

GDM partner survey results 2024

CFE Research



Contents

These slides contain the findings from the GDM partner survey conducted in December 2023 to January 2024.

The online survey was completed by members of the GDM Team and the wider GDM network. Recipients were also invited to forward the survey link to those who they work with to tackle physical inactivity. In total, the survey was completed by 134 respondents. The number of people who answered each question varies and the base can be found at the bottom of each slide.

The findings cover:

- Respondents' awareness of and engagement with Get Doncaster Moving
- Views about addressing physical inactivity in Doncaster
- Barriers to addressing physical inactivity in Doncaster

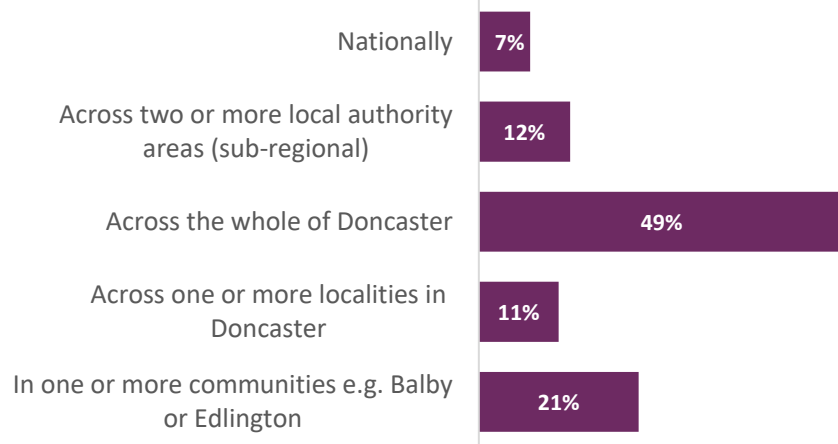
Comparison measures are included, where they exist, for previous partner surveys (2023, 2021, 2020 and 2019).

Role of respondents in addressing physical inactivity

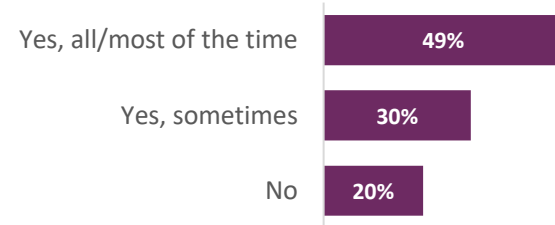
Where and who respondents work with

Nearly half (49%) of all respondents operate across the whole of Doncaster, with many others operating sub-regionally or nationally. This highlights the level of the influence partners can have across the whole physical activity system in Doncaster. Additionally, there are also partners who work at a locality level either in a specific community or across a locality area. Most respondents work directly with residents through their role either most of the time or sometimes.

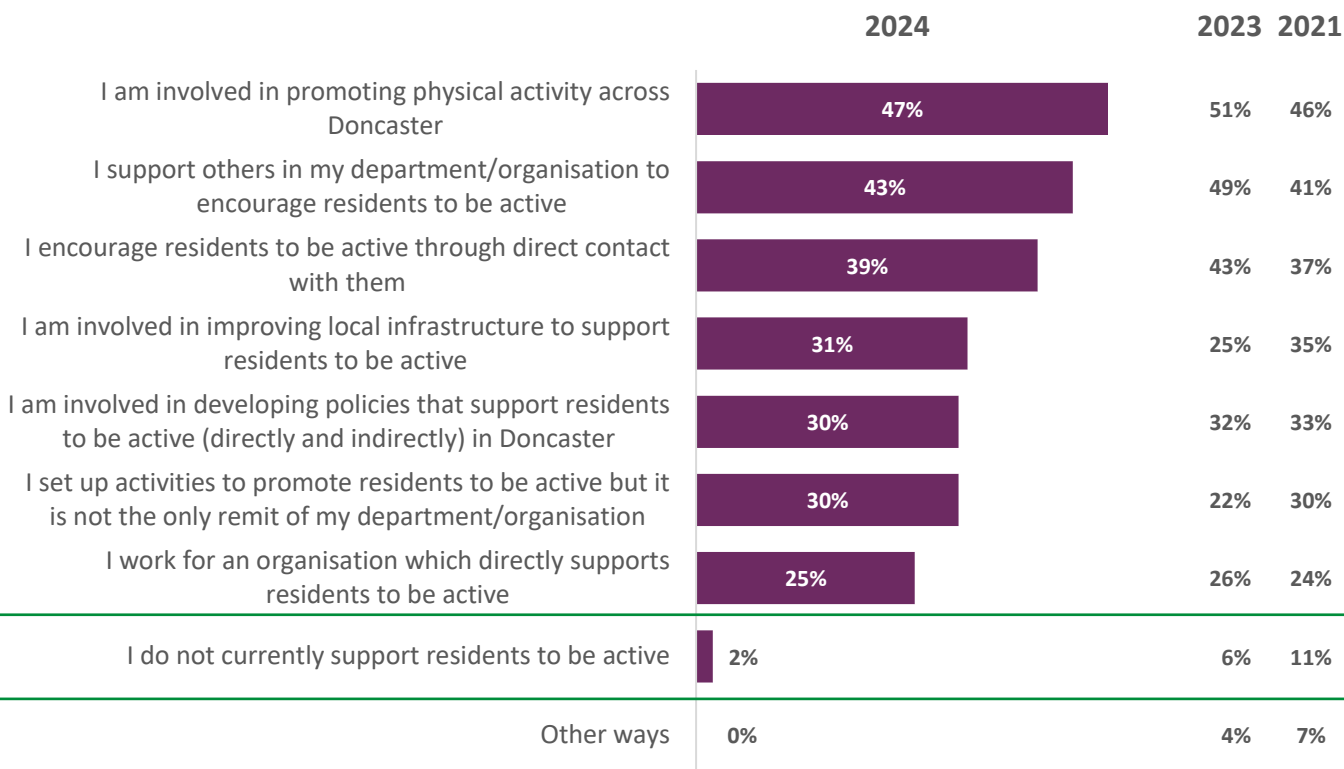
Where respondent's organisation or group operates



Whether respondent works directly with residents in their role



How respondents promote physical activity



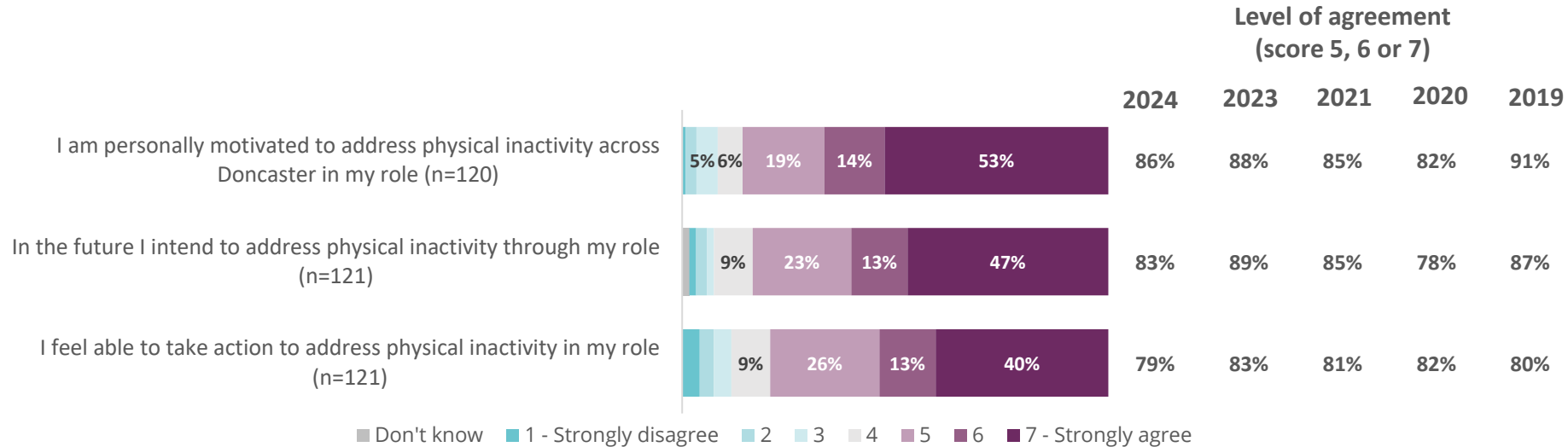
Even though the number of partners has increased, how partners support residents and groups to be active has remained relatively unchanged over the last couple of years.

This highlights that new partners are supporting and promoting physical activity in Doncaster in different ways showing the variety of partners involved in the network and the level of influence they can have.

The proportion of partners who do not support residents to be active has reduced – from 11% in 2021 to only 2% in 2024.

Ability and intentions to address physical inactivity

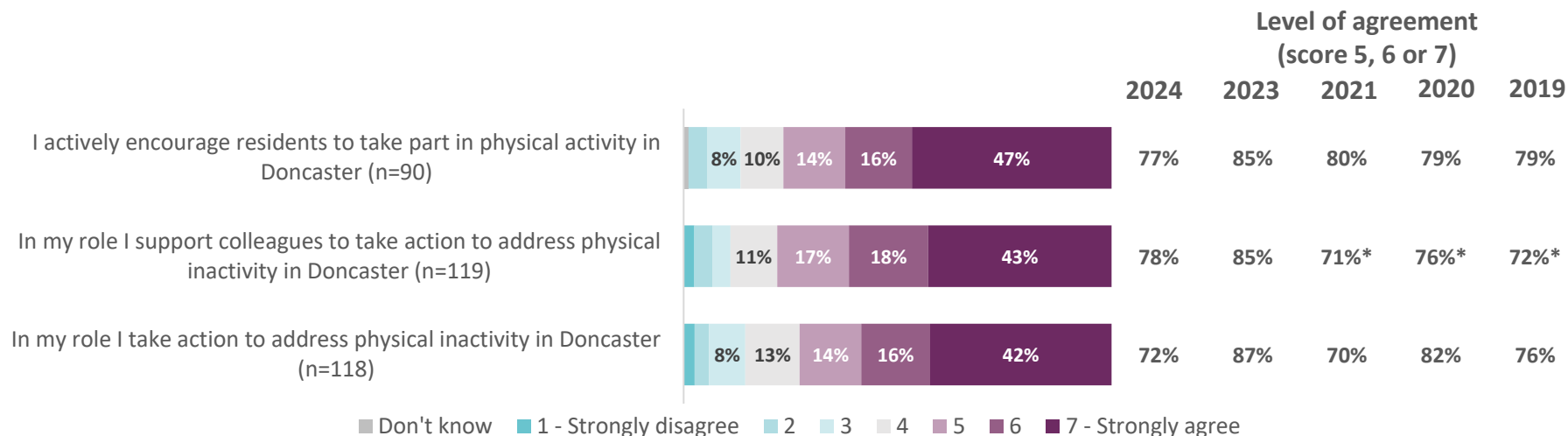
Most respondents are motivated to address physical inactivity through their role and feel able to take action to do so. These scores have stayed relatively stable across the different years of the partner survey even though new partners have responded.



Q10. To what extent do you agree or disagree with the following statements about your role in addressing physical activity in Doncaster? Please rate this on a scale of 1-7, where 1=strongly disagree and 7=strongly agree.

Respondents' role in addressing physical inactivity

Most respondents encourage residents to be active, both directly (where they work directly with residents) and/or by supporting colleagues. The proportion of partners who agreed in 2024 to these statements has reduced slightly when compared with 2023; however, the total number of partners in the sample has more than doubled so does not reflect a decrease in the number of partners agreeing.



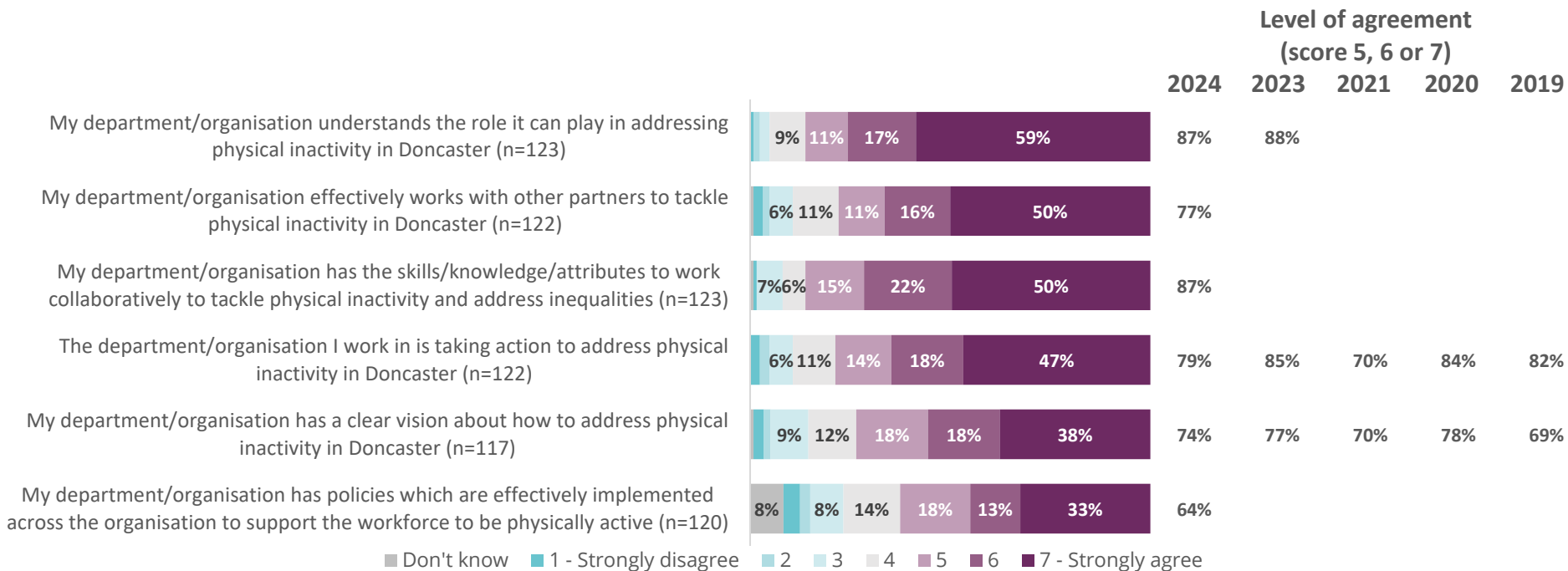
Q10. To what extent do you agree or disagree with the following statements about your role in addressing physical inactivity in Doncaster? Please rate this on a scale of 1-7, where 1=strongly disagree and 7=strongly agree.

* Different wording for statements used in earlier years: "I actively encourage colleagues to promote physical activity to the residents they work with in Doncaster."

Role of organisations in addressing physical inactivity

Organisation's role in addressing physical inactivity

Most respondents' organisations understand the role they can play in addressing physical inactivity (87%) and many are taking action (79%). Nearly nine in ten partners (87%) believe their organisation has the capability to work collaboratively to tackle physical inactivity but a slightly lower proportion agree they effectively work this way (77%).

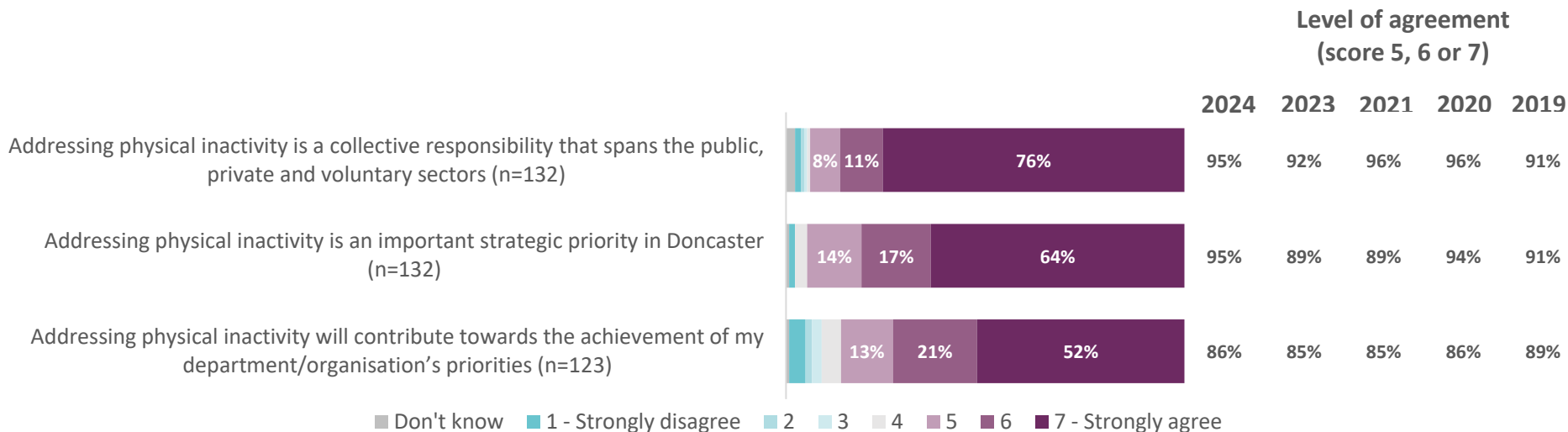


Q12. To what extent do you agree or disagree with the following statements about the role of your organisation/department in addressing physical inactivity in Doncaster? Please rate this on a scale of 1-7, where 1=strongly disagree and 7=strongly agree.

Views about addressing physical inactivity in Doncaster

Views about how physical inactivity should be addressed

The proportion of partners that agree with the statements about how physical inactivity should be addressed have remained high since 2019 highlighting the continued importance placed on this by partners. Nearly all partners view physical activity as a collective responsibility and an important strategic responsibility in Doncaster.



Q12. To what extent do you agree or disagree with the following statement about the role of your organisation/department in addressing physical activity in Doncaster? Please rate this on a scale of 1-7, where 1=strongly disagree and 7=strongly agree; Q14. To what extent do you agree or disagree with the following statements about physical activity in Doncaster? Please rate this on a scale of 1-7, where 1=strongly disagree and 7=strongly agree.

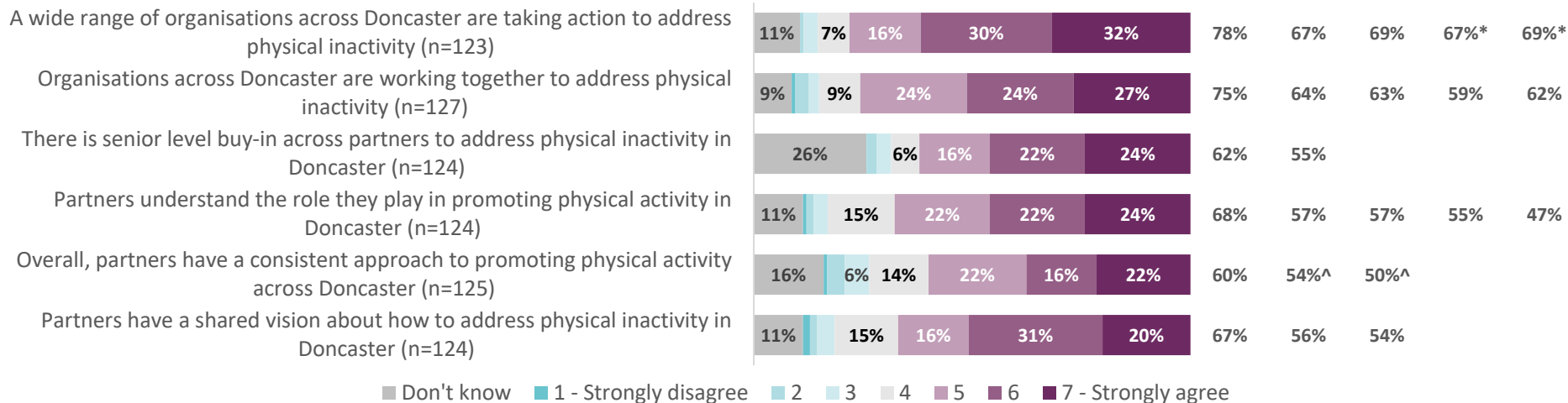
Perceptions about the role of partners in Doncaster

Three quarters of respondents state that a wide range of organisations across Doncaster are taking action to promote physical activity (78%) and that organisations are working together to tackle physical inactivity (75%).

Across all measures, partners' perceptions about the role of other organisations and partners addressing physical inactivity across Doncaster have increased. There has been a large increase from 47% in 2019 to 68% in 2024 to the statement that partners understand the role they play in tackling physical inactivity.

Level of agreement
(score 5, 6 or 7)

2024 2023 2021 2020 2019



Q15. Overall, to what extent do you agree or disagree with the following statements?

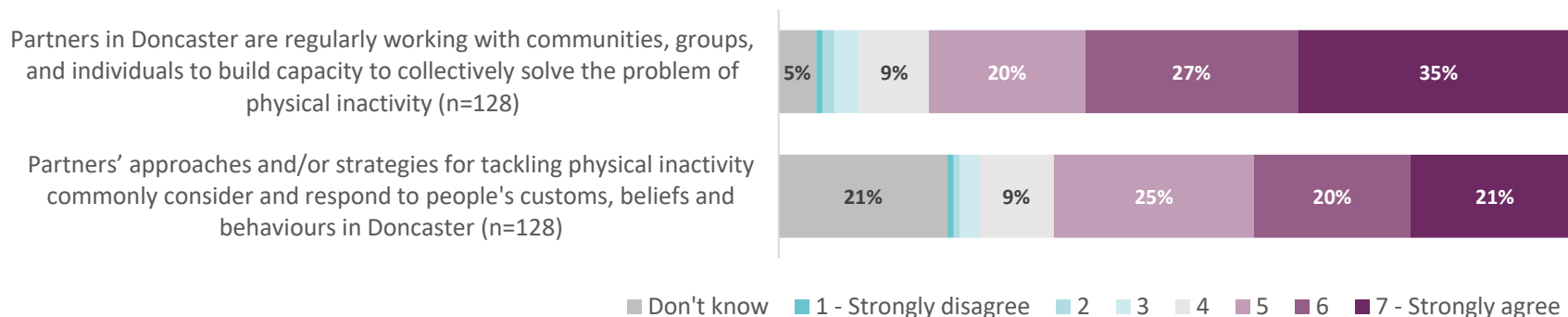
* Different wording for the statement in previous years: "A wide range of organisations (in addition to Doncaster Council) across Doncaster are taking action to address physical inactivity."

^ Different wording for the statement in previous years: 'Organisations across Doncaster have a joined up strategy to address physical inactivity'

Perceptions about the role of partners in Doncaster

Over four in five partners (82%) agree that partners across Doncaster are regularly working with communities and groups to build capacity to collectively solve the problem of physical inactivity – a key principle underpinning the GDM strategy.

Two thirds (66%) of partners believe that the ways partners are tackling physical inactivity are sensitive to individual customs, beliefs and behaviours, embodying a compassionate approach. However, one fifth (21%) of partners answered that they 'don't know'.

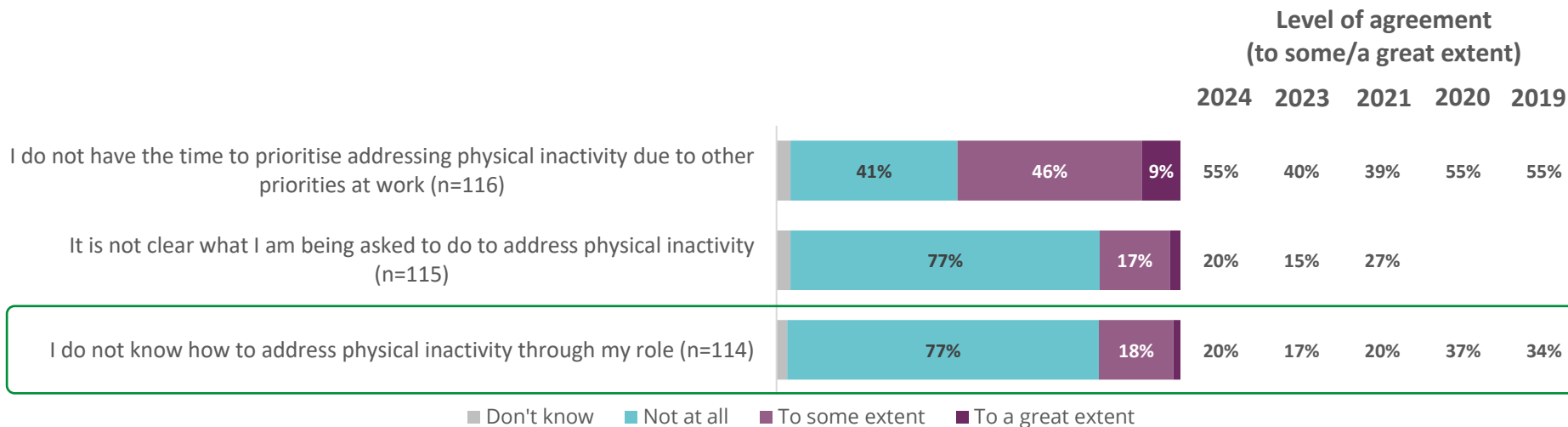


Q15. Overall, to what extent do you agree or disagree with the following statements? Please rate this on a scale of 1-7, where 1=strongly disagree and 7=strongly agree.

Barriers to addressing physical inactivity in Doncaster

Individual barriers to addressing physical inactivity

Over half of all respondents (55%) state that a lack of time is a personal barrier to addressing physical inactivity which has remained unchanged from 2019. One fifth of respondents identified that they were not clear about what was being asked of them or did not know how to address physical inactivity; however, this has dropped from 34% in 2019.

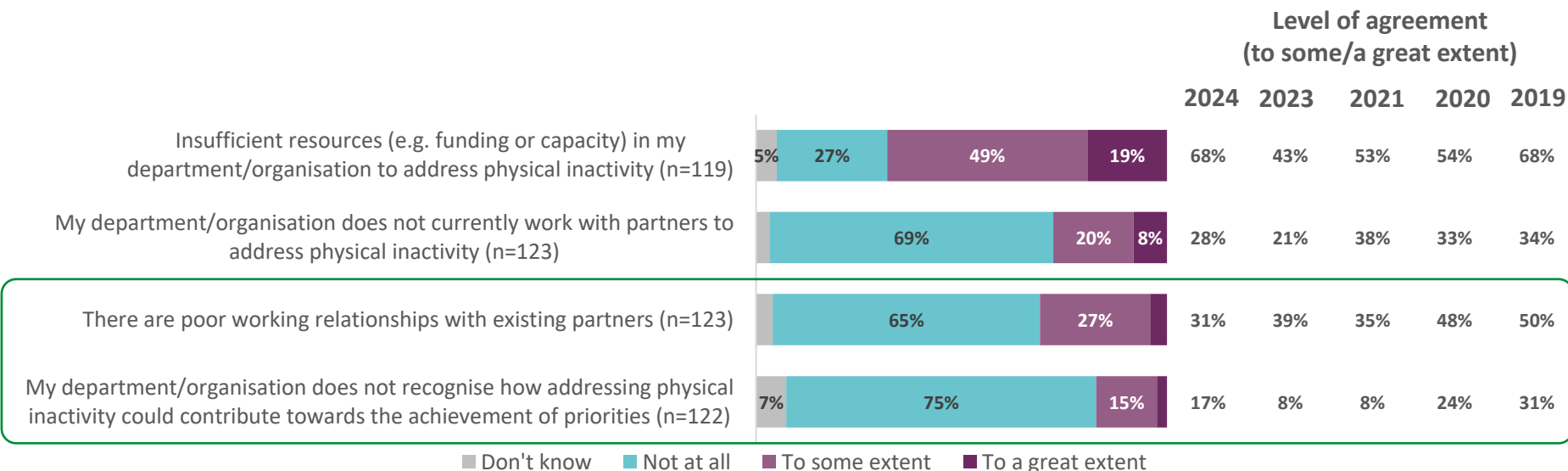


Q11. To what extent do you personally face any of the following barriers when addressing physical inactivity across Doncaster?

Organisational barriers to addressing physical inactivity

Two thirds (68%) of partners in 2024 identified insufficient resources in their organisation was a barrier to them addressing physical inactivity, this had dropped in previous years but has increased again in 2024.

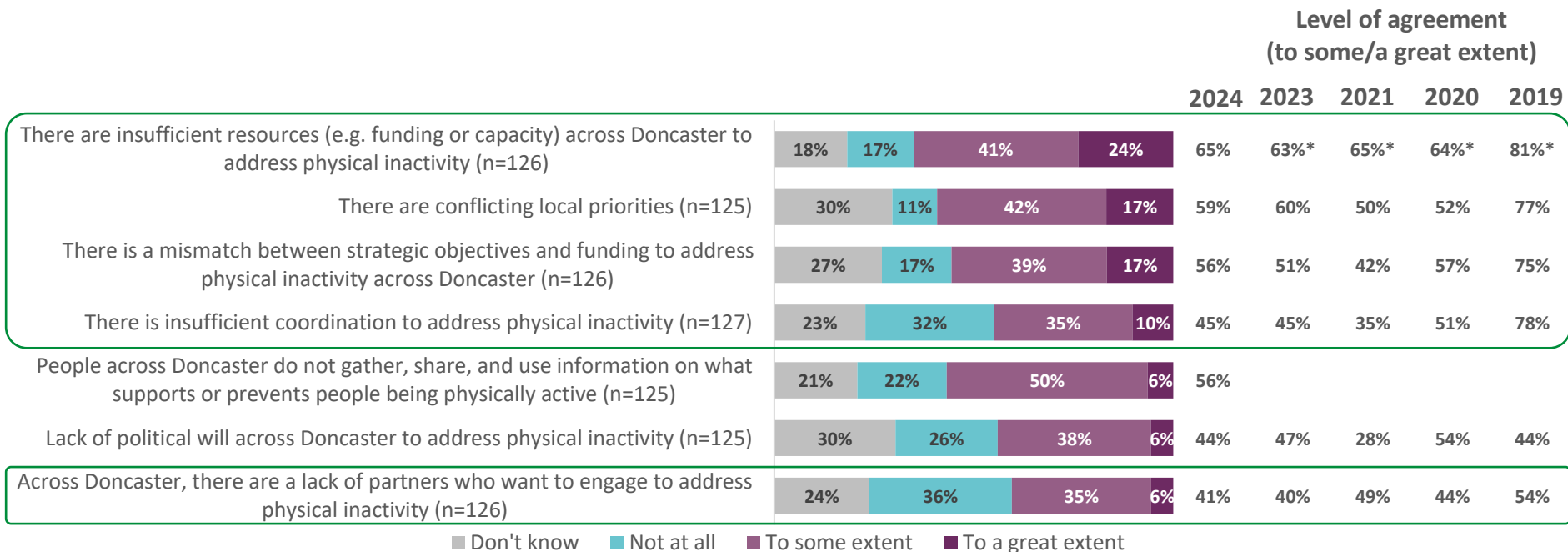
Compared with previous years, fewer partners identified poor working relationships with existing partners as a barrier dropping from 50% to 31% and not recognising how addressing physical inactivity could contribute to priorities from 31% to 17%.



Q13. To what extent does your organisation/department face any of the following barriers when addressing physical inactivity across Doncaster?

Doncaster-wide barriers to addressing physical inactivity

Two thirds (65%) of partners in 2024 state that insufficient resources prevent them from addressing physical inactivity although this has dropped from 81% in 2019. Whilst still seen as barriers to some extent, there has been a reduction since 2019 to the barriers of conflicting local priorities, mismatch between strategic objectives and insufficient coordination. Over half (56%) of all partners perceive that information, data and insight not being gathered and shared is a barrier.



■ Don't know ■ Not at all ■ To some extent ■ To a great extent

Q16. To what extent do you face any of the following Doncaster-wide barriers when addressing physical inactivity across Doncaster?

* Different wording for the statement in previous years: "There are insufficient resources (e.g. funding or capacity to address physical inactivity)"

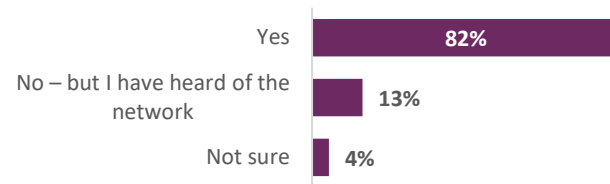
Awareness of and engagement with Get Doncaster Moving

All respondents have heard of Get Doncaster Moving

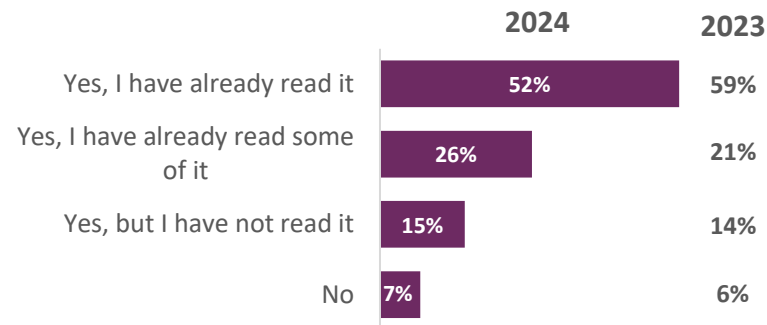
Awareness of GDM and its vision

	2024	2023	2021	2020	2019
I have heard of it and fully understand the vision and what it is trying to achieve	78%	80%	63%	65%	69%
I have heard of it and partially understand the vision and what it is trying to achieve	21%	13%	26%	18%	27%
I have heard of it but unsure what it is	1%	7%	9%	10%	2%
I have not heard of it	0%	0%	2%	6%	2%

Are you a member of the network?



Awareness of GDM Strategy

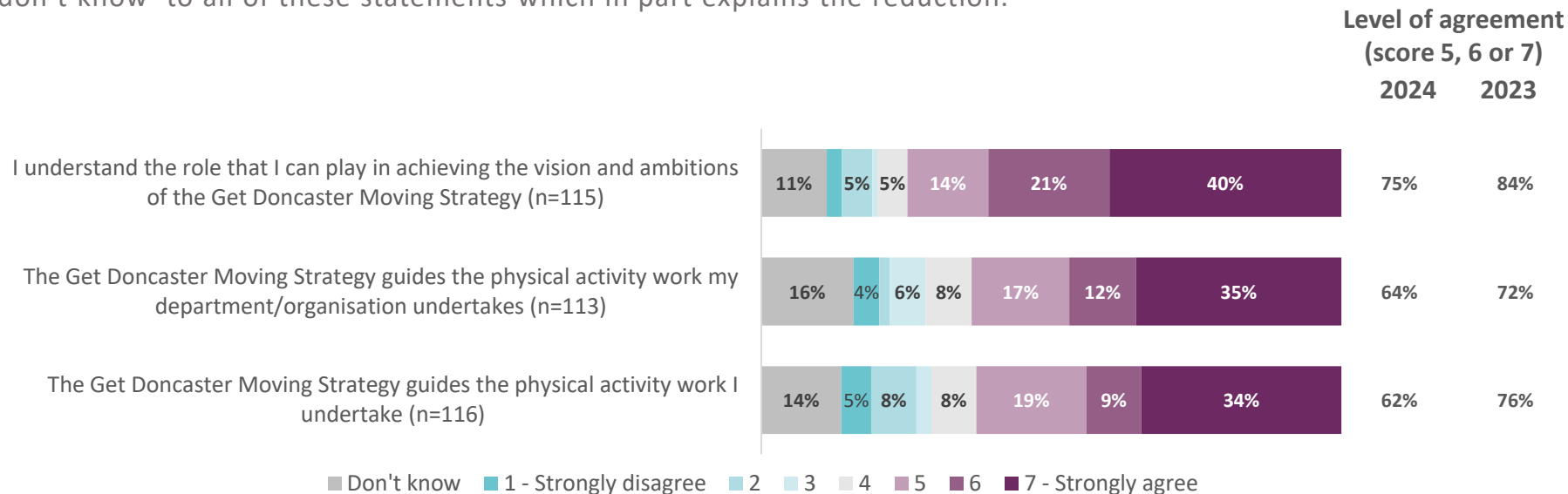


Nearly all respondents (99%) are aware of the GDM network and its vision, an increase from 93% in 2023 and none of those responding to the survey had not heard of it. The majority of respondents (82%) stated they are currently a member of the GDM network.

Most respondents had read the GDM Strategy with very few (7%) not being aware of it.

Respondent perceptions of the GDM Strategy

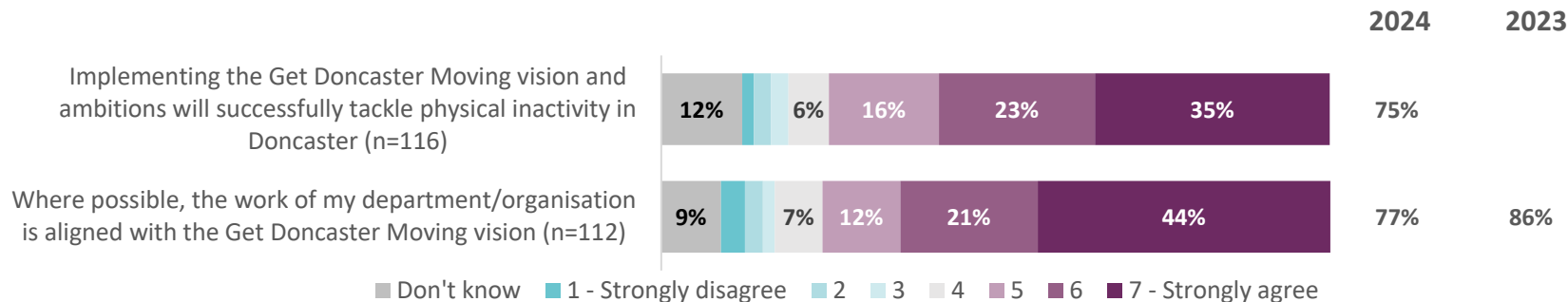
When compared with 2023, a slightly lower proportion of partners identify that the GDM strategy guides their work – either individually (62%) or organisationally (64%). However, a much higher proportion of respondents stated ‘don’t know’ to all of these statements which in part explains the reduction.



Q22. To what extent do you agree or disagree with the following statements about the Get Doncaster Moving Strategy? Please rate this on a scale of 1-7, where 1=strongly disagree and 7=strongly agree.

Views of the GDM vision

Over three quarters (77%) of respondents stated that their work, where possible, is aligned with the GDM vision; however, this proportion has decreased slightly since 2023 (86%) – again this is in part due to a much higher proportion of respondents stating ‘don’t know’. Three quarters of partners (75%) perceive that the GDM vision, if implemented, will be successful in tackling physical inactivity in Doncaster.

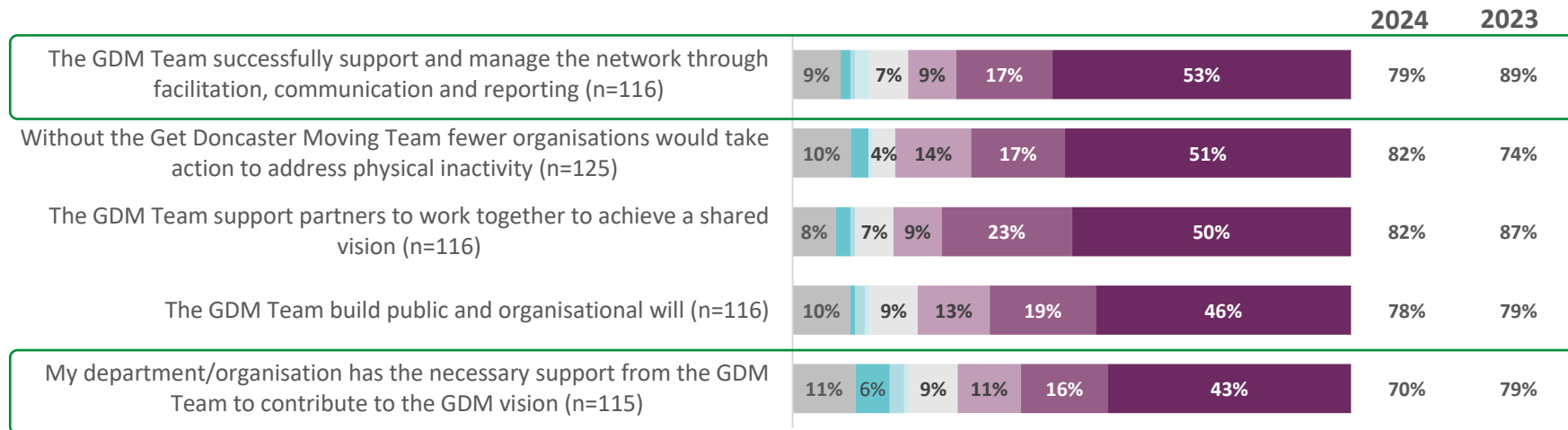


Q22. To what extent do you agree or disagree with the following statements about the Get Doncaster Moving Strategy? Please rate this on a scale of 1-7, where 1=strongly disagree and 7=strongly agree.

Perceptions of GDM backbone support

The proportion of partners' agreeing with items relating to the backbone support function of the GDM Team has decreased slightly since 2023. In part, this is due to a higher proportion of participants stating 'don't know' to some of the statements.

Over four in five partners (82%) agree that without the GDM Team, fewer organisations would take action to address physical inactivity in Doncaster, and increase from 74% in 2023.

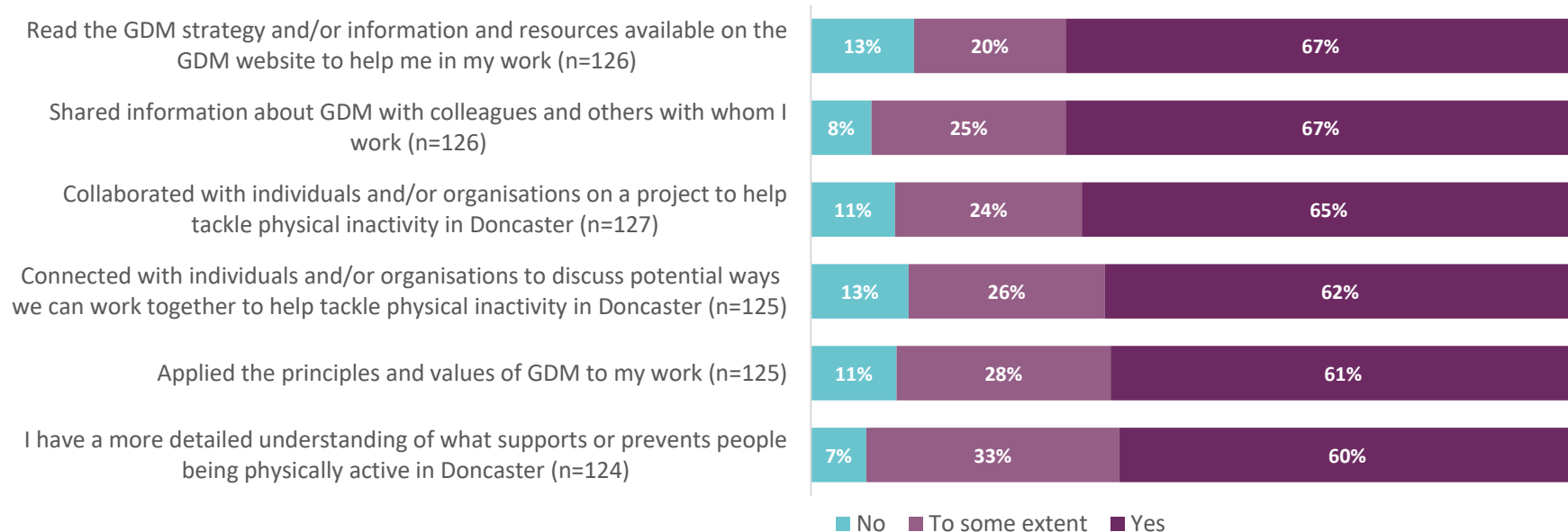


■ Don't know ■ 1 - Strongly disagree ■ 2 ■ 3 ■ 4 ■ 5 ■ 6 ■ 7 - Strongly agree

Q22. To what extent do you agree or disagree with the following statements about the Get Doncaster Moving Strategy? Please rate this on a scale of 1-7, where 1=strongly disagree and 7=strongly agree. Q23.To what extent do you agree or disagree with the following statements about the Get Doncaster Moving team? Please rate this on a scale of 1-7, where 1=strongly disagree and 7=strongly agree.

Outcomes from the GDM network

Partners undertook a variety of actions as a result of being a member of the GDM network (e.g. attending network events). Two thirds (67%) had read the GDM strategy or accessed resources to help them in their work, shared information about GDM (67%) and/or collaborated with others on a project to tackle physical inactivity (65%). 83% of respondents stated 'yes' to one or more of the statements and 94% stated yes/to some extent to one or more of the statements.



Q19. As a result of being a member of the GDM network, have you done any of the following?

Impacts from the GDM network

Partners who stated yes to one of the outcome options (excluding sharing information about GDM with colleagues) were asked to describe how involvement in the network had influenced the work they were doing, in particular the impact on physical activity. 80 partners described how these aspects of GDM influenced the work they were doing.

The most frequently reported was that the work had provided an increase in physical activity opportunities/physical activity levels (or volunteering in some instances) (n=18). This is either through expanding opportunities and referring or signposting residents/colleagues to opportunities.

“I have personally started cycling to work and encourage my team – now two of my team have purchased bikes and are cycling to work too”

“Working closely with the local school have given me good opportunity to set up youth based groups to get the younger generation moving more.”

“It has helped me support a gent to start a running group. I have been able to connect him with other running groups throughout Doncaster”

“Increase physical activity with our school from early years foundation stage to year 6 and further into the wider community.”

“We have encouraged people of all sizes and ages to join in as little or as much as they wish. Some have joined gyms and healthy eating plans. Others, joined walking groups or started jogging.”

Impacts from the GDM network

Embedding physical activity across ways of working or departments was reported by a number of partners (n=14). This includes increased partnership working to tackle physical inactivity, embedding GDM principles and aligning with GDM campaigns.

“I have identified new organisations and contacts that I can link with in the future, who I wouldn’t normally have linked with. As a result I have started a piece of collaborative work across several organisations to explore increasing activity.”

“Able to better promote activities right across Doncaster using Council channels, and also tie in with relevant services to ensure messaging is correct. Connections within GDM are particularly valuable to help this.”

Adopting a more systems-based approach to tackling physical inactivity was also frequently reported focused again on strong partnership work and influencing activities to align with principles of system change (n=13)

“By making these connections we are supporting our member practices with information from across the city which they can then direct their patients too for different problems they may be facing either physically or mentally.”

“Informed our strategy and on the ground delivery approach. Co-design in a non-negotiable now for our organisation and we're seeing the benefits of this.”

Q20. In a couple of sentences explain how this activity has influenced the work you are doing. What impact has this had on tackling physical inactivity?

Impacts from the GDM network

Wider impacts include increased funding secured (n=6); increased awareness and knowledge of physical activity and potential barriers (n=6); changed policies/strategies within an organisation (n=2), and other varied examples given.

“We recognise that some movement is better than none. Also the social aspect is really important. Making friends and connections”

“This information has helped provide evidence to support funding bids which in turn has allowed us to hold events that encourage people to get moving.”

“That we can learn from listening to other group members and help by sharing our experiences too. By attending meetings with other enthusiastic groups about physical activities we can use some of their ideas to help us and try different approaches. We get more involved with residents at local events and do surveys to see what they want.”

Has changed whole school policy.

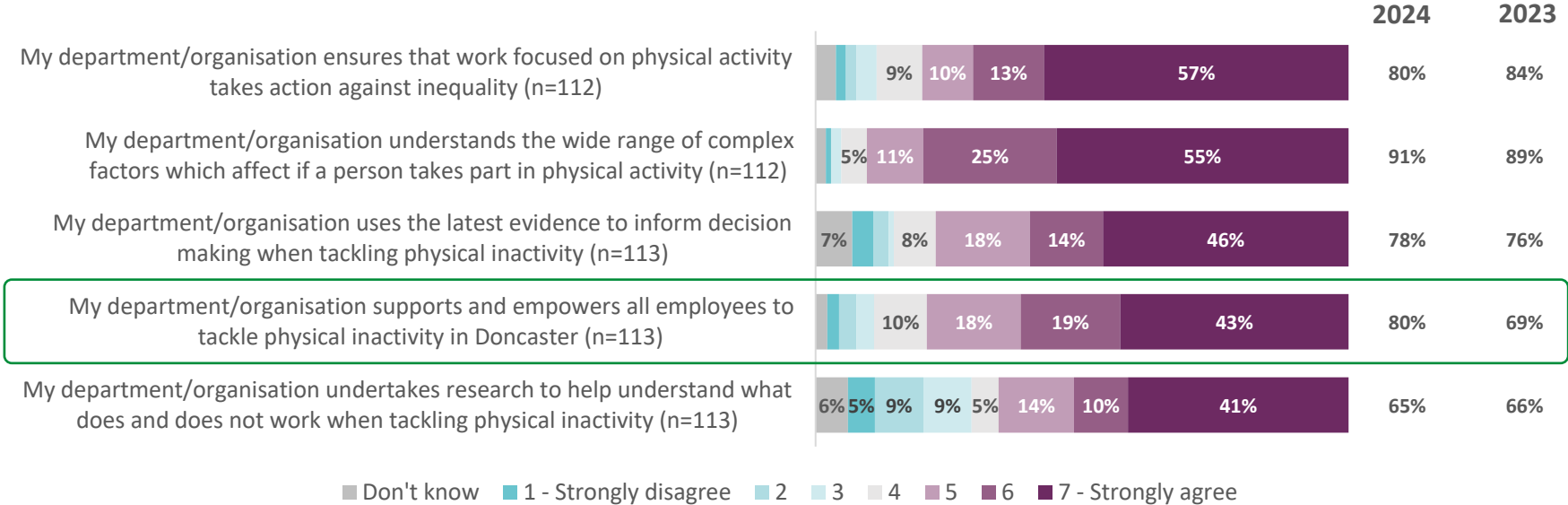
“I am now more aware of how increasing physical activity can help address some of the more systemic issues around ill health in Doncaster”

“All staff have an increased knowledge base and GDM awareness and ensure that the principles and objectives are baked into their work roles and applied where practical. A more joined up approach and increasing partnership working, breaking down silo attitudes and, as a result, providing more opportunities to develop better facilities to engage and promote PE.”

Q20. In a couple of sentences explain how this activity has influenced the work you are doing. What impact has this had on tackling physical inactivity?

Embedding GDM principles within organisations

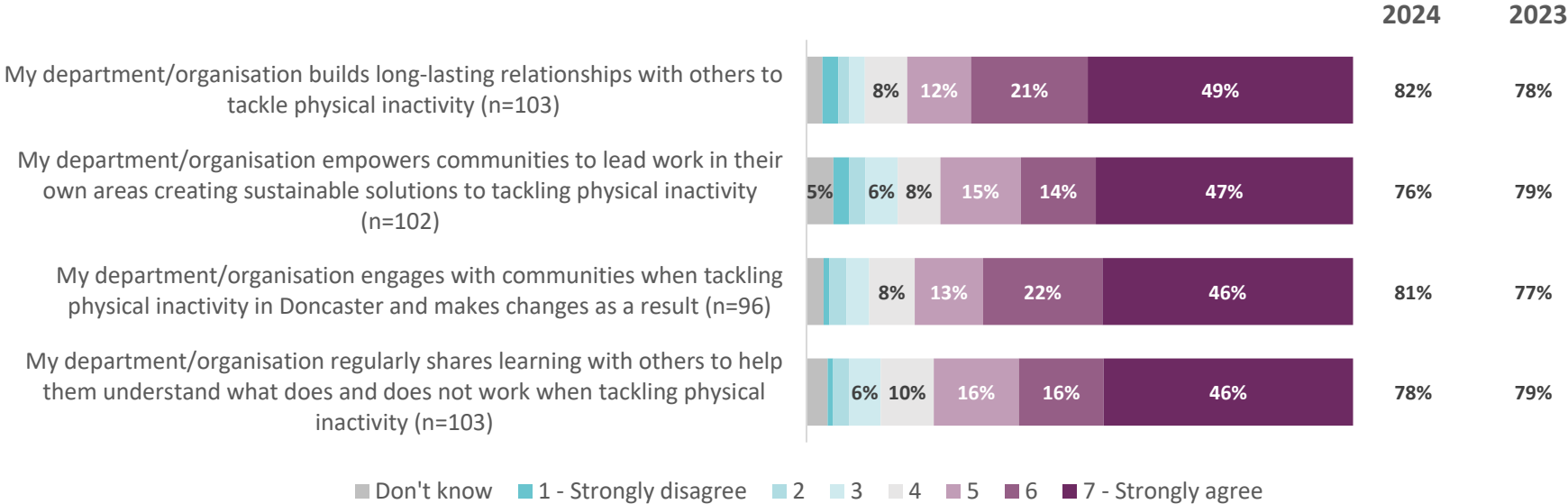
Over nine in ten (91%) partners understand the factors that may affect an individual’s decision to take part in physical activity and 80% ensure that work focused on physical activity takes action to address inequalities in their work. Four in five partners (80%) support and empower their employees to tackle physical inactivity, an increase from 69% in 2023. Over three quarters (78%) of organisations use the latest evidence to inform their decision making about physical activity, and two thirds (65%) conduct their own research to support their work.



Q24. Get Doncaster Moving has a number of key principles they use to guide their work. To what extent do you agree or disagree with the following statements about how these are embedded in your organisation? Please rate this on a scale of 1-7, where 1=strongly disagree and 7=strongly agree.

Embedding GDM principles within organisations

Partners regularly work with others to share learning and build relationships that are important for tackling physical inactivity (78%). 82% of partners are building long-lasting relationships with others to tackle physical inactivity, helping to ensure sustainability beyond LDP funding. Over four in five partners (81%) are engaging with communities when working to address physical inactivity, helping to ensure activities are relevant to the communities they serve.



Q24. Get Doncaster Moving has a number of key principles they use to guide their work. To what extent do you agree or disagree with the following statements about how these are embedded in your organisation? Please rate this on a scale of 1-7, where 1=strongly disagree and 7=strongly agree.

Key insights

So, what does this mean?

There was a **large increase in the number of partners who completed the survey** this year, reflecting the increase in the GDM network (as indicated by the social network analysis). Although numbers have increased and the network has diversified, positively since 2021 the proportion of partners who do not currently support residents to be active has reduced. Partners **operate across different geographical spaces and promote physical activity in a range of different ways** from actively encouraging residents to take part in physical activity, supporting colleagues, improving local infrastructure and developing policies to support residents to be active.

The first step towards changing behaviours is ensuring individuals and organisations have the capabilities, opportunities and motivations to make a change. Throughout the survey most (but not all) state they **feel able to address physical activity**, are **motivated to make changes** and **intend to do so in the future**. In addition, respondents believe their **own organisation/department have the skills and capabilities to make changes** and **understand the role they can play**. A high proportion of respondents stated that they personally, and their organisation/department, are promoting physical activity and trying to tackle physical inactivity.

There is a consensus across partners that **a range of organisations across Doncaster are taking action to address physical inactivity**, and that they are **working collaboratively** with others to do so. Across all measures, **partners' perceptions about the role of other organisations and partners across Doncaster addressing physical inactivity have increased**, especially in relation to others understanding the role they can play in promoting physical activity and having a shared vision.

More partners agree that they are **building long-lasting relationships with other groups and organisations**. The majority of partners are also **engaging with communities when tackling physical inactivity**, suggesting there is a concerted effort to tailor physical activity work to the needs and requirements of places and communities.

So, what does this mean?

There **continue to be barriers and challenges for partners when tackling physical inactivity** but across the measures some have decreased and none have increased over the years. **Fewer individuals do not know how to address physical inactivity in their role** and **perceptions of partnership work have improved**. The most common barriers were **time, resource and capacity** both individually and within organisations. There remains a challenge to encourage partners to gather, share and use information and insight about physical inactivity in their work.

There is a variation in the barriers different groups of partners face when tackling physical inactivity and **the challenge of changing the physical activity system** at all 'layers'.

All partners have heard of GDM and only 1% of partners are unsure about what it is. Most partners have heard of the GDM strategy and over three quarters have read the strategy document and **most consider themselves to be part of the GDM network**. A high proportion of partners **understand the role they can play in supporting** the achievement of GDM's ambitions, however, there has been a **reduction in the proportions of partners who agree** with this statement alongside that **the strategy guides the work they or their organisation undertakes** compared with 2023. This can be **partly explained by the higher proportion of respondents who stated 'don't know'** to these statements. Reductions in the proportion of partners who agree is likely to reflect the greater number of partners who answered the partner survey in 2024 (some of who may be newer partners), which positively indicates the growth of the network but also **highlights the need for the strategy and GDM vision to continue to be communicated to new and existing partners**.

So, what does this mean?

The majority of partners **perceive the GDM vision as fit for purpose** and the 'right' approach for Doncaster, stating that if implemented it will be successful in tackling physical inactivity. Most also think that the **work of their organisation/department is aligned with the vision**.

As a result of being a member of the GDM network, partners identified that **engagement has resulted in some kind of action**. Most respondents reported undertaking one or more actions as a result of engagement such as **using information available through the network to help in their work, sharing information with colleagues, collaborating with or connecting with other network members** and **applying the GDM principles to their work**. The impact of these actions vary between partners it has included increasing physical activity levels, embedding physical activity into their work and trying to ensure a system wide approach to physical activity. Overall, the coordination of the network is important in driving change in Doncaster, indicating the importance of the GDM backbone function. Partners perceptions of the **GDM backbone function are overall positive**, with most agreeing with the variety of statements. Agreement levels have reduced slightly, however **a much higher proportion of partners stated don't know** indicating again that **this may be an awareness issue rather than a reduction in the proportion who agree**. **Partners highly value the GDM team's ability to manage the network, achieve a shared vision and build public and organisational will**. Partners consider that without GDM, fewer organisation would take action to address physical inactivity.

Alongside taking action as a direct result of engagement in the network, GDM are also trying to encourage others to embed the GDM principles in their own work when tackling physical inactivity ensuring it aligns with the GDM vision. There is evidence that **the GDM principles are becoming embedded within partner organisations**. **The majority of partners support and empowers all employees to tackle physical inactivity, which has increased since 2023**, and highlights that partners view the challenge of physical inactivity as a collective problem to be solved by all in an organisation/department.