**Get Out, Get Active (GOGA) – Application Guidance**

Thank you for your interest in applying to be a part of the Sunderland, Get Out, Get Active (GOGA) programme. This guidance is designed to act as a support tool to help you to develop your project and application for funding.

The Foundation of Light are looking to work with and fund local community organisations and groups who are interested in becoming a GOGA partner. GOGA partners should be embedded within Sunderland, South Tyneside or County Durham (East Durham) to be able to deliver physical activity projects on behalf of the Foundation of Light GOGA programme. Projects must engage the least active disabled and non-disabled members of our community in physical activity, reduce their levels of inactivity and provide a genuinely inclusive environment for disabled and non-disabled participants to enjoy being active together.

To find out more about GOGA, the Foundation of Light and the Sunderland GOGA programme, please read the GOGA summary document. Alternatively, you can visit:

<http://www.getoutgetactive.co.uk/>

<http://www.foundationoflight.co.uk/>

**Application Dates:**

Interested organisations can apply to become a Foundation of Light GOGA partner during one of the below time periods.

|  |  |  |
| --- | --- | --- |
| Applications open from | Application Deadline | Decision made on applications |
| Monday 12th May 2025 | Friday 23rd May 2025 | Thursday 5th June 2025 |

If you are interested in becoming a GOGA partner, please email your completed application to our Get Out, Get Active (GOGA) Programme Coordinator, Jade Gilbertson via Jade.Gilbertson@foundationoflight.co.uk, no later than **Friday 23rd May 2025.**

All decisions relating to funding of projects are final and will be made and communicated to all applicants no later than **Thursday 5th June 2025.**

The Foundation of Light reserve the right to request additional time to consider applications or to request additional information from applicants. Should this be required, the Foundation of Light will communicate this to all applicants with as much notice as possible.

Successful applicants will be expected to attend a project meeting with the Foundation of Light to discuss their project and meet key staff. All successful projects will be required to agree to and sign a Service Level Agreement (SLA) and a Data Processing Agreement with the Foundation of Light before funding is agreed and delivery can start.

Should you need any support or guidance on your application, please do not hesitate to contact Jade Gilbertson – GOGA Programme Coordinator via [Jade.Gilbertson@foundationoflight.co.uk](mailto:Jade.Gilbertson@foundationoflight.co.uk) or 0191 563 4749

**Projects we will consider:**

* Short Term Projects – Projects that last up to 6 months. Maximum amount applicants can apply for such projects is £5,000.
* Long Term Projects – Projects that last between 6-12 months, Maximum amount that applicants can apply for such projects is £10,000.

**For your application to be successful, your project must:**

1. **Target and reach the least active disabled and non-disabled people** from one or more of the below groups in Sunderland, South Tyneside and County Durham (East Durham) and support them to reduce their levels of inactivity and be physically active together:

* Lower Socio-Economic Status
* Families
* Children and Young People (0-19 years)
* Socially Isolated Groups:
  + - * + Disability
        + BAME
        + Veterans
        + Older Adults

1. **Deliver your activity in one or more of the below areas only:**

* Sunderland (North, West, East, Washington. Coalfields)
* South Tyneside
* County Durham (East Durham)

1. **Use a person-centred approach and the ‘10 Talk to me Principles’ to connect and engage with your target audience** to understand their needs and wants and co-produce a project with them.

For more information on community engagement and the 10 Talk to me Principles, please see the community engagement toolkit below. You can also visit:

<http://www.activityalliance.org.uk/how-we-help/research/ten-principles>

1. **Use insight and knowledge** you have gained from your community engagement and the 10 talk to me principles to create your programme with your target audience and effectively market/promote your project using GOGA Branding.
2. **Create a genuinely inclusive environment** for disabled and non-disabled people to be active together.
3. **Focus on developing people**, your staff and creating opportunities for volunteers for your project, through use of the 10 talk to me Principles.
4. **Leave a legacy for all involved in your project**. Can your project inspire participants to be active for life? Can it signpost participants to other activity programmes, clubs and events, encourage them to volunteer within your programme, elsewhere or gain qualifications to continue the delivery themselves?
5. **Be part of our learning journey** – We want partnerships who use our monitoring and evaluation tools to understand their audience and to share with us what does and does not work for disabled and non-disabled people to reduce their levels of inactivity and to be active together.
6. **Achieve the following outcomes for your participants**:

* Improve their levels of physical and mental wellbeing.
* Participants remain active beyond the project.
* Participants feel more engaged in their local community through volunteering.
* A positive change in their perception of disabled people in the community.

1. **Organisations must have the relevant processes/procedures and relevant governance in place before any delivery can take place.** This includes but is not limited to public liability and personal accident insurance to be able to deliver their project, provision of risk assessments (covid and non-covid) for their activity as well as safeguarding and DBS arrangements. Organisations must also be prepared to sign a data processing agreement with the Foundation of Light so that participant information can be entered on our online database system known as ‘Upshot’ and ‘Views’ in line with data protection legislation.

**GOGA COMMUNITY ENGAGEMENT TOOLKIT (Information and Guidance Only)**

This toolkit may provide you with help to answer questions 7 and 8 on page 2 of the application, on how you plan to carry out your community engagement to co-produce your project with your target audience.

**Working with Local People to Create Successful GOGA Community Projects**

This toolkit is designed to help you engage with disabled and non-disabled people in Sunderland in helping design activities that successfully meet the needs of your community and reduce their levels of inactivity.

**1. Why is community engagement important?**

Community projects designed and delivered in partnership with local people are more likely to be successful in driving participation because they have been created with their needs in mind. So, the better your community engagement, the better the results you will be able to achieve!

Community engagement does not have to be complicated. It is just about speaking, listening, and working with people to understand their needs and barriers to participation and showing them their feedback is being taken into account when designing projects for them.

**2. Who could you engage with?**

To grow the numbers getting active, we need to target and reach the least active disabled and non-disabled people from one or more of the below groups in Sunderland, South Tyneside and County Durham to support them to be active together:

* Lower Socio-Economic Status
* Families
* Children and Young People (0-19 years)
* Socially Isolated Groups
* Disability
* BAME
* Veterans
* Older Adults

These groups make up a large proportion of our local population. It is important to speak to, and work with, people from these groups to understand what they really want from local projects and encourage more of them to be active.

**3. Where can you start?**

Community Engagement works best when it is an ongoing process that is focused on building relationships and trust that strengthen over time.  This means you may need to repeat some of the steps you have planned several times during the design and delivery of your project.

The steps suggested here are intended as a guide. You can always get more creative and ambitious with your activities in ways that work for your community.

**Step 1 – Define your objectives.**

First you need to be clear why you are undertaking community engagement and what outcomes you want for your project. For example, you may be designing football activities for disabled players and their families or designing activities that support people over 55 to get active.

Think about engagement objectives that will help change the way people think, feel or act in the context of what you are seeking to achieve with your project. Look for examples of other successful engagement activities in your community that might be similar. Think about what measures you will use to check how successful you have been in achieving your objectives.

Once you have developed some initial thoughts on objectives, test them with people you trust to see how clear and practical they are.

**Step 2 – Identify your audiences.**

Good community engagement campaigns have a clearly identified set of target audiences. Sometimes they distinguish between primary targets (e.g., the people you want to get involved) and secondary targets (i.e., the people who influence those you want to get involved).

Here are some questions that can help you identify your target audiences:

* Who are you designing your project for?
* Which members of your local community would you like to target?
* Who are the people they respect that can influence them?
* How can your project encourage people to reduce their levels of inactivity and get out and get active, particularly from the groups above?

**Step 3 – Find out more about your audiences and who can help you reach them.**

Knowing more about your target audiences will ensure your community engagement is designed to work effectively. It is possible that the information you need to help you better understand your audience already exists. Start by talking to local partners or do some online research.

There are often local community groups and charities that can help you understand and reach your audience.

**Step 4 – Planning how to reach your audiences.**

You will need a clear engagement plan that sets out ‘where, what, when and who’ to ensure your engagement campaign runs smoothly and achieves your objectives.

Here are some questions that can help you plan:

* Where are the best places to speak to your audiences?
* When is the best time?
* What are you going to ask them?
* Who is going to carry out the engagement?
* What resources do you need to help make the engagement successful?
* Which groups and charities could help you to reach and engage with your audiences?

**Step 5 - Running your community engagement campaign.**

This is the stage where you put your plan into action by going out to have conversations with people about your project.

This might be speaking to parents or carers who are watching their kids play football on a Saturday morning, or visiting a community centre on a weekday afternoon. You need to find the places and times that will work best for your target audience. The better they work for your audience, the more effective your engagement will be.

The best way to engage is by having conversations, based on the questions you have planned. Try to be natural, flexible, and open in your conversations, rather than following a rigid script. Take an interest and try to get to know your audience so that you can expand conversations and begin building relationships. The people you engage with will be the future users, and possibly volunteers in your project.

**Step 6 - Assessing results, gaining feedback and ongoing engagement.**

Make sure that you plan how to record and store all the feedback from your engagement process to make the most out of it. As you begin to collect the results, think about the steps you will take to evaluate what you are learning and how this compares to your objectives. It is a good idea to have check-ins during your engagement campaign to look at results and adjust your plans to see how you can work even more effectively.

Also, think about how you will keep people updated with your plans. Look for people who can get involved in developing or running the project. You can ask them how they would like to be kept up to date or more involved in the project during your conversations.

**4. Top tips**

Now that you are ready to kick off community engagement, here are a few practical tips to keep in mind:

* **Start with clear objectives**. What do you want to get from your community engagement? Who are your target audiences?
* **Get to know your audience.** Find out about their lives and not just their views on getting active. People will want to get involved in different ways so think of a range of techniques to engage them. Make sure you are aware of any outside factors that may influence people in your community and how they engage with the project.
* **Go to them.** To engage you have to go to the places your target audience spend their time when it is most likely to suit them.
* **Be open-minded.** Don’t go in with set ideas and make sure you listen to people’s opinions. Don’t make assumptions about what people might need or want. And do not assume that they will have heard about your project or organisation before.
* **Have conversations.** Use simple open-ended questions that give people a chance to say what they think. Avoid jargon and technical language people may be unfamiliar with.
* **Keep talking**. Make sure you keep people updated so they feel involved and that their opinions are valued.

**5. Further help**

Hopefully, this toolkit has helped you to think about how you can plan to effectively engage local people in helping to design physical activities that successfully meet the needs of both disabled and non-disabled people to be active together.

If you need more help or inspiration, why not contact us at the Foundation of Light.

* Jade Gilbertson – [Jade.Gilbertson@foundationoflight.co.uk](mailto:Jade.Gilbertson@foundationoflight.co.uk) or 0191 563 4749

GOGA Community Engagement Toolkit

Please do not submit to the Foundation of Light.

For information and Guidance only.

**Set your objectives**

|  |
| --- |
| **What is the purpose of your community engagement?** (Include broad target group/s and any behaviour change you want to see in the target group/s. Do you want to test an existing project you have in mind or do you wish to create a new project with the target group/s) |
| **What do you want to achieve from the community engagement?** Identify your engagement objectives – What do you want to find out about/from your target groups?  1.  2.  3.  4.  5.  6. |

**Identify and understand your Target Audience**

|  |
| --- |
| * Who are the target groups and communities that you want to find out more about? Be as specific as possible. |
| * Who are the key influencers of your target groups that you could include in your engagement activity? |
| * Why have you chosen these target groups? |

**Define and implement your Action Plan.**

|  |
| --- |
| * Identify any organisations and groups that can help you to connect and engage with your target audience/ How are they going to help? |
| * What will your engagement event/s look like? (Format) Where and when can you talk to your target audience? Who will engage with them? What resources/equipment will you need to carry out the engagement? |

* What are the list of topics that you want to raise, discuss, and ask about during your community engagement? Have you prepared a clear conversation guide?

Capacity

|  |
| --- |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |

Motivation/Values

|  |
| --- |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |

Opportunity

|  |
| --- |
|  |
|  |
|  |
|  |
|  |
|  |
|  |
|  |

**Assessing results, feedback, and planning ongoing engagement**

|  |
| --- |
| How do you plan to capture the feedback/insight gained from participants and to feedback to your own team? |
| Consider how you are going to continue building relationships with your target groups and communities including feedback from the engagement activity. How will you keep participants involved? |
| How will you use the insight gained from your engagement to create your project with the participants needs and wants in mind? |