

What next?



Led by
**activity
alliance**
disability
inclusion
sport



Get Out Get Active's lasting legacy - What we're asking of our stakeholders

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

Building on the success of Get Out Get Active (GOGA), we're asking policy makers and national partners, commissioners and local deliverers to play their part in ensuring activity is genuinely inclusive and truly sustainable.

We've created a set of five 'asks' for each audience: **Commissioners.**



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Commissioners

What do we want? Ownership and accountability for inclusive delivery.

We ask that you


1. Embed and embrace inclusive delivery


Why do we need this to happen?

'Active Together' and 'Reaching the Least Active' go hand-in-hand. It's not one or the other and GOGA shows that they reinforce each other.



The GOGA approach works...

 Over **35,000** individuals have been involved in GOGA. **65%** were from the 'least active' group, with **42%** doing no activity prior to GOGA.

 **58%** of participants are now doing more physical activity and **28%** do a lot more - **91%** of all participants say that this is down to GOGA.

" The GOGA project allows for genuine collaboration and community lead approaches to be at the forefront of long-term change.

Work to address long term inequalities in Health, wellbeing and activity requires continued momentum across the breadth of the country, the GOGA project is part of the solution to reaching those people most in need of support providing a clear and trusted brand, expertise, training and the freedom to think creatively and form innovative solutions with proven results. **" Sarah, GOGA Thanet Lead**

" I think GOGA's 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, Disability Sport NI GOGA Lead

GOGA learning output link:

What is Get Out Get Active? 

How we built an inclusive framework for engaging the least active 

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2. Make a difference - prioritise lasting change over targets

? Why do we need this to happen?

GOGA success is perceived and driven by engagement and outcomes, rather than numbers and head counts.



The GOGA approach works...

“ The GOGA approach was a breath of fresh air in comparison to other programmes. It offered autonomy in terms of delivery with no huge targets, if something didn't work then you tried a different approach or activity. Being able to focus on quality over quantity, with smaller KPIs, meant we could focus on having a real impact on a smaller number of people, rather than getting masses through the door. ”

Live Active NI, GOGA Partner

“ GOGA has allowed us to enhance our approach but also change from a traditional way of working. We're working with individuals to improve opportunity and awareness of ways to be active together. ”

GOGA Gloucestershire Partner

“ By taking time to build meaningful relationships and empower participants, we have seen both individual participants and community groups taking on the ownership for physical activity that has been initiated through GOGA and embedding this in their day-to-day operations. ”

Nottingham, GOGA Partner

“ GOGA course boosted my confidence, communication skills and helped me get employed, it literally saved my life and, without it, I really don't know where I would be. GOGA is amazing, I see the effect, first-hand, of how it helps people. I know it can change lives, it changed mine and helped make my dreams come true. ”

GOGA Participant Blackpool

GOGA learning output link:

Driving organisation and system change ▶

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3. Support flexibility

Why do we need this to happen?

Flexibility and permission to be bold, without the fear of failure, will enhance impact and sustainability.

4. Enable adequate programme and people resources

Why do we need this to happen?


Projects with the right resources, time and space make the greatest difference.

The GOGA approach works...

“ Whilst delivering a physical activity programme during national lockdowns has clear challenges, it has led to us having an altogether better project. ”

Active Black Country GOGA Lead

GOGA learning output link:


A rigorous project
management approach:
GOGA tactics! 

“ 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.

The ‘if you build it, they will come’ approach doesn’t work! Spirit of 2012 wanted to do things differently. Through GOGA we have invested 20% of our overall endowment to drive a unique multi-agency partnership focused explicitly on bringing the least active disabled and non-disabled people together. GOGA has been built on targeted engagement, co-production and understanding what works. GOGA values and invests in people and outcomes. ”

Ruth, Spirit 2012 CEO

GOGA learning output link:

A rigorous project
management approach:
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5. Dissemination and advocacy

Why do we need this to happen?

This is a unique opportunity to share evidence to inform genuinely inclusive future development and investment. It will create a ripple effect by shifting the baseline for appealing and accessible activity.

The GOGA approach works...

“ GOGA has had a demonstrable impact on the wellbeing and sustaining participation in physical activity for people in communities across the UK. It should be a call to action for others in the physical activity sector or wanting reduce health inequalities to learn from GOGA's signature person-centred approach in all future programmes that set out to tackle inactivity. ”

Ruth, Spirit CEO

GOGA learning output link:

Get Out Get Active
in action 



#GetOutGetActive

Get in touch to find out more about GOGA:



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www.getoutgetactive.co.uk

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