

# What?

Get Out  
Get Active

Led by  
activity  
alliance  
disability  
inclusion  
sport



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

## What is Get Out Get Active?

The GOGA programme takes a unique approach to activity that has had a profound effect on the least active disabled and non-disabled people in the UK.

Here we break GOGA down to its basics and explain the thinking that it's built upon.



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	Key messages	Partner quotes
<b>What is GOGA?</b>	<ul style="list-style-type: none"><li>■ GOGA began in 2016, made possible by founding funders Spirit 2012 and additional investment from Sport England and London Marathon Foundation. GOGA is delivered across 39 localities.</li><li>■ GOGA is a fully inclusive programme, with opportunities for everyone. It's designed to reach the UK's very least active disabled and non-disabled people.</li><li>■ It's fun and social - activities are based on participation fuelled by coffee and cake.</li><li>■ It's supported by a network of national partners with a huge range of expertise in making activity more accessible and appealing.</li><li>■ It's all about having fun and being with others - people take part in activities together.</li><li>■ It's underpinned by Activity Alliance's Talk to Me Ten Principles.</li></ul>	<p><b>England:</b></p> <p>“ This has been one of the best projects I've worked on and the chance to test and fund things that normally wouldn't receive funding has been key. We have learnt a lot and made a lot of contacts. That's led to a greater profile of physical activity and understanding of what's possible through thinking out of the box. The seeds we have sown with the volunteers, professionals and the activities will only grow. ” <b>Ian, Lincolnshire GOGA lead</b></p> <p><b>Northern Ireland:</b></p> <p>“ GOGA understands that creating sustainable and meaningful opportunities requires time and quality engagement. ” <b>Andrea, Live Active NI</b></p> <p><b>Blackpool:</b></p> <p>“ By being involved in the GOGA programme Blackpool Council have broken down barriers around physically activity and increased the number of opportunities for all within our local communities. Changing behaviour and culture and adopting a more active and healthier lifestyle. ” <b>Laura, Blackpool GOGA Lead</b></p>

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### What makes GOGA unique?

#### Key messages

- 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.
- Participants have responded really positively and GOGA has exceed all targets (despite not prioritising the numbers) and created a sustained increase in activity levels nationwide.
- GOGA has been a game changer in terms of inspiring and supporting systems change, supporting partners to embed new ways of working and informing practice beyond programme delivery.

#### Partner quotes

##### Scotland:

“ People are changing their thinking and approaches as a part of GOGA. The approach has had a big influence on us. In the process of looking at our strategic direction, the decision has been made to follow the GOGA approach as an organisation. ” **Sean, Grampians GOGA Lead**

##### Wales:

“ I've got MS and never thought I'd be able to do GOGA, but I can and I love it. I love the feeling of accomplishment I get afterwards. It's given me more confidence to run on my own. ” **GOGA Wales Participant**

##### Gloucestershire:

“ For our organisation GOGA means many things. The programme provides new opportunities for disabled and non-disabled people to enjoy being active together, specifically in an area of our county which is generally rural and where some communities can feel isolated. ” **Tom, Gloucestershire GOGA lead**

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### The GOGA approach:

	Key messages	Evidence - Partner quotes
<b>How does GOGA achieve this?</b> <b>'The GOGA Approach'</b>	<p><b>GOGA key ingredients:</b></p> <ul style="list-style-type: none"><li>■ GOGA reaches the very least active disabled and non-disabled people providing 'active recreation' through locality driven:<ul style="list-style-type: none"><li>■ Outreach.</li><li>■ Engagement.</li><li>■ Effective marketing.</li></ul></li><li>■ It supports disabled and non-disabled people to be active together through genuinely inclusive environments.</li><li>■ It has a strong focus on engaging people and developing the workforce through use of Activity Alliance's Talk to Me Ten Principles.</li><li>■ It focuses on establishing three types of sustainability:<ul style="list-style-type: none"><li>■ People active for life.</li><li>■ Inclusive local system and practice.</li><li>■ Transferable learning.</li></ul></li></ul> <p>It's driven by a 'No fear!' attitude that's open to change, learning and trying different approaches.</p>	<p><b>England:</b></p> <p>“ I could cycle in the fresh air in my hijab without worrying, cycling is not something Asian girls normally do. ”</p> <p><b>GOGA England Participant</b></p> <p><b>Northern Ireland:</b></p> <p>“ Instilling the GOGA ethos in our activities has had a hugely positive impact on our participant's lives. Creating a welcoming, non-threatening and adaptable environment has made our activities so much more accessible. This has meant that participants can exercise at their own ability level, which has led to changing behaviours and attitudes to exercise and also positive benefits on their health. ”</p> <p><b>Ryan, NI GOGA Lead</b></p> <p><b>Scotland:</b></p> <p>“ I think GOGA so is welcoming. It's fun but it also pushes you and the coaches are amazing. ”</p> <p><b>GOGA Scotland Participant</b></p> <p><b>Wales:</b></p> <p>“ I just got out and about and met new people who all had the same goal, it was fun. ”</p> <p><b>GOGA Wales Participant</b></p> <p><b>Wiltshire:</b></p> <p>“ GOGA has made us think and see differently, we have been able to use the methods/tools/resources that has made GOGA so successful in other work areas, e.g. co-production, systems leadership. ”</p> <p><b>Steve, Wiltshire GOGA partner</b></p>

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	Key messages	Evidence - Partner quotes
How does a person-centred approach reach the least active?	<ul style="list-style-type: none"><li>■ GOGA promotes activity for all whilst avoiding specific reference to impairment.</li><li>■ It uses imagery that reflects the audiences we're trying to engage.</li><li>■ It promotes opportunities by working with existing groups that connect with people for other purposes in the community e.g. local faith groups.</li><li>■ It engages and motivates people (both potential participants and influencers) by tapping into their values and the things that matter most to them.</li><li>■ It offers opportunities to educate peers, significant others and potential influencers in the benefits of being active.</li><li>■ It provides enough information to reassure participants that it is for them.</li></ul>	<p><b>England:</b></p> <p>“ From an organisational perspective, one of the things that we are doing differently has been to change the way that we present our communications about our inclusive facilities, products and services. Instead of focussing on the facility or our offer, we are taking a much more ‘person centric’ approach to our marketing. We’re focussing on the individual, rather than the impairment. ” <b>Nikki, NCC Community Sport Manager</b></p> <p><b>Northern Ireland:</b></p> <p>“ It gave me the social confidence to go back to work which I didn’t think I’d be able to achieve. I’ve now been back in work for a year and a half and I never thought I’d get back to that again. ” <b>GOGA NI Participant</b></p> <p><b>Scotland:</b></p> <p>“ It breaks the week for me. My wife died just over a year ago and she was my carer as I’m totally blind. I’m in the house 24/7 on my own, so I love going for the company and the exercise and the banter. It’s just brilliant. ” <b>GOGA Scotland Participant</b></p> <p><b>Wales:</b></p> <p>“ The coach is amazing, just very inclusive of everyone and very encouraging. It’s something I’ve wanted to do for ages but never had the opportunity to do it before in this kind of environment where everyone else doing it is new to it too and I thoroughly enjoy it. ” <b>GOGA Wales Participant</b></p>

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### Active together is fundamental to engaging the least active

#### Key messages

- GOGA provides active recreation opportunities where disabled and non-disabled people take part in activity alongside and with each other.
- 'Active Together' and 'Reaching the Least Active' go hand in hand. It's not one or the other, GOGA shows that one reinforces another.

#### How do we do it?

- We run 'all ability' sessions.
- Sessions are designed around people's motivations.
- Activity delivery (and engagement) is shaped by Activity Alliance's Talk to Me Ten Principles.
- We provide opportunities for families to participate in an activity together.
- We encourage carers and significant others to participate alongside those they are caring for.
- We reverse the established processes around disability in sport. We engage non-disabled people in disability sport.

#### Evidence - Partner quotes

##### England:

“ We have seen a very significant increase in disabled and non-disabled people sharing activity environments together. We have also seen a very significant change in the attitudes of non-disabled people and their perceptions of what a disabled person can achieve. ”

**Graham, Rochdale GOGA lead**

##### Northern Ireland:

“ I like how inclusive they are of everyone. They give you tea and biscuits. It's just so warm and welcoming. ”

**GOGA NI Participant**

##### Scotland:

“ It's opened our eyes to a variety of different disabilities that we maybe would never have come across. It's made me, my children and my husband more accepting and more aware. ”

**GOGA Scotland Participant**

##### Haringey:

“ It's like a little community. We often refer to ourselves as a little family. Everyone really supports everyone. ”

**Laura, GOGA Haringey Participant**

##### Nottingham:

“ For me wheelchair basketball is the most inclusive disabled sport, the reason being that anybody can play it. Whether you're able-bodied, or someone like myself who is paralysed from the chest down. It's got the most inclusive rule set that you can possibly get for any sport. ”

**Rob, GOGA Coach Nottingham**

##### Wales:

“ It's a community of people all helping each other, whether that's physically or mentally to be able to overcome those barriers that we all face internally. ”

**GOGA Wales Participant**



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### Key messages

- It influences organisations and partners to embed new ways of inclusive working.
- It provides good quality transferable learning on how to reach the least active disabled and non-disabled people - and support them to be active together.
- It empowers local people to influence, design and deliver.
- It redefines sustainability. It helps establish what needs to change to fix the system (and static participation rates) and make a difference. It goes beyond continuation of activity delivery with a focus on education, partnership building and system changing.
- It helps people re-think what the composition, application, training and skills a workforce should have.

### Evidence - Partner quotes

#### England:

“ I love the feeling of inclusion. Before I started going to GOGA activities I used to just go out for lunch every day and my home life was not half as active as it is now. I love the activities. I have made friends and experienced things I never thought I would. It has also improved my home life as now I am knackered and manage to sleep every night! Before, I was up every hour. It's safe to say my mum loves me going to GOGA. ” **GOGA England Participant**

#### Wales:

“ I attend GOGA because there's a good bunch people who go. There's lots of encouragement and we're all in it together. ” **GOGA Wales Participant**

#### Northern Ireland:

“ I think GOGAs greatest achievement is truly reaching the most inactive people in both localities. This is because GOGA understands that creating sustainable and meaningful opportunities requires time and quality engagement. ”

**Andrea, NI Communications, Training & Engagement Lead**

#### Scotland:

“ It's part of her routine now, she enjoys it, she gets a lot of pleasure out of it. ” **GOGA Scotland Participant**

#### Amber Valley

“ GOGA has been totally embedded within organisations. ” **GOGA Amber Valley Lead**



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### Get in touch to find out more about GOGA:

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