Chair's Report

2013/14 has been another year of flux in HALE's funding environment, coupled with increasing need in the communities we work with. HALE has continued to respond to these challenges with creativity and determination. The differences we make to the lives of those we work with are a credit to the staff and volunteers who make HALE such a special organisation.

The impact of our work has not gone unnoticed: in November we were delighted to be nominated alongside 13 other local charities for a Sovereign Healthcare Good All Round Award. We won £7,500 – vital unrestricted funding which enabled us to respond to need where it is greatest.

We have also sought to diversify our income through new fundraising efforts. We have been very grateful for donations made to HALE throughout the year from Baildon Runners, Natasha Thomas's Great North Swim, Andrew Brown's Longest and Highest Challenge, and Safa Ahmed's skydive, in addition to donations made by individuals who have been moved by our work. If you would like to support HALE, please visit our website for information on our Friends of HALE scheme, leaving HALE a legacy and in memoriam donations.

This year has seen the departure of a number of staff and Management Committee members. We are always sad to say goodbye to a friend and colleague, and we would like to thank all who have supported HALE this far. We now have 53 regular volunteers and we are extremely grateful to every one of them. I would like to say a particular thanks to members of the Management Committee, whose time, energy and support is vital to the governance of HALE.

We have developed our work in a number of areas over the year and I can only share a few of the highlights here:

- We have worked closely with residents of two key areas of the constituency, **Crosley Wood** in Bingley and **Crag Road** in Shipley, to build trust in local services, develop new relationships and to find out what the residents want for themselves and their neighbourhoods. In partnership with InCommunities, Shipley and Bingley Voluntary Services, the Kirkgate Centre, Trinity 5 Rise Children's Centre and the Bingley Ward Officer, Crosley Wood residents have accessed cook-and-eat sessions and information on food banks, health, housing and becoming work-ready. At Crag Road, in partnership with InCommunities, Bolton Woods Community Centre and Shipley Area Coordinators Office, we established a weekly Drop In session and a Networker scheme. Through a separately funded project, we have also worked to develop a community garden in the area which provides an outdoor space for local people to enjoy.
- We ran **hEat Well courses** in 15 Children's Centres and on board our Mobile Outreach Venue, as part of the *Warm Homes Healthy People* initiative led by Bradford District Metropolitan Council. Courses provided practical guidance and advice on fat, salt and sugar intake, portion size and budgeting, to help families with young children make informed choices and be better prepared for cold weather. We also trained staff at the centres to be able to share these messages further.
- Our **We Care** neighbourly help initiative aimed to reduce isolation among older people by connecting them with their community. Our Mobile Outreach Venue visited ten locations throughout the Shipley constituency, offering refreshments, health checks and information on local services and activities The project encouraged residents to be more aware of their neighbours and to have contact with them on a regular basis by helping with small jobs, such as putting bins out.
- We have worked with the **Self-Care** Lead for Bradford & District to promote the national campaign encouraging people to be responsible for their health, and to know when and where to go for advice or treatment. As part of this work, we produced four self-care packs for people living with asthma, COPD, heart failure and dementia. The packs, which help people understand and manage their conditions, are available to health professionals on SystmOne and can be downloaded from our website at **www.haleproject.org.uk**.
- We have seen a real growth in our **diabetes** work this year, mostly in the Manningham area, where health inequalities remain high, particularly around diabetes and heart disease.
- This year we also were successful in getting Big Lottery Funding for our **Befriending and Advocacy** scheme for older people.

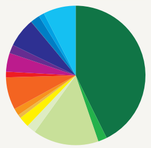
In a period of unprecedented change in the health and social care environment, and at a time when the need for organisations like HALE could not be higher, I am incredibly proud of these innovative projects that change lives. They are only possible through the talent and commitment of our staff and volunteers.

The year ahead will no doubt bring both challenges and opportunities for HALE's work. If you feel able to contribute to that work in any way, by giving your time, helping us to raise funds, or joining our Management Committee, please contact us

Anna Laycock
Chair, HALE Management Committee

Financial Summary

Income Split 2013–14



Expenditure Split 2013–14

Income Split 2013–14

Public Health	43%	Hospital Befriending	1%
Social Services	2%	HSCVF	4%
Shipley Area Co.	0%	Lloyds TSB	0%
Big Lottery	15%	Self Care	2%
Awards for All	2%	Self Care PL	7%
Baildon Projects	2%	Shipley Cares	0%
Eat Healthy Project	1%	Heat Well	2%
All Around Awards	2%	Wellbeing Cafés	1%
HALE MOV	8%	Other	8%

Expenditure Split 2013–14

Staffing Costs	69%	Publicity Costs	1%
Project Delivery Costs	19%	Governance Costs	1%
Operational Central Costs	10%		

The total income for 2013/14 was £ 460,754. Funding from Public Health accounted for 43% of this total. This funding enabled us to work with 1534 people.

Funding from Big Lottery allowed us to work in partnership with SBVS on the SAL befriending services. This accounted for 15% of our funding.

Baildon Town Council provided funding for outreach work on the MOV for young people and a weekly social group for older people.

Our MOV continued to be used for Outreach Work, by HALE and external organisations. Income generated by the MOV amounted to 8% of our total.

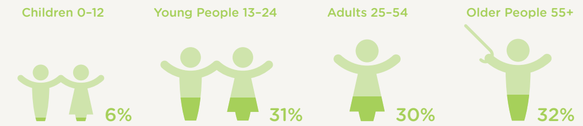
The Warm Homes Project, funded by Bradford Metropolitan District Council continued again this year, reaching 185 vulnerable people across Bradford and accounting for 2% of our income.

Funding for our Fish Bowl alcohol awareness project, working with young people and volunteers, accounted for 4% of our total income for the year. This funding, from HSCVF (Health & Social Care Volunteer Fund), came to an end in March.

Sovereign Healthcare Charitable Trust continued to support HALE and enabled us to expand our work around diabetes. In addition HALE received £7,500 of unrestricted funding from their Good All Round Awards.

Statistics / Infographics

The age of our service users*



* of 2085 people who responded to this question in our monitoring

Number of contacts split by project area

55 %	Wellbeing	1972
10 %	Sexual Health	343
14 %	Nutrition	515
16 %	Alcohol Awareness	580
5 %	Warm Homes Healthy People	194
	TOTAL	3604

Mobile Outreach Venue

21% of our contacts last year and 28% of our activities were on the MOV

As an organisation we have been tasked by our Management Committee to:

- Be **BRAVE** and **FLY THE KITE**
- **BUILD** on **CAPACITY** and **CONNECTIONS**
- Be **RESPONSIVE** to **IDENTIFIED NEED**

HALE could not reach the numbers we do without working in partnership with others. As an organisation we continue working to develop new and better relationships with local organisations and possible funders so that we can get the best resources and support for the people we serve.

This year we have worked with 105 partners ranging from Children's Centres, local Care Trust teams, Police, Youth Service, local parish councils, community centres, midwives and Age UK Bradford to name but a few!

We also work with local people who see the difference that HALE has made and want to contribute to it. Many thanks to those who volunteer and give their time, those who have become a Friend of HALE and donate monthly to our work and those who have made a one off donation. Every effort makes a difference.

Our service users

70% of the 2676 people we worked with last year were new to HALE

Contacts per quarter

Q1	Q2	Q3	Q4
720	912	925	1047

HALE Staff and Directors

Staff

Manager
Natasha Thomas

Finance Manager
John Evans

Finance Administrator
Nasreen Ali

MOV Administrator
Sarah Belford

Networker Coordinator
Sue Yeadon

Networkers
Carol Sadowyj
Neil Stanley
Rebecca Grech
Cara McTasney
Anita Trikha
Shanisha Barrino

Social Group Facilitators
Christine Papai
Pat Riley

Senior Community Health Development Worker
Rachel Greene

Community Health Development Worker
Marilyn Anthony

Allotment Development Worker
Joel Howard-Birt

'We Love Eating' Development Worker
Frances Holling

Nutrition Development Worker & Dietitian
Tahira Amin

Youth & Community Worker
Michaela Baker

Community Health Facilitators/Drivers
Babar Zeb
Byron Francis
Diane Law

Communications Worker
Katy Whitham

Befriending Coordinator
Lesley Danson

Befriending Citizen Advocacy Worker
Alima Begum

Befriending & Networker Administrator
Senta Romero

Welcome To Bradford Coordinator
Daniel Rosner

Directors

Chair
Anna Laycock

Vice Chair
Catherine Pitts

Treasurer
Graham Moore

Chris Flecknoe
Mags Pearson
Georgina Haslam

Gold Winner · Winner · Inspiration Awards 2009 WINNER · Good All Round Awards · FundRaising Standards Board

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HALE
Health Action Local Engagement
Healthy Living Project

Annual Report 2013/14

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 that has been working throughout the Shipley Constituency since 2003. Between April 2013 and March 2014 we enabled 2676 people to make lifestyle changes to improve their health.

We work with people of all ages who need some support but don't know where to go, concentrating our efforts in the areas of deprivation and health inequalities where there is greatest need.

Our work primarily takes place in Shipley, Windhill, Wrose, Baildon, Manningham and Frizinghall, with some projects - such as our Asylum Seeker projects Welcome and WEAVe - being citywide. Our MOV work takes healthy messages all over Bradford.

We work around the key themes of Mental Health and Wellbeing, Alcohol Awareness, Sexual Health and Nutrition. We use a creative approach to engage people who might not otherwise access mainstream health services, and work with the members of the community to develop activities that meet their needs.

We believe that by increasing aspiration and building confidence in communities we can empower local people to bring about lasting change.

"My time with the project was inspirational, hands on and you could see that the work being completed was making a difference to lives. Although this was not a clinical setting it was offering support and guidance for some people who may not otherwise receive help."

Sue Compton – Student Nurse, The Open University

Summary of Activities

Nutrition

Ready Steady Cook

These practical courses increase participants' knowledge of healthy food and a balanced diet, and their confidence in how to cook it. We run courses for children and adults, in Youth Cafés, community centres and schools.

"This project has taught me how easy it is to cook new things and not to be scared of new recipes"

Hot Wheels

Hot Wheels sessions on the MOV aim to increase participants knowledge of healthy meals and how to cook them, pride in cooking and an understanding of healthier snacks as well as providing an opportunity to try new foods.

"I've tried different foods that I always thought I didn't like"

Healthy Weight Management

This programme works with participants referred by the Public Health Team, educating them about salt, fat and sugar content, portion size, 5 a day, food labelling, and becoming more active. In the 12 weeks we ran this programme, 13 attendees lost a total of 26kg between them.

"I've turned my life around by coming here, I've reached my 10% and I've booked to see the smoking nurse next week"

Food For Fussy Eaters

Formerly Fit Fun and Fruity, this course works with families to encourage parents/carers and their children to try new foods, make healthy food choices and get involved in preparing healthy recipes. We also give practical tips on planning and budgeting for meals.

HALE Allotment

We have weekly drop in sessions on our allotment and also welcome school groups to come and learn where food comes from and build confidence in growing their own. Fruit and vegetables are harvested and cooked on site for our visitors to try.

Diabetes work

Through drop ins, IGT testing and one-to-one personalized advice on the MOV and at local medical centres we have educated 421 people around how to prevent and manage diabetes.

"It was such a pleasant surprise to see this bus and speak to people who are so knowledgeable about diabetes. If this service was around when I was first experiencing health issues I would have taken more notice of my health and made the changes to prevent myself from developing diabetes. My GP is great but I never felt it was important to discuss weight management or my lifestyle with him. Excellent service!"

Nutrition Case Study

Sara (not her real name) was referred to HALE by a local children's centre. Sara confessed that she relied on her husband to cook for the family, and she had little if any cooking skills at all. She had become very overweight and was concerned her daughter was too. Sara was very honest about her eating and admitted it wasn't just what she ate but also the quantities. Through the sessions Sara was able to learn about fats, their impact on the body, and how this can lead to health issues such as Coronary Heart disease, strokes and some cancers. Sara had a history of all these conditions within her family, but had never linked them to their diet or lifestyle, saying:

"I've always taught my children about the perils of smoking, while all the time the foods we ate could have been just as detrimental to my children's lives."

During the sessions Sara gained confidence in trying cooking methods, and started to cook at home. She even taught recipes to the people she volunteered with at a community café. The sessions helped Sara understand how cooking from scratch can be inexpensive, and gave her ideas of how to increase her family's intake of fruit and vegetables by incorporating them into dishes. Sara also learned about being active and simple physical activities she could do at home with her family. As the programme ended Sara said:

"I'm really sad this is ending but this whole course has been life changing."

Since the programme ended Sara has taken part in the Healthy Weight Management programme run by HALE, has become more active and is still losing weight.

Sexual Health

CLASH

Collaborative Learning About Sexual Health is a programme we run in secondary schools, colleges and pupil referral units, giving young people a wider knowledge about sexual health, relationships, alcohol, tobacco and drugs.

"I really enjoyed learning about different choices. I only thought I could have the pill because of my age, I didn't realise about the other stuff."

Speakeasy

This 8 week course gives the parents/carers of young people confidence to talk to their children about relationships, sexual health, contraception and STI's, and to understand how and when to introduce these topics.

Friday Night Project

Our MOV visits local parks to encourage the young people hanging out there to come on board get health information and advice, and take part in cooking and creative activities. This year we visited locations in Cottingley, Manningham and Denholme. 129 young people accessed information about puberty, sexual health, respectful relationships and risky behaviour.

"I can't believe I let my best mate wonder off on her own I didn't even think about how dark it was and that we was in the woods. I'll definitely think about what I am doing now and not put myself and my friends in danger."

Wellbeing

Networkers

Our Networkers support adults of all ages who have lost confidence and need some support to link in with local activities and services. We received referrals from 20 different agencies throughout year and worked with 113 clients.

"The Networker scheme has been really helpful. It has really helped me having the support going places – not having to walk in on my own. I am happier now, much more positive – family and friends have noticed this. I'm going in the right direction – lots to look forward to!"

Older Peoples Social Groups

We offer 4 weekly older peoples social groups, plus 2 monthly get togethers for people with dementia or memory problems and their carers. These provide respite for carers, a change of scenery and chance to socialize for everyone who attends – 254 people this year!

"I only ever go out to Guys & Dolls. This has been more of a lifeline than any medicine could. I have been to activities before and treated like an old and 'past it'. Here, I can be myself and meet other people and just enjoy myself."

Welcome to Bradford

Welcome To Bradford (formerly Stepping Stone) supported 25 individuals and families this year to access local services and activities and keep themselves healthy. As part of this scheme we now recruit volunteers as peer mentors and befrienders. We call this WEAVe (We Enable Active Volunteers).

Wellbeing Case Study

V is a lady in her late 80's who suffers with high levels of anxiety, panic attacks and debilitating back pain. V had dealt with the sudden death of her husband in his fifties, caring for her four children as a single parent, holding down a teaching job and then nursing a long term sick close relative. During this period she coped well overall but suffered 'bouts of nerves'.

After retirement she lived in her family home happily for many years, enjoying looking after her grandchildren, driving and going out and about. As her grandchildren grew up and moved away, and after 2 burglaries, V had lost her confidence and become increasingly anxious. She decided to move into sheltered accommodation but found it to be too quiet and isolating. Even family visits and phone calls often resulted in panic attacks, due to this growing fear of being with people.

V referred herself to the Befriending scheme but was very anxious throughout the initial assessment and cancelled several matching appointments due to the anxiety of meeting someone new. However, with telephone and family support she was able to cope with an introductory visit with her Befriender 'L' - a mature psychology student with a very calm and gentle personality. After meeting L, V reported feeling really positive about the Befriending scheme and was looking forward to her next visit.

"I was gasping this morning, I couldn't speak. I was going to ring you about L. She just talked to me, explained why I was gasping. I knew really, but it really helped. She is so kind, so calm, a lovely person. I'm just so grateful – I'm so grateful to you for finding her.

I went to my doctors and he just patted my hand and kept looking at the clock. I shan't bother going back now I've got L. I want to get better and I think she's going to get me better."

Befriending

Our Befriending Project, in partnership with SBVS, was relaunched in July with new funding from Big Lottery. We match isolated older people with volunteer befrienders for weekly social interaction. The scheme incorporates a Citizen Advocacy service to help clients exercise their rights and provide guidance and support on issues such as housing, community care, wellbeing and finance.

Midwife Drop Ins

612 people attended our Catch Up in Shipley this year to see the community midwife, talk to our breastfeeding support mentors and access information on health and family services. We also have outreach workers from other services such as Jobcentre Plus regularly available at these sessions.

"It just feels good to get out, speak to other people and ask for support if I need it!"

MOV

Project Baildon

A weekly drop in funded by Baildon Town Council saw the MOV visit different sites in Baildon to work with young people around sexual health, the impact of alcohol and the importance of safe and positive relationships.

"I didn't think they were volunteers. We can chat to them about whatever we want - they're safe like that. I know you won't tell anyone so I can talk to you about drinking and stuff."

As well as Project Baildon, we have used the MOV for our Friday Night Project, Hot Wheels, Fish Bowl, diabetes drop in sessions, 'We Care' project, and numerous one off promotional events across the district.

Our Mobile Outreach Venue provides a unique space to engage with new audiences and 'hard to reach' communities who might not otherwise access mainstream services. This year it was hired by 15 external organisations, including Bradford City CCG, Healthwatch Leeds and MP David Ward's office, and visited 81 different locations.

"I can see what fantastic resource the bus is in the community particularly engaging with secondary aged children."

Alcohol Awareness

Fish Bowl

Our Fish Bowl project worked with 304 young people this year, educating them about alcohol and risky behaviour. 110 of these young people were trained to be able to pass on information and safety messages to their peers.

Our Fish Bowl summer event in Myrtle Park included practical demonstrations of unit measures, non-alcoholic cocktails and the effects of alcohol on perception and coordination.

"It's great that I can pass on what I've done wrong in the past to others so that they don't make the same mistakes that I did."