



**Eugene Minogue, Westminster City Council
Andy Davison, Everyone Active**

Quest NBS Conference 2018



YOUR CITY, LIVES & NEIGHBOURHOODS



Our Vision is to: Activate Your City, Lives & Neighbourhoods



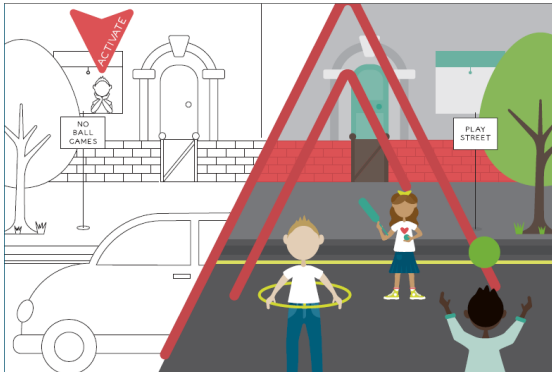
This vision will be at the very heart of all we do and will be achieved by working together and applying our **PACE** principles of **Promote, Activate, Collaborate** and **Enable**. We enable people to be physically active, where, when and how they choose and we will actively promote the fundamental contribution that physical activity, leisure and sport makes in individual physical and mental wellbeing, our economy, our community and the development of our city.

Key Thematic Areas

ActiveCity

Activating an attractive, supportive and permissive environment

Activating the City through Planning, Places, Spaces and Events that encourage people to be physically active, where, when and how they choose and ensure the whole of Westminster can benefit from an attractive, supportive and healthier environment



ActiveLives

Activating, promoting and facilitating opportunities

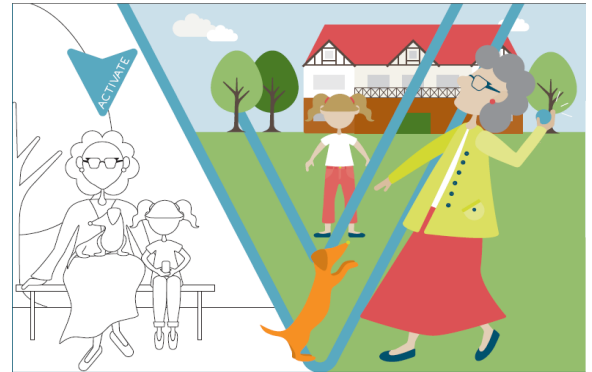
Activating Lives by promoting and facilitating relevant, meaningful opportunities at a personal level which recognise individual motivations, challenges and take a considered life cycle approach underpinned by behaviour change.



Active Neighbourhoods

Activating and enabling connections in our neighbourhoods

Activating Neighbourhoods by enabling connections in our neighbourhoods to ensure opportunities are visible and accessible to all and that the offer is relevant to local needs.



Setting the 'PACE' Our Underpinning Principles

Promote

Activate

Collaborate

Enable

- Our underpinning principles of PACE do not just represent doing more of the same. They present the step-change needed to create the opportunities that maximise the impact of existing work, develop new approaches and ensure we take an evidenced and needs driven approach.
- We will work collaboratively, both internally and externally with partners and stakeholders to encourage innovation and share best practice particularly through applying the principles and practical learning of behaviour change.

'On track' – what does success look like?



- This strategy sets out the ambitions we want to achieve over the next four years.
- Every year we will produce Activate Your City, Lives and Neighbourhoods action plan which will clearly set out the key activities we will deliver to drive forward our priorities, and the methods we will use to check how we are doing.
- Assessment of our progress will be informed by **Insights, Impact and Improvement**.

Improvement = Quest



- We want to ensure that we continually improve and we will independently review our progress through an annual partnership survey and a partnership wide and facility specific Quest assessments.
- Westminster will be **the first** local authority to adopt **a truly integrated Quest model** as a means of driving improvement, collaboration and the achievement of high quality outcomes.

Quest – The ‘Westminster Way’ 2018/19

From 2018 this will involve interlocking three elements:

1. A joint Active Communities Assessment involving the City of Westminster and its main leisure contractor, Everyone Active leading to the production of a single Service Improvement Plan.
2. Sequenced Facility Management Assessments across all sites operated by Everyone Active to provide ratings of performance across key aspects of the service provided
3. Site specific National Benchmarking Surveys involving over 2000 customers in all to assess financial efficiency, market penetration, representativeness and customer satisfaction

This process will provide an external assessment of organisational performance against our strategy objectives and priorities. Results will be fed into a major Benchmarking Event involving partners and stakeholders to help share best practice, recognise performance and promote learning and growth.

Quest – The ‘Westminster Way’ 2019-2022

Over successive years, from 2019 – 2022 we will aim to involve more partners in the truly integrated Quest model process, to establish a ‘one front door’ approach and collective effort as we forge ahead in pursuit of our vision.

It’s a journey and not a destination . . .



Challenges

- New ways of working and approach via our PACE principles
- Working internally to ensure a truly 'one-council' approach to our strategy
- Implementing and embedding the 'One-PALS' service with our contractor, inc. Quest and an integrated Action Plan
- Establishing a truly integrated approach to Quest, to ensure that this is at the core of 'normal' operations to drive continual improvement



Benefits

- An independent review our progress against our strategy to ensure continual improvement
- Drive improvement, collaboration and the achievement of high quality outcomes against the leisure contract & strategy
- Establishing a 'hand in glove' approach to a single PALS service, no more 'us and them'
- Maximise the extraordinary value and contribution of physical activity, leisure and sport



Vision for the PALS Service

To be a truly integrated, values-driven service which is the strategic leader for **Physical Activity, Leisure & Sport** (PALS), with strong influencing, enabling and delivery skills, that can continue to build excellent internal and external relationships, within a fast paced, creative and intellectually stimulating environment and continue to bring new thinking to the challenges we face.



Questions?





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