

## **Beacon Community Charitable Foundation**

### **Summary of Activities and Public Benefit**

#### **Introduction and Charitable Purpose**

Beacon Community Charitable Foundation exists to improve health outcomes, wellbeing, and access to care within local communities, particularly for individuals and groups who experience health inequality, social disadvantage, or barriers to accessing healthcare services. The Foundation's work is rooted in prevention, early intervention, education, and community engagement, with activities designed to deliver clear public benefit.

During the reporting period, the Trustees ensured that all activities undertaken were aligned with the Foundation's charitable objectives and carried out for the benefit of the public, with particular focus on underserved and deprived communities across Greater Manchester, while also extending reach into West Yorkshire.

#### **Community Health Awareness and Education**

A core area of the Foundation's work has been the delivery of community-based public health awareness initiatives across Greater Manchester and West Yorkshire, aimed at improving health literacy and empowering individuals to better manage their own health. The Foundation extended its geographic reach in response to identified need, enabling engagement with a wider range of communities experiencing health inequality and barriers to accessing care.

Activities focused on common long-term conditions frequently encountered in primary care, with events delivered in accessible community settings and supported through engagement with faith groups, community organisations, GP practices, health centres, and voluntary sector partners. This approach enabled the Foundation to reach individuals from diverse backgrounds, including ethnic minority and hard-to-reach groups.

A particular emphasis was placed on diabetes awareness, recognising the higher prevalence and increased risk of Type 2 diabetes among certain population groups, including South Asian, African, and African Caribbean communities. Activities focused on improving understanding of risk factors, early symptoms, lifestyle modification, and the importance of early engagement with primary care services. By delivering culturally sensitive messaging in trusted community environments, the Foundation aimed to support earlier awareness, self-care, and prevention among populations at greater risk of poor outcomes.

Healthcare professionals, including GPs, alongside trained volunteers, contributed to these sessions by providing practical, evidence-informed advice on symptom management, prevention, and self-care techniques. The Foundation actively prioritised communities experiencing social and economic deprivation, where poorer health outcomes are more prevalent. Feedback from participants and healthcare professionals indicated improved awareness and confidence in managing health following attendance. The Trustees consider this targeted approach to deliver enhanced public benefit by addressing known health inequalities and supporting preventative action.

### **Digital Health Awareness and Self-Care Promotion**

In addition to face-to-face engagement, Beacon Community Charitable Foundation supported health promotion through regular digital engagement, using social media platforms to share accessible public health messages. This approach enabled the Foundation to reach a broad audience, including individuals who may not routinely engage with in-person services.

Content focused on healthy eating, physical activity, mental wellbeing, hydration, rest, and lifestyle choices, reinforcing preventative health messages and encouraging sustainable self-care behaviours. By delivering clear, supportive, and easy-to-understand information through digital channels, the Foundation extended the reach of its community health work in an inclusive and cost-effective way.

The Trustees consider this activity to provide public benefit by improving access to reliable health information, supporting health literacy, and promoting positive lifestyle behaviours at scale.

### **Supporting Young People Through Healthcare Work Experience**

Beacon Community Charitable Foundation supported young people from disadvantaged communities across Greater Manchester to gain meaningful exposure to employment within the healthcare sector. This work focused on addressing inequality of opportunity for individuals from areas of higher deprivation, including locations such as Wythenshawe, Manchester, where access to professional career pathways can be limited.

Working in collaboration with Our Futures, the Foundation facilitated opportunities for young people to experience real working environments within Beacon Medical Services Group. Participants were introduced to a range of roles, including administrative, digital and IT, and clinical and patient-facing functions, providing insight into the breadth of careers that support healthcare delivery.

These experiences were designed to improve confidence, raise aspiration, and support informed decision-making about future education and employment. The Trustees consider this work to deliver public benefit by supporting social mobility, widening access to healthcare careers, and contributing to longer-term workforce development within local communities.

### **Removing Barriers to Participation Through Community Sport**

Beacon Community Charitable Foundation supports inclusive community initiatives that promote participation, wellbeing, and positive engagement through sport, recognising the important role that physical activity and structured group activity play in supporting confidence, resilience, and social connection. This includes a continued partnership with Skating Edge Academy, an organisation that provides opportunities for people of all ages to come together through skating, many of whom come from disadvantaged backgrounds or face barriers to participation.

The Foundation is proud to act as an official sponsor of Skating Edge Academy, providing practical support to help reduce financial and practical barriers to involvement. This includes the provision of uniforms and clothing for use at skating events, helping to ensure that participants are able to take part fully and confidently in activities and competitions.

Skating Edge Academy has achieved significant success at both national and international levels, with participants progressing to recognised competitive achievement. While acknowledging that such success reflects the dedication and talent of the individuals and coaches involved, the Foundation is

pleased to support an organisation that promotes discipline, aspiration, teamwork, and inclusion. The Trustees consider this activity to provide public benefit by reducing barriers to participation in sport, supporting inclusive community engagement, and contributing to improved wellbeing and positive social outcomes.

### **Primary Care Professional Development and Engagement**

Beacon Community Charitable Foundation supported opportunities for professional development and engagement for General Practitioners and primary care clinicians, with sessions made available through both face-to-face formats and virtual delivery platforms, including Microsoft Teams. This approach allowed flexibility and accessibility for participating practices.

Sessions addressed practical considerations in managing patients presenting with symptoms related to Ear, Nose and Throat conditions and Gastroenterology, areas which frequently generate demand within general practice. Content focused on supporting shared understanding of referral pathways, appropriate investigations, and best-practice approaches within primary care.

The Foundation worked collaboratively with GP practices, Primary Care Networks (PCNs), and relevant Clinical Directors to inform session content and encourage engagement. The Trustees consider this activity to provide public benefit by supporting the primary care workforce, promoting consistency in patient management, and contributing to improved patient experience.

### **Overall Impact and Trustee Assurance**

Across all areas of activity, Beacon Community Charitable Foundation focused on prevention, education, access, and inclusion, targeting individuals and communities most likely to experience health inequality. While many outcomes are longer-term in nature, the Trustees are satisfied that the activities undertaken during the reporting period delivered clear public benefit through improved awareness, confidence, engagement, and access to support.

The Trustees confirm that the Foundation's activities were carried out in furtherance of its charitable purposes and in line with Charity Commission guidance.