



Welcome

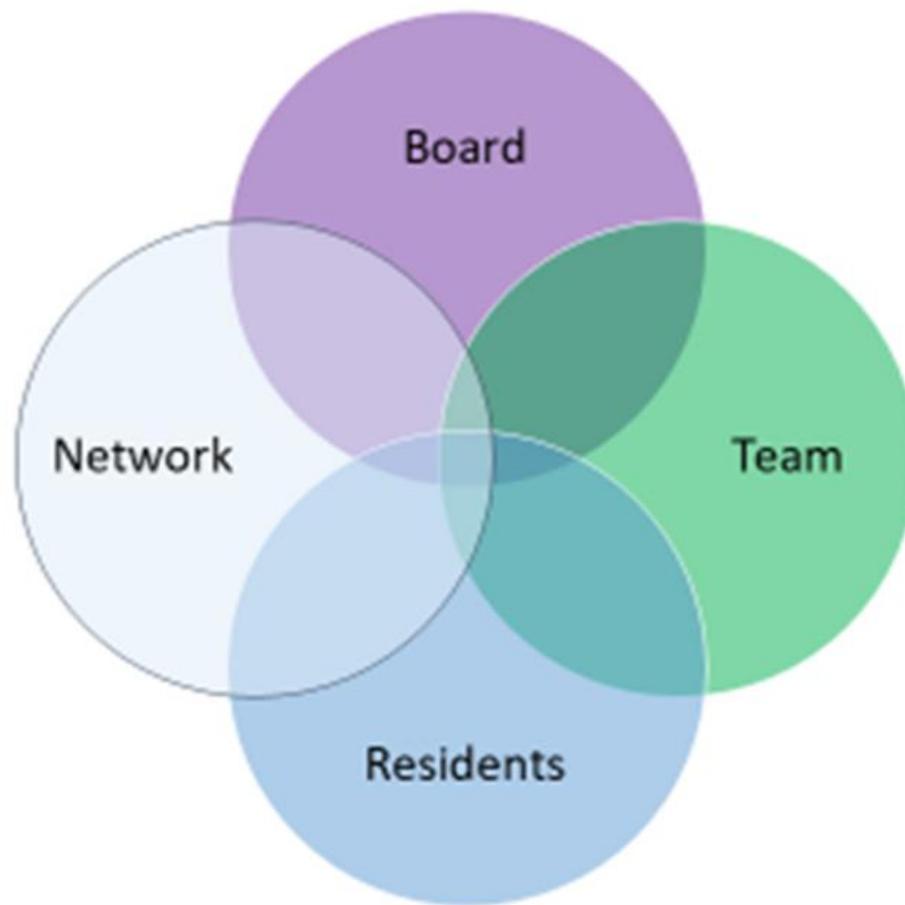
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Scene Setting

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Advisory Board



- Oversee the direction of the GDM strategy and lead its implementation.
- Drive the GDM strategy through their work area to help deliver the outcomes.
- Understand and influence the dynamics of the physical activity system for Doncaster.
- Provide leadership and momentum in addressing the challenge of inactivity.
- Broker conversations on inactivity to create new audiences from different sectors.
- Implement and influence changes within their system that will support GDM.
- Oversight of the objectives and actions within their defined areas – ensuring they are on track and making progress.
- Gather and feed in local intelligence.



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GDM Team – Backbone function



Guide vision and strategy

People and partners individual work is increasingly aligned with the Get Doncaster Moving vision and common purpose.

Support aligned approaches and activities

People and partners collaboratively develop new and innovative approaches to advance the vision.

Establish shared monitoring and measurement practices

Shared data, research and insight is used to adapt and refine strategies.

Build public and organisational will

More community members and organisations feel empowered to act and lead on local issues. Growing the network and local people leading change.

Advance policy

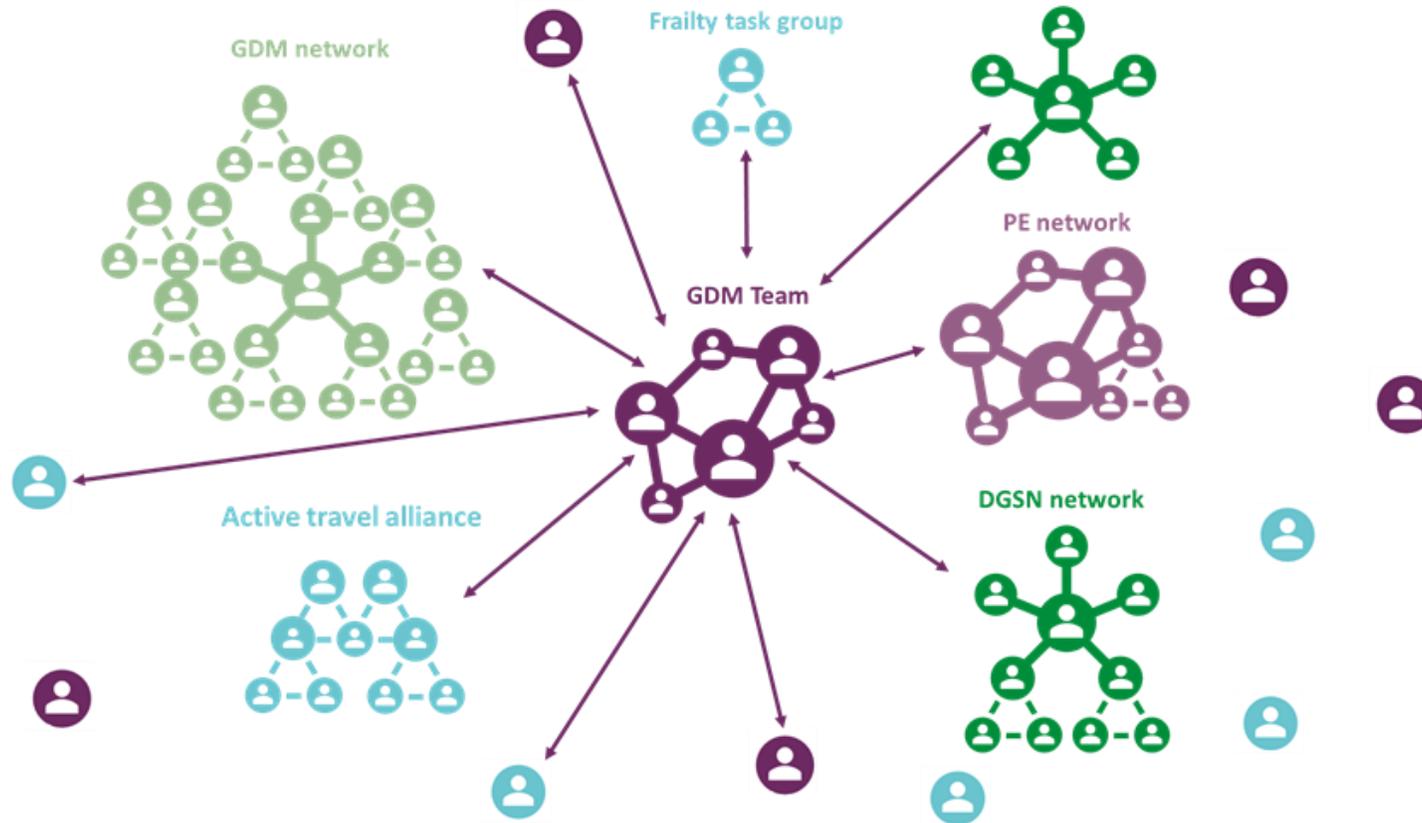
Policy changes increasingly occur in line with the overarching vision and strategy.

Mobilise funding and investment

Long term funding and resource is secured to support the vision. Public, private and grant funds are increasingly aligned to support the strategy and priority actions.

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Network & Groups



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Residents



Appreciative Inquiry process

2x Officers in each locality

Active Communities Grants

Positive Activity Groups

Well Doncaster

Community Connectors

Community-led plans

Community-based commissioning

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Agenda



09:30 - 10:00 Arrivals, breakfast, refreshments and informal networking

10:00 - 10:15 Opening and scene setting

10:15 - 10:30 Spotlight #1 - Compassionate approach to physical activity (*Communications and Engagement*)

10:30 - 10:45 Breakout discussion on above session

10:45 - 11:00 Spotlight #2 - Doncaster 2030 Economic Strategy (*Workplaces, Health and Care, Active Travel, Sport Dance and Culture for all*)

11:00 - 11:15 Breakout discussion on above session

11:15 - 11:25 Refreshment break

11:25 - 11:40 Spotlight #3 - Doncaster Active Travel Alliance behaviour change programmes (*Active Travel*)

11:40 - 11:55 Breakout discussion on above session

11:55 - 12:10 Spotlight #4 - Social network analysis (*GDM backbone support*)

12:10 - 11:25 Breakout discussion on above session

12:30 Close

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GDM strategy themes



Our strategy themes (identified in the GDM strategy) are:

- Active Environments, Parks and Facilities
- Active Education
- **Workplaces**
- **Health and Care**
- **Communications and Engagement**
- Community led programmes
- **Active Travel**
- **Sport, Dance and Culture for all**
- **GDM backbone support**
- Localities

Visit: <https://getdoncastermoving.org/gdm-strategy> for more information

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Spotlight #1

Compassionate approach to physical activity

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Get Doncaster Moving Spotlight

08/12/2022

Holly Campbell, Public Health Improvement Coordinator
Holly.Campbell@doncaster.gov.uk

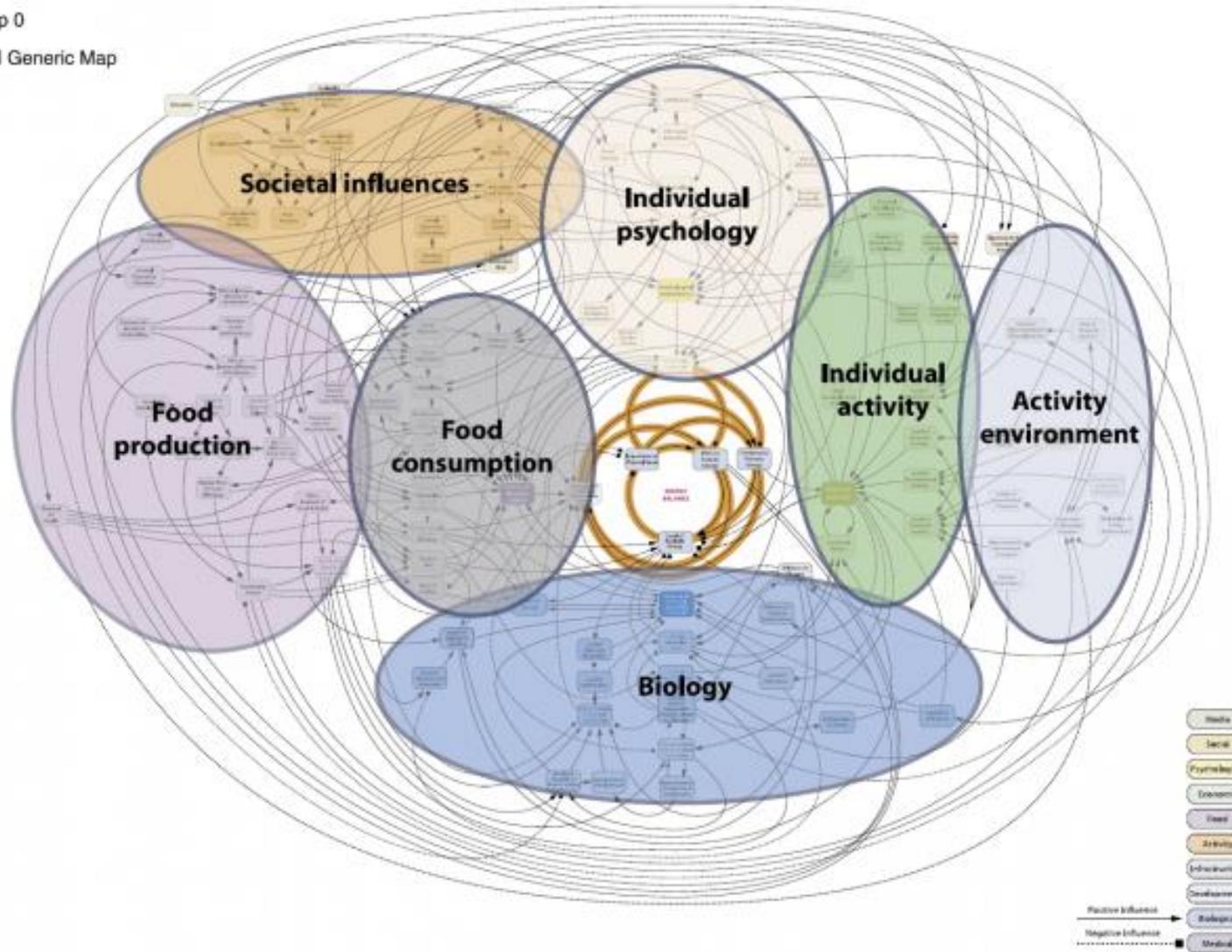
Laura Booth, Public Health Improvement Officer
Laura.Booth@doncaster.gov.uk

Doncaster's Compassionate Approach to Weight

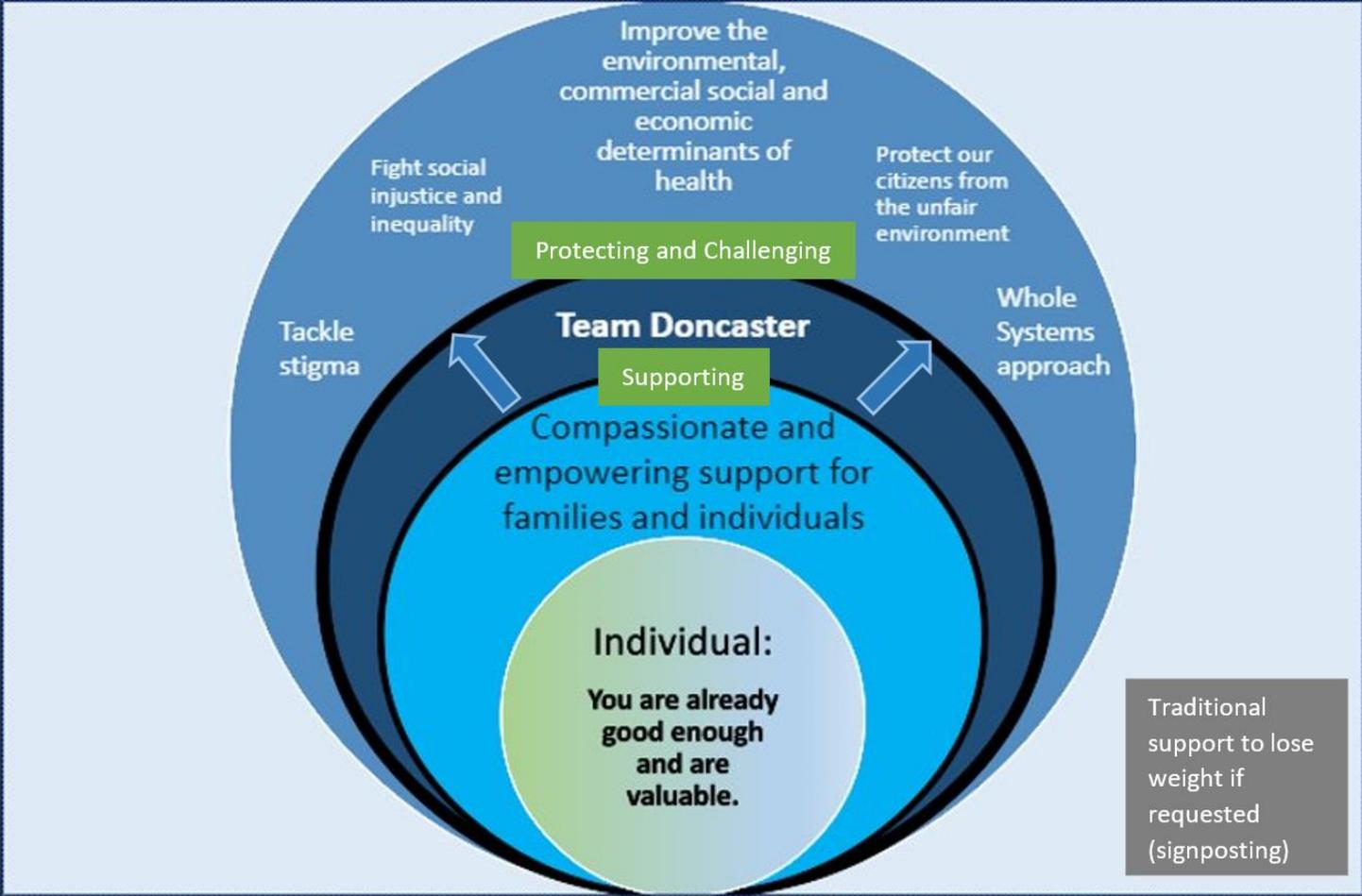


Foresight Obesity System Map

Map 0
Full Generic Map

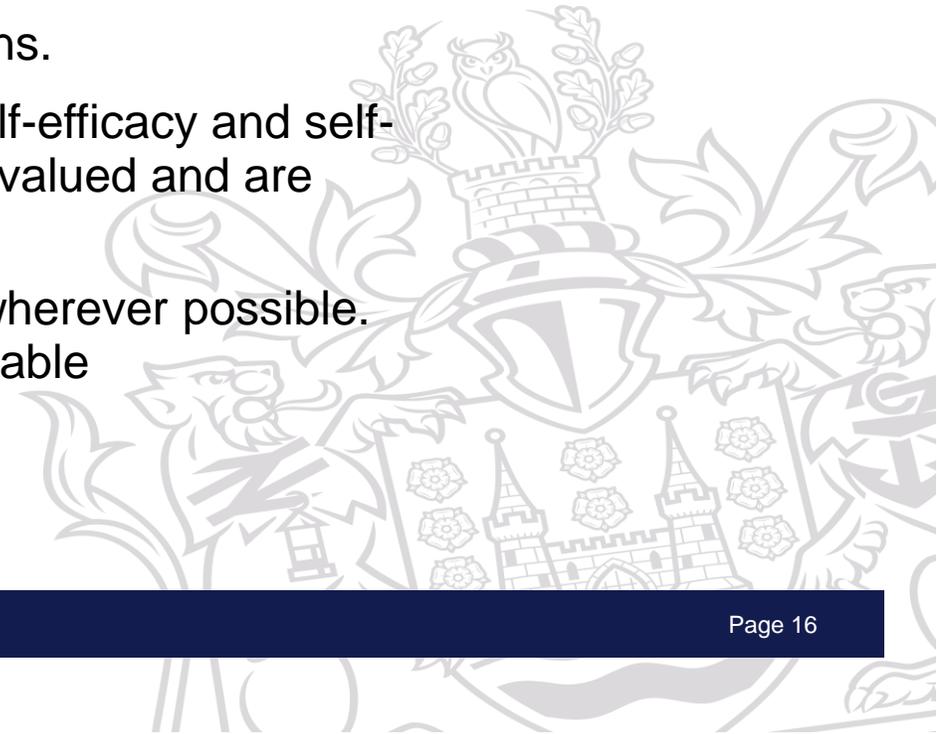


Doncaster's Compassionate Approach



Our Principles

- Rooted in principles of social justice, aiming to lift up the systematically disadvantaged and challenge the environmental and social structures that create inequalities
- A compassionate approach that is sympathetic and realistic regarding circumstances and human behaviour.
- Capitalise on opportunities and build on existing levers for change whilst acknowledging this is a long-term approach.
- Take away individual blame and challenge assumptions.
- An approach that builds up individuals strengthens self-efficacy and self-worth and provides a clear message that everyone is valued and are “good enough”.
- Intervene upstream at a population/community level wherever possible. Unsustainable individual interventions are least preferable

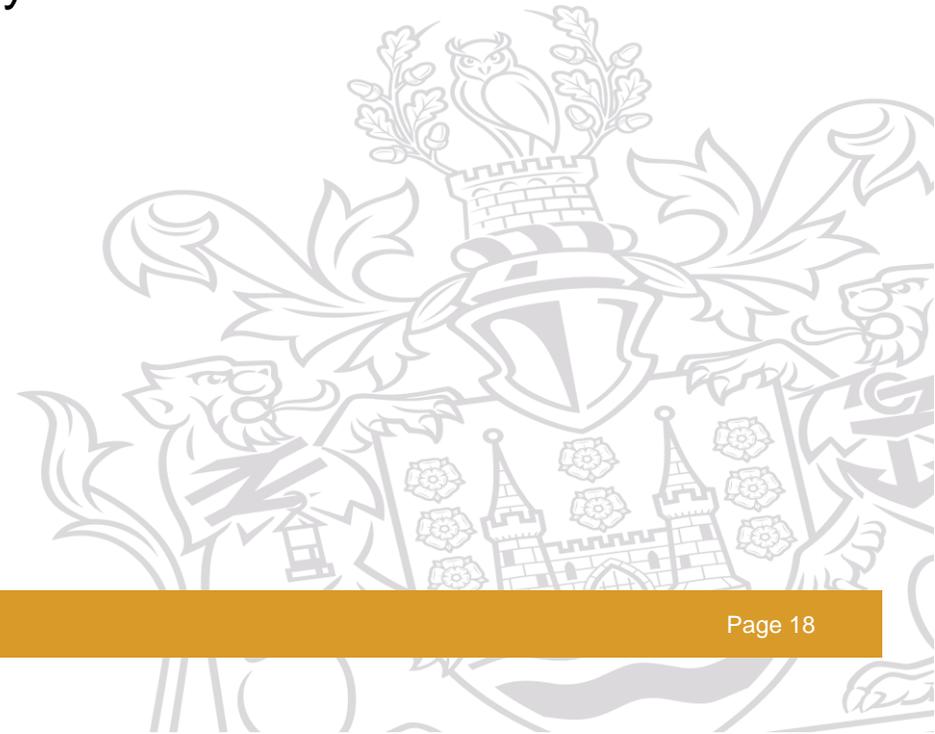


Our Learning So Far



Scoping Literature Review key findings

1. Interventions should take a holistic approach and should address and acknowledge the wider determinants of health, in social, economic and environmental factors.
2. Interventions should avoid weight stigma as a tool, and should include anti-stigma campaigns, policy to prohibit weight stigmatising and promote body diversity, self-esteem and body satisfaction.
3. Interventions that focus on eating and physical activity should be centred on approaches that promote enjoyment and self-compassion, as opposed to restrictive or unrealistic guidelines.
4. Consultation and an understanding of the population's lived experiences should inform practice.



Doncaster Talks Consultation



Survey 1

- Open to all Doncaster residents, and had a total of 562 participants
- To understand the different factors locally that influence the quality of diets, the ability to be physically active, and how decisions are made regarding health and wellbeing.
- To gain a better understanding of how local families experience food, weight and activity, including family and feeding dynamic, attitudes to food and meals, parenting and barriers experienced.

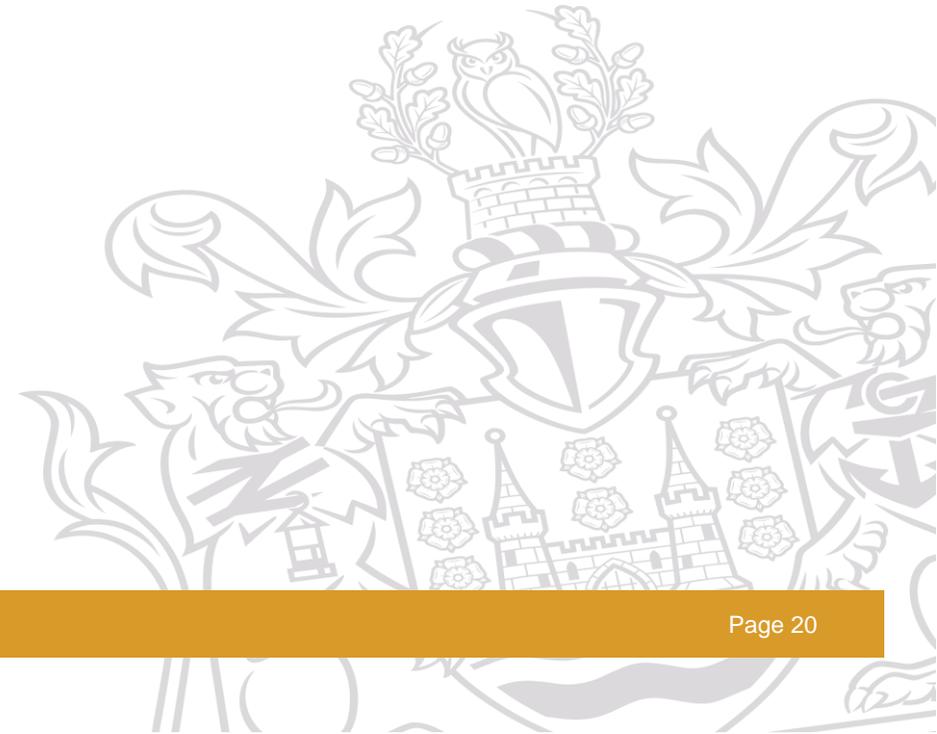
Survey 2

- Open to all Doncaster residents, and had a total of 417 participants
- To understand local attitudes and opinions of weight, health, and wellbeing.
- To understand the factors that influence weight stigma and stereotypes.

Survey 3

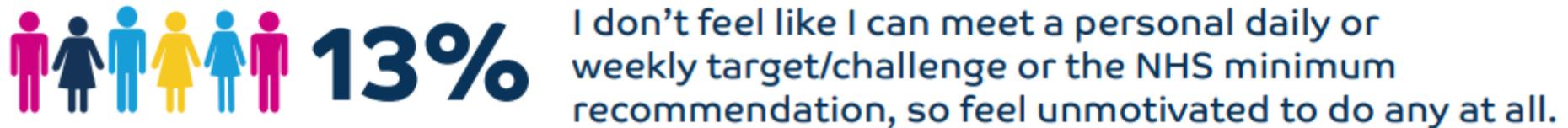
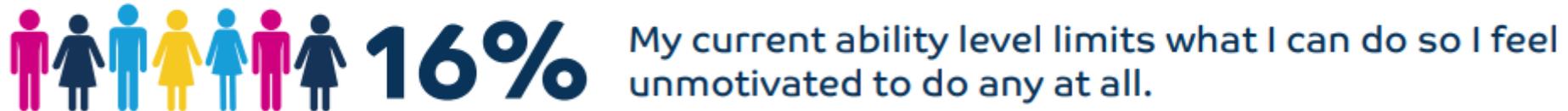


Please join our quiz at
slido.com with the code
#2566902



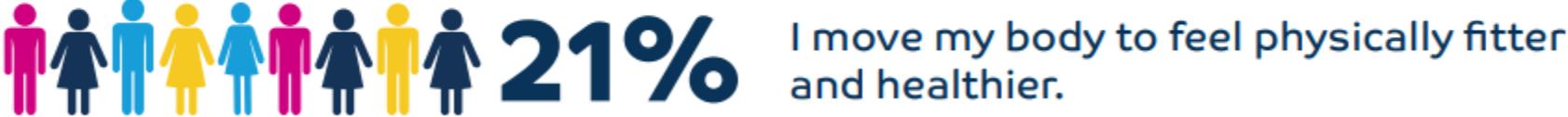
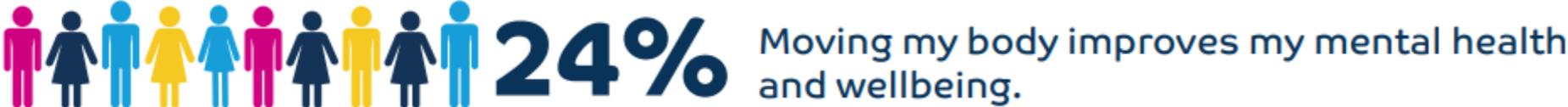
Barriers to being physically active

Top 3 barriers to participating in physical activity:

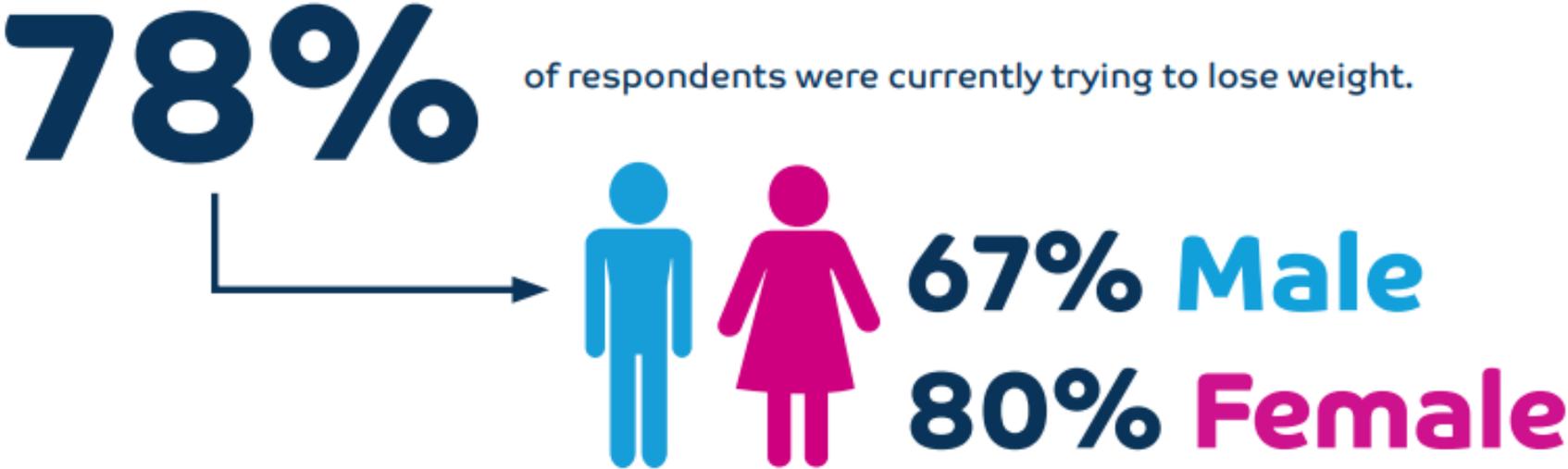


Motivations for being physically active

Top 3 motivations for participating in physical activity:



Experiences of Weight Management



Experiences of Weight Management

94% had tried to lose weight in the past (**equal for Female/Male respondents**)

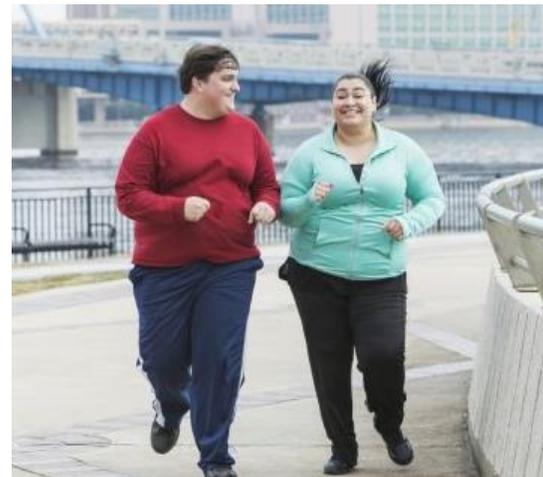
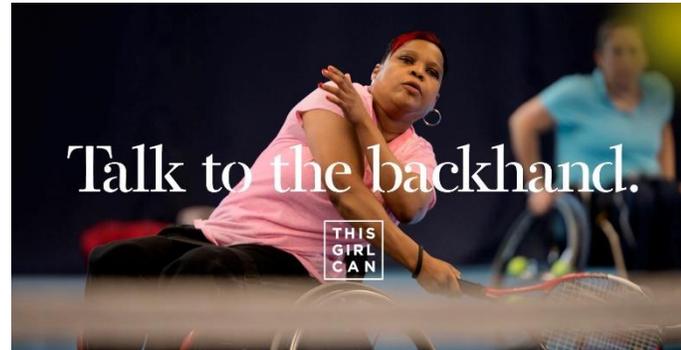
90% had lost weight in the past

45% had tried to lose weight 10 or more times

What does this mean for physical activity?



Joyful Movement



THIS GIRL CAN

Manchester Metropolitan University SPORT

Which one is active?

They both are

All shapes and sizes can move. Don't let body image stand in the way of an active you. Come to our supportive women's-only activity sessions – all levels welcome.

For more info:
mmu.ac.uk/sport

Positive Body Image

“Your body is an instrument, not an ornament”

– Ariane Machin

Millions of girls fall out of love with sports by teens

🕒 2 days ago

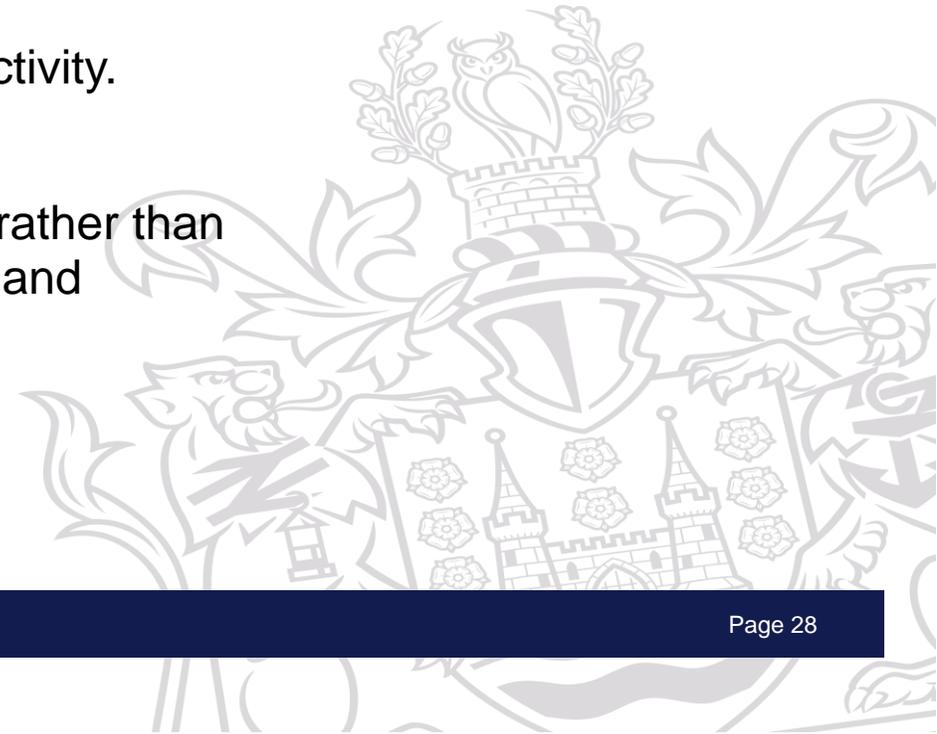


Many girls who used to be very sporty have “fallen out of love” with physical activity as teenagers, [a study reveals](#).

The reasons include body image, puberty and fear of judgement, Women in Sport, which surveyed 4,000 teenagers, says.

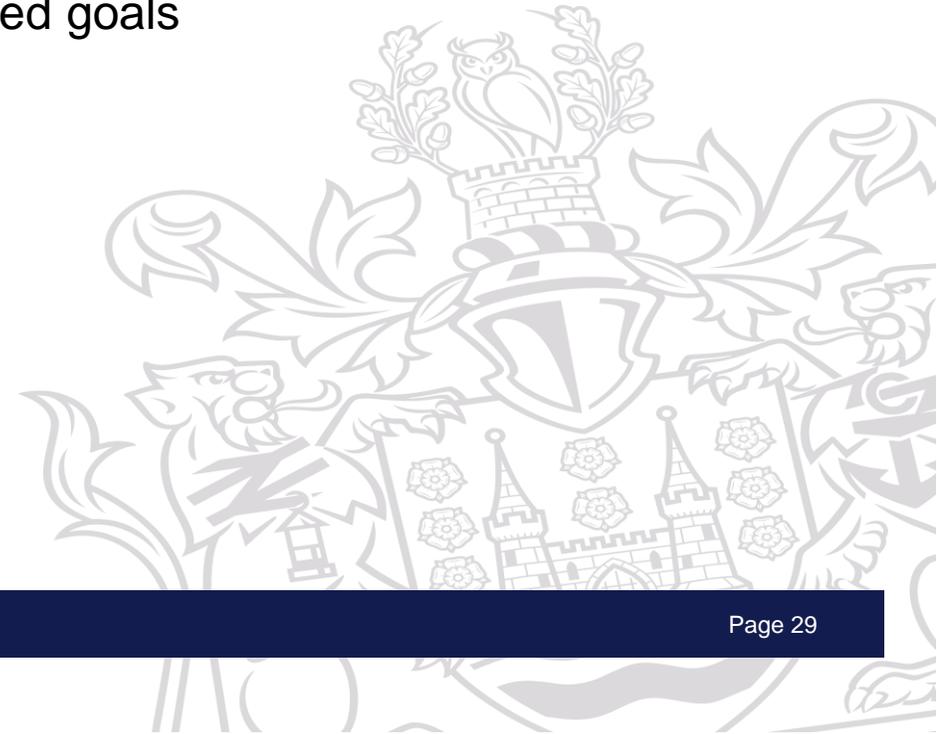
What We Want to Adopt:

- Encouraging movement that is fun, enjoyable, and participant-led as much as possible.
- Supporting movement that is wholly accessible.
- Promoting the positive health and wellbeing outcomes of increased physical activity that are not tied to weight.
- Helping participants to feel empowered in their bodies through physical activity.
- Promoting the wider non-health benefits of physical activity.
- Endorsing participant-led measures of success.
- Recognising opportunities for movement everywhere rather than being restricted to traditional ideas of organised sport and physical activity.



What We Want to Reject:

- Interventions that promote exercise as a means of restriction.
- Any approach that creates or increases weight stigma or worsens an individual's self-esteem or body image.
- Interventions that create or increase inequalities.
- Interventions that promote feelings of failure and shame.
- Enforcing national government guidelines as the standard to be met rather than creating participant-led individualised goals and indicators of success.



A Practical Example



New Year's Resolutions



- A [study](#) completed by YouGov found the top three New Year's resolutions in the UK in 2021, were 1) increasing exercise, 2) improving diet, and 3) losing weight.
- That same [study](#) found that only 31% of people kept all the New Year's resolutions that they made.



Activity

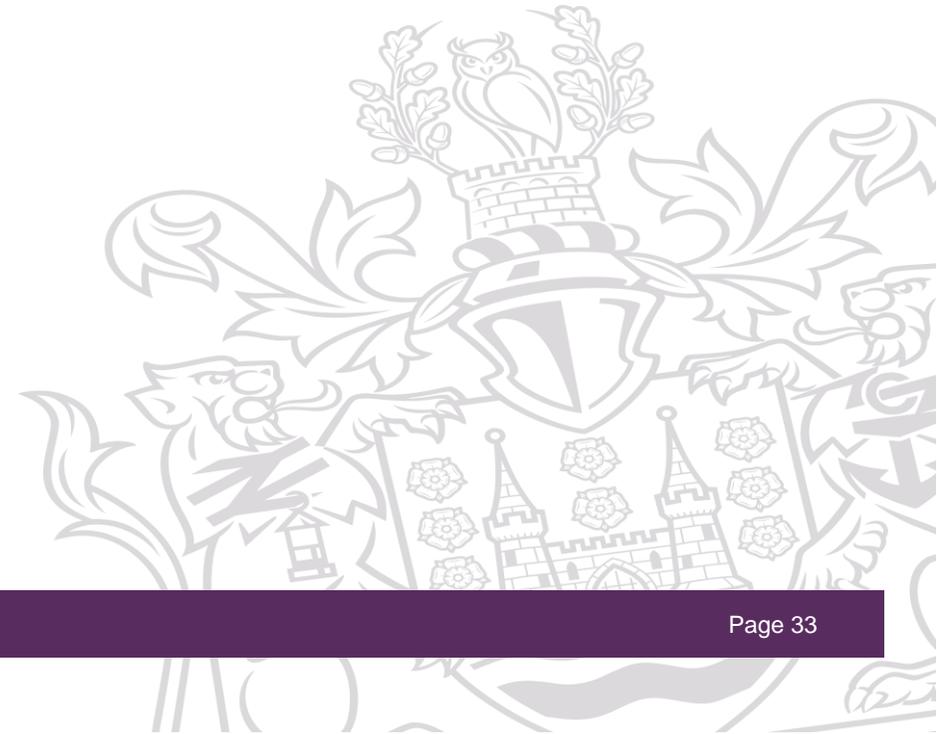
Compassionate Translations

- Work as a group to translate these common New Years Resolutions into Compassionate Intentions.
- When translating think about some of the lessons we have learned from the Doncaster Talks Consultation.
- Finally, use the sticky notes to write your own Compassionate New Years Intention and add it to our board!



Questions to consider

- How can I measure progress/success in a way that doesn't affect my body image?
- How can I incorporate a more holistic view of health in my health goals?
- How can I practice self-compassion when I struggle with my health goals?
- How can I design a goal that is realistic, sustainable, and buildable?





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Thank you!

Please get in touch with any questions, comments, or feedback:
compassionate@doncaster.gov.uk

Spotlight #2

Doncaster 2030 Economic Strategy

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Shaping the delivery of Doncaster's Economic Strategy 2030

**A regenerative and inclusive economy for thriving people, places
and planet**

GDM Spotlight Session
8th December 2022



Purpose / Agenda

Building on Team Doncaster's latest Borough Strategy, [Doncaster Delivering Together](#), and the recent award of City Status, Team Doncaster has developed a new Economic Strategy to address the challenges of our time.

Your voice is crucial in helping us to shape the delivery of the strategy. We want to develop an economy that is both **regenerative** and **inclusive**; an economy that works for *people, places and planet*.

Agenda:

- Background
- An Economy that works for Health and Physical Activity
- How can the GDM Network feed in



Background



Doncaster Delivering Together 2021

Emphasis on wellbeing and the six wellbeing goals for *thriving people, places and planet*

Cost of Living Crisis

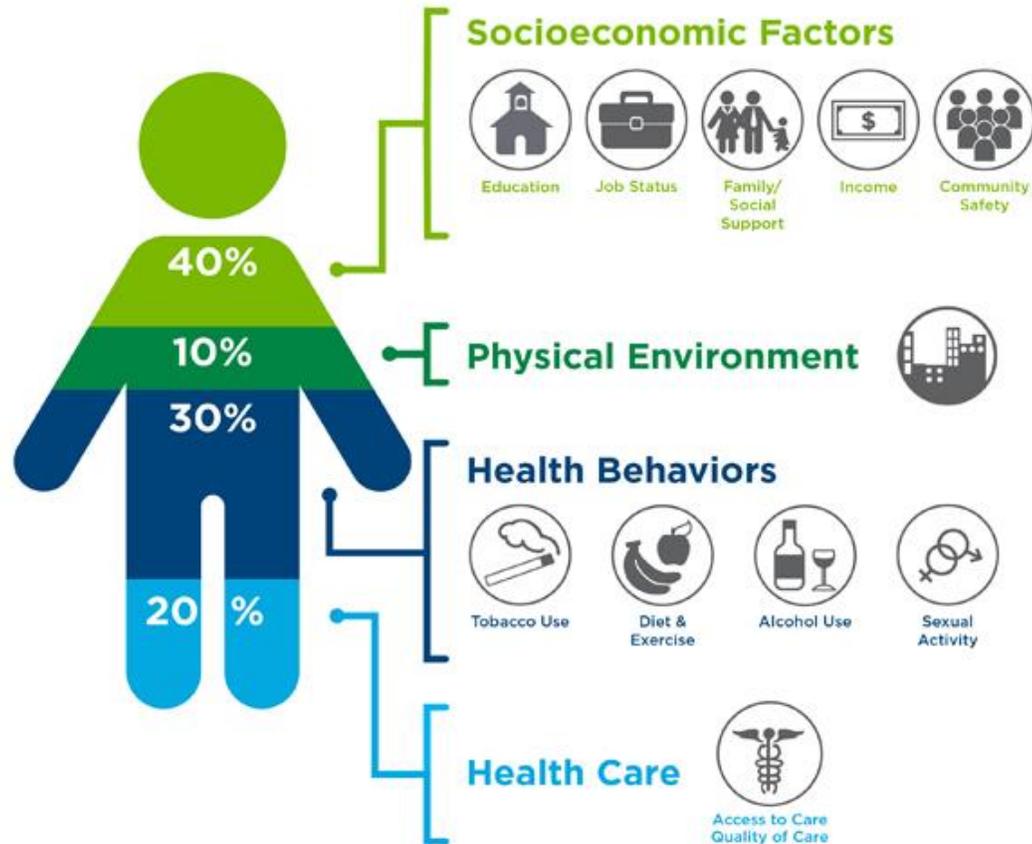
Negative impact on wellbeing - need to take a new approach

Economic Strategy 2030

New approach to embed wellbeing throughout – developed through broad engagement

How GDM can contribute to the Economy?

What Goes Into Your Health?



An economy that improves the health and wellbeing of Doncaster's residents...

- **'Good Growth'**: the value of economic growth should be measured by the extent to which it increases the wellbeing of people, places, and planet
- **Health as the new wealth**
- **Compassionate Approach to Economy**
- **Socioeconomic factors** - short and long term
- **Physical environment** - Vibrant Places
- **Health behaviours** - the role of businesses
- **Health Care** - sector of opportunity

Doncaster's Economic Strategy

A **Regenerative** and **Inclusive** Economy for *Thriving People, Places and Planet*.

Economic Missions



By 2030, we will aspire to have an economy that improves the living standards for all and that leaves no **PEOPLE** behind



By 2030, we aspire to have a more resilient, productive economy across all **PLACES**



By 2030, we aspire to have a greener, regenerative economy that restores and enhances our **PLANET**

Mission Priorities

To drive forward our three Economic Missions, five Mission Priorities have been identified.



1. Industry Platforms
 2. Employment Opportunities for All
 3. Green Economy
 4. Vibrant Places
 5. Physical and Digital Connectivity
- Fairness & Inclusion
 - Industry & Talent

Discussion



How does your work fit in with the Economic Strategy priorities?

What are the key opportunities for collaboration?

Spotlight #3

Doncaster Active Travel Alliance behaviour change programmes

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GDM Network Meeting

Active Travel

Thursday 8th November 2022

Caroline Temperton, PH Lead Wider Determinants of Health

Dave Atherton, Active Travel Co-ordinators

Emma Wilson, PH Improvement Co-ordinator

Jenny Olma, PH Improvement Officer

Contributions also from:

Anthea Trainor, PH Improvement Officer

Andy Carnall, Public Rights of Way Officer

Introduction

Membership

Public Health
Transportation
Safer Roads
Pollution Control
Planning
Public Rights of Way
Get Doncaster Moving
Sustainability

Purpose

To bring together stakeholders who work in partnership to develop and deliver actions to facilitate the increase of active travel across Doncaster.



Active Travel Infrastructure



The Trans Pennine Trail (TPT)

- Is a route for walkers, cyclists and horse riders
- Links the North and Irish seas, passing through the Pennines, alongside rivers and canals and through some of the most historic towns and cities in the North of England.
- Runs coast to coast between Southport and Hornsea is 215 miles (346km) long.
- Also has a north-south route connecting Leeds and Chesterfield, a spur to York and a spur to Kirkburton providing a total distance of approximately 370 miles (595km) of trail to explore.

Approximately 25 miles (40 Km) of the trail passes through Doncaster.

- It enters the borough under the railway arches at Bolton upon Dearne where it then runs alongside the River Dearne, through the Don Gorge to Sprotbrough before heading north along the former Gowdall and Braithwell railway to Bentley.
- It then heads through the rural villages of Thorpe in Balne and Braithwaite then
- along the New Junction Canal to Sykehouse where it continues into North Yorkshire. The trail forms the majority of National Cycle Route 62
- Much of the trail through Doncaster is off-road and links into the local walking and cycling network at various locations, making it ideal for leisure trips and for commuting to work and school.

Improvements to the TPT

- According to counters installed across the whole trail, approximately 700,000 visits are made to the trail each year. This amount of use means that sections of the trail need to be refreshed and the surfacing replaced.
- Last year, with funding from Sustrans, we improved the section of between Park Road, Bentley and Shaftholme Lane.
- We are currently delivering a scheme to improve the section between Pastures Road, Mexborough and Mill Lane, Harlington.
- There are plans in the pipeline to improve other sections of the trail in Doncaster, particularly between the Boat Inn and York Road.
- Usage of the trail has increased following improvements. There was approximately 35,000 users per year before the works. Automatic counter data has projected between 50,000 and 60,000 users in the full year for 2022 with an estimated increase of 48% usage from pre-intervention levels.



Transforming Cities Fund (TCF)

This is a £2.45 billion capital grant transport fund aimed at driving up productivity through investments in public and sustainable transport infrastructure. Doncaster was successful in its bid via South Yorkshire Mayoral Combined Authority with funding in the region of 27m

Aims of the TCF

To improve access to good jobs within English cities and encourage an increase in journeys made by low-carbon and sustainable modes of transport

The TCF also aims to support the following wider priorities:

- Tackling air pollution
- Delivering more homes
- Access to employment
- Access to Transport

TCF – Access to Bentley Station



- Improve sustainable transport access to Bentley Train Station. This had a secondary benefit of formalising large sections of the on road section of Trans Pennine Trail in Bentley to segregated cycle infrastructure.



TCF – Pedestrian Improvements in Bentley



Behaviour Change Services

Learn to Ride – Pedal Ready

Sandall Park – Tuesday & Saturday
Woodfield Park - Saturday



Modeshift Stars



Scooter Skills

Active Travel Hub



- Bike Loans
- E-bike loans
- Personalised route planning
- Led walks and rides
- Cycle repairs
- Cycle maintenance classes
- Free Dr Bike sessions for businesses



St Oswalds Primary awarded STARS Gold accreditation Nov 22

Doncaster School Streets

- The **aim** is to bring about a change in travel behaviour and promote healthy and active lifestyles to children and families.
- **Expected outcomes:**
 - Reduction in vehicles outside school street primary schools
 - Improved air quality
 - Increased perceptions of road safety
 - Increase in active travel journeys to school.





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STREET PLAY

What is Street Play?

Launched on National Play Day 2022, Street Play are neighbour-led short road closures, creating a safe space for children to play freely together on their doorstep.

Key features of this model are:

- Resident-led and organised
- Short, regular road closures
- Free, child-led play
- All neighbours consulted and included
- Road legally and safely closed to through traffic
- Stewarded by residents
- Car access at walking pace
- Simple, 'normal' – not a street party





Our ask of you

Q. How can we promote and use the Street Play offer as an opportunity to talk to residents to gain insight?

Q. How can you promote Active Travel in your work?

Please think about:

- Active Travel Infrastructure
- Behaviour Change Services
- Schools Streets
- Street Play



THANK YOU

Contact Details

DATA

- Caroline Temperton caroline.temperton@doncaster.gov.uk

TPT / infrastructure

- Dave Atherton david.Atherton@doncaster.gov.uk

Street Play

- Anthea Trainor anthea.trainor@doncaster.gov.uk

School Streets

- Jenny Olma jenny.olma@doncaster.gov.uk

For Active Travel information and services go to

<https://getdoncastermoving.org/walking>

<https://getdoncastermoving.org/cycling>

Spotlight #4

Social network analysis

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Social Network Analysis: How connected are we?

CFE Research



Purpose of this session

- Every year we undertake a **partner survey** and **Social Network Analysis** with as many people as possible who are involved in tackling physical inactivity in Doncaster
- We would like to talk about this today, how we use the results and how you can contribute in the future
- We will also do a mini Social Network Analysis ‘in action’ as part of the session

The partner survey

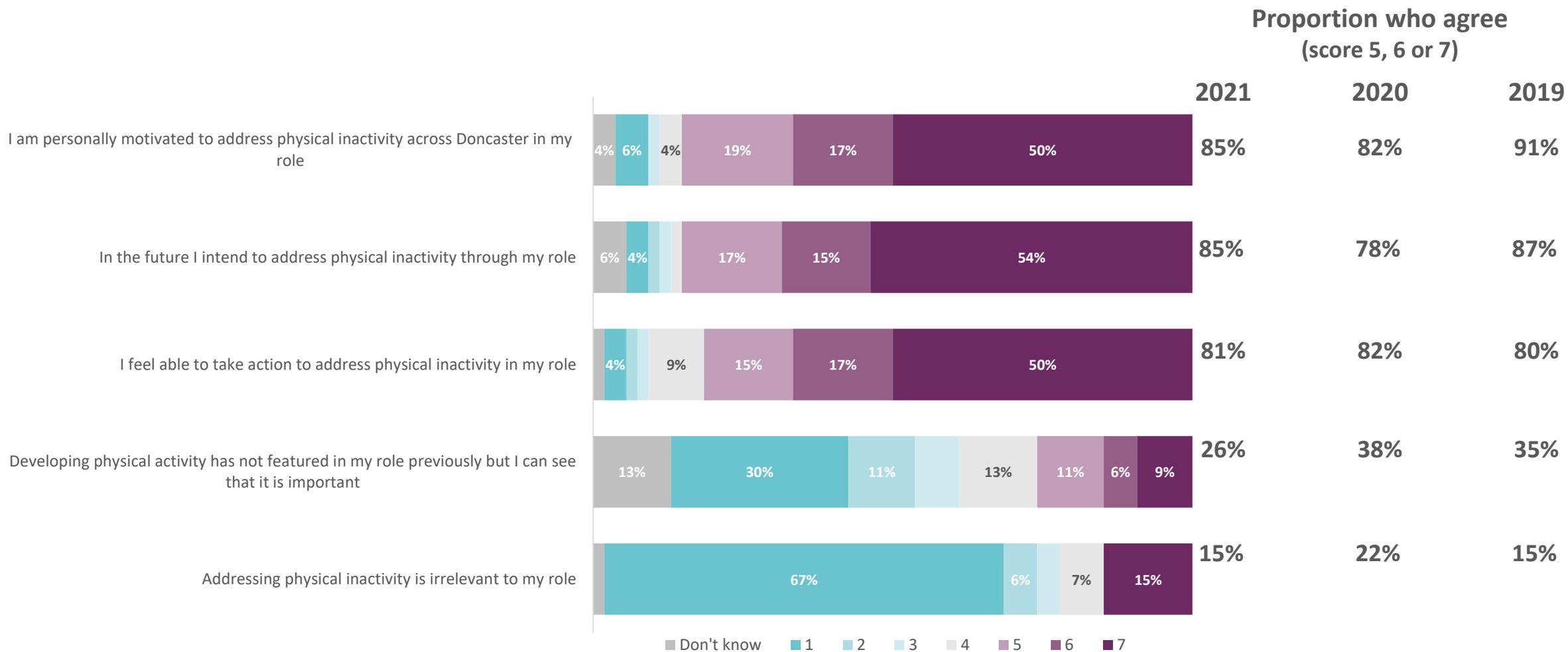
The partner survey helps us examine how the physical activity system is changing over time in Doncaster

- Completed by members of the GDM network and anyone you work with to tackle physical inactivity
- Approx 50 respondents every year so far (3 years done, next Dec 2022)

Asks about (and helps us to report on):

- The importance of physical activity across Doncaster
- Understanding of the GDM vision
- Partnership working
- Barriers to tackling physical inactivity (and overcoming these)

Recognising the importance of tackling physical inactivity



Scale of 1-7, where 1=strongly disagree and 7=strongly agree N=54

Social Network Analysis (SNA)

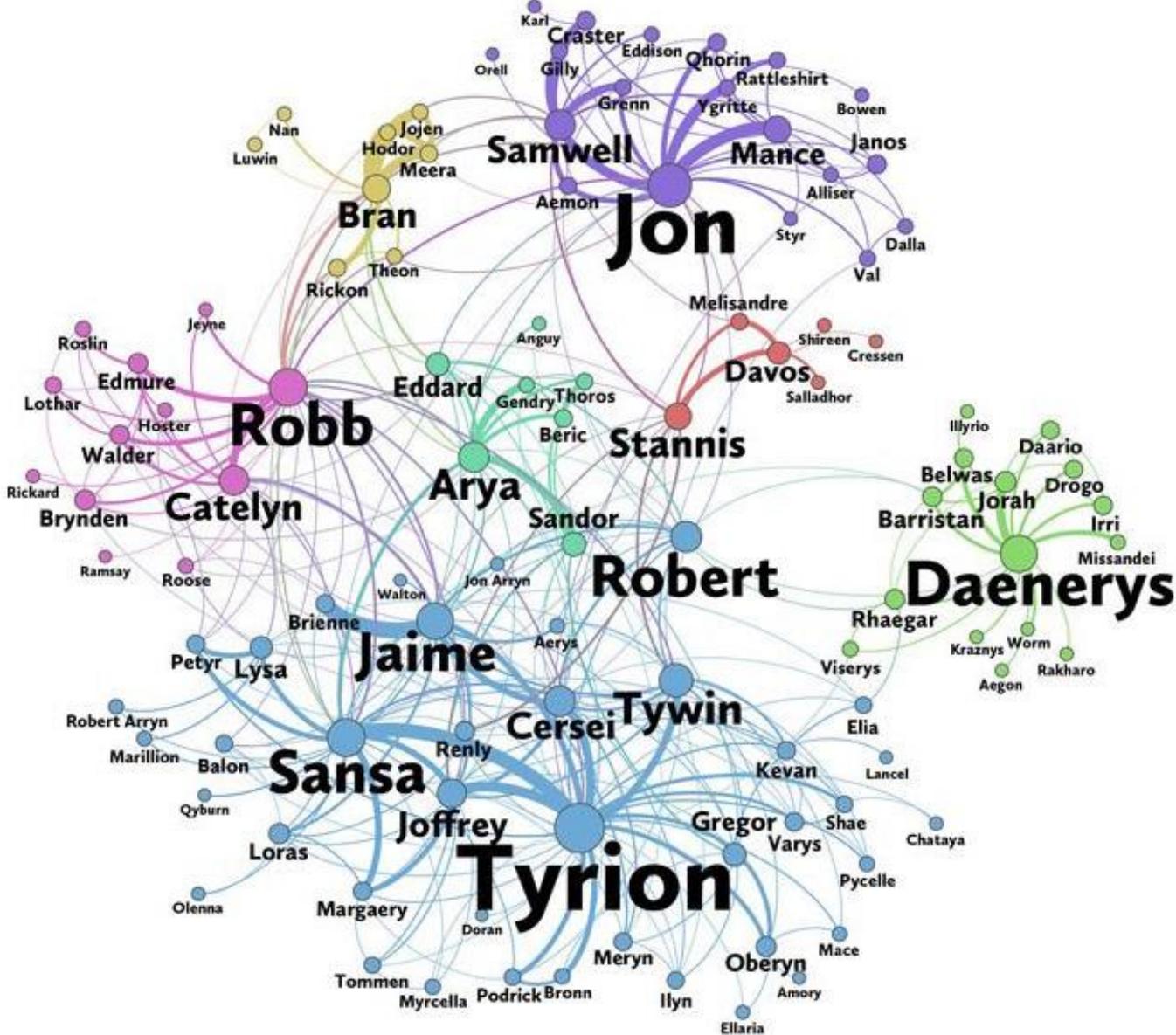
What is Social Network Analysis (SNA)?

The aim of social network analysis is to understand a community by mapping the relationships that connect them as a network, and then trying to draw out key individuals, groups within the network ('components'), and/or associations between the individuals.

A network is simply a number of points (or 'nodes') that are connected by links. Generally in social network analysis, the nodes are people and the links are any connection between them.

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/491572/socnet_howto.pdf

What is Social Network Analysis (SNA)?



Social Network Analysis (SNA) in Doncaster

The GDM partner survey has a set of questions to help us undertake Social Network Analysis.

SNA allows partners and individuals to:

- Understand which individuals and organisations are working together, and how established these relationships are.
- Identify gaps in partnership working and where relationships can be strengthened.
- Consider the sustainability of the network: what would happen if key individuals left?

Social Network Analysis (SNA) in Doncaster

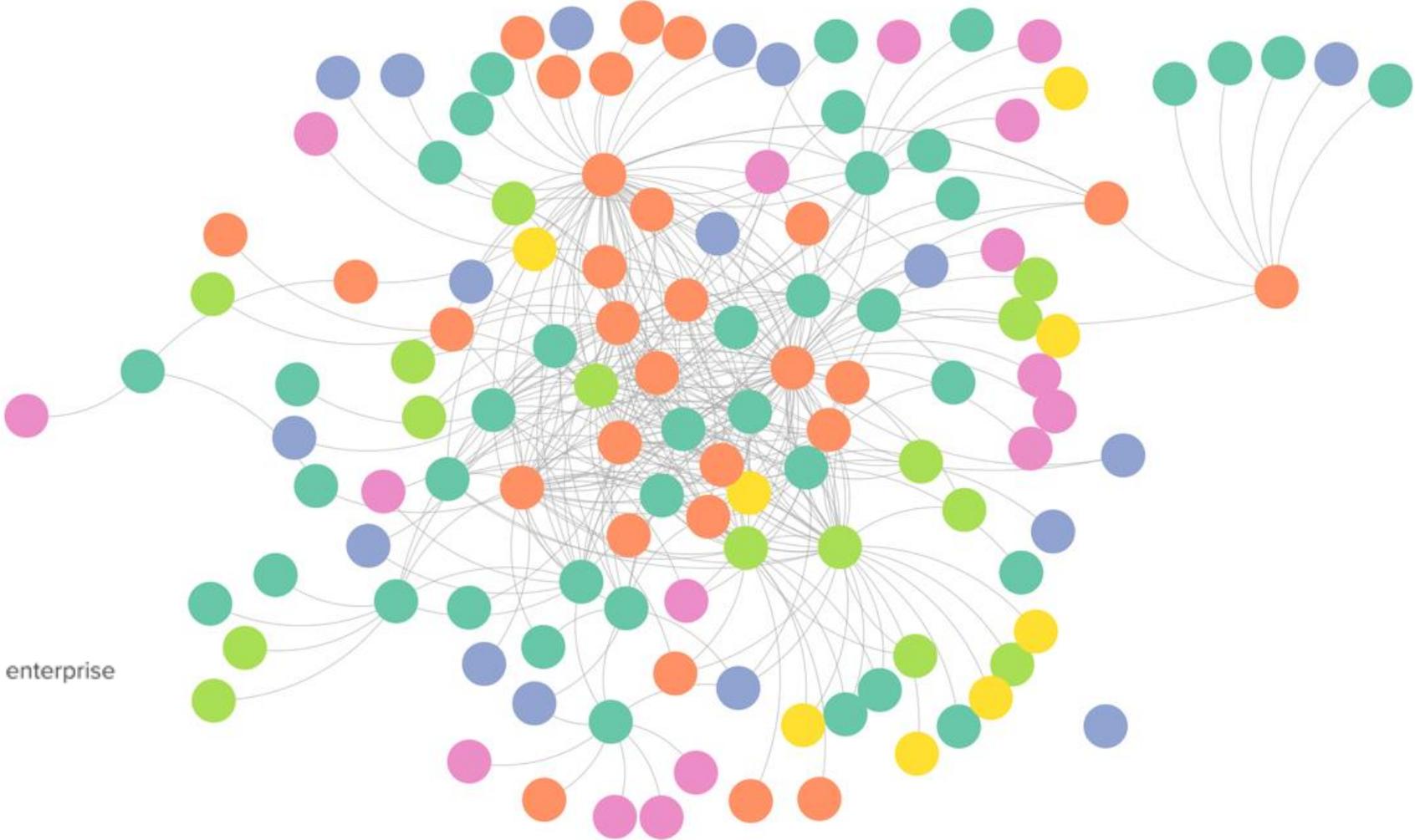
What we ask as part of the SNA:

- Who you work with in tackling physical inactivity
- When you started working with them
- How you work with them (formally, informally, problem-solving, collective decision making)
- How often you work with them

This could be a long or a short list – it all matters!

The network in 2019

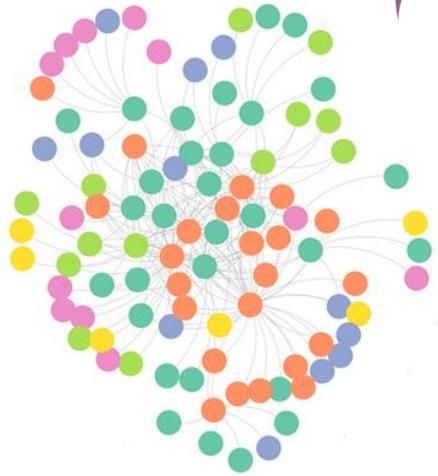
The first time SNA was undertaken was in 2019. It explored the physical activity network. Each circle represents an individual.



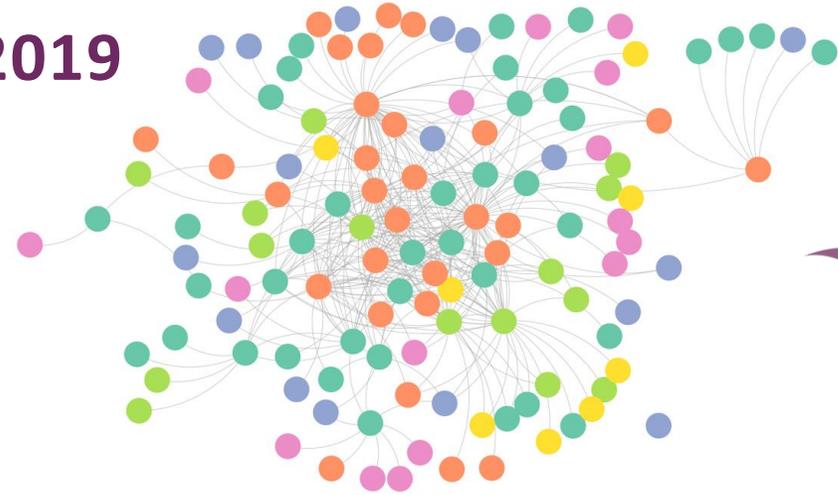
Legend

- A charity or voluntary sector organisation or social enterprise
- DMBC
- A local-government financed body
- Mainly seeking to make a profit
- A central-government financed body
- Other

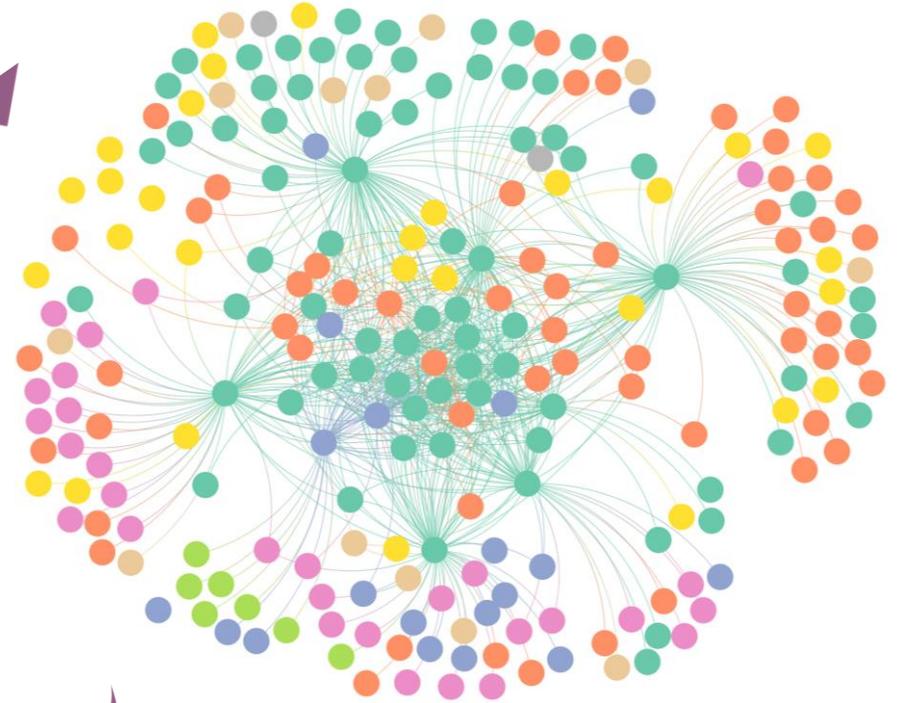
2018
(baseline)



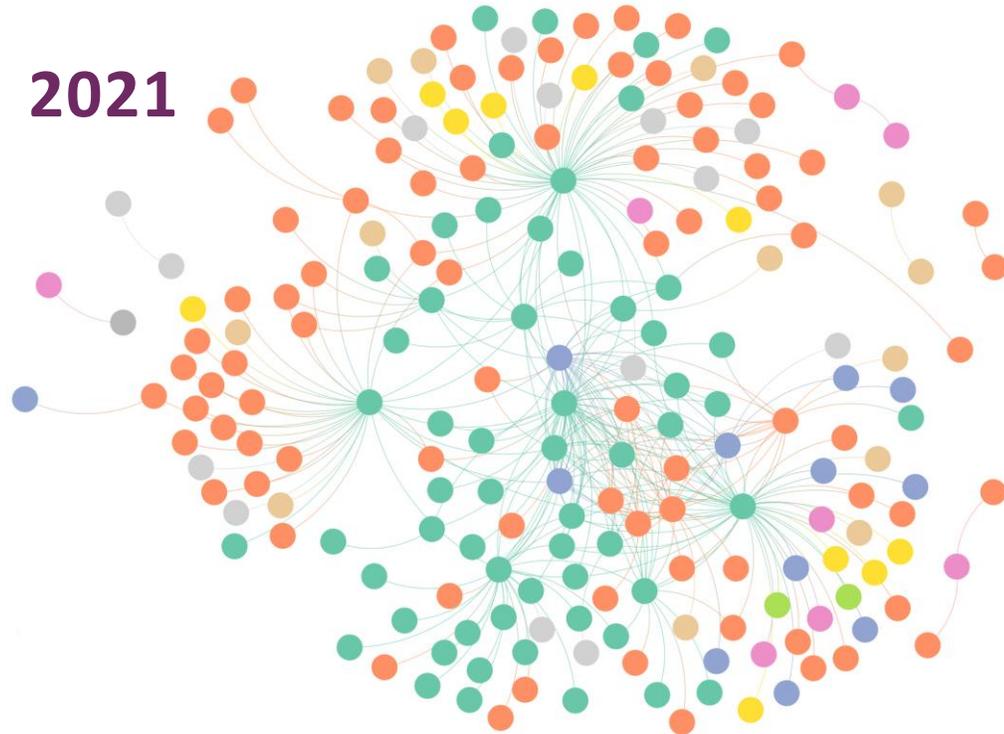
2019



2020



2021



Type of collaborations

Strength	July 2019	March/April 2021
Informal	15%	7%
Formal	33%	32%
Problem solving	19%	22%
Collective decisions	33%	39%

Partnerships have grown stronger...



Frequency	July 2019	March/April 2021
Ad hoc	30%	25%
Multiple times in six months	32%	23%
Once a month	21%	30%
Once a week	17%	22%

...and engagement is more frequent



Why is this important?

- Useful evaluation tool to show how networks grow and change over time

But more importantly...

- Helped the GDM team understand who their network of partners is and support the development of collaborative relationships
- Highlighted gaps in partnership working and encourages the team to explore new ways to engage people/organisations not yet represented
- For individuals filling it in, it can be useful to sit and reflect on who you work with (and don't currently work with?)

Any questions?

How connected is
this group?

In your groups... (1)

Write your name and organisation on a post-it note. Use the colour for the category your organisation belongs to (or closest match):

- -Yellow: charity/voluntary sector/social enterprise
- -Pink: Doncaster Council (any dept)
- -Orange: A central- or local-government financed body
- -Green: Mostly seeking to make a profit
- -Purple: Sports club

Put one person in the centre of the flip chart, and add other people's post-its with a line if you work together in relation to physical activity.

- Use a **solid line** for people you **currently work with**
- Use a **dashed line** for people you **don't work with but would like to** in order to further your work on tackling physical inactivity

Add everyone in your group.

In your groups... (2)

Write your name and organisation on more post-it notes, using the same colour as before. Move to another table and add yourself to their network, including the lines.

Can we start to build a picture of the physical activity network of those currently sitting in the room?

Reflections

Are you surprised by the number of people you work with?

Have you identified people you don't work with but would like to?

Are there any key individuals who are linking lots of people into the network?

Any other reflections?

How you can take part in the next SNA

- GDM network members will be sent the partner survey and SNA link (generic link – needs to be done in one sitting)
- You can also download an Excel file with the SNA questions from the survey link, which can be completed in your own time
- Use the postcards to give us your email address if you would like to take part – this way we can send you a unique link which means the survey can be completed in multiple sittings



Thanks for coming!
Look out for an update on the next
GDM Network Meeting coming soon.

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