



World Cup Fever
**delivers a win for
Care Home Open
Week 2026**



World Cup *inspired*

CHOW 2026 delivered a whole squad of firsts and eye-catching results for the social care sector.

Around
4,000

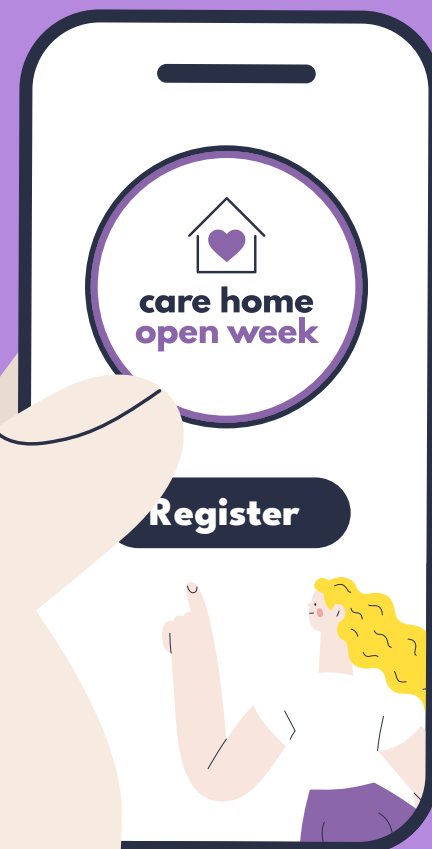
homes registered
to take part



Fresh resources, ready to download

We entirely refreshed our free-to-download materials, with a full range of World Cup-themed resources giving homes exciting new tools to promote their events. **Special thanks to NAPA (the National Activity Providers Association) for developing a bespoke World Cup activity pack for us.**

NAPA



Our first TV appearances for the campaign

A focus on broadcast media put social care in front of the widest audience yet.



Supporters, more involved than ever

A more active programme of supporter engagement gave partners, Patrons and Ambassadors every opportunity to get involved with events and help spread the word.

488km, 24 care teams, 5 days

The **Great British Care Cycle Relay** took to the road, whatever the weather.

[Find out more](#)



1.3 million people joined a Care Home Open Week event

Independent polling confirms what we've long felt on the ground: Care Home Open Week isn't a niche event — it's a genuine national moment of connection between care homes and their communities.

As a Month of Community partner — an initiative run by the Eden Project — Care Home Open Week has access to independent polling that tracks participation and impact across the full programme of community events. The findings reinforce the value of opening care home doors: not just as a nice gesture, but as something that measurably brings people together across generations and throughout communities.

85%

of people who attended an event said it was good fun

78%

said it was a great way for people of different ages to mix with each other

76%

said it created a stronger sense of community spirit

Research conducted by PHAR Partnerships, Eden Project's research partner. Fieldwork took place between 1-15 July 2026, among a nationally representative sample of 2,020 UK adults (16+), representative by age, gender and region, and weighted to reflect the UK's ethnic profile.



The story of Care Home Open Week

Care Home Open Week is an annual event, staged by Championing Social Care.

It is a week-long celebration dedicated to showcasing the warmth, care, and vibrant communities that care homes provide to residents. We help and encourage care teams to open their doors to their local communities; showcasing the reality of modern care and dispelling myths; highlighting the innovations and opportunities that are at the heart of social care.

16 *events*
**the length and
breadth of the country**

A new approach to event support delivered 16 Activation Events around the country, plus three registration launch events when sign-ups opened in February. Devised and run by our small Championing Social Care team, these events drew great involvement from partners and inspired homes with real examples of what they could host in their setting.



An illustration of two stylized figures, a man on the left and a woman on the right, walking and carrying a large, dark blue, cloud-like banner. The man is wearing a purple jacket, black pants, and yellow socks. The woman is wearing a purple dress, yellow socks, and white shoes. The banner has a white horizontal band in the center containing logos and text.

We are grateful for the support of Funding Partners

MONEY

 **CHRISTIE & CO**

HOWDEN

with additional support from Fulcrum and assistance
from Autumna, Browne Jacobson and Connell Consulting

 **Fulcrum**


Autumna

**Browne
Jacobson**

**Connell.
Consulting**

Focus on Hendon Hall

Hendon Hall had been the England Team's hotel for the 1966 World Cup finals.

Now a care home owned by Signature Care, we brought together people who had been personally involved in the 1966 final at an event at Hendon Hall. Personal reminiscences and a special video interview with the first Englishman to touch the ball at the iconic 1966 World Cup final were shared with residents and the media. It led to coverage on BBC Breakfast.

The interview with Neil Rioch can be seen here:



Action 4 Care, The Lodge, Hemingbrough

Celebrating the World Cup and making connections with the local community through a football match between a team from The Lodge and a team made up of local Arriva Bus Company drivers.

"The local councillor attended to present medals; the match ball was provided by Keir Mather and all work colleagues and families attended to support us all. We were kindly given the pitch for free, Simon who manages The Malt Shovel also provided all the players with a lovely supper. Our referee was Gary Pearson who coaches some local football clubs in Selby."

As you can see from the photos, our guys had the best time, but what made it even better was the reaction from the Arriva team; they want to do it again. They said it had been the best thing they had done in a long time, and they were not expecting our guys to be like they were but to me that is a win and I hope this helps them in their day to day roles."

Deb Duke, Deputy Service Manager



Focus on Brampton Manor

Working with Brampton Manor care home in Suffolk (part of Boutique Care), we brought together local charity Epic Dad, children from local schools and care home residents to hold a special Lego Club session where they started to build a Lego model of the World Cup trophy together. Epic Dad will take the model 'on tour' to its other clubs with the aim of completing the model and returning to the home in time for the final of the World Cup.



Halden Heights

A World Cup themed garden party for residents and local schools was given an extra boost by the inclusion of a huge collection of 1966 World Cup memorabilia.

The collection had been built over many years by Stephen Holt who was kind enough to bring it along to display. The event attracted media interest from ITV, BBC and the Press Association and led to a number of interviews for Stephen where he promoted Care Home Open Week



A new approach to *partnerships*

Care Home Open Week has always been about bringing the sector together and helping other organisations to promote their work.

This year we focused on a number of key partnerships.

Highlights included:

Royal College of Nursing

We worked with the RCN to produce an information sheet for homes, helping promote nursing as a career in social care during Care Home Open Week events.

Greensleeves Care's Get Care Wise

We supported this public myth-busting campaign, helping challenge misconceptions about social care.

[Get Care Wise](#)

Dementia Adventure's Big Green Picnic

We once again supported this initiative bringing people together and supporting people living with dementia. Watch the video from Hallmark Care Home's Ty Enfys home in Cardiff.

[Big Green Picnic](#)



Focus on Loneliness Awareness Week

Care Home Open Week coincided with Loneliness Awareness Week and we were grateful to Oakwood Court (Sussex Homes) for holding two events for us.

One involved children from local schools coming into the home and making (and playing) their own football games with residents. This was followed by the brilliant charity Adopt a Grandparent running a launch session in the home, linking residents with partners who will stay in touch with them regularly over video link.



Engaging with parliament

Bridgehead Communications built and ran a constituency-matched MP outreach campaign for Care Home Open Week.

It resulted in 56 Parliamentarians engaging with Care Home Open Week: 50 confirmed care home visits, including Great British Care Cycle Relay stops.

Marquee parliamentary wins



Dr Luke Evans MP

Shadow Minister for Primary Care & Social Care — speaker at the CHOW launch (15 June)



Sir Ed Davey

Leader of the Liberal Democrats — visiting Milverton Nursing Home



Sojan Joseph MP

Chair of the Adult Social Care APPG — hosting and chairing the Ashford roundtable



Stuart Andrew MP

Shadow Secretary of State for Health & Social Care — visiting Sibbertoft Manor

Serving Ministers visiting:

John Healey, Al Carns, Samantha Dixon, Andrew Western, Blair McDougall

Other senior names who got involved:

Helen Morgan (Lib Dem Health & Social Care spokesperson), Helen Grant (Shadow Solicitor General), Caroline Nokes, Esther McVey, Sir Roger Gale, Sir John Whittingdale, Nusrat Ghani, Gregory Stafford (ASC APPG officer) and Paul Kohler (Intergenerational APPG chair). 50 confirmed care home visits, including Great British Care Cycle Relay stops.

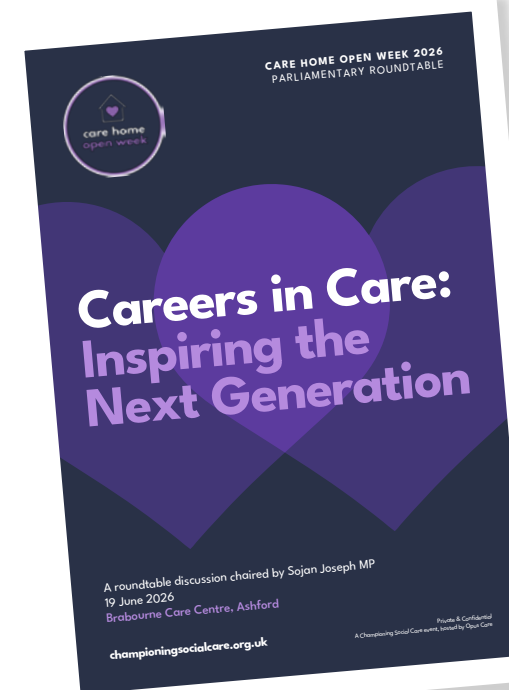
Focus on The Parliamentary Round Table



Our first ever Parliamentary Round Table was held in Ashford and chaired by Sojan Joseph, local MP and Chair of the All Party Parliamentary Group on Adult Social Care.

The event was held at Brabourne Care Centre (Opus Care).

“It was an absolute pleasure to host the round table and I am delighted that the discussions proved so valuable. I thought it was an incredibly important conversation and one that I hope will continue to gain momentum.”



Click to download

The Great British Care Cycle Relay

More riders than ever took part in what has become the now traditional curtain-raiser to Care Home Open Week: The Great British Care Cycle Relay.

The event kicked off in Edinburgh but was made a national event with the support of Oakminster Care and Sunny Cycles who hosted an accessible cycle event in Glasgow's Victoria Park.



Over five day-long rides, almost 500km were covered with 85 riders taking part. The 'legs' were held in Scotland, the East Midlands and North West of England, Wales and finally from Reading to London ending at the official launch event for Care Home Open Week.



The team at Hamble Heights held a virtual cycle relay, with 40 volunteers (residents, team members and visitors) cycling 98km on a static bike – the distance to Central London. It's our ambition to add a much wider virtual element to the Great British Care Cycle Relay next year and the team's efforts are a great start.



We were delighted to have the support of Hesley Hall, near Doncaster, whose service users created the trophies that were given to each of the 24 care services along the route that were visited by the riders.



Freddies Flowers offered an early registration competition for homes signing up for Care Home Open Week by the end of April. They showcased their work at the penultimate stop on the Great British Care Cycle Relay, Galsworthy House in Kingston upon Thames.

And now for the boring stuff

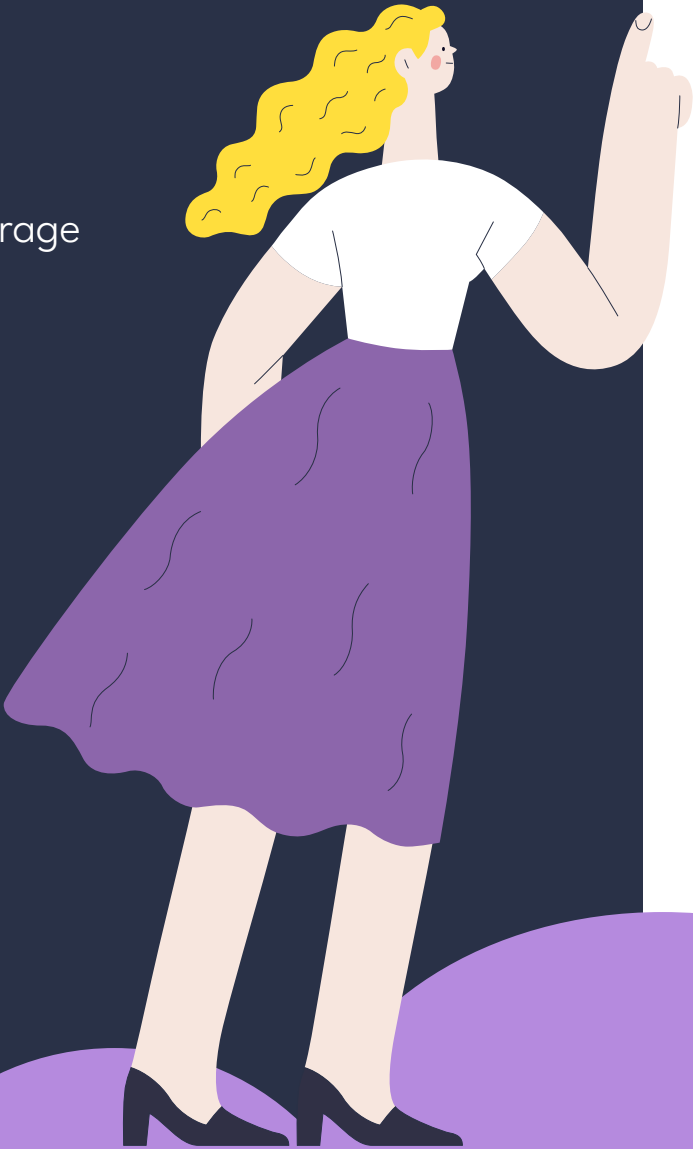
Care Home Open Week in the media:

Care Home Open Week 2026 saw increased impact in the media, including our first appearance on BBC Breakfast TV, plus coverage on ITV and the Jeremy Vine Show.

The support of Big Bang PR meant a step-change in our ability to create media-friendly content in the run up to Care Home Open Week and during the week too. Working with experienced journalist Edd Dracott through his company Folc Stories, we focused on finding personal stories that linked together the World Cup and social care.

Media campaign results are via the online Ace Media tool which provides accurate audience reach figures across broadcast, print and online. This is a comprehensive summary of media reach for the campaign and well worth a close read:

[Analysis: CHOW 2026 - Care Home Open Week](#)



Metric	2025	2026	Insight
Pieces of coverage	144	181	26% increase on coverage volume
Audience reach	8.3m	11.5m	38% increase in people reached
Impact (relevance score)	5m	9.9m	This is the most meaningful metric. It shows we hit more care sector media and quality national media
Links to CSC website	37	58	56% increase
% of trade articles	26%	40%	There was a concerted effort to generate more trade coverage early in 2026 to drive recruitment.
% of consumer articles	74%	60%	

Breakdown of articles

-	TV	1	5	TV was the real success in 2026 with 3 national and 2 regional hits – no easy feat. 2025 had more radio coverage thanks to the radio day with Prof Martin Green
-	Radio	15	6	
-	Print	8	14	
-	Online	117	137	

Breakdown of media scope

-	National	35%	48%	2026 delivered much greater high authority national media.
-	Regional	19%	24%	
-	Local	41%	23%	

Online impact: continuing the trend of *growing reach*

To increase online reach we...



Brand new interactive digital map, hosted by **Autumna**



attended a range of care shows up and down the country to promote CHOW



shared video content from various events



asked care homes to post about and celebrate their events on the dedicated CHOW Facebook page



encouraged partners and CSC ambassadors to attend their local CHOW events and share their own content



During the campaign

in

63.5K+

Impressions

+ 69.5%

2K+

Reactions

+ 102.8%

177

Comments

+ 139.2%

60

Reposts

+ 87.5%

f

22.5K

Views

+ 227.3%

5.1K+

Viewers

+ 148.1%

257

Content interactions

+ 123.5%

1.8K

Visits

+ 216%

ig

Instagram content generated **5,100 views** and reached **886** accounts. While views (-23.8%) and reach (-8.8%) were lower than the previous reporting period, the platform continued to attract new audiences, with **90 new followers**, an increase of **26.8%**.

90

New follows

+ 26.8%

What's *coming next*

As we look ahead to 2027, we plan to build on the success and growth of this year's campaign, and offer even more support to care homes as they look to engage with and throughout their local communities.

2026 has shown us what's possible when the care sector thinks outside the box, with activities and events that not only drew members of the public directly into homes, but inspired them to get to know what the sector is for and the good work it does.

Plans for next year are progressing, and include a festival theme with new materials and resources available, the return of our well-loved Care Cycle Relay, and plenty more.

To find out more or register your interest in becoming a Care Home Open Week partner, get in touch with us directly.

Get in touch

Register





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