



*Alive*  
West Norfolk

**“ A Miracle  
Cure; Physical  
Activity ”**

*Sir Simon Stevens CEO - NHS England*

**Alive  
Wellness  
Referrals**

# Our Vision

Alive West Norfolk are proud to have created an all encompassing Wellness Referral scheme, with the vision to change, enhance and prolong the lives of those in our local community, but offering a proactive approach to wellness through, activity, education, motivation and support.

We offer four fantastic Alive sports centres across the Borough, which include; fully equipped gyms, 4 swimming pools in 3 locations, a wide variety of fitness classes, and so much more, available to all ages and abilities.

We have over 120 classes a week to choose from, and there is something for everyone.

Alive fitness are a dedicated and friendly team of qualified exercise referral specialists, who are on hand to support our Wellness Referral members in making healthier lifestyle choices, and engage them in physical activity to improve their health and wellbeing.

We also have our community team across Alive West Norfolk, and our Active Community Coordinators helping West Norfolk.



We offer 3 pathways into our scheme:

## **1 Proactive Pathway**

Our proactive pathway aims to tackle potential health problems before they arise, reducing the burden on the NHS, for a number of lifestyle related conditions which physical activity may prevent. A health professional can refer anyone who is not meeting the Chief Medical Officers recommendations for physical activity of 150 minutes per week. This can include those who are in generally good health, have hereditary risk factors, or simply those whose health and wellbeing will be enhanced through physical activity.

The cost is only **£25** per month for unlimited use of fitness, swimming, and classes, based on a minimum term contract of 12 months, offering a 20% discount on the standard price.

## **2 Reactive Pathway**

A longer term scheme where we work with an individual for a minimum of 12 months, although a commitment to it becoming an ongoing part of their lifestyle is the end result. Any medical condition that it is considered to potentially benefit from activity and a change in lifestyle can be used as a means to be referred by any of our referral partners. Once approved, referrals can be sent either electronically or post to the Wellness coordinator, who will then make contact to talk through the scheme and offer a Wellness Consultation.

The cost is only **£25** per month for unlimited access of fitness, swimming and classes for a minimum of term of 12 months and offers a saving of 20% off the standard price.

## **3 Rehabilitation Pathway**

A 10-week scheme that is focused on offering a community exit strategy for those conditions that require a period of rehabilitation, such as Cardiac Rehab, Stroke Rehab, Cancer Rehab and Neuro Rehab - after which the member has the choice to join the reactive pathway. Participants may move onto the Wellness Membership after 10 weeks.

The cost for the 10 weeks is **£30** for fitness room access and there is no limit to usage.

# How to get involved



## Step 1 Register

Register as an approved referrer by contacting the Head of Health and Wellness [mark.mitchell@alivewestnorfolk.co.uk](mailto:mark.mitchell@alivewestnorfolk.co.uk).



## Step 2 Refer

Once approved, referrals can be sent either electronically or post to the Wellness coordinator, who will then contact the patient to talk through the scheme and offer a patient Wellness Consultation.



## Step 3 Wellness Consultation

The wellness consultation is a non-active, non-committed session with a member of our referral team to tour the facility and outline what can be expected from all parties and discuss the benefits of a healthier active lifestyle based on their current health and fitness levels.



## Step 4 Health Check

Optional, non-intrusive base line health metrics will be taken to monitor progress; such as blood pressure, weight and body composition/measurements.



## Step 5 Activity Start-Up

Our friendly qualified staff will prescribe a safe and effective program of exercise and ensure that the patient feels confident and at ease accessing our facilities.



## Step 6 On-Track and Health Checks

We will undertake Health Checks and Physical Activity Prescription reviews every six weeks to keep patients on track and ensure progress is being made. With the patients consent progress can be reported back to the referring Health Professional.

***Feel Alive, Make Everyday Count***