

“Recognising teams delivering insight-led, impactful wellbeing services that shape healthier communities.”

What is it?

The Quest Active Wellbeing Assessment is designed to provide a structured, evidence-based review of how organisations deliver impactful, inclusive, and place-based physical activity and wellbeing services within communities.

It is suitable for a wide range of teams, including those based in leisure facilities, standalone community development teams, wellbeing hubs, and outreach services. The assessment supports organisations in demonstrating the value of their work, identifying areas for improvement, and showcasing how they contribute to wider system priorities such as health, equity, and social impact. By focusing on data, community voice, partnerships, and sustainability, the assessment helps teams strengthen their effectiveness, accountability, and ability to attract future investment or support.

What’s involved?

A one-day, face-to-face assessment that helps organisations show how their work supports health, wellbeing, and physical activity.

The assessment follows the Plan, Do, Measure/ Review, and Impact framework, with scoring levels of Unsatisfactory, Satisfactory, Good, Very Good, and Excellent. Organisations can complete it across their delivery within a local authority area and are not limited to a single facility or site.

On the day, your team presents a short presentation called ‘The Value of Our Work,’ and trained reviewers meet with you to explore six key areas:

Opening Meeting & Presentation	“The Value and Impact of Our Work”
Purpose, Strategy & Place	Clear purpose aligned with place-based need and wider system priorities
People and Workforce	Empowered team and community working together through inclusion and co-design
Partnerships & System Working	Working as part of a wider system to maximise reach and impact
Insight, Data & Evaluation	Data and feedback drive learning, improvement, and accountability
Delivery, Access & Inclusion	Inclusive and adaptable delivery that reaches and works for priority groups
Wellbeing, Impact & Sustainability	Long-term benefits to health, well-being, and the environment

Opening Meeting – Presentation – ‘The Value of Our Work’

The presentation should cover:

1. **Your Purpose:** what you are here to do and why it matters.
2. **Your Contribution to Activity & Place:** where you operate and the change you are driving.
3. **Your Achievements:** impact so far — with a focus on insight, stories, and outcomes
- 4.

Important Note: This 20-minute presentation plays a crucial role in the overall assessment. The assessor will use the insight you share here to add context and value across the scored modules, helping them better understand your organisation’s purpose, relevance, and impact. *Please email a copy of your presentation to the assessor at least one week before the assessment date.*

Presentation Guidance & Top Tips

1. Your Purpose – What You are Here to Do & Why It Matters

- Clearly state your mission and values.
- Explain who you work with and why they need support (e.g. inactive, underserved communities).
- Link to local health/wellbeing challenges and Sport England’s *Uniting the Movement* priorities.
- Use plain language and speak with passion.

Top Tip: Add a personal story, quote, or lived experience to humanise your purpose.

2. Your Contribution to Activity & Place

- Describe your local area and the needs you respond to.
- Explain what you do (programmes, partnerships, place. For example, active travel or active environments.)
- Show how you make activity accessible, inclusive, and impactful.
- Highlight collaboration across sectors (e.g. health, education, housing).
- Potential latent demand and future areas of work.

Top Tip: Use visuals (maps, infographics, testimonials) to bring your impact to life.

3. Your Achievements – Insight, Stories & Outcomes

- Share key data points (participation, well-being, retention).
- Use real stories to show change at the personal and community level.
- Demonstrate how you gather insight and adapt delivery.
- Celebrate learning, success, and improvement.

Top Tip: Balance stats with voices - what gets measured and what gets felt.

Top Presentation Tips

- Stick to the 3-part structure: *Purpose → Place → Impact*.
- Keep it clear, local, and honest.
- Practice your delivery and prepare for questions.
- Connect your work to wider social and health outcomes.

Module: Purpose, Strategy and Place

Focus: To assess how clearly the team understands and articulates its purpose and how well its work aligns with local place-based priorities.

Key elements:

- Clarity of purpose and strategic goals
- Understanding of local needs (e.g., inactivity, inequality, health)
- Alignment with wider system plans (e.g., ICS, Active Partnership, PH priorities)
- Evidence of collaborative planning in and with the local “place.”

Questions

PLAN

1. Is there a clear, shared organisational purpose aligned to physical activity, health, and wellbeing outcomes?
2. How well does your strategic approach align with local, regional, or national plans (e.g. JSNA, ICS, NHS priorities, Ward Profile)?

DO

3. How do you co-develop your strategy or plans with key local partners or stakeholders?
4. How well is your strategy communicated across the organisation and with partners?
5. How does your leadership support a shared purpose and strategic alignment across systems and teams?

MEASURE / REVIEW

6. How do you monitor and review your strategic priorities and direction?

IMPACT

7. How is your strategic direction contributing to place-based outcomes and system priorities?

General Guidance for Organisations

- Ensure your purpose is understood by all staff and reflects a commitment to health equity.
- Align to local ICS priorities, Joint Strategic Needs Assessments (JSNAs), Ward Profiles, and Sport England’s Uniting the Movement strategy.
- Collaborate early with partners to shape shared strategy and place-based interventions.
- Consider tools like Theory of Change or Results-Based Accountability.
- Include underrepresented voices in planning: residents, VCFSE groups, and marginalised populations.

Best Practice Examples

- Clear slide deck outlining strategic goals and metrics.
- Strategy workshop held with Active Partnership, council, ICS, and community orgs.
- Use of participatory methods like citizens' panels or community mapping.
- Infographics linking purpose to local data and system goals.

Module: People and Workforce

Focus: To explore how the team values, develops, and supports its workforce.

Key elements:

- Workforce skills, diversity, and support
- Use of lived experience, volunteers, peer leaders
- Organisational culture of inclusion and responsiveness

Questions

PLAN

1. How do you identify and plan for workforce needs?

DO

2. How do you ensure staff are skilled, confident, and able to deliver your programmes effectively?
3. Do you have an inclusive recruitment and onboarding process to attract and train new starters?
4. How do you support wellbeing, retention, and satisfaction across your teams?
5. How do you develop leadership capacity at all levels of the organisation?

MEASURE / REVIEW

6. How do you review workforce performance and development needs?

IMPACT

7. How does your workforce strategy contribute to improved outcomes for people and communities?

Guidance for Organisations

- Develop a living workforce strategy that addresses skills gaps, diversity, and well-being.
- Link roles and development plans directly to your organisational mission and target outcomes.
- Create formal mechanisms to include lived experience and community voice — not just feedback but co-design.
- Ensure inclusive recruitment and training practices are in place (e.g. inclusive job descriptions, interview panels, staff networks).
- Promote psychological safety, shared leadership, and reflective practice within teams.

Best Practice Examples

- Peer volunteers are supported into paid employment or leadership roles.
- Written policy and approach to recruit, onboard, train, retain and reward volunteers.
- Regular forums for staff and community to share insights and influence planning.
- Lived experience advisory group directly feeding into board decisions.
- Organisation adopts Equity, Diversity, and Inclusion (EDI) standards (e.g. Disability Confident, Race Equality Charter).
- Community co-designed framework applied across all service areas.

Module: Partnership and System Working

Focus: To understand the depth and value of partnerships that support community impact, particularly across health, local government, VCFSE, and other systems.

Key elements:

- Active, purposeful partnerships across sectors
- Shared outcomes and joint delivery plans
- Connection to integrated care systems and community hubs.
- Governance, accountability, and communication in partnership

Questions

PLAN

1. How do you plan to identify and prioritise strategic partnerships to support shared goals in your place?

DO

2. How do you establish clear roles, responsibilities, and governance within partnerships?
3. How do you maintain productive and inclusive working relationships with partners?
4. How do you collaborate on joint delivery and innovation?
5. How do you influence local systems through partnership working?

MEASURE / REVIEW

6. How do you evaluate partnership effectiveness and collective progress?

IMPACT

7. What difference have your partnerships made to reach outcomes or system change?

General Guidance for Organisations

- Map stakeholders across health (ICS, PCNs), local authorities, education, housing, and VCFSE.
- Develop shared priorities using outcomes-based planning (e.g. Results-Based Accountability).
- Establish regular cross-partner review meetings with clear governance structures.
- Use Memoranda of Understanding (MoUs) to clarify shared goals and roles.
- Build partnerships that support inclusive, long-term, and scalable delivery.

Best Practice

- Align work with Integrated Care Strategies and Joint Health & Wellbeing Strategies.
- Collaborate with community anchor organisations and place-based partnerships.
- Use co-design workshops with multiple partners to shape delivery.
- Adopt shared metrics, dashboards, or theory of change frameworks.
- Partner on bids or pooled budgets to support long-term investment.
- Share staff or physical spaces with system partners to maximise impact.

Module – Insight, Data and Evaluation

Focus: To examine how well the team collects, uses, and learns from data to improve services and evidence impact.

Key elements:

- Use of demographic and participation data (e.g., postcode, age, need)
- Integration of qualitative insight (surveys, stories, consultation)
- Demonstration of impact (e.g., outcomes, behaviour change, SROI)
- Responsiveness to evidence and learning culture.

Questions

PLAN

1. How do you use local and national insight to understand need, inequality, and opportunity?

DO

2. How do you prioritise population groups and geographical areas based on insight?
3. How are targeted approaches developed for specific groups or places?
4. How do you engage with communities to shape the offer based on what matters to them?
5. How do your staff apply insight and learning in practice to ensure targeted delivery?
6. How do you collaborate with other services or partners to maximise reach and relevance?

MEASURE / REVIEW

7. How do you track whether you are reaching the people and places you intended to?

IMPACT

8. What difference is your targeted work making, and how do you evidence this?

General Guidance for Organisations

- Develop an insight plan that includes both hard data and human stories.
- Disaggregate participation data by postcode, age, ethnicity, disability, etc., to identify who is not engaging.
- Use outcome frameworks such as Sport England's Evaluation Framework or the COM-B Behaviour Change model.
- Adopt digital tools (like DataHub, Views, Upshot or Power BI) for monitoring and visualising data.
- Embed regular learning reviews at the team and leadership levels.
- Share evaluation findings with stakeholders and the community.

Best Practices

- Sport England's *Learning about What Works* and *Evaluation Guidance*.
- Use of the Most Significant Change technique for storytelling.
- Community insight platforms (e.g. Local Insight, ONS, Active Lives).
- Participatory research methods to co-produce the evaluation.
- Publish learning briefs or impact reports annually.

Module: Delivery, Access, and Inclusion

Focus: To assess how services are planned and delivered to be inclusive, effective, and accessible to priority groups.

Key elements:

- Targeted outreach and inclusive programming
- Removing barriers (cost, transport, cultural sensitivity)
- Accessibility in physical spaces and digital tools
- Adapting delivery models based on feedback and insight.

Questions

PLAN

1. How do you plan programming to ensure activities are inclusive and meet the needs of diverse groups?
2. How do you design pathways that connect your offer across local venues, services, and settings?

DO

3. How do you design inclusive and accessible activities for different audiences?
4. How do you support progression, re-engagement, or ongoing participation?
5. How do you create enabling environments that encourage behaviour change?

MEASURE / REVIEW

6. How do you review the performance and accessibility of your programmes?

IMPACT

7. How do your programmes improve lives, reduce inequalities, and contribute to wellbeing outcomes?

General Guidance for Organisations

- Start with insight — what are the real and perceived barriers in your area?
- Use local data and lived experience to shape activities that reflect people's lives.
- Partner with community groups and trusted intermediaries to reach priority audiences.
- Offer activities in flexible, accessible formats — think digital, mobile, outdoors, home-based.
- Include clear progression or re-engagement pathways for long-term impact.
- Collect ongoing feedback — not just surveys, but focus groups, WhatsApp groups, storyboards, etc.

Best Practices

- Apply Sport England's "Mapping Inclusion" or "Tackling Inequalities" guidance.
- Collaborate with services like housing, adult social care, or local transport for wraparound access.
- Use Community Champions or peer connectors to design and promote access.
- Work with Active Travel, outdoor and green space initiatives to expand reach.
- Highlight impact by measuring participation growth among underserved groups.

Module: Wellbeing, Impact & Sustainability

Focus: To evaluate the broader impact of activity on community wellbeing and how delivery contributes to social, health and wellbeing, and environmental sustainability.

Key elements:

- Contribution to mental, physical, and social well-being
- Role in prevention, recovery, and social prescribing pathways
- Use of wellbeing hubs or anchor organisations
- Environmental awareness and climate-conscious operations.

Questions

PLAN

1. How do you define success and outcomes in your strategy and planning?

DO

2. How do you collect, analyse, and apply performance and qualitative data?
3. How do you assess and communicate your social return on investment (SROI)?
4. How do you embed a learning culture that supports improvement and innovation?

MEASURE / REVIEW

5. How do you use evaluation to refine your offer and inform future work?

IMPACT

6. What outcomes have you achieved and what impact have you had on individuals, communities, and systems?

General Guidance for Organisations

- Define what well-being means for your community and participants (e.g. improved confidence, social connection, reduced anxiety).
- Align your evaluation approach with frameworks such as the NHS Outcomes Framework, Five Ways to Wellbeing, or SCF outcomes.
- Work with Primary Care Networks, social prescribers, or health coaches to embed your offer in preventative care pathways.
- Think long-term, what habits, environments or connections does your activity help sustain?
- Integrate environmental thinking: reduce travel dependency, avoid single-use items, and use nature-rich settings where possible.

Best Practices

- Use of SROI (Social Return on Investment) or outcome frameworks to show value to funders and system partners.
- Multi-agency wellbeing hubs offering joined-up support across health, housing, physical activity, and advice.
- Cross-sector data dashboards to track impact (e.g. linking activity with wellbeing, loneliness, or GP appointments).
- Green prescribing and climate-conscious operations (e.g. low-carbon delivery, reusable equipment, staff car share schemes).
- Regular community reporting, celebrating shared impact in ways people recognise and value.