



# QuestUpdate

September 2025

## Thank you for helping us shape the future of Quest

Over the past few months, so many of you have taken the time to share your views with us through the annual questionnaire, face-to-face consultations, email feedback, and direct conversations. We are truly grateful. Your feedback has guided us as we've shaped the next exciting chapter for Quest.

As of **January 2026**, Quest will transition to a simpler, one-day assessment format. This will reduce disruption for teams while keeping the independent recognition, quality standards, and supportive feedback that Quest is known for.

## Announcing a **fresh look** for 2026!



We're delighted to announce that from **January 2026**, Quest will launch with a refreshed new look that aligns more closely with the **Moving Communities** brand. This update includes a new Quest logo and clearer branding for our two core programmes: **Quest for Facilities** and **Quest Active Wellbeing Assessment**. By strengthening the visual connection with Moving Communities, we're making it easier for partners, stakeholders, and communities to see how Quest supports continuous improvement and contributes to system-wide impact. We hope you enjoy the refreshed look and feel, which reflects both the evolution of Quest and our shared commitment to healthier, more active communities.

### **Quest Place Score**

The **Quest Place Score** is a future development that will bring together all Quest for Facilities and Quest Active Wellbeing Assessment results across a

local authority area to provide a clear, place-based view of performance and impact. By aggregating the scores, it enables benchmarking against national averages, supports strategic planning, and highlights community-level performance trends across a place. Individual organisational scores remain confidential, with only aggregated data contributing, and the system will be integrated into the Moving Communities dashboard in partnership with 4Global.

Within this framework, organisations can achieve an **Outstanding** rating if the average Quest Active Wellbeing Assessment score and the average Quest for Facilities score for a contract are both Excellent, the Compliance Declaration is passed on the day, and all eligible Local Authority leisure centres within the contract are actively participating. This ensures Outstanding status reflects consistent excellence across wellbeing, facilities, and system-wide delivery.





# Quest 2026 – Two Pathways

From 2026, Quest will be delivered through two distinct assessments. These are separate assessments, and you can choose whichever suits your organisation best, or take part in both.

## Quest for Facilities

Quest for Facilities is designed for individual leisure centres and facilities. It's the sector benchmark for operational quality, customer experience, and continuous improvement.

### How it works:

#### Mystery Visit including:

1. Programming & Inclusion
2. Customer Experience
3. Operational Standards

#### One-day face-to-face assessment at the facility

Independent scoring across six modules:

1. Continuous Improvement
2. Empowering the Team
3. Driving Participation
4. Customer Delivery & Insights
5. Operational & Environmental Management
6. Compliance Declaration (Pass/Fail)

### Additional Standards

Add extra recognition to your 'Quest for Facilities' assessment at a reduced cost by selecting additional standards when booking. Each standard is assessed separately with its own certificate and does not impact the overall Quest banding.

- Tackling Inequalities in Leisure Standard – £125 Plus VAT
- Exercise Referral Standard – £200 Plus VAT
- Swim England Learn to Swim Accreditation – £200 Plus VAT

Both the Swim England Learn to Swim Accreditation and Exercise Referral Standard will be partially assessed at the one-day assessment, with the remainder completed online within a two-week window.



## Quest Active Wellbeing

Quest Active Wellbeing is a completely separate assessment from Quest for Facilities and replaces the old Active Communities assessment. Instead of focusing on a single centre, it looks at how services across a whole contract or community work together to deliver inclusive, insight-led wellbeing.

### How it works:

- One-day face-to-face assessment at a contract/place level
- Reviews the overall impact of services across a community or place

### Independent scoring across six modules:

1. Purpose, Strategy & Place
2. People & Workforce
3. Insight, Data & Evaluation
4. Partnerships & System Working
5. Delivery, Access & Inclusion
6. Wellbeing, Impact & Sustainability

## Costs – Frozen for 2026!

We're pleased to confirm that prices remain capped at 2025 levels:

- **Quest for Facilities**  
£1,295 + VAT (additional standards optional)
- **Quest Active Wellbeing**  
£1,295 + VAT

### Helping You Prepare

To support you through this transition, we'll be running a series of customer webinars and training sessions this autumn. These sessions will:

- Explain how each assessment works
- Show how Facilities and Active Wellbeing can complement each other
- Give you a chance to ask questions directly to the Quest team

**Full details will be available on our website from 1 October 2025.**



## At a Glance – Which Quest is Right for You?

	Quest for Facilities	Quest Active Wellbeing
<b>Focus</b>	A single leisure facility	A whole contract/community (“place”)
<b>Assessment type</b>	One-day face-to-face + Mystery Visit	One-day face-to-face (no MV)
<b>Modules</b>	6 modules covering strategy, staff, participation, customer experience, operations, compliance	6 modules covering strategy, workforce, data, partnerships, delivery, and wellbeing impact
<b>Mystery Visit</b>	✓ Included (programming, inclusion, customer experience, operational standards)	✗ Not included
<b>Additional Standards</b>	✓ Available (Learn to Swim, Exercise Referral, Tackling Inequalities) – delivered via TEAMS within 2 weeks	✗ Not available
<b>Cost (2026)</b>	£1,295 + VAT (+ optional additional standards)	£1,295 + VAT
<b>Best for</b>	Facilities wanting to benchmark and improve site-level quality	Area contracts/authorities/organisations/charities wanting to demonstrate community-wide impact

## Upcoming Webinar

***Inequalities in Focus: What the Data Tells Us***  
Tuesday 30th September at 11am

This webinar is all about helping leisure facilities understand and address inequalities in the leisure sector, exploring what the data reveals, where progress is being made, and what more needs to be done.

Join Quest and Active Insight for the Inequalities in Focus webinar as part of our ongoing customer experience series. We will unpack what the data tells us about how people experiencing inequalities are treated in the leisure sector.

Using real Quest assessment and Active Lives data, we will shine a light on patterns, progress, and priorities. Where are we seeing improvements in the leisure sector and what needs focus? Are the same challenges persisting year after year, or are new ones emerging as the sector evolves?

Whether you're a leisure operator, local authority, or sector partner, this session will provide insights that can guide better decisions, stronger strategies, and ultimately, healthier communities.

Book your place [HERE](#).

## ukactive Awards 2025

**The ukactive Awards are well underway, and there isn't much time left to have your say!**

The ukactive Awards are one of the UK's largest awards ceremonies for the fitness and activity sector, celebrating both the industry and the people behind it. Hosted annually by ukactive, the event brings together hundreds of attendees from across the UK and is often hosted by renowned athletes, comedians, or sector ambassadors.

The list of awards and finalists is available to view [HERE](#)

**Congratulations to all our clients who are finalists** – it is a credit to your hard work, genuine passion for what you do, and commitment to improving the sector. We are proud to work with a group of such talented and dedicated individuals, and we wish you the very best of luck at the awards.

Cast your vote [HERE](#)

A graphic for the UKACTIVE AWARDS FINALIST 2025. The text 'UKACTIVE AWARDS' is at the top in a sans-serif font. Below it, 'FINALIST' is written in large, bold, yellow letters with a black outline. At the bottom, '2025' is written in white. The graphic is set against a dark background with some light effects.

 **AWARDS**

Headline  
Sponsor



## Welcome to the team!

### A warm welcome to Zoe, who's joining our ops team as a Health and Safety & Quality Support Manager!

Zoe started out in 2008 as a casual lifeguard and receptionist across various centres in Manchester. Over the years, she's taken on a range of roles including Swimming Teacher, Duty Manager, and Operations Manager, becoming a General Manager in 2020 and managing multiple sites.

*"Across my career, I have mostly enjoyed creating welcoming, community-focused spaces, supporting team development, and helping people enjoy active, healthy lifestyles."*

We are delighted that Zoe is now contributing her expertise and passion for the sector to the development and delivery of our health, safety, and quality services. She will be on site with our clients, supporting both Right Directions and Quest.

*We hope you have enjoyed your first few weeks Zoe!*



## Congratulations

Congratulations to the following facilities for scoring Excellent between June and now:

**Thame Leisure Centre – GLL**  
**Stoke Mandeville Stadium – Serco Leisure Limited**  
**Highbury Leisure Centre – GLL**  
**The Sands Centre – GLL**  
**Barnet Copthall Leisure Centre – GLL**  
**Lee Valley White Water Centre – GLL**  
**Lammas Leisure Centre – Everyone Active**  
**Keynsham Leisure Centre – GLL**  
**Andersonstown Leisure Centre – GLL**  
**Hough End Leisure Centre – GLL**  
**New Addington Leisure Centre – GLL**  
**Xcel Leisure Centre – CV Life**  
**Swiss Cottage Leisure Centre – GLL**

A special mention and congratulations to:  
**Whitwick & Coalville Leisure Centre – Everyone Active**  
For achieving Outstanding!

*Read the full story [HERE](#)*

We celebrate every Excellent-scoring facility's success on the [Quest LinkedIn](#) so please look out for your facility spotlight in the coming months.





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## Thank you

Quest has always been shaped by you, the organisations, teams, and people who use it. The changes we're making reflect your experiences and ideas, and ensure Quest continues to be practical, supportive, and relevant.

We're excited about this next chapter, and we look forward to working with you to celebrate and strengthen the incredible work you do every day.

Find out more from 1 October at:

[www.questaward.org](http://www.questaward.org)

or contact us at

[Quest@righdirections.co.uk](mailto:Quest@righdirections.co.uk).