

What next?



Led by
**activity
alliance**
disability
inclusion
sport



A tactical approach to sustainability

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

Get Out Get Active (GOGA) has built upon learnings from 2016 to 2023, embedding them with current and future stakeholders, this has enabled it to be a truly sustainable programme.

- We have evidenced sustained involvement. Seven in 10 people (74%) have continued to be active and maintained activity levels.
- Eight in 10 people (81%) have stated improvements in their mental wellbeing after taking part in GOGA activities.
- For every £1 spent the GOGA programme returns more than £4.60 in social, environmental, and economic value.

We believe that this is what good sustainability means:

From GOGA's perspective sustainability is not just reliant on, the continuation of activities or projects post GOGA funding. It is about providing ever-lasting changes within organisations and workforces alongside the long-term impact of behaviours on participants and volunteers.



How do we measure these factors?

We developed a programme sustainability definition that went beyond continued activity delivery.

From GOGA's perspective 'sustainability' is not necessarily just the continuation of activities or projects post GOGA funding. It's also about lasting improvements in partnership working, long-term impact on participants/volunteers/our behaviours and attitudes, or increased capacity for organisations and individuals to continue to contribute to this area of work (amended from Big Lottery definition).



We have used the following sustainability objectives throughout:

1. Support people to remain active post-intervention

Approach:

1. Provide suitable activities.
2. Ensure participants are comfortable and confident about taking part.
3. Provide support and guidance to participants and deliverers so they have an enjoyable initial and ongoing experience.

As a locality, Blackpool have delivered sessions in locations that are available to participants beyond GOGA enabling them to still be active and connect with peers. Localities have consulted with participants about what activities they would like to be delivered, ensuring participation and positive experiences.

Since the start of GOGA we are embracing the place-based approach that is to be embedded across Blackpool to ensure that our offer reaches out to the 'places' where individuals and groups that will benefit most from our physical activity interventions are. Through GOGA learning and guidance, we have

been able to ensure that the sessions are person centred as well as meeting the variable needs of the communities. As part of our sustainability plan, we invested in our participants through the design of a volunteer pathway which upskilled some of the participants to become leaders of health and wellbeing activities within their own communities. "

Laura, Blackpool GOGA Lead

Specific tactics:

- Consult and co-produce activities with the local community.
- Don't just deliver 'sport for sport's sake'. Social and fun activities are key.
- Help participants to build their own active support network.
- Support and facilitate contact pre, during, and post activity.
- Create mechanisms for participants to connect socially beyond activity.
- Recruit a relatable, reliable, and socially connected workforce.
- Ensure activities are in safe and familiar environments.
- Support with continuous signposting (participants and volunteers).

2. Influence organisations and partners to embed new ways of inclusive working

Approach:

GOGA can influence others through leveraging the following aspects:

1. The GOGA name and the influence it has.
2. The network of partners and what they can learn from each other.
3. The access to training, upskilling deliverers and increasing confidence to deliver inclusively.
4. Increase in the size and ability of the workforce to reach the very least active.
5. Monitoring and evaluation; generating evidence that the strategies are working.



Sunderland have used learning from GOGA and the GOGA approach to embed new ways of working at the Foundation of Light, that has and is being applied to new projects they are developing as an organisation.

Haringey has taken the approach by ensuring their inclusive workforce principles underpin the wider commissioning, setting expectations to providers. Alongside this they are utilising the GOGA approach as their working foundations and be “just the way they work”.

Specific tactics:

- Review current practice (strategic to operational) to identify opportunities to embed inclusive delivery approaches as a cornerstone of future delivery.
- Position the programme alongside organisational objectives.
- Work with specialist support services.
- Engage disabled people and inactive non-disabled people in development of policies and shaping practice.
- Invest time in building relationships internally.

- Influence and positively change internal perceptions in relation to disabled people and the very least active.
- Use Activity Alliance’s Talk to Me Ten principles as a baseline of good practice.
- Extend partnership working to engage a far wider range of community partners not necessarily already engaged in physical activity and sport.
- Deliver inclusive education and training.

“ The resources GOGA has provided will have a sustainable and lasting benefit by engaging new partners, volunteers and participants. GOGA has also provided an opportunity for partners to work together in a meaningful way, we’re hoping that this will help us to build strong, lasting, honest relationships which will have a lasting impact beyond the initial project. ”

Active Gloucestershire

3. Provide good quality transferable learning on how to reach the least active disabled and non-disabled people and support them to be active together



Approach:

To replicate the success of GOGA, we have reinforced the application of the programme's guiding principles:

1. Reach the very least active disabled and non-disabled people providing 'active recreation' which is locality driven through:
 - Outreach.
 - Engagement.
 - Effective marketing.
2. Support disabled and non-disabled people to be active together through genuine inclusive environments.
3. Focus on engaging people and developing the workforce through use of Activity Alliance's Talk to Me Ten principles.
4. Focus on three types of sustainability:
 - Individuals active for life.
 - Inclusive local systems and practice.
 - Transferable learning.

Specific tactics:

- Encourage partners to think differently.
- Take the time to share resources developed and lessons learnt.

- Invest time in building relationships externally, identifying key audiences to influence, understanding evidence needed to do so and best approach.
- Supporting partners to get a baseline of inclusive delivery and then understand 'what good looks like'.
- Support partners to understand how to recognise a good story/good practice and then share this.
- Emphasise what works and what doesn't work in equal measure.

What can we learn from our previous experiences?

Northern Ireland have developed a resource coinciding with their setup of the Sensory mile events they hosted. This resource has enabled other council areas to host these events effectively, supporting disabled and not disabled people being active together. A host of localities have provided opportunities in upskilling their workforce with learning and skills to lead, develop and deliver sessions and activities to engage disabled and non-disabled people together.

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We continued to review and monitor sustainability within localities:

In specific reporting periods we have asked partners a variety of questions to understand their plans around legacy (supporting participants, workforce, and organisations), challenges faced and future activity in support of the programme's sustainability objectives. Some responses are below:

- Utilising GOGA learning to apply for additional funding.
- Upskilling volunteers and staff members ensuring the longevity of delivery.
- Try to add small charge fund activity further beyond GOGA funding so some difficulties due to the cost of living crisis but localities have consulted with participants to find a middle ground.

We also stayed connected with GOGA 2019-2023 partners:

- GOGA partners were supported to operate under 'GOGA in Action' brand.
- We retained GOGA assets and had continued access to delivery partners.
- Consultancy support from evaluation partners helped to build capacity, capability, and confidence in relation to evaluation for partners.

Get Out
Get Active

#GetOutGetActive

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Photo credits: Active Lincolnshire (1), GOGA RCT (6), Live Active NI & DSNI (2), Sport England (4,5).