# Get Out Get Active

## Project brief

Get Out Get Active (GOGA) is an exciting programme that supports disabled and non-disabled people to enjoy being active together. It is made possible by founding funder [Spirit of 2012](https://www.spiritof2012.org.uk/) and additional investment from [Sport England](https://www.sportengland.org/) and the [London Marathon Charitable Trust](https://www.lmct.org.uk/). All partners are focused on getting some of the UK’s least active people moving more through fun and inclusive activities.

GOGA goes far beyond increasing activity levels, it strengthens community spirit, increases confidence and improves mental health. The programme increases the demand for, and the accessibility of, activities. The success of which has been  tapping into people’s real life motivations and applying Activity Alliance’s [Talk to Me Principles](http://www.activityalliance.org.uk/how-we-help/research/1878-talk-to-me-october-2014) to get more people active.

GOGA phase one ran from 2016 – 2019 and phase two commenced in April 2020 and runs until 2023. In phase one, 18 locations across England, Scotland, Wales and Northern Ireland engaged an incredible 30,000 people.

Phase two will see GOGA in a further 21 locations and will look to:

* Use inclusive activity to pull young people in Haringey away from gang and knife crime culture.
* Tackle disconnection - supporting young trans people into active lifestyles in Liverpool.
* Focus on urban and rural family fun and fitness in Mid and East Antrim and Mid Ulster.
* Secure buy-in to a health based GOGA model in Tayside.
* Close the inactivity gap and making the most of the canal network in Wolverhampton.
* Overcome rural and coastal isolation and loneliness for older people in the Forest of Dean as well as in northern Lincolnshire.
* Reach home educated children and their families through outdoor activity across Wales.
* Work with health care professionals in Amber Valley and Bassetlaw to reach the most disadvantaged and inactive populations.
* Connect military and non-military populations in the most deprived areas of Wiltshire.
* Establish an approach to workforce development that will enable us to reach the very least active disabled and non-disabled people.

The GOGA programme will help us to understand what works best to get the least active into activity. . Also, how best to keep them active and engaged.

By 2023, GOGA phase 2 will have:

* Reached over 20,000 individual participants
* Engaged 1,200 volunteers to support programmes locally
* Supported 2,400 volunteers and paid staff through training

Beyond the immediate impact of GOGA, we have committed to support participants engaged in the programme to remain active for life. We will enable partners to provide a sustainable mainstream inclusive offer with learning from GOGA phase 1. We will further share our findings to inform future practice and investment.

## Contact information:

For further information, please visit [www.getoutgetactive.co.uk](http://www.getoutgetactive.co.uk) or contact the GOGA team at [goga@activityalliance.org.uk](mailto:goga@activityalliance.org.uk) or 01509 227750

