



Annual Report Our Impact 2020 - 21



HALE

Health Action Local Engagement

Healthy Living Charity



A word from our CEO, Sonjia Peers

Hale have been supporting the people of Bradford for almost 20 years and throughout our journey so far, we have celebrated many achievements and overcome some difficult challenges too. However, nothing could have prepared us for the challenge that lay ahead as the worldwide pandemic took hold just a few short weeks after I stepped up into the role of Chief Officer.

HALEs mission “*To Improve health where there is greatest need*” has never been more important and the words change and transition come to mind, when I consider the significant adjustments made in how we have delivered and developed services enabling us to provide support and information to over **20,000 people**.

Like so many throughout the ongoing pandemic, employees, volunteers, partner colleagues and service users all faced challenges with home schooling, caring for vulnerable loved ones, looking after neighbours, supporting furloughed friends and family, contracting COVID and even experiencing loss of loved ones. However, the positive, energetic and solution-focussed attitude of the team, meant we could respond quickly and play our part in the district wide effort to support and help those most in need.

With mobile phones and laptops in hand, the team provided..



30,000+
Interactions



5500+
Wellbeing Calls



1650
Befriending Calls



Signposting & supported
1600 people



...into 113
different services



access to food and medicine
for 411 people



activities to 400 people
through doorstep drop offs



9 weekly
WhatsApp/Zoom groups



District Wide
Spreadsheet of COVID Services



As our Chief Officer, Sonjia Peers, said 'if I'd been told a year ago we would be doing our next AGM via zoom and an online version of the annual report I wouldn't have believed them.'

Our AGM was a little different but a really good opportunity to reflect on the last year



18:27 · 14 Oct 20 · Twitter Web App

View Tweet activity

A word from our CEO, Sonjia Peers (continued)

Whilst Wellbeing and Befriending calls were ongoing, we developed a 'new world' service offer. We increased doorstep drops offs, provided books, jigsaws, recipe kits and materials for crafting, facilitated regular zoom activities such as quizzes, exercise, arts, crafts, knitting and model making classes, provided wellbeing and activities packs for vulnerable families and when allowed, facilitated socially distanced outdoor walks and cuppa and chat sessions.

We also embraced the opportunity to become 'Test and Trace' and 'Vaccine Champions' becoming a conduit for giving out information, tackling myths and providing reassurance to help keep people safe. At the same time, we have played a critical role in gathering information, views and experiences from local people to feed back into the local health and social care system, ensuring messages and services fit the needs of our local communities.

Whilst my first year as CEO did not turn out as expected, I have been amazed by our response to the pandemic and our ability to continue in the delivery, expansion and development of new services, in line with our strategic plan.

I am humbled by the unwavering loyalty and efforts of the HALE team, our volunteers and trustees, sector colleagues, partners, commissioners, funders and donors for their help and commitment throughout this last year and on behalf of myself and The HALE Trustees we offer heartfelt thanks to you all.

Social Prescribing Services

Community Connectors / Social Prescribers

This year we experienced a significant transition within the HALE Community Connector Service as it divided into 2 service areas. One integrated into the newly launched Central Located Integrated Care Service, through the RiC (Reducing Inequalities in Communities) four-year funded programme. The second continued to deliver and further develop Social Prescribing services for 3 Primary Care Networks across the wider Bradford district. In addition to our original support model of up to 6 sessions for clients, the team have been integral in developing a new tailor made option of up to 12 sessions if required for CLICs clients and a new 'clinic based approach within one PCN.

Community Connectors within the CLICs are now part of a much wider multi-disciplinary clinical and non-clinical team, including primary care colleagues working within and for **25 GP Surgeries**, voluntary sector partners and other specialist services. The whole CLICs team are working together to tackle health inequalities and improve outcomes and life chances for those living in Central Bradford. An evaluation is currently underway by the Bradford Inequalities Research Unit.



2892

people received
wellbeing calls

“Even just at the start of your time with our patients it was obvious that you were going to make a difference. Patients have been helped with problems such as: housing mobility and isolation issues, befriending services and much more”

Social Prescribing Services (continued)

Community Connectors working within PCNs supported **19 GP surgeries** and provided key information, advice support and signposting to improve the health and wellbeing of patients.

The collective team played a key role throughout the pandemic, supporting **2892 people with wellbeing calls**, providing over the phone and virtual support, assisting **105 patients** at flu clinics and undertaking important health checks. This was all in addition to supporting **1228 referred clients** with a wide range of presenting and complex social and health needs often linked to housing, debt, benefit advice, physical and mental health needs and significant loneliness and isolation.

Their intervention continues to make a vital difference in the lives of those they support.



Community Connecting Case Study

When I first rang Mathilda, her daughter Sophie answered and explained that she was the main point of contact for her Mum who has been diagnosed with terminal cancer. Sophie cares for her mum along with her brother and nurses who provide support and the family also have access to the Goldline service. It became apparent that Sophie appreciated someone to talk to and I encouraged Sophie to have a look at services provided by Carers Resource and agreed to call again.

During my follow up call, Sophie told me how hard it is being a carer for her Mum, as well as looking after her own family, acknowledged that she is always tired and always thinking of everyone else.

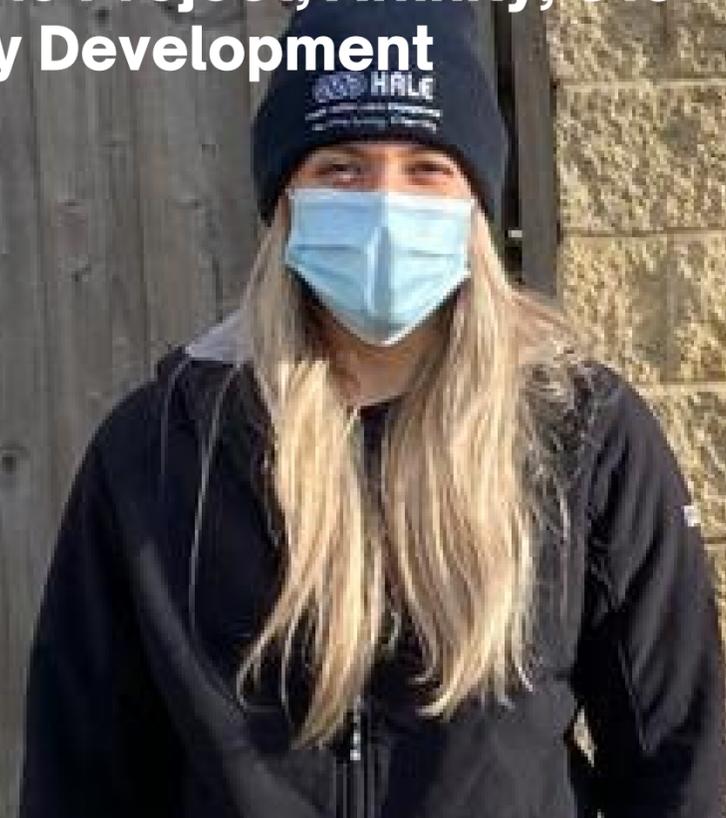
Sophie agreed to an onward referral for the family to Carers Resource and during a further call shared how grateful she was, confirming that they had already been in touch. Sophie explained that she would never have managed to ring them herself, as it would have been bottom of the list.

Sophie confirmed that they are now receiving support with benefit checks, access to handrails and a specialist bed to support with her Mum's needs and carers relief in the form of a pamper day for Sophie.

“
“Your help & support has made a big difference- having It has been so nice to have someone to talk to and someone with advice and support about where to turn to for emotional support and someone who listens.”

Engagement

Engaging People Project, Affinity, S10 and Community Development



Planned work for the Engagement and Community Development teams came to a halt as the pandemic hit and ongoing restrictions prevented the team from undertaking their usual face to face and community based activities for almost the entire year.

The team became part of a district wide effort to distribute critical and factual information, dispel myths and gather public views. The key topics of focus included COVID -19, government restrictions and guidance, test and trace and the vaccine.

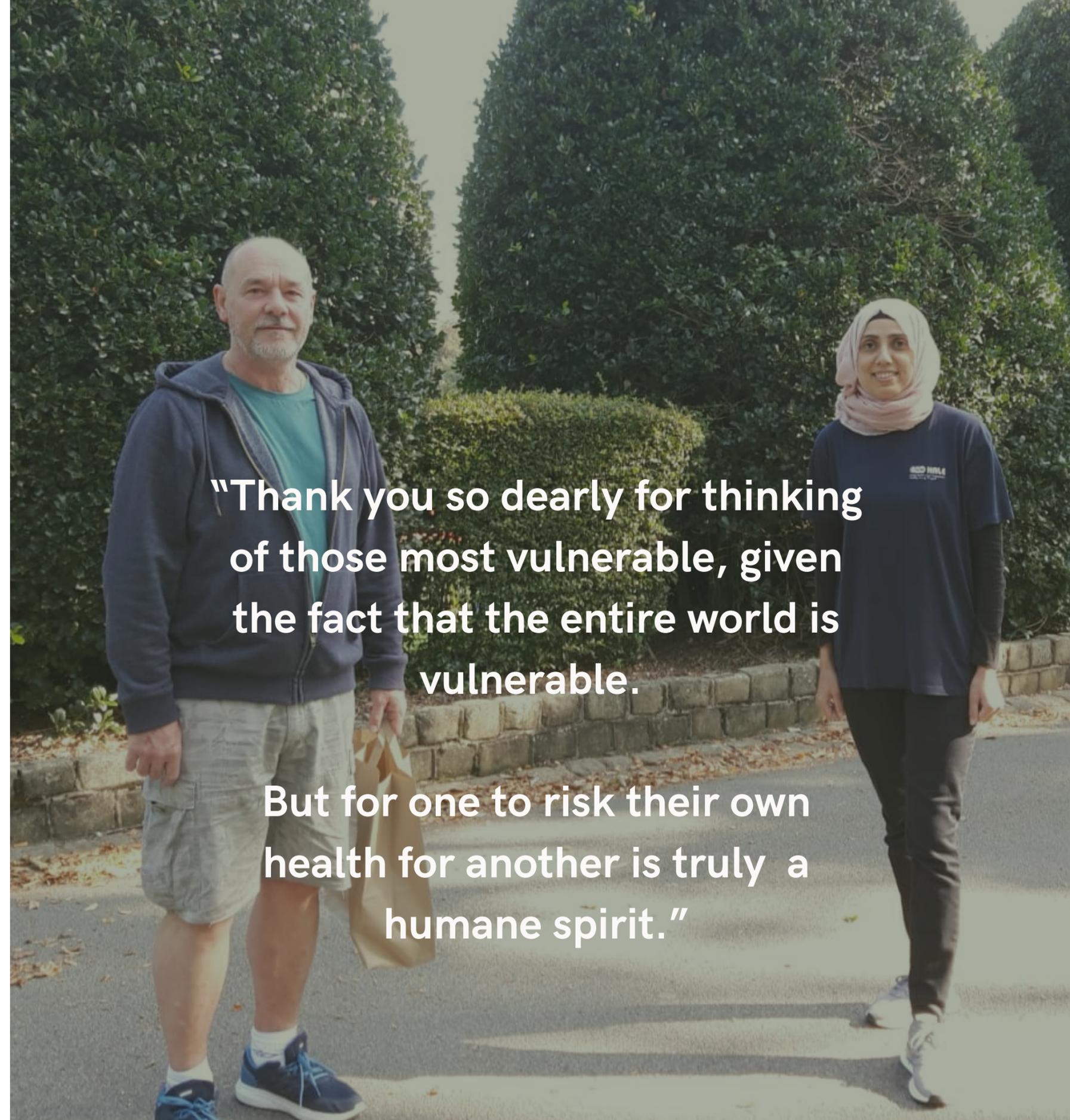
Their efforts were key to ensuring local messages were produced and appropriate for our diverse district.

Engagement (continued)

The team also played a significant role in the development and delivery of the “Ease My Pain” programme, for patients living with pain and gathering information from people with learning disabilities and their carers about access to annual health checks and wider support needs.

Through the use of social media, zoom and other virtual groups and when restrictions allowed being present in communities at a safe distance the team gave out and gathered information from over **6000 individuals**.

Our Warm Homes Healthy People Outreach Team, maintained contact with **91 individuals** who were part of the Bad Weather Network and ensured they had access to information, advice and support throughout the pandemic.



“Thank you so dearly for thinking of those most vulnerable, given the fact that the entire world is vulnerable.”

But for one to risk their own health for another is truly a humane spirit.”

Community Development



Our intentions to sustain the “Blooming Marvellous Horticultural Project” as a “sell to schools” model didn’t progress as planned. Although funding/income has yet to be obtained to re-establish this work, the project leaves its legacy of:

- A well-resourced and active community allotment
- A dedicated and thriving plant, grow and eat project within the local primary school.

We continue to seek opportunities, which enable us to re-start this work.

On a more positive note the pandemic paved the way for more Men’s Shed type activities to take place. We encouraged people to undertake small scale DIY and model making projects at home and when restrictions allowed we encouraged people to come together in small socially distanced groups outdoors. As a result, activities are now in 3 areas across North Bradford including Baildon, Shipley and Saltaire (BSS). Men’s Shed has now become its own Charitable Incorporated Organisation.

For most of the year due to restrictions, the work of our Living Well Champions went virtual as they set up regular zoom and WhatsApp groups to support existing and new clients in maintaining good health and wellbeing. The team also used their creative skills and produced a history walk film to entertain residents of the local care home and facilitated an ‘at home’ bake off challenge between clients. When restrictions allowed, the team offered socially distanced walks and cycling sessions in amongst the virtual activities.

4501
people reached
online

6000+
covid
conversations

50+
people attended
weekly zoom groups

Youth Services

Young Peoples Social Prescribing (YSPS) Locala Sexual Health, Relationships and Sexual Education (RSE) in Schools and Youth Engagement.

Our small youth service grew significantly with the launch of two new services, including a YPSP pilot in April 2020 and the RSE in school's programme in Feb 2021.

The original team of two became five and with great promotion of the new services and excellent relationships with partners, referrals into and uptake of services mean the team supported almost **500 young people**.

Like others the team have supported young people over the phone, via zoom, virtually and by door step drops offs, however when restrictions have allowed full advantage was taken to facilitate activities outdoors to bring young people together.

“My mum and myself just want to say that HALE are amazing...You’ve really supported me more than any other Organisation... I really appreciate meeting face to face... You’ve motivated me to do things for myself.... I wish I had friends like you”





100

people received support through the covid emergency fund

52

winter coats distributed

183

families receiving activity/recipe packs

10

laptops given out

361

1:1 sessions

2592

condoms given out

The team were successful in obtaining a COVID response grant from the National Lottery enabling them to provide vulnerable young people with essential and key items such as coats, I.T equipment, educational and leisure items.

Our Locala Sexual Health Outreach programme re-focussed its priorities for the year with a key aim to train and set up partner organisations as C-Card distribution points, enabling more young people to access information, advice and resources to maintain good health. Training has been delivered virtually to over **100 partner colleagues** so far.

Youth Services Case Study

Key Risks: Anxiety, Stress, Depression, Loneliness, Suicidal & Family

Challenges: Gain qualification which would lead to better chances of employment / financial security, get out more, meet new people, develop friendships, be more independent.

Achievements/Progress:

- Completed CV and handed it out to 10 potential employers.
- Signed up for course at Bradford College.
- Would like to start exercising focus on his health and diet
- Attending the Speak In group on Wednesdays
- Sign posted to and accessed My Wellbeing College
- Received assessment for counselling and medication with GP and Lynfield Mount.
- Continued to struggle with mental and physical health due to lockdown but has a wide network of support and engages well with these.

Follow Up

YP is now attending college full time, doing a joinery course

He is regularly visiting the college gym. He tries to attend mosque twice a week

He looks better in appearance and feel better in many ways

Reducing Isolation

Following on from HALE and CABAD securing 3-year National Lottery funding in late March 2020 and with additional funding from the South 10 Bradford Community Partnership in Feb 2020 our Befriending service has grown considerably over the last 12 months supporting almost **300 individuals** despite the pandemic.

Although face to face Befriending could not take place, our volunteers and specialist befrienders were trained and supported to make regular telephone befriending calls.

Door step drop offs became an extended element to the service, ensuring people had access to a range of resources and activities to keep them busy whilst seeing a friendly face and these were welcomed by so many.

“I can't thank you enough for all that you have done for me, for all your kindnesses. I think you do a wonderful job and I don't know how I would have got through this year without you!”

324

doorstep drop offs





Our skilled and experienced Befriending Coordinators set up several zoom social groups which ensured people remained connected with their community. The team also played a pivotal role in providing the recruitment, induction and training of volunteers, including creating a training manual to support telephone befriending across the district. Throughout the pandemic befriending provision across the district has expanded and HALE and CABAD have dedicated time to re-establishing the Bradford District Befriending Network, enabling providers to come together, share good practice, provide support and develop partnerships.

Due to the pandemic we were unable to host our usually monthly wellbeing cafes and regular weekly social support groups, however the facilitators maintained regular telephone and virtual contact with attendees, provided door step support to those most in need and when restrictions allowed encouraged those to come out in small numbers for cuppa and chat sessions outdoors.

Befriending Case Study

Mary was referred into our scheme as she had been a carer for her husband until it became too much for her and he had to go into a care home. Mary in her mid-80s, felt guilty, lonely and exhausted due her regular two-night stay at the home to be with him. Mary was feeling very low, not being able to see her husband or anyone else.

Sadly during the first lock down her husband died and this left Mary feeling overwhelmed trying to deal with the aftermath of his death and the ongoing challenges during the pandemic. To try and help we made regular doorstep drops offs of magazines, plants, puzzles etc and regularly made well being calls to Mary.

Finally we matched Mary with a retired midwife and they have become good friends and Mary now attends our Zoom book club.

"Thanks for your help with my sister. As you know she has special needs and lost her husband to Covid last year. Your bingo/zoom group has been a great success. When she was telling me about it her face just lit up!"

Our People



Being a good employer, promoting positive wellbeing and investing in our staff and volunteers has always been high on our list of priorities. Throughout the last year, our commitment to this was certainly put to the test as the pandemic took hold.

Our usual workplace culture of being **“one big HALE family”** and working together side-by-side was transformed overnight into a virtual way of working from our own kitchens tables. Therefore with no other choice, we embraced the power of technology to make sure no one felt alone in their work and everyone received the right level of support and training.

“Thanks to HALE for providing the digital equipment which has allowed me to work from home with ease”

HALE employee



sonjiapeers
@sonjiapeers

My followers will know I am not a prolific tweeter, however couldn't let the [#worldkindnessday2020](#) day go without a public declaration of how in awe I am for the [@HALEProject](#) team [#bradford](#). You are all superstars.....



Our People (continued)



Connecting via Zoom and Teams became our new meeting room for one to ones, team huddles and partner meetings and our WhatsApp groups became the new way of chatting by the photocopier.

We encouraged and enjoyed fun virtual events including bring your pet to work day, a Bettys tea break, picnics in the park (when restrictions allowed) and we even held an online Christmas Party complete with party packs and entertainment.

As a charity, we often face difficult decisions about how we use our finite resources and investing in ourselves is usually way down our list of priorities. However, we are proud to say that the pandemic did not deter us from our plans too much and we have been able to create several promotional opportunities internally, identified and supported everyone to undertake further development training and invest heavily in our I.T equipment and systems.

100%

of staff told us they work in a caring and supportive environment.

“thank you so much for all your support this year, it has been very challenging at times for myself as I know it has for all of us but I really appreciate all your help and kindness. HALE is one amazing team and I’m so lucky to be a part of it”

HALE employee

Volunteering

As always, volunteers continued to play a very important role in the work of our charity. Their contribution throughout the pandemic has been exceptional with over a **100 volunteers** involved in a range of vital roles to ensure so many more vulnerable people received support and help.

Our usual Befriending and Wellbeing volunteers continued to make regular friendly phone calls to those in need, providing a listening ear and someone to talk to throughout. Many more got involved with the “The Sew to Save lives” campaign, making masks for wider distribution around the district and others came forward to play their part in the COVID-19 vaccination clinics.

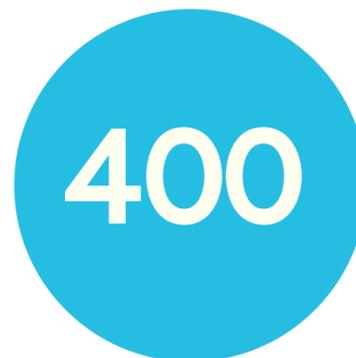
We can't thank this dedicated group of “hidden hero's” enough for their efforts.



patients were supported to get their Covid-19 vaccine



covid response volunteers supported



face masks distributed that were made by volunteers



Affinity Care #StillHereToHelp

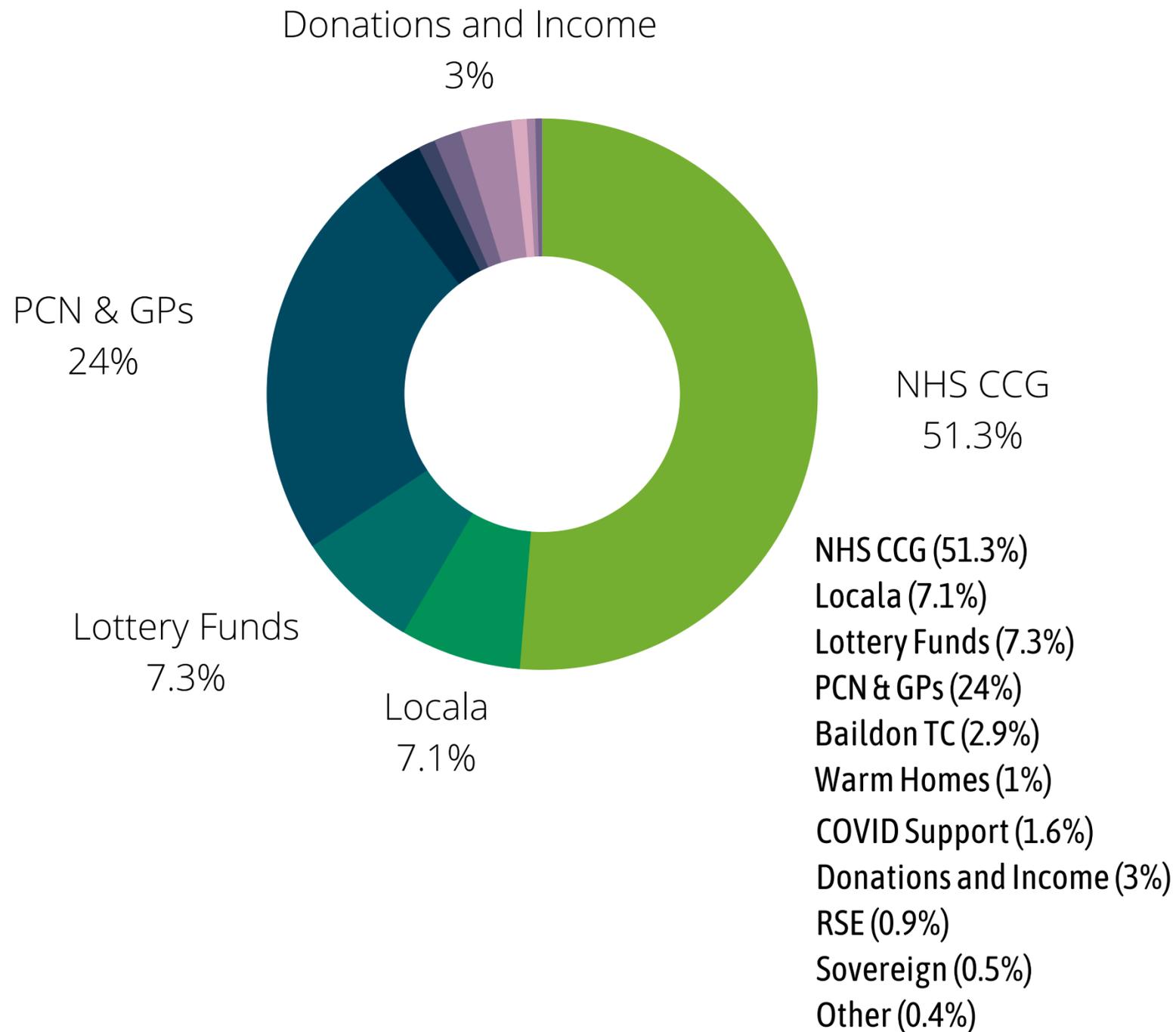
@AffinityCarePCN

Another Covid clinic at Shipley and this time greeted by the lovely Jill, who normally volunteers at the Wellbeing Cafe in Baildon with [@HALEProject](#). These clinics couldn't work without the amazing volunteers.

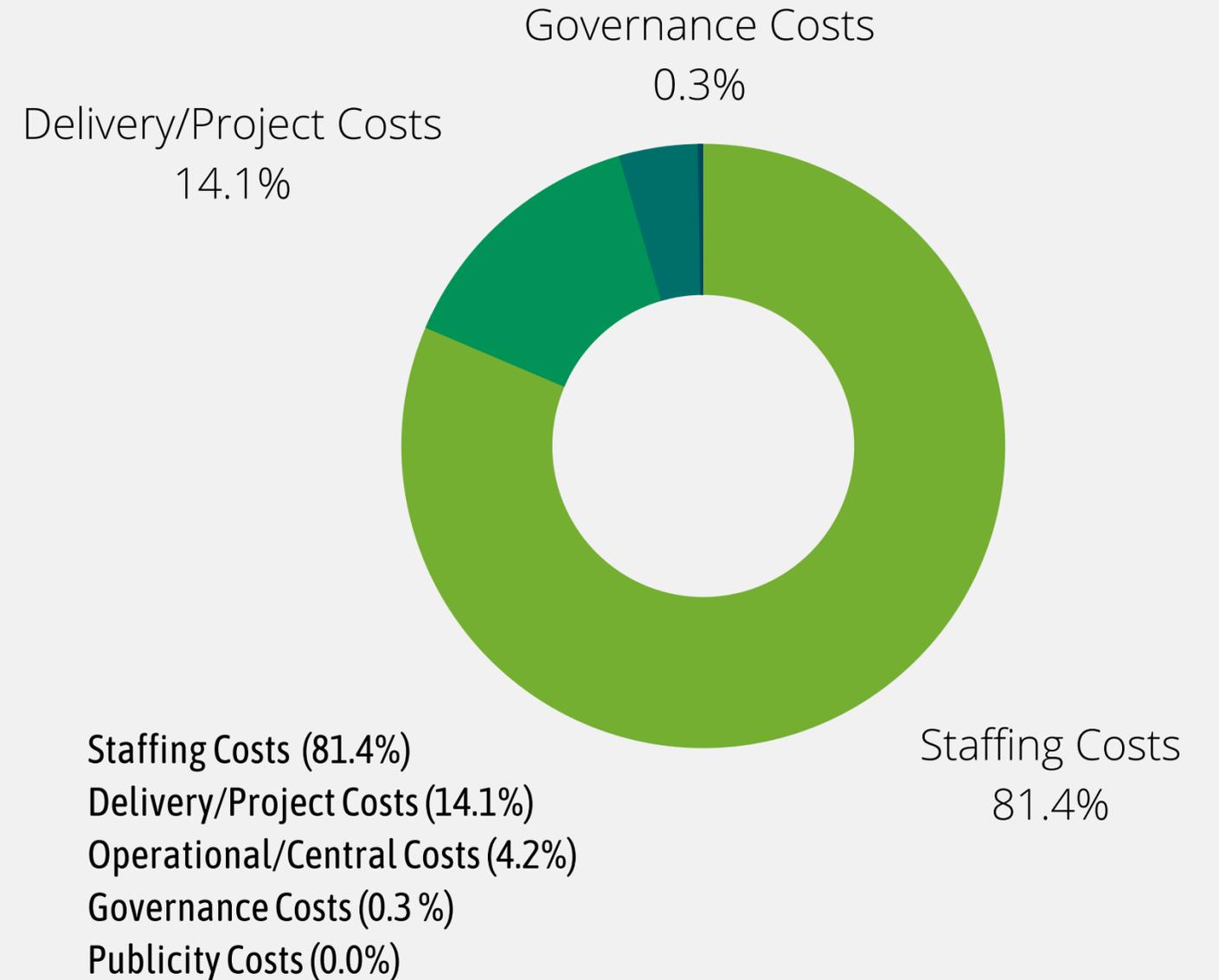


Finances

Income 2020 to 2021



Expenses 2020 to 2021





HALE #StillHereToHelp @HALEProject

Today we have Amreen, our Engagement Project Worker, reminding us how small changes can make a big difference #selfcareweek



My volunteers as part of the #SewAndSaveLives project. Aren't they brilliant!!? For more info or to get involved cabad.org.uk/sew-and-save-l...

#NeverMoreNeeded @weareCABAD @PeopleCanBD @volunteering_uk @NHSBfdCraven @BradfordVC



Contact HALE: 01274 271088 info@haleproject.org.uk

KNOW ONE WAY SHE KEEPS POSITIVE.



Hello from our young people's social prescribing service #Bradford #socialprescribing

