



## Get Out Get Active: Project Brief

Get Out Get Active (GOGA) is an exciting new programme that supports disabled and non-disabled people to enjoy being active together. Funded by Spirit of 2012, all partners are focused on getting some of the UK's least active people moving more through fun and inclusive activities.

GOGA is driven by a consortium of 18 local partners and 15 national partners across the UK. This unique programme aims to increase demand for, and the accessibility of, existing provision in local authorities, sports clubs and the voluntary sector by responding to key motivators and drivers for becoming physically active. It aims to reach those with the greatest need, contributing to measurable health and wellbeing benefits for individuals and stronger, more cohesive and active societies. It offers genuinely inclusive opportunities for everyone.

Across the 18 GOGA locations, partners will engage inactive groups in 'active recreation' underpinned by the [Talk to Me Principles](#). Local need drives the activities with support from an upskilled workforce and guided by national partner expertise. Please find below headline summaries of local projects.

Localities	Lead Organisation	Through this project, we will...
England	English Federation of Disability Sport	
Bradford	Bradford Disability Sport and Leisure (BDSL)	<p>Support, encourage and provide inactive people with an opportunity to make friends, improve health and have fun through sport and physical activity provision.</p> <p>Initial focus on three localities across the Bradford District - Manningham, Holme Wood and Keighley, with a focus on engaging people from the BME Community as well as women and girls.</p>
Manchester, Greater Manchester	Greater Sport (CSP)	<p>Provide opportunities for anyone to engage in activity at any level, where disabled people access community sessions alongside non-disabled alike. Examples of activity includes:</p>
Rochdale, Greater Manchester		<ul style="list-style-type: none"> <li>➤ Engaging with young disabled people, women and girls and older people in Wigan.</li> <li>➤ Focusing on disabled people and active families and Women and Girls in Manchester.</li> <li>➤ Supporting people with profound impairments in day services, those with long term support needs and Veterans with a focus on engaging people from the BME community as well as women and girls in identified wards in Rochdale.</li> </ul>
Wigan, Greater Manchester		

Margate, Kent	Kent Sport and Physical Activity Service (Kent County Council / Kent Sport)	Develop an engagement process to target inactive older disabled people. This will allow them to be supported into accessing existing sport and physical activity provision within the Thanet area.
East Lindsey, Lincolnshire	Lincolnshire Sport (CSP)	<p>Target inactive individuals (older people and those with a disability) in East Lindsey providing a range of low impact, introductory level, and inclusive activities in local venues.</p> <p>Provide activities in familiar environments by trained, supportive leaders who will encourage attendance and contribute to improved health, community cohesion, and wellbeing of the individuals involved.</p>
Lambeth, London	London Sport (CSP)	Use local insight across Lambeth and Wandsworth to identify and engage with inactive groups. Activity will include;
Wandsworth, London		<ul style="list-style-type: none"> <li>➤ Expansion of current CSAF project to older people (current focus 14-25)</li> <li>➤ Developing key projects within the current This Girl Can Lambeth programme</li> <li>➤ Enhancing the pan-disability cycling training offer in Lambeth</li> <li>➤ In conjunction with a range of partners in Wandsworth, deliver an offer for 11-25 year olds, 50+ year olds and a workplace offer.</li> </ul>
Nottingham	Nottingham City Council	<p>Expand existing activities across three identified areas, ensuring inclusive opportunities for disabled and non-disabled people to be active together.</p> <p>Deliver through six priority activities; swimming, cycling, basketball, tennis, Coca Cola Parklives and IFI.</p> <p>Focus on the engagement of disabled people and those from the BME community.</p>
Stoke-on-Trent	Stoke-on-Trent City Council	<p>Link into Stokes European City of Sport status in 2015, encouraging inactive people to participate in active recreation across the city. Examples of activities include:</p> <ul style="list-style-type: none"> <li>➤ Positive Move: increase the opportunity for chair based exercises in the local community.</li> <li>➤ Lead by Example: a programme to encourage parents to take part in physical activity.</li> <li>➤ Move the Myth: a media campaign to encourage clubs in Stoke to become more inclusive by removing the myths surrounding inclusion.</li> </ul>

Northern Ireland	Disability Sport NI	
<p>Armagh City, Banbridge and Craigavon</p> <p>Derry City and Strabane</p>	<p>Disability Sport NI's subsidiary 'Live Active NI'</p>	<p>Deliver a range of activities in both areas to increase participation in active recreation. This will include:</p> <ul style="list-style-type: none"> <li>➤ Developing a communications and engagement plan to make inactive people aware of active recreation opportunities and support them to take practical steps to become active.</li> <li>➤ Working with existing active recreation and leisure providers to support the development of inclusive programmes for inactive people.</li> <li>➤ Developing new sustainable active recreation opportunities that will fill gaps in existing provision,</li> <li>➤ Organising an annual 'Get Out Get Active' day in each area designed to inspire more people to get active.</li> <li>➤ Developing a network of trained and insured volunteer activity leaders to support disabled and non-disabled people to be active together.</li> </ul>
Scotland	Scottish Disability Sport	
<p>Fife</p>	<p>Disability Sport Fife</p>	<p>Increase the present workforce and deliver more opportunities to more potential participants across Fife.</p> <p>Influence in parallel the physical activity behaviours of the many significant others who support disabled participants to be physically active.</p>
<p>Grampians</p>	<p>Grampian Disability Sport</p>	<p>Provide better opportunities for people with disabilities of all ages, along with their families and friends, to integrate within existing mainstream walking, cycling and triathlon programmes across the rural and urban Grampian region.</p>
<p>Forth Valley</p>	<p>Forth Valley Disability Sport</p>	<p>Challenge gender imbalance, seeking to increase significantly female participation in activities by implementing the Stirling University recommendations and other GOGA strategies.</p>

Wales	Disability Sport Wales	
Pembrokeshire	Pembrokeshire County Borough Council	<p>Develop a community based 'physical activity' programme which will benefit some of the most disadvantaged young people communities in Pembrokeshire. The project will focus on encouraging more (disabled) young people to take part in activities which will lead to improved health and well-being.</p> <p>Challenge issues of social isolation, transport, support and the development of transferable skills that could lead to enhanced levels of employability or community engagement.</p>
Rhondda Cynon Taf	Rhondda Cynon Taf County Borough Council	<p>Develop an inclusive approach to activities by promoting our offer across a range of community groups.</p> <p>The project will focus on encouraging more disabled people to take part in activities which will lead to improved health and well-being.</p>
Wrexham	Wrexham County Borough Council	<p>Re-introduce women back into physical activity programmes across the County. The programme will be delivered with the support of a GOGA Activator who will connect pre-existing activity providers with core community groups and individuals.</p>

The GOGA programme will help us to understand what works best to get those who are least active into activity, and how best then to keep them active and engaged.

Over the three years of programme delivery we will:

- Reach 16,500 individual participants, at least 40% of whom will remain active
- Deliver over 30,000 sessions through 550 different activities
- Recruit, train and deploy over 2,000 volunteers
- Improve confidence and competence through 500 training sessions

Beyond the immediate impact of GOGA delivery, we have committed to support participants engaged in the programme to remain “active for life”, enable partners to provide a sustainable mainstream inclusive offer and share with others our findings to inform future practice and investment.

For further information please contact

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## GOGA Locations:

**England:** Bradford, Greater Manchester, Rochdale, Wigan, Margate, East Lindsey, Lambeth, Wandsworth, Nottingham, Stoke-on-Trent

**Northern Ireland:** Armagh City, Banbridge and Craigavon, Derry City and Strabane

**Scotland:** Fife, Grampians (covering Aberdeen City, Aberdeenshire Council and Moray Council), Forth Valley (covering Clackmannanshire, Falkirk and Stirling council areas)

**Wales:** Pembrokeshire, Rhondda Cynon Taf, Wrexham

## GOGA Consortium Partners:

**GOGA Consortium partners:** English Federation of Disability Sport, Disability Sport Wales, Scottish Disability Sport, Disability Sport N.I and Volunteering Matters

## National Delivery Partners:

**National Delivery Partners:** Sporting Equals, Disability Rights UK, Women in Sport, StreetGames, Parkrun, England Athletics, Youth Sport Trust, Amateur Swimming Association, Age UK, Play England

## English Local Partners:

Bradford Disability Sport and Leisure, City of Stoke on Trent, Greater Sport, Kent County Council, Kent Sport, Lincolnshire Sport, London Sport and Nottingham City Council.

## Funders- Spirit of 2012:

**Spirit of 2012** is an independent trust, established with a £47m endowment from the Big Lottery Fund. We fund projects that empower people to get out, be involved and feel better. We fund partners that provide opportunities in sports, physical activity, arts and culture, volunteering and social action.

<http://www.spiritof2012trust.org.uk/>

