

# Lowestoft O-go-go

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Lowestoft O-go-go

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# What is Lowestoft O-go-go?

- \* Lowestoft O-go-go is a 3 year Sport England funded project through the Community Sport Activation Fund.
- \* The project specifically targets 3 groups, Young & New Mums, 55+ and 70+
  - \* its aim to break down barriers to participation in sport and physical activity.
  - \* The aim is to show individuals that sport & physical activity can be informal, fun and social and can be incorporated into people's everyday lives
  - \* The project offers support, choice and opportunity for regular ongoing participation.
  - \* Traditional and non-traditional activities to non-traditional venues

# New and Young Mums

- \* Local new and young mums told us that the barriers to sport and physical activity were;
  - \* not enough time,
  - \* activities are too expensive,
  - \* childcare issues,
  - \* transport costs are restrictive,
  - \* not wanting to attend on their own
  - \* not knowing where to find out about activities.

# Overcoming the Barriers

- \* not enough time,
  - \* Asked when users wanted activities
- \* activities are too expensive,
  - \* Low cost activities, project funding helped to support additional costs
- \* childcare issues,
  - \* Child friendly classes, where parents can bring their child along
- \* transport costs are restrictive,
- \* not wanting to attend on their own
  - \* Infused a bring a friend attitude
- \* not knowing where to find out about activities.
  - \* Website, social media, radio, paper events

# Embraced by the Community

- \* Improved local community partnerships
  - \* Libraries, Parent & Toddler Groups, Community facilities, Primary Schools, Church facilities, Sure Start Centres, Community Action Suffolk, Citizens Advice
- \* Increased partnership working with NHS
  - \* Doctors Surgeries, Health Centres
- \* Developed relationships with health & other organisations
  - \* OneLife Suffolk, GYMind, Turning Point, DWP

# Legacy and Sustainability

- \* Links to Sure Start Centres
- \* Community Facility support and engagement
- \* Use of instructors who understand the project and what we are trying to achieve
- \* Real Play programme
- \* Class sustainability post activity
- \* Closed Facebook groups – Young Mums Running Group

# Challenges

- \* Changing Mindsets & Routines
- \* Timing of classes – to fit in with lifestyles, commitments, families
- \* Promotion – Social Media platforms & others
- \* Not attending alone
- \* Class/activity placement
- \* Gaining creditability and respect

# QUESTIONS?





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