

“I Really enjoyed it. Exercise and having fun. I haven't used those two words in a long time”

- Amanda GOGA Netball participant

GOGA Key Learning – Rising to the challenge of inactivity

- Community led sessions.
- Community heroes and ambassadors supporting individuals to become more active.
- Using community centres as GOGA hubs moving away from traditional sports venues.
- Churches & Café Floor space being utilised for physical activity.
- Physical activity in Bradford green spaces.
- Embedding the Activity Alliance Talk to me Principles.
- Listening to the community needs.
- Communities leading the way.
- Successful peer mentor programme across the Bradford GOGA localities.
- Influencer’s word of mouth.
- Mix of physical and non-physical activity sessions.
- Connecting with new partners through Faith Centres and Mosques.
- Don’t assume older people want to do seated exercise, don’t assume ladies want to do yoga. If climbing and wrestling get them active make sure you are providing the right offer!
- Taster Sessions – provide visual sessions in an environment individuals are comfortable with.

What is Get Out Get Active (GOGA) Bradford

Launched in 2016, the Get Out Get Active (GOGA) programme, funded by Spirit of 2012, is providing opportunities to reach the UK’s very least active disabled and non-disabled people in fun and inclusive activities together.

GOGA Bradford has had a bigger impact than you know on the Bradford District. The sessions we have developed in collaboration with influential physical and none physical activity organisation's will carry on for years to come. We have provided truly inclusive sessions where it doesn’t matter about age, your ability or

the colour of your shoes, its just about enjoying yourself, having fun and letting yourself go!

We’ve learnt that physical activity isn't the most important reason for turning up to a session. Its about being social, expressing yourself, making friends and of course someone asking if you want extra milk in your tea or how your day was. That’s the real reason people come back time and time again.

GOGA has been a real learning curve for Bradford and Bradford Disability Sport and

Leisure (BDSL) all our coaches and volunteers have had some fantastic training from our national partners including Volunteering Matters and Disability Rights UK.

Feedback has included quotes such as

“I had never ran sessions for people with disabilities before, I was always too scared that I would do something wrong.....forget that now I have loved every minute, these groups are fantastic”

- Suzanne GOGA coach



GOGA achievements to date include:

- 1,527 people involved in GOGA activities.
- 26,939 attendances.
- 1,043 Women and Girls engaged through GOGA.
- 556 individuals were doing less than 10 minutes of exercise a week prior to GOGA.
- Disabled and non-disabled people active together.
- Sustainable programmes post 2019.
- 71 people trained.
- A change from a traditional sports development approach to a community led approach.
- An impact on the very least active individuals.
- A more inclusive Bradford



What’s next for GOGA in Bradford:

The legacy of GOGA Bradford will continue, there are still 17 sessions individuals can attend every week. The peer mentor programme will continue to provide support to the very least active.

The learning we have collected over the past 3 years is now infectious across our district and will continue to influence organisations and communities.

“We can only learn and change perceptions by real life experiences. Go out there, coach in an unfamiliar environment, attend a session even if it means just watching at first, don’t be afraid to integrate with people who aren't like you”

- Karla GOGA Bradford Lead

Get in touch and find out about opportunities available to you in your local area:

- ✉ Dawn.Treanor@bdsi.net
- 🏠 www.getoutgetactive.co.uk
- ☎ 07835766383

#GetOutGetActive

Talk to me principles to help drive participation

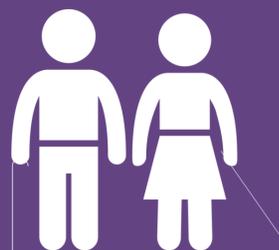
Drive awareness

1. Use the channels I already trust
2. Stay local to me



Engage the audience

3. See me as an individual
4. Talk to as many of my values as possible
5. Continue to fulfil my values in new ways



Offer support and reassurance

6. Reassure me I’m going to fit in
7. Make me feel I can do it
8. Make it easy for me to tell you my needs
9. Ensure my first experience is good
10. Encourage me through existing advocates

