

* Name of proposal/policy	Commercial Income Target	* Budget number	16-008-15
* Service area responsible	First for Wellbeing CIC	* Cabinet meeting date	14 <sup>th</sup> February 2017
* Name of completing officer	Alison Meadows	* Approved by Director / Assistant Director	Janet Doran
* Version	2.0	* Date	25 <sup>th</sup> January 2017

**PART A**

* Section 1a: Description of proposal under consideration/development	* Section 1b: Is this new or existing? Does it link to current provision?
The proposal is to receive income from selling a bespoke wellbeing assessment tool (OCTIGO) to other Councils in the UK and private wellbeing service operators together with fees from supporting workplaces in Northamptonshire. The tool helps to assess users by asking questions around eight core areas of wellbeing. Upon completion, users are provided with an analysis of their health and wellbeing needs and goals.	These are new products and services as a result of business development work undertaken within First for Wellbeing.

**\* Section 2: How does this align with the Council Plan/ corporate priorities/ partnership strategies and plans/ Next Generation Council?**

<b>Delivers increased wellbeing and/or safeguarding by ensuring that...</b>	
People of all ages are safe, protected from harm and able to live happy, healthy and independent lives in our communities	
People have the information and support they need to make healthy choices and achieve wellbeing	✓
People achieve economic prosperity, in a healthy, low carbon economy which gives access to jobs, training and skills development	
Communities thrive in a pleasant and resilient environment, with robust transport and communications infrastructure	
Resources are utilised effectively and efficiently, in coordination with partners and providers	✓

<b>Does it align with any NCC/ partnership strategies and plans? (if so, please list below)</b>
Yes, it supports delivering the Health & Wellbeing Strategy, the Prevention Strategy, the County's Sustainability & Transformation Plan and the Council's desire to help people to help themselves.

<b>Does it support the transformation into a Next Generation Council? (if so, please explain below)</b>
Supports the development of income generation for FFW as a federated organisation

**\* Section 3: If this relates to a statutory duty, please give details of the relevant legislation below:**

N/A

**Section 4: Have other alternatives been considered?**

None

**\* Section 5: Financial / resource implications**

**a) Costs (e.g. invest to save)**

The proposal will generate revenue for First for Wellbeing using resources already allocated within First for Wellbeing

**b) Staffing implications**

There are no staffing implications, increases or decreases, as a result of the proposal.

**c) Savings**

£330k in income generation

**Section 6: Has a similar initiative/proposal been implemented elsewhere? What were the benefits or risks? Are there lessons that can be learned?**

**THIS SECTION HAS REPLACED THE EQUALITY IMPACT ASSESSMENT FORM AND MUST BE COMPLETED TO DEMONSTRATE COMPLIANCE WITH THE EQUALITY DUTY**

**\* Section 7: Who will be affected by this proposal? (this may be service user data, or be based on a particular geographical area or more general population data depending on the proposal) Include demographic information where this is available e.g. breakdown by gender, age, ethnicity, disability etc. BIPI can support with the provision of data. You may include staff, partner organisations and any other stakeholders who might be affected by the proposal.**

<b>Data Source (include link where published) and summary of what it tells us for example “X number of people use this service, X are male, Y are female etc”</b>	<b>Why is this relevant to the proposal?</b>
Workplace health is a county-wide provision. Use of OCTIGO within First for Wellbeing and when acquired by others ensures universal access.	N/A

* Section 8: Based on the above information, will this proposal have an impact on the following? ✓ the relevant box for each line and then expand on the reasons why in Section 9				
	Positive	Negative	Neutral	Unsure
<a href="#">Age</a>			✓	
<a href="#">Disability</a>			✓	
<a href="#">Gender reassignment</a>			✓	
<a href="#">Marriage and civil partnership</a>			✓	
<a href="#">Pregnancy and Maternity</a>			✓	
<a href="#">Race</a>			✓	
<a href="#">Religion or Belief (or No Belief)</a>			✓	
<a href="#">Sex</a>			✓	
<a href="#">Sexual orientation</a>			✓	

* Section 9: Initial impact	
* Section 9a: From your analysis in section 8 above, please explain the positive implications	
N/A	
* Section 9b: From your analysis in section 8 above, please explain why you have categorised any of the implications as neutral	
We have assessed the impact as neutral initially because it is a new service and its impact will need to be monitored. The service is accessible to everyone, rather than being focussed on people with protected characteristics, and is obviously designed to have a positive impact, but until we can see the effects as the service is rolled out, we have assessed the impact as neutral for now.	
* Section 9b: From your analysis above, please explain the negative implications	* Section 9c: What actions have you identified to mitigate any negative implications?
N/A	N/A
* Section 9d: From your analysis above, please explain the areas where you are unsure of the impact	* Section 9e: What actions have you identified to fill gaps in information?

N/A	N/A
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<b>* Section 10: Internal considerations: are there any implications for the following?</b>		
	<b>✓ or X</b>	<b>If there are any implications, please explain them here and identify any actions you may need to take as a result</b>
<a href="#">Staff</a>	X	
<a href="#">Financial (NCC)</a>	✓	Income generation, based upon take-up
<a href="#">Legal</a>	✓	We will be selling our product to providers so we may need support from Legal Services to complete the sales.
<a href="#">NCC Policy</a>	X	
<a href="#">Performance</a>	X	
<a href="#">Data quality / information security</a>	X	
<a href="#">IT</a>	✓	IT support FfW in developing Octigo (the assessment tool). In selling the product to other providers, there will be element of development attached to the sales. Ongoing discussion is taking place with IT colleagues regarding how that support will be secured.
<a href="#">Strategic assets</a>	X	
<a href="#">LGSS / federated bodies</a>	X	
<a href="#">Procurement</a>	X	
<a href="#">Project support</a>	X	
<a href="#">Other (if appropriate)</a>	X	

* Section 11: External considerations: are there any implications for the following?		
	✓ or X	If there are any implications, please explain them here and identify any actions you may need to take as a result
<a href="#">Community impact</a>	X	
<a href="#">Impact on the consumer (e.g. communication needs, access, rurality, complaints)</a>	X	
<a href="#">Reputation</a>	X	
<a href="#">Political</a>	X	
<a href="#">Partners</a>	X	
<a href="#">Human Rights</a>	X	
<a href="#">Health impact – individual</a>	✓	Individuals and workplaces will benefit from using OCTIGO as a health and wellbeing tool
<a href="#">Health impact – wider community</a>	✓	
<a href="#">Economic impact - individual</a>	X	
<a href="#">Economic impact – wider community</a>	X	
<a href="#">Community Safety impact</a>	X	
<a href="#">Environmental impact</a>	X	
<a href="#">Consultation</a>	X	
<a href="#">Other (if appropriate)</a>	X	

Based on the impacts and considerations above, please identify the RAG status

RAG Status	Overall RAG	Time	Proposal Delivery	Cash Saving	Risk	Issue	Dependency
	Amber	Green	Amber	Green	Amber		Monitor as necessary

* Section 12a: What are the risks associated with NOT implementing the proposal? (tick if applicable)		* Section 12b: What actions have you identified to mitigate the risks? Will anything in the current arrangements need to be changed to acknowledge this risk? Is implementing the proposal the only way to mitigate the risks?
Non-compliance with legislation or NCC policy	x	
Financial	✓	This is part of FfW Income Generation Strategy. The new organisation has a considerable target to achieve, if this proposal is not supported then alternative income generating strategies would need to be developed.  During the course of the financial year it may be possible to identify and deliver additional revenue opportunities.
Change in performance/ data quality/ information security	x	
Reputational/ Political	✓	There is an expectation that the Council (FfW) will raise income from new selling new products. There could therefore be adverse publicity/ community reaction if the proposal is not implemented.
Increase in complaints and/ or legal challenge	x	
Other	x	

**\* Section 13: Budget Delivery Programme Highlight Report information – total amount allocated to savings proposal 2017-18 through to 2020-2021; profiled budget; 2017-18 action plan extended savings narrative; cost code information**

<b>Total amount allocated to savings proposal 2017-18</b>	
<b>2017-18 (£000)</b>	<b>330</b>

<b>Impact of saving within the budget profile</b>			
<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>
	<b>165</b>	<b>82.5</b>	<b>82.5</b>

	<b>Milestone</b>	<b>Owner</b>	<b>By when</b>
<b>1</b>	50%	Commercial Director, First for Wellbeing	Quarter 2
<b>2</b>	100%	Commercial Director, First for Wellbeing	Quarter 4

<b>Cost code</b>	First for Wellbeing Trading Co Ltd
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**\* Section 14: Do you need to undertake further work (e.g. consultation, further proposal development, further equality analysis) based on the impact and actions identified above? If yes, set this out below and then carry out the work and complete Part B:**

This proposal will form part of the overall budget consultation process. Any feedback received (as well as any further intelligence gathered in the course of developing the project) will inform a final analysis of the impact of the proposal which will be considered by Cabinet and Council in February when taking a final decision on the budget. The EqlA will be updated accordingly.

**PART B**

**Section 15: Consultation, follow up data and information gathered from actions identified above**

<b>N/A</b>	<b>What does this information tell us?</b>
This proposal formed part of the overall budget consultation process.	We received no comments specifically on this proposal.

**Section 16: Final impact analysis (taking the findings from Part B into account) – including review date if required**

As set out in section 9, we are currently assessing the impact as neutral because it is accessible to all, although we will continue to monitor this as the tool is rolled out, which may see a positive impact as take up increases. Clearly the tool is intended to deliver a positive impact for service users overall.