



Impact Report
2024–25

Real Lives, Real Change

FitzRoy
transforming lives



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Welcome

From our Chief Executive, **Angela Murphy**

At FitzRoy, we believe everyone deserves the chance to live a gloriously ordinary life. Over the past year, we've continued to do what we do best, standing beside people with learning disabilities, autism and mental health needs, so they can thrive in their homes, relationships and communities.

This snapshot of our year is more than numbers on a page – it tells the story of real transformation. It reflects the care, innovation and creativity of our incredible teams, the ambitions of the people we support, and the power of what's possible when we work together.

From co-producing homes with families to embedding digital tools that improve safety and independence, we've stayed true to our roots while building for the future. As challenges in social care continue, our focus remains on solutions – real, practical and compassionate.

Thank you to our staff, families, commissioners, partners and supporters – and most of all, to the people we support, whose lives and voices continue to inspire everything we do.

From our Chair of Trustees, **Mark Smith**

It's a privilege to have joined FitzRoy this year as Chair of Trustees. In a landscape where social care is too often overlooked, FitzRoy continues to lead with clarity, compassion and courage.

What strikes me most is how FitzRoy stays rooted in its founding values – championing community-based care, dignity, and the belief that every person has the right to live life on their terms. This report captures just a glimpse of the extraordinary work happening across FitzRoy, day in and day out.

As a Board, we are proud to support the talented and passionate FitzRoy team. Together, we remain committed to ensuring that the people are not just supported in their every day lives – but seen, heard and thriving.



Angela

Angela Murphy
Chief Executive



Mark

Mark Smith
Chair of Trustees

About FitzRoy

FitzRoy is a pioneering charity supporting people with learning disabilities, autism and mental health needs to thrive at home and in the heart of their communities. We run 108 care and supported living homes and day services across England, supporting more than 800 people.

For more than 60 years, we have pushed beyond traditional care models to champion truly person-centred, community-based support. Our goal is simple. To help people live gloriously ordinary lives, with the independence, relationships and choices we all deserve.

Our vision

A society where people are treated as equals within inclusive communities and empowered to ensure their rights and aspirations are met.

Our purpose

We enable people with learning disabilities, mental health issues and autistic people to thrive, living more independently at home and at the heart of their communities.



Our values

We see the person



Every person we support is unique, with their own wishes, needs and aspirations. At FitzRoy people come first, and we continue to put the people we support, their families and our incredible staff at the heart of everything we do.

We are brave



Decades ago, a mother bravely fought for the rights of her disabled son. Today we continue that fight, searching out and embracing opportunities to reach more people. With tenacity, we advocate and find new ways of supporting people to live gloriously ordinary lives.

We are creative



The people we support have often faced a lifetime of barriers and challenges that they and their families have had to overcome to enable them to live their best lives. When we support someone, this work continues. Through creative thinking, we enable people to dream bigger and believe in themselves and what they can achieve.

Turning strategy into impact

Our strategy is only meaningful when it makes a difference to people's lives. In year two, we are focusing on the goals that matter most – ensuring quality care, stronger communities and a louder voice for the people and families we support.

Our strategy focus for 2025–26

Quality: More services rated good/ outstanding, more co-produced homes and expanding our mental health expertise.

Community: We are more actively engaged locally and more people enjoying being part of their community.

Voice: Support plans focusing on Living My Life outcomes and personal goals, new family forums shaping services and Nationwide having more of a voice.

People: Staff voices heard through surveys, leadership strengthened and achievements celebrated.

Transformation: More services exceeding high standards, new technology making life easier and staff confident in supporting with digital tools.

Sustainability: Strong finances, investment in homes, and clear ESG targets for a greener, fairer future.

These goals set our direction – but the real impact is found in people's lives. The stories that follow show how our strategy is becoming reality.



FitzRoy at a glance

Age of people we support

8% people aged under 25

28% 25-39

21% 40-54

30% 55-69

7% 70 and over

We supported 800 people with a range of support needs, including:

718
people with a learning disability

250
People with a mental health issue

232
people with a mobility issue

232
autistic people

49
people with epilepsy and seizures

112
people with a sensory impairment

Support we offer

439 people in **80** supported living homes

199 people in **21** care homes

185 people use our **5** day services

Improved support for **405** people through bespoke PBS training



FitzRoy operates in 60 local authorities, many in areas of deprivation.

History of people we support

228

people we support have no immediate family

50

people were previously in long stay hospitals or ATUs

23%

people we have supported for longer than 10 years



Ethnicity



93% White

2.8% Mixed/Multiple

2% Asian/Asian British

1.7% Black, African, Caribbean, Black British

0.4% Other

Goals



80% want to strengthen connections with families, friends and communities



66% want to build their independence

Voice



96%

of people supported feel they make choices about their life

97%

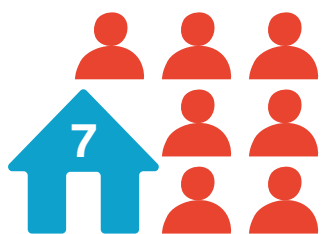
feel supported to do things that matter to them

95%

of families say their loved one is happy

Care outside institutions

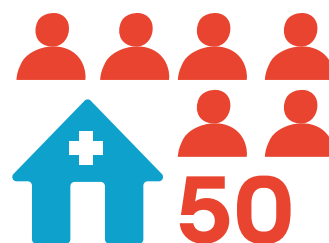
Everyone deserves a real home. FitzRoy was founded on the belief that no one should be forced to live in an institution. Today, that legacy lives on.



7 young people moved into co-produced supported living homes



1 person moved into their own home after over **30 years** in hospital care



50 people transitioned from long-stay hospitals or institutional care



We launched specialist transition supported living, supporting **11 young people** to develop independent living skills and prepare for their future



These are real, lasting alternatives to outdated models - rooted in community, dignity and choice.



Ian's story



“

We're supporting him to live gloriously ordinary days.”

– Ronald,
Service Manager

From hospital to home

Ian spent over 25 years in secure hospitals, under constant supervision with little independence. A previous move into supported living had broken down, so when FitzRoy first met Ian, we knew we had to take things slowly and build trust. Over 18 months, we visited him regularly, prepared his new home and planned every step of the move.

When he finally moved in early 2024, he needed two staff with him at all times. It must have felt so intrusive for him – but it kept him safe.

Today, Ian goes out on his own, welcomes visitors at his front door and has even taken his first holiday in over 30 years. He's in a loving relationship, part of his local community and making choices about his future.

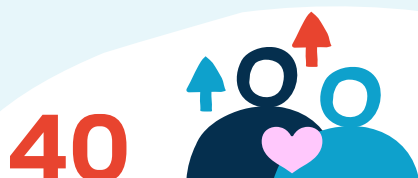
He still faces challenges, but the support around him is built on trust, respect and understanding. With the right approach – and the right funding – Ian is truly living.





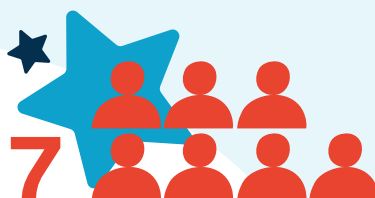
Quality in action, for lives worth living

As a charity, we reinvest every penny into improving lives – through values-led leadership, staff coaching, and genuinely personalised care. Through co-production with people we support and their families, building strong partnerships and embracing innovation, we deliver change that matters.



40 support teams trained and supported by our PBS specialists, benefitting **405 people**

We launched the **Gloriously Ordinary Programme** – a culture change that is redefining how we see our work, ensuring every person can live their best life



Two new family co-produced services in Oxfordshire, supporting **7 young adults** into independence



95% of families told us that their loved one is happy at FitzRoy



We invest in people, focus on person centred care and data-driven insight to create real lasting changes.



“

This approach is new across the sector – and it’s working.”

– Helen, Regional Manager

Co-production

Family co-produced supported living – creating the perfect home



In Oxfordshire, four young men with learning disabilities moved into their first home together – designed and co-produced with their families, FitzRoy, and housing partner RWP. Parents helped shape everything from the property specification to staff recruitment, ensuring the house was truly right for their sons. Regional manager Helen explains:

“It took time to get from the idea to moving in, so we kept the boys connected with the support team, meeting each month for a game of Uno or a meal. That bond meant they already knew us well when they finally moved in.”

Within hours the four had settled into their new home, where they are now thriving, enjoying independence, friendships and family time. They are all volunteering – either at a local farm or charity shop, and one also works at a local gym.



Technology that serves people



Innovation at FitzRoy is about supporting people, not replacing them. Our technology strategy puts people in control of their lives:



100% of support plans are now digital and interactive



Assistive tech such as **Tobii Dynavox** and **Sentai** are transforming how people communicate



We've launched an **Assistive Technology library** to break down barriers and build confidence



We trial what works, scale what helps, and always prioritise people's independence and dignity.



“

We thought we'd never hear him say 'I love you' again.”

Andre's story

Finding his voice again

Just a year ago, 23-year-old Andre was thriving at work and engaged to be married. Then, his behaviour changed, and he began struggling to speak. After months of tests, Andre was diagnosed with frontotemporal dementia, a rare condition in someone so young.

Andre lost his ability to speak and with it, the chance to tell his family how he felt.

At FitzRoy's Norfolk day service, staff worked closely with Andre and his family to find new ways of communication.

A specialist tablet was identified and funded through FitzRoy's Above and Beyond Fund.

It was lifechanging. Within hours, Andre was using the tablet to make choices and say: "I love you."

Thanks to your support, Andre has found his voice again.



Amplifying voices

FitzRoy exists because of the voice of one mother. Today, we honour that legacy by ensuring the people we support shape everything we do.



Nationwide and regional forums led by people we support influenced key decisions, including recruitment processes and the recruitment of our new Chair



Nationwide attended the Trustee strategy day and have presented at Board meetings



165 families participated in regional forums and feedback sessions



567 people we support completed satisfaction surveys

From campaigning to recruitment, people we support are not just included – they are leading the way. 97% say we support them to make choices and decisions about their life.

Nationwide

Long time member
Graeme said:

“

People need to
come together...
and say how
they feel about
how things
are working
at FitzRoy.”

Shaping the future of FitzRoy

After a coproduced session with Gloriously Ordinary's Tricia Nicoll, Nationwide, FitzRoy's national lived experience forum, reassembled as a strategy group this year. With decisions made on who attends and clarity about their roles, Nationwide committed to working in partnership with FitzRoy's leaders and trustees. Topics ranged from sustainability initiatives to respectful language.

“You could just use my name!” - Turran.

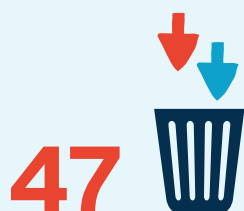
Nationwide praised their regional forums, as they enable more people across the country to have their say.

Their latest event was a powerful reminder that people with lived experience lead the way. Nationwide is now firmly embedded in decision making at FitzRoy, attending Trustee strategy days, presenting to the board, supporting with recruitment initiatives and being on the interview panels for senior roles including our new Chair of Trustees.



Community, inclusion and belonging

Inclusion means more than access – it means being welcomed, valued and involved. This year:



47 people volunteered locally from litter picking and foodbanks to attending council committees



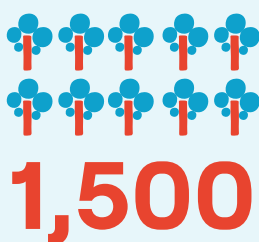
600 people celebrated with us at FitzFest, our community festival



More than 100 people want to learn a new skill from horse riding to a new instrument



More than 80 people we support have met their local MP



Our environmental initiatives include planting 1,500 trees and partnerships with The Tree Council and Network Rail



We are proud to be part of vibrant communities.



FitzFest

A celebration of community and inclusion

Our incredible team at The Maltings, our Norfolk day service, delivered an unforgettable FitzFest!

Hundreds of Fakenham locals attended FitzFest 2024 – Norfolk’s first inclusive festival, enjoying local food stalls and vendors as well as live performances from local bands.

Andrew, a member and ambassador at The Maltings, said it best: “FitzFest is like a family party.”

FitzFest isn’t just an event – it’s a celebration of inclusion, joy and community. FitzFest 2024 was such a success raising awareness as well as £8,000.

The team organised FitzFest 2025 this summer thanks to the kind support of Fakenham Town Football Club and are already looking at booking in FitzFest 2026.



Kerensa, Manager, The Maltings day service

“It was great to see the community come together.”

Valuing social care as a career

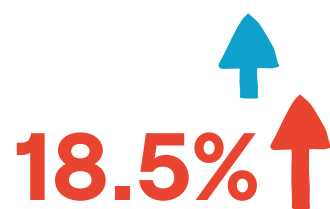
Our people are our greatest strength. At FitzRoy, care is a skilled, professional career – and we invest in our staff accordingly:



421 frontline staff are currently enrolled in or have completed qualifications



82% of staff would recommend FitzRoy as a great place to work



We achieved a sector-leading **18.5%** turnover rate (vs 24.2% sector average)



Staff have attended **13,000** training sessions in the last year



94% of staff say they make an impact through the work they do



FitzRoy staff are not just carers – they are leaders, changemakers and advocates for the people they support. From apprenticeships to leadership coaching, we offer real routes to grow.

A woman with blonde hair, wearing a black blazer over a white dress with a black floral pattern, a red bag, and red sandals, stands in front of a large, ornate black gate. In the background is a grand, classical-style building with many windows and decorative carvings. The scene is outdoors on a paved area.

“ It was humbling – a moment I’ll always cherish. It reminded me how far I’ve come.”

Jayne’s story

30-Year journey in social care

Jayne, West Midlands Area Manager, has dedicated over 30 years to social care – starting as a support worker, then 20 years as a service manager, and now leading services across the region.

“In the early days, care was very institutionalised. It took committed staff to push for person-centred support and equality,” Jayne reflects. “Today, it’s about helping people live the lives they choose, in their own homes and communities – a change I’m proud to have helped shape.”

Jayne describes her time at FitzRoy as an amazing journey. “Seeing people achieve their goals makes this work so meaningful. It’s our staff – living FitzRoy’s values – who make that possible.”

Jayne was recently honoured for her long service when she attended the Buckingham Palace Garden Party, invited by FitzRoy’s Royal Patron, HRH Princess Alexandra.



Fabulous Fundraising

Our incredible supporters helped FitzRoy to raise over £455,000 this year. This vital income funds the homes, staff, equipment and opportunities needed to help each person we support live their best life.

We simply could not provide the level of personalised care without your ongoing support. Thank you to each and every person who donated and fundraised for us.



Our Highlights

Walking on hot coals for FitzRoy - 23 brave supporters faced the FitzRoy Firewalk, raising a scorching **£7,000** towards our work



£7,000

FitzRoy
★ WEEKLY LOTTERY ★

The FitzRoy Weekly Lottery launched! **£2,000** has already donated through the lottery

£2,000

£1,100

Petersfield Community Choir sang us into the festive season with their Christmas Concert, where the retiring collection raised a phenomenal **£1,100** towards FitzRoy's work. Thank you to all who donated so generously

Spinnaker Tower

Abseil – 18 adventurous supporters scaled the heights of the Spinnaker Tower to raise an incredible **£7,600** for FitzRoy



£7,600



FitzFest The Maltings Day Centre team in Fakenham, Norfolk hosted their first-ever music festival, raising a stonking **£8,400** to fund a new defibrillator for the service, and rejuvenating their sensory garden



£8,400



Over

£455,000

raised this year

FitzRoy Impact Report 2024–25

Leaving a lasting legacy – our heartfelt thanks to those who left a gift in their will to FitzRoy this year, collectively giving an astounding **£250,000**. Thank you to all those who continue to pledge to remember FitzRoy in their will in the future

£250,000



Our Above and Beyond Fund appeals – the generosity of those who donated to our appeals this year, helped us to raise over **£23,000** for life-changing equipment and opportunities. This funded, among many things, a communication tablet for Josh—giving him his own voice



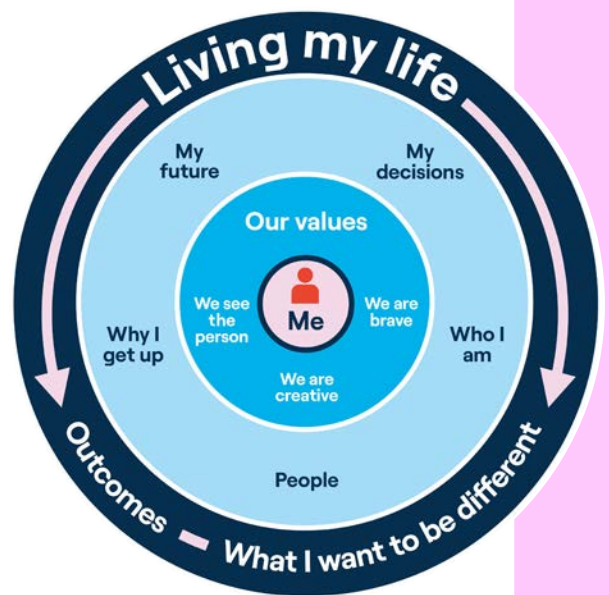
£23,000



What's next for 2025–26

Living My Life and reaching aspirations

Living My Life is FitzRoy's outcomes framework. It captures what matters most to each person we support – from friendships and belonging to independence at home or feeling safe and well. Every support plan now links to these outcomes, so people can set their own goals and see their progress recognised. The stories throughout this report show Living My Life in action. In Oxfordshire, four young people and their families helped co-design a supported living home that met their hopes for independence and community. Their story shows how Living My Life starts with listening – and ends with people thriving in homes they helped create.



Financial summary

Through strong relationships with commissioners and a reputation for quality and flexible delivery we have grown by 11% this year.

This includes the opening of two innovative family co-produced supported living services in Oxfordshire, where 7 young people are now living independent lives for the first time in co-designed services working with parents, RWP (our strategic registered housing partner) and Oxfordshire County Council.

Income

£58.8m Total income
99% operational income
1% donations and legacies

Expenditure

£58.4m Total expenditure
90% operational costs
10% central support

Thank you

to everyone
who supported
us throughout
the year.

Our Board of Trustees:

Mark Smith Chair
(appointed July 2025)

Martin Kyndt Chair
(stood down July 2025)

David Evans

Andrew Gore
(resigned August 2024)

Dawn Jacobs

Derrick McCourt

Mark Sanderson

Neil Blackley

Julie Whetton

Saad Sayeed

Sarju Mistry

Jon Altham

Edwina Johnston

Matthew Moth

Our Patrons:

**HRH Princess Alexandra
GCVO KG**

Nigel Atkinson

Countess of Euston

Andrew Grant

Georgina Hovey

Margaret Marshall

Virginia McKenna OBE

Edward Thornton-Firkin

MPs who visited our homes:

Damian Hinds MP

Sir Desmond Swayne MP

Lilian Greenwood MP

Luke Murphy MP

Munira Wilson MP

Charitable trusts and foundations:

**The Hawthorne
Charitable Trust**

The Hospital Saturday Fund

The Inman Charity

The Iron Bridge Trust

The Oliver Ford Foundation

The Tula Trust



From the FitzRoy Executive Team:

Angela Murphy
Chief Executive and
Company Secretary

Alison Heustice
Executive Director of
Finance & Property

Gillian Pleasance
Executive Director of
Human Resources

Craig Richards
Executive Director of
Transformation and IT

Diane Mee
Executive Director of
Business Development
and Partnerships

Lao Cooper
Executive Director of
Operations & Quality



FitzRoy works with you,
wherever you are, at home
and in the community, to give
you independence, support,
and a voice about the things
that matter to you.

FitzRoy
transforming lives

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