Physical Activity

An insight into people's experiences and influences that affect their ability to be physically active

**Prof Maddy Arden, SHU
and
Clare Henry,
Doncaster Council**

GET
DONCASTER
MOVING

Yorkshire Sport Foundation

Doncaster Council

Strengthening local partnerships…
to Get Doncaster Moving

GET DONCASTER MOVING

Jodie Bridger, Yorkshire Sport Foundation
Clare Henry, Doncaster Council

Introduction

In January 2016, Doncaster Council and Yorkshire Sport Foundation (YSF) partnered to deliver a whole systems review of physical activity and sport in Doncaster. This new way of working included: YSF staff embedding within a local authority; co-commissioning of specialist support; and developing joint plans to engage wider partners to tackle inactivity in Doncaster. This has resulted in Doncaster positioning physical activity and sport as one of nine priorities in the Borough Strategy; in turn accelerating the ambitions of Doncaster's new 10-year Physical Activity and Sports Strategy, Get Doncaster Moving.

Director of Public Health identifies physical activity as a public health priority. One in three adults do less than 30 minutes of physical activity per week, contributing to:
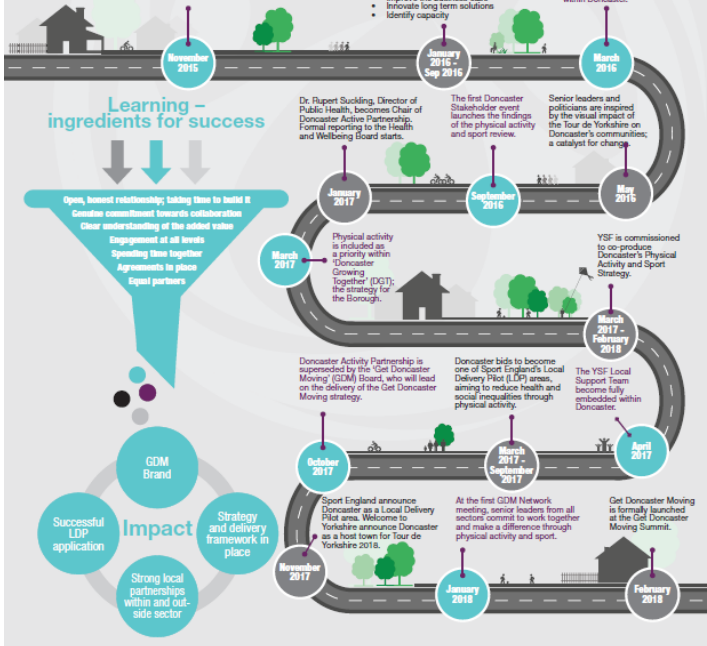- The second highest proportion of people with a long-term limiting illness in the Yorkshire and Humber Region,
- 8% of adults with diabetes, and
- 30% of Doncaster adults are obese, and nearly 75% carry excess weight.

DMBC and YSF co-commission a review of physical activity and sport, using the Chief Leisure Officers Association (CLOA) methodology.
Recommendations:
- Strengthen leadership
- Create governance
- Improve the business case
- Innovate long term solutions
- Identify capacity

YSF embed a Local Development Manager within Doncaster.

Learning – ingredients for success

Open, honest relationship; taking time to build it
Genuine commitment towards collaboration
Clear understanding of the added value
Engagement at all levels
Spending time together
Agreements in place
Equal partners

Dr. Rupert Suckling, Director of Public Health, becomes Chair of Doncaster Active Partnership. Formal reporting to the Health and Wellbeing Board starts.

The first Doncaster Stakeholder event launches the findings of the physical activity and sport review.

Senior leaders and politicians are inspired by the visual impact of the Tour de Yorkshire on Doncaster's communities; a catalyst for change.

Physical activity is included as a priority within 'Doncaster Growing Together' (DGT); the strategy for the Borough.

YSF is commissioned to co-produce Doncaster's Physical Activity and Sport Strategy.

Doncaster Activity Partnership is superseded by the 'Get Doncaster Moving' (GDM) Board, who will lead on the delivery of the Get Doncaster Moving strategy.

Doncaster bids to become one of Sport England's Local Delivery Pilot (LDP) areas, aiming to reduce health and social inequalities through physical activity.

The YSF Local Support Team become fully embedded within Doncaster.

Impact

GDM Brand
Successful LDP application
Strategy and delivery framework in place
Strong local partnerships within and outside sector

Sport England announce Doncaster as a Local Delivery Pilot area. Welcome to Yorkshire announce Doncaster as a host town for Tour de Yorkshire 2018.

At the first GDM Network meeting, senior leaders from all sectors commit to work together and make a difference through physical activity and sport.

Get Doncaster Moving is formally launched at the Get Doncaster Moving Summit.

November 2015
January 2016 Sep 2016
March 2016
January 2017
September 2016
May 2016
March 2017
March 2017 - February 2018
October 2017
March 2017 - September 2017
April 2017
November 2017
January 2018
February 2018

DONCASTER LOCAL DELIVERY PILOT

Frenchgate

Our vision is 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.

- We want our LDP to play its part in tackling inequalities by addressing inactivity in those communities who do not demonstrate patterns of regular participation.

Phases of the project

- We are working with Doncaster Metropolitan Borough Council in a project with three phases conducted sequentially over a six month period to explore physical activity (PA) within different Doncaster communities:

    - *Phase 1* - Survey within different Doncaster communities
    - *Phase 2* - Community Explorer training & interviews with community members
    - *Phase 3* - Co-design workshops to develop interventions to increase PA

Aims and approach

- Aims to:
  - assess the current PA levels of eight communities in Doncaster to enable appropriate targeting of interventions
  - assess the barriers and facilitators for PA within those local communities

- COM-B model (Michie et al, 2011)
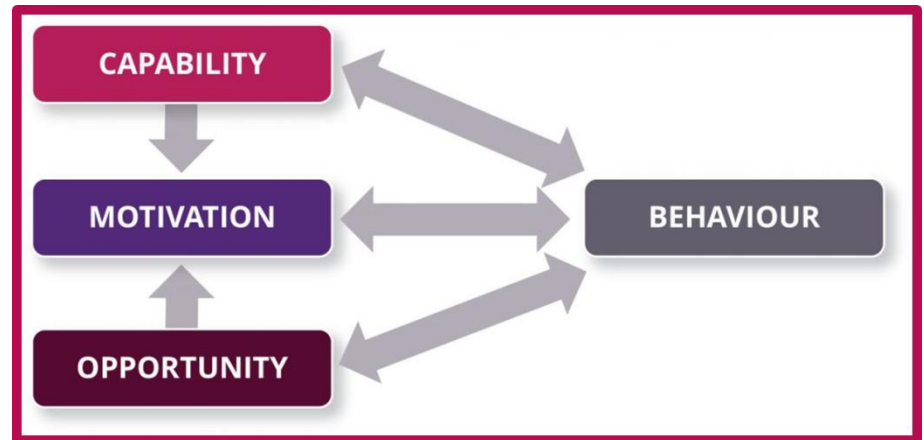
Method

- Ethics approval was gained from Sheffield Hallam University before the study commenced.

- A survey was completed within eight communities in Doncaster using a door-knocking approach. The field work was completed by Qa research.

- Community areas were identified by postcode and a short screening questionnaire was used to ensure that the sample matched demographic quotas

Survey measured:

- Physical Activity (Active Lives short)
- Active Travel
- 6 item COM-B measure
- Young people's physical activity
- Demographics (age, gender, ethnicity, income, education, employment status)

Participants

	Number of Responses	Gender		Disability
		Male	Female	Disabled
Balby	166	71 (42.8%)	95 (57.2%)	49 (29.5%)
Balby Bridge	90	43 (47.8%)	47 (52.2%)	25 (27.8%)
Denaby	130	69 (53.1%)	61 (46.9%)	62 (47.7%)
Edlington	131	59 (45.0%)	72 (51.7%)	40 (30.5%)
Intake	133	63 (48.2%)	70 (52.8%)	43 (33.1%)
Wheatley	126	62 (49.2%)	64 (50/8%)	22 (17.5%)
Carcroft	172	83 (48.3%)	89 (51.7%)	33 (19.2%)
Stainforth	172	76 (44.2%)	96 (55.8%)	27 (15.7%)
TOTAL	1120	526	594	301

	Employed or in education	Unemployed
Balby	77 (46.4%)	89 (53.6%)
Balby Bridge	28 (31.1%)	62 (68.9%)
Denaby	27 (21.1%)	101 (78.9%)
Edlington	45 (34.4%)	86 (65.6%)
Intake	66 (50.0%)	66 (50.0%)
Wheatley	70 (55.6%)	56 (44.4%)
Carcroft	79 (45.9%)	93 (54.1%)
Stainforth	91 (52.9%)	81 (47.1%)
TOTAL	483 (43.2%)	634 (56.8%)

Physical Activity (adults)

- Inactive = 0-29 minutes of PA per week
- Fairly Active = 30-149 minutes of PA per week
- Active = 150+ minutes of PA per week

Physical Activity Classification	Number of Responses	Percentage	Sport England Data for Doncaster	Sport England Data for England
Inactive	646	57.7%	29.1%	25.2%
Fairly Active	131	11.7%	11.9%	12.5%
Active	342	30.6%	59.0%	62.3%

Physical activity by community

	Count	Mean (minutes) per week
Balby	166	137.65
Balby Bridge	90	139.17
Denaby	130	177.41
Edlington	131	243.78
Intake	133	491.83
Wheatley	126	172.14
Carcroft	172	136.42
Stainforth	172	273.99
TOTAL	1120	221.25
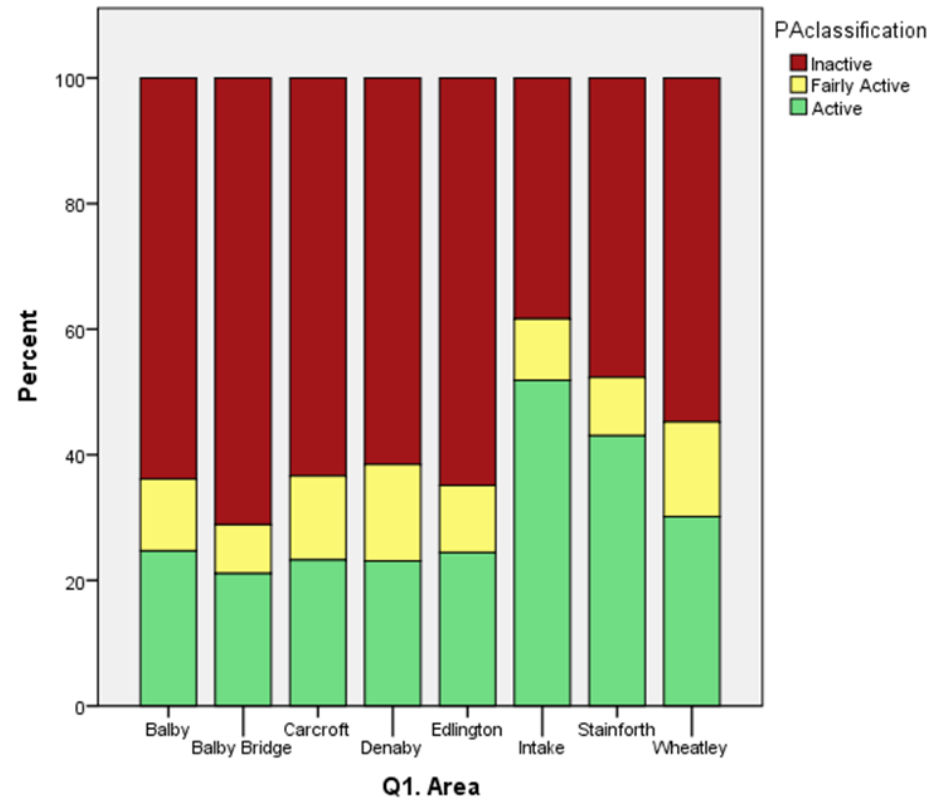
Physical activity (children)

Area	Physical Activity	
	Number of Households with Young People	Mean (minutes) per week
Balby	46	78.91
Balby Bridge	12	30.83
Denaby	16	36.56
Edlington	41	162.11
Intake	29	206.98
Wheatley	38	84.37
Carcroft	45	173.89
Stainforth	78	261.38

- Minutes of physical activity outside of school

Active travel

- In total 484 participants (43.3%) reported being employed or in education

- Of these **44.9%** reporting to actively travel at least of their journey to work or study.

- They spent an average of **16 minutes** actively travelling each day

Capability, Opportunity & Motivation
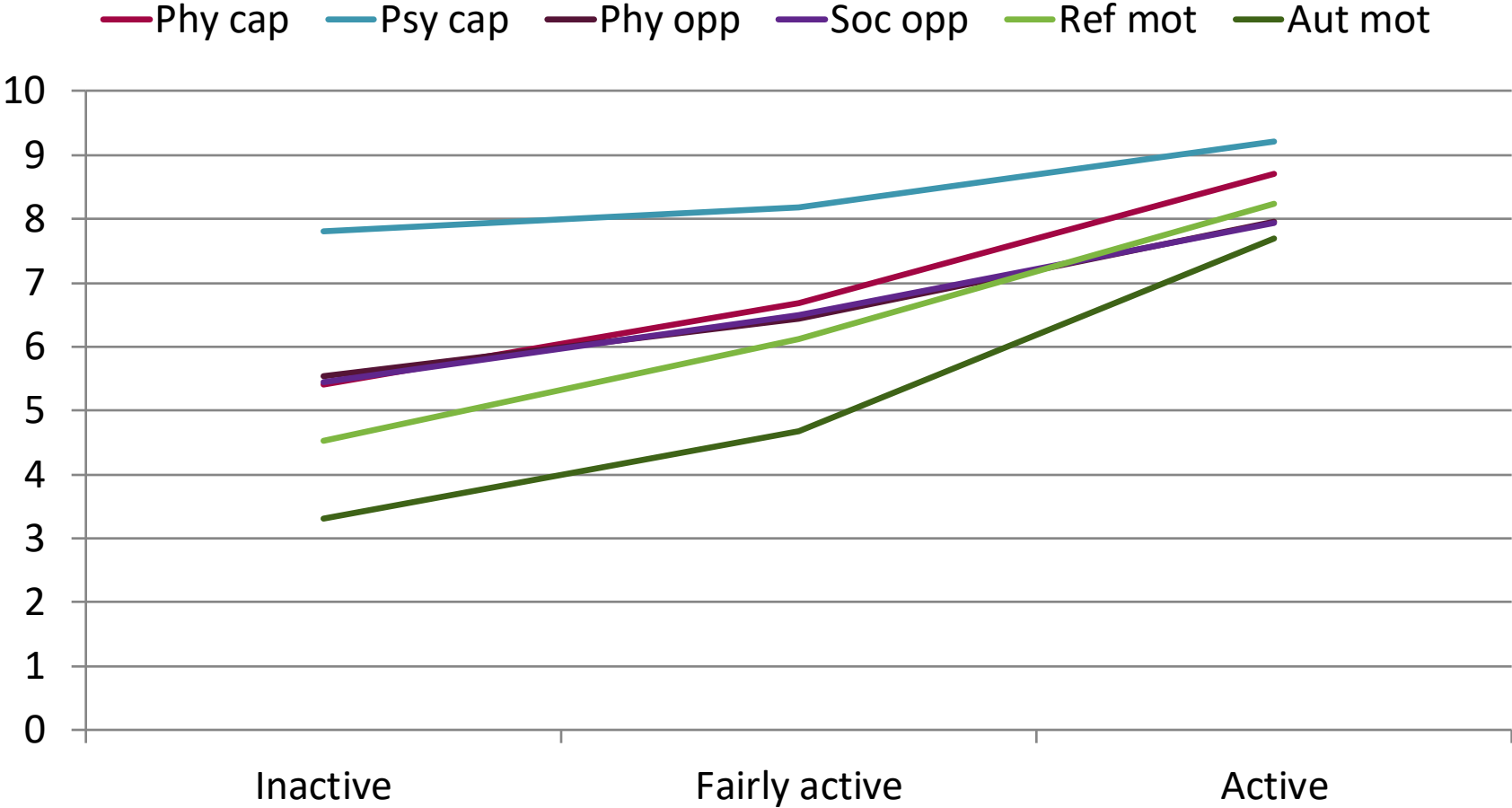
Different barriers in different communities
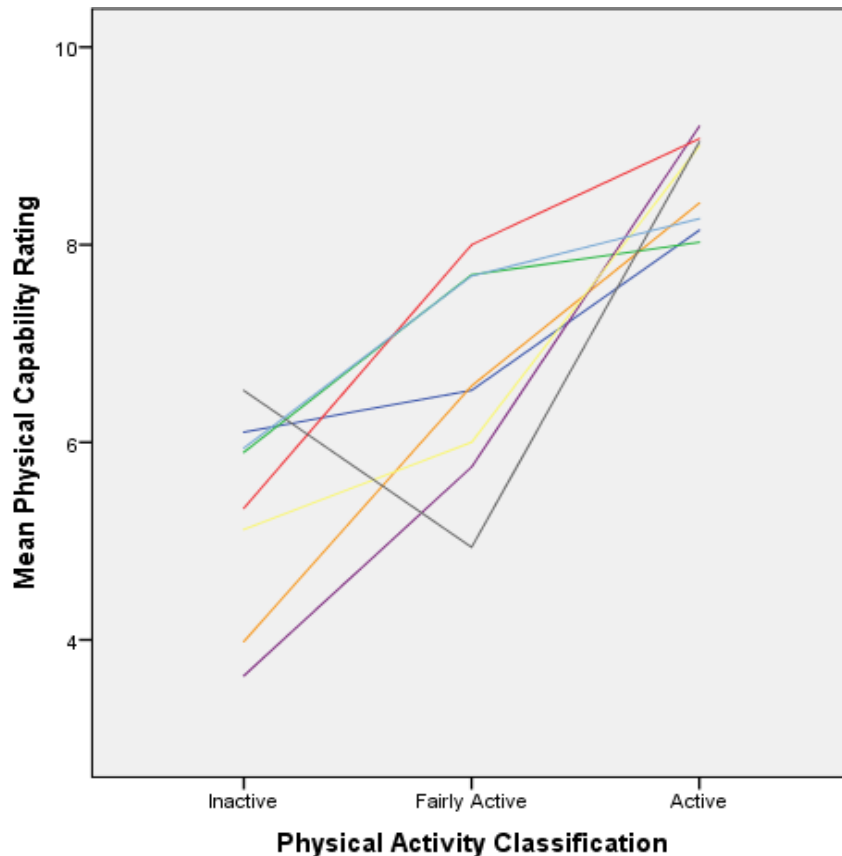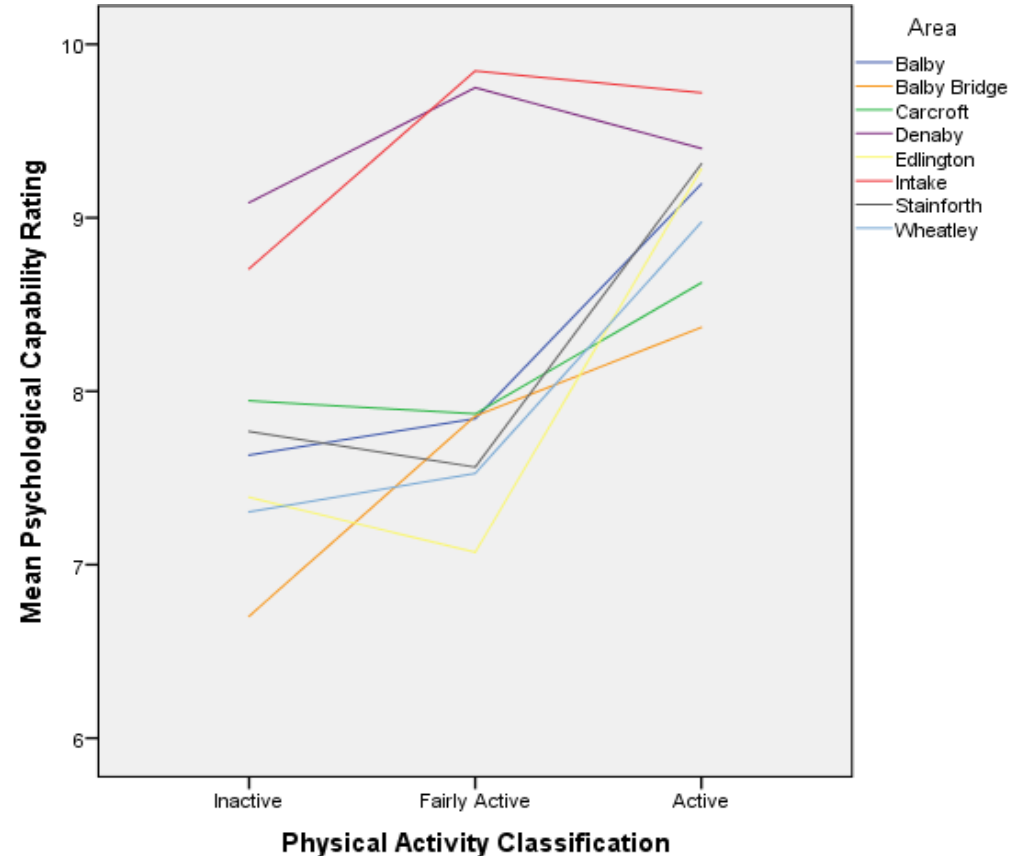

Social Opportunity
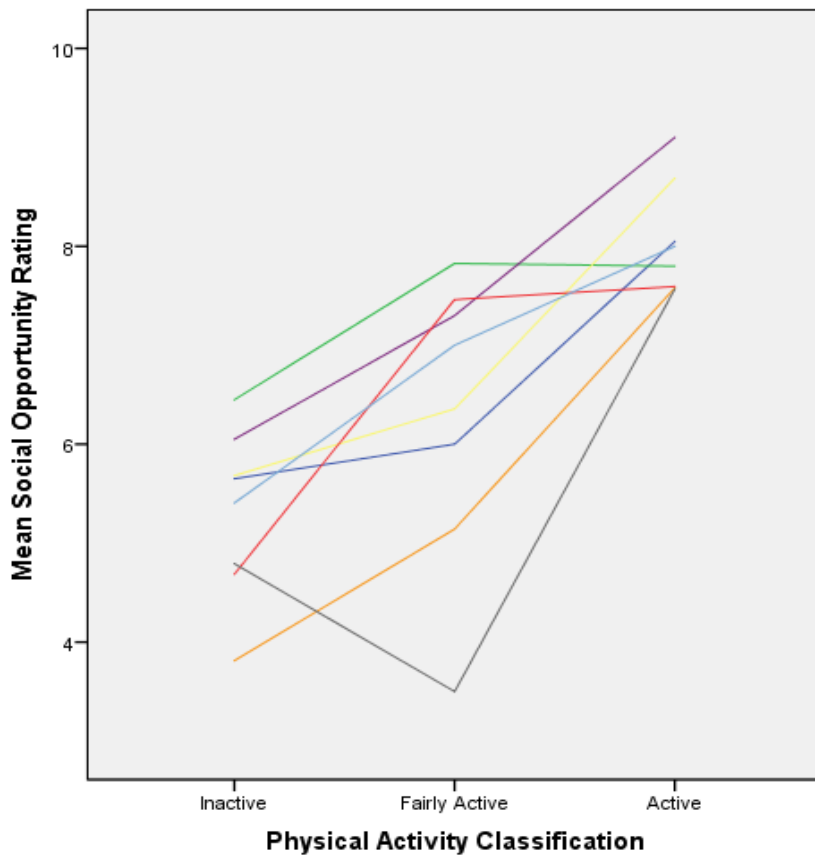
Reflective Motivation
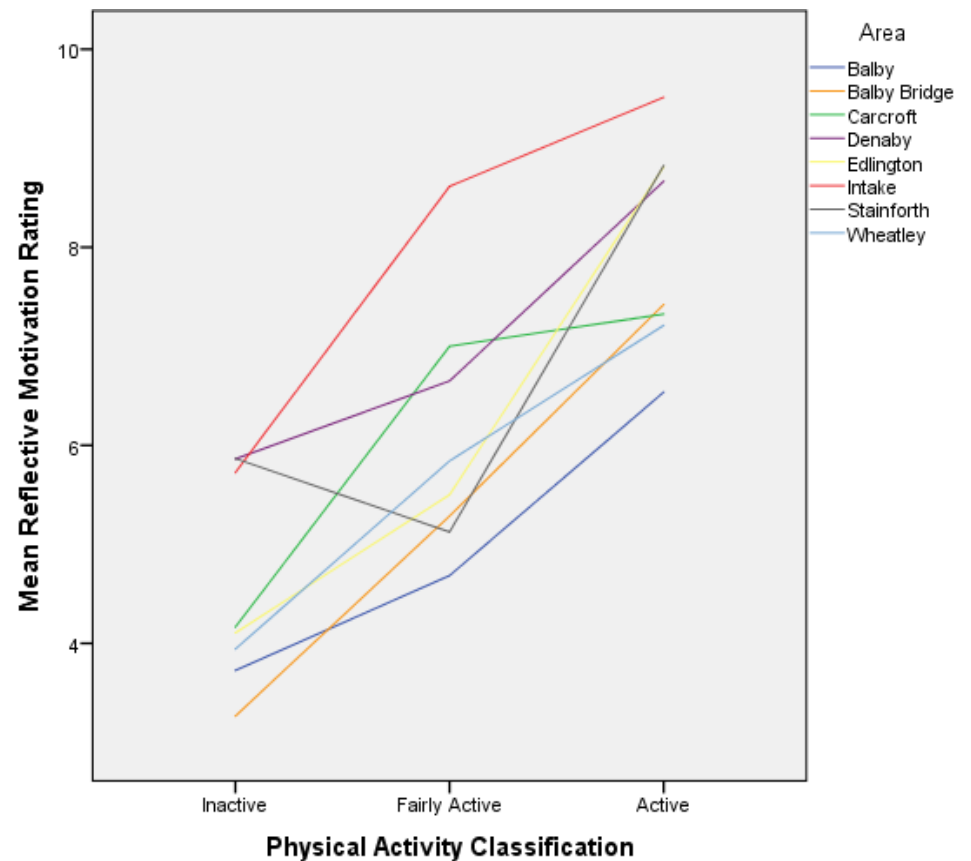
Different barriers in different communities

Physical Capability

Psychological Capability

Key findings

- Overall the levels of physical activity in all of the studied areas are very low.
- Those who were more active reported having higher levels of capability, opportunity and motivation to engage in physical activity than those who were less active.
- Different communities seem to have somewhat different capability, opportunity and motivation barriers to physical activity.
- Levels of active travel were low.
- There is wide variation in the amount of physical activity that children and young people do outside of school. Large numbers of children are unlikely to be meeting physical activity guidelines.

Next steps

- The survey gives us some clear targets for intervention.

- We need to understand in more depth what the barriers and facilitators are to physical activity in each community.

- We need to understand what assets there are in each community that can help.

- We need to work with communities to develop services and interventions to promote change.

A peek at phase 2

- We have trained community explorers from 3 Doncaster communities to undertake in-depth interviews.
- They have interviewed 74 people in their communities about:
  - their understanding of physical activity
  - their views on physical activity guidelines
  - barriers and facilitators to physical activity
  - assets within their communities
- We are using the COM-B framework to code the interviews in each community area.

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- Local Delivery Pilot Team (Sport England)

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https://getdoncastermoving.org/
http://behaviouralscienceconsortium.org/