

Case Study: How Digital Connectivity Powers Thrive Health CIC's Mission

Leigh Williams, Managing Director of Thrive Health CIC, has spent over 25 years championing health, safeguarding and equality. Her organisation supports individuals and communities facing challenges like ADHD, chronic pain and poor mental health. Thrive Health CIC operates through three key workstreams: workplace wellbeing, health coaching, and community campaigns to support those they work with.

Thrive Health CIC's impact depends on reaching diverse audiences whether that be corporate teams, health professionals or vulnerable communities who are spread across the UK and beyond.

We spoke with Leigh Williams about how online connectivity empowers Thrive Health CIC's work and enables her to deliver her role with maximum impact.

Leigh said "traditional face-to-face delivery was limiting the service we offer, especially for rural areas and organisations with tight budgets. Through online connectivity we are able to scale training, consultancy, and safeguarding support without compromising quality or accessibility".

"High-speed internet and digital platforms are the backbone of Thrive Health CIC's operations. It is used to provide virtual training and consultancy, and to deliver safeguarding and equality, diversity and inclusion (EDI) workshops via Zoom and Teams, enabling multi-agency participation without travel costs".

"Online delivery means we can respond quickly to safeguarding concerns and bring the right people together without delay. It's a game-changer for rural communities and small charities."

Thrive Health CIC provide remote training through secure video calls, enabling the upskill of health coaches on niche topics like ADHD and addiction.

Leigh went on "connectivity allows us to train professionals who might otherwise miss out because of geography or cost. It's about levelling the playing field."

Leigh conducts online policy consultations and audits for workplaces, using collaborative tools to review documents and implement inclusive practices efficiently.

She said "digital platforms let us embed safeguarding and EDI into everyday practice without waiting for the next in-person meeting."

Thrive Health CIC believe that social media and online forums amplify public health initiatives, such as alcohol-free events and neurodiversity awareness.

Leigh explained "we use online spaces to start conversations that matter, whether it's about addiction stigma or ADHD awareness, connectivity helps us reach thousands."

“As a result of the improvements in online connectivity across Cumbria and the rest of the UK, Thrive Health CIC have been able to expand their reach and we now support organisations nationwide. For those we support it brings cost efficiencies, rapid responses and inclusive access”.

For Leigh and Thrive Health CIC, reliable online connectivity isn't just a convenience, it is vital to the role they carry out. It enables them to deliver critical health and safeguarding services at scale, ensuring that geography and budget never become barriers to wellbeing.

Leigh would encourage other providers to explore the online connectivity options available to them “the right support can transform how you deliver care. Whether it's safeguarding, EDI, or workplace wellbeing, investing in these solutions isn't just about compliance, it is about creating safer, more inclusive environments where people can truly thrive.”