

# Ageing well Improving care

How the Hallmark Foundation is making a difference  
for people of all backgrounds and ages.

**IMPACT 2022-23**



Foreword

# Ageing well, every step of the way

The Hallmark Care Homes Foundation was founded in 2020 and its first two years were dominated by Covid.

Since then as this report shows, the Foundation has accelerated its activities on two priorities: ageing well and improving care. Our approach is to act as a catalyst, supporting innovation and change while working in partnership with other funders to multiply the impact of our investment.

2022-23 saw several funded projects reach their conclusion with others preparing for their public launch. Highlights have included support for:

- The Open University's research and toolkit on relational care
- ILC-UK's pioneering Global Healthy Ageing and Prevention Index
- The first national care careers conference for school and college students
- Record-breaking fundraising at the Care Sector Fundraising Ball

Much more is in the pipeline. We look forward to the launch of the UK's first play garden on a care home site; wider promotion of ageing well and prevention; and partnership working through Championing Social Care to promote all that is good about care.

While the need for better care for our ageing population is growing, fewer people are getting the care they need. And while people are living longer, they are also living longer in poor health and with disabilities. Our work is needed more than ever.

In the coming years the Hallmark Foundation will be focusing on two specific areas within its priorities of ageing well and improving care:

- Improving access to care and the quality of care available to older people and their families from black and minority ethnic communities
- Engaging young people as part of a life course approach to ageing better and recruiting the next generation of the care workforce

We will work more closely with the media and social media and continue to extend our networks to share the learning and influence from the projects and research we fund.

Our vision is a Britain where everyone can age well. We can only achieve that by working in partnership with our fundees, other funders and stakeholders, as reflected in this report.

My thanks to my fellow trustees and to Hallmark Care Homes without whom we couldn't do anything. We are making a bigger difference this year and we have big ambitions to do much more to turn longer lives into better lives for all, every step of the way.



**Avnish Goyal CBE**  
Chair, Hallmark Foundation



The Hallmark  
Foundation has  
donated over

# £1M

to charities and research since it was founded in 2020

The Foundation works closely in partnership with a wide range of organisations to promote ageing well and improving care.

We support innovation by acting as a catalyst and working in partnership with other funders to maximise our impact.

Visit: [www.hallmarkfoundation.org.uk](http://www.hallmarkfoundation.org.uk)





Ageing Well

# From global to local

Projects funded by the Hallmark Foundation are influencing how we can all live longer and better at every level – from local communities to nationally across the UK to worldwide.



**ilc...**  
International  
Longevity Centre UK

**ILC-UK:** the Hallmark Foundation has co-funded the ILC-UK to develop the first Global Healthy Ageing and Prevention Index which ranks 121 countries on how good a place they are to grow older in. Using six economic and social indicators, the Index has been launched to influence the policies and practices of governments around the world so they invest more in prevention. [The Prevention Index - ILCUK](#) has been presented at various global summits.



**Hourglass**  
Safer ageing. Stopping abuse

**Hourglass:** the Hallmark Foundation has funded Hourglass, the action on elder abuse charity, to analyse the best places in the UK to grow old in. The first report on Northern Ireland [Safer Ageing Index: Northern Ireland](#) has been published and reports on the other nations are due out soon.



**THE TOGETHER PROJECT**

**The Together Project:** the Hallmark Foundation supported The Together Project to diversify its activities during Covid given the lockdown on people visiting care homes. We funded [Crafting Connections](#), an exchange of artworks and messages to promote joy and friendship between older residents of care homes and young children across the country.



**LONDON PLAY**

**London Play:** the Hallmark Foundation is funding [London Play](#) to develop the country's first play garden on a new care home site in Bath which also neighbours a school. This will help the home to become more intergenerational and family friendly by encouraging mixing between younger and older people through various activities in the play garden.



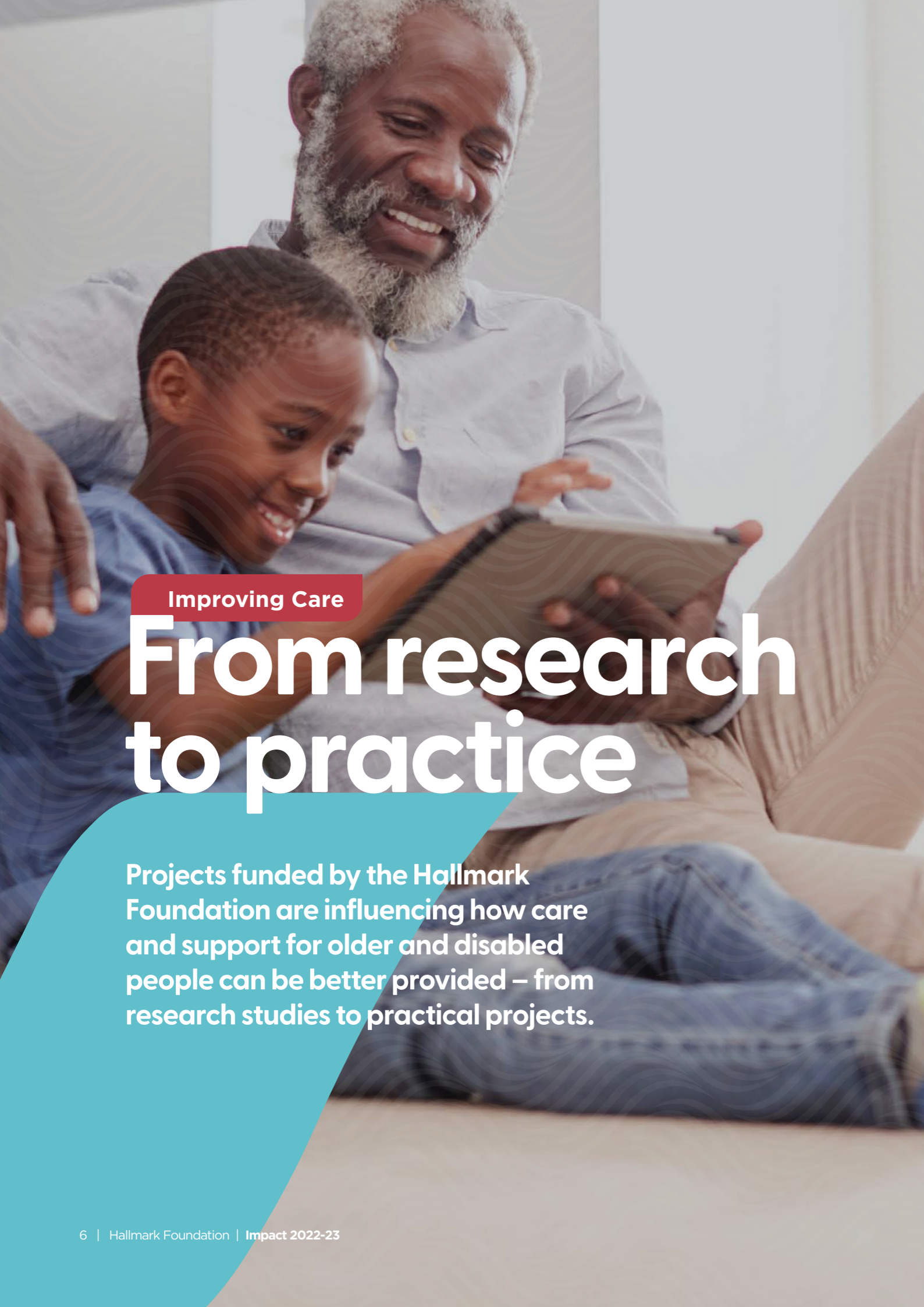
**CLARION FUTURES**

**Clarion Futures:** the Hallmark Foundation is working with [Clarion Futures](#), the charity of the largest housing association in the country, and the Housing Learning and Improvement Network, to work with older residents on developing low cost technology that is easy to use.

## Ageing Well

the Hallmark Foundation is involved with several initiatives to get ageing well on the wider public agenda – from lobbying government to create a Commissioner for Older People and Ageing in England, to advising an all party Parliamentary group on enabling better sleep as people age, to campaigning for more action by individuals to lead healthier longer lives with the Open University.





Improving Care

# From research to practice

Projects funded by the Hallmark Foundation are influencing how care and support for older and disabled people can be better provided – from research studies to practical projects.



**Championing Social Care** – Hallmark Foundation is one of the founding partners of [Championing Social Care](#) which aims to promote the positive about care. The partnership has several landmark events every year including Care Home Open Week, Care Sector’s Got Talent and the Care Sector Fundraising Ball which in 2022 raised over £400k for Alzheimer’s Society and Care Workers Charity.



**Open University** – an in-depth research project funded by Hallmark Foundation shows how care for older people can become more relationship centred. The findings have led to the [production of a toolkit for care providers](#) which is being widely shared to transform older people’s well-being.



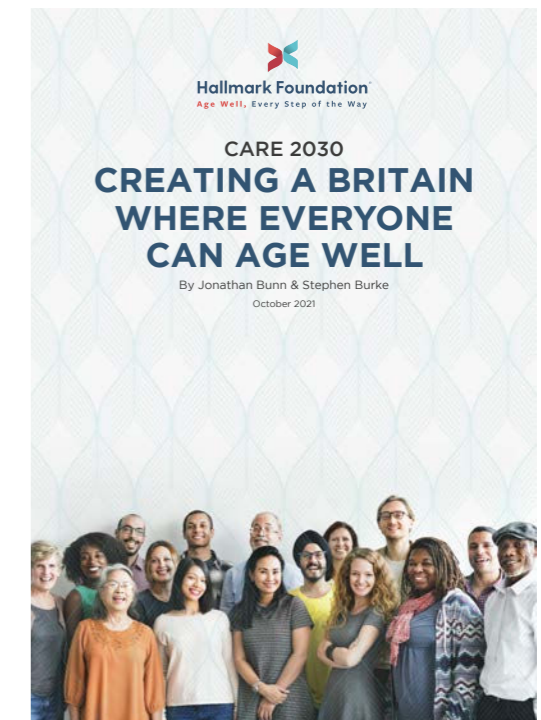
**Care Workers Charity** – as well as raising substantial funds through the Care Sector Fundraising Ball for the [Care Workers Charity](#), the Hallmark Foundation has been funding the core costs of CWC’s mental health support service that provides free counselling and advice to care workers as well as training for mental health first aiders with care providers.



**Centre for Social Justice** – focusing on the role of family carers, [CSJ](#) is developing a policy research project on how care and support could be reformed by the current and future governments. Co-funded by Hallmark Foundation, the findings will be launched in early 2024.

## #socialcarefuture

**Social Care Future** – to help create a movement for change, the Hallmark Foundation has funded [Social Care Future](#) to develop its work and narrative on how older and disabled people’s lives and well-being could be transformed.



**The future of care** – in addition to funding projects, we disseminate the findings from our work and engage in debate about the future of care through events and media. We also published the [Care 2030 report](#) on how care could be reformed.

## Future of the care workforce

the Hallmark Foundation ran [Who Cares?](#), the first national care careers conference for school and college students in March 2023. Following its success, several more events are planned in 2024. The Foundation has also supported the development of a social care leaders scheme, and promoted intergenerational mentoring of young people by experienced care managers with Circl.

# Coming soon

**See the Hallmark Foundation website for our latest news and plans and how we fund projects.**

In the coming year we will do more to enable older people and their families from black and minority ethnic communities to get the care they need and to promote ageing well across the life course, engaging young people in care and healthy ageing.

**Contact Hallmark Foundation**  
[www.hallmarkfoundation.org.uk](http://www.hallmarkfoundation.org.uk)



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