



Impact Report

Together, we envisage a society where social care is deeply valued for its transformative impact on people's lives.



championing
social care

Care Home Open Week 2025

Care Home Open Week supports care services to open their doors to their local community. Showcasing the impact of modern care. Dispelling myths and encouraging engagement. Most of all, it shows that care homes themselves are vibrant communities that are active at the heart of their wider locality.



Thank you to our funding partners and our wider group of supporters who make Care Home Open Week possible.



Opening Doors, *Connecting Communities!*

It is twelve years since the very first Care Home Open Day was launched with a small number of homes opening their doors to their local community. Since then, the event has grown into a week-long campaign showcasing the incredible work of social care across the country.

Since 2022, Care Home Open Week has been a Championing Social Care programme. In 2025, around a third of care homes in the UK registered to take part, staging events and making connections. 2025 also saw the third running of the Great British Care Cycle Relay as a curtain-raiser for Care Home Open Week, with dozens of cyclists visiting homes across Great Britain.

Watch our 2025 Care Home Open Week Launch Video here for a great summary of plans for the week: homes themselves are vibrant communities that are active at the heart of their wider locality.



Watch Video



Almost Two Million People Take Part

As part of the [Eden Projects Month of Community campaign](#), we have access to a wide-ranging independent public opinion poll that measures awareness and involvement in Month of Community activities. This year, the poll showed:

Increased awareness, with 10% of respondents saying they were aware of Care Home Open Week

Record levels of participation, with the survey suggesting 1.9 million people could have taken part in a Care Home Open Week activity

Small print: The data was collected through a nationally representative survey conducted by research agency PHAR Partnerships, using the Toluna polling platform. The sample (n = 2,000) was representative of the UK population by country, age, and gender, and weighted by ethnicity to reflect the national profile. Fieldwork was carried out between Monday 30th June and Monday 7th July 2025.



Engaging Homes and Local Leaders

Our online map – and linked tool for inviting Members of Parliament – helped people to find homes in their community that were taking part and helped homes to engage with local decision makers.

Registrations showed around 1/3 of the care homes in the country were planning to take part. From large groups like HC-One to small independents.

MP's Are Back!

Watch Video



In 2024, Care Home Open Week coincided with the General Election which meant we couldn't engage with MPs and government ministers. So it was great to have them back taking part this year.

Around 100 Members of Parliament engaged with Care Home Open Week 2025.

We were pleased to have a video endorsement from **Paulette Hamilton MP**, who was acting chair of Parliament's Health and Social Care Committee.

And **Josh Fenton-Glyn MP** spoke in-person at the official launch event. Josh is a former Cabinet Member for Adult Health and Social Care at Calderdale Council and a member of the House of Commons Health and Social Care committee.



Fantastic, Widespread Media Coverage

Thanks to our partnership with Music for Dementia, we were able to jointly engage a PR specialist – Big Bang PR – who helped us to raise our media profile. Their campaign report shows we achieved:



**74% of coverage
was consumer, 26%
was trade**



**8.3 million
people reached**



**35% of coverage
was national**



190 articles

85 generated via Big Bang PR,
105 generated by care homes



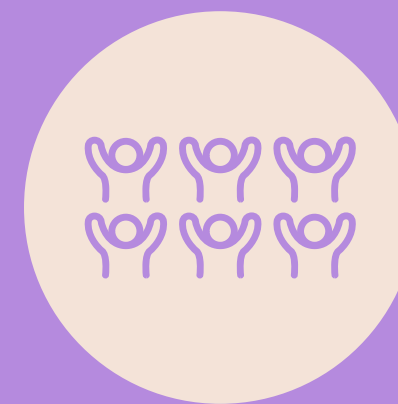
1 regional TV clip

(audience of 1.1million) and
1 national TV clip to come in
September (Loose Women)



**15 BBC radio
interviews**

with a combined reach of 1.6million



871 brand mentions

across Care Home Open Week,
Championing Social Care, Great
British Care Cycle Relay and
Music for Dementia



12% of articles

had an excellent domain authority
rank, 24% had a very good rank
and 53% had a good ranking.

Articles Included:



An excellent **piece in the Independent** following TV personality Sian Welby's visit to an Avery Care Home.



Local media stories generated through individual care homes and groups really hit home.



Other **trade press coverage** included articles in Caring Times, Care Management Matters and Care Home Management:



The Great British Care Cycle Relay generated 17 online articles and a feature that was syndicated across BBC Radio stations across the East Midlands.



A singalong on m4dradio.com with Sian Reeves led to 13 online regional media items; an article in Yours Magazine; and an interview on BBC Radio Wales.



Visits by MP's led to a number of local news media pieces and three notable trade media stories, including **one focused on the Minister of State for Care's support for Care Home Open Week**



We connected Championing Social Care programmes together with an interview with Care Sector's Got Talent winner, Ola, on BBC Radio Merseyside. There was associated online coverage in LiverpoolWorld, BirminghamWorld, LondonWorld, Tomorrow's Care, The Carer and Caring Times.

Successful Launch Event Brings the Sector Together

Leading figures from across the sector came together at the official launch event for Care Home Open Week. We are very grateful to Loveday Belgravia for hosting the event and showing off their fantastic home.

The Launch event was also the backdrop for the end of the Great British Care Cycle Relay, with riders arriving at the Loveday home and joining guests for the celebrations after riding the final leg into London from Brighton.

Special thanks to Connell Consulting for their hard work in promoting the Launch event and ensuring there was such a fantastic turnout.



Record Numbers for the Great British Cycle Relay

The Relay returned for its third year. For the first time, we ran separate 'legs' in five different parts of the country rather than taking a linear route from the North West of England down to London. The Relay launched in Edinburgh and legs were run in Yorkshire, the East Midlands, Wales and from Brighton to London.

Record numbers of riders took part.

Each leg was a day-long ride of around 100km and each day 4 or more care homes were visited by riders along the route. The relay supported homes to run their own Care Home Open Week events and engage with the local media and their community.

Special thanks to the team at Browne Jacobson for once again providing so much volunteer time to support the Relay.



Pedaling Together: Our New Virtual Relay Experience

We were delighted to launch a Virtual Relay for the first time in 2025, with homes encouraged to take part using static bikes. Bringing a new element to Care Home Open Week and widening impact and reach.



Thank you to Carterwood, in particular, for leading the way.



New Partnerships Boost Engagement

Care Home Open Week has always been built on successful partnerships that add capacity to what we can deliver.

In 2025, we came together with **Music for Dementia** who provided a range of printed materials for homes that register for Care Home Open Week as well as new downloadable resources that helped care teams to create activities that show the value of music in care.

We were delighted to also form a new partnership with **Glad to Care**. The Glad to Care team ran their well-established programme in tandem with Care Home Open Week and we were pleased to help promote their campaign.

We also teamed up with **Dementia Adventure** to support their **Big Green Picnic week** – bringing home care service users into care homes for joint events.



Watch the video
highlight of the Big
Green Picnic Event



Feedback

Almost **100 homes that took part in Care Home Open Week** gave us feedback on their experience.

93% said that having registered they actively took part in Care Home Open Week. Many used the Music for Dementia resources that were shared with homes.

31% said they had seen local media coverage of Care Home Open Week and 20% said they had seen national media coverage.

We also spoke to 22 homes that did not register for Care Home Open Week. We found that six of those did organise events for Care Home Open Week despite not registering with us.

We are grateful to Adam Winterton and Dawson Walker for their help with surveying homes.

Homes also gave us some great insights about their activities:

For our care home open week we hosted a musical themed “Picnic in the Garden”; “Picnic Tropicana Feel the Vibe” event with a musical organist (outside entertainer). We had Cocktail’s & Mocktails, dressed up in Hawaii themed garlands and grass skirts. We had around 50 people attend.

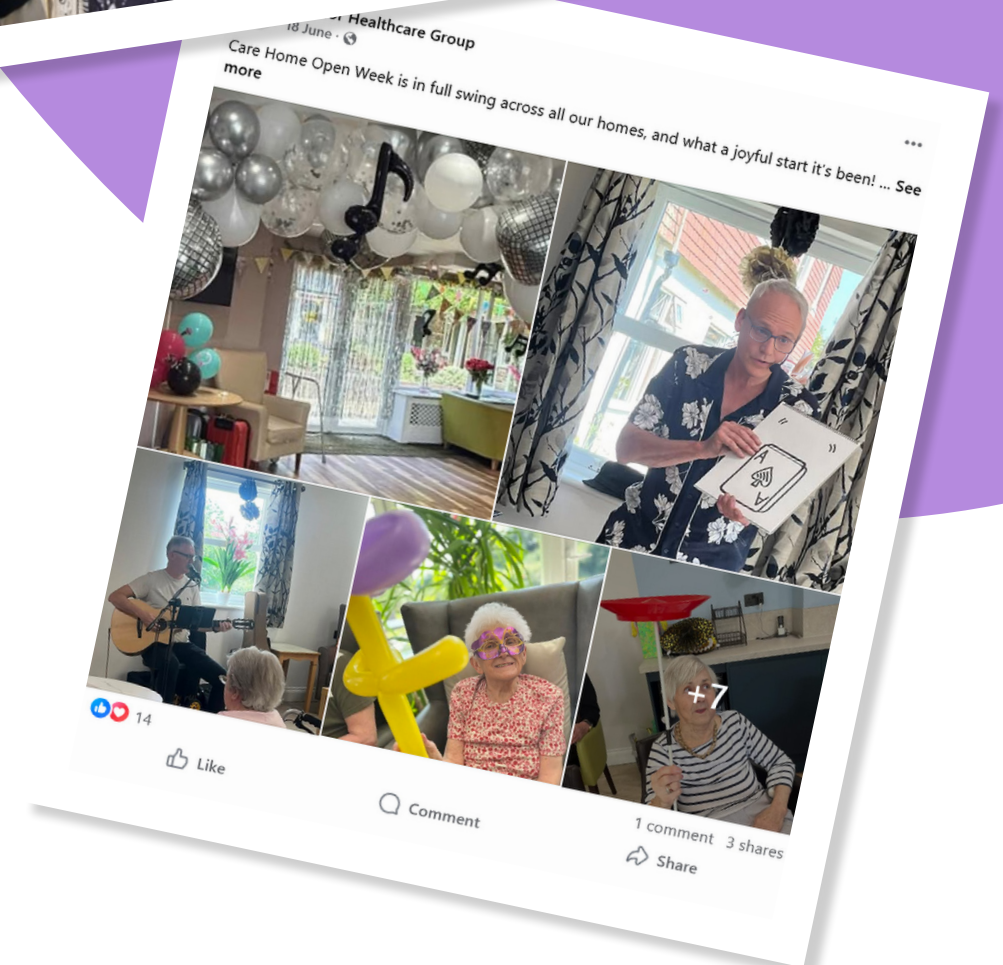


Increased Engagement Online

The build-up to Care Home Open Week 2025 saw a significant increase in visits to our website compared to last year, with the Care Home Open Week pages being the most visited.

We saw healthy levels of engagement with our LinkedIn posts through the week of Care Home Open Week. There was a big spike in engagement around the Care Home Open Week launch event, demonstrating that our approach to social media promotion – using different platforms to target different key audiences, is maturing.

Engagement with Care Home Open Week posts drove continued engagement with our Facebook page. A dedicated Facebook page encouraged Homes to post their own content about Care Home Open Week. Many did so.



Championing Social Care

Championing Social Care is a charitable organisation with a mission to shine a positive light on social care.

We are volunteer-led and care passionately about care work but we do not seek to represent the care sector or care workers. We are focused on delivering positive stories and initiatives about the sector. We do this by delivering programmes that shine a light on the fantastic work done by those working in the sector, and that raise funds to support organisations and people working in care.

Thank you to our Founder Patrons for their support which makes it all possible



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www.championingsocialcare.org.uk

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