport event organisers, sports development practitioners and public health/local government. The objective of these interviews was to produce a template (or 'design prototype') of expert opinion on possible practical interventions that could be taken to increase levels of physical activity off the back of a major sport event such as the Tour de Yorkshire.

2. Identify mechanisms that matter with local residents

(i) **In-depth focus groups with 25 'episodically active' residents** from 5* selected communities to 'test' the experts' template and explore resident feedback on:

- What 'cocktail' of different interventions they believe would get them to change their behaviour to become more physically active
- What has helped interviewees to become more physically active in the past?
- What else the 2019 Tour de Yorkshire event managers might do to act as a 'sparkler effect' for encouraging short-term, or one-off, engagements in physical activity?
- When interventions are likely to have more effect?

3. Recommendations for future action

(i) Analysed findings to present **different prototypes of action** for addressing the Wimbledon Effect/decay curve and for optimising behaviour change in relation to physical activity following the Tour de Yorkshire.

(ii) Using a framework of behaviour change, based on six zones of concurrent influence, **recommendations for future interventions** made regarding the most influential factors, their optimised sequences and the most powerful actions within each domain of influence.

Figure 5.3 How we collected and analysed the information to assess the impact of the Tour de Yorkshire on addressing the 'Wimbledon Effect'/Decay Curve

*NB Hooton Pagnell did not participate in the focus groups on this occasion

5.3 Theory behind our physical activity behavioural change approach

We applied the influencer behavioural change framework ³⁰ (Figure 5.4). This represents a simplification of the Social Ecological Model (SEM) ³¹ that has commonly been used to develop public health initiatives. SEM identifies a nested arrangement of zones of influence, however, its depiction can render it difficult to use. Fundamentally, the influencer framework improves on SEM by separating the zones of influence and cross-referencing them against motivation and competence.

Planning ensues after conducting a careful analysis of the existing situation using each of the six zones. From there, key actions (vital behaviours) are identified to create a powerful cocktail of favourable behavioural influences. The resulting programme/intervention would be expected to address the primary set of drivers of behaviour in a given context. This is consistent with recommendations made in the most recent synthesis of behaviour change approaches, showing how behaviour is a function of capability, opportunity and motivation (COM-B, Michie et al, 2011 ³²).

In practical terms, the influencer framework can be used as a planning device and as a retrospective tool for assessing how well any service or event addressed each of the areas of influence. Instrumentation allows for retrospective scoring of how well each domain was addressed. Score for the six respective domains can then be combined to show how well the overall programme was supported; higher scores indicate better overall coverage.

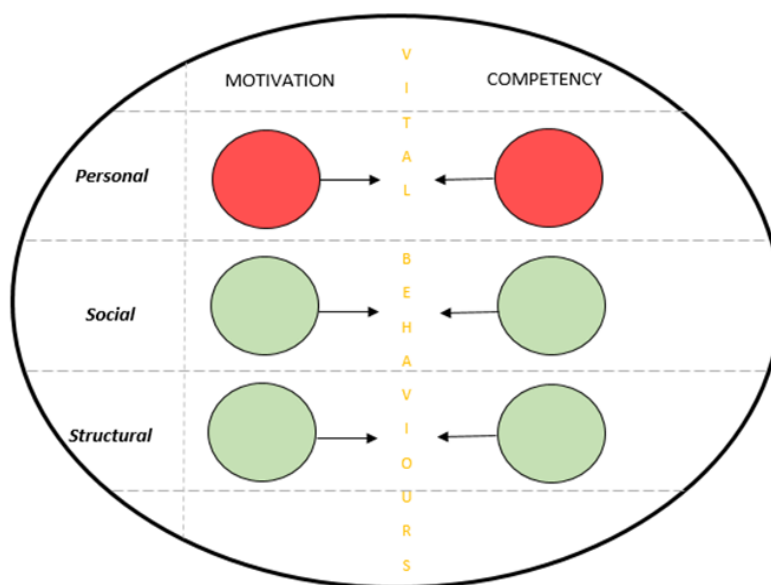


Figure 5.4. Six zones of influence for behaviour change

³⁰ Grenny, J., Patterson, K., Maxfield, D., McMillan, R. & Switzler, A. (2007) *Influencer: The Power to Change Anything*, McGraw-Hill Education; 1st Edition.

³¹ Emmons, K. (2000). Health behaviours in a social context. In L. Berkman & I. Kawachi (Eds.), *Social epidemiology* (pp. 242-266). New York, NY: Oxford University Press; Bronfenbrenner, U. (1994). Ecological models of human development. In T. Husen & T. N. Postlethwaite (Eds.), *International Encyclopedia of Education* (2nd Ed., Vol. 3, pp. 1643– 1647). Oxford, England: Pergamon Press.

³² Michie S, van Stralen MM. & West R. (2011) The behaviour change wheel: A new method for characterising and designing behaviour change interventions. *Implementation Science* 16:42.



6. Findings: Social impacts of Tour de Yorkshire

In this section we outline the main findings we gathered about the social impact of the Tour de Yorkshire, in particular on the sense of civic pride, community spirit and well-being of local residents in communities along the route. We gathered this information through our 18 interviews with some key stakeholders involved in the event, and the findings from an event survey of 444 residents attending on the day of the TdY event, and a resident to resident survey with 221 residents carried out 8 to 12 weeks after the TdY event people as part of our social impact assessment. Overall our findings show that the community of Doncaster is very satisfied about the local impacts of the TdY – as illustrated by the fact that **93.7% of respondents to the event survey described their experience of the TdY as very positive/positive.**

6.1 Impact of Tour de Yorkshire on five main drivers of wellbeing (c/o event survey)

In order to examine the relationship between resident wellbeing and the TdY, the study used established wellbeing measures derived from the New Economics Foundation (NEF) ‘Five ways to wellbeing’ framework (Figure 6.1). The following section presents the findings from the resident survey that was conducted (as part of the economic impact assessment) during the event within the six host communities.

Connect...

With the people around you. With family, friends, colleagues and neighbours. At home, work, school or in your local community. Think of these as the cornerstones of your life and invest time in developing them. Building these connections will support and enrich you every day.

Be Active...

Go for a walk or run. Step outside. Cycle. Play a game. Garden. Dance. Exercising makes you feel good. Most importantly, discover a physical activity you enjoy and suits your level of mobility and fitness.

Take Notice...

Be curious. Catch sight of the beautiful. Remark on the unusual. Notice the changing seasons. Savour the moment, whether you are walking to work, eating lunch or talking to friends. Be aware of the world around you and what you are feeling. Reflecting on your experiences will help you appreciate what matters to you.

Keep Learning...

Try something new. Rediscover an old interest. Sign up for that course. Take on a different responsibility at work. Fix a bike. Learn to play an instrument or how to cook your favourite food. Set a challenge you enjoy achieving. Learning new things will make you more confident as well as being fun.

Give...

Do something nice for a friend, or a stranger. Thank someone. Smile. Volunteer your time. Join a community group. Look out, as well as in. Seeing yourself, and your happiness, as linked to the wider community can be incredibly rewarding and creates connections with the people around you.

Figure 6.1 New Economics Foundation ‘Five ways to wellbeing’

Adapted from: <https://neweconomics.org/2008/10/five-ways-to-wellbeing-the-postcards>

This initial survey was designed to examine the relationship between the TdY and resident wellbeing during the event, prior to an in-depth post-event wellbeing survey and focus group exercises conducted in the six host communities. The initial survey comprised three wellbeing questions which are underpinned by the NEF ‘Five ways to wellbeing’ framework. Figure 6.2 provides a summary of the responses to these questions. The following sections present the key themes obtained via thematic analysis of resident comments. Where several themes exist, percentages (in relation to the number of comments) are presented to indicate theme importance. Detailed thematic analysis tables for these questions are provided in Appendices 1-3.

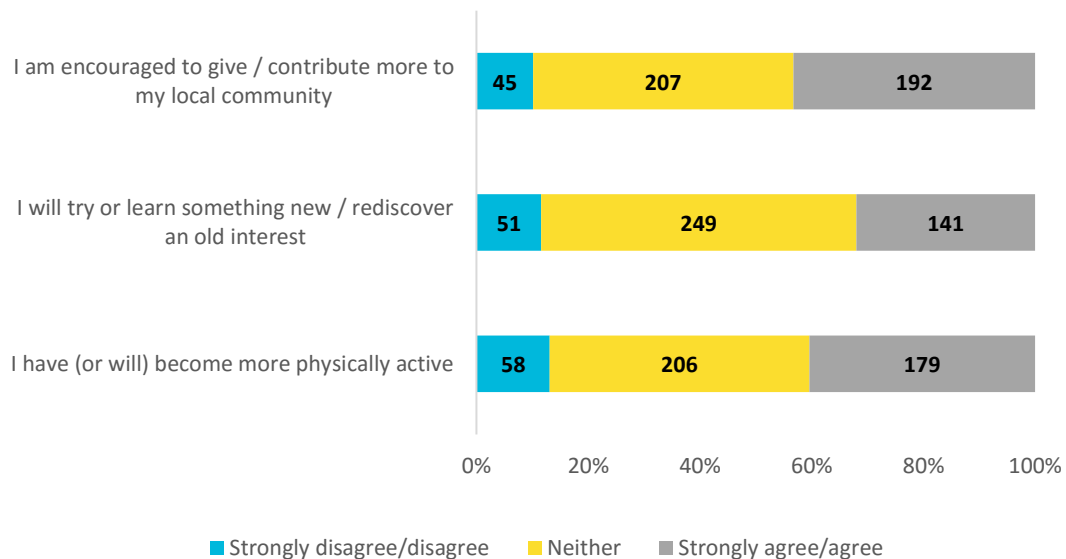


Figure 6.2 Resident wellbeing responses (event survey)

Give...

Because of the Tour de Yorkshire, I am encouraged to give / contribute more to my local community. If you agree, how have you given/contributed? (or, how will you?)

This question relates to the ‘Give...’ and ‘Connect...’ ways of wellbeing. Of the respondents surveyed 32% of respondent comments related to general support and community action linked to how individuals had given/contributed (or will contribute) to their local community. General support focused on the event providing a sense of community pride and cohesion, raising awareness of community activities, and encouraging people to be involved, with one resident commenting:

‘It has been lovely to hear how people have come together and supported each other and the impact it has had on the local community’

Another said that it had made them:

‘...respect and appreciate others who put in effort to support the events’

Specific support included comments from residents describing how they already took part in community activities or belonged to community groups. Charity support / donations were found to be the second largest category for respondent comments (28%). This included personal donations of

money and items, organising/running charitable activities e.g. stalls, arts activities, sponsorships, or holding positions within charities.

Relatedly, comments focused on volunteering were found to be the next highest category (20%), with most relating to voluntary activities with local groups rather than national or international charitable organisations. Examples include volunteering with local Brownie and Guide groups, libraries, churches, community festivals and sports groups such as the triathlon and running clubs.

TdY or cycling specific contributions accounted for 11% of respondent comments. These comments were found to be split between specific activities linked to the 2018 race and resident post-race intentions as a result of the TdY. Specific activities included helping to decorate the race route, involvement in community events during the race and volunteering as an event steward. From these comments, the positive personal and community benefits resulting from simple actions such as decorating the route can be recognised:

'I hoisted a Yorkshire Flag and painted a bike. The Locals, especially youngsters, seemed to enjoy this'

Post-race intention comments reveal that the event encouraged residents to donate to local bike libraries, participate in cycle coaching, notably to encourage more women and girls to take up cycling and volunteer to support future TdY races.

Residents also highlighted their economic contributions (6%) to support the local economy through spending in local shops, pubs and accommodation. Barriers to contribution were also articulated through a small number of comments (3%). These included being unable to contribute financially due to personal circumstances and being unable to contribute time due to other commitments. In addition, a lack of understanding of the activities of charities and a feeling that actions would go unnoticed were also cited, this latter barrier was highlighted by one resident:

'If the race were to come to my local community I would endeavour to drum up interest but as it most likely will not, I feel that my efforts would go unnoticed'

In summary, the snapshot comments captured during the event reveal that many residents were and are willing to give/contribute to their community in a variety of ways following their engagement with the TdY. In addition, few barriers to participation were identified, an encouraging observation when considering resident engagement in future events, providing that contributions are acknowledged.

Be Active...

In order to assess the 'Be Active...' way to wellbeing, residents were asked if they have (or will) become more physically active because of the TdY. Resident responses were recorded using a five-point Likert scale ranging from 'strongly agree' to 'strongly disagree' (see Figure 6.2) Of the 443 responses recorded, 40% of residents stated that they strongly agreed or agreed that the TdY had or will make them more physically active. Conversely, 13% of residents stated that they strongly disagreed or disagreed that the TdY had or will make them more physically active. A further 46% stated that they

neither agreed nor disagreed with the statement. For each of these three categories residents were asked to explain their answers.

For residents who answered that they have (or will) become more physically active because of the TdY, four themes were identified. The first accounting for 40% of respondent comments, relates to resident cycling activity, notably stated intentions to start cycling, continue cycling or cycle more'. Many of these comments describe actions that residents had already taken to become more physically active:

'I've been out running and have taken my bike to the shop for repair' or I've started bike riding again with my child'

Another commented that they have:

'Just started cycling again after 20 years and love it!'

Other motivations in addition to the TdY, included rehabilitation needs following illness or injury, summed up in the following comments:

[I am going to] ***'get back on my exercise bike after having cancer treatment, been putting it off' and [I am] 'more engaged to getting back on bike following a knee injury'***

For residents who regularly cycle, the comments show that residents participate in a variety of cycling activities encompassing leisure, utility and competitive forms of cycling. In this regard, the TdY appears to reinforce resident motivations for continuing and developing their cycling activity.

The second theme (26% of the comments) relates to the TdY encouraging residents to increase their physical activity. Survey comments indicate that the TdY brings physical activity (and not just cycling) to the forefront of people's minds. Many of the comments embody the recognition that individuals want to (or should do) more physical activity, although most were general in nature:

[I have (or will) do] ***'More exercise, go out more often than shopping' and [I have (or will)] '...get out more and take up more physical activity'***

Other comments include examples of residents thinking about the physical activity of others, particularly family members, for example children. One resident stated they will:

'Encourage the children to do more sport'

Another articulated that they have (or will) become more physical active:

'To get fit and have family time'

Conversely, one resident commented about how others (family members) would react to their engagement in physical activity. I have (or will) become more physically active]:

'To make others proud'

Other comments highlight the benefits of physical activity, supporting the notion that the TdY encourages people to be more health conscious and think about different forms of physical activity, not just cycling. Comments included references to the benefits for physical and mental health as well as the social benefits of taking part in physical activity with others. Many comments also focused on activity 'alternatives' with one resident stating:

'Although I can't cycle I have started swimming'

Another described that they went swimming, as it was more suitable for them as an OAP. A further comment suggested that an already active resident might take up cycling in addition to existing sporting activities:

'I may learn to cycle, I regularly exercise, run, swim and play football, so will continue'

Walking, although a mode of physical activity, was identified as a standalone theme accounting for (18%) of resident comments. Here, residents related to walking as an accessible activity or one that could be combined with other activities such as walking to the gym. Taking part in physical activity was also highlighted as good way for some residents to explore their local area, with one resident saying they might:

'Try seeing other parts of Doncaster' another commented that they would 'take advantage of the local area'

These aspects also relate to the 'Take Notice...' way to wellbeing, focusing on how aware and connected individuals are to where they live with. Furthermore, attending the TdY as a spectator was identified as a facilitator of physical activity with several comments relating to residents making an effort to get out of the house to attend the race. Although this represents a low-level, single physical activity interaction, events such as the TdY may offer an opportunity for engaging with residents that do not regularly exercise. A further consideration in this regard, highlighted in resident comments, is that events such as the TdY that require road closures encourage physical activity (typically walking), as residents have to find alternative ways to access the event with residents stating that they had:

'Made an effort to walk to the race' or 'just walked from the station, no car' and 'that they had done more walking due to the roads being closed off'

Further insight into the relationship between the TdY and physical activity can be found in resident comments relating to the inspirational nature of the TdY (18% of resident comments). Representing the fourth theme, inspiration in this context primarily relates to the TdY being a catalyst for some residents deciding to take up or rediscover cycling. The following comments illustrate this aspect:

'I have been inspired to purchase a new bike and get out on family rides more'

'I'm a runner, but it's inspired me to get the road bike out which has sat on an indoor turbo trainer for two years'

[I am] ***'Inspired by the riders' abilities and the freedom a bike gives you to see the world around you'***

Others were less specific, simply describing the TdY as inspirational or stating that they had a greater interest in cycling because of the TdY.

A small number of residents (13%) stated that they strongly disagreed or disagreed that the TdY had (or will) make them more physically active. Comments linked to this response broadly focus on three reasons: age and or medical conditions, an already active lifestyle, and opinions that the event simply did not move people to be more physically active, with one resident noting:

'I was a spectator, I watched a stage race. It did not alter anything for me or my family'

Identical reasons were recorded for the 46% of residents who responded as neither agreeing nor disagreeing that they have (or will) become more physically active because of the TdY. However, the majority of these comments relate to individuals who are already active.

From these results, a nuanced picture emerges revealing that the TdY was viewed positively by a large proportion of residents (40%) in terms of encouraging physical activity. For the remaining residents, an almost identical proportion stated that they neither agreed nor disagreed with this statement, however, respondent comments reveal that this was primarily due to residents already being active (see Appendix 3). For the minority which strongly disagreed or disagreed that the TdY would had or will make them more physically active, the comments were found to relate to barriers such as age and or medical conditions, or residents simply not identifying a connection between physical activity and the TdY. This latter aspect may provide an opportunity for developing health and physical activity engagement activities around the TdY to encourage people to be more active.

Keep Learning...

In order to assess the 'Keep learning...' way to wellbeing residents were asked:

Because of the Tour de Yorkshire I will try to learn something new or rediscover an old interest.
(If you agree, what did you (or will you) try to learn /rediscover?)

This question examined the 'Keep Learning...' way to wellbeing action and was used to understand whether the TdY encouraged residents to learn something new or rediscover an old interest. Half of the comments related to residents being encouraged to try cycling or support the cycling activities of others because of the TdY, with one resident highlighting the inspirational quality of the event and desire to engage with other community members:

[I am] ***'Inspired to get out on my bike more often, and having moved here relatively recently I should try to link with other cyclists or a cycling group/club'***

'Walking' and 'Fitness/Health' intentions accounted for ten and nine percent of the comments respectively, with residents stating they were encouraged walk more with one stating that they had purchased a book of local walks. Fitness/Health intentions were found to focus on residents' inclination to exercise more or acknowledgement that they need to exercise more.

'Community/Social' aspects and 'Other activities and Pastimes' were both found to represent 7% of the comments. For 'Community/Social Aspects' residents commented on the power of the event for encouraging them to rediscover their local area and engage with one another. Comments relating to these aspects also resonate with the 'Take Notice...' way of wellbeing, which describes the importance of being curious and aware of the world around you and appreciating others. Resident comments in this regard included intentions to discover new areas of Yorkshire after becoming aware of them through the TdY route. Residents also noted that the event had made them:

'Get out more and mix with neighbours' and learn that '...people come together' [for events such as the TDY].

'Other Activities/Pastimes' noted by respondents encompass diverse interests including engineering, gardening, camping, photography sewing and other arts and crafts activities. Six percent of comments were also found to relate to learning about the TdY, notably finding out about stage winners, individual cyclists, the cycling teams involved, and the bikes used. 'General inspiration' and the learning or rediscovering of 'Other Sports' were found to account for 5% of resident comments. Other sports included dance, netball, running, swimming, table tennis and triathlon. 'General inspiration' comments revealed that the event had made some residents feel inspired to try or learn something new even if they did not know what that would be. Another comment noted that watching the event had led to a resident coming up with new ideas, although these were not specified within the survey. Event discoveries represented the final category and included comments from residents that they had discovered the event fair, stalls and activities taking place alongside the race. One resident also commented that it had been the first time they had been asked to participate in a research survey.

The comments relating to 'Keep Learning...' as a way to wellbeing illustrate that the TdY encouraged residents to cycle more, try new cycling routes/events or rediscover cycling. These comments were primarily related to non-competitive forms of cycling. The TdY also encouraged residents to try to improve their own fitness and rediscover other non-sporting pastimes. It also had social benefits in providing a focal point for bringing people together. Residents also commented that they wanted to learn about the race and try new non-cycling sporting activities, however, fewer comments were made regarding these latter two aspects.

6.2 Key stakeholder opinion about the social impacts of the Tour de Yorkshire

Phone interviews with 18 key stakeholders associated with the delivery and experiencing the impacts of the Tour de Yorkshire captured their perspective on the nature of the social impacts (costs and benefits), who in the community benefited the most/least, how these impacts might be 'seen'/evidenced and recommendations for how the TdY can be used to maximise local benefits in the future. The findings from these discussions are summarised in the *Table 6.1.* below and found in detail in Appendix 4:

Table 6.1. Summary of findings from key stakeholder interviews about social impacts of TdY

Theme	Summary of stakeholder opinion
Community/social benefits on TdY residents	<ul style="list-style-type: none"> • All stakeholders interviewed very positive about the social impacts of the TdY for both personal and professional reasons, and a commitment to their local communities • Benefits for local schools who took the opportunity to get involved in the event • Opportunity for local residents to step outside of the day to day routine and participate in positive <i>'community time'</i>
Impact of TdY on resident sense of civic pride	<ul style="list-style-type: none"> • Boosted community morale and sense of pride as showed participating communities that they were <i>'important enough'</i> to be showcased by the Borough • TdY creates a sense of history and event legacy in the community • Seeing images of their local community presented positively to a worldwide audience/on the TV challenged negative stereotypes – <i>'not the kind of place you'd expect a big race like this to come'</i>, <i>'good to have something positive after some historic knocks like the decline in mining'</i> • An inspiring event and rare opportunity for people to experience a large sporting event on their doorstep • In particular, promoted increased pride in local area, <i>'not all about Doncaster for a change'</i> – and reminds people of the <i>'old community spirit that used to exist when the mines were open'</i> • Catalyst to improve public realm e.g. litter picking, hanging baskets, green spaces, fill potholes

Theme	Summary of stakeholder opinion
<p>Impact of TdY on resident well-being</p>	<ul style="list-style-type: none"> • Small scale catalyst for activities to encourage people to cycle (in particular Conisbrough/Denaby) during and after the event e.g. community bike rides; bike repair & maintenance, donation of old bikes to create new ones • Great opportunity/'springboard' for engagement/outreach to local residents to access community development projects e.g. Denaby Family HUB and community cafe, Stainforth4All, Conisbrough Forward, Mexborough Athletic & Social Club, Hatfield Church/Barn Regeneration Project • TdY creates positive 'lasting memories' and 'feel good factor' for local people • TdY a fun and mentally uplifting event • TdY an opportunity to address social isolation for some local people e.g. older people • TdY catalyst for some modest activities related to physical activity (e.g. cycling proficiency in schools, community bike rides etc) but overall not had much of an impact on people's levels of physical activity • TdY has positive impact on wellbeing through having an effect on individuals sense of belonging and community spirit
<p>Impact of TdY on strengthening communities</p>	<ul style="list-style-type: none"> • Involvement in community events organised around the TdY key factor in contributing to strengthening communities and building social networks/capital and nurtures interest in taking part in other events • TdY created an opportunity/common interest for local people to meet, work together and socialise with those that they wouldn't have done otherwise e.g. between residents of Conisbrough and Denaby, between different groups within a community, between different generations • TdY helps build up a momentum for community engagement through local events in the short-term but this needs to be sustained by organising other events for the rest of the year • TdY opportunity to experience something outside of local community and develop links with new people/organisations

Theme	Summary of stakeholder opinion
<p>How do we measure/'see' the benefits</p>	<ul style="list-style-type: none"> • Photograph event and TdY activities to show levels of participation and physical improvements/decoration • Monitor new engagement contacts for community projects during the event • Monitor engagement in related events e.g. bike repair projects, attendance at specific community events • Monitor number pre-school/primary/secondary school children participating • Complete outcome stars (using wellbeing indicators and tools/postcard templates available) to monitor impact on selected individuals involved in the TdY • Content analysis of social media comments around the event e.g. local Facebook and Twitter sites • Resident survey before and after the event to capture local opinion • Interview key stakeholders involved in the TdY • Visible indicators e.g. renamed Denaby Tenants & Residents Association/TARA 'Welcome to Denaby' • Monitor membership of cycling clubs e.g. Doncaster Wheelers
<p>Who in community benefited most?</p>	<ul style="list-style-type: none"> • Children as focus of many of community events e.g. schools, family groups, Brownies • Older people and service users (e.g. with learning difficulties) who were supported in some communities to take part • Local businesses who engaged with the event e.g. increased trade, positive publicity • Local women particularly engaged with the event (e.g. Stainforth)
<p>Negative impacts/costs of TdY</p>	<ul style="list-style-type: none"> • Some bikes were pinched, and decorations destroyed during the event which had a negative impact on resident morale (on a small scale) • Lack of road marshals on occasions made the event unsafe • Exclusion from TV coverage had a negative impact on resident morale (in particular Mexborough) who felt 'let down' • Inevitable parking and traffic congestion

Theme	Summary of stakeholder opinion
How do we measure/'see' the costs	<ul style="list-style-type: none"> • Number of crime incident reports during the event
Who was negatively affected/excluded?	<ul style="list-style-type: none"> • Participation in the event could be more culturally diverse (in particular in those communities that have a more ethnically diverse population) • Some people with mobility/access issues not able to watch the event live or take part in local activities as much as they would have liked • Young people/teenagers not catered for so well in many of the local events • Some pre-schools and schools didn't engage due to issues with staff:pupil ratios outside of school • People at work during the races
Recommendations re how to mitigate negative impacts	<ul style="list-style-type: none"> • Hard to reduce crime incidents except through existing long-term community development initiatives • More road marshals to keep roads/race safer on the day • Reflect on/influence content of TV coverage from a community engagement/civic pride perspective • Support 'on the day' parking alternatives for public services and local businesses to reduce disruption at Adwick Road Hospital, hairdressers

6.3 Impact of Tour de Yorkshire on mental wellbeing (c/o resident to resident survey)

Figure 6.3 presents the personal wellbeing barometer scores for the six communities identified through the findings from the resident-to-resident survey (**total 221 residents**) – see Appendix 5 for the demographic data for this sample of residents. The scores were calculated as a mean of all scores for the seven wellbeing variables measured on six point likert scales (see Appendix 6 for detailed data tables). From the results shown in Figure 6.3 the communities can be divided into three groups.

Hooton Pagnell was found to have the lowest personal wellbeing score indicating that in average terms the TdY had little impact on the personal wellbeing/mental health of residents. Respondent comments in relation to this question offer an explanation. Hooton Pagnell is described by one resident as ***‘an attractive and relatively prosperous village’*** where local people are already very community minded and proud of their village, this can be summed up by the comment:

‘my opinions have not changed. I am proud of our village and community but this has not changed/improved at all because of the TdY’,

another commented;

‘our area is a good place to live without the TdY but it did give us a good sense of community spirit’

These comments suggest that here, the TdY plays a lesser role in an area where people are already engaged in community activities and are positive about their local area in relation to their personal wellbeing. For the remaining communities, scores for Bennetthorpe and Stainforth converge around the middle value of three indicating that residents were not sure or had no opinion regarding the impact of the TdY on their personal wellbeing. In contrast, Conisbrough, Hatfield and Mexborough record scores greater than three indicating agreement that the TdY has a positive impact on personal wellbeing/mental health.

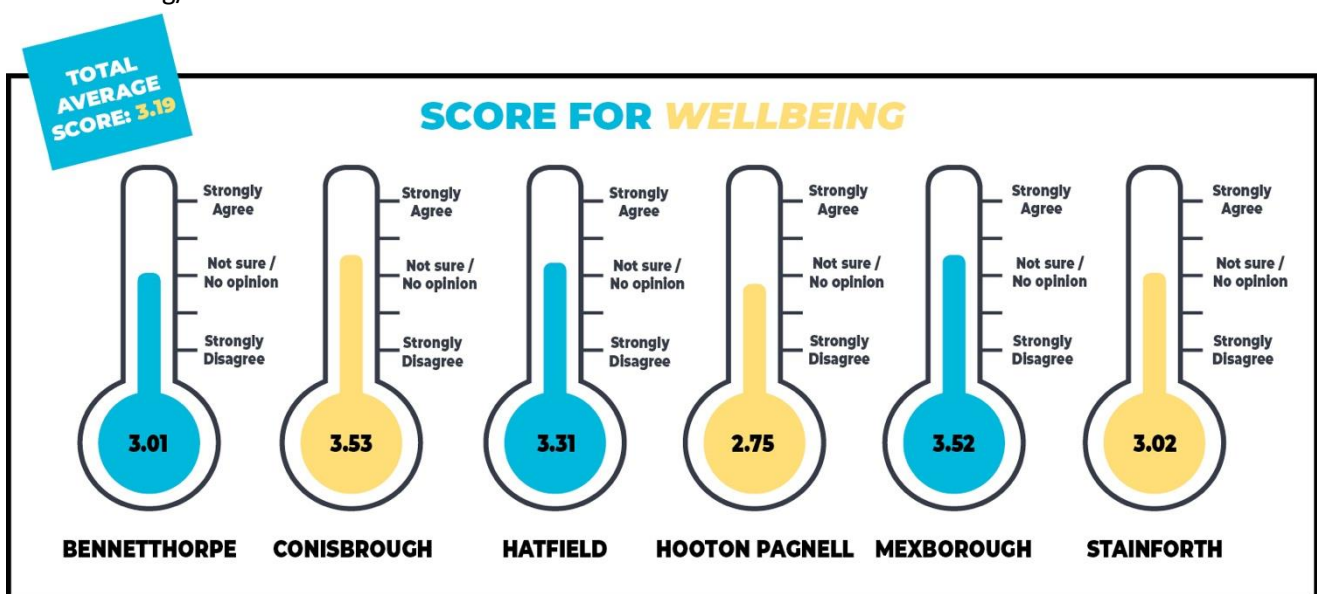


Figure 6.3 Barometer scores for the personal wellbeing of the surveyed communities

Unpacking these results reveals that all of the scores for Hooton Pagnell are below three which is consistent with the overall summary result. Similarly, Stainforth records scores for all variables around the middle value (3), consistent with the overall mean score. In contrast, Bennetthorpe records three scores below three ('relaxation', 'confidence' and 'interest in other people', see Appendix 6 for data tables), two scores around the mid-point ('good about myself' and 'interest in new things'), and one higher score of 3.6 for 'optimism about the future'.

Respondents were also asked to explain their answers as to why the TdY did or did not have an impact on their personal wellbeing. Table 6.2 presents the summary themes relating to positive respondent comments regarding the relationship between the TdY and personal wellbeing/mental health. For all communities two themes were found to be universal: 'community' and 'optimism/motivation'. Additional themes of 'cycling', 'excitement /enjoyment' and pride were also identified.

Table 6.2 Summary themes of positive personal wellbeing impacts

Personal wellbeing themes					
Bennetthorpe	Conisbrough	Hatfield	Hooton Pagnell	Mexborough	Stainforth
Community	Community	Community	Community	Community	Community
Cycling				Cycling	
		Excitement / enjoyment		Excitement / enjoyment	
Optimism / Motivation	Optimism / Motivation	Optimism / Motivation	Optimism / Motivation	Optimism / Motivation	Optimism / Motivation
Pride	Pride				

Community

Personal wellbeing comments under the theme of 'community' primarily relate to the TdY providing a focal point for personal socialisation, summarised within resident comments as people coming together and being excited about sharing the experience with others; catching up with friends, neighbours and meeting new people were all examples stated by residents. For one resident, spectating provided an opportunity to strengthen his relationship with his brother:

'I watched it go past with my brother. It was a good opportunity for stepping out and getting closer to him'.

Another commented:

[the TdY] 'brings the community together, a lot of people in Stainforth don't talk to each other. Special events bring people together and generate more pride in where we live'.

The consistency of the theme across the communities also suggests that the TdY (for those that are positive about the event) brings similar personal wellbeing benefits in relation to the power of the TdY to enhance socialisation among residents irrespective of the community in which they live.

Optimism / Motivation

Optimism / motivation represents the second universal theme. Resident comments converge around the idea that the TdY is a positive occurrence that enhances a personal sense of hope for the future and acts as motivation for residents to do other things. Whilst some comments describe a general sense of optimism in terms of providing an economic boost to the local economy:

'The TdY gave me more confidence about my business which is next to the finish line' and;

[I'm] 'optimistic because it should bring people and money into the town and villages and boost the economy'.

Others described personal benefits, and actions resulting from the TdY, for example:

'Following the TdY we saw the need to build a community action group. This will be an overarching group to support Denaby and Conisbrough future community activities'.

Another resident from Hatfield stated ***'I didn't think we could do so well'*** [in relation to bringing the community together], whilst a resident from Stainforth, described the short-term lift they felt knowing that the TdY was going to take place:

'I was having a bad week and the TdY gave me a lift, it was an emotional feeling'.

Another from Hatfield, articulated hope in relation to the future of their family:

'Watching my kids enjoy it made me feel happy and hopeful for the future'.

From these comments it can be seen that the TdY not only provides a focal point for bringing people together, but can increase levels of personal and community optimism, which in some cases has led to greater community engagement and action.

Pride

Pride was identified as a theme within Bennetthorpe and Conisbrough, summarised in comments such as:

[The TdY] 'made me feel proud of my town and the people around it, it made me feel happy that people had brought that spectacle to our town and the positive image of Doncaster has got from the outside'.

Another said:

'I felt very proud on the day and enjoyed all the excitement around the event. I feel I got a lot from the event and also did our families'.

These comments highlight the strength of connection individuals have for where they live and their pride in being involved in what they considered to be a positive event in their communities.

Excitement and enjoyment

Excitement and enjoyment were highlighted by residents in Hatfield and Mexborough, with residents describing the carnival atmosphere and excitement of the race:

'I loved watching the cyclists ride through my local area. My area was buzzing with people'.

Another described the infectious nature of the excitement:

[My] 'husband loves it, so his excitement rubs off'.

This theme closely relates to the idea of the TdY providing a focal point for bringing communities together so residents can share the experience and excitement of the race.

Cycling

Several residents of Bennetthorpe and Mexborough also identified cycling as a theme in relation to their personal well-being. Here, residents highlighted the motivational nature of the event to increase their personal interest in cycling, but also the power of the event to encourage others to start cycling or embrace cycling summed up in comments such as:

'As a keen cyclist, it was good that the community embraced cycling' and;

'We were excited! Nice feeling of wellbeing as a cyclist. Nice to see so many young people getting into the sport. Now a massive following among young people'.

Comparing resident comments to those made by key stakeholders in relation to personal wellbeing, reveals that resident experiences of the TdY match the expectations and ambitions of stakeholders in several areas. For example, the ability of the TdY to act as a catalyst for encouraging residents to cycle was mentioned by both groups. Furthermore, the theme of 'community' is referenced by residents and key stakeholders, as are themes relating to fun, excitement and enjoyment, where the TdY has the power to bring people together for a common cause. However, there are differences, with residents appearing to place greater emphasis on optimism and pride as a result of engagement in the TdY.

6.4 Impact of Tour de Yorkshire on sense of civic pride (c/o resident to resident survey)

Figure 6.4 presents the civic pride barometer scores for the six communities. The scores were calculated as a mean of all scores for twelve civic pride variables (see Appendix 7 for detailed data tables). From the results the communities can again be divided into three groups. Hatfield and Conisbrough record the highest scores (3.81 and 3.77 respectively) indicating agreement that the TdY enhances a sense of pride within these communities. Bennetthorpe, Hooton Pagnell and Mexborough all record similar scores around 3.4 indicating that the TdY enhances a sense of civic pride but not to same extent as Hatfield and Conisbrough. In contrast, Stainforth records the lowest civic pride score of 3.21 indicating limited agreement with the statement.

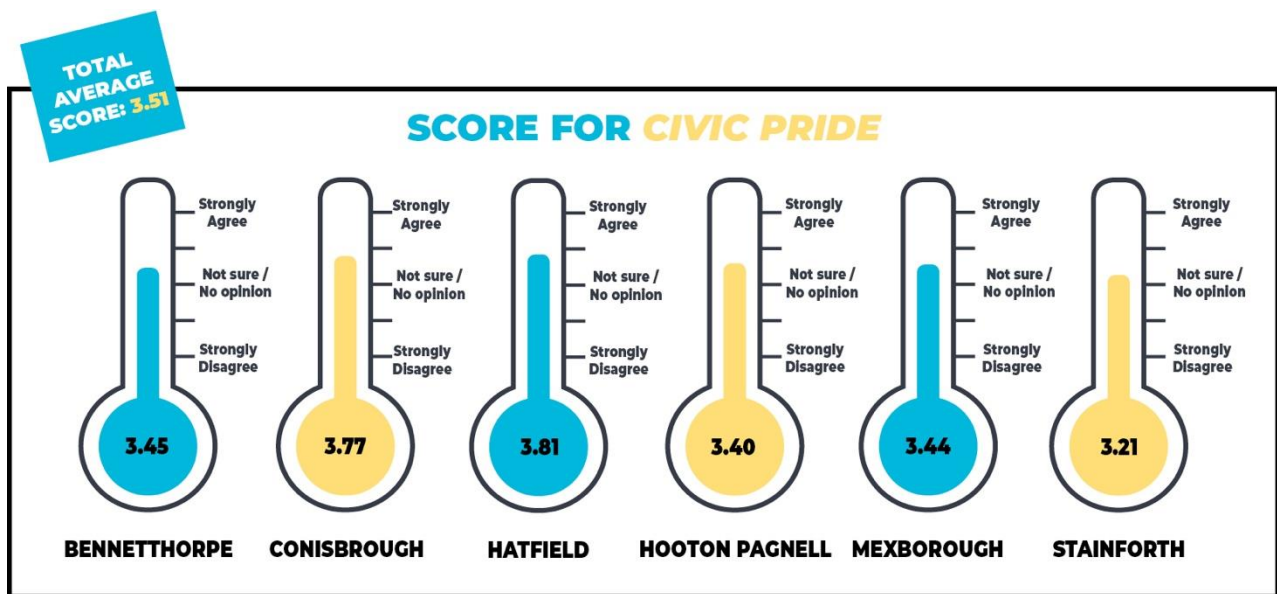


Figure 6.4 Barometer scores for civic pride for the surveyed communities

Examining the results in greater detail (see Appendix 7) reveals that Hatfield and Conisbrough (the highest scoring communities) recorded values greater than three for all 12 variables, with both communities recording scores of four or greater for four variables (Hatfield: ‘Good place to live’, ‘Welcoming’, ‘Attractive’, and ‘Friendly’, Hatfield) and three variables (Conisbrough: ‘Friendly’, ‘Strong on Sense of community’ and ‘Welcoming’). For Bennetthorpe, two variables (‘Thriving’ and ‘Prosperous’) were scored below three with the remaining variables scored above three, including scores of 3.8 for ‘friendly’ and ‘welcoming’.

Mexborough was also found to display scores with an identical pattern with scores less than three for ‘thriving’ and ‘prosperous’. The remaining variables exhibited scores greater than three but less than four. The highest score (3.87) was found for the variable ‘strong on sense of community’. Greater variance can be seen in the scores for Hooton Pagnell. Here, four variables were scored less than three (‘less depressing’, ‘prosperous’ and ‘thriving’). However, two variables, ‘strong on sense of community’ and ‘friendly’ scored higher 4.05 and 3.91 respectively. The remainder were scored in the range of 3.4 – 3.7. Stainforth, the lowest scoring community was found to have three variables which scored less than 3 (‘thriving’, ‘prosperous’ and ‘attractive’). The remaining scores fall into the 3.3 – 3.5 range.

Respondents were also asked to explain how and why having the TdY in Doncaster has changed their feelings towards the local area. Table 6.3 presents the summary themes relating to positive respondent comments about the relationship between the TdY and civic/local pride. For all communities two themes were found to be universal: ‘community’ and ‘place importance/pride’. Additional themes of ‘buzz/excitement’ and ‘optimism’ were also identified.

Table 6.3 Summary themes of positive civic pride themes

Civic Pride themes					
Bennetthorpe	Conisbrough	Hatfield	Hooton Pagnell	Mexborough	Stainforth
Community	Community	Community	Community	Community	Community
		Buzz / Excitement		Buzz / excitement	Buzz / excitement
Optimism	Optimism				Optimism
Place importance / pride	Place importance / pride	Place importance / pride	Place importance / pride	Place importance / pride	Place importance / pride

Community

Community was also identified as a universal theme under the wellbeing measure of ‘civic pride’. Whilst some of the comments were found to be similar to those within the personal wellbeing theme of ‘community’, particularly in relation to the idea that the TdY brings communities together, other comments provide a more in-depth perspective in relation to civic pride:

[The TdY] ***‘makes you realise it’s a stronger community than you thought. They all made an effort and came together. A lot of people involved trying to make more for the community’.***

Another stated:

‘It brought a sense of community and allowed people of different backgrounds to mingle’

Another resident described staging the event in Doncaster as a sign that:

[Doncaster Council] ***‘is serious about bringing people together and investing in events which have a regional and national profile’***

The presence of this theme across the communities (as with the personal wellbeing indicator) indicates that residents who are positive about the TdY consider the event to have individual and community scale benefits.

Place importance / pride

1. Place importance / pride represents the second universal civic pride theme. It should be noted that whilst pride was previously identified by two communities when considering personal wellbeing, it appears that pride is also regarded as important within the broader context of place importance by all communities. The majority of the comments relating to this theme reflect a perspective that the TdY was a memorable occasion that recognised individual places and ‘put them on the map’ for a broader audience, notably through televised coverage of the race. Residents also highlighted that bringing the TdY through their communities showed that their locality was important enough to be involved in an event like the TdY (see Appendix 7 for detailed comments). These positive feelings are illustrated by the following comments:

'We have lived here for nearly 30 years and it is by far the most memorable event in that time. We had all the family with us and what was most pleasing was that we spoke to people on the street that we had never met before'

and;

'It has strengthened the values that I already have for my locality, added to and confirmed my belief in our village as a good place to live, caring for our residents. Wonderful to include children from local schools at the end of the race in central Doncaster on their own bikes'.

Optimism

Optimism was expressed as a theme by residents within Bennetthorpe, Conisbrough and Stainforth. Here comments concentrated on the notion that the TdY demonstrated that things were improving or could improve:

'As part of a bigger and improving picture, it helped me feel more positive about the town'

Another resident commented:

'It made me feel more positive about the area because services and community made a real effort'

In terms of civic pride, these comments suggest that together with the themes of 'community' and 'place importance / pride', resident optimism also increases through working together on events such as the TdY, where residents can celebrate where they live.

Buzz / excitement

Buzz / excitement was also highlighted by residents in Mexborough and Stainforth. Comments relating to this theme highlighted the extraordinary nature of the event and that it had captured people's imaginations:

[the TdY was] ***'something a bit different and a part of a larger event'***

'People were buzzing about it, lifted older people's spirits especially'.

Whilst similar to the comments made regarding excitement and personal wellbeing, these comments indicate a sense of collective excitement within the community for the TdY.

Strong consistency in opinion can be identified between resident and key stakeholders in relation to the effect of the TdY on civic pride. For example, both groups identify that the event put communities on the map signalling their importance to a broader audience and breaking down stereotypes, both also emphasise the excitement and optimism that the event brings. For residents, community engagement through greater intra-resident interaction also seems to be an important aspect of civic pride.

6.5 Impact of Tour de Yorkshire on sense of community spirit (c/o resident to resident survey)

Figure 6.5 presents the sense of community spirit (social capital) barometer scores for the six communities. The scores were calculated as a mean of all scores for eight social capital variables (see Appendix 8 for detailed data tables). From the results the communities can be divided into four groups. Conisbrough records the highest score (3.51) indicating agreement that the TdY helps residents feel part of the community. In contrast, Hooton Pagnell records the lowest score (2.96) indicating that the TdY has little effect on community spirit (social capital). Bennetthorpe and Stainforth record similar scores of 3.14 and 3.12 respectively, indicating that these communities were unsure or had no opinion regarding the effects of the TdY on social capital. Hatfield and Mexborough score higher than Bennetthorpe and Stainforth (3.36 and 3.32) indicating greater agreement that the TdY helps residents feel part of the community but not to the same extent as residents in Conisbrough.

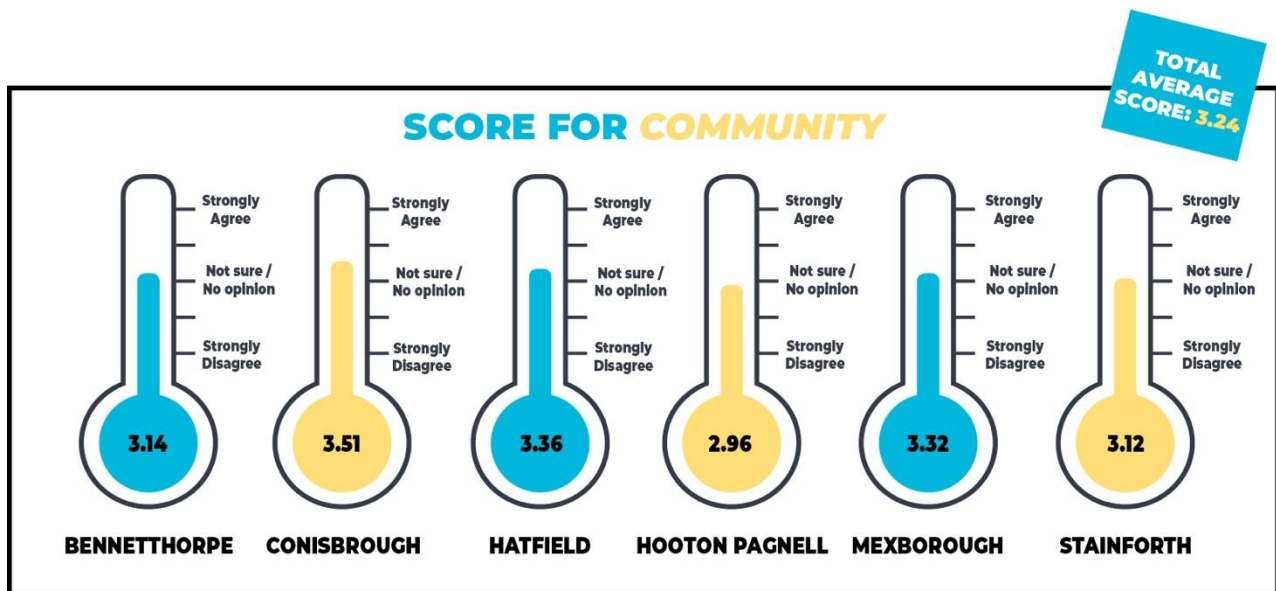


Figure 6.5 Barometer scores for sense of community spirit (social capital) for the surveyed communities

Beyond the overall scores a more complex picture can be seen. Conisbrough, the highest scoring community is consistent with the overall score with no variables scoring less than three. Furthermore, three scores directly relating to community engagement ('part of community', community strength' and 'likelihood to support community activities') scored 3.85, 3.75 and 3.69 respectively. For Hooton Pagnell, the lowest scoring community, four out of the eight variables scored less than three. The remainder were found to score between 3 and 3.4. Bennetthorpe and Stainforth exhibit identical scoring patterns with two variables scoring less than three (Bennetthorpe: 'safety' and 'trust', Stainforth: 'safety' and 'know more people'). The remaining variables were found to lie within the 3-3.4 value range. Hatfield and Mexborough also display similar score profiles with both recording scores less than three for the variable relating to community safety. For both, the remaining scores were found to lie within the 3-3.7 value range. For Hatfield and Mexborough their highest scores were found to relate to the TdY making respondents feel part of the community, 3.7 and 3.58 respectively.

Table 6.4 Summary themes of positive sense of community

Sense of community themes					
Bennetthorpe	Conisbrough	Hatfield	Hooton Pagnell	Mexborough	Stainforth
	Community action	Community action	Community action	Community action	
Togetherness	Togetherness	Togetherness	Togetherness	Togetherness	Togetherness

Respondents were also asked to explain how the TdY has made them feel part of the community. Table 6.4 presents the summary themes relating to positive respondent comments about the relationship between the TdY and sense of community. For all communities one theme was found to be universal: ‘togetherness’. An additional theme of ‘community action’ was also identified for Conisbrough, Hatfield, Hooton Pagnell and Mexborough.

Togetherness

Resident comments within all of the communities included discussion about how participating in TdY activities had brought people together and increased interaction between residents. This theme of togetherness links with the personal wellbeing theme of ‘community’ and the theme of ‘community’ in relation to civic pride, where residents discussed that the event had provided a focal point for socialisation and community engagement. Under the broader context of ‘sense of community’, this collective sense of togetherness can be seen through comments such as:

[It] ***‘just gets everyone out and you meet new people, the fans get really involved’*** and;

‘everyone joins together to focus on one main event, nice to see people support other people they don’t know’.

These comments demonstrate that the TdY facilitates intra-resident engagement within communities which otherwise would not normally happen.

Community action

Community action was identified as a theme relating to sense of community in Conisbrough, Hatfield, Hooton Pagnell and Mexborough. Comments under this theme included how specific actions to support the TdY made residents feel part of the community, for example, putting up decorations or helping out with a community event on the day. Residents also highlighted teamwork between residents and noted that the event *‘had given them a role’* or sense of purpose. Others noted that it was an opportunity for them help through passing on specific knowledge for example:

‘Being able to pass on the knowledge/skills/organisational abilities I have for the community. I felt I had a clear role and could encourage others to do the same’.

Resident and key stakeholder views were also found to be consistent for the wellbeing measure, sense of community. Aspects such as strengthening communities, increasing engagement and meeting new

people were expressed by both groups. Community action was also raised by residents and stakeholders as an important aspect that helps build social capital within communities.

6.6 Community engagement in the Tour de Yorkshire *(c/o resident to resident survey)*

As part of the resident survey within the six communities, respondents were asked to describe how they were involved in the TdY. For all communities, four levels of engagement can be identified (see Figure 6.6). From these results it can be seen that the majority of residents either participated in multiple activities or watched the event live at the roadside. For those involved in multiple activities the majority were found to relate to event decoration/art installations, participation in organised activities e.g. with local sports or community groups, and race preparations such as litter picking or engaging with race representatives (see Appendix 9 for full list of multiple activities).

This significance of these findings is that they illustrate how the nature of engagement, level of participation and empowerment of local residents in the TdY varies considerably according to a wide range of different variables. Besides the multiple activities category, the other three categories of engagement represent a relatively low level of participation on the 'Ladder of Participation' illustrated in figure 8.1. In comparison, the nature of engagement activities identified in the multiple activities category included examples of a much higher level of engagement and empowerment of some residents such as taking the initiative to plan and implement local events. In practice, this higher level of engagement was found amongst key community activists, event organisers and local community development initiatives/projects who act as catalysts for wider, often lower level, participation of their wider communities. They act as key 'gate keepers' to encouraging wider engagement in the TdY event and physically activity more broadly so should be at the heart of future interventions aimed at maximising local benefit.

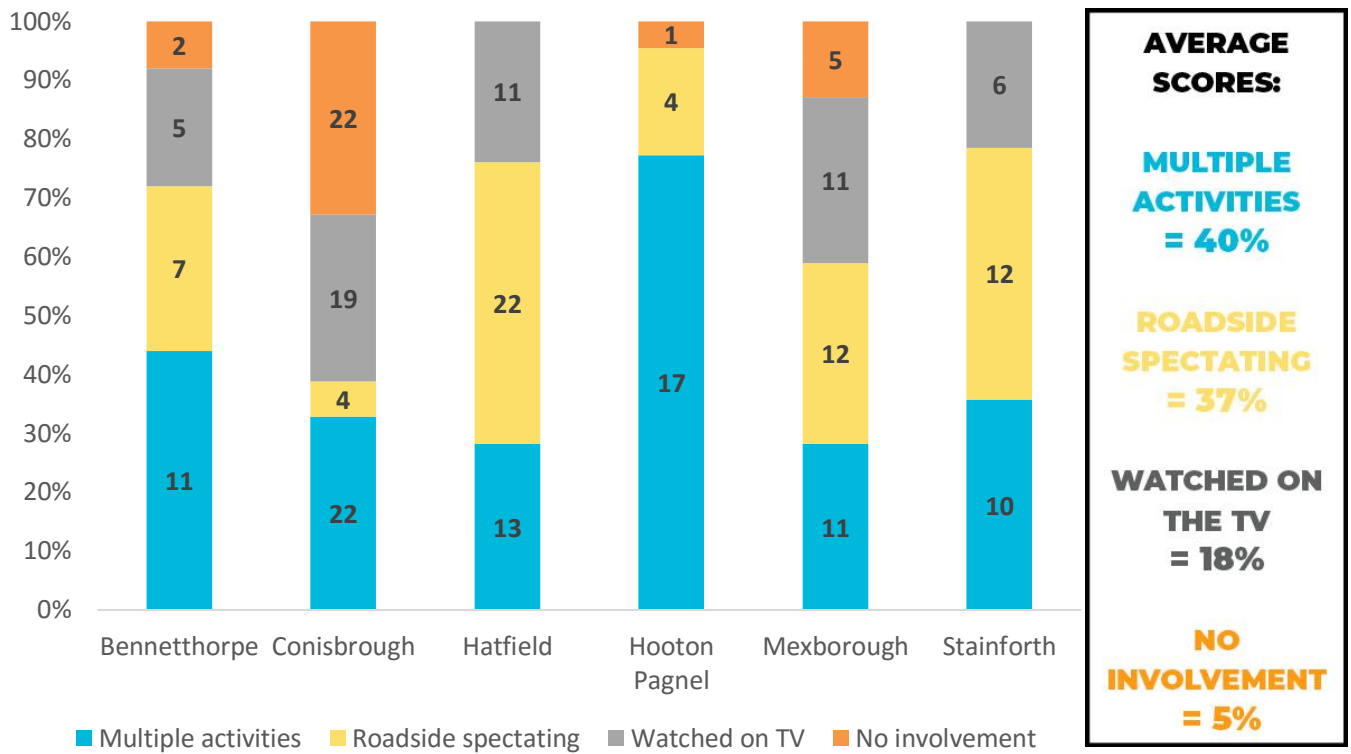


Figure 6.6 Community engagement in the Tour de Yorkshire.

In addition to asking residents how they were involved, respondents were also asked to identify any barriers to involvement. A summary of the stated barriers is presented in Table 6.5 and a full-breakdown is provided in Appendix 10. For all locations, work commitments were identified as a barrier to involvement. This constraint primarily relates to residents being unable to attend the event, particularly for race stages which were not held on a weekend. Other key barriers for communities included, time, age (old age), disinterest and lack of knowledge. This latter barrier relates to residents stating that they did not know how to get involved or who to contact. Health, disability and old age were also highlighted as barriers, representing an opportunity to engage with these groups to help them become more involved. This aspect was also highlighted under the theme of ‘access’ as an enabler of greater participation by residents (see Table 6.6). In light of these various barriers to involvement, it is clear that expectations re the levels of community participation that the TdY can expect/aspire towards need to be managed and resourced appropriately, and clear target audiences for increased participation need to be identified.

Table 6.5 Barriers to personal involvement in TdY activities

Barriers to involvement					
Bennetthorpe	Conisbrough	Hatfield	Hooton Pagnell	Mexborough	Stainforth
Work commitments	Work commitments	Work commitments	Work commitments	Work commitments	Work commitments
Access	Access			Access	
Age [Old age]	Age [Old Age]	Age [Old Age]		Age [Old Age]	Age [Old age]
	Business commitments				
	Childcare / family			Childcare / family	Childcare / family
Disinterest		Disinterest	Disinterest	Disinterest	
		Disability			Disability
		Volunteering commitments		Volunteering commitments	
			Finance / resources	Finance / resources	
Race timing			Race timing		
	Health	Health			Health
Holiday		Holiday			
Lack of Knowledge	Lack of Knowledge	Lack of knowledge		Lack of knowledge	
	Other commitments				
Previous experience of TdY		School / college			
	Time	Time	Time	Time	Time

For all communities, communication and engagement and race timing were identified as universal enablers. These address the barriers of work commitments and lack of knowledge identified by residents. Increased advertising of the event was also highlighted as a way of ensuring that people are

aware of the event details. Early communication and engagement between race representatives and local residents was also seen as an area for improvement which would help communities plan further in advance to enhance their involvement, particularly when people are volunteering their time to take part. The importance of hosting associated events was also mentioned by residents in four out of the six communities as a way of broadening the appeal of the event, so that it is recognised by more people as a community rather than a cycling specific event.

Table 6.6 Enablers of increased involvement in the TdY

Enablers to involvement					
Bennetthorpe	Conisbrough	Hatfield	Hooton Pagnell	Mexborough	Stainforth
Communication & engagement	Communication & engagement	Communication & engagement	Communication & engagement	Communication & engagement	Communication & engagement
Race timing	Race timing	Race timing	Race timing	Race timing	Race timing
Associated events	Associated events			Associated events	Associated events
		Community infrastructure			
	Finance / resources	Finance (personal circumstances)		Finance / Resources	
	Incentives				
					Safety measures

6.7 Opinion on how to increase local benefit from the TdY

Table 6.7 provides a summary of the TdY priorities that local residents believe would improve local benefit that were identified during the resident to resident survey. A full breakdown of priorities is provided in Appendix 11. For all locations, three universal priorities can be identified, namely to increase advertising around the event, broaden the appeal of the TdY, so that it is seen as a community and not a purely cycling event, and enhance communication and engagement between event representatives and local people. These priorities mirror the enabling factors previously identified. Finance and resources and event timing were also identified by four out of the six communities. Race timing in this context referred to the difficulties residents experienced in accessing the event particularly during non-weekend days. Whilst the nature of the event incorporates non-weekend days, there may be opportunity to involve those who were unable to spectate through other means such as an evening race highlight event or similar. Finance and resources were also mentioned by residents particularly in relation to accessing event resources such as bunting which would help residents decorate their community. Small grants would also enable residents to enhance their associated event activities.

Table 6.7 Priorities for improving local benefit

Priorities for improving local benefit					
Bennethorpe	Conisbrough	Hatfield	Hooton Pagnell	Mexborough	Stainforth
Advertising	Advertising	Advertising	Advertising	Advertising	Advertising
Broaden appeal	Broaden appeal	Broaden appeal	Broaden appeal	Broaden appeal	Broaden appeal
Communication & engagement	Communication & engagement	Communication & engagement	Communication & engagement	Communication & engagement	Communication & engagement
	Access			Access	
				Address community issues	
Engage businesses		Engage businesses			Engage businesses
Engage community groups					
	Finance & Resources	Finance & Resources	Finance & Resources		Finance & Resources
	Incentives			Incentives	
	Infrastructure	Infrastructure			
			Legacy		
	Organisation			Organisation	
	Race Route	Race Route			
Race Timing	Race Timing	Race Timing	Race Timing		

As part of the resident survey, respondents were also asked why they thought some people did not get involved in the TdY. Six universal themes were identified by residents from all communities, these are shown in Table 6.8). The first refers to the difficulty some individuals and groups faced in accessing the event. This was found to affect a number of groups including older people, those with disabilities or mobility issues and school children. In all cases, the problems primarily relate to a lack of suitable facilities or assistance to enable these groups to participate. For example, transport to a suitable venue to spectate which could cater for their needs e.g. suitable staffing, seating, refreshments, toilet facilities etc. In the case of school children, staff-student supervision ratios were identified as an obstacle to participation together with a lack of safe spectating areas with barriers.

Awareness was also raised as a reason for non-involvement with residents articulating that they did not think some individuals/groups knew about the event or how to participate in it. The third theme of communication and engagement also relates to the idea that more groups may be encouraged to be involved if there is early engagement between the organisers and local people. Disinterest was also identified by residents, both in terms of disinterest in cycling but also disinterest in community activities. Whilst comments acknowledged that the TdY would not appeal to everyone, efforts to broaden its appeal may help in this regard. Work commitments were also identified as a potential reason for non-involvement, and one that is not easy to address, however, hosting associated events outside of the race times may help in this regard.

Table 6.8 Perspectives on non-involvement in the TdY

Perspectives on non-involvement in TdY					
Bennetthorpe	Conisbrough	Hatfield	Hooton Pagnell	Mexborough	Stainforth
Access	Access	Access	Access	Access	Access
Communication & engagement	Communication & engagement	Communication & engagement	Communication & engagement	Communication & engagement	Communication & engagement
Disinterest in cycling	Disinterest in cycling	Disinterest in cycling	Disinterest in cycling	Disinterest in cycling	Disinterest in cycling
Race timing	Race timing	Race timing	Race timing	Race timing	Race timing
			Age (Old Age)		Age (Old Age)
	Appreciation				
	Childcare / family	Childcare / family			
		Health / mental health			Health / mental health
	Financial (personal)			Financial (TdY activities)	Financial (personal)
		Holiday			
			Health & Safety	Health & Safety	Health & Safety
		Other commitments	Other commitments		
Race format	Race format	Race format		Race format	Race format
Race timing	Race Timing		Race Timing		Race Timing
	Time				
				Weather	

Residents were also asked to suggest ways in which individuals or groups that did not get involved could be encouraged to in the future, Table 6.9 presents a summary of the themes identified by residents (with those themes mentioned by all communities highlighted in bold). From the table it can be seen that the suggestions mirror the priorities identified for increasing social benefit overall with the exception of the additional theme labelled ‘support’. Support in this regard refers to practical help to enable residents to enhance their own TdY events and activities and links with the need for early engagement and communication between organisers and local people. For a full breakdown of the themes including community specific themes on perspectives on non-involvement in the TdY please see Appendix 12.

Table 6.9 Perspectives on actions to increase involvement in TdY

Perspectives on actions to increase involvement in TdY					
Bennetthorpe	Conisbrough	Hatfield	Hooton Pagnell	Mexborough	Stainforth
Advertising	Advertising	Advertising	Advertising	Advertising	Advertising
Broaden appeal	Broaden appeal	Broaden appeal	Broaden appeal	Broaden appeal	Broaden appeal
Communication & engagement	Communication & engagement	Communication & engagement	Communication & engagement	Communication & engagement	Communication & engagement
Support	Support	Support	Support	Support	Support
	Access	Access		Access	Access
	Finance / resources	Finance / Resources	Finance / resources	Finance / resources	Finance / resources
	Incentives			Incentives	Incentives
	Legacy		Legacy		
	Race format			Race format	
Race timing	Race timing	Race timing	Race timing	Race timing	

These findings from the resident to resident survey on how to increase local benefit from the TdY were further supported by the opinions shared during the event survey of 444 residents attending on the day of the TdY event on the day plus the key stakeholder phone interviews (total 18 respondents) about how the Tour de Yorkshire event could be managed differently to have an even greater legacy in terms of its social outcomes on local people. These also showed a very high level of satisfaction with the event and much consensus on the key areas for improvement, and in Figure 6.6 overpage we highlight the key themes emerging from this consultation activity in order of priority as indicated by the total number of comments received per theme/issue. This local opinion has been used to shape our recommendations in Section 8 for how to maximise local benefit, alongside our own observations and suggestions.

For more detail about the findings on this local opinion see Appendix 4 summarising comments from the key stakeholder interviews, Appendix 13 summarising comments from the event survey about resident perspectives on how the TdY could increase wellbeing benefits, and Appendix 14 summarising comments from the resident to resident survey held after the event about ways to increase involvement in the TdY.

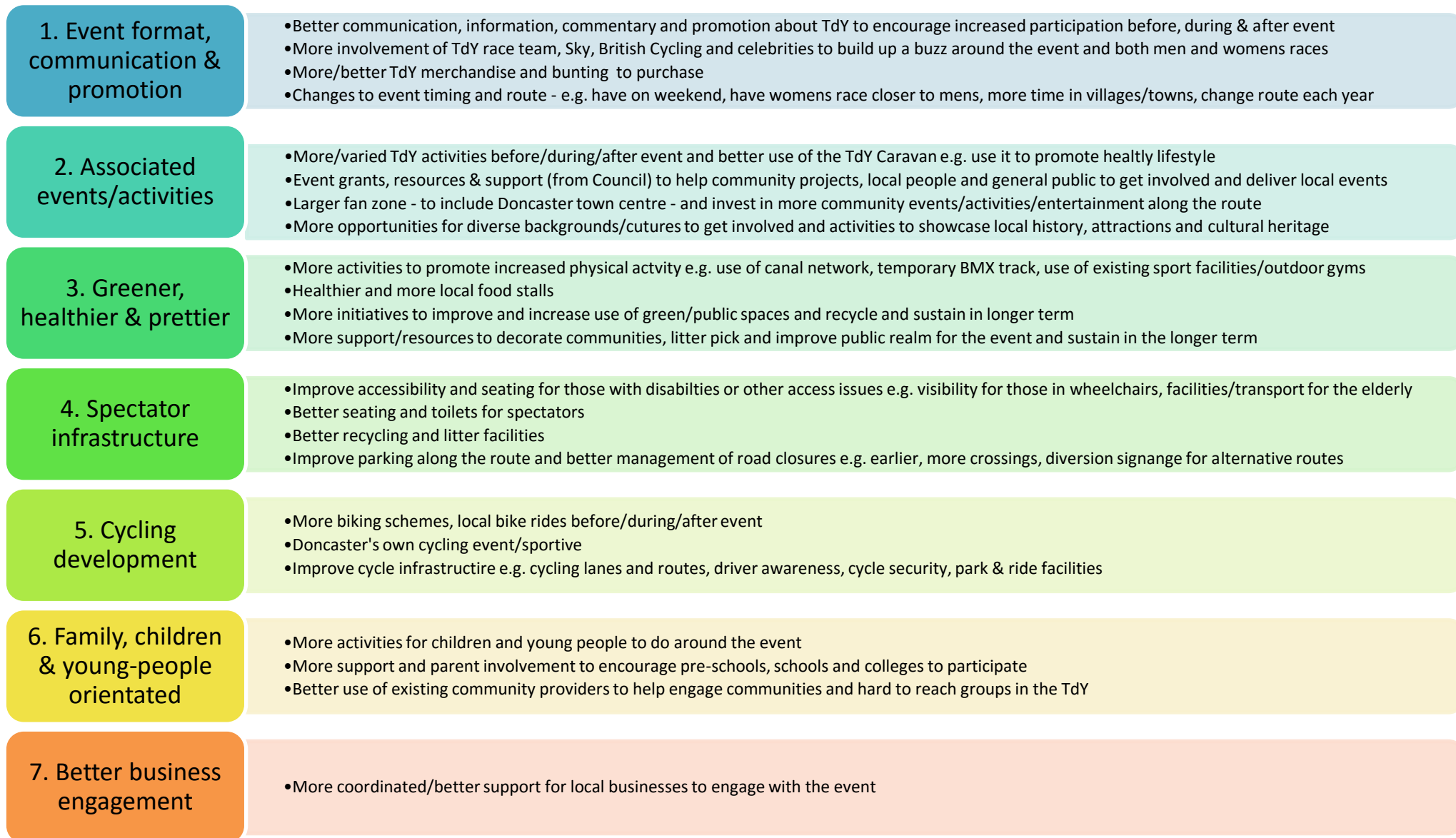


Figure 6.6 Prioritised local opinion on how to improve the TdY for local benefit

7. Findings: Addressing the ‘Wimbledon Effect’/Decay Curve



7.1 Expert opinion interviews

Ten expert interviews were conducted on a range of individuals (e.g. competitive cyclists, cycling club development officers, TdY volunteers, working for companies involved in physical activity promotion, involved in planning of events like TdY for road networking, development manager at Welcome to Yorkshire, and other companies involved in the organisation of events very similar to TdY). This allowed for a range of ideas, approaches and recommendations to be compiled and discussed, based on a question around ‘getting more people more physically active’. Using the influencer framework (Grenny et al 2007; 2013) as previously detailed, the recommendations were categorised into the six areas of the framework (individual motivation, individual ability, social motivation, social ability, structural motivation and structural ability).

Figure 7.1.1 below details the categorisation of the recommendations, which indicated the most predominant areas with room for improvements focus on social and structural changes both linked to motivation and ability. Whilst some recommendations are made for individual ability, individual motivations provide more limited direct opportunities. From the interviews several themes were broadly drawn together and fed through into the idea factories (focus groups). These were:

- Putting bike hubs in place around the event to provide locals with an array of opportunities from courses to led rides.
- Getting an ambassador or community champion situated in smaller localities to promote activities taking place and bring people together.
- Provide more family focused events on the day, to encourage spectators to do more than just spectate.
- Encourage schools to get more involved and focus on challenges and races which are incentivised.
- Increase routes available for cycling, with better progressions available for all abilities. As well as raising awareness of existing cycling routes with better marketing, create safer routes on and off the road.
- Spend more time planning and considering before and after events for a longer lasting effect of the TdY. This at times links to getting schools on board and hosting activities before the TdY.

'EXPERT' IDEAS OF WAYS FORWARD TO INFLUENCE BEHAVIOUR CHANGE:

MOTIVATION

ABILITY



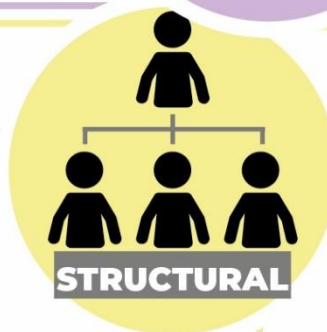
- Provide events at schools with a **focus on challenges and races**. This may motivate children to get out on their bikes in their spare time more – *spark motivation*.
- **Bike hubs**- increase awareness of bike opportunities, courses, loans may spark motivation levels for those less inclined to be involved, and when they hear about it they want to get involved.

- Improve awareness of available routes and provide more **progressive routes** to appeal to a range of abilities, allowing anyone to feel able.
- **Safer roads** and more cycle lanes may help people feel safer getting out on their bikes. Parents may also feel more inclined to let their children out if they know safety is not as much of a concern.
- If **bike hubs** had maintenance, health and safety courses, there would be an increase in individuals' capabilities for cycling.



- Encourage people to sign up to events as a team. This may persuade someone to join who would not usually get involved in physical activities.
- Have an **ambassador or community champion** who organises and leads cycle rides for a range of abilities and promotes activities going on in their local community in the lead up and follow-on from the event. Community champion may be able to promote and advertise physical activities in place all year round to consider long term activity.
- **Clubs to think about their culture and welcoming habits** to ensure they are not putting people off. As some clubs are already at capacity, some areas may need more clubs with better stratification for different abilities to ensure no one is turned away.

- **Focus on family events**; if one of the parents is participating in the event, make sure there is something else going on for the rest of the family (especially children) to keep them engaged throughout the duration of the race. Focus on not just food and promotion stalls but physical activity 'try this' stations.
- Have an **ambassador or community champion** who organises and leads cycle rides for a host of abilities and promotes activities going on in the lead up to the event but also some follow-on activities to keep people hyped up and feeling more capable going out on a bike.



- **Challenges with prizes or incentives** - e.g., the team that raises the most money wins a prize like a new pair of trainers, new bike equipment or an exciting experience.
- Provide personalised kit, souvenirs or medals for anyone who take part in any activity going on (even mini-try activities) to increase motivation and act as a reminder after the event.
- **Host other activities and challenges** that are not about cycling to provide an opportunity for anyone and everyone.
- Everyone's encouraged to cycle the last few miles of the race with cyclists.
- **Planning for all year round events**. **Ambassador or community champion** to help with this.

- Take the race through the 10% most deprived areas to inspire them and make them feel a part of the event.
- **Host [pop-up] bike hubs** for three weeks around the event. The bike hubs can have training opportunities, health and safety courses, maintenance, bike loans, led rides/ park run equivalent to give people a chance to try cycling without feeling tied into it.
- **Schools to have cycling courses** and council to send starter packs with competitions and races to schools (with bikes loans available for children without a bike). Schools do not have the funds for this so it needs to come from council or other stakeholders to work.
- **More dedicated cycle lanes and safer roads**. Also raise awareness of already available routes people may not be aware of.

COLOUR CODES KEY:

- **Progressive and safer cycling routes.**
- **Competitions, incentives and rewards.**
- **Bike hubs for maintenance, led rides, health and safety, proficiency courses.**

- **Schools to have the support to get more involved.**
- **More activities before and after TDY.**
- **Community champion / ambassador.**
- **Genuine feedback and support form Council.**

- **Other activities not focused on cycling.**
- **More stakeholder involvement.**
- **More opportunities for disabled people.**
- **Invite local cyclists to speak about experience and inspire others.**

- **Clubs to consider their culture and welcome habits. May need more groups for different abilities.**
- **More parking or a park and ride system to bring more tourists to town.**

Figure 7.1.1 : Expert ideas of ways forward for influencing behaviour change getting more people more active.

This figure includes colour Codes for the key themes within the Influencer Frameworks for the expert interviews and for each locality on recommendations for future interventions to get more people more active linking to figures below (7.2.4, 7.2.7, 7.2.10, 7.2.13 and 7.2.16).

7.2 Idea Factories (FGs)

For each of the five³³ localities explored, information was captured during the resident focus groups on the participants' impressions of the TdY 2018; the participants' scores for the six areas of the influencer framework as well as an overall score for their locality on the TdY 2018; and finally, an overview of ways forward for each locality based on the influencer framework, voted for by the participants'. Each locality revealed a range of differences specific to their area, yet there were in parts some similarities and crossovers. These similarities and differences will be further described in the following sections.

7.2.1 Impressions

Whilst each area described a range of impressions from TdY 2018; some common themes were found, with all localities stating the TdY 2018 was very positive describing the TdY 2018 as exciting, fun, inspiring and enjoyable event (5/5; figures 7.2.2, 7.2.5, 7.2.8, 7.2.11 and 7.2.14). Further comments were made that the TdY 2018 brought people together with a community spirit and cohesion (4/5). Even some individuals felt the event was overwhelming as they had never experienced something like it, stating they did not expect to enjoy it (1/5). Stainforth, in particular, felt the event was very fast, and therefore didn't last that long with a sense of waiting around for the event (1/5; figure 7.2.14). Conisbrough had some concerns, stating the route was not as good as the year before and highlighted safety issues with lorries pulling out onto the route during the race (figure 7.2.5). Summarising, the TdY 2018 seems to have left a lasting impression for most of the participants' in all five of the localities.

7.2.2 Scoring TdY 2018

Participants' from each locality spent some time assessing the TdY 2018 against the influencer framework in terms of getting more people more active. They discussed the six different areas in pairs or as a group (subject to a number of participants) and considered what happened in their town or village in particular around the TdY. After discussing, each individual scored their locality based on the six themes for TdY 2018. Whilst there was some variability in the averages for each locality, scores were never identified as positive, but as negative or neutral. There was also a clear theme that each locality felt the TdY 2018 had the greatest improvements in creating a social "buzz" on our local area to be more physically active. However, even though this area was commonly scored highest, it is important to note these scores were still borderline positive and mostly just neutral scores.

An average score was calculated based on all participants at each focus group and each of the six areas of the framework. This revealed some variation between localities: Bennetthorpe = 0.7/5; Conisbrough = 0.3/5; Hatfield = 1.4/5; Mexborough = 1.7/5; Stainforth = 2.1/5 (figures 7.2.3, 7.2.6, 7.2.9, 7.2.12 and 7.2.15). Four of five localities revealed scores below three, with only Stainforth demonstrating a slightly positive average score. A lack of positive scores reinforces how much scope there is to implement a range of interventions focused on physical activity promotion that cover all of the six areas of the influencer framework. It is however, important to note these scores are based on the four to seven participants attending each focus group as a small sample of each locality and therefore cannot be identified as the most reliable representative of each locality.

³³ Hooton Pagnell did not participate in the physical activity focus groups

7.2.3 Ways Forwards

For each locality, interventions were proposed to the participants' based on the expert interviews. Participants' were invited to discuss the ideas, remove any they felt would not work, and build upon the ideas they did like, as well as bringing new ideas and concepts to the table. After some time discussing as a group and building on their favourite approaches, each participant had three votes to place on their favourite approaches – the ones they felt would be most beneficial not just for them but for their community in getting more people more active. The votes could be spread over three approaches, or all focused on one particular recommendation they felt was most important. This resulted in some common broad themes across the localities, but also some more specific detailed ideas individualised to each area.

Bennetthorpe

Bennetthorpe's favoured recommendations were the creation of more cycling routes; routes that provided more progression as well as safer pathways. Their focus was on allowing all individuals to feel motivated and capable of cycling, with an emphasis on children and the elderly populations. This recommended intervention touches on several of the influencer framework areas: individual motivation and abilities, social ability and structural ability. Bennetthorpe's second favoured approach was organising more activities before and after the TdY event which will subsequently encourage more physical activity participation. They felt there was not enough of a build up to the event, and that more activities taking place before may have sparked more motivation. Finally, their third recommendation was focused on the council; stating they felt there needed to be more feedback and genuine involvement from them to work together in findings ways to build upon the TdY event such as working collaboratively with businesses in the area and taking on board the feedback given. See figure 7.2.4 for finer details of all the recommendations devised and where they sit within the influencer framework.

Conisbrough

Conisbrough had a more personalised first recommendation, that they acknowledged was not directly linked to physical activity participation, but they felt very strongly about this and the subsequent benefits it may provide future physical activity opportunities. The most favoured approach which dominated most of the votes was increased parking opportunities in Conisbrough, or a park and ride system. The participants' felt that the lack of parking not only prevented people coming to watch the TdY from Conisbrough but also prevents tourists coming along to visit Conisbrough and see a range of other local events.

The second favoured suggestion was a little broader, suggesting they needed more funding from the council to implement all the smaller approaches discussed. Finally, Conisbrough suggested there needed to be more competitions and challenges organised that can take place before and after the TdY. They recommended using incentives to motivate people to take part. Some of the ideas for incentives included winners opening up the race or winning a trip to see Tour de France. One participant stated the year before there had been school races, where the winners of each school then got to be further involved in the TdY. Subsequently, their granddaughter had now joined a cycling club, reinforcing opportunities like this may spark an individual's passion for cycling which may make them feel more capable and/or motivated in taking part regularly. See figure 7.2.7 for finer details of all the recommendations devised and where they sit within the influencer framework.

Hatfield

Hatfield's most favoured approach was also about available cycle lanes, suggesting Doncaster needed safer cycle lanes on roads, but also more off-road routes. One idea was an around Doncaster cycle route, which could provide a unique opportunity for Doncaster. They mentioned whilst there are some cycle routes when you get into the heart of Doncaster or at least closer to the city centre, they would not have a safe way of getting there (or the green parks they mentioned) safely and would then need to drive there which is a hassle if you have a family and bikes to transport somewhere which is not very practical. Hatfield also mentioned if new routes were implemented they would need to be marketed so people are aware of them.

The second favoured approach for Hatfield was the council supporting schools to organise bike proficiency courses to help give every child the opportunity to try cycling and get their confidence and skills up. Hatfield felt this was especially important for children who might not have a bike or cycled before and would, therefore, give every child the same chance and opportunity. Hatfield liked the idea of [pop up] bike hubs as their third most voted recommendation. They felt the bike hubs would be most beneficial for bike loans, but only if these were free or available with a small deposit to encourage lower income families to get involved as money is always a big barrier preventing people from being physically active. Hatfield participants also reinforced that if bike hubs were put in place they would need to be marketed really well to ensure people knew it was there and for how long. The participants' mentioned there was something similar to this in Doncaster city centre, but they did not know much about it which only reinforces the lack of awareness. If an approach like this was implemented, it would need substantial planning to ensure the local communities are aware and can, therefore, take advantages of opportunities. See figure 7.2.10 for finer details of all the recommendations devised and where they sit within the influencer framework.

Mexborough

Mexborough's participants favoured recommendations focused on schools and using them as a focal point for children to get involved in different challenges and competitions with incentives or prizes as well. Some of the ideas included school games, smoothie bikes, best-dressed bike, best-dressed cyclist, bike celebrity competitions and school sports day. One participant stated their school and schools around did not get to do much before the event even though they wanted to because they did not have the money for it. Their suggestion for this was not only incentives for the children, but also for the school, so they could reap some benefits such as some money for future activities.

The participants in Mexborough's second favourite approach was a unique take on the community champions. They felt this idea of somebody to inspire individuals to be active and raise awareness would be better suited to a local elite cyclist taking part in the TdY. They felt this would inspire many people to hear about their journey which may motivate individuals to be more active, but also make people feel more capable of seeing how a cyclist's journey started.

The third most voted approach was linked to the implementation of safer routes with more progression's options in local parks and on quieter roads. The participants felt this would help people feel more confident and more motivated. See figure 7.2.13 for finer details of all the recommendations devised and where they sit within the influencer framework.

Stainforth

Participants in Stainforth voted for other physical activities to be available apart from cycling as their best recommendation. Several of the participants – whilst they had access to a bike – wanted other opportunities available to them. One of the participant's idea was a paint-balling activity, where the balls could be coloured blue and yellow to match the TdY. The other participants felt this was an excellent idea and all got on board. Whilst this is a very specific activity, the more important message here is providing other opportunities apart from cycling that may encourage individuals not as inspired by cycling to get involved and do something else around the TdY. Putting on other activities whilst the TdY takes place as well as either side of the event will provide benefits in all areas of the influencer framework.

Stainforth's second approach was implementing bike hubs, which focused on bike loans and some road safety courses. They felt these opportunities would be especially important for children and the elderly.

Finally, the participants in Stainforth voted for safer routes on the road and off the road as this may make people feel safer and therefore more motivated to go out on their bikes. Off-road routes may also be appealing as something different and may spark motivation as a more interesting route than on the road. The participants also highlighted they felt this was particularly important for the elderly and children, who may feel less confident cycling on busy roads and would, therefore, benefit most from alternatives. See figure 7.2.16 for finer details of all the recommendations devised and where they sit within the influencer framework.

7.2.4 Conclusions drawn from each locality

Each locality brought some insightful ideas and took different perspectives on the intervention recommendations discussed, with some common themes identified across all of the localities. The most prominent and consistent recommendations to encourage more people to be more active included the bike hubs, use of creating safer more progressive cycling routes, implementing competitions with incentives at schools, businesses or during the event, and putting on more activities and opportunities around the event, not just on the day of the TdY.

All localities provided suggestions that were associated with each of the six areas of the influencer framework, however, there were considerably fewer suggestions discussed for the individual motivation and individual ability areas of the framework. This could be due to many reasons, such as the participants did not feel comfortable opening up about what they specifically needed to be more active, they may have already been fairly active (which was seen in the characteristics of the participants albeit a subjective measure) or they simply felt the other areas were more important. The recommendations suggested were predominantly around structural and social change, however, some of the suggestions can provide knock-on changes for all areas of the framework. It is important to acknowledge the best interventions for behaviour change will touch on all six areas of the framework.

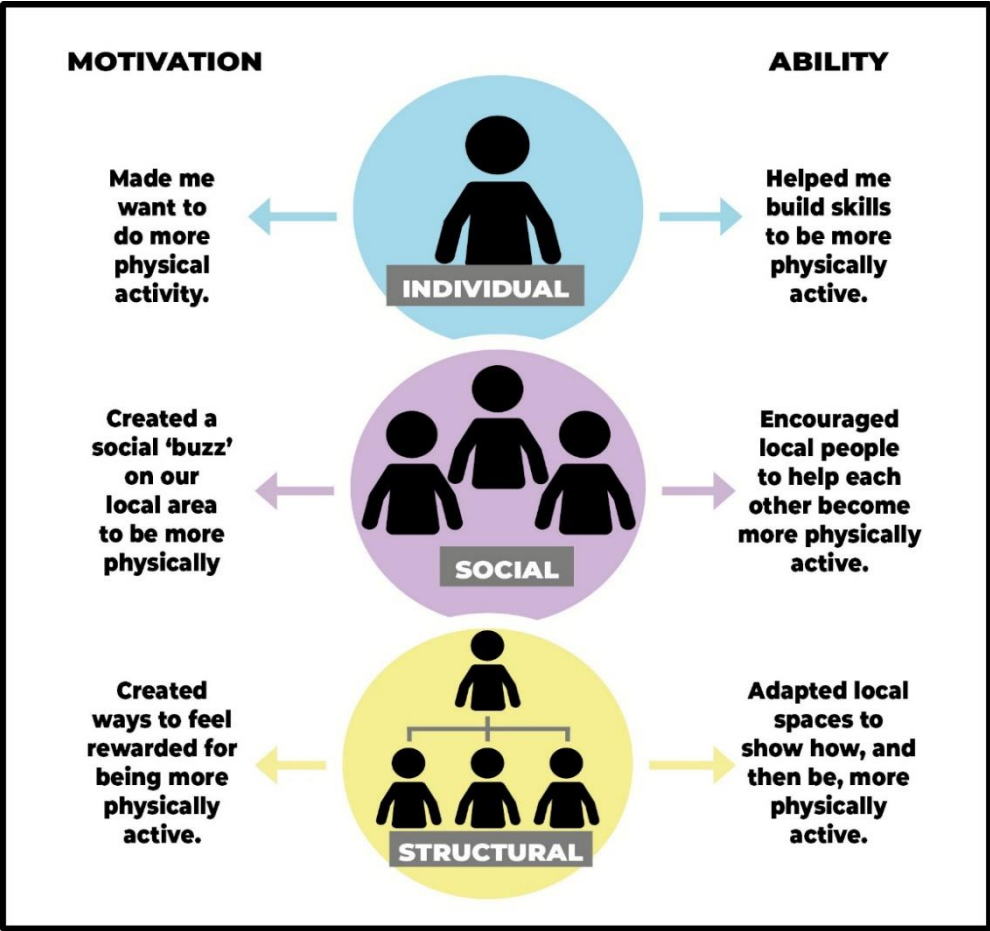


Figure 7.2.1: Diagram to highlight how the scoring barometers link in to the influencer framework and the six areas.



BENNETTHORPE TDY 2018

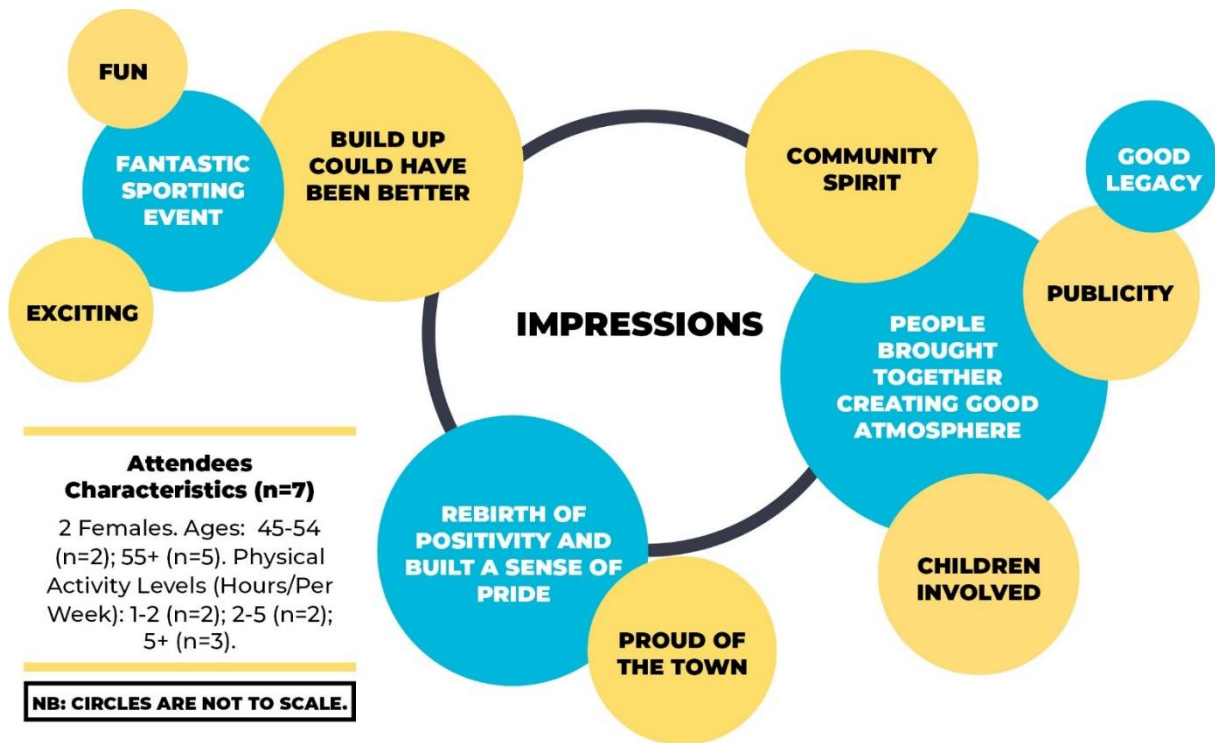


Figure 7.2.2: Participants' impressions of the TdY 2018 and their characteristics.

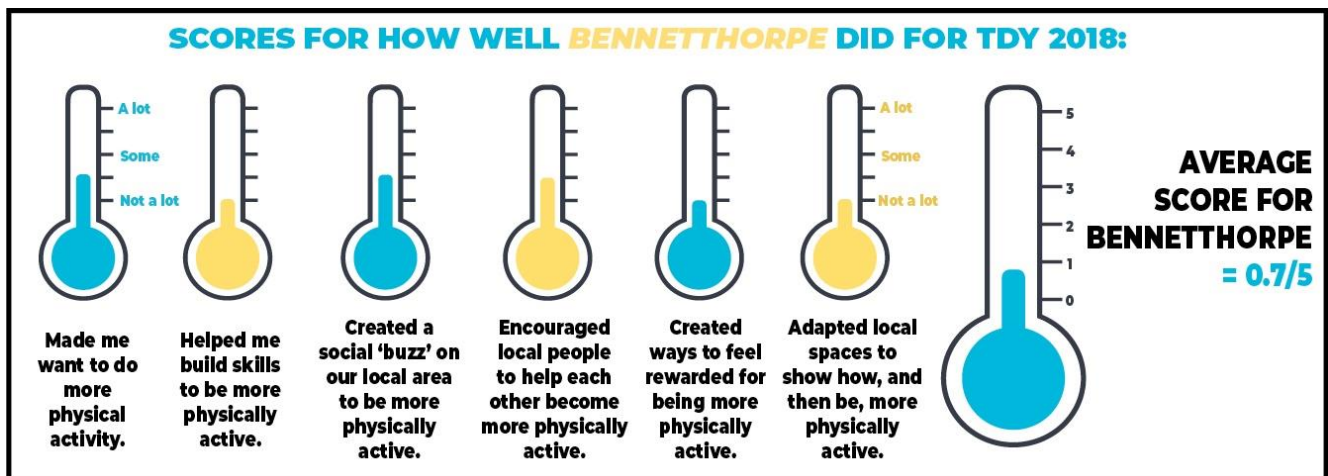
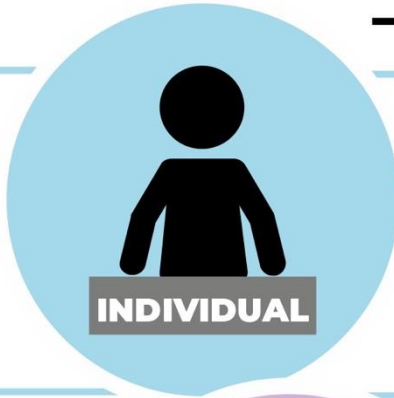


Figure 7.2.3: Scoring Barometers for Bennetthorpe.

BENNETHORPE'S WAYS FORWARD TO INFLUENCE BEHAVIOUR CHANGE:

MOTIVATION

ABILITY



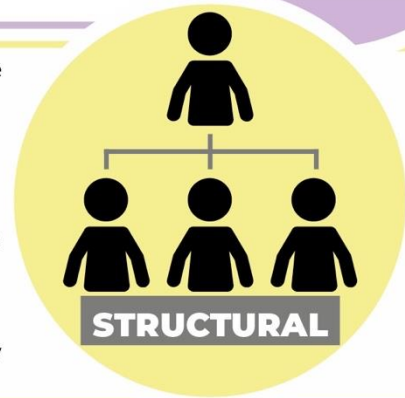
- Sign people up during the event to cycling clubs.
- **Bike hubs** – buddy system will help motivate each other to get out on bikes. Try before you buy idea may also make you feel more motivated to give it a first go before feeling tied into it with the cost of buying a bike straight away.
- **Safer progressive routes** –people may feel more motivated to go out on their bike. **(1st)**

- **Bike hubs** – for bike loans, maintenance such as mending a puncture, health and safety classes. Taster sessions on bikes for elderly in a fun environment where they feel safe and not embarrassed. Have a “try before you buy” policy. Bike buddy idea to help support each other.
- **Safer progressive routes** –people may feel safer going out on their bike as well as a distance they feel capable at completing. **(1st)**



- **More activities before and after the event to be organised-** will increase social ‘buzz’ before and after for longer- keeping people motivated. **(2nd)**
- Sign people up during the event to cycling clubs.
- Capture the enthusiasms of the day – [which can be reported back to the local community, to encourage future physical activity]. **More publicity needed for individuals who do not cycle.**
- **Community champion team** to keep enthusiasms, promote ideas, maintain awareness, and lead events. Anything that can keep people in the community feeling involved and encouraged to be more active.
- **Bike hubs** – buddy system will help motivate each other to get out on bikes. Try before you buy idea may also motivate you to give it a first go before being tied in to buying a bike.

- Explanations on cycling structure of the race and strategies etc.
- **Progressive competitions** at **schools** to involve all children.
- Cycle routes in parks for families, elderly etc. to feel safe riding.
- **Community champion** to keep enthusiasms, promote ideas, maintain awareness, and lead events. Anything that can keep people in the community feeling involved and encouraged to be more active. This may be better suited to a group of people.
- **Bike hubs** – for bike loans, maintenance, health and safety classes. Taster sessions for elderly in a fun environment where they feel safe and not embarrassed. Have a “try before you buy” policy. Bike buddy idea to help support each other.



- Organise **activities before and after TdY** to encourage more physical activity around the event. **(2nd)**
- Consolidate on the day – **what else can be done to encourage more participation.**
- Close more roads during the event to allow people watching to have a go cycling without the worries of safety.
- More **feedback** and **genuine involvement** needed from the **council.** **(3rd)**
- Create **more progressive, safe cycling routes** for **competitions** that cater for all abilities. At schools and events for the elderly may spark motivation levels especially with a competitive element. **(1st)**

- Close more roads during TdY to allow people watching to have a go cycling without the worrying about their safety.
- More **feedback** and **genuine involvement** needed from the **council.** **(3rd)**
- Create **more progressive, safe cycling routes** around the town for safe commuting and expand leisure routes. Put on competitions that cater for all abilities- for schools and the elderly to feel safe and confident to get on a bike- “Actions speak louder than words”. **(1st)**
- Educate and change bike culture in Doncaster like Belgium, where drivers are more considerate of cyclist and there are cycle lanes everywhere.
- **Bike hubs** – bike loans, maintenance, courses, taster sessions.

Figure 7.2.4: Bennethorpe ‘s ways forward to influence behaviour changes using the influencer framework.

CONISBROUGH TDY 2018

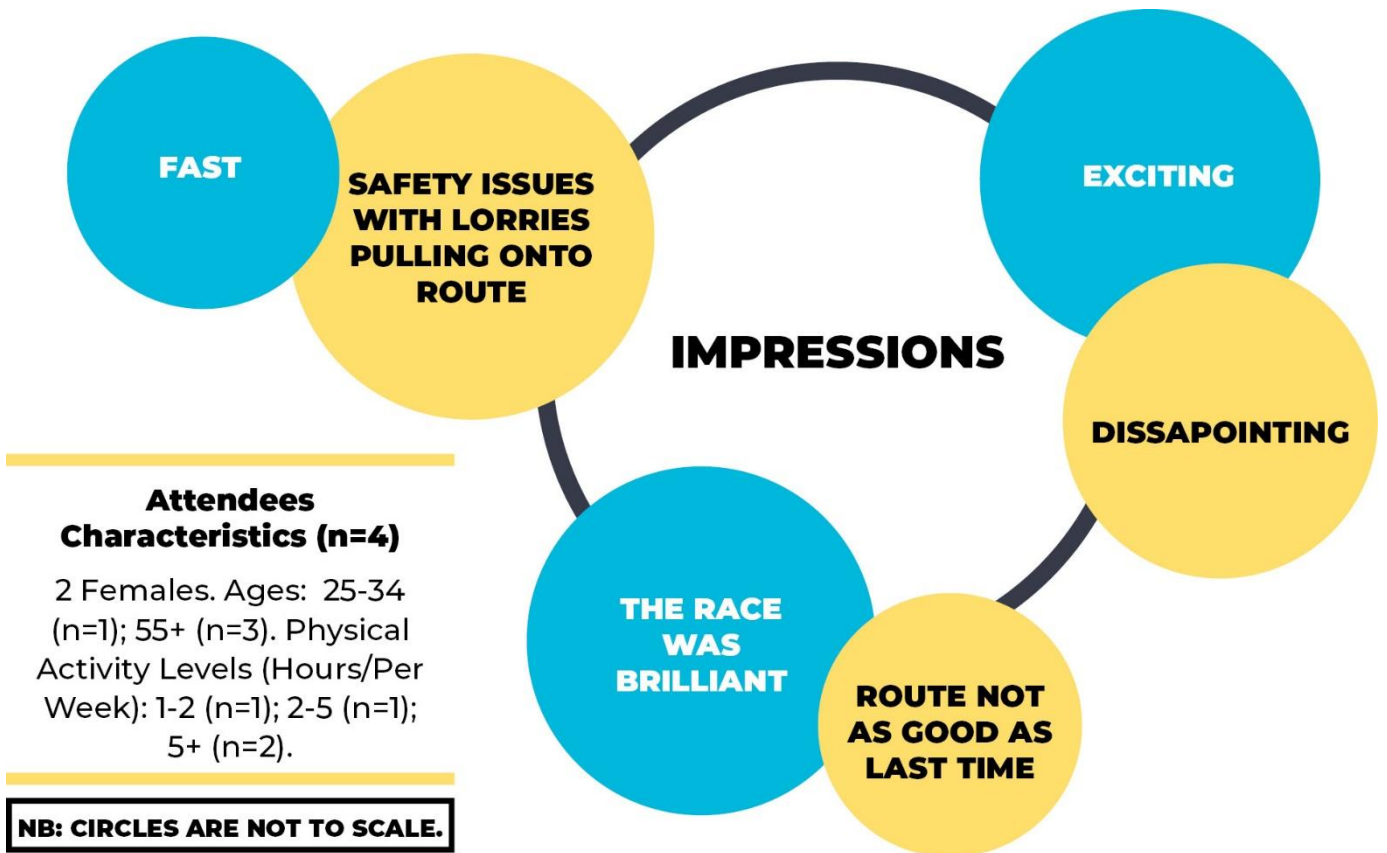


Figure 7.2.5: Participants' impressions of the TdY 2018 and their characteristics.

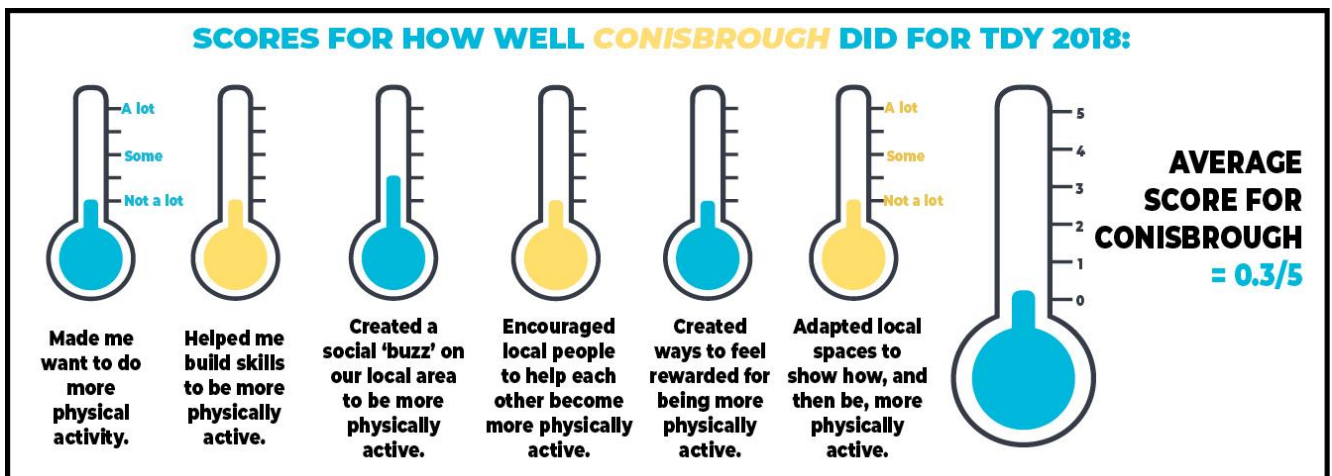


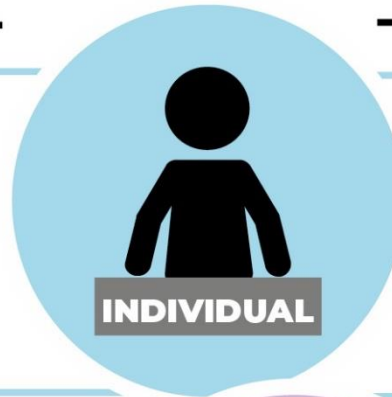
Figure 7.2.6: Scoring Barometers for Conisbrough.

CONISBROUGH'S WAYS FORWARD TO INFLUENCE BEHAVIOUR CHANGE:

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- **Bike hubs** to put on opportunities for locals to meet local cyclists completing the tour- [inspirational to meet a cyclist to hear about their journey].
- **Before and after the event activities**, such as challenges with **incentives** may motivate people to take part which may spark motivation to be more active in general. **(3rd)**



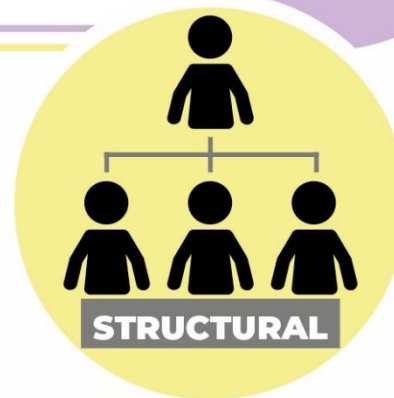
- **Bike hub** to organise bike donations – allowing individuals who haven't tried cycling before to give it a go "try before you buy" policy.
- Opportunities for disabled people to get a chance to be physically active.
- Provide **safer routes** needed, which are highlighted so people feel safer going out on their bike.
- **Competitions** may promote more activities **on top of just the TdY day event** - this may allow individuals to try something they haven't previously tried and realise they are capable. **(3rd)**

- Use the **[pop-up] bike hub** idea to be a social station where people working at the hub promote the physical activities taking place in their locality.
- **More activities before and after the event** - increase social 'buzz' for longer and using incentives will keep motivation levels increased. **(3rd)**
- Promote **competitions and challenges**, such as races schools put on. Link healthy eating to these challenges.
- **Community champion** idea could prove beneficial as may help to have a leader but felt this idea would only work if most of the other approaches were implemented first.



- **Competitions** such as races at schools will allow children who don't have a bike or haven't cycled before a chance to give it a go, and/or improve their confidence. Especially if their friends and teachers are supporting them.
- Work with **stakeholders** like British Cycling, local business and schools – could put on opportunities to make people feel capable of being more physically active.
- **Community champion** can put on taster session for bike rides on safe routes – to make people feel more able and safer to go out on the road.

- Organise competitions and challenges **before and after the event**, with **incentives** to motivate people to take part. **(3rd)** (Ideas included the winner getting to open up the race, or winning a trip to see Tour de France).
- For increased participation in children, get both **schools and scouts involved** in races or other types of **challenges and/or competitions**.
- Work with **stakeholders** like British Cycling, local businesses and **schools** to **promote local challenges**.



- Although not directly linked to TdY and getting people more physically active; parking issues. **More parking or a park and ride opportunity** would bring more people to the TDY event which may help increase the social buzz, and get more people motivated to be more active. **(1st)**
- Bottom line was they need **more funding from the council** for all these ideas discussed to work. **(2nd)**
- Put up local **bike hubs** for: safety, maintenance, taster sessions and routes for people to book on to.
- Highlight the **safer routes** so people feel safer going out on their bike.
- Put on opportunities for disabled people to get physically active.

Figure 7.2.7: Conisbrough ways forward to influence behaviour changes using the influencer framework.



HATFIELD TDY 2018

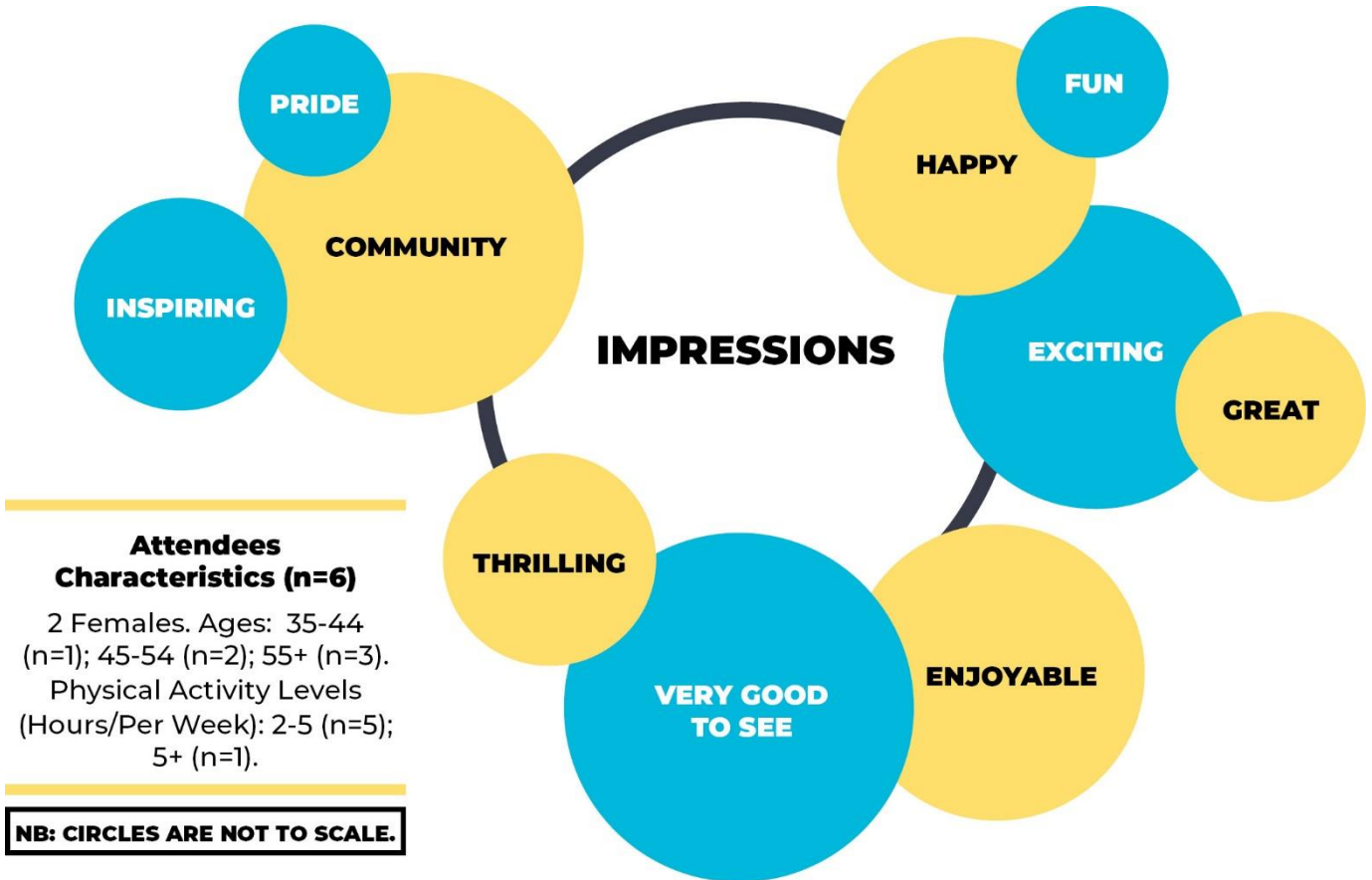


Figure 7.2.8: Participants' impressions of the TdY 2018 and their characteristics.

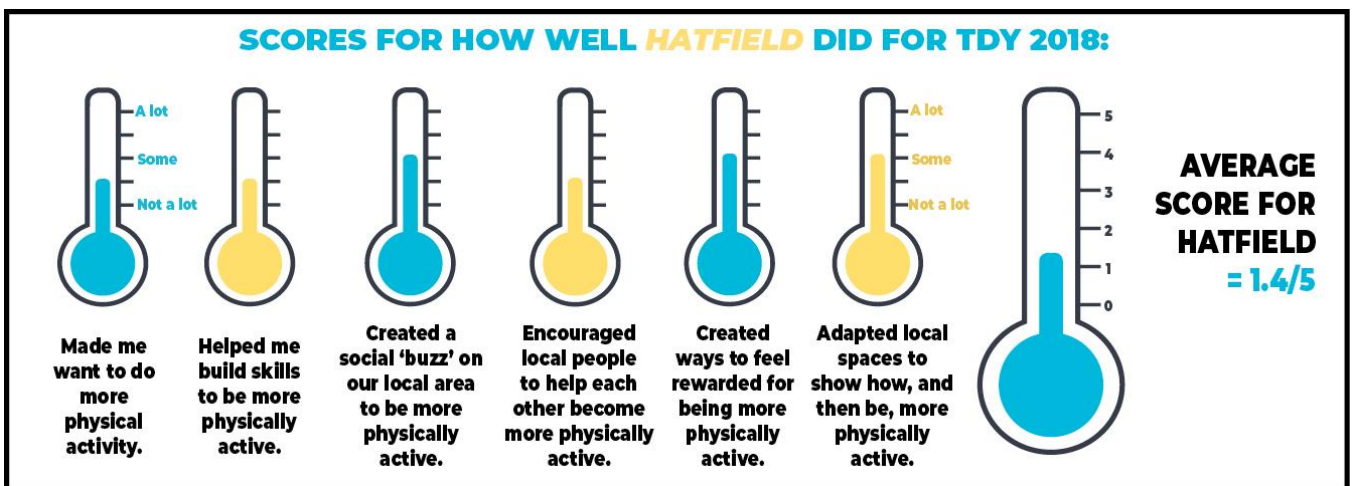
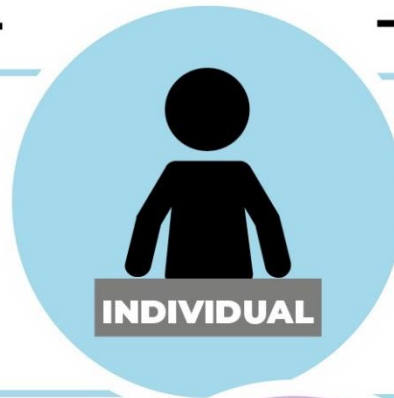


Figure 7.2.9: Scoring Barometers for Hatfield.

HATFIELD'S WAYS FORWARD TO INFLUENCE BEHAVIOUR CHANGE:

MOTIVATION

ABILITY



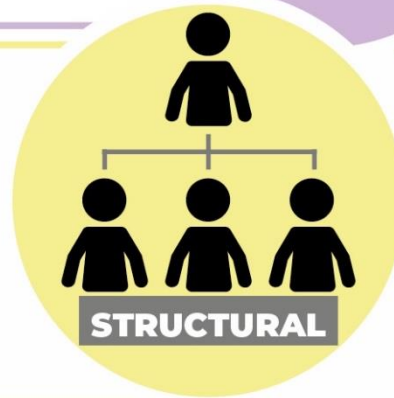
- Businesses to provide bike to work schemes (discounts) to give people the opportunity to cycle to work – may spark motivation.
- **Safe routes** may motivate more people to get out on their bikes. **(1st)**
- **Bike proficiency courses at schools** may motivate children to get on their bikes in spare time. **(2nd)**
- **Before and after the event activities** may keep people more motivated to get involved in activities taking place.

- Businesses to provide bike to work schemes (discounts) to give people the opportunity to cycle to work as may not be able to afford it without this opportunity.
- **Bike proficiency courses at schools** will help give children the opportunity to try cycling and make them feel more able. **(2nd)**
- **Bike hubs** to have electric bike loans for the elderly to feel more capable to get out on a bike. **(3rd)**
- **Safer routes** may help people feel more comfortable on their bike and not worried about cars, if dedicated cycle lanes or more off road routes. **(1st)**



- Schools to organise **mini races** for different abilities (all different ages and genders).
- **More than just the event day is needed** – engaging schools is essential. Activities before and after the event will increase social 'buzz' for longer time period and therefore keep people motivated and talking about activities taking place in local community and at schools.
- **Bike hub** [pop-up] idea with bike loans and courses may help get people talking about cycling more and raise awareness to then spur people on to get out on their bikes, or take a course. **(3rd)**

- Council to organise school bike proficiency course – this would allow every child to get the opportunity to try cycling, working on their confidence and skills (especially if they do not own a bike). **(2nd)**
- **Bike hubs** could have bike loans, safety and proficiency courses, **but need safer routes** for parents to feel comfortable letting children try this or for many adults to want to give it a go. **(3rd)**



- **More activities organised before and after the event.** One example would be putting on mini races for children beforehand whilst the roads are shut to let them experience a race.
- Schools to organise **mini races** for different abilities (all different ages and genders).
- **Safe routes** needed on main roads but also off road routes with **progressive options for all abilities**. This will motivate people to get out more often- especially the 'Around Doncaster Cycle Route'. **(1st)**

- **Bike hub** [pop-up] idea could work well – even though there is one in Doncaster it's not very accessible or very well marketed. This could be good to have more of these dotted around in local communities **if marketed properly**. If they had free bike loans (or very cheap ones) this would work as money is a common barrier. **(3rd)**
- **Safe routes** needed on main roads but also off road routes with **progressive options for all abilities**. One idea was an 'Around Doncaster Cycle Route' a safe and creative idea to make Doncaster stand out. **(1st)**

Figure 7.2.10: Hatfield ways forward to influence behaviour changes using the influencer framework.



MEXBOROUGH TDY 2018

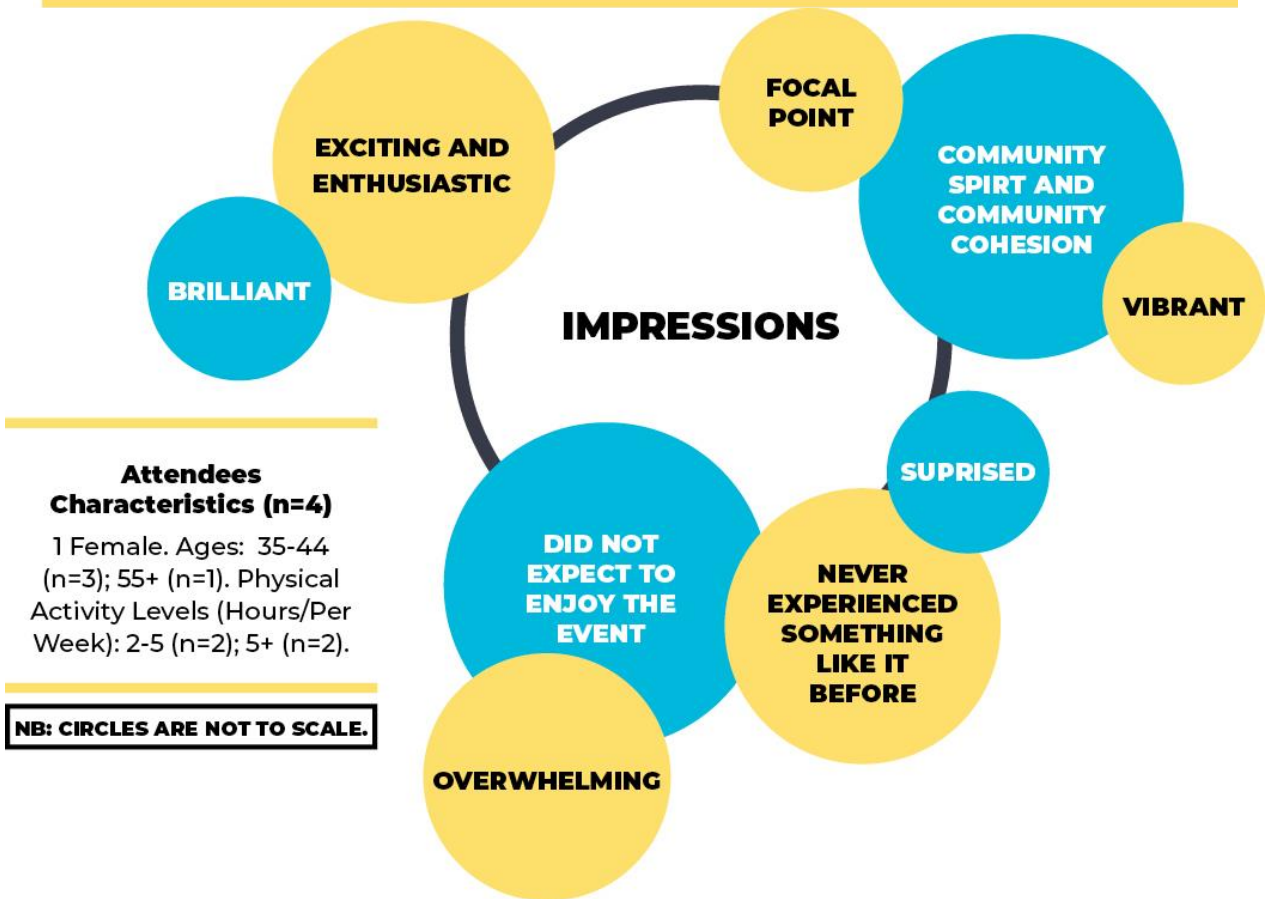


Figure 7.2.11: Participants' impressions of the TdY 2018 and their characteristics.

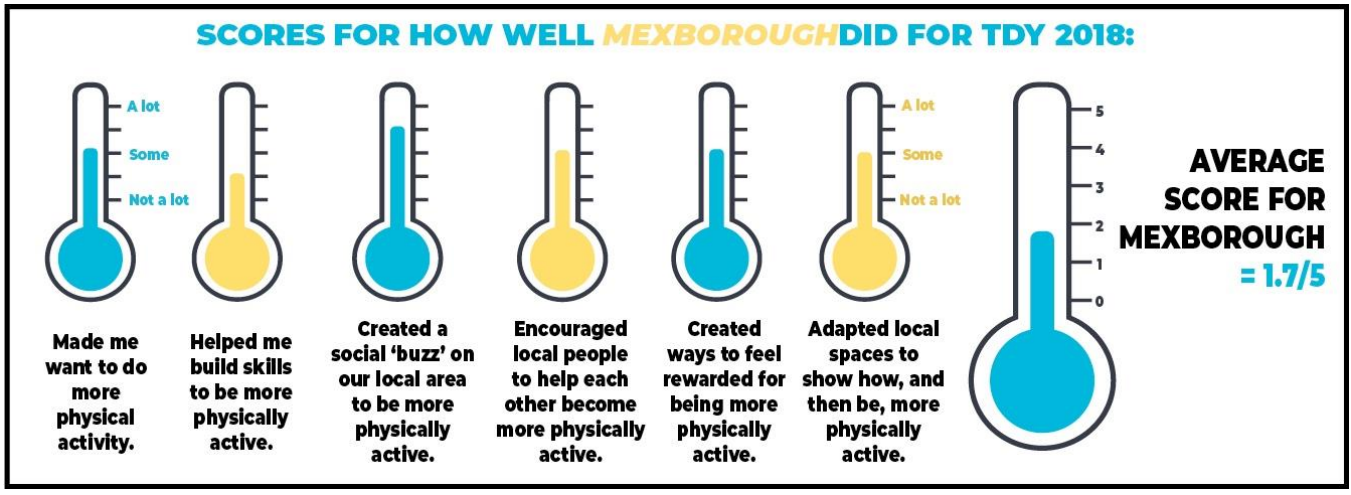


Figure 7.2.12: Scoring Barometers for Mexborough.

MEXBOROUGH'S WAYS FORWARD TO INFLUENCE BEHAVIOUR CHANGE:

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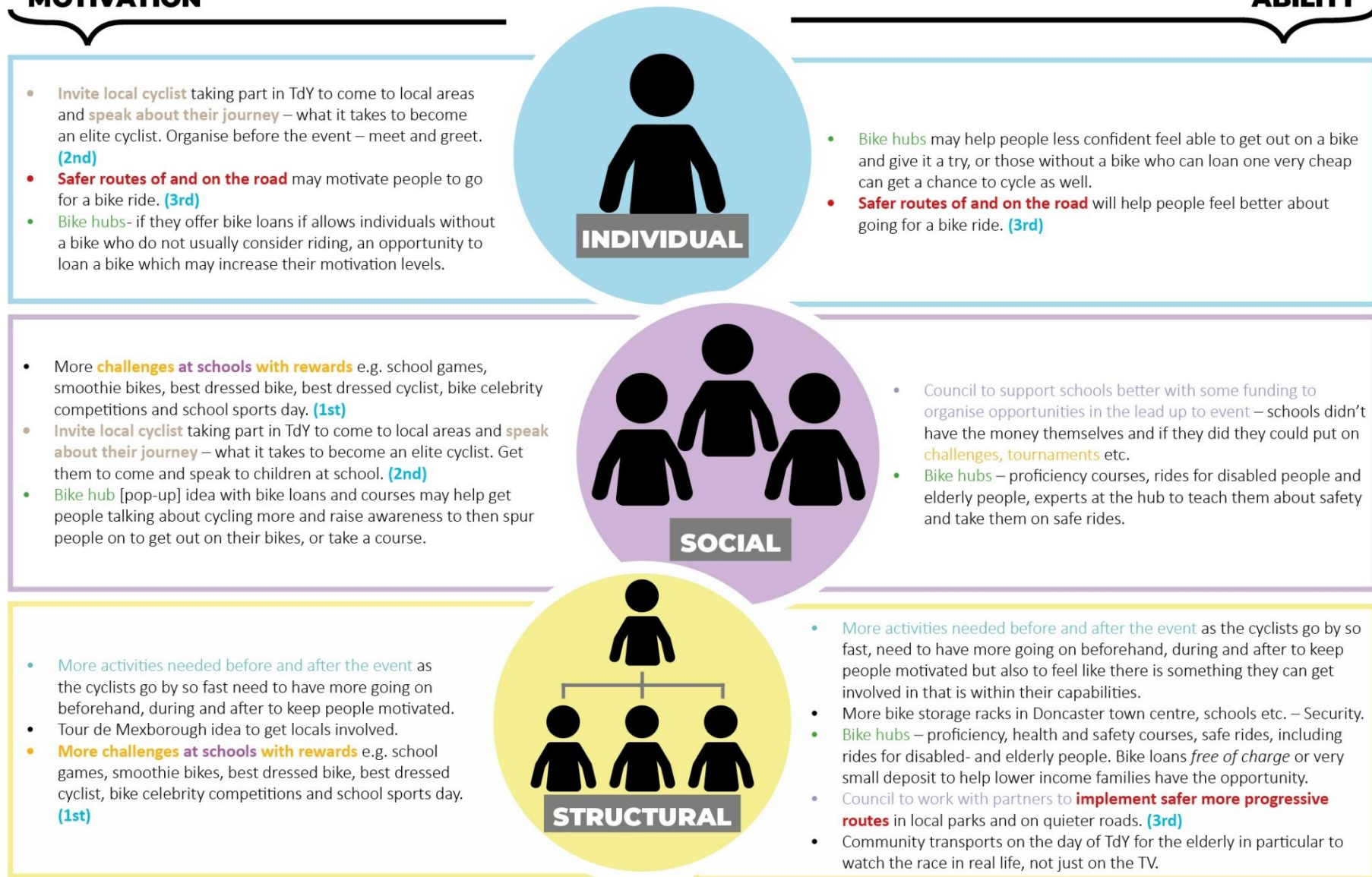


Figure 7.2.13: Mexborough ways forward to influence behaviour changes using the influencer framework.

STAINFORTH TDY 2018

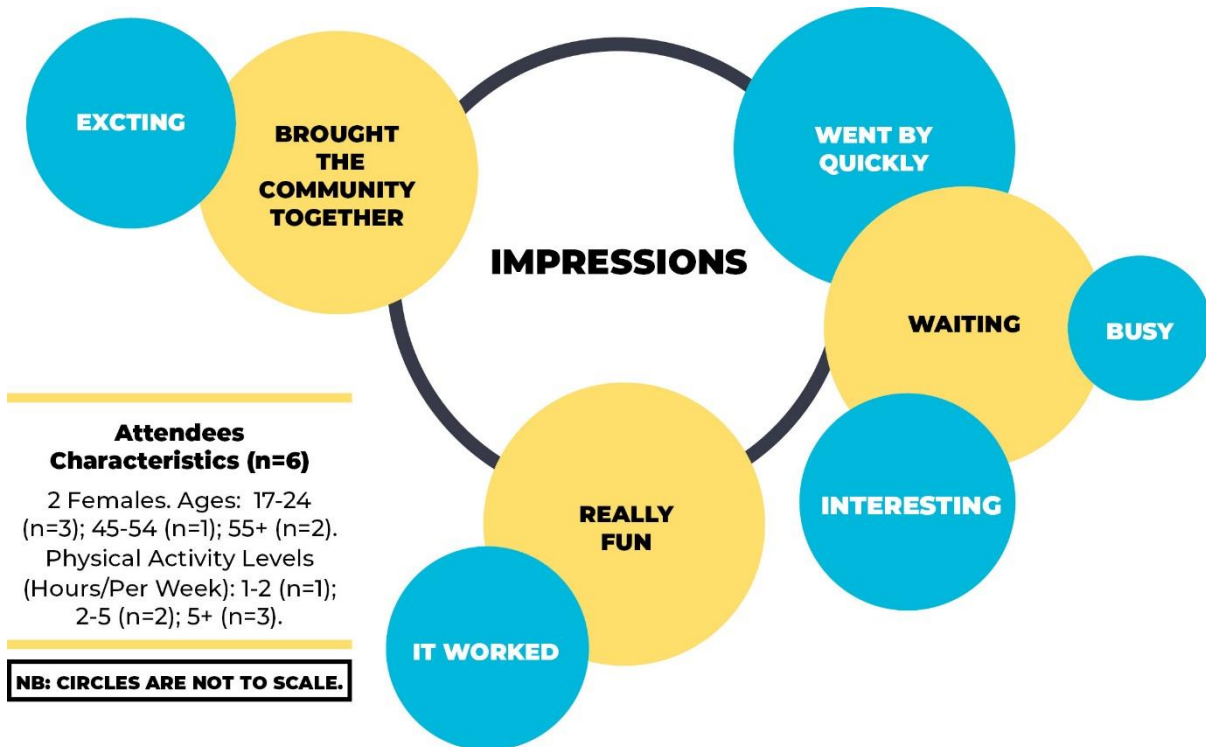


Figure 7.2.14: Participants' impressions of the TdY 2018 and their characteristics.

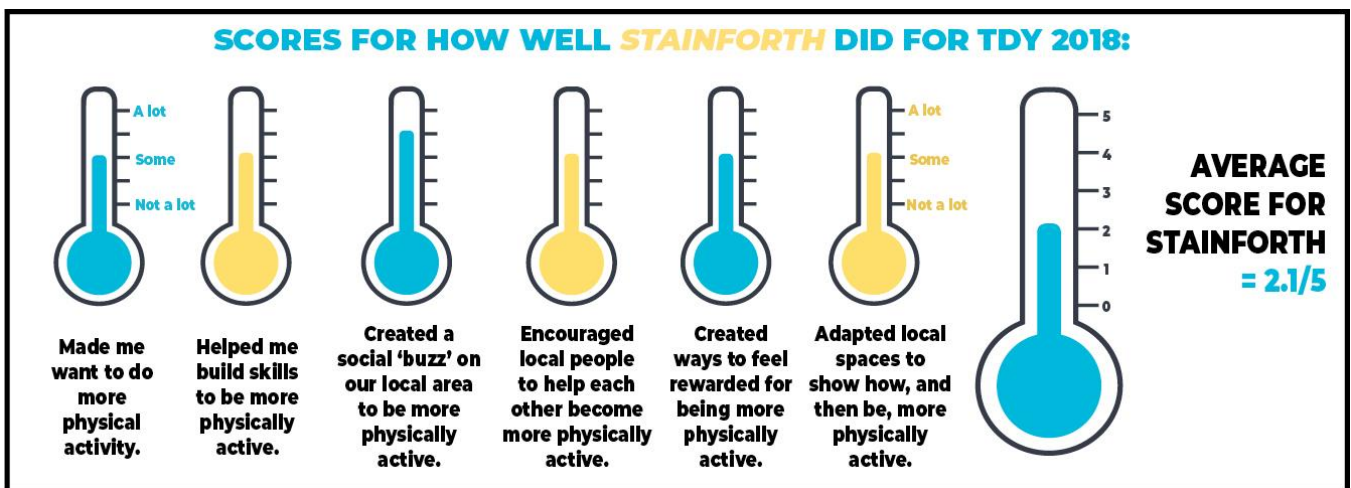


Figure 7.2.15: Scoring Barometers for Stainforth.

STAINFORTH'S WAYS FORWARD TO INFLUENCE BEHAVIOUR CHANGE:

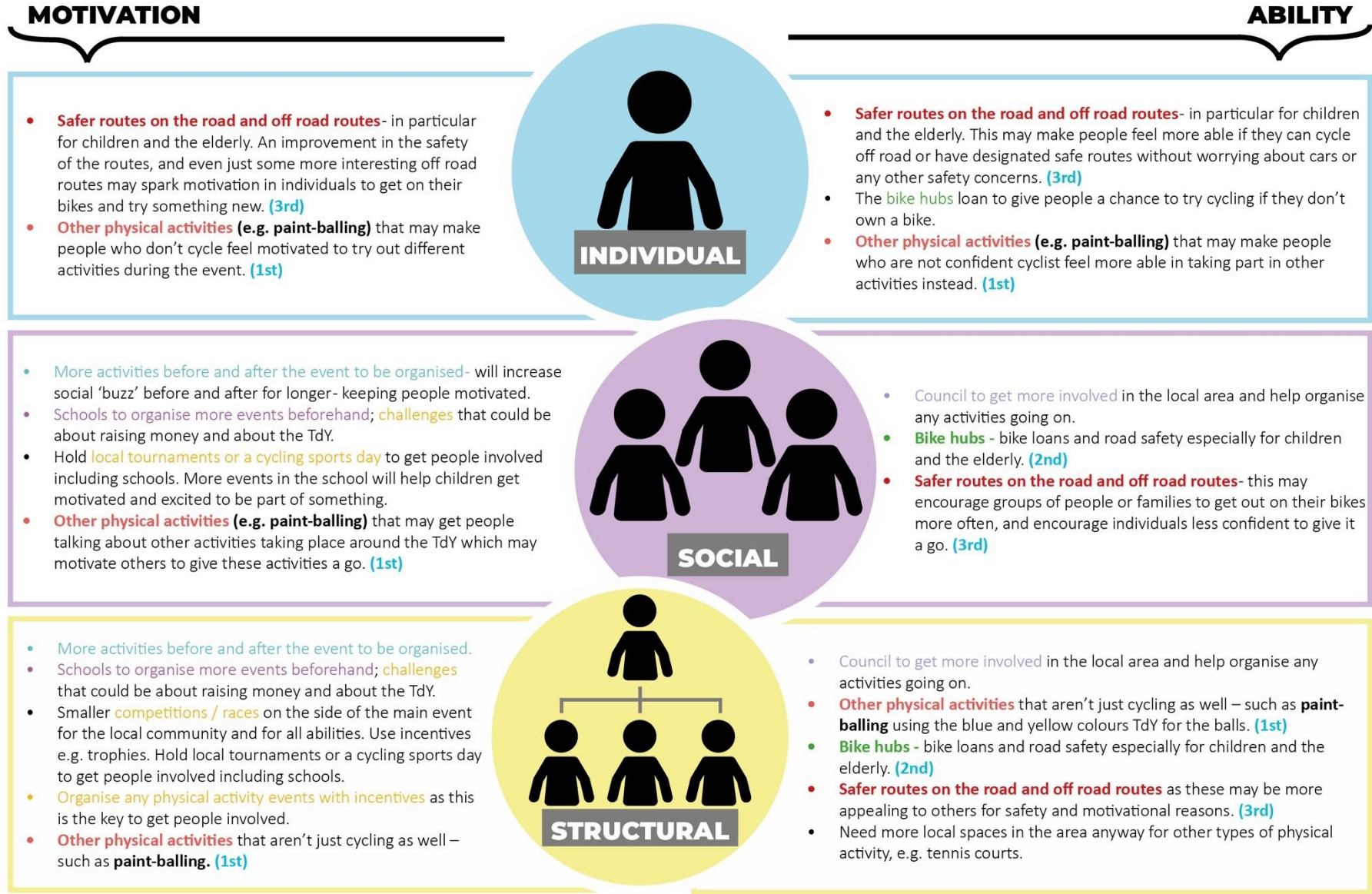


Figure 7.2.16: Stainforth ways forward to influence behaviour changes using the influencer framework.

8. Recommendations: Cycle of community engagement interventions

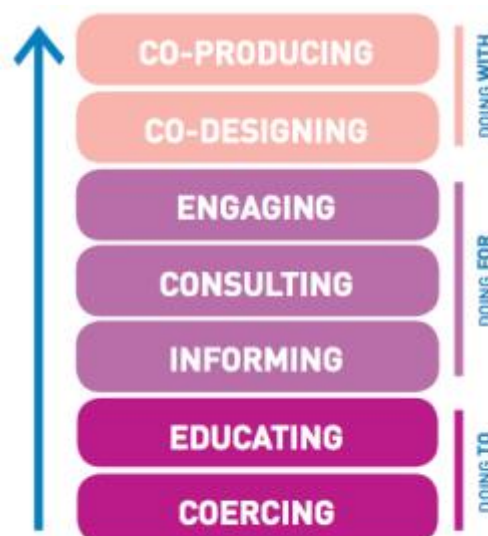


In light of the findings from this social impact assessment it is clear that investment is needed in a more structured and strategic approach to managing community engagement in the Tour de Yorkshire event to facilitate greater local benefit. Event organisers need to reflect on their aspirations, objectives and capacity in relation to how they actively try to support further local engagement and we recommend the following practical approach for a community engagement plan based around answering four key questions:

(i) What level(s) of community engagement is the Tour de Yorkshire aiming towards?

It would appear that there is a wide range of divergent opinions about the extent to which local residents should be empowered and supported to engage with the Tour de Yorkshire. For example, expectations from the local authority and event organisers appear to require a high level of ownership and investment by local residents into organising local events and activities associated with the event, whereas some community volunteers expressed that they feel unable/unwilling to take on this level of commitment and (in some cases) financial risk and are looking for a greater level of support.

The following ladder of participation in Figure 8.1 is a useful framework to help consider/plan and get some consensus around what 'level' of participation and empowerment of local residents the Tour de Yorkshire is working towards, and this will need to vary according to the target group and activity in question:



Source: new economics foundation

Figure 8.1. Ladder of participation

(ii) What strategic and practical approach should the Tour de Yorkshire take to increase community engagement?

It is suggested here that a tailor-made cycle of community engagement in the Tour de Yorkshire is

used as a strategic framework to integrate specific community engagement interventions into the existing project planning and delivery cycle (i.e. existing 'way of doing things') for the event. Figure 8.2 below maps out the key milestones in the annual cycle of planning and delivery for the Tour de Yorkshire event against proposed interventions for community engagement throughout the event cycle which are elaborated on in Table 8.1 below. We recommend that a greater level and quality of community engagement in the event can be achieved through an approach that provides opportunities for residents to get involved right from the start in the initial planning stages, through to the end where their contribution and participation is more formally recognised.

Tour de Yorkshire Cycle of Community Engagement

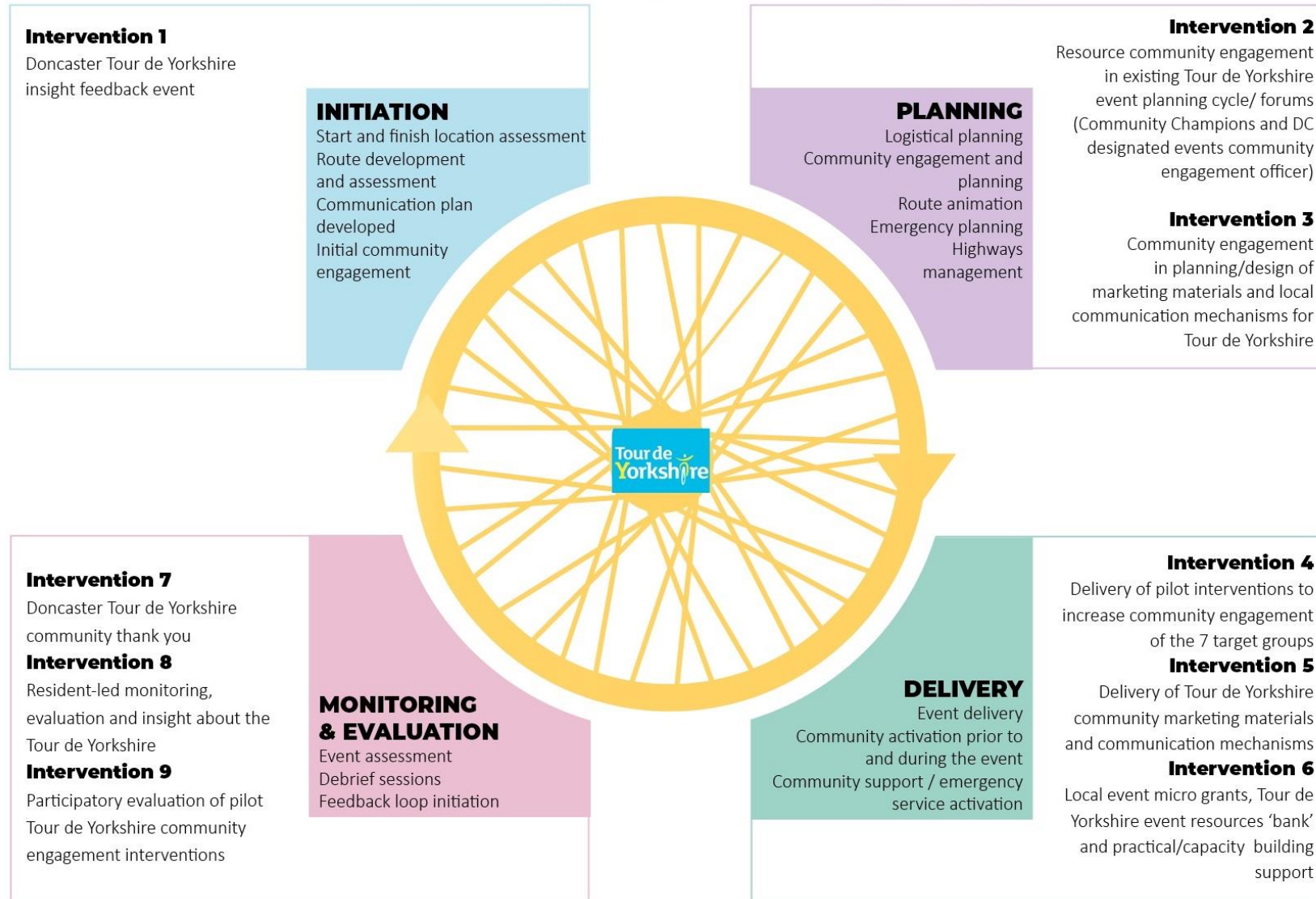


Figure 8.2 Tour de Yorkshire cycle of community engagement

Table 8.1 Recommendations for community engagement interventions integrated into Tour de Yorkshire event cycle

No.	Intervention	Stage of TdY event cycle	Lead delivery partner	Linkages to existing provision/activities	Suggested level of participation
1	<p>Doncaster Tour de Yorkshire insight feedback event</p> <p>Host feedback event to build on the momentum of community engagement started by the involvement of local residents and stakeholders in the SIA research process. Host at the new Doncaster cycle hub (The Dome) to share findings and gather feedback/'test the water' on (a) the EIA & SIA research about the impact of the TdY (b) proposed interventions for increasing community engagement in the TdY and getting people more active off the back of the event.</p>	Initiation	Leisure Services, Doncaster Council	Wider DC/Sport England insight activities and future plans for community engagement in other major sporting events	Informing & Consulting
2	<p>Resource community engagement in existing TdY event planning cycle/ forums</p> <p>Appoint/fund 'TdY community champions' and designated DC events community engagement officer supported by existing DC community liaison team to design and plan 7 targeted community engagement interventions in partnership with existing providers (<i>see Table 8.2</i>)</p>	Planning	Leisure Services, Doncaster Council	Existing volunteer support initiatives (including for TdY) and community development initiatives along the TdY route	Co-designing Co-producing

No.	Intervention	Stage of TdY event cycle	Lead delivery partner	Linkages to existing provision/activities	Suggested level of participation
3	<p>Community engagement in planning/design of marketing materials and local communication mechanisms for TdY</p> <p>(i) Plan pre-school/schools/colleges artwork competition and winners used for marketing the event e.g. banners, merchandise, posters, website etc.</p> <p>(ii) Design a localised communication strategy (using local social media platforms and other locally-specific information channels) with the support of DC community liaison team, DC events community engagement officer and TdY Community Champions</p> <p>(iii) More involvement from TdY race team/Sky/British Cycling as local ambassadors to promote and provide information about the race/cycling to local community</p>	Planning	Leisure Services, Doncaster Council and Tour de Yorkshire race team	Educational/arts partner initiative	Engaging Co-designing
4	<p>Delivery of pilot interventions to increase community engagement of the 7 target groups</p> <p>A range of interventions before/during/after TdY (as appropriate) designed to create opportunities/incentivise the increased engagement of the 7 target groups identified in this SIA research. <i>See Table 8.2. for further information</i></p>	Delivery & Monitoring & Evaluation			Informing Consulting Engaging Co-designing

No.	Intervention	Stage of TdY event cycle	Lead delivery partner	Linkages to existing provision/activities	Suggested level of participation
5	Delivery of TdY community marketing materials & local communication mechanisms Details of intervention to come based on community engagement.	Delivery	Leisure Services, Doncaster Council; TdY race team	Tour de Yorkshire event planning	Engaging
6	Local event micro grants, TdY event resources ‘bank’ and practical/capacity building support Practical support for delivery of community TdY events and activities. <i>See Table 8.2 for further details.</i>	Delivery	tbc	tbc	Engaging Co-designing Co-producing
7	Doncaster Tour de Yorkshire community thank you Formal thanks/recognition of local TdY champions and participating communities. For example, letter of thanks to TdY Community Champions, framed photos of the event for community venues, modest local TdY memorials in key communities on the route, TdY thank you banners, TdY legacy projects	Delivery	Leisure Services, Doncaster Council TdY race team	Tour de Yorkshire event planning	Informing

No.	Intervention	Stage of TdY event cycle	Lead delivery partner	Linkages to existing provision/activities	Suggested level of participation
8	Resident-led monitoring, evaluation and insight about the Tour de Yorkshire Repeat resident/business survey on impact of TdY carried out by local research group/new social enterprise	Monitoring & Evaluation	New/existing social enterprise for resident-led data collection/research	Existing community development initiative to access participants	Co-designing Co-producing
9	Participatory evaluation of pilot community engagement interventions Continue longer term insight about the impact of the Tour de Yorkshire through a participatory evaluation with key stakeholders of the effectiveness and impact of the pilot TdY community engagement and increasing physical activity interventions.	Monitoring & Evaluation	Leisure Services, Doncaster Council Sport England	Leeds Beckett University insight work on the impact of the TdY	Consulting Informing Educating

(iii) Who are the target groups to further engage in the Tour de Yorkshire?

Our research showed that different individuals and groups in the Doncaster community have different capacities, opportunities and aspirations for how much they engage in local events. It also highlighted that the following seven target groups would benefit from additional interventions to support their engagement in the Tour de Yorkshire which we have elaborated on in our recommendations in Table 8.2 below:

1. **Community event organisers** who would appreciate a greater level of support for delivering their community activities to improve or scale-up what they do.
2. **Older people** and others with **access issues** who require additional practical support to get out and about to engage with watching the race and enjoying community activities/events.
3. **Young people/teenagers** who were not catered for to some extent in the design and delivery of additional community events organised alongside the race.
4. **School/pre-school children** who in some cases were not able to engage with the Tour de Yorkshire event fully in light of practical and capacity restrictions within schools/nurseries such as children:staff ratios when off site, availability of staff to deliver extra activities etc.
5. **Casual event 'browsers'** who do not normally engage with community events but venture out due to draw the Tour de Yorkshire. This presents a rare opportunity to try and access and engage with such 'hard to reach' groups for local community projects and service providers.
6. **Local businesses** on the Tour de Yorkshire route (some) who felt they could contribute more to the event in a variety of ways if the right approach and practical support to facilitate their engagement was in place. Further research is needed to understand the business perspective on what this 'right approach' might look like, however there is clearly scope to further localise the event supply chain and showcase what Yorkshire/ Doncaster businesses have to offer in a more coordinated/creative way for such major events.
7. **BME groups** in Doncaster/Bennetthorpe (who are in larger numbers than in many of the other communities along the route) who might appreciate some practical support to use the Tour de Yorkshire event to celebrate and raise awareness of the cultural diversity in the Borough of Doncaster.

Table 8.2. Recommendations for targeted interventions

No.	Target Group	Intervention	Lead delivery partner	Linkages to existing provision/activities	Suggested level of participation
1	Community event organisers	<p>Local event micro grants, TdY event resources ‘bank’ and practical/capacity building support to deliver & green events</p> <p>Practical support for delivery of community TdY events and activities such as micro grants, easier access to bunting/decoration resources; support on how to get organised and run events; fund community development projects for engagement activities as they already have local relationships/networks; support to ‘man/woman’ the event on the day; help with playlists; and support greener events. In particular, make the blue and the yellow of the TdY events make green!, for example through training/education, litter cleaning/recycling initiatives, use of sustainable products/suppliers, engaging with local gardening and green spaces initiatives e.g. planters, improving/decorating public spaces. This initiative could then be used to support community engagement in other major local events.</p>	tbc	<p>Local community development projects/providers as ‘gateways’ to communities</p> <p>Community green spaces/gardening/litter picking initiatives e.g. Conisbrough, Denaby PAG (Positive Action Group); Stainforth4All SERV volunteering project, Hooton Pagnell</p>	<p>Engaging Co-designing Co-producing</p>

No.	Target Group	Intervention	Lead delivery partner	Linkages to existing provision/activities	Suggested level of participation
2	Older people and others with access issues	<p>TdY community transport and carers coordination</p> <p>TdY event initiative to coordinate provision of community transport, carers support and user-friendly local event venues (i.e. with comfortable seating, toilets and refreshments) to maximise engagement of older people and those with mobility/access issues</p>	Existing community carers and transport initiative e.g. Doncaster Community Transport (North Doncaster Development Trust)	Partnership with local care homes, community transport and community carers initiatives	Informing Engaging Co-designing

No.	Target Group	Intervention	Lead delivery partner	Linkages to existing provision/activities	Suggested level of participation
3	Young people/ teenagers	<p>Community events/activities targeted at young people/teenagers</p> <p>Work with exiting providers to pilot some local events/activities targeted at young people linked to the TdY. For example, temporary BMX track, paint balling, programme of physical activities, opportunities hosted by TdY race team/Sky/British Cycling, sponsored bike ride overseas, use of local sports facilities, cycling trails and canal network. <i>See the recommendations for increasing physical activity Table 9.1</i></p>	<p>Doncaster Council youth services/Expect Youth</p> <p>Local community development projects/youth providers/ colleges as 'gateways' to young people</p>	<p>Partnership with local youth and sports facilities providers e.g. Mexborough Athletic Youth Club;</p> <p>Stainforth4All</p> <p>Expect Youth, Doncaster Council and the DfE Opportunity Area funding</p> <p>Doncaster Council's programme summer activities programme</p> <p>Local colleges</p>	<p>Engaging</p> <p>Co-designing</p> <p>Co-producing</p>
4	School/ pre-school children	<p>Family/friends 'on the day' volunteers</p> <p>Coordinate TdY event initiative to encourage families/friends of children at pre-school and school to volunteer on the days of the TdY race to support schools to take groups of children to watch the race/take part in local events (and adhere to regulations re children: staff/adult ratios).</p>	tbc	<p>Existing pre-school/schools volunteer groups along the TdY route</p>	<p>Engaging</p> <p>Co-designing</p> <p>Co-producing</p>

No.	Target Group	Intervention	Lead delivery partner	Linkages to existing provision/activities	Suggested level of participation
5	Casual event 'browsers'	<p>'What's on locally?' initiative</p> <p>Intervention to support local event organisers and TdY Community Champions to use the TdY as an opportunity/platform to promote taster sessions and information about local activities/groups/services/events happening in the community. For example, stalls at local events and promoting local social media sites or the development of a phone app as appropriate.</p>	tbc	<p>Localised communication strategy for the TdY and other existing sources of information re local activities/events/services e.g. Conisbrough & Denaby local events calendar</p>	Informing
6	Local businesses	<p>A 'Tour de Doncaster' business engagement initiative</p> <p>Specific initiative to consult, engage and co-design with Doncaster businesses an intervention aimed at increasing use of local suppliers/businesses and promotion of local products/services at TdY. For example: campaign promoting local foods, map of local visitor attractions/services/sites of historic/cultural interest along the TdY Route, TdY sustainable supply chain management targeting local suppliers, sale of Doncaster TdY merchandise, marketing support, incentives, bringing the TdY route and fan zone into Doncaster town centre, crossings/parking to facilitate access to businesses etc.</p>	tbc	<p>Existing local business support organisation/initiative e.g. Business Doncaster, Launchpad, Handmade in Doncaster Existing destination development initiatives e.g. Welcome to Yorkshire; Visit Doncaster</p>	<p>Consulting Engaging Co-designing Co-producing</p>

No.	Target Group	Intervention	Lead delivery partner	Linkages to existing provision/activities	Suggested level of participation
7	BME groups (Bennetthorpe / Doncaster)	<p>Celebrating Doncaster's cultural heritage and diversity</p> <p>Organise more TdY activities linked to showcasing/promoting awareness and enjoyment of local history and diversity of cultural heritage e.g. local heritage trails, inclusion of information about cultural heritage in TV commentary, cultural events/activities led by BME communities/groups in Bennetthorpe/Doncaster</p>	tbc	Existing cultural heritage celebration/awareness -raising initiatives e.g. Heritage Doncaster, Doncaster Civic Trust, Creative Doncaster, Creative & Cultural Strategic Partnership (CCSP); Culture Crawl	Co-designing Engaging Informing Educating

9. Recommendations: ‘Cocktail’ of interventions to get communities more active off the back of the Tour de Yorkshire



A range of interventions ideas to consider have been created, initially influenced from the idea factories, but very much generated from our own ideas. These interventions ideas have been categorised into either sparkler recommendations or signal recommendations. **Sparkler recommendations** refer to ones that are short lived and most likely focus on the day of the TdY event, they are not a permanent intervention, or seen to incur long lasting participation in physical activity. **Signal recommendations** are longer lasting and can be turned on and off, usually lasting two to three weeks based on the ideas generated. A summary of the intervention ideas to consider can be seen in figure 9.1 below and further details can be seen in table 9.1.

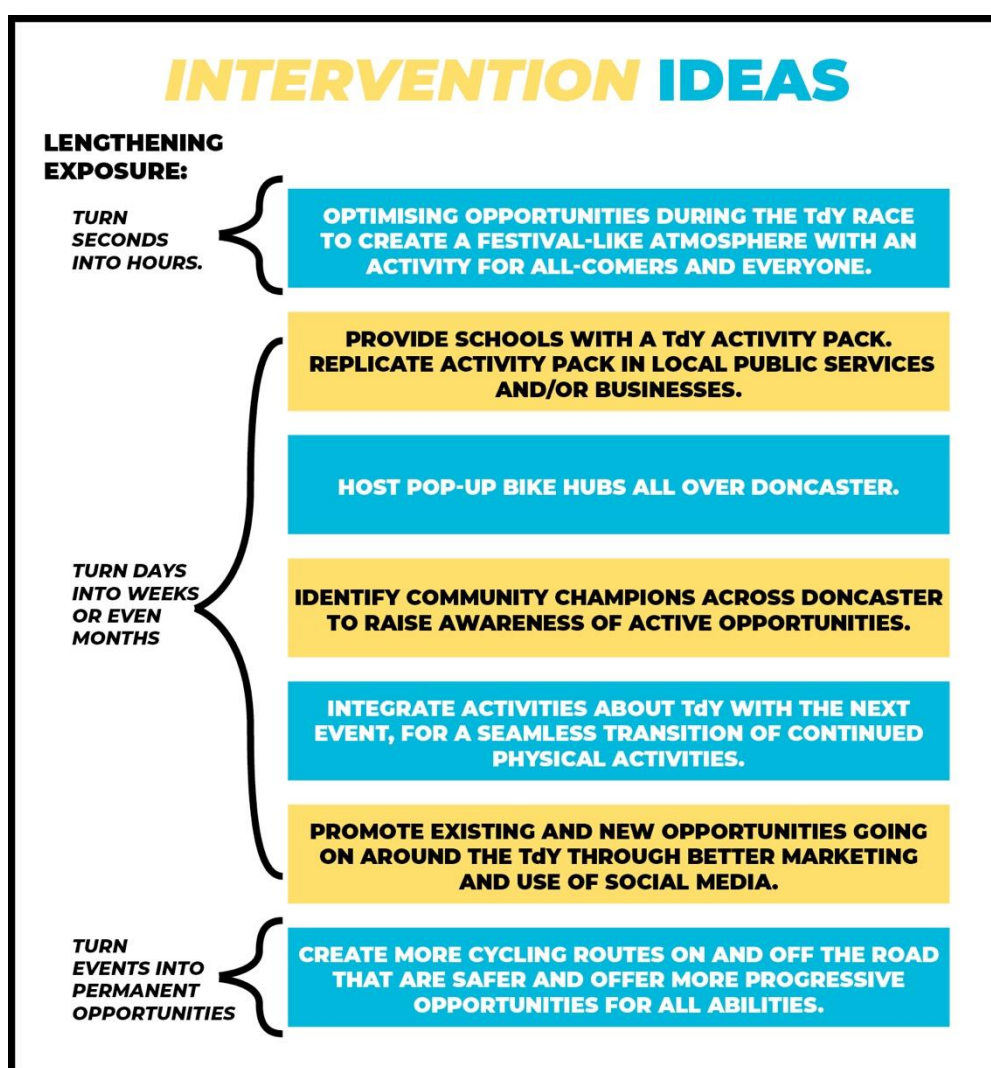


Figure 9.1: Summary of Physical Activity Intervention Ideas

These interventions have been brainstormed and have much more scope to be further developed and expanding to assess all areas of the influence framework. It is essential that any of the ideas taken are brought back to the influencer framework and mapped out accordingly to assess all six domains. Local

delivery partners should use this and identify one point of action for all six of the areas of the framework as a plan of action. Each action would need to be put in place concurrently for any change in behaviour to be observed. Supporting this, more than one of the intervention ideas discussed should also simultaneously be implemented, the more opportunities available and time invested in an array of interventions the greater chance for behaviour change and an uptake in physical activity as opposed to individual and minimally impacting interventions.

We would recommend Doncaster Council orchestrates a master plan of all the intervention ideas touching on all six areas of the influencer framework. This is essential to set up all the ideas and pull them together as well as tracking the activities and how they are working. Getting feedback on what does and does not work will help improve the ideas for the next time round, or next event that follows a similar plan. Conversely communities need to feel they still have some power over the situation and are not being micromanaged by the Council.

It is also worth noting many of the interventions devised in table 9.1 focus predominantly on the structural areas of the influencer framework, however they will influence the other areas of the framework. On top of this further sub actions would be needed to follow through on more of the social and individual Ares to identify small ways of hitting all six zones. Below in figure 9.2 details a pre-prototype of the school activity pack considering all six areas of the influencer framework. By pre-prototype we mean a partially mocked-up version of the intended product or service that can be built in minutes, hours or days instead of weeks, months or years. Each of the six areas of the framework consist of a principal action, followed by several sub-actions. Considering most of these actions and suggestions (albeit not an exhaustive list) would provide a range of opportunities to get more people more active, as opposed to running with only one yet greater opportunity. Our suggestion would be to implement the below recommendation to assess how well it could work as a potential pilot opportunity. Our second suggestion would be any of the recommended intervention ideas wanting to be used would firstly be mapped out on the influencer framework to highlight ways for implementing ideas on all six of the zones.

9.1 Audit of existing provision

Another consideration and recommendation for Doncaster Council would be to conduct an exhaustive audit on the existing provisions in and around Doncaster. Whilst attempts were made to source out existing opportunities going on through the focus groups and during the field day's in Doncaster itself, there are other initiatives and/or opportunities taking place in Doncaster that were not always mentioned through the focus groups. An exhaustive audit of all opportunities taking place may allow a better, more seamless operation of implementing some of the recommended interventions. Allowing for a build-up and development of existing provisions, which may already have some systems that work, but need some extra support and development to improve their implementation and increase their awareness across Doncaster.

LOCAL-LEVEL PRE-TOTYPE* ON SCHOOL ACTIVITY PACK

MOTIVATION

ABILITY

MAKE YOU WANT TO DO MORE ACTIVITY.

PRINCIPAL ACTION: The excitement of the activity pack will increase individual motivation. Involve pupils in preparatory activities.

SUB-ACTIONS:

- Implementing the tasks, putting up the flyers and posters will encourage and motivate individuals to join in and be part of the fun.
- Primary schools' to focus on races, colouring and dressing up activities.
- Emphasise more physically active learning, athletics etc. Refashion cycle safety as 'cycle rodeo'.
- Secondary schools' to focus on break time bike rides, active quizzes in class, social media competitions. Emphasise incentives in adolescents as they may respond better to an incentive over general participation.



HELP YOU BUILD MORE SKILLS TO BE MORE ACTIVE.

PRINCIPAL ACTION: Proficiency courses for every child to learn to cycle.

SUB-ACTIONS:

- Designate city-wide or area-wide cycle-to-school weeks.
- Implement bike loan system.
- Bike-to-school events at parents evening; promote cycle-to-school as good for academic work.
- School to act as a broker (like the bike to work scheme) to allow any child who does not have a bike an opportunity to cycle.
- Coordinate with British Cycling or other local cycling companies for recycled bikes that can be re-homed.

CREATE A SOCIAL 'BUZZ' IN YOUR LOCAL AREA FOR BEING MORE ACTIVE.

PRINCIPAL ACTION: Organise class challenges to encourage competition and a social 'buzz'. Children and teachers will communicate more about the activities and increase competitiveness.

SUB-ACTIONS:

- Emphasise social fun; teachers plus pupils doing activities together; fun while cycling (of other PA); cycle 100 years ago (riding a pennyfarthing).
- Class charts to fill out progress; class points systems; class of the week; regularly share results with the parents to increase social 'buzz'.
- Whole school competitions or against other schools, e.g., cycle TdY miles.
- Tell schools 'other schools are doing really well' to spark motivation and keep them talking about what they are doing well.¹



ENCOURAGE LOCAL PEOPLE TO HELP EACH OTHER BECOME MORE ACTIVE.

PRINCIPAL ACTION: PE teachers and/or PE leads in each school to come together in local communities and organise an event (e.g. sports day).

SUB-ACTIONS:

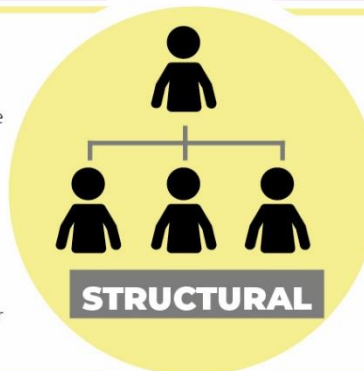
- Activities could include: races, obstacle courses; dressing up challenges; child and parent competitions; 'bike doctor' events.
- Provide rewards for attending sports day.
- Reward group effect/achievement.
- Invite children and parents. Even invite anyone in the neighbourhood.
- Raise awareness: invite everything using flyers; put posters in local areas of the community (e.g., local library).

CREATE WAYS TO FEEL REWARDED FOR BEING MORE ACTIVE.

PRINCIPAL ACTION: Create a role for every school, teacher, and class to give them a sense of belonging and excitement being a part of the events taking place

SUB-ACTIONS:

- Put posters in every classroom to continue to promote awareness of upcoming activities and keep everyone motivated.
- Provides incentives for the activities e.g., the best class win a trip to a fabulous location to watch the TdY for free.
- Emphasise social reward as well as individual reward. Create award certificates, wristbands etc. to recognise days of cycling at school.
- Incentive PE departments with small investments (sheilds, cups, money!) for successful engagement.



ADAPT LOCAL SPACES TO SHOW HOW, AND THEN BE, MORE ACTIVE.

PRINCIPAL ACTION: Send out an activity pack to every school with all the necessary resources and instructions.

SUB-ACTIONS:

- Create a school assembly video and pack, including welcome (from someone famous, showing local landmarks and featuring TdY logos); 'yellow bike' equivalent. Geography lessons to feature; best places to put a sign to advertise Doncaster-TdY (features pictures taken on phones).
- Provide flyers that schools can personalise.
- Give schools a small budget for buying any extra low cost resources they may need, e.g., printing. Resources include: signs; posters; videos; stickers.
- Devise a school time-line of when the events should take place.
- Coordinated days for each school to have their races.
- Dedicated day for the local sports day near the end of the activities.
- Contact details to get back in touch to and give feedback on the process.

* By 'pre-totype' we are referring to a partially mocked-up example of an intervention that has been built up in minutes or hours as opposed to weeks, months or years.

¹ Research has identified that social comparisons proves more effective for increase physical activity levels compared to social support and did not differ if there were incentives or not (Zhang et al., 2016).

Figure 9.2: Local-level pre-totype on school activity packs intervention idea

Table 9.1: Recommended Interventions for TdY to Promote Physical Activity

No.	Intervention	Lead Delivery Partners / Implementation	Linkages to Existing Provision/Activities
1	<p>Interventions Lasting 1 Day: Maximising opportunities during the TdY Race. Sparkler, Facilitating and Activation Intervention(s).</p> <p>Use the TdY event as a catalyst for a host of other activities taking place in every town or village the race passes through. Activities should be cycling focused but should also offer a range of other activities for those there to watch the race based on community spirit but not necessarily into cycling.</p> <p>Cycling activities include:</p> <ul style="list-style-type: none"> • Can each town/village collectively cycle and match the number of miles the TdY cyclist are completing that day. Winning locality gets an incentive. • How many miles can you cycle on a stationary bike in 'X' minute(s). This could be one minute or 60 minutes and could vary depending on the locality and/or target population. • Getting a team together to cycle as many miles as possible in 24 hours, stationary or moving. • Host mini-bike races for different target populations (e.g. children, adolescents, young adults, older adults, disabled children, disabled adults). These may take place whilst the road is shut but before the cyclists will be in that locality, or after they have cycled through. • Cycle the sites of Doncaster, for example Conisbrough Castle. Create a map of the sites, and a route for individuals to follow. <p>Non-cycling activities include:</p> <ul style="list-style-type: none"> • Create a TdY Rubik cube with bikes on, and in the TdY colours for children to complete and play with. This will act as a memory or nudge as children or anyone who has one will see it and think of the TdY race and all the other activities they participated in which may spark motivation to get involved with something else. • Each child gets a scoring card with six missing stamps. Children must get six stamps on their scoring card by doing different activities dotted around the community, such as cycling for so many minutes. Completed stamp cards get a reward, e.g. medal, or the Rubik cube. 	<p>The pre- planning and overall organisation of these activities may need to be hosted by Doncaster Council to put the skeleton of ideas in place. These ideas and activities can then be passed on to smaller communities, or companies to organise and fill many slots of activities. As well as raising awareness of what activities will be taking place with marketing (e.g. posters, on social media).</p> <p>Local gyms could provide the stationary bike and put out pop-up stalls during the event for these activities.</p> <p>Any other local businesses wanting to get involved – sport or non-sport related could also facilitate.</p>	<p>Some localities spoke about stalls being put in place mostly focused on food and drink. Local businesses could still obviously offer these opportunities but put an emphasis more on activities that are physically engaging and can create the TdY race to last longer than a few minutes with activities taking place all day.</p>

No.	Intervention	Lead Delivery Partners / Implementation	Linkages to Existing Provision/Activities
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- Obstacle courses for different target populations (e.g. children, parents and children together, older adults). These could be organised on the roads affiliated to the route which could also be closed off to facilitate them.
- Hold ‘sports days’ at each town/village (e.g. relay races), where the localities are competing with the other towns/villages surrounding them.
- Put on social activities that are not necessarily about physical activity as a gate way activity to encourage people to get involved. Some examples could be colouring the best bicycle for children and hook a duck in the form of hook a bike.
- Sports clubs to put on taster sessions for anyone to try out and see if they are interested in getting involved. This is the perfect opportunity for individuals who might not feel confident enough to join or a club or want to but don’t have the time as it gives them a chance to see what it would like to be involved which may increase their motivation, confidence and capabilities.
- Get people to dress up in professional sports club’s mascots in different localities to promote the sport and acts as a fun and enjoyable character for children.

All these activities can have an emphasis on incentives. These could be as simple as the winner or winning team win medals or a trophy, or a souvenir of the TdY. Prizes or incentives could be given out for anyone who takes part and not necessarily focused on ‘winning’. For the town/village competitions incentives could be raising money for a charity or raising money to put back into the community. The incentives do not necessarily have to be focused on a charity, but something agreed upon by the community that emphasizes local good causes. Activities and competitions with a sense of reward or incentive will be much more encouraging.

All these ideas together fit into creating an atmosphere replicating that of a festival, which would be full of colour and different activities going on. This will spark a memorable day, which can host an opportunity for anyone and everyone.

No.	Intervention	Lead Delivery Partners / Implementation	Linkages to Existing Provision/Activities
2	<p>Intervention Lasting up to 3 weeks: Provide schools with a TdY activity pack. Signal and Activating Intervention.</p> <p>Use schools as a gateway to host a range of challenges, competitions and activities for children and teachers to get involved in before the TdY race. These activities include:</p> <ul style="list-style-type: none"> • Mini races for each year group. Winners of each year at each school then enter a bigger race that takes place on the road where the TdY cyclist will race past. • Cycle day of the week, where children and teachers dress up as cyclists, or where TdY colours - best dressed cyclist. • Each school to have a hosted cycling day, where loaned bikes are brought in for each year group to get a slot in the day to cycle and have a proficiency course, which can result in some play time cycling at the end of the session. Children can bring in their bikes if they have them but children who do not, will be able to borrow a bike to ensure every child can get involved. Parents are welcome and invited to come along (which will help with provision). • Schools to collectively cycle as many miles as possible in the weeks before the TdY race, aiming to collectively cycle as a school as many miles as the race (e.g. 422 miles for the men’s race) or each of the stages of the race. • Encourage activities that can be turned into a game, as this will be encouraging for children and keep them motivated. <p>Like the on the day activities, these competitions and activities may be better affiliated with rewards and/or incentives for the schools and teachers. One suggestion would be each school gain a reward or incentive (e.g. money or funding for another opportunity based on physical activity) for participating in the activities and accepting the activity pack – not for winning or finishing all activities, demonstrating they are not being tested, but asked to be a part of a big and exciting opportunity.</p> <p>Build on ‘Bikeability scheme’ by offering proficiency courses, skills development and highway code for bike users at school to encourage safer participation from a much younger age.</p> <p>Social media should be used as much as possible by the schools and teachers to showcase what they are doing and to increase social momentum in each locality and at each school.</p>	<p>Doncaster Council, Sport England or TdY race team could facilitate the creation of the activity packs and then leave these in the hands of each school – predominantly overseen by P.E. teachers or leads, or the head teacher if the primary school does not have a lead.</p> <p>Active Travel Officer to work with schools to implement and build upon roles already in place (e.g. working with school management).</p> <p>Bike loans supported by local bike companies or shops. Alternatively, a charity collection could be organised in the coming months to gain a substantial number of child appropriate bikes that can be saved just for TdY.</p> <p>Doncaster Council, TdY race team to ensure they are using social media outlooks to raise awareness of all activities taking place and acting as a role model for schools, teachers and parents to also use their social media accounts to promote what they are doing and other opportunities they have heard about.</p>	<p>Conisbrough mentioned the school races and winners getting to be a part of opening the race was something that took place in 2017, but not 2018. Building upon this idea and making it consistent across localities is key – even localities that are not getting the race that year.</p>

No.	Intervention	Lead Delivery Partners / Implementation	Linkages to Existing Provision/Activities
	<p>Intervention Lasting up to 3 weeks: Replicate activity pack in local services or businesses. Signal and Activating Intervention.</p> <p>The school activity packs can be used as a template that can be used in other sectors, for example replicating with adults in any businesses firms, local services such as the fire service, ambulance, police, the hospitals. Some of these services won't be able to take part in on the day activities (such as the police) so it would be beneficial to provide other opportunities for them before and after the event. Adaptations could include inter-team competitions, or competitions between different services.</p>		
<p>3</p>	<p>Intervention Lasting up to 3 weeks: Pop-up Bike Hubs. Signal and Facilitating Intervention.</p> <p>Install pop-up bike hubs around Doncaster and in as many towns/villages as possible. The bike hubs should include:</p> <ul style="list-style-type: none"> • Taster sessions for cycling, "try before you buy" policy. • Bike loans with very minimal deposits – to ensure money is not a barrier. • Free maintenance classes, e.g. how to fix a puncture, how to clean your chain, how to pump the tyres. • Build on 'Bikeability scheme' the Council have in place by offering health and safety proficiency courses for cycling on the road. • Led bike rides. This can highlight cycle routes already available that people may not know about as well as improve confidence of those concerned about cycling on the road. • Cycle the sites of Doncaster, for example Conisbrough Castle. Create a map of the sites, and a route for individuals to follow. This idea could be hosted by the bike hubs to raise aware and lead the cycles. <p>These opportunities should be made available for a range of target populations including older adults, children, disabled children.</p>	<p>Doncaster Council to organise and facilitate the bike hubs. Recruit companies or individuals to run and manage the hubs and their placement.</p> <p>Active Travel Officer organise and lead the bike hubs, creating connections with locals to run the hubs at a local level.</p> <p>Doncaster Council may be able to put some funding towards these but give ownership of running them to someone else.</p> <p>Local cycling businesses could host the bike hubs, or keen cyclists in the area.</p> <p>The loaning of bikes may have to be organised with local charities for bike donations. British Cycling or Welcome to Yorkshire may be able to offer any opportunities for bike loans and/or courses.</p>	<p>Mention of a bike hub in Doncaster centre. – Stemming from this idea but reaching out past the city centre into a range of localities to provide a more accessible opportunity.</p>

No.	Intervention	Lead Delivery Partners / Implementation	Linkages to Existing Provision/Activities
4	<p>Intervention Lasting up to 3 weeks: Identify ambassadors or community champions throughout Doncaster.</p> <p>Signal and Facilitating Intervention.</p> <p>Before the event starts identifying leads in different localities which could be an individual or a group of individuals in each locality. The community champions would be central in communicating with Doncaster Council about what's going on and helping organise activities in their town/village. The community champions would promote the bike hubs, raise awareness of activities going on, encourage individuals to get involved, being dedicated to influence the motivation elements of the influencer framework with the opportunities being put in place, the community champions can help motivate and inspire individuals to be more active and get involved in the activities on offer.</p>	<p>Active Travel Officer to be the key communicator in organising community champions and sourcing them out in different localities. This could be in conjunction with the bike hubs.</p> <p>Active Travel Officer could create a cycling group for key leaders in different communities to work together and share ideas.</p> <p>Individuals that were forthcoming in the Leeds Beckett University Research that already support their locality.</p>	<p>Individuals that were forthcoming in the Leeds Beckett University Research that already support their locality.</p>
5	<p>Intervention Lasting up to 3 weeks: Integrate activities focused on TdY with the next event coming to Doncaster.</p> <p>Signal and Facilitating Intervention.</p> <ul style="list-style-type: none"> Activities like those taking place on the day of the event, should be spread about in the communities before and after the TdY. Following the TdY race, activities should be in place still about cycling but also about other sporting activities, which can potentially link to the next big event, for example if Wimbledon Tennis was the next event, start to hold some tennis activities. Then as the next event (e.g. Wimbledon) finishes, another activity would start to be integrated into the local opportunities taking place in different communities. This would provide a continuous stream of events that could take place to constantly keep people focused on physical activity. One way this could be implemented would be the first weekend of each month is 'active weekend'. The 'active weekend' would focus on a different sport or physical activity each time, where a host of activities (like those previously discussed) could be held. This would encourage communities to come together on a regular basis, who may spur on individualised 	<p>This would need to be organised with key events taking place and communications to be put in place between events. For example, organisers of the TdY race working with organisers of Wimbledon.</p> <p>Doncaster Council to oversee these opportunities. Community champions if put in place could host and organise the 'active weekend' ideas, or any other monthly activities that take place.</p>	<p>Some of the localities already has some regular activities taking place such as Hatfield's walking football. Expand on this idea and create a host of activities that change each month may encourage more people to get involved and subsequently be more active.</p>

No.	Intervention	Lead Delivery Partners / Implementation	Linkages to Existing Provision/Activities
	<p>ideas for each locality which they can then continue to run whenever they feel, so long as the ‘active weekend’ continue to take place.</p> <ul style="list-style-type: none"> Another way to make the ‘active weekend’ less taxing on communities, would be to give each community a month, or two months depending on numbers where they oversee organising the ‘active weekend’. Communities should be equally weighted, so the responsibility is not uneven. This should allow communities to be more creative with their ideas and source out what activities or events are taking place and come up with other activities if an event is not taking place. This will also allow communities to come together and create a better social ‘buzz’ between localities. 		
6	<p>Long Term Interventions: Build on the cycling strategy from 2013 and create more cycling routes on and off the road that are safer and offer more progressive routes for all abilities.</p> <p>Signal and Facilitating Intervention.</p> <ul style="list-style-type: none"> Identify existing cycling lanes in Doncaster and greater Doncaster and assessing where roads have dedicated cycle lanes and where they don’t. Consider implementing more dedicated cycle lanes to facilitate safer options for commuters but also for anyone wanting to cycle for sport or leisure. Identify green spaces where excising cycle routes may exist but are not properly sign posted. Identify the routes, and how they can be more progressive for different abilities and create the appropriate maps and signs on the routes to raise awareness. Make use of available spaces better, for example utilise green spaces better, putting on smaller cycling routes as taster sessions. Use car parks not in use over the weekends. A suggestion from Hatfield was to implement an around Doncaster City Centre cycling route which would offer a unique experience to Doncaster and could bring competitive or leisurely cyclist to Doncaster. Re-evaluate the 2013 strategy and consider more routes that are not as central to Doncaster but further afield in the local towns and villages that feel they need safer connecting routes to be able to get to existing routes. For example, could there be safer routes to get to the Greenway North bike route from different parts of Doncaster. 	<p>Doncaster Council. Active Travel Officer.</p>	<p>Expand on any existing cycle lanes or off-road cycling routes.</p>

No.	Intervention	Lead Delivery Partners / Implementation	Linkages to Existing Provision/Activities
7	<p>Intervention Lasting up to 3 weeks: Market and promote existing and new opportunities going on around the TdY.</p> <p>Signal and Facilitating Intervention.</p> <p>Utilise technology and promote all the activities and events taken place in the lead up and follow on from the event and especially on the days of the TdY race. Some ideas include:</p> <ul style="list-style-type: none"> • Create hash tags for Doncaster to use and promote all activities. • Create hash tags for each competition or activity taking place or each town/village in greater Doncaster. • Put on competitions on social media where anyone entering must put their attempt back on social media and tag appropriately. For example, cycling a best dressed bike in the TdY colours, or teaching putting pictures of their school races or competitions. • Bike hub leads to publish when their courses are running, what bikes they should offer, when are hosting led rides and for which target audience. • New and existing social media to better promote: routes, bike hubs and any other encouraging opportunities to promote physical activity. This is an essential way to raise awareness of any routes available for cycling, pop-up bike hubs etc. <p>Use available spaces better to promote the TdY or physical activity, this could include:</p> <ul style="list-style-type: none"> • Create cut outs of the TdY marketing recourses (bikes, the race, cyclists) and put these in the GP waiting rooms, hospitals, police station receptions. • Doctors and nurses to have TdY dress up week where they dress up as cyclists or wear the TdY colours. One step further would be connecting with cycling clubs and getting vests or t-shirts distributed with TdY on it for them to wear and promote. These ideas can again be expanded and transparent to other businesses. <p>These ideas focus on physical geography changes and should be very cheap to organise, especially if kit can be obtained from clubs.</p>	<p>Doncaster Council to work with local businesses in the marketing industry, who may be able to facilitate and organise distribution of posters for events, activities and new cycling routes to be put up.</p> <p>Doncaster Council, TdY race team to ensure they are using social media outlooks to raise awareness of all activities taking place during the time of the event, in the lead up and follow up. This will encourage a host of locals to use their social media to promote what activities they have taken part in.</p> <p>Get local cycling clubs, or even British Cycling involved to help organise the dressing up as a cyclist week.</p> <p>Doncaster Wheelers Cycling Club to have better awareness for their Go Ride Children’s Coaching for those not aware but may be interested in getting involved.</p>	

10. Lessons learned about our methodology

This research on the Tour de Yorkshire in Doncaster was an opportunity to pilot an innovative approach and method for capturing the social benefits of a major sporting event – in particular in terms of how it affected the wellbeing, sense of civic pride and community spirit and levels of physical activity of selected communities along the route. This fits neatly with the Local Delivery Pilot (LDP) coordinated approach to developing insight and data to understand an issue.

From a methodological perspective, it has been successful in capturing and ‘measuring’ these qualitative indicators in a way that is accessible to a wide audience and provides a baseline for assessing the local social impacts of future major sporting events in Doncaster (and beyond). Another positive outcome of the approach adopted has been to facilitate the engagement of key local stakeholders such as local residents and Doncaster Council in both the design of the approach and data collection. For example, through the initial Think Tank meeting and the resident to resident survey.

However, armed with the benefit of hindsight, there are a number lessons learned and refinements on our approach that we suggest here to inform further insight activity aimed at capturing local community benefits from future sports events on the horizon (such as the 2019 Tour de Yorkshire, Rugby League World Cup in 2021 and UCI Road World Championships in September 2019).

10.1 Lessons learned from the social impact assessment

Key stakeholder interviews

The key stakeholder interviews were a straight forward and effective method of getting an overview of local opinion regarding the impacts of the TdY and shaping the design of the surveys. These interviews proved useful in understanding the wider context, and their findings proved to be consistent with the findings from the other methods of data collection. An easy method to replicate.

On the day resident survey on NEF drivers of wellbeing

The resident survey that incorporated extra wellbeing questions into the wider economic impact assessment of the TdY was easy to administer since data collection was carried out by a consultancy team already in place. However, additional questions did mean that the length of the economic impact assessment survey was lengthened by about 10 minutes.

Findings were very useful in giving an overview of how local residents perceived that the TdY had affected key drivers of wellbeing in line with the NEF wellbeing framework. However, the question remains as to whether, in light of limited resources, there are sufficient additional benefits of having two measures for wellbeing since the post resident to resident survey also includes questions on the impact of the TdY event on individual subjective mental wellbeing albeit using a different WEMWBS (Warwick-Edinburgh Mental Well-being Scale) assessment framework. Therefore, a decision could be made as to whether to collect data on both these measures of wellbeing, or just one as appropriate.

Post event resident to resident survey on social impacts of the TdY

The resident to resident survey proved successful in the sense of the quality of data we were able to obtain and the involvement of local residents in the process. Our resident researchers who

administered the survey for us were invaluable in giving us access to a wide range of local people and their opinion about the TdY, as well as nurturing their possible future engagement in the event.

There were some delays in getting all resident surveys back promptly in light of the challenges faced by some of our resident researchers such as other commitments or their level of experience in conducting survey work. We would advocate for this community engagement in the research process to be used again in the future but improved through increasing the level of training and incentives provided, a more rigorous selection process and formalising resident researcher involvement and creating other employment opportunities through the formation/use of a local research enterprise. It clearly makes sense to have this resident involvement in the research process led by an existing community development initiative that has existing positive relationships with local communities in Doncaster.

In terms of the questions designed to give an overall score for the impact of the TdY on sense of civic pride, wellbeing and community spirit, the design of the questions worked well, although we learned that we needed to weight the *'no opinion'* and *'neither agree or disagree'* with the same score in order to avoid distorting the mean score. Since the difference between these two options is very subtle for those completing the survey then it perhaps make sense to combine them into a single option for scoring purposes.

10.2 Lessons learned for physical activity

Physical activity focus groups

The expert interviews generated a very useful list of expert ideas of ways forward to influence behaviour change aimed at increasing physical activity which were used to spark discussion in the physical activity focus groups with local residents. These focus groups were a very cost effective method of data collection to identify and analyse local opinion on the impact of the TdY on local physical activity levels, and explore what new interventions might increase the impact of such sporting events. However, it is important to note that this method relies on a significant level of specialist expertise in the analysis of data and formulation of proposed recommendations for improving the impact of the TdY (or other such sporting events) on physical activity levels.

In practice, one of the focus group questions could be revised for future research activities. Namely, the question for assessing the individual's physical activity levels in respect to how active they were last week and how active they felt they might be in the following week if their favourite recommended interventions were implemented. This did not always work well, with individuals filling out the questions at the wrong time and misinterpreting them.

Secondly, there is also scope to improve the recruitment of participants in the focus group so as to better target individuals who are not very, or 'episodically', active. Some of our sample this time around included individuals who are already very active and involved in the community and therefore may not gain as much from the influencer framework and the benefits of new interventions. Additionally, if they are already very active the TdY may not have influenced a change in their activity levels due to instilled active behaviours.

Thirdly, participants may have felt the opportunity to attend a focus group may have opened a window of communication to discuss some of their pressing issues they felt they wanted to discuss with the

council which were not necessarily about the TdY. Examples of this were in Conisbrough discussing the parking issues, and Bennetthorpe wanting more genuine involvement and communication with the council.

10.3 Future monitoring of social impacts of the Tour de Yorkshire

The key findings from this pilot research can be used as baseline social impact indicators to monitor future Tour de Yorkshire events, as summarised in Table 10.1 below:

Table 10.1 Baseline and future social impact indicators for TdY

Type of impact	Social impact indicator	Baseline from TdY 2018 pilot
Drivers of wellbeing (using NEF framework)	% strongly agree/agree that TdY event encouraged them to give/contribute more to their local community	Average of 43% of local residents surveyed who strongly agree/agree that TdY event encouraged them to give/contribute more to their local community
	% strongly agree/agree that TdY event encouraged them to try or learn something new/rediscover and old interest	Average of 32% of local residents surveyed who strongly agree/agree that TdY event encouraged them to try or learn something new/rediscover and old interest
	% strongly agree/agree that TdY event has made/will make them become more physically active	Average of 40% of local residents surveyed who strongly agree/agree that TdY event has made/will make them become more physically active
(Subjective) Personal wellbeing (using WEMWBS framework)	Personal wellbeing barometer score based on survey responses re local resident opinion on whether the TdY has had a positive impact on their personal wellbeing	Score 3.19 average of local residents surveyed
Local sense of pride	Local sense of pride barometer score based on survey responses re local resident opinion on whether the TdY has had a positive impact on local sense of civic pride	Score 3.51 average of local residents surveyed
Sense of community spirit (social capital)	Local sense of community spirit barometer score based on survey response re local resident opinion on whether the TdY has had a positive impact on local sense of community spirit (social capital)	Score 3.24 average of local residents surveyed
Nature of community engagement in the event	% of local residents involved in the TdY event at the following four levels of engagement: multiple activities; roadside spectating; watched on TV; no involvement	Average of local residents surveyed involved at four levels of engagement in the TdY: 40% multiple activities 37% roadside spectating 18% watched on TV 5% no involvement

Event satisfaction	% local residents that describe their experience of the TdY as very positive/positive	93.7% local residents described their experience of the TdY as very positive/positive (event survey)
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Building on these baseline indicators, future methodological approaches for assessing social impacts of the major sport events might want to include the collection of data at set intervals before and after the event in order to identify the longevity of behaviour change, or to compare changes in resident attitude or behaviour before and after the event.

Also, in order to make the method less resource and time intensive, it is not essential to repeat all of the survey questions exploring the nature of community engagement that residents have/would like in the TdY. There is scope to reduce the number of open survey questions which are very labour intensive to process and analyse, as well as increasing the amount of time taken to take part in a repeat survey. For example, the following topics/questions related to the 'how and why' of community engagement that were required for the purposes of this pilot do not necessarily need to be repeated for future research aimed at assessing the social impacts of the TdY:

- *Enablers to community involvement in the TdY*
- *Barriers to community involvement in the TdY*
- *Priorities for improving the local benefit from the TdY*
- *Local perspectives on non-involvement in the TdY*
- *Local perspectives on actions to increase involvement in the TdY*

10.4 Future monitoring of physical activity impacts of the Tour de Yorkshire

The gold standard approach for future monitoring of the TdY and its impact on physical activity levels would be using a comparison group. The comparison group would need to be broadly equal and comparable towns/villages that would not be receiving the interventions, but for consistency would need the TdY to be running through their town/village. Understandable this may be a costly and difficult to administer recommendation but is the most robust and rigorous evaluation method to offer.

Alternatively, one recommendation would be to obtain random participants within Doncaster from a host of localities (that are non-cyclists) to fill out influencer framework survey (assessing the six areas of behaviour change, see figure 10.3.2.1) at three time points (one month before the event, during the TdY and one month after the event). One potential limitation from this would be once participants had filled in the questionnaire the first time, they may be more aware of what opportunities and promotional offers are taking place, acting as a prompt.

FOR YOU, HOW WELL IS YOUR COMMUNITY DOING AT...

<p>1 ... make you want to do more activity?</p> <p>Not at all Some A lot</p> <p>0 1 2 3 4</p>	<p>2 ... help you build skills to be more active?</p> <p>Not at all Some A lot</p> <p>0 1 2 3 4</p>
<p>3 ... create a social buzz' in your local area for being more active?</p> <p>Not at all Some A lot</p> <p>0 1 2 3 4</p>	<p>4 ... encourage local people to help each other become more active?</p> <p>Not at all Some A lot</p> <p>0 1 2 3 4</p>
<p>5 ... create ways to feel rewarded for being more active?</p> <p>Not at all Some A lot</p> <p>0 1 2 3 4</p>	<p>6 ... adapt local spaces to show how, and then be, more active?</p> <p>Not at all Some A lot</p> <p>0 1 2 3 4</p>

Figure 10.3.2.1: Influencer Scoring Card for assessing physical activity across the six areas.

To combat this the questionnaires could be tailored to identify what they have seen on this particular day assessing their episodic experience as opposed to what they have observed in the previous few weeks. Another way to combat this limitation would be a second method could be instilled, which would involve field day's sporadically over the three time points as discussed identifying any opportunities themselves and asking as many individuals as possible what is going on about the TdY and getting a sample of individuals to complete the questionnaires at one time point only.

All of the suggested intervention ideas would benefit by being evaluated by the influencer framework survey, meaning a consistent method of evaluation can be used for any adapted opportunities. The influencer framework survey is a multi-purpose method assessing planning, process, outcome and revision.

11. Next steps

Moving forward, this pilot study has provided a detailed assessment of the existing social impacts of the TdY and local opinion about action that could be taken to increase local benefits resulting from this event. There are three key next steps to plan.

First, the approach to communicating the findings from this research to all those involved from management level at Doncaster Council to local residents that took part in the surveys and focus groups. This is an important starting point for facilitating the increased involvement of local people in future TdY events. It is envisaged that the research team will prepare a formal presentation for Doncaster Council, and a short (c.4 pages), visual summary document for those who engaged with the research and the wider public to be presented at a more informal public event hosted by Doncaster Council at the new Bike Hub.

Second, the approach for Doncaster Council to reviewing and selecting a number of the pilot interventions suggested here. An important and urgent part of implanting this lies in identifying the additional staff, financial resources and organisational structures to support a higher level of community engagement in line with the 'TdY Cycle of Community Engagement' suggested here (see Figure 8.2). Also, to identify appropriate partner organisations to support the delivery of some of the proposed actions for increasing the positive impact of the TdY on local people and their levels of physical activity.

Third, conduct further research to build on what we have learned from this pilot study. This could involve repeating aspects of this research for future TdY events to address any changes in the baseline indicators following the implementation of some of the interventions suggested here. In addition, it would be very useful to evaluate the impact and effectiveness of these pilot interventions aimed at increasing community engagement, local benefit and physical activity levels to inform future practice and our understanding of 'what works'.

Further research activities related to increasing physical activity levels off the back of the TdY and other major sporting events could go down a number of different avenues. One idea would be to carry out further work using the influencer framework to identify the optimum scores – or patterns of scores – that predict whether or not people become more physically active. This would provide powerful evidence to inform future planning.

Another idea is to explore where the 'near transfer' of learning is effective in getting people more active. This builds on the concept of transfer of learning which refers to the dependency of human conduct, learning, or performance on prior experience. 'Near transfer', in this case, may address how another cycling event - or even another 'spectacular' that features physical activity - can be used to help active engagers in one event to actively engage in the partner activity. In contrast, 'far transfer' refers to the transfer between contexts that, on appearance, seem remote and alien to one another.

Finally, there is scope to use social network analysis to identify strong and weak ties that result from the interventions aimed at increasing physical activity levels. Social network analysis is the process of investigating social structures through the use of networks and graph theory which could help us

develop our understanding of how to use such networks as a vehicle to increase physical activity through the TdY. Importantly, this work is increasingly identifying the importance of two core social processes for influencing behaviour; personal relevance (of the new behaviour) and social reinforcement around participating in a new behaviour.

In conclusion, moving forward with these next steps will support the TdY to build on the incredibly positive momentum for creating local social and economic benefits for Doncaster that needs to be harnessed. This social impact assessment research hopes to support the delivery team to reflect on how best to 'oil the wheels' of this major sporting event for the further benefit of local people.

