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**Centre for Public Health Research**

**The local evaluation of Halton's  
Healthy Living Programme**

**Annual reach report**

**August 2005 – July 2006**

**Simon Alford  
Catherine Perry**

**November 2006**

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The report was carried out as part of the evaluation of Halton's Healthy Living Programme.

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## Executive summary

The Healthy Living Centre (HLC) initiative aims to promote good health in its broadest sense, to reduce health inequalities and improve the health of the worst off in society. Halton's Healthy Living Programme (HHLP) is one of 350 HLCs in the UK supported through the New Opportunities Fund (lottery funding). HHLP has been overseen by a multidisciplinary Management Steering Board and there are four key strands: Arts, Complementary Therapy, Food and Physical Activity.

A national evaluation of the HLC initiative is being carried out, led by the Bridge Consortium. In addition, all Healthy Living Centres or Programmes are required to undertake a local evaluation of the service they provide. This reports details findings from monitoring the reach of HHLP. This report is the third of its kind to be completed by the Centre for Public Health Research (CPHR) on behalf of HHLP. It presents the registrations, contact and events data for the year August 2005 to July 2006. Comparisons will be made with the results of the previous two reach reports (2003/2004 and 2004/2005).

In the 12 month period from August 2005 to July 2006, a total of 267 people registered with HHLP, taking the current number of registrations to 1,397. Of those registered, 489 (35%) people used activities after their initial registration with HHLP (service users). This was a drop from the 46% of all members who accessed services between August 2004 and July 2005. of service users, 391 (80%) participated in just one strand provided by HHLP (Food, Arts, Complementary Therapy or Physical Activity), 72 (15%) participated in two different strands and 24 (5%) people participated in three different strands. In total, 6,439 contacts were made with HHLP in 2005/2006, a decrease of 7% on the contacts made in 2004/2005. Events saw a 73% decrease in the number of contacts in 2005/2006. However, no events returns were made for Arts and Physical Activity.

### Ward

- Registrations with HHLP increased in all wards throughout 2005-2006, with the exception of Hale.
- The largest increases in registrations occurred in the wards of Mersey (53%), Appleton (42%) and Birchfield (41%).
- Those wards ranked higher for deprivation appear in general to have a higher number of registrations.

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## **Gender**

- Of the 1,397 people registered with HHLP in July 2006, 1,123 (80%) were female and 274 (20%) were male.
- During 2005/2006, 84% of new registrations were made by females in comparison to 16% who were male.
- Of those members who accessed HHLP activities, 81% were female compared to 19% male.

## **Age**

- Of those people registered with HHLP, 928 (66%) were aged between 16 and 65 years old, 366 (26%) were over 65, and 13 (1%) under 16. Ninety people (7%) failed to disclose their age.
- Of those members aged over 65, 54% used activities between 2005/2006 compared to 26% of those aged between 16 and 65.

## **Disability**

- Of those registered, 200 (14%) identified themselves as disabled.
- 42% of disabled members accessed HHLP activities, a decrease from 52% in 2004/2005.

## **Ethnicity**

- Of those registered 46 (3%) people identified themselves as from an ethnic group other than White-British
- 17 (37%) members registered as being of an ethnicity other than White-British accessed services during 2005/2006.

## **Activities**

- Physical Activities recorded the highest number of users. A total of 187 (38%) of service users accessed Physical Activity sessions, 168 (34%) accessed Complementary Therapy, 143 (29%) accessed Recharge, 67 (14%) accessed Food and 50 (10%) used Arts activities.

## **Contacts**

- A total of 6,439 contacts were made by the 489 service users in 2005/2006.
- Between 2005/2006 a 7% decrease in the total number of contacts was observed when compared to 2004/2005.

- 
- 4,476 (70%) of all contacts were made through Physical Activity, 882 (14%) contacts by Complementary Therapy, 663 (10%) by Recharge, 225 (3%) contacts were made by Arts and 193 (3%) contacts were made by Food.
  - Despite having the most contacts (4,476 contacts), Physical Activities had an 11% decrease in service user contacts in 2005/2006. Food witnessed the largest increase in contacts (26%).
  - Males accounted for 26% of all contacts, despite only accounting for 19% of all services users.

### **Events**

- 4,757 contacts were made through all events carried out in the community, down 73% on 2004/2005.
- No events returns were made by Arts and Physical Activities.
- Food accounted for 4,179 (88%) of all events contacts.
- 85 events were undertaken in 2005/2006.

The number of people registering with HHLP has continued to grow in 2005/2006. However, as previous reports have highlighted, attracting males to register with HHLP remains a challenge and can be seen as a continuing area for development.

The number of service users and number of contacts decreased during the current analysis period. There is evidence that a significant number of those who register with HHLP fail to access services in the following year. This was highlighted by the 84% of newly registered members who accessed services in 2004/2005, of whom only 36% accessed services in 2005/2006. The ability to encourage non-users and remove the barriers preventing people becoming actively involved in HHLP is another challenge facing HHLP.

It can be concluded that HHLP is continuing to make progress towards targeting vulnerable groups and the most disadvantaged 20% of the population. However, effort is required to encourage those registered with the HHLP to continue accessing services as well as targeting new members to register with the programme.

---

# Chapter 1

## Introduction

### 1.1 Background

The Healthy Living Centre (HLC) initiative aims to ensure people can achieve their optimum state of well-being and health. HLCs are intended to complement the Government's health strategies for the United Kingdom (Meyrick & Sinkler, 1999). Nationally HLCs are designed to provide innovative and holistic approaches to healthy living (New Opportunities Fund [NOF], 2005a). Halton's Healthy Living Programme (HHLP) is one of 350 HLCs in the UK supported through the New Opportunities Fund (lottery funding), and is funded until 2006.

HLCs aim to promote good health in its broadest sense, to reduce health inequalities and improve the health of the worst off in society (NOF, 2005b). HHLP attempts to improve the health of the most disadvantaged 20% of the population who live and/or work in the Borough. HHLP has been overseen by a multidisciplinary Management Steering Board and there are four key strands: Arts, Complementary Therapy, Food and Physical Activity.

### 1.2 Evaluation strategy

A national evaluation of the HLC initiative is being carried out, led by the Bridge Consortium. In addition, all Healthy Living Centres or Programmes are required to undertake a local evaluation of the service they provide. There have been three aspects to the local evaluation of HHLP:

- monitoring the 'reach' of HHLP;
- development of HHLP;
- exploring the outcomes of some of HHLP activities.

This reports details findings from monitoring the reach of HHLP.

A database was established in order to register and monitor individuals presenting at HHLP activities. Individuals participating in HHLP activities were asked if they had registered with HHLP. If not, a request was made that they complete a short registration form (Appendix 1). New users were issued with a unique identification number and given a card with this number. Subsequently, whenever they attended an HHLP activity, a record of their attendance was made using either their name or

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number in order to monitor patterns of usage. Each of the four HHLP co-ordinators (Arts, Complementary Therapy, Food and Physical Activity) have individual databases on which they record their 'contacts' with registered users. Monthly totals of contacts are transferred (electronically) by each co-ordinator to HHLP administrator for entry onto the main database.

Through such a monitoring system, a picture of contacts with registered users across the whole of HHLP has been developed and, importantly, it is possible to distinguish between the number of individual *people* using HHLP and the number of *contacts* that they have made. However, there are some situations in which it may not be possible to ascertain whether individuals are registered HHLP users, or indeed to ask them to register. For example, events such as 'fun days' or the Halton show at which many people may participate briefly with HHLP activities, or work undertaken with large groups of children in schools. Therefore, in addition to the registration and monitoring system, each HHLP co-ordinator has an events database on which they record details of these activities and provide an actual or estimated figure of the number of participants. This allows a picture of these events to be gathered.

Monitoring HHLP patterns of use by looking at the wards where service users live will enable the extent to which HHLP has made progress towards its objective of encouraging the most disadvantaged 20% of the population to participate in 'healthy living' activities to be established.

This report is the third of its kind to be completed by the Centre for Public Health Research (CPHR) on behalf of HHLP. It presents the registrations, contact and events data for the year August 2005 to July 2006. Comparisons will be made with the results of the previous two reach reports (2003/2004 and 2004/2005).

### **1.3 The monitoring database**

When assessing the reach of HHLP and individual activities a number of factors have been considered:

- the number of people registering;
- how many of the services are used and how often;
- the geographical 'reach' to explore the extent to which activities reach people from different areas of Halton;

- 
- the use of activities by different groups of people: gender, age (within defined age ranges), number of disabled users and ethnicity of users;
  - patterns of registration and service use from 2003 onwards.

On the database, the following information is recorded for each individual:

- name;
- address;
- ward of residence (see Figure 1.1);
- date of birth;
- gender;
- ethnicity
- disability
- date of registration (member);
- how member first contacted HHLF;
- frequency of use;
- total number of contacts for each individual.

The findings from the monitoring database for the year August 2005 to July 2006 are presented in the following pages. A quarterly analysis of the data is also presented (Appendix 2).

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**Figure 1.1 Ward boundaries in Halton**



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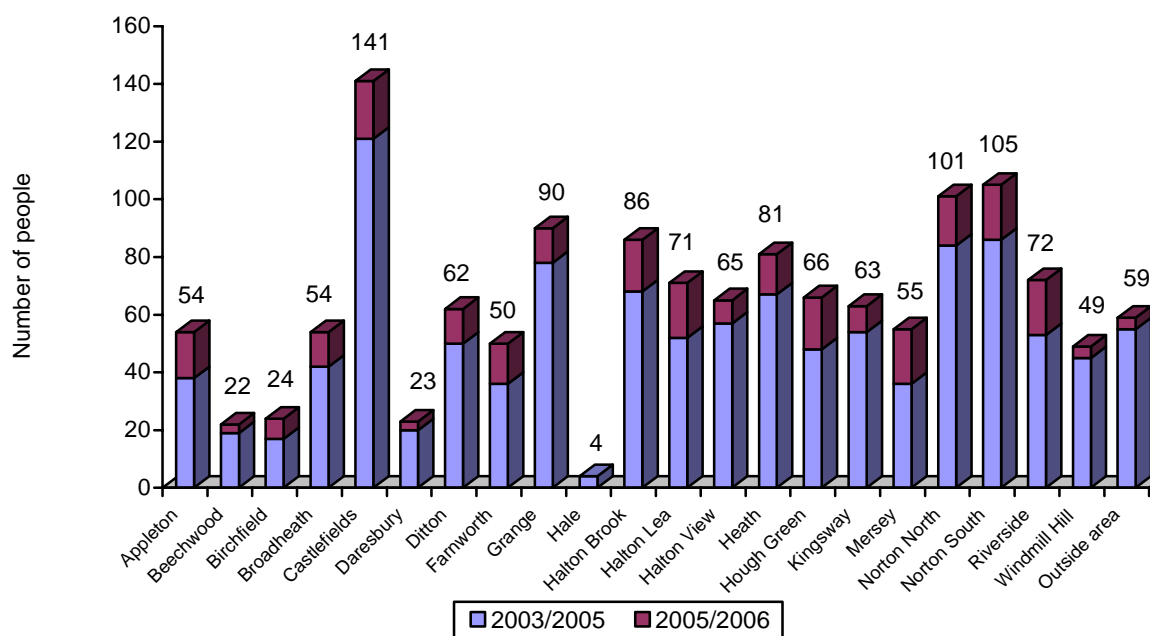
## Chapter 2

### Results

#### 2.1 Registrations

In the 12 month period from August 2005 to July 2006, a total of 267 people registered with HHL P, taking the current number of registrations to 1,397. Figure 2.1.1 illustrates the breakdown of people who have registered since HHL P was set up, from the 21 wards that make up Halton. In addition, the number of people who registered from outside of Halton are also shown.

**Figure 2.1.1 Registration by ward**



2003-2005 figures have been revised due to the death of six members who have been removed from the database

It can be seen from Figure 2.1.1 that that registrations with HHL P increased in all wards throughout 2005/2006, with the exception of Hale. The largest increase in registration when compared to 2003 to 2005 figures was in the ward of Mersey (53% increase), followed by Appleton and Birchfield with 42% and 41% increases respectively. Table 2.1.1 shows the percentage increase in registration off all wards between 2004/2005 and 2005/2006.



**Table 2.1.1 Registration by ward and 2005/2006 percentage increase**

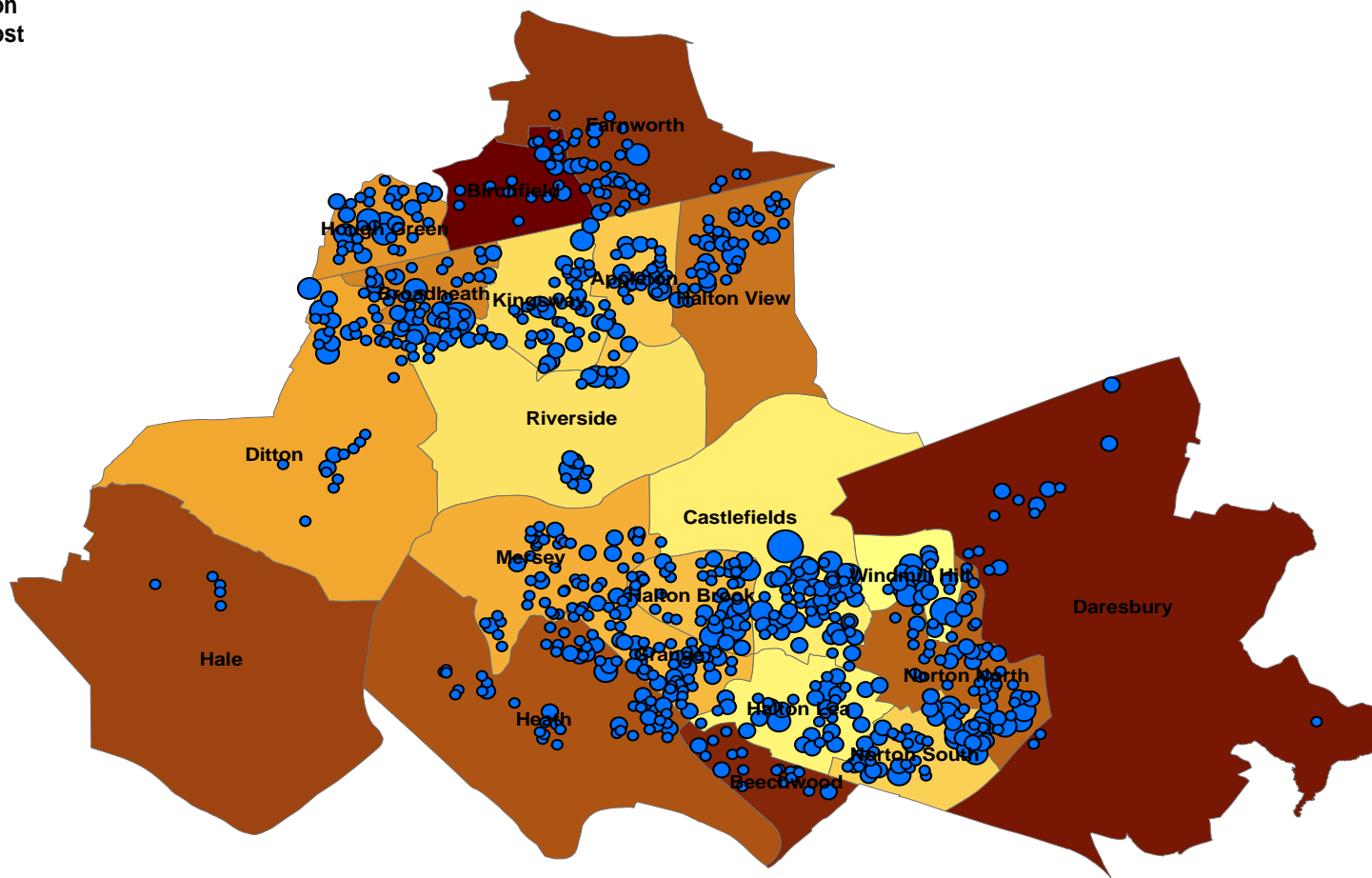
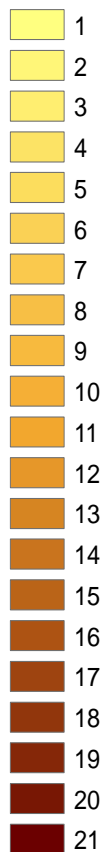
| <b>Ward</b>   | <b>Number of registrations 2003/2005*</b> | <b>Number of registrations 2005/2006</b> | <b>Total registrations 2003/2006</b> | <b>2005/2006 registration % increase</b> |
|---------------|---|--|--------------------------------------|--|
| Mersey        | 36  | 19                                       | 55                                   | 53                                       |
| Appleton      | 38  | 16                                       | 54                                   | 42                                       |
| Birchfield    | 17  | 7  | 24                                   | 41                                       |
| Farnworth     | 36  | 14                                       | 50                                   | 39                                       |
| Hough Green   | 48  | 18                                       | 66                                   | 38                                       |
| Halton Lea    | 52  | 19                                       | 71                                   | 37                                       |
| Riverside     | 53  | 19                                       | 72                                   | 36                                       |
| Broadheath    | 42  | 12                                       | 54                                   | 29                                       |
| Halton Brook  | 68  | 18                                       | 86                                   | 26                                       |
| Ditton        | 50  | 12                                       | 62                                   | 24                                       |
| Norton South  | 86  | 19                                       | 105                                  | 22                                       |
| Heath         | 67  | 14                                       | 81                                   | 21                                       |
| Norton North  | 84  | 17                                       | 101                                  | 20                                       |
| Castlefield   | 121                                       | 20                                       | 141                                  | 17                                       |
| Kingsway      | 54  | 9  | 63                                   | 17                                       |
| Beechwood     | 19  | 3  | 22                                   | 16                                       |
| Daresbury     | 20  | 3  | 23                                   | 15                                       |
| Grange        | 78  | 12                                       | 90                                   | 15                                       |
| Halton View   | 57  | 8  | 65                                   | 14                                       |
| Windmill Hill | 45  | 4  | 49                                   | 9  |
| Outside area  | 55  | 4  | 59                                   | 7  |
| Hale          | 4   | 0  | 4                                    | 0  |

\*2003 to 2005 figures have been revised due to the death of six members who have been removed from the database

In order to establish the percentage of the population of each ward registered with HHLP, the numbers of residents living in each ward were obtained from Halton Borough Council (Halton Borough Council, 2005). Deprivation scores were also obtained from the same source. Ward population totals were divided by the number of people registered with HHLP from each ward. Registrations by ward are illustrated in Figure 2.1.2.

Figure 2.1.2 Halton's Healthy Living Programme registrations by ward and rank of deprivation

Rank of deprivation  
(where 1 is the most  
deprived) Halton  
1 to 21



As it can be seen in Figure 2.1.2, in general, the wards ranked high in terms of deprivation had higher numbers of registrations. The percentage of each ward population registered with HHP is illustrated in Table 2.1.2. Once again, those wards ranked higher for deprivation appear in general to have a higher number of registrations. A notable exception is Appleton, a ward ranked high for deprivation, which has one of the lower percentages of the ward population registering with HHP. Conversely, Norton North and Heath both have a higher percentage take up rate despite being less deprived wards.

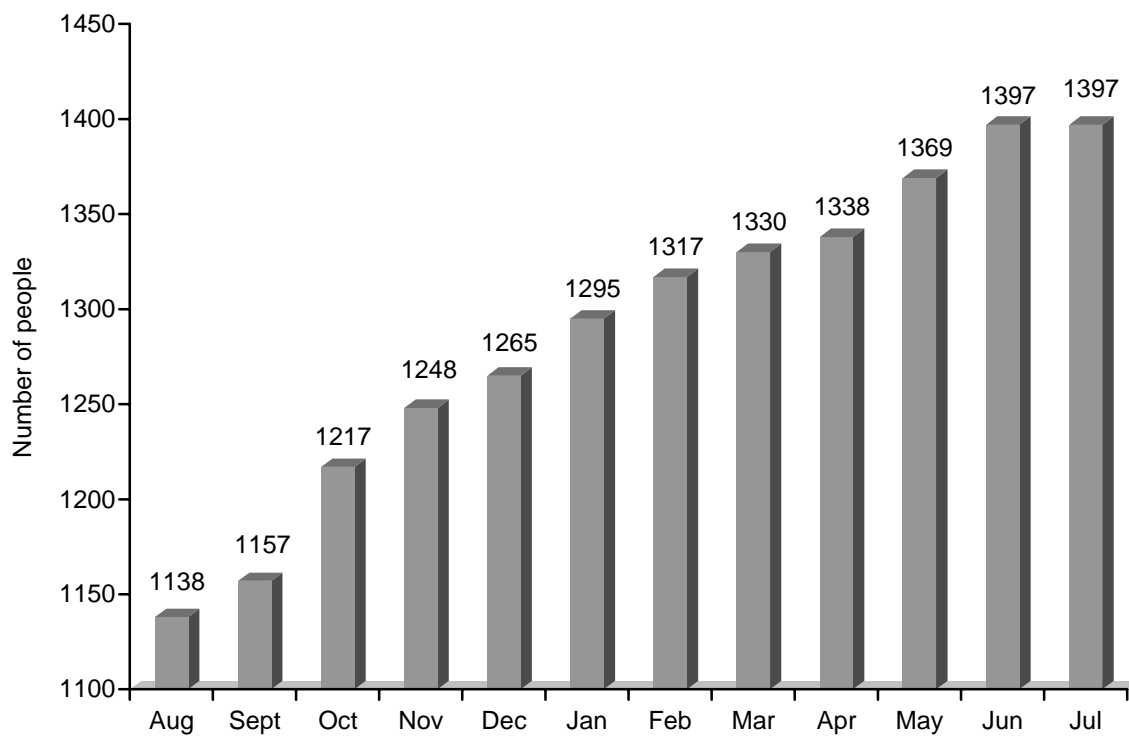
**Table 2.1.2 Percentage of ward populations registered**

| <b>Deprivation ranking</b> | <b>Ward</b>   | <b>Percentage of ward population registered</b> |
|----------------------------|---------------|---|
| 3                          | Castlefields  | 2.19  |
| 1                          | Windmill Hill | 2.01  |
| 15                         | Norton North  | 1.56  |
| 4                          | Riverside     | 1.50  |
| 16                         | Heath         | 1.47  |
| 6                          | Norton South  | 1.45  |
| 9                          | Grange        | 1.31  |
| 8                          | Halton Brook  | 1.30  |
| 2                          | Halton Lea    | 1.11  |
| 5                          | Kingsway      | 1.04  |
| 11                         | Ditton        | 0.99  |
| 14                         | Halton View   | 0.94  |
| 12                         | Hough Green   | 0.93  |
| 10                         | Mersey        | 0.89  |
| 18                         | Farnworth     | 0.85  |
| 7                          | Appleton      | 0.85  |
| 13                         | Broadheath    | 0.84  |
| 20                         | Daresbury     | 0.59  |
| 19                         | Beechwood     | 0.55  |
| 21                         | Birchfield    | 0.54  |
| 17                         | Hale          | 0.21  |

Figure 2.1.3 illustrates the total number of people who were registered with HHP in each month from August 2005 to July 2006. It shows the number of registrations continuing to rise, with new registrations occurring in every month with the exception of July.

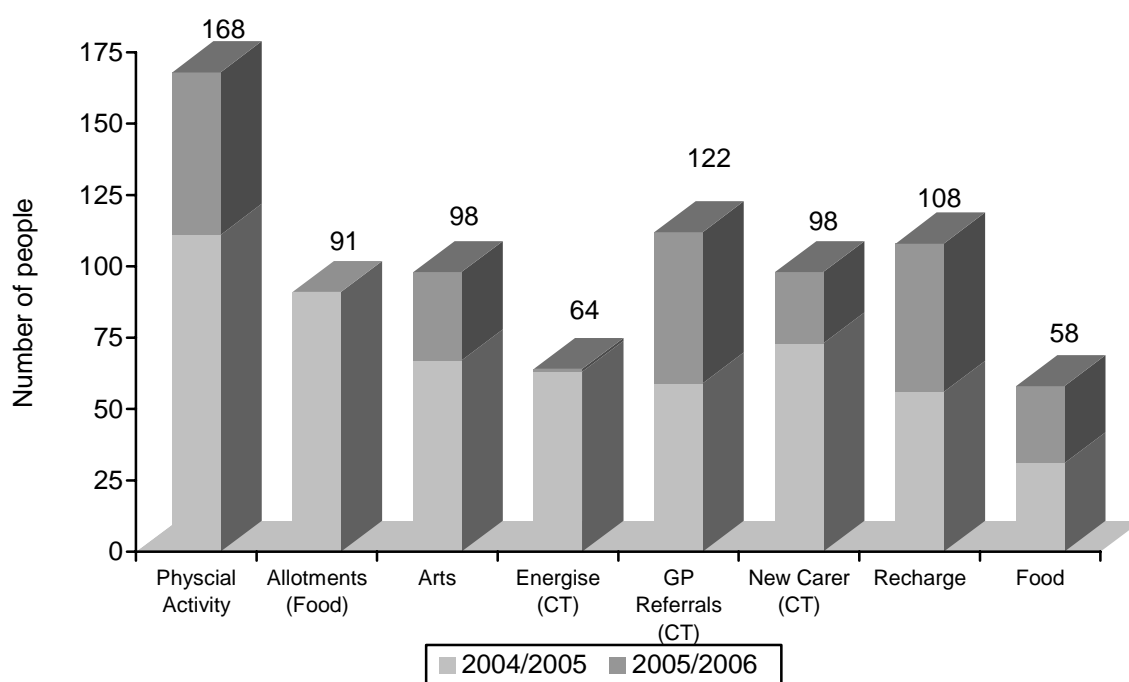
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**Figure 2.1.3 Total number of registrations by month 2005/2006**



In order to further monitor registrations, the route of the initial contact with HHP was recorded from June 2004 under eight heading (Arts, Food, Physical Activity, Allotments, GP referrals, Energise, New Carer or Recharge). Energise, GP Referrals and New Carers all came under the Complementary Therapy (CT) strand whilst Allotments are affiliated to the Food strand. Such monitoring may help to illuminate trends in registrations and service activity usage. The details of routes of contact can be seen in Figure 2.1.4.

**Figure 2.1.4 Registrations by route of contact with HHLP**



Route of referral was not identified for 6 members during 2005/2006

As Figure 2.1.4 illustrates Physical Activity still remains the main source of registration with HHLP. However, GP Referral observed the largest increase (130%, 69 registrations) between August 2005 and July 2006.

### 2.1.1 Registration by gender

Within the current analysis period 84% (223 out of 267 people) of all new registrations were made by females in comparison to 16% (44 out of 267 people) who were male. As a result, of the 1,397 people registered with HHLP in July 2006, 1,123 (80%) were female and 274 (20%) were male. The resident population of Halton, as recorded in the 2001 Census, was 52% female and 48% male (Office for National Statistics [ONS], 2005). Therefore, females are over represented among those registered with HHLP.

### 2.1.2 Registration by age

Of those people registered with HHLP, 928 (66%) were aged between 16 and 65 years old, 366 (26%) were over 65, and 13 (1%) under 16. Ninety people (7%) failed to disclose their age. The 2001 Census reports 65% of Halton's population are aged between 16 and 65, 14% over 65, and 22% under 16 (ONS, 2005). Therefore, HHLP registrations do not fully reflect the age of the Halton population as a whole. Those aged over 65 years old are over-represented, which reflects the findings reported

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within the national evaluation of HLCs (NOF, 2004). Those aged under 16 years old are under represented. However, those under 16 are often reached through the events programme at shows and in schools where registration is not conducted. All of the events recorded on the events database will be examined in further detail in section 2.7.

### **2.1.3 Registration by disability**

Of those registered with HHL P, 200 (14%) identified themselves as disabled. This compares with 10% of Halton residents who were recorded as either disabled or permanently sick in the 2001 Census (ONS, 2005). Thus it can be seen that HHL P is attracting people with disabilities.

### **2.1.4 Registration by ethnicity**

46 (3%) people registered identified themselves as from an ethnic group other than White-British, whilst 108 people (8%) failed to disclose their ethnicity upon registering. Only 1.2% of Halton residents were of ethnic groups other than White-British according to the 2001 Census (ONS, 2005). Therefore, residents from ethnic groups other than White-British are well represented within HHL P.

## **2.2 Service users**

Of the 1,397 people currently registered with HHL P, 489 (35%) people accessed service activities between August 2005 and July 2006 (service users). Those registered with HHL P who have used activities during the analysis period are illustrated in Figure 3.2.1.

Figure 2.2.1 Halton's Healthy Living Programme service users by ward and rank of deprivation 2005/2006

Rank of deprivation  
(where 1 is the most  
deprived) Halton  
1 to 21

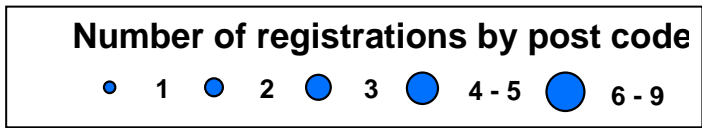
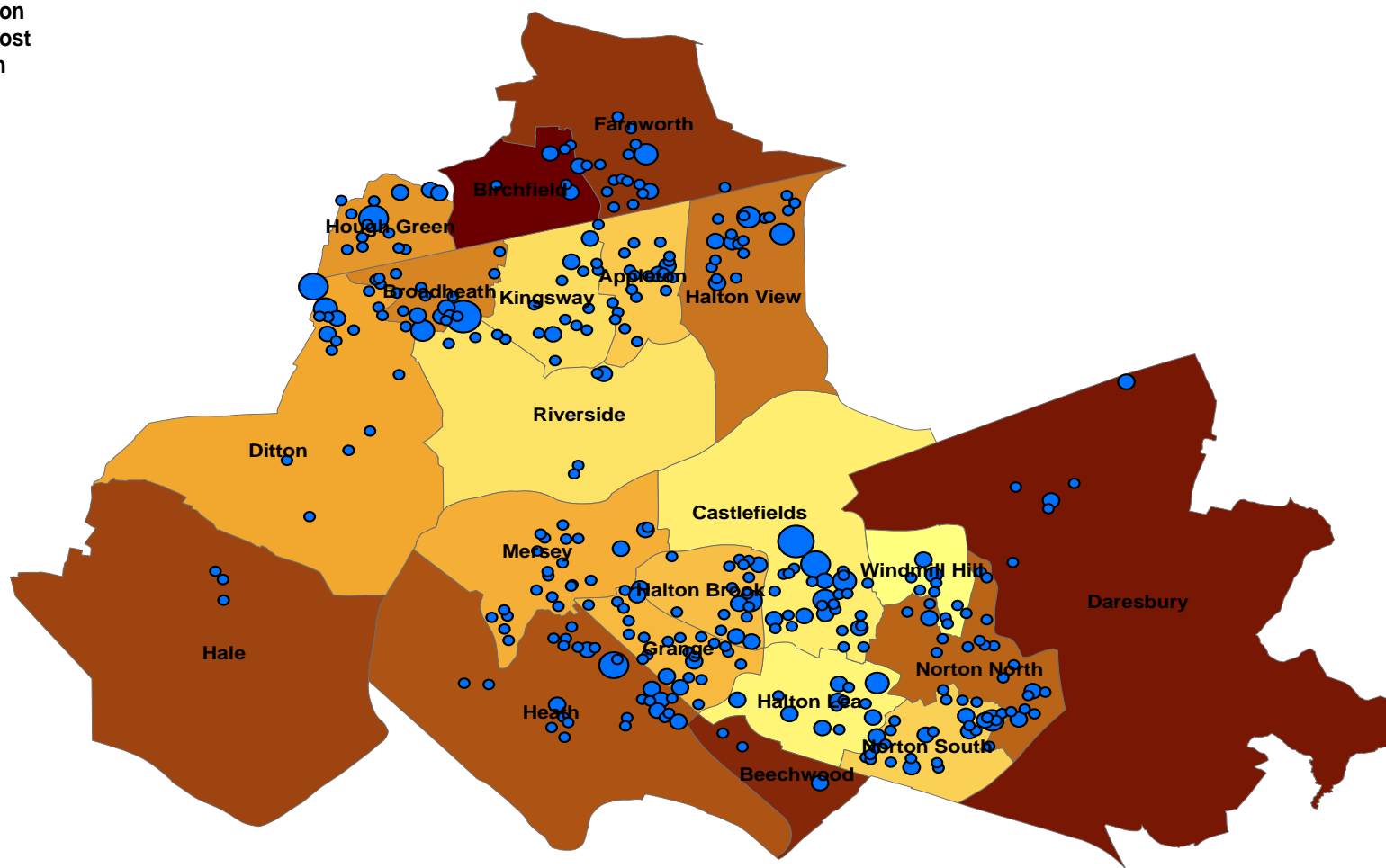
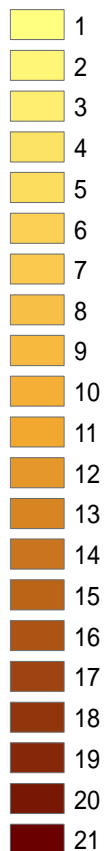


Table 2.2.1 displays the percentage of registered people who subsequently accessed HHLP services in 2005/2006 by ward.

**Table 2.2.1 Percentage of registered individuals using activities by ward in 2005/2006**

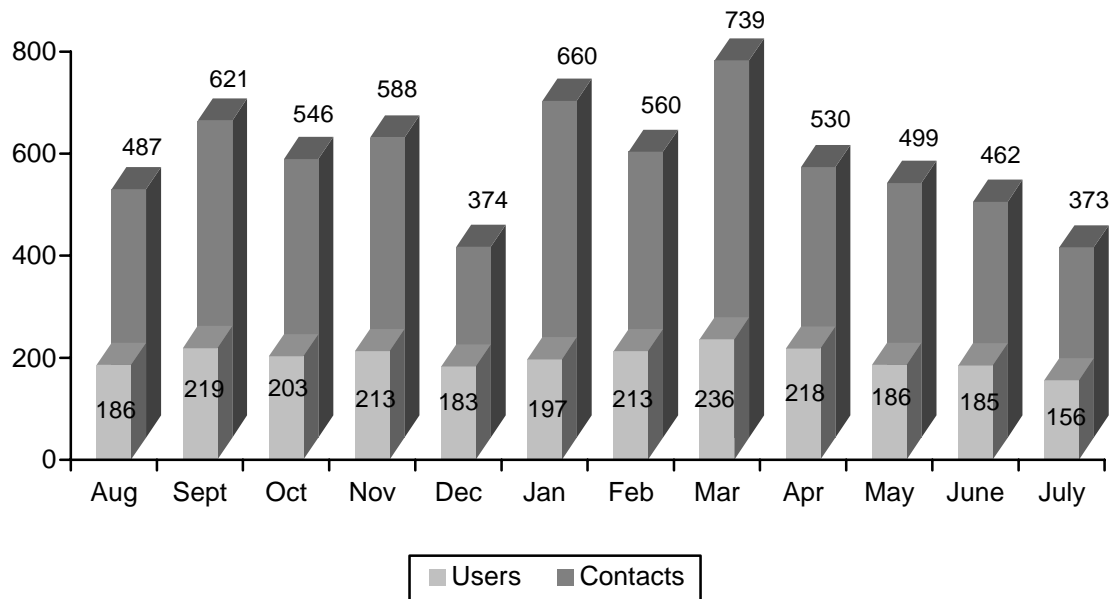
| Rank of deprivation | Ward          | Total number of registrations | Number of members accessing services 2005/2006 | % of members accessing services 2005/2006 |
|---------------------|---------------|-------------------------------|--|---|
| 17                  | Hale          | 4                             | 2  | 50  |
| 16                  | Heath         | 81                            | 38   | 47  |
| 18                  | Farnworth     | 50                            | 23   | 46  |
| 7                   | Appleton      | 54                            | 24   | 44  |
| 13                  | Broadheath    | 54                            | 24   | 44  |
| 11                  | Ditton        | 62                            | 27   | 44  |
| 14                  | Halton View   | 65                            | 28   | 43  |
| 10                  | Mersey        | 55                            | 22   | 40  |
| 3                   | Castlefields  | 141                           | 50   | 35  |
| 2                   | Halton Lea    | 71                            | 25   | 35  |
| 6                   | Norton South  | 105                           | 37   | 35  |
| 9                   | Grange        | 90                            | 31   | 34  |
| 21                  | Birchfield    | 24                            | 8  | 33  |
| 12                  | Hough Green   | 66                            | 22   | 33  |
| 8                   | Halton Brook  | 86                            | 25   | 29  |
| 4                   | Riverside     | 72                            | 21   | 29  |
| 15                  | Norton North  | 101                           | 27   | 27  |
| 20                  | Daresbury     | 23                            | 6  | 26  |
| 5                   | Kingsway      | 63                            | 16   | 25  |
| 19                  | Beechwood     | 22                            | 5  | 23  |
| 1                   | Windmill Hill | 49                            | 10   | 20  |

Table 2.2.1 indicates that level of service usage by ward does not appear to be related to deprivation rank.

Over the course of the year, each time a person attended a HHLP activity, a contact was recorded on the database. This enabled the number of people who used HHLP activities and the patterns of use each month to be illustrated, as shown in Figure 2.2.2. For example, in October, 203 people made 546 contacts. Contacts with HHLP are explored further in Section 2.4.



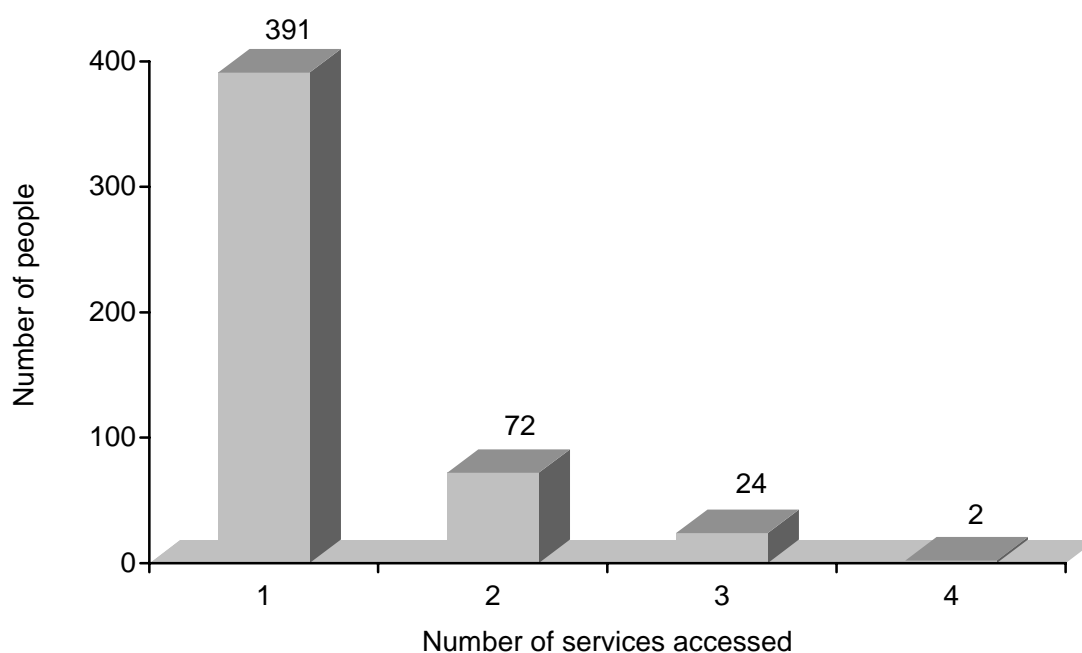
**Figure 2.2.2 Number of service users by month and total contacts**



The HHLP team initially anticipated that service users would use multiple service strands (Arts, Food, Physical Activity and Complementary Therapy) after their initial contact with the programme. However, as the results of the previous two reach reports have shown this appears not to happen (Alford & Perry, 2004; Alford, Samuels & Perry, 2005), with the majority (89% and 86%) of service users using a single service strand. Figure 2.2.3 illustrates the number of different service strands accessed between August 2005 and July 2006. Once again it is clear that the majority (80%) of people have specific needs and use just a single strand of HHLP.

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**Figure 2.2.3 Number of strands accessed by users**



Of the 98 people who accessed more than one strand, 90 (92%) people accessed Recharge<sup>1</sup> as one of the activities. Consideration could be given to how strands can advertise other strands and the activities they provide in an attempt to encourage individuals to use alternative service strands.

When examining the service strand members made their initial contact with HHLF and the number of members who subsequently accessed services between August 2005 and July 2006, only 44% of members have used a service. This figure is a decrease from the 62% who accessed a service between August 2004 and July 2005. Only one person who registered through the Allotments service made use of any other activity available from the four service strands. Those who registered via GP Referral and Physical Activity reported the highest percentage of people accessing services, with 65% and 63% respectively of individuals accessing at least one service in 2005/2006. Table 2.2.3 highlights the number of members registering and using HHLF activities.

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<sup>1</sup>Although Recharge is not a main strand of HHLF, it has been developed by the Arts, Food, Physical Activity and Complementary Therapy co-ordinators, providing a monthly multi-strand activity. Recharge has attracted many users and HHLF staff requested that details of this service be recorded separately.

**Table 2.2.2 Number of registered members accessing services by initial contact**

| How member contacted | Number registered | Number of Service users 05/06 | Percentage of non-users 05/06 | Percentage of non-users 04/05 |
|----------------------|-------------------|-------------------------------|-------------------------------|-------------------------------|
| Allotments (Food)    | 91                | 1                             | 99                            | 100                           |
| Energise (CT)        | 64                | 7                             | 89                            | 53                            |
| Art                  | 98                | 22                            | 78                            | 16                            |
| New Carer (CT)       | 98                | 46                            | 53                            | 38                            |
| Food                 | 58                | 30                            | 48                            | 45                            |
| Recharge             | 108               | 63                            | 42                            | 14                            |
| Physical Activity    | 168               | 106                           | 37                            | 14                            |
| GP Referral (CT)     | 122               | 79                            | 35                            | 10                            |
| <b>Total</b>         | <b>807*</b>       | <b>354</b>                    | <b>56</b>                     | <b>38</b>                     |

\* How member accessed HHLP was not recorded until June 2004

### 2.2.1 Gender of services users

Of all service users, 396 (81%) were female and 93 (19%) were male. This equates to just 34% of all males and 35% of all females who were registered with HHLP participating in an activity between 2005 and July 2006.

### 2.2.2 Age of service users

Of the 489 service users:

- 245 (50%) service users were aged between 16 and 65 years old;
- 198 (40%) were aged over 65;
- 1 (1%) were under the age of 16;
- 45 (9%) failed to disclose their age.

Of those people registered over the age of 65, 54% used activities, whilst 26% of those aged between 16 and 65 participated as did 8% of those under 16 years old.

### 2.2.3 Disabled service users

Of those 200 people who identified themselves as being disabled when registering, 83 (42%) used activities, accounting for 17% of all service users.

Of disabled service users:

- 69 (83%) were female;
- 14 (17%) were male.

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### 2.2.4 Ethnicity of service users

Of those 46 people who registered from ethnic groups other than White-British, 17 (37%) used activities, accounting for 3.5% of all service users. Such a figure reflects favourably with the population of Halton which has a low representation of ethnic minorities at 1.2% of the population. This figure may be an under estimation as 108 (8%) people failed to disclose their ethnicity when completing the registration form.

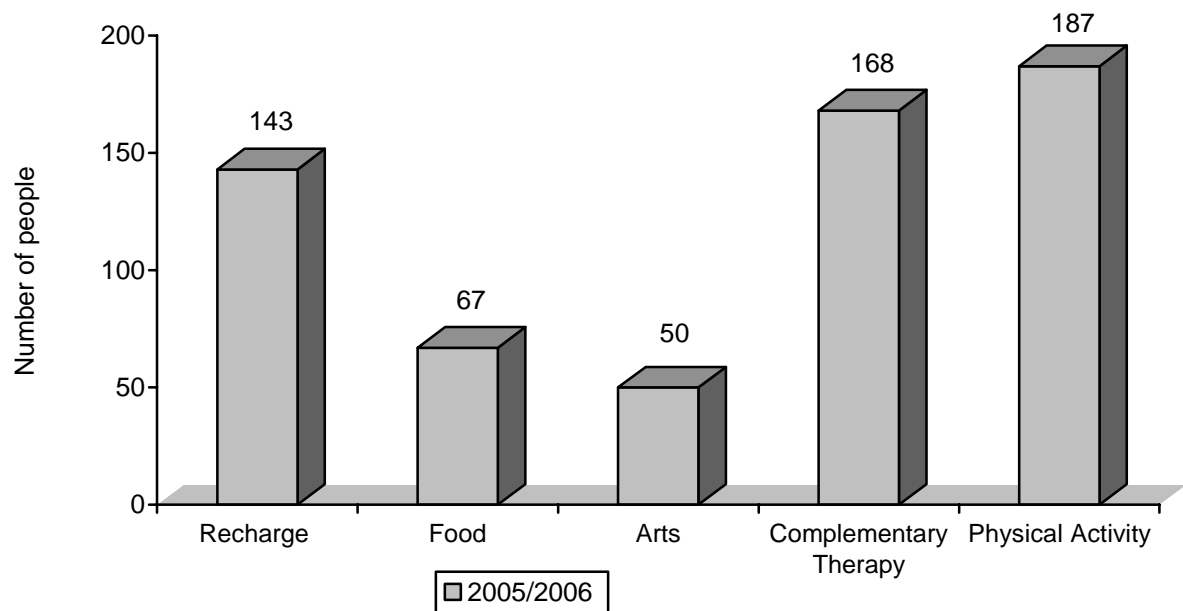
Of these service users:

- 14 (82%) of non White-British users were female;
- 3 (18%) of non White-British users were male.

### 2.3 Strands used

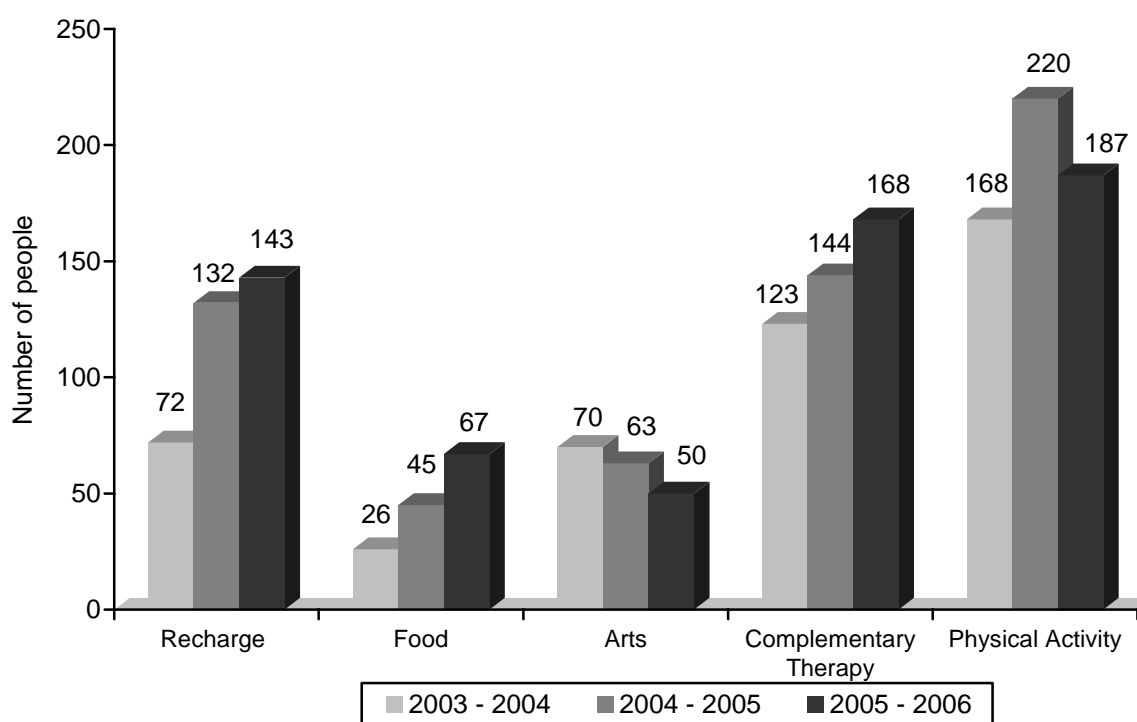
When looking at the number of users for each strand individually, Physical Activity was accessed by 187 (38%) of all users, 168 (34%) accessed Complementary Therapy, 143 (29%) accessed Recharge sessions, 67 (14%) accessed Food and 50 (10%) accessed services provided by Arts. The percentages do not equal 100% due to some service users accessing activities in more than one strand. These figures are illustrated in Figure 2.3.1.

**Figure 2.3.1 Service users by service strand**



The change in the number of service users for each service strand in each of the three years between 2003 and 2006 are illustrated in Figure 2.3.2.

**Figure 2.3.2 Number of users by service strand between 2003 and 2006**



An overall 7% decrease in the number of service users was observed in 2005/2006 from the previous year. An increase in the number of service users was observed for the third consecutive year for Food (49%), Complementary Therapy (17%) and Recharge (8%). However, a decrease in services users was found within both the Arts (21%) and Physical Activity (15%) services.

### 2.3.1 Recharge users

Recharge is a monthly multi-strand event. Recharge is aimed at people with existing health problems and carers. Characteristics of the Recharge service users are illustrated in the following figures.

143 people accessed Recharge services:

- 118 (83%) users were female;
- 25 (17%) users were male.
  
- 72 (50%) users were over 65 years old;
- 51 (36%) users were aged between 16 and 65;
- 20 (14%) people failed to disclose their age.

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### **2.3.2 Food users**

The food strand has continued to work towards increasing the opportunities for the community to access good quality, affordable food. Activities in 2005/2006 have included: free fruit and swim run in conjunction with Halton Borough Council aimed at school children in the holidays; baked potato trail; and vegetable and fruit tasting sessions. As in the previous two years, the majority of the work undertaken by the Food strand has taken place at large scale events which were recorded on the events database, which is presented in Section 2.7. Food activities users that were registered on the database as attending organised activities/sessions are illustrated in the following figures.

67 people accessed Food activities:

- 58 (87%) users were female ;
- 9 (13%) users were male.
  
- 36 (54%) users were over 65 years old;
- 28 (42%) users were aged between 16 and 65;
- 1 (1%) user was aged under 16 years old;
- 2 (3%) people failed to disclose their age.

### **2.3.3 Arts users**

Despite currently having no co-ordinator the Arts strand has continued with externally commissioned artists continuing with the activities introduced between 2004/2005. Arts activity users are illustrated in the following figures.

50 people accessed Arts activities:

- 44 (88%) users were female;
- 6 (12%) users were male.
  
- 26 (52%) users were aged between 16 and 65;
- 18 (36%) users were over 65 years old;
- 6 (12%) people failed to disclose their age.

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### **2.3.4 Complementary Therapy users**

Complementary Therapy continues to use natural techniques such as massage, movement, energy alignment and herbalism to help rebalance the body and mind. Sessions provided in 2005/2006 included: reiki; stress busting pamper sessions aimed at carers; and hand massage training in conjunction with Age Concern. Complementary Therapy activity users are illustrated in the following figures.

168 people accessed Complementary Therapy activities:

- 143 (85%) users were female;
- 25 (15%) users were male.
  
- 125 (74%) users were aged between 16 and 65;
- 37 (22%) users were aged over 65 years old;
- 6 (4%) people failed to disclose their age.

### **2.3.5 Physical Activity users**

Physical Activity has continued to work towards helping people improve their well being and quality of life. The programme of activities undertaken in 2005/2006 has seen a continuation of yoga; GEE-up (Gentle Easy Exercise) for older people; aqua fit; healthy walks; and hearts table tennis for older adults. Physical Activities users are illustrated in the following figures.

187 people accessed Physical Activities:

- 144 (77%) users were female;
- 43 (23%) users were male.
  
- 108 (58%) users were over 65 years old;
- 60 (32%) users were aged between 16 and 65;
- 19 (10%) people failed to disclose their age.

## **2.4 Contacts**

During the 2005/2006 period a decrease in the total number of contacts was observed when compared to the previous year. A total of 6,439 contacts were made by the 489 service users in 2005/2006. Service contacts for all three years are shown by each strand in Table 2.4.1.

**Table 2.4.1 Contacts made through each strand in 2004/2005 compared to 2003/2004**

| <b>Service</b>        | <b>Contacts 2003/2004</b> | <b>Contacts 2004/2005</b> | <b>Contacts 2005/2006</b> | <b>2005/2006 % change</b> |
|-----------------------|---------------------------|---------------------------|---------------------------|---------------------------|
| Recharge              | 318*                      | 557*                      | 663                       | +19                       |
| Food                  | 139                       | 153                       | 193                       | +26                       |
| Arts                  | 383                       | 389                       | 225                       | -42                       |
| Complementary Therapy | 841                       | 797                       | 882                       | +11                       |
| Physical Activity     | 2831                      | 5051                      | 4476                      | -11                       |
| <b>Total</b>          | <b>4512</b>               | <b>6947</b>               | <b>6439</b>               | <b>-7</b>                 |

\*Recharge contacts for 05/06 are calculated as a single contact, whilst figures for 03/04 and 04/05 have been recalculated accordingly.

In 2005/2006 there was a 7% decrease in service user contacts when compared to the previous year. Food saw the largest increase in contacts (26%). Despite having the most contacts for the third consecutive year, Physical Activities had an 11% decrease in service user contacts in 2005/2006.

#### **2.4.1 Gender of contacts**

From the total of 6,439 contacts, males made 26% of all contacts, despite only accounting for 19% of all services users. A breakdown of contacts by gender is illustrated in the following figures:

- 4,762 (74%) contacts were made by females;
- 1,677 (26%) contacts were made by males.

#### **2.4.2 Age of contacts**

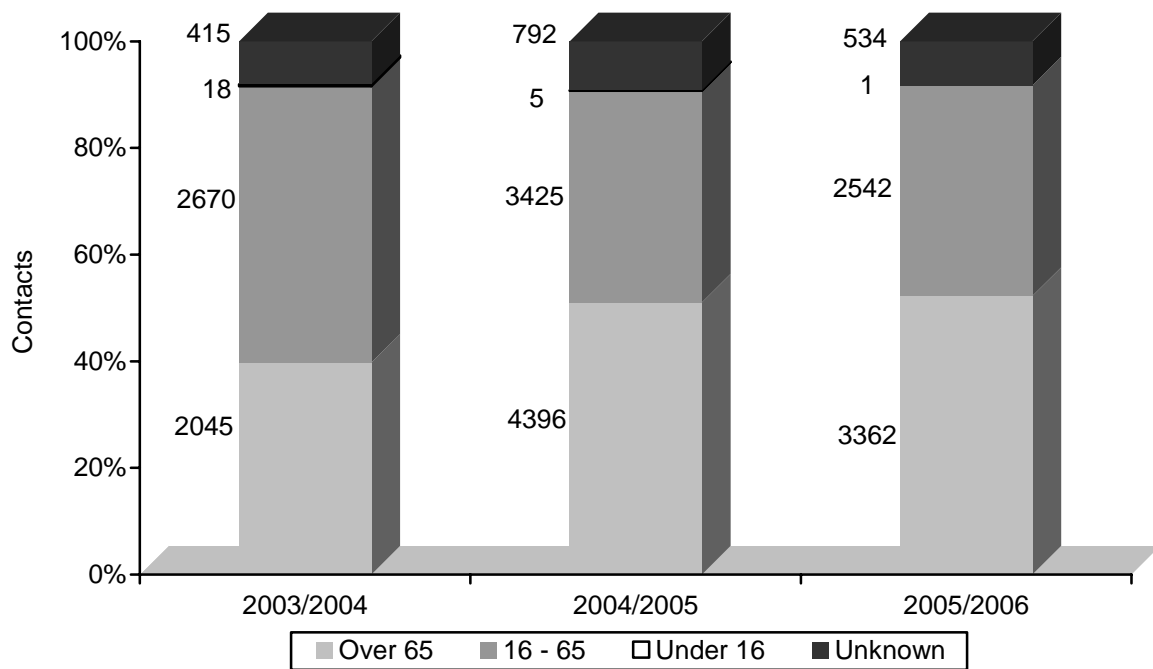
Those people aged between 16 and 65 accounted for 39% of service contacts despite accounting for 50% of service users. Those aged over 65 accounted for 52% of all contacts. A breakdown of the age of contacts is illustrated in the following figures:

- 2,542 (39%) contacts were made by people aged between 16 and 65;
- 3,362 (52%) contacts were made by people over 65;
- 1 (less than 1%) contact was under 16 years old;
- 534 (8%) contacts were not identifiable by age.

The age distribution of contacts for each of the three years 2003 to 2006 are illustrated in Figure 2.4.2.1.



**Figure 2.4.2.1 Age distribution of contacts between 2003 and 2006**



### 2.4.3 Disabled user contacts

857 contacts were made by disabled users. Disabled users' contacts are illustrated in the following figures:

- 770 (90%) contacts were made by disabled female users;
- 87 (10%) contacts were made by disabled male users.

### 2.4.4 Ethnicity of user contacts

208 contacts were made by users from ethnic groups other than White-British. The contacts made did not reflect the 82% female and 18% male ratio of registrations with HHLF. The gender of ethnic group user contacts other than White-British are illustrated in the following figures:

- 191 (92%) contacts were made by females classified as other than White-British;
- 17 (8%) contacts were made by males classified as other than White-British.

## 2.5 Service strand contacts

When looking at the number of contacts made for each service strand, 70% of all contacts were made through Physical Activity sessions, 14% of contacts came through Complementary Therapy sessions, 10% through Recharge, 3% through Arts and 3% of contacts came through Food.

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### **2.5.1 Recharge contacts**

663 contacts were made through Recharge. 59% of contacts were made by participants over 65 years old, despite this age group accounting for 50% of Recharge users. Recharge contacts are illustrated in the following figures:

- 592 (89%) contacts were made by females;
- 71 (11%) contacts were made by males.
  
- 177 (27%) contacts were made by participants aged between 16 and 65;
- 394 (59%) contacts were made by participants over 65 years old.
- 92 (14%) contacts were not identifiable by age.

### **2.5.2 Food contacts**

193 contacts were made through Food. As Appendix 3.1 and 3.2 illustrate there were seven wards from which people failed to access food services. It would also appear that service users in the north west of Halton made more contacts. When analysing the contacts by gender they closely reflect the 87% female and 13% male ratio of registered Food users. Food contacts are illustrated in the following figures:

- 163 (84%) contacts were made by females;
- 30 (16%) contacts were made by males.
  
- 106 (55%) contacts were aged between 16 and 65;
- 79 (41%) contacts were over 65 years old;
- 1 (1%) contact was under 16 years old;
- 7 (4%) contacts were not identifiable by age.

### **2.5.3 Arts contacts**

225 contacts were made through Arts. As Appendix 3.3 and 3.4 illustrate there were four wards from which people failed to access Arts services. Despite an even distribution of service users geographically, it would appear service users in the south of Halton made more contacts. When analysing the contacts by gender they closely reflect the 88% female and 12% male ratio of Arts users. Arts contacts are illustrated in the following figures:

- 188 (84%) contacts were made by females;
- 37 (16%) contacts were made by males.

- 
- 107 (48%) contacts were aged between 16 and 65;
  - 99 (44%) contacts were over 65 years old;
  - 19 (8%) contacts were not identifiable by age.

#### **2.5.4 Complementary Therapy contacts**

882 contacts were made through Complementary Therapy. As Appendix 3.5 and 3.6 illustrate, the only ward identified with no Complementary Therapy service users was Hale. There would appear to be an even geographical distribution of contacts throughout Halton for Complementary Therapy services. When analysing the contacts by gender they closely reflect the 85% female and 15% male ratio of Complementary Therapy users. Complementary Therapy contacts are illustrated in the following figures:

- 707 (80%) contacts were made by females;
  - 175 (20%) contacts were made by males.
- 
- 664 (75%) contacts were aged between 16 and 65;
  - 187 (21%) contacts were over 65 years old;
  - 31 (4%) contacts were not identifiable by age.

#### **2.5.5 Physical Activity contacts**

4,476 contacts were made through the Physical Activity strand. As Appendix 3.7 illustrates, every ward in Halton has members accessing Physical Activity services. However, as Appendix 3.8 reveals, the heavier service usage comes from those service users living in the southern areas of Halton. 30% of all contacts were made by males, despite males accounting for just 23% of the Physical Activity users. There appears to be an equal distribution of contacts made within each age group when compared to the percentage of service users by the defined age groups. Physical Activity contacts are illustrated in the following figures:

- 3,112 (70%) contacts were made by females;
  - 1,364 (30%) contacts were made by males.
- 
- 1,488 (33%) contacts were aged between 16 and 65;
  - 2,603 (58%) contacts were over 65 years old;
  - 385 (9%) contacts were not identifiable by age.

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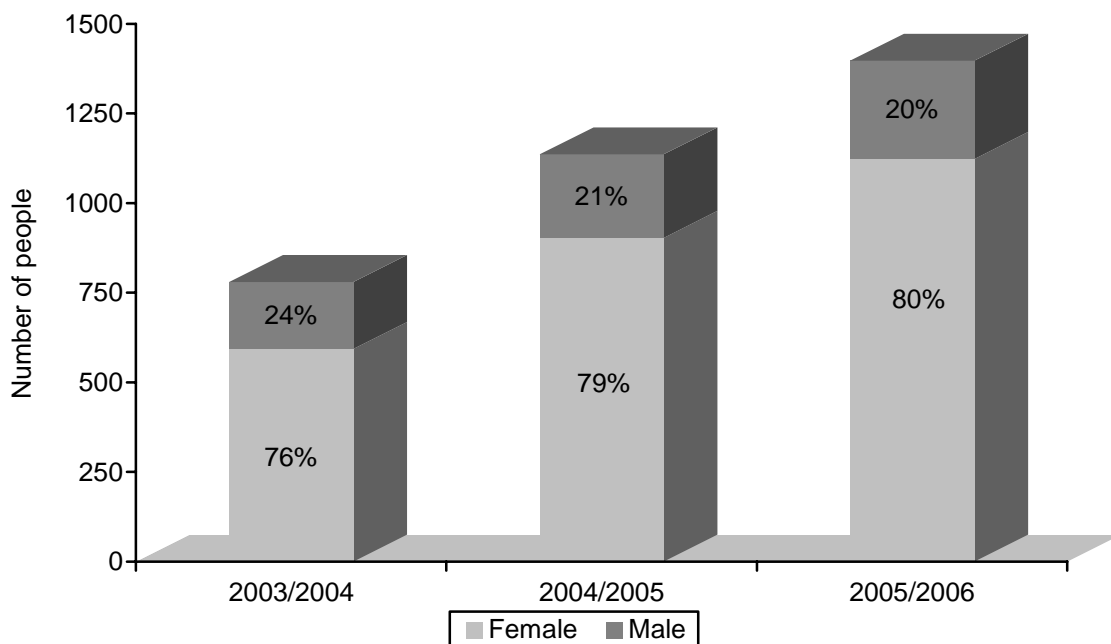
## 2.6 Analysis of service use by registration period

The registrations, use of services and contacts have been broken down into six monthly periods to establish if those members who registered during the first two year of the HLP have continued to access services.

### 2.6.1 Registration by gender

There has been a continued increase in the percentage of females registered with HHLP in 2005/2006, as illustrated in Figure 2.6.1.

**Figure 2.6.1 Annual registration totals by gender**



When examining members who had accessed services, the majority of those members who had registered between August 2005 and July 2006 had accessed HHLP services as illustrated in Table 2.6.1.

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**Table 2.6.1 Registration and service usage by registration period**

| <b>Registration Period</b> | <b>% of registered members who accessed services 2003/2004</b> | <b>% of registered members who accessed services 2004/2005</b> | <b>% of registered members who accessed services 2005/2006</b> |
|----------------------------|--|--|--|
| Aug 03 – Jan 04            | 56   | 30   | 23   |
| Feb 04 – July 04           | 50   | 29   | 20   |
| Aug 04– Jan 05             | -  | 83   | 38   |
| Feb 05 – July 05           | -  | 85   | 33   |
| Aug 05 – Jan 06            | -  | -  | 70   |
| Feb 06 – July 06           | -  | -  | 78   |

As Table 2.6.1 illustrates, the highest proportion of individuals who accessed HHLP in 2005/2006 registered in 2005/2006. However, the percentage of newly registered members who accessed services (73%) appears to have declined from the 84% of newly registered members in 2004/2005. Further illustrated in Table 2.6.1 is the decline in the number of members still accessing services who registered in the previous two year of the HLP. The largest decline in service usage can be seen by those members who registered and accessed services in 2004/2005. Just 36% of members continued to access services in 2005/2006, compared to 84% in the previous year.

When analysing the average number of contacts made by the date of registration, the pattern is for those accessing HHLP longer to average a greater number of contacts in 2005/2006, as illustrated in Figure 2.6.3.

**Figure 2.6.3 Average number of contacts per person by registration period**

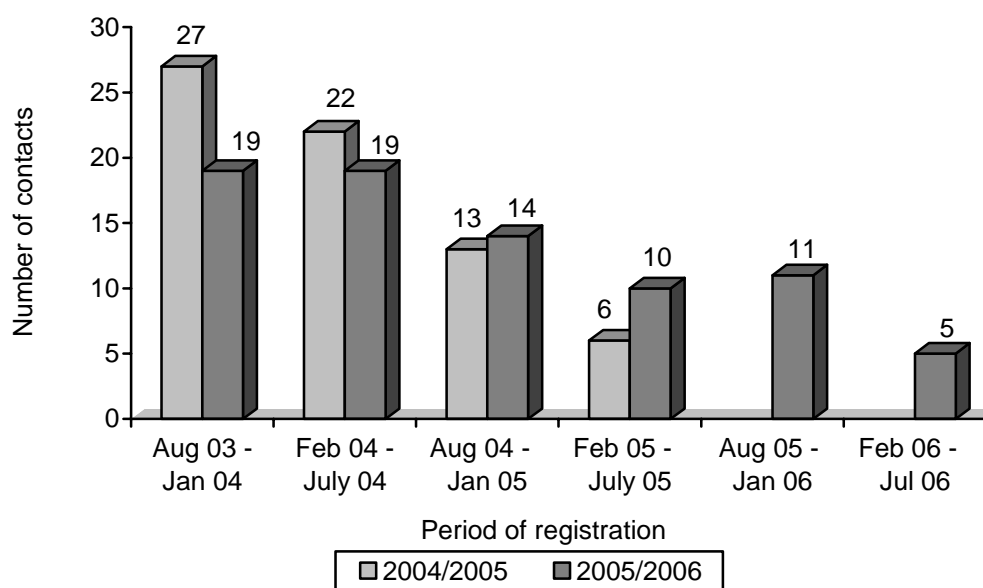


Figure 2.6.3 illustrates that for those members who registered with HHL P between August 2005 and July 2006 and accessed services the average number of contacts was comparable with those newly registered members during 2004/2005. Within the current analysis, there would also appear to be a drop in the average number of contacts made by those service users who registered in the first year of the programme (August 2003 to July 2004). A full breakdown for service usage by registration period can be found in Appendix 3.

## 2.7 Events

Users and contacts by service strands (Figure 2.3.1 and Table 2.4.1) do not fully reflect all of the work undertaken by HHL P. Many contacts are made with HHL P at community events organised by HHL P staff in a variety of settings. Such settings include schools; community centres; and sports facilities, where it is not always possible to record individual contacts. In an attempt to audit such activities, estimates are made at such functions regarding the number of participants for each activity and where possible precise numbers are recorded. The Food strand of HHL P carries out the majority of its activities at such events in a variety of community settings and with a wide range of ages. As a result, the majority of Food activities are reflected here. Over the course of the current analysis period no events were undertaken by the Arts strand due to there being no co-ordinator in post. Furthermore, no events contacts were provided by the Physical Activities strand. Table 2.7.1 illustrates the number of events held by each service strand.

**Table 2.7.1 Number of Events held between 2003 and 2006**

| <b>Service</b>        | <b>Number of Events<br/>2003/2004</b> | <b>Number of Events<br/>2004/2005</b> | <b>Number of Events<br/>2005/2006</b> |
|-----------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| Food                  | 234                                   | 53                                    | 67                                    |
| Arts                  | 30                                    | 6                                     | -                                     |
| Complementary Therapy | 19                                    | 18                                    | 18                                    |
| Physical Activity     | 10                                    | 11                                    | -                                     |
| <b>Total</b>          | <b>294*</b>                           | <b>65*</b>                            | <b>85</b>                             |

\*Total number of events will not tally due to services attending the same event

As Table 2.7.1 illustrates, Food increased the number of events held during the analysis period, whilst Complementary Therapy activities remained the same. Table 2.7.2 illustrates the number of contacts made through events between 2003 and 2006.

**Table 2.7.2 Contacts made through Events in 2003/2004, 2004/2005 and 2005-2006**

| <b>Service</b>        | <b>Events contacts<br/>2003-2004</b> | <b>Events contacts<br/>2004-2005</b> | <b>Events contacts<br/>2005-2006</b> |
|-----------------------|--------------------------------------|--------------------------------------|--------------------------------------|
| Food                  | 9024                                 | 8452                                 | 4179                                 |
| Arts                  | 2074                                 | 1137                                 | -                                    |
| Complementary Therapy | 326                                  | 1669                                 | 578                                  |
| Physical Activity     | 640                                  | 6588                                 | -                                    |
| <b>Total</b>          | <b>12064</b>                         | <b>17846</b>                         | <b>4757</b>                          |

Food and Complementary Therapy observed a 51% and 65% decrease respectively in the number of contacts made through events in 2005/2006 compared with 2004/2005. However, despite the decrease in events contacts, as in the previous two years the majority of Food contacts were made through events and not through individual contacts with registered users. Despite a 26% increase in the number of individual contacts during 2005/2006, events accounted for 96% of all Food contacts. Sixty-seven events were undertaken by Food, including events held in schools, community centres and Halton Hospital. Complementary Therapy contacts through events accounted for 40% of all Complementary Therapy contacts made through 2005/2006.

When examining contact data, consideration should be given to the nature of a contact and how that might impact on the numbers seen. For example, many Complementary Therapy services may need to be delivered on an individual basis, whilst Physical Activity sessions can be delivered on a group basis.

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## Chapter 3

### Discussion

With the current analysis being the third annual reach report, a more detailed picture of the work of HHLP continues to be established. This analysis provides an audit of service activities which can inform future development and planning for HHLP.

Registrations increased from 1,136 in 2004/2005 to 1,397 in 2005/2006, an increase of 23%. Such an increase is down from the 46% increase observed in the previous 12 month period. There were increases in the number of registrations from every ward with the exception of Hale. Although Hale is the ward with the smallest number of residents, just four people have registered to become members of HHLP. Once again, there is some indication that wards with higher levels of registration are wards ranked with higher levels of deprivation.

For the third consecutive year the ratio of females to males registered with HHLP has increased. The percentage of females now stands at 80%, up 1% from 2004/2005. When examining the age of HHLP members, the current analysis period has demonstrated a 2% increase in the levels of over 65s registered with HHLP. Such a finding indicates the continued attraction of HHLP with those over aged 65. The percentage of members who identified themselves as being disabled or from an ethnic minority group has remained constant when compared to 2004/2005. Despite the numbers being relatively small, such findings identify disabled and ethnic minorities as being well represented when compared to the general population of Halton.

When examining the number of members who accessed services in 2005/2006, there was a fall from 527 in the previous year to 489, despite an increase in the number of individuals registered. During the current analysis period, 35% of all registered members accessed HHLP services compared to 46% in 2004/2005 and 53% in 2003/2004. A significant decrease in service usage occurs in the year following registration, where clients fail to access HHLP services and drift away from the programme. This is highlighted by the 84% of members who registered and accessed services in 2004/2005, diminished to only 36% in 2005/2006. This is further illustrated by only 21% of those registered in the first year of the programme continuing to access services during the current analysis period.



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The introduction to the monitoring system of the strand members made their initial contact/registration through has indicated that in all strands there are individuals who have failed to return and access other services. It is evident that Arts (78%), Food (48%), Complementary Therapy (46%), Recharge (42%) and Physical Activity (37%) all had increases in the percentage of registered members who failed to use services during the current analysis period when compared to the previous 12 months. It was identified that a single member who registered through the Allotments scheme accessed an alternative service in the current analysis period. This is in contrast to none of the Allotment users accessing an alternative service in 2004/2005. Currently those members who actively work their Allotment are not recorded upon the database. Therefore, encouraging members who registered through Allotments to access alternative services would serve to increase the number of service users. Targeting members who register and subsequently fail to return and use services could potentially lead to an increase in the number of service users.

The ability to encourage non-users and remove the barriers preventing people becoming actively involved in HHLF is a challenge facing many Healthy Living Centres (Bridge Consortium, 2005) and highlights the need to invest time in both recruiting new users and sustaining the interest of existing users. Qualitative work in the form of focus groups and individual interviews could be used to identify the reason why members have failed to return and use services. It is also possible that this type of work could be used to generate ideas about how the programme could improve upon the services already offered.

As with the previous two years, attracting males to register with HHLF remains a challenge. Within the current analysis period, despite only a small number of males appearing to access services, there remains a core of dedicated male users who access HHLF services regularly. Such a result has been highlighted by an increase in contacts from 23% to 26% made by male service users. Attracting males to register and access HHLF services could be seen as a continuing area for development in 2006/2007.

The current analysis period has also seen an increase in the percentage of users aged over 65, accounting for 40% of HHLF users, an increase from 31% in 2004/2005. Furthermore, service users aged over 65 accounted for 52% of all contacts made during the analysis period. This again highlights the popularity of the HHLF with those aged over 65. With the continual growth in those aged over 65

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registering and accessing services, it may be worth identifying barriers that prevent those aged between 16 and 65 accessing services and identifying ways to actively encourage participation by this group.

As previously identified in the 2004 and 2005 reports, the majority of service users (80%) during the current analysis period accessed a single service strand rather than cross boundaries into alternative service strands. Of those members who did access an additional strand the majority (92%) accessed Recharge, which offers a taste of all service strands.

During the analysis period, Recharge, Food and Complementary Therapy witnessed a rise in the number of individuals accessing their services. However, both Arts and Physical Activity witnessed small decreases. Once again, the fall in Arts service usage can be attributed to Arts having no co-ordinator and no new activities being introduced in 2005/2006. Despite a fall in the number of service users, Physical Activity remains the service attracting the largest number of users. One observation made through the use of geographical mapping of Physical Activity identifies heavier levels of service usage occurring in the south of the Halton area. It may be worthy of further investigation to identify if the location of Physical Activity services has any effect on the levels of service usage.

It can be concluded that HHLP is continuing to make progress towards targeting vulnerable groups and the most disadvantaged 20% of the population. However, effort is required to encourage those registered with the HHLP to continue to access services as well as targeting new members to register with the programme.

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**Appendix 1**  
**Registration form**

## HEALTHY LIVING PROGRAMME MEMBERSHIP FORM

Halton's Healthy Living Programme was set up with help from The New Opportunities Fund. We were given the funding on condition that we reach all of the local community with our projects.

To do this, we need some basic facts about the people who use the projects, such as the area they live in, their ages and ethnic groups. To help with this, please would you complete the form below by ticking the boxes or writing in the spaces provided. We will then send you a membership card to bring each time you use Healthy Living Programme activities. **Information you give us is completely confidential. It will not be shared with anyone else or used for any reason other than to record project use.**

- 1 Title.....Mr/Mrs/Ms (please circle)
- 2 First name.....
- 3 Family Surname.....
- 4 Address.....
- .....
- .....Postcode.....

- 5 Date of birth...../...../.....
- 6 Are you ..... Male  ...Female
- 7 Are you registered disabled? Yes   → Go to Q8
- If yes, please give brief details (optional).....
- .....

8 Which ethnic group do you belong to? Please tick one box.

|                               |                          |                          |                          |
|-------------------------------|--------------------------|--------------------------|--------------------------|
| <b>White</b>                  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| British                       | Irish                    | Other White              |                          |
| <b>Black</b>                  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Caribbean                     | African                  | Other Black              |                          |
| <b>Asian</b>                  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Indian                        | Bangladeshi              | Pakistani                |                          |
| Other Asian                   | <input type="checkbox"/> |                          |                          |
| <b>Chinese</b>                | <input type="checkbox"/> |                          |                          |
| <b>Any other ethnic group</b> | <input type="checkbox"/> |                          |                          |

9 Is this the first time you've used the Healthy Living Programme?  
 Yes  No, I've used it before

Finally, if you would like us to send you details about new groups or events, please tick the boxes below:

- All groups/courses or events
- Physical Activities                       Food  
 Complementary Therapies            Arts

*Thank you for becoming a member of Halton's Healthy Living Programme*



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**Appendix 2**  
**Quarterly analysis of August 2005 to July 2006 data**

## A2.1 First Quarter Analysis: August 2005 to October 2005

**Table A2.1 Gender of 1<sup>st</sup> quarter service users and contacts**

| Service               | Users  |      |             | Contacts |      |             |
|-----------------------|--------|------|-------------|----------|------|-------------|
|                       | Female | Male | Grand Total | Female   | Male | Grand Total |
| Recharge              | 67     | 11   | 78          | 160      | 23   | 183         |
| Food                  | 9      | 4    | 13          | 34       | 18   | 52          |
| Arts                  | 10     | 3    | 13          | 36       | 16   | 52          |
| Complementary Therapy | 69     | 10   | 79          | 173      | 37   | 210         |
| Physical Activities   | 91     | 31   | 122         | 776      | 381  | 1157        |
| All                   | 227    | 55   | 282         | 1179     | 475  | 1654        |

\* User totals for all services accounts for individuals accessing more than one service, thus columns will not tally.

- 80% of all users were female and 17 male.
- 71% of all contacts were made by females with 29% by males.

**Table A2.1.2 Age of 1<sup>st</sup> quarter service users and contacts**

| Service               | Users   |         |          |             | Contacts |         |          |             |
|-----------------------|---------|---------|----------|-------------|----------|---------|----------|-------------|
|                       | 16 - 65 | Over 65 | Under 16 | Grand Total | 16 - 65  | Over 65 | Under 16 | Grand Total |
| Recharge              | 22      | 51      | 0        | 78          | 53       | 116     | 0        | 183         |
| Food                  | 12      | 0       | 0        | 13          | 46       | 0       | 1        | 52          |
| Arts                  | 6       | 7       | 0        | 13          | 23       | 29      | 0        | 52          |
| Complementary Therapy | 60      | 16      | 0        | 79          | 156      | 47      | 0        | 210         |
| Physical Activities   | 41      | 73      | 0        | 122         | 395      | 686     | 0        | 1157        |
| All                   | 131     | 135     | 0        | 282         | 673      | 878     | 1        | 1654        |

\* User totals for all services accounts for individuals accessing more than one service, thus columns will not tally.

- 48% of users were aged over 65, 46% were aged between 16 and 65 and 6% failed to disclose their age.
- 53% of all contacts were made by those aged over 65, 41% were made by those aged between 16 and 65 and 6% of contacts were unidentifiable by age.

Additionally the following information was extracted from the 1<sup>st</sup> quarter database (August 2005 to October 2005).

- 49 (17%) users identified themselves as disabled accounting for 224 (14%) of all contacts made.
- 10 (3%) users were from an ethnic group other than White-British accounting for 46 (3%) contacts. 8% of users did not disclose ethnicity upon registration, accounting for 7% of all contacts.

## A2.2 Second Quarter Analysis: November 2005 to January 2006

**Table A2.2.1 Gender of 2<sup>nd</sup> quarter service users and contacts**

| Service               | Users  |      |             | Contacts |      |             |
|-----------------------|--------|------|-------------|----------|------|-------------|
|                       | Female | Male | Grand Total | Female   | Male | Grand Total |
| Recharge              | 68     | 11   | 79          | 162      | 23   | 185         |
| Food                  | 36     | 4    | 40          | 55       | 4    | 59          |
| Arts                  | 23     | 3    | 26          | 79       | 12   | 91          |
| Complementary Therapy | 50     | 12   | 62          | 124      | 33   | 157         |
| Physical Activities   | 95     | 37   | 132         | 784      | 346  | 1130        |
| All                   | 213    | 57   | 270         | 1204     | 418  | 1622        |

\* User totals for all services accounts for individuals accessing more than one service, thus columns will not tally.

- 79% of all users were female and 21% male.
- 74% of all contacts were made by females with 26% by males.

**Table A2.2.2 Age of 2<sup>nd</sup> quarter service users and contacts**

| Service               | Users   |         |          |             | Contacts |         |          |             |
|-----------------------|---------|---------|----------|-------------|----------|---------|----------|-------------|
|                       | 16 - 65 | Over 65 | Under 16 | Grand Total | 16 - 65  | Over 65 | Under 16 | Grand Total |
| Recharge              | 30      | 43      | 0        | 79          | 59       | 109     | 0        | 185         |
| Food                  | 9       | 29      | 1        | 40          | 11       | 46      | 1        | 59          |
| Arts                  | 11      | 11      | 0        | 26          | 37       | 41      | 0        | 91          |
| Complementary Therapy | 45      | 15      | 0        | 62          | 114      | 39      | 0        | 157         |
| Physical Activities   | 44      | 80      | 0        | 132         | 383      | 685     | 0        | 1130        |
| All                   | 112     | 138     | 1        | 270         | 604      | 920     | 1        | 1622        |

\* User totals for all services accounts for individuals accessing more than one service, thus columns will not tally.

- 41% of users were aged between 16 and 65, 51% were aged over 65 and 7% failed to disclose their age.
- 57% of all contacts were made by those aged over 65, 37% were made by those aged between 16 and 65 and 6% failed to disclose their age.

Additionally the following information was extracted from the 2<sup>nd</sup> quarter database (August 2005 to October 2005).

- 47 (17%) users identified themselves as disabled accounting for 222 (14%) of all contacts made.
- 9 (3%) users were from an ethnic group other than White-British accounting for 42 (3%) contacts. 6% of users did not disclose ethnicity upon registration, accounting for 6% of all contacts.



## A2.3 Third Quarter Analysis: February 2006 to April 2006

**Table A2.3.1 Gender of 3rd quarter service users and contacts**

| Service               | Users  |      |             | Contacts |      |             |
|-----------------------|--------|------|-------------|----------|------|-------------|
|                       | Female | Male | Grand Total | Female   | Male | Grand Total |
| Recharge              | 62     | 7    | 69          | 145      | 11   | 156         |
| Food                  | 19     | 2    | 21          | 60       | 8    | 68          |
| Arts                  | 20     | 3    | 23          | 38       | 6    | 44          |
| Complementary Therapy | 71     | 14   | 85          | 204      | 50   | 254         |
| Physical Activities   | 108    | 39   | 147         | 916      | 391  | 1307        |
| All                   | 263    | 64   | 327         | 1363     | 466  | 1829        |

\* User totals for all services accounts for individuals accessing more than one service, thus columns will not tally.

- 80% of all users were female and 20% male.
- 75% of all contacts were made by females with 25% by males.

**Table A2.3.2 Age of 3<sup>rd</sup> quarter service users and contacts**

| Service               | Users   |         |          |             | Contacts |         |          |             |
|-----------------------|---------|---------|----------|-------------|----------|---------|----------|-------------|
|                       | 16 - 65 | Over 65 | Under 16 | Grand Total | 16 - 65  | Over 65 | Under 16 | Grand Total |
| Recharge              | 19      | 39      | 0        | 69          | 34       | 98      | 0        | 156         |
| Food                  | 12      | 9       | 0        | 21          | 47       | 21      | 0        | 68          |
| Arts                  | 14      | 9       | 0        | 23          | 29       | 15      | 0        | 44          |
| Complementary Therapy | 63      | 19      | 0        | 85          | 192      | 49      | 0        | 254         |
| Physical Activities   | 47      | 85      | 0        | 147         | 425      | 761     | 0        | 1307        |
| All                   | 151     | 148     | 0        | 327         | 727      | 944     | 0        | 1829        |

\* User totals for all services accounts for individuals accessing more than one service, thus columns will not tally.

- 46% of users were aged between 16 and 65, 45% were aged over 65 and 9% failed to disclose their age.
- 52% of all contacts were made by those aged over 65, 40% were made by those aged between 16 and 65 and 9% failed to disclose their age.

Additionally the following information was extracted from the 3<sup>rd</sup> quarter database (February 2006 to April 2006).

- 51 (16%) users identified themselves as disabled accounting for 253 (14%) of all contacts made.
- 13 (4%) users were from an ethnic group other than White-British accounting for 76 (4%) contacts. 7% of users did not disclose ethnicity, accounting for 8% of all contacts.

## A2.4 Fourth Quarter Analysis: May 2006 to July 2006

**Table A2.4.1 Gender of 4th quarter service users and contacts**

| Service               | Users  |      |             | Contacts |      |             |
|-----------------------|--------|------|-------------|----------|------|-------------|
|                       | Female | Male | Grand Total | Female   | Male | Grand Total |
| Recharge              | 56     | 7    | 63          | 125      | 14   | 139         |
| Food                  | 7      | 0    | 7           | 14       | 0    | 14          |
| Arts                  | 16     | 2    | 18          | 35       | 3    | 38          |
| Complementary Therapy | 64     | 15   | 79          | 206      | 55   | 261         |
| Physical Activities   | 89     | 32   | 121         | 636      | 246  | 882         |
| All                   | 222    | 55   | 277         | 1016     | 318  | 1334        |

\* User totals for all services accounts for individuals accessing more than one service, thus columns will not tally.

- 80% of all users were female and 20% male.
- 76% of all contacts were made by females with 24% by males.

**Table A2.4.2 Age of 4th quarter service users and contacts**

| Service               | Users   |         |          |             | Contacts |         |          |             |
|-----------------------|---------|---------|----------|-------------|----------|---------|----------|-------------|
|                       | 16 - 65 | Over 65 | Under 16 | Grand Total | 16 - 65  | Over 65 | Under 16 | Grand Total |
| Recharge              | 16      | 32      | 0        | 63          | 31       | 71      | 0        | 139         |
| Food                  | 1       | 6       | 0        | 7           | 2        | 12      | 0        | 14          |
| Arts                  | 9       | 7       | 0        | 18          | 18       | 14      | 0        | 38          |
| Complementary Therapy | 60      | 16      | 0        | 79          | 202      | 52      | 0        | 261         |
| Physical Activities   | 40      | 64      | 0        | 121         | 285      | 471     | 0        | 882         |
| All                   | 123     | 120     | 0        | 277         | 538      | 620     | 0        | 1334        |

\* User totals for all services accounts for individuals accessing more than one service, thus columns will not tally.

- 44% of users were aged between 16 and 65, 43% were aged over 65 and 12% failed to disclose their age.
- 46% of all contacts were made by those aged over 65, 40% were made by those aged between 16 and 65 and 13% failed to disclose their age.

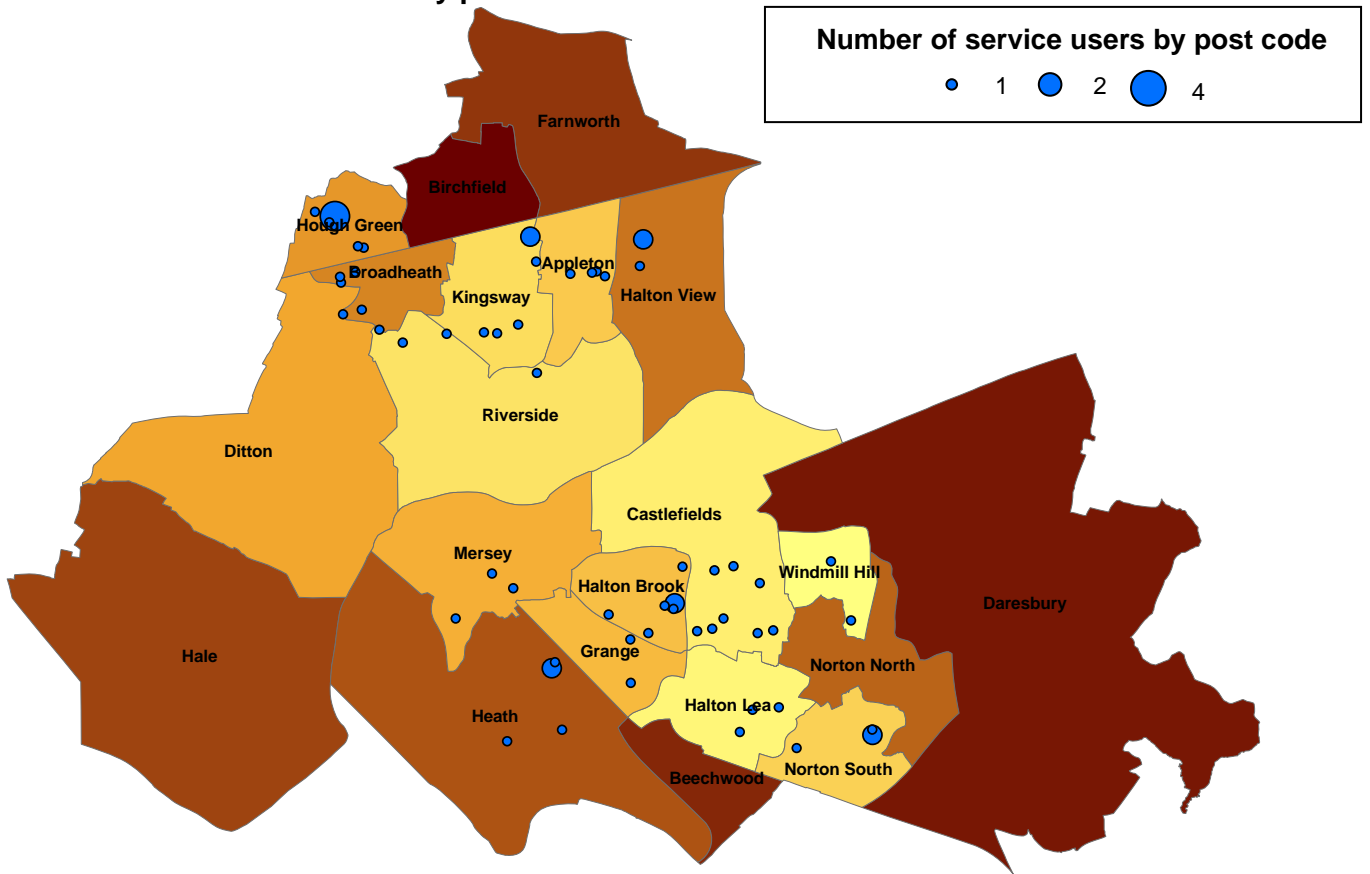
Additionally the following information was extracted from the 4<sup>th</sup> quarter database (May 2006 to July 2006).

- 42 (15%) users identified themselves as disabled accounting for 158 (12%) of all contacts made.
- 10 (4%) users were from an ethnic group other than White-British accounting for 44 (3%) contacts. 9% of users did not disclose ethnicity, accounting for 9% of all contacts.

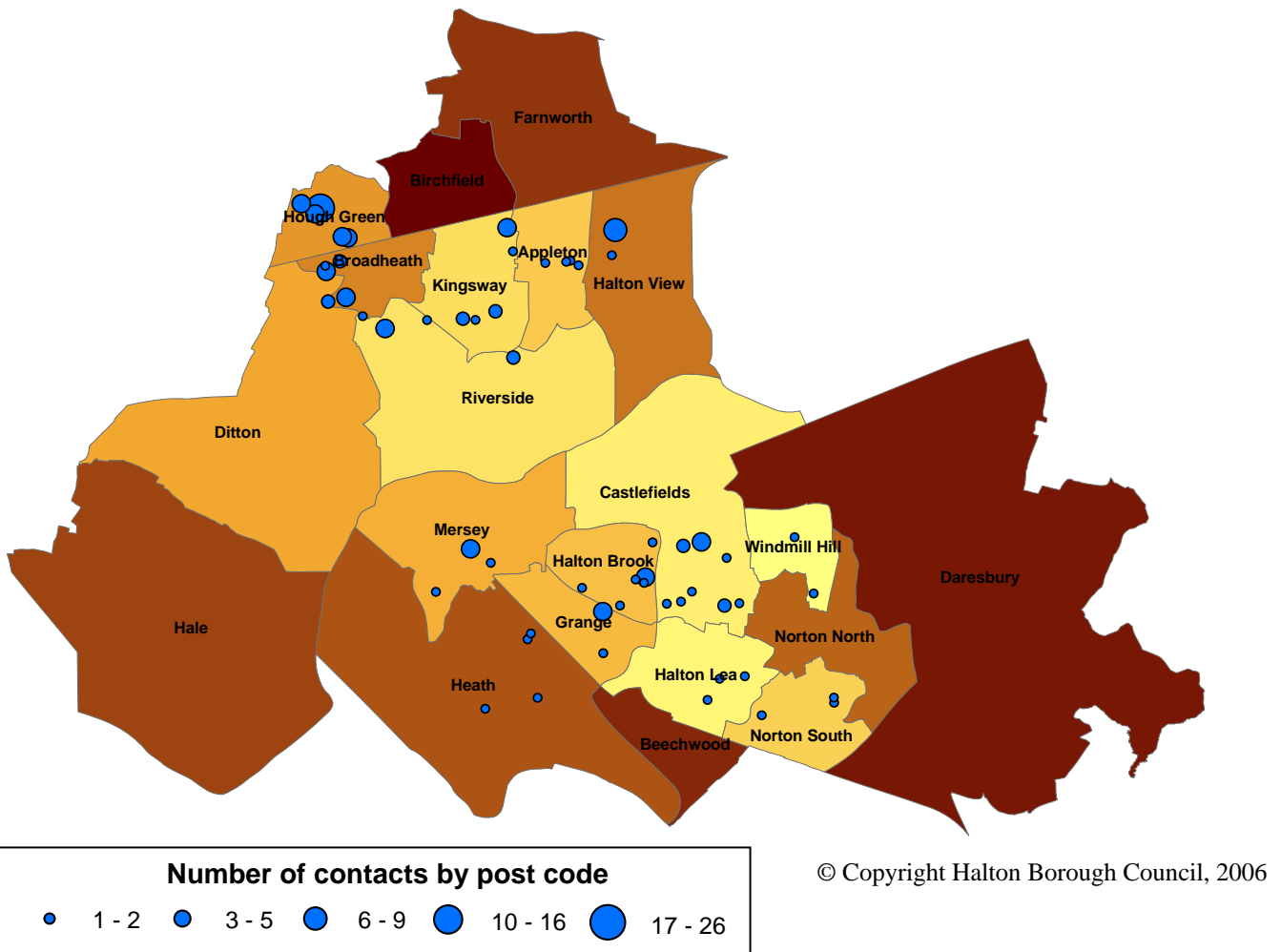
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**Appendix 3**  
**GIS mapping of service strand users**  
**and contacts between 2005/2006**

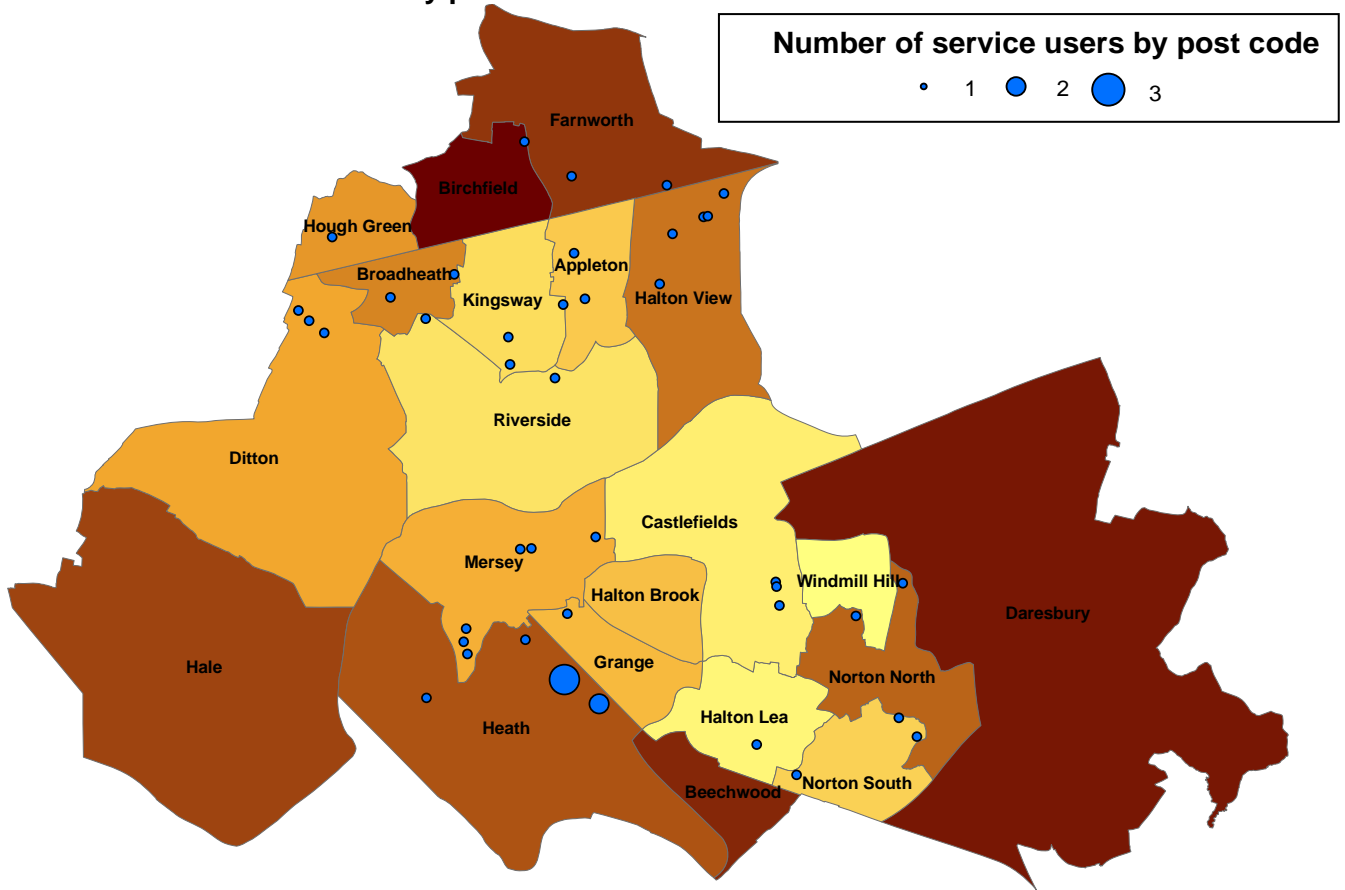
### 3.1 Food service users by post code



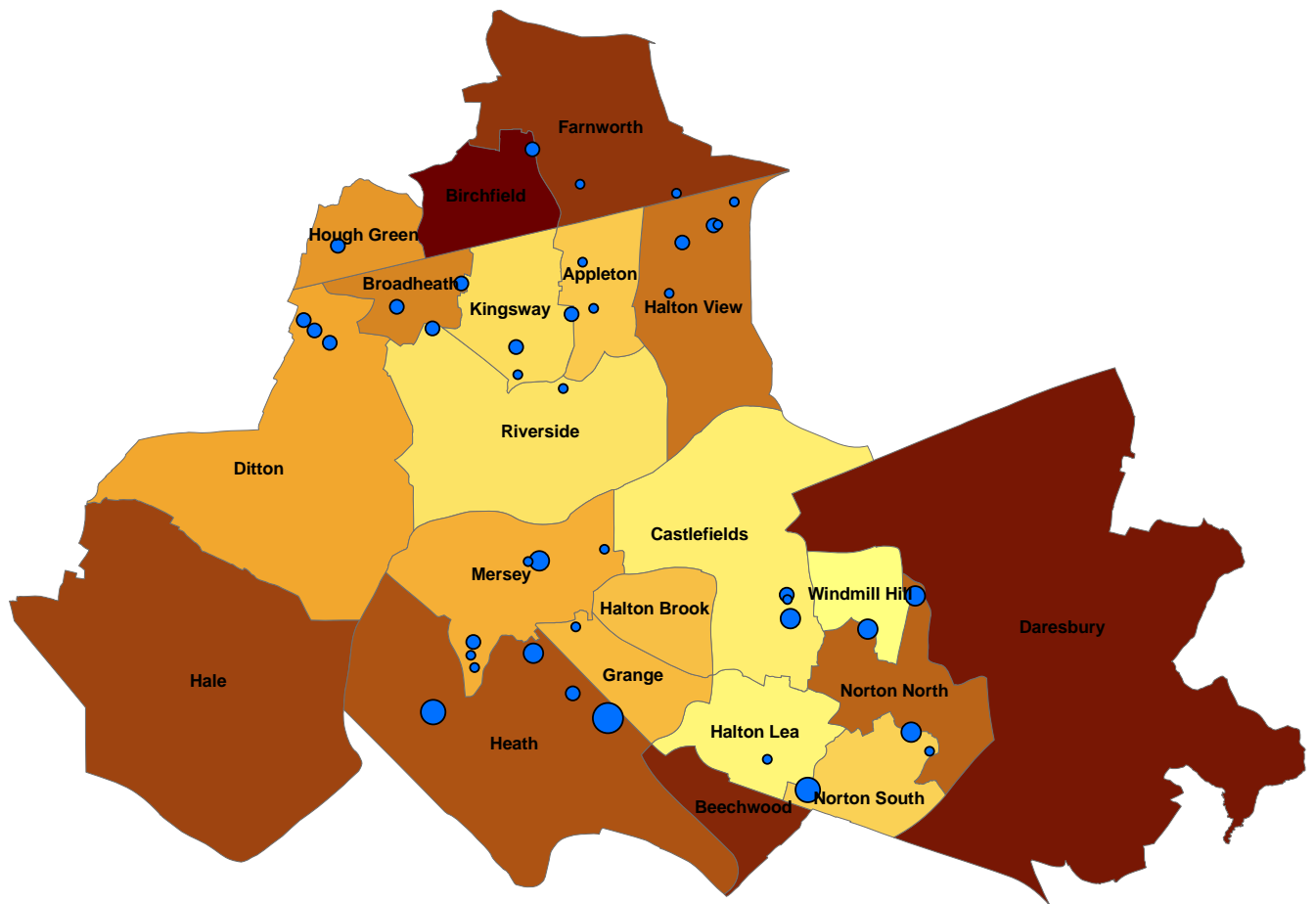
### 3.2 Food service user contacts by post code



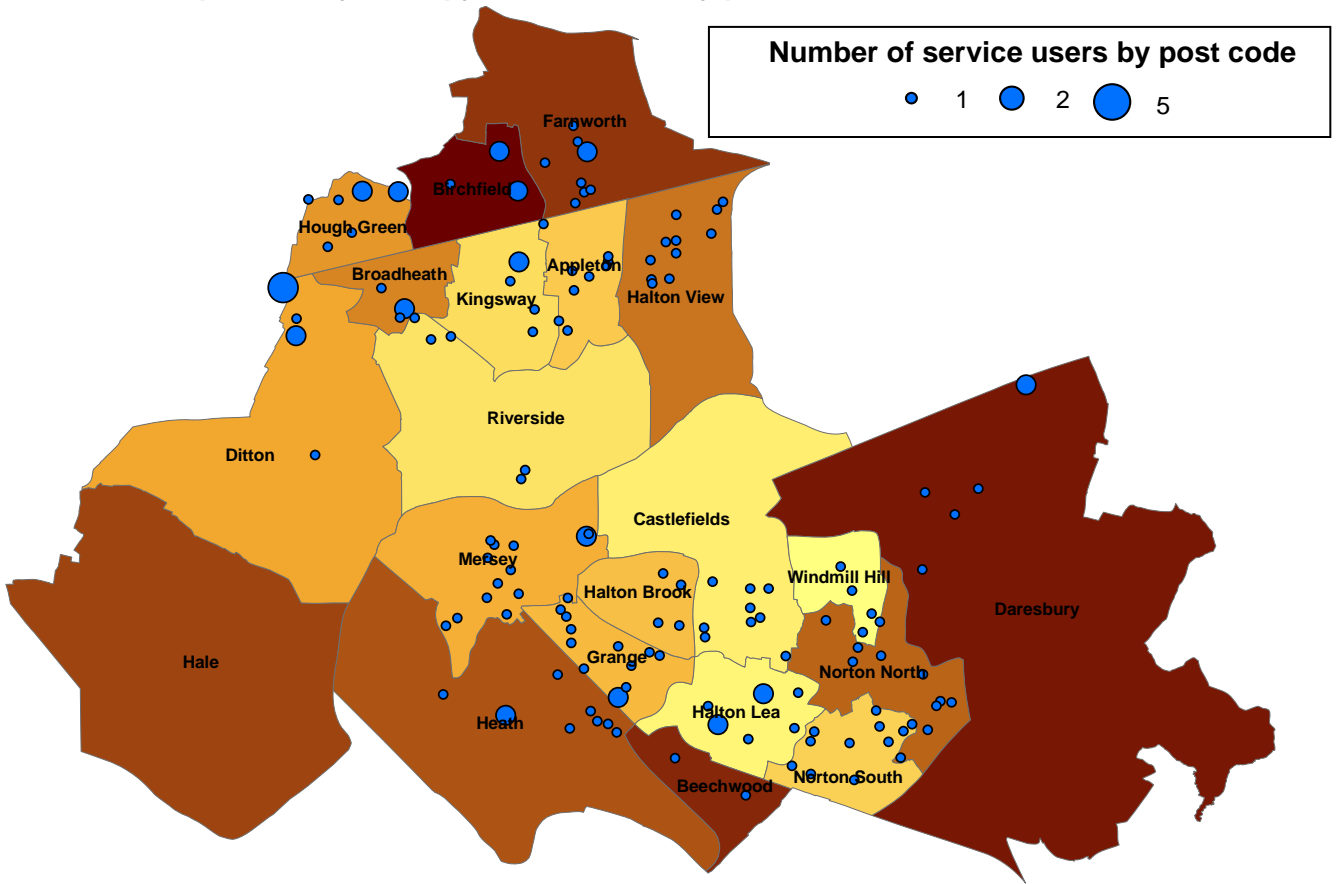
### 3.3 Arts service users by post code



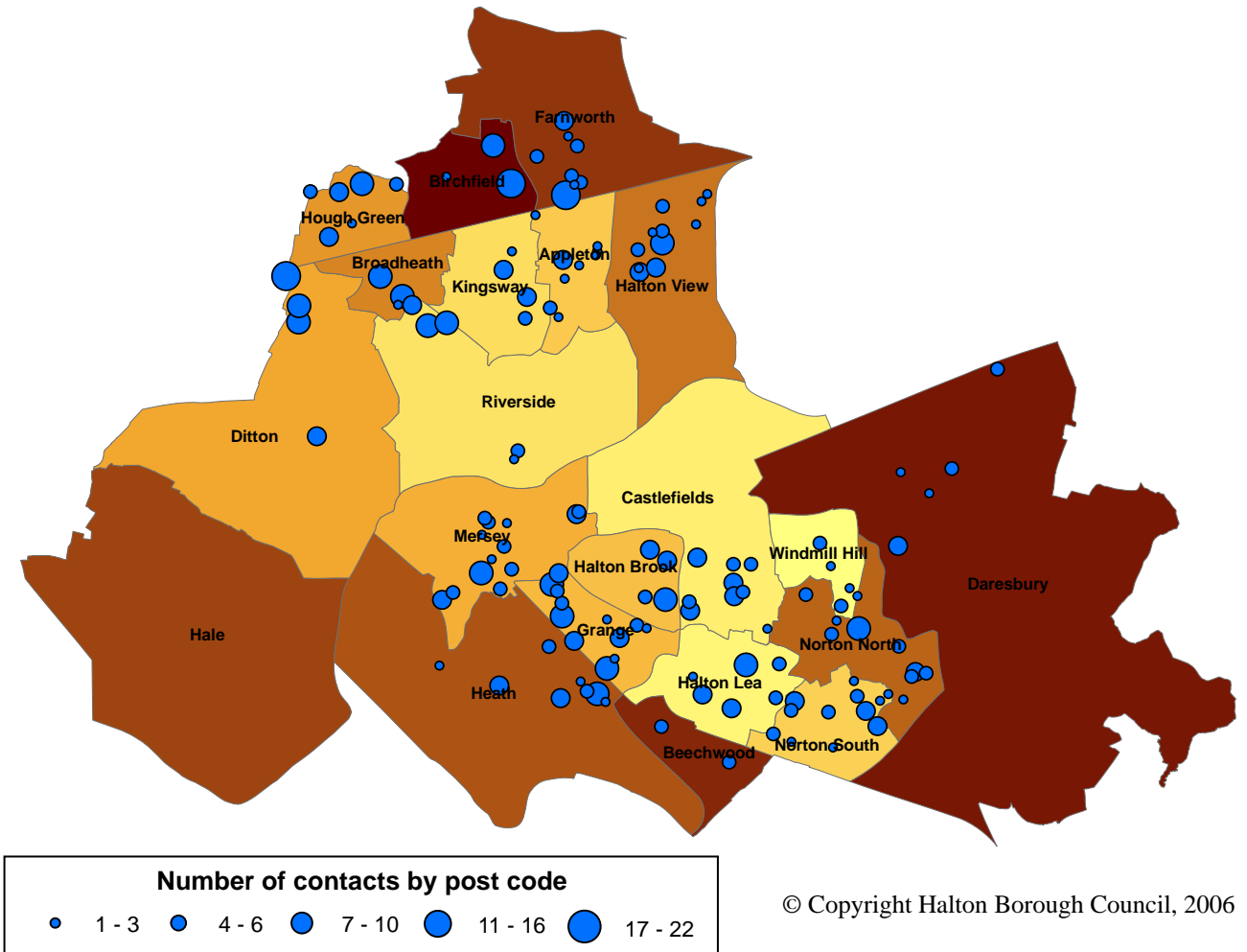
### 3.4 Arts service user contacts by post code



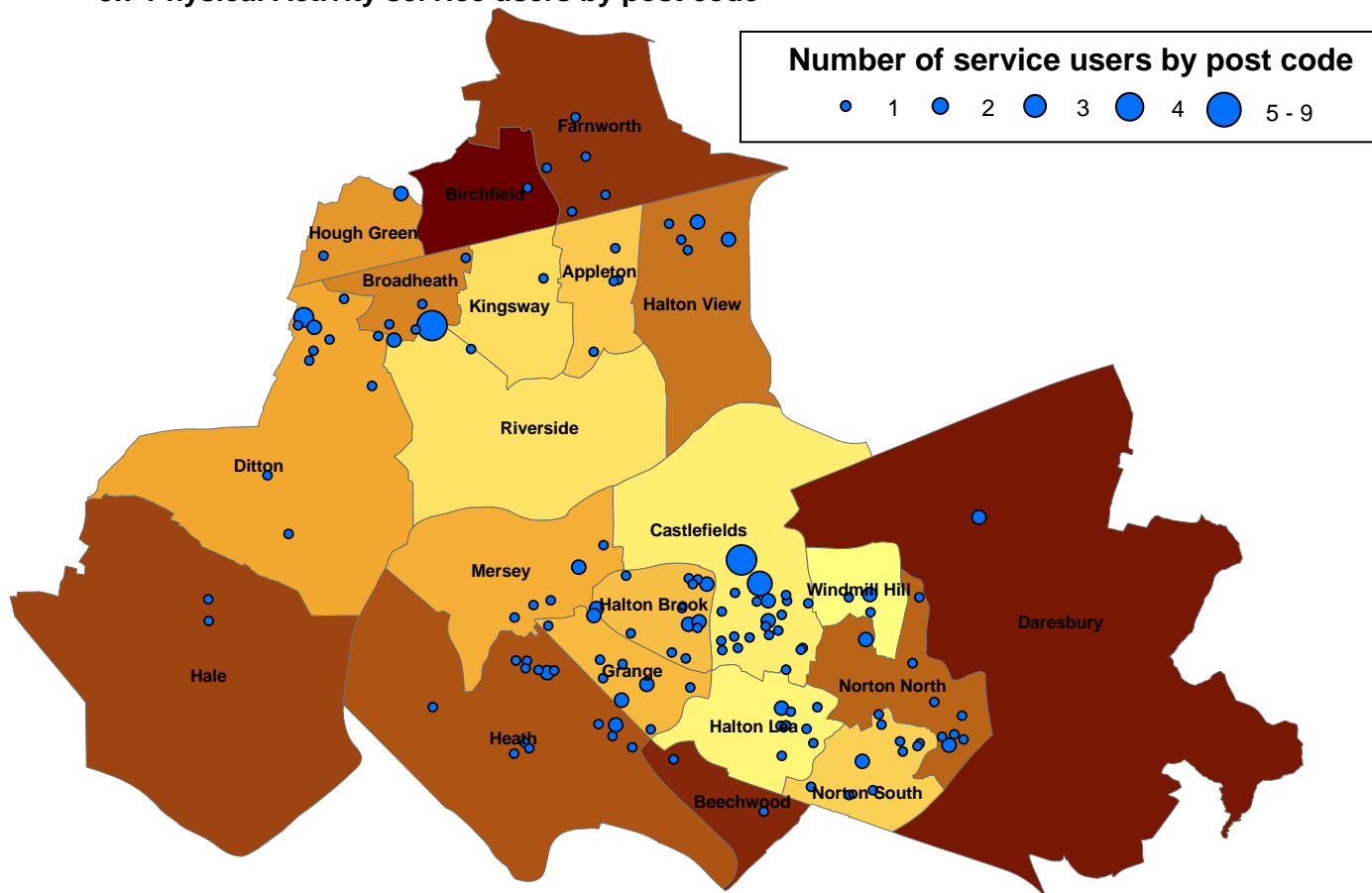
### 3.5 Complementary Therapy service users by post code



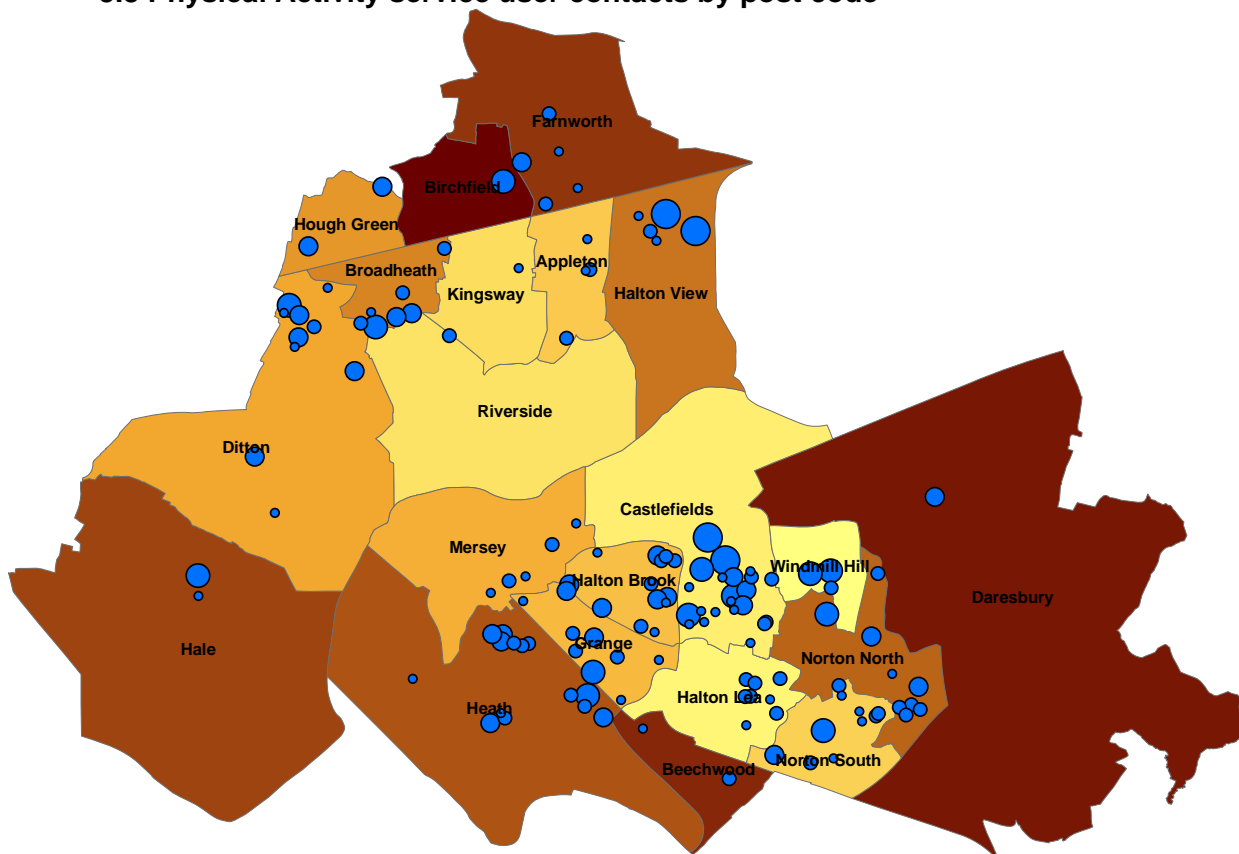
### 3.6 Complementary Therapy service user contacts by post code



### 3.7 Physical Activity service users by post code



### 3.8 Physical Activity service user contacts by post code



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**Appendix 4**  
**Analysis of service usage by registrations**  
**period (six monthly)**



#### A4.1 2005/2006 service usage by individuals registered between August 2003 to January 2004

- 309 people registered between August 2003 and January 2004.

**Table A4.1 Gender of 1<sup>st</sup> quarter service users and contacts**

| Service               | Users  |      |             | Contacts |      |             |
|-----------------------|--------|------|-------------|----------|------|-------------|
|                       | Female | Male | Grand Total | Female   | Male | Grand Total |
| Recharge              | 23     | 2    | 25          | 163      | 16   | 179         |
| Food                  | 10     | 2    | 12          | 10       | 2    | 12          |
| Arts                  | 7      | 2    | 9           | 33       | 10   | 43          |
| Complementary Therapy | 16     | 1    | 17          | 258      | 51   | 309         |
| Physical Activities   | 23     | 11   | 34          | 565      | 500  | 1065        |
| All                   | 56     | 16   | 72          | 848      | 539  | 1387        |

\* User totals for all services accounts for individuals accessing more than one service, thus columns will not tally.

- 23% of all those who registered used the service in 2005/2006;
- 78% of all users were female;
- 61% of all contacts were made by females.

**Table A4.1.2 Age of 1<sup>st</sup> six monthly service users and contacts**

| Service               | Users    |         |         |             | Contacts |         |         |             |
|-----------------------|----------|---------|---------|-------------|----------|---------|---------|-------------|
|                       | Under 16 | 16 – 65 | Over 65 | Grand Total | Under 16 | 16 - 65 | Over 65 | Grand Total |
| Recharge              | 0        | 8       | 17      | 25          | 0        | 42      | 137     | 179         |
| Food                  | 1        | 3       | 8       | 12          | 1        | 3       | 8       | 12          |
| Arts                  | 0        | 4       | 5       | 9           | 0        | 11      | 32      | 43          |
| Complementary Therapy | 0        | 14      | 3       | 17          | 0        | 78      | 10      | 88          |
| Physical Activities   | 0        | 9       | 23      | 34          | 0        | 163     | 829     | 1065        |
| All                   | 1        | 27      | 42      | 72          | 1        | 297     | 1016    | 1387        |

\* User totals for all services accounts for individuals accessing more than one service, thus columns will not tally.

- 58% of users were aged over 65;
- 73% of all contacts were made by those aged over 65.

#### A4.2 2005/2006 service usage by individuals registered between February 2004 to July 2004

- 465 people registered between February 2004 and July 2004.

**Table A4.2.1 Gender of 2<sup>nd</sup> six monthly service users and contacts**

| Service               | Users  |      |             | Contacts |      |             |
|-----------------------|--------|------|-------------|----------|------|-------------|
|                       | Female | Male | Grand Total | Female   | Male | Grand Total |
| Recharge              | 20     | 4    | 24          | 97       | 12   | 109         |
| Food                  | 9      | 1    | 10          | 18       | 1    | 19          |
| Arts                  | 12     | 2    | 14          | 42       | 4    | 46          |
| Complementary Therapy | 16     | 2    | 18          | 84       | 16   | 100         |
| Physical Activities   | 45     | 12   | 57          | 1035     | 456  | 1491        |
| All                   | 76     | 17   | 93          | 1276     | 489  | 1765        |

\* User totals for all services accounts for individuals accessing more than one service, thus columns will not tally.

- 20% of all those who registered used the service in 2005/2006;
- 82% of all users were female;
- 72% of all contacts were made by females.

**Table A4.2.2 Age of 2<sup>nd</sup> six monthly service users and contacts**

| Service               | Users    |         |         |             | Contacts |         |         |             |
|-----------------------|----------|---------|---------|-------------|----------|---------|---------|-------------|
|                       | Under 16 | 16 - 65 | Over 65 | Grand Total | Under 16 | 16 - 65 | Over 65 | Grand Total |
| Recharge              | 0        | 12      | 11      | 24          | 0        | 53      | 55      | 109         |
| Food                  | 0        | 1       | 8       | 10          | 0        | 9       | 9       | 19          |
| Arts                  | 0        | 6       | 4       | 14          | 0        | 16      | 17      | 46          |
| Complementary Therapy | 0        | 14      | 4       | 18          | 0        | 74      | 26      | 100         |
| Physical Activities   | 0        | 17      | 27      | 57          | 0        | 521     | 706     | 1491        |
| All                   | 0        | 41      | 34      | 93          | 0        | 673     | 813     | 1765        |

\* User totals for all services accounts for individuals accessing more than one service, thus columns will not tally.

- 44% of users were aged between 16 and 65;
- 46% of all contacts were made by those aged over 65.

### A4.3 2005/2006 service usage by individuals registered between August 2004 to January 2005

- 203 people registered between August 2004 and January 2005.

**Table A4.3.1 Gender of 3rd six monthly service users and contacts**

| Service               | Users  |      |             | Contacts |      |             |
|-----------------------|--------|------|-------------|----------|------|-------------|
|                       | Female | Male | Grand Total | Female   | Male | Grand Total |
| Recharge              | 20     | 5    | 25          | 132      | 19   | 151         |
| Food                  | 8      | 3    | 11          | 24       | 16   | 40          |
| Arts                  | 12     | 2    | 14          | 85       | 23   | 108         |
| Complementary Therapy | 16     | 3    | 19          | 64       | 12   | 76          |
| Physical Activities   | 28     | 4    | 32          | 602      | 117  | 719         |
| All                   | 64     | 14   | 78          | 907      | 187  | 1094        |

\* User totals for all services accounts for individuals accessing more than one service, thus columns will not tally.

- 38% of all those who registered used the service in 2004/2005;
- 82% of all users were female;
- 83% of all contacts were made by females.

**Table A4.3.2 Age of 3<sup>rd</sup> six monthly service users and contacts**

| Service               | Users    |         |         |             | Contacts |         |         |             |
|-----------------------|----------|---------|---------|-------------|----------|---------|---------|-------------|
|                       | Under 16 | 16 - 65 | Over 65 | Grand Total | Under 16 | 16 - 65 | Over 65 | Grand Total |
| Recharge              | 0        | 9       | 13      | 25          | 0        | 29      | 94      | 151         |
| Food                  | 0        | 4       | 6       | 11          | 0        | 28      | 6       | 40          |
| Arts                  | 0        | 7       | 6       | 14          | 0        | 57      | 46      | 108         |
| Complementary Therapy | 0        | 12      | 7       | 19          | 0        | 60      | 16      | 76          |
| Physical Activities   | 0        | 10      | 19      | 32          | 0        | 296     | 379     | 719         |
| All                   | 0        | 35      | 38      | 78          | 0        | 470     | 541     | 1094        |

\* User totals for all services accounts for individuals accessing more than one service, thus columns will not tally.

- 49% of users were aged over 65;
- 49% of all contacts were made by those aged over 65.

#### A4.4 2005/2006 service usage by individuals registered between February 2005 to July 2005

- 153 people registered between February 2005 and July 2005.

**Table A4.4.1 Gender of 4th quarter service users and contacts**

| Service               | Users  |      |             | Contacts |      |             |
|-----------------------|--------|------|-------------|----------|------|-------------|
|                       | Female | Male | Grand Total | Female   | Male | Grand Total |
| Recharge              | 15     | 3    | 18          | 66       | 4    | 70          |
| Food                  | 6      | 0    | 6           | 12       | 0    | 12          |
| Arts                  | 5      | 0    | 5           | 11       | 0    | 11          |
| Complementary Therapy | 18     | 3    | 21          | 94       | 27   | 121         |
| Physical Activities   | 10     | 3    | 13          | 184      | 84   | 268         |
| All                   | 43     | 7    | 50          | 367      | 115  | 482         |

\* User totals for all services accounts for individuals accessing more than one service, thus columns will not tally.

- 33% of all those who registered used the service in 2004/2005;
- 86% of all users were female;
- 76% of all contacts were made by females.

**Table A4.4.2 Age of 4th quarter service users and contacts**

| Service               | Users    |         |         |             | Contacts |         |         |             |
|-----------------------|----------|---------|---------|-------------|----------|---------|---------|-------------|
|                       | Under 16 | 16 - 65 | Over 65 | Grand Total | Under 16 | 16 - 65 | Over 65 | Grand Total |
| Recharge              | 0        | 7       | 10      | 18          | 0        | 21      | 47      | 70          |
| Food                  | 0        | 5       | 1       | 6           | 0        | 11      | 1       | 12          |
| Arts                  | 0        | 4       | 1       | 5           | 0        | 10      | 1       | 11          |
| Complementary Therapy | 0        | 16      | 4       | 21          | 0        | 80      | 29      | 121         |
| Physical Activities   | 0        | 7       | 6       | 13          | 0        | 142     | 126     | 268         |
| All                   | 0        | 33      | 16      | 50          | 0        | 264     | 204     | 482         |

\* User totals for all services accounts for individuals accessing more than one service, thus columns will not tally.

- 66% of users were aged between 16 and 65;
- 55% of all contacts were made by those aged between 16 and 65.

#### A4.5 2005/2006 service usage by individuals registered between August 2005 to January 2006

- 165 people registered between August 2005 and January 2006.

**Table A4.5.1 Gender of 3rd six monthly service users and contacts**

| Service               | Users  |      |             | Contacts |      |             |
|-----------------------|--------|------|-------------|----------|------|-------------|
|                       | Female | Male | Grand Total | Female   | Male | Grand Total |
| Recharge              | 25     | 6    | 31          | 72       | 10   | 82          |
| Food                  | 20     | 1    | 21          | 76       | 3    | 79          |
| Arts                  | 5      | 0    | 5           | 13       | 0    | 13          |
| Complementary Therapy | 39     | 9    | 48          | 211      | 51   | 262         |
| Physical Activities   | 30     | 9    | 39          | 656      | 175  | 831         |
| All                   | 94     | 22   | 116         | 1028     | 239  | 1267        |

\* User totals for all services accounts for individuals accessing more than one service, thus columns will not tally.

- 70% of all those who registered used the service in 2005/2006;
- 81% of all users were female;
- 81% of all contacts were made by females.

**Table A4.5.2 Age of 3<sup>rd</sup> six monthly service users and contacts**

| Service               | Users    |         |         |             | Contacts |         |         |             |
|-----------------------|----------|---------|---------|-------------|----------|---------|---------|-------------|
|                       | Under 16 | 16 - 65 | Over 65 | Grand Total | Under 16 | 16 - 65 | Over 65 | Grand Total |
| Recharge              | 0        | 11      | 18      | 31          | 0        | 23      | 57      | 82          |
| Food                  | 0        | 8       | 13      | 21          | 0        | 24      | 55      | 79          |
| Arts                  | 0        | 4       | 0       | 5           | 0        | 12      | 0       | 13          |
| Complementary Therapy | 0        | 35      | 11      | 48          | 0        | 198     | 59      | 262         |
| Physical Activities   | 0        | 12      | 27      | 39          | 0        | 327     | 504     | 831         |
| All                   | 0        | 61      | 52      | 116         | 0        | 584     | 675     | 1267        |

\* User totals for all services accounts for individuals accessing more than one service, thus columns will not tally.

- 53% of users were aged between 16 and 65;
- 53% of all contacts were made by those aged over 65.

#### A4.6 2005/2006 service usage by individuals registered between February 2006 to July 2006

- 102 people registered between February 2006 and July 2006.

**Table A4.6.1 Gender of 4th quarter service users and contacts**

| Service               | Users  |      |             | Contacts |      |             |
|-----------------------|--------|------|-------------|----------|------|-------------|
|                       | Female | Male | Grand Total | Female   | Male | Grand Total |
| Recharge              | 15     | 5    | 20          | 62       | 10   | 72          |
| Food                  | 5      | 2    | 7           | 23       | 8    | 31          |
| Arts                  | 3      | 0    | 3           | 4        | 0    | 4           |
| Complementary Therapy | 38     | 7    | 45          | 177      | 58   | 235         |
| Physical Activities   | 8      | 4    | 12          | 70       | 32   | 102         |
| All                   | 63     | 17   | 80          | 336      | 108  | 444         |

\* User totals for all services accounts for individuals accessing more than one service, thus columns will not tally.

- 78% of all those who registered used the service in 2004/2005;
- 79% of all users were female;
- 76% of all contacts were made by females.

**Table A4.6.2 Age of 4th quarter service users and contacts**

| Service               | Users    |         |         |             | Contacts |         |         |             |
|-----------------------|----------|---------|---------|-------------|----------|---------|---------|-------------|
|                       | Under 16 | 16 - 65 | Over 65 | Grand Total | Under 16 | 16 - 65 | Over 65 | Grand Total |
| Recharge              | 0        | 4       | 3       | 20          | 0        | 9       | 4       | 72          |
| Food                  | 0        | 7       | 0       | 7           | 0        | 31      | 0       | 31          |
| Arts                  | 0        | 1       | 2       | 3           | 0        | 1       | 3       | 4           |
| Complementary Therapy | 0        | 34      | 8       | 45          | 0        | 174     | 47      | 235         |
| Physical Activities   | 0        | 5       | 6       | 12          | 0        | 39      | 59      | 102         |
| All                   | 0        | 48      | 16      | 80          | 0        | 254     | 113     | 444         |

\* User totals for all services accounts for individuals accessing more than one service, thus columns will not tally.

- 60% of users were aged between 16 and 65;
- 57% of all contacts were made by those aged between 16 and 65.