

Quest Active Wellbeing – Delivery, Access and Inclusion

Guidance Notes



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.

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 Practice Examples

- 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.

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PLAN	
Challenge: How do you plan programming to ensure activities are inclusive and meet the needs of diverse groups?	
Unsatisfactory	<ul style="list-style-type: none"> No formal planning process Activities do not reflect local needs or community priorities Inequalities or barriers to participation are ignored
Satisfactory	<ul style="list-style-type: none"> Basic awareness of local need and demand Some consideration of inequalities in programming Data or community insight is used occasionally and inconsistently.
Good	<ul style="list-style-type: none"> Programming planned based on a clear local needs analysis Inequalities actively considered and addressed Activities align with identified community priorities.
Very Good	<ul style="list-style-type: none"> Comprehensive use of data, insight, and stakeholder input Proactive targeting of underserved or underrepresented groups Programming explicitly designed to reduce inequalities Local partners and communities are involved in planning.
Excellent	<ul style="list-style-type: none"> Planning is dynamic, forward-looking, and inclusive Activities co-designed with diverse communities Multiple inequalities are addressed simultaneously Programming integrated with wider system, policy frameworks, and long-term strategies Explicit reference to SEND, seldom-heard voices, health inequalities and cultural diversity Innovative approaches used to overcome barriers and ensure equitable access.

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PLAN	
Challenge: How do you design pathways that connect your offer across local venues, services and settings?	
Unsatisfactory	<ul style="list-style-type: none"> No connections with local systems Programming is isolated from other services Missed opportunities for collaboration.
Satisfactory	<ul style="list-style-type: none"> Some links with local health, education, or voluntary sectors Limited integration or joint working Connections are informal or inconsistent.
Good	<ul style="list-style-type: none"> Clear connections with key local systems Joint working or referral pathways established Programming supports local system goals.
Very Good	<ul style="list-style-type: none"> Strong partnerships embedded in local systems Active participation in multi-agency planning Coordinated pathways linking programming with wider services Shared outcomes and data are used collaboratively.
Excellent	<ul style="list-style-type: none"> Programming is fully integrated within local system strategies Leads or co-leads system-wide initiatives Innovative partnership models delivering joined-up outcomes Embedded in prevention and social prescribing pathways Trusted partner influencing wider system transformation Pathways explicitly address equity of access and lifelong participation.

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DO	
Challenge: How do you design inclusive and accessible activities for different audiences?	
Unsatisfactory	<ul style="list-style-type: none"> • Activities are generic with little adaptation • Barriers to access are not addressed • Limited consideration of diverse needs.
Satisfactory	<ul style="list-style-type: none"> • Some efforts to make activities inclusive • Basic accessibility features are in place • Limited tailoring to specific groups.
Good	<ul style="list-style-type: none"> • Activities designed with disability, SEND, cultural and socioeconomic barriers in mind • Accessibility needs are routinely considered • Programming adapts to cultural, physical, or social needs.
Very Good	<ul style="list-style-type: none"> • Inclusive design is standard practice • Co-production with diverse communities • Multiple access routes provided • Ongoing evaluation to improve accessibility.
Excellent	<ul style="list-style-type: none"> • Activities fully co-designed with priority groups and include health, social care and education partners • Innovative approaches to overcome barriers • Accessibility exceeds legal and best practice standards • Continuous improvement informed by community feedback • Recognised for excellence in inclusive programming.

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DO	
Challenge: How do you support progression, re-engagement, or ongoing participation?	
Unsatisfactory	<ul style="list-style-type: none"> No clear progression pathways Limited support for ongoing participation Re-engagement is not considered.
Satisfactory	<ul style="list-style-type: none"> Basic progression options exist Some support for continued engagement Re-engagement strategies are limited or informal.
Good	<ul style="list-style-type: none"> Well-defined pathways for progression and re-engagement pathways Clear support mechanisms for ongoing participation Participants effectively move through the different stages of the activity.
Very Good	<ul style="list-style-type: none"> Progression pathways are flexible and personalised to participants' needs Strong support for re-engagement and sustained involvement Behaviour change techniques are embedded in delivery Pathways linked with wider community offers or opportunities.
Excellent	<ul style="list-style-type: none"> Pathways are co-designed with participants, reflecting their goals and preferences Proactive, innovative re-engagement strategies are implemented Pathways support lifelong participation and continuous development Behavioural insights and data drive continuous improvement Progression connected to employment, education, health and wellbeing outcomes.

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DO	
Challenge: How do you create enabling environments that encourage behaviour change?	
Unsatisfactory	<ul style="list-style-type: none"> No explicit behaviour change support Environments not conducive to participation Little attention to motivation or barriers.
Satisfactory	<ul style="list-style-type: none"> Some consideration of behaviour change principles Basic efforts to create supportive environments Limited use of evidence-based approaches.
Good	<ul style="list-style-type: none"> Behaviour change principles integrated into delivery Enabling environments foster participation Staff trained in behaviour change techniques.
Very Good	<ul style="list-style-type: none"> Systematic use of behaviour change models Environments designed to reduce barriers and enhance motivation Continuous evaluation of impact on behaviours Engagement supported by peer and community leaders.
Excellent	<ul style="list-style-type: none"> Behaviour change is embedded organisation-wide Environments are innovative, inclusive, and responsive Explicit focus on long-term behaviour change linked to health outcomes Staff and participants co-create enabling environments Sharing best practices to influence wider systems.

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MEASURE, MONITOR AND REVIEW	
Challenge: How do you review the performance and accessibility impact of your programmes?	
Unsatisfactory	<ul style="list-style-type: none"> • No formal review process • Impact not measured • Little or no use of data to improve programmes.
Satisfactory	<ul style="list-style-type: none"> • Basic programme monitoring • Some data collected on participation • Limited assessment of impact or outcomes.
Good	<ul style="list-style-type: none"> • Regular monitoring and evaluation • Use of quantitative and qualitative data • Programmes reviewed and adjusted accordingly.
Very Good	<ul style="list-style-type: none"> • Comprehensive impact evaluation • Data used to inform continuous improvement • Stakeholder feedback incorporated • Clear reporting of outcomes.
Excellent	<ul style="list-style-type: none"> • Evaluation is embedded and iterative • Multi-source data drives innovation • Impact demonstrated across multiple dimensions • Lessons shared internally and externally • Strong evidence of reducing inequalities and improving wellbeing.

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IMPACT	
Challenge: How do your programmes improve access, lives, reduce inequalities, and contribute to wellbeing outcomes?	
Unsatisfactory	<ul style="list-style-type: none"> No clear evidence of impact on lives or inequalities Wellbeing outcomes not addressed Programming disconnected from community needs.
Satisfactory	<ul style="list-style-type: none"> Some evidence of positive outcomes Initial steps to reduce inequalities Wellbeing is considered but not central.
Good	<ul style="list-style-type: none"> Programmes demonstrably improve participant wellbeing Targeted work reduces key inequalities Outcomes monitored and reported.
Very Good	<ul style="list-style-type: none"> Clear, measurable improvements in lives and equity Programmes contribute to wider community wellbeing Evidence-based approaches are consistently applied Positive stakeholder and participant feedback.
Excellent	<ul style="list-style-type: none"> Programmes lead to transformational change Significant, sustained reduction in inequalities Wellbeing improvements are embedded across communities Recognised best practice with external validation Influences wider policy and practice.