PERSONALISED CARE AWARDS

In partnership with NHS England, London & Channel[3] Consulting

Coalition for Personalised Care

Personalised Care Awards 2025 LONDON

Channel[3] CONSULTING Now, Next and Future



Stories already shaping the future of personalised care

A WORD FROM THE CHAIR

These were the first Personalised Care Awards we've held in London, delivered in partnership with NHS England, London, and Channel[3] Consulting. We weren't sure how people would respond...

With inspiring energy and infectious excitement, 137 amazing nominations, an awards evening filled with community spirit, health and care practitioners brimming with warmth towards each other, and that quiet, electric focus you only feel when a room is full of people who care deeply about what they do.

What struck me most was how strongly the evening reflected the NHS's 10-year vision, not as a distant ambition, but as something already alive across London. It isn't evenly spread, and it isn't yet joined up, but it is happening. Every framework we talk about; personalised care, prevention, neighbourhood working, Integrated Neighbourhood Teams, already exists in the hands of people who are out there right now making positive change real in London day in day out.

That's what makes the Personalised Care Awards so powerful.

They're not about seniority or titles. They're about stories. Real, human stories of health and care practitioners who chose to listen to what matters to people, not just what's the matter with them. Stories of families who trusted them, sometimes when trust felt impossible. Stories of communities holding each other up. Moments of persistence, creativity, and care that quietly reshape lives.

Threaded through all of this is something important: these stories aren't "nice extras." They are prototypes of the system we say we want. A London where personalised care is the norm. Where neighbourhood teams drive change. Where prevention isn't a line in a strategy, it's a social prescriber making a phone call, a football coach unlocking a pitch, a gardener passing someone their first plant.

What follows isn't a technical record of the evening. It is a retelling of the stories that lit up the room, and a reminder that the future we're working towards is already here in pockets. Our challenge now is to help it spread.



FRANCES TIPPETT

Chair of the coalition for personalised care



Real stories. Real impact. From London's Personalised Care Awards.

75%

speech intelligibility achieved after pioneering prosthetic tongue work, up from just 33%.

650

older residents supported through proactive, joined-up care, reducing crises before they happen.

+2000

women from Black, Asian and Minority Ethnic communities supported across East London through trauma-informed personalised care.

+500

average annual savings per household through healthier, confidence-building cooking support.

1.4M

Londoners now supported by a single digital care plan that records what matters most.

Real stories. Real impact. From London's Personalised Care Awards.

"For the first time, my conditions are being looked at together. I feel in control of my health."
Highly Commended – Health Equity
South East London Multi-Morbidity Model of Care

People describe feeling "listened to, not rushed," and more confident in managing their health.
Winners – Seeing Me Award
Harrow Network Partners Cardio-Renal-Metabolic Team

"It brought back to life many parts of me that had become dormant… I remembered I'm still alive."
Highly Commended – What Matters
Change Makers Project, Bromley by Bow Health



AWARD WINNERS

Choice and Control Award

***Highly Commended**:* Children and Young People One-Off Personal Health Budget Pathway, Hammersmith & Fulham and South Fulham Primary Care Network's Imperial College Healthcare NHS Trust

Winners: Naomi Mead & Vienna Griffiths Cancer Care Coordinators, Orpington Primary Care Network, South East London Integrated Care Board

Collaborative Working Award

***Highly Commended**:* Primary Care Network Aligned Community Team (PACT) and Havering Liberty Primary Care Network, North East London Integrated Care Board

***Winners**:* The Kingston and Richmond Proactive Anticipatory Care (PAC) Team, South West London Integrated Care Board; Your Healthcare, Ruils, Staywell; Kingston Adult Social Care; Richmond Adult Social Care; Kingston and Richmond Foundation Trust, and Kingston and Richmond Primary Care

Connecting People Award

***Highly Commended**:* Community Navigation Team, Shoreditch Park & City Primary Care Network, North East London Integrated Care Board

***Winners**:* The Therapies Team, Saint Francis Hospice, North East London Integrated Care Board

AWARD WINNERS

Giving Confidence Award

Highly Commended: Carolyn Doughty, Speech and Language Therapist Dr Surina Bhola Specialty Registrar in Restorative Dentistry Dr Jose M Rodriguez (Consultant in Restorative Dentistry) Mrs Caroline Reed (Maxillofacial prosthetist) Mr Michael Brown (Dental Technician), Guys & St Thomas' NHS Foundation Trust, and Imogen Brooks

Winners: Coping Through Football; Sonia Smith Michael Winspear, Andrea Shepherd Barbara Armstrong, North East London Foundation Trust

Health Equity Award

Highly Commended*:* Multi-Morbidity Model of Care Integrated Neighbourhood team, South East London Integrated Care Board

Winners*:* Addison Road Medical Partnership & Waltham Forest Health Equity Alliance; Addison Road Medical Partnership and Walthamstow Central Primary Care Network

Living in a Digital Age Award

Highly Commended*:* Digital Inclusion Service, Haringey GP Federation, North Central London Integrated Care Board

Winners*:* The Universal Care Plan Programme Team Commissioned by the five London Integrated Care Boards and hosted by South West London Integrated Care Board

AWARD WINNERS

Personal Recognition Awards

Sahir Ahmed, Get Together Men's Group, Shoreditch Park & City Primary Care Network
Tara Willson, Get Together Men's Group, Shoreditch Park & City Primary Care Network
Jacqueline Deans, Barts Health NHS Trust, North East London Integrated Care Board

Seeing Me Award

Highly Commended: Homeless Health 'Out of Hospital Care' Team London Community Healthcare, North West London Integrated Care Board

Winners*:* Harrow Network Partners Cardio-Renal-Metabolic Team, North West London Integrated Care Board

Shared Decision-Making Award

Highly Commended*:* South East London Anaesthetic & Peri-operative Medicine Network Team; South East London Acute Provider Collaborative; Guy's and St Thomas' NHS Foundation Trust; King's College Hospital NHS Foundation Trust and Lewisham and Greenwich NHS Trust

Winners*:* Dynamic Support Team (Intensive Autism-Informed Support for Autistic Children and Young People), South West London, and St Georges Mental Health Trust.

Using Our Money Well Award

Highly Commended*:* Bags of Taste

Winners*:* London Long-Term Conditions Locally Commissioned Service Team, North Central London Integrated Care Board

AWARD WINNERS

What Matters Award

Highly Commended: Change Makers Project, Bromley by Bow Health

Winners: Adanna Women's Befriending Service, North East London ICB

Working Together Differently Award

Highly Commended: Richmond Road Medical Centre Sports Academy, North East London ICB

Winners: Westminster Neighbourhood Team, Octopus Model, Bi-Borough Place Based Partnership which is a collaborative of the VCSE, Local Authority and NHS Partners.

Green Award

Highly Commended: Heron Practice Community Garden Project, part of the John Scott Health Centre in partnership with NHS Property Services and Groundworks, North East London ICB

Winners: Lambeth GP Food Co-op, South East London Integrated Care Board

PERSONALISED CARE AWARDS



CHOICE AND CONTROL AWARD

The first award of the night set the tone. When Dr Jagan John stepped up to present the Highly Commended Choice and Control Award, the room heard about something quietly radical: a Children and Young People One-Off Personal Health Budget pathway in Hammersmith & Fulham and South Fulham. Rather than forcing families into whatever services happened to exist, the teams asked a different question: what matters most to your child?

You could picture it as it was described. Parents who were used to being told "no" suddenly being asked, "What would actually help?" A teenager who struggled with crowds getting funded for quieter, adapted activities that felt safe. A child whose sensory needs had always been treated as an inconvenience finally having a care plan shaped around them. The numbers – an 80% increase in satisfaction, fewer crises – mattered.

But what really stayed with people was the idea of a family walking out of a meeting feeling lighter, because the plan in their hands finally looked like their child.

Then came the winners, announced by Carley Jones MBE: Naomi Mead and Vienna Griffiths from Orpington Primary Care Network. Their story wasn't glamorous. It started with a problem that's been talked to death: low cancer screening uptake. But their response was different. They didn't launch a campaign and hope for the best. They picked up the phone.

The description of their work had a hush over the room. Naomi and Vienna had called people one by one, listening to fear, shame, bad experiences, cultural worries, trauma. They created flexible appointments, alternative venues, and even an at-home cervical screening service for people with learning disabilities who found traditional settings unbearable. You could almost see the faces of the patients behind the words – someone who'd avoided screening for years finally saying, "Alright then, I'll try," because for once it was on their terms. When their names were called as winners, the applause felt like it was for every person who'd finally felt that cancer screening was meant for them too.





COLLABORATIVE WORKING AWARD

By the time the Collaborative Working category was introduced, it was already clear that everyone had already heard enough to know: collaboration here meant more than “we copied each other into an email.”

The Highly Commended story, presented with Joe McGarry from Channel 3 on stage, was about the PCN Aligned Community Team – PACT – in Havering Liberty PCN. This was frail, housebound people; the ones who disappear quietly from view. The way PACT was described, they felt like a net catching people before they fell right out of the system. A single team, drawn from primary care, community services, social care and the voluntary sector, going into people’s homes with one mindset: we’re here together, for you.

You didn’t just hear about “comprehensive geriatric assessments”; you heard about a person whose pill bottles had become a frightening mystery finally having someone sit at their kitchen table and calmly sort through them. You heard about carers who stopped lying awake at night, because someone else now knew their mum’s story and would turn up when things started slipping. Over 650 residents supported sounded impressive. But the real impact came through in the small details: a shared plan on the fridge, a familiar team at the door, the absence of yet another blue-light dash to hospital.

Then the winners. The Kingston and Richmond Proactive Anticipatory Care Team were introduced as proof that whole systems could actually change. Co-produced with more than 70 stakeholders, their model sounded huge – ten Primary Care Networks, reductions in unplanned care, cut hospital stays. But, again, what landed in the room was not the scale, but the human logic of it.

You were invited to imagine someone who used to bounce between their GP, A&E and community services, telling their story over and over, never quite fitting. Now, they get proactive phone calls, planned reviews, a team who knows them and steps in before things collapse. One person had spoken about how it felt to have everyone “finally talking to each other – and to me.” That sentiment hung in the air long after the stats had been read.



CONNECTING PEOPLE AWARD

The Connecting People Award was always going to hit hard. It's such a simple phrase, but everyone in the room knew that feeling of being lost in the NHS.

The Highly Commended story, announced by Lauren Moy, Senior Manager, Personalised Care, North East London ICB, brought Shoreditch Park & City PCN's Community Navigation Team to life. Instead of being passed from service to service, residents had a single, warm point of access. The picture painted was vivid: a group of social prescribers, health coaches, care coordinators, mental health practitioners, financial advisers and voluntary sector partners sitting together, looking at referrals and asking, "Who's the right person to pick this up? What else might be going on here?"

You heard about someone drowning in debt and anxiety, now being guided, step by step, to financial advice, mental health support and a community group where they were no longer invisible. Another person who'd practically moved into their GP surgery because they didn't know where else to go now having fewer appointments, not because anyone turned them away, but because they finally got the right help.

Then came the Saint Francis Hospice Therapies Team, winners announced by Phillipa Wright, London's Chief Allied Health Professional. This story shifted the emotional temperature of the room. It was about what connection looks like when time is short and stakes are high.

The description was gentle but powerful: occupational therapists, physiotherapists and complementary therapists working on wards, in homes, in day groups. People living with serious illness being helped to move again, stretch again, relax again; carers being given an hour where their own exhaustion was held and acknowledged. Someone attending a dementia group who hadn't left the house in weeks; a carer having a massage and, for the first time in months, feeling their shoulders truly drop.

It wasn't dramatic. It was beautifully ordinary. And maybe that's why it hit so hard. Therapy here wasn't a "service line." It was a way of saying: you're still here, you still matter, and we are with you.

PERSONALISED CARE AWARDS



GIVING CONFIDENCE AWARD

By the time the Giving Confidence category started, there was a sense this might be one of the most emotional parts of the evening. It did not disappoint.

The Highly Commended story, introduced by Sam Torsedillas, Programme Manager for Personalised Cancer Care SE London Cancer Alliance, was about a young woman called Imogen at Guy's Hospital, and a speech and language therapist, Carolyn Doughty, who refused to see her question as unrealistic. After a total glossectomy, Imogen simply asked: could a prosthetic tongue help her speak again?

You could feel the room lean in at that point. Carolyn's answer was to gather a team – clinicians, specialists, Imogen herself – and start experimenting. The journey sounded painstaking: fittings, adjustments, speech trials, acoustic feedback. The result was astonishing: the shift from one third of her speech being understood to three quarters. But again, the human image behind it was what caught people. Imogen picking up the phone, able to hold a clear conversation. Imogen laughing and not being asked to repeat herself three times. Imogen having her voice, in every sense, restored.

Then the winners, Coping Through Football. Suddenly you were on a pitch, not in a clinic. This story had movement in it: a ball being passed, trainers on concrete, a group of people living with mental health challenges turning up week after week, even on the hard days. The partnership between the NHS, the London Playing Fields Foundation and the Leyton Orient Trust had created something that felt less like a "programme" and more like a community. People who hadn't left home for months were now looking forward to Wednesday sessions. Conversations about medication and mood and sleep happened naturally between drills and five-a-side games.

Participants talked about feeling more optimistic, more confident, more ready to work or volunteer again. The moment when former participant Michael Winspear was mentioned – now a Peer Recovery Worker – landed like a full-circle arc in a film. This is what happens when you invest in people properly: they come back and pull others up too.





HEALTH EQUITY AWARD

Health equity can be such a technical term. That's not what it felt like on the night.
The Highly Commended South East London Multi-Morbidity Model of Care story was described through the eyes of someone living with multiple conditions. Instead of shuttling between clinics that never speak to each other, this person now has one joined-up experience. Integrated Neighbourhood Teams of GPs, nurses, pharmacists, specialists and social prescribers bring everything together. Early detection improves; admissions drop. But the line that really stuck was a patient saying, "For the first time, my conditions are being looked at together." It's hard to put a price on that kind of relief.
The winners, introduced by Sir Sam Everington, OBE, a GP at the Bromley By Bow Centre, were the Addison Road Medical Partnership and the Waltham Forest Health Equity Alliance. Their story began with listening sessions – in mosques, in community halls, in parks – where people were asked directly about what was stopping them from being well. Out of those conversations came a web of locally tailored projects: culturally sensitive cancer screening, pre-diabetes work, digital inclusion. Seven primary care networks, twelve projects, over 2,000 residents reached in just two years.
It sounded messy in the best way – neighbours, clinicians, public health practitioners, voluntary organisations figuring things out together. What came through strongly was a shift in who is seen as a "leader": social prescribers, community connectors, residents themselves. Health equity stopped being about "closing gaps" and started being about sharing power.



LIVING IN A DIGITAL AGE AWARD

When Lady Adebowale-Jones introduced the Highly Commended Haringey Digital Inclusion Service, it brought a different kind of emotion. Not the intensity of crisis, but the quiet heartbreak of being left behind.

Many in the room had older relatives who find digital services terrifying; the story of trainers working in libraries and community centres, sitting alongside people as they tentatively tapped through the NHS App for the first time, hit a nerve. This was digital transformation slowed down to a human pace. People practised booking appointments, ordering prescriptions, checking records – in their own language, on devices they could actually keep. One phrase kept coming up in the feedback: “I didn’t think I could do this.” The service had changed that.

Then Lord Bethell announced the winners: the Universal Care Plan Programme Team. This felt like the moment where digital and personalised care truly met.

The idea is deceptively simple: a single, live digital plan that carries a person’s wishes, needs and preferences wherever they go across London. No more having to explain, in distress, that you want to die at home. No more assumptions about what “care” should look like. The numbers around end-of-life outcomes were powerful – more people able to die in their preferred place, fewer unnecessary hospital deaths – but the imagined scene of a clinician opening a care plan in the middle of the night, seeing clearly what matters to that person and acting accordingly, is the core memory this award will leave.

PERSONALISED CARE AWARDS



PERSONAL RECOGNITION AWARDS

The three Personal Recognition Awards might have been the most raw and heartfelt part of the night.

The first, presented to Sahir Ahmed, told the story of one man's refusal to accept that isolated men over 40 were simply "hard to reach." His "Get Together" group started with two men in lockdown. He treated them as though they were ninety. Over time, the group grew into a vibrant space where mental health, stigma, money worries and physical health could all be talked about over tea and conversation.

You heard about Sahir securing grants so men could buy essentials; arranging outings; bringing in speakers to talk about diabetes and prostate cancer in down-to-earth language. One participant described him as "someone who listens and truly cares" – the sort of compliment you can't buy.

The second award went to Tara Willson. Her story was something many people recognised: the receptionist who quietly becomes the anchor of a practice. Tara's journey from the front desk to Care Coordinator was described with warmth and pride.

Her "Bible" of contacts, her uncanny ability to remember details about patients' lives, the way lonely people would ring up and ask specifically for her – all of it painted a portrait of someone whose official job title barely captures their impact. Her weekly calls to vulnerable patients, her involvement in the Patient Participation Group, her role as a trustee for a local charity: together, they added up to a new kind of frontline. Someone who knows the system well enough to navigate it, and her patients well enough to know when they're not okay.

The third recognition went to Jacqueline Deans, Social Prescriber in the Young Adult Diabetes Team. Her story took the room into East London, into the lives of young people juggling diabetes with housing insecurity, precarious work, mental health issues and the weight of everything that comes with being young and scared in a system that often feels impenetrable.

Her work goes way beyond referrals. She goes with people to the job centre, to legal appointments, to housing assessments. She sits with them in crisis and doesn't vanish afterwards. Twenty young people into safe housing, fifteen into employment, twenty-eight into financial or student support – those are numbers, but in the room they sounded like lives rerouted.

PERSONAL RECOGNITION AWARD WINNERS



Sahir Ahmed
Get Together Men's Group, Shoreditch Park & City PCN,

Presented by Ali Smith NHS Peer Leader.



Tara Willson
Care Coordinator, City Road Medical centre, South Islington PCN NCL ICB,

Presented by Tara Mastracci Consultant Vascular Surgeon, Barts Health NHS Trust.



Jacqueline Deans
Barts Health NHS Trust NEL ICB.

Presented by Zlatina Nikolova Team Leader, Social Prescribing Age UK Islington.



SEEING ME AWARD

The Homeless Health ‘Out of Hospital Care’ Team, Highly Commended, were described as the people who start with a simple, radical question: “What would actually make this doable for you?”, and then act on the answer. That might mean clothing so someone can attend appointments. An iPad so a man will sit through long dialysis sessions. Basic cooking equipment for someone finally moving into accommodation after years on the street. Small interventions, precisely chosen, and profoundly effective. Over six months, this approach saved 105 hospital bed days, equivalent to £44,879 in system savings, by supporting people to manage their health outside hospital. The numbers mattered, yes. But the room went quiet when a patient’s words were read out: “If it wasn’t for them, I wouldn’t be going to dialysis… the nurse even got me an iPad to keep me going.”

In that sentence, you could hear what it means to feel worth the effort.

The winners, the Harrow Network Partners Cardio-Renal-Metabolic Team, took that same sense of being seen and embedded it into long-term condition management at scale. Across 2,641 patients, 74% improved in at least one clinical measure, with blood pressure improving in 37%, HbA1c in 29%, and weight in 10%. Referrals into community wellbeing services rose by 27%, while duplicated referrals fell by 46%. Staff satisfaction reached 92%, with 93% completing personalised care or health-coaching training. People describe feeling “listened to, not rushed,” and more confident in managing their health.

But what really stood out was how those outcomes were achieved. Longer appointments. Conversations about stress, sleep, family, and life, a kind of de-medicalisation of the consultation, without losing clinical sharpness. People didn’t take control of their health because they were told to. They did it because, for once, someone saw the whole of them.



SHARED DECISION-MAKING AWARD

The Shared Decision-Making category showcased two very different, but equally powerful, shifts in how decisions are made.

The South East London Anaesthetic and Peri-operative Medicine Network's Highly Commended work sounded like a cultural reboot. You could picture workshops where surgeons, anaesthetists, nurses and ward staff listened to patients and people with lived experience talk about what it's like when decisions happen to you, not with you. You could imagine clinicians practising how to start conversations differently, how to ask what matters most before diving into risk percentages. Feedback from the staff – more confidence, more clarity – made it clear this was more than a one-off training session. It was a change in how they saw their role.

The winners were the Dynamic Support Team from South West London St George's Mental Health Trust. Their story was one of the most gripping of the night. Children and young people, mostly autistic, on the brink of inpatient admission, self-harm, school breakdown. Families at the end of their tether. And a team that didn't rush, didn't impose, didn't reduce those young people to risk categories.

Instead, they adapted. Written communication when speech was too hard. Interest-based engagement. Time, patience, consistency. Parents describing the team as "supportive, constructive and non-judgemental" – a huge contrast to what many had previously experienced. A 100% reduction in deliberate self-harm and absconding incidents wasn't just a statistic. In that room, it sounded like lives being pulled back from the edge.


Joe McGarry
Executive Partner
Channel 3 Consulting

“What struck me most about the Personalised Care Awards was how grounded everything felt. These weren’t abstract frameworks or future promises, they were real people, in real communities, showing what happens when you design care around what matters to people.

You could feel both the pride and the realism in the room. This work is hard, but it’s already happening, and that’s exactly why it deserves to be seen, supported, and scaled.”

Joe McGarry
Executive Partner
Channel 3 Consulting

USING OUR MONEY WELL AWARD

“Using Our Money Well” could so easily have been a dry category. It was anything but.
The Bags of Taste story, Highly Commended, was essentially about dignity around food. People on low incomes, often juggling health issues and mental health difficulties, were given not only ingredient bags but also someone on the other end of a phone or message thread to cheer them on as they cooked. You could imagine someone who normally defaulted to takeaway because they felt they had no other option, standing in their kitchen with a pan on the hob, thinking, “Maybe I can do this.” The savings – hundreds of pounds a year – landed because they were framed as what they are: breathing space. Money that can go to heating, children’s clothes, paying off a debt. Healthier food. Better health. It all loops back.
The winners, the North Central London Long-Term Conditions Locally Commissioned Service, were another example of system-level change that never lost its human thread. The Year of Care model meant annual Check and Test appointments where people actually sat down with someone to talk about their goals and options. Payments were structured to direct more money to those who needed more support, including communities facing deprivation or language barriers.
You got the sense of a system that had finally accepted that fair care costs more in some places than others – and that this is a feature, not a flaw.





WHAT MATTERS AWARD

The What Matters Award brought stories right back to that core personalised care question.
The Change Makers Project in Bromley by Bow Health, Highly Commended, came out of parents and carers of children with SEND who were exhausted, frustrated, and yet stubbornly hopeful. Instead of channelling that energy into private despair, they organised.
They changed the practice environment – sensory walls, quieter spaces, more understanding language. They ran training. They helped staff see, really see, what these families were going through. One of the Change Makers talked about remembering that parts of them were “still alive” – that they weren’t only carers or advocates, but people with their own gifts and voice.
The winners, Adanna Women’s Befriending Service, took the room into the lives of women from Black, Asian and Minority Ethnic communities across East London who had experienced domestic abuse, trauma and isolation. The model is simple and profound: each woman is paired with a befriender who listens, walks alongside her, helps her rebuild confidence and independence.
You could imagine the first meeting, the tentative trust. The moment someone realises they’re not being judged. The gradual reconnection to community, to healthcare, to work, to joy. The story made it very clear: this was personalised care long before anyone used the term – women holding other women steady while they find their footing.



WORKING TOGETHER DIFFERENTLY AWARD

The Working Together Differently Award celebrated teams that had stopped waiting for permission and started reimagining how services and communities meet.

The Richmond Road Medical Centre Sports Academy story, Highly Commended, described what happens when a practice looks at childhood obesity and decides the response is not another leaflet, but a pitch, a ball, and a group of committed adults. Weekly sports sessions were woven together with “health huddles” about nutrition, sleep, confidence. Children who might have seen healthcare as something scary began to know their doctors and youth workers as people who believed in them. Families rated the experience as excellent not because they got information, but because they felt part of something hopeful.

The winners, the Westminster Neighbourhood Team with their Octopus model, illustrated what it looks like when the “no wrong door” slogan actually becomes real. In the micro-neighbourhoods where they focused their efforts, people found that whichever door they walked through – a voluntary organisation, a GP, a local authority contact – they were pulled into the same warm, connected web.

Vaccination rates went up. Cancer screening went up. A&E attendance and unplanned GP visits went down. But again, what landed most was the feeling: an older person, a rough sleeper, a family in crisis not being bounced, but held.

PERSONALISED CARE AWARDS



THE GREEN AWARD

The final category, the Green Award, brought together sustainability, recovery and community in surprising, moving ways.

The Highly Commended Heron Practice story conjured an image of an old car park, dead space at the back of a health centre, slowly being transformed into a garden with furniture made from recycled plastic. You could see staff and local volunteers planting raised beds and quiet corners, residents sitting with tea on a bench that used to be crisp packets. One story about an isolated patient with chronic back pain who found their way to the gardening group and, in the process, found connection and confidence again, reminded everyone how powerful nature can be when it's brought to people, not held behind fences.

Then the Lambeth GP Food Co-op, the winners, wrapped the evening in something truly hopeful. For over a decade, patients, nurses and GPs have grown food together in raised beds around GP surgeries. People recovering from stroke receive a plant to take home – a small, living symbol that their relationship with the NHS continues, that they can still nurture something.

Cathy's journey – supported at home by a Gardening Buddy during lockdown, then joining group sessions, rebuilding her confidence and eventually getting a full-time job in the council's gardening team – captured what the whole night was about. This wasn't "just gardening." It was a pathway from isolation to belonging, from illness to identity, from being a patient to being part of a community again.





IN SUMMARY

As Frances Tippett closed the evening, it was clear people weren't just applauding the winners, they were recognising a way of working that is already shaping care across London.

It was grassroots in the most beautiful way: quiet miracles happening in ordinary places, without fanfare or permission. You could feel the pride, the disbelief, the hope — that sense of "This is what care is supposed to feel like."

These stories showed that personalised care isn't a "nice-to-have."

It is the work.

It's why digital matters.

It's why neighbourhood teams exist.

It's how prevention becomes real.

What the awards celebrated wasn't just innovation, but courage, the courage to ask what matters, to work differently, to care deeply when the system makes it difficult.

For Channel[3] and the Coalition, these stories are a reminder of what's possible when care truly starts with people.

The future of personalised care didn't need announcing. It walked across that stage all night.

The year ahead now asks a different question: how do we make this the rule, not the exception?

The task now is simple and enormous: to carry what was felt in that room into every borough, until stories like these don't feel exceptional, they feel normal.

Thank you

to everyone who made these stories possible and to the people at the heart of them.

Coalition for Personalised Care

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Channel³ CONSULTING Now, Next and Future

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