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Get Out Get Active- Transcript

Cross organisational collaboration

Thank you for asking us to come and do this briefing for you today. Firstly, I would like to introduce myself. My name is Helen Derby, and I am the England Manager for the Get Out Get Active programme. I work for Activity Alliance as part of the inclusive programs team and manage the England localities involved in the Get Out Get Active program.

I will start with who Activity Alliance are and what we do to give you a bit of background. For those of you who may not have heard of us, Activity Alliance, we are a national charity. We look to make active lives possible for all and we have a vision that disabled people are active for life. How we do this we do through many ways, but our main areas are Engagement, Inclusive Marketing and Communications, Research and Insight, Improvement, Leadership and Organisational development. Advocacy and Influence and through our inclusive programs team, which I am part of with a Get Out Get Active program.

Get Out Get Active (GOGA) for short is an exciting program that supports disabled and non-disabled people to be active together. I am going to go into detail on the GOGA program and how we have achieved what we have through the collaborative working and the great partnerships that we have through our GOGA network.

GOGA is an exciting program and supports disabled and non-disabled people to be active together. It is made possible by our founding funders Spirit of 2012 and additional investment from 2020 from Sport England and the London Marathon Charitable Trust. All partners of the GOGA network are focused on getting some of the UK's least active people moving through fun and inclusive activities. The ground-breaking program began in 2016. It was created to bring disabled and non-disabled people together to be active. It engages the least active communities in fun and inclusive ways.

The creator and lead partner Activity Alliance teamed up with an extensive range of partners to help GOGA reach more people. These partners offer in depth knowledge and local expertise for us. GOGA is a lot more than being active. It strengthens community spirit, increases confidence and improves mental health. It increases the demand for accessibility of activities. These may be provided by local authorities, sports clubs, or the voluntary sector, and the success of GOGA is tapping into people's real-life motivations to be physically active.

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GOGA phase one ran from 2016 to 2019 and phase two commenced in April 2020 running until 2023. GOGA is underpinned by the Activity Alliance talk to me principles and taps into individuals, real life motivations for people to be physically active and trying to engage those really inactive individuals.

GOGA, phase one commenced in 2016 and we have got 2 Maps here showing all our GOGA localities and the focus of the communities that we had that in those localities as well. Phase one, we had 18 localities and in phase two we have expanded to have 21 localities UK wide, including the home countries England, Ireland, Scotland and Wales.

Our phase two localities are very diverse. We are looking at inclusive activity to pull young people in Harringay away from gang related knife crime and culture, tackle disconnection supporting trans people into active lifestyles in Liverpool, we have a focus on urban and rural family fun and fitness in our Northern Ireland localities. We have secured buy into a health based GOGA model in Tayside in Scotland. We are looking to close the inactivity gap and making the most of the canal network within Wolverhampton as well as engaging with faith-based organisations. We are looking to overcome rural and coastal isolation and loneliness for older people in the Forest of Dean as well as Northern Lincolnshire and will looking to reach home educated children and their families through outdoor activities across Wales. We are working with healthcare professionals in Amber Valley and Bassetlaw to reach the most disadvantaged and inactive populations. We are looking to connect military and non-military populations within the most deprived areas of Wiltshire and look to establish an approach to workforce development that enables us to reach the very least active disabled and non-disabled people.

The GOGA program will help us to understand what works best to get the least active into activity and how to keep them engaged and active for life.

GOGA is all about the key ingredients which are reaching the very least active disabled and non-disabled people in active recreation. This is locally driven through outreach, engagement, and effective marketing. We are supporting disabled and non-disabled people to be active together through genuinely inclusive environments, with focusing on engaging people in developing workforce using the Activity Alliance Talk to me principles. And we look at sustainability from the very off with the project. So, this is individuals active for life and inclusive local system and practice and transferable learning.

To finish off, just give you a bit of an impact of GOGA, Phase one we engage 30,000 people through 2,400 activities delivered over 12,000 sessions. We engaged 1,300 volunteers and peer mentors and we trained over 2,000 volunteers and paid staff to support the GOGA network. By 2023, our aspirations are to have reached 40,000 individual participants engaged, 1,500 volunteers and supported 2,500 volunteers and paid staff with training.

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The success of GOGA and the GOGA network has come about from our cross organisational collaboration. Within the GOGA network we have a lot of local expertise and a lot of national expertise, and through this we have pulled the expertise to engage inactive people within local communities.

This is a quote from one of our localities which sums up the impact that cross organisational working has had for GOGA:

"I think undoubtedly one of the great achievements of GOGA has been the local partnerships that have been created which continue to have positive impact both on the delivery of the GOGA program, and inclusive activity across the city. Connectivity of organisations has been really encouraging as it is showed, organisations to share resource for a common goal, engage a wider audience of both disabled and non-disabled participants and create a relationship that will continue beyond the project"

This was from one of our Nottingham City GOGA localities and sums up the GOGA network and cross organisational collaboration very well and this is undoubtedly down to the success of cross partnership working across our GOGA localities impacting on the success of what we've had within GOGA.

Now I am just going to go into a bit more detail of the partnerships that we have made through GOGA and some of the successes that we have had through this partnership working as well. The very first thing that we would say is engaging the very least active disabled and non-disabled people in activity cannot be tackled in isolation. It involves a lot of people, a lot of expertise, and a lot of local knowledge as well. And this is what GOGA has done successfully across the localities we work in.

Effective partnership working has enabled our GOGA partners to reach new beneficiaries. So, really engage some of those individuals that we are really struggling to engage previously. It has helped us to recruit a more diverse workforce. It has helped us gain access to an audience and locality specific expertise. It has helped us access additional resources, including securing additional funding, use of facilities, access to training. And helped to sustain the GOGA program through partner education, and influence in existing and new partner development projects.

What this means, through GOGA these are all again quotes from some of our localities.

"We've created new partnerships. The get out, get active inclusive together has really struck a chord in the region with greater involvement across a broader range of sectors, including older people, services, day opportunities for adults with additional support needs services for individuals with profound and multiple support needs, mental health services, Council services, universities and colleges, and community organisations. Is created new partnerships and working relationships which will continue post project"

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"It's enabled have to us to have a greater understanding and reach so the biggest impact of GOGA from an organisational perspective is the number of new organisations groups we now work in partnership with. I have connected with loads of new people and it is being such a learning curve. We know exactly what happens on the ground and how to reach new participants and volunteers"

"It's enabled us to reach higher priorities. Sport will now be discussed in amongst items such as housing, health and transport"

This is an example of some of the partners that we have engaged with through GOGA phase one and phase two. We have our strategic partners who are our funders, Spirit 2012 and the Home Country Sports Councils Sport England, Sport Scotland Sport Wales and Sport Northern Ireland and London Marathon Charitable Trust. We have been engaged with partners through sport and physical activity. These are both local and national. Again, we have engaged with Home Country disability, sport organisations, Activity, Alliance, Disability Sport, Northern Ireland, Scottish Disability Sport and Disability Sport Wales or national partners who supports with their expertise are partners such as Women in Sport, Age UK, Sporting Equals, Youth Sport Trust, Street Games and Play England. We have partnerships with national governing bodies such as England Athletics Swim England and Golf.

We then have further partnerships with leisure trusts, active partnerships, County FA's, national disability sports organisation, the list goes on. This is just some that I have picked out as examples. We then have health partners we link with occupational therapists, NHS trust, careers 1st and specific health organisations within different localities. We then link with education partners, including schools, universities and Council education services, and lastly, our community partners from the non-sports sector such as Age UK, Volunteering Matters, Disability Rights UK, Disabled people, user led Organisations, County Council. The list again goes on.

With all these partners, it has enabled us to pool all our expertise together. We are all working towards the same agenda. We have expertise in different areas, and we have managed to pull that expertise together and resources from all our different partners to support localities engaging disabled people and non-disabled people in genuinely inclusive activity.

"We put on hold on the rollout of delivery and sat with communities and insured they codesignrd the programs and delivery of GOGA. We utilised members of the community with lived experience to deliver programs. We also put a stop on assuming what people wanted and started offering new activities, social and fun activities and most importantly added an element of non-physical activity to allow participants to talk, relax and if they didn't want to join in the activity they were still part of the programs we work with"

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People very much on the ground in the communities and people who lived within those communities have co- designed all our work which is where the success of GOGA has come from. A partner journey with planning we look at consulting, engaging, including, and having partners around the table. To deliver we look local, look for fun and social, flexibility and make sure our activities are friendly as well.

I hope this is giving you a little bit of an insight into the partnership working that we have over the Get Out Get Active program. All contact details are there so if anybody would like to have further information on the GOGA program please do get in touch with us.

Again, thank you very much for inviting us. Have a lovely day.

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