

EXPLORING PRACTICE ON HOW TO MAXIMISE ON THE LOCAL BENEFITS FROM THE TOUR DE YORKSHIRE IN DONCASTER

Continuation research findings and recommendations for Doncaster Council
October 2019



LEEDS BECKETT UNIVERSITY



Doncaster Council



SPORT ENGLAND



PLACE ENGAGEMENT
'LOCATION IS KEY FOR ENGAGEMENT'



PHYSICAL ACTIVITY IMPACTS



NEW PERCEPTIONS (OF DONCASTER)



LINEAR EVENT VS STADIUM EVENT



SOCIAL GLUE



NEW FACES/ CONTACTS



ENGAGEMENT AND PA CONNECTED



MICROGRANTS



NEW LIKES/SOCIAL MEDIA



COMMUNITY 'BUZZ'



PERSONAL TOUCH



COMMUNITY CHAMPIONS & PROVIDERS



SPARK FOR COMMUNITY ENGAGEMENT/ EVENTS



NEW BUSINESS/ FOOTFALL



CASUAL EVENT BROWSERS



WELL-BEING, CIVIC PRIDE & COMMUNITY SPIRIT IMPACTS



BUSINESS MOTIVATIONS & EXPECTATIONS



OLDER PEOPLE & INTERGENERATIONAL OPPORTUNITIES

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Acknowledgements

This research was commissioned by Doncaster Metropolitan Borough Council (Leisure Services) through funding as part of Doncaster's Sport England Local Delivery Pilot. It was carried out by a combined research team from the School of Events, Tourism and Hospitality Management and the School of Sport at Leeds Beckett University. Team members were Lucy McCombes, Dr Neil Ormerod, Professor Emma Wood, Professor Jim McKenna and Jade Morris.

We would like to thank all the local stakeholders and residents who gave their time to contribute to this research and support us in understanding what the Tour de Yorkshire means to local people, and how it can be developed further to increase its positive impact for Doncaster.

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Executive Summary

Background: Building on LDP and Tour de Yorkshire 2018 insight

Doncaster Metropolitan Borough Council (DMBC) commissioned Leeds Beckett University to carry out a previous social impact assessment for their section of the 2018 Tour de Yorkshire (TdY) route through their status as a Sport England Local Delivery Pilot (LDP). 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, and levels of resident physical activity. The TdY 2018 race was used 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. See TdY 2018 findings report:

<https://getdoncastermoving.org/uploads/the-social-and-economic-impact-of-events-report-5-8-5.pdf>

This research was successful in building our understanding of the social impacts of the Tour de Yorkshire in Doncaster, and the extent to which it acts as a catalyst to increase physical activity levels. It was used to shape recommendations for the design of practical management interventions for DMBC (Leisure Services) and partner stakeholders to pilot with the aim of maximising local benefits from the TdY. Several of these interventions were piloted during the 2019 TdY event to see what works in practice to increase the engagement in this event and physical activity by the local community, in particular selected target groups (see below). They included a community feedback event, appointment of an officer to support community engagement interventions, engagement activities with schools, TdY business forums and window dressing competition, working with local professional cyclists to inspire young people, and setting up a new community microgrant scheme.

Tour de Yorkshire 2019 Continuation Research

The overarching **purpose of this new research** reported on here was to build on the learning and achievements from this previous TdY 2018 research, and the interventions piloted during the TdY 2019. The aim was to further enhance key stakeholders' understanding about how in practice they can work together and innovate to maximise the local community benefits and increase physical activity resulting from the events that they deliver. In addition, it assessed the social impacts of this year's race on a selection of the communities along the new route to compare with the findings from last year's social impact assessment.

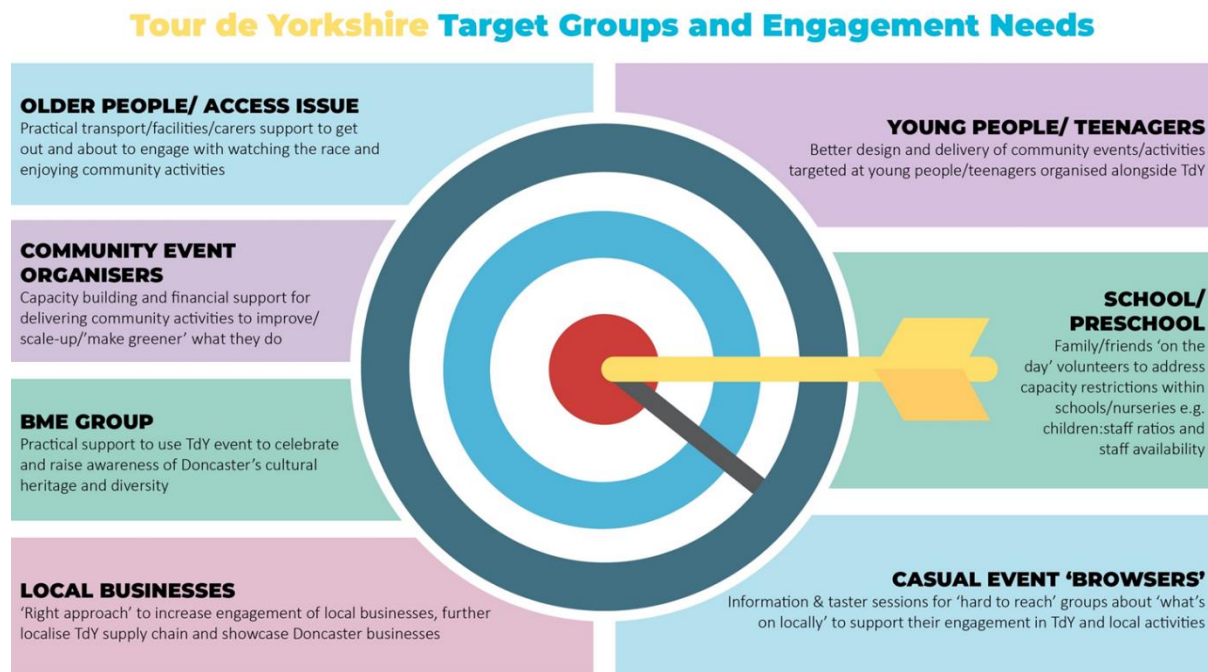
This research links with a wide range of other existing related research activities and work streams associated with Get Doncaster Moving and the LDP Evaluation Group such as: the local survey and community research being led by Sheffield Hallam University, EXPECT Youth Programme, Active Lives Survey, physical activity systems mapping led by Nick Cavill Associates, Sport England investments, and other physical activity and events work being led by DMBC.

In particular, this research aims to contribute to the Doncaster LDP vision to *'utilise physical activity and sport to contribute to our inclusive economic growth ambitions and explore how it can support our residents to benefit from Doncaster's aspirations across all of its communities'*.

Our Sample

Six communities on the 2019 TdY race route were selected as the focus for this continuation research, namely Doncaster Centre, Bentley, Toll Bar, Askern, Campsall and Norton. These were selected based on providing us with a sample that included businesses, pilot interventions aimed at specific target groups and communities (with a range of age, gender and ethnicity) from both the centre of Doncaster and the

main population centres along the route. In addition, our research aimed to build on our findings from the TdY 2018 which identified seven target groups illustrated below which would benefit from additional interventions to support their engagement in the Tour de Yorkshire.



What we did: our approach

Building on our learning from the previous research, we designed this continuation research process with some useful concepts and theoretical frameworks in mind. These have been used to shape our framework for assessing the interventions, and to help us identify indicators, or measures, for the qualitative social impacts we needed to measure.

Our report elaborates on our '**theory of change**' based around the **Influencer Behaviour Change Framework** which we used to analyse the impact of the event and pilot interventions on six zones of influence which can affect people's ability and motivation to engage in specific behaviours such as physical activity. In addition, we used a **selection of social impact indicators** to help measure community perceptions about the impacts of the TdY. All of these concepts were then integrated into a four-stage **Social Impact Assessment (SIA) process** which we used to structure our research process.

The information needed for this research was collected in five main ways:

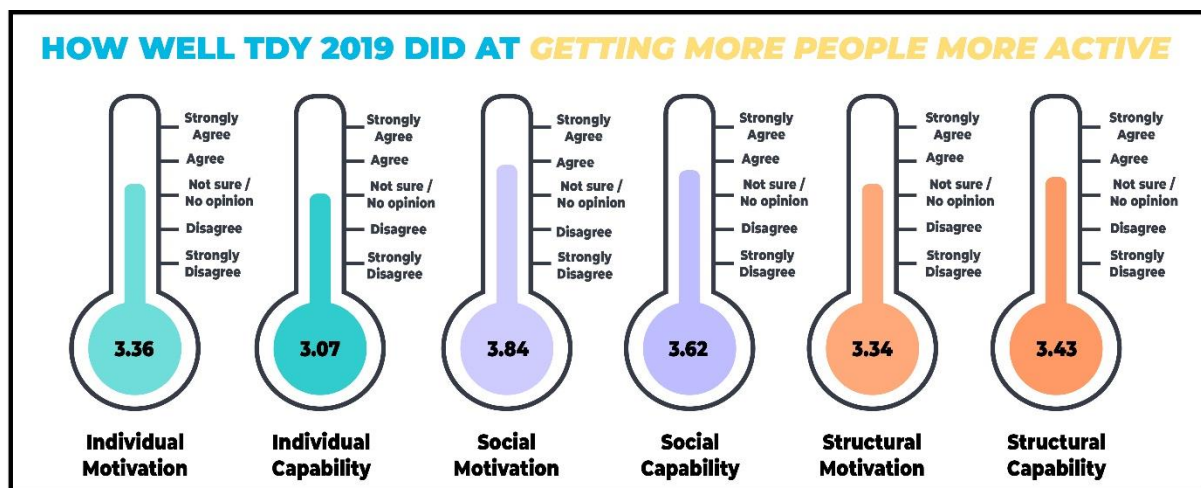
- (i) On the day **resident social impact survey** of 312 residents with questions designed to assess their opinion on the impact of the TdY on personal well-being, sense of community spirit, and civic pride. Responses were scored in order to develop barometer measures which could be compared with last year's event.
- (ii) QR code **physical activity postcard/online survey** with 54 participants requiring residents to score how well the TdY did in having an impact on their levels of physical activity.
- (iii) **Visitor books** for participants **and formative and summative interviews** with community event organisers to identify opinion on the impact of 4 microgrant interventions.
- (iv) **Formative and summative interviews** with 6 local businesses to develop understanding of the perspectives and capacity of local businesses around their engagement in the TdY.
- (v) **Phone interviews** with 6 community champions from Stainforth, Mexborough and Conisbrough to identify opinion on any lasting impacts of the last year's TdY.

What we learned: a dozen key findings

The research resulted in some very useful insight that can inform the design of future sports events and related activities aimed at increasing local engagement and physical activity levels. Twelve of the key findings are summarised here, with detailed recommendations provided in the main report.

1. Limited impact of TdY on physical activity levels

The findings clearly suggest that the impacts of the TdY on increasing physical activity levels around the event are still limited, as indicated in the barometer scores below.



2. Engagement and physical activity connected

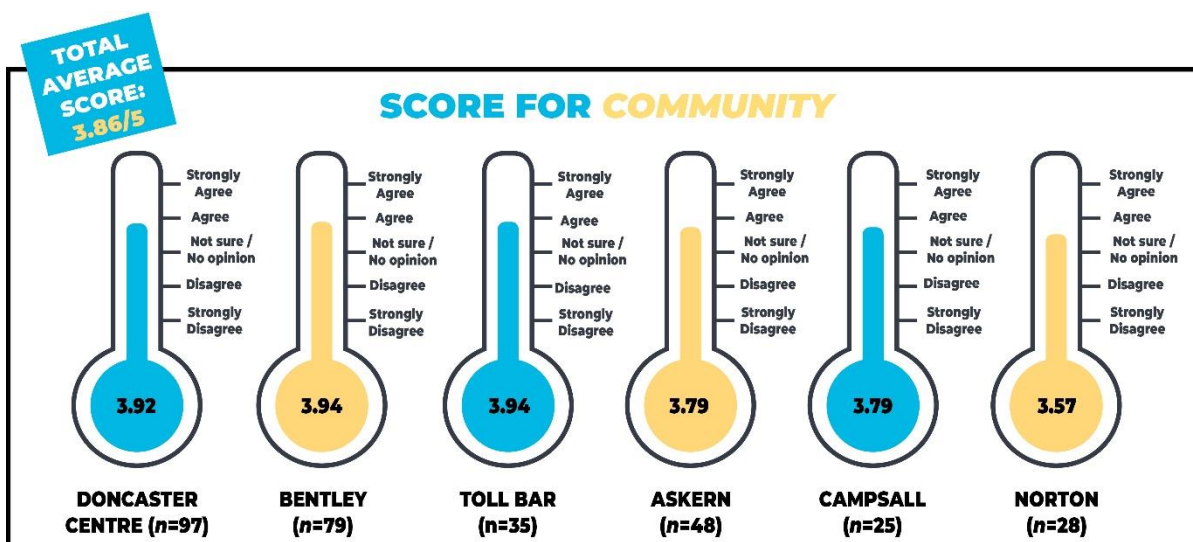
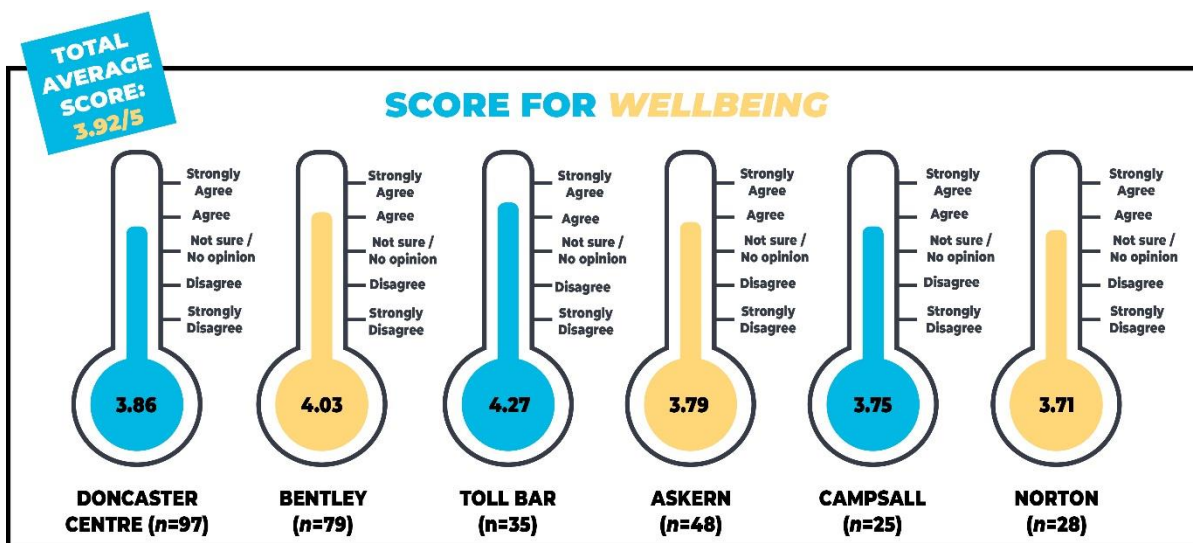
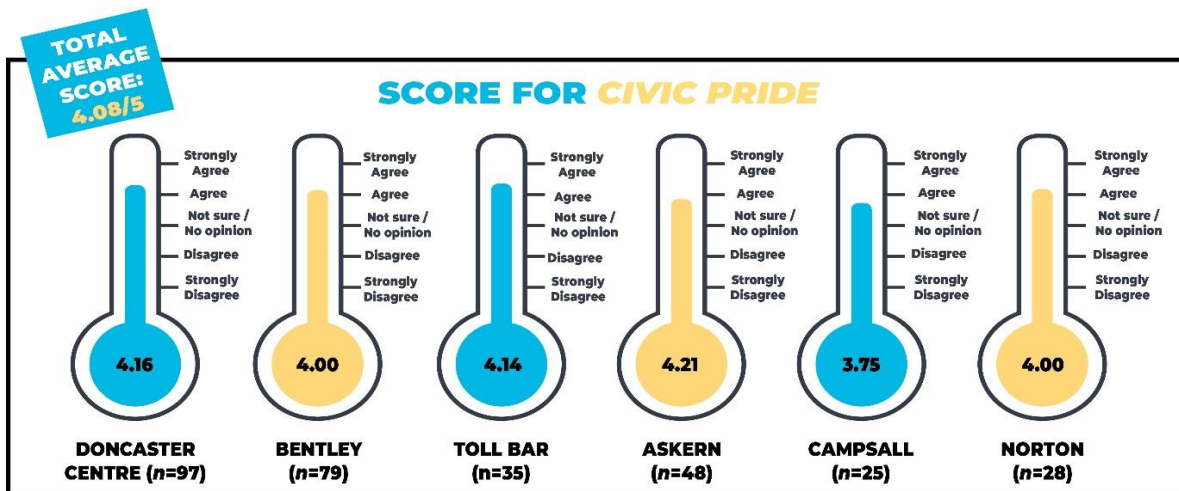
The TdY event has been very successful in creating a **social buzz and opportunities for community engagement** which was identified as an important **prerequisite** for increasing individuals 'social capability' and 'individual motivation' **to become more physically active**. In this context, the sporting aspect of the TdY is generally peripheral, with resident engagement focused around community celebration, food and drink, and passive participation. Whilst extremely important for 'personal wellbeing', 'civic pride' and 'community spirit' a greater emphasis on physical activity is required to harness the event to encourage communities to become more active. A key recommendation is to use the social engagement, which seems a 'given', to create spontaneous individual - or sequential - engagements with physical activity. In support of this, the good news is that social engagement is a driver for both social and physical activity engagement'.

3. Social glue and community buzz

The TdY provided a focal point for personal socialisation within the community and creating a sense of belonging – or **social glue** – that can usefully be used to contribute to wellbeing and further engagement in community activities, including new opportunities for physical activity. Future interventions and sports events should aim to more strategically connect the social buzz and community engagement created to interventions for socially oriented opportunities to increase physical activity levels. Furthermore, the **spark** and momentum generated by the TdY should be more effectively nurtured in this respect and a more strategic approach taken to '**handing over the baton**' from one event to the next

4. Well-being, civic pride and community spirit impacts

As with the TdY 2018, this year's TdY 2019 has clearly been embraced by the local community of Doncaster as illustrated by the resident survey finding of **93% of respondents very positive or positive about the event**. The findings and resident survey barometer scores (see below) show that the TdY 2019 event has been successful again in having a positive impact on well-being, civic pride and community spirit.



5. Place engagement & linear events

Place of engagement refers to the finding that residents are very supportive of the TdY and want to engage, but crucially this seems to be limited to engagement within their community. It was clear from the findings that residents are less likely to watch the tour if it does not pass their community. Reasons for this include, convenience, celebration with family/friends/neighbours where they live (most important

reason), barriers such as transport/mobility, and community pride which may be strengthened because of the community identity/history, i.e. mining heritage. Therefore, even if the race was passing in the next village, residents from the neighbouring village are less likely to go and watch, even when the geographical distance is small. In this context, the significance of TdY being a **linear event** has been particularly apparent in the findings for this research as it has allowed it to reach a wide range of local communities on their own doorsteps.

6. Microgrant success

The microgrant scheme aimed at providing small-scale practical and financial support to community groups to support TdY related events has been a great success with supporting the engagement of community event organisers and other target groups in the TdY. In particular, it was found that a small amount of investment and a pragmatic approach to addressing social and physical barriers facing older people and others with physical access issues had been a great success. These measures and community events also provide a great opportunity for older people to connect with their local community through intergenerational activities and address isolation and loneliness issues.

The interventions assessed also demonstrated that the scheme supported community groups/services to engage 'new faces' and raise awareness of their activities. However, there was limited success in using the microgrants as a vehicle to directly get communities more physically active.

7. Personal touch

Personal touch refers to the efforts particularly of the Leisure Service's Business Development Manager (Andy Maddox) and Contract and Event Officer (Darren Simpson) to make the microgrant scheme accessible to community groups. Put simply, if it had been operated as a faceless online process it would likely have failed.

8. Community champions and providers

In line with research findings from TdY 2018, community champions and providers within communities have been found to be at the heart of enabling the level of success and community engagement that has been achieved again during 2019. These volunteers and dedicated staff need to be further nurtured to deliver and scale-up their activities, and to link with other community champions and providers in different communities in Doncaster in order to encourage collaboration. During the event it was observed that the TdY brought groups together who would not immediately be associated with each other demonstrating there are a number of spinoff benefits. Participants also highlighted some practical advantages and disadvantages with relying on volunteers to deliver events.

9. Diversity within youth: youth subcultures/tribes

Our interviews with key informants identified that there is a need to avoid a 'tick box' approach to engaging young people (aged 14-25) and tailor-make aspects of the event and opportunities for physical activity to appeal to different social groups of young adults. There is great diversity within youth and its various subcultures, sometimes referred to as 'tribes' or 'personality types', that need to be understood when delivering events and interventions aimed at engaging this sector of society. Taking this into account, recommendations included that future stages of TdY and Rugby League World Cup should work with local youth providers such as Expect Youth, Doncaster Youth Council and Doncaster College to take this diversity into account when designing and delivering interventions aimed at increasing their engagement in these events and creating opportunities for increased physical activity.

10. Business motivations and expectations

The main priorities for business engagement in the TdY are a combination of commercial and community-motivated impacts – and occasionally these interests might conflict on the day. It was also identified that, despite considerable improvements in communication between local businesses and DMBC around the

TdY event this year, there is still a need to raise awareness and manage expectations of local business regarding the TdY.

11. Diversity within cycling

Findings from the 2018 and 2019 TdY studies show that in general residents do not view the TdY within a cycling/sport/physical activity context. Instead, the TdY appears to be strongly recognised and welcomed as an inclusive opportunity and spectacle for community celebration and social engagement. As such, the relationship between the TdY and resident cycling activity appears limited to: (a) Residents who are already keen cyclists and therefore welcome and celebrate that a high-profile cycling event is taking place within their community. And; (b) the small number of residents who are encouraged to dust off the bike from the shed or take their bike to a shop for a service following their engagement with the race.

Recommendations include addressing 'the image problem' of cycling and further using the TdY as an opportunity to showcase cycling in its different forms e.g. road and off-road cycling, cyclocross, track cycling, BMX, trials, bike polo etc. among others, to help broaden the appeal of the event. Such activities should make full use of new facilities such as the Dome circuit and other local facilities during these events.

12. New social impact indicators

Research findings from local businesses and event organisers about the impact of the TdY identified a number of new priorities from their perspective which could be developed as new social impact indicators for future major sporting events:

- **New perceptions (of Doncaster):** Number of residents/visitors who agree (with appropriate Likert scale) that the TdY/RLWC has a positive impact on how Doncaster is perceived as a place to live, work and visit
- **New faces/contacts:** Number of new faces/contacts made by community projects and event organisers as a result of their engagement with a specific sporting event
- **New likes/social media:** Impact of TdY/RLWC on volume/type/fit of media coverage (focus as appropriate)
- **New business/footfall:** Value of new business generated by future stages of TdY and RLWC events (identified via a business survey)

See below for a visual summary of these main findings about the social impacts of the TdY 2019

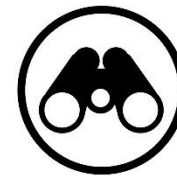
KEY FINDINGS



PLACE ENGAGEMENT
'LOCATION IS KEY FOR
ENGAGEMENT'



PHYSICAL ACTIVITY
IMPACTS



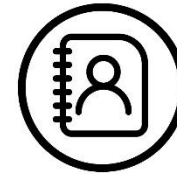
NEW PERCEPTIONS (OF
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LINEAR EVENT VS
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SOCIAL GLUE



NEW FACES/ CONTACTS



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MICROGRANTS



NEW LIKES/SOCIAL
MEDIA



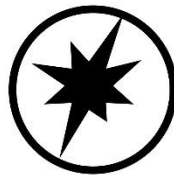
COMMUNITY 'BUZZ'



PERSONAL TOUCH



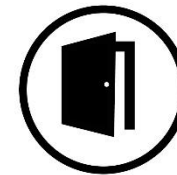
COMMUNITY
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SPARK FOR
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CASUAL EVENT
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WELL-BEING, CIVIC
PRIDE & COMMUNITY
SPIRIT IMPACTS



BUSINESS
MOTIVATIONS &
EXPECTATIONS



OLDER PEOPLE &
INTERGENERATIONAL
OPPORTUNITIES

1. Introduction

Navigating this Report

This report is divided into six sections which are outlined below to help you find the information you need:

- (i) **Introduction:** outlines the objectives of both the 2018 TdY social impact assessment research (*Maximising Local Benefits from the Tour de Yorkshire in Doncaster*) and this year's 2019 continuation research (*Exploring Practice on How to Maximise the Local Benefits from the Tour de Yorkshire in Doncaster*). This section also contains information on our sample communities and provides a context map to help illustrate the connections between this research and the wider research and policy context.
- (ii) **Our Approach:** outlines the key theoretical frameworks that we have used and our methodological approach to data collection
- (iii) **Findings:** outlines our findings for the assessment of micro-grant pilot interventions and lessons learned about how to increase the engagement of key target groups, namely older people/people with physical disabilities, young people and local businesses. It also includes findings on the resident social impact assessment survey, micro-grant evaluation forms, phone interviews with communities along the previous 2018 Tour de Yorkshire route and the QR code on-line survey on the impact of the TdY event on people's physical activity levels.
- (iv) **Conclusions and Recommendations:** interprets and analyses the key findings and provides recommendations for how future major sporting events and further pilot interventions in Doncaster can be designed/implemented in practice to maximise local benefits/engagement and increase physical activity levels.
- (v) **Lessons Learned About Our Methodology:** reflects on the lessons learned with our approach to social impact and intervention assessment. This section includes recommendations for future monitoring of social and physical activity impacts of major sport events
- (vi) **Next Steps:** suggests future action for applying the lessons learned from this research into the co-creative planning process planned for the future stages of TdY and Rugby League World Cup 2021.

Tour de Yorkshire 2018 Social Impact Research

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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Doncaster Metropolitan Borough Council (DMBC) commissioned Leeds Beckett University to carry out a previous social impact assessment for their section of the 2018 Tour de Yorkshire (TdY) route through their status as a Sport England Local Delivery Pilot (LDP). 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, and levels of resident physical activity. The TdY 2018 race was used 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, used here 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.

For this research we piloted an innovative social impact assessment (SIA) methodology for assessing the qualitative impacts of the event. It was successful in building our understanding of the social impacts (in particular in terms of sense of community spirit, wellbeing and civic pride) of the Tour de Yorkshire in Doncaster, and the extent to which it acts as a catalyst to increase physical activity levels and address the decay curve. As part of this approach, we used the SIA four-stage framework as a general theory of change/learning process and integrated a number of relevant theoretical frameworks to inform our understanding of the social impacts and provide more specific theories of change.

Our research was successful in identifying baseline social impact measures, influencers affecting physical activity, key target groups, factors affecting the nature of community engagement in this major sporting event. We used these findings to shape recommendations for the design of practical management interventions for DMBC and partner stakeholders to pilot with the aim of maximising local benefits from the TdY. Several of these interventions were piloted during the 2019 Tour de Yorkshire event to see what works in practice to increase the engagement of the local community (in particular from target groups identified) in this event and physical activity. See *Appendix A ‘We learned. We did’* for a summary of the interventions piloted by DMBC following the 2018 TDY research.

Tour de Yorkshire 2019 Continuation Research



TdY 2019 Start Doncaster Wool Market

The overarching **purpose of this new research** reported on here was to build on the learning and achievements from this previous TdY 2018 research, and the interventions piloted during the TdY 2019. The aim was to further enhance key stakeholders’ understanding about how in practice they can work together and innovate to maximise the local community benefits and increase physical activity resulting from the events that they deliver. In addition, it assessed the social impacts of this year’s race on a selection of the communities

along the new route to compare with the findings from last year's social impact assessment.

This continuation research consisted of four key activities. Firstly, an assessment of a sample of the pilot interventions implemented by DMBC Leisure Services events team in light of the recommendations from the previous TdY 2018 social impact research. The selection of interventions included a new community micro-grant scheme and funded activities aimed at increasing community engagement, in particular of four specific target groups, namely older people/people with physical disabilities, community event organisers, local businesses and young people.

Secondly, a resident survey (using the same methodology as last year) was carried out with a selection of communities on the new 2019 route to assess their perceptions of the impact of the TdY event on sense of community spirit, wellbeing and civic pride.

Thirdly, a QR code on-line survey was carried out to assess the impact of the TdY event on people's physical activity levels. The survey questions applied the influencer behaviour change framework (as with the 2018 TdY research) to assess how well the TdY 2019 event addressed each of six areas of influence (see Section 2 'Our Approach' for further details).

Fourthly, a small number of phone interviews were conducted with community 'gatekeepers' and event organisers from a sample of the previous communities engaged in the TdY2018, namely Stainforth, Conisbrough and Mexborough. The purpose of these interviews was to get feedback on their communities' engagement in the TdY2019 event in light of them not being featured on the race route this year.

Local Context Map

This research links with a wide range of other existing related research activities and work streams associated with Get Doncaster Moving and the LDP Evaluation Group such as: the local survey and community research being led by Sheffield Hallam University, EXPECT Youth Programme, Active Lives Survey, physical activity systems mapping led by Nick Cavill Associates, Sport England investments, and other physical activity and events work being led by DMBC.

In particular, this research aims to contribute to the Doncaster LDP vision to *'utilise physical activity and sport to contribute to our inclusive economic growth ambitions and explore how it can support our residents to benefit from Doncaster's aspirations across all of its communities'*.

The context map illustrated in Figure 1 over-page provides a visual overview of the national and local policy and providers, target groups and impact research and monitoring frameworks shape the local context for this continuation research.

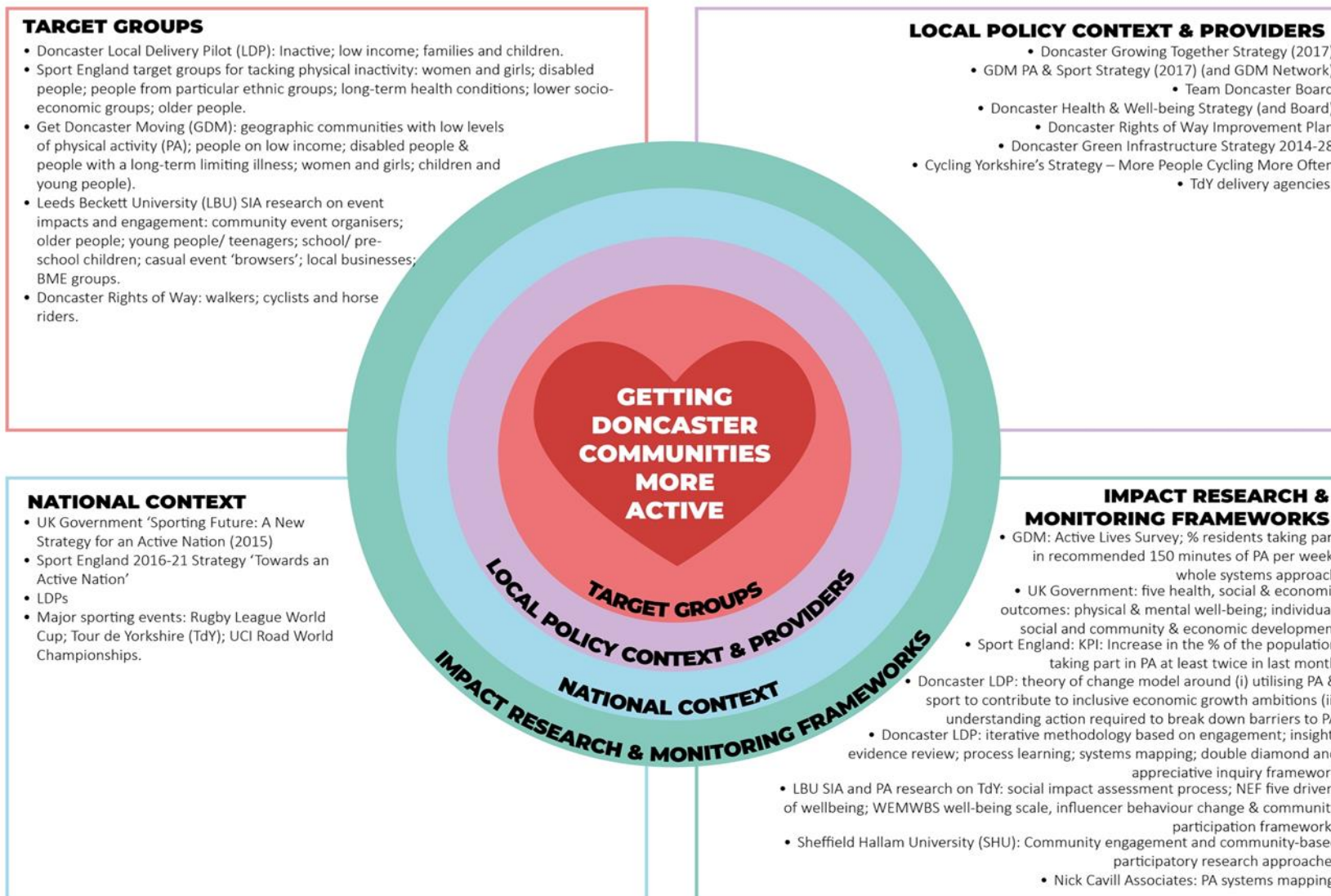


Figure 1. Tour de Yorkshire 2019 Context Map

Our Sample

Six communities on the 2019 TdY race route were selected as the focus for this continuation research, namely Doncaster Centre, Bentley, Toll Bar, Askern, Campsall and Norton. These were selected based on providing us with a sample that included businesses, pilot interventions aimed at specific target groups and communities (with a range of age, gender and ethnicity) from both the centre of Doncaster and the main population centres along the route. Figure 2 illustrates Stage 1 of the TdY race route which included Doncaster communities.

Bentley ('Town End') is a former mining village which lies on the River Don. Bentley Colliery closed in December 1993 and is now replaced by Bentley Park (opened in 1911) and Pavilion (opened 1931) which is a beautiful park and community venue for a wide range of activities. Bentley is now a residential area with a number of small businesses and industrial units, and a small shopping area. Both Bentley and its neighbouring community at Toll Bar were badly affected by the terrible floods in June 2007.

Toll Bar is also a former mining community with a strong sense of community centred around the school, rugby club, and TARA resident's association.

Close by, Askern has a history as an old spa town evident by a beautiful lake at its centre. The community then turned to mining whilst the colliery was in operation. Today it is still a closely knit residential area with a small number of local services and businesses.

Finally, Norton and Campsall, are associated with the former estate of Campsall Hall. There is the old village that is now a commuter village, and a more recent residential estate of council housing built in the 1950s and 1960s.



Figure 2. Tour de Yorkshire Stage 1 Route

In addition, our research aimed to build on our findings from the TdY 2018 which identified seven target groups illustrated in Figure 3 which would benefit from additional interventions to support their engagement in the Tour de Yorkshire. In particular, the pilot interventions that we were assessing focused on older people/those with access issues, community event organisers and local businesses. We also aimed to gather data from young people/teenagers.

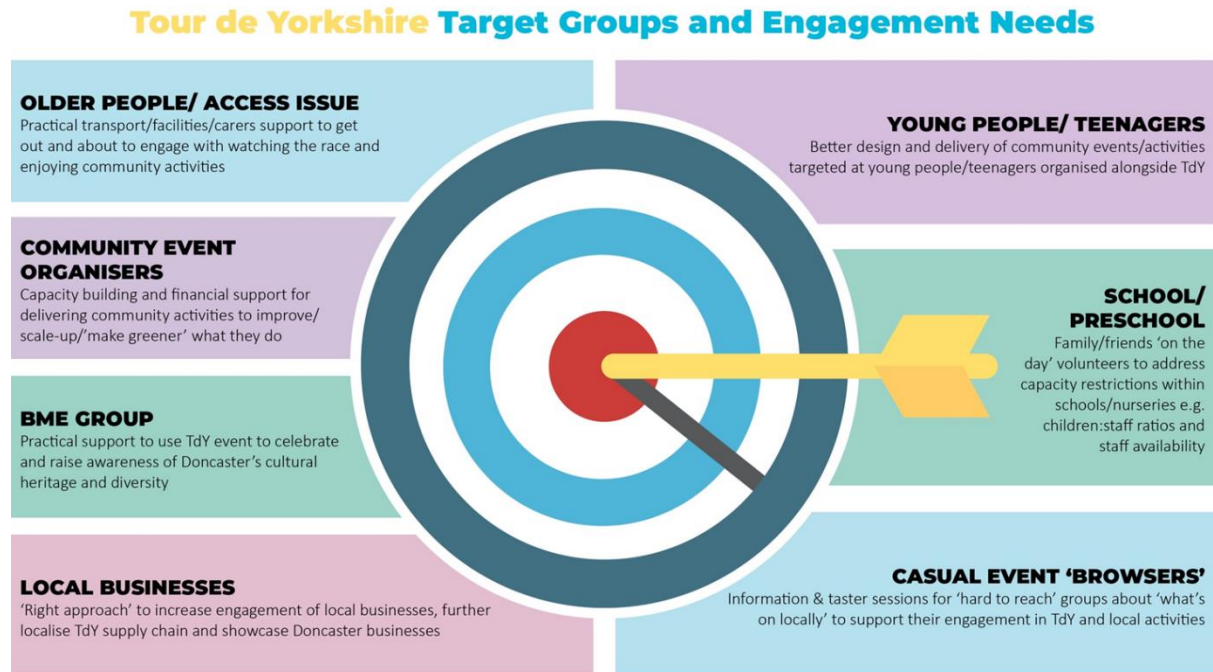


Figure 3. Tour de Yorkshire Target Groups & Engagement Needs

2. Our Approach: theory & concepts

Building on our learning from the previous research, we designed this continuation research process, surveys and intervention assessments with some useful concepts and theoretical frameworks in mind. These have been used to shape our framework for assessing the interventions, and to help us identify indicators, or measures, for the qualitative social impacts we needed to measure. We outline these concepts and theoretical frameworks below.

Theory of Change

To use the term generally, a ‘theory of change’ explains how activities are understood to produce a series of results that contribute to achieving the final intended impacts (in this case increased physical activity and local benefits from major sports events). It can be developed for any level of intervention – an event, a project, a programme, a policy or an organization. Often this process of change is represented as a log frame matrix or results chain which shows a series of boxes from inputs to outputs, outcomes and impacts. However, note there is a need for caution with this approach to illustrating findings which can oversimplify complex causal relationships. Other times a theory of change is defined more narrowly and used to refer to specific types of representations/mechanisms for change that provide more detail about different levels of change, different actors and different causal pathways related to a specific type of impact or issue.

Our research approach aimed to develop ‘conceptual theories’/understanding about how change comes about and how the interventions can trigger the change drawing upon a wide range of information, for example perspectives of staff, managers, partners and community members about the impact of the Tour de Yorkshire and how the pilot interventions work, or fails to work.

The value of using a theory of change for this impact evaluation research is that it can help to develop a broader understanding of key issues around physical inactivity and the social impacts of events – helping to understand the current situation (in terms of needs and opportunities), the intended situation and what needs to be done to move from one to the other. In addition, it can help shape the data that needs to be collected and how it should be analysed, as well as a framework for reporting.

Social Impacts

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 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

Figure 4. Definition of social impacts

Social Impact Assessment (SIA) Framework

As with our previous research on the TdY 2018, our methodology for this continuation research adapted the **Social Impact Assessment (SIA)** as a general theory of change and framework for the research.¹

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”* (Vanclay et al., 2015, p1)

Carrying out an SIA in practice is essentially a learning and iterative process comprising the following four sequential but overlapping phases which we used to structure our assessment of the social impacts and selected pilot interventions of the TDY 2019 event:

1. Scope/ understand the issues
2. Predict, analyse and assess the likely impacts
3. Develop impact management strategies
4. Develop impact management strategies

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

Social Impact Indicators

This research used the same indicators for assessing social impacts as the 2018 TdY research for this year's resident survey on different communities on the new route— specifically around the impacts of the TdY event on resident mental wellbeing, sense of civic pride and sense of community spirit which are elaborated on here.

Indicators for mental wellbeing

The 'on the day' resident survey questions used an adapted version of the **WEMWBS – Warwick-Edinburgh Mental Well-being Scale** as indicators for monitoring the impact of the TdY on mental wellbeing. 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 were all worded positively and cover both feeling and functioning aspects of mental wellbeing.

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.

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.

Influencer Behavioural Change Framework

For this continuation research we further integrated the **Influencer Behavioural Change Framework** into the four stages of our SIA process as a more specific theory of change used to assess the sample of pilot community engagement interventions included for this research and the impact of the event on getting local residents more active.²

This framework was applied to help us analyse the impact of the event and pilot interventions on the six zones of influence identified in this framework which can affect people's ability and motivation to engage in specific vital behaviours, illustrated below in Figure 5:

² Note this framework represents a simplification of the Social Ecological Model (SEM) that has commonly been used to develop public health initiatives.

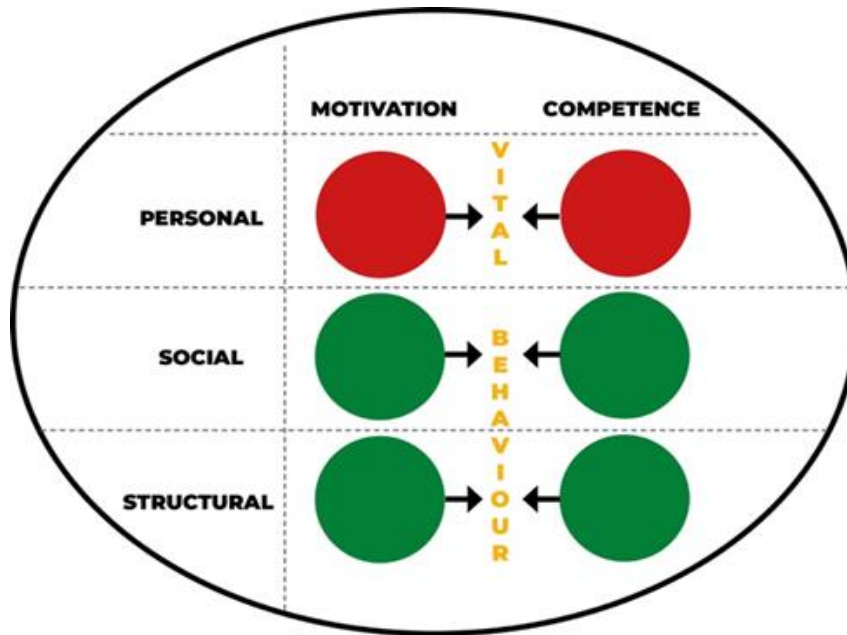


Figure 5. Six zones of Influencer Behaviour Change Framework

We continued with a translational approach to help assess community-based interventions and perceptions of the impact of the TdY event 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.

3. Methodology

Figure 7 over page provides a summary of the four phases of the SIA and how we collected and analysed data/information. This research used eight main methods of data collection which are summarised below:

On the day resident social impact survey

312 residents took part in a social impact survey with questions designed to assess perceptions of the impact of the TdY event on indicators related to the WEMWBS mental wellbeing framework. Responses were scored in order to develop barometer measures showing the impact of the event on civic pride, community spirit and wellbeing. These scores could then be compared with last year's social impact scores for the sample communities on the TdY route for 2018. See the SIA questionnaire in *Appendix B*.

QR code physical activity postcard/online survey



54 residents took part in a postcard/online survey which included six questions related to a scoring card system (see Figure 6) requiring individuals to comment on “how well their locality is doing” in each of the six domains which can have an impact of the event on individual’s physical activity engagement levels. This used the influencer framework of behaviour change, based on six zones of concurrent influence, (see Figure 5) which was then used to shape recommendations for future interventions that take into account the most influential factors, their optimised sequences

and the most powerful actions within each domain of influence.

Figure 6: Influencer Framework Scoring Card

For you, locally, how well did the Tour de Yorkshire.....

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

For you, circle the theme (numbered 1 to 6 above) that is MOST important in helping you to be more active

1	2	3	4	5	6
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Can you say a little more about why this is?-----

Visitor books for qualitative assessment of four pilot micro-grant interventions

Visitor books were used to collect participant and community event organisers perspectives on the impact of four pilot micro-grant interventions on engagement with the Tour de Yorkshire. They were an inclusive accessible method of collecting data from participants about their event experience without intruding on their participation. Visitor books were used to record attendee comments on the day on the following three aspects which were then analysed using thematic content analysis:

- *What does experiencing the Tour de Yorkshire in (location) mean to you personally?*
- *What do you think the Tour de Yorkshire means to your community?*
- *How has the (specific event in location) helped you to be a part of the Tour de Yorkshire?*

Formative (i.e. prior to the event) & summative (i.e. post event) on-site interviews with micro-grant providers

Interviews before and after the event were held with local event organisers involved in the delivery of four pilot interventions designed to increase the engagement of local communities in the TdY event. See Appendix C for interview questions. These visits and semi-structured, informal interviews aimed to:

- Familiarise the team with the practical design of interventions and people involved

- Identify intervention-specific social impact indicators and vital actions/behaviours (linked to Influencer Behavioural Change Framework) that can be used to monitor the social impacts of each intervention.
- Assess what works in practice in terms of the practical design/deliver of the interventions
- Assess perceptions and impacts of the TdY post event

Analysis of micro-grant evaluation forms

Selected questions on the feedback forms from all successful applicants (18) and the scheme’s monitoring report³ completed by DMBC were analysed to assess nature of activities funded, demographics of those benefitting, impacts of the activities, and strengths and areas for improvement in the practical design/delivery of this small funding scheme.

Formative (i.e. prior to the event) & summative (i.e. post event) interviews with local businesses

Interviews were conducted with 6 local businesses before, during and after the TdY 2019 event to develop our understanding of the perspectives and capacity of local businesses around their engagement with the event, and the nature of impact of this year’s event on their business and the wider community. See *Appendix C* interview questions for local businesses.

Instagram storytelling with young people

The research team worked with Doncaster College to engage a small group of young people in an Instagram storytelling method on the TdY start event. Prior to attending, they were briefed by our team re ethical considerations and what we are hoping they will capture in photographs as they attended activities in the town centre. After the event, the plan (which unfortunately didn’t happen) was that they would share their photos in a focus group and discuss their experiences/views about the impact of the TdY event on young people.

Note that, in light of this limited engagement with young people on this occasion, the team also conducted a small number of key informant interviews with local youth providers in Doncaster to help shape our recommendations for future research activities with this target group.

Phone interviews with community event organisers/champions from TdY 2018

Phone interviews with 6 community event organisers/champions from Stainforth, Mexborough and Conisbrough were carried out to identify opinion on any long lasting impacts from last year’s event, as well as their perceptions about the nature and levels of their communities’ engagement with the TdY 2019 event in light of them not being on the race route this year. See *Appendix D* for the phone interview questions.

³ DMBC & Get Doncaster Moving (2019) Tour de Yorkshire 2019: Get Doncaster Cycling Micro grant Scheme Monitoring Report

1. Scope/ understand the issues

(i) **Desk-based research** related to understanding the local context & production of a summary context map

(ii) **Selected target communities** along the Tour de Yorkshire route and targeted micro-grant interventions

(iii) **Formative interviews with 4 pilot micro-grant interventions** about their aspirations & engagement in the TdY event.

(iv) **Formative interviews with local businesses & youth providers** re their aspirations & engagement in the TdY event

2. Predict, analyse and assess the likely impacts

(i) **On the day event social impact survey of 312** respondents to assess/'measure' resident perceptions of the impacts of the TdY on wellbeing, civic pride & community spirit

(ii) **Formative & summative interviews with 4 pilot micro-grant interventions** about nature and measurement of impacts of the TdY and the effectiveness of their funded activities

(iii) **Analysis of 4 visitor books, 18 micro-grant evaluation forms & report** to assess the scheme and pilot interventions

(iv) **Formative & summative interviews with 6 local businesses** re measurement & impacts of the TdY and their engagement in the event.

(v) **Instagram storytelling with young people** re their engagement in the TdY (not completed)

(vi) **QR code survey** with 54 participants to identify resident perceptions of the impact of TdY on physical activity levels

(vii) **Phone interviews with 6 TdY 2018 community champions** to assess engagement in TdY 2019

3. Develop impact management strategies

(i) Analysed findings to produce a **baseline measure** of the main types of social impacts resulting from the TdY (to compare with TdY 2018 results)

(ii) Analysed findings to make **practical recommendations for future interventions** aimed at maximising the social benefits/legacy of the TdY on local communities (including specific target groups) and increasing physical activity levels off the back of major sporting events

(iii) **Assessment of our research methods** in order to learn lessons and inform future impact assessment work

4. Design impact monitoring

(i) Identified further **social indicators and data collection methods** for monitoring social & physical activity impacts of future TdY and sport events in Doncaster.

Figure 7 How we collected and analysed the information for the TdY 2019 pilot interventions and social impact assessments

4. Findings

In this section of the report we outline our findings for the assessment of micro-grant pilot interventions and lessons learned about how to increase the engagement of key target groups, namely older people/people with physical disabilities, young people and local businesses. It also includes findings on the resident social impact assessment survey, micro-grant evaluation forms and the phone interviews with communities along the previous 2018 Tour de Yorkshire route.

Resident social impact survey

The following tables (Tables 1-5) and graphs (Figures 8 & 9) provide overview demographic data about the 2019 survey respondents. In total, 312 residents participated in the 2019 survey. It should be noted that no attempt was made to stratify the sample according to resident population due to the limitations of the on-the-day survey approach. Therefore, the data reflects the convenience sampling approach used and the following information should be viewed as contextual as it is not possible to draw comparisons between the communities. However, sufficient responses were gathered from each community to provide detailed insight and additional surveys were conducted within the three communities where interventions were being monitored (Askern, Bentley and Toll Bar).

Who participated?

Table 1: Residential area for participants completing the Social Impacts survey.

	Doncaster Centre	Bentley	Toll Bar	Askern	Campsall	Norton	Total
Number of Participants	97	79	35	48	25	28	312

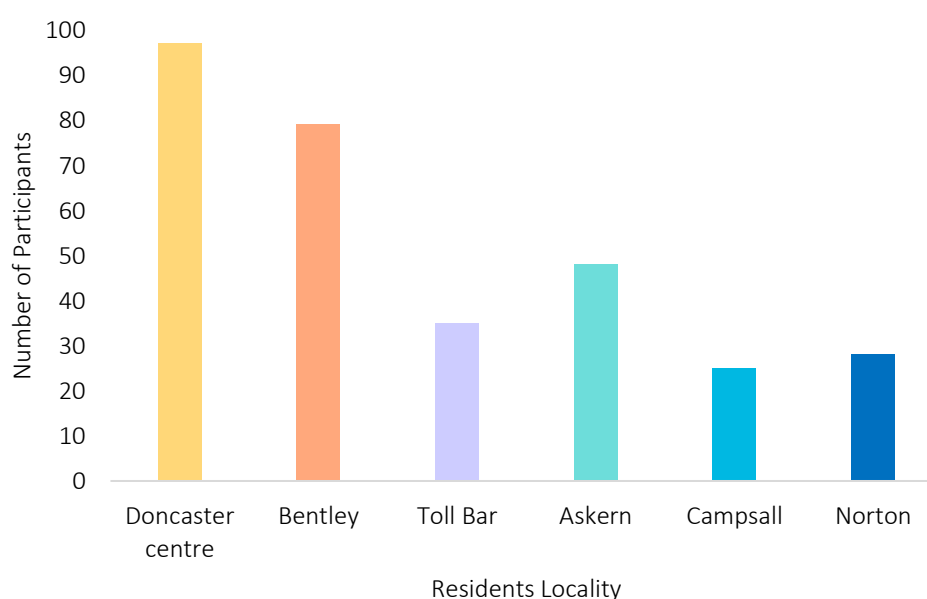


Figure 8: Residential area for participants completing the Social Impacts survey.

Respondent Gender

Table 2: Gender of participants completing the Social Impacts survey.

Age Category	Doncaster Centre	Bentley	Toll Bar	Askern	Campsall	Norton	Total
Males	39	22	12	21	7	8	109
Females	58	56	23	27	18	20	202

Respondent age

Table 3: Age of participants completing Social Impacts survey, stratified by locality.

Age Category	Doncaster Centre	Bentley	Toll Bar	Askern	Campsall	Norton	Total
16-24	11	6	3	6	1	0	27
25-44	37	21	10	11	9	3	91
45-54	23	11	8	9	2	9	62
55-64	15	18	9	7	3	8	60
65-84	10	22	4	15	10	8	69
85+	1	1	1	0	0	0	3

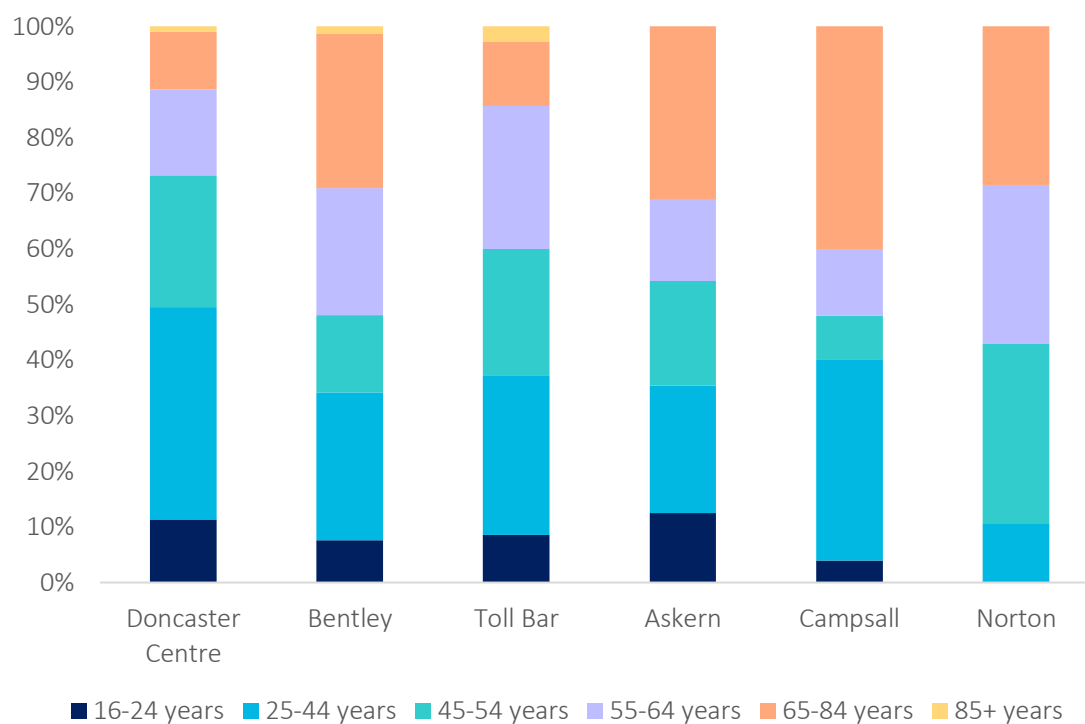


Figure 9: Age categories, stratified by locality.

Respondent employment status

Table 4: Employment status of participants completing the Social Impacts survey.

Job Code	Doncaster Centre	Bentley	Toll Bar	Askern	Campsall	Norton	Total
Employed Full-Time	44	19	7	13	3	8	94
Employed Part-Time	10	14	6	10	9	2	51
Self-Employed	3	4	3	1	0	5	11
Full-Time Education	9	3	6	3	0	0	24
Retired	15	2	2	1	11	12	25
Look After Family/ Home	13	29	9	16	2	1	90
Unemployed	3	8	2	4	0	0	17

Respondent ethnicity

Table 5: Ethnicity of participants completing the Social Impacts survey.

Ethnicity	Doncaster Centre	Bentley	Toll Bar	Askern	Campsall	Norton	Total
White	85	74	31	47	24	27	289
Mixed	1	0	1	0	1	0	3
Asian/British Asian	5	2	0	1	0	0	8
Black/black British	4	2	0	0	0	1	7
Chinese	1	0	1	0	0	0	2

Overall experience of the TdY

To understand resident opinion of the TdY respondents were asked to score their overall experience. Figure 10 shows that 93% of respondents were very positive or positive about the TdY, matching the 2018 survey response for the same question in six different communities. This demonstrates that the TdY is viewed positively by residents, with only 1% of respondents viewing the event negatively.

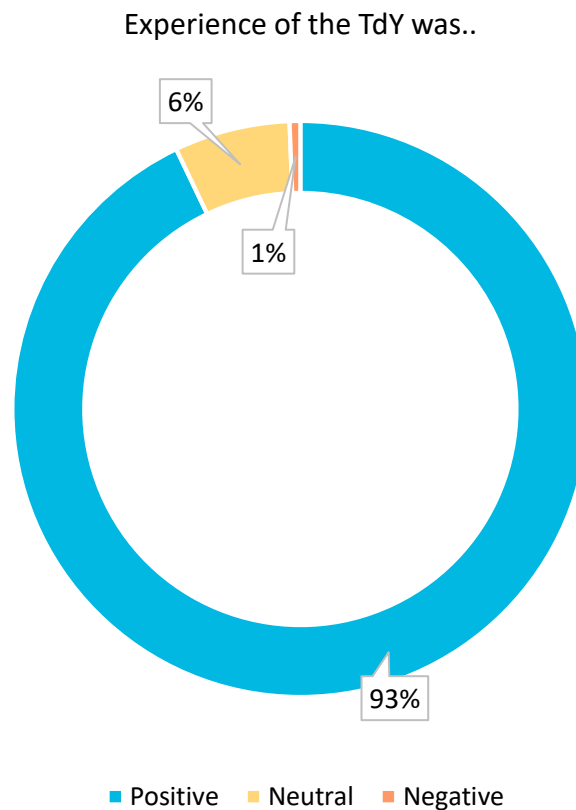


Figure 10: Percentage of participants that stated their overall experience of the TdY was positive, neutral or negative (n=306).

To understand why residents are positive about the event, respondents were asked to explain their answers. Table 6 below provides a summary of the themes identified.

Table 6: Summary themes of overall TdY experience

Overall experience themes					
Askern	Bentley	Campsall	Doncaster Centre	Norton	Toll Bar
Community Buzz / Happiness / Positivity	Community Buzz / Happiness / Positivity	Community Buzz / Happiness / Positivity	Community Buzz/ Happiness / Positivity	Community Buzz/ Happiness / Positivity	Community Buzz/ Happiness / Positivity
Pride / Place promotion		Pride / Place promotion	Pride / Place promotion		
Togetherness	Togetherness	Togetherness	Togetherness		

The theme of ***‘Community Buzz/ Happiness / Positivity’*** was found to be universal across the communities. Additional themes of ***‘Pride/Place promotion’*** and ***‘Togetherness’*** were also identified. These latter themes match identical themes found within the Civic pride and Community Spirit barometer measures and are not discussed here. By contrast, the theme of ***‘Community Buzz/ Happiness/Positivity’*** was found to encapsulate broader wellbeing perspectives but with a focus on happiness and the TdY simply being a great event. The following examples illustrate this perspective:

‘Above and beyond my expectations’

‘Absolutely brilliant, want to keep it going every year’

‘Good example for the community and kids’

‘It was good to instigate a tradition that people come together on a regular basis’

‘Because it is something you don’t see every day’

‘Just such a nice thing to have’

From these comments it appears that the positive, novel nature of the event, together with its inclusive nature of passing through different communities, appeals to residents because it provides a focal point for residents to get together and celebrate. The following barometer score findings and discussion sections examine these broader perspectives in greater detail and specifically in relation to personal wellbeing, civic pride and community spirit. Combined, they provide detailed insight into the resident-TdY experience.

Impact of Tour de Yorkshire on mental wellbeing

Figure 11 presents the personal wellbeing barometer scores for the six communities identified through the findings from the resident-to-resident survey (**total 312 residents**). The scores (out of 5) were calculated as a mean of all scores for the five wellbeing variables measured on five-point Likert scales (see Table 7).

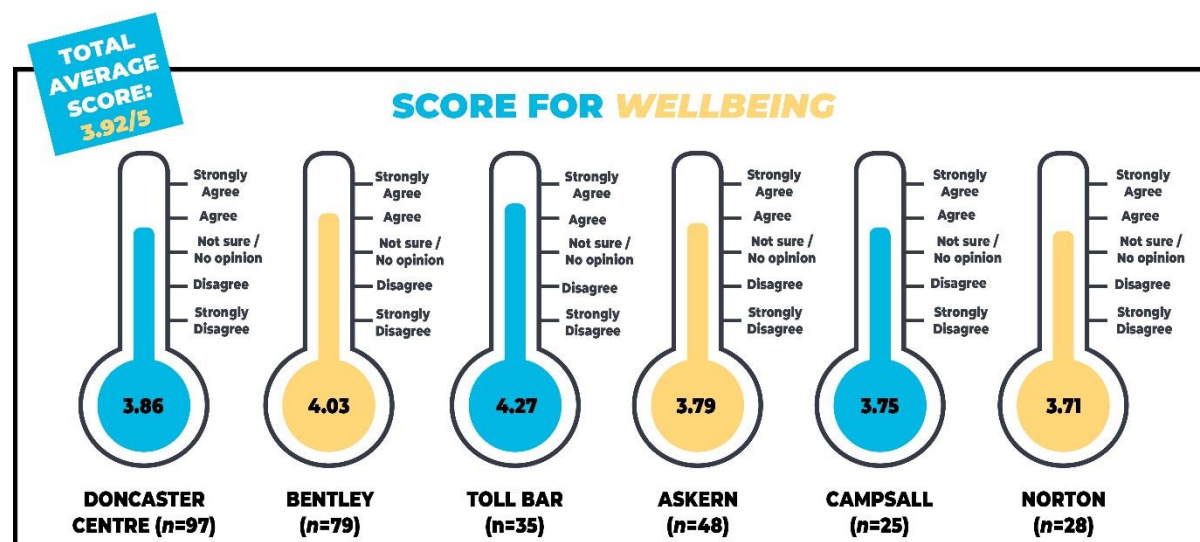


Figure 11: Barometer on Wellbeing

Table 7: Wellbeing Measures

Wellbeing	Strongly Agree	Agree	Not Sure/ No Opinion	Disagree	Strongly Disagree	M (SD)
Helped me feel optimistic about the future (n=312)	88	133	75	9	3	3.95 (0.86)
Helped me feel more relaxed (n=312)	70	137	83	17	3	3.82 (0.88)
Helped me feel good about myself (n=312)	81	134	77	15	3	3.89 (0.88)
Helped me feel close to other people (n=312)	122	145	33	7	3	4.21 (0.80)
Helped me feel more confident (n=308)	70	112	96	26	4	3.71 (0.96)

From the results shown in Figure 11 scores greater than three were recorded for all communities and wellbeing measures indicating that the TdY has a positive effect on personal wellbeing. This is reflected in the high total average score of 3.92. Whilst it is not possible to directly compare the 2019 wellbeing scores to those recorded in 2018 due to variations in the survey approach, sample, and geographical location among other factors, it should be noted that the 2019 total average and individual community scores are

higher. Identical themes within respondent comments for the 2018 and 2019 survey can also be identified, notably in relation to ‘community’, ‘optimism/motivation’ and excitement/enjoyment’.

For all the wellbeing measures (see Table 7), at least 60% of respondents stated that they strongly agreed or agreed that the TdY had a positive effect on their personal wellbeing. Whilst all communities recorded high scores, Toll Bar and Bentley recorded the highest, 4.27 and 4.03 respectively.

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 8 presents the summary themes relating to positive respondent comments regarding the relationship between the TdY and personal wellbeing/mental health. For all communities two universal themes were found: ‘community’ and ‘excitement/enjoyment’. Additional themes of ‘cycling’, ‘family’, ‘optimism/motivation’, ‘anticipation’, ‘pride’ and ‘proximity’ were also identified.

Table 8: Summary themes of positive personal wellbeing impacts

Personal wellbeing themes					
Askern	Bentley	Campsall	Doncaster Centre	Norton	Toll Bar
Community	Community	Community	Community	Community	Community
Cycling	Cycling	Cycling			Cycling
Excitement / enjoyment	Excitement / enjoyment	Excitement / enjoyment	Excitement / enjoyment	Excitement / enjoyment	Excitement / enjoyment
Family					
Optimism / Motivation	Optimism / Motivation	Optimism / Motivation	Optimism / Motivation		
Anticipation					
Pride	Pride		Pride		Pride
	Proximity	Proximity			

The themes broadly reflect the scoring of the individual wellbeing measures. For example, the highest overall score was for the statement that the TdY ‘Helped me feel close to other people’. This score is supported by respondent comments relating to ‘community’ and the ability of the TdY to bring communities together. The second universal theme was found to relate to excitement/enjoyment which

is supported by the high mean score of 3.89 for the statement that the TdY *'helped me feel good about myself'*. Similarly, 'Optimism/motivation' was found to be a theme within Askern, Bentley, Campsall and Doncaster Centre, reflecting the high mean score of 3.95 for the statement that the TdY *'helped me feel optimistic about the future'*. The following sections examine the respondent themes shown in Table 8 in greater detail.

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/communities coming together and providing a sense of belonging. Consistent with comments from the 2018 survey, this theme relates to individuals being excited about sharing the experience with others; catching up with friends, neighbours and meeting new people. However, several respondents stressed that their personal wellbeing was mainly due to the positive effect on community wellbeing as a whole. For example, ***'The strong community effort that it has created has affected me personally'*** and ***'it's about community not me personally'***. Other comments also reflect that personal wellbeing was enhanced through collective wellbeing benefits with one resident noting:

[The TdY] ***'brought the community and family together. Was great for people with poor mental health such as my auntie'***

Another commented that the community effort had opened their mind to the event:

'I didn't know anything about cycling or have any interest, this has made me want to come out and support.'

In summary, resident comments from the 2018 and 2019 survey are consistent in demonstrating the important relationship between personal and community wellbeing, and the positive effect the TDY has on both, for those that engage with the event, and particularly within their community.

Excitement and enjoyment

Excitement and enjoyment represent the second universal theme with residents highlighting the high energy, positive nature of the event which made them feel good:

'Brings and creates a lot of excitement especially as it is advertised a lot with a big build up.'

Another commented that it was:

'Nice to see people of all ages mixing in a positive way.'

Many other comments provided similar perspectives, articulating that the TdY is a positive force which creates a nice atmosphere and experience within communities with one resident stating:

'It's just nice to wander around the village when it's busy and people are excited'.

These comments further reinforce the link between personal and collective wellbeing identified within the theme of 'community'.

Optimism / Motivation

Optimism / motivation was identified as a theme within Askern, Bentley, Campsall and Doncaster Centre. As noted from the 2018 survey, the theme supports 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.

For some residents the TdY provided an empowering boost which enhanced their optimism for the future, for example ***'It makes everything seem more positive', 'It is nice to be part of a positive atmosphere where you live', and 'Something to look forward to and a positive thing for Doncaster to be involved in'***

Others described powerful emotions, for example one respondent in Doncaster said:

'It made me feel part of something and limitless in a wheelchair'.

Another in Bentley added that it had given them added motivation to overcome severe mental health barriers and leave the house:

'I am on my own and only get to craft [go to craft sessions] at Bentley Library. I suffer from anxiety and depression and don't normally go'.

Optimism resulting from positive business impacts was also identified:

'It brought extra and new custom to my business. Florist in the Wool Market.'

And:

'We are busier at work and had to get extra staff in'

Other comments showed that residents had been motivated to think about starting cycling, take up a new hobby or to try new things because of participating in the TdY. Respondents also noted that they felt more open to mixing with and talking to new people. As noted in the 2018 report, the TdY not only provides a

focal point for bringing people together but can increase levels of personal and community optimism and motivation resulting in important personal and community wellbeing benefits.

Pride

Pride was also identified as a wellbeing theme within four out of the six communities, namely Askern, Bentley, Doncaster Centre and Toll Bar. In this context, pride was found to relate to different spatial scales encompassing, individual communities, the broader Doncaster borough and Yorkshire as a county. It was also found to relate to individual identity, for example ***'I am proud to be from Yorkshire'*** but also extended to being proud of community efforts in celebrating the event: [I am proud to be] ***'involved in a world class event'***. This aspect also supports the comments residents made regarding 'community' and that their own wellbeing is closely linked to that of their community.

Cycling

Consistent with the 2018 survey, cycling was identified as a personal wellbeing theme by residents in Askern, Bentley and Campsall. Resident comments primarily highlight the motivational nature of the event to reignite or increase their personal interest in cycling, for example:

'Keen cyclist [The TdY] relit my enjoyment of the sport'

And:

'I am a cyclist, so it helps me keep fit and healthy (I cycled out to watch the event).'

[The TdY] ***Highlights the best parts of Yorkshire***

Several others commented that they were encouraged to start cycling as a result of participating in the TdY.

Family

The importance of the TdY as a family event was also notably discussed by Askern residents. This theme links with the universal theme of 'community' but highlights the importance of the TdY as an accessible multigenerational event which has significant appeal for families. This is also noted in resident comments relating to civic pride, where the TdY is seen as a special occasion not to be missed, and one which may be a once in a lifetime experience. The TdY is also a significant 'talking point' which engages residents and brings families together exemplified in comments such as:

'Family came out together, they don't normally' and 'got to see more of my family'

Others discussed how they were actively involved in the TdY through their children:

'Nice to see my children getting involved at school and getting excited for the race'

And:

[The TdY] ***'Brought custom for my daughter's stall'***

Comments such as these reinforce the finding that the TdY enhances personal wellbeing by providing an accessible occasion for communities and families to get together. This aspect was explored further within the intervention case studies and appears to be strongest when the event is celebrated within the home community, and when barriers such as transport and cost are less relevant.

Anticipation

Anticipation was also mentioned as a wellbeing theme by several residents in Askern. Although a minor theme, it suggests that as the TdY becomes more familiar to communities and more residents experience it, the TdY is becoming embedded as a cultural calendar fixture which residents look forward to, with residents commenting:

[1] **'live for these cycling events every year, glad it's so close to home'**

And:

[1] **'always look forward to watching it every year'**

As such, for these residents the TdY provides a positive focal point within the year to look forward to. By having positive events to look forward to the findings suggest that the identified wellbeing benefits of enhanced 'optimism and motivation' may be maintained for longer through positive momentum if residents are excited by the prospect of an event returning or future events occurring.

Proximity

Proximity represents the final wellbeing theme and was identified within resident comments in Bentley and Campsall. This theme is closely linked to that of 'community' wellbeing and 'place importance / pride' identified within the 'civic pride' social impact barometer comments. Whilst resident comments such as [I became involved because] **'it is coming straight in front of my dance studio'** and; **'Here as part of my job [stall at Pavilion] I had no choice but to attend'** highlight the convenience and in some cases unavoidable nature of the TdY, it is important to recognise that the TdY has brought significant personal wellbeing benefits because it engages directly with communities, is free to attend and relatively accessible.

Negative / apathetic wellbeing comments

Very few negative or apathetic comments were made by residents in relation to the effect of the TdY on personal wellbeing. Of those that were made, comments were found to relate to disruption caused by the event such as: **'Couldn't get to work, the roads were closed, it's ridiculous'** and the focus, with one resident noting that they thought the event **'points out the fact that not much goes on here. This is the only thing that happens'**.

In contrast, many of the apathetic comments, were found to highlight the broader community benefits even when the race held no personal interest, for example:

'It is great for Doncaster and good and encouraging to see but I have no real interest in the event'.

And:

'No interest in cycling but looks great around the town with all the yellow and blue'.

Importantly, these comments demonstrate that the broader community benefits are recognised by residents who have no personal interest in the event but are happy that the event is taking place within their community.

Impact of Tour de Yorkshire on sense of civic pride

Figure 12 presents the civic pride barometer scores for the six communities. The scores were calculated as a mean of all scores for ten civic pride variables (see Table 9). Five out of the six communities recorded a score greater than four, namely: Askern, Bentley, Doncaster Centre, Norton and Toll Bar. Although Campsall recorded a slightly lower score of 3.75, the results show high positive agreement that the TdY enhances a sense of civic pride.

Consistent with the Wellbeing barometer scores, the 2019 total average and individual community scores are higher than those recorded in the six communities surveyed in 2018. In addition, four out of the five comment themes ('Community', 'Buzz / Excitement', 'Optimism' and 'Place importance / Pride') match those identified within the 2018 survey. The confirmation that six new communities recorded high civic pride scores supports the 2018 finding that the TdY has a positive impact on civic pride, as well as personal wellbeing.

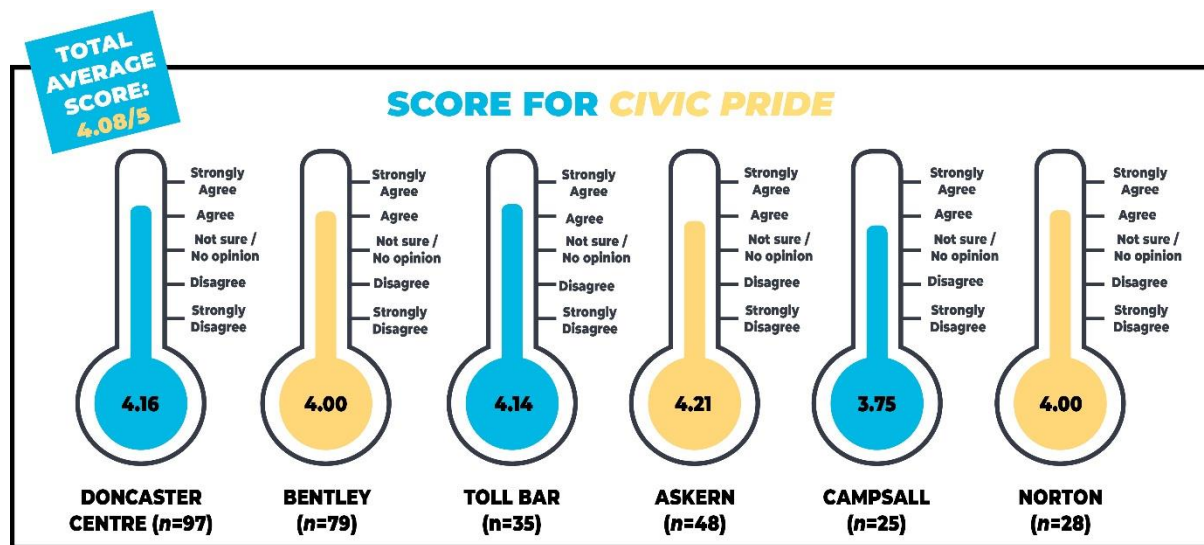


Figure 12: Barometer on Civic Pride

Table 9: Civic Pride Measure

Wellbeing	Strongly Agree	Agree	Not Sure/ No Opinion	Disagree	Strongly Disagree	M (SD)
A good place to live (n=312)	118	161	29	3	1	4.26 (0.69)
Thriving (n=312)	81	129	75	23	4	3.83 (0.94)
Less ordinary (n=309)	109	132	50	13	5	4.06 (0.91)
Prosperous (n=310)	72	121	83	28	6	3.73 (0.98)
Exciting (n=310)	126	129	33	17	5	4.14 (0.93)
Welcoming (n=309)	147	130	26	3	3	4.34 (0.76)
More uplifting (n=308)	117	137	41	9	4	4.15 (0.85)
More community-minded (n=308)	143	131	25	6	3	4.31 (0.78)
Attractive (n=307)	103	144	45	11	4	4.08 (0.86)
Supportive (n=307)	123	136	31	8	3	4.24 (0.81)

Examining the results in greater detail (see Table 9) reveals that over 80% of residents strongly agreed or agreed with seven out of the ten civic pride measures (**'A good place to live'**; **'Exciting'**; **'Welcoming'**; **'More uplifting'**; **'More community-minded'**; **'Attractive'**; and **'Supportive'**). Of these, three scored 89%, **'A good place to live'**, **'welcoming'** and **'more community minded'**.

These scores are consistent with the personal wellbeing themes of **'community'**, **'optimism / motivation'**, and **'buzz / excitement'**, and notably the finding that personal wellbeing is closely associated with community wellbeing.

Respondents were also asked to explain how and why having the TdY in Doncaster has changed their feelings towards the local area. Table 10 presents the summary themes relating to positive respondent comments about the relationship between the TdY and civic/local pride. For all communities, the theme of 'community' was found to be universal. Themes of 'Place importance/pride' and 'optimism' were identified within five communities, and 'buzz/excitement' was identified within three. 'Special occasion' was also identified as a theme in Askern.

Table 10: Summary themes of positive civic pride themes

Civic Pride themes					
Askern	Bentley	Campsall	Doncaster Centre	Norton	Toll Bar
Community	Community	Community	Community	Community	Community
	Buzz / Excitement		Buzz / excitement	Buzz / excitement	
Optimism	Optimism		Optimism		Optimism
Place importance / pride	Place importance / pride	Place importance / pride	Place importance / pride		Place importance / pride
Special occasion					

Community

The theme of ‘community’ within the context of civic pride was found to encompass similar perspectives to those identified in relation to personal wellbeing, such **‘bringing the community together’**. However, resident comments also highlighted that the event reaffirmed their opinion that their community was a good place to live, for example: **‘I already had a good opinion. This has just confirmed that Askern is a wonderful place’**.

Other residents discussed the change that they had seen within their community as a result of the TdY:

‘Events bring out the best in people, community spirit still lies behind our front doors. It is just about tapping into it’

Another commented:

‘I have seen more cooperation between residents, volunteers and different organisations. It has created friendly competition (especially between villages who try to compete to be better than each other regarding decorations and support etc. It helps us realise that things can really happen for Yorkshire and our local area.’

These comments provide further evidence that community engagement in the TdY has personal and community benefits which spread between communities as the TdY moves through them. Importantly, having engaged with the TdY, it appears that individuals and communities recognise that engagement brings real social benefits, reaffirms positive perspectives about their communities, and encourages future positive actions and engagement.

Place importance / pride

Place importance / pride was found to be a theme within resident comments in Askern, Bentley, Campsall, Doncaster Centre and Toll Bar. It should be noted that whilst pride was previously identified by the same communities except for Campsall in relation to wellbeing, pride within a civic pride context is more closely associated with place importance and the opportunity to showcase their community externally.

Here, respondent comments highlighted that the TdY: ***'Is a good and positive event which puts Norton on the map'*** and makes Doncaster ***'a serious contender for bigger events'***.

Residents also discussed the enhanced pride they felt for their local area which reinforced positive perspectives such as:

'It shows that Doncaster has lots of good things happening and that the public will come out and support'

Another commented:

'It makes me like the area more when the community comes together'

Optimism

Optimism was expressed as a theme by residents within Askern, Bentley, Doncaster Centre and Toll Bar. Here comments concentrated on the notion that the TdY demonstrated that things were improving or could improve. Theme comments were also found to be similar to those expressed in relation to the overall experience of the TDY notably the associated 'community buzz', 'happiness' and 'positivity' felt by residents.

The following comments exemplify these perspectives:

[Askern is] ***'a forgotten mining village. Things like this will make the villages come alive again hopefully'***

[Bentley has] ***'much to offer if people look up beyond the façade'***

[The TdY] ***'makes everything happy and enjoyable, everyone gets along, and it is a good community atmosphere'***

'I thought everyone was very closed and not wanting to take part in local things, but everyone is out today to support the riders'

These comments align with the 2018 survey findings and confirm that the themes of ‘community’, ‘place importance / pride’, and resident ‘optimism’ are important in creating a positive atmosphere within communities which can lead to people feeling happier and more positive about themselves and their communities.

Buzz / excitement

Buzz / excitement as a civic pride theme was also highlighted by residents in Bentley, Doncaster Centre and Norton. As discussed in relation to the theme of ‘optimism’, this theme is closely associated with respondent feedback relating to the overall experience of the event and the atmosphere of excitement created by the event:

‘Everything is great, there is a real buzz about the atmosphere of Doncaster which makes me proud to be here’

Another resident commented that the TdY:

‘Made [everyday life] seem less ordinary and more interesting’

Whilst similar comments were made regarding ‘excitement/enjoyment’ and ‘anticipation’ regarding personal wellbeing, these comments exemplify the sense of collective excitement which occurs when communities are brought together.

Special occasion

The idea that experiencing the TdY in Askern was a special occasion and could be a once in a lifetime opportunity was also discussed by residents, as it was recognised that the event is routed through different communities for different editions of the race.

Resident comments included:

‘It’s such a special and unique thing to have’

And:

‘Just such a pearl for the area’

These comments provide further explanation as to why residents support the event. Furthermore the 2019 findings are consistent with the 2018 survey results and key stakeholder interview data in relation to civic pride. Overall, the findings support the assertion that the TdY enhances civic pride by providing a focal point for individuals to celebrate their community and showcase it to a broader audience typically visitors and through tv coverage. In addition, the TdY was said to bring out the best in people resulting in individuals feeling happier and more positive, with greater civic pride. This latter aspect is confirmed within the additional civic pride data shown in Table 11. This question focuses on whether the TdY made residents prouder to live within the Borough of Doncaster i.e. beyond their individual communities. Figure 13 illustrates how 87% of respondents strongly agreed or agreed with this statement. This finding

demonstrates that not only are residents proud of their own community, they recognise the collective pride and importance of showcasing Doncaster as a borough through the TdY.

Table 11. Question about feeling prouder to live in the Borough of Doncaster because of the TdY.

	Strongly Agree	Agree	Not Sure/ No Opinion	Disagree	Strongly Disagree	M (SD)
TdY made me feel prouder to live in the Borough of Doncaster (n=307)	118	148	35	5	1	4.23 (0.74)

I feel more proud to live in the Borough of Doncaster

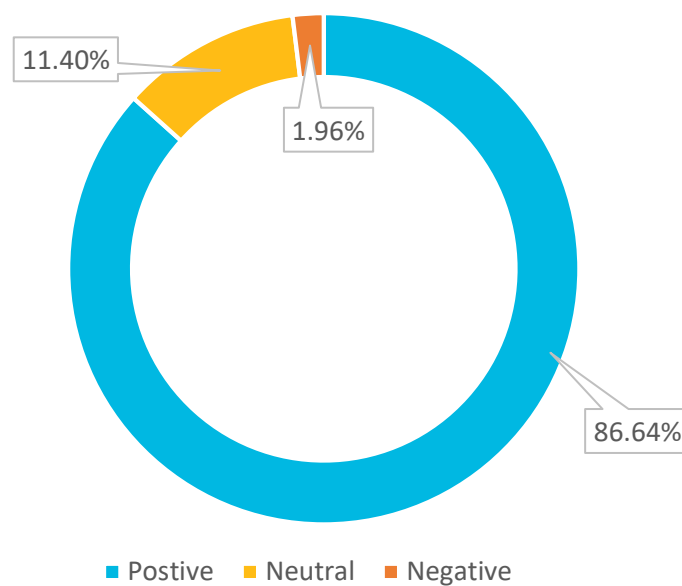


Figure 13. Percentage of respondents who agreed/strongly agreed that the TdY made residents prouder to live within the Borough of Doncaster

Negative / apathetic Civic Pride Comments

A small number of comments were recorded where residents felt no change had occurred, for example in relation to the one-off nature of the event which left some residents unconvinced of the longer-term benefits e.g. ***'It hasn't changed them for more than one day, it takes a lot more than that'***. Others noted that the roads and streets had been cleaned up for the event but that this was lacking throughout the year. Further comments expressed concern about the cost of the event and disruption to traffic.

However, other respondents put forward an alternative view that they already regarded their community to have a good community spirit and therefore the TdY had not changed their perception for example: ***'They haven't changed I love where I grew up'*** and ***'It hasn't, I am local and love it anyway'***.

Impact of Tour de Yorkshire on sense of community spirit (social capital)

Figure 14 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 seven social capital variables (see Table 12). The results show that all communities recorded scores greater than three indicating agreement that the TdY has a positive effect on the sense of community spirit felt by individuals.

Unpacking these results further (see Table 12) reveals that for the variables *'The TdY helped me feel trust in others'*; *'Because of the TdY I'm more likely to take part in/support community events'*; *'I feel our community is stronger because of the TdY'*; and *'The TdY made me feel part of a community'* over 85% of residents strongly agreed or agreed with these statements.

Results for these community focused variables support the findings from the Wellbeing and Civic Pride barometers and comments, where themes of *'community'* and *'place importance / pride'* were found to be prominent. They are also consistent with the theme *'community buzz'* identified within the overall experience comments. Together these findings support the assertion that bringing communities together to celebrate the TdY, positive personal and community benefits can be realised. The barometer findings also indicate that once individuals have engaged with the TdY within their community they are more inclined to support or engage in future events or community activities, setting in motion further positive social benefits. Resident comments detail several instances of where this has occurred e.g. making connections with other community groups, loaning bunting and recruiting new members to community groups. These are just some of the ways in which communities harness positive action from the TdY, furthermore, they represent opportunities for future support activities.

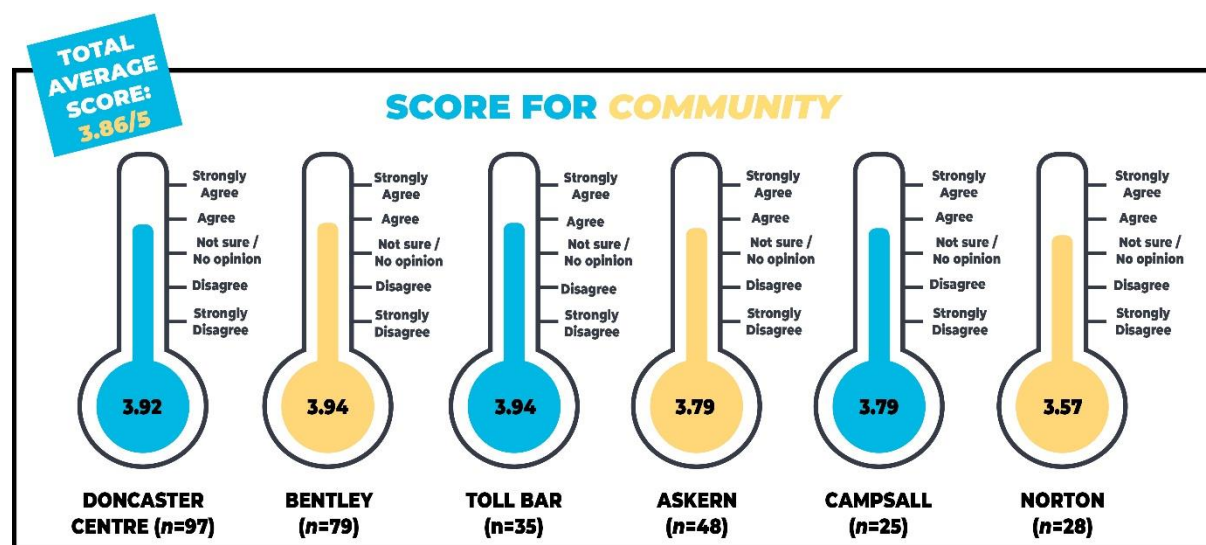


Figure 14: Barometer on Community

Table 12: Community Measures

Wellbeing	Strongly Agree	Agree	Not Sure/ No Opinion	Disagree	Strongly Disagree	M (SD)
The TdY helped me feel trust in others (n=307)	118	148	35	5	1	3.70 (0.88)
I now know more people because of the TdY (n=307)	61	115	109	21	1	3.58 (1.01)
Because of the TdY I'm more likely to take part in/support community events (n=306_	103	158	36	9	0	4.16 (0.74)
I feel our community is stronger because of the TdY (n=307)	127	144	30	6	0	4.28 (0.72)
The TdY made me feel part of a community (n=308)	130	136	37	4	1	3.71 (0.94)
The TdY made me feel safer in my community (n=306)	70	107	99	29	1	3.84 (0.92)
The TdY helped me appreciate people from different backgrounds (n=306)	82	120	79	24	1	3.86 (0.81)

Respondents were also asked to explain how the TdY has made them feel part of the community. Table 13 presents the summary themes relating to positive respondent comments about the relationship between the TdY and sense of community. For all communities three themes were found to be universal: 'community action', 'Communication' and 'togetherness'. Additional themes of 'Talking point' (Askern and Bentley) and 'Organisation / business involvement (Doncaster Centre) were also identified.

Table 13: Summary themes of positive sense of community themes

Sense of community themes					
Askern	Bentley	Campsall	Doncaster Centre	Norton	Toll Bar
Community action	Community action	Community action	Community action	Community action	Community action
Communication	Communication	Communication	Communication	Communication	Communication
			Organisation / business involvement		
Talking point	Talking point				
Togetherhness	Togetherhness	Togetherhness	Togetherhness	Togetherhness	Togetherhness

Community action

Community action was discussed by residents within all the communities. 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 with a community event on the day. This theme is consistent with the 2018 survey and reinforces the finding that residents benefitted individually and collectively from taking part in the TdY, helping to build social capital within communities. Consistent with the 2018 survey, residents also highlighted teamwork between residents and other groups:

‘We love being involved with the neighbouring villages and local authority bodies with organising displays and gazebos i.e. Friends of Campsall Country Park’.

And:

‘Worked together to help with the setup of businesses for much busier periods because of the location of the start’

Others highlighted the importance of taking part with family and friends:

‘Came out with some friends for the day. Don’t normally’

‘All my friends met, and we made an afternoon of it’

‘Family got together, and the local schools got involved with the children’

These comments are also closely related to the themes of ***‘togetherness’*** and ***‘communication’*** which were also identified as universal themes for Civic Pride. Combined, these aspects demonstrate the

importance of bringing communities together for individuals to socialise, which facilitates communication between residents and communities.

Findings from the 2018 study also support this perspective where the importance of strengthening communities, increasing engagement and meeting new people were expressed by both residents and external stakeholders.

Communication

Communication represents a universal theme within the communities. Interestingly, communication was not identified as a standalone theme within the 2018 survey. However, associated themes of **'community action'** and **'togetherness'** were, with residents also stating that they had met new people because of the TdY. The theme of Communication therefore helps explain these findings in greater detail. Foremost, the TdY brings residents out of their homes for a positive purpose which facilitates communication between residents, even when their engagement with the TdY is passive i.e. spectating. In addition, the associated community events and activities which animate the TdY facilitate further communication between residents, the theme **'talking point'** identified by residents in the 2019 survey. The following examples illustrate these perspectives:

'People came over to talk to me about the race'

'Everyone has come together, strangers are talking to each other'

'I saw people I had not seen in years. Such good fun.'

'Everyone is very chatty and friendly'

'My children got to know more children around them. More friends'

'Many people are talking about the event and admiring the decorations'

Importantly, resident comments also suggest that the TdY can remove communication barriers, for example, helping people from different ethnicities mix or encouraging individuals to talk to people they would not normally do. Communication was also found to extend to interaction between residents and community services such as the Police and DMBC:

'I talked to people on the street I wouldn't otherwise, everyone is in a better mood'

'The council gave us free decorations for the streets. The police were friendly and part of the community'

'It allows people of different ethnicities to mix and form a bond'

'More open to talking to others'

In addition, resident comments also articulate that communicating with people at the race was desirable, enjoyable and an opportunity:

'Opportunity to meet new people with the same interest. The town has come together'

'Great to spend time with lots of different people'

'You get to mix with people from all different places'

Togetherness

Resident comments within all the communities included discussion about how participating in TdY activities had brought people together and increased interaction between residents. Togetherness links with the personal wellbeing theme of 'community' and the theme of 'community' in relation to civic pride. These aspects were identified within the 2018 findings and are supported by the themes of 'community action' and 'communication' previously discussed. Under the broader context of 'sense of community', this collective sense of togetherness can be seen through comments such as:

'A lot of people getting together for once and getting along'

'People from different backgrounds coming together for a common theme'

'We never normally spend time together as a community'

'TdY is a really good thing to be part of. It helps bring the community together especially when everyone comes out to watch together'.

More personal perspectives were also provided in relation to feeling included:

'Usually judged for being disabled, today my chair didn't matter'

'When more people come together you realise you are not alone'

'Everyone comes together to celebrate, and it makes me feel good and included'

Other comments describe how residents were enthused by the community spirit created by the TdY:

'Feelings of inclusiveness'

'I've just moved here it's nice to see everyone out and about'

'Feel everyone has a positive attitude and makes you want to be part of it'

'The community spirit of everyone together'

Talking Point

The theme of the TdY being a 'Talking point' within communities was identified by residents of Askern and Bentley:

'Seeing the build up over the last few days and people getting excited and talking about it'

'Gave another focus on a fresh interest that people will discuss together'

'Getting involved and people chat to you, it's a common subject for people to chat about'

The comments above, highlight three important aspects in relation to individual and collective engagement in the TdY. Firstly, that residents are interested and involved during the event build-up which leads to resident to resident conversations. Secondly, that the TdY provides a fresh and common point of discussion which residents talk about, and finally, that engagement with TdY activities leads to further conversations and interaction among residents. It is also known from the case study interventions that residents are often engaged in event preparation weeks in advance of the event. Therefore, residents who engage in activities prior to and during the event have longer exposure periods for engagement and inter-resident communication and socialisation, leading to greater personal and community social benefits. Within this context, events such as the TdY provide the spark i.e. talking point, which can lead to community engagement.

Organisation / Business Involvement

Respondents in Doncaster Centre also identified ***'Organisation / Business Involvement'*** as a further community theme. This aspect was found to be similar to that of ***'communication'*** previously identified in relation to external stakeholders such as the Council and Police. Here respondents highlighted interaction with the event organisers:

'All organisers were very hands on and approachable and lovely'

Others discussed their own involvement or how local businesses had been involved:

'I was asked to dress up my window for the tour even though the route did not pass my business'

'The Woolmarket is new and a really nice area of the town centre, the traders really gave it a very welcoming Yorkshire Feel'

'There were a lot of local businesses with displays and decorations up. The schools were involved which is good for the children'

From these comments it appears that community spirit is enhanced when residents, businesses, schools and other organisations/stakeholders are involved providing a collective identity for celebrating the event.

This aspect has important implications for business involvement, because this study has found engagement to vary considerably with differing views regarding the benefits of the TdY. Therefore, one argument for business involvement is that it demonstrates to the wider community that they are engaged and want to join in, particularly when residents and other organisations are heavily involved. The


evidence gathered within the 2018 and 2019 surveys shows that the theme of 'community' permeates all three measures of social impact. Furthermore, the theme is rooted in bringing all parts of the community together to celebrate and interact. This action then leads to personal and collective benefits.


Summary Points (1-12): Impact on well-being, civic pride & community spirit


- 1. 93% respondents to the survey were very positive/positive about their overall experience of the TdY**
- 2. Positive, novel nature of the event, together with its inclusive nature of passing through different communities, appeals to residents because it provides a focal point for residents to get together and celebrate, something that is not regularly done.**
- 3. TdY has brought significant personal wellbeing benefits because it engages directly with communities, is free to attend and relatively accessible.**
- 4. TdY has a positive effect on personal wellbeing. This is reflected in the high total average score of 3.92 which is higher than the score for TdY 2018. The TdY was also found to be motivational and even a liberating experience for some residents with severe health (including mental health) problems or disabilities.**
- 5. The TdY enhances communication between residents, encouraging strangers to talk to one another and people from different backgrounds to mix. Importantly, this was found to be welcomed as an opportunity by residents.**
- 6. For residents who are more actively engaged in cycling the motivational nature of the event can reignite or increase personal interest in cycling.**
- 7. Very few negative or apathetic comments were made by residents in relation to the effect of the TdY on personal wellbeing, civic pride and community spirit. Even for residents who have no personal interest in the event, several stated that they understood the wider benefits for others.**
- 8. Results show high positive agreement (87%) that the TdY enhances a sense of civic pride scoring higher on this indicator than TdY 2018**
- 9. Place importance / pride was found to be an important theme. This relates to the importance and special nature of residents being able to celebrate the TDY with family, friends and neighbours within their community.**
- 10. Scores show TdY has a positive effect on the sense of community spirit felt by individuals**
- 11. Events (and event build up) such as the TdY provide the spark i.e. talking point, which can lead to community engagement.**
- 12. Community spirit is enhanced when residents, businesses, schools and other organisations/stakeholders are involved providing a collective identity for celebrating the event.**


COMMUNITY COMMENTS


WELL-BEING


 [The TdY] 'brought the community and family together. Was great for people with poor mental health such as my auntie.'


'Brings and creates a lot of excitement especially as it is advertised a lot with a big build up'. 

 'It is nice to be part of a positive atmosphere where you live',


'It made me feel part of something and limitless in a wheelchair'. 


 'Keen cyclist [The TdY] relit my enjoyment of the sport'


'Family came out together, they don't normally' 


 'Nice to see my children getting involved at school and getting excited for the race'


CIVIC PRIDE

[Askern is] 'a forgotten mining village. Things like this will make the villages come alive again hopefully' 


 'Events bring out the best in people, community spirit still lies behind our front doors. It is just about tapping into it'


'It helps us realise that things can really happen for Yorkshire and our local area.' 


 'It shows that Doncaster has lots of good things happening and that the public will come out and support'


'Everything is great, there is a real buzz about the atmosphere of Doncaster which makes me proud to be here' 


COMMUNITY SPIRIT


 'We love being involved with the neighbouring villages and local authority bodies with organising displays and gazebos.'

'I saw people I had not seen in years. Such good fun' 

 'It allows people of different ethnicities to mix and form a bond'

'Usually judged for being disabled, today my chair didn't matter' 

 'When more people come together you realise you are not alone'

'All organisers were very hands on and approachable and lovely' 


 'The Woolmarket is new and a really nice area of the town centre, the traders really gave it a very welcoming Yorkshire Feel'

Figure 15: Community voices on the personal and community impact of the Tour de Yorkshire 2019

Pilot micro-grant interventions: analysis of visitor books, interviews with community event organisers and microgrant feedback forms & evaluation report

The 2018 and 2019 TdY SIA studies reveal that the community of Doncaster is generally very satisfied about the local impacts of the TdY, with 93% of respondents to both surveys describing their experience of the TdY as very positive or positive. However, the 2018 study also revealed that: ***‘Different individuals and groups in the Doncaster community have different capacities, opportunities and aspirations for how much they engage in local events’***

Furthermore, it highlighted that seven target groups (see Figures 3 & 16) would benefit from additional support to increase engagement with the TdY. In response to these findings, the Council introduced a ‘micro-grant’ scheme among other actions intended to provide practical and financial support to community groups to support TdY-related community events. Specifically, the grant application states that these funds were offered to ***“facilitate a festival atmosphere and encourage people to be more active in the surrounding communities around Tour de Yorkshire 2019”***.

This section presents the findings from the evaluation of four TdY-related community events held in Askern, Bentley and Toll Bar which received support through the micro-grant scheme. The scheme represents one of the ways in which the Council is supporting the first target group (community event organisers) who are vital partners or ‘Community Champions’ for mobilising community engagement for events such as the TdY.

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 needs** 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 scoping 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 in particular 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.

Figure 16: Identified target groups to support engagement in the TdY

The micro-grant scheme (maximum £200) was introduced for the 2019 TdY following the recommendation from the 2018 TdY research that community event organisers should be supported in their efforts to hold associated community events around major public events such as the TdY.

Micro-grant support is available to community groups (with no requirement for them to be formally constituted groups) and can be used for things such as simple refreshments e.g. tea/coffee, seating, and arts/crafts materials for event decoration (see *Appendix E* for full micro-grant criteria). The scheme does not provide cash grants, instead, items are purchased on behalf of, and delivered to successful applicants. This approach increases direct engagement with community groups, providing new opportunities to enhance existing, and open new communication channels with communities. It also removes the need for groups to have accounting and auditing processes in place which would be prohibitive for non-formalised groups. In total, 18 micro-grants out of the 21 bids received were issued to community events for the 2019 TdY. The three rejected bids were deemed to not meet the micro-grant criteria. Feedback was provided to all applicants regardless of whether they were approved/rejected.

A further important characteristic of the scheme is that engagement with one or more of the seven target groups is linked to the eligibility requirements for funding. The four sample events shown in Table 14 represent a mix of community events which interact with different target groups. Three out of the four events were open to all residents/visitors (Askern Community Library, Renew 127 and Toll Bar TARA), whilst the event hosted by Askarne Smile focused on supporting existing clients and their families to engage with the TdY. This latter event was designed to specifically address the difficulty that some older people, notably those in residential care and those with access needs have in engaging with the TDY due to practical but significant barriers such as accessing the race route, not having somewhere comfortable to sit, and a lack of nearby refreshments and toilet facilities. As such, this event specifically helps address broader societal challenges such as social isolation and loneliness through facilitating greater community engagement.

However, the events had considerable cross-over in terms of the target groups, for example, attendees of the Toll Bar TARA event provided lifts to others, without which they would have been unable to attend. Similarly, the event hosted by Renew 127 had a strong focus on providing an event environment which would be welcoming to casual event browsers who could drop-in and find out about the Centre, and for individuals with mental health problems, as that is a focus of their regular community activities.

Engagement with the TdY through these community events was also found to begin well in advance of the event (typically over a month before) including attending TdY communication meetings, event planning, preparation, and decoration among many others. Whilst these events were supported by the micro-grant scheme it is important to acknowledge the significant volunteered time alongside financial and goodwill commitments made by communities, and notably the actions of Community Champions in leading and making these events possible.

It is also apparent that by supporting community groups to host events, residents are often engaged in positive community activities for significant amounts of time prior to the event, extending the benefits beyond the race duration. Findings from this study and the 2018 study also indicate that engagement in one event can create momentum for engagement in future events

Table 14: Event sample overview

Location	Event Activities	Target Group
<p>Askern Community Library</p> <p>Library and community hub</p>	<ul style="list-style-type: none"> TdY decoration using arts and crafts materials purchased via micro-grant scheme. This included engagement with regular library groups including the Dementia support group. Refreshments and get-together before race. Attendees watched race nearby as race did not pass library. 	<p>Event open to all residents/visitors. Event also involved existing community groups such as the Dementia support group.</p>
<p>Askarne Smile</p> <p>Day care centre in Askern for older people and adults with learning difficulties</p>	<ul style="list-style-type: none"> TdY decoration including flag making. Picnic and facilities for day care clients. Watched race from Askern Boating Lake. Gazebo purchased as part of micro-grant scheme to provide shelter whilst watching the race. Fundraising bottle tombola 	<p>Clients of the Askarne Smile centre. Focus on older people and those with access needs.</p> <p>Event decoration also included artwork created by children from a local primary school who attend the centre as part of a scheme to bring older and younger people together.</p>
<p>Renew 127</p> <p>Faith-based community centre in Bentley linked to Bentley Baptist Church</p>	<ul style="list-style-type: none"> TdY Decoration (entered best dressed window competition). included knitted bunting, bike decoration and TdY themed baking. Refreshments and get together before, during and after race. Attendees watched race outside Renew 127. Micro-grant purchases included table, chairs and parasol to provide seating for race. 	<p>Event open to all residents/visitors but with a focus on older people, and casual event browsers who do not typically engage with community activities.</p> <p>Although faith-based, Renew 127 is a community hub and is open to all.</p>
<p>Toll Bar TARA</p> <p>Resident association</p>	<ul style="list-style-type: none"> TdY Decoration included knitted bunting, bike decoration, children’s art work and TdY themed baking. Day-long event providing refreshments and activities before during and after race. Including lots of activities for children and collaboration with The Royal British Legion who held a fundraising raffle and other activities alongside the other activities. Attendees watched race outside Tollbar TARA. Some refreshments and decorations purchased via micro-grant scheme. 	<p>Event open to all residents/visitors but with a focus on families and children’s activities.</p>

Investigating the social impact of the TdY through the community events:

Overall, the four visitor books (Figure 17) captured 58 comments from across the four community events. Respondents were encouraged to express their thoughts freely within the books about the day and Tour de Yorkshire but were asked to consider the following three aspects when leaving comments.

- **What does experiencing the Tour de Yorkshire in (location) mean to you personally?**
- **What do you think the Tour de Yorkshire means to your community?**
- **How has the (specific event in location) helped you to be a part of the Tour de Yorkshire?**

The majority of the comments were extremely positive about the Tour de Yorkshire and the specific community event. Whilst this is undoubtedly a positive finding it should be noted that participants may have been less inclined to leave negative comments due to the nature of the visitor book format, which may encourage more positive comments. However, this was mitigated by researchers being present during the data collection to observe and talk to participants about their feelings towards the Tour de Yorkshire.

Post-event feedback was also sought from the organisers through follow-up interviews, with all stating that the approach had been successful and that they had enjoyed being part of the study.



Figure 17: Community event visitor books

Visitor book themes:

Table 15 shows the key themes identified from the visitor book comments. In total six themes were identified. For consistency the theme labels have, where applicable, been cross-referenced with the 2018 SIA labels to enable comparison. Although it should be noted that many of the themes and respondent comments overlap. For example, although the theme of 'excitement and enjoyment' is more prominent within comments from Askern Community Library and Askarne Smile day centre, it does not imply that attendees of events at Renew 127 and Toll Bar TARA did not enjoy the day, rather their comments relating to enjoyment were more strongly associated with community action activities.

Furthermore, respondents at all the events regarded the TdY to be a special occasion and possibly a once in a lifetime opportunity to experience the TdY in their community. This perspective was often coupled with comments that articulate the importance of place importance/pride for their community. In many cases, this sense of pride can also be strongly linked to community engagement and the TdY being a positive event which brings the community together.

Excitement/enjoyment was also found to be linked to seeing the enjoyment of others, notably children. Gratitude was identified as a further theme across many of the events but was particularly highlighted within comments made by attendees at Renew 127. In this context, gratitude was found to mainly refer to respondents expressing thanks for bringing the TdY to their community. Attendees were also extremely grateful to the event organisers for their efforts in making the day a success. Comments from the Askarne Smile event also emphasised the importance of addressing accessibility needs. Without the support of the Askarne Smile Centre, including dedicated staff and a transport bus these attendees would not have been able to experience the TdY in person. The following section examines these themes further in relation to the specific event case studies and incorporates feedback from the event organisers.

Table 15: Visitor book themes for the four communities

Visitor book themes			
Askern Community Library	Askarne Smile	Renew 127	Toll Bar TARA
Accessibility			
Community action	Community action	Community action	Community action
Excitement/enjoyment	Excitement/enjoyment		
		Gratitude	
Place importance/Pride		Place importance/Pride	Place importance/Pride
Special occasion	Special occasion	Special occasion	Special occasion

Case study A: Askern Community Hub Library



Askern Community Hub Library was involved in a range of TdY activities prior to the race and held a community event on the day. Pre-event activities involved community groups, such as the dementia support group, and other library users in making TdY decorations including flags and bunting for the Hub and for display along the High Street. These activities were supported through their micro-grant which paid for the materials. The event was also promoted on social media via Instagram.

On the day of the race the Hub opened for two hours and provided refreshments prior to the race passing so that people could gather together to celebrate. It was estimated that around 20-30 people attended. Due to the Library being located adjacent to the race route, the organisers closed the Hub shortly before the peloton arrived enabling attendees to walk the short distance to the High Street where they could spectate and see the decorations (including those created by Hub attendees) on display.

Feedback from the organisers highlighted that the event had been successful in encouraging broad community engagement and had been a fun activity:

“The benefits of our project were that the community could come in and get involved in their part of the decorations/bunting and seeing it being displayed along the A19.”

“It also brought a lot of fun and laughter looking at each other’s designs.”

Importantly, it was noted that the micro-grant had acted as a catalyst for involvement, without which the Hub most likely would not have been involved in the TdY at all. More specifically, it was expressed that **for organisations where resources are limited, grants provide essential support, enabling greater activity to take place**. Organisers also commented that the scheme was easy to apply for, an important aspect, as organisers are more likely to apply in the future if they find the process straightforward the first time.

These perspectives are consistent with those discussed in relation to the Askarne Smile event, where it was stated that without the micro-grant, the event would not have taken place as the Centre would have been unable to provide a safe environment for their clients to watch the race. In addition, the opportunity

for additional fundraising via a bottle tombola at the event would have been lost.

These examples, demonstrate that a well-designed, targeted and administered micro-grant scheme is valued by community groups and facilitates community action and social benefits that exceed anticipated stated outcomes. Further examples include the lending of bunting to other events (Renew 127) and opportunities for additional fundraising by the Royal British Legion (Toll Bar TARA).

Visitor book comments were also found to positively highlight the 'community action' which took place on the day and how the Hub had been involved:

Community action:

'A great event will show off the village to everyone [I've] been down to the lake today and the whole community is in their element. It looks really great and will bring lots of new people in.'

'A great event for Askern, lots of people wanting leaflets etc. to know more about the route and times from Community Hub. Children and adults enjoyed making bunting and flags for me to put up.'

In common with the Renew 127 and Toll Bar TARA events, 'place importance/Pride' was identified as a theme within visitor book comments, with residents noting that the TdY provided a 'community boost':

Place importance/Pride:

'The Tour de Yorkshire coming through Askern and other local villages is something we have needed for a long time. Such occasions are good for the revival of our village and people.'

'I felt the Tour de Yorkshire brought out the amazing community spirit in Askern, the Community Hub has become a real asset in the community and showed this with the support they offered the public during the event giving people the opportunity to make their own bunting.'

'The tour was a wonderful boost for the area and well-done Askern for all the splendid decorations.'

Excitement and enjoyment were also identified as a theme within visitor book comments, with respondents noting that the TdY '**was something different**' and had a socialising effect, encouraging 'casual event browsers' to engage in community activities. Respondents also highlighted that the build-up to the event was exciting and that it was inspirational for primary school children, who were excited by the occasion and involved in making TdY decorations at the Hub:

Excitement and enjoyment:

'The Tour de Yorkshire was a great experience for the Askern community. It brought a lot of people out to socialise that would probably not get out much. The interaction with the Police on motorbikes with the children was fantastic and filled the children with excitement. Askern Community Hub had activities for the community to come in and have their own input on making bunting, this activity brought more children in.'

'Despite the rain it was a most enjoyable event especially for the school children from Norton First School kept safely within the play area at Spittalrush Road, lovely memories for them seeing the flashing lights and sirens from the leading motorbikes and cars preceding the cyclists.'

The recognition of the TdY as a 'special occasion' which had brought the community together was also

recognised more broadly within the comments.

Special occasion:

'I thought it was very special that the Tour de Yorkshire chose to come through Askern and Doncaster. It brought out the community and brought everyone together. The library did a lot of Tour de Yorkshire promotion through community events and Instagram'.

'It was amazing to see all the people who helped out through Bentley, Toll Bar and Askern. I hope it comes back in years to come'.

Whilst this theme was found within all the case studies, comments from Hub visitors expressed gratitude for bringing the TdY to the community along with the hope that the event will return or that it will lead to other positive events taking place in the future.

The identified themes are also consistent with the Askern SIA barometer scores (n = 48) where positive scores were recorded for 'Community Spirit' (3.79), Civic Pride (4.21) and Wellbeing (3.79) (see pages 28, 34 & 40). Notably, the theme of enjoyment and excitement is also consistent with the positive wellbeing barometer scores and comments from the 2018 Social Impact study that stated that the TdY engendered a sense of 'optimism and motivation' which is achieved by bringing communities together.

Case Study B: Askarne Smile Centre



The Askarne Smile Centre in Askern provides support for older people and adults with learning difficulties. To celebrate the TdY, Askarne Smile hosted a picnic close to the Centre by the side of the boating lake situated on the TDY route, providing an opportunity for their clients to leave the Centre and watch the race alongside other spectators. Minibus transport was provided to take the clients from the Centre to where the picnic was taking place approximately 250 metres away. From the visitor book comments, observations and discussion

with clients and staff 'Accessibility' was identified as the main theme. Without the support of the centre staff and funding from the micro-grant scheme to buy a pop-up Gazebo shelter, clients would not have been able to engage with the TdY due to their care and mobility needs.

Accessibility:

[The staff] *'brought me on the bus close to the event so I was able to see the bikes going past, I have enjoyed the day'.*

'The staff have helped and supported me as I could not get here myself'.

As such, this event simultaneously illustrates and addresses one of the key findings within the 2018 study that:

‘Older people and others with access needs are a target group who require additional practical support and suitable facilities (such as transport, refreshments, seating, toilets etc.) to engage with the TdY and similar community activities/events’.

The event was supported through the micro-grant scheme which funded a pop-up gazebo to provide shelter whilst watching the race. Having a weatherproof and comfortable environment from which to watch the race was identified by the organisers as an essential requirement for residents with care and mobility needs, without which the event would have been cancelled. Transport from home to the Centre and then from the Centre to the picnic site (~250m) was also equally important for facilitating participation.

‘Enjoyment’ was also identified as a theme alongside accessibility, indicating that, importantly, clients enjoyed and valued the opportunity as a ‘special occasion’ to engage in the TdY within the community. Enjoyment was found to encompass personal enjoyment from being involved as well as broader enjoyment gained from interacting with the wider community.

Enjoyment:

‘I have enjoyed the picnic and have enjoyed being out with the crowds. Very nice for everyone to see. The staff helped and supported me as I could not get here myself.’

‘I thought it was fantastic could do with it coming more often’.

‘Staff team have done well organising to be part of the event. I enjoyed decorating the bike, a good day enjoyed by all’.

Special occasion:

‘A nice experience that may only happen to me once’.

Similar views are also present within the comments made by attendees of the Toll Bar and Askern Community Hub events, highlighting that communities regard the TdY as an important event and one they want to engage with.

These findings justify the effort made by the Centre to host an accessible event to enable their clients to participate, but also highlight the potential for harnessing events such as the TdY for community engagement to tackle significant societal issues such as loneliness and isolation.

Community action:

‘It looks like everyone is enjoying it, especially the children’.

‘It’s been really lovely; all the people look like they had a good time’.

However, it is acknowledged that the picnic only engaged current centre clients. Reaching residents who are not part of a formalised group represents a greater challenge. However, it is known from the 2018 study that the TdY encourages casual event ‘browsers’ (who are independently mobile) out of their houses to watch the race. Organisers of the Askern Hub, Renew 127 and Toll Bar TARA events also noted that the TdY attracted ‘browsers’ and those who have not previously engaged in community events/activities. Therefore, the TdY presents a rare opportunity to attempt to engage with ‘hard to reach’ groups for local community projects and service providers.

Prior to the event the clients were involved making flags and other TdY decorations. Event decoration also

included artwork created by children from a local primary school who attend the centre as part of a scheme to bring older and younger people together. Intergenerational engagement was also identified as a social benefit through visitor book comments, interviews and microgrant feedback by organisers of the Renew 127 and Toll Bar TARA events.

As such, the TdY provides a focal point around which the community can engage, and intergenerational engagement can occur. However, **from observation and attempts to examine how young people engage with the TdY, it would appear that intergenerational engagement in this context is primarily occurring between primary school age children and older people (>65).** Whilst this engagement may reflect the increased effort made by schools and centres such as Askarne Smile to participate in TdY activities, our observations suggest that older children and teenagers are less visible as spectators and appear less involved and/or interested. Further research is still needed to understand how this group perceive and engage with the TdY.

Although the event focused on ensuring that the clients could experience the TdY, the event also provided the Centre with a fund-raising opportunity via a bottle tombola which raised £300. It was also noted that a local pub had made a donation when they saw that the tombola was taking place. This was fortuitous as it provided the Centre with an alternative fundraising opportunity as they had unfortunately been forced to cancel their summer fair where they conduct the bulk of their fundraising. Monies raised from the tombola are used to provide important wellbeing activities for this relatively immobile group such as excursions and celebrations such as the Christmas party. This example together with the Royal British Legion fundraising held alongside the Toll Bar TARA event highlight some of the additional social benefits that can be leveraged from large-scale public events.

In common with the findings from Askern Community Hub, the themes of ‘community’, ‘enjoyment’ and ‘special occasion’ were also found to be consistent with the positive Askern SIA barometer scores (n = 48) for ‘Community Spirit’ (3.79), Civic Pride (4.21) and Wellbeing (3.79) (see pages 28, 34 & 40).

Case Study C: Renew 127



Source: The Star Newspaper <https://www.thestar.co.uk/news/people/volunteers-knitting-to-decorate-doncaster-for-the-tour-de-yorkshire-41668>

The display was also featured in a news article by The Star entitled ‘**Volunteers knitting to decorate Doncaster for the Tour de Yorkshire**’. The organisers also promoted the event via Facebook

The Renew 127 community event took place at the Renew 127 centre in Bentley for four hours between 10am and 2pm and attracted approximately 70 attendees, who consumed over 100 TdY decorated buns! In the weeks prior to the event, Renew 127 attendees had taken part in TdY preparations by creating a window display which was entered into the DMBC ‘best dressed window’ competition. The display included a decorated bike constructed entirely from household waste materials, knitted bunting, flags and other art work.

and shared photos from the day on the platform.

On the day, the centre welcomed visitors from the community and provided refreshments and seating to watch the race go by in front of the venue. From the outset the organisers did not know what to expect from either the TdY or their own event but hoped that people would come and enjoy the event. By engaging in this way, it was hoped that residents and visitors would find out more about the centre and the support they can offer within the community.

It was also noted that prior to the event the window display had attracted positive comments from residents:

'Passers by have looked at our display and said that 'we have done Bentley proud' and that they were very pleased with the efforts we have made. I couldn't ask for more'.

The organisers were also highly satisfied with the micro-grant scheme and how it operated. Specific praise for Darren Simpson, Leisure Service Contract and Event Officer for DMBC, was highlighted particularly for his friendly helpful nature, where nothing was too much trouble. This direct communication with a personal touch was highly valued and ensured that the organisers were kept informed. This communication was also found to extend to the post-event period through follow-up thank you emails, and arrangements for collecting painted bikes and loaned bunting. It was also noted that they had loaned their own knitted bunting to a local football team after the event as decoration for a forthcoming tournament, spreading the community benefit.

Observations and reports on the day confirmed the centre was extremely busy. Overall the event was regarded as a success and considered worth the time and effort in planning and preparation. It was also discussed that regular sessions/events have been well attended since the TdY. Although attendance at these sessions/events was said to vary by event and time of year, notably due to holiday periods. Attendance prior to the TdY was stated as barely reaching double figures in the month leading up to the event, post TdY, attendance was said to be almost double. The organisers hoped that this high level of engagement would continue for other events planned in the summer such as a Macmillan Cancer Support coffee morning:

The TdY has helped us to be better known in the community and increase our numbers at every session last week. Long may it continue as we are here to serve our local community'.

It was also reported that the event had attracted new faces who 'mucked in' and helped make the event a success by making drinks, washing-up etc. this was exemplified by one of the organisers noting '***I didn't make a cup of tea all day***' this simple example demonstrates the power of supported events to engage 'new faces' in community events and activities.

'The community really came together to support the TdY and to celebrate the occasion at Renew 127. I personally feel we have made inroads into the community who now regard us as friends and not 'do gooders' which is definitely a bonus for us.

From the sample visitor book comments, observations and conversations it is clear that the well-organised event supported via the micro-grant scheme attracted new faces and was positively received by those attending. The key themes identified within the comments highlight that residents felt that the '**community was brought together**'.

This finding is supported by the scores for 'community' recorded by the Social Impact Survey where the

Bentley barometer score for Community Spirit was calculated as 3.94, indicating that the TdY has a positive effect on community spirit (see page 40). This finding is also consistent with the positive barometer scores and comments from the 2018 Social Impact study conducted in six different Doncaster communities that stated that the TdY **'fosters a 'sense of togetherness'**.

The sample 'Community action' comments below highlight that residents found the Renew 127 event to be welcoming and accessible, matching the event aims of the organisers. It also highlights that the event provided an opportunity for Renew 127 to raise awareness of its activities and support services within the community:

Community action:

'What can I say, very, very, kind warm welcoming place always a smile as you walk through the door, very welcoming any info you need they're here to help with what they can if it's a warm drink, biscuit or just a chat they are always on hand. Well done Renew 127'.

'A family time!! A great time of union together and a time to rejoice, fun, laugh, excitement. Renew – very welcoming and supportive to community'.

'32 years old, never experienced this but Renew made me feel very welcome and I found out more about the excellent lovely staff'.

'Renew 127 has welcomed me with here with open arms and allowed me to just slot in with their activities here'.

*'Have had fun decorating Renew to celebrate the Tour de Yorkshire. We have welcomed many visitors and they tell us they have enjoyed the companionship. **Tour de Yorkshire has helped bring the community together, I'm sure the drinks and refreshments helped!**'.*

'Gratitude' was also identified as theme, both Renew 127 (as organisers of the community event) and DMBC (for bringing the TdY to Bentley):

Gratitude:

'This is a great event for bringing the community together, we need something positive happening here. Well done to all who have been involved in planning this for our area'.

'Thank you for bringing the Tour de Yorkshire to Doncaster and the People of Bentley'.

'Thank you, it's nice to see Doncaster smile'.

As with the Toll Bar TARA event, 'Place importance/pride was also identified by residents of Bentley.

Place importance/Pride:

'It brings the community together and helps me feel content and happy with the place I live'.

'Great for Doncaster and the people of Bentley have done fantastic with their decorations'.

More specifically, these comments reflect the way the TdY provides a focal point for residents to celebrate their community. Similarities can also be drawn with the theme of 'Special Occasion' identified by participants in events Askern, where the TdY was considered a once in a lifetime opportunity by some residents.

Case study D: Toll Bar TARA



The Toll Bar TARA TdY event was held at Toll Bar Villa Gardens Communal Hall which is situated on the race route. The well-attended day-long event was organised around the school day as the hall is adjacent to Toll Bar Primary School. This enabled the community to be involved from before the start of school, through the day and after school closing, allowing attendees to drop in and out throughout the day. As such, the event had a family focus and engaged different generations. Activities included children's activities (art, circus skills and other activities), lots of food and drink, a Royal British Legion fundraising stand and tombola.

Prior to the event TARA volunteers attended TdY communication meetings, planned their own event and created knitted bunting, decorations and banners for the hall. Several volunteers also dressed in yellow and blue clothing including yellow and blue wigs to celebrate the TdY. It should be noted that pre-event preparation included different regular TARA groups such as the knitting group and children's groups. From observing the event it was clear that an enormous amount of effort from the community had gone into planning and running the event. Feedback from the organisers highlighted this but also confirmed that they felt it had been worthwhile, summed up as:

'Had a fab day, it was lovely to see everyone come together old and young and enjoy being together. As I am part of the Toll BAR TARA it was weeks of meetings and a very long day, but I would do it again tomorrow!! Would like to say a big thank you to everyone for making it a great day.'

Due to the day-long nature of the event with people popping in and out throughout the day, it is not possible to estimate the total number of attendees. However, it was noted that the event was very well attended, confirmed by the observation that attendees had consumed over 12 pints of milk, alongside large quantities of other food and drink!

The organisers also discussed that the microgrant Scheme had helped support the event by funding some of the refreshments and decorations. It was noted that the application process had been straightforward with direct communication via Darren Simpson, Leisure Service Contract and Event Officer for DMBC. Again, it was noted that this direct communication simplified the application process and was valued by the organisers, particularly Darren's personal and helpful approach.

Whilst communication relating to the microgrant scheme was praised, it was discussed that communication could have been clearer regarding arrangements for hosting DMBC marshals. Whilst Toll Bar TARA were more than happy to host the marshals, additional communication regarding who would be the main point of contact, timings and arrangements for storing equipment, packed lunch deliveries and other logistics would have helped on the day. Whilst this can be considered a small area for improvement, a review of marshal communication and host arrangements would aid the smooth running of future events by helping to ensure that volunteers who are already busy running an event know what is happening and who is arriving.

The three key themes from the visitor book comments were found to relate to 'community engagement',

‘place importance/pride’ and recognition of the TdY being a ‘special occasion’. **One of the notable aspects of the Toll Bar TARA event was engagement with other groups/services.** These included children’s activities provided by North Doncaster Family Hubs and The Royal British Legion who were invited to host a fundraising stall after a chance meeting with one of the organisers. The event also closely involved Toll Bar Primary School. These examples (illustrated within the comments below) demonstrate how community events can lead to connections being made between different groups and even friendships forming. This aspect was also noted by one of the organisers of the Renew 127 event (see Case Study C) where they considered they had made new friends within the community. From discussions with members of Toll Bar TARA, community engagement was also regarded as particularly important for Toll Bar due to the dispersion of residents that had occurred following the devastating 2007 floods when the community had to rebuild. Events such as the TdY were regarded as important for connecting/reconnecting pre-flood residents and welcoming new residents as part of building the post-flood Toll Bar community.

Community action:

*‘It has been a pleasure to work together with TARA group, we shared an event from the North Area Family Hubs providing decorations, circus skills and activities for children 0-11. **The event was busy bringing a great opportunity for intergenerational celebration. Well done all the wonderful people from TARA making Toll Bar proud.***

‘I see the event as a way to give my support to the race – to encourage the riders like how the crowds used to encourage me when I was in the forces’.

*‘**The Tour de Yorkshire fetched me into the Toll Bar community.** I helped with the ladies of TARA and had a great day with my new friends. Thank you for letting me share your day’.*

*‘**One amazing day, been able to make new friends** and gather with people who have lived in the village for years but didn’t take part in activities. **The whole event was made amazing by all pulling together.***

*‘**The Tour de Yorkshire brought all Toll Bar out in force.** Toll Bar TARA made a lot of effort to make everyone welcome and the kids really enjoyed all the activities and buns! Huge thanks from our family’.*

‘I thought it was important to not only support the riders but to support the Toll Bar community’.

Associated with the theme of ‘community engagement’ is ‘place importance/pride’, resident comments highlight their pride for living in Toll Bar and for celebrating the TdY there:

Place importance/Pride:

*‘**The Tour de Yorkshire means a lot to the community of Toll Bar, everyone is in high spirits it’s a welcome thing to do.***

*‘**A brilliant day for all the community to get together and make new friends, it was a wonderful experience to see the race and how everyone reacted and to see all the decorations.***

*‘Toll Bar may be a small village but TARA is the core of the village, the community always pulls together to make any event fun-filled. We are Toll Bar and proud of it. **So proud the Tour de Yorkshire route was via our village.***

The final interrelated theme is that residents recognise the ‘special nature’ of the TdY and that it may be **a once in a lifetime opportunity to experience it in their community:**

Special occasion:

‘I have really enjoyed the once in a lifetime day, my little one has enjoyed her day. This event has really brought Toll Bar together and **I hope this is the start of many more days like this’.**

‘This day will be in our thoughts for a long time’.

‘It has brought the community together and been a great experience for our children’.

It is therefore important to recognise the importance of **‘place of engagement’** when considering the social impact of the TdY. Residents attribute great importance on watching the TdY in their community alongside their friends, family and neighbours at community events. The SIA barometer scores for Toll Bar also support the assessment that celebrating the TdY as a community has positive wellbeing benefits as Toll Bar recorded the highest wellbeing score (4.27) within the survey. High scores were also recorded for ‘Civic Pride’ and ‘Community’, 4.14 and 3.94 respectively.

Whilst community engagement appears to be influenced by place of engagement, and hence the race format bringing the event to communities, convenience does not appear to be a driving force. This is demonstrated by the efforts made by community event organisers and attendees that the race is a sufficiently interesting, engaging and exciting focal point for communities to invest time and resources to get together and celebrate.

However, the emphasis on ‘place of engagement’ within the visitor book comments and from discussions with attendees **suggests that residents are less motivated to engage in future TdY events in other areas of Doncaster because it would not involve their community (i.e. if the race route did not pass through their community).** In other words, the **‘social buzz’** surrounding the TdY (identified in the 2018 and 2019) study appears to be a collective construct created by the multiple points of engagement with individual communities along the race route. This perspective is supported by attendee comments highlighting ‘place importance/pride’ and community identity such as **‘We are Toll Bar and proud of it’.**

Access to transport was also articulated by several attendees as being a barrier to engaging in events outside their immediate community, **therefore practical barriers such as geographic distance, transport access and financial cost should not be ignored.** Furthermore, the 2018 TdY study findings highlighted that distance is relative and even very short distances can be barriers to event participation.

Therefore, when considering community engagement for other large-scale public events, particularly those which are ‘static’ i.e. involving a single venue versus ‘dynamic’ such as the TdY (although the same principle applies for when the TdY visits other communities) consideration should be given to how communities outside the venue can be involved if the strategic intention is to disperse positive social benefits among communities.

Possible interventions could include an **‘event benefit dispersion model’** which would engage communities even if the event was held elsewhere in Doncaster i.e. at a stadium or other enclosed venue by supporting them to host associated events, possibly via streaming the event on big screens or within community centres/social clubs etc. similar to approaches used at other events such as ‘fan zones’ at Football World Cups or twinned events such as BBC Proms in the Park. In addition, these events provide opportunities for communities to support other ‘active’ rather than ‘passive’ participation interventions

linked to the main event i.e. physical activity and/or cultural based activities. It should also be recognised that even if residents do attend the TdY or 'static' events in other communities the personal wellbeing and related community impacts are likely to be different, due to the dynamics of the event taking place outside their community.

Microgrant scheme analysis

Analysis of the feedback forms and DMBC Monitoring Report (2019) show that the microgrant scheme has provided a catalyst for the scaling up of planned events and for inspiring new events both related to the TDY and wider community activities.

A small amount of money seems to have made a significant difference to the engagement of community groups and has also generated strong positive relationships with the Council.

Summary of DMBC's evaluation of the scheme

18 out of 21 applicants were successful. A total of £2250.24 was awarded with individual bids varying between £50 to £200.

For the majority of applicants, the microgrant funding range of £50-£200 was found to be appropriate, providing a sufficient level of funding to enhance community events. Notably, one community group was initially deterred from applying because they considered applying for a £200 grant to be a daunting prospect as it was far higher than their normal budget for community events/activities.

Whilst their concerns were mitigated through close discussion with a DMBC representative who explained the process and reassured the group that they were eligible and welcome to apply. This observation highlights the importance of administering the scheme with a personal touch to cater for the differing levels of support community groups require to access the scheme.

The majority of successful applications were for decorative items (10) and refreshments (8).

Only a small number included an aspect of physical activity (2)

46% of the awarded money went to applications from Bentley with Askern having 23%, Tollbar 18% and smaller amounts for the Town Centre (9%) and Campsall (4%). Note that there are no applications from the sample communities engaged in the TdY 2018 research except for the Town Centre.

The review of the process was overwhelmingly positive although DMBC's report is based on the responses of successful applicants only.

All the grant holders found the process simple to follow and had high praise for the DM

BC team.

Summary of answers to additional micro grant evaluation questions

The difference the micro grant made

Most microgrant awardees would have put on similar events/activities regardless of receiving the grant. Although, three recipients (Askern Community Hub, The Ridge Employability Centre and Cavy Corner Guinea Pig Sanctuary) stated that they would not have been able to host any activity without the grant. For example, being able to buy something as cheap and simple as a gazebo allowed Askern to host a successful event despite the weather.

RDaSH Emerald Lodge and Rock of Ages Church stated that their activity would have been the same with or without the grant but it allowed them to increase numbers and engagement.

“We would not have been able to engage local schoolchildren in the art events that made their day special” Bentley Pavilion

The grants were essential for organisations where resources are limited enabling more community based activity to take place.

All recipients stated how much better, more engaging their activity was due to the grant. This enabled them to scale up their activities, provide activities/refreshments for free, buy extra decorations etc. The main benefits of this were higher levels of community engagement and the bringing in of new people.

Engaging new people

All but one of the eighteen microgrant holders explained how the grant enabled them to engage with new people. This ranged from a few new faces, to recruiting new volunteers (7 new volunteers for Cavy Corner), partnership development (Bentley Community Partnership engaging new businesses), engaging with new organisations (The Land Trust was able to bring in all the Primary schools in the Askern area) and more social media activity (Friends of Campsall Community Park increased their Facebook following)

“The event that we put on attracted a lot of the public who we were than able to engage in conversations about the work that we do” Aspire (Town Centre)

Although Tollbar Tara stated that they only engaged people or organisations already known in the community (‘no new’ faces’) they felt that the grant had enabled them to give a larger number of people within the area a much better experience and, more importantly, create inspiration for other community events.

Legacy and sustained engagement

This is where the greatest benefit of the scheme lies with all grant holders providing examples of how this has inspired further events and community activities both related to the TDY and more generally.

Several have asked for similar grants to be available at other times.

Aspire (Town Centre) have been inspired to set up a similar microgrant scheme themselves to promote national recovery month in September.

The success of the Tollbar Tara TDY event has led them to plan a Teddy Bears picnic to maintain community engagement and Friends of Campsall Park are now organising a monthly pop up cafés. Bentley Methodist Church raised money for charity during the event and the success of this has encouraged them to host a charity music event and to build on community engagement through a Family Fun Club week in August.

A continuation of the microgrant scheme for next year’s TDY is called for by the majority of grant holders and many also suggest that this is extended to events/times beyond the TDY. This would enable the extension of the scheme and the benefits that accrue to be widened beyond those communities on the race route.

“If other funding was available in the future for similar events we would love to get involved in other areas as we are a borough wide service” – The Land Trust

Summary Points (13 – 23): Microgrant interventions

- 13. Main themes emerging from analysis of the visitor book comments were: community action; excitement/enjoyment; gratitude; place importance/pride**
- 14. Place importance/pride for their community main motivator for community event organisers and their communities to engage with the TdY event**
- 15. Pilot interventions very successful in increasing community engagement and creating a festival atmosphere, but gaps in connecting their events/activities with opportunities to encourage increased physical activity.**
- 16. Only two of the microgrant applications included an aspect of physical activity. Most community events are focused on celebration, food, drink, arts and crafts and not closely associated with sport/physical activity. These have considerable social benefits, but little influence on physical activity/cardiovascular health.**
- 17. Pilot interventions delivered by community event organisers successful in engaging and benefitting 'new faces' and target groups, in particular older people/others with access issues and casual event browsers who do not often engage in community activities or support services**
- 18. Potential to further harness these community events to create opportunities for intergenerational engagement and address societal issues such as loneliness, isolation and low levels of physical activity**
- 19. Critical importance of direct communication and personal touch of DMBC in the delivery of the micro-grants, in particular through Andy Maddox and Darren Simpson.**
- 20. Visitor books a simple and effective method of data collection in this context. However, the format may be limited in identifying negative feedback.**
- 21. Microgrant scheme very cost-effective and successful way of acting as a catalyst for scaling up and increasing community engagement (including of key target groups) and inspiring further (legacy) events to events/times beyond the TdY**
- 22. Microgrant scheme successful in supporting community groups/services to attract new media attention**
- 23. Implications and importance of reliance on microgrant scheme interventions on volunteers**

Engagement of local businesses: formative & summative interviews



A small sample (6) of local businesses from Doncaster town centre, Askern and Bentley were interviewed before and after the TdY 2019 event to identify their perceptions on the social impacts and business community's engagement with the event. See *Appendix C* for interview questions.

The nature of business engagement appears to fall into three main and relatively limited categories:

- i. Celebrating the event as part of the community by decorating their premises and entering the Best Dressed Window Competition
- ii. Activities on the day of the event to try and increase footfall/attract new custom, create opportunities to trade or promote their products/services/venue
- iii. Watching the race at their business premises with others in the community

This engagement required some preparatory activity in terms of staffing, decoration, preparation and publicity for their activities.



Danum Hardware, Winner, Best Dressed en Route

Prior to the event, interviews demonstrated (to different extents) a combination of community and commercial motivations for businesses taking part in the event. From a community perspective, prior to the event the majority of businesses interviewed hoped that the TdY would have a positive impact on the local community in terms of challenging negative stereotypes of Doncaster as a place to live, work or visit. In addition, that it would contribute to a sense of community which is particularly important in those places recovering from the closure of the coal pit.

From a more commercially-minded perspective, all businesses also hoped that their engagement in the event would have the following benefits which could be used to inform future business impact indicators:

- Increased publicity and business/brand awareness to new customers/audiences
- Increased sales and footfall for their premises
- Nurture their relationship with staff and the local community (as taking part in the TdY demonstrates that they are engaged and with community activities)

Overall, there was a very positive attitude towards the TdY by those businesses interviewed although they shared that they were aware that there was a small amount of negativity towards the event due to



concerns about disruption to business activities on the day – reflecting that for some businesses their commercial motivations are a priority over wider community benefits.

In terms of whether or not these impacts were experienced, summative interviews with businesses found that there was a high level of satisfaction in relation to the desired community impacts having been realised, in particular in communities on the route. Almost all reported a noticeable increase in activity on their social media (Facebook, Twitter etc) sites and some reported increased footfall on the day indicating a few

publicity and business benefits. There was, however, some disappointment to the extent by which their sales had increased for their respective products/services.

Furthermore, the level of support from DMBC re communicating about the TdY event (e.g. roadshows, written correspondence, DMBC website info etc) was identified as being greatly improved this year. The Best Dressed Window Competition was clearly appreciated despite the dissatisfaction expressed by a few that the prizes were concentrated in Bentley and the town centre rather than being more widely distributed. Businesses were also aware of the community micro-grant scheme and a few queried why the charity shops interviewed were not eligible to apply in light of their charitable objectives.

Whilst this research only interviewed a small sample of local businesses, it is evident that getting the approach to engaging and benefitting local businesses through the impacts of the TdY is a “difficult nut to crack”. In some cases there is a trade-off between individual business benefits and wider community benefits for Doncaster as a town, and it depends how community-minded a business is as to how motivated they are to engage, and how willing they are to disrupt their normal business activities. Furthermore, many local businesses appear to have limited understanding of (i) the different ways in which local businesses are already benefiting through supplying the TdY with products/services, (ii) other opportunities for how local businesses could potentially could engage with the TdY event and (iii) what benefits they can realistically expect from a business perspective. There are also gaps in available insight regarding the expectations and aspirations of local businesses for engaging with major sporting events such as the TdY.

Better understanding the business perspective and identifying different pilot interventions and incentives for increasing their engagement in future major sporting events as appropriate – both from a commercial and community-orientated perspective – would be a useful area for future research.

Summary Points (24-30): Engagement of local businesses

- 24. Business engagement in the TdY is limited to three main categories of involvement**
- 25. Main priorities for business engagement in the TdY are a combination of commercial and community-motivated impacts – and occasionally these interests might conflict on the day**
- 26. The TdY is perceived by businesses to be having a positive impact in terms of opportunities for promoting their businesses/services that could technically be monitored using social media ('new likes') but perhaps better to monitor on a wider destination level**
- 27. The impact of the TdY on local and outsider perceptions about Doncaster as a place to live, work and do business is an important /motivation impact from a business perspective that could be monitored**
- 28. Local businesses are generally satisfied with the positive impacts of the TdY on the business and local community**
- 29. There is a need to raise awareness and manage expectations of local businesses regarding the TdY**
- 30. The communication between local businesses and DMBC around the TdY event has seen some noticeable improvement this year**

Engagement of young people: Instagram storytelling and interviews

Unfortunately, the latter phase of the Instagram storytelling data collection with young adults (16-24) wasn't able to happen. Researchers were able brief students from Doncaster College about taking photographs taken on the day but they were not able to meet again with the students involved to discuss their experience/views about the impact of the TdY event on young people. The plan was to use the photos taken by these young people on the day to create a digital collage to give back to them - as presented in Figure 18 below in the photo collage below made from other photos taken on the day. Thus, the direct voice of this target group is missing in our research findings.



Figure 18: Photo collage made from photographs taken on the day of the TdY 2019

However, the research team were able to observe the nature of young people's (both school age and young adults) engagement on the day of the event, as well as have a few key informant interviews with youth providers to get their feedback and recommendations on the engagement of young people in the TdY and other major sporting events. In particular, we spoke with a representative of Expect Youth, Doncaster College and a Community Sport & Physical Activity Development Officer from DMBC.

Based upon the research team's observations on the day of the TdY 2019 event on the day it was evident that there was limited engagement of young adults (aged 16-24). Some small groups from the College observed the race with tutors in the Town Centre but appeared largely disinterested. Where there was a link to their studies (e.g. photography, public services) and the tutors had set them tasks there was some engagement.

The Market Square had very few people from this age group. There was little to attract them in terms of additional activities or entertainment. The sponsors' stalls (freebies) were assigned to the car park and not obviously visible to those in the Square.

Elsewhere along the route, young adults were noticeably low in numbers although it needs to be recognised that the event took part during working/school/college hours.

However, there was a very high level of engagement of school-aged children in the event (much greater than TdY 2018) but this was not a particular focus for this research.

Also, the microgrant monitoring report provides evidence of the engagement of young adults in some of the other microgrant activities not included in our sample, for example at Bentley Pavilion with the Ridge Employability College.

Discussions with key informants highlighted a number of interesting and useful observations regarding the engagement of young adults in the Tour de Yorkshire and other major sporting events which we have used to shape our recommendations for increasing the engagement of this specific target group in Section 5.

Need to link with existing youth provision

Major sporting events like TdY 2019 need to "piggy back"/connect with existing youth provision for increasing physical activity and engaging in other activities, for example the summer holidays programme delivered by Expect Youth and their partners, local sports clubs and arts/cultural groups.

Cycling not a popular sport for many young people

Elite road cycling has limited appeal for many young people, therefore interest in the Tour de Yorkshire event as a sporting event is also limited. Furthermore, there are a number of popular (mis)perceptions about cycling which may present a barrier to engagement for young people such as cost of equipment, convenient access to good cycling routes and associations of being a sport that is male-centric, for the affluent, and lacking in ethnic diversity. However, positioning cycling as a social, diverse activity with different forms, together with promotion as a means of freedom and transport for young people might be more effective in getting wider engagement.

“Tick box engagement” of young people

Need to prioritise and target selected sports events that are of particular interest to young people, or at least have a clear ‘youth focus’ for parts of the delivery, rather than all events taking a ‘ticking the box’ approach to be inclusive. Some sports events will simply be more attractive to young people than others so a pragmatic approach to focusing engagement efforts on those events where there is demand/interest makes sense.

Diversity within young people

Need to understand the different subcultures (or ‘tribes’) that exist in the Doncaster population of young adults to inform the design, delivery and communication of major sporting events and activities aimed at increasing engagement and physical activity. This includes targeting “non-sporty” and “sporty” subcultures who might be interested in getting more involved with a particular game/sport such as cycling or rugby league.

Youth engagement with major sport events as a social or community activity

Some young people will engage with major sports events as a social activity rather than having a strong interest in the sport itself. This is an opportunity to access them for engaging with a wide range of taster activities – before, during and after the event – to encourage them to become more physically active.

Summary Points (31-34): Engagement of young people

- Younger adults, in particular teenagers, appear to have limited engagement with the TdY to date, due to limited interest in the event and elite road cycling.
- There is a need for a more tailor-made and co-creative approach to understanding the perspectives and diversity within young people regards their engagement with the TdY event and associated physical activity (and other major sporting events) and their views on cycling as a sport
- Importance of combining physical activity with social activity to encourage participation of young people in TdY
- Suggestion to think pragmatically with regards to the engagement of young people in sports events – need to link with existing provision for young people and recognise that some events will be more attractive than others and need to be careful to avoid a ‘tick box’ approach to engaging them

Engagement of 2018 TdY sample communities: Phone interviews with community event organisers/champions

Six key informants/community champions from sample communities on last year’s TdY route (namely Stainforth, Mexborough, Conisbrough and Denaby) were interviewed to get their opinion on whether or not there had been any lasting community impacts resulting from last year’s event, and assess the nature of community participation in TdY2019 in light of them not being included on the route this year.

Interestingly, the interviewees all shared the view that this year there was general apathy towards this year’s TdY event which was a stark contrast to the excitement and buzz it created last year when it passed

through their communities. All made the point that engagement was high last year as the event was on people's doorsteps the community felt proud and excited to have positive international coverage around the event, rather than necessarily being particularly interested in the cycling event itself. This further supports our findings from both the resident survey about community engagement in the TdY around themes such as place engagement, community action, civic pride and togetherness.

Importantly, interviewees also clarified that there was no apparent resentment that the TdY didn't pass through their communities as people understood that the route varied as a way to share the benefits of the event. There is still clearly a very positive local attitude towards the TdY event itself,

“In Mexborough we have good memories of 2018 TdY but it didn't have much influence this year and we have moved on to other events like Superheroes Day, Music Festival and Love Mexborough”.

In terms of lasting impacts, whilst it is not possible to demonstrate causation (or in other words for TdY 'take all the credit'), interviewees attributed the TdY with having a lasting impact in two main ways. Firstly, in terms as providing a **catalyst/spark** for some local people to get more involved in local events and activities which has carried on after the event. For example, in Denaby the ladies who knitted bunting are now knitting blankets for families, and in Conisbrough where the group set up to organise events for the TdY has continued with craft sessions and other community events. More widely, the view was held that the TdY provided some valuable momentum to the wider community and local authority activities aimed at increasing community engagement and physical activity.

The second lasting impact shared was that the TdY 2018 had created the opportunity for local community groups/services to reach **'new contacts or faces'** in their communities who have continued their involvement over a year after the TdY 2018 event. For example, the Denaby Families Hub project reported engaging with two local families who came out to watch the TdY and have remained closely involved with the project ever since. This supports our findings from assessing the pilot interventions which also showed the value of TdY and microgrant scheme in reaching the 'casual event browsers' target group.

Finally, interviewees felt that there was limited action that should be taken to try and increase engagement of communities in TdY when it is not passing through their communities as in reality there would be a limited level of interest. As one interviewee described it,

“During last year's TdY there was clear 'bottom up demand' to celebrate the event coming to Stainforth so we responded and organised something that was really well attended. If we had tried again this year it would have been much more a case of force a top down idea that people would have been unlikely to get involved with. Instead this year we moved on to organise other community events”

However, some made the point that it was a shame to lose the momentum of community engagement and excitement the event created since it moved on and suggested that a more strategic approach to **'handing over the baton'** to something else/other events and activities to keep this momentum going was needed.

Another recommendation was that if TdY really wanted other communities to take part in the race happening elsewhere then providing a minibus and packed lunch, or big screen, might help to motivate people to venture out. They should also be informed about the opportunity for a microgrant to help organise something. As one interviewee commented,

“Conisbrough is one of those places where people don't travel very well – they may go to town for shopping but more likely Mexborough. To shift'em out of their community you need a good offer”.

Summary Points (35-40): Engagement of 2018 TdY communities

35. Apathy (but not resentment) towards TdY by those communities engaged in 2018 TdY but not 2019 TdY – their previous engagement was clearly due to the event taking place on their doorsteps and being able to celebrate among family, friends and neighbours in their community rather than a strong interest in cycling
36. 2018 TdY communities had very limited engagement with TdY 2019 – with just a very small number going to watch it elsewhere. This demonstrates the importance of ‘place engagement’.
37. Anecdotal evidence that the TdY event has had a lasting impact on the 2018 TdY in terms of continued involvement of ‘new faces’ engaged last year’s event carrying on to support other community events/activities – both in terms of accessing new support services (e.g. Family Hub at Denaby) and getting involved in delivering community activities
38. Anecdotal evidence that 2018 TdY event acted as an important ‘spark’/catalyst and created momentum for future community events (in a mix of other factors/influences)
39. Consensus by all informants that there is limited action that should be taken to further engage former TdY communities besides making sure they are informed about the event and micro-grant scheme, and possibly providing community-transport to encourage them to be spectators elsewhere or a big screen to watch it locally
40. Need to provide alternative events and build on the momentum for community activity in other ways if TdY not passing through – so to ‘hand over the baton’ to other events

Impact on physical activity levels: QR Code Postcard Survey

Participant Demographics



A total of 54 participants completed the PA QR code survey, resulting in 50 responses from Doncaster and four responses from outside Doncaster. Looking at Figure 19 below showing the responses on a map of Doncaster, we can see participants predominantly lived in Bentley ($n=15$), Askern ($n=11$) and Toll Bar ($n=7$) – all situated along the TdY route – with the remaining responses sporadically placed across Doncaster.

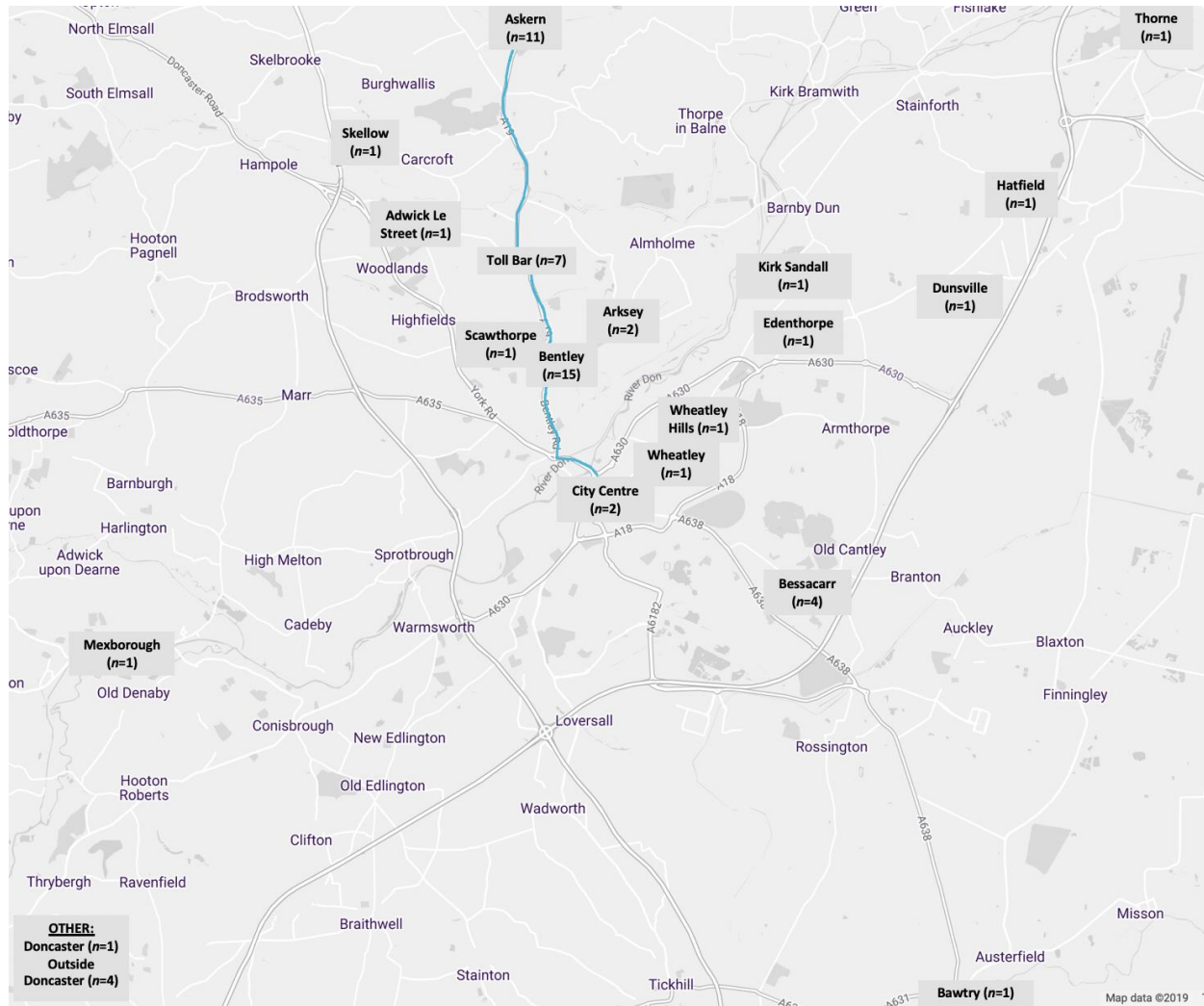


Figure 19: Geographic Map of Doncaster and Responses to the QR Postcard Survey on PA.

Table 16 below details the demographics of the participants that completed the PA QR code survey. An equal split of age categories was revealed in all five age categories; suggesting a range of young, and old individuals spent some time completing the survey. Job status was also diverse; predominantly, participants worked in full-time employment or were retired. Ethnicity was not diverse; 96% of responses were from a white ethnic background.

Table 16: Participants Characteristics of Completed Responses; Age, Job Status and Ethnicity.

PARTICIPANT CHARACTERISTICS									
Age (Number of Participants (%))									
16-24		25-44		45-54		55-64		65-84	
11 (20.4%)		13 (24.1%)		12 (22.2%)		9 (16.7%)		9 (16.7%)	
Job Status (Number of Participants (%))									
Employed Full-Time	Employed Part-Time	Self-Employed	Full-Time Education	Retired	Look After Family/ Home	Unemployed			
20 (37%)	6 (11.1%)	4 (7.4%)	1 (1.9%)	15 (27.8%)	3 (5.6%)	5 (9.3%)			
Ethnicity (Number of Participants (%))									
White				Asian/ British Asian					
52 (96.3%)				2 (3.7%)					

Increasing PA through TdY

Figure 20 below provides aggregate scores for the six areas of the Influencer Framework, asking respondents to rate how well the TdY did at getting them to be more active. The weakest domain was ‘individual capability’, and the strongest domain was ‘social motivation’. Table 17 also provides the number of responses for each influencer domain across the 5-Likert scale. Responses predominantly reflected positive responses.⁴

⁴ To understand if the participants could differentiate the different concepts within the Influencer framework - based on the methodology not allowing for verbal explanations – additional analyses were conducted to identify if participants responded to the six areas of the influencer with the same response, or if the six areas differed. 16 (27.1%) participants reported the same value for all six domains. 21 (35.6%) reported two different values for the six domains and 17 (28.8%) reported three different values. Finally, five (8.5%) participants reported four or more values for the six areas of the influencer framework.

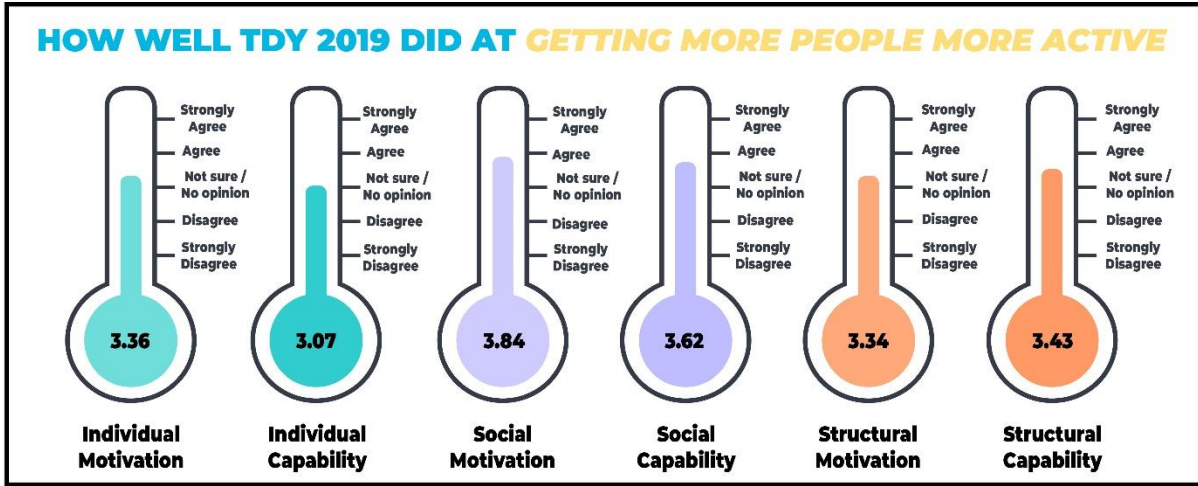


Figure 20: Mean scores for each of the six domains of the Influencer Framework for how well TdY did at getting them to be more active.

Table 17: Responses for the six areas of the influencer framework and how they felt the TdY did at getting them to be more active.

	1 (Not at All)	2	3 (A Fair Bit)	4	5 (A Lot)	M (SD)
Individual Motivation	6	7	17	9	15	3.36 (1.33)
Individual Capability	7	13	15	7	12	3.07 (1.35)
Social Motivation	3	5	11	10	25	3.84 (1.30)
Social Capability	6	2	14	12	20	3.62 (1.36)
Structural Motivation	6	5	17	13	13	3.34 (1.28)
Structural Capability	4	10	14	8	18	3.43 (1.33)

While comparisons must be taken with caution – due to the very different data collection methods and different populations - the results from TdY 2018 evaluation are consistently low, averaging 1.24/5 for all six domains. The TdY 2019 evaluation’s aggregate score for the six domains was 3.44/5.

Most Important Influencer Domain for Increasing PA Levels

Figure 21 below provides participants responses for the most important domain of the Influencer framework for increasing PA levels. The most favoured domain was '**social capability**', followed by 'individual motivation' and 'social motivation'. 'Structural motivation' and 'structural capability' domains had low scores for importance.

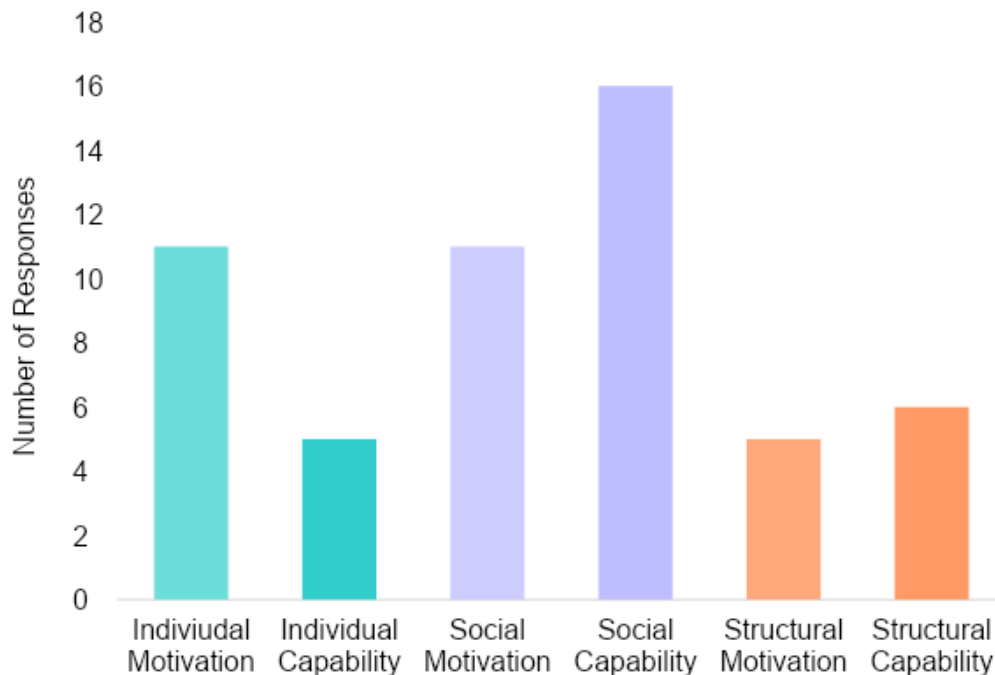


Figure 21: Responses for the most important domain within the Influencer Framework.

The findings on the most important domain suggest the individuals that completed the survey may be such individuals that are driven by a social buzz and take the lead from other people depending on what is going on in their community. They may be individuals that go with the flow and therefore an increase in social buzz – helping them feel able and motivated – may spur their 'individual motivation' and help provide them with the opportunities to be more physically active.

It is also important to reflect on the findings from 2018, which revealed the 'social motivation' domain to be the most 'successful' in getting more people more active. Members of the public involved in the locality specific idea factories consistently suggested TdY 2018 was creating a social buzz in the local community, but it was not necessarily resulting in an uptake in PA levels. Drawing the findings back to the 2019 evaluation reiterates the importance of creating a social 'buzz' to help motivate individuals, but also to create a sense of community, helping each other which can increase individuals' capabilities. While other domains of the framework are still considered important, the predominant focus remains around the social domains.

WHICH AREA IS MOST IMPORTANT

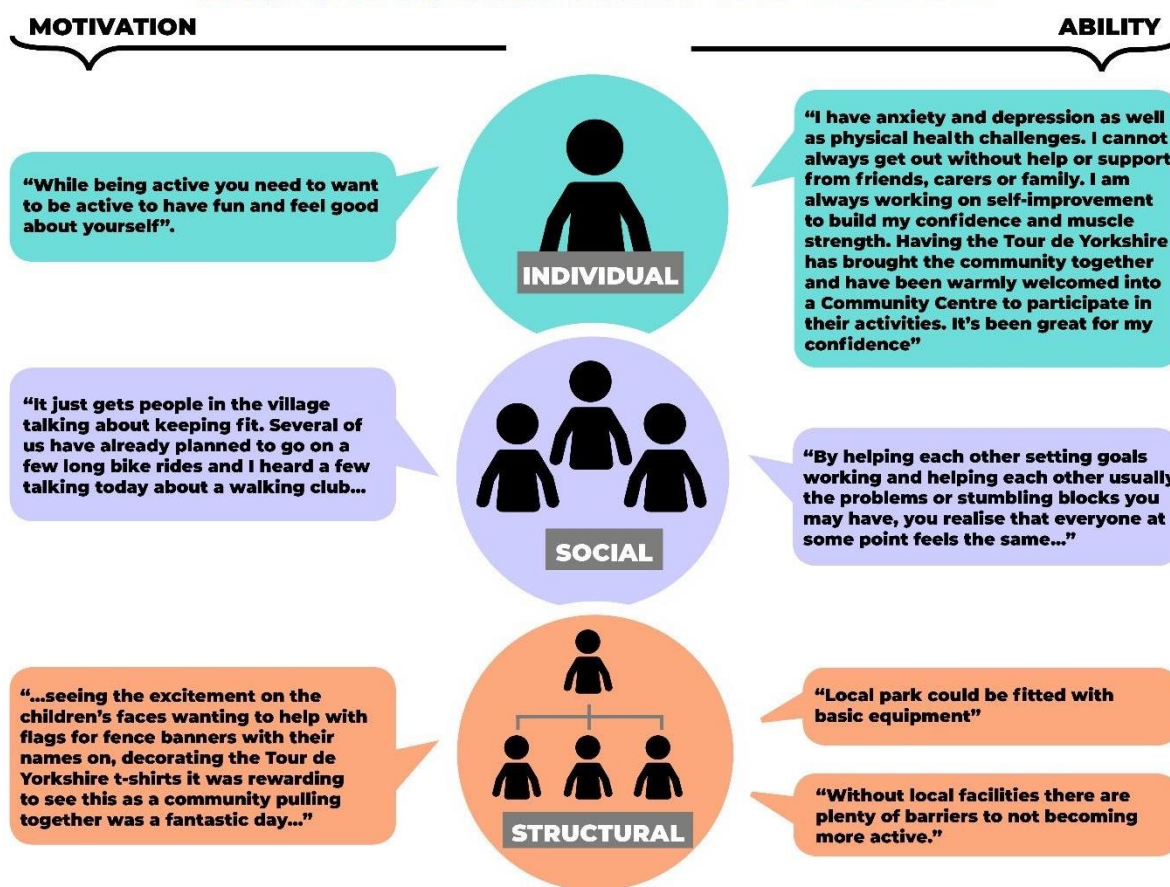


Figure 22: Overview of the qualitative quotes provided when providing context for the Influencer domain they felt is most important for increased PA levels.

Figure 22 above details key quotes identified for each of the six domains of the influencer framework when members of the public suggested that domain was the most important for increasing PA levels. While the most important domain was social capabilities, there were some important messages for all areas. The subsequent paragraphs will dive into some of those themes.

Individual Motivation

The first domain, individual motivation focused on members of the public, suggested that you need to feel motivated to be physically active by having fun, and that can help you feel good about yourself:

"While being active, you need to want to be active to have fun and feel good about yourself."

Individual Capability

For 'individual capability', comments were made about needed support from others (social capability) to help increase their confidence (individual capability) which was, for them, the more important domain.

This quote (below) stressed the importance of using more than one area of the influencer framework to help increase PA levels. Concluding that events such as the TdY helped bring the community together, which had a positive effect on increasing individual capability.

“I have anxiety and depression, as well as physical health challenges. I cannot always get out without help or support from friends, carer, or family. I am always working on self-improvement to build my confidence and muscle strength. Having the Tour de Yorkshire has brought the community together and I have been warmly welcomed into a Community Centre to participate in their activities. It’s been great for my confidence.”

Social Motivation

For ‘social motivation’, one member of the public focused more on the effect of the TdY and how that was important. They stated the TdY helped get everyone in the village talking about PA and ways to be more active. Discussions were had in the community to plan a bike ride or a walking club.

“It just gets people in the village talking about keeping fit, several of us have already planned to go on a few long bike rides, and I heard a few talking today about a walking club....”

Another individual suggested that the social motivation domain was the most important because many of the residents in their village do not leave their home unless something special is going on. Suggesting events like the TdY are essential in creating a social ‘buzz’ and motivating people to get out and about.

“Due to the fact there are a few residents in our village who don’t leave their homes unless there is anything special going on in our village.”

Social Capability

The ‘social capability’ domain was voted the most important domain for getting people physically active, there was a range of important quotes to discuss. The first quote discussed the importance of helping each other with goals and overcoming challenges. Working with other individuals also highlights that everybody is in the same position, striving to better themselves:

“By helping each other setting goals working and helping each other usually the problems or stumbling blocks, you realise that everyone at some point feels the same. Also, it becomes a transgression into long term friendships socialising and helping others is a natural human trait.”

Another quote, below, suggested the importance of feeling part of a community and having a support system in place, resulting in opportunities to exercise together.

“Because people feel part of a community and a group of friends who support each other. This is important because you can exercise together, feel like you belong, support each other etc”

Another quote suggested activities focusing on PA and the social side are essential for them at their age as they are more interested in the social side of things, not the PA benefits.

“At my age, I would be using the activity to be social as well as physically active.”

Having friends and people in their community to support each other can help individuals feel more motivated and provide more opportunities. This quote also demonstrates the importance of motivation, and opportunities were just as important as 'social capabilities'.

“Connecting with people provides motivation and more opportunities to do things together.”

Finally, a member of the public suggested that communities should have fairs and events on all the time, bringing the community together, which can help maximise on friendship and the sense of community for Doncaster. This quote does not directly stress the importance of capability, but more subtly suggests that having opportunities in the local area will bring people together and naturally provide the space for activities to take place.

“I think communities should get together all of the time and have fairs and events that involve each other to make more friends and a stronger bond for Doncaster.”

Structural Motivation

An important quote for the structural motivation domain suggested that, for them, helping children during the TdY event gave them a sense of reward. Seeing the community pull together and the huge accomplishments people made by getting involved in the day, made them feel it was worthwhile. Again, this quote focuses more on what they felt was the most important, based on TdY 2019, but it demonstrates importance on getting people involved in helping on the day, to give them a sense of accomplishment and reward for helping make that happen.

“As a childminder seeing the excitement on the children's faces wanting to help with flags for a fence banner with their names on decorating their Tour de Yorkshire t-shirts it was such rewarding just to see this as a community pulling together. It was a fantastic day well done to everyone who took part we did an amazing job.”

Structural Capability

Several quotes for the structural capability suggested that local facilities needed to be adapted to provide people in the community – for all ages – to be more active. For example, adding equipment into a local park. Such adaptation to the local area will help remove some existing barriers.

“Local park could be fitted with basic equipment.”

“Without local facilities, there are plenty of barriers to not becoming more active.”

“More availability of activities for all ages.”

Summary Points (41-44): Impact on physical activity

- 41. Participants completing the survey predominantly came from Bentley (n=15), Askern (n=11) and Toll Bar (n=7) – local areas on the route for TdY 2019.**
- 42. When assessing how well TdY did at getting more people, more active, assessed against the influencer framework, the weakest domain was ‘individual capability’, and the strongest domain was ‘social motivation’.**
- 43. The most important domain in the influencer framework for getting people more active was ‘social capability’ (i.e. there is a connection between community engagement and physical activity).**
- 44. When participants were asked to expand on their choice for the most important domain, several quotes provided responses that touched on more than one domain. For example, for individual capability, the quote suggested they needed the social capability and social motivation – from friends to help them – to increase their confidence in their abilities to result in increased PA levels.**

5. Key Conclusions & Recommendations

In this section we summarise and interpret the key findings from this research and make recommendations for moving forward with using the TdY and other major sporting events in Doncaster as a vehicle for creating positive community impacts and engagement and increased levels of physical activity. See Figure 31 for a visual summary of our main findings that have shaped our recommendations.

Importantly, in this section we elaborate on the complementary findings around the impact of the TdY on both community impacts/engagement and physical activity levels. The findings clearly suggest that the TdY's success in creating a social buzz and opportunities for community engagement through this major event are an important prerequisite for increasing individuals 'social capability' and 'individual motivation' to become more physically active.

However:

'There is currently a disconnect between the success of the TdY as a social engagement intervention for bringing communities together and the TdY as a motivator for increasing physical activity. In this context, the sporting aspect of the TdY is generally peripheral, with resident engagement focused around community celebration, food and drink, and passive participation. Whilst extremely important for 'personal wellbeing', 'civic pride' and 'community spirit' a greater emphasis on physical activity is required to harness the event to encourage communities to become more active. The good news is that social engagement is a driver for both social and physical activity engagement'

In light of these findings, future interventions and sports events should aim to more strategically connect the social buzz and community engagement created to interventions for socially oriented opportunities to increase physical activity levels. Currently, the spark and momentum generated by the TdY could be more effectively nurtured in this respect.

We also explore some of the complexities around engaging some of the TdY key target groups that we have identified – for example young people (in particular older adults), local businesses, casual event browsers and community champions, making some tailor-made recommendations in light of the specific motivations and characteristics of these groups.

Well-being, civic pride and community spirit impacts

As with the TdY 2018, this year's TdY 2019 has clearly been embraced by the local community of Doncaster as illustrated by the resident survey finding of 93% of respondents very positive or positive about the event.

The findings and resident survey barometer scores show that the TdY 2019 event has been successful again (in comparison to TdY 2018) having a positive impact on well-being, civic pride and community spirit.

Recommendations:

- R1** These positive community impacts of the TdY could be communicated more widely and mapped against the New Economics Foundation (NEF) Five Drivers of Wellbeing framework (a mental health promotion equivalent of guidance to eat 5 pieces of fruit and 'vege' a day) – see *Figure 23* below.

R2 Conduct another social impacts resident survey on the Rugby League World Cup to see if there are any differences with a stadium event in terms of resident perspectives regarding the impact of this event.



Figure 23: NEF Five drivers of wellbeing

Social glue

TdY provided a focal point for personal socialisation within the community and create a sense of belonging – or social glue – that can usefully be used to contribute to wellbeing and further engagement in community activities, including new opportunities for physical activity.

Recommendations:

R3 Support further community engagement opportunities for future sporting events that provide opportunities for bringing the community together – for example activities to celebrate a particular event/sport or attendance at Rugby League World Cup stadium events as a ‘community day out’ with a minibus, packed lunch and ‘local VIP’ treatment/perks on arrival

Community buzz & spark for community engagement/events

TdY created a powerful buzz and local excitement around the event that had significant well-being impacts. This community buzz needs to be harnessed in order to build local momentum and capacity for engagement in further events and activities aimed at building communities, increasing physical activity levels and inclusive economic growth opportunities.

Recommendations:

R4 More strategic approach to *‘handing over the baton’* from one event to the next in order to keep momentum and spark of community buzz and going – for example targeted marketing activities to promoting next sporting/local events and opportunities to get more active at UCI Road World Championship, Rugby League World Cup & future stages of TdY.

R5 Inform communities previously included in TdY routes about microgrants, future TdY and sporting events and other local events and opportunities to engage in physical activity.

Community champions & providers

In line with research findings from TdY 2018, community champions and providers within communities have been found to be at the heart of enabling the level of success and community engagement that has been achieved again during 2019. These volunteers and dedicated staff need to be further nurtured to

deliver and scale-up their activities, and to link with other community champions and providers in different communities in Doncaster in order to encourage collaboration. There are also practical advantages and disadvantages with relying on volunteers to deliver events.

Recommendations:

- R6** Continue microgrant scheme to support community champions and providers to access funds
- R7** Consider adding additional category and increased budget to microgrant scheme to support capacity building of community champions/groups/providers to deliver community events and opportunities for increasing physical activity of target groups
- R8** Facilitate better communication and collaboration between community champions and providers across Doncaster – for example through exchange visits, invitations to attend each other’s events, on-line facility to share resources on delivering community events/activities, introduce volunteer support organisations to community champions as appropriate, fun/healthy competitions between communities during major sports events

Linear event

The significance of TdY being a linear event has been particularly apparent in the findings for this research as it has allowed it to reach a wide range of local communities on their own doorsteps. This has facilitated some of the key social and wellbeing impacts of the event on enhanced pride in local communities, resident optimism and high levels of community engagement. Furthermore, the barometer findings indicate that once individuals have engaged with the TdY within their community they are more inclined to support or engage in future events or community activities, setting in motion further positive social benefits.

Recommendations:

- R9** Apply some of the lessons learned from the TdY regarding the value of a linear event when planning the Rugby League World Cup stadium event – for example creating opportunities for communities to engage with watching some of the matches in their local clubs, sports facilities, pubs etc, taking part in physical activities before, during & after the event or going to watch a match in the stadium ‘as a community’ day out.

Place engagement

Place of engagement refers to the finding that residents are very supportive of the TdY and want to engage, but crucially this seems to be limited to engagement within their community. It was clear from the findings that residents are less likely to watch the tour if it does not pass their community. Reasons for this include, convenience (minor reason), celebration with family/friends/neighbours where they live (most important reason), barriers such as transport/mobility, and community pride which may be strengthened because of the community identity/history, i.e. mining heritage. Therefore, even if the race was passing in the next village, residents from the neighbouring village are less likely to go and watch, even when the geographical distance is small.

Recommendations:

- R10** Pilot interventions aimed at increasing physical activity levels that take place in individual communities where they can take part alongside family, friends, neighbours etc. rather than thinking they will travel to a neighbouring village.

- R11** Rugby League World Cup to adopt a community-focused approach to engaging local people in the event, creating related opportunities for physical activity and growing the sport

Microgrants success

The microgrant scheme aimed at providing small-scale practical and financial support to community groups to support TdY related events has been a great success. In particular, it has supported the engagement of several target groups in the TdY such as community event organisers, older people and people with physical access issues, and casual event browsers. The interventions assessed also demonstrated that the scheme supported community groups/services to engage 'new faces' and raise awareness of their activities. However, there was limited success in using the microgrants as a vehicle to directly get communities more physically active.

Recommendations:

- R12** Continue the microgrant scheme and publicise widely for future stages of TdY
- R13** Consider extending the scheme to other sporting events and other areas e.g. Rugby League World Cup, UCI Road Championships and future stages of TdY to keep the momentum for community engagement going
- R14** Create 'ideas pool' to help organisations learn from others and encourage applications
- R15** Extend eligibility to schools and charity shops (which often rely on community volunteers and act as a focal point within a community)
- R16** Ring-fence funding for bids which target key groups – e.g. younger adults, over 70s, BAME
- R17** Maintain greener/cleaner ethos in the application process
- R18** Emphasise ideas and fund categories that include the encouragement of intergenerational activities
- R19** Emphasise ideas and fund categories that include the encouragement of physical activity
- R20** Wider marketing of the scheme with hard copy forms
- R21** Advice on monitoring and evaluation requirements provided at point of application
- R22** Extend evaluation of the scheme to non-successful applicants and organisations who did not apply to learn from their experiences

Personal touch

Personal touch refers to the efforts particularly of the Leisure Service's Business Development Manager (Andy Maddox) and Contract and Event Officer (Darren Simpson) to make the microgrant scheme accessible to community groups. Put simply, if it had been operated as a faceless online process it would have failed. Community groups, praised Darren for taking the time to explain the process, keep them informed, manage the delivery and collection of items and thank them for their participation. 'Nothing was too much trouble' was the main comment. This approach addressed many barriers to participation in the scheme and was a very positive way of DMBC building positive relationships with local people off the back of the event.

Recommendations:

- R23** Future council-community engagement, events and interventions need to be managed and communicated with a personal touch, which very much relies on having the right people in post who care about what they are doing.

- R24** Identify any additional resources needed to enable DMBC to maintain this personal, face-to-face approach for community engagement activities.

Doncaster Metropolitan Borough Council (DMBC)/TdY community engagement model

The research identified how the events team at DMBC Leisure Services have developed an effective community engagement model/5-step process for their major sporting events which is summarised below in *Figure 24*:

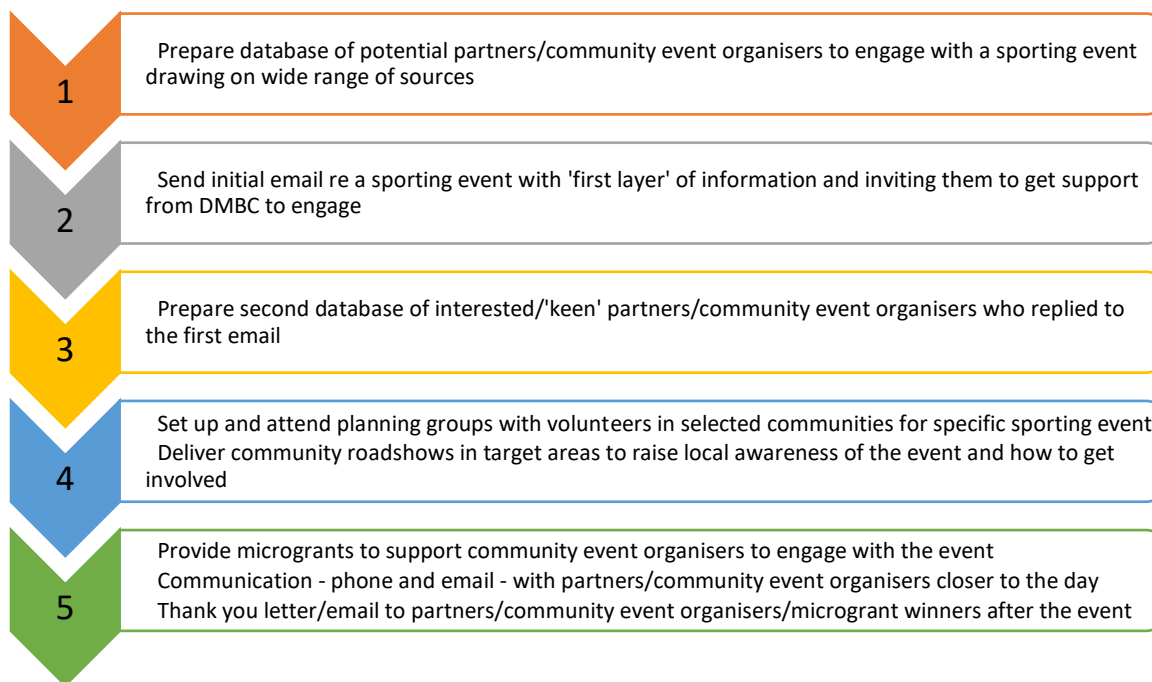


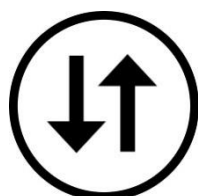
Figure 24: DMBC Community Engagement Model/Process for Major Sports Events

Recommendations:

- R25** Explore partnership with volunteer support organisation to build capacity of DMBC’s community engagement activities
- R26** Identify local role models and celebrities to help promote major sporting events and ways to get involved

Engagement of target groups

Co-creation of interventions



As a result of the detailed data gathered at the 2018 and 2019 TdY a far greater understanding has been achieved of how the TdY engages communities. There is now opportunity to harness these findings to make more specific and focused decisions around pilot interventions and how they can be strategically and co-created to maximise benefit. For example, the targeted microgrant scheme has helped address specific weaknesses in engagement by different groups, although more work is needed to understand youth and business participation. By examining specific interventions it has also been revealed that organisations such as the Royal British Legion (a less obvious TdY partner) are also involved in the TdY through community events. Therefore, there is an opportunity to assess how community benefits can be leveraged through the engagement of further organisations through strategic and co-creative event planning.

In terms of co-creation of events and interventions with young people, there is a need for a clearer direction in terms of what level of engagement is desired and what the plan is to achieve this. Figure 25 below applies the ladder of participation model that we used in the 2018 TdY research to young people and illustrates the different levels of participation and empowerment for engaging this group in future sporting events.

Roger Hart's Ladder of Young People's Participation



Figure 25: Roger Hart's Ladder of Young People's Participation

Another useful participation model to help inform what level of participation to work towards is the one below used by Save the Children which provides 5 main types of participation by young people: (i) assigned but informed; (ii) adult initiated, shared decisions with young people; (iii) young people initiated and directed; (iv) young people initiated, shared decisions with adults; (v) consulted and informed.⁵

Recommendations:

R27 Taking into account the diversity within youth (see section below), future stages of TdY and Rugby League World Cup to work with local youth providers such as Expect Youth, Doncaster Youth Council and Doncaster College (and other service providers for other target groups as appropriate) to design and deliver targeted intervention(s) aimed at increasing their engagement in these events and creating opportunities for increased physical activity. A co-creative process could be followed, such as the double diamond and appreciatory inquiry method already being used by the Doncaster Local Delivery Pilot as illustrated in Figure 26 below:

⁵ Treseder (1997) *Empowering Children and Young People*. London: Save the Children

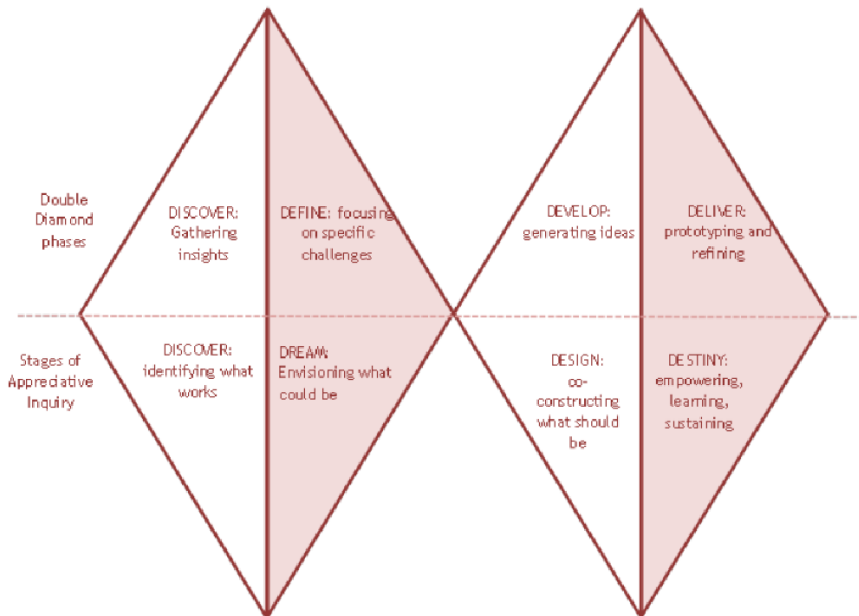


Figure 26: Double diamond and appreciative enquiry framework

Diversity within youth: youth subcultures/tribes



Our interviews with key informants identified that there is a need to avoid a ‘tick box’ approach to engaging young people (in particular teenagers) and tailor-make aspects of the event and opportunities for physical activity to appeal to different social groups of young adults. There is great diversity within youth and its various subcultures, sometimes referred to academically as ‘tribes’, that need to be understood when delivering events and interventions aimed at engaging this sector of society. A youth subculture is a youth-based subculture with distinct styles, behaviours, and interests, as illustrated in Figures 27 and 28 below, which offer participants an identity outside of that ascribed by social institutions such as family, work, home and school.⁶



Figure 27: UK youth ‘tribes’ identified by uktribes.com

⁶ www.definitions.net



Figure 28: Classic youth subcultures⁷

This approach to identifying subcultures fits with the Sport England (2015)⁸ research that identified different motivations and attitudes amongst young people towards sport (see Figure 29) and six youth personality types (see Figure 30) that think and feel differently about sport and exercise. This understanding could usefully inform design of future interventions aimed at using events as a vehicle to increase the engagement of young people in physical activity through more tailor-made and targeted interventions.

The differences in levels of these motivations and attitudes amongst different young people were key to identifying the personality types



Figure 29: Motivations and attitudes amongst young people towards physical activity/sport (p8)

⁷ Source: <http://www.discoversociology.co.uk/youth-subcultures/classic-youth-subcultures>

⁸ Sport England (2015) *Under the Skin: Understanding youth personalities to help young people get active*. Available from: <https://www.sportengland.org/research/understanding-audiences/sport-and-age/>

The six youth personalities

Key traits and group size

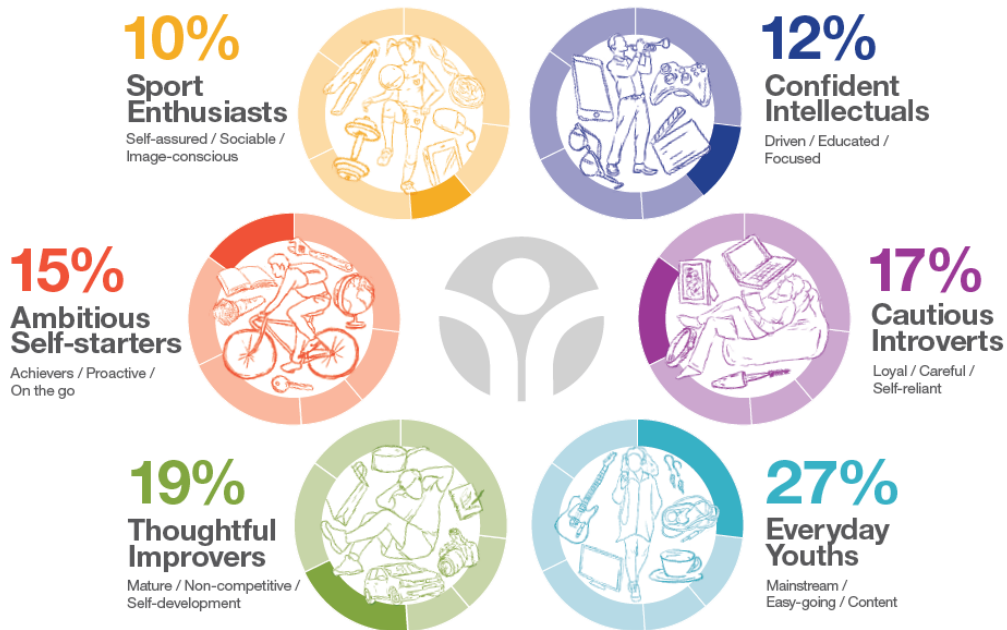


Figure 30: Sport England youth personalities

In light of all this diversity within youth identified by our key informants it is clear that a “one size fits all approach” to trying to engage young people in sports events and physical activities will not work. To increase the chances of success young people need to be involved in identifying and planning interventions designed to take different interests, needs and identities of different social groups and subcultures into account.

Our findings also identified that, as with the wider community, combining physical activity with social activity can encourage the participation of young people in major sports events as they may not have a strong interest in the sport itself.

It was also highlighted that there is a need for more ‘joined up thinking’ and collaboration between TdY/UCI/Rugby League World Cup events and existing youth-related services and activities aimed at getting this group more active.

Recommendations:

- R28** Rebrand of cycling to appeal to wider youth audiences/sub cultures that builds on work of Get Doncaster Cycling (see later section on ‘Rebranding of cycling’) and aims to reframe perceptions of physical activity
- R29** Ensure that the town centre, fan zones and selected route areas have activities designed to engage this group and encourage this through youth groups, colleges, schools etc.
- R30** “Piggy back” programme of community events around TdY/Rugby League World Cup on to existing provision for young people, for example Bike Library, Bikeability contract, Expect Youth Summer Holiday programme, ‘non-sporty’ activities, rugby league youth programme and Link to street sports (e.g. parkours, skateboarding, BMX and other easily accessible activities – table tennis, basketball, climbing walls)

R31 Make physical activity social. Work with local partners to deliver a wide range of free taster activities that integrate social activity – before, during and after the event – to encourage them to become both more physically active and engaged in major sports events and to sign up to a related group to continue their engagement. Activities to be linked to a reward, photo opportunity or something younger people can do together, and continue doing afterwards. For example:

- Cycle to power a blender to get a free smoothie was successful at other TdY locations
- Adapted forms of rugby to encourage newcomers, young women etc to try the game including rugby-themed parkour assault course on rugby pitches
- Minecraft or other computer-themed physical activities
- Parkour or skateboarding set up like a its' a knockout/fun assault course that provides a fun spectator activity
- Continue the event into the evening (post-work, -school, -college) with entertainment aimed at this group (e.g. mini music festival)
- Physical activity that incorporates phone use like the Pokémon AR game, geocaching or treasure hunt app.

Sport event USPs



Reflecting on the research findings in relation to the engagement of target groups, it is apparent that the TdY and other major sporting events each have a number of USPs (Unique Selling Points) which make them more or less attractive for engaging different groups, i.e. older people, families, teenagers etc. Therefore, it is important to recognise what different events can do best and recognise that each event is unlikely to be able to 'tick all the boxes' easily in terms of engaging target groups and getting them more active. However, with some strategic planning to understand the USPs of a mix of sports (and other) events happening in Doncaster over a few years it is possible to address all of them. This also links with the need to broaden appeal of events such as TdY perhaps by showcasing other forms of cycling at the event, e.g. having a mobile pump track or trials exhibition that might help engage different groups particularly young people.

Recommendations:

R32 Identify USPs of planned sports and other major events in Doncaster and plan interventions/delivery aimed at increasing physical activity levels before, during and after events targeted at specific groups/demographics/subgroups as appropriate. This includes interventions targeted at individuals with complex issues and designing in ways to 'pass the baton' between activities aimed at changing the relationship they often have towards physical activity.

Business motivations & expectations

Our interviews with a small sample of local businesses showed that the main priorities for business engagement in the TdY are a combination of commercial and community-motivated impacts – and occasionally these interests might conflict on the day. It was also identified that, despite considerable improvements in communication between local businesses and DMBC around the TdY event this year, there is still a need to raise awareness and manage expectations of local business regarding the TdY.

Recommendations:

- R33** Awareness-raising/information campaign with local businesses re (i) Existing business benefits (i.e. business case) and potential new opportunities for business engagement in the TdY and other major sporting events (ii) the longer term business benefits for businesses resulting from Doncaster being perceived as a better place to live, work and visit. (iii) the impact of the event on increased sales. (iiii) the benefit of business involvement for strengthening community presence and links.
- R34** Consider conducting a business survey to better understand the relationship between business and the TdY.
- R35** Co-creation planning group with local businesses around their involvement with future stages of TdY and Rugby League World Cup 2021 that encourages businesses to engage with 'social glue' impacts/community benefits as well as commercial benefits

Casual event browsers

Casual event browsers are one of the target groups identified in the 2018 TdY social impact assessment study and refers to those residents who generally do not engage with community events or services. Both the TdY 2018 and 2019 studies have found that the event appears to have sufficient 'pull' to encourage significant numbers of people in this category out of their houses to engage with the race in some form. As a result of the TdY, community groups reported engaging people they haven't seen before and also people re-engaging who may have stopped taking part in community events etc. This represents a great opportunity for future sports events to create further opportunities for community groups to engage with this hard to reach group who may be isolated.

Recommendations:

- R36** Proactively encourage community groups using microgrant scheme and roadshows to engage with the UCI Championships 2019, future stages of TdY and Rugby League World Cup 2021 events and take the opportunity to promote their activities/services

Older people & intergenerational opportunities

The assessment of the pilot microgrant interventions and observations made by the research team on the day found that a small amount of investment and pragmatic approach to addressing social and physical barriers facing older people and others with physical access issues had been a great success. These measures and community events also provide a great opportunity for older people to connect with their local community and address isolation and loneliness issues.

Recommendations:

- R37** Simple strategies such as providing seating, toilet facilities, a social environment with refreshments, designated areas for watching the race alongside other spectators and arranging convenient access to existing local facilities should be rolled out to other events.
- R38** Intervention designed at encouraging intergenerational engagement around enjoying community and sports event together, in particular older people with school children and teenagers.

Physical activity impacts



Findings from the QR code survey assessing the impacts of the TdY on increasing physical activity levels around the event were still quite limited. A wide range of physical activity interventions are needed before, during and after future sports events aimed specifically at building on the community buzz and creating a social approach to getting more active.

While a myriad of recommendations have been discussed below for future interventions around events such as future stages of TdY and Rugby world League Cup, many of our previous recommended PA interventions have not yet been implemented, or still in the early stages of implementation or testing through the UCI World Champs. Consequently, following the success of the UCI World Champs may provide clarity on interventions that work in Doncaster and highlight ways forward for future interventions to develop for subsequent events.

Recommendations:

R39 *Pop-up PA Interventions at the weekend:* Compile a selection of pop-up interventions in partnership with existing local providers and community event organisers to take place at the weekends. These may rotate on a 6-week cycle of activities, which can alternate between locality. These activities could be completed one cycle before and one cycle after an event or, for events that take place on a weekly basis (e.g., RLWC), could take place sporadically across the season of games. As a first instance, identifying individuals in the community who may have PA opportunities they can show case and run. Alternatively, using the microgrant schemes (e.g., 24 x £100) to give locals an opportunity to run their PA intervention/s. An incentive could also be given to the individuals running these, e.g., best run intervention wins a prize. Some of the intervention ideas discussed are as follows:

- *History walks:* create a walk that shows off some of the history local communities, with hidden learning cards along the way. Make this child-friendly by creating a scoring card where they must tick off so many facts and at the end, they win a stamp/ sticker (small, simple prize).
- *Camera walks:* similar idea but focused on getting the best 'photogenic' snaps of the area.
- *Mini park runs:* on the local small green spaces. This could be a theme every week, with a different parkrun each weekend. Incentivising if individuals can run every Parkrun.
- 'Bagging' local green spaces: (as people 'bag'/climb the 282 Munro peaks in Scotland) for attending local activities held in these places. One week this could be 5-a-side football/netball/rugby/hockey, with different times of the day for different age groups, e.g., primary school children, secondary school children, young female adults, young male adults, older female adults, older male adults etc. Week-on-week engagement may follow the promotion of a 'Chain Gang' of activities, where individuals to see how many sequential events they can attend. Families/ children can get a stamp book and each week if they attend, they get the next weeks stamp.

R40 *Tailored to Rugby League World Cup:* Tailoring interventions in communities with rugby facilities to host events at the same time as the rugby matches (or on non-match days so as not to detract from stadium ticket sales) – before, during and after. This would involve having interventions focused around rugby (e.g., tag rugby), as well as other PA and non-PA, 'social' activities/ stalls.

R41 *Market and promote existing and new opportunities going on around the event:* 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 event. Create hashtags for Doncaster to use for promoting all activities. More focus needs to be on 'attention-omics' to ensure the locals are drawn into what is going on. Some ideas include:

R42 *Intervention ideas previously recommended that are adaptable & re-usable:* Some other ideas that have previously been mentioned that are adaptable and re-usable depending on the event could be tailored to subsequent cycling events (UCI, TdY) and other events such as the RLWC:

- Pop-up stalls (e.g., bike hubs, rugby-try-outs)
- Check if there is a surgery/ GP and do surgery walks.
- Walking meetings for businesses
- School activity packs Dress your garden, with prizes

Engagement and physical activity connected

The research identified very positive impacts of the TdY on community spirit, civic pride and wellbeing, and the creation of a buzz within communities which provides a great foundation for future engagement activities.

In addition, the QR code survey on physical activity identified 'social capability', followed by 'individual motivation' and 'social motivation' as the most important impacts based on the domains of the influencer framework. This suggests that those who completed the survey are driven by the 'social buzz' created by the TdY and that efforts to build on this buzz alongside providing new opportunities may spur/encourage them to become more physically active.

In this context, the sporting aspect of the TdY is generally peripheral, with resident engagement focused around community celebration, food and drink and passive participation. Whilst extremely important for 'personal wellbeing', 'civic pride' and 'community spirit' a greater emphasis on physical activity is required to harness the event to encourage communities to become more active.

Therefore, an important conclusion is that the community engagement and buzz created by the event is an important prerequisite for encouraging behaviour change around physical activity levels.

Recommendations:

R43 Design physical activity interventions that integrate/build on social buzz created by community and sports events and create opportunities tailored to a range of different target groups and geographic communities

Diversity within cycling and rebranding of cycling



Findings from the 2018 and 2019 TdY studies show that in general residents do not view the TdY within a cycling/sport/physical activity context. Instead, the TdY appears to be strongly recognised and welcomed as an inclusive opportunity and spectacle for community celebration and social engagement.

This perspective is supported by the many resident comments that emphasise the ability of the event to bring communities together, the general spectacle of the build-up, preparation and decoration before the event, and the excitement of the TdY promotional caravan and police motorbike convoy, over the actual experience of the cyclists passing.

This emphasis is unsurprising as unless you are a keen cyclist or follower of professional cycling, the cycling/elite sport aspect is likely to be of little interest or significance. In addition, the race passes through communities extremely quickly so the exposure time of communities to cycling as sport is small, although it is acknowledged that the overall event and build-up is clearly associated with cycling more generally.

The TdY does however, provide a spectacular focal point for community celebration, where social engagement has a broader and more inclusive appeal. **This is exemplified by the observation that community TdY events primarily focus on food, drink, arts and crafts, and passive participation rather than the promotion of community health/physical activity.**

Importantly, the TdY provides opportunities for the promotion of social benefits and physical activity which are of equal importance for developing healthier and happier communities. Enhancing social interaction has clear benefits for community cohesion, mental wellbeing and reducing social isolation among others. To date, the emphasis of community events and interventions has been on the social impacts of the TdY for personal wellbeing, community spirit, and civic pride. As such, the relationship between the TdY and resident cycling activity appears limited to:

- a. Residents who are already keen cyclists and therefore welcome and celebrate that a high-profile cycling event is taking place within their community.

And;

- b. the small number of residents who are encouraged to dust off the bike from the shed or take their bike to a shop for a service following their engagement with the race.

Therefore, there is little evidence of the 'Wimbledon Effect' in regard to the TdY promoting cycling among residents, although it is acknowledged that this has not been the focus of interventions to date.

Cycling specific considerations and recommendations for strengthening the link between the TdY and community cycling:

Considerations:



The TdY is an elite event and therefore far removed from casual cycling participation, summed up through comments such as *'it's just a bunch of Power Rangers on bikes'*. Furthermore, there is evidence to suggest that TdY has limited appeal for younger people particularly teenagers who appear less engaged with the event. Therefore, the TdY provides an opportunity to showcase cycling in its different forms e.g. road and off-road cycling, cyclocross, track cycling, BMX, trials, bike polo etc. among others, which may help broaden the appeal of the event.

Although events such as the TDF Grand Depart and TdY have raised the profile and participation rates of cycling within the UK, cycling, and particularly recreational cycling (road and off-road) has an image problem.

Media characterisations of cycling being an expensive, white, middle class activity stereotyped as the 'the new golf' for Middle Aged Men In Lycra (MAMILs), requiring carbon fibre wonder bikes costing 1000s of pounds, do not help when attempting to promote cycling as a safe and inexpensive form of leisure and travel. Sadly, these perceptions are supported by research conducted by LBU into recreational cycling participation (road and off-road), which support the observation that there is a significant diversity problem within recreational cycling.

Recommendations:

- R44** Greater emphasis should be placed on showcasing cycling as a diverse and accessible activity that is not restricted to elite road cycling. The 2019 Woolmarket cycling activities involving children and market traders could be expanded to include other things such as providing mobile balance bike and pump track taster sessions for children and young people. The following links are examples of the type of equipment available to hire for cycling events: <https://velosolutions.com/en/modular-pump-tracks-skills-obstacles/> and <http://www.pumptracks.co.uk/>
- R45** Cycling showcases such as ‘trials displays’ and ‘artistic cycling’ can also provide a ‘wow factor’ that are appealing to younger audiences and are often incorporated into other cycling events or infrastructure launches. For example, professional trials rider Andrei Burton performed at official opening ceremonies of 1 South West’s Cycle Project to provide added excitement and showcase a different form of cycling. <https://andreiburton.co.uk/>. Similarly, artistic cycling showcases could also provide an additional TdY wow factor <https://www.uci.org/indoor/events/2019-uci-artistic-cycling-world-cup>
- R46** In addition to showcases such as trials displays, artistic cycling and balance/pump track taster sessions, greater emphasis should also be placed on promoting aspects such as utility cycling, through cycle to work schemes, bike libraries, Bikeability training, bike doctor, and safe route planning information to help people of all ages and abilities start cycling. This could also include community bike demo opportunities which could showcase different bike options such as utility bikes, cargo bikes and electric bikes to name a few. Events should also promote any upcoming cycle events or opportunities to harness momentum from the TDY.
- R47** It is also recommended that future TdY events capitalise on new infrastructure such as the Dome Cycle Circuit to increase engagement in cycling during the TdY. This could include taster sessions or other cycle training for people of all ages and abilities.
- R48** Greater opportunities for interaction between the community and professional cyclists during the TdY through hosting talks or panel Q&A sessions have also been suggested to further engage businesses and the community around the TdY. This would potentially also help the community understand the event and the sporting demands of the race better.
- R49** The TdY could also showcase ‘adaptive bikes’ proving that cycling can be an activity for people with disabilities. The 2019 study has found that the TdY can be liberating for disabled people, therefore accessible forms of cycling should be promoted. This could include an adaptive bike demo session at the Dome Cycle Circuit or within the town centre, potentially involving charities/support services who work with disabled people.
- R50** Initiatives which promote women’s cycling and cycling among BAME groups should also be considered to start to address the perceptions noted above regarding cycling and diversity. For example, an increasing number of initiatives such as women only rides are starting to appear, so formats such as this could be explored to address this issue.
- R51** Future cycling infrastructure developments or expansion of facilities such as the Dome Circuit should also consider recent shifts to providing off-road cycling within accessible urban settings such as Leeds Urban Bike Park, Pendle BMX track (Nelson), Clayton Vale Mountain Bike Trails (Manchester), Parkwood Springs (Sheffield), and Ashton Court and Leigh Woods (Bristol) to name but a few. These urban facilities make off-road cycling and physical activity options more accessible to communities, notably for younger cyclists and families by removing travel barriers and costs.

New social impact indicators

Assessment of the pilot interventions, resident surveys and interviews with local businesses and event organisers about the impact of the TdY identified a number of new priorities from their perspective. These are outlined briefly here and could be developed as new social impact indicators for major sporting events that could be monitored in the future.

New perceptions (of Doncaster)

The perceived positive impact of the TdY on local and visitor perceptions of Doncaster as a place to live, work and visit is an important factor strengthening the wider business and community case for hosting the event. Data for this indicator could be collected via an additional question on resident and visitor surveys conducted for events, and response scored in order to present findings as a barometer score:

Recommendation:

R52 New indicator: No. residents/visitors who agree (with appropriate Likert scale) that the TdY/RLWC has a positive impact on how Doncaster is perceived as a place to live, work and visit

New faces/contacts

Community projects and event organisers identified the impact of the TdY in creating a buzz and excitement that encouraged new faces/contacts to venture out and find out about their activities/support services being promoted on the day as very important. Data for this indicator would rely on community projects and event organisers monitoring the number of new contacts/faces that engaged with them as a result of a particular sporting event. Those receiving microgrants could be asked to collect this data, or a specific research activity could put in place a data collection method.

Recommendation:

R53 New indicator: No. of new faces/contacts made by community projects and event organisers as a result of their engagement with a specific sporting event

New likes/social media

Local businesses and community projects reported some media coverage benefits resulting from their engagement in the TdY, representing a more commercial impact for some. Whilst it might not be very practical to monitor media impacts of individual businesses, there would be some definite benefits to more strategically capture the wider media impacts of the TdY and include in an assessment of the social impacts of an event. Data could be drawn from existing monitoring of media impacts carried out by the TdY team (or other sporting bodies as appropriate) but additional work is likely to be involved in making data specific to Doncaster and filling some potential gaps in the data available.

Note that there are several different approaches to monitoring media impacts of events that would need to be considered, conveniently summarised on the events impacts website: <http://www.eventimpacts.com/impact-types/media>. Essentially, there are standard measures related to volume and type of coverage ('volume' refers to how much coverage an event can achieve in each target territory, whilst 'type' refers to the kind of coverage and audience anticipated (e.g. national press, social media, etc.). Alternative measures could consider fit with message – where 'fit' refers to how well media coverage from an event fits the intended message an event stakeholder sets out to convey.

Recommendation:

R54 New indicator: Impact of TdY/RLWC on volume/type/fit of media coverage (focus as appropriate)

New business/footfall

Interviews with local businesses identified that many were hopeful that the TdY would create an opportunity for 'new business' or at least increased footfall at their premises. Some reported a slight increase on the day, but generally this was an area where there was some disappointment in relation to the impact of the event. Data could be collected via an economic impact assessment of the TdY on a selection of local businesses in Doncaster which could also identify recommendations for increasing impacts in this area.

Recommendation:

R55 New indicator: Value of new business generated by future stages of TdY and RLWC events. To gain an in-depth picture of the relationship between business and the TdY it is recommended that a business survey is conducted alongside further business involvement in TdY feedback.

See Figure 31 over page for a visual summary of these main findings.

KEY FINDINGS





	PLACE ENGAGEMENT 'LOCATION IS KEY FOR ENGAGEMENT'		PHYSICAL ACTIVITY IMPACTS		NEW PERCEPTIONS (OF DONCASTER)
	LINEAR EVENT VS STADIUM EVENT		SOCIAL GLUE		NEW FACES/ CONTACTS
	ENGAGEMENT AND PA CONNECTED		MICROGRANTS		NEW LIKES/SOCIAL MEDIA
	COMMUNITY 'BUZZ'		PERSONAL TOUCH		COMMUNITY CHAMPIONS & PROVIDERS
	SPARK FOR COMMUNITY ENGAGEMENT/ EVENTS		NEW BUSINESS/ FOOTFALL		CASUAL EVENT BROWSERS
	WELL-BEING, CIVIC PRIDE & COMMUNITY SPIRIT IMPACTS		BUSINESS MOTIVATIONS & EXPECTATIONS		OLDER PEOPLE & INTERGENERATIONAL OPPORTUNITIES

Figure 31: Key findings and future recommendations

6. Lessons learned about our methodology

Our methodology for this research built on our findings from last year's TdY 2018 social impact assessment which we have used to shape our methods of data collection for this year's TdY 2019 research. Overall, our methodology has worked very well this year besides the challenge of accessing young adults. In this section we report on further lessons learned below which can further refine our approach for assessing the impacts of future sporting events such as future stages of TdY, UCI Road Championships 2019 and Rugby League World Cup 2021.

Resident survey

For last year's TdY 2018 social impact assessment the research team carried out a resident to resident survey applying the NEF framework of 5 drivers of well-being AND a resident survey by GRASP applying the WEMBWS mental well-being scale. However, this year we took a more streamlined approach and just carried out a single resident survey using the WEMBWS which worked very well this year, in particular with a few minor improvements to the scoring system.

The main area for improvement for a future survey is to have a few more questions designed to capture any negative perceptions around the event, for example including other areas of Doncaster. In addition, in light of the feedback regarding the importance of the TdY for affecting perceptions about Doncaster as a place to live, work and visit an additional question to capture opinion on this would also be of value.

QR Code Survey/Physical Activity Assessment

We still recommend that future methodologies to assess PA events taking place in Doncaster should continue to focus on the Influencer framework scoring card (Figure 6), streamlining each evaluation and providing comparisons.

Additional questions may be needed to understand if their PA levels have increased during an event because of the sport (e.g., a love for cycling or rugby), or if the increase has been due to other reasons including community-wide interventions, and adaptations are increasing their motivation and capability, irrespective of the sport. With findings in the social impact assessment suggesting the community feels important to provoke an interest in a sporting event, a greater understanding around the connections between the type of sporting event and social and PA engagements levels are warranted.

The QR survey demonstrated a simplistic way to capture a range of individuals in Doncaster with little fieldwork needed. However, there are lessons learnt and the way this could be improved. First, to ensure participants complete the survey with the necessary understanding of the influencer framework, more detail needs to be provided about the framework and what the six domains mean, with examples. This was explored through the idea factories carried out in TdY2018 but was missed out in the QR survey this year to reduce the time to complete the survey. On reflection, some additional steps to ensure the necessary level of understanding may ensure fewer respondents use the same scoring number for all six domains (unless that truly reflects the participant's perceptions). Based on the previous discussions around the relationship with the social impact, more questions may be useful for the different domains, to further unpick the participant's responses. In particular, some questions linking the social impact to the PA impact may allow a deeper dive into this association.

To increase the response rate of the PA QR survey, a bigger incentive related to the sporting event, with a focus on PA may spark participant's interest in completing the survey. While there was a relatively even

distribution of ages completing the survey, when distributing the postcards certain steps may be taken to focus on specific populations — for example, specifically dropping of postcards at the collage to capture young people’s opinions. It would also likely increase response rate if payment/reward was given to young people in helping to distribute the postcards.

Intervention assessments

The qualitative approach to assessing the microgrant interventions and interviewing local businesses and community event organisers was very fruitful in enabling researchers to understand some of the ‘how’ and ‘why’ behind the TdY impacts and survey results.

Future evaluations of interventions could include a wider range of engagement practices and physical activity interventions, as well as increase the level of participation of key target groups in the evaluation process.

7. Next Steps:

The next steps for this ongoing research to assess and understand the community and physical activity impacts of major sports events in Doncaster is to use our findings from the TdY 2018 and 2019 and upcoming UCI Road Championships research to shape a co-creative approach to the design, delivery and evaluation of the Rugby League World Cup in 2021. It is envisaged that this will be done through two main practical mechanisms:

(i) Rugby League World Cup (RLWC) Think Tank working group

LBU research team work with DMBC, LDP Evaluation Team and other stakeholders already involved in the Rugby League to set up a 'Think Tank' working/planning group – which will 'Co-Create to Activate'! This group (to include young people as members) to take 'a systems eye' and play a strategic role and shape both the design of community engagement and physical activity interventions around the event, as well as the research to be carried out to assess the impacts of this event.

In order to be consistent with the LDP programme, it is envisaged that this group would adopt the double diamond approach to co-creation for planning the RLWC event. Furthermore, the LBU research team could make a presentation to this group at the start to provide a summary of our findings so far in relation to vital behaviours/actions and lessons learned about what works/doesn't work in practice re increasing community engagement and physical activity off the back of major sporting events, and review data (qualitative and quantitative) on the nature of social impacts of these interventions on individuals/communities.

(ii) 'Critical Friend'/Group mentoring process with DMBC Events Team and RLWC Think Tank

LBU meet with selected participants from DMBC Leisure Services Events Team and RLWC Think Tank to discuss the objectives of the group mentoring process which it is envisaged will support the planning of the RLWC from a community engagement and physical activity perspective. It is proposed that this should be an ongoing learning process based around bi-monthly meetings (over a 1-year period to start). Based on the outcome of this discussion, agree a basic Memorandum of Understanding that sets out:

- roles and responsibilities of the mentors and mentees
- learning objectives for mentees (e.g. supporting the design of interventions re physical activity and community engagement and monitoring indicators)
- data to be monitored by mentors to support wider learning from this research around: understanding the nature of support needed by practitioners and community champions involved in designing and delivering interventions, barriers and facilitators to community engagement and capturing lessons learned about what does/doesn't work well in practice
- frequency and format of meetings

Glossary

This glossary 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”.

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. SWB describes personal well-being in terms of the feelings, experiences 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.

“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”

Sense of civic pride:

Caring about where you live and 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.”

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”.

Appendices

APPENDIX A: 'WE LEARNED. WE DID' INTERVENTIONS PILOTED BY DONCASTER METROPOLITAN BOROUGH COUNCIL FOLLOWING TDY 2018 RESEARCH

WE LEARNED	WE DID
Community Engagement Interventions	
<p>Recommendation #1</p> <p>Doncaster Tour de Yorkshire insight feedback event to build on the momentum of community engagement</p>	<ul style="list-style-type: none"> • Presentation to DMBC Directors held on 5th Nov 2018 • Community presentation to TDY 2018 community leaders and partners (Dec 11th) – Held at Cycle Hub • Community presentation of findings and recommendations to TDY 2019 and UCI 2019 route communities
<p>Recommendation #2</p> <p>Resource community engagement in existing TDY event planning cycle/ forums</p> <p>Appoint/fund designated events community engagement officer</p>	<ul style="list-style-type: none"> • Appointment in September 2019 of Leisure Service Contract and Event Officer to support community engagement Interventions
<p>Recommendation #3</p> <p>Community engagement in planning/design of marketing materials and local communication mechanisms for TDY</p> <ul style="list-style-type: none"> • <i>Plan pre-school/schools/colleges artwork competition</i> • <i>Design a localised communication strategy</i> • <i>More involvement from TDY race team as local ambassadors to promote to local community</i> 	<ul style="list-style-type: none"> • Support schools as in 2016 to produce welcome banners to be placed along the route • Link into TDY and UCI schools Engagement packs • Schools to pick national teams link into curriculum • Communications to post community activity on TDY / UCI web pages • Work with local professional cyclists to inspire young people
<p>Recommendation #4</p> <p>Delivery of pilot interventions to increase community engagement of the 7 target groups</p>	<p>See targeted interventions below</p>
<p>Recommendation #5</p> <p>Delivery of TDY community marketing materials & local communication mechanisms</p>	<ul style="list-style-type: none"> • Business / Community / School engagement packs to be produced
<p>Recommendation #7</p> <p>Doncaster Tour de Yorkshire Community formal thanks/recognition of local TDY champions and participating communities</p>	<ul style="list-style-type: none"> • Thank You Letters / Emails to be sent to all those who engaged / got involved • Framed Photo of each area for Community venues • Local Memorials to be produced by communities with resources made in decoration / activities • Work with partners to establish prior to and post event Legacy Projects

WE LEARNED	WE DID
<p>Recommendation #8</p> <p>Further resident-led monitoring, evaluation and insight about the Tour de Yorkshire</p>	<ul style="list-style-type: none"> Engaged Leeds Beckett University to carry out further research work in future events, including repeat resident survey on impact of TdY
<p>Recommendation #9</p> <p>Participatory evaluation of pilot community engagement interventions</p> <p>Continue longer term insight about the impact of the Tour de Yorkshire</p>	<ul style="list-style-type: none"> Work with Leeds Beckett University to design a sustainable monitoring system to embed in activity
Target groups interventions	
<p>Targeted intervention #1: Community Event Organisers</p> <ul style="list-style-type: none"> <i>Local event micro grants</i> <i>TDY event resources ‘bank’</i> <i>Practical/capacity building support to deliver & green events</i> 	<ul style="list-style-type: none"> Microgrant scheme to be offered to local communities Bunting / Bikes being made available for communities to display Leisure Service Contract and Event Officer to engage with all communities on delivering events and activities Greener events promoted – Guidelines to be produced in Engagement Packs Litter / cleaning initiatives Decoration to focus on green spaces along route
<p>Targeted intervention #2: Older people and others with access issues</p> <p>TDY community transport and carers coordination</p>	<ul style="list-style-type: none"> Establish older people as a target for micro grants scheme to support
<p>Targeted intervention #3: Young people/teenagers</p> <p>Community events/ activities targeted at young people / teenagers</p>	<ul style="list-style-type: none"> Establish younger people as a target for micro grants scheme to support Discussions with Internal Youth Service Providers such as:-Youth Team; EPIC; Expect Youth; Active fusion - to propose cycling activities throughout the period to engage with young people Community engagement to include local youth clubs / groups
<p>Targeted intervention #4: School/ preschool children</p> <p>Family/friends ‘on the day’ volunteers</p>	<ul style="list-style-type: none"> Work with early years team to provide advice and guidance for school and nursery providers TDY / UCI to provide advice and guidance Engagement packs to include child friendly aspects
<p>Targeted intervention #5: Casual event ‘browsers’</p> <p>‘What’s on locally?’ initiative</p>	<ul style="list-style-type: none"> Support local event organisers to engage with local community Support connections through DMBC teams Establish robust communication strategy that targets casual event browsers Through community consultation engage local community groups to show case their provision

WE LEARNED	WE DID
<p>Targeted intervention #6: Local businesses</p> <p>A 'Tour de Doncaster' business engagement initiative</p>	<ul style="list-style-type: none"> • Early promotional events booked • TDY + UCI business forums established • Business Engagement / support packs to be produced • Dressing competitions and resources to be made available (bicycles, flags, window stickers etc)
<p>Targeted intervention #7: BME groups:</p> <p>Celebrating Doncaster's cultural heritage and diversity</p>	<ul style="list-style-type: none"> • Promote Doncaster cycle stories film • Work with partners to develop stronger relationships in BAEM • Ensure cultural events celebrating Doncasters diversity are included in animation • Utilise Migration fund
<p>Interventions for TDY to Promote Physical Activity</p>	
<p>PA Recommendation #1: Maximising opportunities during the TDY Race</p> <ul style="list-style-type: none"> • <i>Sparkler, Facilitating and Activation Intervention(s)</i> • <i>Cycling activities</i> • <i>Non-cycling activities</i> 	<ul style="list-style-type: none"> • Work with community organisers and GDM partners to develop programs of activities • Discussions being had on start route being utilised by school children / local clubs and others to cycle along pre-race and then dismount to watch the race
<p>PA Recommendation #2: Use Schools as a gateway to activities</p> <ul style="list-style-type: none"> • <i>TDY activity pack</i> • <i>Build on Bikeability Scheme</i> • <i>Business / Service Activity Pack</i> 	<ul style="list-style-type: none"> • School engagement packs to be produced with emphasis on potential activities • School engagement visits to promote these types of activities • Ensure rovers bike library is promoted and has capacity to meet increase in demand • Promote Doncaster rides through WTY and Doncaster cycle specific guides / websites • Promote opportunities to join clubs to bike ability riders once they have completed the course as well as linking adult cycle training • Through Get Doncaster Moving support growth of volunteers and coaches in local; cycle clubs
<p>PA Recommendation #3: Pop-up Bike Hubs</p> <ul style="list-style-type: none"> • <i>Taster sessions</i> • <i>Bike loans</i> • <i>Free maintenance</i> • <i>Build on 'Bikeability scheme'</i> • <i>Led bike rides</i> 	<ul style="list-style-type: none"> • DCLT to promote their bike hubs and program of activity • Provide basic cycle maintenance course at the Hub • Grow bike ability numbers through future funding bids • Promote Doncaster rides through WTY and Doncaster cycle specific guides / websites

APPENDIX B: SOCIAL IMPACT ASSESSMENT QUESTIONNAIRE



Tour De Yorkshire Community Impact Survey



Introduction

Doncaster Borough Council are carrying out research on the community impacts of the Tour de Yorkshire (TDY). This will help us understand what improvements can be made to increase the local benefits of future events. Would it be okay to ask you a few questions about your views on the impact of the event? – it should only take about 10 minutes.

Your answers will be treated in the strictest confidence and the results will contain no information that may identify you. This does not commit you to taking part, participation is voluntary and you can opt out at any time. Your details will be kept private and confidential.

If you have any queries about this research please contact: Lucy McCombes at Leeds Beckett University on l.mccombes@leedsbeckett.ac.uk

About You

Resident of: Doncaster centre, Bentley, Tollbar, Askern, Campsall, Norton (*please circle*):

What are the first 4 letters/numbers of your postcode?:

What is your age? 16 - 24 25 - 44 45 - 54 55 - 64 65 - 84 85 +

Gender: male/female (*please circle*):

What best describes what you usually do during the week? (*Please tick one box only*)

- | | | | | | | |
|--------------------------|-----------------------------|--------------------------|--------------------|--------------------------|------------------------|--------------------------|
| <input type="checkbox"/> | Employed full-time | <input type="checkbox"/> | Employed part-time | <input type="checkbox"/> | In full-time education | <input type="checkbox"/> |
| <input type="checkbox"/> | Looking after home / family | <input type="checkbox"/> | Retired | <input type="checkbox"/> | Unemployed | <input type="checkbox"/> |
| <input type="checkbox"/> | Self-employed | | | | | |

Do you have any impairment that has affected your attendance? Yes/No [Sensitively & automatically code if impairment is tangible]

How would you describe your ethnicity?

Asian/British Asian black/black British white mixed Chinese other (please specify)

Personal wellbeing

In this section we ask questions about how the Tour de Yorkshire has had an impact on your personal wellbeing/mental health.

1. Have a think about how having the Tour de Yorkshire in your area makes you feel and then answer the questions below:

Wellbeing	I strongly agree	I agree	I'm not sure/No opinion	I disagree	I strongly disagree
The TDY helped me to feel optimistic about the future	5	4	3	2	1
The TDY made me feel more relaxed	5	4	3	2	1
The TDY helped me feel good about myself	5	4	3	2	1
The TDY helped me feel close to other people	5	4	3	2	1
The TDY helped me feel more confident	5	4	3	2	1
The TDY made me more interested in new things	5	4	3	2	1

2. Could you explain your answers a little. Tell us why it had (or didn't have) an effect on you personally.

Sense of civic/local pride

In this section we ask questions about how the Tour de Yorkshire has affected how proud you feel about living in your local area and the Borough of Doncaster.

3. Could you now reflect on the Tour de Yorkshire coming to town and how this makes you think about where you live

Because we have the TDY I feel that where I live is	I strongly agree	I agree	I'm not sure/No opinion	I disagree	I strongly disagree
.. a good place to live	5	4	3	2	1
.. thriving	5	4	3	2	1
..less ordinary	5	4	3	2	1
..prosperous	5	4	3	2	1
..exciting	5	4	3	2	1
..welcoming	5	4	3	2	1
..more uplifting	5	4	3	2	1
..More community-minded	5	4	3	2	1
..attractive	5	4	3	2	1
..supportive	5	4	3	2	1

Please can you briefly describe how and why having the TDY in Doncaster has changed your feelings towards your local area?

4. Now think about whether or not the TDY affects how you feel about living in the Borough of Doncaster.

	I strongly agree	I agree	I'm not sure/No opinion	I disagree	I strongly disagree
Because of the TDY I feel more proud to live in the Borough of Doncaster	5	4	3	2	1

Sense of community

In this section we ask you questions about how the Tour de Yorkshire has affected the sense of community where you live.

5. Have a think about how the TDY affects the sense of community that holds people together in families and your community and then answer the questions below:

Community and relationships	I strongly agree	I agree	I'm not sure/No opinion	I disagree	I strongly disagree
The TDY helped me feel trust in others	5	4	3	2	1
I now know more people because of the TDY	5	4	3	2	1
Because of the TDY I'm more likely to take part in/support community events	5	4	3	2	1
I feel our community is stronger because of the TDY	5	4	3	2	1
The TDY made me feel part of a community	5	4	3	2	1
The TDY made me feel safer in my community	5	4	3	2	1
The TDY helped me to appreciate people from different backgrounds					

6. Could you give some examples of:

(a) how the TDY has made **you** feel part of the community

(b) where the new people **you** met are from (*e.g. neighbours, community groups, volunteers etc*)

(a)

(b)

7. (a) Overall my experience of the TDY was very positive/positive/neutral/negative/very negative

If negative, why was this?	road closures		noise		crowds
	litter		traffic		strangers
			parking		other (please specify)

b) Why is that?

APPENDIX C: FORMATIVE & SUMMATIVE INTERVIEW QUESTIONS

Formative

Doncaster Town Businesses

1. What activities did you do/get engaged with for last year's TdY?
2. What activities are you planning for this year's TdY?
3. What preparation are you doing before the event?
4. Who is involved in preparing and delivering your activities?
5. What impact do you hope these activities will have on (a) your business (b) locally?
6. How might we see/measure these impacts?
7. Is there anything you could monitor for us to show the impact that the event is having on your business/locally?
8. What do the local business community think about the impact of the TdY?
9. Do you see any change in the support you are getting from Doncaster Council this year to be involved in the TdY?

Microgrant Interventions

1. What activities did you do/get engaged with for last year's TdY?
2. What activities are you planning for this year's TdY?
3. What preparation are you doing before the event?
4. Who is involved in preparing and delivering your activities?
5. What impact do you hope these activities will have on (a) older people (b) locally?
6. How might we see/measure these impacts?
7. Is there anything you could monitor for us to show the impact that the event is having on older people/locally?
8. What do you think about the impact of the TdY on older people?
9. Do you see any change in the support you are getting from Doncaster Council this year to be involved in the TdY?

Young People Engagement Interventions (Doncaster College)

1. What activities did you do/engage with for last year's TdY?
2. What activities are you planning for this year's TdY?
3. What preparation are you doing before the event?
4. Who is involved in preparing and delivering your activities?
5. What impact do you hope these activities will have on (a) young people (b) locally?
6. How might we see/measure these impacts?
7. Is there anything you could monitor for us to show the impact that the event is having on young people/locally?
8. What do you think about the impact of the TdY on young people?
9. Do you see any change in the support you are getting from Doncaster Council this year to be involved in the TdY?

Summative

Doncaster Town Businesses

10. How were you involved in the TdY event yesterday?
11. What are your views about the community impact of the TdY event yesterday?
12. What are your views about the business community impact of the TdY event yesterday?
13. How do you think the day went from your own business perspective?
14. Do you think the TdY event helped you access/promote your business to 'new faces/customers'?
15. Can we see/measure these impacts through any information you have on footfall on the day?
16. Can we see/measure these impacts through your social media channels, such as number of 'likes'/views on the day (compared to a normal working day)
17. Did you see any change in the support you are getting from Doncaster Council this year to be involved in the TdY?
18. What could be done for future events to increase the local business benefits from the TdY?
19. How do you think you might like to engage with the event next year?

Microgrant Interventions

1. How were you involved in the TdY event yesterday?
2. What are your views about the community impact of the TdY event yesterday?
3. What are your views about the impact of the TdY event on older people?
4. How did you get on with encouraging your clients to complete the visitor book?
5. What were some of the main themes coming out of their feedback?
 - a. *What does experiencing the Tour de Yorkshire in XX mean to you personally?*
 - b. *What do you think the Tour de Yorkshire means to your community?*
 - c. *How has the (specific event e.g. picnic) helped you be a part of the Tour de Yorkshire?*
6. Did you see any change in the support you are getting from Doncaster Council this year to be involved in the TdY?
7. What could be done for future TdY events to increase the engagement/benefits for older people?
8. How do you think you might like to engage with the event next year?

APPENDIX D: PHONE INTERVIEW QUESTIONS WITH COMMUNITY CHAMPIONS FROM 2018
TOUR DE YORKSHIRE (Mexborough/Denaby/Conisbrough/Stainforth)

1. Did you notice any changes/new activities in the community that have been kept up since last year's TdY?
2. Has your community done any other community events following the TdY? What kind of events? Is this more/less than usual? Why do you think this is?
3. Have more local people been engaged with organising local events/activities following the TdY? Yes/No. Why do you think this is?
4. Are you still engaged with some of the new faces/contacts that you made during the TdY 2018?
5. Did your community do something for the TdY this year even though the route didn't pass through this year? What kind of activity?
6. What is the general community opinion about the TdY this year?
7. What do you think is the best way to encourage communities who are not on the TdY route to stay involved in the event?



Tour De Yorkshire 2019

Get Doncaster Cycling Fund Guidance

What is the Get Doncaster Cycling Fund?

As part of the borough wide Get Doncaster Moving Programme, and to celebrate the town's role in hosting the Tour de Yorkshire 2019, this fund has been introduced as part of a programme of activities allowing Get Doncaster Cycling to promote cycling as a recreation, sport and a mode of transport to Doncaster residents.

The Get Doncaster Cycling Fund has been developed to offer grants of up to £200 to eligible groups/networks/organisations within the borough of Doncaster. These grants are being offered to facilitate a 'festival atmosphere' and encourage people to be more active in the surrounding communities around Tour de Yorkshire 2019 on the Thursday 2nd May.

This grant could help fulfil the delivery of a project in your local area to contribute to a positive and vibrant festival atmosphere.

Please note:

- **You do not need to be** a formal, constituted group to be eligible
- Monies from the fund **will not be paid directly**, items/services will be purchased by DMBC on behalf of successful applicants (and collection arranged)

What can the fund be used for?

DMBC are willing to provide funding for projects that can demonstrate a contribution to promoting engagement in cycling within local communities of Doncaster. This *may* include:

- Using banners, bunting and/or flags to decorate areas along a cycle event route
- Hosting a 'viewing hub' perhaps providing:-
 - Respite for vulnerable residents
 - Light refreshments
 - 'Big screen' footage of the event
- Leading cycle based activities to engage communities

We are **particularly** interested in (although not exclusively) applications that:-

- Will engage communities along the route:-

- Town Centre, Lower Wheatley, Bentley, Tollbar, Askern, Owston, Campsall, Norton
- Demonstrate an ability to sustain engagement following the initial support provided for the event; this may relate to physical activity/sport and/or volunteering
- Applications that target, although not exclusively:
 - BAME populations
 - 16-25 year olds
 - 60+ year olds
- Applications which can evidence “match funding”, where the applicant will match funds requested to purchase similar or different items for their event / activity.

Please note:

The Get Doncaster Cycling SEED fund **will not pay** for;

- Activities promoting religious or political beliefs
- Professional fundraisers
- Any activities outside of the borough of Doncaster
- Holidays, prizes or food (other than light refreshments)
- Uniforms
- Goods or services that have already been bought or ordered
- Volunteer expenses

Points for consideration:

- Think carefully about the aims of the project to ensure that they are realistic.
- Plan ahead – you need to be aware that the fund **may** take several weeks to process.
- Working in partnership and through networks can often strengthen the support given to the group/network/organisation.
- Include supporting evidence where you feel it would strengthen the application.
- It must be demonstrable that the project represents good value for money.
- Following the event, DMBC will require successful applicants to complete monitoring forms and engage in research work measuring the benefits of the scheme.
- The above guidance information should not be considered as exhaustive and if you are unsure of your project’s eligibility, or would like clarification, please contact:-

Darren Simpson (Tel: 01302 737721 email: darren.simpson@doncaster.gov.uk)