

Annual Report

Our Impact 2021-2022



Health Action Local Engagement
Healthy Living Charity

A Word From Our CEO, Sonja Peers

This year has seen us conduct our activities against the backdrop of the ongoing global pandemic, which continued to have a devastating impact, whilst shining a harsh light on the health inequalities experienced by so many living in our district.

In response, our organisation became more accustomed to using technology and social media in new and exciting ways and our team embraced hybrid working practices, ensuring the safety of our clients, partners, employees and volunteers. We continued to demonstrate an unwavering commitment to helping those most in need. Whether working from home, virtually, over the phone, outdoors or in Covid safe venues, finding creative ways to help and support over **17000 individuals** throughout the year.



Wellbeing and befriending calls, door step chats and a range of virtual activities kept people connected while at home. When restrictions allowed, we organised and delivered outdoor and socially-distanced indoor activities, encouraging people to venture back out into their communities and to socialise amongst others once more.

Our work with public sector partners, VCS organisations, GPs and Community Partnerships was further strengthened, enabling us all to “ACT as ONE” in line with the vision for how we should work together to address health and social inequalities. Through these successful partnerships our existing HALE activities have continued to grow and we have been involved in the design and development of some new and exciting projects, including Specialist Social Prescribing, The Wellbeing Hubs and redesigning our district’s pain service.

over
17,000
individuals
supported

A Word From Our CEO cont...

Most significantly, in partnership with the Cellar Trust, we were invited to write and submit a proposal to central government for a Shipley based Health, Wellbeing and Community Campus, funded through their Towns Fund Programme. After progressing through the initial stages we have successfully secured £3 million for this exciting new project.

Regardless of the many challenges experienced throughout the year, we have delivered services for those most in need and developed new services with partners in response to the emerging issues as a result of the ongoing pandemic and in line with our mission:

"To improve health where there is greatest need"



At the
Third Sector Awards



Our achievements this year are down to the contributions and dedication of the amazing HALE team and volunteers. Their continued hard work throughout another challenging year did not go unnoticed and being shortlisted for the Third Sector Awards “**Covid 19 Frontline Team of the Year**” and receiving 3 further awards for “**Outstanding Community Development Work**” in the Ageing Well and Greenmore Big Local programmes is testament to their efforts.

Congratulations Team HALE.

Community Connectors Service

(Social Prescribing / Link Workers)

Our Community Connector Team have continued to play a key role in providing support over the phone, virtually and face to face, for individuals who often have complex health and social needs linked to housing, debt, benefit advice, physical and mental health whilst also experiencing significant loneliness and isolation.

This year we have further embedded our service across **6 out of the 10 Primary Care Networks (PCNs)** in our district.

We continue our work in CLICS (Central Located Integrated Care Service) as part of the RiC (Reducing Inequalities in Communities) programme and HALE are now firmly embedded into the wider clinical and non-clinical teams.

Through a multi-disciplinary and holistic approach our team worked with **1332 clients** in CLICS to understand their needs, provide information and offer support to access services and activities - all of which goes a long way to help address health and social inequalities in our district.

Our work with **19 GPs**, located in the North and South of the district enabled us to support **468 individuals** who were referred into our service from PCN10 and Affinity practices, and a further **530** through appointment based sessions at PCN1 practices.

We usually provide up to 6 sessions or a “drop in” offer of short appointment based support, however due to the pandemic it was clear that some clients required longer term interventions.

1,332
CLICS
clients

468

PCN10 &
Affinity
clients

3,520

wellbeing calls
made

100

ongoing referrals
made



With client at a
social group

Community Connectors Service cont...

Therefore, our work with GPs is ongoing to review and realign the delivery model, to make sure that clients receive an appropriate level of support.

Whilst we are not the Social Prescribing provider across all parts of the district, we have been involved in developing a district wide network for all providers. HALE is recognised for our skills and expertise in this area and continue to play a significant role in sharing good practice, training and offering support to other providers.

We were invited to deliver a day of training to Paramedics working across West Yorkshire and have since been asked to deliver further sessions, to help them develop a good understanding of Social Prescribing, how it works, how and where to refer and the benefits for individuals.

More recently we have been working with colleagues across our local system to design specialist social prescribing services for clients with Learning Disabilities, Serious Mental Illness and other complex needs. Though we are in the early stages of this work we are hopeful that these will become new service areas for us to pilot in the near future.

It remains clear from the clients we serve and the partners we work with that our Community Connectors continue to make a significant difference in the lives of those they support.

"I would like to thank you for your great service. The weekly phone call check-ups, social activity posters and leaflet alerts were a great help and had a positive impact on me and my mood."

"Our Community Connector goes the extra mile for the patients, making sure their needs are discussed in great detail. The whole team feel we are all engaging well together in this CLICS journey."



**Social Prescribing
Celebration Event at
Keighley Civic Hall**

Case Study

"Patient (60 yrs) had no family and no support network. The patient also suffered from hearing problems, speech problems, depression and anxiety. They needed support to apply for benefits as they were not receiving help from anywhere else.

The patient stated he is on job seekers allowance and is searching for work. He has a job coach assigned to him from the job centre which he described as "not particularly helpful". The patient wanted support in amending his CV on the job centre portal but was struggling to get this amended via his job coach.

After obtaining consent from the patient, I supported him amending his CV on the jobs portal which he was very pleased about.

Patient also wanted to apply for PIP and was unsure how to obtain an application pack. I forwarded him details of how to obtain a PIP application and asked him to inform me once this had been received. Once received I referred him to the Girdlington Benefits Advice Team who supported in completing and submitting the forms.

In regards to gaining support for his emotional health and job search, the patient stated he really wants the help but would struggle to engage with numerous services at one time.

Taking in to consideration the patients' requirement and the challenges experienced already with getting help via his jobs coach, I referred him on to the Pathways for Employment with the Cellar Trust.

I also explained to the patient about the various social groups and activities including volunteering opportunities the Cellar Trust offer should he wish to explore these options with them.

On our final appointment the patient expressed how grateful he was for being connected with services that were finally having a positive impact on his life."

"You have been very helpful putting me in touch with services to help me. It's nice to know people do care. I would like to say thank you. I feel more confident and to know if I need help I know where to go."

Doorstep drop off for client



Youth Work:

(Young People's Social Prescribing (YPSP), Local Sexual Health, Relationships and Sexual Education (RSE) in schools, Youth Engagement)

Our youth provision continued to grow and flourish during the year including, establishing the RSE in schools programme, expanding Young Peoples Social Prescribing services and continuing with our Sexual Health Outreach and Youth Engagement activities.

We know how much the pandemic has impacted the health and wellbeing of children and young people, therefore our team were determined to provide face to face support as much as possible. Through great partnerships with stakeholders, continuing to receive referrals and with the addition of a Kick Start employee, our team of **6 youth workers** supported **5019 young people**.

YPSP continued to provide one to one, group activities and signposting for young people aged 9 to 19 years old. Our service evaluation report (completed after 2 years of the pilot) clearly demonstrates how the service helped young people to build positive relationships, reduced their loneliness and isolation and helped them to feel more connected to their community.

“Thanks for referring me to that club for young carers I had fun last week...you guys have helped me so much. I used to be so lonely and I didn't go out that much now I look forward to Mondays so thanks for that”

5019
young people
supported



Summer outing

Youth Work cont...

Due to the success of the pilot, funding has been awarded to continue and expand the service until at least 2024.

Our RSE and Locala Outreach programmes continued to ensure young people in schools and communities were well informed - enabling them to make good choices relating to their relationships, sexual health and wellbeing.

Through a range of planned sessions, visiting places where young people congregate and on board our Mobile Outreach Vehicle, our experienced team facilitated conversations with young people about keeping safe and raising awareness of where to go for support and advice.

The team also trained **99 professionals** across the district in the C-Card scheme and helped to establish **32 distribution centres**, leading to improved local access for young people needing sexual health support and advice.

"I prefer RSE facilitators coming into school to deliver RSE as they are specialist in their field and we know we are getting trustworthy information and feel confident asking questions (Year 10 Student)"



Fresher's Week



Delivering RSE in schools

Case Study

"D (15 yrs) came to the Youth Council Halloween Party in November 2021 with a friend and joined the Youth Council Meetings after that. Despite having little experience being part of a youth council, it wasn't long before D quickly integrated well into the group.

He is a very empathetic, considerate and dedicated member of the group who positively contributes to group discussions and planning in all areas of youth council matters including training, awareness and education activities and events. However, where D really excels, is in his delivery of the youth activities at the youth club. Despite being the newest member of the group, D is probably the most engaging and enthusiastic member when it comes to working with other young people.

He has a really good rapport with all the youth club members, which means they listen and respect him when he is talking and managing activities. His forte is in sports activities, which he has consistently taken the lead in delivering every week since November 2021. He is able to explain, organise and manage a range of sports activities to keep the youth members interested, active and working together.

He truly is an asset to the Youth Council and we are all looking forward to having him on the team going forward."

4 Unread Messages

Hey,

Thank you so so much for today. I had a lovely time meeting you all. I appreciate everything you do for us.



19:40

same thanks for everything and spending time with us <3

19:40

Never before did I have the motivation to create a riot grrrl board thingy so thanks for that

19:42

Thank you for everything. I am feeling so much better after been to all groups

19:43

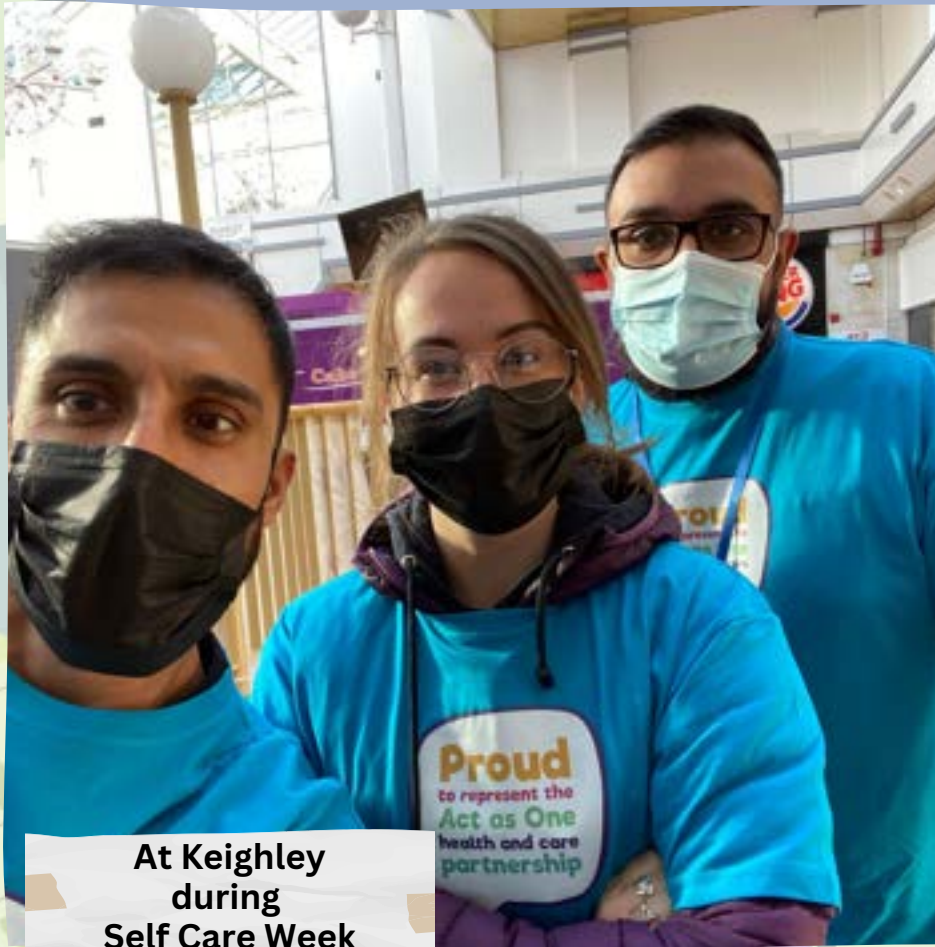
"I liked the peer review sessions as it gives us a voice and input into what we find useful and discuss challenges people our age face (Year 9 Student)"

"He just has a really big heart"
(young person's statement about D)

Engagement:

(Engaging People Project, Affinity, SIO, Warm Homes)

Our work out and about in the heart of communities is critical to ensuring people have a voice and are the decision makers within their own neighbourhoods/local area.



At Keighley during Self Care Week

This area of our work continued to experience disruption due to ongoing restrictions and general hesitancy amongst the population, resulting in face to face activity remaining ad hoc and opportunistic. However, whenever and wherever possible the Engagement and Community Development Teams embraced opportunities to get out, listen to and engage people in a wide range of health based activities.

By attending outdoor events, zoom activities, smaller local community activities, through traditional door knocking and even helping out at COVID vaccination clinics, the team connected with and listened to **7283 individuals**.

After almost 5 years of funding from the CCG, our Engaging People Project fund was transferred into the VCSE Support Improvement contract and tendered as 1 of 6 lots in September 2021.

We listened to
7283
individuals

Engagement cont...

HALE, in partnership with CABAD, Participate Projects and the VCS Alliance, formed the HERE4BDCC partnership and we were awarded 5 out of the 6 lots in December 2021. HALE now lead on Citizen Engagement with several community partners, who will deliver and bring together insight and intelligence gathered across the district to enable our local health and social care system to better align services to people's needs.

Our S10 Communication and Engagement work received funding from the Community Partnership for a second year.

Throughout the year, the team continued to engage, meet, listen to and share information with members of the S10 community, by visiting **85 different local shops, community groups and events**, reaching through social media and by producing 3 editions of an S10 newsletter.

Many people remained anxious and worried about the pandemic and had stories to share of the longer term impact it was having for them and their families. These were shared with colleagues in the health and care system to enable them to tailor and target messaging appropriately and to respond to presenting needs.

**Root Out Racism event
in Bradford city centre**



218

Grassroots
comments
collected

Engagement cont...

HALE were invited once again to be a partner with Groundwork, Age UK, Inn Churches and Family Action in bidding for - and winning - the Warm Homes Healthy People contract.

The HALE warm homes team supported **185 individuals**, connected with **15 different community groups** and distributed over **200 'Staying warm and well in winter' self-care packs** during the first 7 months of the service.

200+
winter self-care
packs handed
out



Healthy Hearts
event in Shipley



S10 work

Case Study

"I recently attended 2 sessions at Café West; The Luncheon Club and The Stroke Support Group. Both sessions provided a platform to conduct some pre-planned engagement work.

During the sessions I spoke with over **30 individuals**, hosting positive conversations around health and wellbeing and distributing self-care packs. Most attendees were happy to engage with me and felt the information and advice given was informative and that they could easily implement some of the suggestions made.

During one of the sessions, I met with an elderly lady, 94 yrs, who lived alone. She really appreciated the time I had spent talking with her

and throughout our conversation it became clear she had a range of unmet needs.

I made a direct referral to the Warm Homes Healthy People project to address her heating/energy needs. She also required support in and around the home, therefore I made a referral to the Community Connector service."

"I don't like to ask for things as I don't like to bother people. I am very grateful for the help and support you have given me, thank you".



**Warm Homes
Healthy People**

Community Development

(Living Well, Men's Shed Social Support Groups & Wellbeing Cafes)

The HALE Community Development team continued to support people living in Shipley, Baildon and the surrounding areas. High priority was given to those individuals with additional learning, physical and mental health needs, including those living with dementia.

For those who remained anxious and worried, or had deteriorated in a way that affected their ability to get out, support was offered over the phone, virtually via WhatsApp and Zoom, or by our door step drop offs. These provided a vital lifeline.

Clients told us they were happy to hear from us, glad to chat and appreciated our efforts to keep in touch.

Those who were able and keen to get out were slowly encouraged and supported to reconnect outdoors, in a socially distanced way. Traditional weekly activities of the Men's Shed, Singing Group, Outings and Trips were not possible in spring, so were replaced by Walk and Talks and Cuppa and Chats in gardens and green spaces.

"Highlight of the month. You ring us up to remind us it's on. You and the staff are fantastic and welcoming. Brian my husband likes it and it's a nice all round afternoon."

Baildon Wellbeing Cafe



Walking Group

Approx
365
sessions
delivered

Community Development cont...

The summer finally brought an end to the restrictions and the team embraced the opportunity to get their regular activities up and running once again.

"I love coming here. I am quite active, but it's good to do things together. I've enjoyed the exercises & I will carry on doing them at home."



Gentle seated exercise session



Men's Shed

" Thank you so much for your support. Without it I don't know where I would be, but I really appreciate the support you give me."

Case Study

"'A' first joined us while we were meeting quite casually within the cafe at the Cellar Trust.

Her daughter had encouraged her to join the group and I had rung her a couple of times before she first came along. 'A' was quite new to Shipley. She moved here a couple of years ago, but had become quite isolated during lockdown and was also getting used to life without her husband, who had recently died.

'A' was very friendly and able to chat easily to the other members from her first time in the group. She said how much she had enjoyed it and started attending each week.



Guys & Dolls

She seemed to find comfort in talking to others, but was also able to offer compassion and understanding to other ladies going through difficult times.

'A' would often ring me after sessions to thank me and tell me how much she enjoyed the group and talking to new friends. She was active and independent - able to walk to and from the group and really enjoyed the exercise sessions we organised. She seemed keen to join other Hale activities and attended a walk, a canal trip and more recently a Wellbeing cafe, all of which she was so happy to be a part of.

Her daughter let me know how happy she is that her Mum is joining in and she has noticed a big difference in her mood and they have so much more to talk about."

Reducing Isolation

(Social Support Groups & Wellbeing Cafes)

As we entered the second year of the pandemic, our Befriending Services and social wellbeing groups provided support to **662 individuals** and recruited, trained and supported around **75 volunteers**.

Regular telephone befriending remained the most prominent part of the service, along with door step chats and drop offs providing magazines, books, jigsaws and activities. The team continued to engage people online via zoom and over WhatsApp, facilitating activities including Knit and Natter, a Book Club, Quizzes and health information sessions.

As restrictions eased, socially distanced and outdoor face to face support returned for those clients who were amongst the most isolated and disconnected from their community.

As groups and centres slowly re-opened, we reconnected individuals back out into returning or new community activities.

We received a small Ageing Well grant which helped establish Walk and Talk and Living Well sessions for clients who had lost their confidence and were at risk of physical deconditioning. These activities received a recognition award for **“Outstanding Community Development Work”** from Act as One Bradford.

662

people supported



Knit and Natter

Reducing Isolation cont...

Our team of skilled and experienced Befriending Coordinators continued to work with a range of stakeholders to help generate referrals, identify volunteers, support the development of other high quality befriending services and to re-establish the Bradford District Befriending Network.



Cycling Group



Befriending

The ongoing pandemic resulted in a hybrid offer for clients attending our wellbeing cafes and social support groups, along with new activities including the Walk and Talk group and the Zoom Book Club. The facilitators made use of outdoor places and spaces (weather and restrictions permitting) as well as indoor venues that were suited to socially distanced gatherings.

For clients who were unable or afraid to get back out into the community we continued to provide support via telephone, WhatsApp and over zoom.

Case Study

"I don't know what I would have done without HALE and the befriending team. They've made such a difference to me. I still miss my wife terribly of course, it's very hard to carry on but I really enjoy the groups and look forward to going."

"Can't praise you enough, you have been a real lifeline".

"Alf was referred to our Befriending Scheme in 2021, feeling isolated and lonely following the death of his wife. Alf had been his wife's carer for many years and with no family and friends locally, felt at a loss after his bereavement.



We invited Alf to a new lunch club where he became an established and popular member. Alf took to the lunch club straight away and readily joined another social group shortly afterwards. Fortunately, due to good mobility Alf found getting out of the house a real benefit, as he was feeling overwhelmed at home, with the absence of his wife.

Alf is very fond of music, and attended one of the wellbeing cafes where he enjoyed a lively dance and sing-song. He now regularly attends the cafe.

Within a year Alf has established a new routine and formed a new social network of support and friendship."

"They've saved my life!"

Our People

Being a good employer and providing high quality volunteer and student placement opportunities, along with excellent training, remains a high priority for us.

Planned training, internal development opportunities and a wide range of wellbeing activities have been key to keeping the team going, ensuring they maintain positive health and wellbeing amongst the ongoing challenges of the pandemic. As a result, our **40+ staff team** and **80+ volunteers** have continued to be flexible, creative and responsive to the needs of our clients.

We applied to the Kickstart Programme and were successful in recruiting 3 individuals to join our team, offering training, mentoring and day to day support to enable them to conduct their new roles as Admin Support Worker, Youth Support Worker and Communications Assistant.

The whole team continue to play such an important role in ensuring our day to day work fulfils our mission ***"To improve health where there is greatest need"***.

However, without the continued efforts of our amazing volunteers, services such as Befriending and our Wellbeing Cafes would not take place.

Students often play a key role in our work at HALE and we want to give special thanks to the contributions of the physiotherapy students from Bradford University, who developed advice sheets, complete with photos, to help people undertake simple chair based exercises and core strengthening activities at home.



Staff completing leadership training



Staff & volunteers

Our People cont...

On behalf of the HALE CEO and Board of Trustees we offer our sincere thanks to our staff team, volunteers, sector colleagues, partners, commissioners, funders and donors for their continued support throughout the last year.

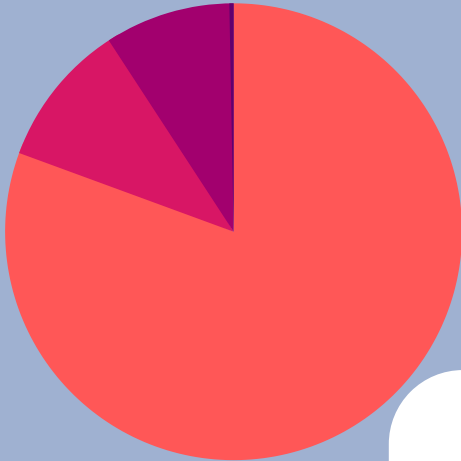
"Hale as an employer have always been supportive and accommodating through challenging times."



HALE Staff

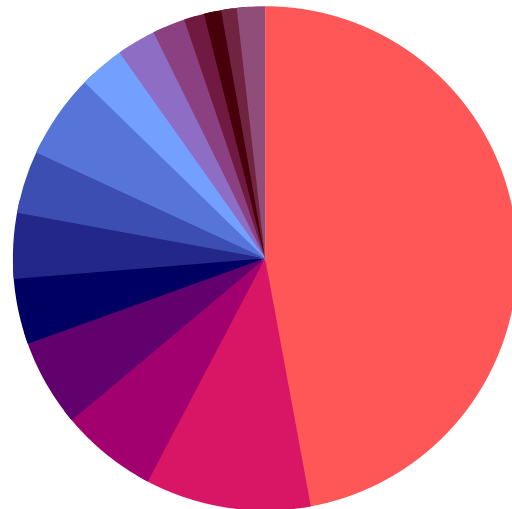
Finances

Expenses



- Staffing (80.6%)
- Delivery/Project (10.2%)
- Operational/Central (8.9%)
- Publicity (0.0%)
- Governance (0.3%)

Income



- NHS CCG's (47.1%)
- Affinity (10.6%)
- Locala (6.2%)
- National Lottery (5.6%)
- Step 2 (4.2%)
- Hollyns Health & Wellbeing (4.2%)
- Bradford NW PCN (4%)
- Community Partnerships North (5.4%)
- City of Bradford MDC (2.9%)
- Baildon Parish Council (2.5%)
- DW (2.1%)
- CABAD (1.3%)
- Donations (1.1%)
- Groundworks (1%)
- Other (10 Lines income) (1.7%)

"HALE is a fantastic place to work! I feel happy each day I come to work and every single member of staff is just amazing. Appreciate having an employer as brilliant as HALE. Can't imagine working anywhere else again!"



"I love working for HALE! The staff are so supportive. They are approachable, flexible and I feel I can speak to them about anything. I have amazing colleagues and feel fully supported by my own team."



"HALE is a fantastic, fun team to be part of. So many great people and there's always someone you can ask for help or support in the work we're doing. It feels like we're a wee community, all with a shared vision to improve lives and care for others."

"I have been working for HALE since August this year. I have been made to feel so welcome by everyone. I have put this down to everyone working for an organisation that has help at its heart. Having made a huge career change I couldn't have wished for a nicer bunch of people to welcome me into a new sector."

"I am just grateful for being given the opportunity to work at Hale. The role as a CC itself is rewarding, especially when the patient referred to the service is able to confidently attend a group after some support."

"Throughout my time working at Hale I have felt incredibly supported - from my colleagues, team leads, Manager and the SMT. This has been through personal hard times as well as on a daily/weekly basis with work/new systems and everything else that our role entails. Thanks HALE colleagues for all your help and support."

