

Get Out Get Active // Phase 2

Case Studies

Kayla Taylor and County in the Community



Introduction

History of GOGA

GOGA, is a catchy abbreviation of 'Get Out Get Active'. GOGA is an exciting programme that began in 2016 and spans across the whole of the UK. GOGA supports disabled and non-disabled people to enjoy being physically active together. Funded by the Spirit of 2012 and additional investment from Sport England and London Marathon Charitable Trust, GOGA continues to be focused on getting some of the UK's least active communities moving through fun and inclusive activities - with a particular focus on ethnically diverse communities. GOGA is about much more than being active. It strengthens community spirit, increases confidence, and improves mental health. The success of GOGA comes from tapping into people's real-life motivations to be physically active.

After the success of GOGA phase 1, in 2016 to 2019. Plans were underway for GOGA phase 2 to start in the new financial year of 2019. With the pandemic delaying the launch of phase 2, Disability Sport Wales and StreetGames Wales, partnered to ensure the pandemic didn't stop GOGA impacting local Welsh communities. Disability Sports Wales's core ingredients of; Outreach, Engage & Effective marketing and StreetGames '5 Rights'; Time, Places, Style, Person & Price. Crossed over perfectly to ensure GOGA is delivered efficiently.

GOGA phase 2 officially start in November 2019, since that date we have; Hosted 3 network meetings, attended numerous national conferences, partnered/connected to a wide variety of locally trusted organisations. Delivered 14 online activities, created 5 weekly activities and delivered 2 mass events. Statistically we have delivered, over 170 sessions, with over 2102 attendances. Engaged and upskilled 20 new volunteers.



COUNTY IN THE
COMMUNITY

Engagement Journey Featuring Kayla Taylor

Our weekly sessions, consist of a variety of sporting activities. One being football, delivered by County in The Community (CiTC). The session targets disabled people and their friends and family; the session is open to all age groups but attracted younger participants from primary school. Here is where we met a young lady from Newport, Kayla Taylor.

How It Started

Standing at just 4ft tall, long blonde hair, head held high. Despite living with a disability, this young lady was fearless. Often being the only female participant, her effort level and performance at each session always stood out over the other participants. Due to previous experiences in other sporting environments, Kayla was a little hesitant to trust us with her full self. The CiTC staff referred to the GOGA 'Core Ingredients' and StreetGames '5 Rights'.

Right Style and Right Place

Accessing the 'Right Place' was key to the engagement of all participants, Kayla especially. The facility used, is no more than 5mins walk away from where Kayla lives. The facility is also the high school Kayla will be attending, in the new academic year. Even though she looks so small walking down the corridor, she has been able to familiarise herself with the facility. The style was simple, ensure all participants feel welcome and have a good sense of belonging.



Personal progression within themselves, was also important. CiTC's delivery ensured all participants was able to achieve in every activity and push to improve their individual skills and ability. The final touch was caring about each participant, before expecting them to care about what we were teaching e.g., as well as playing all sports, Kayla also enjoys playing the guitar/ukulele. able to achieve in every activity and push to improve their individual skills and ability. The final touch was caring about each participant, before expecting them to care about what we were teaching e.g., as well as playing all sports, Kayla also enjoys playing the guitar/ukulele.



Empowering Environment

Building an empowering, fun and challenging environment. Was important to gain the participants full trust and unlock the participants full potential. Simple things like asking the participants what they would like to practise next session and/or asking them what they would do to correct/improve a sporting action e.g., if a participant is passed the ball, they go to kick it and miss it. We would ask why that happened and encourage the participant to come up with a solution (Control the ball first and then kick).



Building Confidence

Once we see the confidence increase, we actively encourage participants to continue to challenging themselves by stepping out of their comfort zones. Due to the success of the weekly football session, we created a weekly basketball session, for the same target audience. Kayla, never having played basketball before. Trusted the coaching staff enough to attend a different sporting activity in a completely new facility. Kayla flourished more than we could have ever imagined. Her energy, focus, mixed with her speed, quickness and new found confidence. Made Kayla a standout teammate. Kayla's has since continued to challenge herself by attending a local mainstream inclusive community basketball session. Where her skill set has made her a sort after teammate.



Success and Progress

Kayla's commitment and resilience has led to success and progress. By far it is not the end of Kayla's sporting journey. The recognition Kayla has received from coaches and peers. The medal and trophies Kayla has achieved and the friendships and relationships Kayla has created. All help's Kayla to take big steps towards long-term participation and encourages her aspirations to evolve, throughout her sporting journey.

