

How?

Get Out
Get Active

Led by
**activity
alliance**
disability
inclusion
sport



In association with
Wavehill and **Sheffield
Hallam University.**

Get Out Get Active in action

How we laid the foundations of a revolutionary programme:

Reaching thousands of the UK's very least active disabled and non-disabled people required a new approach. It needed to be based around meeting people's real needs in ways that work for them, working with the right providers - and developing the right programme.



How?

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To do that, we focus on six key areas:

Getting support from the top

Leading with a strategic approach to commissioning

Commissioner support is a key cornerstone of the GOGA approach.

Leading with a strategic approach - during GOGA spirit of 2012, Sport England and London Marathon Foundation provided much of this support.

Finding further support and freedom

A flexible commissioning approach encourages both the testing and piloting of new ideas.

The combination of partner's funding, and Activity Alliance's drive, offers real flexibility and the chance to be bold - without the fear of failure.

This enhances both our impact and the sustainability of the programme.

We're focused on outcomes – not outputs

We believe success should be driven and measured by engagement and outcomes, rather than a sole focus on numbers and head counts. This helps the workforce to thrive!

GOGA partners are given the time and space to deliver and focus on making the greatest difference.

Let's empower people

Projects need space to be creative and innovative, to do things differently and think outside the box.

GOGA deliverers are empowered to make decisions based on what's happening around them and what they see on the ground.



How?

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Designing the ideal activities and interventions

Making sure activities are designed around the needs of real people

We prioritise engagement over delivery. We develop activities in consultation with potential participants and communities.

GOGA is person and demand led. It empowers people by giving them a voice to say what they want on an ongoing basis.

This is a big and deliberate shift from the traditional 'build it and they will come' approach.

GOGA is truly inclusive

'Active Together' and 'Reaching the Least Active' go hand in hand. It's not one or the other, it's both, the approaches reinforce each other.

An 'Active Together' approach is integral to all GOGA delivery.

GOGA provides opportunities for people to enjoy activity together in a truly inclusive format.

We avoid preconceptions

Activities should be developed and tailored to the participants' wants and needs.

GOGA has no preconceptions. Deliverers don't assume older people want to do seated exercise, or that ladies want to do yoga.

Time and space are vital

GOGA offers deliverers the chance to rethink how they develop programmes. This helps them focus on understanding people's needs and motivations, while addressing the barriers they face.



How?

Get Out Get Active in action

Finding the right partnerships

Making sure we connect with a broad range of partnerships and networks

Community development and sport development work hand in hand. So partnerships are key for GOGA in establishing referral routes and reaching our participants.

GOGA offers the chance to build partnerships with a real community development focus.

Building upon these connections helped increase awareness and professional discussion by reaching and engaging the very least active disabled and non-disabled people in activity together.

Recruiting wide-ranging specialist support

GOGA depends upon embedding best practice solutions and information from a wide range of specialist organisations.

Maintaining a careful balance of local and national expertise is essential in tackling inequalities in activity.

GOGA partners with local and national partners with expertise and insight to better engage specific communities.

We step outside the system

The current system for participation amongst the least active is stuck.

Encouraging and supporting organisational change is vital.

GOGA influences delivery organisations and partners to think differently and embed new systems and practices of inclusive working.

Helping everyone feel part of it

GOGA ensures that partners are a genuine part of the design, delivery, and development of activities.

We encourage ownership and linking to local people - encouraging connectivity to other programme partners.

GOGA partners establish local steering groups to empower and inspire partners to make a difference.

Establishing a 'GOGA family' supports localities to share learning between each other as the programme develops.

How?

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Reaching our audience

Putting fun first: Making sure activities are social and enjoyable

The social element of activities is just as important, if not more so, as the activity itself.

GOGA's first priority is often in promoting the social element, with activity a 'stealthy' second on the agenda.

GOGA is for everyone

Everyone is a potential participant - this key message is instilled across the promotion of GOGA.

Activity Alliance's 'Talk to Me Principles' were key to developing our approach.

Our tailored approaches must be innovative

Our innovative and accessible approaches are truly tailored to participants.

GOGA works to understand and respond to peoples' motivations for engaging in activity.

GOGA takes activity to the participants instead of waiting for the participants to come to the activity.

Changing attitudes and perceptions

Using peers is vital to encourage engagement in activity.

GOGA removes the hurdles to participation in sport and physical activity. This creates an enjoyable, welcoming and non-threatening environment that's accessible for all.

The promotion of these changes is key in providing reassurance to potential participants and volunteers.



How?

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High quality delivery

Embracing people power!

We can't rely on existing delivery networks and expect different results.

It's time to challenge the status quo. We help partners actively match coaches and supporters to the group.

Community heroes and ambassadors support individuals to engage and their 'journey' to become more active.

GOGA ambassadors are relatable. They redefine traditional definitions of 'heroes' as individuals that are respected within the local community.

GOGA's use of peer mentors with lived experience has gained the trust of individuals previously not engaged in activity.

Sticking with the Talk to Me principles

Small changes to delivery approaches facilitate long term change in physical activity behaviours.

Through GOGA we continuously apply Activity Alliance's 'Talk to Me Ten Principles' to both increase participation and better prepare the workforce for genuinely inclusive delivery.

We nurture familiar environments

GOGA activities should always be delivered in familiar environments.

Community centres act as GOGA hubs, moving away from traditional sports venues.

Upholding the GOGA ethos

It's not about bums on seats. It's about genuine social engagement and a programme that adapts to the needs of participants.

The GOGA ethos is instilled at all levels of the supply chain, with inclusive education and training offered to all staff working with targeted groups at all levels.



How?

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Looking at the long-term

Staying on the social side

The social element of GOGA is the key to its success.

This social focus helps participants to connect to each other, while giving coaches and volunteers an increased sense of accountability.

Signposting

Constant signposting to further community activities is vital.

“ Through GOGA instructors are always signposting participants to other activities/venues/events to keep them active in the community.

Participants gain confidence attending our sessions, which is encouraging them to attend other activities they may not have tried before or were worried about attending. ”

Deliverer from Lincolnshire

Everyone can become a volunteer

Thanks to the huge diversification of volunteering roles - there is a role for everyone with GOGA.

GOGA's emphasis on more informal approaches to volunteering offers flexibility, but it has also shown to be very effective in sustaining volunteering long-term to ensure activities continue.

GOGA volunteers are also crucial in creating a positive culture to support on-going participation.

Sharing what we learn

We know we can't tackle inactivity in isolation. So existing GOGA partner journeys were used to inform the work of other GOGA localities – reinforcing the value of the 'GOGA family'.

The learning from GOGA is transferable beyond the 'GOGA family' too. Best practice learning on how to reach the very least active disabled and non-disabled people and support them to be active together, can be used to shape future policy and practice.



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