

PC26.107 GOGA Service Renewal – Request for funding of further trial period

Report Author: Parish Clerk

Meeting: Full Council

Date: 15 September 2026

1. Purpose

To consider a request for funding to support a further 13-week trial of the GOGA Programme. The programme provider has submitted a report (Annex One) detailing the outcomes of the initial trial period and seeking funding to continue delivery for a further 13 weeks.

2. Background

The programme provider, District Sports, initially applied for a grant to provide this service. Council resolved (PC26.053) instead to commission District Sports for an initial period of 3 months at a cost of £50 per session to deliver Get Out Get Active sessions in Old Sarum and Longhedge. That period has now expired.

The GOGA Programme was introduced on a trial basis to provide opportunities for participants to increase physical activity while also encouraging social interaction and community engagement. According to the submitted report, participants who attended the sessions benefited from both increased activity levels and opportunities to meet and connect with others within the community.

The report notes that one of the principal challenges during the initial trial was attendance, which averaged approximately six participants per week. However, the programme provider considers that this reflects a need for greater promotion and community outreach rather than a lack of value in the programme itself.

3. Proposal

The programme provider is requesting funding for a further 13-week trial period. The stated objectives of the extended trial are to:

- Continue providing opportunities for physical activity.
- Maintain the social benefits and community connections developed through the programme.
- Increase awareness of the programme through targeted promotion.
- Encourage participation from new attendees.
- Assess whether increased promotion leads to improved attendance levels.
- Gather additional evidence on participant outcomes and longer-term viability.

4. Financial implications

The funding request is for:

Item	Cost
13 weekly GOGA sessions (1 hour 15 minutes per session)	£650

The submitted proposal is based on a cost of £50 per session for 13 sessions. The initial funding came from the Age Support cost centre. The annual budget was set at £5,000, which had been allocated for the Age UK Community Connector program. So, the total budget spend for that cost centre now stands at £5,650. That £650 deficit will double if members decide to support this second trial period. Council may, if it wishes, transfer monies from General Reserve to allow for this.

5. Options

Option A

Approve funding of £650 for a further 13-week trial period as requested.

Option B

Decline the funding request.

6. Resolution

Members are asked to resolve:

That the Parish Council agrees to provide funding of £650 to support a further 13-week trial of the GOGA Programme.

GOGA Programme – Trial Outcomes and Case for a Further 13-Week Trial

1. Executive Summary

The GOGA programme was introduced on a trial basis to provide participants with accessible opportunities to increase their physical activity while also supporting social interaction and community engagement.

The initial trial successfully met its main objectives. Participants who attended the sessions experienced increased activity levels and benefited from opportunities to meet others, socialise and develop connections within their community.

One of the key challenges identified was participation. Average attendance was approximately **six participants per week**, which was lower than originally anticipated. While this was below our expectations, the trial has provided valuable learning about the importance of promoting the programme and reaching a wider audience.

We would welcome the opportunity to continue delivering GOGA through a **further 13-week trial period**. This would allow us to build on the positive outcomes of the initial trial while putting greater emphasis on promotion, community outreach and increasing participation.

We believe that an additional 13 weeks would provide a realistic opportunity to test whether increased promotion and engagement can attract more participants and extend the benefits of the programme to a wider section of the community.

We would be asking for funding of £650 (£50 per week) of 1 hour and 15minute sessions.

Price	Sessions	Total
£50 per week (1hour 15 minutes)	X13 (once a week- Friday 11am-12:15pm)	£650

2. Outcomes of the Initial Trial

The initial trial demonstrated positive outcomes for participants.

Increased physical activity

A key outcome was an increase in participants' activity levels. The sessions provided regular opportunities for participants to be physically active and encouraged greater participation in an active lifestyle.

Social interaction and connection

GOGA also provided an important opportunity for participants to come together.

The sessions created a friendly and supportive environment where participants could meet, socialise and develop relationships. The social aspect of the programme was an important benefit and helped participants feel more connected to others within their community.

Bringing people together

The programme demonstrated its potential to bring people together through a shared activity. GOGA provides more than an opportunity to be physically active; it creates a space for community connection and social engagement.

3. Participation and Learning

Although the outcomes for participants were positive, attendance was lower than expected, averaging approximately **six participants per week**.

This has been an important learning point from the initial trial. The lower attendance suggests that greater awareness and promotion of the programme are needed to reach more people within the community.

We believe there is potential to increase participation through a more targeted promotional approach, including:

- Increased promotion within the local community.
- Greater engagement with community groups and local organisations.
- Stronger links with referral partners.
- Increased use of local networks and word-of-mouth promotion.
- Raising awareness of the physical and social benefits of GOGA.
- Identifying and addressing any barriers that may prevent people from attending.

4. Proposal for a Further 13-Week Trial

We would love the opportunity to continue running the GOGA sessions through a **further 13-week trial period**.

The purpose of the second trial would be to build on the positive outcomes already demonstrated while specifically addressing the challenge of participation.

The additional 13 weeks would allow us to:

- Continue providing opportunities for people to increase their physical activity.
- Maintain the positive social environment created through the programme.
- Bring more people together within the community.

- Increase awareness of GOGA through targeted promotion.
- Develop stronger links with local organisations and community groups.
- Encourage new participants to attend.
- Monitor whether increased promotion results in higher attendance.
- Gather further evidence of participant benefits.
- Assess the potential for longer-term delivery.

A defined 13-week period would provide a clear opportunity to measure progress and establish whether the programme can grow its participant base with additional promotional activity.

5. Funding Requirement

Funding would enable us to deliver the additional 13-week programme and invest time and resources into promoting the sessions to a wider audience.

Funding would support the continued delivery of the sessions while allowing us to undertake additional community outreach and promotional activity.

This is particularly important because the initial trial has demonstrated that the programme itself can provide positive outcomes, but more work is needed to ensure that these opportunities reach a larger number of people.

Price	Sessions	Total
£50 per week (1hour 15 minutes)	X13 (once a week- Friday 11am-12:15pm)	£650

6. Measuring Success

During the further 13-week trial, we would monitor participation and outcomes to assess the impact of increased promotion.

Measures could include:

- Average weekly attendance.
- Number of new participants.
- Repeat attendance and participant retention.
- Changes in participants' activity levels.
- Participant feedback.
- Evidence of increased social interaction.
- Community engagement and connections.
- Effectiveness of different promotional activities.

This information would allow us to compare participation and engagement with the initial trial and provide a stronger evidence base for future funding applications and longer-term programme development.

We would love the opportunity to continue this work and demonstrate what can be achieved through a further 13 weeks of funded delivery.