Financial Summary

Income Split 2011–12

Expenditure Split 2011–12

Income Split 2011–12

Total PCT Funding	55%	Warm Homes Healthy People (Local Authority)	9%
Lloyds TSB Foundation	5%	Wellbeing Fund	2%
Shipley Area MOV Alcohol/BMI	1%	Unrestricted	3%
Health & Social Care Volunteering Fund	3%	Big Lottery	4%
Mental Health Small Grant	1%	NHS Health Inequality Budget	10%
HALE MOV	3%		
Total Social Services	4%		

Expenditure Split 2011–12

Staffing Costs	71%	Publicity Costs	1%
Project Delivery Costs	16%	Governance Costs	1%
Operational Central Costs	11%		

HALE secured funding of £362,143 last year (this figure is income for 2011/12 only and excludes any monies carried over from the previous year).

Just over half of our funding (55%) came from the continued support of Bradford & Airedale PCT. This enabled us to work with over 3600 individuals last year.

Funding from the GP Alliance accounted for 10% of our income. This helped us reach over 400 Networker clients, and over 500 people through our midwife drop in sessions, which are run in partnership with Surestart and Bradford & Airedale NHS.

Local Authority funding for the Warm Homes Healthy People project meant we were able to distribute over 995 items to vulnerable people across the district during cold weather.

Our Befriending scheme continues to be delivered in partnership with Shipley Area Links, and is funded by Big Lottery Transition Fund.

Our Wellbeing Café and film clubs, supported by the Wellbeing Fund, reached 288 older people during the year, while Social Services funding enabled us to engage a further 339 older people in social activities.

A Mental Health Small Grant funded the Stepping Stone scheme to support 66 Refugees and Asylum Seekers to improve the health and wellbeing of themselves and their families.

Our Fish Bowl Alcohol Awareness work is supported by Health & Social Care Volunteering Fund.

Shipley Area Committee funded Health Checks and an Alternative Booze Cruise which we delivered across the constituency on our MOV.

Over the last year we have looked to diversify our funding income and find innovative ways of bringing in additional funds. In November we employed a part time Fundraiser who has successfully identified a number of new funding streams and supporters, securing £31,850 by the end of March. This funding will support activities being delivered throughout 2012/13, with many more bids and projects in the pipeline to enable us to continue with and expand on our services going forward.

HALE Staff and Directors

Staff

Project Manager
Natasha Thomas

Finance Manager
John Evans

Finance Administrator
Nasreen Ali

Community Health Development Workers
Rachel Greene
Tonya Barnes
Cath Bromwich

Allotment Development Worker
Joel Howard-Birt

Alcohol Awareness Volunteer Co-ordinator
Lauren Arnett

Community Health Facilitator/Driver
Babar Zeb

Networker Coordinator
Safa Ahmed

Befriending Coordinator
Aliya Anwar

Befriending Administrator
Claire Walker

Communications Worker
Katy Whitham

Fundraising & Events Co-ordinator
Fiona Campbell

Networkers
Carol Sadowyj
Neil Stanley
Rebecca Grech
Pat Riley
Cara McTasney
Chrissie Fraser
Anita Trikha
Steven Hird
Morteza Hosseini
Louise McGechaen

Cinema Facilitators
Pete Jefferson
Lesley Dansen

Community Health Exercise Facilitator
Jenni Finn

Directors

Chair
Chris Flecknoe

Treasurer
Helena Hughes

Catherine Pitts
Anna Laycock
Graham Moore

GlaxoSmithKline IMPACT Champions Gold Winner

GlaxoSmithKline IMPACT Awards Winner

Inspiration Awards 2009 WINNER

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Charity No. **1123542** / Company limited by guarantee registered in England No. **6443243**

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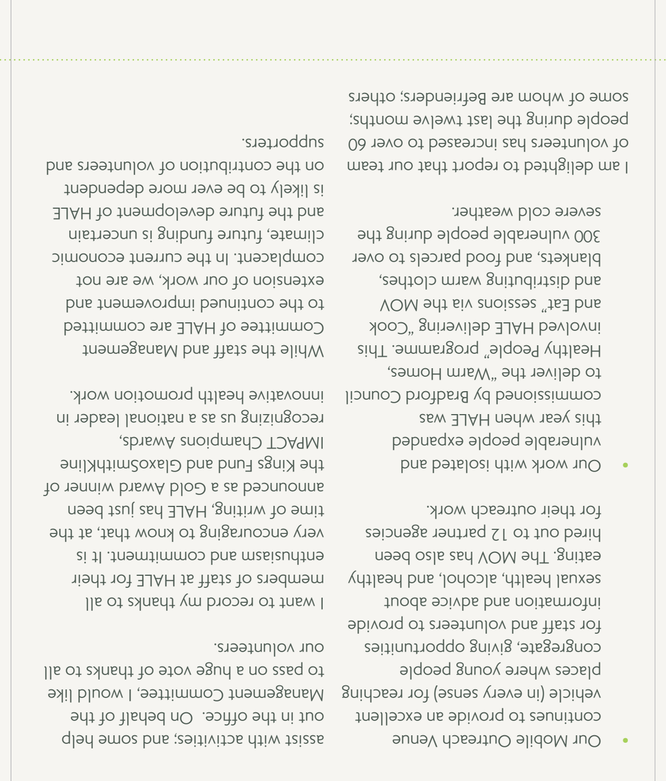


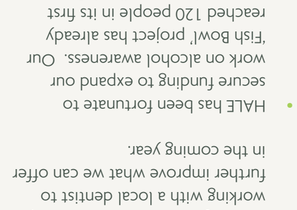
Health Action Local Engagement
Healthy Living Project

Annual Report 2011/12

HALE is a healthy living project which has been successfully delivering community based health improvement activities in Shipley and Frizinghall since 2003.

www.haleproject.org.uk

HALE (Health Action Local Engagement) is an independent charity, working with people of all ages and backgrounds to improve health where there is greatest need.



We work throughout the Shipley constituency – including Bingley, Windhill, Wrose, Baildon, Wharfedale and Frizinghall – and also carry out projects citywide.

Our work centres around the key themes of Mental Health & Wellbeing, Nutrition & Exercise, Oral Health, Alcohol Awareness and Sexual Health.

Over the last year we have worked with 5,744 people, and delivered 246 activities. By identifying gaps in service provision and developing activities using a creative and innovative approach, we are able to engage people who may not otherwise access mainstream health services.

We have won recognition from the Kings Fund GSK IMPACT Awards as a Gold Champion winner, for our work supporting local people to make changes to improve their health by engaging in community based activities.

'HALE has gone from strength to strength since it won the Award in 2010. It constantly finds new ways to reach out to the local community. It is an excellent example of how local charities can achieve real results for their community.'

Katie Pinnock,
Director, UK Corporate Contributions,
GlaxoSmithKline

It has been another very positive year for HALE. We've reached 5744 people, which is a 40% increase on last year! The team has continued to show their responsiveness and creativity to extend HALE's work in new ways, to new service-users, particularly in areas of greatest need. Space only allows me to tell you about some highlights from the past year...

- HALE's work with parents, both before and after the birth of their baby, has led to the establishment of the Frizinghall Catch Up. We've had 221 visitors to these sessions in this first year, accessing midwife services and breastfeeding support alongside health information and activities.
- Our commitment to improving oral health has led to us training 30 people who work with children to deliver our "Teethtastic" course. Participants fed back that they enjoyed the interactive content and gained increased knowledge of healthy snacks, the damage sugar causes and the importance of brushing teeth. We are currently working with a local dentist to further improve what we can offer in the coming year.
- HALE has been fortunate to secure funding to expand our work on alcohol awareness. Our 'Fish Bowl' project has already reached 120 people in its first quarter alone. Feedback from Alcohol Peer Led Sessions shows that 90% of participants feel more knowledgeable about the impact of alcohol on their health, with greater understanding about the risks of excessive drinking.
- Our Mobile Outreach Venue continues to provide an excellent vehicle (in every sense) for reaching places where young people congregate, giving opportunities for staff and volunteers to provide information and advice about sexual health, alcohol, and healthy eating. The MOV has also been hired out to 12 partner agencies for their outreach work.
- Our work with isolated and vulnerable people expanded this year when HALE was commissioned by Bradford Council to deliver the "Warm Homes, Healthy People" programme. This involved HALE delivering "Cook and Eat" sessions via the MOV and distributing warm clothes, blankets, and food parcels to over 300 vulnerable people during the severe cold weather.

I am delighted to report that our team of volunteers has increased to over 60 people during the last twelve months; some of whom are Befrienders; others assist with activities; and some help out in the office. On behalf of the Management Committee, I would like to pass on a huge vote of thanks to all our volunteers.

I want to record my thanks to all members of staff at HALE for their enthusiasm and commitment. It is very encouraging to know that, at the time of writing, HALE has just been announced as a Gold Award winner of the Kings Fund and GlaxoSmithKline IMPACT Champions Awards, recognizing us as a national leader in innovative health promotion work.

While the staff and Management Committee of HALE are committed to the continued improvement and extension of our work, we are not complacent. In the current economic climate, future funding is uncertain and the future development of HALE is likely to be ever more dependent on the contribution of volunteers and supporters.

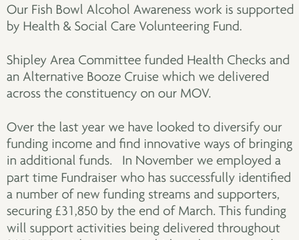
Finally, I would like to acknowledge the contribution made by all the members of the Management Committee. Several members have retired recently and we are very grateful for all their past work and were sad to lose their contribution. However, we are fortunate to continue to have a strong Committee whose members have a varied set of experience, skills, and interests along with a shared passion for supporting HALE. Many thanks to you all!

If you are a supporter of HALE and would be interested in joining the Management Committee, please contact me via the HALE office.

Chris Flecknoe, Chair

> *Look out for our new "Friends of HALE" scheme which makes it easy to make regular donations of time or money to the ongoing work of HALE. If you value what HALE does to improve health and wellbeing in our area, and feel you could make a small contribution, I commend this scheme to you. If you would like to know more please contact the office or visit the 'support us' section of our website.*

Staff Changes



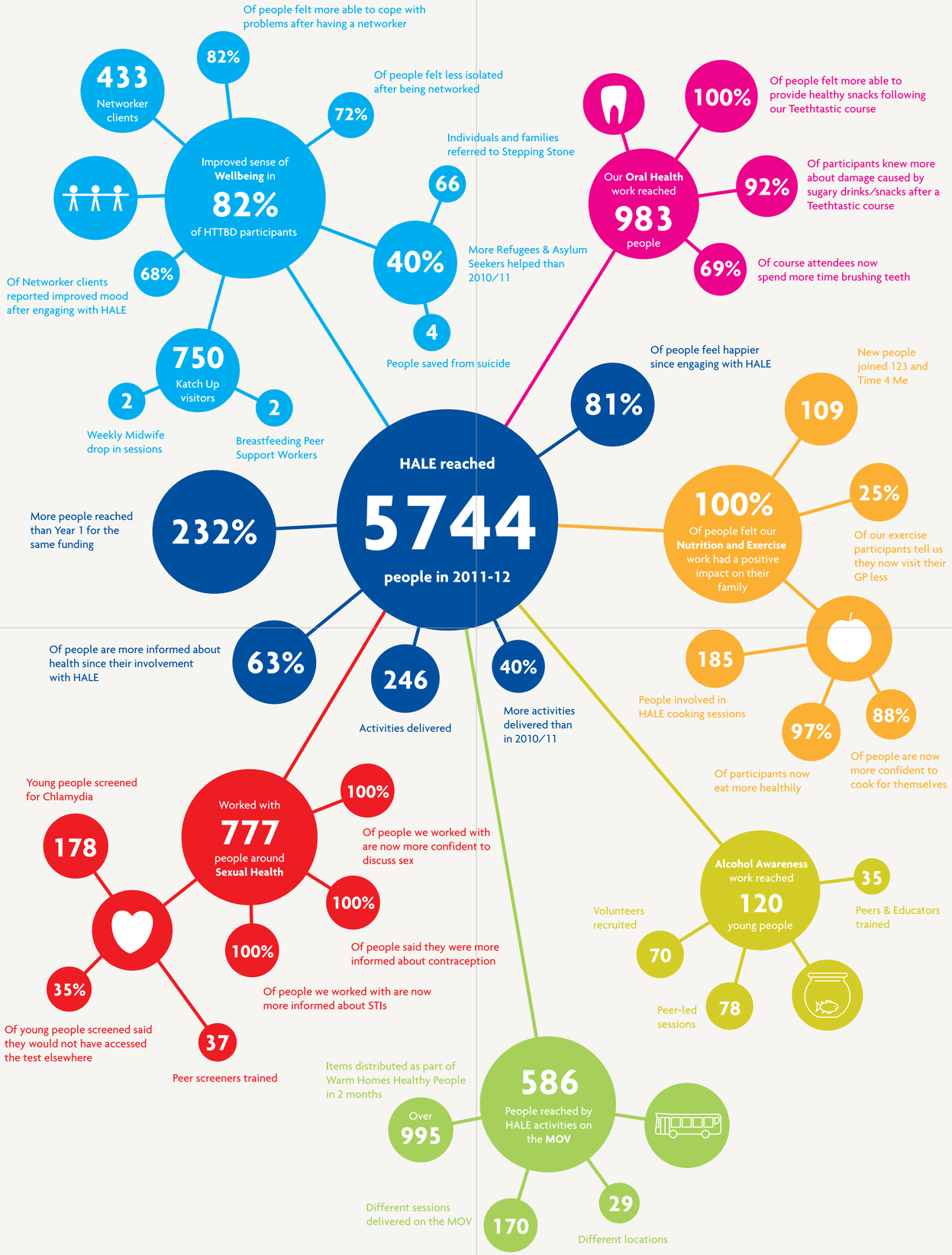
Befriending Administrator, and Katy Whitham returned to post as Communications Worker.

We've had several students with us on placement throughout the year - Rebecca, Emma, Shannon and Jade - who all made a valuable contribution in helping to deliver our work.

This year we also welcomed Anna Laycock and Graham Moore to join our Management Committee. HALE is extremely grateful for the contributions of past Committee members Dilys Bruce, Ed Mowlam and Paul Mawson, who have now resigned their position.

There have been a number of staff changes during the course of the year; we said goodbye and good luck to Christine Papai, Chairmain Cybowicz and Steve Waite. Rebecca Grech also left us temporarily to take maternity leave.

We have welcomed Joel Howard-Birt as Allotment Development Worker, Lauren Arnett as Alcohol Awareness Peer Volunteer Co-ordinator, Fiona Campbell as Fundraising and Events Co-ordinator, Louise McGechaen as Stepping Stone Networker, Jenni Finn as Community Health Exercise Facilitator and Claire Walker as



Summary of Activities

Nutrition & Exercise Work

Ready Steady Cook

A course for children and adults which aims to increase knowledge of healthy food and how to cook it, provide an insight into healthier snacks, and help participants gain confidence and a sense of pride in their cooking. This programme aims to have a positive impact on the family life of participants by encouraging them to prepare and eat their food together.

Hot Wheels

Cooking on board the MOV in the heart of neighbourhoods allows us to engage with individuals and families right on their doorstep, teaching basic cooking skills, information on nutrition and the importance of a balanced diet and healthy lifestyle.

One to one cooking

We run cooking sessions for our Networker clients which aim to help them to regain confidence and encourage social interaction by taking part in healthy cooking and eating sessions. Working in small groups, or one-to-one, clients are supported to make quick, easy and nutritious meals and learn about the importance of eating healthily, and regularly.

Fit, Fun & Fruity

These sessions take place in local schools and childrens centres and aim to encourage parents/carers and their children to try new foods and learn healthy recipes that are easy for children to help prepare. Attendees learn about reducing salt, fat and sugars, the importance of keeping active and eating 5 a day as part of a balanced diet. We also offer help with planning and budgeting for meals.

Allotment

Our allotment groups give people the opportunity to gain an understanding of where foods come from by preparing and tasting recipes using food they've grown and harvested on site. People who've attended our allotment groups report that they now eat more fruit and vegetables, and would be more confident in growing something at home themselves.

123 and Time 4 Me

Our 123 and Time 4 Me programmes deliver nutritional advice and exercise alongside motivational techniques to facilitate long term behaviour change. The groups aim to increase physical activity and improve knowledge around a healthy lifestyle, resulting in participants feeling healthier, with 1 in 4 reporting less need to visit their GP.

Sexual Health Work

CLASH

Our CLASH courses work with young people from secondary schools, sexual health drop-ins and youth based provisions including Bradford Council's Youth Service and Leaving Care service. The course allows participants to explore feelings around relationships and sexual health, build confidence and self esteem and learn about STIs and the impact of drugs and alcohol on health and relationships.

> *"I feel that I have learnt lots of things, I access a drop in and I still had questions about sexual health so it was good to be able to take part"*
>
> CLASH participant

Speakeasy

Speakeasy courses provide a group based opportunity for parents and carers to learn together about sexual health and relationships. Participants gain confidence to talk openly with their children and learn how to identify opportunities for discussion about sex and relationships.

Chlamydia Screening

We recruit and train young people to screen for Chlamydia and talk to their peers about sexual health and the impact of alcohol on sexual relationships. Working in partnership with local secondary schools, and in venues such as Youth Cafés and pubs, as well as on board our MOV, we are able to engage those who would not otherwise have gone to a sexual health drop in to be screened.

Friday Night Project

Through our work in parks and locations in Bingley, Saltaire, Windhill and Baildon we engage young people to learn about sexual health, drugs and alcohol as part of the Friday Night Project. They are able to access the MOV as a drop-in, and get involved in a range of activities such as cooking, preparing non-alcoholic 'mocktails' or creating artwork while also gaining information on health, personal safety and Chlamydia screening.

Mental Health & Wellbeing Work

This year we have continued to run a number of activities for older people including Singing for Health, 2 Film Clubs, 3 social clubs and the monthly Wellbeing Café.

Stepping Stone

Our Stepping Stone scheme offers personalised one-to-one support for individuals and families who are asylum seekers or refugees. The scheme is district-wide and helps those with low level mental health needs, who are disengaged and isolated, or are new to the area, to improve their health and access services and information available to them.

Befriending

HALE reduces social isolation in people aged 65 and over by recruiting and training volunteers to visit them once a week as part of our Befriending scheme. We accept self referrals as well as referrals from health practitioners, family and friends.

Health Through the Back Door

These activities improve participants overall wellbeing via an indirect approach, and this year included Mums with Bums and Tums, Seniors Circuit Training, Yoga, Ready Steady Pedal and a Stress & Relaxation group.

Networkers

Our Networker scheme continues to support adults who have become socially isolated to attend local activities and link back in with their community. The service is tailored to the interests, needs and pace of each individual. We accept referrals from friends, family, GPs and other health professionals, as well as self referrals into the scheme.

> *"Felt before as if I was on my own and there was no-one to turn to – now I know there is!"*
>
> Networker client

Midwife Drop In Sessions

The Kirkgate Katch Up continues to go from strength to strength and in May we launched our second Midwife Drop-In, at St Margaret's Church in Frizinghall. Both sessions offer pre and post natal health information as well as access to a Midwife and one of our trained Breastfeeding peer support workers.

Oral Health Work

In addition to running Teethtastic courses, and community events, HALE run courses to train people who work with children aged 5 and under to deliver their own Oral Health sessions.

Teethtastic

This course raises awareness amongst parents and carers of young children about the damage sugary drinks and snacks cause to teeth, and the importance of good oral hygiene. Participants receive a book of toothfriendly recipes and snack ideas, as well as timers to encourage them to increase the amount of time spent brushing their teeth.

Alcohol Awareness Work

Fish Bowl

The Fish Bowl project uses a peer-to-peer approach to educate young people about the effects alcohol can have on health, behaviour and relationships, and to highlight the risks associated with unhealthy alcohol consumption. Sessions recruiting and training Alcohol Peers and Educators are held on the MOV, at secondary schools and colleges throughout the area.

> *"I'm so gonna tell my mates how to stay safe now"*
>
> Alcohol Peer

MOV Work

As well as being used for our Friday Night Project, Alcohol Awareness work and Hot Wheels sessions, the MOV is ideal for all types of outreach work and promotional community events. This year we have used the MOV to highlight World Mental Health Day, carry out Health Checks throughout the Shipley Constituency, and to distribute hot food and warm clothing to vulnerable people during the cold weather as part of the citywide Warm Homes Healthy People project. We also hire out our MOV to other organisations looking for an innovative venue for outreach work and events.