



IMPACT REPORT



22

23



Message from our CEO

Our 2020-2025 strategy for change had to adapt timelines to rise above the challenges of the global pandemic. In 2022 we were finally able to implement initiatives that were held up while the world adjusted to Covid-19. This included launching our “It’s Time to Take Allergy Seriously” campaign, created from the voices of people living with allergy through our research activities undertaken the previous year.

Amongst all the excellent work captured in this report, the one aspect of Allergy UK’s work in this period that has been most exciting to finally see lift off, has been the launch of our Patient Charter, the first patient charter for people living with allergic conditions in the UK.

Built around three pillars – the right to education and accurate information, the right to quality care and the right to equality in society – the Charter outlines specific calls for each pillar. It was developed in consultation with patients living with allergy, parents or guardians of children with allergy and leading clinicians from across the UK. Acting on these calls, we believe, will immeasurably improve the diagnosis, care and quality of life of those within the allergic community, because they transcend a specific allergic condition.

Similarly, over this past year, we’ve created an Allergy UK Youth Forum, to ensure that, as an organisation, we are listening to the voices of young people. In doing so we can better understand the lived experience of those transitioning from paediatric care to adult care, where we know there can be gaps in support. Our Youth Forum supports and informs the work that Allergy UK will need to undertake to support tomorrow’s generation.



Both initiatives represent an interesting inflection in Allergy UK’s history. Both depart from addressing the here and now of living with an allergy, which often forms the core of much of our services. Both are also optimistic in their purpose and are rooted in a belief that it is possible for there to be a future where our society no longer marginalises those living with allergic conditions, and our healthcare system is suitably designed to support the multifaceted needs of people living with allergies. Until then, as this impact report hopefully demonstrates, Allergy UK will continue to passionately champion the voice and needs of the allergic community.

Our work would not be possible without the support and generosity of those who engage with our charity, whether through volunteering, donations, taking part in fundraising challenges and events, or through grants and sponsorship. We thank you all for your on-going support and for working with us to ensure that the UK takes allergy seriously.

Carla Jones, CEO

The year in numbers

476

children helped through our
Dietitian service

1 in 3

people in the UK have one or
more allergic conditions



54K

followers across social media

301K

downloads/views of free
online patient resources

6,298

Helpline contacts



531K

website sessions

Our vision and mission

Allergy UK is the only patient organisation that supports all areas of allergic disease, covering respiratory, skin, food, eye, venom and drug allergies, including anaphylaxis. We continue to play a vital role in providing information, advice and support, based on up-to-date evidence on best practice, for people affected by allergic disease and their wider families and social networks. The breadth of our work is extensive.

Our vision is ‘no one should die from allergy’.

We believe in our vision that ‘no one should die from allergy’ - and we will continue to work towards this and provide support for all those living with allergy in the UK. Over the past year, we have become more actively engaged in campaigning, advocacy and lobbying to change legislation. However, despite our dedicated efforts and hard work, we clearly have a lot more work to do. No one should die of an allergy because of a misunderstanding of this disease and a lack of wide-scale public knowledge.

Our mission is to ensure ‘everyone in the UK takes allergy seriously’.

Our new campaign ‘It’s time to take allergy seriously’ is intended to shine a light on the debilitating challenges and fatal consequences that can come with living with allergy. The long-term campaign will focus on raising awareness of the lived reality of those who are affected by allergies across the whole spectrum; respiratory, drug, food and skin. Its aim is ultimately to instigate a shift away from a singular individual responsibility of the allergic person towards a more collective, public responsibility for managing allergy. We believe this is only truly possible, once all corners of the UK – from the public to the healthcare system, government, business, schools and universities – start to take allergy seriously.

Our values and goals

Our values underpin how we operate to effectively deliver our vision and mission.

Committed	The allergic community is at the heart of everything we do
Effective	We make a difference to the lives of those living with allergic disease
Collaborative	We work together with others to achieve shared objectives in an open, honest and caring way
Respectful	We respect the expertise of others and share our expertise through collaboration
Transparent	We are open and transparent in everything we do
Listen	We listen to our stakeholders and value their views

Our goals define the work Allergy UK undertakes to achieve our vision and mission.

Research	to have the most up-to-date knowledge and expertise on allergies and the allergic community
Empower	by ensuring those living with allergies are informed about how to tackle and manage their conditions
Educate	the wider society on the impact of living with allergies
Influence	the government and stakeholders, such as the healthcare community and public institutions, to better serve the allergic community



Research

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“I feel there is a lack of understanding and approach to allergies in the UK. More services are needed to support sufferers and to give GPs more power and tools to deal with allergies”

Our research helps us better understand the impact allergic disease has on those living with it. Our learning is used to inform the services we provide, the public awareness campaigns we undertake and the overall strategy for the organisation.

In June 2021, Allergy UK commissioned a two-part research programme to better understand the realities of living with an allergic disease. Speaking to 7000 people in the UK – from the allergic community as well as those who do not live with allergies - it also sought to gain an insight into how well the public understood and recognised allergies and patients' experiences of this.

The findings informed the development of Allergy UK's new long-term campaign It's Time To Take Allergy Seriously which launched in April 2022. The aim of the campaign is to raise awareness of the challenges associated with living with an allergy, across the whole spectrum of allergic conditions. It seeks to shift public perceptions of allergy and the needs of those who live with an allergy. The launch focused on the psychological impact of living with allergic disease to reflect findings from the research.

The research was instrumental in helping Allergy UK develop its Patient Charter for people who live with allergic disease. Launched in May 2022, the Patient Charter reflects the needs of the community based on insights from clinicians, callers to our Helpline, focus groups with individuals and families of those living with allergies as well as the 2021 research study. Our research pointed to a need for the Patient Charter coalesces around three rights:

The Right to a Quality Standard of Care
The Right to Accurate Information and Education
The Right to Equality in Society

These three pillars define the key calls within the Patient Charter and will determine the strategy and direction for Allergy UK's influencing work over the next few years.

Understanding the provision of allergy services

In July 2022, NHS England replaced the bodies previously responsible for commissioning healthcare services in their region – GP-led Clinical Commissioning Groups – with 42 Integrated Care Systems (ICS). Within each ICS, there is an Integrated Care Board (ICB), and it is now the responsibility of each ICB to commission clinical services for their region according to population needs. One area of clinical service commissioning for which an ICB is responsible is allergy services. To this end, in late March 2023, Allergy UK made a Freedom of Information Request to the 42 NHS England ICBs to understand what data was held on allergy services and patients in their region. The aim of the request was to better understand the existing provision of allergy services within the ICB and the scale of need within each region. With answers due mid-April 2023, the findings will influence Allergy UK discussions with policymakers and health bodies on the provision of allergy services in 2023/24.

Allergy nurse research project

In 2022/23 the results of the Allergy UK funded research of a nurse-led allergy clinic were published. Conducted between 2017-2021, the research was led by the University of Edinburgh and NHS Lothian. The purpose of the project was to evaluate the efficacy of a nurse-led allergy clinic in primary care. The clinic was set up to assess the feasibility of introducing an intermediary service in primary care, addressing the gaps in the provision of allergy services and, to measure the acceptability of the service for patients, their families and the healthcare professionals referring into the service.

In conclusion, the clinic was well received and reduced unnecessary referrals onto secondary care. Of those referred into the service, 90% of healthcare professionals stated that they would have referred the patient onto secondary care had the clinic not been available, and only 5% of patients who attended the clinic were referred, improving patient pathways and reducing costs in secondary care.

The project ran between 2017-2021 and the results were published August 2022 in [Clinical and Translational Allergy](#).

A spotlight on the nurse led allergy service was also published in the [British Society for Allergy and Clinical Immunology \(BSACI\) update in Summer 2022](#), eliciting invitations to talk on the project at allergy conferences, including the BSACI and European Academy of Allergy and Clinical Immunology (EAACI).

This research project has informed our discussions with key health policymakers on alternatives to current patient pathways, for those living with allergic conditions. It has also been central to the Patient Charter call for The Right to a Quality Standard of Care.

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82%

of patients saw an improvement in their symptoms and how they were managed.

“Allergy patients are needlessly receiving inadequate support on diagnosing and managing their allergies because our healthcare system is not suitably set up to support them. Allergy knowledge and, therefore, good clinical advice at primary care level is a postcode lottery.

With 1 in 3 adults now living with an allergy and a paucity of specialist allergy services, Allergy UK’s evidence-based solution of introducing one specialist allergy nurse and a dietitian within each ICB will mean patients can access the right clinical advice much more quickly delivering better patient outcomes.”

Margaret Kelman, acting Head of Clinical Services at Allergy UK and one of the nurses involved in the allergy nurse research project.



Empowering

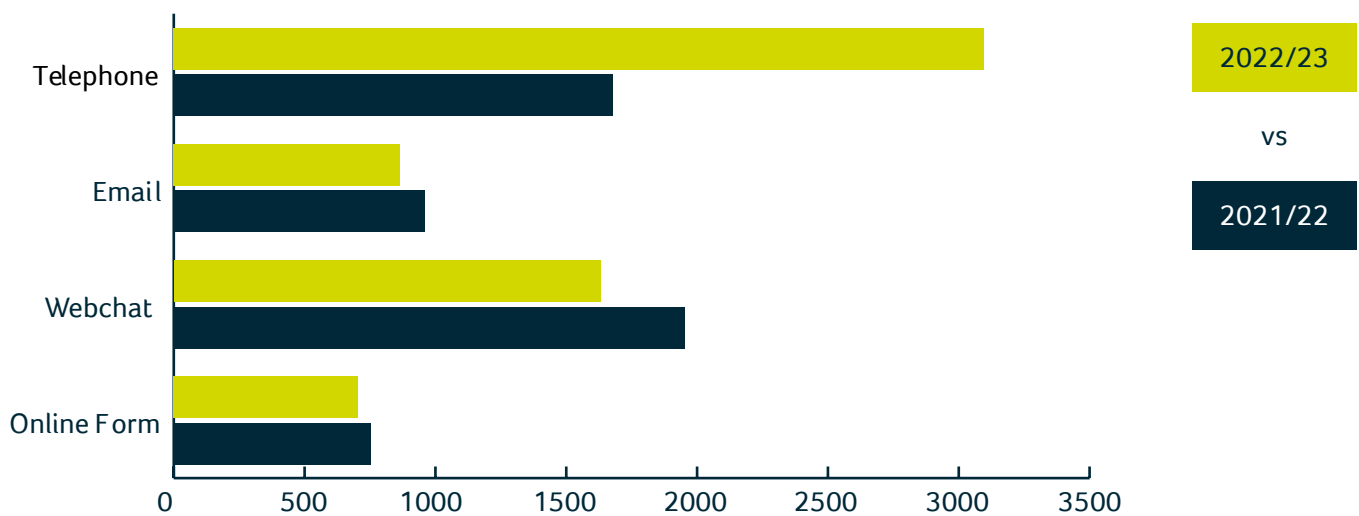
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“Without Allergy UK we would have been stuck and unknowingly making my daughter’s allergy worse. Cannot thank you enough, you are doing a fantastic job.”

Our Helpline

Our Helpline service supports everyone affected by allergy. It has been running for 32 years and, in that time, has grown and developed to meet the ever-changing needs of the allergic community. The number of people contacting our Helpline grew by over 40% from 4487 in 2021/22, to 6298 this year.

Total Interactions with Helpline 2022/23:



Over the last two years, we have seen an increase in calls relating to the emotional impact of living with allergy. The social changes and isolation impact from the pandemic, and the limited access to face-to-face health support, may have contributed to this change. These callers are listened to by our Helpline team, signposted to our in-house Clinical team and, if needed, directed to mental health charities or back to their GP. Since 2022, we have been monitoring the number of callers presenting with emotional or mental health concerns. The data captured indicates that over a third of callers are expressing anxiety, depression, frustration, isolation or post-traumatic stress disorder (PTSD). Allergy UK is in discussions with clinical experts in the psycho-

social aspects of allergy about ways to support these callers. Our Clinical team and CEO are involved in various guideline developments for healthcare professionals, at national and European level, on how to support the psycho-social needs of patients living with allergy. We have also worked with PhD research students who are looking at Cognitive Behavioural Therapy approaches to support the emotional impact of living with allergy.

As the impacts of the stretched health service unfolded, we began recording the volume of calls associated with the practical aspects of living with allergy, such as GP wait times and access to treatments. 1155 of the contacts in 2022/23 were related to these aspects.



“As a first-time mum the situation did cause distress and anxiety but the help and support we received from Allergy UK was fantastic - thank you so much for all your help.”

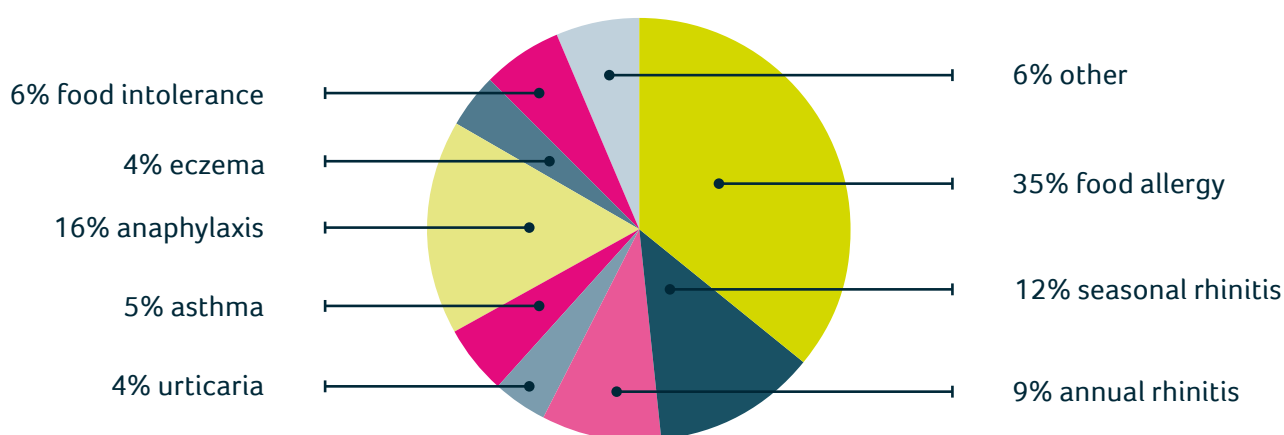
Helpline support for adults

Adults contacting our Helpline present with a wide range of queries. Our Helpline service is not limited to only supporting individuals living with allergic conditions; the team also advises employers, family members and healthcare professionals with queries and how to best support the allergic community.

Our records show us that the number of callers enquiring about adults allergies increased by 25% this year, to a total of 3216 contacts.

The number of adults living with allergies seeking information on private referrals or experiencing issues with being referred on the NHS also increased compared to previous years.

Types of calls by adults with allergy:



743

calls had issues with accessing treatment through the NHS

698

calls were due to mental health issues related to their allergies

348

calls seeking information on private referrals or experiencing issues with being referred on the NHS

Translation cards

Our translation cards allow people with allergies to travel abroad with confidence by helping them effectively communicate their allergies in another language. **We offer cards in 35 languages.**

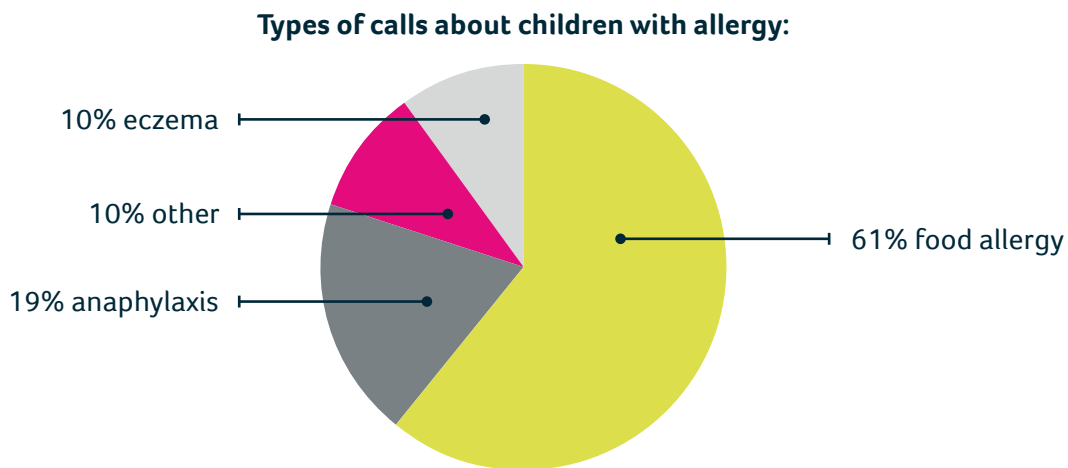
This service was significantly impacted by Covid-19, when international travel was largely suspended and only started to recover from summer 2022. In 2022/23, we issued 1643 sets of cards. This is an increase of 828% compared to the previous year when Covid-19 was still having an impact on international travel. During this period, we implemented the first price rise in twenty years. This was due to the rising costs of materials. We also offered and promoted PDF cards as a more affordable option.

Helpline support for children

When a parent or carer contacts our Helpline about their child's allergies, usually they have already spoken to a range of healthcare professionals and not found the support they need. Contacting our Helpline is often the beginning of a parent's journey to finding the correct treatment plan for their child. This year, our records show us that we helped 1,918 families find the right support for their child. Compared to last year, this is a growth of more than 20%.

Support included:

- Guiding callers through the NHS system
- Finding a private practitioner e.g. an allergist or a dietitian
- Referring to our in-house dietitian, eczema nurse service or external Dietitian Service, for one-to-one support



Our Helpline team also signposts callers to the comprehensive range of information produced by our in-house Clinical team, such as Factsheets, videos and podcasts, to help parents understand and manage their children's condition at home.

The number of callers expressing psychological distress over their child's allergies corresponds with the number of contacts about anaphylaxis. These contacts usually require a lot of sensitivity, as parents are calling us at a time of great anxiety.



“A year ago, with my newborn, I had no idea what cow's milk protein allergy was and how to navigate the NHS to get the help I needed, in my sleep deprived state. I called the Helpline several times and every time the person on the line was so patient, gentle and helpful. It meant so much to me as a new mum and I have now passed this website onto my friend who suspects her daughter may have an allergy.

Thank you for your help. It meant so much to me.”

Dietitian Service

Our external Dietitian Service, with funding from Nutricia and Abbot, has been running for eight years, offering one-to-one appointments for under-fives with a paediatric dietitian. In this time, the service has supported 1679 families with allergic children.

Extra funding in 2022/23 enabled us to increase support from four to seven appointments a week, supporting 235 families, 10% more than was possible in 2021/22. For those parents struggling to get any kind of dietetic support, in a post-pandemic healthcare system, the service is invaluable. Our external Dietitian Service consistently receives unsolicited feedback, praising the work it does and the difference it has made to the children and families it has supported.

235

Children received
'external' dietitian advice

195

Children seen by our in-
house dietitian

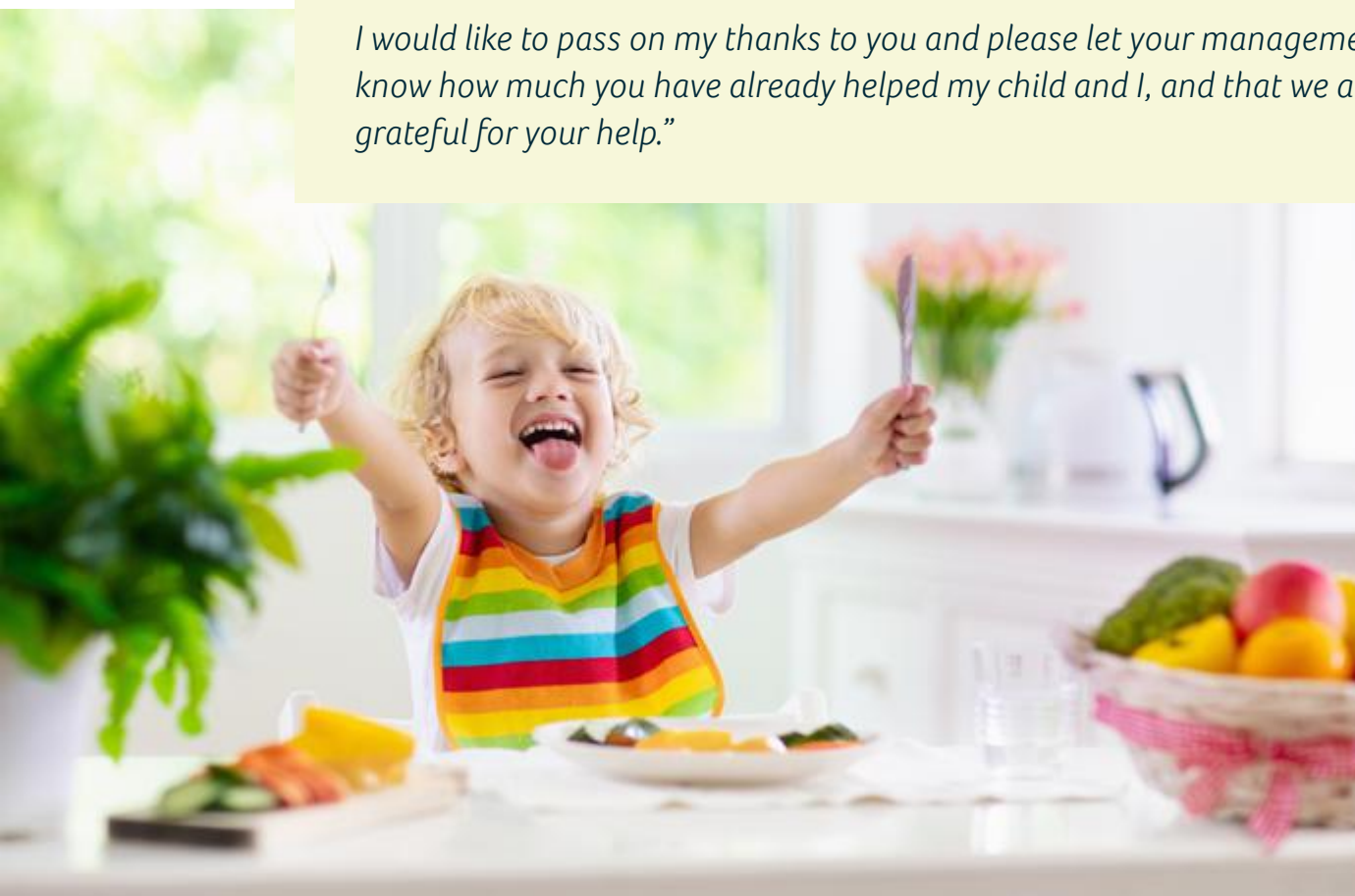
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Eczema advice calls by
clinical nurses

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“Talking with you was such a relief as I felt like I was able to take some kind of first step to finding out what the issues are for my child and how we can deal with them.

I would like to pass on my thanks to you and please let your management know how much you have already helped my child and I, and that we are grateful for your help.”



Patient resources

Allergy UK's patient resources are developed to help address an unmet need for the allergic community. Feedback through our Helpline highlight the areas of concern for the allergic community and where there is a lack of support and information available through primary care services. To fill this gap, we have created a wide range of patient resources, in written form, video and podcasts, produced by our in-house Clinical team with external reviewers.

The best example of how important our resources can be to the allergic community can be seen with the impact of our Cow's Milk Allergy Roadmap, which was launched in 2021. It has since become one of our most frequently downloaded resources, with a total of 11,795 downloads during 2022/23. This year's launch of our Could it be Cow's Milk Allergy? three-part podcast, was also well received and drew in 998 downloads overall. Additionally, our existing Does my Child have a Cow's Milk Allergy? Factsheet, was our second most popular resource of 2022/23, with 17,313 visits.



New written resources:

[Poster: Top Tips for Managing Asthma](#) supported by ALK

[Poster: Chronic Spontaneous Urticaria](#) supported by Novartis

[Leaflet: Chronic Spontaneous Urticaria](#) supported by Novartis

[Halloween guide: More Treats No Tricks](#)

[Children's book: Rudolph's Reaction](#)



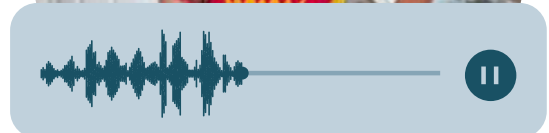
New podcasts:

[Adrenaline Auto-Injectors](#)
Supported by ALK

[Could it be Cow's Milk Allergy?](#)
Supported by Nutricia

[Allergen Reduction Methods in Household Cleaning](#)
Supported by Polti

[House Dust Mite Reduction Measures for Children](#)
Supported by ALK



New Factsheets:

[Cow's Milk Allergy in Adults](#)

[Reactions to Legumes](#)

[Supporting Children and Adolescents to Independence with their Allergies](#)



Our most visited resources during 2022/23 were:

1. [Factsheet: Histamine Intolerance](#)
2. [Factsheet: Does my Child have a Cow's Milk Allergy](#)
3. [Factsheet: Oral Allergy Syndrome](#)

Updated resources:

[FAQs for Covid-19 Vaccine - Updated Autumn 2022, working in partnership with the BSACI](#)

[Factsheet: Tree Nut Allergy](#)

Digital presence:

This was our first full year operating with our new website and, as expected, this initially impacted traffic. However, our new platform improved user navigation and Search Engine Optimisation (SEO), resulting in a 166% increase of website sessions and a 70% drop in people who navigate away from our website after viewing just one page.

Organic search was the largest source of click-throughs, accounting for 66% of visits made to our website. Direct links made up 12% of visits; these include click-throughs from email communication such as eNews.

- Organic search 286,884 / 66%
- Direct link 49,778 / 12%
- Referral (backlinks) 40,377 / 9%
- Paid search 43,402 / 10%
- Social 11,030 / 3%
- Other 338 / 0%

Database:

Our community database continues to be an important resource, enabling us to keep the allergic community informed of campaigns, allergy news, allergy alerts and more by email.

Allergy alerts:

Sometimes, we are informed by the Food Standards Agency or a food retailer of missing or incorrect allergen information on food products. We alert the public via our website, social media and directly by emails from our database, which are sent to individuals who opt-in to hear about specific food allergens.

This year we issued 105 allergy alerts.



12
New free resources



531K
Website sessions



105
Allergy alerts



24K
Email opt ins



301K
Downloads/views of patient resources

Parent Pathways

The road to independence can be a vulnerable time for both a child who lives with allergies and their parents or carers. It can be associated with increased anxiety, low self-esteem and poor mental health. Research has highlighted that more support is needed in this area which instigated Parent Pathways, our project to develop a digital hub of information for parents and carers of children living with allergy.

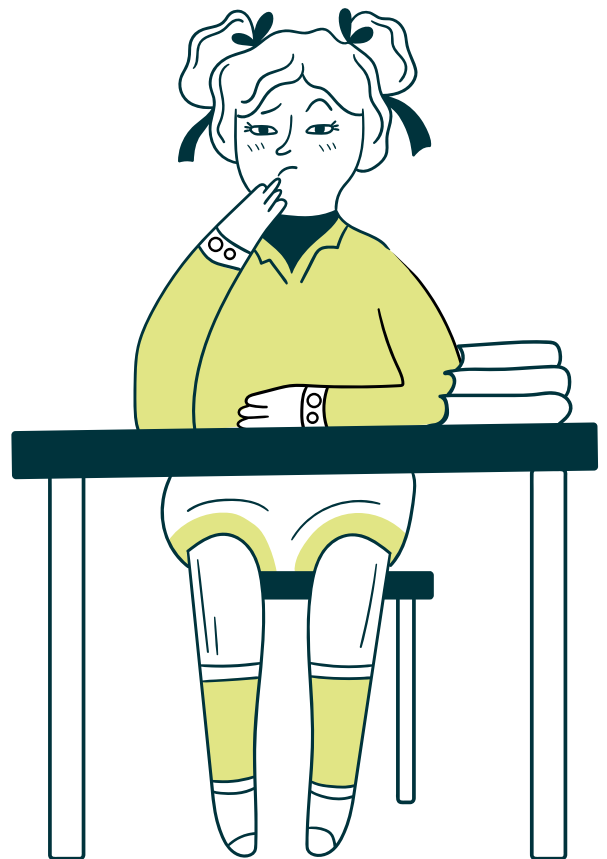
Launched in March 2023, this resource is aimed at parents/carers of children between the ages of five and 25, who are living with any type of allergy, including food, hay fever, asthma and eczema. It takes parents/carers on a journey through each stage of transition, which is broken down by age range. It explores the common challenges that a child could face within each transitional phase and provides information, advice and resources to help parents/carers to support their child to learn to live independently with their allergies.



The hub received 100 views within its first week of launch.

The hub launched with three key topics for each age group and received 100 views within its first week of launch. Parent Pathways will continue to evolve over the coming year, with new topics being introduced such as managing anxiety for five to 11 year olds, social responsibility at secondary school, starting university and travelling.

This work was sponsored by Sanofi.



Click here to visit the Parent Pathways hub

Seal of Approval and Allergy Friendly Product Award

Allergy Research Ltd runs as the trading subsidiary to Allergy UK and is a non-government funded, not-for-profit organisation. One of the main activities of our trading subsidiary is a programme of product endorsements, through which independent testing provides information on products that may be of benefit to people living with allergy.

There are two product endorsements schemes run by Allergy Research Ltd, whose awards are utilised worldwide and recognised globally:

The Seal of Approval Award is for products which have been independently, scientifically tested to prove they either contain a significantly reduced allergen content or that they reduce the presence of allergens in the indoor environment and have been proven to be suitable for people affected by allergy.

The Allergy Friendly Product Award is for products which are 'unlikely or less likely to cause a reaction' and 'may be of benefit' when used by someone affected by allergy. These products are assessed based on their formulation and benefit.

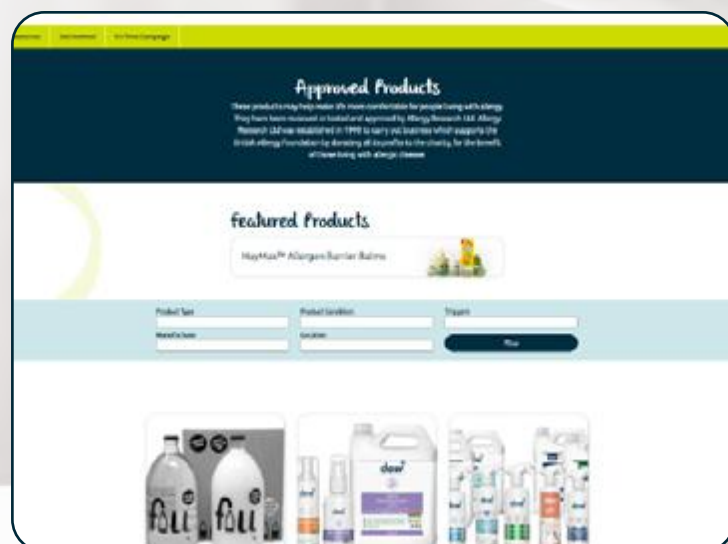
Through our [online product directory](#), we signpost visitors to products that are of greater benefit to those who live with allergies, compared to other products available on the market.

We currently have 221 live licences for product endorsements, covering a vast range and variety of product types from household and cleaning products, to appliances and skincare products, and many more.

We had 218 annual licence renewals in 2022, which is a testament to the value the endorsement holders are gaining from working with us. The number of product endorsement licences is on track to increase for 2023.



AllergyUK
ALLERGY FRIENDLY PRODUCT





Education

Education and training of the clinical workforce forms the cornerstone of high-quality allergy care.

Source: BSACI national allergy education strategy group 2021. Time to act to solve gaps in practice.

Resources for healthcare professionals

We are dedicated to ensuring primary care practitioners are up-to-date with the latest allergy news and information. Primary care is a patient's first point of contact on any allergy related concerns. It is paramount primary care healthcare professionals are equipped with the most up-to-date and accurate information, to provide effective and timely diagnosis and treatment of allergic conditions.

This year we launched a host of new resources for healthcare professionals in various formats to meet everyone's learning preferences, including podcasts, videos, Masterclasses and Allergy Today.

Allergy Today:

Allergy Today is our biannual publication for healthcare professionals, containing the latest news, information and research findings on allergic disease.

Over the past year, it has featured guest written articles on atopic eczema, drug allergy, house dust mite allergy, asthma, immunotherapy, top tips for dietitians, APPEAL study, our Patient Charter, and our It's Time campaign.



Allergy Today has over 3,300 subscribers.

Future issues will move online to improve accessibility and will go by the new name of **Allergy Focus**.

Written resources:

[Leaflet: Allergic Asthma: The Impact of Oral Corticosteroids in Asthma Management](#) supported by ALK

[Leaflet: Managing Moderate to Severe Eczema Symptoms](#)

Financial support has been provided to Allergy UK as a grant from Pfizer Ltd

[Leaflet: Managing Mild Eczema Symptoms](#)

Financial support has been provided to Allergy UK as a grant from Pfizer Ltd

[Article: Spotlight on House Dust Mite Allergy](#) supported by ALK



Video:

[Living with a House Dust Mite Allergy – A Patient Perspective:](#)

A patient experience video was developed to show the impact of house dust mite on an adult with respiratory conditions - supported by ALK



Podcasts:

[Allergen Immunotherapy in Children](#) supported by ALK

[Psychological Impact of Living with a Food Allergy in Young Adults](#) supported by Aimmune

[House Dust Mite Allergy Signs, Symptoms and Treatments](#) supported by ALK

[Psychological Impact Food Allergy](#) supported by Aimmune

[Anaphylaxis and Adrenaline Auto-Injectors](#) supported by ALK



During 2022/23, our online resources for healthcare professionals were downloaded 1,322 times



Masterclasses

Our ever popular Masterclass programme continued throughout this year, bringing together primary care practitioners to learn directly from experts in the field of allergy.

Topics for our 2022/23 Masterclass programme were chosen as a result of feedback and requests from previous delegates.

May 22	Anaphylaxis for primary care healthcare professionals. Supported by ALK.
May 22	Anaphylaxis for pharmacists. Sponsored by ALK.
Sept 22	Spotlight on house dust mite allergy and pilot Q&A panel. Sponsored by ALK.
Oct 22	Crying baby or cow's milk protein allergy (bitesize Masterclass). Sponsored by Nutricia.
Oct 22	Gut health in allergic babies. Sponsored by Nutricia.
Nov 22	Spotlight on immunotherapy. Sponsored by ALK.
Dec 22	Food allergy. Sponsored by Aimmune and Nutricia.



"I learnt a great deal from all of the presenters"

"The presentations were excellent could not fault them"

This year we received over 1,600 registrations for our Masterclasses

Events

Allergy UK receives many invitations to speak at various healthcare professional events and conferences both nationally and internationally. Where possible and relevant, Allergy UK attends as many as possible in order to continue to improve knowledge and awareness of allergies among this key audience.

Events at which we contributed and attended this year include:

- The BSACI (British Society of Allergy and Clinical Immunology) World Allergy Organisation (WAO) conference to introduce our Patient Charter and It's Time campaign.
- BSACI online webinar series where we presented on the patient experience of anaphylaxis.
- Omnicuris (Vitaris), online event for healthcare professionals, where we presented on anaphylaxis and high-risk environments.
- Nursing in Practice 2023, a national conference for primary care nurses
- The Pharmacy Show, a trade show and education conference designed for the community and primary care pharmacy sector.

Training for schools

During 2022/23, Allergy UK undertook a programme of work to understand the current levels of allergy awareness and training in primary and secondary schools throughout the UK. The outcomes from this work will inform a project of work to develop a new schools' training programme for 2024, superseding our current School Allergy Action Group (SAAG) online toolkit.

To develop an effective new training programme, during 2022/23, Allergy UK engaged extensively with parents, teachers, support staff and healthcare professionals. This listening exercise enabled us to hear about the experiences, challenges and issues both parents and teachers face. It also identified gaps in knowledge that could be filled by an accessible and comprehensive training programme.

Some key insights from this exercise highlighted:

- 80% of teachers surveyed said they need and want more training in allergy.
- Variation in the quality of care for pupils with allergies, remains a significant concern for pupils, parents and staff.
- Skills are lacking in how to manage and support a child in an emergency situation.
- Some parents experiences have been so distressing, children have been withdrawn from their school.
- Training on adrenaline auto-injectors is given as part of First Aid training, but little else on allergy is included to support the allergic child in their school environment.





Training for catering industry

We are in the process of developing a comprehensive food allergy awareness training programme for food hospitality businesses, which is online, interactive and draws on real-life examples, taking a pragmatic approach.

Its purpose is to provide high-quality allergy training to the catering industry and will be hosted via the Allergy UK website.

Allergy training for this industry supports our mission, for everyone to take allergy seriously, through educating, influencing and empowering the catering industry with better knowledge and support. While also supporting the Allergy UK Strategy for Change 2022–2025 programmes including:

- Advocacy for the allergy community
- Quality of life and psychosocial needs of the allergy community
- Improved allergy food safety
- Income generation

Our training work reflects the aims of our Patient Charter to;

- the right to clear and accurate information needed to make safe food choices, to confidently eat out of home, without fear of allergic reaction
- the right to live without fear of discrimination, exclusion or prejudice
- promote a better awareness and understanding of allergy

Allergy UK's training programmes will address and, in part, be a solution to the concerning lack of allergy awareness in catering, reported in our 2021 Allergy Perceptions survey and also echoed in the calls we receive through our Helpline.

We aim for the training to be launched early in 2024.

Youth engagement

We know that young people have a tough time dealing with their allergies, so it is important they are equipped with the right tools to support them through their journey.

Our Youth Engagement programme is a safe and creative platform, enabling young people to partake in the co-creation and co-production of all projects and activities that are designed to support their

needs. Established in April 2022, it has since had 65 young people sign up.

Each month, a up to 15 young people come together in the online forum for that month. Each forum provides hands-on support to the allergic youth community, giving them the opportunity to ask questions and learn new coping strategies related to their conditions, such as building confidence, resilience and building relationships.

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“Thanks so much to all the staff who helped to make this trip happen! It was lovely to meet you all and especially comforting to meet other young people like me who understand! It’s so easy to feel like you’re the only one in the world with loads of allergies when you’re the only person you’ve ever known like it, but this trip really highlighted that there are other people out there like me and just because I don’t seem to meet them in my daily life doesn’t mean I’m the only one in the world!! Also, the tour was brilliant and the hotel was great, so it’s been an all-round fab trip so thank you!”



Over the Wall



Camp in the Cloud

Approximately 40% of children and young people in the UK live with allergies. There is increasing evidence that allergies are associated with anxiety, low self-esteem, isolation and depression in children and young people. Our main objective is to increase self-esteem and develop coping strategies for feelings of isolation and anxiety for children and young people with allergies.

Again, this year, we partnered with the national charity Over the Wall to deliver an innovative virtual 'Camp in the Cloud' for families and children living with allergies. At Camp in the Cloud, participants are encouraged to share their experiences with others who live with allergy and participate in activities to develop coping strategies.

This year's camp was attended by 48 children and young people. In attendance also, were some of the children's extended families and siblings, taking the number of people online to over 130. The morning session dealt with introductions and ice breakers, whilst the afternoon was all about getting the children to consider what their superhero might look like, as well as their superpowers. The final session in the evening was a quiz and everyone was invited to attend.

The camp is a free transformational and therapeutic recreational programme for allergic children and young people and is designed to alleviate mental health and well-being issues. Originally, the camp was delivered in person, but owing to Covid-19, it moved online and has become known as Camp in the Cloud.

The February 2023 camp was extremely well received by those in attendance and the key objectives were achieved.



"This has been brilliant. I've really enjoyed meeting everybody."

"It's been really nice meeting other children like me with allergies."

"Sometimes I wish I had the power to wish my allergies away"

"Having allergies is really hard sometimes"

The results of the Camp in the Cloud survey revealed:



90%

rated the experience as excellent



70%

were more confident



70%

felt less isolated and alone



60%

felt better able to overcome personal challenges



60%

made new friends



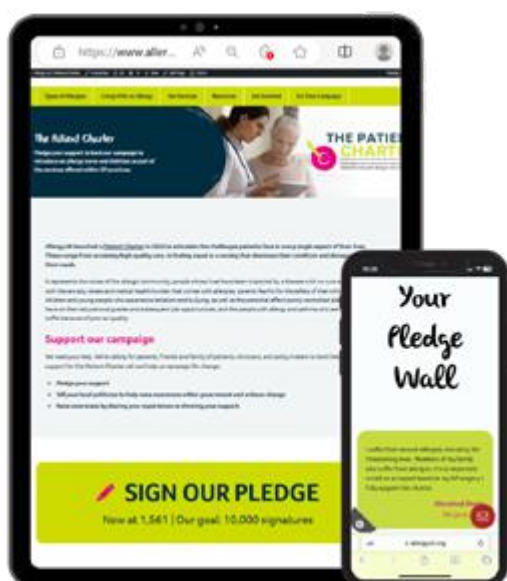
Influence

We urge patients, clinicians and policy makers to endorse our Charter as a commitment to improving the lives of people with allergy in the UK, and to acknowledge this as a ‘Gold Standard’ of patients’ rights.

Working for change: Our Patient Charter

During the last year, Allergy UK embarked on its most comprehensive influencing push of recent times. Following the deep-dive research conducted in 2021 to better understand the allergic community's needs, we created a Patient Charter to identify the gold standard of care and rights for the allergic community. Developed in collaboration with clinicians, allergy patients and their families, the Charter was launched at the Houses of Parliament in May 2022. Attended by parliamentarians, the allergic community and clinicians, the event set out the Charter's vision:

- To achieve a quality standard of care for everyone with allergy throughout the UK.
- To empower patients with allergic conditions to understand and manage their condition with support from informed healthcare professionals.
- To promote better awareness and understanding of allergy so that people with allergic conditions are not discriminated against in any aspect of their daily lives.



[Click here to visit our Patient Charter hub](#)

Public affairs

Since its launch, the Charter has been used to leverage conversations with and support from parliamentarians on how to translate the vision into action. Over the given period, Allergy UK has secured three additional parliamentarians as new Allergy Champions to bring the total to nine. Their involvement has resulted in two MP visits to the Allergy UK office to meet with members of the allergic community and hear directly how allergies impact lives on a daily basis.

In this past year, Allergy UK also contributed to policy consultations and recommendations on a wide range of issues, including public schools' catering, vegan food labelling and edible insects and allergy.

Through our involvement with coalition groups such as National Voices and the Alliance for Health Conditions in Schools, we ensure that the voice of the allergic community is included in relevant policy consultations and communications where a collective voice is especially impactful.



[Click here to meet our Parliamentary Allergy Champions](#)

National Allergy Strategy Group

Allergy UK is a core member of the National Allergy Strategy Group (NASG), a collaboration between the British Society of Allergy and Clinical Immunology (BSACI), Allergy UK and Anaphylaxis UK. During 2022/23, the focus of the group has been to further engage with the government in relation to the NASG supported 2021 report 'Meeting the Challenges of the National Allergy Crisis'. As part of this initiative, Allergy UK has been involved in proactive discussions with the Department of Health and Social Care Long Term Conditions team to explore establishing an expert working group to lead on the development of a national strategy for improving allergy services. These discussions are ongoing.

In addition, the NASG has sought to engage a wider range of stakeholders in the group to ensure there is a collaborative and aligned approach to proactive advocacy work with government. The NASG supported the launch of Allergy UK's Patient Charter in May 2022.

Allergy UK provides in-kind Secretariat support to the NASG, which includes the NASG's in-kind Secretariat role for the All Party Parliamentary Group (APPG) on allergy.



Collaborative working

With the field of allergy being so far reaching, Allergy UK believes in the value of collaboration with partner organisations to share best practice, explore one voice solutions and amplify the issues and challenges the allergic communities face.

Allergy UK plays an active member role in a number of international organisations, including the World Allergy Organisation (WAO), European Academy of Allergy and Immunology (EAACI), and Diagnosis and Rationale for Action Against Cow's Milk Allergy (DRACMA).

Our CEO, Carla Jones, has been on the Board of the European Federation of Allergy and Airways Diseases Patients' Associations (EFA) for the last five years and is currently the elected President. During this time she has represented patient voices at the European Parliament and at Europe-wide umbrella groups. Carla also continued in her position of Co-Chair of the European Academy of Allergy and Clinical Immunology (EAACI) Patients Organisation Committee until October 2022, during which time she co-authored the chapter on patient advocacy for the WAO White Book, which is due to be published in 2023/24.

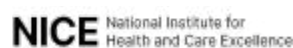
In the UK, Allergy UK is proud to work with and influence a number of healthcare professional

organisations. These include contributing and presenting at symposiums and conferences for organisations such as the British Dietetic Association (BDA), British Society for Allergy and Clinical Immunology (BSACI), Children and Young People's Allergy Network Scotland (CYANS), Medicines and Health Regulatory Authority (MHRA), Food Standards Agency (FSA) and Food Standards Scotland (FSS), as well as regional allergy groups e.g. Paediatric Allergy Network East Anglia (PANEA). Our clinical expertise is also harnessed by a breadth of healthcare bodies and organisations.

Over the last year, our Clinical team has played a vital role in developing updated healthcare professional guidelines on allergic conditions, including immunotherapy for peanut allergy, immunotherapy for house dust mite, cow's milk allergy, eczema and allergic asthma, as well as discussions on approving new medicines with the National Institute for Health and Care Excellence (NICE) and Scottish Medicines Consortium (SMC) committees.

We have also leveraged events such as The Free From Show and The Pharmacy Show to engage with new audiences on the work that Allergy UK does to support those living with allergic disease.

Organisations we work with:



Press and PR

The year began with the launch of Allergy UK's new public facing campaign, It's Time to Take Allergy Seriously. It was supported with paid media activity across digital platforms to begin to identify and understand the motivations and resonance with the public in a data-driven way. With key findings from the research informing the overarching call to action – to take allergy seriously – the emphasis of the launch focused on the under-recognised psychological impact that comes with living with allergies.

Having sown the foundations for a national conversation exploring allergies through a mental health and wellbeing lens, towards the end of 2022, the emphasis of the It's Time campaign switched to food allergies. As most of the UK excitedly prepared for social gatherings such as Halloween, Christmas and New Year, many of the 2 million people living with food allergies were approaching it with trepidation. This became the focus of our conversations with media and on Allergy UK's own digital channels, with social media content especially resonating.

The average number of those following Allergy UK's social media channels during this period increased by 5.1%, further enhancing the reach and influence of our voice in the social media space.



This post attracted over 350 new followers on Instagram



Liked by dave

allergy_uk Every family's experience and journey with food allergies may be different, but a parent's hope for their child to not feel excluded because of their allergy seems to be all too familiar.

As 2022 concluded, the cost-of-living crisis began to bite hard. Our press activity reflected this by highlighting the additional financial penalty paid by the food allergic community, due to the cost of free-from foods and 'may contain' labelling. Reports on the impact of this appeared in The Guardian, The Sun, BBC News, The Sun on Sunday and Hits Radio among others.



Alongside proactive press outreach, Allergy UK ensured the voice of the allergic community was present in a host of leading national news stories around hay fever, thunderstorms and climate change, mould, the withdrawal of Kenalog injections and pholcodine containing cough medicines as well as the publication of research findings which support the early introduction of peanut in babies to mitigate the risk of developing allergies.

Sadly, Allergy UK was also involved in providing comments and insight to press coverage around the tragic cases of fatalities linked to allergies. These included Jess Prinsloo, Celia Marsh, Ruben Bousquet, Awaab Ishak and Owen Carey.

Social

Allergy UK’s social media presence is an invaluable resource for the allergic community. Our platforms aim to provide timely information and allergy news, with the aim of building resonance with those who are living with allergic conditions to better advocate. At Allergy UK, we believe our social channels also enable us to gain a better understanding of the needs of individuals with allergies. This informs our insights into unmet needs and issues which are important to the community.

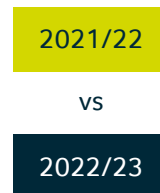
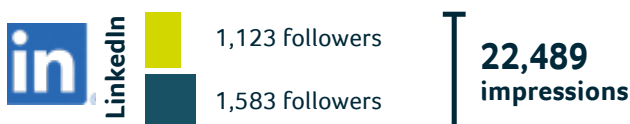
The growth and engagement of our social media presence has shown a significant upward trend, indicating a growing demand for accessible allergy-related information and community support. Particularly noteworthy is the remarkable 21% increase in our Instagram followers over the last year.

From April 2022 to March 2023, we have employed a more strategic approach to the social content published to build a more engaged following. Starting with the launch of the It’s Time campaign in April 2022, over the course of the last year, our social content has started and supported vital conversations on allergy such as the need to build a base of food allergy allies within the non-allergic



community, the cost-of-living burden to the allergic community, and the psychological impact and burden of allergies.

The result is an ever more engaged community, underscoring our role as the voice of the allergic community and a growing number of followers. Allergy UK continues to manage and moderate a Facebook support group which serves as a forum for those in the allergic community to forge connections and seek peer-to-peer support.





Fundraising and income generation

“

“So powerful you are turning an unimaginable tragedy into something positive to save others. Thank you”

Fundraising campaign

Judith's Wish was our Christmas 2022 fundraising campaign. The campaign tells the story of Ruben Bousquet, the 14-year-old son of Judith, who tragically lost his life during a routine visit to the cinema with his dad in 2019.

The campaign sought to educate people about the dangers of severe food allergies, highlight the need to improve the labelling of food and drink products and raised much-needed funding for Allergy UK.

Judith's Wish was disseminated digitally to 24,000 people (whose lives have been affected by allergies) across the UK in November 2022. A further 3,000 copies of the campaign leaflet were distributed in England, whilst an additional 1,000 copies were issued in South Wales.

On December 1st, 2022, Allergy UK hosted a carol concert to launch the campaign. Up to 160 (virtual and in-person) guests attended to hear the Military Wives Choir (Brompton/Sidcup) perform a medley of festive tunes with some allergy friendly refreshments. Guests of honour included representatives from the Bousquet Family and the London Knights in-line skating hockey team. During the evening, Ruben's former coach Barry delivered a powerful and moving reading of 'Hope Remains', a poem written by Ruben shortly before his death, on the night.

Judith's Wish was the focus of the day for Allergy UK when we spent an awareness and fundraising day at Bexleyheath shopping centre. Over the course of the day, we collected donations and distributed over 1,000 copies of our Judith's Wish campaign leaflet.

To date, Judith's Wish has received donations exceeding our target by over 11%.

Our most sincere and heartfelt thanks extend to the Bousquet family, The London Knights, Molyneux Press, Pandolfinos and all those who have so generously supported this campaign and our other fundraising efforts over the past year.



Judith's wish

“

My son suffers with an egg and cashew nut allergy. We follow everything we have been told, check ingredients, inform the chef, or establishment we are looking to purchase from, yet we are let down... constantly.

Sadly, people are not fully educated regarding allergies and do not understand nor fully comprehend how dangerous allergies are to every individual in the UK population, affected by this condition. We need to unite to protect our family members and promote the dangers!

HOPE STILL REMAINS

AS DARKNESS TAKES CONTROL OF EARTH ONE SURVIVES IN THE DARK
IT HIDES WAITING AND RESTORING POWER
AS DARKNESS DEVOURS OUR BELOVED PLANET EARTH

HOPE STILL REMAINS HIDING
WAITING AND RESTORING POWER

GROWING FROM THE SMALL DROP OF WATER IN THE SOIL
SLIPPING THROUGH THE COTTONED CLOUDS IN THE SKY AND RUNNING
THROUGH THE AIR WITH PURITY AND GRACE
'HOPE IS BACK'

HOPE STILL REMAINS AND READY FOR ACTION

HOPE COMES OUT OF NOWHERE
IT DESTROYS DARKNESS
BRINGS PEOPLE BACK TO LIFE
THEN BECOMES THE CORE OF YOUR LIFE THE CORE OF THE EARTH

HOPE STILL REMAINS AND HERE I AM

Written by Ruben Bousquet
7 July 2015



Judith's wish

Our principal revenue streams are:

Individual giving

Individual giving is the lifeblood of Allergy UK. Not only does it provide our supporters with the opportunity to spread the financial impact of their giving across the entire year, but it also affords the charity greater sustainability and certainty when forecasting income.

Individual giving also means we can plan and deliver upon our crucial services that make a massive impact on the lives of people living with allergies.

In 2022/23, individual income came in at £36,270, a 76% increase in donations compared to the previous year. Our average direct debits also increased by 33.5% to £96.11 and the average size of donation has grown by 14% to £9.73.

Trusts and grants

In 2022, the Fundraising team was busy approaching 83 trusts and foundations with applications to six rolling programmes and the running costs of the charity. By the end of the year, the team had already successfully secured a consecutive year of funding towards the running costs of our Helpline from The Garfield Weston Foundation.

For every £1 raised 64p goes direct to funding our services

Challenge events

Allergy UK has a dedicated number of adventurous supporters, who each year commit to undertaking a variety of challenge events for us. Last year we ran 13 events that tested our supporters' bravery, pain, endurance and skill across a variety of activities.

12k was raised through our Challenge Events fundraising programme.

Endorsements and licensing

Our endorsements awards are run by Allergy UK's trading subsidiary Allergy Research Limited (ARL). All income generated by ARL is donated to Allergy UK to be used as unrestricted funds.

Corporate partnerships and sponsorship

We are pleased to have partnered with 19 corporate partners this year, 68% of which are long standing supporters. These long-term partnerships have enabled us to continue to provide core services, such as the Dietitian Service, which has run for a consecutive eight years, our Masterclass programme for healthcare professionals and our Helpline.

Our corporate partners empower us to support and educate both the allergic community and healthcare professionals, through funding of research and developing new resources, which can be found on our website.

68% of our corporate partners are returning partners.

Our corporate partners

Our corporate partners have helped us deliver new and improved resources to those people most affected by allergy.



Our volunteers

Our volunteer service's primary aim is to recruit, retain and engage volunteers with various skill sets.

This service supports the allergic community by providing new and innovative support to service users and the charity itself. This includes supporting the Fundraising team in the organisation of events, business expansion within the Endorsement team, promoting Allergy UK and creating awareness in their local community through events. Volunteers have facilitated workshops for young people within our Youth Engagement forum and also heavily contributed to the creation of our youth film.

Below is a selection of some of the more significant volunteer contributions from 2022/23:

Sarah Pandolfino, fundraising

Sarah is an allergy parent and owner of local allergy-free bakery, Dolfinos. Sarah kindly donates recipes and prepares many allergy-free treats for our events. She also supported at the online Camp in the Cloud event and is a powerful allergy parent advocate who supports our conversations with parliamentarians and policy-makers.

Helen Wakeman-Jones, events

Helen owns her own event production company, WKM Productions, and is also an allergy parent. She has hugely contributed to the organisation by supporting with the planning and organisation of the Hope Hoot event, a fundraising event taking place in April 2023.

Amber Wood, youth engagement admin

Amber is a dedicated volunteer who attends the youth focus group forum meetings as a note taker. Amber ensures that she captures the most significant parts of the discussions, which are invaluable to monitoring the progress and impact of the Youth Engagement forum.

Thank you to all our corporate partners, volunteers and supporters. Our work would not have been possible without you.

How you can support us

Our work would never be possible without the incredible support received from our fundraisers, corporate partners and volunteers. Please get in touch to find out how you could support Allergy UK.

Fundraising:

Our Fundraising team can help you with ways in which you can support us, including individual giving, gifts in wills, trusts/grants, volunteering and challenge events:

Email: fundraising@allergyuk.org

Website: www.allergyuk.org/get-involved

Corporate partners:

If you would like to support our work, or work with us to support our community, please get in touch:

Email: corporatepartnerships@allergyuk.org

Online form: www.allergyuk.org/get-involved/corporate-partnership

Press:

Get in touch with our Press team for content, statistics and interviews/comments on a wide range of allergy topics:

Email: press@allergyuk.org

Call: 01322 611655

Endorsed products:

If you have a product which you think may be of benefit to people living with allergy, please enquire below:

Enquiry form: www.allergyuk.org/our-services/product-endorsement-schemes

www.allergyuk.org



We're here to help

Contact our Helpline Monday - Friday, 9am-5pm:

Call: 01322 619898

Webchat: allergyuk.org

Email: info@allergyuk.org



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