

# Who?

## Reaching the least active: The partner journey so far

Get Out  
Get Active

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### Helping Partners get on board with Get Out Get Active (GOGA):

A key aspect of GOGA was bringing Partners on board with the ethos of the programme. This involved challenging established mindsets and guiding partners towards new ways of thinking when it came to engaging the very least active disabled and non-disabled people.



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### A GOGA Partners journey focused on adaptability and sustainability:

1.



2.



#### Where we started

- I know best!
- This is a sports development challenge.
- Let's just get delivering.
- If we put it on, people will come.
- I know how to reach the inactive.
- We need disability specific sessions.
- Our existing partnerships will provide the right support.
- We don't need expert insight on women, BAME etc...
- Of course we have inclusive delivery approaches...



#### The GOGA delivery mindset

- Let's get the consultation started.
- It's a community approach, less about 'sport development'.
- Fancy a cup of tea? Let's focus on engagement!
- Who's up for some fun?
- We view people as individuals not as 'target groups'.
- Let's try this...
- How do we bring activity to the people?
- How do we 're-frame' sport to make it more appealing to peoples' motivations?
- Expert insight has really reshaped our delivery approach.
- We've got volunteers and helpers from different perspectives and backgrounds adding value in different ways.
- Inclusive environments make activity more appealing to least active.
- How can we be better partners and deliverers?
- How does this fit into our existing offer?
- How do we connect with and learn from other GOGA partners?
- This is an approach we want to roll out across all our activity delivery.
- GOGA alumni are a key resource for us.

## A GOGA Partners journey focused on adaptability and sustainability: (continued)

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**What should I do next?**

- Sustain a motivated network.
- Create mechanisms to facilitate sharing of insight to other local partners.
- Signpost to alternative funding options.
- Look at future 'coach' training options to embed inclusive delivery further.
- Celebrate the practice changes made.
- Link to national inactivity programmes (e.g. Sport England LDPs, Enabling Success in N.Ireland, Get Active, Stay Active in Scotland, Wellbeing in Wales).
- Help spread GOGA messages beyond local area.
- Continue to get support from expert partners.

**Questions to ask yourself**

- Who else can I work with to extend reach and impact?
- How can I share the insight on inclusive delivery?
- How can the volunteers get even more involved?
- How can I continue to upskill our volunteers and peer mentors?
- How do we use insight to access new funding opportunities?





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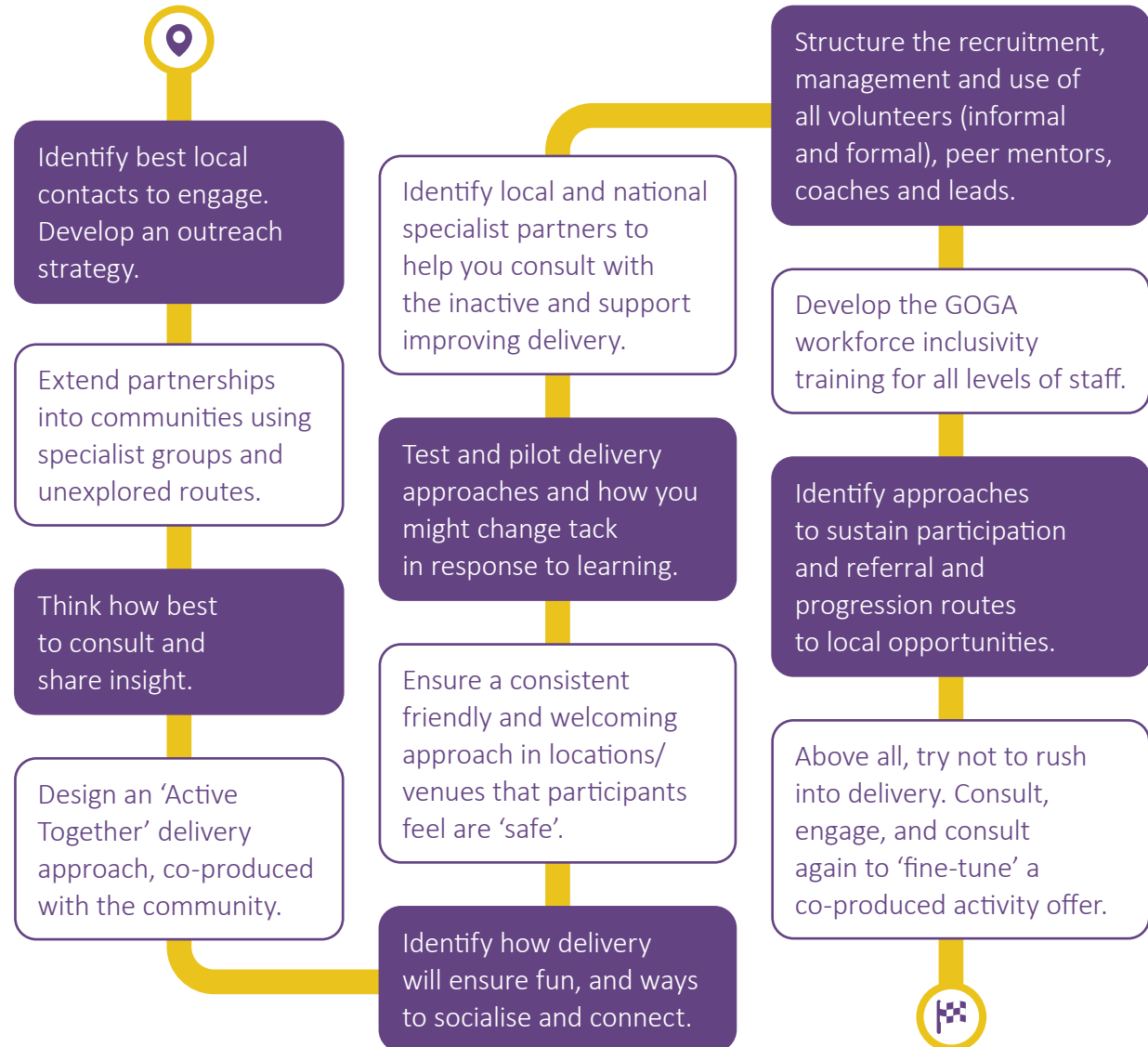
### Effective partnership working has enabled GOGA partners to:

- Reach new beneficiaries.
- Recruit a more diverse workforce.
- Gain access to audience and locality specific expertise.
- Access additional resources, including securing additional funding, use of facilities, access to training etc.
- Sustain their GOGA programme through partner education and influencing existing and new partner project developments.

“ I think undoubtedly one of the greatest achievements of GOGA has been the local partnerships that have been created. These continue to have a positive impact both on the delivery of the GOGA programme and inclusive activity across the city. This connectivity of organisations has been really encouraging as it has allowed organisations to share resources for a common goal, engage a wider audience of both disabled and non-disabled participants and also create a relationship that will continue beyond the project. ”

**Claudia Russell, GOGA Nottingham Coordinator**

### The process condensed for future delivery partners:



### Case Study:

#### GOGA best practice in Bradford

“ We put a hold on the roll out of delivery and sat with communities and ensured they co-designed the programmes and delivery of GOGA. We utilised members of the community with lived experience to deliver programmes. We put a stop on assuming what people wanted and started offering new social and fun activities. Most importantly we added an element of non-physical activity to allow participants to talk and relax, so if they didn't want to join in the activity they were still part of the programmes.

Sessions were run in local centres, cafes and churches that inactive people already attended for non-physical activity reasons. We began to offer low impact and appealing activities such as Tai Chi, Yoga, Climbing, kickboxing, seated exercise and much more. The use of green space (when weather permitted) was particularly successful.

GOGA's not about asking for someone's complicated medical history and trying to fit around it. It's about understanding what the barriers are that stop someone being active and finding creative ways to remove them. We focus on what someone can do, rather than what they can't - and we offer different options to respond to different motivations. ”

**Karla, GOGA 2016-2019 Bradford Lead**

#### What we learnt was important at a national programme level about partnership working:

-  **Readiness for partnership working:** Supporting local and national partners to build a complementary as opposed to competitive offer.
-  **Ownership:** Providing more control to locality partners to identify and work with partners appropriate for their programmes.
-  **UK reach:** Finding partners with genuine UK reach and impact.
-  **Partner recognition :** Celebrating the impact of partners and partnership working.
-  **Maximising impact:** Bringing partners together on shared agenda.



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### A snapshot of partners engaged through GOGA 2016-2019:

#### Strategic partners:

- Spirit of 2012.

#### Home country sports councils:

- Sport England.
- Sport Scotland.
- Sport Wales.
- Sport NI.

#### Sport and physical activity partners (national and local):

##### Home Country Disability Sport Organisations:

- Activity Alliance.
- Disability Sport NI.
- Scottish Disability Sport.
- Disability Sport Wales.
- Women in Sport.
- Sporting Equals.
- Youth Sport Trust.
- StreetGames.
- Play England.

#### Health partners:

- Occupational therapists.
- NHS Trusts.
- Carers First.
- County Care (Lincolnshire).
- Your Leisure (Thanet).
- Adult Special Services.
- Falls Prevention Team.

#### Education partners:

- Schools.
- Universities.
- Council education services.

#### Community partners (non-sport):

- Age UK.
- Volunteering Matters.
- Volunteer Now (NI).
- Disability Rights UK.
- Disabled People user led organisations.
- Positive futures (NI).
- Youth centres.

- Faith centres.
- Royal British Legion.
- YMCA.
- Local Food Banks.
- Takeaways.
- Slimming World.
- Village Halls Network.
- Communities First.
- National Trust.
- Outdoor Charter Group (Pembrokeshire).
- Young Voices.
- Youth Zone. (Manchester)



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

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