



Led by
**activity
alliance**
disability
inclusion
sport



Get Out Get Active Impact Report

Supporting healthier, happier
and more active lives

March 2024

In partnership with

wavehill
Social and economic research



#GetOutGetActive



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Document produced by the National GOGA team and Wavehill.





The What?

Get Out Get Active



Get Out Get Active proves time and again how inclusive activity can benefit people across the UK in more ways than just becoming active. As the creator and lead partner it perfectly encapsulates ways to achieve our vision of fairness for disabled people in sport and activity.



By focussing on creative and innovative ways to engage people GOGA is leading the way. A flexible and fearless approach to trying and testing new activities has led to remarkable results.

The impact on individuals and communities has been incredibly rewarding to see. With local expertise thousands of the least active people in society have been given a chance to enjoy a happier and healthier life. GOGA uses activity for good and we can't underestimate the impact of the programme.

Adam Blaze, CEO of Activity Alliance



Launched in 2016, Get Out Get Active (GOGA) was created to bring disabled and non-disabled people together to be active. GOGA aims to get some of the UK's least active people moving more through fun and inclusive activities.



GOGA was made possible by founding funder Spirit of 2012 (£7.5 million) and additional investment in 2020 from Sport England and the London Marathon Foundation (£1 million each).



GOGA is led by Activity Alliance and supported by the Home Nation Disability Sport Organisations (Disability Sport Northern Ireland (DSNI), Disability Sport Wales (DSW) and Scottish Disability Sport (SDS)).

The GOGA objectives:



Reach the least active and increase activity levels.



Change attitudes of individuals and organisations.



Improve wellbeing: Physical and mental.



Develop the right workforce to support truly inclusive delivery.



Reduce isolation and improve community engagement.



The What?



As the founding and principle funder of Get Out Get Active, Spirit's largest funded project, we are delighted to share the impact of the programme.



GOGA has enabled thousands of people, young and old, disabled and non-disabled, to be active together across the UK - focusing on reaching those with the highest barriers to taking part.

This report shows that GOGA has had a demonstrable impact on the wellbeing and sustaining participation in physical activity for people in communities across the UK. It should be a call to action for others in the physical activity sector or wanting reduce health inequalities to learn from GOGA's signature person-centred approach in all future programmes that set out to tackle inactivity.

I want to thank the team at Activity Alliance and Wavehill and all those that delivered the programme across the UK for delivering this to the people that need it most.

Ruth Hollis

Chief Executive at Spirit of 2012



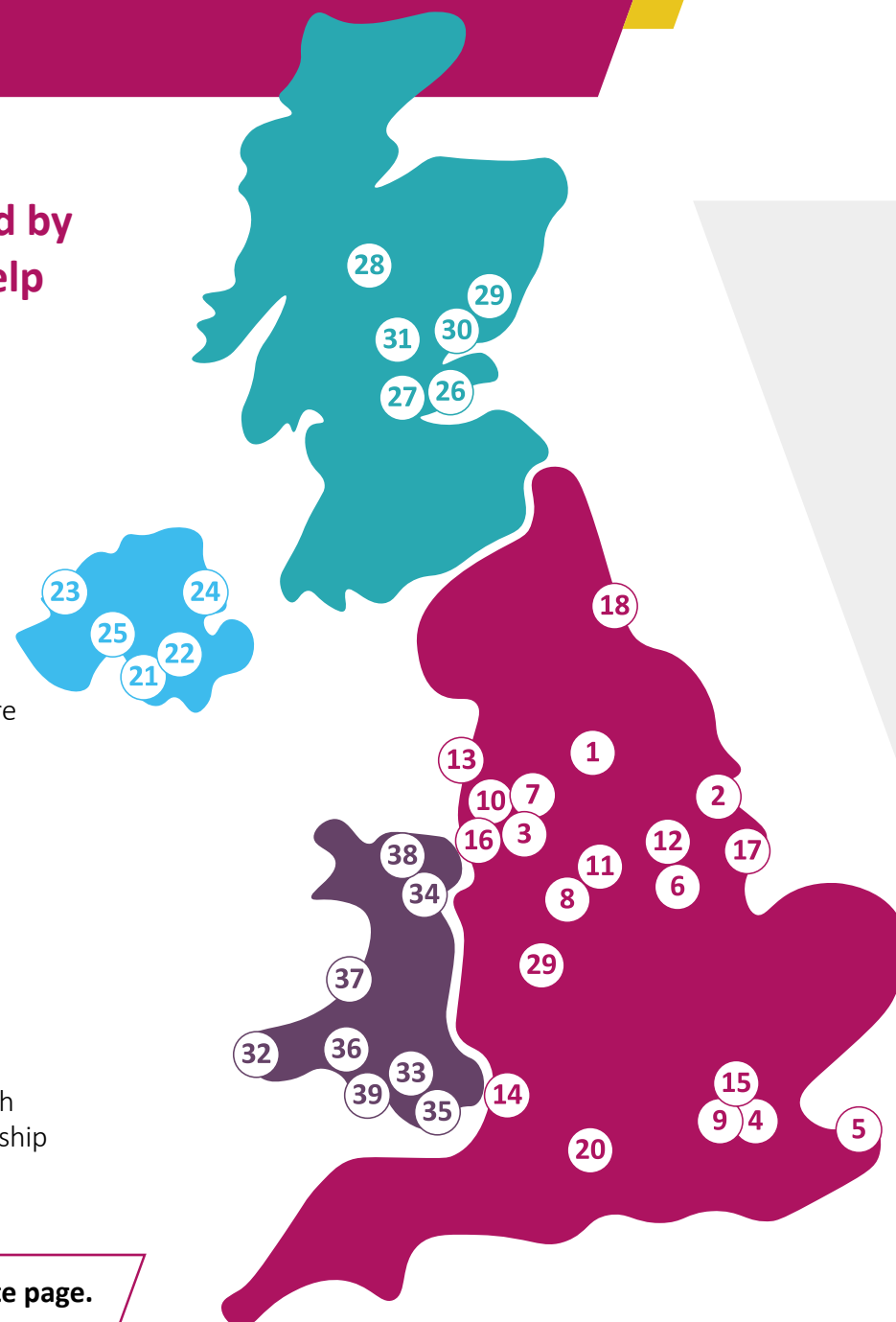


The Places

GOGA has worked in 39 localities across the UK. GOGA, led by Activity Alliance, teamed up with a range of partners to help reach more people through local and national expertise.

GOGA localities:

- | | | | |
|-----------------------|---------------------------------------|--|---|
| 1. Bradford | 14. Gloucestershire | 26. Fife | 32. Pembrokeshire |
| 2. East Lindsey | 15. Haringey | 27. Forth Valley (covering Clackmannanshire, Falkirk and Stirling council areas) | 33. Rhondda Cynon Taf |
| 3. Greater Manchester | 16. Liverpool | 28. Grampians (covering Aberdeen City, Aberdeenshire Council and Moray) | 34. Wrexham |
| 4. Lambeth | 17. North and North East Lincolnshire | 29. Angus - NHS Tayside | 35. Cardiff |
| 5. Margate | 18. Sunderland | 30. Dundee | 36. Carmarthenshire and Powys - West Wales Partnership |
| 6. Nottingham | 19. Wolverhampton | 31. Perth and Kinross | 37. Ceredigion |
| 7. Rochdale | 20. Wiltshire | | 38. Flintshire and Denbighshire - North Central Partnership |
| 8. Stoke-on-Trent | 21. Armagh City | | 39. Swansea and Newport - South Central Partnership and Conwy |
| 9. Wandsworth | 22. Banbridge and Craigavon | | |
| 10. Wigan | 23. Derry City and Strabane | | |
| 11. Amber Valley | 24. Mid and East Antrim | | |
| 12. Bassetlaw | 25. Mid Ulster | | |
| 13. Blackpool | | | |



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



The People

GOGA impact from
April 2016 to Dec 2023



160,692*

Of whom 57,030 are
unique individuals

35,771

Individual
participants

4,118

Volunteers

3,331

Activities and
interventions

3,565

Individuals engaged
in training



Impact from April 2020 to December 2023

GOGA Impact April 2020 to December 2023

136,521* **14,516** **931** **1,565**

Number of people reached of whom 47,730 are unique individuals

Individual participants

Activities and interventions

Individuals engaged in training

Participants



Focus on female participants and older (50+) age groups has meant they dominate all participants.



Levels of participation by disabled people (35%), those from ethnically diverse communities (21%), and LGBTQ+ groups (6%) exceed the proportion in the UK population.

*Number represents headcount data and could include duplicate people.

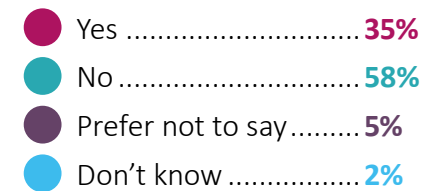
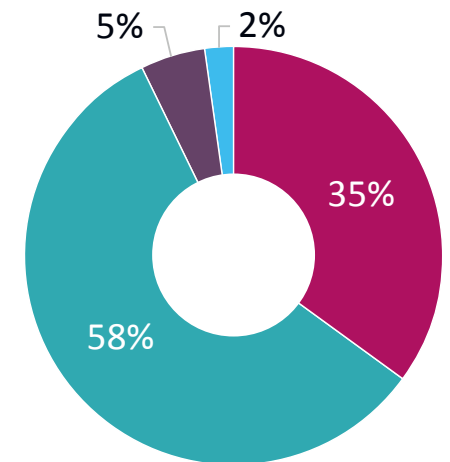
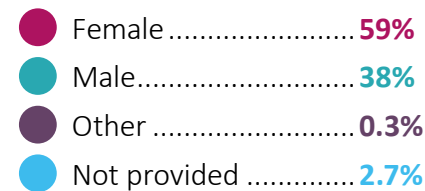
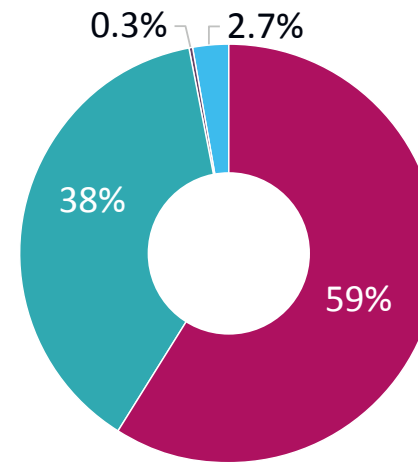
Participants by Gender

(N=12,179)

Participants by Disability

(N=12,460)

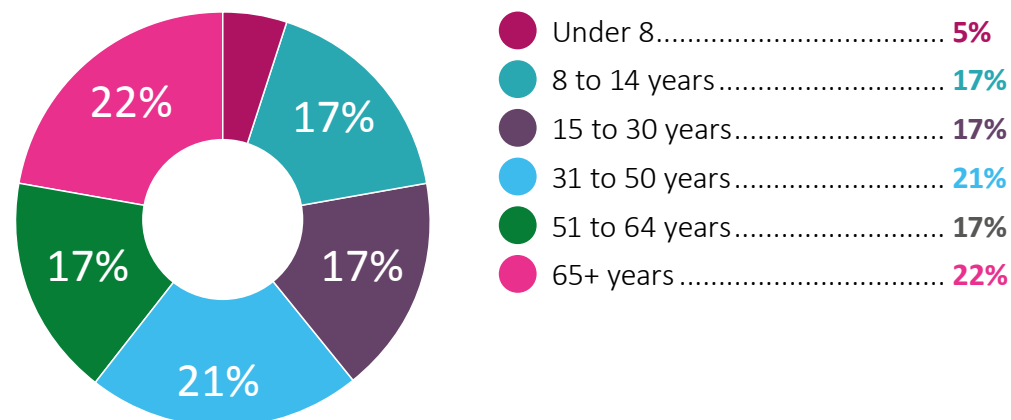
All information from this point shows data collected from April 2020 to December 2023.



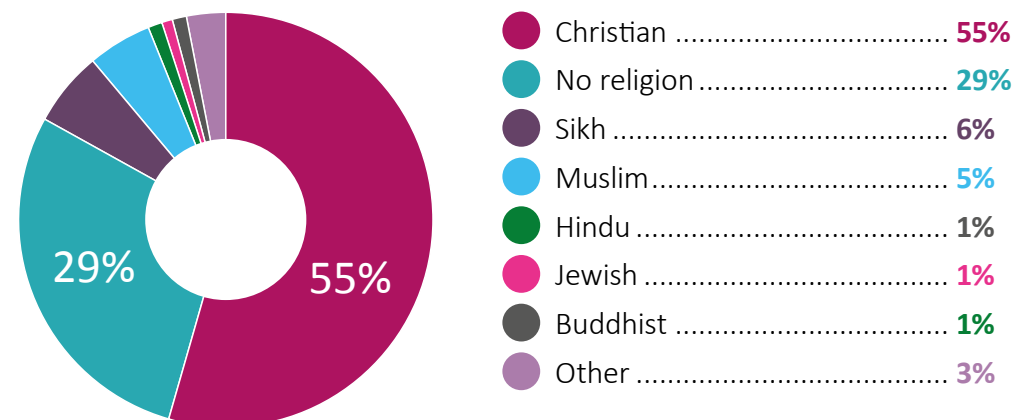
Targeted approaches have been successful at engaging the right participants.

% Disabled in UK, Sept 2023 24.9%.
Source: Annual Population Survey.

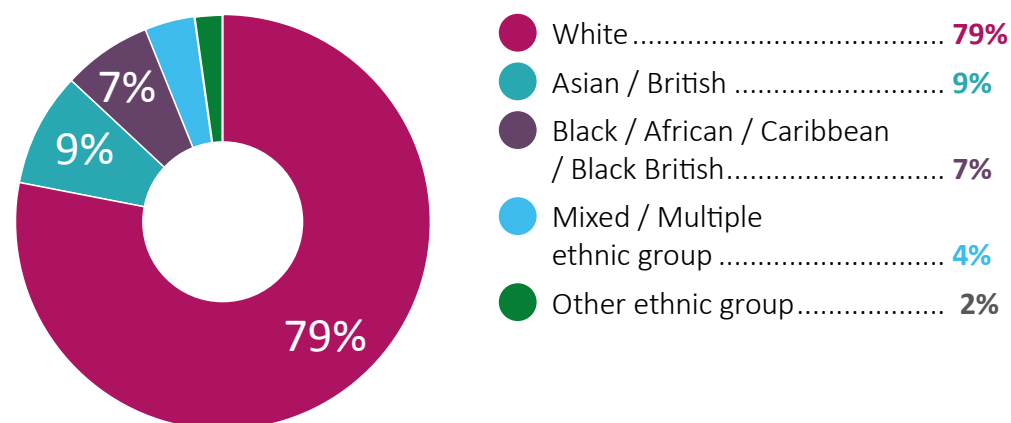
Participants by Age (N=12,007)



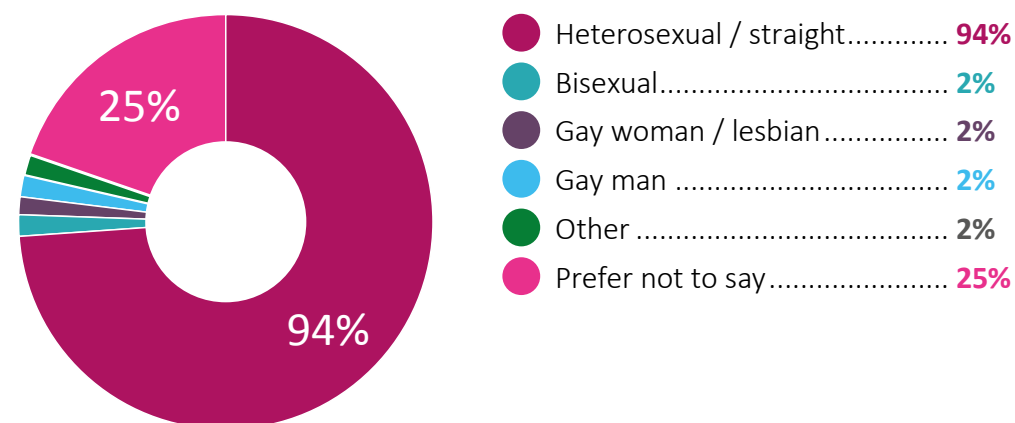
Participants by Religion (N=5,191)



Participants by Ethnicity (N=11,613)



Participants by Sexuality (N=3,864)



% from ethnically diverse communities in UK, Sept 2023 14%.
Source: Annual Population Survey.

GOGA takes a different approach with its workforce so that those delivering activities are 'people that get me' as well as 'people like me'. GOGA recognises formal and informal volunteers as being key to supporting people to be active as well as coaches and deliverers.

Volunteers



Less diverse than participants but levels of volunteering by those from ethnically diverse communities (18%), and LGBTQ+ groups (8%) still exceed the proportion in the population.

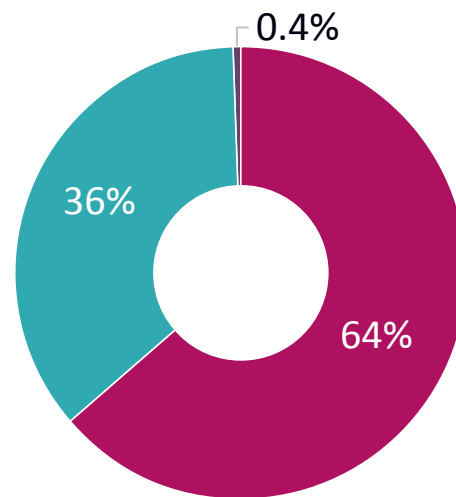


Proportion of disabled volunteers (24%) mirrors national trends.



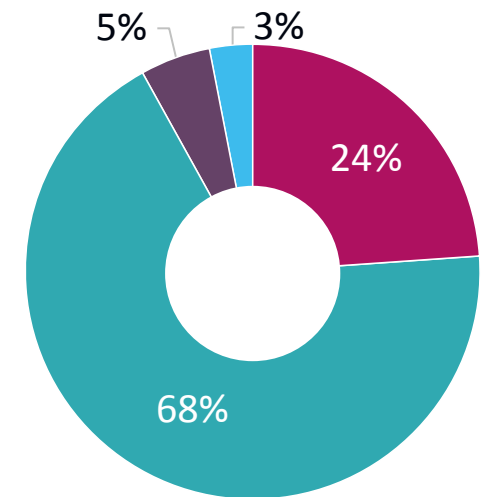
Female and 50+ volunteers dominate.

Volunteers by Gender (N=669)



Female 64%
Male 36%
Other 0.4%

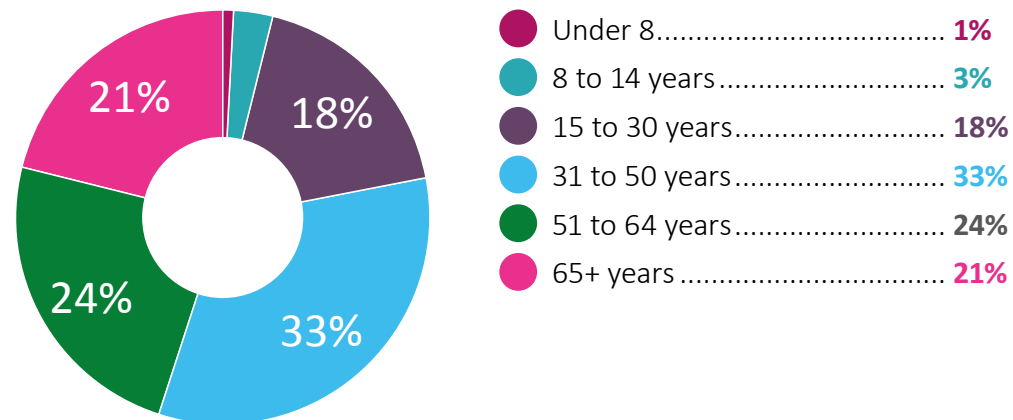
Volunteers by Disability (N=673)



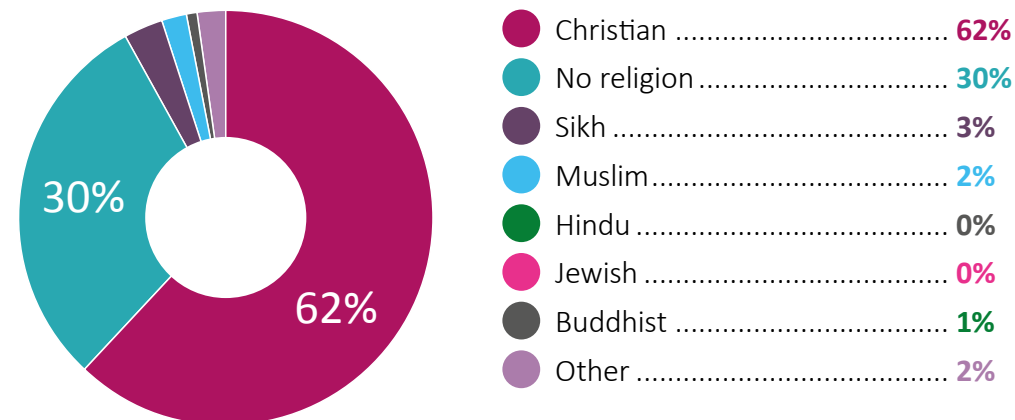
Yes 24%
No 68%
Prefer not to say 5%
Don't know 3%

UK Average Sept 2023 24.9%.
Source: Annual Population Survey.

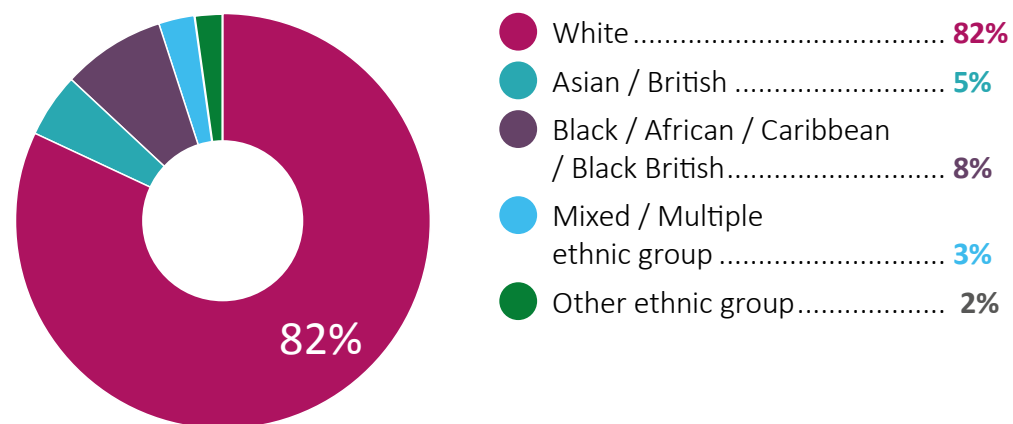
Volunteers by Age (N=654)



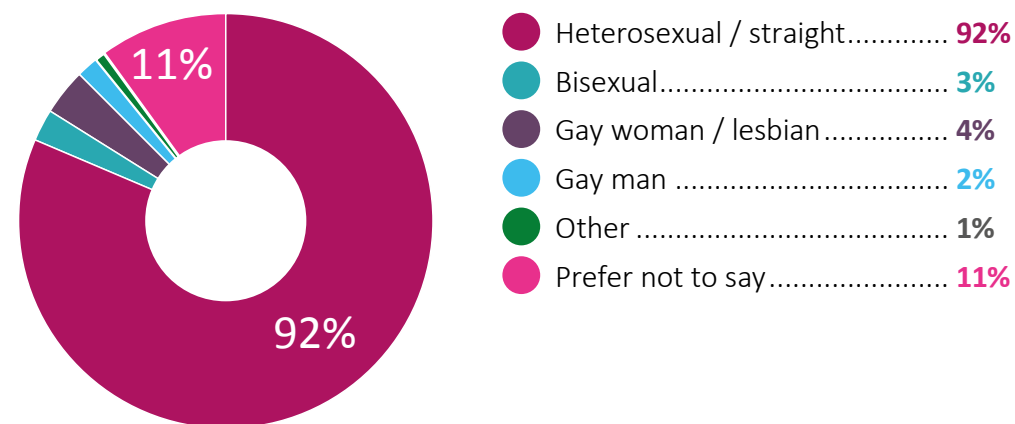
Volunteers by Religion (N=436)



Volunteers by Ethnicity (N=650)



Volunteers by Sexuality (N=392)





The Impact



On average **4 in 10** (44%) are physically inactive when joining GOGA.



GOGA has supported **8 in 10** (78%) to do more physical activity.



7 in 10 (74%) have continued to be active and maintained their activity levels outside of the GOGA programme.



8 in 10 (81%) state improvements in their mental well-being after taking part in GOGA activities.



6 in 10 (60%) are now more connected within their community.



GOGA leads by example with a representative workforce. Almost **3 in 10** (28%) volunteers have a disability.



For every £1 invested, GOGA has delivered £4.60 in social, environmental, and economic value.





The Learning

wavehill

Social and economic research

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 to be active together.



Capture ongoing evidence and learning to refine and adapt approaches.



Understand the combined impact of the GOGA approach.



Generate evidence to support future priorities and programmes to reach the very least active.



Understand how GOGA operates and how it can maximise its investment and impact.

GOGA is a constantly evolving programme...

Throughout the programme Wavehill have used quantitative and qualitative data collection in what is known as a mixed method approach to capture impact and learning:

- **Tier 1:** Basic information on all participants, volunteers, providers and delivery models.
- **Tier 2a:** Baseline surveys, interviews on sample of participants, volunteers, providers and delivery models.
- **Tier 2b-2d:** Update information from sample (6, 12 and 24 months).
- **Tier 3:** Case studies and Ripple Effect Mapping.



We have been working with Wavehill since the start of GOGA in 2016. This relationship has helped us to embed evaluation processes from the very beginning of the programme and demonstrate the true impact of our work across the UK. GOGA is more than a programme, it is an approach that teaches us and organisations to adapt, listen and learn.

Helen Derby

Strategic Lead Programmes
Activity Alliance

GOGA has become much more than an activity programme. It is an approach to helping organisations and communities, across the UK, to support the least active disabled and non-disabled people in activity.

It provides a flexible and fearless approach to trying and testing new activities. GOGA has inspired and supported change, supporting partners to embed new ways of working and informing practice beyond programme delivery.

Reaching and engaging with the least active

The approach:



Partner outreach: Working with organisations that have direct reach to target groups has been key. Examples include faith centres, housing associations, social care organisations.



Expert links: Charities or other condition specific groups, social prescribing link workers, discharge and rehabilitation staff offer referral options and insight on gaps in delivery or support needs.



Building connection: Building relationships with potential participants and partners is crucial for understanding their needs and working together to create solutions.



Consultation and co-production: Dedicate time and resources to fully understand needs, barriers / solutions. Delivery leads with lived experience and passion for the cause can offer key support.



Tailored activities: Offer a variety of options for activities and involve participants in shaping what comes next by giving them opportunities to try things out.

Key lessons learnt / advice for others:



Look wide, engage wider: Broadening engagement approaches through partners (schools, non-sport community organisations, targeted community groups, social prescribers) is critical.



Share control: Meaningful partnership working is key, especially with grassroots organisations that are embedded in the targeted communities.



Activity should be secondary: Instead of focusing on getting people active, emphasise the social benefits such as combating isolation. Take an approach where activity is integrated into socialisation, rather than being the main focus.



Invest time in understanding needs: Be proactive in understanding needs through new approaches and informal conversations (over tea and cake!). Create a non-judgemental environment where people feel comfortable sharing their experiences about current activity levels and barriers. Many people who are least active have had poor previous experiences in activity settings in the past.

Active together-genuinely inclusive delivery

The approach:



Engaging local expertise: Working with organisations in targeted communities, providing them with training to deliver truly inclusive activity to engage disabled and non-disabled people.



Social prescribing links and public health networks: Useful as they can supply intelligence about gaps that GOGA could fill to bring disabled and non-disabled people together.



Inclusive advertising is key: Market activities as mixed ability, show inclusivity through marketing activities specifically as 'open to all' backed up by accessible facilities. Marketing GOGA through other partners as 'word of mouth' referrals can be effective.



Offer taster sessions or free try outs: Providing opportunities for people to try out activities for free helps build confidence and shows that activities are inclusive.



Focus on intergenerational activity: Creating activities that cater to different age groups, including those with caring responsibilities, can help promote inclusivity. Offering sessions for families providing respite care can also attract people who are less active.



Key lessons learnt / advice for others:



Reshape commissioning / procurement practice: Using 'Active Together' principles when commissioning or procuring work helps to show any potential providers your commitment to inclusive delivery. And makes your expectations clear that any content delivered should have that at its heart.



Link to other external campaigns: Partnering with other health and wellbeing initiatives that may not initially focus on physical activity can help extend the reach of the programme. Integrating GOGA into existing campaigns or events can further embed inclusivity in the local offer and can make sure Active Together becomes a cornerstone of delivery.



Use inclusive approaches to advertising: Making videos so people can see what the sessions are like and how 'Active Together' is delivered. Also rebranding session names from e.g. Swimclusive to Swim for health. Using targeted inclusive marketing with relevant images.

Recruiting and developing the workforce

The approach:



Changed recruitment practice:

Working with community organisations helped identify the right inclusive coaches / delivery staff and volunteers but careful targeting was required. Using their existing volunteers to support delivery has proved to be particularly helpful.



Changed skills and competency focus:

A key focus in recruitment decisions has been focusing on making a connection with participants. This means finding staff who understand and embody the values of the GOGA approach, which isn't always common among traditional sports coaches.



Widened support availability:

Working with health partners has helped to identify individuals to provide additional staff resource or support for delivery engagement with participants. This can also provide more support for participants.



Key lessons learnt / advice for others:



Lived experience matters: Community group volunteers with lived experience of the challenges faced by target groups are incredibly valuable. Project participants have been a valuable source too, providing a staff resource with a deep understanding of needs and overcoming barriers.



Supportive roles are essential: Roles like gatekeeper and ambassador are key to support participant onboarding and retention. Designating staff to perform these roles is important to sustain participation and encourage participants to bring others to sessions.



Training is key: Training, especially in the use of Activity Alliance's Ten Talk to Me Principles and components of the GOGA approach, is essential. It's also important to ensure staff can effectively communicate these messages, particularly when engaging with health partners. Providing inclusivity training to all staff in community settings and delivery venues ensures consistency and sustained participation from targeted groups.



The Activities

GOGA engages people in physical activity through creative and innovative ways.

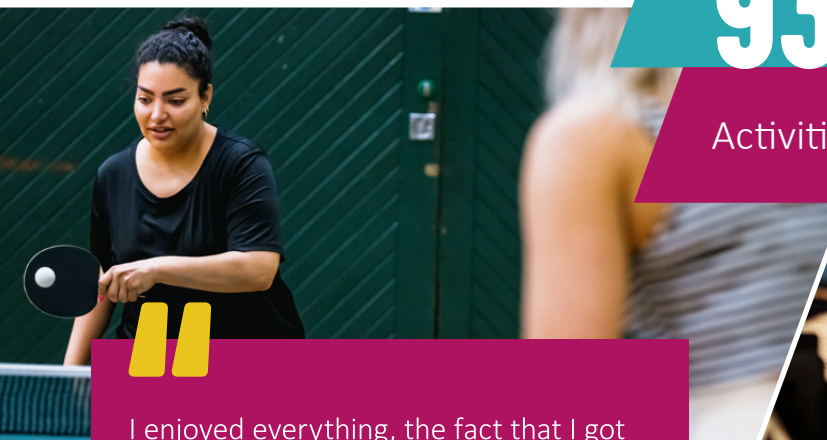
The GOGA partners are listening to people and the community to provide a mix of activities instead of falling back on old styles of delivery.

931

Activities and interventions

I enjoyed everything, the fact that I got the opportunity to do it again (exercise), when you are in these situations you sometimes feel as if you are on your own and are left to do what you can, it's not until I found the GOGA sessions, it shows you are not alone, it's quite liberating.

GOGA participant
Sunderland



Over 90% of participants said that they had experienced key aspects of the GOGA approach to a great extent. Showing that key principles of GOGA were being implemented through delivery. This shows how key GOGA approach principles are central to delivery of successful participant experiences helping to sustain participation.



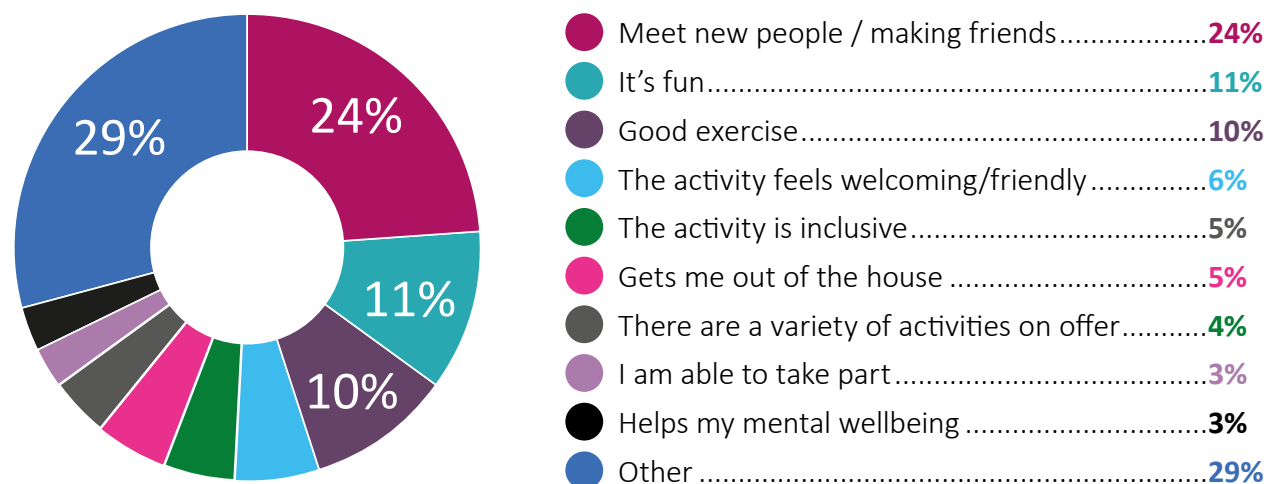
The venue is perfect, very accessible and great facilities. We enjoy using the session as it's a good way to keep in touch with friends and make new ones. We enjoy having a cuppa and a chat whilst doing a bit of knitting and taking part in some of the activities on offer.

GOGA participant

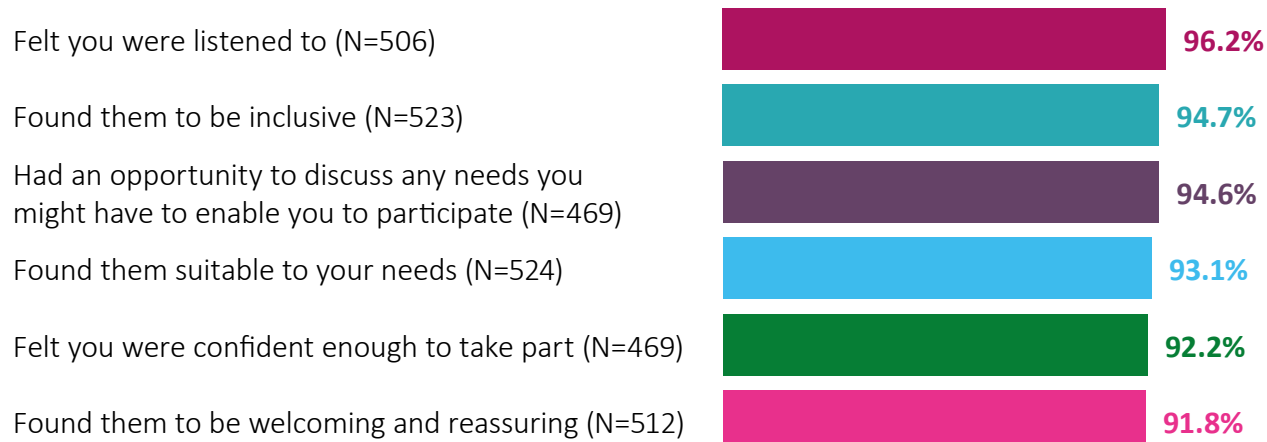
Amber Valley



Participants experience of GOGA activities – they most like...



For participants, the GOGA Approach is evidenced in their project experiences





The Sustainability

GOGA in Action has been created for all partners involved GOGA to showcase their continuing work using the GOGA approach. Through GOGA in Action our partners will continue to champion the core principles of the GOGA programme and share further delivery, impact and insight to inform the practice of others.



GOGA will continue to:

- Support individuals to remain active post intervention.
- Influence organisations and partners to embed new ways of inclusive working.
- Provide good quality transferable learning on how to reach the least active disabled and non-disabled people and support them to be active together.

How has GOGA achieved this?

- **Partnership engagement:** New delivery models have been developed through GOGA.
- **Funding:** Over £3.7 million of additional funding has been secured by GOGA projects.
- **Strategy:** Alignment with local strategies creating shared agendas.
- **Inclusive delivery:** Embedding inclusive delivery across service provision.
- **Community engagement:** Using groups / participants to support participation and sustainability.

It has been a real privilege for Sport England to have been involved with GOGA since 2020 and to see the programme make a tangible difference to inactive people's lives. Our Uniting the Movement strategy has made a bold commitment to work in places of greatest need to tackle inactivity levels, and using the GOGA approach has helped find innovative local approaches to engaging disabled and non-disabled people in activity.

Lindsay Games

Strategic Lead Disability & Equality (Interim) at Sport England

Our mission is to provide funding to inspire, increase and champion participation and diversity in physical activity, and our funding partnership with GOGA over the past three years has been important in helping us support more inclusive activities in communities across the UK. Through GOGA's collaborative and co-produced approach, thousands of disabled and non-disabled people have been able to participate in activity in a way that's accessible and meaningful to them – creating sustainable and long-lasting pathways into physical activity for those who are least active. We've been proud to support GOGA's inclusive approach to physical activity and are excited to share their learnings with the wider sector.

Beth Roberts

Funding Manager (Partnerships & Development) at the London Marathon Foundation



Thank You

With thanks to funders, locality lead partners, and other associated partners.



Amber Valley
Borough Council

Bassetlaw



Blackpool Council
ACTIVE BLACKPOOL



ACTIVE
HUMBER



Nottingham
City Council



FOUNDATION
OF LIGHT
THE WORLD AT YOUR FEET

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Get Out
Get Active

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Get in touch to find out more about GOGA:



0808 175 6991



goga@activityalliance.org.uk



@GetActiveGOGA



www.getoutgetactive.co.uk

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

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