

ANNUAL REPORT 2019- 20



HALE

Health Action Local Engagement

Healthy Living Charity





ACHIEVEMENTS & PERFORMANCE

"Once again this has been a busy and successful year for HALE, reflected by our positive engagement figures and financial turnover.

Through the delivery and expansion of our projects and our creative and collaborative approaches underpinned by our mission **"To Improve health where there is greatest need"** we have supported over **16000** individuals living in the Bradford district.

The year has seen many new exciting developments and partnerships, helping strengthen our organisation both financially and operationally along with well planned exit strategies for some of our projects.

Our work with General Practices across the district has significantly increased throughout the year which is a real milestone for us. This has enabled us to offer a more holistic and tailored approach when working with our clients, to ensure improved and sustained health and social outcomes are achieved.

We also said farewell to Alastair McGregor and welcomed an existing Senior Manager within HALE, Sonjia Peers into the Chief Officer role. This has provided a seamless transition and ensured strong continuity and leadership in the delivery of our strategic plan.

The summary that follows provide details about the wide range of health and wellbeing activities, delivered in 2019/20 by HALE for the Bradford Community. Like many organisations in 2020 we are now operating under a 'new normal' in response to the pandemic. Our approach has been to build on our wealth of experience with community engagement and pro-actively reach out to people, communities and other organisations to ensure we continue to deliver our support where most needed. Therefore I'd like to say an extra special thank you to our staff team, volunteers, partner organisations and funders for your continued support."

Chief Officer, Sonjia Peers



SOCIAL PRESCRIBING; COMMUNITY CONNECTOR SERVICE & PCN LINK WORKERS

This was the final year of our Community Connector Programme, delivered with The Thornbury Centre, Equality Together and Healthy Lifestyle Solutions. The project supported almost **3000 people**, working with **63 different G.P practices** and our local A & E department since it began in March 2017.

The final evaluation demonstrates a high proportion of service users reporting improvements in their health and mental wellbeing, social connectedness and trust in others according to validated measures. With more than two thirds of service users having at least one long term health condition, it means that some of these benefits will be realised to alleviate pressures on primary and secondary care services.

Building on the success of this service, we celebrated a further two milestone achievements;

1. Securing contracts with 4 out of 11 Bradford City and District Primary Care Networks (PCNs - groups of G.Ps) to deliver their social prescribing services.

2. Designing a new Community Connector service as part of the RIC (Reducing Inequalities in City) programme working closely with our Clinical Commissioning Group, 28 city based G.P practice sites and several voluntary sector partners.



"Social Prescribing has helped some patients find their independence and increase their confidence. Allowing them to begin their journey towards self-management"

Dr Bhamani





100
Volunteers
engaged & supported
across
all of HALE

"She's been really supportive, good listener. I have been able to open up and talk about issues that are really important but haven't been able to discuss. She has encouraged me to to do some housework, even if I have to use the crutch. At the weekend I did some gardening. My befriender has really built my confidence and encouraged me to get out and do more"

Volunteer Befriender Client



VOLUNTEERING

The work we undertake at HALE could not be delivered without the continued support and dedication of our volunteer team. Our volunteers continue to provide valuable Befriending to those who are lonely and isolated and are the hidden hero's in the delivery of our wellbeing cafes and social groups.

Towards the end of this year we also saw a significant increase in volunteers and their efforts to assist those most affected by the COVID-19 crisis. On behalf of the HALE Trustees (also volunteers) and staff team we wish to offer our heartfelt thanks for their help and assistance over the past year.

YOUTH WORK; SEXUAL HEALTH, YOUTH COUNCIL, YOUTH WORK

Our experienced youth development team, in partnership with colleagues at Locala Sexual Health and Step 2 Young People's Health Project reached out to over **8000 young people** across the district this year and distributed over **32000 condoms**.

Our work focused on providing information, advice and access into services to promote positive sexual health and healthy relationships.

Our longstanding partnerships with schools, colleges, children's homes and youth and community services allowed us to connect with some of the most vulnerable and at risk young people in our district. We continued to utilise our Mobile Outreach Vehicle providing an opportunity to meet young people where they gather, and capture a target audience at larger district events such as Bradford Pride and the District Careers Fayre.

Through our wider youth work which includes the Youth Councils in Baildon and Shipley we have evidenced the positive impact for young people in developing new skills, feeling part of and making a difference in their own communities and broadening their understanding of their health and wellbeing. The members have been involved in fundraising activities, raising awareness of the impact of anti-social behaviour, working towards the ASDAN volunteering award and playing an important role in the **Intergenerational Afternoon Teas** this year to name but a few.



492
young people
engaged through
'BRELMS' managing
positive
behaviours

""Youth Council has allowed us to involve ourselves in local community and improve our education of many modern aspects to life such as sexuality, it has given us the opportunity that could shape our futures to new and better standards""

Young Person Service User

ENGAGEMENT WORK

Our Engaging People Project continues to provide a platform for local people to share their views, thoughts, feelings and ideas about health services, health messages and what's important to them about their own health.

Throughout the year, in partnership with BTM and CNET we have engaged over **5000 individuals** and reported on what they shared about local health care provision, self-care and end of life care. All of the information gathered is used to help design, improve or adapt services for the benefit of local people. Someone told us ***"You made me feel like my opinion and what I say matters"***

In the latter part of the year we established **2 new engagement projects** to support the work of Affinity Care Group (A network of 9 G.P practices) and S10 (A community partnership) bringing health, social care and the third sector together to develop localised services to improve the health and wellbeing of their population.

Throughout the last year our Warm Homes Service supported **255 individuals** across the district helping them to stay warm, safe and healthy throughout Winter. Our team visited **40 different venues**, provided falls prevention sessions for **125 people** and shared recipes for low cost hearty soups and stews. The team made **117 onward referrals** for those in need of energy saving help, utility provider switching and access to winter fuel funds. We also referred those in need of debt advice, provided access to essential food parcels and identified vulnerable people to join the bad weather telephone network. The Warm Homes Service is delivered in partnership with the Green Doctors, Age UK, Bradford Family Action and Inn Churches and together over the year we have supported **401 individuals**.

255
people engaged
through 'Warm
Homes' project



"Just being able to talk to someone about my problems has made me feel so much better, I didn't know that they were so many services to support me with my low mood. Thank you for your help, I'm looking forward to a new me"

Affinity GP drop-in client



**"Well that was good!
(making and eating
mashed potato) - He
never eats that at
home"**

Parent of a year 2 child



COMMUNITY DEVELOPMENT

We have continued to deliver a range of projects throughout the year all of which have been well received by the communities we serve. Our “Blooming Marvellous Horticultural Project” worked within High Craggs Primary School to develop an unused area into a thriving plant, grow and cook your own learning experience for **450 children** to enjoy. The children, parents and teachers have been amazed by this wonderful project.

Our Men’s Shed project has also continued to thrive, with the gents creating a range of resources to be enjoyed by the wider community. These include raised planters for the elderly, a viewing platform to ensure wheelchair users can enjoy the stunning view over Baildon Moor, bird tables and even a chicken coop. The gents who attend told us that ***“the interaction that we have with one another whilst working on the projects, not only gives a feeling of camaraderie and friendship, but a good reason to attend each week”***.

This year we have also established two new Self Care Champions funded through the WISHH community partnership. Their work has included weekly walking and cycling groups, hosting stalls to promote self-care messages, undertaking blood pressure checks and talking to people about small steps to improving health. A highlight included hosting a Christmas Day walk for those who live alone and would not have seen anyone else over the Christmas period.

We have also continued to facilitate a fortnightly singing group, bringing people affected by Dementia together. The group aims to improve their brain activity and overall wellbeing.


OLDER PEOPLE

This year has very much been a tale of two halves for our Befriending Service. After 10 years of Lottery funding, receiving **1200 referrals**, registering **600 volunteers** and **matching 630 isolated individuals** living in Shipley & Bingley, we sadly brought this project to an end in August 2019.

However all was not lost and thanks to a small amount of funding from our local Community Partnership we continued to support a small number of individuals and retain links with active volunteers. This funding gave us the time needed to write our Community Fund Partnership bid with our longstanding colleagues at Community Action Bradford and District, which the Lottery successfully awarded to us in March 2020. We also established a new Befriending offer for the community served by the S10 partnership, enabling us to provide support to many more people across the district.


A family member of someone referred to us said ***"I can't thank you, and indeed all the people I have dealt with at HALE, for all your support with my father. He and I would be truly lost without you!"***

Our weekly social and creative groups along with our monthly wellbeing cafes continue to provide an opportunity to meet, talk and give/receive support. Individuals who are older, isolated or living with additional mental or physical health needs really value these activities. Carers of those who attend also tell us how important these groups are in providing much needed respite from their caring responsibilities, whilst also being a source of enjoyment for them too.



**"Having somebody to
talk to and go out with.
Somebody to take
my mind off dark thoughts"**

Befriending client



**109 Covid-19
Wellbeing Calls in
March 2020**



2000
positive health
messages
distributed



HYPERTENSION

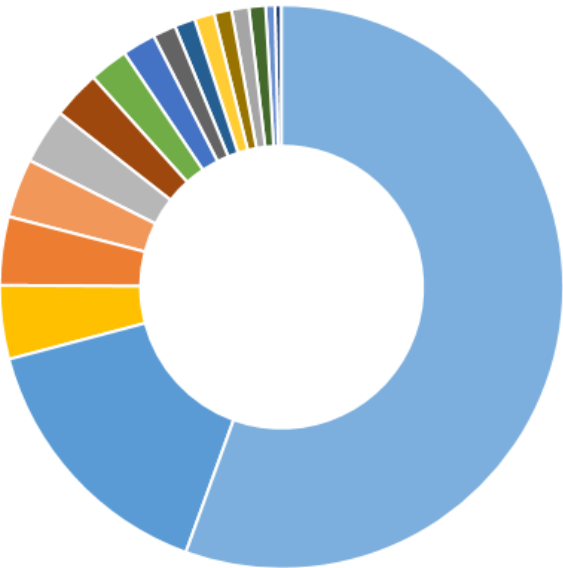
We brought this project to a planned end in September, following its great success in carrying out almost **5000 community based blood pressure tests** for some of Bradford's most hard to reach individuals. This project delivered great results in identifying 8% of the tested individuals who had undiagnosed Hypertension, Atrial Fibrillation or required further monitoring as part of a pre-diagnosis pathway.

The project was held up as an exemplar by the British Heart Foundation for raising awareness of how to improve heart health and early intervention. The project leaves a legacy of continued community testing embedded within our own projects and wider partner projects throughout the district.



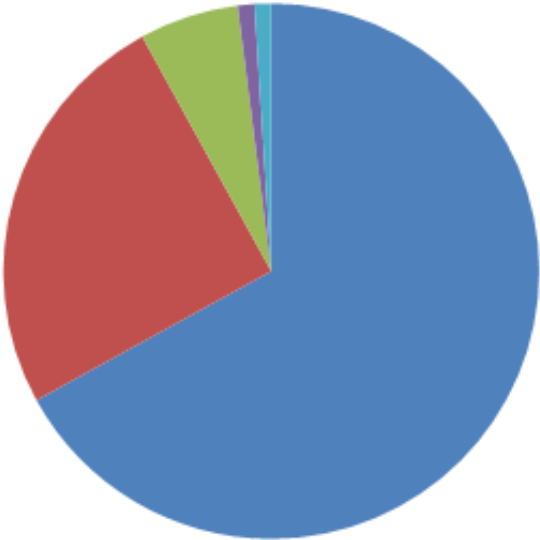
1132
people engaged
through the
hypertension
project

Income summary 2019/2020



- Locala
- Bradford VCS Alliance
- Bradford Teaching Hospitals
- Affinity Care
- Bowling Highfield
- Community Partnerships Nc
- Hollyns Health and Wellbeir
- Baildon Parish Council (BPC
- City of Bradford Metropolit District Council (CBMDC)
- Bradford VCS Alliance
- Cnet
- Groundwork
- NHS Bradford Districts CCG
- The Big Lottery
- Community Partnerships N
- Users contributions to acti
- Other Income

Income summary 2019/2020



- Staffing Costs
- Project Delivery Costs
- Operational Central Costs
- Publicity Costs
- Governance Costs