

Quest 1 – Tackling Inequalities

Self-Assessment Preparation Form

Module Outcome	
Get more people active, particularly those who are inactive and/or experiencing inequalities.	
Support leisure operators to provide more inclusive and accessible physical activity opportunities for people from different inequality groups.	
Embed an inclusive approach and culture within the leisure organisation.	
Use of local data to support community and partnership engagement.	
Develop the positive co-production of services and products which attract and retain new and diverse audiences.	
Focal Points - Questions to consider in preparation for your Quest Assessment	Yes, No or NA
Outside of their initial induction, do staff receive further training and support on tackling inequalities?	
Is usage by people experiencing inequalities increasing year on year?	
Has there been a review of your facility accessibility within the last 12 months?	
Has the facility a published access statement for all users? (Online, within the facility, printed media)	
Do you actively increase the number of stakeholders that you work with year on year?	



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Challenge:	Example of Best Practice:	What do we currently do?	What action can we take:
Mystery Visit			
<p>Does the facility's website or social media platform provide quality inclusive, up to date information that engages with their local community?</p>	<p>Clear customer centric design and messaging used on both platforms.</p> <p>Useful information linked to accessibility is clearly understood, and communicated, reflecting the community it services.</p> <p>Quick and easy joining, booking and payment process with effective calls to action.</p> <p>Inclusive, navigational and search in use to access up to date, informative content.</p> <p>There is a responsive and inclusive design.</p>		
<p>Are the activities and program varied and accessible to meet the needs of the community?</p>	<p>The organisation demonstrates innovative programming approaches to cater for the needs of the community.</p> <p>Staff are trained to be able to adapt their activities to suit the needs of a wide-ranging audience.</p> <p>There is evidence of high-level consideration to equipment provision to improve accessibility.</p>		





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Mystery Visit			
	There is a range of audience specific and inclusive opportunities reflecting the needs of the targeted customers and groups and proactive support to overcoming any barriers to participation.		
Has the facility considered and communicated venue accessibility to the customers?	<p>There is strong evidence of a dedicated Marcomms strategy linked to stakeholder and community engagement.</p> <p>Detailed and comprehensive facility-specific accessibility information is available and actively promoted internally and externally to customers.</p> <p>The organisation is proactively asking for feedback about their programmes and facilities accessibility.</p> <p>Customer feedback is positive about the facilities accessibility.</p>		



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Plan			
<p>Has the business plan been coproduced, with a clear approach based on local needs and priorities to tackle inequalities?</p>	<p>There is a well-informed coproduced three-to-five-year business strategy/plan in place clearly articulating and evidencing equality and inclusion which has been developed with stakeholders and is well communicated/ understood.</p> <p>Representative members of the local community are able to feedback and influence the development and delivery of the business plan with robust KPI's which reflect local priorities and national outcomes.</p> <p>There is an inclusive culture of high-quality provision, continuous improvement, and an unrelenting focus on getting a wide range of people active.</p> <p>There is good evidence that the business strategy/plan is a live document and is underpinned by excellent financial management systems, policies, and procedures.</p> <p>The organisation has a reputation amongst partners and funders for innovation and enterprise and for being 'ahead of the curve' with its equality and inclusion objectives.</p>		





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Plan			
<p>Are policies and procedures reviewed to ensure they are inclusive, embedded and communicated to customers and staff?</p>	<p>There is widespread consultation and expert input on policy content and the review process.</p> <p>There is evidence that policies and procedures are fully embedded, regularly monitored and reviewed and an action plan is being implemented on a progressive basis.</p> <p>There is evidence that these policies are accessible, available in all formats and actively promoted having been approved by the Board of Directors.</p> <p>There is an EDI champion in place with a remit to take action.</p>		
Do			
<p>Are sufficient resources allocated to deliver, embed, and communicate the business plan to workforce and partners?</p>	<p>Trustees, directors, senior managers, and delivery staff actively champion the organisation's purpose, vision, values, and current business goals surrounding inequality and inclusion.</p> <p>Tackling inequalities is a significant focus for the organisation's leadership with suitable resources allocated.</p>		



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Do			
	<p>The organisation has a strong reputation which can be evidenced locally and/or nationally for delivering and disseminating inclusion best practice.</p> <p>Strong, effective, and productive partnerships exist with key equality organisations.</p> <p>Feedback is constantly sought to deliver new, innovative delivery models and processes.</p> <p>Coaching and mentoring are used to develop leadership capabilities and there is evidence of succession planning around inequality and inclusion.</p>		



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Do			
<p>Does insight and consultation inform procurement to ensure sufficient and suitable inclusive equipment is available?</p>	<p>There is widespread consultation and expert input on equipment selection and usage for both specific audiences and inclusive products.</p> <p>Research and insight into the needs and preferences of local people has fully informed the planning process, resulting in programmes, equipment and services that deliver 'what people want,' with clear targets and outcomes linked to target audiences.</p> <p>Continuous programme of improvement exists for equipment provision.</p> <p>Innovative programming and equipment selection are attracting new target audiences and increasing participation with underrepresented groups.</p> <p>Innovative methods are used to communicate with customers about the availability of equipment.</p>		



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Measurement, Monitoring and Review			
<p>How do you ensure your communications are inclusive, effective and reach your intended audience(s)?</p>	<p>Communication and marketing principles focused on behaviour change models are embedded in the marketing strategy/plan and its delivery, which is fully inclusive and embedded within the organisation.</p> <p>Innovative communication techniques and tools are being used to reach inequality groups and their networks through a range of communications and channels.</p> <p>Communication and marketing materials have been coproduced and market tested with relevant stakeholders and potential user groups.</p>		
<p>Can you demonstrate that you have proactively engaged with partners to develop, improve and deliver effective services to tackle inequalities?</p>	<p>Shared outcome-based planning provides focus, stakeholders and partners are regularly involved in all planning, decision making and review processes around inequalities.</p> <p>Clear evidence of increased market penetration and impact in identified development areas, particularly around the participation of underrepresented groups and a resulting increase in physical activity levels.</p>		



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Impact			
<p>Can you demonstrate the impact and difference you have made in tackling inequalities?</p>	<p>Data analysis and feedback is used to develop targeted interventions to attract new users and retain existing customers that reflect the diverse local community.</p> <p>The organisation recognises the potential to scale up successful activities and is actively doing so.</p> <p>There is good evidence that the organisation's approach to equality and inclusion has resulted in sustained core funding and/or new work/funding being secured.</p> <p>The organisation has an excellent reputation for the quality, value and impact of its work and is helping to inform and shape local/strategic priorities and assessments of need.</p> <p>There is significant progress against national strategic outcomes that have been agreed with local partners that is measured in terms of social and economic impact value.</p> <p>There is substantial evidence of high and increasing participation levels by underrepresented groups, alongside innovation in support of long-term sustainable success.</p>		

