

SUPPLEMENTARY FILE 6: ESTIMATING PROJECT-CONTACT EVENTS

Data Sources

The following data were used to estimate the total project-contact events i.e. the number of times residents from a specific target neighbourhood (UK census lower super output area) attended a session of a different Well London project over the course of the programme delivery:

- a. **Headcounts.** Each delivery organisation counted the number of persons participating in each session of each project delivered throughout the course of the programme in each neighbourhood. These were centrally collated at the London Health Commission (who coordinated the whole *Well London* programme).
- b. **Evaluation forms.** Participants in individual project sessions were asked to complete an end-of-session evaluation form that included questions about the number of sessions attended within the project and the type of other *Well London* projects in which they have participated for the current 3-month process evaluation reporting period and whether they participated in Well London during the previous 3 month period. Participants were also asked to provide their postcode.

Estimation of project-contact events

The evaluation form data were used to derive the proportion of participants with a residential postcode inside the target neighbourhood by cross-checking their reported postcodes against the UK Post Office Address File. Project-neighbourhood-specific crude headcounts were multiplied by the project-neighbourhood-specific proportions of participants living within the target neighbourhood. This provided project-neighbourhood specific estimates of the number of times a target-neighbourhood resident participated in a project. These were then aggregated across projects within each LSOA to provide LSOA specific estimates of project-contact events, expressed as the number of events per 1000 population.