

What next?

Get Out
Get Active

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Get Out Get Active's lasting legacy - What we're asking of our stakeholders

In association with
Wavehill and **Sheffield
Hallam University.**

Building on the success of Get Out Get Active (GOGA), we're asking policy makers and national partners, commissioners and local deliverers to play their part in ensuring activity is genuinely inclusive and truly sustainable.

We've created a set of five 'asks' for each audience: **Commissioners.**



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Commissioners

What do we want? Ownership and accountability for inclusive delivery.

We ask that you

1. Embed and embrace inclusive delivery

Why do we need this to happen?

'Active Together' and 'Reaching the Least Active' go hand-in-hand. It's not one or the other and GOGA shows that they reinforce each other.



The GOGA approach works...



Over **20,000** individuals have been involved in GOGA. **65%** were from the 'least active' group, with **42%** doing no activity prior to GOGA.



58% of participants are now doing more physical activity and **28%** do a lot more - **91%** of all participants say that this is down to GOGA.

" I think GOGA's greatest achievement is truly reaching the most inactive people in both localities. This is because GOGA understands that creating sustainable and meaningful opportunities requires time and quality engagement. "

Andrea, Disability Sport NI GOGA Lead

GOGA learning output link:

[What is Get Out Get Active?](#) ▶

[How we built an inclusive framework for engaging the least active](#) ▶

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2. Make a difference - prioritise lasting change over targets

Why do we need this to happen?

GOGA success is perceived and driven by engagement and outcomes, rather than numbers and head counts.



The GOGA approach works...

“ The GOGA approach was a breath of fresh air in comparison to other programmes. It offered autonomy in terms of delivery with no huge targets, if something didn't work then you tried a different approach or activity. Being able to focus on quality over quantity, with smaller KPIs, meant we could focus on having a real impact on a smaller number of people, rather than getting masses through the door. ”

Live Active NI, GOGA partner

“ By taking time to build meaningful relationships and empower participants, we have seen both individual participants and community groups taking on the ownership for physical activity that has been initiated through GOGA and embedding this in their day-to-day operations. ”

Nottingham, GOGA partner

GOGA learning output link:

Driving organisation and system change ▶

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3. Support flexibility

Why do we need this to happen?

Flexibility and permission to be bold, without the fear of failure, will enhance impact and sustainability.

4. Enable adequate programme and people resources

Why do we need this to happen?


Projects with the right resources, time and space make the greatest difference.

The GOGA approach works...

“ The flexibility of Spirit of 2012 is really welcomed - and the lack of prescription gave us the opportunity to try things out and stop flogging a dead horse when things weren't working. We had to overcome the historic method of other grants to really make use of the Spirit of 2012's ethos. Flexibility is welcomed. We wouldn't have had the impact of the branches without the flexibility. ”

Scottish Disability Sport, GOGA partner


GOGA learning output link:

A rigorous project management approach: GOGA tactics! 

“ This has been one of the best projects I've worked on and the chance to test and fund things that normally wouldn't receive funding has been key. We have learnt a lot and made a lot of contacts. That's led to a greater profile of physical activity and understanding of what's possible through thinking out of the box. The seeds we have sown with the volunteers, professionals and the activities will only grow. ”

Ian, Lincolnshire GOGA lead

GOGA learning output link:

A rigorous project management approach: GOGA tactics! 

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5. Dissemination and advocacy

Why do we need this to happen?

This is a unique opportunity to share evidence to inform genuinely inclusive future development and investment. It will create a ripple effect by shifting the baseline for appealing and accessible activity.

The GOGA approach works...

“ We are delighted by the fact that people working on the ground were given space to think clearly and differently, with time, space and the flexibility that helped them avoid predetermined ideas about what people might want. ”

Spirit of 2012

GOGA learning output link:

[Get Out Get Active
in action !\[\]\(0fb13ad0bfa3d86868cdd3883e5665b3_img.jpg\)](#)



#GetOutGetActive

Get in touch to find out more about GOGA:

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 www.getoutgetactive.co.uk

Photo credits: Live Active NI & DSNI (1,2), Sport England (3).