

Quest Active Wellbeing – Wellbeing, Impact and Sustainability

Guidance Notes



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

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 to sustain?
- Integrate environmental thinking: reduce travel dependency, avoid single-use items, and use nature-rich settings where possible.

Best Practice Examples

- 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.

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PLAN	
Challenge: How do you define success and outcomes in your strategy and planning?	
Unsatisfactory	<ul style="list-style-type: none"> No clear definition of success or outcomes Outcomes are vague or not linked to the strategy No framework for measuring success.
Satisfactory	<ul style="list-style-type: none"> Some defined outcomes are linked to strategy Success criteria are general or high-level Outcomes are used inconsistently in planning.
Good	<ul style="list-style-type: none"> Clear, measurable outcomes aligned with strategy Outcomes address key priorities Success criteria communicated to teams.
Very Good	<ul style="list-style-type: none"> Outcomes co-developed with stakeholders Outcomes linked to local and national frameworks Outcomes address equity and inclusion Outcomes are regularly reviewed and refined.
Excellent	<ul style="list-style-type: none"> Outcomes are fully integrated into organisational culture Success is defined across multiple levels (individual, community, system) Outcomes linked to long-term impact and sustainability Innovative outcome frameworks used Outcomes should reflect health and social care priorities, community/place language and consider devolution and future system changes Outcomes support continuous learning and adaptation.

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DO	
Challenge: How do you collect, analyse, and apply performance and qualitative data?	
Unsatisfactory	<ul style="list-style-type: none"> • Data collection (quantitative or qualitative) is inconsistent or minimal • Limited or no analysis of performance or community insight • Data not applied to improve practice or improve planning.
Satisfactory	<ul style="list-style-type: none"> • Basic data collection of performance and qualitative data • Data used reactively to address issues • Limited application to service improvement.
Good	<ul style="list-style-type: none"> • Regular, systematic data collection of both performance and qualitative data • Analysis identifies trends, issues, and opportunities for improvement • Insights are applied to planning and delivery of services.
Very Good	<ul style="list-style-type: none"> • Integrated systems support real-time or frequent analysis of data • Insights used collaboratively across teams to shape interventions • Qualitative and quantitative data inform innovation and targeted delivery.
Excellent	<ul style="list-style-type: none"> • Advanced data analytics and modelling inform strategic decisions • Co-production with communities generates rich qualitative insight • Data drives continuous improvement, advocacy, and systemic change • Insights are shared transparently with stakeholders and lead to tangible improvements • Triangulated with partners, stakeholders, and external sources to ensure accuracy and accountability.

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DO	
Challenge: How do you assess and communicate your social return on investment (SROI)?	
Unsatisfactory	<ul style="list-style-type: none"> No assessment of social return on investment Impact not quantified or communicated Little awareness of SROI concepts.
Satisfactory	<ul style="list-style-type: none"> Basic understanding of SROI Some attempts to quantify impact Limited communication of social value.
Good	<ul style="list-style-type: none"> Formal SROI assessments undertaken Social value metrics incorporated into reports Communication of social impact to stakeholders.
Very Good	<ul style="list-style-type: none"> Regular SROI evaluation embedded in processes SROI is linked to strategic priorities Transparent sharing of social value data Stakeholders engaged in understanding SROI.
Excellent	<ul style="list-style-type: none"> Innovative SROI methodologies used Social value drives strategic investment SROI outcomes influence policy and funding SROI results co-produced with communities SROI is reported across multiple platforms Reference health & social care outcomes, SEND/education impact, and use of outdoor/community assets as part of SROI narrative.

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DO	
Challenge: How do you embed a learning culture that supports improvement and innovation?	
Unsatisfactory	<ul style="list-style-type: none"> • Learning culture is weak or absent • Limited reflection or innovation • Mistakes are not openly discussed.
Satisfactory	<ul style="list-style-type: none"> • Some opportunities for learning, feedback and reflection exist • Occasional innovation encouraged • Learning is mainly individual rather than organisational.
Good	<ul style="list-style-type: none"> • Regular reflection and feedback mechanisms • Innovation is encouraged and supported • Learning is consistently shared across teams to improve practice.
Very Good	<ul style="list-style-type: none"> • Learning culture is embedded organisation-wide • Lessons from data and community feedback actively drive change • Innovation recognised and rewarded • Continuous professional development is supported and structured for all staff.
Excellent	<ul style="list-style-type: none"> • Learning and innovation are core organisational values • Open, psychologically safe environment for experimentation and risk-taking • Systems for capturing and scaling innovation • Learning is shared externally to influence the sector • Leadership actively champions continuous improvement and sector influence.

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MEASURE, MONITOR AND REVIEW	
Challenge: How do you use evaluation to refine your offer to inform future work?	
Unsatisfactory	<ul style="list-style-type: none"> • Little or no evaluation undertaken • Findings are rarely acted upon • Future planning is not evidence-based.
Satisfactory	<ul style="list-style-type: none"> • Basic evaluation completed • Some findings inform minor adjustments • Evaluation is not systematic or strategic.
Good	<ul style="list-style-type: none"> • Regular evaluation embedded in programme cycle • Moving Communities data and other findings inform service improvements • Evaluation results shared internally.
Very Good	<ul style="list-style-type: none"> • Evaluation approaches are comprehensive and participatory • Moving Communities is used alongside local qualitative insight to redesign and innovate • Stakeholders involved in the evaluation • Evaluation informs strategic planning.
Excellent	<ul style="list-style-type: none"> • Evaluation is integral to organisational decision-making, combining Moving Communities, qualitative evidence and wider health/wellbeing frameworks • Adaptive and responsive to evaluation outcomes • Evaluation drives sector leadership and advocacy • Sharing of learning externally to influence broader practice • Continuous cycle of evaluation and improvement • Evaluations consider systems-level shifts (ICS, LA mergers and devolution).

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IMPACT	
Challenge: What outcomes have you achieved and what impact have you had on individuals, communities and systems?	
Unsatisfactory	<ul style="list-style-type: none"> • Outcomes unclear or undocumented • Impact on individuals or communities is minimal • No evidence of system-level impact.
Satisfactory	<ul style="list-style-type: none"> • Some positive outcomes reported • Impact is mostly anecdotal or limited • Early signs of community benefit.
Good	<ul style="list-style-type: none"> • Clear, measurable outcomes achieved • Positive impact on target groups • Contribution to local system improvements.
Very Good	<ul style="list-style-type: none"> • Sustained and significant outcomes • Broad community benefit demonstrated • System changes are evidenced • Outcomes linked to strategic goals.
Excellent	<ul style="list-style-type: none"> • Transformational impact on individuals, communities, and systems. • Long-term, equitable outcomes • Recognition beyond the local area • Outcomes influence policy and practice • Contributions drive sector innovation and sustainability • Evidence of outcomes is triangulated with partners and stakeholders • Impact spans health & social care, education (SEND), and wider determinants such as outdoor space • Organisations are held to account through follow-up Check & Challenge processes.