



How we're changing cancer care 2025 - 2030

MACMILLAN
CANCER SUPPORT

A portrait of Gemma Peters, Chief Executive of Macmillan Cancer Support. She is a woman with long, wavy brown hair, smiling warmly. She is wearing a blue V-neck sweater over a white collared shirt. The background is a soft-focus outdoor setting with green foliage and sunlight filtering through.

A word from Gemma Peters, our Chief Executive

At Macmillan, we do whatever it takes to help people living with cancer. When we began in 1911, that meant cycling to visit people at home, changing their dressings and delivering coal to keep them warm. As healthcare evolved, so did we, creating roles like the Cancer Nurse Specialist to make sure patients get the personalised care they need. For over a century now, we've been innovating to improve the lives of people with cancer across the UK.

Today, cancer care faces some of the biggest challenges we've seen. There are currently 3.5 million people living with cancer in the UK. As this number rises, more and more people will struggle to access the care they need because of who they are or where they live. While a lot has changed since Macmillan's early days, one thing that never will is our commitment to demanding better care for everyone.

That's why we've developed this bold new five-year organisational strategy. Together with thousands of people living with cancer, healthcare professionals, partners, colleagues, volunteers and other experts, we've identified four of the biggest challenges and opportunities in cancer care. By working differently and focussing on fewer but smarter goals, we will make an even bigger difference. You can read more about how we'll do this on the next few pages.

Better is possible. We know we have a significant challenge on our hands and our plans are ambitious, but the opportunity is huge. It's time for us to work together to transform cancer care for good.

Gemma Peters

**Gemma Peters, Chief Executive
of Macmillan Cancer Support**

A new strategy shaped by the people and communities we help

For over 100 years, we've revolutionised cancer care by changing the way people get treatment, and improving their lives in big and small ways. Since we began – even before the NHS was founded – a lot has changed for the better. Back then, cancer was nearly always a death sentence. But thanks to the hard work and generosity of our team, supporters and the professionals we work with, that's no longer the case. In many ways, cancer care is the best it's ever been because of this tireless teamwork. But there's still a long way to go.

That's why we've involved thousands of people to help create our 2025–2030 strategy. This includes those who've had or are living with cancer, colleagues, carers, volunteers, health professionals and beyond. All kinds of people have shared their input – people who know and love us, people who've never heard of us, and even people who've been disappointed by us. All with the goal to create a Macmillan that's fit for the future. What we've heard and learned

has informed our objectives for the next five years, and how we plan to adapt to the changing world around us.

We heard:

- Waiting times are too long.
- The cancer care you get feels like a postcode lottery.
- There's a lack of knowledge on multiple conditions.
- People don't feel heard.
- There's not enough staff or emotional support.

This feedback from thousands of conversations, surveys, interviews, and the latest research and data has guided our objectives for the next five years. There's a lot to do, but we've transformed cancer care before. We can do it again.

Together, we'll help more people with cancer get the best care the UK has to offer, whoever and wherever they are.



Participants enjoying Walk to Support in Birmingham

Your views drive our change



“People need to talk more and share information widely. No single organisation can do everything. Working in partnership is key.”

- Mary, received support from Improving Cancer Journey Service in Glasgow

“I felt like the only Deaf person with cancer. There was no support, I had to keep everything to myself. I had to shut myself down as it was the only way I could get through it, now to have someone to talk to is amazing.”

- Heidi, part of Macmillan's Deaf Cancer Support Project



“The co-morbidity of my heart and cancer diagnosis on top of poor communication between teams caused me no end of stress and confusion. I felt completely swept aside when my operation couldn't go ahead. There doesn't seem to be one person driving the patient's care in complex cases like mine that involve more than one team.”

- Will, shares his experience of having cancer and a heart condition

“Involving people with real experiences of cancer, and helping grassroots organisations feel seen and heard is the only way to reach people and get cancer care right for communities. This approach has to be an integral part of Macmillan's work.”

- Samina, Lived Experience Advisor for Macmillan's new strategy



Our vision

We do whatever it takes to get every person the best support today and spark a revolution in cancer care for the future.



Coastal hiking at the
Northumberland Mighty Hike 2024

We'll help more people with cancer get the best care the UK has to offer

Over the years, demand for our services has grown*. But the money we need to run them isn't rising at the same pace. We must fight harder to make every pound you raise count.

Every single person – today and in the future – deserves the best cancer care to support their unique needs. But if we don't focus our efforts where they're needed most, we'll reach fewer people, and our support will have less impact on their lives. Better cancer care is possible, but only if we work differently.

From 2025 onwards, we're focussing our efforts where we can have the biggest impact. As always, we'll continue to listen, give information, offer advice and help whenever and wherever we're needed. But our new organisational strategy outlines four crucial areas we will concentrate on to make a real difference.

*In 2018, we supported around 102,000 people via our Support Line. In 2023, we supported around 110,000 people via our Support Line. Source: Macmillan Cancer Support. Annual reports and accounts. Accessed October 2024



Pineapple Club host a dominoes competition for club members

Real focus for real change

Our objectives

Our strategy process was brimming with ideas. There are so many choices we could make but we can't do it all. So, we asked ourselves important questions: Who needs us most? Where are people really struggling? What are the biggest barriers to care we need to take down? Answering these helped us focus on what we need to change over the next five years.



Reach everyone, especially those who need us most

Too many people in the UK aren't getting the cancer care they need. Often, they're the ones who need us most. We must change how we support people with cancer, so we can stay on hand for everyone, while being a real force for good for those having the toughest times.



Make cancer care fair for everyone

Right now, too many people are hit harder by their cancer diagnosis or left behind by services because of who they are or where they live. The differences between the very best and very worst care are unacceptable. We must reduce these gaps so everyone gets the best.



Offer more personal support

Lots of people with cancer have other needs or health problems too. Arthritis, anxiety, hearing loss, diabetes and many other conditions make a difference to how cancer impacts them and the help they need. The NHS isn't joined up enough to offer more personalised care, so we must go further to get to know each person with cancer and get the right care for them.



Better care everywhere

Too many people aren't getting the treatment or support they need because it isn't available where they live, or it's only available for certain types of cancer. We must work with others to make sure the same treatment and support is accessible to everyone across the UK.

We're getting to work right away

How we'll meet our objectives

Our objectives focus on cancer care right now, and kickstart a revolution for the future. To reach our ambitious goals, here's how we're taking action today and long-term.

Reach everyone today

Support for all

We'll still be there for everyone with our support, information and advice. This includes our advisers on our Support Line who are just an email, message or phone call away. People with cancer can also access our supportive online community around the clock.

Expanding our network of cancer care professionals

We're growing our community of nurses, doctors and other healthcare professionals who give their patients the very best cancer care.

Greater presence where we're needed most

We're doing more where people with cancer need us most. This means evolving the information and support we provide, and adapting how we deliver it so more people across the UK get the help they need.

Transform cancer care of the future

Fairer care for all

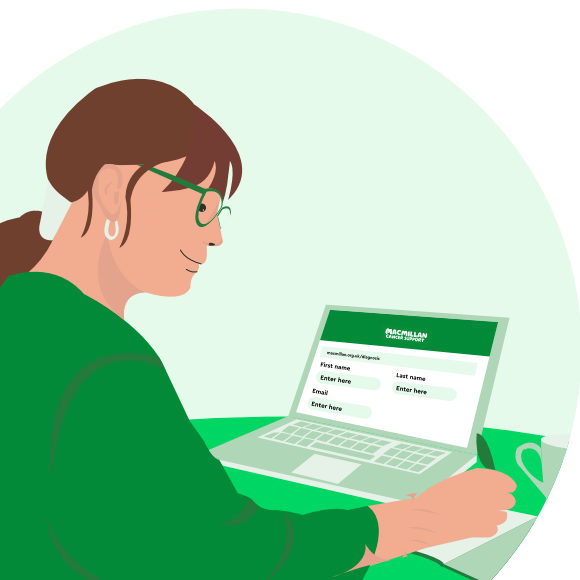
Everyone, everywhere should get the same high standards of cancer care. Right now, we know that isn't the case, but there are real gaps in the research and data we need to get a clearer picture of what to change. We'll work with cancer care professionals to fill these holes in what we know, find new solutions and promote best practice across the UK.

More personal, joined-up care

We'll use what we hear from people across the UK to understand how cancer affects them in different ways, and help give them a bigger say in their care. We'll look beyond their cancer diagnosis to other long-term conditions that impact their lives to offer the care they need.

Together works better

We can't do this on our own. We'll work with partners across public services, business and the charity sector, to innovate and test what works to improve cancer care. We'll share what we learn to help transform care for people with cancer and other long-term conditions across the UK.





How you can make a difference

Get involved with our goals

There are so many ways you can get stuck in.



Raise life-changing funds...

Whether you're a champion runner, brownie-baker, or want to do something completely different, you can find an event that works for you.



...Or raise your voice!

We need people to speak up and advocate for the best care for people living with cancer in the UK.



Give your time...

Minutes or months, hours or days. As a volunteer, you can help us improve people's experience of cancer.

Donate now and help us meet our goals faster

Every pound you give helps us improve our services today. There are lots of ways you can donate – over the phone, by text, cheque or bank transfer. You can even leave a gift in your will. Find the best option for you at macmillan.org.uk/donate.

Macmillan Cancer Support, registered charity in England and Wales (261017), Scotland (SC039907) and the Isle of Man (604). Also operating in Northern Ireland. MAC20051