



Get Out Get Active (GOGA) Spirit of 2012



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ACRONYMS

DSNI	Disability Sport Northern Ireland
DSW	Disability Sport Wales
EFDS	English Federation of Disability Sport
GOGA	Get Out and Get Active
SDS	Scottish Disability Sport

EXECUTIVE SUMMARY

Context

Get Out Get Active (GOGA) is a UK wide programme, designed to support the least active disabled and non-disabled people to be active together through fun and inclusive recreational activities. The English Federation of Disability Sport (EFDS) was granted £4.5 million by Spirit of 2012 (Spirit) over a four-year period, from 2016 to 2020, to deliver GOGA activities in 18 localities through a consortium of national partners and local partners. A key aim of GOGA is to encourage 40% of participants to sustain increased activity levels beyond the GOGA sessions.

Methodology

Primary data was collected for this case study during two project visits within the Manchester locality. One-to-one interviews took place with 25 stakeholders and participants. This case study was developed as GOGA approached the end of the first six months of delivery.

Findings

The GOGA programme has started well and is making expected progress with localities developing at different rates. The exception to this is Wales, where there were delays in starting due to broader changes within Sport Wales. Data submitted in the quarterly report shows that in the first quarter of delivery, 89% of all locality milestones were either fully or partially met.

A distinctive feature of GOGA is partnership working, which is a credit to strong coordination from the centre. The co-creation of the monitoring and evaluation framework during the start-up phase is likely to have supported this process and is a model that should be shared with other Spirit grantees.

National and local partners understand the significant role of volunteering for the GOGA programme and report that the GOGA approach has already resulted in adaptations to how projects are run in their wider organisations. Local partners have made updates to original volunteer targets, as they have gained a more realistic idea of how the volunteer aspects of their projects will function. This demonstrates the flexible approach of GOGA and commitments to learning 'on the job'.

Qualitative evidence suggests that the Manchester-based volunteers have already gained significant benefit from volunteering for GOGA. Outcomes around confidence building, preparing for employability and entering into the workplace were reported. Other outcomes include increased sense of wellbeing and being more present in the local community.

In Manchester, disabled participants are already relatively active, with most participating in several activities outside of GOGA. The same is true of the children and young people at Howl Bridge. Conversely, parents and carers targeted by the projects are less active and report that participating in activities has had a positive impact on their activity levels and wellbeing.

Recommendations

- Continue to focus efforts on reaching the least active and document learning.
- Support locality partners to deliver activities that meet inclusivity requirements.
- Support local partners with marketing and communication efforts and identify areas of good practice, which could be organised in a toolkit.



1. CONTEXT

Spirit of 2012 ('Spirit') is a charitable Trust established in 2013 to build on the positive impact of the London 2012 Olympic and Paralympic games. Endowed with £47 million from the Big Lottery Fund, Spirit aims to use national and local events across the UK as catalysts to inspire social change. Spirit encourages participation in sport, art and cultural activities and builds on the positive impact of the London 2012 Paralympic Games to challenge negative perceptions of disability and to promote social action, with a particular focus on motivating young people.

This case study is part of Spirit's External Evaluation. It aims to identify the main outcomes and impacts achieved by the Spirit-funded projects between the years of 2014 and 2017 and, where possible, determine a grantee's individual contribution towards those goals.

1.1 Description of the Project

Get Out Get Active (henceforth GOGA) is a UK wide programme, designed to support the least active disabled and non-disabled people to be active together through fun and inclusive recreational activities. GOGA is run by English Federation of Disability Sport (henceforth EFDS), which heads a consortium of the national disability sport partners. EFDS received a £4.5 million grant from Spirit in April 2016 to deliver a four-year programme until March 2020 with at least three years of activities, running between 1st October 2016 to September 2019. GOGA activities take place in 18 localities across the nations through a consortium of 18 local partners, (see Annex 1 for a list of locality areas).

Spirit funds projects that enable people to be 'Creative', 'Active' or 'Connected'. GOGA is part of Spirit's 'Active' portfolio. There are four main strands to GOGA that are incorporated into all activities, the first is to engage with the **least active** people in communities across the UK. The second is to support **disabled and non-disabled people to participate in activities together**. The third is to use **new and refreshing approaches** that engage sedentary audiences and encourage them to become active. The final strand is to use EFDS' ten **Talk to Me Principles** to guide GOGA in all aspects of delivery. These principles result from research with disabled people, which explored what helps to make activities more appealing and accessible. The GOGA programme will test these 10 principles and use learning to understand what works in getting people to be more active. These four strands are seen as the 'key ingredients' and defining features of a GOGA activity.



Figure 1: Project Timeline

1.2 Programme Outcomes

The Spirit funding to GOGA is intended to deliver the following specific objectives:

- **Objective 1:** A more active society: Engage over 16,500 inactive disabled and non-disabled people into community-led inclusive active recreation opportunities, at least 40% of whom will remain active.
- **Objective 2:** More volunteers: Recruit, train and involve 2,000 volunteers. Deliver improved confidence and competence for volunteers, peer mentors or those providing more inclusive opportunities for physical activity through 500 training sessions.
- **Objective 3:** Inclusive delivery: Deliver over 30,000 sessions through 550 different activities.
- **Objective 4:** Improve perceptions and understanding: Challenge and improve perceptions and understanding of disabled people through co-production and sharing of best practice and learning to influence the practice of others.

These objectives are mapped to five Spirit outcome areas:

- **Engaging volunteers:** More people volunteer and engage in their community.
- **Challenging the Perceptions of Disability and Empowering Disabled People:** Positive change in the perception of disabled people in communities.
- **Building Partnerships:** Increased collaboration between organisations leads to greater cohesion and alignment resulting in them doing better and more.

- **Social Connectedness:** People feel more engaged in their local community and have a true sense of pride in the contribution they make to it.
- **Wellbeing:** People's personal wellbeing increases through participation.

1.3 Focus of the Case Study

The initial phase of GOGA (April to October 2016) focused on setting up the grant and the achievement of the milestones related to this. The official launch for project activity took place on 1st October 2016, with staggered launch plans across the 18 localities. At the time of this evaluation, all localities, with the exception of Wales, reported some level of activity, ranging from launch events, recruitment of peer mentors, workshops and activity delivery, to name a few.

Outcomes data will be collected via evaluation baseline and follow-up surveys, coordinated by Wavehill, but is not yet available. This case study has, therefore, focused on the start-up stage of GOGA and aims to identify formative learning, particularly in the areas of reaching the least active people, inclusivity and partnership working. This case study highlights emerging outcomes from the Manchester GOGA locality, with a focus on activities in Rochdale and Wigan.

1.4 Broader Context

EFDS research¹ indicated that 68% of disabled people would rather be active in an inclusive setting, and this is instrumental to the GOGA approach. This involves activities previously marketed primarily at disabled people, as well as activities previously marketed primarily at non-disabled people, both being made more inclusive, something that made EFDS stand out from other bidders that focused solely on the latter. There is also an emphasis on ensuring that existing activity offers are attractive, and new opportunities are only developed to meet specific demand. EFDS view the Spirit grant as a precious opportunity to shape a programme that tests the inclusivity proposition in real life settings.

GOGA is working towards a sustainable and transferable model that centres around three core questions:

1. Will the 18 localities continue to embrace activities beyond GOGA?
2. Will 16,500 GOGA participants continue to be active?
3. What learning will be transferable to other programmes?

To this end, GOGA has positioned itself as a strategic learning partner and has already demonstrated this through the co-creation of the GOGA evaluation framework, which aims to capture outcome evidence throughout the lifetime of the grant.

1. <http://www.efds.co.uk/how-we-help/research/1873-disabled-peoples-lifestyle-report-september-2013>



3. MECHANISM

This section will describe how GOGA connects local partners and local people, through GOGA partners. The delivery structure for the programme is outlined below.

2.1 Delivery Structure

GOGA works through 11 national partners, overseen by a steering group of five partners that include the four-home nation Disability Sport Organisations: Disability Sport Northern Ireland (DSNI); Disability Sport Wales (DSW); Scottish Disability Sport (SDS) and; the EFDS, as well as Volunteering Matters. Activities are delivered in localities across the nations through a consortium of 18 local partners. This model serves to tap into the in-depth local knowledge of the partners and fully embed the activities in the local contexts. GOGA activities are determined by the partners and each locality has a steering group made up of local partners.

2.2 Manchester Locality

Greater Sport Manchester, the County Sport Partnership, is the lead organisation for the locality. GOGA in Manchester covers Rochdale, Wigan and Greater Manchester local councils. Each local authority has chosen to focus on a different participant target group: Rochdale engages with people 19+ years and above; Wigan focuses on children and young people and; Greater Manchester delivers activities to families. All local councils aim to work with inactive groups, rather than getting currently active participants to be more active.

The overall financial value of GOGA in Manchester is £300,697, and each of the boroughs have been allocated up to £81,667 across the three years. The Manchester locality aims to engage 1,530 participants, with the ambitious target of 80% sustaining activities 6+ months after the initial intervention in Manchester City and Rochdale (the overall GOGA target is 40%). They also aim to recruit 352 volunteers to support participation in activities (Table 1).

Table 1. Manchester Locality Targets (Source: GOGA Action Plans)

	Manchester City Council	Rochdale Borough Council	Wigan Council
Total GOGA funding	£81,667	£81,667	£81,667
Total Participants	540	450	540
Total Throughput	17,630	47,409	17,630
% Retention Rate	80	80	40
Number Retained	432	360	216
Cost per participant	£151	£181	£151
Cost per Engagement	£5	£2	£5
Number of Volunteers	126	100	126
Participants per volunteer	4	5	4
Number Trained	180	160	180
GOGA Trained Staff per Participant	3	3	3

Rochdale

Rochdale activities focus on offers to adults of 19+ years; this group was selected because there is 'a sharp drop off' of activities for people once they reach adulthood. The project works with people with profound disabilities and high support needs, such as people in long-term care support with degenerative conditions, as well as people that have low support needs, such as veterans. The GOGA funding supports six activities: swimming, athletics, multi-activities, trampolining and cycling (the focus of this case study). Some activities started before the official GOGA launch.

Rochdale Wheels for All (cycling) is a popular session, which attracts approximately 90 participants (disabled people and their support workers), on a Wednesday morning. Due to the popularity of this session, a second session is being delivered on a Friday to relieve the pressure on staff and bike equipment. The Friday session attracts around 40 people (disabled people and their support workers). Project staff go through a support plan with participants and their carers.

Wigan

GOGA in Wigan is creating new, inclusive opportunities in addition to influencing existing activities. New opportunities include a weekly adventure play and climbing session at Howl Bridge Leisure Centre and multi-sport activities working through Wigan Youth Zone that engage young disabled and non-disabled people and their families. Influence on existing activities sees improving the reach and delivery of inclusive opportunities through USGirls, Community Dance, Active Later Life and Active Choices.



2.3 Programme Processes and Challenges

Recruitment of some local authorities and ensuring that all localities are up and running has been a challenge, particularly in the three Welsh localities, where changes to the broader *Sport Wales* context have impacted start times. It will be important to ensure that late starters are able to deliver their planned activities without over-running at the end, which could impact on evaluation processes.

An identified potential challenge cited by a strategic partner is the number of localities and the prospect that funding has been spread thinly, which could pose a challenge when evidencing if GOGA is having the community and individual impact that it desires. EDFs and Spirit continue to monitor this.

A risk for GOGA is that partners view GOGA as another stream of funding, particularly for existing activities that have previously focused on adapted sports opportunities for disabled people. These partners will need to shift focus from a dedicated to inclusive approach. This evaluation found that partners at all levels understand that GOGA exists to test these principles of inclusion, with the objective to learn what works.

Challenges cited at the locality level included concerns from Rochdale about the monitoring forms, which are considered too complex for people with learning disabilities and often have to be completed by a support worker, who may not possess the necessary level of knowledge about their client. The GOGA coordination is sensitive to such challenges, and particularly to the fact that partners are often delivering multiple projects with low funding revenues. GOGA continues to work with the external evaluation partner and Spirit to address issues as they arise and this has included assessing classifications around essential data versus 'nice to have' data, in conjunction with Spirit.

3. METHODOLOGY

3.1 Data Collection

Primary data was collected during two project visits (Rochdale Wheels for All and the adventure and climbing activity at Howl Bridge leisure centre, Wigan). These projects were selected jointly by EFDS and Wavehill because the activities have been running longer than most GOGA activities.

One-to-one interviews took place with 25 respondents (a list of interviewees can be found in Annex 2). Twelve interviews were with programme stakeholders and 13 with project participants, eight of which were with carers of other participants.

Documents relating to the start-up phase of GOGA, quarterly reports and the external evaluation were studied as background material. Data pertaining to delivery was obtained from the year 1, third quarter report submitted to Spirit. Information was brought together to discuss the context in which GOGA works, the mechanisms or projects it implements and how these contribute to targeted outcomes.

3.2 Limitations

This case study should not be seen as an organisational evaluation of GOGA. Rather, it is an in-depth study of selected Manchester-based initiatives implemented by GOGA, funded by Spirit. Views expressed by respondents are not necessarily representative of other participants of the programme.

As mentioned in section 1.3, at the time of this case study, GOGA had just reached the end of the first six months of delivery, with only one quarterly report containing participant data and no outcome data. Therefore, quantitative and qualitative evidence from the quarterly reports and primary interviews contributed to this case study. This case study offers an insight into formative learning from the first six months of the programme. GOGA's evaluation framework is designed to capture specific data against individual outcomes, with a planned baseline and post six-month survey of a sample of participants, providers and activities.

Time and opportunity limited the number of project specific outcomes that it was possible to collect data against. For GOGA's contribution to some of the Spirit outcomes, particularly those related to social connectedness, it was deemed too early to collect data about wider community level impact. The case study looks at a selection of programme outcomes and will present wellbeing and social connectedness within volunteering, disability and partnership sections.

The session at Howl Bridge was relatively short, with approximately an hour to complete data collection. Additionally, the environment of the leisure centre was challenging to conduct interviews and young participants were reluctant to leave the activities to speak with the evaluator. Some participants had limited communication due to their learning disability and the environment was uncondusive to use the specialist evaluation material prepared. In these cases, the evaluator spoke with the parents on behalf of the young people. The parents were also participants of the session.

4. FINDINGS

4.1 Engaging Volunteers

Volunteers are recruited to facilitate, support and encourage participation in GOGA recreational activities (Annex 3 shows the outcomes pathway for this specific thematic area). The volunteers who contributed to this evaluation are fully committed to their work and volunteering has prepared them for future employment opportunities, including entering into employment (**‘Volunteers have enhanced life and employability skills’** outcome indicator). It is also apparent that the ethos of volunteering is embedded and valued within the GOGA structure by partners. Due to the small numbers of interviews and the unavailability of outcome data, it is not possible, or appropriate at this stage, to draw deeper conclusions. However, the experience of the Manchester-based volunteers indicates that the project has started well and that, over time, it is likely that longer-term outcomes are on track to be achieved (**‘more people volunteer and engage in their community’** and **‘role models inspire others to do more and better’**).

The volunteering element of GOGA is coordinated by the national partner, Volunteering Matters, which supports the England-based locality partners to coordinate their volunteering activities, as well as coordinate good practice sharing across the volunteering partners from each of the home nations.

Programme level challenges, highlighted by several interviewees, relate to the coordination of volunteering partners across the home nations and the process of establishing a common understanding of methods to support local partners. Some stakeholders noted the potential risk that each of the four volunteering entities could produce their own outputs, leading to duplication. However, interviewees also reported that learning between national partners is taking place, resulting in an improved understanding of partners’ specialist areas. The production of the volunteering toolkit (coordinated by Volunteering Matters) will likely help to unify work, but this is an area that the GOGA central team should continue to monitor and support.

The available latest quarterly report at the time of writing (Y1, Q3) provides figures for the first three months of delivery and shows the number of volunteers involved in activities (Table 2). The GOGA programme seems to be mostly on track for Q1, with some attention needed to meet the training sessions target.

Table 2. Year 1, Third Quarter, Volunteer Delivery Data

Key Performance Indicator (KPI)	Target for Programme	Target for Year 1	Actual to Date
Total number of volunteers involved	2,300	350	88 (25% of the total)
Total number of training sessions (delivered by Volunteering Matters)	500	80	6* (16% of the total)
Total number of people trained (by Volunteering Matters)	4,500	1000	41* (22% of the total)

*Source Volunteering Matters 14/2/17 to 25/4/17. This data does not include training sessions run by localities.

In England, the volunteer management audit has been conducted by Volunteering Matters, data from which has helped to establish bespoke support plans to locality partners.² A rolling programme of training workshops is underway, with six workshops delivered between February and April 2017 (Table 2). This process will vary across the nations.

As delivery has progressed, locality partners have a more realistic idea about their volunteer workforces, resulting in a need to review volunteer KPIs. For example, Northern Ireland set a target of working with 400 volunteers across two localities but since programme set-up, it is looking to reduce this quite significantly to ensure more in-depth engagement and a sustainable model of development for the two localities. The adjustments are still to be confirmed with the Programme Lead and Spirit, but demonstrate an example of the learning programme that GOGA strives to be and a reflection of strong communication between partners and GOGA.

Initial challenges were experienced with some locality partners that have limited experience of working with volunteers and the perception that volunteers can be a drain on resources. However, GOGA has already been successful in enhancing partners' understanding of the value of volunteering, as well as solidifying understanding that a rigorous recruitment process, quality training and support is an important investment for both the volunteers themselves and the long-term sustainability of GOGA and getting people active.

“ It has sharpened our focus in terms of how we support volunteers in the long term and not just for GOGA, it has made us think about other projects as well. ”

NATIONAL PARTNER

“ Of all the projects we have been involved in, this one has had the biggest focus on volunteering and although we've always valued volunteering, we have a better understanding of how important it is and a more in-depth and sophisticated understanding of how to recruit volunteers and keep them motivated. ”

NATIONAL PARTNER

“ For other projects, we have used a traditional model, employing part-time coaches or funding short-term roles and supporting them with a volunteer. This is the first time we are saying we need a long-term volunteer plan, and establishing volunteers from the beginning is a refreshing approach. ”

NATIONAL PARTNER

² Two consultancies have been completed (Bradford and Manchester) and four consultancies are on-going (Wigan x2, Stoke, Thanet)

The Manchester projects are still establishing their volunteer activities. It is worth noting though that while working with volunteers is not new to these localities, or indeed to any of the national partners that contributed to this case study, the GOGA approach has introduced new elements, such as mentoring and community champion roles and opportunities to take part in behind-the-scenes activities, for example, marketing (although no evidence was available of this for this case study). This will, ultimately, facilitate the sustainability of the projects and support individuals to develop new skills that can be used in the wider community.

This case study interviewed two volunteers: a regular volunteer linked to Wheels for All and a volunteer on their second assignment at Howe Bridge. Both felt supported by GOGA and enjoyed working in an inclusive environment and learning about how to make activities inclusive. The volunteers clearly enjoyed their work and spoke about the positive impact that it was having on their confidence and wellbeing (contributing to the outcome indicator of **'people's personal wellbeing increases through participation'**).

“ I wouldn't have been able to do this six weeks ago. I never used to do stuff like this, I would have just avoided it. I feel better about myself. ”

(VOLUNTEER, HOWL BRIDGE)

The altruistic attitudes of the volunteers were having a positive effect on the volunteer's wellbeing, which was a motivational factor for their work.

“ The other things that you are worried about go to the back of your mind. Some people are having a worse time than you and you can help them to come out of themselves. ”

VOLUNTEER (WHEELS FOR ALL)

“ Getting out and about and helping people that need your help, that's what I enjoy about it. ”

VOLUNTEER (WHEELS FOR ALL)

Both volunteers recognised the potential and value in themselves and viewed volunteering as an opportunity to gain skills and explore employability options. While it is not possible to draw conclusions about the wider impact of GOGA on the lives of volunteers, it was apparent that volunteering for GOGA had contributed to the 'Enhancement of life and employability skills' (outcome indicator) for the two volunteers. One volunteer has obtained a part-time job as a cleaner, and felt that his volunteering experience was instrumental in him being offered the job. The other volunteer plans to use his volunteering experience to obtain an apprenticeship.

Case Study: Neil, Rochdale Wheels for All Volunteer

Neil, has experienced depression for several years, which he attributes to a series of tragic events in his life. Living with depression has meant he often finds it difficult to leave home.

Neil's volunteering journey began when he met Graeme, the Disability Programme Manager for Link4Life, at an event called Big Games on the estate where he lives. Graeme was there to run an accessible bikes session and invited Neil to join in. Neil contemplated walking away but due to Graeme's open manner, Neil overcame his personal fear of bikes and joined in. Neil had no previous experience of working with disabled people but was inspired by his experience and went on to volunteer on a multisport programme that included trampolining and Sunsport, a holiday activity programme providing a high level of support for young individuals with learning disabilities. During a Sunsport session, Neil witnessed the transformation of a participant, which left a lasting impression. The young participant, who usually sat on his own in a corner, was encouraged to join in with drama and singing activities, which gave him a voice for the first time. It was this that opened Neil's mind to the possibilities of volunteering and inspired him to continue to contribute to his community.

Encouraged by his volunteering experience, Neil studied for a Sports Leader Award, which covered disability coaching and adapting activities to be inclusive: 'Like I always say, I'm no expert, but I just enjoy doing it'. Volunteering provided Neil with a new perspective on life and a reason to leave the house. In Neil's own words:

"If you aren't interacting, you get a bit scared. I didn't know it but everyone fears something. But if you fear it, you should face it head on because the more you keep doing it, the less you are going to fear it, but I'm not saying it gets easier. If you had seen me before I started volunteering, I was a mess, I didn't really take care of my appearance. I was overweight, I was always down and depressed, I was an alcoholic that's how far I got, I was that depressed all the time. I've ended up getting a job out of it [volunteering]. It's 20 hours a week, I'm only a cleaner but I can still do what I enjoy more [volunteering], it's what keeps me going. I am having fun while I'm doing it. If you can make someone else have a good time and put a smile on their face, that's more than money can buy, that's what I like about it."

Volunteering and getting 'out and about' in his community has enabled Neil to come out of the 'other side'. Family and friends have commented on Neil's transformation and Neil feels like things are continuing to get better. During the Sports Leader Award course, Neil was recognised for his volunteering efforts and has been nominated for an award, which he is very proud about.

Commentary

Neil could easily be described as a role model for volunteering, with his experiences typifying Spirit's Engaging Volunteers pathway. Neil's experience demonstrates how a clearly defined volunteering opportunity pitched at the right time can put in motion a chain of events that can move an individual from isolation and adversity to being proud of their volunteer identity, receiving recognition and awards, becoming increasingly involved in running activities, understanding their personal potential and contributing to their community, whilst gaining skills and qualifications that lead into paid employment and a vastly improved sense of self and wellbeing. Neil's volunteering experience has enabled him to make new friends, challenge himself and find a purpose.

4.2 Disability

Central to GOGA is supporting disabled and non-disabled people to be active together. This will lead them to challenge people's perceptions of disabled people (including their self-perceptions) and ensure that individuals, communities and society as a whole is more inclusive and positive (Annex 4 shows the outcomes pathway for this specific thematic area). This section will concentrate on evidence related to inactivity and inclusivity, which are considered to be key GOGA ingredients.

Qualitative data gathered for this case study shows that most disabled participants were already active before joining the GOGA activities. Even so, evidence demonstrates that these participants have experienced positive outcomes through participating. An unexpected finding was that most carers and family members were less active prior to participating in GOGA. They were more accustomed to taking their client/family member to other activities and observing rather than taking part, which consumed time that may have otherwise been used for recreation.

GOGA exceeded its participant and activity targets after the first six months of delivery (Table 3).

Table 3. Year 1, Third Quarter, Participant/Activity Delivery Data

KPI	Target for Programme	Target for Year 1	Actual to Date (source: Y1 Q3 report)
Total number of individual participants	16,500	2,100	2,613
Total number of activities delivered	550	100	134
Total number of sessions held	30,000	1,850	-
Total number of attendances at activities	400,000	35,000	-
Total number of events held	100	25	-
Total number of people attending events	12,000	2,700	-

Inactive people are encouraged and enabled to become more active

Seven of the ten disabled participants interviewed at Wheels for All reported that they were involved in other activities outside of the cycling. All six of the younger disabled participants at Howl bridge reported reasonable activity levels, with five attending Rebound Therapy (trampolining), where they had heard about the climbing and adventure session. The case study is unable to make a judgement if disabled participants meet activity levels according to Chief Medical Office activity guidelines³ but, in general, participants cannot be considered to be the least active. Conversely, the carers and parents at both sessions were considerably less active, with several reporting the session they were attending was a main source of activity.

3. For adults, 30 minutes or more of moderate intensity on at least 5 days a week. For children 60 minutes or more of moderate intensity each day (<https://www.gov.uk/government/publications/uk-physical-activity-guidelines>).

“ It’s definitely impacted on my activity levels, I don’t do much. The first few times I came I never joined in. My colleague made me do it and I enjoy doing it now. It’s probably done me good. ”

CARER (WHEELS FOR ALL)

Both case studies highlight the importance of the first experience attending an activity and demonstrate how support and reassurance are vital; this is embodied in the Talk to me Principles. For Enid (case study, page 21), seeing photographs of the bikes and then being accompanied by the Stroke group was pivotal. For Neil (case study, page 15), two aspects were key for his volunteering exploration: First, the activity taking place on his own estate and, second; the openness and friendliness of the facilitator that enabled him to get over personal fears and get involved.

“ Perhaps wouldn’t have come without encouragement from the stroke group. ”

PARTICIPANT (WHEELS FOR ALL)

Evidence suggests that local partners are doing well at thinking beyond the actual activities to ensure inclusive environments. LINK4LIFE, which runs Wheels for All, has focused efforts on supporting a welcoming atmosphere for participants accessing the session, as well as wider activities. This has involved establishing an access policy and training for public venue staff (including facilities managers through to cleaning staff) to build awareness of disability and break down the ‘fear’ about working with disabled people.

“ I don’t want us to be reactive, I want us to be proactive. ”

LOCAL PARTNER

“ The staff are great, they know him. ”

CARER OF MAN WITH AUTISM
(WHEELS FOR ALL)

Additionally, both sessions allow for a range of abilities and consider how activities can be optimally attractive, ranging from marketing around socialising rather than physical activity and turning off loud background music (Howl Bridge) to a welcoming space for a cup of tea (Wheels for All).

Participants emphasised their enjoyment of taking part in the activities and being active.

““ They absolutely love it, it’s somewhere to burn off all their energy. ””

CARE WORKER FOR THREE DISABLED PARTICIPANTS (WHEELS FOR ALL)

““ I like to go on the trampolining zone and also you get to go on the climbing, which, when you get to the top, it feels amazing. I sometimes get to the top. ””

BOY 10 YEARS WITH AUTISM (HOWL BRIDGE)

““ It gets him out for a few hours, he enjoys it and we keep on coming. ””

FATHER OF DISABLED SON (WHEELS FOR ALL)

““ Before this I tried a few things but being in the gym and lifting weights bored me silly. I enjoy the competitive part of it, the cycling does tick 99% of the boxes. ””

PARTICIPANT (WHEELS FOR ALL)

The enjoyment of participating in activities was highly visible at both settings. Parents and carers spoke about how participants with limited verbal capabilities demonstrated their enjoyment by banging their hands together, amongst other gestures.

As well as increased activity levels, the sessions provided parents and carers with the welcomed opportunity to socialise with others. This was especially true for parents at the Howl Bridge session, who unanimously referenced the support and friendship they have gained from being part of the group, which extended to meeting up outside of the session. For the disabled participants, friendship was also an important feature:

““ He is going into year 4 and he still doesn’t have a friend at school, the fact that I see a glimmer of that here, is great. ””

MOTHER OF 8-YEAR-OLD SON WITH HIGH FUNCTIONING AUTISM
(HOWL BRIDGE)



A common theme among participants was the development of confidence, which was referenced in conjunction with being active:

“ When it comes to the wall climbing, he has built up his core strength and he has gained his confidence and he is climbing higher. He benefits in all sorts of ways, from a physical health point, from a confidence, social, he is with his friends. ”

MOTHER OF 14-YEAR-OLD WITH DOWN SYNDROME
AND AUTISTIC TRAITS (HOWL BRIDGE)

“ It took him weeks and weeks when we first came, we use to walk round with him and now he has got on that bike. His mum and dad are so pleased. ”

CARER OF DISABLED MAN (WHEELS FOR ALL)

Inclusivity

The Howl bridge session is designed to encourage siblings and friends to attend. Interviewees welcomed the opportunity for their families to participate together. One parent spoke about her son's reaction to his father attending the event for the first time along with his brother:

“ He actually signed my family is here and gave us all a hug and that was just lovely because it was like he really appreciated we were doing something as a family. ”

MOTHER OF 13-YEAR-OLD WITH DOWN'S SYNDROME (HOWL BRIDGE)

While participants at Howl bridge appreciated the family aspect (four of the six participants interviewed were attending with siblings), it was not apparent that everyone viewed the session as intrinsically inclusive, instead, appreciating the session as a dedicated activity for their children. Three parents, whose children attend mainstream school, referred to Howl Bridge as refreshing, as it provides the opportunity for their children to be themselves without the concern that their play is ‘appropriate’.

““ Even though they should be around other kids, it doesn’t always work. It can push their confidence down. Here, I’ve not seen anyone judging, it’s all about encouragement. ””

MOTHER TO 14-YEAR-OLD SON ON THE AUTISM SPECTRUM (HOWL BRIDGE)

““ I know you want to be inclusive but the reality of it is, some children aren’t very kind. ””

MOTHER OF 13-YEAR-OLD WITH DOWN SYNDROME (HOWL BRIDGE)

There are already hints that the session could explore other routes to increase inclusivity, with one family previously bringing a neighbour so that they play with their child in an equal environment and interest from other children:

““ A little girl came over from the skate track and she was watching the kids she was so interested in them. I thought maybe next time I see her, I’ll ask if she wants to climb with them because we want people to see our children not as different but just children and be interested in who they are. ””

MOTHER OF 13-YEAR-OLD WITH DOWN’S SYNDROME (HOWL BRIDGE)

Parents and carers appreciated the ‘stress free’ environment where their children can be ‘themselves’ with ‘likeminded’ peers, without concern that their children were viewed as ‘different’.

““ In other clubs, you get these parents who sit in chair reading a magazine, like a sloth, slouching in the chair chilling out and then there’s me like a meerkat, can’t take my eye off my child because he could be escaping or doing something I don’t want him to do. Here, I can be the sloth. ””

MOTHER OF 8-YEAR-OLD SON WITH HIGH FUNCTIONING AUTISM (HOWL BRIDGE)

Case Study: The Participant and their Carer, Rochdale Wheels for All

Enid hasn't been able to move her legs since she had a stroke in 2014, and is a wheel chair user. Enid's daughter Dawn is a full-time carer for her mother and drives her to various commitments each week.

The stroke group that Enid attends paid for six group members to attend the accessible cycling session at the Bowlee Sports Centre in Middleton, Manchester as a taster. Most group members were not interested, probably because they were unable to imagine using a bike. Initially, Enid thought the group leader was kidding, especially as she had not been on a bike since she was a youngster. Enid voiced her concerns to the group leader, "I can't go for the cycling because I can't stand up and there's no way I could get on a bike." The group leader showed Enid some photos of the range of accessible bikes for all abilities and offered to accompany Enid and Dawn on their first visit.

Enid felt nervous before attending the taster session but when they arrived, they saw two people on a double bike and Enid said to her daughter "we could do that." Much to Enid and Dawn's amazement, Enid's chair was hoisted onto the front of a bike while Dawn was on the back in control of the pedals. "It was great, I couldn't believe it", Enid was exercising for the first time since she had her stroke and it was an overwhelmingly positive experience for both of them: "We were delighted to be able to come somewhere and just exercise." They became regulars and Enid was especially pleased that her 70th Birthday fell on a Friday so that she could celebrate by cycling beside her daughter.

Enid is enthusiastic and proud about the positive changes the cycling has brought. "It has definitely changed my life. They gave me a medal - the stroke people - saying I was the one that had changed the most since I started with the group. It was only because I've been here [to the cycling]. My other daughter wouldn't believe it but Dawn had taken some photographs, so we showed her the photographs and I said, 'there, you can see, I was doing it'"

Enid doesn't engage in any other physical activity, mostly because the cycling is the only activity that will accommodate her specific needs. Before the cycling, the circulation in her legs was decreasing and her feet felt cold at night. Three weeks after beginning cycling Enid returned to the same doctor who checked her pressure and was surprised by the improvement that he detected. The doctor told Enid to continue cycling. Enid feel so enthused by her experience that she purchased a mini bike for her home, which allows her to cycle her legs while she sits in her chair. Enid has an ambition to progress onto a single bike and the staff are going to tell her when the time is right.

The cycling has given Dawn the opportunity to engage in activity with her mum, "it's nice we have the opportunity to do it together, we use to count laps but we lost count, we're always too busy gossiping." Reflecting on their experience together, Enid and Dawn would not have attended the activity without encouragement from the stroke group leader. Seeing the activity in real life made all the difference.

4.3 Building Partnerships

Fundamental to GOGA's success is nurturing links between organisations that strengthen opportunities to identify and work with the most inactive people across the UK (Annex 5 shows the outcomes pathway for this specific thematic area). The successful delivery of GOGA's ambitious programme requires multiple agencies to come together and establish meaningful partnerships, something that GOGA appears to be doing well, nationally and locally.

The bidding and start-up phase of GOGA saw a strong focus on partnership, which has been valued by partners. Partners reported that collaborative working has been reinforced through successful communication of the key GOGA ingredients and commitments, which appear to be understood. An area of emerging good practice is the co-creation of the monitoring and evaluation framework, involving consultation at all levels. Partners have had the opportunity to feed into the process and local partners have felt heard in that process. Adjustments to local monitoring arrangements have been made to suit different contexts, such as prioritising monitoring questions on forms. To ensure that data collection takes place in a meaningful way, GOGA should continue to provide support and incorporate feedback. There is a good opportunity for Spirit to learn from GOGA's experiences in this area and disseminate it across the wider Spirit portfolio.

Partnership links are nurtured through local steering groups and, nationally, through partner meetings and an annual conference, which provides an opportunity to bring all partners together (the 2016 meeting was attended by 85 colleagues, with all partners represented). It will be important for GOGA to track and disseminate learning on the real-world impact of the partnerships.

Locality partner reports from quarters 1, 2, 3 and 4 from 2016/2017 and quarter 1 2017/2018 show that, to date, GOGA has worked in partnership with 169 different organisations, with 271 incidences of partnership engagement recorded in total. These interactions cover a huge range of activities, including signposting, recruiting volunteers, exchange of training and joint delivery of activities, amongst many more.

Partners at all levels appreciate the strong coordination from EFDS but also the flexibility to design their offers to target inactive people within their local context, which is viewed as 'refreshing' and a 'more grown up partnership'. One national partner referred to the steep learning curve during the planning phase:

“At times, it was quite painful, but since moving from planning we have been able to deliver to the plan in a clear and concise way because of the investment and time that went into planning. That initial investment in terms of how we needed to get all ducks in a row has now paid off.”

NATIONAL PARTNER

“It's hard once you start dispensing resources to localities and how you make sure meaningful activities are happening. Hats off to Kat (GOGA Programme Manager) - that it is being achieved because she is very good at keeping people in contact, making sure that links have been made, it's been a really rich experience for us.”

NATIONAL PARTNER

Additionally, partners cited several benefits from the GOGA partnership, which included new links, membership of a coalition and submission of joint funding bids, all of which would not have taken place without the GOGA project. Similarly, EDFs has started to see tangible benefits of bringing partners together in a new way.

“ We were careful about choosing the volunteering partner, we had an emphasis on peer mentoring so we hooked together Volunteering Matters and Disability Rights UK to take this learning forward. This was significant for EDFs and we wouldn't have been able to do that before the Spirit funding. ”

GOGA COORDINATION

Partnerships formed between organisations support ‘connectors’ to run activities

Core partnerships were established around organisations' expertise and knowledge of working with groups who have, on average, higher levels of inactivity, such as women and girls and black and minority ethnic communities. Prior to GOGA, some partners had previously worked together, but the GOGA model has enabled the scale of collaboration to step up, particularly with linking the national to the local. While national partners already have a local focus, they are not necessarily present in GOGA localities. National partners have appreciated the opportunity to establish new links, which have supported them to understand how national objectives translate to the local level, as well as the opportunity to develop new partnerships. One example of this is Women in Sport, which is planning a long-term study around obstacles that disabled women encounter based on their interaction with the GOGA programme in Rochdale.

Partnerships links are vast in localities, with partners either partaking in delivery or acting as a community champion. The use of existing infrastructures and networks is encouraged and each local partner facilitates a steering group. Local partners spoke of several new links that their projects had made as a result of GOGA, and while they are excited at the prospect of the new connections, they also feel that many are in the initial stages and need time to develop. There is, however, evidence of both new and strengthened local partnerships, with outcomes including information sharing, visiting partner activities, cross-promotion and training exchanges between partners. One example of partnership working in Greater Manchester was cited:

“ It's gone from a position where none of us were speaking to the point where we are actually speaking a lot. GreaterSport have really formed the disability group for the whole of Greater Manchester, I had a meeting last week where six boroughs came, so I think it's really reinvigorated working together. ”

LOCAL PARTNER

Organisations connect people to activities, organisations or individuals

The creative selection of partners and less traditional collaborations are already showing tangible benefits. One example is the Lincoln locality, where a partnership with a local caravan site has been established, which has resulted in a commitment to deliver GOGA activities on the caravan site.

There is evidence that organisations are connecting people to activities in Rochdale and Wigan, with two of the participants at the Rochdale Wheels for All being referred by a stroke group. At Howl Bridge, many of the participants came to the session through Rebound Therapy.



5. CONCLUSION

The GOGA programme is generally on track, with localities developing at differing rates, as expected. The exception to this is Wales, where there were delays in starting due to the broader changes within *Sport Wales*.

Volunteering is an important aspect of the project. Whilst initial challenges were experienced around coordinating volunteer partners across four nations, these challenges have now mostly been resolved. Qualitative evidence from this case study has found that Manchester-based volunteers have gained benefit from the project and interviewees spoke about the positive impact that it was having on their confidence and wellbeing. The interviewees also highlighted the importance of the first contact with the project, which made them feel comfortable and at ease.

Partnership working is key to GOGA's approach and the national and localised partnerships are now taking shape. There has been strong coordination from the centre, which has successfully communicated the key GOGA ingredients and appears to have gained the commitment from stakeholders at all levels. The monitoring and evaluation framework was also co-created in the start-up phase, demonstrating partnership working from the outset. This is a model that should be shared with other Spirit grantees.

Anecdotal evidence suggests that the Manchester-based activities are contributing towards improving health and wellbeing and outcomes related to the creation of healthier, happier and cohesive communities. The activities undoubtedly provide participants with physical health benefits, including the opportunity to move their bodies in a fun way. For some, this has led to increased interest in physical activity. Wellbeing outcomes were also evident, particularly around increased confidence to participate and increased presence in the community.

However, in Manchester, disabled participants are already relatively active, with most participating in several activities outside of GOGA. The same is true of the children and young people at Howl Bridge. Conversely, parents and carers targeted by the projects are less active and report that participating in activities has had positive impact on their activity levels and wellbeing. Therefore, it will be important to track learning from baseline and follow-up surveys to obtain a better idea of participant profiles and to understand if GOGA is reaching the least active in communities.

Participation in the Manchester activities is increasing, with new participants continuing to join. It is apparent that the operationalisation of the Talk to Me Principles is supporting this by capitalising on participants' values of 'friendship and connections' and 'having fun and feeling free'. The Manchester projects are working hard to make activities inclusive for the target groups, which is valued by participants who enjoy participating in activities with their carers and families. Nevertheless, some parents at Howl Bridge place value on a dedicated space for their disabled children, which, importantly, provides them with the space to relax, something that they do not have in other areas of their lives. These factors will need to be addressed as the GOGA programme develops.



6. RECOMMENDATIONS

This case study has shown that GOGA has successfully involved inactive, non-disabled people in recreational activities. In contrast, most of the disabled participants who contributed to this evaluation are already relatively active and, therefore, it is not apparent that activities are reaching the least active disabled participants. The programme is still in the start-up phase and it is likely that the first wave of participants are more 'reachable' than those that may follow. The projects in question are aware of this and are involved in actions to expand reach, which include forging partnerships with local initiatives and enhanced marketing material (based on the Ten Talk to Me Principles). Other than the findings around encouraging and supporting first time participants, it has not been possible to explore what strategies work to reach the least active and, therefore, the recommendation is to continue to focus on this area of delivery (which we understand GOGA is already doing). This will also be covered by the evaluation partner as the project progresses.

With regards to inclusivity, several stakeholders spoke about emerging issues around ensuring that activities are fully inclusive, with some localities focusing efforts on recruiting disabled people. This case study did not see evidence of this, but it will be important for GOGA to provide support to those localities that are experiencing challenges around expanding their offers. Similarly, attention should be given to partners to shape their offers to focus on innovative recreational activities (rather than sports-based activities), which is an area already high on the agenda for GOGA.

Some partners reported that they would like guidance to support their marketing and communications efforts so that they could maximise their reach. Learning in this area will naturally progress as the GOGA programme develops. The GOGA coordination should ensure that best practice is disseminated through the partnership channels that it has already established, as well as increase awareness of existing tools available on the GOGA Partner Portal. It may be useful to create a toolkit to support local partners in this area.

ANNEX 1

List of GOGA Locality Areas

Area	
1.	Bradford Council
2.	Greater Manchester - Manchester City Council
3.	Greater Manchester - Rochdale Borough Council
4.	Greater Manchester - Wigan Council
5.	Kent/Thanet
6.	Lincolnshire
7.	London - Lambeth Council
8.	London - Wandsworth Council
9.	Nottingham City Council
10.	Stoke-on-Trent City Council
11.	Derry City and Strabane Council
12.	Armagh City, Banbridge and Craigavon Council
13.	Fife Council
14.	Forth Valley: Stirling Council/Clackmannanshire Council/Falkirk Council
15.	Grampians: Aberdeenshire Council/Aberdeen City Council/Moray Council
16.	Pembrokeshire County Council
17.	Rhondda Cynon Taf County Borough Council
18.	Wrexham County Borough Council

ANNEX 2

List of Interviewees

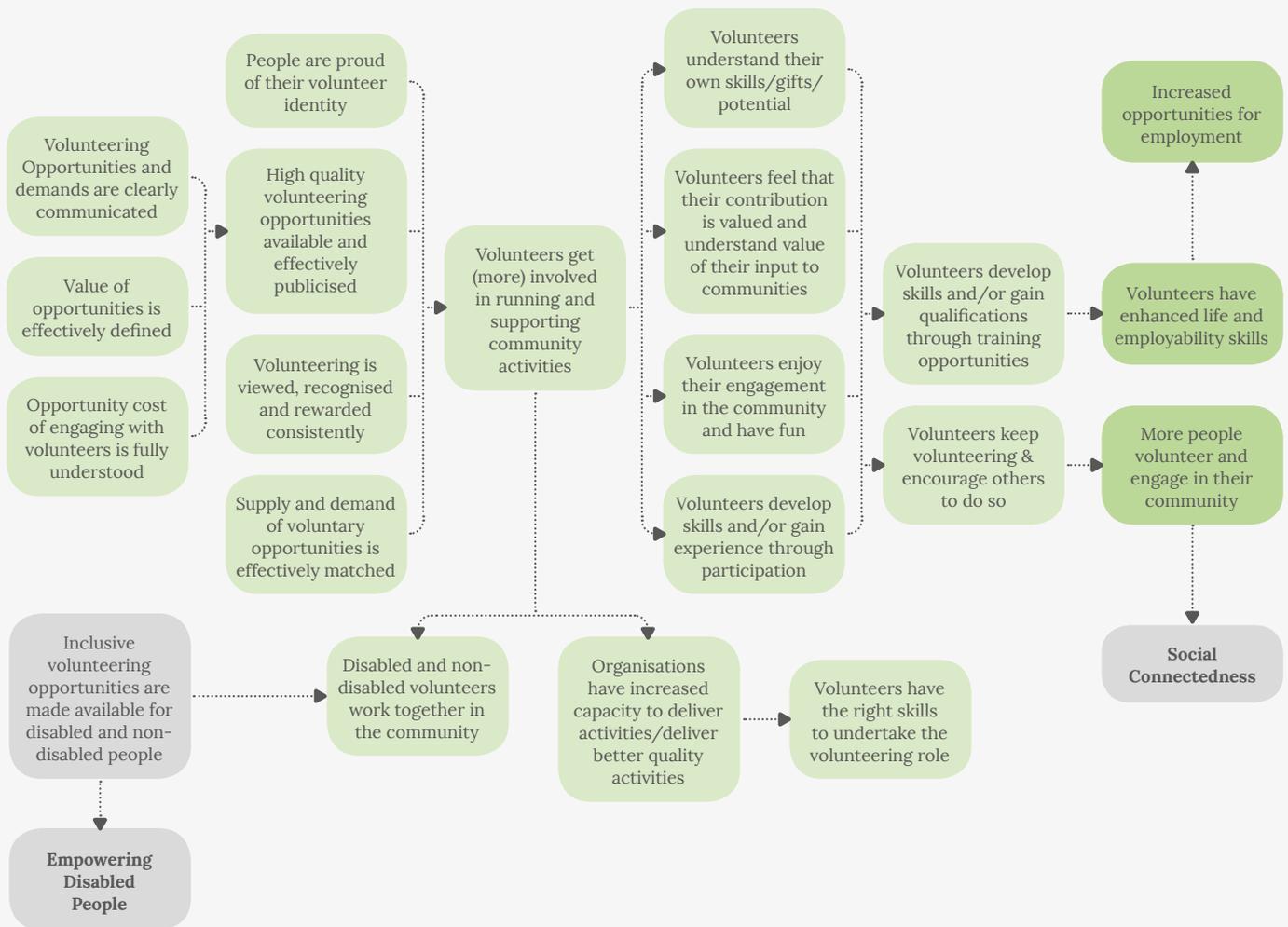
Note: stakeholders interviewed were selected by the evaluator in consultation with the GOGA lead. The selection was not, in any sense, random but aimed to include those who had been highly involved in the inception phases of GOGA. Interviews were carried out in person, by Skype or telephone. Key informants were sent a draft interview guide in advance. All of the interviews were recorded (with permission) and notes verified against recordings. Average duration was 50 minutes.

No.	Role and organisation	Name	Relation to GOGA	Date
1	Programme Manager of Spirit of 2012	Alex Johnstone	Spirit Programme Manger	19/05/2017
2	External Evaluator Wavehill	Simon Tanner	External Evaluator	25/05/2017
3	Sport and Insight Officer Greater Sport Greater Manchester Sports Partnership	Hazel Musgrove	Manchester locality partner	25/04/2017
4	Chief Executive English Federation of Disability Sport	Barry Horne	UK Steering group	22/05/2017
5	Volunteering Matters	Emma Thomas-Hancock	National partner	22/05/2017
6	Disability Programme Manager	Graeme Hill	Project led	15/05/2017
7	Disability Sports Coach Wigan Youth Zone	Holly Flynn	GOGA grantee and partner of Wigan	24/05/2017
8	Trip "A" Coordinator Wigan Youth Zone	Andrew Sampson	GOGA grantee and partner of Wigan	19/05/2017
9	GOGA Programme Manager English Federation of Disability Sport	Kat Southwell	GOGA Programme Manager	16/05/2017
10	Disability Lead Inspiring healthy lifestyles	Rachael Dashouri-Darling	Project led	12/5/2017
11	Head of Research & Projects Sporting Equals	Shaheen Bi	National partner	24/5/2017
12	Chief Executive Officer Disability Sport Northern Ireland	Kevin O'Neill	Consortium partner UK Steering group	05/6/2017
13	Participant Rochdale	Care worker and male participant	Participants	19/05/2017

No.	Role and organisation	Name	Relation to GOGA	Date
14	Participant Rochdale	Mother and daughter	Participants	19/05/2017
15	Participant Rochdale	Father and son	Participants	19/05/2017
16	Participant Rochdale	Male participant	Participant	19/05/2017
17	Participant Rochdale	3 x care workers	Participants	19/05/2017
18	Volunteer Rochdale	Male volunteer	Participant	19/05/2017
19	Participant Howl Bridge	Mother and son	Participants	19/05/2017
20	Participant Howl Bridge	Mother and son	Participants	19/05/2017
21	Participant Howl Bridge	Mother and son	Participants	19/05/2017
22	Participant Howl Bridge	Mother and son	Participants	19/05/2017
23	Participant Howl Bridge	Father and son	Participant	19/05/2017
24	Participant Howl Bridge	Mother and son	Participants	19/05/2017
25	Volunteer Howl Bridge	Male volunteer	Participant	19/05/2017

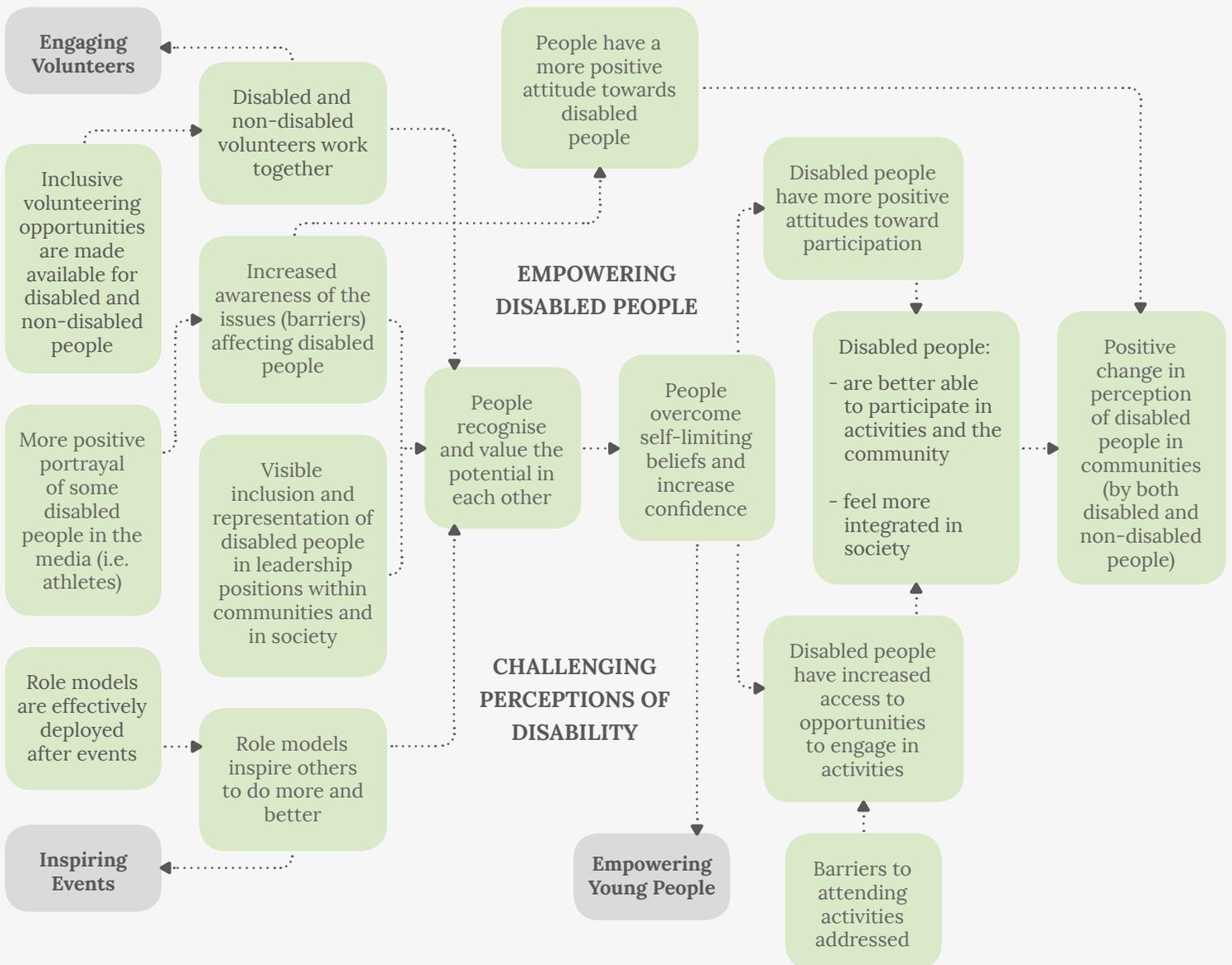
ANNEX 3

Spirit of 2012 Theory of Change - Engaging Volunteers Outcomes Pathway



ANNEX 4

Spirit of 2012 Theory of Change - Empowering Disabled People & Challenging Perceptions of Disability Outcomes Pathway



ANNEX 5

Spirit of 2012 Theory of Change - Building Partnerships Outcomes Pathway

