

How?

Creating activities that put people's needs first

Across the 18 locations involved in Get Out Get Active (GOGA) 2016-2019, partners worked to engage inactive groups in 'active recreation'.

Underpinned by the Activity Alliance Talk to Me Ten Principles, this approach was revolutionary in how it addressed local need and reached local people. Support from an upskilled workforce, combined with national partner expertise, helped to drive the demand for these activities.

Get Out
Get Active

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Participants were recruited through a range of channels:

- Partnership work. We engaged with non-traditional partners that could reach the very least active disabled and non-disabled people.
- Proactive contact with trusted community groups. We leveraged local expertise and community contacts outside of the 'sports sector' to advocate and broker relationships. These included: sheltered housing, care homes, adult social care, specialist health teams and take away establishments etc.
- Using existing community groups. We engaged local faith & community groups to promote activity opportunities for their membership.
- Establishing referral routes. We learned the processes used by local partners to share information and connect people.
- Engaging and motivating people. We engaged both potential participants and influencers by tapping into their individual values and the things that matter most to them.
- Educating peers and significant others in the benefits of being active.



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Highlights from a nationwide effort:

The range of activities available to disabled people and the very least active non-disabled people was vast. The table below includes just a handful of activities from around the UK.

Area	Project/Activity Name	Activity description	Target group	How participants were recruited
Armagh City, Banbridge and Craigavon Council	GOGA Sensory Mile.	Participants make their way round a mile-long course filled with sensory activities.	Family.	Activity was advertised through schools, website, social media, posters.
Bradford Council	Inclusive Wheelchair Programme.	Inclusive Wheelchair programme for those 16+ of all ages and abilities. A variety of inclusive led activities encouraging disabled and non-disabled people to be active together.	16+	Keighley Council and members promoted the activity to local communities. Keighley People First encouraged their members to take part. Presentations were given to the disability school next to the venue. Face to face local connection was established with community groups such as the E5 women and girl's empowerment programme.
Derry City and Strabane Council	Foyle Sports Club.	Fundamental movements, various sports, fun games provided to children aged 5 -18 years who have sight loss and their siblings and friends.	Under 18s.	Activity was highlighted through social media, promotional material, Foyle Sports Club's website, engagement talks, health professionals, the Public Health Agency, the local council and established local groups.
Fife Council	Saturday family adapted cycling.	An adapted cycle programme with newly trained leader to signpost and support.	Family.	Disability Sport Fife used their established communication network - e mail, Facebook, and flyers.

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Forth Valley	Friends of Forth Valley Monthly Walks.	Fully accessible monthly walks around the Falkirk District for adults.	Adults.	Activities were promoted through partnership working, flyers and posters around the Falkirk District and advertising on Friends of Forth Valley's website & social media.
Grampians	Stroll for the mind.	Peer Mentor lead group for positive mental health gain.	Adults.	Activities were promoted through social media, partners, word of mouth, flyers and posters.
Greater Manchester - Manchester City Council	British Muslim Heritage Centre (BMHC) GOGA Inclusive Families.	Multi sports and physical activity.	Women , Ethnically diverse communities.	Activities were promoted through BMHC's current networks, social media, traditional marketing to local community and SEN/ disability contacts (children).
Kent/Thanet	Family Rounders.	This is a fun and relaxed session aimed at all ages.	Family.	Activities were promoted through Facebook and word of mouth.
Lincolnshire	Veteran Fit - Tap Dancing.	10 week of tap dance sessions aimed at beginners with the participants able to feed into the regular tap dance class.	Family.	Activities were promoted via British Legion members and families, social media and leaflets.
London - Lambeth Council	Fencing.	Fencing for Women.	Women , Ethnically diverse communities.	Activities were promoted through local school's existing activities, the This Girl Can campaign and Lambeth Council's social media.
London - Wandsworth Council	Back to Netball.	A gentle reintroduction back into netball aimed at women, with skills practices and fun games. It reaches a range of abilities from those who have never played, those who played 15 years ago at school - and those who perhaps only hung up their trainers a couple of years ago.	Women.	Activities were promoted through local mums' networks and children centres.

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Nottingham City Council	Cycling for All.	Cycling for All is a free fun cycling session for all ages and abilities to have a go on a range of fun bikes including hand cycles, trikes, recumbent bikes and many more! Training is given to help people get on a bike for the first time.	Family.	Activity was promoted with existing trusted partners with databases of groups and families who wished to cycle - as well as a city wide marketing and promotion to attract new people.
Stoke-on-Trent City Council	Walking Football.	Walking Football is targeted at over 50s specifically.	Over 50s.	Activities were promoted through leaflets, the City Council website, Facebook, Twitter and targeted e-mails.
Pembrokeshire County Council	10-week swim programme.	The programme aims to increase water confidence and help young people learn to swim.	Young People.	Activities were promoted through existing partners, schools and established contacts.
Wrexham County Borough Council	Golf.	Indoor Golf session for ladies.	Women.	Activities were promoted though existing partners, council networks and press.
Rhondda Cynon Taf County Borough Council	Rhondda Athletics Club.	The Rhondda Athletics Club trains on the athletics track every Tuesday and Thursday evening, they have several coaches who have been supported to deliver genuinely inclusive sessions.	Young People.	Activities were promoted though existing partnerships, council, support groups and established contacts.



#GetOutGetActive

Get in touch to find out more about GOGA:

-  01509 227750
-  goga@activityalliance.org.uk
-  [@GetActiveGOGA](https://twitter.com/GetActiveGOGA)
-  www.getoutgetactive.co.uk

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