

Get Out  
Get Active

Funded By



# Get Out Get Active Impact Report

March 2020 - September 2022

In partnership with

**wavehill**  
Social and economic research



**#GetOutGetActive**



# Contents



**GOGA - The What?**

**3**



**GOGA - The Places**

**4 - 5**



**GOGA - The People**

**6 - 9**



**GOGA - The Impact**

**10**



**GOGA - The Learning**

**11 - 12**



**The Future**

**13**

Document produced by the National GOGA team and Wavehill.





# GOGA - The What?

## Funded By



## Get Out Get active (GOGA) began in 2016 and is a programme created to bring disabled and non-disabled people together to be active.

Made possible by founding funder **Spirit of 2012** and additional investment from **Sport England** and **London Marathon Charitable Trust**, GOGA focuses on getting some of the UK's least active people moving through fun and inclusive activities.

GOGA is about much more than being active. It has become an approach, a way of making activities a place where disabled and non-disabled people can come together to be active. GOGA has influenced and encouraged organisations across the UK to do things differently when it comes to physical activity. It strengthens community spirit, increases confidence, and improves mental health.

### **GOGA has core ingredients that underpin the whole programme:**

- Reaching the very least active disabled and non-disabled people in “active recreation” through locality driven outreach, engagement and effective marketing.
- Supporting disabled and non-disabled people to be active together through genuinely inclusive environments.
- Focus on engaging people and developing workforce through use of Activity Alliance’s Talk to Me Ten Principles.
- Three types of sustainability:
  1. Individuals active for life
  2. Inclusive local system and practice
  3. Transferable learning

## Get Out Get Active



It is a powerful proposition to get so many more people out and active and we are proud to be leading on such a major investment. The programme has the potential to change how we encourage, enable and engage more people through active recreation.

**Barry Horne**  
Chief Executive  
Activity Alliance





# GOGA - The Places

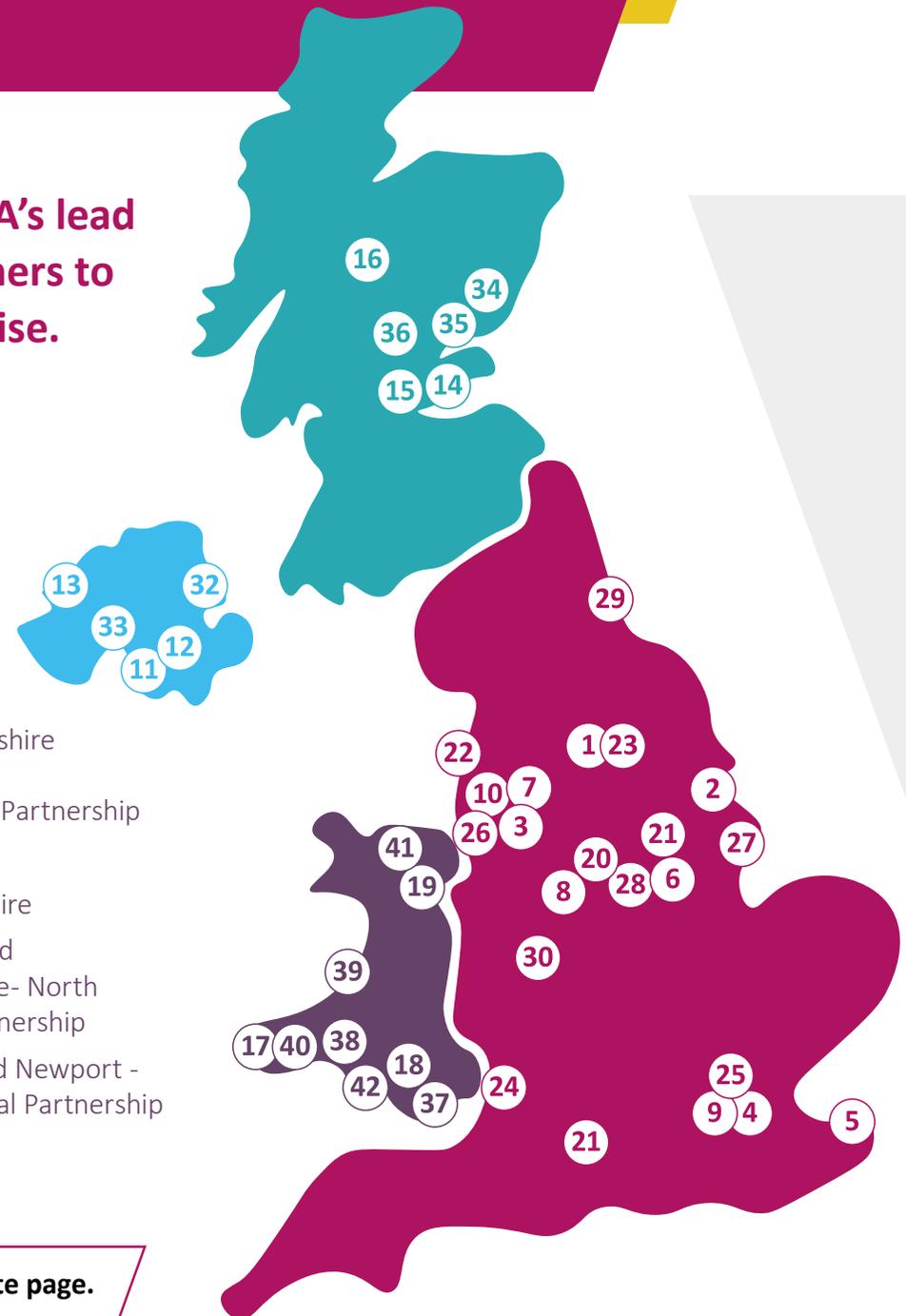
**GOGA has worked across 35 localities across the UK. GOGA's lead partner, Activity Alliance, teamed up with a range of partners to help reach more people through local and national expertise.**

### GOGA localities from 2016 to 2020:

- 1. Bradford
- 2. East Lindsey
- 3. Greater Manchester
- 4. Lambeth
- 5. Margate
- 6. Nottingham
- 7. Rochdale
- 8. Stoke-on-Trent
- 9. Wandsworth
- 10. Wigan
- 11. Armagh City
- 12. Banbridge and Craigavon
- 13. Derry City and Strabane
- 14. Fife
- 15. Forth Valley (covering Clackmannanshire, Falkirk and Stirling council areas)
- 16. Grampians (covering Aberdeen City, Aberdeenshire Council and Moray)
- 17. Pembrokeshire
- 18. Rhondda Cynon Taf
- 19. Wrexham

### GOGA localities from 2020 to 2023:

- 20. Amber Valley
- 21. Bassetlaw
- 22. Blackpool
- 23. Bradford
- 24. Forest of Dean
- 25. Haringey
- 26. Liverpool
- 27. North and North East Lincolnshire
- 28. Nottingham
- 29. Sunderland
- 30. Wolverhampton
- 31. Wiltshire
- 32. Mid and East Antrim
- 33. Mid Ulster
- 34. Angus - NHS Tayside
- 35. Dundee
- 36. Perth and Kinross
- 37. Cardiff
- 38. Carmarthenshire and Powys-West Wales Partnership
- 39. Ceredigion
- 40. Pembrokeshire
- 41. Flintshire and Denbighshire- North Central Partnership
- 42. Swansea and Newport - South Central Partnership and Conwy



**For GOGA impact, stats and learning visit the [Learn from Get Out Get Active website page](#).**

Each locality has a unique community of focus and approach to engaging those least active, these include:

-  Engagement with Faith based organisations & social prescribers.
-  Working with trusted deliverers to support young people at risk of crime /gang culture.
-  Reaching isolated communities through strong community partnerships.
-  Strengthening inclusive approaches to make activities LGBTQ+ friendly.
-  Getting families active through NHS pathways.
-  Working with skilled partners to get people with long term health conditions active.
-  Helping older people to gain friendships & fitness through tailored activities.





# GOGA - The People



## GOGA impact from 2016 to September 2022

**80,474**

Number of people reached

**27,198**

Individual participants

**3,350**

Volunteers

**3,241**

Activities/ interventions

**2,637**

Individuals engaged in training

## Impact from March 2020 to September 2022

**55,474**

Number of people reached

**5,943**

Individual participants

**571**

Volunteers

**614**

Activities/ interventions

**637**

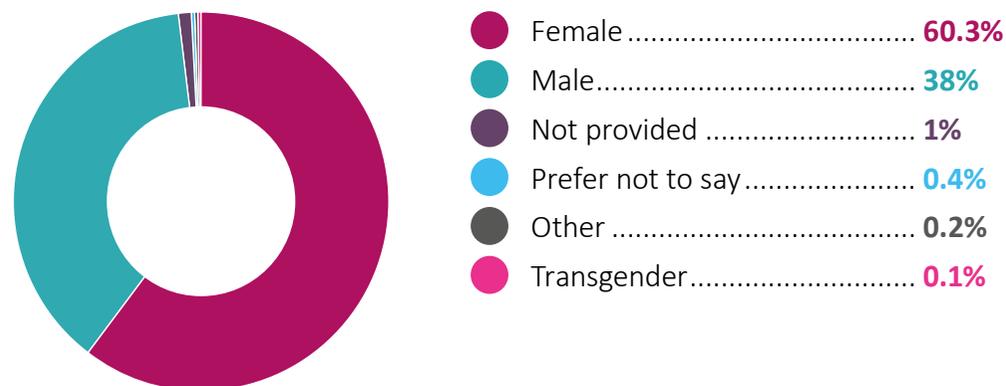
Individuals engaged in training



## Impact from March 2020 to September 2022

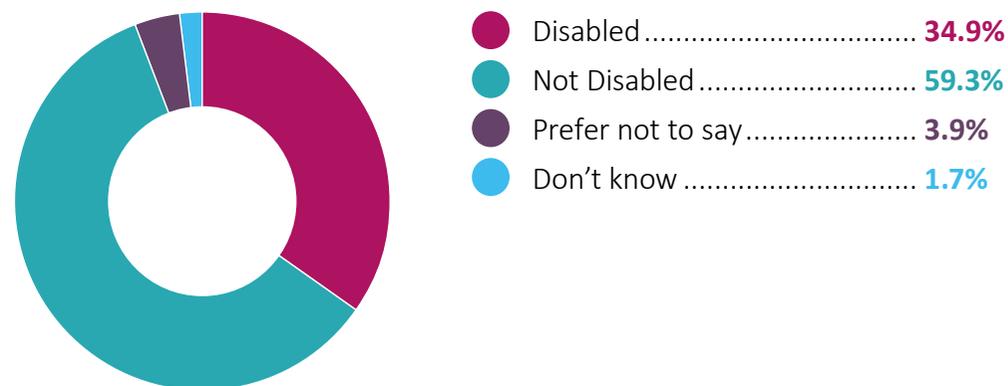
Of those individual participants from March 2020- September 2022

### GOGA by Gender



Focus on participation by Women and Girls by localities is demonstrated, 60% of participants identify themselves as female.

### GOGA by Disability / LTCH

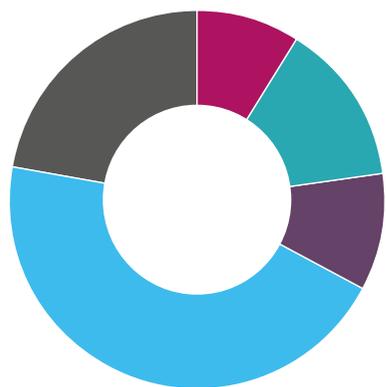


Over a third of participants identify they have a disability and/or a long-term health condition higher than UK average.



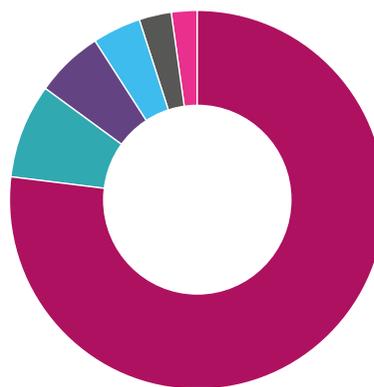


## GOGA by Age



Targeting of older age groups is demonstrated in participant age groups above.

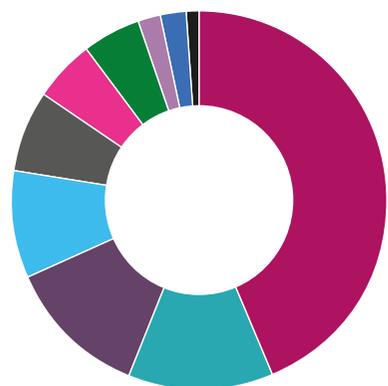
## GOGA by Ethnicity



Almost a quarter (23%, up from 20% in March 2022) of participants come from ethnically diverse communities, almost twice the UK average.

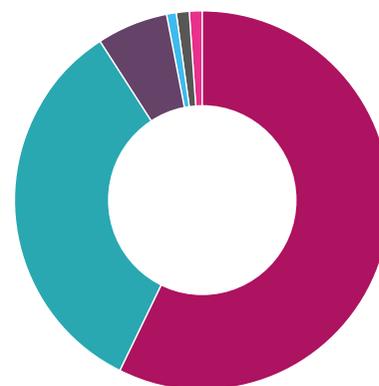
UK Average June 2022 12.9% from ethnically diverse communities.  
Source: Annual Population Survey.

## GOGA by Religion



Not specified .....	43%
Church of England .....	12%
No religion .....	12%
Protestant / Other Christian....	9%
Prefer not to say .....	7%
Roman Catholic .....	5%
Didn't know .....	5%
Muslim .....	2%
Sikh .....	2%
Other .....	1%

## GOGA by Sexuality



Not specified .....	58%
Heterosexual / straight.....	34%
Prefer not to say.....	6%
Gay man.....	1%
Bisexual.....	1%
Gay woman / lesbian .....	1%
Other .....	0%



## Gender

60% of GOGA participants identify themselves as female



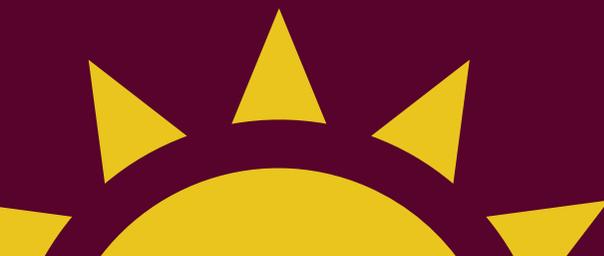
## Disability

Over a third of participants involved in GOGA have a disability and/or a long-term health condition higher than UK average.



## Ethnicity

Almost a quarter of participants come from ethnically diverse communities, almost twice the UK average.





# GOGA - The Impact

## Through GOGA we continue to...

### ✓ Reach the least active

#### We have continued to reach the least active disabled and non-disabled people.

- 1 in 3 of participants identify they have a disability and/or a long term health condition (LTHC).
- 1 in 5 of participants come from ethnically diverse communities.
- Average weekly activity levels are rising because of GOGA.
- “ I’ve got MS and never thought I’d be able to do GOGA, but I can, and I love it. I love the feeling of accomplishment I get afterwards. It’s given me more confidence to run on my own. ”  
**GOGA Wales**

### ✓ Improve wellbeing- physical and mental

#### GOGA has a positive impact on wellbeing.

- 37% participants said they felt a lot better about their life and future because of GOGA.
- “ My mood before I got involved in GOGA was slightly low, now I am back on track and a spring in my step. ” **GOGA Wolverhampton**

### ✓ Reduce isolation and improve community engagement

- Positive trends in community engagement/involvement.
- Participant rating of their confidence to participate in community activities is rising for all groups including disabled people.
- GOGA plays a wider role linking participants to others in their community.
- “ I don’t leave my flat that often, sometimes just once or twice a week, so to have this opportunity is amazing. It had a huge effect on my mental health being around horses. ” **GOGA Wiltshire**

### ✓ Positively change perceptions of disabled people

- Personal perceptions of disabled people have been enhanced and most suggest this has been down to their GOGA experience (active together).
- “ I think I’m more aware of disabilities and how difficult it can be for a disabled person. Through GOGA I’ve learnt more about disabilities and how disabled people can exercise and enjoy the sessions. ” **GOGA Tayside**

### ✓ Embed organisational improvement

- Organisations have changed the way they operate/practice because of GOGA.
- “ The learning from the project has changed how we approach consultation and co-production. I would say we are now approaching it in a more holistic way and trying different ways to reach all the community. ” **GOGA Haringey**



# GOGA - The Learning

## GOGA is an approach not just a programme

GOGA isn't a disability specific project. It's about getting everybody more active using the principles of inclusion. It provides a flexible and fearless approach to trying and testing new activities and approaches.

It provides the opportunity to extend partnership building and collaborative delivery. GOGA has inspired and supported change, supporting partners to embed new ways of working and informing practice beyond programme delivery.

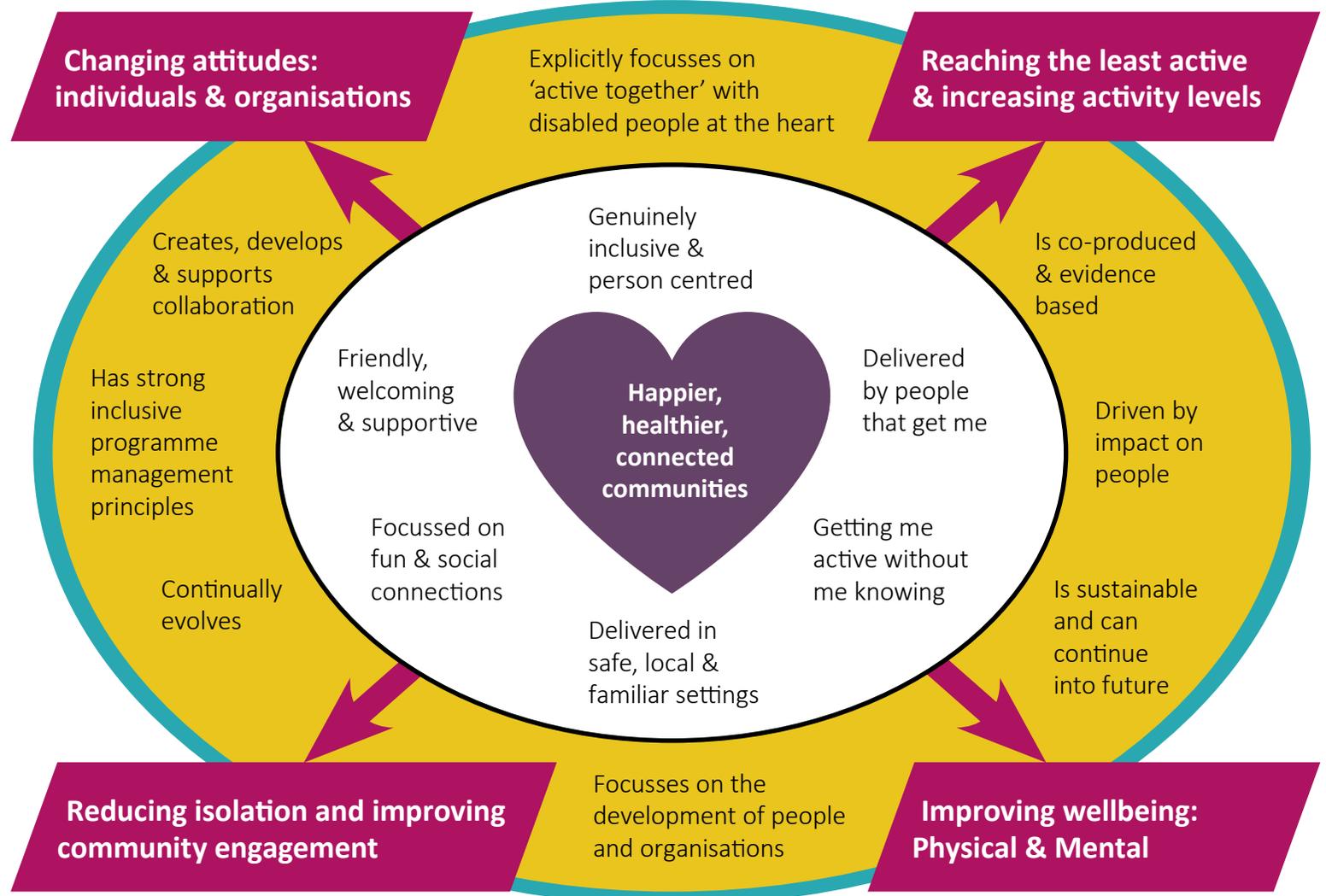
### Code:

**A participant experience that is...**

**An approach that...**

**Fundamental outcomes**

## Why GOGA works: The GOGA approach



## Effective monitoring and evaluation

### The evaluation by Wavehill aims to:

-  Better understand what works to get the very least active disabled and non-disabled people active together.
-  Build on evidence and learning.
-  Understand the combined impact of the GOGA approach.
-  Generate evidence to feed into future priorities and programmes to reach the very least active.
-  Understand how GOGA operates and how it can maximise investment and impact.



GOGA allows for genuine collaboration and community lead approaches to be at the forefront of long-term change. GOGA 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 Johnson**  
GOGA Project Manager in Kent



## Constantly evolving programme - Learning through COVID

The COVID-19 pandemic had a big impact on the activities our GOGA partners could provide. Across the country our partners rose to the challenge and continued to support disabled and non-disabled people to stay connected and keep active together.

“ I think that [Covid] changed the way we ran the project but probably for the better. Had to focus more on partnership and would have duplicated provision if we weren't forced to consult and map what was already out there. ” **GOGA Tayside**

“ The last 18 months have been extremely hard for a number of community groups and the provision of physical activity across the city and therefore having the resource and flexibility of the GOGA project to support activities to get back on their feet, or address gaps in provision or give capacity to new ideas and opportunities has been extremely invaluable. ” **GOGA Nottingham**



# The future

## GOGA will continue to:



Reach the least active disabled and non-disabled individuals.



Support GOGA partners (past and present) to embed and extend reach and impact of GOGA.



Increase and diversify the workforce.



Continue to tackle a range of inequalities experienced in the sport and physical activity sector using the GOGA approach.

For further information  
and GOGA learning visit the  
**Get Out Get Active website.**



#GetOutGetActive

## Get in touch to find out more about GOGA:



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[@GetActiveGOGA](https://twitter.com/GetActiveGOGA)



[www.getoutgetactive.co.uk](http://www.getoutgetactive.co.uk)

**Photo credits:** GOGA Sunderland (1), Live Active NI & DSNI (2), GOGA Blackpool (4, 6, 9), GOGA Wolverhampton (3), GOGA Bradford (8), Disability Sport Wales (5), Scottish Disability Sport (7).