

How?

Get Out
Get Active

Led by
**activity
alliance**
disability
inclusion
sport



Creating activities that put people's needs first

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

**Across the 39 localities involved
in GOGA 2016- 2023, partners
worked to engage inactive
groups in activity and sport.**

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.



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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 and 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 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
Rochdale	Swimability	A coach led session providing an opportunity to get in the pool and also strengthen your swimming. The swimming is provided in the main public pool so be aware of the temperature. Rochdale Leisure centre has got a fully accessible changing room with a ceiling track hoist, transfer chairs and poolside hoist.	Family	The activity was promoted through social media and on the website. This was also promoted to attendees at other sessions.
Stoke-on-Trent City Council	Indoor Bowls	An opportunity to keep active with a friendly game of indoor bowls while enjoying tea, coffee and homemade cake. This is an activity suitable for all fitness levels and abilities, no equipment is needed.	Over 50's	The activity was promoted through social media, leaflets and newsletters that are sent out across the area.
Forth Valley	Forth Valley Flyers	Athletics training in walking, jogging, running, throwing and jumping.	Children and Adults	Activities were promoted through partnership working, flyers and posters around the Falkirk District and advertising on Friends of Forth Valley's website and social media.

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Area	Project/Activity name	Activity description	Target group	How participants were recruited
Bradford Council	Womens only activities	Sessions ran from 7pm to 10pm and consist of Basketball, Netball, Circuits, Zumba, Fitness Advice, Gym programmes, Football, Badminton and social activities.	Females	Lead co-ordinator was a longstanding member of the community connected well to local girls schools, community groups and runs the women's centre in Manningham. Worked collectively with the Women and girls development officer to promote the session. Umar from national partner connected me with local faith centres and community organisations.
Derry City and Strabane Council	North West Goalball	Goalball introduced to people with sight loss and siblings and friends, all ages. We would like to have a club run in the L'Derry area and support it becoming sustainable.	Everyone	Link with sight loss organisations Angel Eyes NI and RNIB. Promote to local community. Advertise on Live Active NI Facebook, Twitter and Website and share to appropriate organisations.
Wigan	Inclusive Family Activity	Inclusive family activity providing a range of games, sport and movement to music.	Families	Promotion to local schools and community groups as well as advertising to existing members.
Lincolnshire	Bowls (Dementia Support)	Various activities from the 'Let's Play Bowls' programme.	Over 50's	The Dementia support group attended the launch event and made contact with the club, the dementia group will continue to promote this session to it's members.
Fife	Multisport ASN	Multi-sports session for adults with additional support needs located in a large leisure centre on a busy Wednesday evening.	Adults	DSF Fife wide communication network that incorporates Fife Council, Health and Social Care, the Voluntary Sector and the public at large.

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Area	Project/Activity name	Activity description	Target group	How participants were recruited
Amber Valley	SEN Disco	These weekly dance sessions are for children with SEN to attend as there isn't anything suitable in the local area. This session gives them a safe space to be themselves.	Children and Young People	The activity was promoted using social media and word of mouth in the local area.
Black Country	Yoga Sessions	Weekly sessions run by an instructor, where the community could go and become physically active. This also gave them a chance to talk with other members of the community.	Faith centre attendees	The activity recruited members by using the faith leaders across the city as they are seen as a trusted source.
Blackpool	Multi Sport Sessions	There are two weekly sessions that take place at a local hotel for the asylum seekers to attend. The sessions consist of different sports weekly providing them with opportunity to take part in new activities.	Families	The sessions are hosted in the hotel that the asylum seekers are housed. The asylum seekers are consulted on activities delivered and have started attending sessions away from the hotel.
Nottingham	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 and trikes.	Families and ethnically diverse communities	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.

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Area	Project/Activity name	Activity description	Target group	How participants were recruited
North Wales	Conwy Dragons	The rugby club was set up in 2021 by two members of the local community for LGBTQ+ people. The group was created as there was nowhere for these people to play rugby in a safe environment. 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.	LGBTQ+	The activity was promoted using social media and word of mouth in the local area.



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