

Quest 2022

Quest – Tackling Inequalities

August 2022

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Tackling Inequalities

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What is Quest?

- Quest is Sport England's recommended **Continuous Improvement Tool** for leisure facilities and has been designed to measure how well a facility is operating and how effective organisations are across a range of modules.
- The scheme is currently managed by Right Directions, on behalf of Sport England as part of Moving Communities. It is designed by leisure professionals, specifically for the leisure industry.
- Quest has become a highly effective improvement tool for many years and as a result, leisure sector management have become much more proficient at delivering a varied activity programme in a clean and well-maintained environment.
- Established over 20 years ago, it is an extremely well-respected award that continues to evolve year on year with the ever-changing pace of the sport and leisure industry.

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Quest Update

- From September 2022 facilities can choose to go through **Quest**, which is a mystery visit and one-day assessment, or **Quest Plus**, which includes a mystery visit and a two-day assessment.
- The Day 1 modules provide the key building blocks for success and the Day 2 modules allow facilities and teams to tailor the assessment to suit their own operation.
- All Quest (Day 1 modules) modules have been updated or changed and some new Quest Plus (Day 2) modules have been introduced.
- **Tackling Inequalities in Leisure Standard can be achieved as part of a Quest Plus (2 day assessment) or as a standalone assessment. This new standard replaces the existing Inclusive Fitness Initiative from the 1st September 2022.**

Quest Core Modules

The Quest assessment is conducted against 6 core modules, which look at the following areas:

1. **Tackling Inequalities (Activity Alliance)**
2. **Operational Management**
3. **Customer Journey**
4. **Managing the Team (CIMSPA)**
5. **Environmental Management**
6. **Compliance Declaration**

Tackling Inequalities Module

- Tackling Inequalities Core Day 1 module has been co-written with Activity Alliance to help facilities assess how they plan, communicate and serve the local community to help them become more physically active.
- Complete a Quest Assessment (1 day), you will be provided with a module score for the Tackling Inequalities module, (Unsatisfactory to Excellent) and this will contribute to your overall Quest score.
- You will not be awarded the separate Tackling Inequalities in Leisure Standard just for completing the 1 day Quest assessment.
- We will run through this Core module content in the second half of this presentation.

Tackling Inequalities in Leisure Standard

Quest Plus (2-day assessment)

- Score Very Good or above in Day 1 Tackling Inequalities module
- Score Very Good or above in Day 2 GPLUS39 Accessible Facilities
- As a result, you will be awarded the new Tackling Inequalities in Leisure as part of your Quest assessment.

The Accessible Facilities (GPLUS39) module aims to help facilities to meet their design and operational obligations for different user groups. The module focuses on a physical audit of the facility from a user's perspective against key inclusive focal points, including the provision of accessible changing rooms, working hearing loops and other inclusive equipment.

- Some elements linked to Tackling Inequalities (Workforce & Venue Accessibility) are covered in other Day 1 and Day 2 modules and the Mystery Visit.
- Apply online by completing the application form and selecting GPLUS39 as a Day 2 module, <https://questaward.org/apply-for-quest>



Tackling Inequalities in Leisure Standard continued

Standalone Standard Assessment

- For those facilities or teams who are not enrolled onto the Quest scheme, there will be the option to select the Tackling Inequalities in Leisure standard as a standalone option.
- If this route is selected, there will not be an expectation to enroll onto the full Quest scheme to obtain the standard. However, providers are encouraged to review the benefits of enrolling with Quest as a tool for promoting continuous improvement across the wider areas of service delivery.
- If completing as a standalone assessment, outside of a Quest assessment, email Quest@righdirections.co.uk or **01582 840078** and they will email you an application form.



Purpose & Focus

[Link to Tackling Inequalities Module Guidance](#)

The module focuses on five key Inequality Groups including people from Lower Socio-economic groups, People with Long-term Health Conditions, Culturally Diverse Communities, Disabled People and Socially Excluded Groups.

The key purpose of both the module and the standard is to assess if your local leisure facility is set up to serve a wide ranging and diverse community, improving participation levels of physical activity.

- ✓ **Do you know the demographics of the area within which your facility or team operate in?**
- ✓ **Do you know the profiles of your current customer and staff base?**
- ✓ **Do the two sets of data match, or do your customer and staff base not reflect the local community that they serve?**
- ✓ **Have your programs, products and services been developed to serve the ACTUAL community to encourage participation OR does it serve an existing narrow customer base?**

Plan Do Measure, Monitor, Review Impact



Plan

Has the business plan been coproduced, with a clear approach based on local needs and priorities to tackle inequalities?

Key elements to consider

- Clear and proactive Business Strategy/Plan
- Stakeholder engagement
- Representative community involvement

Are policies and procedures reviewed to ensure they are inclusive, embedded and communicated to customers and staff?

Key elements to consider

- Consultation – general and audience-specific policies
- Fully embedded, regularly monitored and reviewed
- Accessible and well communicated

Do

Are sufficient resources allocated to deliver, embed, and communicate the business plan to workforce and partners?

Key elements to consider

- Trustees, directors, managers, and delivery staff inclusive culture and buy-in
- Partnerships with key people and organisations
- Actively seek feedback
- Coaching and mentoring in place

Does insight and consultation inform procurement to ensure sufficient and suitable inclusive equipment is available?

Key elements to consider

- Targeted consultation and user input
- Innovative programming and equipment usage
- Maintenance and training
- Clearly communicated

Measure, Monitor, Review

How do you ensure your communications are inclusive, effective and reach your intended audience(s)?

Key elements to consider

- Focus on behaviour change embedded into Marketing strategy
- Coproduction
- Market testing
- Wide-ranging and accessible communications

Can you demonstrate that you have proactively engaged with partners to develop, improve and deliver effective services to tackle inequalities?

Key elements to consider

- Regular involvement in all planning, decision making and review processes
- Focus on underrepresented groups, feedback and shared outcomes

Impact

Can you demonstrate the impact and difference you have made in tackling inequalities?

Key elements to consider

- Increased participation levels by underrepresented groups
- Benchmarking e.g. to local demographics
- Quality and value of work
- Customer satisfaction levels
- Partnership or workforce outcomes achieved
- Long-term sustainable success
- New partnerships, new work, funding secured or scale up of pilot activities
- Celebrate successes 😊

Helpful info – disabled people

Activity Alliance leisure factsheets:

Quest
Plan
Plan
Do
Do
Review
Review
Impact
Day1
MV+Day2
MV

- Strategy
- Policies and procedures
- Leadership
- Equipment
- Insight and marketing
- Partnerships and engagement
- Impact and outcomes
- Workforce development
- Accessible venue
- Programming and participation

[Leisure factsheets website link](#)



Leisure factsheet 8

Partnerships
and engagement

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Developing
partnerships
is a great way to
engage with disabled
people and people
with long-term
health conditions.

Collaborative and trusted
relationships help organisations
to understand people's
behaviours and barriers,
and provide better services.



Leisure factsheet 1

Strategy

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An effective strategy
provides a clear
roadmap and guiding
principles to achieve
your organisation's
long-term goals.

It also sets organisational
culture and behaviours.
Creating a well-informed strategy
sets a strong foundation for
improvement and is a great place
to start your inclusion journey.



activityalliance.org.uk

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Useful Background Information

Some suggested background reading that may help you whilst preparing for your Quest Assessment or Quality Standard includes: *this list is not exhaustive*

[Health inequalities in a nutshell | The King's Fund \(kingsfund.org.uk\)](https://www.kingsfund.org.uk/health-inequalities-in-a-nutshell)

[Understanding accessibility requirements for public sector bodies - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/publications/understanding-accessibility-requirements-for-public-sector-bodies)

[build-back-fairer-the-covid-19-marmot-review-executive-summary.pdf](#)

[Activity Alliance: Latest national activity survey reveals disabled people feel forgotten](#)

[Access_for_all_November_2015_original.pdf](#)

[As told by the 51- Research supplement.pdf](#)

[Charity Commission - Promotion of Social Inclusion Report.pdf](#)

[Sport England Diversity and Inclusion Action Plan.pdf](#)

[ukactive-Transgender-Guide.pdf](#)

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Summary

- ✓ Know who makes up your local Community
- ✓ Know who your Customers are
- ✓ Know the profiles of your Staff and Volunteers
- ✓ Complete the “Examples of Best Practice” section
- ✓ Prioritise the information within your best practice section
- ✓ Where possible have a link to relevant documentation within the preparation sheets
- ✓ Combination of Organisational and Site Specific Information
- ✓ Evidence will be required – sweeping statements will not be accepted as fact
- ✓ Benchmarking is important to evidence impact

Thank you for your time.
Any Questions...

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