

# Who?

Get Out  
Get  Active

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## Creating a workforce that gets me!

At the outset of the Change to Get Out Get Active (GOGA) programme we knew that creating a revolutionary approach to activity would require us to build a very special workforce to deliver it.

And because GOGA is a programme with people at its heart, it was essential we involved our beneficiaries in establishing what they needed from the people who would deliver it.



### What beneficiaries told us they wanted from the GOGA workforce:

- “ It’s not necessarily people like me, but people that get me! ”
- “ They need people skills over technical sport experience. ”
- “ I want them to see me as an individual! ”
- “ People with lived experience of disability can add huge value. ”
- “ I’d like someone that can create a welcoming environment and respond to my needs. ”
- “ It’s less about what they deliver, more how it’s delivered. ”
- “ Sometimes those playing really informal roles are the most important! ”
- “ Meeting people involved, catching up on what they do, inspiring individuals to get active and when doing the activities myself it feels great. I enjoy taking part and trying new opportunities. Following the sessions, I feel fantastic, fresh and have greater confidence. In a year, I definitely feel lots brighter. I’m fitter and feel like I’m glowing. Thank you GOGA! ”

**Asmita, GOGA Nottingham volunteer and participant**

### What did GOGA do from a workforce perspective?

The input we received from beneficiaries helped get the ball rolling and establish the following aspects of the programme.

- We recognised the value of People Power!
- We embraced Activity Alliance’s Ten Talk to Me principles.
- We engaged different people with different backgrounds and skillsets.
- We developed meaningful roles so that those who are making the ‘ask’ for volunteers are advocates for diversity and inclusion. Examples included:
  - Community Champions - The Community Champion role is based around promoting GOGA, engaging targeted communities in physical activity and making them aware of volunteering opportunities.
  - GOGA Activators - The GOGA Activator role involves engaging with residents and providers of activities to help the local area become more active and healthier drawing on their own experience.
- We explored the use of Peer Mentors with lived experience to encourage engagement in activity.
- We ensured roles were varied and flexible to provide everyone with the opportunity to specialise and focus on their own key skills and experiences - empowering volunteers along the way.
- We provided progressive pathways into volunteering roles and participation opportunities.
- We placed equal value on both participation and volunteering.
  - Volunteering was viewed as an equally appealing route into participation as participation itself. The lines are blurred in a way that really worked, especially for disabled people.
  - Volunteering was viewed as being active too.
  - A dual role emerged where people became both participants and volunteers. This combination was particularly attractive to disabled people.

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### What do our coaches and volunteers say they have learnt through GOGA?

One of the most exciting aspects of GOGA is that it benefits both participants and those providing activities. This has had five key impacts on them and how they work.

#### 1. It's helped them prioritise engagement over delivery

“ I volunteer with my heart in this role, I love it. I can help remove barriers for participants who may be unsure of sport or physical activity when they first join GOGA. I do this by working with them one-to-one, having fun, taking my time, breaking down skills into easy instructions - it all helps. ”

**Robert, GOGA Volunteer and Peer Mentor, Fife**



#### 2. It's helped them reach to communities

“ Working on the GOGA project has given me a fantastic opportunity to work in communities that I would usually be unable to work with. I have been able to create sessions which have become a lifeline for members of hard to reach communities. I've challenged myself as an instructor in new disciplines and created exciting activities for local families. ”

**Lizzie, Lincolnshire GOGA facilitator**

#### 3. It's provided opportunities to build confidence and contribute positively to well-being

“ Volunteering for the project has made me feel very positive and enthusiastic - and I have fun too! Being involved has increased my confidence and meeting people has had a positive impact on my life. It's been a rough past six months, so doing sport and being part of GOGA has really made me happy. ”

**Angel, GOGA Volunteer Bradford**



#### 4. It's supported changes in inclusive practice

“ Working in this environment has given me the time to reflect on my delivery style. It's inspired me to make small changes to ensure that my delivery is inclusive and welcoming to all, in any setting. ”

**Valentina, Nottingham GOGA facilitator**

#### 5. It's challenged their perceptions

“ Being a GOGA mentor has really opened my eyes to possibilities and let me try new things. I see my mentee getting so much from the accessible cycling we do together on the side-by-side bike. She's always smiling and positive. She even did an 8 mile bike ride as she's become so much more confident in herself! ”

**GOGA Mentor, London**

### What do we need to do from a programme perspective moving forward?

GOGA is a continually evolving project where we regularly evaluate and assess how the programme works - and how it can be even better. Initial learnings show that we need to look at the following things going forward.

- Focus on the whole workforce and not exclusively on volunteers. Through GOGA 2016-2019 our focus at a national level was directed towards volunteers and peer mentors as opposed to paid staff.
- Help change the culture of organisations to focus on outcomes over numbers and really embed and embrace inclusion. This will help the workforce to thrive.
- Help our partners actively match coaches and supporters to their groups. This goes beyond the ability to deliver a session and establishes a need to explore relatability to the group and whether personal skills are suited to a particular audience or environment.
- Connect our delivery networks to better support them in having professional discussion about engaging the very least active disabled and non-disabled people in activity together.
- Become better at capturing data around volunteer engagement - especially from those that don't want to associate being a volunteer.
- Understand how we have reached a diverse cohort of volunteers and share with others.
- Celebrate and increase the value of the informal roles!



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### Supporting resources:

- **Volunteer toolkit** ▶  
Practical steps and suggestions for building an inclusive volunteer programme. Shares learning about working with volunteers to support disabled and non-disabled people to enjoy being active together. The volunteer stories section shares experiences of how amazing and rewarding volunteering can be.
- **Peer mentoring report from Disability Rights UK** ▶  
The report provides key learnings from DRUKs GOGA peer support project, which aimed to enable disabled people to engage with physical activity. It demonstrates the benefits and what works well to produce positive outcomes - along with areas for improvement.

- **Volunteer recruitment by Volunteering Matters** ▶  
Top tips for recruiting volunteers.
- **Ten tips to recognise your volunteers all year round** ▶  
Volunteering Matters' top recommendations on valuing your GOGA volunteers Link to resource bank.
- **Thrive Toolkit** ▶  
Developed by Spirit of 2012, this is a toolkit for practitioners that brings together learning about what works when helping inactive people become active.
- **What is great coaching?** ▶  
UK Coaching has devised its six key principles of great coaching, which are centred on the appropriate and easy-to-remember acronym PEOPLE. These principles are: person centred, empowering, organised, positive, learning, engaging.

### Supporting case studies:

Access some of our GOGA workforce case studies, including:

- **How Volunteering Matters adopted Activity Alliance's Talk to Me Ten Principles to foster a more inclusive approach** ▶
- **Introducing Vickie our GOGA Golf instructor in Wrexham** ▶
- **Meet Angel, a GOGA Volunteer in Bradford** ▶
- **Showcasing GOGA activators and the role they play in Thanet** ▶
- **Meet Lazorous, the GOGA 'Couch to 5k' instructor in Nottingham** ▶



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

- 📞 01509 227750
- ✉️ [goga@activityalliance.org.uk](mailto:goga@activityalliance.org.uk)
- 🐦 @GetActiveGOGA
- 🏠 [www.getoutgetactive.co.uk](http://www.getoutgetactive.co.uk)

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