

# What next?

## A tactical approach to sustainability

To be a truly sustainable programme, Get Out Get Active (GOGA) needs to build upon learnings and embed them with current and future stakeholders to:

- Evidence sustained involvement. Over two thirds of participants interviewed at 6 months are still involved with GOGA, and all of these intended to continue for 12 months and beyond.
- Inspire participants to do other things. 69% of all respondents say they are doing more physical activity now (in addition to their GOGA activity) than when they started (28% are doing 'a lot more'). 91% of participants credit their increased activity to GOGA.
- We are finding that participants are gaining confidence attending our GOGA sessions. This is encouraging them to attend other activities they may not have tried before or were worried about attending. ■

GOGA lead at Lincolnshire's Royal British Legion sessions



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### 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 introduced the following sustainability objectives early on:**

### 1. Support individuals to remain active post-intervention

#### Approach:

1. Provide suitable activities.
2. Ensure people 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.

■ GOGA activities are just the first step of the journey from inactive to active. We have focused on forming friendships within the GOGA programme and encouraging people to find long term opportunities together. ■

**Karla, Bradford GOGA Lead**



#### Specific tactics:

- Consult and co-produce activities with the local community.
- Move beyond '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 and post activity.
- Create mechanisms for participants to connect socially beyond activity.
- Ensure activities are in 'safe spaces' and familiar environments.
- Support with continuous signposting (participants and volunteers).
- Establish a reward and recognition system (participants and volunteers).
- Recruit a relatable, social focused workforce.



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### 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.



■ GOGA provides the opportunity for our insight to be applied and tested locally. It is the only programme which enables us to grow our understanding of women with a lifelong health condition or impairment. The programme has prompted Women in Sport to reflect and review the accessibility of our work and in particular our communications and visibility of disabled women and girls. ■

**Emma Thompson O'Dowd, GOGA Lead Women in Sport**

■ A lot of the success in our work is attributable to being involved in the networks. Success would not have been achieved by just providing activities. ■

**Graham, Rochdale GOGA Lead**

■ As part of the GOGA project Your Leisure started to take a deeper look at the way in which it engages with customers, along with any improvements that could be embedded into the organisation. Those small positive changes or increased awareness can make the greatest difference to a customer's journey. ■

**Your Leisure (Thanet) board member**

#### Specific tactics:

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

### 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:

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

" The learning from the Get Out Get Active Programme and Talk to Me principles from Activity Alliance has played an integral part in helping influence and shape coaching practice, specifically when looking to engage the least active in society. "

**Craig Blain, Physical Activity Development Lead, UK Coaching**

#### Specific tactics:

- Encourage partners to think differently.
- Invest time in building relationships externally, identifying key audiences to influence, understanding evidence needed to do so and best approach.
- Increase understanding in 'what good looks like' in relation to inclusive delivery - support partners to get a baseline.
- Bring effective practice to life - 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 mistakes?
- Take the time to share resources developed and lessons learnt.

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### We continued to review and monitor sustainability objectives:

Every third quarter, partners were asked a series of questions to understand progress and future activity in support of the programme's sustainability objectives. Examples included: does your GOGA project...

- Encourage people to think more positively about being active?
- Involve local people (disabled and non-disabled people) in the design, management, and delivery of the project?
- Promote the value of inclusivity and diversity within partner organisations?

### We also stayed connected with GOGA

#### 2016-2019 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.
- GOGA 2016-2019 localities were identified to extend the impact and reach of their programmes locally whilst mentoring GOGA 2020-2023 localities.