

Get Out
Get Active

Funded By



Get Out Get Active Impact Report

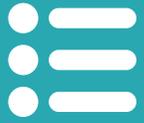
March 2020 - October 2023

In partnership with

wavehill
Social and economic research



#GetOutGetActive



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Document produced by the National GOGA team and Wavehill.





The What?

Funded By



Get Out Get Active is more than just a programme. It has become an approach. A place where disabled and non-disabled people can come together to be active. GOGA has influenced and encouraged organisations across the UK to do things differently when it comes to physical activity.

Made possible by our founding funder, Spirit of 2012, and additional investment from Sport England and London Marathon Foundation. We are focused on getting some of the UK's least active people moving through fun and inclusive activities.

GOGA is an Activity Alliance programme, working in association with our Home Country partners and a range of local and national partners to reach more people.

Launched in 2016, GOGA was created to bring disabled and non-disabled people together to be active. It strengthens community spirit, increases confidence, and improves mental health for all involved. It increases the demand for, and the accessibility of, activities. Activities that are provided by local authorities, sports clubs, and the voluntary sector. The programme's success comes from tapping into people's real-life motivations and values.



We at Spirit of 2012 see GOGA as pivotal to the UK's physical activity crisis. We will always be a strong advocate and ally of the approach. GOGA highlights the evidence and the stories that consistently show that the GOGA way works.

Ruth Hollis
Chief Executive
at Spirit of 2012

Get Out Get Active



GOGA uses activity for good and we can't underestimate the impact of the programme. GOGA is ahead of its time, and you can find the answer through adopting the GOGA way.

Adam Blaze
Chief Executive
at Activity Alliance



The Places

GOGA has worked across 42 localities across the UK. GOGA's lead partner, Activity Alliance, teamed up with a range of partners to help reach more people through local and national expertise.

GOGA localities from 2016 to 2020:

- 1. Bradford
- 2. East Lindsey
- 3. Greater Manchester
- 4. Lambeth
- 5. Margate
- 6. Nottingham
- 7. Rochdale
- 8. Stoke-on-Trent
- 9. Wandsworth
- 10. Wigan
- 11. Armagh City
- 12. Banbridge and Craigavon
- 13. Derry City and Strabane
- 14. Fife
- 15. Forth Valley (covering Clackmannanshire, Falkirk and Stirling council areas)
- 16. Grampians (covering Aberdeen City, Aberdeenshire Council and Moray)
- 17. Pembrokeshire
- 18. Rhondda Cynon Taf
- 19. Wrexham

GOGA localities from 2020 to 2023:

- 20. Amber Valley
- 21. Bassetlaw
- 22. Blackpool
- 23. Bradford
- 24. Gloucestershire
- 25. Haringey
- 26. Liverpool
- 27. North and North East Lincolnshire
- 28. Nottingham
- 29. Sunderland
- 30. Wolverhampton
- 31. Wiltshire
- 32. Mid and East Antrim
- 33. Mid Ulster
- 34. Angus - NHS Tayside
- 35. Dundee
- 36. Perth and Kinross
- 37. Cardiff
- 38. Carmarthenshire and Powys-West Wales Partnership
- 39. Ceredigion
- 40. Pembrokeshire
- 41. Flintshire and Denbighshire- North Central Partnership
- 42. Swansea and Newport - South Central Partnership and Conwy



For GOGA impact, stats and learning visit the [Learn from Get Out Get Active website page](#).

Driven by a 'No fear!' attitude that's open to change, learning and doing things differently, GOGA:

- Reaches the people that stand to benefit most from being more active, increasing (and sustaining) activity levels.
- Improves physical, social and mental well-being.
- Reduces isolation and improves community engagement.
- Changes the attitudes of individuals and organisations.

Each locality has a unique community of focus and approach to engaging those least active, these include:

- Engagement with Faith based organisations.
- Reaching isolated communities through strong community partnerships.
- Getting families active through NHS pathways.
- Helping older people and veterans to gain friendships & fitness through tailored activities.

- Working with trusted deliverers to support young people at risk of crime/ gang culture.
- Strengthening inclusive approaches to make activities LGBTQ+ friendly.
- Working with skilled partners to get people with long term health conditions active.
- Focussing on urban and rural family fun and fitness.
- Reaching home educated children and their families through outdoor activity.
- Working with health care professionals to reach the most disadvantaged and inactive populations.
- Establishing an approach to workforce development that will enable us to reach the very least active disabled and non-disabled people.





The People



GOGA impact from March 2020 - October 2023

136,521*

Number of people reached

13,034

Individual participants

1011

Volunteers



857

Activities and interventions



939

Individuals engaged in training

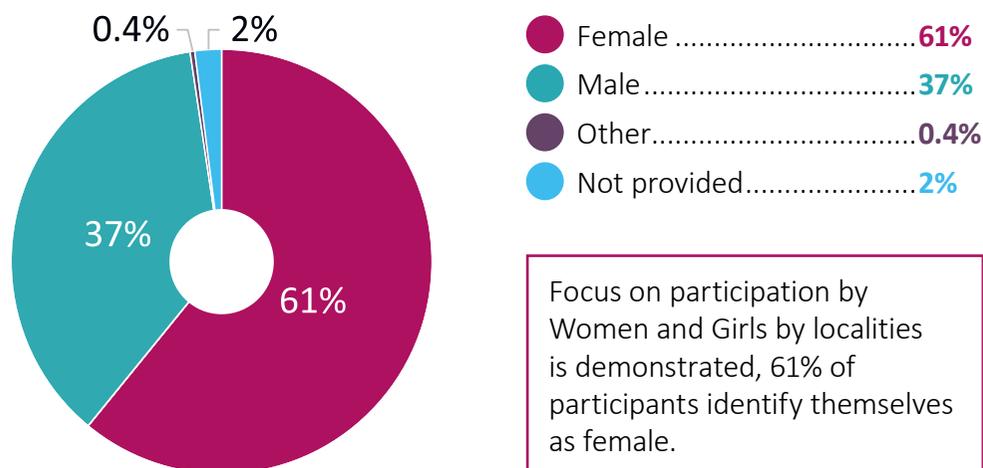


*number could include duplicated people.

Impact from March 2020 to October 2023

Of those individual participants from March 2020- September 2023.

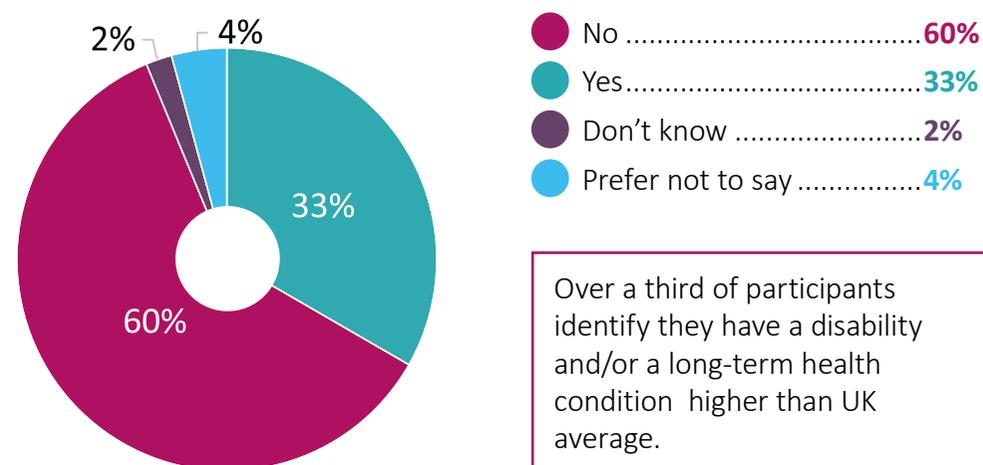
GOGA by Gender



GOGA by Disability

UK Average Dec 2022 24.3%

Source: Annual Population Survey.



Gender

61% of GOGA participants identify themselves as female.



Disability

Over a third of participants involved in GOGA have a disability and/or a long-term health condition higher than UK average.



Ethnicity

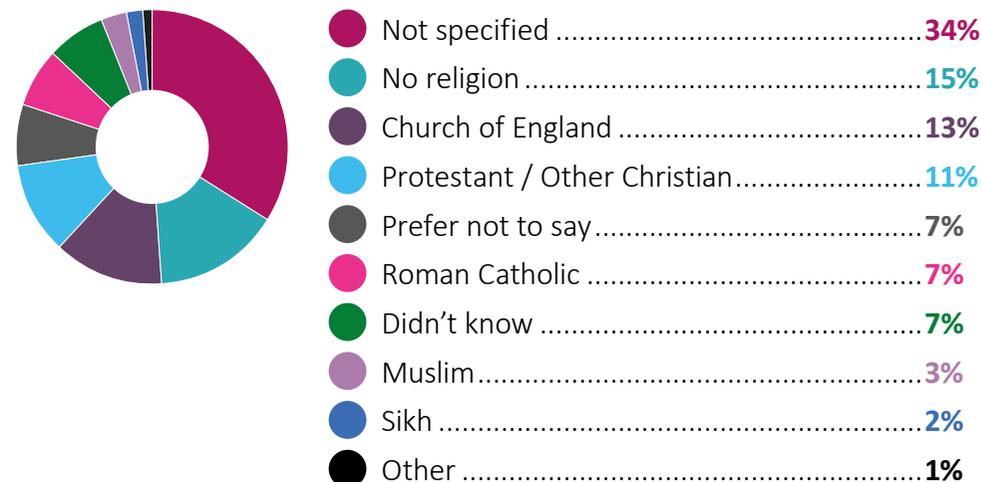
A fifth of participants come from ethnically diverse communities, significantly higher than the UK average.

GOGA by Age



Targeting of older age groups is demonstrated in participant age groups above.

GOGA by Religion



GOGA by Ethnicity



A fifth of participants come from ethnically diverse communities, significantly higher than the UK average.

GOGA by Sexuality



UK Average Dec 2022 13.4% from ethnically diverse communities
Source: Annual Population Survey.

GOGA takes a different approach with its workforce so that those delivering activities are 'people that get me' as well as 'people like me'. GOGA recognises formal and informal volunteers as being key to supporting people to be active as well as coaches and deliverers.

518

Formal
volunteers

493

Informal
volunteers

GOGA's inclusive and supportive approach to workforce and volunteering means that

25%

have a disability or long term health condition.





The Activities

GOGA engages people in physical activity through creative and innovative ways.

The GOGA partners listen to the community to provide a mix of activities. Activities ranging from sensory miles, gardening, to Zumba.





The Impact



On average **7 in 10** people are classified as physically inactive.



GOGA has supported **six in ten** people (61%) to do more physical activity.



Six in ten people (61%) have continued to be active and maintained their activity levels outside of the GOGA programme.



Eight in ten people (79%) state improvements in their mental well-being after taking part in GOGA activities.



Six in ten people (57%) are now more connected within their community.



GOGA leads by example with a representative workforce. **More than a quarter** of people (25%) working and volunteering for GOGA have a disability or long-term health condition.



For every £1 spent the GOGA programme **returns more than £8** in social, environmental, and economic value.



GOGA has supported past partners to **secure more than £1.5 million of funding investment** for on-going GOGA related activities.

People



I have met new people and now feel more comfortable around others. I look forward to going to the activities and now have a bus pass to get to the centre. I have a lot going on now, were before I was stuck in a rut.

GOGA Blackpool participant



Partnerships



GOGA has been fantastic for us. It has helped us connect and engage with parts of the community we haven't reached before. It has also given us the opportunity to leverage additional funding into the region.

Michael Salmon
Active Black Country



Practice



The learning from the project has changed how we approach consultation and co-production. I would say we are now approaching it in a more holistic way and trying different ways to reach all the community.

Dan Ball
GOGA Haringey





The Learning

GOGA is an approach not just a programme

GOGA isn't a disability specific project. It's about getting everybody more active using the principles of inclusion. It provides a flexible and fearless approach to trying and testing new activities and approaches.

It provides the opportunity to extend partnership building and collaborative delivery. GOGA has inspired and supported change, supporting partners to embed new ways of working and informing practice beyond programme delivery.

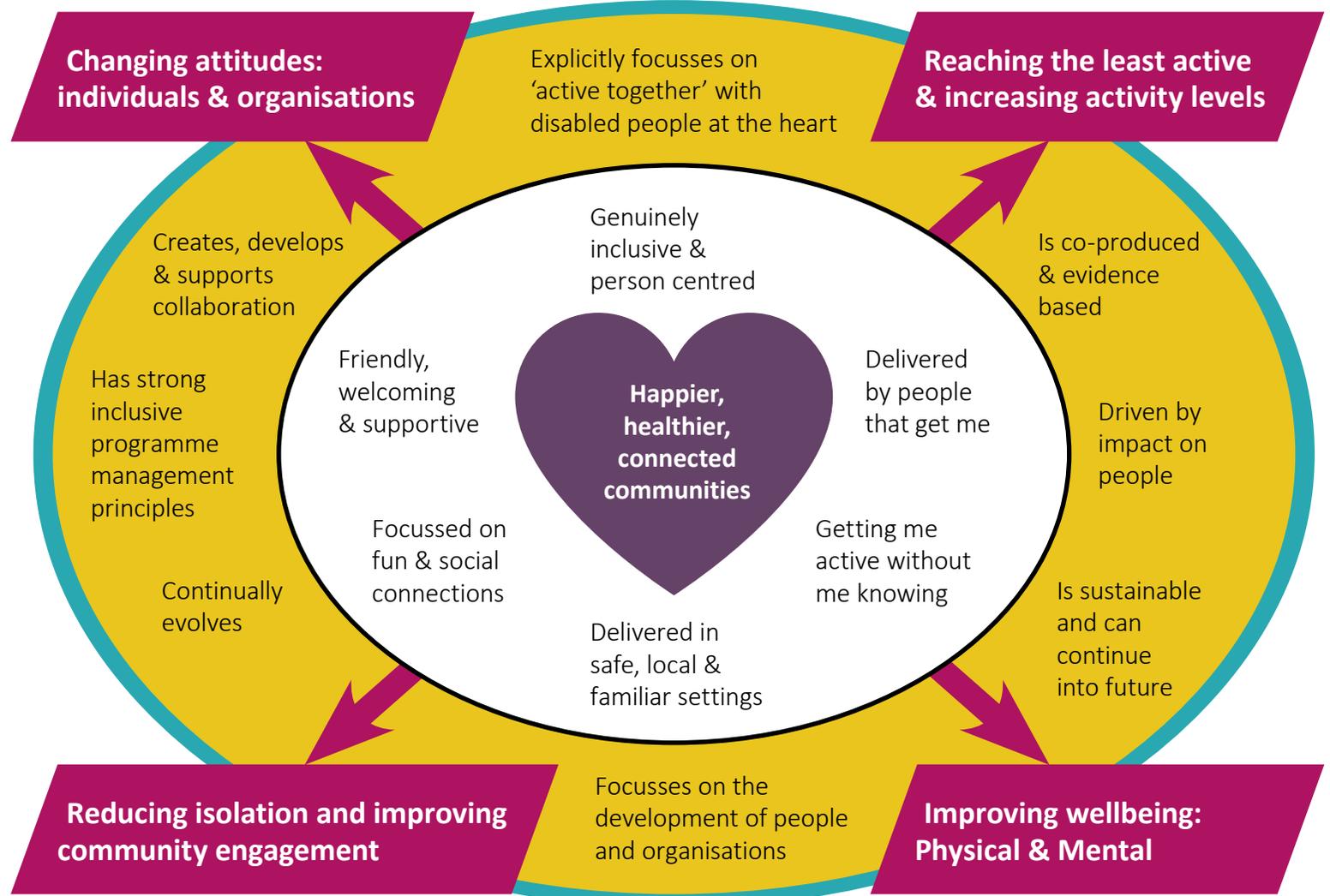
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A participant experience that is...

An approach that...

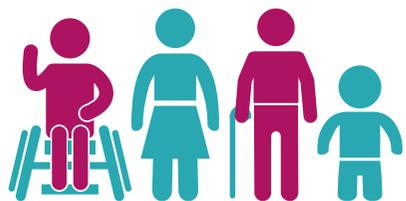
Fundamental outcomes

Why GOGA works: The GOGA approach



Changes we get through GOGA and what we have learnt

People



- Move more, more often.
- Feel healthier and happier.
- Be more informed about and better connected to their community.

Partnerships



- More connected.
- Have increased reach and impact.
- Be more informed about disabled people in different communities.
- Be better placed to engage with the least active.

Practice



- Representative workforce.
- Equality, diversity and Inclusion as the baseline.
- More responsive to the needs of disabled people.
- Shape future investment through better practices.

What have we learnt?



The approach works!



Active together and reaching least active go hand in hand.



Importance of outcomes over outputs.



People power!



Importance of the network and brand.



One size doesn't fit all.



We have more to learn!



wavehill

Social and economic research

Effective monitoring and evaluation

The evaluation by Wavehill aims to:

-  Better understand what works to get the very least active disabled and non-disabled people active together.
-  Generate evidence to feed into future priorities and programmes to reach the very least active.
-  Build on evidence and learning.
-  Understand how GOGA operates and how it can maximise investment and impact.
-  Understand the combined impact of the GOGA approach.



It's vital to embed monitoring, evaluation and learning processes within projects at the outset. Through GOGA, the data capture processes that were established at the beginning of the programme have enabled us to build a comprehensive dataset to understand the true impact of GOGA on participants, volunteers and localities.

Eddie Knight
Senior Consultant, Wavehill



GOGA a consistently evolving programme

Through Wavehill we have implemented further evaluation methods with localities a great example of this is Ripple Effect Mapping (REM).

Why?

- To explore the wider impacts of an intervention (intended and unintended).
 - To look at changes across complex systems helping organisations to review their own systems and approaches.
 - To identify the conditions/mechanism of change. What has worked, for who and why?
 - Understand why something didn't work is equally as valuable.
 - Help to pinpoint the key learning and aspects for replicability.
- We will continue to evolve the evaluation to ensure we capture the true impact of GOGA on participants, volunteers and localities.



The future

GOGA will continue to:

GOGA will continue to:

- Increase activity levels for the very least active disabled and non-disabled people.
- Improve individuals physical and mental wellbeing.
- Change the attitudes and behaviours of individuals and organisations about disabled people in physical activity and sport and within wider community settings.
- Reduce isolation and improved community connection for our participants.
- Tackle a range of inequalities experienced in the sport and physical activity sector using the GOGA approach.
- Provide a confident, competent and representative workforce that champions inclusive practice.

And our focus will remain on:

- Engaging those that haven't traditionally been reached, motivated or engaged, providing a stepping stone into moving more.
- Targeting areas that have high deprivation, poor health profiles and face the greatest inequalities.
- Ensuring diversity of people and roles within our workforce, representing the communities that we seek to engage.
- Collaboration, connecting national and local expertise to have best impact.



For further information
and GOGA learning visit the
Get Out Get Active website.



#GetOutGetActive

Get in touch to find out more about GOGA:

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🏠 www.getoutgetactive.co.uk

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