



Thriving in 2025

How the Hallmark
Foundation is helping
Britain to age well
and improve care.

www.hallmarkfoundation.org.uk



'Thrive in 25' was one of the rhyming new year resolutions at the start of 2025. Coincidentally it chimes with the Hallmark Foundation's major research project with My Home Life England and City University, London, this year – 'Thriving in Residential Care'.

We believe that care homes are and should be seen as a positive option for older people. Much better than a life of isolation and illness, poor food and insecurity that many older people sadly experience in their later years. Residential care can help people thrive through relationships, activities, security, health, inclusion and dignity – or RASHID as I remember it.

Positive mindsets underpin all our work at the Hallmark Foundation. Positive mindsets are key to ageing well, whatever our age across the life course. And positive mindsets are key to improving care – there is much that can be done to deliver better care while we wait for national reforms.

The Foundation's influence continues to grow as reflected in this report. We work closely with all the organisations we fund – from researchers and think tanks to campaigners and care providers. We aim to lever in additional resources to make our funds stretch further, creating a multiplier effect. We estimate that every £1 spent by Hallmark Foundation generates at least a further £5 for those we support.

Of course none of this would be possible without the time and leadership given by our trustees; the support of Hallmark Luxury Care Homes and the hard work of our leadership team; and all our partners who are leading work in ageing well and improving care.

Please join with us in creating a Britain where everyone can age well and thrive, every step of the way.

Avnish Goyal CBE
Chair, Hallmark Foundation



Thriving

Ageing Well

Promoting action across the life course for longer, healthier and happier lives

ilc...

International
Longevity Centre UK

Healthy Ageing & Prevention Index

Hallmark Foundation has supported the ILC-UK's Global Healthy Ageing and Prevention Index since its launch in 2023. It ranks 153 countries against six social and economic metrics on how good they are to grow old in. Now the foundation is supporting the ILC to create a similar index for the UK, due to be published in autumn 2025.

ilcuk.org.uk/preventionindex/



CLARION
FUTURES

Low cost, easy to use technology

Making low cost technology accessible to older people can reduce isolation and loneliness and build links with community activities. Clarion Futures and Housing LIN are working with Hallmark Foundation to assess the impact of providing Google Nest hubs and tablets to older residents in social housing and the difference made to their lives.

www.clarionhg.com



London Loo Alliance

To enable people to get out and about in London and beyond, Hallmark Foundation has supported the creation of the London Loo Alliance bringing a wide range of organisations together to campaign for better access to toilets. The Alliance has already seen investment in station toilets and by councils with a growing profile for the issue.

www.ageuk.org.uk



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download



Live well together

This year we supported the Open University, University of Bedfordshire and the Campaign for Learning to develop an intergenerational toolkit to encourage different generations to take up healthy lifestyles together. This toolkit builds on the month long Take Five to Age Well public health campaign led by the Open University.

www.open.ac.uk

Coming soon...

In 2025-26 we are supporting:



Anglia Ruskin University's new research project with young people on planning for longevity, living longer and better



The charity **Re-engage** to reduce isolation faced by older people from South Asian communities.

Improving Care

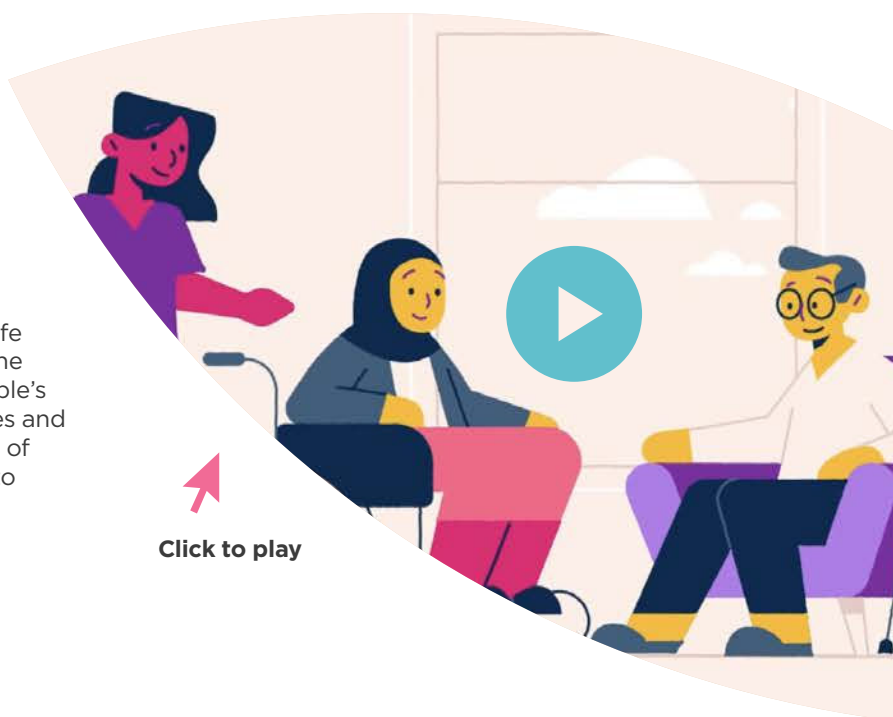
Promoting good practice and innovation to improve quality of life for older people and their carers



Thriving in residential care

Hallmark Foundation commissioned My Home Life England at City University, London, to conduct the largest qualitative research project on older people's views of their care homes along with their families and carers. 'Thriving in Residential Care' has a wealth of material for different audiences from animation to a large research report.

myhomelife.org.uk



Click to play



**WHO
CARES
WINS!**

Care careers conference for school and college students

Who Cares Wins! was the Hallmark Foundation's second national care careers conference and exhibition for school and college students to explore the wide range of opportunities to work in the growing care sector. It was held on 19 November 2024 at Tottenham Hotspur Stadium. The next event will be in March 2026, led by Championing Social Care.

www.championingsocialcare.org.uk/who-cares-wins/



Shining a light on the social care sector

As a founder patron of Championing Social Care, Hallmark Foundation supports the annual Care Sector Fundraising Ball, Care Home Open Week, Care Sector's Got Talent and Christmas Lunch. The Ball raises funds for Care Workers Charity whose mental health support service has also been funded by the foundation. We welcome new CSC activities from Who Cares Wins! to masterclasses, shining a light on the positive in social care.

www.championingsocialcare.org.uk



Supporting carers and families

Hallmark Foundation continues to promote the findings of policy and research projects led by the Centre for Social Justice on improving support for family carers, and the Open University on promoting relational care. These provide valuable insights for policymakers and care providers, nationally and locally.

www.centreforsocialjustice.org.uk

Open University research on relational care

Coming soon...

In 2025-26 we are supporting:



Queen Mary University of London to support older people with dementia and their families through the transition to residential care



Shared Lives Plus to recruit more carers for older people from minority ethnic communities

Influencing the future of care and ageing

Hallmark Foundation promotes the work set out in this report through media and social media and a variety of events, both our own such as Who Cares Wins! and speaking on others' platforms.

In May 2025 we organised the first national online conference on research and care homes: Enhancing Residential Care, which had some 36 speakers and was well attended and viewed.



The Foundation has also submitted evidence to inquiries on care led by the House of Commons Health and Social Care Committee and on preparing for an ageing society led by the House of Lords Economic Affairs Committee.

We are keen to share the learning from research, policy and practice projects that we have funded. Please contact us as below to find out more.

Looking forward we have some exciting new projects starting this year on dementia care, ageing well across the life course and reaching minority ethnic communities. We hope these will shape the future of ageing well and improving care in the UK.

Thriving in 2025!

Find out more about the Hallmark Foundation:

Online:

www.hallmarkfoundation.org.uk

Email:

Stephen Burke, CEO
stephen.burke@hgf.org.uk

Roxy Potts, Head of Programmes and Partnerships
roxy.potts@hgf.org.uk