

Here for You 2024-25 Annual Report



Executive Summary

The personalised referral route (PRR) had another fantastic year and we increased new referrals from **1311** to **1700** in 12 months (an 29.6% increase).

We made a total of **4190** calls (initial, 3 month and 6 month calls (an increase of 36.6%), which accumulated to **846 hours 20 minutes** of support provided by our lovely volunteers and staff. This is an extra **207** hours of calls compared to last year.

We also had a record number of calls using an interpreter and we made calls in **31 languages**.

We have piloted a self referral route with our partners at [Little Lifts](#).

We expanded the team and have transitioned to being a staffed model.

With a bigger team, we managed to sign up **12 new NHS Trusts & 1 private hospital** in England- thank you!

Our **lived experience project group** continues to guide us in all the work that we do and [Leighanne](#) and [Neva](#) shared their stories.

In this report you will find more statistics about the people we're supporting through the personalised referral route, the NHS Trusts signed up to Here for You, as well as evaluation results from service users and healthcare professionals which show the positive impact we made.

We hope you enjoy reading the report.

Thank you!

Michaela, Zoe, Hayley, Simona, Amy, Suzanne, Hannah & Ella

1. The Team

2024-25 has been a really busy year for the Personalised Referral Route (PRR) and Here for You. The team has grown by 5 staff members

The PRR team



2. New Partnerships

Between August 2024 and July 2025, **12** new NHS Trusts & **1** private hospital in England signed up to the personalised referral route.

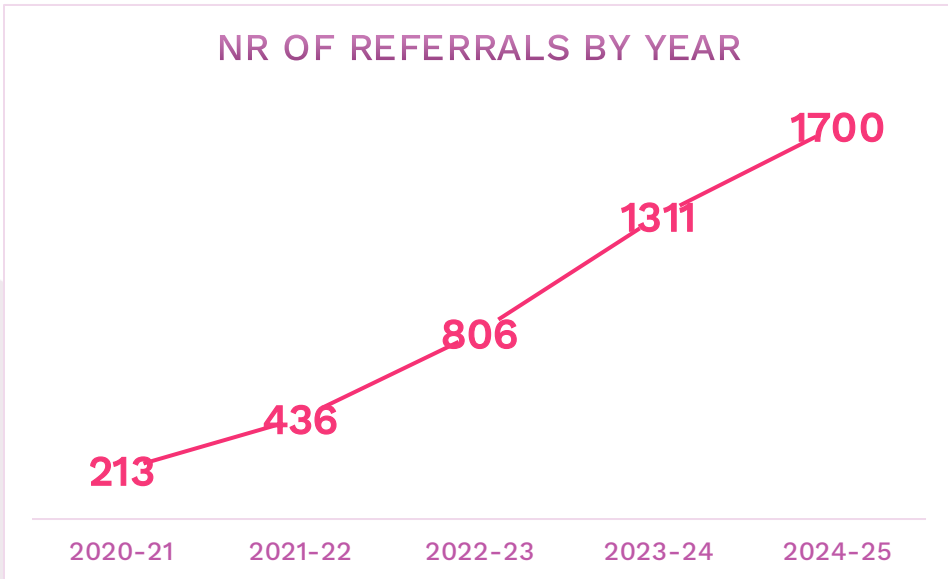
We are working with **20** NHS Trusts to sign up and hope that they'll sign up with us shortly.

We want to thank the **42 signed up NHS Trusts** and hospitals that refer to Here for You.

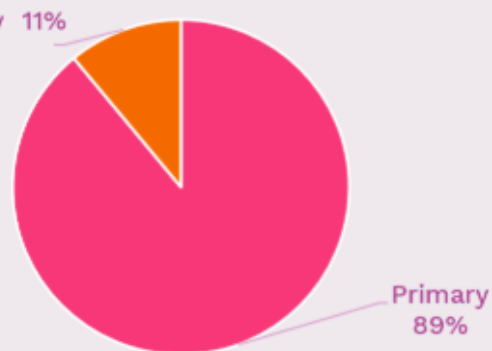
The top 10 referrers	
NHS Trust name 2024-25 (August '24 to July '25)	Nr of referrals this year
1. Sandwell and W Birmingham NHS Trust (City Hospital Birmingham)	177
2. Mid and South Essex NHS Foundation Trust (Broomfield and Southend hospital)	156
3. Milton Keynes University Hospital NHS Foundation Trust	124
4. Great Western Hospitals NHS Trust (Swindon)	123
5. Plymouth Hospitals NHS Trust (Derriford)	118
6. Royal Free NHS Trust (4 hospitals)	112
7. Harrogate and District NHS Foundation Trust	89
8. Chesterfield Royal Hospital NHS Foundation Trust	88
9. London North West Healthcare NHS Trust (Northwick Park Hospital)	67
10. Medway Maritime NHS Foundation Trust	47

3. Referrals data and statistics

The total number of **new referrals** to Here for You between 1 August 2024 to 31 July 2025 has increased by **29.6%** to **1700**. This is a new record for us.

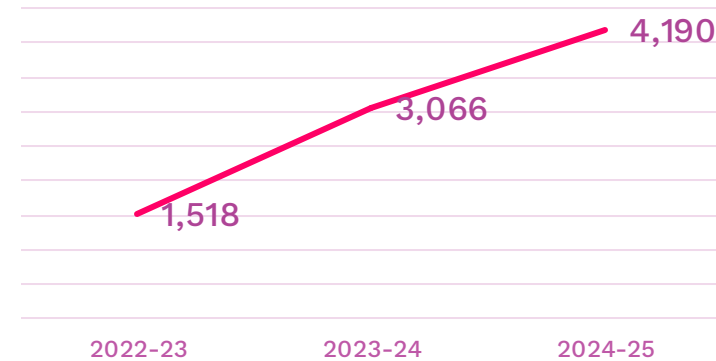


Our data shows that the majority (**89%**) of referrals are for patients with primary breast cancer diagnosis and **11%** of referrals have secondary/metastatic breast cancer.



4. Calls and service requests

NR OF CALLS BY YEAR



When we started the financial year in August 2024, we had a hybrid model of staff and volunteers making calls. Since June 2025 we transitioned to a staff model.

Together, we made **4190 calls** (a 36.6% increase compared to last year), which accumulated to **846 hours** of support being provided. This is a new record for us!

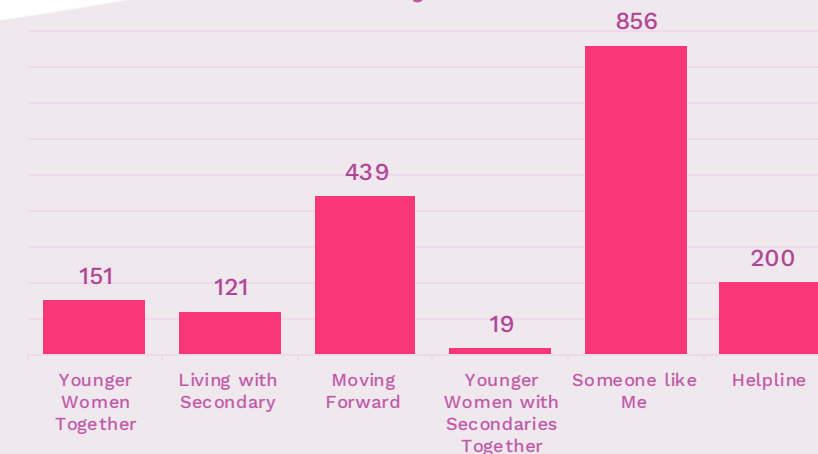
Of these calls, 253 calls were supported by language interpreters in **31 different languages**. The most requested languages were: Polish, Urdu, Portuguese and Turkish.

4a. Service requests

We made 1786 referrals to Breast Cancer Now support services.

Most referrals went to Someone Like Me, followed by Moving Forward, our Helpline call backs and Younger Women Together. This was closely followed by referrals to the Living with secondary breast cancer services.

Total referrals by service August 24 to July 25: 1786



4. Calls and service requests (cont.)

4b. Service User Feedback

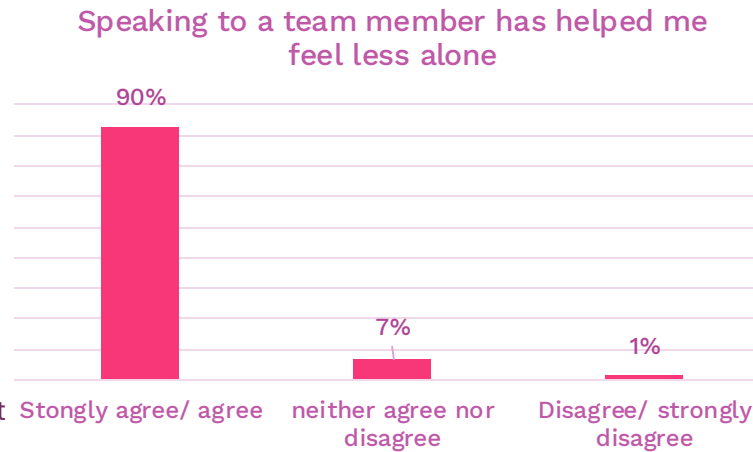
After each completed call we send a short survey to look at how we can improve our support and information provision.

FEEDBACK SURVEY (when a follow up call has been booked)

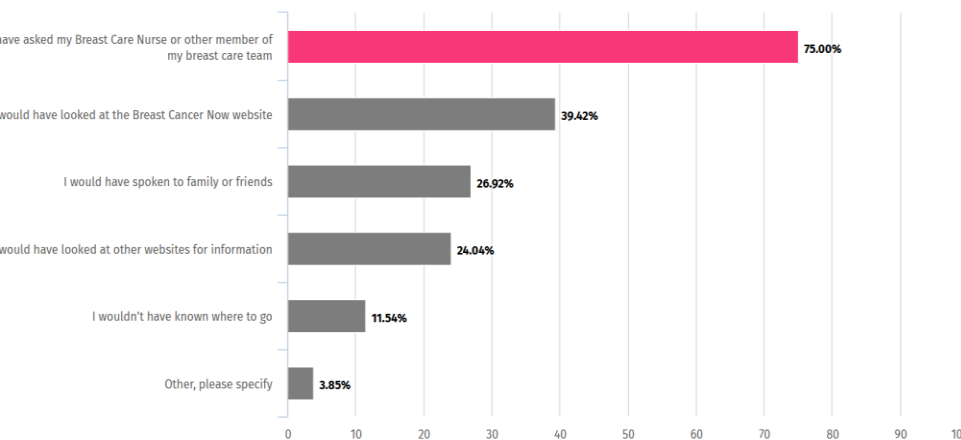
We received 458 responses to our anonymous feedback survey, which showed that we understand their need, that our calls help them feel less alone, we support them to feel less overwhelmed by their diagnosis and we increase their confidence in accessing other support

Another highlight is that 97% of people would recommend to their healthcare professionals that they refer other patients to Here for You.

If you hadn't used Here for You, where would you have looked to find out about the support available to you? Please select all those that apply



Strongly agree/ agree neither agree nor disagree Disagree/ strongly disagree

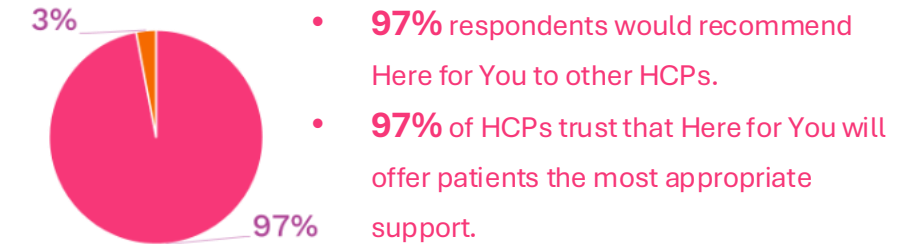


BREAST CANCER NOW
The research & support charity

4c. HCP feedback

Our insight and evaluation team conducted a survey with the Healthcare Professionals (HCPs) that refer to Here for You. We had 39% response rate.

The results were overwhelmingly positive, and we wanted to share a summary with you here.



- 92% of HCPs felt supported by the Here for You team.
- 95% of HCPs rate their experience as good or very good

END OF SERVICE SURVEY

We also received 108 End of Service Survey responses, with 98% of service users rating their experience as very good/good and 95% of respondents saying they would recommend Here for You to others.

We also wanted to find out a bit more about where patients would go for help without being referred to Here for You.

By using a centralised referral route, **92.3% of HCPs felt that it was easier for HCPs than remembering multiple different services.**

Here for You was described as an “excellent service”, with HCP’s identifying Here for You both as “a great source of support for patients” and acknowledged as a “very useful tool for Breast CNS” (HCP Survey 2025)

Awareness of Language Line: Just over **three quarters (76%)** of HCPs were aware that we had an interpreter service with our Language Line partnership. This a significant increase compared to last year, where only **57%** of HCPs knew that we had interpreter services.

We're here

4. Calls and service requests (cont.) 5. Ethnicity data of new referrals

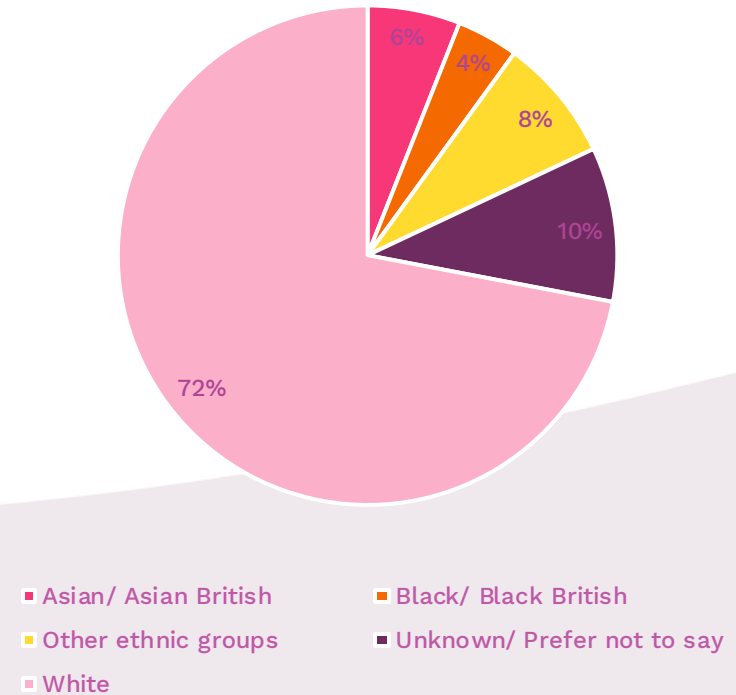
We also tasked an **external research company** called DJS to conduct 10 qualitative interviews with healthcare professionals who refer their patients to different degrees. We wanted to understand in more detail, what obstacles and barriers healthcare professionals face when referring (or not) to Here for You.

Identified barriers to referrals include the below:



Some identified issues have started to be addressed already, and we will continue to try and resolve these barriers.

New referrals by ethnicity 2025 24



This year, we reached more 'other ethnic groups' than before.

6. Our lived experience project group

We have a group consisting of 4 members who volunteer their time to shape everything that we do. The objectives of this group are to support the team in the strategic development but also being a critical friend.

In July 2024, **Leighanne** shared her experience of breast cancer and what it meant to be involved in Here for You.

Neva joined the Breast Cancer Now conference in June as part of a panel discussion on how she got involved with Breast Cancer Now and the work she does with us. She also [shared her story](#).

(Michaela, left, and Neva, right, at the conference).



A big thank you goes to **Coral, Neva, Leila** and **Leighanne** for their input, ideas and passion to make the personalised referral route the best we can and hold us accountable.

Coral's comment on her experience as a project group member:

"Being part of the Here for You project team continues to be both a privilege and a source of genuine excitement for me. Watching the service evolve this year—expanding reach to support so many more people—has been truly inspiring."

"What I value most is being able to contribute through both my professional skills, as well as my lived experience. The team has created an environment where every voice is heard and every contribution matters. That sense of being valued while making a real difference in people's lives is incredibly meaningful."

7. Healthcare professionals hub

Our healthcare professionals hub is a dedicated area for healthcare professionals where you can find out more about breast cancer and how it affects patients. It's open to all healthcare professionals in clinical practice based in the UK. [Become a healthcare professional member](#) for free support and resources today. By joining you'll get access to our:

- ❑ Recorded [webinars](#) facilitated by our clinical nurse specialists, covering topics like breast reconstruction, menopausal symptoms and palliative care, as well support for your own wellbeing.
- ❑ Monthly email newsletter full of research, policy, news and features from the breast cancer field.
- ❑ Specialist interest groups for healthcare professionals, we currently have our Secondary Breast Cancer Nursing Group, Breast Reconstruction Nursing Group, Younger Women Specialist Interest Group, Family History & Genetics Specialist Interest Group, Living Well and Beyond Breast Cancer Specialist Interest Group and Breast Screening Champion Group. The groups meet four times a year, as well as regular clinical updates, networking opportunities and sharing best practice.

You can sign up to become a healthcare professionals hub member [here](#), or [email](#)

8. Other Updates

8a. Little Lifts Partnership

Since January 2025, we have been working with [Little Lifts](#) on establishing a **self-referral route**. We distributed a total of **373** postcards as part of the Little Kindness Fund (LKF) and **458** postcards in the hospital boxes.

We co-created these postcards with our Project Group;



We have also agreed to continue this partnership in 2025-26 and will provide 4,000 postcards (1,000 for the LKF and 3,000 for hospital boxes).

8b. Publications in other languages and easy read formats

You can order some of our [publications in other languages](#). We also have 2 easy read guides on being [diagnosed with primary breast cancer](#) and [surgery for primary breast cancer](#). And we want to re-iterate that we work with Language Line, an interpreter service. So please refer your patients whose first language isn't English.

8c. Access Fund

Through our partnership with Asda, we can provide an [Access Fund](#) to anyone with financial hardship who would like to attend our in-person services. We can support service users with transport costs, childcare costs and other expenses.

9. Our developments for 2025-26 and Future Plans

We have been working hard this year to listen to people with breast cancer and healthcare professionals on how we can improve.

9a. Our new referral form

We have invested in a new platform, to make sure we create a seamless patient experience. From August 2025 onwards, we've changed platform providers. This means we have a [new referral form](#) which provides HCPs with an email confirmation of the referral. This way, you can keep track of your referrals too.

There is also a [Referral Guide](#) available online.

9b. Allocated timeslots for patient calls

Once a HCP referral is completed, patients receive an allocated timeslot for our calls. If this slot doesn't work for the patient, they can re-arrange this.

We hope that this increases the pick up of calls and gives patients more control over their conversations with us as a time and day that suits them.

We will continue working hard to have a **greater reach of under-represented groups** (Black and South Asian women, older people and those from socio-economically disadvantaged backgrounds), with a focus on providing **equity of support**.

As always, we will work with our Breast Cancer Now colleagues to make patients' experiences of our services the best we can. We will take the learning from the evaluations, take on board suggestions and implement positive changes.

Lastly, we wanted to say a big **THANK YOU** to our healthcare professionals, volunteers, service users, colleagues and everyone who supports Here for You.

The Here for You team -
Michaela, Zoe, Hayley, Suzanne, Simona, Amy, Hannah & Ella

10. Appendix

Here's a breakdown of how we supported patients of our top 10 referrers:

MFC= Moving Forward Course;

SLM= Someone like me;

YWT= Younger women together;

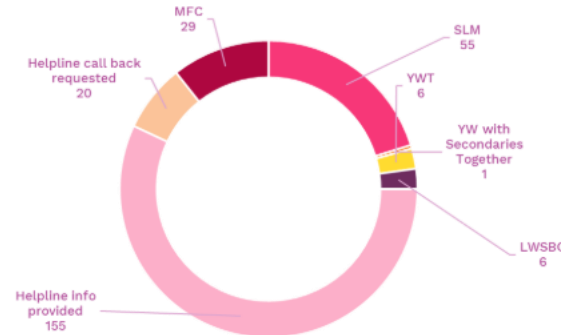
LWSBC= Living with secondary breast cancer;

1.) Sandwell and West Birmingham NHS Trust (City Hospital Birmingham)

177 referrals received

245 calls made

- 230 primary, 15 secondary/metastatic
- 79 initial, 71 3-month calls, 79 6-month calls, 8 interpreter required, 7 manager requested

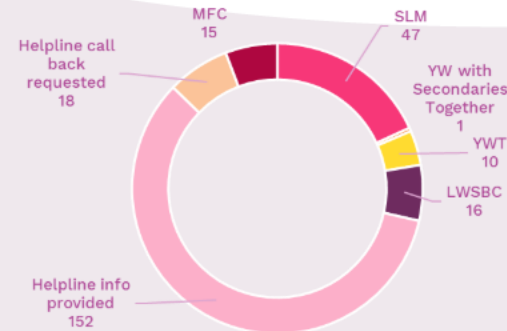


2.) Mid and South Essex NHS Foundation Trust (Broomfield and Southend Hospital)

156 referrals received

247 calls made

- 192 primary, 54 secondary/metastatic
- 106 initial, 86 3-month calls, 51 6-month calls, 1 interpreter required, 2 manager requested

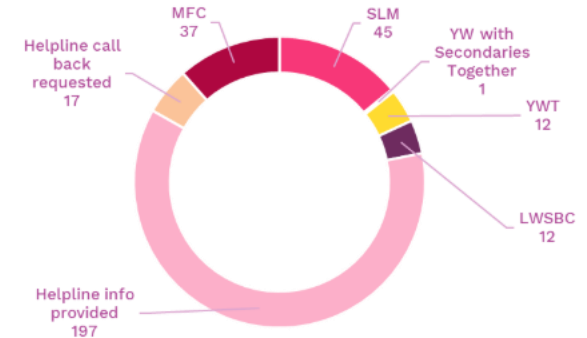


3.) Milton Keynes University Hospital NHS Foundation Trust

124 referrals received

325 calls made

- 294 primary, 30 secondary/metastatic
- 78 initial, 114 3-month calls, 124 6-month calls, 1 interpreter required, 7 manager requested

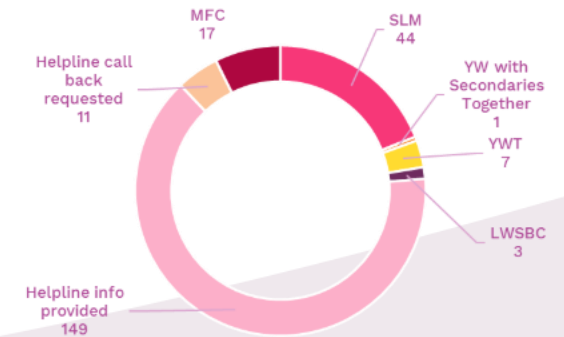


4.) Great Western Hospitals NHS Trust (Swindon)

123 referrals received

325 calls made

- 238 primary, 1 secondary/metastatic
- 84 initial, 86 3-month calls, 65 6-month calls, 1 interpreter required, 3 manager requested

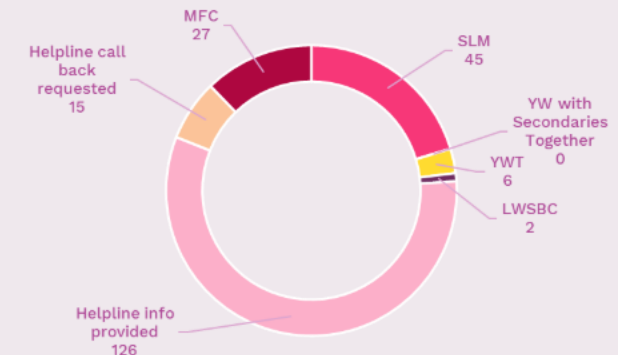


5.) Plymouth Hospitals NHS Trust (Derriford Hospital)

118 referrals received

321 calls made

- 228 primary, 3 secondary/metastatic
- 88 initial, 83 3-month calls, 55 6-month calls, 6 manager requested



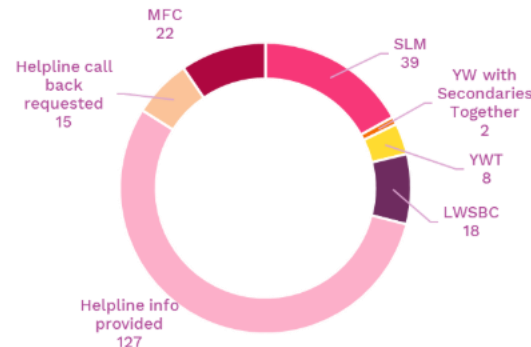
10. Appendix (cont.)

6.) Royal Free NHS Trust (Royal Free Hospital, North Middlesex Hospital, Barnet Hospital, Chase Farm Hospital)

112 referrals received

215 calls made

- **150 primary, 64 secondary/metastatic**
- **71 initial, 62 3-month calls, 58 6-month calls, 13 interpreter required, 10 manager requested**

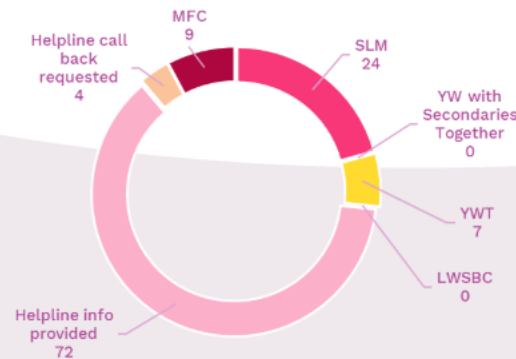


7.) Harrogate and District NHS Foundation Trust

89 referrals received

107 calls made

- **101 primary, 6 secondary/metastatic**
- **62 initial, 33 3-month calls, 12 6-month calls**

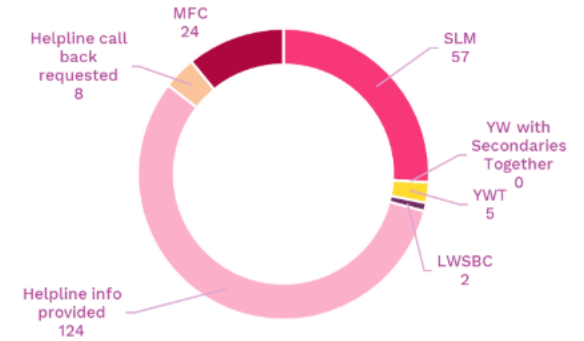


8.) Chesterfield Royal Hospital NHS Foundation Trust

88 referrals received

199 calls made

- **198 primary, 1 secondary/metastatic**
- **74 initial, 68 3-month calls, 56 6-month calls, 1 manager requested**

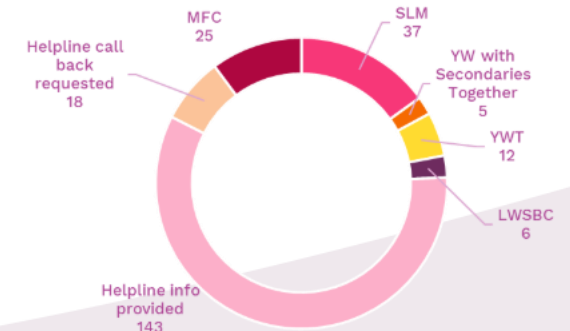


9.) London North West Healthcare NHS Trust (Northwick Park hospital)

67 referrals received

215 calls made

- **210 primary, 5 secondary/metastatic**
- **49 initial, 63 3-month calls, 94 6-month calls, 9 manager requested**



10.) Medway Maritime Hospital

47 referrals received

88 calls made

- **84 primary, 4 secondary/metastatic**
- **33 initial, 33 3-month calls, 18 6-month calls, 4 manager requested**

