

Changing Care. Ageing Better.

Creating a Britain where
everyone can age well,
every step of the way

**VALUE ADDED REPORT
2023-24**



Creating a Britain where everyone can age well

Care in Britain is under-valued and under-imagined. But we all know that there is great care around the country which transforms the lives of many older and disabled people.

At the same time while people are living longer lives, many are doing so in poor health. Yet we know that effective action across the life course can enable people to lead longer, healthier and happier lives,

Hallmark Foundation aims to create a Britain where everyone can age well every step of the way.

To meet this challenge we have funded several pioneering research and policy projects. We have helped share their learning. And we have promoted the positives about social care and promoted positive mindsets as being crucial to ageing well across the life course.

Throughout we have worked in partnership with our fundees and with other funders, multiplying the impact of our investment. We estimate that every £1 spent by the Hallmark Foundation generates at least another £5 for the charities we support. That's our 'value added', in addition to our support for charity fundraising through Championing Social Care.

There are some key messages for the new government. Relationship-centred care, listening to older people and the care workforce, and supporting family carers could all significantly improve older people's experiences and the quality of care. And learning from other countries, we could make much more of the longevity dividend for everyone in the UK. Most importantly we can change care by doing things differently and with positive leadership.

My thanks to the Hallmark Foundation trustees and team and to Hallmark Luxury Care Homes without whom the work reflected in this report would not be possible. Together, we are ambitious for the future. Through positive mindsets and promoting the positives about social care, we can create a Britain where everyone can age well.



Avnish Goyal CBE
Chair, Hallmark Foundation



Changing Care

How Hallmark Foundation is funding policy and research projects to improve the quality of care across the UK



Support for carers

With other funders, the Hallmark Foundation supported the development of a substantial policy research report on improving support for family carers. 'Creating a Britain that works and cares' is underpinned by evidence about the social and economic contributions of carers and how these could be enhanced and valued. The report's recommendations for national and local actions based on good practice aim to inform the development of a carers' strategy by the new government.



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Promoting relational care

Launched in the House of Lords in 2023, research by the Open University funded by Hallmark Foundation has generated growing interest in the importance of relationships to good care for older people wherever they live. The research report on the value and practice of relational care has been followed by practical materials to support care providers to implement relational care. The OU is working with partners to ensure that relationships are central to workforce development, prevention and early action as care is reformed.



Older people's views of residential care

The findings of the largest research project exploring the views of older people and their families and carers about their care homes will be published in autumn 2024. Led by City, University of London and funded by Hallmark Foundation, the research team has spoken with the residents of a diverse range of care homes across England, Scotland and Wales. The 'Thriving in residential care' report promises to provide insights into the benefits for older people and how these could be widely shared.





Championing Social Care

Hallmark Foundation is a founding partner of Championing Social Care which promotes the positives about social care. Its annual activities include Care Home Open Week in June, Care Sector's Got Talent in spring, thought leadership lunches during the year, and the Care Sector Fundraising Ball in September which in 2023 raised £426,000 for the Care Workers Charity and Alzheimer's Society. Championing Social Care continues to grow as an independent charity with more supporting partners and ambassadors.



Care careers conference for school and college students

With the care workforce needing to grow by a half a million people in the next decade to meet growing demands for care, we must do more to encourage young people to explore opportunities to work in care. Following a successful event in 2023, Hallmark Foundation is organising the second national care careers conference and exhibition for school and college students on 19 November 2024 at Tottenham Hotspur stadium. 'Who Cares Wins!' promises to be an exciting and interactive event for students live and online.



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Bath play garden - bringing generations together

Hallmark Luxury Care Homes' new Midford Manor care home in Bath is the first in the country to host a 'play garden' where older residents can mix with children from their families and from local nurseries and schools. The aim is to make residential care more family friendly and intergenerational places where people of all ages can enjoy life together. The play garden was developed by London Play and funded by the Hallmark Foundation.



Mental health support

Since 2021 Hallmark Foundation has funded the Care Workers Charity's mental health and wellbeing support for care workers. This offers free counselling and support to care workers facing issues like anxiety, depression and PTSD which have increased in recent years. We continue to support the charity through the Care Sector Fundraising Ball.



Ageing Better

How Hallmark Foundation is funding policy and research projects to enable more people to age well wherever they live



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Global healthy ageing index

Hallmark Foundation has co-funded the International Longevity Centre UK to develop a pioneering global index that ranks 153 countries against six metrics on how good a place they are to age well. The second ranking was published in May 2024 and explores issues such as work span as well as life and health span, environment, income and happiness. The index is already influencing governments across the world to ask about their ranking and how it can be improved by investing in prevention. We are also planning to support the development of a healthy ageing index for the UK.

Safer ageing index

Despite the UK's ageing population, many older people experience crime, insecurity and abuse in later life. The national charity Hourglass has developed an index of the best places to grow old across the four countries of the UK. Funded by the Hallmark Foundation, the index aims to encourage national and local policymakers to make their areas safer and more secure for older people.



Take Five to Age Well

September 2023 saw the launch of the Open University's public health campaign to encourage older people in particular to eat, drink, move, think and stay connected to age better. Hallmark Foundation supported Take Five to Age Well and is now funding the development of an intergenerational toolkit to encourage young and older people to take action together in their families and communities. This will be launched in autumn 2024.



Access to toilets

Anyone going out and about will know the difficulties of finding a toilet in many public areas when you are caught short. Age UK London has been campaigning in the capital to improve access to toilets and enable everyone to enjoy life wherever they are. Hallmark Foundation is funding Age UK London to develop a coalition to campaign more widely on this issue. Watch this space.



Technology for older people

Hallmark Foundation is working with Clarion Futures, the charity arm of England's largest housing association, Clarion, and the Housing Learning and Improvement Network to test how low cost technology could reduce social isolation and loneliness faced by older people, making homes more tech friendly and promoting digital inclusion.

Influencing policy & practice

In addition to projects outlined above funded by Hallmark Foundation, we also work in partnership with other organisations to press for change. This includes the campaign for an Older People's Commissioner in England; research and policy on the impact of poor sleep on individuals and society; improving care and support for older people with dementia from minority ethnic communities; and informing the debate on the future of care and how it is funded.





Help create a Britain where everyone can age well

You can partner with Hallmark Foundation by funding our work and delivering research and policy projects.

Coming soon

Who Cares Wins! The second national care careers conference and exhibition for school and college students on *Tuesday 19 November 2024*

Thriving in residential care: the experiences of older people, their families and carers – a new research report by City, University of London – *Autumn 2024*.

Take Five to Age Well – launch by the Open University of an intergenerational public health toolkit for young and older people – *Autumn 2024*.

Find out more about the Hallmark Foundation:

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