



CW+ is proud to be the official charity of Chelsea and Westminster Hospital NHS Foundation Trust, which encompasses Chelsea and Westminster Hospital, West Middlesex University Hospital and all our community-based services.

Our vision is to enable every patient to receive outstanding care, in our Trust's community of more than 1.5 million people and beyond.

Our mission is to work with our Trust to create world-class facilities, drive innovation and research, and enhance patient and staff wellbeing. Using our expertise in partnership building, arts in health and healthcare innovation, we develop creative solutions to support an evolving NHS.



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Cover image: White Arkitekter/Rafael Ferrés Echavarren



Welcome

Welcome to our 2024/25 impact report. In the pages that follow, you will get a flavour of some of the work we have done over the past year, and the ways in which we strive to make a real difference to our patients, staff and community.

This has been a year of great progress, fresh energy and growing momentum for CW+. Two years into our Thirty at Thirty fundraising campaign, we are well on the way to reaching our ambitious £30m target thanks to the generosity of our supporters, a revitalised fundraising programme, and major gifts and events that have already raised £17m. Alongside this, we have continued to build the infrastructure and partnerships needed to secure long-term impact for our Trust and wider healthcare community.

Much of our fundraising focus remains on supporting the Trust's two major capital projects – the redevelopment of the Day Surgery Unit at Chelsea and the new Ambulatory Diagnostic Centre at West Middlesex – both of which will transform patient care.

Our CW Innovation programme is breaking new ground, supporting pioneering technologies such as autonomous AI in dermatology and nurturing the next generation of healthcare innovators.

Our Arts in Health programme continues to deliver creativity, colour and award-winning design, helping to uplift clinical spaces and public areas in our hospitals.





At a national level, CW+ has driven forward the Volunteering for Health programme, which will help shape the role of volunteering across health and care systems, and expanded the reach of the National Neonatal Palliative Care Programme, improving outcomes for families across the country. Our Best For You programme is setting a new benchmark for mental health care, making it easier for young people and their families to access the help they need, when they need it.

We are proud of the role we play in helping our Trust respond to the challenges facing the NHS. Our strategic priorities as we enter the final year of our 2023–26 strategy remain clear: to create world-class facilities, drive research and innovation, enhance patient and staff wellbeing, and support our local community and the wider national health agenda.

None of this would be possible without our supporters, partners and friends, to whom we extend our heartfelt thanks. Your generosity and belief in our mission are making a real and lasting difference.



Tony Bourne
Chair



Chris Chaney
Chief Executive

THIRTY AT THIRTY

Creating world-class facilities, driving innovation and research, and enhancing patient and staff wellbeing



Architect's visualisation of the Day Surgery Unit entrance

In May 2023, CW+ launched its most ambitious fundraising campaign to date, to coincide with Chelsea and Westminster Hospital's 30th birthday.

Thirty at Thirty aims to raise £30m to support the Trust in the ongoing delivery of outstanding care to the communities it serves – and we are now more than halfway to our target, already delivering real benefits for patients and staff across our hospitals. Our fundraising

efforts are focused in three key areas:

Creating world-class facilities

As part of our work to address the growing and urgent crisis in young people's mental health, we have already hit two big fundraising milestones: Arc, a purpose-built space in SW10, and the Reuben Young People's Centre at Chelsea and Westminster Hospital, which opened this year and incorporates

the UK's first 72-hour rapid assessment care model, ensuring that young people are assessed in the right setting for their needs.

Now we are turning our attention to two major projects. The Day Surgery Unit, which provides day and short-stay surgery at our Chelsea site, is undergoing redevelopment. £16m has been committed by the NHS for this project; CW+ is looking to raise **£10m** more to make this a best-in-class unit,

including two new operating theatres and a 23-hour recovery process.

At West Middlesex University Hospital, work is under way on the £80m Ambulatory Diagnostic Centre, which will house cancer, renal and imaging services under one roof. To support this transformative project, CW+ is raising **£1.5m** for a programme of enhancements that will help provide the best possible environment for care and recovery.

Driving innovation and research

Our CW Innovation programme has already achieved national recognition. By nurturing the talent in our Trust and continuing to expand our network of world-leading partners, we are looking to design and deliver the next chapter in health and care innovation.

The first stage was to launch the CW Innovation Hub at our Chelsea site – this collaborative space opened in October, bringing together staff, companies, entrepreneurs and patients

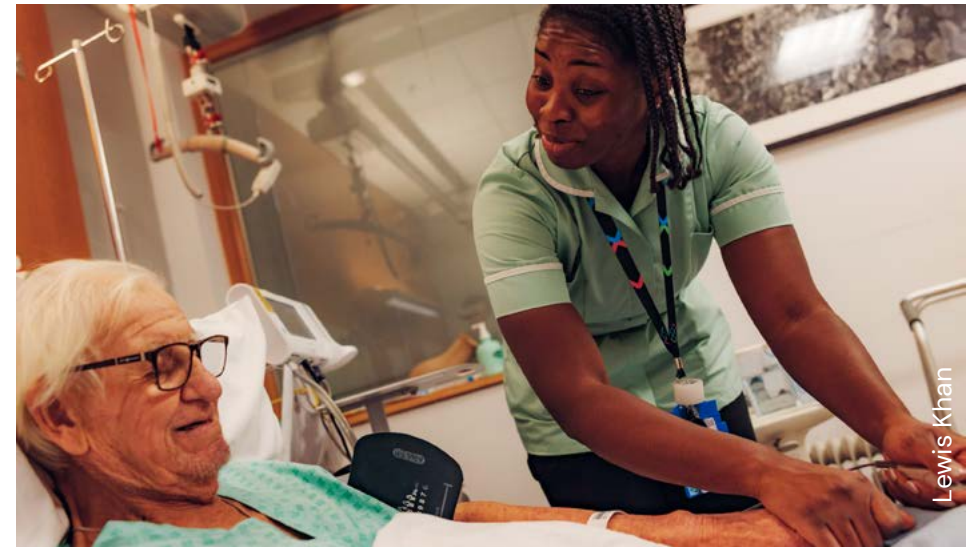
to drive a culture of innovation and spark new ideas.

Next, we are addressing a critical research priority. Studying immune responses to infection and evaluating the effectiveness of vaccines and drugs can help us prepare for and respond quickly to future pandemics. In collaboration with Imperial College London, we are proposing to develop a 10-bed state-of-the-art facility for Human Infection Challenge studies to accelerate this vital work. To make this project a reality, we are looking to raise a total of **£5m**.



Thomas Angus/
Imperial College London

Our ambition is to develop a facility for Human Infection Challenge studies



Lewis Khan

Enhancing patient and staff wellbeing

Our pioneering Arts in Health programme focuses on the link between human health and the environment, transforming spaces to boost physical and mental wellbeing – work we are committed to continuing and further developing.

Frontline staff are often the people best qualified to identify where improvements can be made, health inequalities addressed, and wellbeing and training needs met. The CW+ Grants Programme has already

funded a wide range of projects that have delivered real impact for patients and teams. We're working to make this funding even quicker and easier to access, ensuring that more members of staff at all levels of our Trust can receive the support they deserve.

In addition, we are committed to continuing our support of the Trust's Volunteering Programme over the term of the campaign, as well as working with partners to expand the National Neonatal Palliative Care Programme. To fund this important work, we're hoping to raise **£2m**.

Fundraising milestones

Achieving extraordinary impact across our hospitals

Our supporters' fundraising efforts are making a real and tangible difference across our hospitals. From community events to major donations, each milestone reflects our collective commitment to improving care for patients, families and staff.

In May 2024, we welcomed 200 guests to Mansion House for the Thirty at Thirty Gala. Hosted by Natasha Kaplinsky, the event raised **£450,000** through a live and silent auction, pledges and ticket sales. Guests heard from Peter Brooks, father of Sofia, who had spent time on Neptune Ward following a serious illness as a toddler. We are enormously grateful for the hard work and dedication of our incredible Gala Committee, who enabled this event to be a sell-out success.

Our supporters have enabled brilliant things to happen across our hospitals this year. We were privileged to receive a pledged gift of **£1m** from The Exilarch's Foundation in support of Thirty at Thirty, which will enable us to upgrade and enhance our paediatric Emergency Department.



I and my brothers David and Elie are honoured to support the CW+ Thirty at Thirty campaign and the amazing work of Chelsea and Westminster Hospital. Our donation is being made in memory of our brother Robert, who used the hospital extensively. This campaign will help ensure every patient at the Trust receives the best possible care. We hope our donation inspires others, and will help make a lasting impact on patients, staff and the wider community

Michael Dangoor,
Trustee of The Exilarch's
Foundation



Connie Campbell

The Neonatal Intensive Care Unit has bought urgent additional equipment to support babies as a result of much-valued gifts to the unit. In addition, thanks to a significant donation towards the WHEAT trial from Bukhman Philanthropies, important work is underway to better understand the impact of prematurity on babies and their families through the lens of necrotising enterocolitis.

We were delighted to receive a generous donation from the Karaviotis Foundation to transform Saturn, the paediatric day surgery unit

at the Chelsea site. It has been completely remodelled to ease anxiety for young patients as they prepare for procedures, incorporating artwork and poetry into their pre- and post-operative journey.

In November, CW+ was the official charity partner of the inaugural Fulham 10K. On a chilly but sunny Sunday, 4,000 runners took to the streets to complete a circular route that took in Stamford Bridge, home to Chelsea Football Club. The CW+ team was 57 runners strong and raised **£15,000**. Huge thanks to all who took part in this event.



Mile 91



Damian Griffiths

Thirty Stories

As part of the Thirty at Thirty campaign, we launched Thirty Stories, an archive of accounts from people whose lives have been touched by the Trust and CW+. Thirteen stories were published by the end of the year, and the collection continues to grow. Some of those stories are included in this report; see more at cwplus.org.uk/thirty-stories.

Fundraisers

Celebrating the amazing members of our community who raise money for our hospitals



Our brilliant Trust colleagues went above and beyond for their hospitals, including:

The **Therapies and Dietetics Team** at Chelsea, who wanted to give back following the refurbishment of their department – a project supported by CW+. Led by **Jeremy Nugent**, Head of Therapies and Dietetics, 14 team members took part in the Fulham 10K, raising more than **£1,500**.

Inderjit Pawar, Billing Manager, who led the Finance

Team in putting on multiple food stalls at both hospital sites to support cancer services. Over the years, Indie and her team have raised a massive **£7,000** for CW+.

Day Surgery Unit staff **Dariana, Jerry, Ika, Saad** and **Katherine**, who took their support to new heights with a skydive, raising more than **£3,700** towards the transformation of their department.

Many individuals, families and friends took on personal

challenges to give back for care received, including:

Nikki and **Peter**, who rallied family and friends to raise an incredible **£11,000** for Neptune Ward after their daughter Sofia's life was saved at Chelsea and Westminster Hospital (see 'Spotlight', below).

Martin Kelly, who took on the iconic London Marathon. His family experienced care at West Middlesex University Hospital when his child was born prematurely. He raised

an impressive **£3,300** for the Special Care Baby Unit to help fund equipment that enables staff to deliver high-quality patient care.

Members of our community came together to support CW+, including:

The pupils, parents and teachers of **Francis Holland School**, who raised nearly **£14,000** to fund a warming cot for the Neonatal Intensive Care Unit. Their fundraising efforts included a dog show, an entrepreneur day and

123

staff and community fundraisers

250

km walked

161

km cycled

811

km run



The Therapies Team raised £1,500

various other creative events across the school year.

Eleven staff members from the **Medical Chambers Kensington**, who took on the Fulham 10K, raising **£2,500** in support of their local hospital.

Marmalade Hedgehog Nursery, which hosted an art show for parents to enjoy the creativity of their little ones. They raised **£1,107** to support our hospital Play Team, helping to bring more comfort and play opportunities to children receiving care.

143,000
ft skydived



Fundraisers at Francis Holland School



Danielle took on the Brighton and Hove Triathlon

Spotlight: Peter, whose daughter Sofia was treated at Chelsea and Westminster Hospital



'In 2023, my daughter Sofia, then only 17 months old, fell ill. Initially, her symptoms seemed like a cold, but over the next few days, her condition steadily worsened. She was taken to Chelsea and Westminster Hospital, where she was quickly treated for invasive group A strep. It was this swift action that helped save her life.

'Sofia spent seven weeks in hospital, during which time she had countless MRIs, X-rays, ultrasounds, a blood transfusion and more. Her infected hip joint – caused by the illness – was operated on four times.

'Without the determination of the staff to establish what was attacking Sofia's tiny body, she wouldn't be the sassy little girl she is today.

'To raise awareness of Strep A and give back in some small way, my family, friends and I took on a series of fundraising challenges, including cycling to every Premier League football stadium in London, running 5km, taking on the Yorkshire Three Peaks Challenge, and competing in the Brighton Triathlon.

'Collectively we raised more than £11,000, helping to ensure that Chelsea and Westminster Hospital continues to provide life-saving care for families like ours.'

CWInnovation

Improving patient care, patient experience and the way our hospitals and clinics are run

This year, the CW Innovation programme, run jointly by CW+ and the Trust, celebrated its fifth anniversary. It continues to help shape more responsive, patient-centred care by supporting staff-led ideas and forging powerful collaborations.

CW Innovation projects

We remain focused on delivering new and improved methods of care for our patients and community. Highlights this year include:

- A **world first** – the use of autonomous AI technology to identify benign skin lesions, providing faster reassurance to patients and enabling the Dermatology Team at Chelsea and Westminster Hospital to prioritise treatment for those most in need. CW Innovation has provided a wide range of support to the service since the start, including partnership building, contracting, governance, programme management and implementation. In March, the service won the **HSJ Partnership Award** for Most Effective Contribution to Improving Cancer Outcomes.
- An evaluation of the AcuPebble remote sleep apnoea service in collaboration with the Sleep Service at the Trust and



Lesley Watts, CEO of the Trust, celebrates five years of CW Innovation



The Trust's AI-powered teledermatology service won an HSJ Award in March

colleagues at Imperial College Healthcare NHS Trust. This initiative, which allows patients preparing for weight loss surgery to have their sleep assessed from home, won the **Modernising Diagnostics Award** category at the HSJ Awards in November.

- Recognition for the SIPS app, developed by Dr Natalie Nunes and her team in the Early Pregnancy Unit, which supports women with hyperemesis. The project won the **Mitchell-Jones Prize** at the AEPU Annual Scientific Meeting. CW Innovation supported the initiative with funding and by helping to identify the right technology to deliver the service.
- Investment of **£252,000** from L'Oréal to cement a partnership with the Dermatology Service at the Trust to scale up our teledermatology AI work. This involves building a virtual tissue bank to support research into skin cancers, particularly in darker-skinned patients, and to improve patient education.
- A continued partnership with GE Healthcare, strengthened by a **£590,000** investment received by the Trust to support the Cardiology Team at West Middlesex University Hospital in the evaluation of an innovative wireless system that monitors patients' vital signs on the ward. This technology helps identify when patients are deteriorating so staff can intervene earlier, improving patient care and outcomes. The partnership is now four years old and goes from strength to strength.

Spotlight: Leon, former patient at West Middlesex University Hospital



'I was admitted to West Middlesex Hospital after weeks of chest pain and sickness. At first, I thought it was just a bug, but when things got worse, I knew I had to act. I went to A&E and was quickly admitted. An ECG showed an abnormal heart rhythm. I thought I'd be home in an hour, but I ended up staying nearly a week for tests and monitoring.'

'During my stay, I was given a small wireless device called Portrait Mobile. It was comfortable to wear and let me move freely, so I could walk around the hospital while being constantly monitored. That freedom made a huge difference, not just physically but also mentally – seeing my stats live helped ease my anxiety.'

'I was diagnosed with Wolff-Parkinson-White syndrome, a condition that causes an abnormal heart rhythm. I had an ablation procedure and haven't had an episode since. The care I received was outstanding – the whole team was so kind, even while supporting very challenging patients.'

'The combination of innovation and compassion at West Mid gave me real confidence and comfort at a frightening time. Technologies like Portrait Mobile have a real impact, and I'm grateful to CW+ and CW Innovation for making them possible.'

[Watch Leon's full story at cwplus.org.uk/thirty-stories](https://www.cwplus.org.uk/thirty-stories)



2024/25 Horizon Fellows

Horizon Fellowship

The third year of the Horizon Fellowship (recently renamed the CW Innovation Fellowship), run by CW Innovation in partnership with DigitalHealth.London, began in October with a new cohort of **25 staff** from across the Trust. Over 12 months, the programme offers themed training, practical learning and peer support to help staff develop new ideas that could improve patient care, patient experience or operational efficiency.

Spotlight: Lorena, Advanced Nurse Practitioner and Horizon Fellow



'I became a Horizon Fellow because it was a great opportunity to build on my skills and knowledge, and access the support and expertise I needed to bring my idea to life. The project I developed during the Fellowship programme is called Recognition and Escalation of Deteriorating Patients. It's a quality improvement initiative that helps

nurses spot early signs of patient deterioration, increasing the chances of survival and recovery.

'Being a Horizon Fellow made a big difference to the success of the project. The training and workshops equipped me with good leadership skills, and the CW Innovation Team supported me every step of the way. I also really enjoyed connecting with like-minded colleagues.

'The project has since received national recognition, including an HSJ Patient Safety Team of the Year award. I also presented at a national critical care outreach conference, and was awarded first place. Without the Fellowship, it would have been so much harder to achieve this outcome.

'I would really recommend the Fellowship to other staff at our Trust. It gives you space to step back from your day-to-day role and reflect on how you can drive meaningful change.'

[Watch Lorena's full story at cwplus.org.uk/thirty-stories](https://cwplus.org.uk/thirty-stories)



CW Innovation Week ended with a vibrant showcase event

CW Innovation Hub opening

To mark its fifth anniversary in October, CW Innovation hosted a week of events culminating in a showcase of the programme's achievements, attended by NHS and industry leaders, companies, partners and innovators. As part of the celebrations, CW+ officially opened the **CW Innovation Hub** at Chelsea and Westminster Hospital – a welcoming, flexible space designed to spark new ideas, support collaboration and drive tangible improvements in patient care, operations and staff engagement.

Partnerships

CW Innovation continues to play a national role as one of 18 designated partners on the **NHS InSites Programme**, working with the NHS Clinical Entrepreneur Programme (CEP) to trial and scale the best in UK medical innovation. CW+ is also a founding partner of the **DigitalHealth. London Accelerator**, with CW Innovation supporting its eighth cohort.

30+

companies in discussion with CW Innovation

60+

Horizon Fellows supported to bring their projects to life to date

216

meetings booked in the CW Innovation Hub since opening



CW Innovation has developed into a prolific and active programme that supports the everyday care of patients. It brings energy to the Trust, empowering our staff to share and develop their ideas for improving healthcare, making it a place where innovation thrives

Lesley Watts, CEO of Chelsea and Westminster Hospital NHS Foundation Trust

Arts in Health

Promoting engagement in the arts to improve the health and wellbeing of patients and staff

For over 30 years, CW+ has provided an inclusive and diverse Arts in Health programme that includes visual art, participatory workshops and performances, a design and environment programme and much more.

Design and environment

This year, the Arts in Health Team has continued supporting the Trust with its largest portfolio of capital projects to date, designing new spaces across both hospital sites.

A key achievement was the relocation of the **Adult Therapy Department**, which was transformed with bespoke artwork and LED nature-inspired ceiling panels. A CW+ grant also funded new rehabilitation equipment. The design was selected for presentation at the European Healthcare Design 2025 Congress.

The transformation of the **Reuben Young People's Centre** at Chelsea and Westminster Hospital saw the CW+ Arts Team coordinate an extensive programme of works in partnership with the Trust's Estates and Play teams, and architects White Arkitekter. The result is a calming, therapeutic, clinically compliant area tailored to the needs of young people.

The **Saturn** unit at Chelsea was also given a new look with a cosmic-themed makeover that includes a ceiling galaxy, interactive artwork and sensory-friendly spaces, making it a more engaging environment for young patients.

Spotlight: Sally, mother of William, a patient at Chelsea and Westminster Hospital



'Unfortunately, my son William was diagnosed with a chronic illness three years ago, so I've been coming to Chelsea and Westminster Hospital regularly since then.

'The first time we came, it was in extremely difficult and stressful circumstances, but we found the physical space and the environment

incredibly uplifting. William was put in a room which looked out onto *Acrobat* by Allen Jones – it's an amazing sculpture that towers up the hospital atrium, and it was a wonderful thing to see out of the window. It gave us something to focus on, which was really important – we talked about it, and it distracted us from some of the medical issues we were facing.

'As an artist myself, I'm fascinated by the art collection. While William is getting treatment, I like to go and look at the different artworks – they've become like familiar friends.

'CW+ is investing in the physical environment, which has a real impact on the way people feel. It has been transformative for me as a parent and William as a patient. He described it as being in a place that isn't just clinical – it's a place where he knows that people care about him.'

[Watch Sally's full story at cwplus.org.uk/thirty-stories](https://www.cwplus.org.uk/thirty-stories)



The Adult Therapy Department features artwork by Clare Halifax and Lily Bertrand-Webb



Saturn at Chelsea and Westminster Hospital has a new cosmic theme



Damian Griffiths



The Reuben Young People's Centre is so warm and welcoming, with little touches that make it feel less clinical and more young-person-friendly. The playroom has sensory equipment and a playhouse, and there's a common room where young people can chill and play video games. Not one inch has been missed – CW+ has helped to create a brilliant environment for everyone

Sarah Chin, Ward Manager

Arts for All

The Arts for All programme expanded creative opportunities for patients and staff through sessions on the wards and classes in the CW+ Studio. A highlight was 'Pluck', a six-month harp and puppetry pilot, with **31 performances** reaching 71 children and 83 adults (see 'Spotlight', below). New music, storytelling and digital art sessions were introduced, alongside movement workshops for patients with limited mobility. The CW+ MediCinema hosted **211 film screenings** for patients, their visitors and staff.

At West Middlesex University Hospital, the CW+ GreenUP project improved access to nature with new planting, pathways and a sheltered area. A three-week pilot in October featured **18 activity sessions** including gardening, mosaic-making and yoga, designed to increase participants' understanding of biodiversity and sustainability, and foster their connection to nature while in hospital.

Work also began at West Mid to refresh and diversify the art collection, including the commissioning of site-specific pieces. The artists held staff consultations and workshops to encourage engagement and a sense of ownership of the new works.

422

CW+ Studio sessions

2,838

patient/visitor attendances

992

staff attendances



Dancers from Akademi were among the Arts for All artists who performed at a special event hosted by CW+ at Wellcome Collection in November



GreenUP lakeside space at West Middlesex University Hospital

Spotlight: Mark and Joni ('Pluck'), Arts for All artists



'What's unique about performing in hospital is the one-to-one connection with patients. It's all about empathy – understanding their needs and how we can make their experience a little bit better.'

“Pluck” is our mini travelling theatre, which combines puppetry, light effects and harp music to

create sensory shows for paediatric patients. It is all live, so we can adapt what we're doing in the moment. We might start with a story in mind, but if a child loves a specific puppet or piece of music, we can follow their lead. Even very ill children still want to play and laugh. Our shows are relaxing, engaging, and patients can take part from bed – they're accessible to everyone.

'Hospitals can be scary and lonely. Connecting with a child during one of the hardest times in their life is powerful. Taking them on a space adventure or to visit a penguin, and seeing them smile, is incredibly rewarding.'

'We've got to know the staff well – they see the value in what we do and they know which children might benefit. The Arts for All programme really makes a difference – we just want to keep on bringing joy to patients.'

[Watch Pluck's full story at cwplus.org.uk/thirty-stories](https://cwplus.org.uk/thirty-stories)



The role that CW+ plays is paramount in making the lives of both children and their parents better. It is excruciating for a parent to see their child in hospital, and by providing these shows you help us smile and forget where we are for a few minutes

Parent of a young patient at Chelsea and Westminster Hospital

20,000+
patient engagements
with Arts for All

7,500+
staff engagements
with Arts for All

1,826
Arts for All ward visits

2,545
patients, families
and staff at CW+
MediCinema screenings

Grants

Funding equipment, ward improvements, staff training and more

The CW+ Grants programme awards funding to Trust staff for a wide range of projects, from 'quick fixes' to large-scale service development projects.

In 2024/25, it awarded a total of **310 grants** (up from 222 in 2023/24).

Staff can apply for up to **£50,000** for major projects. This year's grants included the funding of an assessment procedure for babies with swallowing difficulties, supporting safe breastfeeding through improved diagnostics; and rehab equipment for the

stroke unit at West Middlesex University Hospital.

The final of the eighth Nurses, Midwives and Allied Health Professionals Call took place in March, with two virtual reality (VR) projects announced as joint winners. One uses a VR headset during hysteroscopy procedures to help reduce patients' anxiety, and the other helps to prepare children for medical scans by giving them a virtual

tour of the scanning suite and showing them what will happen during the procedure.

Alongside these larger-scale projects, CW+ awarded more than **£58,000** in small grants to fund patient-focused initiatives, including post-discharge equipment, innovative distraction devices, support groups, awareness stalls and more.

More than **£64,000** was awarded for staff training and development – up from £20,000 in 2023/24. Staff can also apply for postgraduate education and research funding via the annual Joint Research Committee (JRC), which has been jointly funded by CW+ and the Westminster Medical School Research Trust for more than a decade.



£2.5m
awarded



Thank you for funding our new antenatal counselling room. You have created a safe, comforting space where families can find support, guidance and strength during their most difficult times

Jennifer Ryan, Fetal Medicine Midwife,
West Middlesex
University Hospital



CW+ also awarded 101 grants to support staff morale and wellbeing, to a value of **£37,000** (up from £28,000 for 72 grants last year). These supported projects such as team-building activities and improvements to staff spaces.

Through the Booster Grants scheme, we engaged more than 100 departments and awarded 44 grants totalling **£6,000** to fund items that enhance patient experience, such as music players,

sensory tools and distraction equipment.

We also recruited our first **CW+ Ambassadors** – a voluntary role for Trust staff who want to help raise awareness of CW+ among patients, families and colleagues by promoting initiatives such as challenge events, and the Arts in Health and Grants programmes. They help to connect us with the hospital community and highlight the support available to staff and patients.

300+
grants awarded

45%
growth of small
grants since 2023/24

250+
applicants

208%
growth of small
grants since 2022/23

Spotlight: Tom, Consultant Gynaecologist



'I specialise in endometriosis, a complex and debilitating condition. Diagnosis can take a long time – sometimes 8 to 12 years after symptoms start. In the first consultation, we need to explain the condition, discuss surgical options, and plan treatment – all while patients are just coming to terms with their diagnosis.

'This isn't just painful periods – it's a "lying on the bathroom floor in cold sweats" type of pain, with a wide range of severe, often frightening symptoms. Explaining anatomical changes and surgical plans can be overwhelming, so we use diagrams to help – but it's still a lot to take in.

'That's why I developed the VR hologram project, funded by a grant from CW+ and the Friends of Chelsea and Westminster Hospital. It enables us to explore 3D anatomical models with patients – rotating, stripping away layers and looking inside organs. This helps patients visualise their condition and understand surgical risks and outcomes more clearly.

'When patients truly understand their disease, it becomes less frightening. They leave feeling informed and empowered. The CW+ grants programme enables this kind of innovation, and we're now exploring how to expand this technology across gynaecology and maternity care.'

[Watch Tom's full story at **cwplus.org.uk/thirty-stories**](https://cwplus.org.uk/thirty-stories)

Regional and national programmes

Adding value, expertise and leadership

While the charity's priority focus remains local, it is building on these successes by supporting neighbouring trusts and national programmes.

Best For You

Launched in 2021, Best For You is a new approach to mental health care designed for – and in consultation with – young people and their families. It is run in partnership by Central and North West London NHS Foundation Trust, Chelsea and Westminster Hospital NHS Foundation Trust, West London NHS Trust, and CW+. It is being evaluated by academic experts at Imperial College.

This year, **66,000 people** visited the Best For You

website, which brings together tried-and-tested mental health resources for young people.

As one of YouTube's UK Health Partners, Best For You released a series of funded videos. In November, its animation 'What are eating disorders?' won **Best Charity Film** (Health and Wellbeing) at the Big Syn International Film Festival and was screened on Piccadilly Lights in central London.

Best For You digital was also recognised by the **HSJ Digital Awards** with a shortlist nomination in the category 'Improving Mental Health through Digital'.

In February, Best For You marked the formal (cont'd)

Spotlight: Helena, experience-based advocate for Best For You



'I was under the care of CAMHS from April 2022 to July 2023 – they helped me recover from anorexia.

'I got involved with Best For You YouTube because a lot of resources online don't feel truthful. It felt good to create something that lets people hear the truth about recovery.

'When I visited the Reuben Young People's Centre, the most noticeable thing was the quiet. My experience of hospital was very noisy – a lot of beeping and chaos! The environment was so nice – there's artwork, and it's super friendly.

'The mental health rooms would have been amazing for me. I was 16 when I was in hospital, and being on the children's ward felt confusing. Having a common room for young people, like in the Reuben Young People's Centre, would have given me somewhere to feel like I belonged.

'Arc [home to a day programme for young people with eating disorders] is phenomenal too. A lot of people struggle with the transition from hospital to home – for me, Arc would have been a happy halfway.

'For Best For You to continue making a difference, I think it needs to expand. If what's been done with the Reuben Young People's Centre could be in every hospital, and if we could have more Arc locations, it would help so many more young people as they recover.'

66,077

Best For You
website users

6,400

views of Best For You
films on YouTube

37

neonatal units supported
by the Neonatal Palliative
Care programme



Mile 91

opening of the Reuben Young People's Centre at Chelsea and Westminster Hospital, which provides a best-in-class environment for young people to access holistic care, whatever their reason for admission.

National Neonatal Palliative Care Programme

The National Neonatal Palliative Care Programme is jointly funded by CW+, The True Colours Trust and Chelsea and

Westminster Hospital NHS Foundation Trust.

The past year has seen significant developments in the programme, which provides strategic training, resources and support to staff in neonatal units with the aim of ensuring families in the UK have consistent access to high-quality neonatal palliative care.

This innovative programme has expanded to work with

three additional Neonatal Networks across England, reaching just under **400 unique participants** via the introductory sessions alone.

With a focus on building infrastructure and sustainability, clinical specialist roles have been developed across the country to support with training delivery, promotion and engagement, with appointees in post from summer 2025.

In March, CW+ held the first **National Neonatal Palliative Care Programme Conference** in partnership with the Trust and The True Colours Trust, with representation from all regional neonatal networks alongside NHS England.

Speakers and attendees showcased methods of best practice and discussed how to embed equitable and consistent care country-wide.

15

Volunteering for Health
partnerships

100+

partnering
organisations

We know there is strength in pooling knowledge and experience, and spreading that as widely as possible. Volunteering for Health builds on that strength, while also helping new and innovative ideas to flourish

Chris Chaney, Chief Executive, CW+

Volunteering for Health

Volunteering for Health is a **£10m** three-year national programme to show how volunteering can – and must – be a vital part of delivering health and social care. It aims to unlock the significant potential of volunteering to enhance service delivery, improve patient and staff experience, and boost entry routes into the health and care workforce. It is run as a partnership between CW+, NHS England and NHS Charities Together.

In June 2024, the Volunteering for Health panel selected

15 partnerships with ambitions to strengthen volunteering infrastructure across systems. The first £1.5m was released for a development phase, running until spring 2025, enabling partnerships to refine their plans, recruit further partners and align with strategic priorities.

By year-end, partnerships were moving into delivery phase, supported by a national learning and development offer designed to maximise impact and share benefits across systems. Independent

evaluation is being led by public policy experts SQW, who will capture and share learning throughout the programme and beyond.

HIV, sexual health and gender

CW+ is proud to support the Trust's HIV Sexual Health Directorate, which is recognised as a global centre of excellence, in four key areas – education, awareness, community and research.

This year, CW+ provided project management for **KNOW PrEP** – a ViiV

Healthcare-funded initiative that offers digital training to improve healthcare professionals' knowledge of PrEP. The charity also secured ViiV funding for a Project Manager to support innovative care for older people living with HIV.

The Directorate continued to welcome clinicians from across the world through the **Clinical Observation Programme**, funded by biopharmaceutical company MSD and administered by CW+ (see 'Spotlight', below). Sixteen European delegates from eight countries visited



the Trust to share and learn the latest in HIV care and treatment.

The CW+ Studio hosted a health and wellbeing programme for TransPlus patients in partnership with the **Chelsea FC Foundation**, funded by the Premier League. The CW+ Arts for All team, specialist HIV Physiotherapy Team and English National Ballet School also continue to

deliver activities for the Kobler Rehabilitation Class, which provides group rehabilitation for older people living with HIV.

The CW+ Grants programme funded the Domestic Abuse Team to make its HoloLens Augmented Reality research paper open access and also supported the **HIV Matters podcast**, which explores the lived experience of people with HIV.

Spotlight: Roxana, infectious disease specialist



'I work in Constanța on Romania's Black Sea coast. I've been treating infectious diseases for over 20 years, and have focused exclusively on HIV for the past two.

'In May, I took part in the Clinical Observation Programme at Chelsea and Westminster Hospital. Facilitated by CW+,

the programme brings together clinicians from around the world to share knowledge and experience, and learn from the long history of HIV care at Chelsea.

'During the programme, I was able to observe the teams at Chelsea work across disciplines to give patients the best possible joined-up care. It gave me lots of ideas, and since I returned to Romania, we've adapted our care model in many ways. We now have doctors from many different specialties working together to support all the needs of our patients, which can sometimes be quite complex.

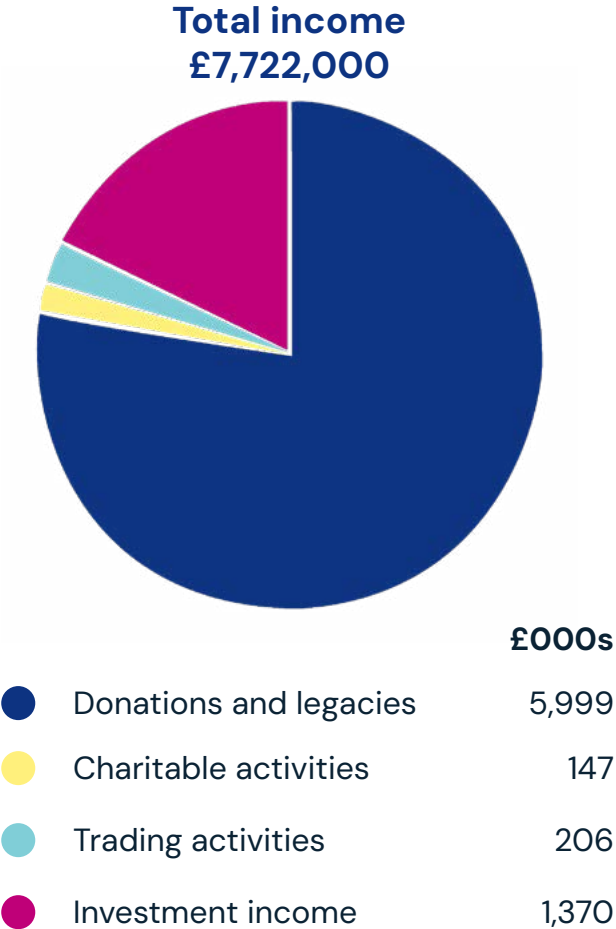
'I'm so grateful to CW+ and all the brilliant hospital staff I met. It was an amazing experience, and I really feel that I returned to Romania with a better understanding of how to deliver the highest standard of care to my patients.'

[Read Roxana's full story at cwplus.org.uk/thirty-stories](https://cwplus.org.uk/thirty-stories)

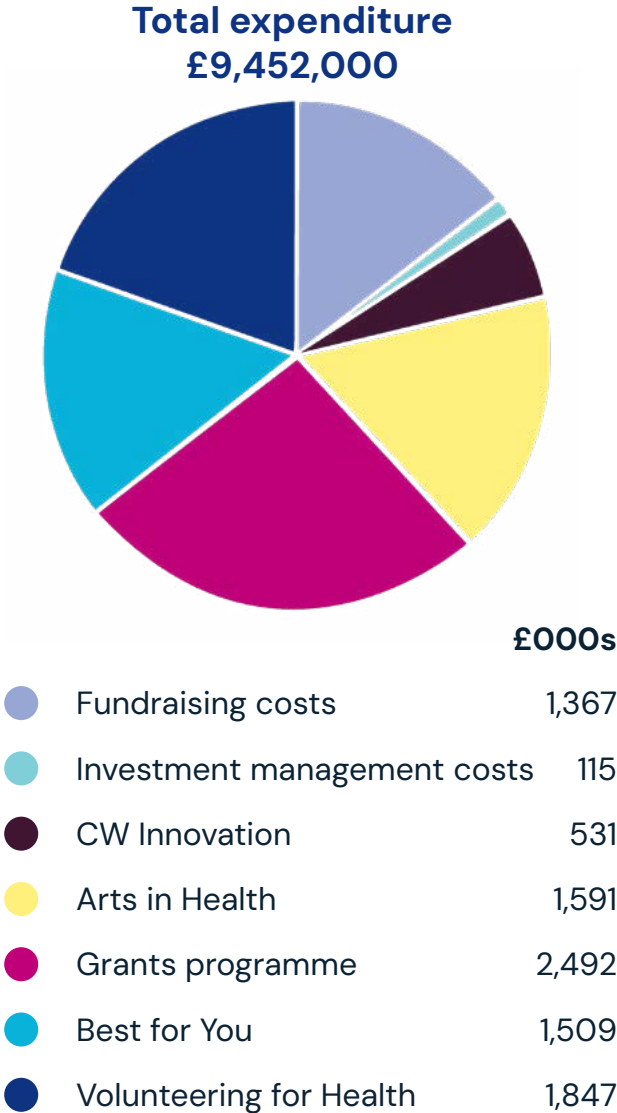


Financials at a glance

Reviewing income and expenditure*



*For a full breakdown of our accounts, see our Trustees' Annual Report and Accounts 2024/25 (available from September 2025).



Looking ahead

Delivering on strategy and building for the future

In 2025/26, we will continue to deliver on our 2023–26 strategic plan, which focuses on creating world-class facilities, driving innovation and research, enhancing wellbeing, and supporting our wider health and care system.

Across every area of our work, we'll be asking where our unique role as a charity can add the most value, and how we can support the Trust to test and scale ideas that have the potential to reach far beyond our hospitals.

Our Thirty at Thirty campaign enters its third year with strong momentum, as we focus on securing major gifts, strategic partnerships and long-term support. We will grow our base of high-value supporters through targeted events, refreshed giving circles and deeper engagement, while expanding our public fundraising through community initiatives, challenge events and campaigns.

We will continue to champion innovation across our hospitals, creating the conditions for staff to think differently, test ideas and adopt new technologies that improve care. We'll launch a new Culture of Innovation workstream, recruit our next cohort of Horizon Fellows (under the new name of the CW Innovation Fellowship), and focus on potentially larger-scale projects and community-based innovation. Our Innovation Hub will grow as a space for showcasing ideas and connecting with partners, and we will keep sharing our learning to help shape the future of healthcare, both locally and nationally.





We're continuing our commitment to transforming healthcare spaces across our hospitals, including bespoke design and patient recovery pods in the new Day Surgery Unit at Chelsea and Westminster, and an integrated wayfinding and arts strategy for the Ambulatory Diagnostic Centre at West Middlesex, due to open in autumn 2026. Our Arts for All programme will explore new tools and technologies, from virtual reality and AI to creative writing and nature-based activities.

The Grants and Fundraising teams will collaborate more closely to raise the charity's profile and strengthen staff engagement. Joint visits to hospital teams will highlight both funding and fundraising opportunities, and we will grow our CW+ Ambassador network to foster a sense of shared ownership and community around the charity's mission.

Regionally and nationally, we will expand our reach through Best For You, the National Neonatal Palliative Care Programme and Volunteering for Health. Across all of these programmes, our focus is on deepening impact and sharing learning. We will also continue to support the needs of our Trust's HIV and Sexual Health teams, from care and treatment to prevention, research and training.

We will also be working to develop our 2026-29 strategy, which will include plans for the future of our expanded art collection following our merger with Paintings in Hospitals, announced in July 2025.



Our donors and fundraisers

Recognising the people and organisations that make our work possible

Much of our work is only possible thanks to our generous donors. Those who gave £5,000 or more between April 2024 and March 2025 are listed here – we are grateful to you all.

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**Thank you to all our
incredible fundraisers.
Those who raised more than
£1,000 are listed below:**

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Benjamin Mansfield

Marmalade Hedgehog Nursery
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Alexia Pipe
Planned Care Team
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**We are very grateful to
those who decided to leave
a gift to CW+ in their will:**

Mimi Adamson
Professor Bernard Nevill
Thelma Webb

**We were honoured to
receive gifts in memory of:**

Jay Loizou
Devendra Patel
Richard Quigley
Krishna Sandhavi
Kettan Vara
Hannes Walters

**With thanks to our Thirty
at Thirty Gala Committee
members for their
outstanding efforts:**

Reza Beyad (Chair)
Charlotte Mulford (Vice-chair)
Linda Bassatne
Sahar Beyad
Caroline Boulliat
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Liz Shanahan

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**And our Gala sponsors
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**We are hugely grateful to
all those who supported
our Thirty at Thirty Gala by
buying and hosting tables,
pledging on the night and
supporting our live and
silent auctions by buying
or donating prizes.**

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Thanking our board and committee members for their ongoing support

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