

Bold Action for Better Ageing



Creating a society where everyone
looks forward to ageing well.

www.hallmarkfoundation.org.uk

2026 Impact Report

Bold Action for Better Ageing

It's time for a fresh approach to ageing well. We know that living longer is about opportunities as much as challenges, with dividends for individuals throughout life and for society.

That's why the Hallmark Foundation is about 'bold action for better ageing'. Our vision is a Britain where everyone looks forward to ageing well with good health and wellbeing, connection and care. We champion innovation and practical projects, research and collaboration so everyone can age well across their life.

Our 2026 impact report aims to show how that is happening in practice. I am proud of the growing number of projects and partnerships that we are supporting and the multiplier effect our funding has for grantees and their beneficiaries.

Let me give a couple of examples where we have taken risks. We are the founding funder of the ILC-UK's Better Lives Index which ranks every local authority area across the UK on how good a place they are to grow older at various stages in life. This index has not only generated debate, it has led councils with their partners to find out more about what works and implement programmes to enable all their residents to live longer, healthier and happier lives.

Similarly, we are supporting two different organisations – the Open University and the Centre for Social Justice – to identify how we could better advise and support people in and beyond midlife to age well. Much of this work is with employers so they can encourage their midlife employees to adopt positive, healthy lifestyles and plan their futures including working longer to live longer and have 'a better second half'. We hope this approach will be adopted much more widely.

Of course we fund many other pioneering projects with organisations, large and small. I hope this report gives you a flavour of our work and the learning. And of course we welcome your interest in finding out more.

Finally my thanks to everyone who has contributed to the Hallmark Foundation's impact this year: our board including four new trustees, our team, Hallmark Luxury Care Homes for funding our work, and above all every organisation we have funded for their innovation and commitment to **'bold action for better ageing'**.



Avnish Goyal CBE
Chair, Hallmark Care
Homes Foundation



Our Values



Innovative

The Hallmark Foundation champions new approaches and bold thinking, delivering here and now as well as providing evidence on how to improve health and wellbeing, connections and care for the future.



Responsive

The Hallmark Foundation seeks out the voices across generations, listens carefully to emerging needs and ideas, then takes action to back projects which help people today, as well as boosting public understanding of how to age well over their lives.



Supportive

The Hallmark Foundation works practically, collaboratively and compassionately with partners, providers and decision-makers in their endeavours to help everyone age well.

How We Work Together

Championing innovation

Backing bold, practical ideas that improve health and wellbeing, connections and care across people's life courses.

Convening collaboration

Bringing together charities, care providers, researchers and decision-makers to share learning, attract funding to amplify investment, and advocate for change.

Connecting generations

Seeking out the voices across generations about what is needed now to shape a positive experience in later life.

Supporting sector development

Creating a bridge between what's researched and learned in frontline care and funded activity, and championing what's needed in future solutions.

Improving understanding of ageing well

Helping people prepare for and look forward to later life – encouraging people to make informed decisions about their health, wellbeing, social networks and find purposeful activities from childhood onwards.

Did you know?



Since 2021 the Hallmark Foundation has made grants of almost

£1.5 Million

in total for research and practical projects on ageing well and improving care

We estimate that every

£1

given by the Hallmark Foundation generates at least another

£5

for grantees in extra funding and support

Representatives of the Hallmark Foundation share their

knowledge & expertise

on a wide variety of commissions, inquiries, advisory groups and boards

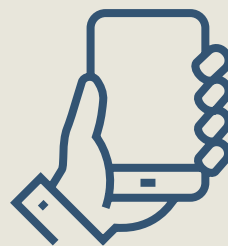


Casey Commission
Independent Commission
on Adult Social Care

The Hallmark Foundation has

submitted evidence

to the House of Lords economic affairs committee, the House of Commons health and social care committee, and the Casey Commission



in

Hallmark Foundation's work is attracting increasing attention through social media, particularly

LinkedIn, and other channels

Ageing Well

Everyone deserves the opportunity to age well.

When people make informed choices, later life can be a time to look forward to, shaped by health and wellbeing, connection and care.

Yet too many people experience poor health, loneliness and inadequate care in later life. For some, inequalities in health, income and opportunity accumulate across a lifetime. Ageism leaves many fearing later life rather than looking forward to it.

Here are examples of how we are promoting ageing well throughout life...



ILC-UK's Better Lives Index has the Hallmark Foundation as its founder funder. The Index ranks 359 local authority areas against nine indicators on how good they are to grow old in at different stages of life. It encourages councils and their partners to do more to promote better ageing across the life course.

ilcuk.org.uk



Anglia Ruskin University is researching 13-22 year olds' attitudes with the largest survey of its kind to find out their views on ageing well and longer, healthier lives.

www.aru.ac.uk



Neighbourly Lab is exploring school students' experiences of loneliness and producing a guide and practical action to reduce loneliness and improve wellbeing at a key age.

www.neighbourlylab.com





Open University's Take Five to Age Well public health campaign has developed two new toolkits with the Campaign for Learning, supported by Hallmark Foundation. An intergenerational toolkit, Live Well Together, encourages older and young people to share activities to age well. And Small Changes, Big Impact is a toolkit for employers to help their staff in midlife to act for a healthier later life.

wels.open.ac.uk



The Centre for Social Justice has established a commission funded by Hallmark Foundation to consider how best to advise and support people beyond midlife to have 'a better second half' and age well.

www.centreforsocialjustice.org.uk



Clarion Futures has worked with Hallmark Foundation to fund access to low cost technology to improve quality of life for older residents of Clarion Housing, England's largest housing association.

www.clarionhg.com



London Loo Alliance brings together a range of community organisations, coordinated by Age UK London, to campaign for better access to toilets when people are out and about in the capital and beyond.

[London Loo Alliance](https://www.londonloalliance.org.uk)





Claremont Project ran a research programme of creative community activities to demonstrate the impact of fun, low cost, in person, physical activity on older people's brain health.

www.claremont-project.org



**inner
spark**

**GoYal
FOUNDATION**

Inner Spark and the Goyal Foundation

our sister foundation, have worked closely with the Hallmark Foundation to promote Who Cares Wins! with young people in schools, raising awareness of ageing well and working in care.

innerspark.org.uk

goyalfoundation.org.uk

**WHO
CARES
WINS!**



Improving Care

We draw on our direct experience of frontline care and credible knowledge from the projects we support to understand what needs to change for everyone to age well.

We're open to taking risks. We seek out new and emerging ideas which help people here and now, as well as boosting public understanding of how to age well over the course of their lives.

Our work is shaped by research and evidence from our projects - deliberately seeking out the voices from across generations - which we amplify with decision-makers so they can improve health and wellbeing, connections and care right now and for the future.

Here are some examples of how we are improving care...



Championing Social Care

As a founder of the **Championing Social Care** partnership, we continue to support its programmes spotlighting the positive about social care including Care Home Open Week, Care Sector's Got Talent and a range of new activities. These include Who Cares Wins! which was initiated by Hallmark Foundation to encourage school and college students to explore the wide variety of work opportunities in social care. Who Cares Wins! held its third national conference and exhibition in 2026 and is developing a series of local/regional events bringing the care and education sectors together with young people.

championingsocialcare.org.uk





Queen Mary University of London has developed the GRACE programme with Alzheimer's Society. As part of this, the Hallmark Foundation funded QMU's programme supporting the transition of people living with dementia into residential care.

www.alzheimers.org.uk



Shared Lives Plus has conducted practical research to encourage more people from minority ethnic communities to become Shared Lives carers, providing advice to Shared Lives schemes to recruit more carers.

sharedlivesplus.org.uk



My Home Life England, based at City University of London, has continued to promote the findings of its Thriving in Residential Care research funded by Hallmark Foundation, alongside an event marking MHLE's 20th anniversary in 2026.

myhomelife.org.uk



Open University's relational care programme is building on research already funded by the Hallmark Foundation to increase awareness and understanding amongst older people and their families about the importance of relationships in care.

www.open.edu



MedicalAlert is increasing awareness and availability of its bracelets with key information for people living with dementia under the Herbert Protocol working with police forces.

www.medicalert.org.uk



danceSing is making its digital music and movement programme available to older people living in care homes serving more disadvantaged communities

dancesing.online



GoodGym is supporting younger volunteers to exercise and visit care homes to build relationships and activities with older people in care homes.

www.goodgym.org



NAPA (National Activity Providers Association) is developing a national framework of standards to improve the quality of the growing number of intergenerational activities in care homes.

napa-activities.org.uk



Symphony Sound and **Ready Generations** are working together to improve audibility and communication in a range of care settings for older people, particularly with hearing impairments.

symphonysound.co.uk readygenerations.co.uk



Hallmark Foundation
together with

Hallmark Luxury Cares Homes

held a large online conference to showcase research projects, Enhancing Residential Care in 2025. The foundation also hosted a Leadership in Health and Social Care conference in 2026.

www.hallmarkcarehomes.co.uk



Our people

Our people are experienced and knowledgeable in ageing well and care policy and practice. They are well known, well networked, and passionate about creating a society where everyone can look forward to ageing well.



Avnish Goyal CBE
Chair, Hallmark Care
Homes Foundation



Anita Goyal MBE
Trustee



Vidya Goyal
Trustee



Sangita Goyal
Trustee



Julie Rayner
Trustee



Neha Goyal
Trustee



Ram Goyal
Trustee



Vincent Buscemi
Trustee



Yvalia Febrer
Trustee



Amanda Nurse
Trustee



Stephen Burke
CEO



Roxy Potts
Chief Partnerships
Officer

Contact Hallmark Foundation

**We are the Hallmark Foundation.
We take bold action for better
ageing, supporting innovation,
research and collaboration that
improve health and wellbeing,
connection and care.**

By seeking out voices from across generations,
bridging frontline experience with future thinking,
we help create a society where everyone can age
well across their life.

**To find out more, including
grants, please contact
Stephen Burke
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www.hallmarkfoundation.org.uk



HallmarkFDN

We work with and fund a wide range of partners:

