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Dated: 10 February 2020

North & North East Lincolnshire set to benefit from Get Out Get Active

More UK locations will be part of Get Out Get Active’s (GOGA) success story over the next three years. Thousands more inactive people across 21 locations will benefit from the latest £5million programme funding. Today, Active Humber is delighted to announce North & North East Lincolnshire are successful locations.

In September 2019, we announced the founding funder, Spirit of 2012, awarded a further £3 million to GOGA across the UK. At the same time, Sport England also invested an additional £1 million into England. Last week London Marathon Charitable Trust revealed their £1 million grant investment.

The ground-breaking programme began in 2016, created to bring disabled and non-disabled people together to be active. It engages the least active communities in fun, inclusive ways. Now it is set to continue until at least 2023.

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 local knowledge and national expertise.

GOGA is more than being active. It strengthens community spirit, increases confidence and improves mental health. It increases the demand for, and the accessibility of, activities. These may be provided by local authorities, sports clubs or the voluntary sector. The success is through tapping into people’s real life motivations to be physically active.

The new funding will enable partners to build on phase one’s success and share learning. Initially there were 18 locations across England, Scotland, Wales and Northern Ireland, who together engaged an incredible 20,000 people. Commencing in April 2020, phase two will have 21 locations.

After a stringent process, North & North East Lincolnshire were chosen to be part of phase two. The programme across these two areas will include working across communities in more rural locations and supporting the development and sustainability of community assets to support the least active 55-74 year olds to be more physically active.

David Gent, CEO Active Humber said on the announcement:

The Get Out Get Active Programme will enable Active Humber to support a wide range of our partners to develop inclusive ways of advocating physical activity across our least active communities in North and North East Lincolnshire. The funding will make a real difference across these communities; supporting partners to break down barriers, developing more local volunteers and supporting activity in those areas where there are currently less opportunities to be active.

**The 2020 -2023 localities are:**

**England:** Amber Valley and Bassetlaw, Blackpool, Bradford, Forest of Dean, Haringey, Liverpool, North and North East Lincolnshire, Nottingham, Sunderland, Wolverhampton and Wiltshire

**Northern Ireland:** Mid and East Antrim and Mid Ulster

**Scotland:** Dundee, Perth and Kinross and Angus – NHS Tayside

**Wales:** Pembrokeshire, Ceredigion, Carmarthenshire and Powys – West Wales Partnership, Cardiff, Swansea and Newport – South Central partnership and Conwy, Flintshire and Denbighshire – North Central partnership

By 2023, GOGA will have:

•            Reached over 40,000 individual participants, with at least four in ten remaining active

•            Engaged 1,500 volunteers’ support

•            Supported 2,500 volunteers and paid staff’s training

For more information, please visit [www.getoutgetactive.co.uk](http://www.getoutgetactive.co.uk)

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# Notes to editors:

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**Phase one (2016-2019) involved 18 localities**

* England: Bradford, Manchester - Greater Manchester, Rochdale - Greater Manchester, Wigan - Greater Manchester, Margate – Kent, East Lindsey – Lincolnshire, Lambeth – London, Wandsworth – London, Nottingham and Stoke-on- Trent
* Northern Ireland: Armagh City, Banbridge and Craigavon, Derry City and Strabane
* Scotland: Fife, Grampians and Forth Valley
* Wales: Pembrokeshire, Rhondda Cynon Taf and Wrexham

**About Active Humber**

Active Humber is a charitable company whose purpose is to help people of all ages and backgrounds to improve their health and well-being by taking part in regular physical activity and sport. We are one of the 43 Active Partnerships located across England and as such receives funding from Sport England to carry out several functions to help achieve the Sport England strategy 'Towards an Active Nation' at a community level. We have a vision that the Humber is a place where everyone, every day is physically active. [www.activehumber.co.uk](http://www.activehumber.co.uk) Charity Registration Number: 1155928 and a Company Limited by Guarantee (Reg. No. 08759196).

**About Activity Alliance**

Activity Alliance is the operating name for the English Federation of Disability Sport (EFDS). We bring members, organisations and disabled people together to challenge perceptions and change the reality of disability, inclusion and sport. The national charity looks to a better future where everyone can enjoy the opportunities available. Established in September 1998, Activity Alliance has a vision that **disabled people are active for life**. [www.activityalliance.org.uk](http://www.activityalliance.org.uk). Charity Registration Number: 1075180. [Visit the privacy policy here.](http://www.activityalliance.org.uk/privacy)

**About Spirit of 2012**

Spirit of 2012 is the London 2012 legacy fund. Spirit builds sustainable social legacies from the inspiration of events, investing to improve how people feel about themselves, other people, and their communities.

The National Lottery Community Fund founded Spirit in 2013 with a £47million endowment to continue and recreate the spirit of pride, positivity and community that inspired people across the UK during the London 2012 Games. For more information visit [www.spiritof2012.org.uk](http://www.spiritof2012.org.uk).

**About Sport England**

Sport England is a public body and invests up to £300 million National Lottery and government money each year in projects and programmes that help people get active and play sport. It wants everyone in England, regardless of age, background, or level of ability, to feel able to engage in sport and physical activity. That’s why a lot of its work is specifically focused on helping people who do no, or very little, physical activity and groups who are typically less active - like women, disabled people and people on lower incomes. Visit [www.sportengland.org](http://www.sportengland.org)

**About London Marathon Charitable Trust**

Since 1981, The London Marathon Charitable Trust has awarded grants totalling more than £88 million to 1,430+ organisations in London, Surrey and other areas. The Trust’s vision is a society in which everyone is physically active, contributing to their health and wellbeing. It works towards this by enabling people to become and remain physically active regardless of age, gender, ability, race or background, and by challenging inequality of access to physical activity. For more information visit [www.lmct.org.uk](http://www.lmct.org.uk)