

Doncaster's
campaign has
launched
publicly to



“IF WE CAN HELP MORE
PEOPLE GET ON THEIR
BIKES THEN THAT HAS
TO BE A GOOD THING”

The
community
is at the
heart of the
campaign
design



Understanding the local area was a critical first step



It was important that the campaign was designed to build on the community insight that was gathered*. Key points which influenced the design were:

- Residents do not identify themselves as living in Doncaster but rather within specific local communities, e.g. 'Bentley' or 'Stainforth'.
- Physical activity levels are low in Doncaster. Activity levels across the different communities varied greatly and so did the barriers for engagement within them.
- The need to address the differences in capability, opportunity, motivation and behaviour (COM-B) within each of the communities and target cohorts for the LDP.
- Residents respond positively to campaigns where they recognise local people, places and activities (e.g. "people like me" and "if you see it, you can be it").

A whole system change approach is required to bring about culture change in activity levels. The campaign is targeted at residents **AND** stakeholders in Doncaster. It aims to ensure a consistent message is being relayed and everyone understands what physical activity is so that it is seen as the 'norm'.



*<https://getdoncastermoving.org/uploads/dmbc-phase-1-summary-report-final.pdf?v=1558622409>

The campaign is designed to support system change

- A systems mapping process and stakeholder engagement informed the campaign. This consolidated Get Doncaster Moving's view that the campaign needed to engage with and influence stakeholders at all levels of the system.
- At an event in January 2019, over one hundred organisations from Get Doncaster Moving further highlighted the importance of communications as a catalyst for systems change.
- Raising awareness of the Get Doncaster Moving brand was viewed as important but not sufficient to influence change across the system on its own.
- Key planned steps for the campaign included:
 - Targeting individual communities (especially those who have low physical activity levels and high health and social inequalities) and taking into consideration the specific strengths, challenges and residents in that community.
 - Co-producing the campaign with communities to ensure their voice is heard.
 - Engaging and influencing organisations operating in and influencing the physical activity system.
 - Sharing the learning of the LDP locally, regionally and nationally.

The campaign is a golden thread which runs through all strands of the LDP

- The campaign is one strand of the LDP's activity.
- But there are various interconnecting strands of work and communication runs through them all.



Developing the campaign idea

- LDP funding was utilised to procure a specialist marketing agency to help develop and execute a marketing and communications plan with the LDP's Communications Manager. They were awarded the contract in October 2019.
- Support was also sought from experts in framing and storytelling to inform the approach:
 - FrameWorks <https://www.frameworksinstitute.org/> The FrameWorks Institute (2019) guidelines have helped to reframe the messaging with an increased emphasis on reducing the focus on individual actions, choices and lifestyle.
 - The Presenter Coach <http://www.thepresentercoach.co.uk/> Provided information and guidance on the components of telling a good story.
- The Communications Manager and the agency worked to build a campaign idea in consultation with residents in Doncaster. This built on the work of the previous research and Appreciative Inquiry undertaken in the target communities (see Julian's story for more information on what Appreciative Inquiry is).
- These ideas were further tested with a second group of residents recruited through the Residents' Panel (established through the LDP evaluation).

Campaign testing

bjl.

Creating whole systems change.

For change to happen, we need to take people on the journey with us, which is why we have placed such importance on this activity.

Local immersion

Worked with Well Doncaster teams to get into Denaby and Balby to immerse ourselves with the places and the people on the ground who can help us create change.

Depth interviews

Hosted a series of depth stakeholder interviews with key representatives from Sport England, Community Development Officers, Yorkshire Sport, Sheffield City Region PR team, to name but a few.

Forensics

Hosted and facilitated a workshop which took a similar group of stakeholders through our aims and project objectives, and involved them in our creative development.

Creative testing

Working with research partners CFE, we connected with local residents to gauge their views and opinions on our creative direction. Conducted a similar exercise with Minorities Partnership Board.

Campaign testing

bjl.

Creative testing among residents.

The key themes we have discussed.



Concept

At a high level, people's thoughts on 'Nobody Should be Stopped' as a campaign line and platform for communications.



Language and TOV

Does the language sound right, have we missed any nuances, how do people in Doncaster say things (dinner vs tea!), if it sounds like we've said it, it will stand out. Does it feel authentic?



Look and feel

How does our campaign look and feel make you feel? What does it make you think of? Would it catch your eye?



Channels

If we were trying to talk to you or somebody locally, what channels would we use – e.g. do you listen to radio, use community noticeboards, get door drops, use social media?



Messages and lines

What injustices / barriers do you face (in their words)?
Do any of our messages resonate?
Does it feel authentic?

Campaign testing

bjl.

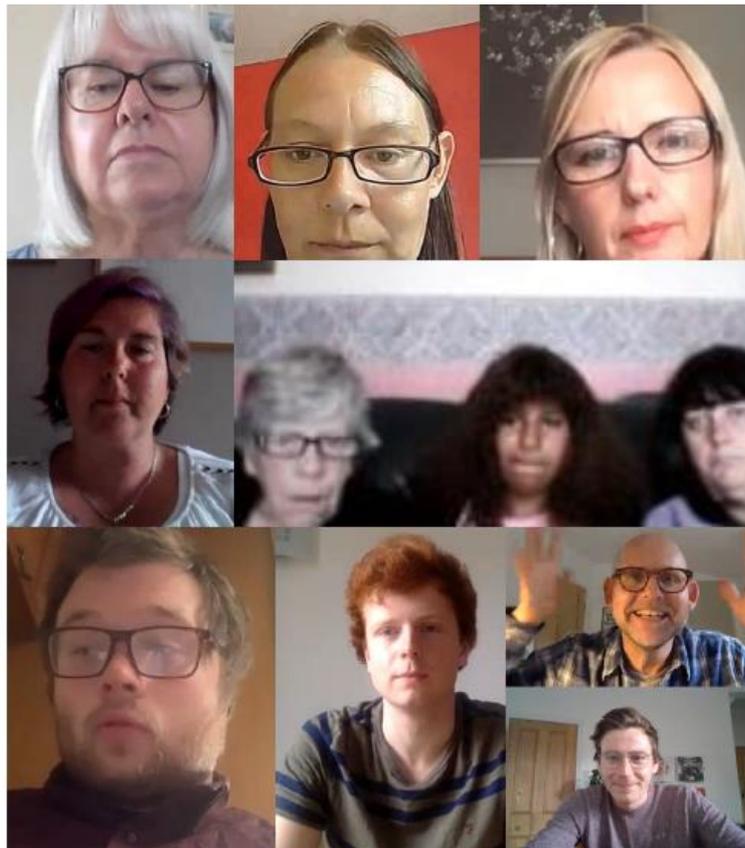
Conducting resident testing.

Who we have spoken to:

- 10 interviews with 12 participants
- 16-70 age range
- 40% suffered from physical or mental conditions
- 60% inactive (self defined) 80% 'want to do more'

Key Findings:

- First impressions were very positive
- The objective is clear and understood without prompting
- Having a CTA to website is accepted, the norm and efficient signposting
- The creative doesn't look like it's from the council – but that's not a bad thing
- The look and feel lands well – it's seen as 'positive', 'bold', 'eye-catching', and 'would make me read it'
- Social elements are as important as fitness, possibly more important to pull people in
- Light-heartedness and nuanced truths resonate well
- We need to consider gender representation ensuring it's diversified; however we cannot detract from its direct appeal to make it too generic
- The direct messaging lands well, with the ambiguous messaging becoming confusing and not being less well received.



NO
BODY
SHOULD BE
STOPPED

The
campaign
design
focused on
social
injustice



Social injustice was the driver for the campaign

Our Vision: No Body Should Be Stopped

Nobody should be stopped is a public campaign that helps people take on the issues and barriers that stops them being active.

Born out of the recognition that for many people social injustice is a significant barrier, the campaign heroes individuals across communities in Doncaster that are facing these issues and charts their progress in a way that inspires others.

In doing so, the campaign also targets key stakeholders from GPs and healthcare professionals to teachers and policy makers – sharing the real experiences people involved with the campaign are having as they journey toward living a more active life.

Its message – in Doncaster, nobody should be stopped from being active.

Local is important

It is important that the campaign is 'local' so it resonates with residents. The plan was to use images of local people and places to try and inspire change.

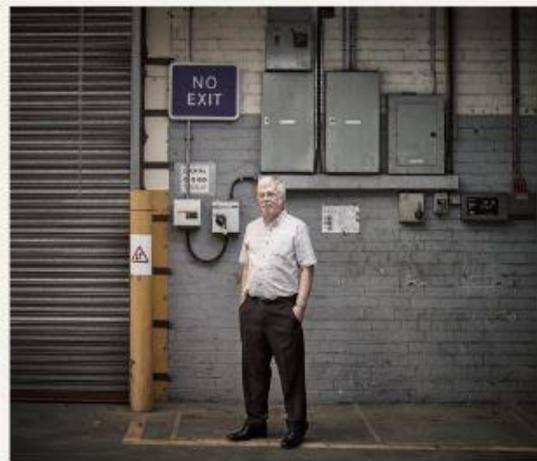
LOCAL AREA

• GRITTY AND RAW • MUTED COLOUR



LOCAL PEOPLE

• MIX OF PORTRAITURE AND LIFESTYLE • WITHIN THEIR ENVIRONMENT • MUTED COLOUR





**“YOU GET TO SEE
DIFFERENT THINGS
EVERY TIME WE GO.”**

But COVID-19 had a significant impact on progress

COVID-19 prevented the launch of the campaign...

- The first stage of the 'no body should be stopped' campaign was due to launch as COVID-19 hit.
- The Get Doncaster Moving Team played a critical role in the COVID-19 response. This initially delayed the campaign, but there was also agreement that it was not the right time to launch given other pressing concerns for residents and stakeholders.
- The team used this time to review the campaign idea and the emerging political connotations associated with the strapline. Whilst ideally the Team would have preferred to keep this, during lockdown, 'no body should be stopped' could be interpreted incorrectly by residents.

A new campaign idea had to be planned!

...but it did not stop it!

- The Get Doncaster Moving Team were committed to delivering a campaign because of the link between physical health and mental health during COVID-19 was a 'hot topic' of conversation. Get Doncaster Moving wanted the campaign to build on this e.g. physical activity is good for overall wellbeing and not just physical health.
- Get Doncaster Moving revised the campaign messaging to ensure that it was relevant to the new 'normal'. COVID-19 will persist for some time.
- Whilst the strapline 'no body should be stopped' was not used, it remained as a key principle behind the design of materials.
- The revised campaign was tailored to reflect the activities that could be undertaken during local lockdowns and when socially distanced. Although there was recognition that for some the activities they usually did were not possible.

There were challenges to overcome to make it happen...

The unpredictable nature of COVID-19 and the restrictions created a significant challenge when planning the campaign:

- ‘Local’ remained a significant part of the campaign and the Get Doncaster Moving Team were unwilling to compromise as they wanted to remain true to the insight they had gathered. This created logistical challenges in capturing case study images and videos **BUT** ensured the integrity of the campaign. Whilst this caused delays it didn’t stop it from happening.
- At the end of October 2020 Get Doncaster Moving planned to launch the revised campaign in January 2021 and had set many wheels in motion to achieve this. However, they again were stopped due to the increased COVID-19 restrictions (the tier system and then lockdown).
- Initially the team decided on a range of revised campaign taglines which were approved and tested. They then tried to find good local case studies but it was difficult to identify real people in Doncaster to fit the story they wanted to tell due to being in lockdown. For future campaigns Get Doncaster Moving will develop straplines around the residents they are engaging with through the community engagement work.
- The short notice that lockdown restrictions were easing and that local elections were definitely going ahead meaning a period of purdah limited the timescales available for the first campaign. Get Doncaster Moving made the decision to try and make something happen quickly rather than waiting until the elections were over.

...but they made it happen and the first campaign round focused on walking!

THE GREAT OUTDOORS.
THE BIGGEST
BARGAIN GOING

Started with walking – it's free, COVID-19 safe and it is important to Doncaster residents*

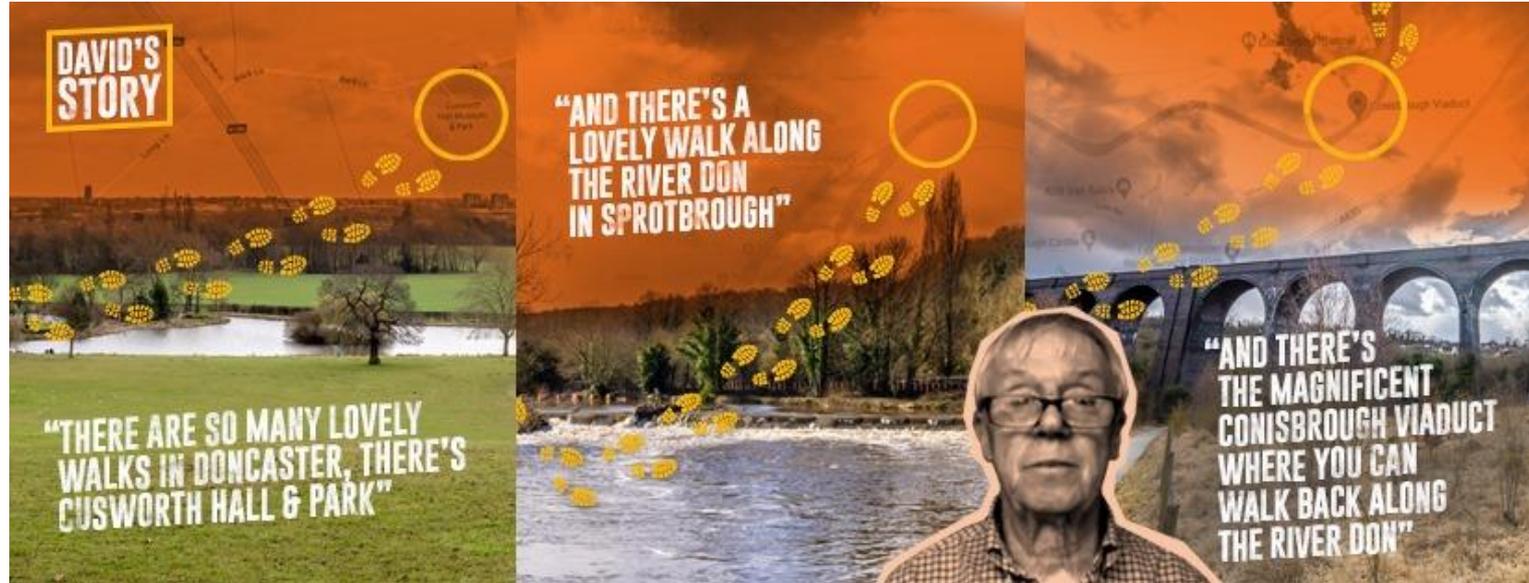


* Evidence from the walking strategy, Residents' Panel and the Active Communities team all demonstrate the value it has for Doncaster

The first round of the campaign focused on walking

- The first campaign launched in March 2021 with walking. As many people had started walking during COVID-19 Get Doncaster Moving felt like this was not too big of an ask for some residents (recognising that for others this could still be difficult).
- Get Doncaster Moving developed 3 case studies based on local residents to encourage others to walk:
 - David
 - Angela
 - Amy and Jaycie
- Get Doncaster Moving already have an online presence through their **website, Facebook and Twitter accounts**. The campaign was designed to build on these and the campaign materials were shared via these methods. The digital nature of the campaign ensured flexibility due to COVID-19 as it could easily be paused.
- Get Doncaster Moving developed a partnership with Doncaster Mumbler to run walking trails across Doncaster over Easter to encourage families to walk and explore their local area together to support the campaign.
- The campaign was also supported by newsletters, press releases and a local radio interview.
- Targeted work was also undertaken in Balby and Denaby (e.g. a leaflet was developed and sent to all Denaby and Balby households – 10,356 households in total). This was developed to remove digital exclusion barriers.

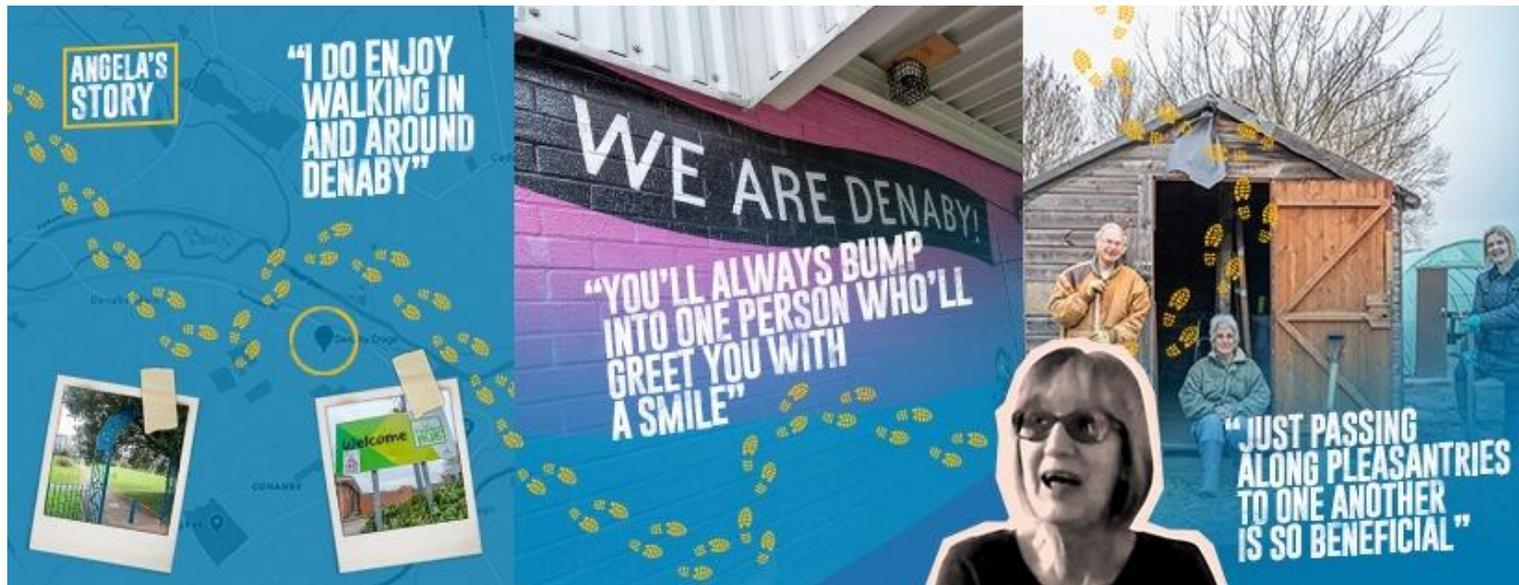
David



Campaign video:

<https://www.youtube.com/watch?v=htCSyPIUJuY&list=PLmr2AY4I2gsfgfu3YvWg37VJWkv3eKITp&index=3>

Angela



Campaign video:

<https://www.youtube.com/watch?v=Y3JyrmLpXdc&list=PLmr2AY4I2gsfgfu3YvWg37VJWkv3eKItp&index=1>

Amy and Jaycie



Campaign video:

<https://www.youtube.com/watch?v=GRqmSDP1Hdo&list=PLmr2AY4I2gsfgfu3YvWg37VJWkv3eKITp&index=3>

Get Doncaster Moving is a partnership of organisations who are committed to helping Doncaster's communities become healthier and more vibrant.

If you would like to know more about how we can support you to be active, please contact Denaby's Well Doncaster Officer: Faye McDool - Faye.mcdool@doncaster.gov.uk - telephone: 01302 736001 mobile: 07971 396083

FOR MORE INFORMATION ON WAYS TO GET OUT AND GET ACTIVE, VISIT GETDONCASTERMIVING.ORG/WALKING



WHEN YOU WALK YOU FIND TIME TO TALK

DENABY



Denaby leaflet

Denaby leaflet

READ ABOUT HOW WALKING HAS HELPED DONCASTER RESIDENTS AND DISCOVER WALKS RIGHT ON YOUR DOORSTEP.

This past year has made it harder for all of us to stay active, and we know that's not good for our mental and physical health.

That's why Doncaster Council is launching a new campaign to Get Doncaster Moving, our plan for getting more people involved in physical activity and sport. We want to support people in places like Denaby to get out and get active.

To begin with, we're keeping it simple. We just want to get people thinking about getting out for a walk in their local area. It's free, it's the perfect excuse to enjoy some spring sunshine and it could really help to improve your wellbeing.

Read about how walking has helped other people in Doncaster and discover what's on your doorstep.

AMY & JAYCIE'S STORY

Amy would admit that before lockdown, she wasn't the most active person. But by getting out for walks in the local area, she has discovered lots of benefits for herself, her partner and her partner's 5-year-old daughter Jaycie.

Working from home without a garden has been challenging for them all, particularly while trying to juggle home schooling for Jaycie. Amy says that building a walk into their daily routine has really helped to improve their wellbeing.

"Mental health-wise, it's had a massive impact," she says. "Just getting out and going for a walk – it certainly beats climbing the walls!"

Walking has also helped Amy to get active in other ways, as she recently completed the Couch to 5k running programme. One of their favourite places for a walk is the local park, where Jaycie also enjoys playing and riding her bike.

Jaycie says: "I think children should go out as much as me, because it keeps them healthy and fit!"



ANGELA'S STORY



A familiar face to many in the Denaby area, Angela is local community champion for the Active Dearne Project and regularly runs activities and groups across Denaby for local people to attend.

Although Angela hasn't always been a keen walker, she's discovered that it makes a big difference to her overall wellbeing.

Angela has health issues, including fibromyalgia and an underactive thyroid, and says walking has been hugely important for both her physical and mental health.

"I don't have a lot of energy, and I do get easily tired, but I've really benefited from walking in so many ways," she says.

When lockdown restrictions allow, Angela runs a range of activities for local people to attend including the Denaby Health Walk. These walks are free to join for people of all ages and abilities, with different routes in and around Denaby.

"Even just walking around the streets can be beneficial," says Angela. "You're always likely to see someone who will greet you with a smile."

More information about the Denaby Health Walk can be found at getdoncastermoving.org

PLACES TO WALK IN DENABY

Denaby offers easy access to many green spaces and scenic spots, with lots of places to walk. There are several walking routes up and around The Craggs, where you can enjoy spectacular views once you reach the top of these rocky outcrops. On a clear day you can even see as far as the Derbyshire hills.

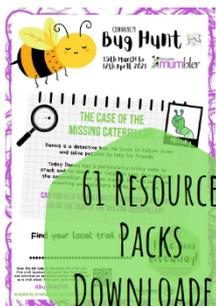
Denaby Memorial Park is also a lovely place for a stroll, and here you can find children's play areas and historical monuments. A walk around Denaby could also take in local landmarks, such as Denaby Community Library and Hub and the vibrant Grays Court mural, painted by Doncaster artist Mandy Keating.

You can also enjoy a beautiful walk – and soak up the history – at Cottsborough Castle. Or you could join the Trans Pennine Trail near Kingswood, formerly known as the Earth Centre, for more lovely countryside walking routes.

Campaign Statistics



OVER 6,000 VISITS TO THE BUG HUNT WEBSITE PAGES



61 RESOURCE PACKS DOWNLOADED



7 MAIN TRAILS SET UP



FACEBOOK REACH: 30,000 VIA POST 1,000 VIA STORIES

TOP TWEET FOR MARCH MAKING OVER 7,000 IMPRESSIONS



INSTAGRAM: 60-85% STORY COMPLETION



ADDITIONAL GRANT OBTAINED FROM FRIENDS OF HEXTHORPE PARK FOR SCHOOL CRAFT KITS GIVEN TO 300 PUPILS WITH PRINT OUT OF THE TRAIL



233/237 BOOKS CLAIMED & SENT OUT

EMAIL NEWSLETTER

SENT TO 700 RECIPIENTS, 41% OPEN RATE 12/04.

RE-SENT 17/04 407 RECIPIENTS, 19% OPEN RATE

The case of the missing caterpillar

FAB FEW HOURS THIS MORNING - THE KIDS ABSOLUTELY LOVED THE @DONCASTERMUMBLER #BUGHUNTDN ❤️❤️
@NOAH_MATILDA_ME



Cat Swift @CatSwift2 · 7 Apr

Completed the #BugHuntDN thank you @DoncasterMum for promoting @SandallBeatWood We love walking through their and loved the big hunt and the story of the missing caterpillar



Impact of round one

- The anecdotal feedback has been positive from those the team have spoken to.
- The campaign drove an increase in traffic to the GDM website with a significant increase in interest in the walking pages. This highlights the importance of social media and the GDM website – reaffirming the need for its continued development.
- The social media adverts on Facebook performed well at a relatively low cost.

Case study	Link clicks*	Reach*	Impressions*
David 1	193	7,546	14,370
David 2	364	11,196	26,396
Angela	650	14,136	35,763
Amy and Jaycie	420	12,913	38,766

- Feedback from Well Doncaster Officers as a result of the leaflets posted in Denaby and Balby has included a request for additional copies for dissemination and a call from a resident requesting more information on ways to be active.



**“I LOVE CYCLING
BECAUSE IT CLEARS
MY MIND.”**

Round 2
focused on
a broader
range of
activities



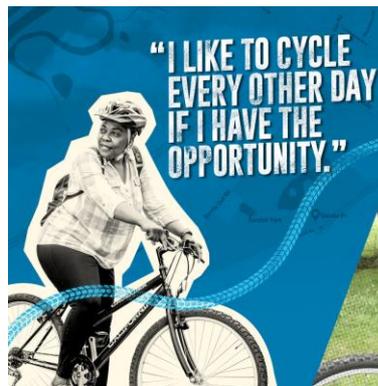
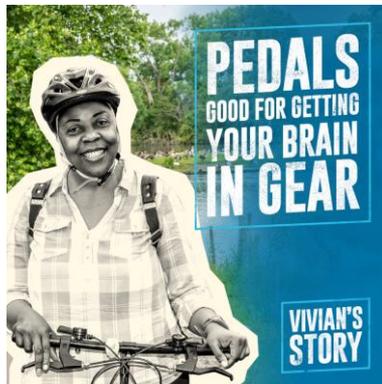
The second round of the campaign expanded

- The second round of the campaign initially planned to focus on taking part in physical activity as part of a club or venue (e.g. football or swimming).
- CFE undertook a survey through the Residents' Panel to explore residents' confidence in returning to activities to help inform the campaign. This highlighted that residents were feeling cautious about participating in group and/or indoor activities. This influenced the choice of the activities promoted through Round 2 of the campaign with a continued focus on outdoor activities.
- GDM continued with walking but added in cycling and litter picking and launched in August 2021.
- So far 4 case studies have been developed:
 - Vivian – cycling
 - Walking in Circles (group) – walking
 - Julian – cycling
 - Fred – litter picking/walking
- Doncaster Mumbler were also commissioned to run summer trails throughout the holiday (due to the success of the Easter trails).

Vivian

Campaign video:

<https://www.youtube.com/watch?v=8obFh60KLgI&list=PLmr2AY4I2gsfgfu3YvWg37VJWkv3eKITp&index=6>



Walking circles

Campaign video:

<https://www.youtube.com/watch?v=4Pz8A3WC59o&list=PLmr2AY4I2gsfgfu3YvWg37VJWkv3eKITp&index=4>



Julian

“There are some great places around here, you’re never very far from somewhere green and a bike is the ideal way to explore.” Through his social enterprise, Yorkshire Bike Shack, he's been repairing bikes and passing them on to those in need across Doncaster.



Fred

Campaign video:

<https://www.youtube.com/watch?v=zpugsKyeqzc&list=PLmr2AY4I2gsfgfu3YvWg37VJWkv3eKITp&index=5>



Find the buried pirate treasure!

Doncaster mumbler
NEIGHBOURHOOD
Explorers Quest
24TH JULY - 5TH SEPT

AHOY THERE MATEY!
Digby the dog is a very forgetful pirate pup. He loves to explore, dig and hide his treasure around Scallywag Island but today he just can't remember where he has buried it.
His friends that live around Scallywag Island are always willing to give him a helping hand, but before they can give him a nudge in the right direction Digby has to complete one of their action challenges!
CAN YOU HELP DIGBY FIND HIS FRIENDS, DO THE ACTION CHALLENGES AND COLLECT THE COMPASS POINT CLUES TO HELP HIM FIND HIS BURIED TREASURE?

DO THE TRAIL HERE

Download the treasure map, find quest locations and other explorer games and activities at doncaster.mumbler.co.uk or scan the QR code:

POWERED BY **GET DONCASTER MOVING**

Doncaster mumbler

Campaign Materials

COLOURING & ACTIVITY SHEETS

CLUE SHEETS & QUIZ SHEET

SOCIAL MEDIA ASSETS

Campaign Statistics

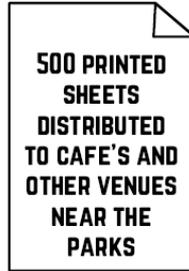
Find the
buried
pirate
treasure!



**SENT TO 826
RECIPIENTS, 28%
OPEN RATE.
RE-SENT TO 610
RECIPIENTS, 23%
OPEN RATE**



**SENT TO 831
RECIPIENTS, 32%
OPEN RATE.
RE-SENT TO 588
RECIPIENTS, 14%
OPEN RATE**



Additional aspects of campaign 1 and 2

- Five newsletters were delivered using the Doncaster Council mailing list to residents.
- The FrameWorks guidelines were used to frame the stories. Language is important because inactivity is a 'system' and 'population' problem – it is not just the responsibility of an individual. Therefore during the design attention was paid to the detail and the team were careful over the use of language.
- The newsletter engagement statistics for the first two were high and GDM will continue to do this regularly.

	Newsletter 1	Newsletter 2
Recipients	9,759	9,588
Total opens	8,621	9,088
Unique opens	4,134 (42%)	4,464 (47%)
Total clicks	856	1,010
Unique clicks	734 (8%)	867 (9%)

- Examples of the newsletters: <https://content.govdelivery.com/accounts/UKDONCO/bulletins/2ef5c2a> and <https://content.govdelivery.com/accounts/UKDONCO/bulletins/2f10f5a>
- Articles were also in the press: <https://www.doncasterfreepress.co.uk/news/people/doncaster-people-have-been-getting-active-this-summer-and-want-others-to-join-in-3353475>

Key learning

- Working with an external agency to deliver intended outcomes (see Explore with Others).
- Being stubborn on the vision but being flexible on how you get there ensures the aims of the campaign are not compromised but activity is not stalled indefinitely when there are unforeseen circumstances.
- Focusing the campaign on the insight that has been gathered from communities ensures its success and is reflected in the website statistics from the first campaign and Julian's Story.
- Re-engagement with residents during COVID-19 through the Residents' Panel ensured messaging stayed up to date and reflected their current views.
- Being able to link to the national narrative about COVID-19 and the links between physical activity and mental wellbeing has supported the campaign.
- Finding case studies of real people and then creating taglines is important.
- Partnership work to promote the campaign ensures a joined up message.

What is next?

- Get Doncaster Moving will develop the campaign through new rounds. At this stage the contract with the marketing agency is at an end therefore the team are pausing and reflecting on the next steps.
- The Get Doncaster Moving website is undergoing redevelopment. They have outgrown the current website and face a challenge around how to talk to the different audiences that Get Doncaster Moving reach. For example it needs to be resident facing and for partners where they can share learning, insight, resources and events. The updated website addresses this.
- Whilst the issue of digital inclusion is deeply important, it is important to maintain a credible and reliable digital presence. We have lots to share and profile raising to be done – a website is a key communications channel and needs to be fit for purpose. Our web stats gleaned so far from campaign work show that people do visit the website once they have seen our campaign work.
- Recent findings from the SNA, stakeholder survey and engagement meetings have indicated that more focus needs to be placed on how stakeholders are engaged through the GDM approach on the whole. As part of this a stakeholder engagement plan will be developed.
- Get Doncaster Moving will be reviewing and capturing the learning from their work with Mumbler as part of the communications review. They will explore how they can work together in the future due to the success this year. They will also share the learning with interested parties who may want to do similar community events – what worked well about the trails, what didn't etc. to support others.