HALE Health Action Local Engagement
Healthy Living Charity

Annual Report

2024 - 2025

An introduction from our CEO, Dan Sutherland

As I write this introduction after my first full year as CEO of HALE, I am struck by the resilience, dedication and impact that defines this organisation and the people who make it what it is.

This has been a year of both significant challenge and remarkable achievement.

The funding environment has been perhaps the most difficult we have faced, leading to the heartbreaking closure of valued services including our CLICS Social Prescribing service and the Shipley Wellbeing Hub, in September 2024. These closures affected not only our team but, most importantly, the communities and individuals who relied on these services. Yet even through this turbulence, our staff maintained the highest standards of care, ensuring smooth transitions and continuing to put service users first.

Despite these setbacks, the numbers speak to our continued relevance and reach:

- over 25,600 people engaged across Bradford District,
- nearly 5,000 people newly registered with HALE,
- 4,158 referrals received

Behind each of these figures is a person we've connected to support, a young person we've helped build confidence, a patient we've guided away from crisis, or a community member we've helped feel less alone.

I am particularly proud of the recognition our work has received. Our Young People's Social Prescribing Service was shortlisted in the final three for the National Social Prescribing Awards – a testament to the exceptional work of our Youth Team. Our Rethinking Pain service continues to receive national and local recognition for its innovative, community-based approach. These accolades matter not for their own sake, but because they validate what we know to be true: that our approach works, and that communities thrive when we meet people where they are.

This year has also been one of transformation in our leadership. We strengthened our Senior Leadership Team by welcoming Laila as a permanent member and supporting Anita to take on leadership of our Adult Social Prescribing services. This reflects our commitment to developing talent from within and ensuring diverse skills and perspectives guide our future direction.

As I look across the breadth of our work – from supporting men's mental health through our Men's Shed, to delivering relationships and sexual education in schools; from helping hospital patients avoid readmission through our MAST team, to building intergenerational connections – I see an organisation that truly lives its mission: **to improve health where there is greatest need.**

The voices of those we serve remind us why this work matters. The young person who told us "This is the only thing I've found that's actually helped my mental health"; the Rethinking Pain client who said "It's the first time I've felt truly heard about my pain in years"; the MAST patient who felt "mentally stronger" after our support – these testimonies drive us forward.

As we look to the year ahead, we do so with clear eyes about the challenges that remain. The funding environment will continue to be difficult. But we also look forward with determination, guided by our mission and values, and strengthened by the partnerships and reputation we have built. We will continue to innovate, adapt and remain agile in our response to the needs of the community.

I want to thank our dedicated staff and volunteers who have navigated this turbulent year with professionalism and compassion. Thank you to our board for their guidance and support as I stepped into this role. Thank you to our partners across the health, local authority and voluntary sectors who share our commitment to reducing health inequalities. And most importantly, thank you to the communities we serve, who continue to trust us and inspire us with their strength and resilience.

Together, we will continue working toward our vision: healthy, connected and happy communities throughout our district.

Our Vision is:

Healthy, connected and happy communities throughout our district.

We aim to:

- Improve aspiration and happiness in local communities, by enabling people to manage their own health and wellbeing.
- Improve peoples' knowledge of how to engage with their local community so they feel less isolated and lonely.
- Work with and inform local people, helping them understand how to manage their health needs and how to use health and care services.
- Support the reduction of known health inequalities across our communities.

Our values are:

CONNECTING - At HALE we believe in:

• Re-CONNECTING people and communities to their strengths, hopes and aspirations.

• CONNECTING people to each other and their communities.

• CONNECTING and working with partners to seek solutions which lead to improved health and wellbeing across our communities.

DEDICATION - At HALE we are:

• DEDICATED to listening, understanding and learning from people and communities.

• DEDICATED to encouraging and empowering people and communities to take steps towards improving their health and wellbeing.

• DEDICATED to tackling health inequalities and injustice. Through our work we will positively challenge traditional ways that health and care provision is designed and delivered, and bring the voice and needs of our communities to the forefront of decision making and service redesign.

RESPECT - At HALE we will:

• RESPECT people and communities as those who are best placed to improve their health and wellbeing.

• RESPECT, value and embrace the diversity of our people and communities.

• RESPECT and value everyone with integrity, care and compassion.

Key Statistics

April 2024 - March 2025

4,986
people newly registered with HALE this year

1550
Sessions delivered

3718
Session hours

4,158
referrals received

We engaged with

20,622
people

in schools & the community

Summary of our Activities and Services 2024-2025

ADULT SOCIAL PRESCRIBING

The Social Prescribing team delivered services to 36 GP practices across Bradford District, covering PCN 4, 5 and 6 (Central Locality Integrated Care Service - CLICS) and PCN 1, 10 and Affinity. Despite the significant challenge of the CLICS funding withdrawal, with closure on 30 September 2024, the service maintained high standards throughout the transition period.

Our offer continued to enable GP practices to provide their patients with tailored, asset based, personalised care, which in turn reduced the reliance on reactive health care. Clients were supported in developing their own care plans by focusing on what was important to them.

We continued to connect clients and provide a supporting bridge for them to access support around: anxiety, low mood and low level mental health, social isolation, struggling to live independently, housing problems, money/debt/benefit advice, bereavement support, education/training/ employment and much more.

Key Statistics:

2,029 appointments provided in clinical settings

734 patients supported through Tier 2 holistic approach

NATIONAL SOCIAL PRESCRIBING DAY

On 19th March, HALE hosted an event in Broadway Bradford to promote National Social Prescribing Day 2025. Our Adult SP and Young Peoples SP Teams were joined by Rimmingtons Pharmacy, Living Well, Happy Healthy You, Carers Resource, Bradford Talking Therapies, School Nurses, Hep C testing, Connecting Roma, MESMAC, Race Equality and Born in Bradford.

We spoke to over **100** people about what is available to them and their families in Bradford

Social Prescribing Case Study

When our Social Prescriber initially spoke with H he was struggling financially and finding it difficult to make ends meet. He was also under a lot of mental stress due to these pressures.

The Social Prescriber unpicked H's problems one by one and advised him of where he can get support for each area in his life that was causing issues. The Social Prescriber connected H with a local food bank, with CAB, with social groups and with NHS Talking Therapies for support with his mental health. By the end of his journey with the Social Prescriber H was in much healthier place than before. He had got himself a job, was receiving benefits, was attending Mens groups and was receiving therapy.

'It's helped me knowing someone is going to ring and talk things through.

You have also listened and provided me with information that is going to help me, so thank you.'

Feedback from a GP:

"It's been invaluable to have you as part of the team.

I am so grateful for the input you are able to offer such a wide range of patients – most importantly I think the fact that you have time to listen, explore what's going on in people's lives and stand back and give some overview, direction (where appropriate) and signposting, which I frequently find I do not have time for in anything like the depth you do."

'You have helped me and now I have got lots of information to move forward at my own pace.

It's been nice to have a talk too.

It's good to know there is a service out there that supports and connects people to their community- so thank you.'

YOUTH WORK - Young People's Social Prescribing (YPSP), Relationships & Sexual Education (RSE) in schools, Youth Engagement and Intergenerational Work

389
YPSP referrals received

2024-2025 has probably been the busiest year yet for the Youth Team. Our 3 Young People's Social Prescribing Services continued to support young people aged 9-25, on a 1:1, small group and larger group basis. In September 2024 our RIC funding came to a close, however the Young People's Social Prescribing Service was encompassed into the Healthy Minds Priority, funded by the Bradford District and Craven Health and Care Partnership, which means that the wonderful work we do to support young people - primarily across central Bradford - could continue.

Our Young People's Social Prescribing Service was shortlisted to the final 3 of the National Social Prescribing Awards, for Best Children and Young People's Social Prescribing Service 2024. Although we didn't win the top spot, to be recognised in the top 3 services in the country is an amazing accolade.

Through our larger group sessions our young people participated in activities allowing them to build skills, have fun and meet new people - including 3 cooking & baking sessions, 2 cinema trips, 3 arts & crafts/movie nights, board games, seasonal sessions, trips to bowling, Flip Out, Pizza Hut, Blackpool and the Pantomime.

Our Young People worked with Cartwright Hall on the 'I AM ME' exhibition, part of BD25, choosing artwork from the Government Art Collection. One Young Person performed at the 2 launch events, showcasing 2 songs they had written about growing up in Bradford and the struggles of young people today.

RSE Delivery Statistics:

- **24** assemblies delivered
- **81** classes taught
- **1** staff CPD session held
- **3** peer reviews completed
- **7** drop-down days hosted
- **2** parent engagement sessions at open evenings

Topics covered in RSE lessons this year included: Puberty, FGM, CSE, Sex & gender identity, Sexting/images, Gender stereotypes, Peer pressure & everyday consent, Self-examination, Misogyny & toxic masculinity, Relationship stages, Forced marriage, Honour based abuse, Relationship abuse/SVSH, Sexual health, Contraception, Pregnancy and options, Fertility, Gambling related harms, Stalking/Harassment and TikTok harms.

We also hosted an 'Empowering Young People Together' Conference with 100 attendees, 9 key speakers and 14 stallholders from various youth organisations.

HALE YOUTH ACTION GROUP

We set up HALE Youth Action in 2024, for young people to gain volunteering experience and build their CVs. Throughout 2024 the young people had stalls at PRIDE Bradford and Saltaire Festival, organised a 'Christmas Coffee and Cake' morning intergenerational event, and designed their own HALE Youth Action T-shirts. The group celebrated their successful first year with a trip to Hollywood Bowl and Nandos.

"Thank you for today and everything you do. This is the only thing I've found that's actually helped my mental health I can't even describe it you've helped so much wouldn't have been able to do it without you!"

Youth Work Case Studies

P (age 13) was referred by their parent, as their increasing anxiety was impacting on their attendance at school, and also resulting on them becoming more socially isolated.

Our Youth Worker met with P for 1:1 sessions initially, to chat about their anxiety, school and friendships. P then decided they would like to join in the group activities that HALE run. P's school were working on making a referral to MNHES, as this was thought to be a better environment for them.

After attending HALE groups for several months P no longer feels they need 1:1 sessions with their Youth Worker, as they have now got some peer support via the group sessions. They have joined the HALE Youth Action Group, and are enjoying being involved in volunteering.
They have started their education at MNHES, and have really good attendance here, finding it a better fit than their mainstream school.

"Thankyou for all the support you have given him. He has really come out of his shell, and is alot more confident at expressing his emotions"

W (age 16) was referred to our YPSP service for anxiety, struggling with Autism Spectrum Disorder, not engaging in education and social isolation.

W was initially reluctant to engage in 1:1 sessions and group support. However, after encouragement from their Youth Worker, W began to engage well in 1:1 support and went on to attend one of our group activities. During 1:1 sessions, the Youth Worker supported W with using public transport to college, to help them feel more confident for starting there the following September.

W reported feeling that their confidence was building from attending 1:1s and group activities and was now looking forward to attending college in September.

RETHINKING PAIN

This fast-paced and innovative project, led by Keighley Healthy Living, continues to receive recognition both locally and nationally.

Our health coaches provide a community-based, tailored offer for people living with chronic long-term pain conditions. They offer one-to-one, telephone-based client support and, alongside the wider team, support the delivery of a range of pain related workshops, including:

- 'Understanding Pain' - Pain Management Session
- Sleep Therapy
- Movement Matters
- Diet Therapy
- Creative therapy
- Emotional Wellbeing

This year our HALE team supported

538

clients to access the 3 Tier non-medical model of holistic pain management

Rethinking Pain Case Study

Anjuli was referred to Rethinking Pain by her GP with chronic pain. Anjuli attended the pain management workshop there meeting people affected by a similar condition. These sessions have helped her feel more understood and supported her in taking small but significant steps toward managing her pain. After attending an 'Escape Pain' exercise class Anjuli self-referred to the Nuffield Health Joint Pain Programme. Anjuli enjoyed the Creative Therapy workshops and now builds in regular arts and crafts activities with her family. This means that she is spending less time on electronic devices and more time on meaningful shared activities.

SHIPLEY WELLBEING HUB

In September 2024 we had to say a sad goodbye to the Shipley Wellbeing Hub due to a loss of funding. The Wellbeing Hub had provided wrap around support for people who came to us for various reasons, providing access to fast-track services for those reaching crisis point and general health & wellbeing support.

414
people
supported

Of the 414 referrals received, 407 reported that they would have gone to their GP had they not come through to the Hub, clearly demonstrating that the Wellbeing Hub provided an alternative pathway for advice and guidance rather than them presenting at an already overloaded primary care provider.

The Hub also provided funding to several groups within the Shipley footprint areas, including a Men's Den at Bolton Woods Community Centre (which has now acquired Lottery funding for a further 2 years), a weekly Mental Health Peer Support group in Shipley Library, a bereavement group, and outdoor activity programme for young people.

"I found you to be a great listener and very patient with me when I was unsure of myself.

You gave excellent advice to me and was acutely aware of my discomfort in discussing my issues and I found your totally non-judgemental approach made me feel at ease talking to you at all times.

Your vast experience & expertise made it possible for you to direct me to other hubs / agencies that were able to assist me so I was confident that all my needs were being considered."

MAST (MULTI AGENCY SUPPORT TEAM)

The MAST team, comprising voluntary and community sector organisations, is embedded within both Airedale General Hospital and BRI. Our two MAST workers deliver across both emergency and general wards, identifying patients at various stages of admission who could benefit from mental health support, older people's services, alcohol interventions, or enhanced community connections. **53** patients received community support of up to 6 sessions each.

On average, MAST patients contacted for follow up calls after 3 months rated the service **4.94** out of 5

For patients who accepted a referral, we provided comprehensive community support sessions, with initial assessment to uncover barriers they face in accessing ongoing care. The aim was to guide patients toward sustainable, long-term support, while increasing awareness of local community services - ultimately reducing the risk of readmission.

MAST Case Study

Anne was referred to the MAST Social Prescribers due to chronic social isolation. Her health had steadily deteriorated over a number of years, leaving her housebound and reliant on oxygen 24 hours a day.

During the face-to-face sessions Anne shared a history of physical and emotional abuse in a previous relationship. This traumatic experience had deeply affected her mental health and self-esteem, leading to estrangement from her family and the loss of social connections.

After completing the sessions with the Social Prescriber Anne reported a marked improvement in her mental wellbeing. The support helped her rebuild resilience and reconnect with her inner strength. She also shared that she had noticed a change in the voice in her head — previously mainly negative, it had now become more positive.

"I am now feeling mentally stronger. I have found these sessions useful, as they have helped build my resilience and reminded me how strong I am.

I've noticed a difference in how I talk to myself — it's become much more positive."

HALE SOCIAL GROUP ACTIVITIES

86 people regularly attend our groups

We continued to provide a wide range of organised activities for people in the locality, though due to ongoing funding constraints we sadly had to say farewell to three groups: Baildon Buddies, Baildon Wellbeing Café, and Guys & Dolls. We provided guidance to help Baildon Wellbeing Café become independent and they now have a healthy bank balance and growing membership.

HALE Social Group (formerly Knit and Natter) continues to meet every Monday and Thursday, with increasing participation. Activities include bingo, games, quizzes, outings for meals and social events. Several former Guys and Dolls members have joined this group, maintaining their valued connections.

The Book Club continues to meet monthly and remains a popular forum for members to engage in literary discussions. During winter months, we hosted Warm Spaces sessions providing warm food, conversation and advice on staying safe and warm.

"I have a lot to thank HALE for this meeting group"

"I started coming to Knit & Natter for the company and to get out the house, when I first started coming I was really down and depressed but the people at group really cheered me up."

WISHH HEALTH & WELLBEING CHAMPION

We were pleased with a further year's continuation of funding from the WISHH Community Partnership Core 20 funding, taking us to March 2026.

Our Health Champion, James, continued to deliver and develop the Men's Shed, Women's Shed, WISHH Walking Group, and Health Bite Size Sessions around sleep, healthy eating, movement and creative activities.

66 people engaged in these activities during this year

The groups provide physical, social and recreational activities, promoting both physical and mental wellbeing for people who suffer from social isolation, loneliness and low level physical and emotional conditions. We have seen steady increases in numbers regularly attending all sessions.

"The walking group is where I feel at home and something I really enjoy doing"

Men Together - we increased physical activities into the program, supporting clients to move more in a gentle and regular way, with activities every other week such as walks, bowling, golf driving range, and canal trips. The canal trip was perhaps the highlight of the summer and was enjoyed by all who attended.

"The shed is great place we can come and share with each other in a supportive and confidential situation."

"I really enjoyed the trip it was a world away despite being so close to home"

INTERGENERATIONAL WORK

We were successful in a small grants application from WISHH CP allowing us to run 12 events across the year. We started in December 2024 and held a Christmas Coffee & Cake Morning, 2 canal walks, Ukulele session, Bingo & Quiz Night, and Afternoon Tea on International Women's Day.

COMMUNITY CENTRE HEALTH PARTNERSHIP PROJECT

Launched in January 2024, the new Community Centre Health Partnership (CCHP) Project is funded by the WISHH Community Partnership.

A Community Centre Health Partnership Coordinator was recruited to work with the five community centres in the partnership area.

This year the co-ordinator supported the partnership with:

- Engaging with the 5 community centres, providing individualised support around project planning and joint bid co-ordination
- Providing health and wellbeing services/events including blood pressure readings, atrial fibrillation testing, health & wellbeing mornings and oral health sessions
- Supporting an ABCD small grassroots grant scheme for local organisations
- Promoting the partnerships social media, increasing followers on both Facebook & Instagram
- Producing an asset map of organisations and services available in the WISHH patch

248
people engaged with

19
Community Centre Health Partnership sessions

REACH

The REACH project, run in partnership with Cellar Trust, offers group volunteering and support for clients with serious mental health conditions.

Alice, our Volunteer Group Co-ordinator, delivered "Reach Out" - a Shipley based programme that includes peer support groups, outdoor gardening activities, and a weekly Creative Arts Group.

These groups provide a safe and supportive environment where individuals can build friendships, gain confidence and expand their social interactions.

Key Statistics:

25 clients participated in peer group support sessions

60 group sessions delivered

7 clients have gone on to become volunteers

"Reach has motivated me to get into volunteering. It has given me good advice and information for volunteering roles."

WARM HOMES HEALTHY PEOPLE PARTNERSHIP (WHHPP)

Our staff took information around keeping warm, free energy vouchers, energy saving tips and support to our most vulnerable residents, handing out Warm Home leaflets at **74 events** and community groups across the Bradford district. Staff made **117 Green Doctor Referrals** and arranged for **9 food parcels** to be delivered to households in need.

The team also provided information on local community groups/activities, accessing emergency and dental care, healthy eating, getting active and general wellbeing, and signposted to support services for mental health, debt advice and foodbanks.

WHHP Case Study

At a food bank, a staff member spoke to a resident who was a carer for a family member and had two young children. They mentioned struggling with food and bedding.

A referral was made to The Green Doctor for support. Their team later contacted our staff member and requested help in delivering a support parcel, as they would be unable to visit the client for another two weeks. We arranged for the food parcel to be collected and delivered. We also provided a list of local support services and wellbeing resources to further assist the household.

Engaged with **630** people

UNITING COMMUNITIES

Since launching in September, our Uniting Communities Partnership of HALE, Café West and Community Works have been building deeper roots, knocking on doors to hear community views and getting out to groups and events across the patch. We've built strong links with other organisations and supported the roll out of District wide support for carers and culturally aware Living Well weight loss services.

We delivered Women's Health Events across the District and are excited to be working on our flagship Pathways to Wellbeing project, funded by BD25.

MMR VACCINE OUTREACH

709 people engaged

Our social prescribers delivered a summer pilot project between May and August 2024, in collaboration with Ashwell and Manor Medical Practices. The aim was to increase awareness of the MMR vaccine and share accurate information in trusted community venues.

We engaged 587 males and 122 females, aged between 24 and 48 years. The team facilitated information and engagement sessions with South Asian and Eastern European patients at local mosques, community centres, and Ashwell Medical Practice.

As a result of this work, Core20PLUS funding was approved for a one-year New Families Connect Support Officer role and we welcomed Khela in the New Year, to work with PCN 10 practices promoting immunisations for women and their families.

CITIZENS ENGAGEMENT & CITIZENS VOICE

This period saw a change in contractual arrangements in July, with Citizens Engagement evolving into Citizens Voice. Areas of activity included facilitation of Women's Health Network (WHN) and Maternity & Neonatal Voices Partnership (MNVP), collation of Experience of Care Comments, and support with Involvement Projects.

A total of **74** VCSE organisations participated in Citizens Voice activities.
We held four MNVP and four WHN main meetings, with an average attendance of twenty people per meeting. Our facilitator supported two "15 Step Maternity Reviews" and increased our social media footprint.

"I came away feeling really empowered and challenged to make even more of a difference in the world"

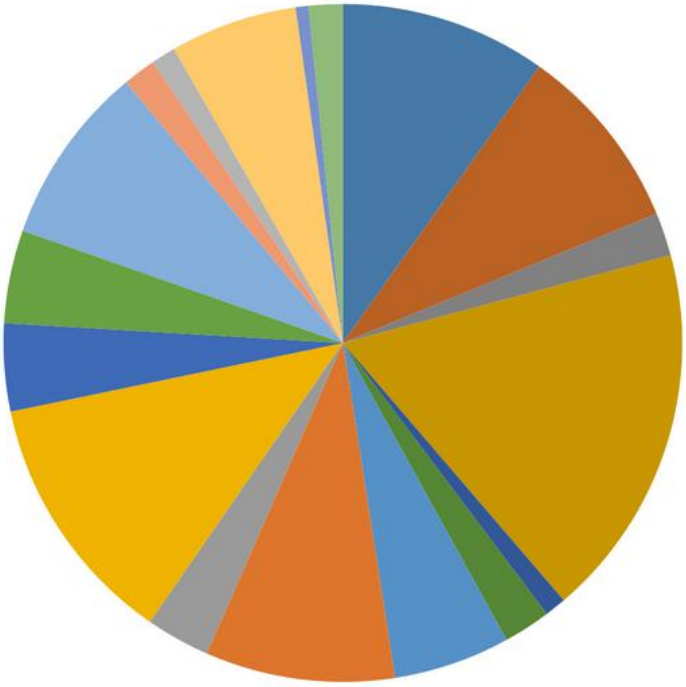
Through Involvement Projects delivered in partnership with CNET:

- **46** people supported through two "Listen-In" Cycles
- **140** participants in six Closing the Gap Deliberative Events
- **300** people completed Digital Cancer Screening Campaign surveys
- **17** people were interviewed for a Carer Survey for Bradford Council

Finances

April 2024 - March 2025

INCOME BY FUNDER



- Affinity Care 9.8%
- Citizen Engagement 8.9%
- Citizen Voice 2.1%
- CLIC Health Inequalities 17.9%
- Crag Road Harnessing Power of Communities 1.0%
- MNVP 2.2%
- MAST - Project 6 5.5%
- PCN1 Combined Projects 9.0%
- Pre & Post Natal Project 3.1%
- Rethinking Pain 12.1%
- LAC Social Groups Combined 4.2%
- South 10 PCN Combined 4.4%
- Uniting Communities (Lottery) 8.6%
- Wellbeing Hubs 1.6%
- WHHP 1.2%
- Young Peoples SP 6.1%
- YPSP & Engage with LD 0.6%
- Other Income and Contracts under £10k 1.6%

EXPENDITURE

- Staffing Costs 75.4%
- Delivery/Project Costs 17.3%
- Operational/Central Costs 5.8%
- Publicity Costs 0.1%
- Depreciation 0%
- Governance Costs 1.4%