

Welcome to

First for Wellbeing



‘A First’

Presented by Janet Doran, Managing Director


First for Wellbeing CIC Ltd

Three founding partners, with one shared vision



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wellbeing 

“ A VISION FOR DRAMATICALLY
IMPROVING THE PHYSICAL, MENTAL
AND SOCIAL WELLBEING OF THE
PEOPLE OF NORTHAMPTONSHIRE. ”

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WELLBEING IS...

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Having a sense of **happiness, balance** and
contentment in all aspects of your life – in your
health, in your **community,** in your **home**
life, in your **social** life and in your **financial**
security and **work** life.

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Five primary objectives...

Preventative

Combining skills

Seamless

County-wide

Social meets medical

...To address and prevent long-term poor physical and mental health of residents.

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Our Challenges. The Context

Significant Public Health Challenges

67.5% of adults are overweight*

26.7% of adults are inactive

15.6% smoking status at time of delivery *

28.3% smoking status – routine and manual workers

33% of local carers don't have as much social contact as they would like *

*

8.1% people report their wellbeing as “unhappy”

Diseases account for 69% of all deaths

* higher than England average

* * lower than England average

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A Complex Commissioning Landscape

72 contracts with GP practices

39 contracts with Pharmacies

9 contracts with Advice Services

20 contracts with Voluntary Organisations

Several contracts with the local Community Mental Health provider

3 Contracts with Community Sports Partnerships

- Assortment of end dates
- Data/performance information being collected in a variety of ways
- No individual data

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The Wellbeing and Prevention Landscape

Policy context

NHS and Public Health Integration and Transformation Programmes

Growth in consumer awareness and desire for wellbeing services

Demand for wellbeing services for businesses

Focus on Healthy Workplaces within Public Health

Growth in health-tech

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Why a Community
Interest Company?

New approach required

Ability to exploit commercial opportunities

Opportunity to develop new services

Flexible model aligned to public sector ethos

Community focus at its heart

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Established December 2015

'Open for business' April 2016

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“

A holistic approach to health and wellbeing... a

one-stop-shop

for social prescribing

”

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Building on Universal Services

Libraries

Country Parks

Northamptonshire Sport Partnership

Outdoor Learning

Adult Learning

Registration Services

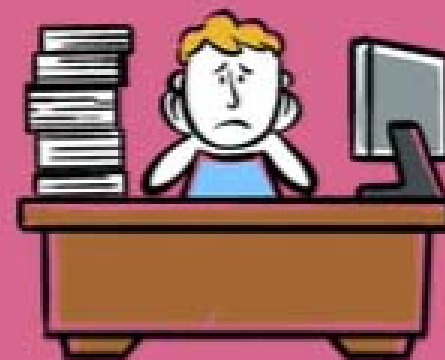
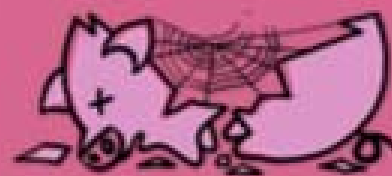
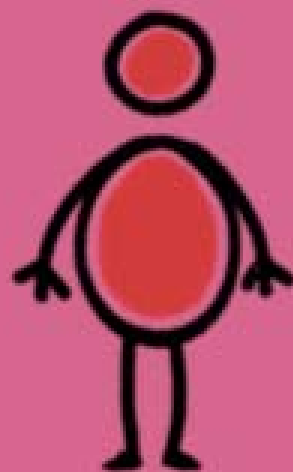
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A new community-based,
personalised wellbeing service



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Wellbeing Personalised Plan




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Commercial Opportunities

REVENUE STREAMS



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OCTIGO

The First Fully Integrated Wellbeing Service

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Search



Helpline: 0300 126 5000

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ONLINE ASSESSMENT

"I lost over one stone before my wedding and I am now fitter, stronger and happier than I have ever been."

Nia, Northampton local

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"I lost over one stone before my wedding and I am now fitter, stronger and happier than I have ever been."
Nia, Northampton local
Yes, you can be a runner!

First for Wellbeing

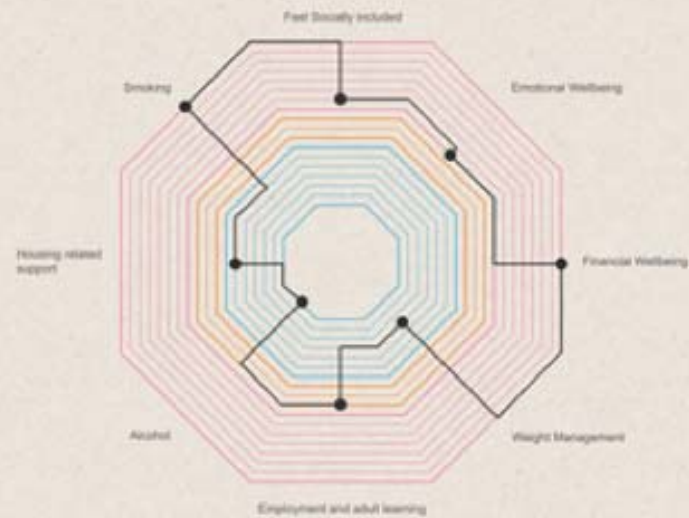
Wellbeing Assessment

Thanks for completing the Wellbeing Assessment.


An advisor will be in touch within 1 day to arrange a face-to-face appointment to go over the following points:

- Alcohol

Please see your results below.



Priority 1	Alcohol	▼
Priority 1	Weight Management	▼
Priority 1	Housing - On Hold	▼

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Thank you!

www.firstforwellbeing.co.uk

Tel: 0300 126 5000

First for Wellbeing CIC Ltd is a community interest company; a joint venture between three organisations in Northamptonshire

