

# CWC LIVEWELL PROJECT

## Delivering

### NHS Primary Care & CWC LiveWell Integrated Neighbourhood Care Centres Throughout London

Wes Streeting/Rachel Reeves need a solution to the problem:

1. How can we fund and deliver a new illness prevention strategy whilst keeping the existing NHS alive and funded?
2. How can we deliver new affordable integrated neighbourhood - based community health & well – being with NHS primary care and update the NHS primary care estate in London where 70% of GPs are still located in poor outdated and non - compliant building at the same time?

The CWC LiveWell Project is a fully designed project to provide one of the potential solutions and is undoubtedly the most cost efficient and effective route available to the NHS/Local Authorities/ICBs/Government. This project is not a concept. The first CWC LiveWell Centre was delivered in Kew 5 years ago.

**“I visited LiveWell Kew after a colleague remarked that she “had seen the future of health and social care integration and its name is ‘LiveWell Kew’”. My visit confirmed her impressions – the co-location of primary care with services that can address the underlying causes of some physical and mental health issues is a model that holds great promise for creating a truly integrated care system”.**

**Steve Shaffelburg**

**Commissioning Lead Adult Social Care and Public Health Serving LB Richmond & Wandsworth**

The LiveWell Centre concept is based on the care delivery model pioneered at Bromley by Bow Centre (BBBC), but it incorporates several innovative improvements and the well – being/illness prevention delivery is from a more efficient and affordable 200sqm rather than the 4 acres occupied by BBBC. Sir Sam Everington commented when he visited the Kew LiveWell Centre: “After 35 years, at last we have a second exemplar of integrated care in London”.

CWC is an independent charity which delivers purpose designed and built neighbourhood CWC LiveWell & NHS Primary Health Care Centres in Greater London. CWC owns and manages each LiveWell Centre and delivers local community focused healthy living programmes. Over the last 10 years the team at CWC has innovated continuously and the CWC LiveWell Project has now reached the point where it is ready to deliver at scale.

Following the Covid Pandemic, the last remaining challenge was to develop new private/public/charity “partnering” arrangements with major residential mixed – use developers to secure free long leases for CWC of the site and the shell of each new NHS Primary Care and LiveWell Centre; this delivery strategy means that CWC can secure new purpose designed and built Centres with a 25% rental discount to the NHS when compared to any other existing public or private sector delivery options.

The Kew LiveWell Centre, has been open for 5 years, has provided proof of concept in terms of design and well – being/illness prevention delivery, but it was only a single Centre. There needed to be progress on new Centres to show the Project was capable of delivery at scale. We have now achieved this and we are progressing new opportunities in over 15 locations.

70% of GPs in Greater London are still in woeful premises and to see a real impact on citizens’ average healthy life spans over 200 new NHS Primary Care & LiveWell Centres will be needed in the next 20 – 25 years. Even with the delivery of a free site and shell, CWC will need to raise an additional £2.5 – £3.0 billion of capital for the specialist fit out of the Centres and with its sustainable financial structure CWC can access private capital markets to secure this finance at discounted rates.

CWC is a central and essential solution to the intractable problem of how to save the NHS.


EAT WELL

MOVE WELL

LIVEWELL



TOGETHER WE CAN SAVE OUR NHS




IN THE LAST 70 YEARS

- AVERAGE LIFE SPAN HAS INCREASED TO OVER 80
- AVERAGE HEALTHY LIFE SPAN HAS BARELY PASSED 60

THE LIVEWELL PROJECT SUPPORTS INDIVIDUALS AND COMMUNITIES TO LIVE A HEALTHY LIFE FOR LONGER

IF WE CAN ALL LIVE WELL FOR LONGER, WE WILL BE HAPPIER, THE NHS WILL BE UNDER LESS PRESSURE AND WE SAVE THE NATION BILLIONS OF POUNDS EACH YEAR



**IF WE WANT TO SAVE THE NHS FREE AT THE POINT OF ACCESS  
WE ALL NEED TO LIVE WELL FOR LONGER**



**WELL - LOCATED PURPOSE DESIGNED AND BUILT INTEGRATED NHS PRIMARY CARE &  
CWC LIVEWELL NEIGHBOURHOOD CENTRES**

**A FULLY COMPLIANT BUT ATTRACTIVE AND WELCOMING ENTRANCE**





**THE CWC WELL – BEING AND SP SUPPORT AND DELIVERY ACCOMMODATION IS INTEGRATED WITH THE RECEPTION AND LOCATED AT THE MAIN ENTRANCE WITH A SPECIALLY DESIGNED CAFÉ SERVING THE BEST COFFEE IN THE LOCAL COMMUNITY TO PROMOTE PATIENT/RESIDENT ENGAGEMENT AND SOCIAL CONNECTION**



**PURPOSE DESIGNED MULTI USE STUDIO SPACES WHICH CAN ACCOMMODATE  
EG: EXERCISE PROGRAMMES – CRAFTING MORNINGS – CLINICAL & PUBLIC HEALTH  
LECTURES AND SEMINARS – MOTHER BABY & TODDLER GROUPS & ACTIVITIES**

**CWC HAS PIONEERED AN INNOVATIVE SOCIAL INCLUSION CONTRACT WITH PROGRAMME  
LEADS/PATIENTS & RESIDENTS TO ENSURE ALL ACTIVITIES AND PROGRAMMES ON OFFER  
ARE INCLUSIVE & AFFORDABLE FOR ALL**



**FILL THE CENTRE WITH 100s OF PATIENTS AND RESIDENTS EACH WEEK ADOPTING AN ABCD MODEL OF PROGRAMME DELIVERY SUPPORTING WELL – BEING NOT JUST IN THE CENTRE BUT THROUGHOUT THE LOCAL COMMUNITY IN THE PUBLIC, CHARITY AND PRIVATE SECTORS**





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**Serving Richmond and Wandsworth Councils**

**"The Centre left a lasting impression on me as a well-thought-out, friendly, and truly community- and person-centred environment. It's an inspiring example of how general practice and broader community care can evolve to meet the needs of our patients in a meaningful and impactful way. The emphasis on integration and accessibility at the Centre is precisely what I aspire to offer my own patients and, seeing it in action has underscored how valuable this model would be for them.**

**I am very keen to incorporate these principles into my practice. I believe this model would significantly enhance my ability to deliver the care my patients deserve, offering a holistic approach that addresses both health and community needs in an integrated framework.**

**Thank you again for your generosity and insight. I look forward to collaborating on a plan to bring this great idea to life in Brentford.**

**Dr Manal Karrar Brentford Family Practice following her visit to the Kew LiveWell Centre November 2024**

**The Kew LiveWell centre is a really important hub for the community, from young mums and dads who brought their babies for activity classes, to the groups who attended the Parkinson's exercise sessions. Pilates and yoga, craft groups and those who relied on the company of others who otherwise might have been lonely, all benefitted from a local place to go and be comfortable. All the above surely contributed to improved mental health and happiness. And it also serves the best coffee in West London!**

**Local Patient & Resident**





## MAIN BENEFITS TO THE ICB

- Non Clinical Well – Being and Illness Prevention provided by a specialist independent charity working in partnership with NHS Primary Care, Social Prescribers, Local Authority Social Care & Public Health and Well – Being Providers in the public/private/charity/faith sectors of each local community
- An innovative and proven design and delivery concept providing new purpose built integrated NHS Primary Care & CWC LiveWell Neighbourhood Care Centres throughout London
- Over 95% of each Centre is let to NHS GPs at a typical 25% discount to DV set market rents on standard Lease terms approved by NHSE & the DV
- GPs rents provide sustainable income and value, ring – fenced in the charity, enabling it to source private sustainable capital fund markets to finance the delivery of each Centre and then once open to provide the Well – Being & Illness Prevention programmes without further public subsidy