



IMPACT REPORT

2024/25

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Your stories...

Feedback from a caregiver supported by our Dietitian Service

"I would like to thank you for all the support you have provided me in dealing with the overwhelming world of allergies. I am very grateful to Allergy UK's dietitian, who has been truly exceptional. She has been the most dedicated, involved and helpful specialist throughout my entire allergy experience. Thanks to her, I found the courage to reintroduce allergens into my diet and to eat more freely again. More importantly, her support gave me the strength to cope with an extremely challenging period in my life.

Before my daughter developed allergies, I knew almost nothing about them. Weaning became an overwhelming and emotionally intense experience for me. The dietitian's support has made this stage much more

manageable. She has been incredibly knowledgeable, thorough, dedicated, attentive to every detail, honest and kind. I am very grateful that she was assigned to my case and I will always be thankful to both her and Allergy UK for your help.

Allergies are complex and there is still much that is not fully understood. The lack of consistent information and the differing practices between countries make things even harder for parents. That's why having Allergy UK and an expert by your side is both reassuring and essential.

Thank you once again for everything."



Message from our CEO



As we reflect on the past year, I am incredibly proud of the progress Allergy UK has made in championing the needs of people living with allergic conditions. From expanding our eczema clinic and Helpline support to influencing national policy and launching new educational resources, our work continues to be driven by our vision and mission: to ensure that no one in the UK dies from allergy and that everyone takes allergy seriously.

This year, we've seen a significant rise in demand for our services - our Helpline supported over 10,000 contacts and our dietitian-led services helped nearly 300 families. We've also deepened our research contributions, strengthened our partnerships and amplified the voices of the allergic community through impactful campaigns and advocacy. Our youth engagement work, in particular, has shown the power of listening to lived experience and shaping services that truly reflect the needs of young people.

Looking ahead, we are excited to launch our new five-year strategy, which sets out a bold and ambitious vision for the future. It is built around four strategic pillars - Educate, Research, Innovate and Influence and Advocate. This strategy will guide our efforts to transform allergy care across the UK. It reflects our commitment

to evolving with the needs of the allergic community, embracing innovation and driving systemic change. With this roadmap, we aim to deliver greater impact, expand our reach and ensure that everyone affected by allergy receives the support, recognition and care they deserve.

But we know there is still much to do. Allergy remains under-recognised and under-resourced across the healthcare system. That's why we've continued to push for systemic change - calling for allergy-trained professionals in every region, contributing to national consultations and working with policymakers to ensure allergy is no longer overlooked.

None of this would be possible without the dedication of our team, the support of our partners and the trust of the allergic community. Thank you for standing with us. Together, we are building a future where people with allergies are heard, supported and safe.

Simone Miles
Chief Executive Officer
Allergy UK

S Miles

The year in numbers

>10K

Helpline contacts

>12K

healthcare professionals
signed up for allergy news
and resources



>63K

followers across social media

381K

views of free online
self-help resources

298

people helped through our
dietitian service



830K

visits to our website

Our vision and mission

Allergy UK is the only patient focused organisation that supports all areas of allergic disease, covering respiratory, skin, food, eye, venom and drug allergies, including anaphylaxis. We continue to play a vital role in providing information, advice and support, based on up-to-date evidence on best practice, for people affected by allergic disease and their wider families and communities.

Our vision is ‘no one should die from allergy’

We believe in our vision that ‘no one should die from allergy’. Over the past year, we have stepped up our work in campaigning, advocacy and lobbying – not only to push for legislative change but also to increase understanding among policymakers, businesses, schools and the wider public. But despite growing awareness, there is still so much more to do. Allergy continues to be widely misunderstood and often dismissed as mild or inconvenient. Yet the reality is far more serious and the issue is escalating, with predictions suggesting that 1 in 2 people in Europe will be living with an allergy by 2026.

No one should die of an allergy because of a misunderstanding of this disease and a lack of wide-scale public knowledge. It’s time for change — and we’re committed to making it happen.

Our mission is to ensure ‘everyone in the UK takes allergy seriously’

Our campaign ‘It’s time to take allergy seriously’ is intended to shine a light on the debilitating challenges and fatal consequences that can come with living with allergy. The long-term campaign will focus on raising awareness of the lived reality of those who are affected by allergies across the whole spectrum; respiratory, drug, food and skin. Its aim is ultimately to instigate a shift away from a singular individual responsibility of the allergic person towards a more collective, public responsibility for removing the barriers to living life to the full with allergy. We believe this is only truly possible, once all corners of the UK – from the public to the healthcare system, government, business, schools and universities – start to take allergy seriously.

Our values and goals

Our values and goals help us all to understand what is important to us to be able to effectively deliver our vision and mission and gives us a pathway to make a difference.

Committed	The allergic community is at the heart of everything we do
Effective	We make a difference to the lives of those living with allergic disease
Collaborative	We work together with others to achieve shared objectives in an open, honest and caring way
Respectful	We respect the expertise of others and share our expertise through collaboration
Transparent	We are open and transparent in everything we do
Listen	We listen to our stakeholders and value their views

Our goals define the work Allergy UK undertakes to achieve our vision and mission.

Research	To have the most up-to-date knowledge and expertise on allergies and the allergic community
Empower	By ensuring those living with allergies are informed about how to tackle and manage their conditions
Educate	The wider society on the impact of living with allergies
Influence	The government and stakeholders, such as the healthcare community and public institutions, to better serve the allergic community



Research

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“Research we have been involved in this year shows our continued commitment to get the patient voice heard, helping reveal critical gaps in care and to address inequalities and disparities to shape safer, fairer allergy services nationwide.”

**Amena Warner, Head of Clinical Services,
Allergy UK**

Allergy UK research

Allergy UK's research plays a vital role in informing our work and raising awareness of allergy-related issues. This year's research highlights the impact of indoor allergies and helps guide our efforts to support those affected.

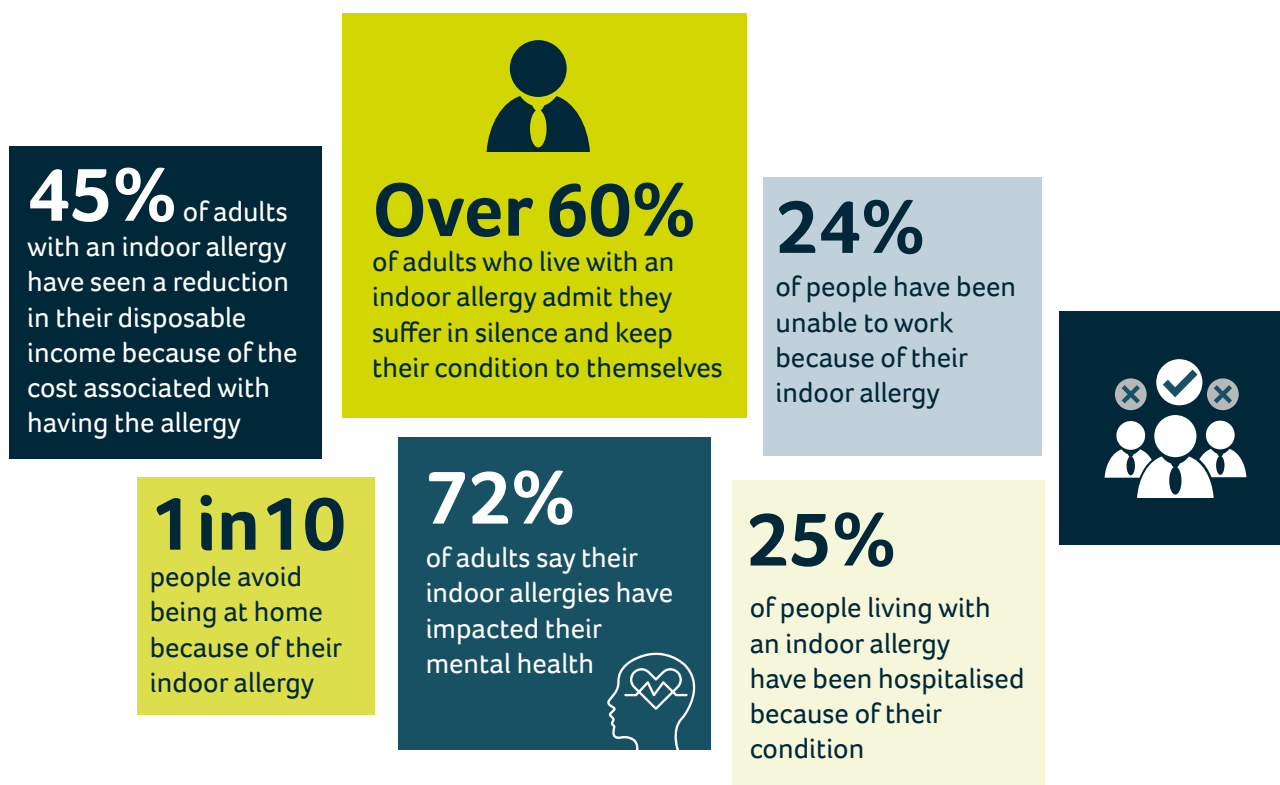
Living with indoor allergies: Real-life experiences and everyday costs

Indoor allergies affect up to 20% of the population, yet they remain one of the most misunderstood and under-recognised health issues. Too often, those affected are left to manage debilitating symptoms behind closed doors, without the awareness or support they deserve.

Ahead of Indoor Allergy Awareness Week 2024, we carried out our first-ever national survey specifically focused on people living with indoor allergies.

Our aim was to uncover the hidden realities of how these conditions affect health, work, finances and everyday life - giving a voice to those whose experiences are too often overlooked.

Key findings



Our findings shaped the focus of Indoor Allergy Awareness Week 2024, helping us highlight the everyday realities people face, push for better recognition and care and call for action at every level, from healthcare to housing rights.

Contributions to clinical research

As the leading patient charity for people living with allergic disease, Allergy UK plays a vital role in shaping clinical research and influencing national healthcare priorities. By contributing patient insight and lived experience to research projects and medical registries that collect patient information to help with research and treatment, we help ensure that the realities of allergy are understood and addressed in both policy and practice.

Thematic analysis of child fatalities linked to asthma or anaphylaxis

In December 2024, Allergy UK contributed to a landmark report published by the National Child Mortality Database, which examined the deaths of children in England due to asthma or anaphylaxis between April 2019 and March 2023. This report was commissioned by the Healthcare Quality Improvement Partnership, an independent partner of the NHS who measure and improve healthcare services, as part of the National Clinical Audit and Patient Outcomes Programme, a national quality improvement programme. Its aim was to identify preventable factors and improve outcomes for children with allergic and respiratory conditions.

This report was urgently needed. Despite growing awareness of allergic disease, fatal outcomes from asthma and anaphylaxis continue to occur, often due to missed warning signs, delayed treatment, or gaps in care pathways. The thematic analysis sought to uncover modifiable factors that could prevent future deaths and inform national policy and clinical practice.

Allergy UK played a key role in this work by contributing patient insight and supporting the dissemination of the findings. Our involvement ensured that the lived experiences of families

affected by allergy were represented and that the recommendations were grounded in real-world challenges.

Key findings from the report included:

- A lack of early recognition of allergy and asthma symptoms in primary care
- Delays in diagnosis and referral to specialist services
- Inconsistent use of personalised care plans and emergency medication
- Missed opportunities for education and support for families and schools.

These findings are deeply significant for the allergic community. They highlight systemic gaps that, if addressed, could save lives. The report has since informed our 18-month campaign, “I Wish I Knew,” which focuses on early intervention, education and prevention. It also reinforces our call for allergy-trained professionals in every region and the need for national investment in allergy services.

We are committed to ensuring that the lessons from this report lead to meaningful change and that no child’s life is lost to preventable allergic reactions.

BSACI Registry for Immunotherapy (BRIT)

The BRIT, managed by the British Society for Allergy and Clinical Immunology (BSACI), is the UK’s only national database dedicated to tracking allergen immunotherapy, a treatment that gradually trains the immune system to tolerate specific allergens. This secure, web-based platform collects vital data on treatment types (including for pollen, dust mites and food allergens), patient outcomes, geographic access and patient-reported experiences. With over 3,500 participants recruited by 99 lead practitioners across 74 sites, it plays a critical role in shaping the future of allergy care.

Allergy UK has been a core patient representative on the BRIT from its inception through to its ongoing development. Our involvement ensures that the patient voice is embedded at every stage, highlighting disparities in access, identifying service gaps and using insights to inform our campaigns and service delivery. As the only registry of its kind in the UK, including for peanut immunotherapy, BRIT is a vital tool for improving the safety, accessibility and effectiveness of treatment.

Through our continued engagement, Allergy UK helps ensure that the registry not only supports clinical research and quality improvement but also drives meaningful change in healthcare practice and policy – ultimately improving outcomes for people living with allergies across the UK.

The Chronic Hand Eczema Patient Impact Report

In collaboration with Leo Pharma, this project produced the 'Chronic Hand Eczema Patient Impact Report' to improve healthcare professionals' awareness of Chronic Hand Eczema (CHE).

The report was underpinned by research commissioned by Leo Pharma, with input from the CHE Taskforce, including Allergy UK's Specialist Allergy Nurse, Margaret Kelman and other dermatology specialists. The research involved five in-depth interviews and a survey of 152 people living with CHE in the UK, exploring five key areas: physical experience, psychosocial impact, quality of life and relationships, work and healthcare experience.

Findings revealed a significant emotional and physical impact, with half of respondents reporting anxiety or anger, yet only 14% had ever been asked about the emotional effects by a healthcare professional. Many delayed seeking help, living with symptoms for a median of eight years before

accessing care, often because they didn't think their symptoms were serious enough or they didn't want to make a fuss.

To support the report's launch, the team presented findings at the British Association of Dermatologists conference in July 2024. Articles in *Dermatological Nursing* and *Allergy Focus* followed.

After the conference, 60% of attendees said they would always and 40% frequently, ask about the emotional as well as physical impact of CHE in future consultations.

With over 40 downloads and coverage across five media articles, the report is already helping to improve understanding and compassion in clinical practice. As a result, Leo Pharma will continue to collaborate with Allergy UK, including a CHE workshop in December to support development of an online tool for measuring the condition's daily impact.

Attendees to share their key take away from the event:

"The impact of CHE on lives is huge"

"The immense impact of CHE on people's day to day lives and how as Dermatologists we should listen to patients and treat it to the best of our abilities"

"Proper assessment and awareness of patients' needs matter"

"The importance of rapport and showing compassion to patients with hand eczema"

"Go deeper into the impact of hand eczema with patients"

NHS consultation - 10 Year Health Plan

The government's 10-Year Health Plan consultation opened a vital opportunity for organisations and charities like ours to contribute to the future of healthcare in the UK. Our submission reflected a strong, evidence-based vision for a healthier future, addressing systemic challenges and proposing practical solutions. This evidence was key to reinforcing our central message: the need to bring care closer to home.

Our goal in participating in this consultation was to provide constructive input on the Department of Health's vision to revolutionise healthcare. The consultation focused on three critical areas:

- Shifting care from hospitals to community-based providers
- Harnessing digital technology to improve care
- Adopting a preventative approach to managing healthcare.

To ensure our consultation was grounded in lived experience, we surveyed the allergic community on our social media to understand more about their journey to diagnosis and treatment.

In our submission, we emphasised the urgent need for systemic change in allergy care. We called for the introduction of allergy-trained nurses and dietitians across all Integrated Care Systems, improved training for GPs and primary care staff, and the establishment of clear pathways to ensure timely diagnosis and treatment.

We recommended creating a National Allergy Register to bring data together and help with planning and improving electronic health records so information can be shared easily across care settings.

In advocating for a preventative approach, we proposed public education campaigns to raise awareness of allergy triggers and symptoms, early-years interventions to support parents in allergy prevention, wider access to treatments such as immunotherapy and community-based initiatives to build a culture of prevention.

We anticipate that the plan will be launched by the government in July 2025 in which we hope to see allergy services reflected in the plans.





Empowering

“

“I just wanted to thank you again for your help in preparing me for my oral challenge test. The phone call I had with you back in June really helped me acquire the right attitude to face the test and your kindness in the matter was heart-warming, so I won’t ever forget that. Many thanks to yourself and the team at Allergy UK.”

Helpline caller

Our Helpline

The Allergy UK Helpline is a cornerstone of the charity's support services, providing a vital first point of contact for individuals affected by allergic conditions across the United Kingdom.

Operating Monday to Friday from 9am to 5pm, the Helpline is staffed by trained advisors, overseen by a Helpline Manager, who offer evidence-based information, practical advice and emotional support to individuals, families and carers navigating the challenges of allergy management. The service addresses a wide spectrum of allergic conditions, including food allergies, respiratory allergies, eczema, anaphylaxis and drug and venom allergies.

In addition to general enquiries, the Helpline facilitates access to Allergy UK's broader range of services, including clinical support, Translation Cards, dietetic consultations and educational resources. For more complex or medically sensitive cases, the Helpline team can escalate queries to in-house clinical experts, ensuring that callers receive accurate and personalised guidance.

The Helpline plays a critical role in bridging the gap between patients and the healthcare system, particularly in light of the significant unmet needs within allergy care in the UK. It also serves as a valuable channel for gathering insights into the lived experiences of people with allergies, informing Allergy UK's advocacy, education and policy work.

Overall, more people contacted our Helpline for support this year. While website form submissions dropped by 48%, phone calls rose by 64% and live webchat increased by 23%. This shift suggests a growing preference for more immediate and personal forms of support, with many choosing

to speak directly with our team rather than using written forms.

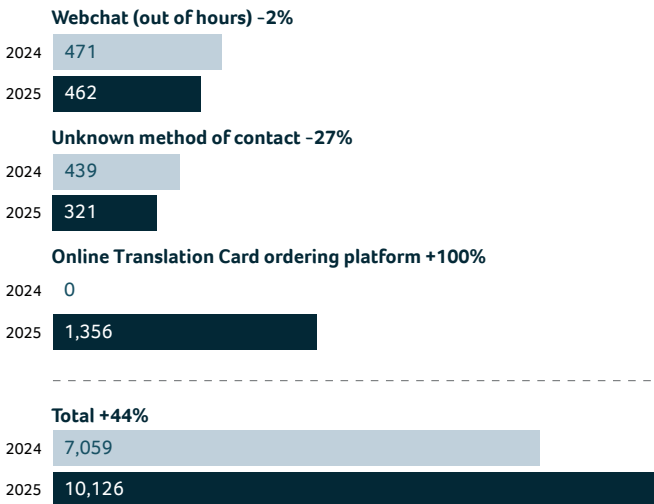
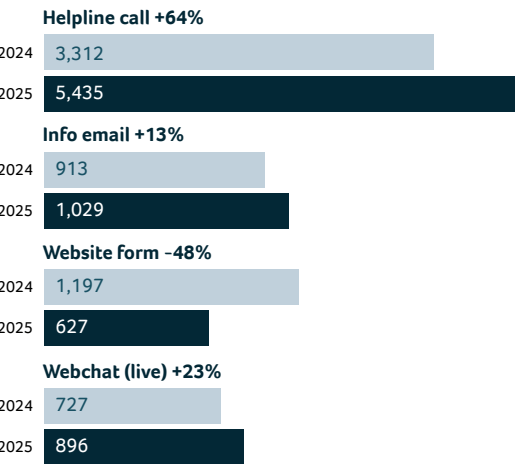
By offering a compassionate, informed and responsive service, the Allergy UK Helpline empowers individuals to better understand and manage their allergic conditions, ultimately improving quality of life and their health.

In 2023 we experienced an increase in calls to our Helpline. As a result, unfortunately there were times where the queue to access Helpline support was long and 884 (or 13%) calls were missed. To address this, we hope to increase our funding to provide a much needed additional advisor within the next 12 months. Even so, the number of enquiries Helpline were able to support using existing Allergy UK resources increased by a huge 550%, indicating the quality and relevance of the patient resources Allergy UK publishes for the community.

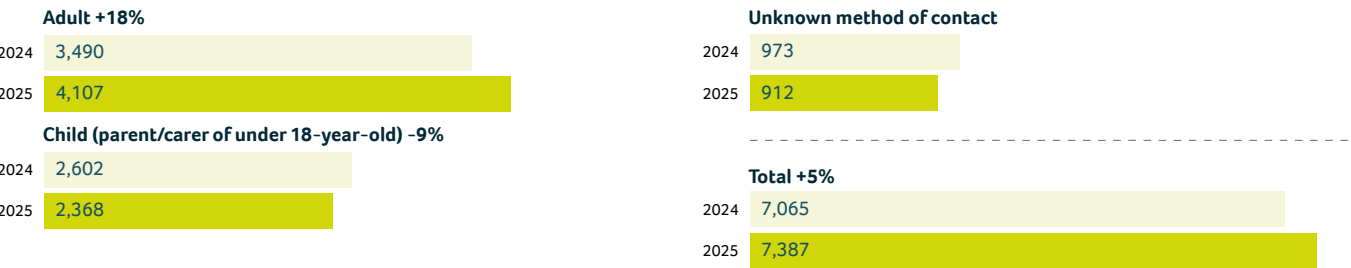
Our Helpline advisers support callers with complex issues such as anxiety, depression, frustration, isolation, or post-traumatic stress disorder (PTSD). These issues arise due to the burden of managing their allergic disease. 33% of all enquiries received in 2023/24 supported people with issues related to the mental health and wellbeing impact of living with an allergy vs 12% of calls in the previous year.

Our Helpline is also where individuals can gain access to our other clinical services. Allergy UK provides a virtual clinic for parents/carers of infants with eczema and another offering dietary advice to parents/carers with children over five years of age with suspected food allergies. The need for these services continue to be ongoing with all slots fully booked throughout the year.

Breakdown of Helpline calls 2024/25



Age



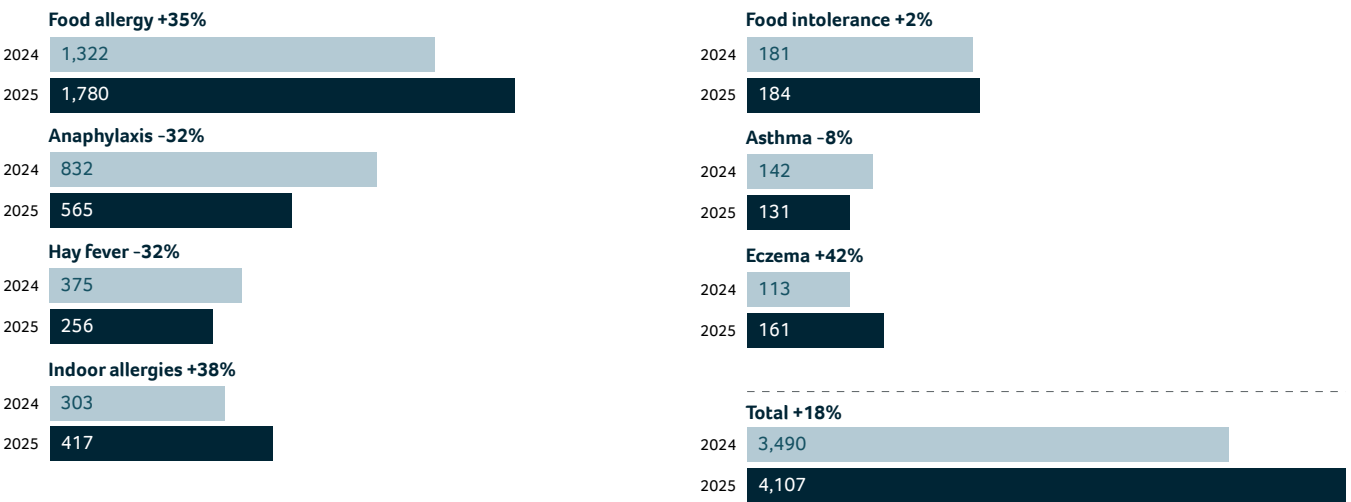
Helpline support for adults

This year, we saw an 18% increase in the number of callers seeking advice on adult allergies, with our Helpline team handling a total of 4,107 contacts.

Our Helpline continues to be a vital resource not only for individuals living with allergic conditions, but also for employers, family members and healthcare professionals looking for guidance on how best to support the allergic community.

Food allergy remained the leading reason adults contacted our Helpline this year. However, the second and third most common topics, anaphylaxis and hay fever, both saw notable declines, with calls about each dropping by 32%.

Environmental and dietary triggers were the fourth and fifth most common reasons for adult calls, reflecting continued concern in these areas. Enquiries about indoor allergies increased by 35%, which may reflect the impact of our Indoor Allergy Awareness Week activity.



Helpline support for children

Parents and carers often call our Helpline after seeing several healthcare professionals without getting the answers they need about their child's allergies. In 2024/25, we provided vital support to over 2,360 families, guiding them on the path to the right treatment and support for their child and ensuring every family member is supported through the challenges that childhood allergy can bring.

Parent's concerns are especially heightened during key life milestones such as weaning, starting school, or leaving home. Everyday activities like eating out, attending parties, or travelling can become sources of stress and uncertainty for families trying to keep their children safe.

Our Helpline team is a trusted lifeline for these families, offering not only reassurance but also practical, expert guidance. We regularly support parents with:

- Navigating the NHS system
- Finding private practitioners, such as allergists or dietitians
- Referrals to our free Dietitian Services and Nurse Led Eczema Clinic for one-to-one support.

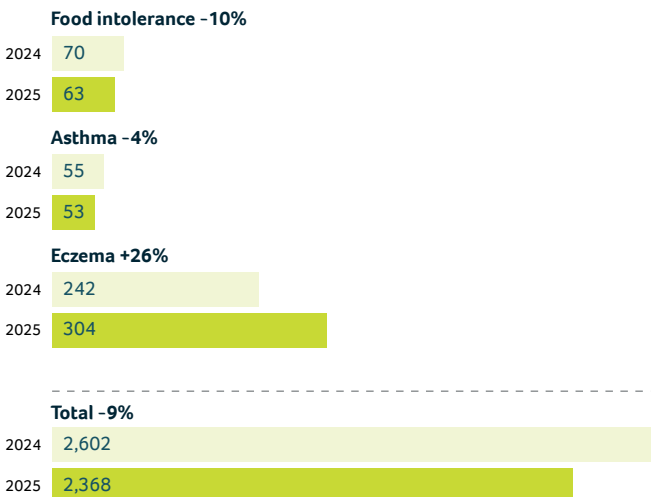
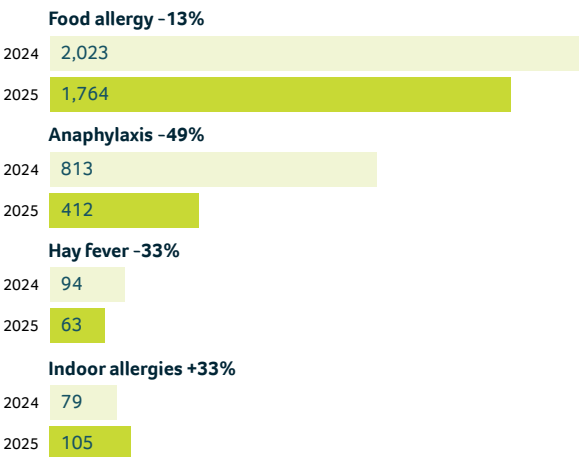
This year, we've seen notable shifts in the types of concerns parents and carers are bringing to us, reflecting broader changes in awareness, diagnosis and possibly environmental factors.

Key Trends from our Helpline (2024/25 vs. 2023/24):

- Food allergy related calls remain our most common concern
- Anaphylaxis calls dropped sharply by 49% and hay fever enquiries fell by 33%
- Indoor allergy concerns rose by 33%, mirroring trends in adult calls and potentially reflecting the impact of our Indoor Allergy Awareness Week
- Eczema-related calls increased by 26%, highlighting a growing need for support around skin-related allergic conditions.

These changes help us better understand where families need the most support and where our resources and outreach can make the greatest difference. As we look ahead, we remain committed to adapting our services to meet the evolving needs of the communities we serve.

“The dietitian was exceptional. She was patient, thorough and clear with her answers and the plan we made. I’m so grateful for this service.”



Allergy UK's dietitian services

Bridging the gap in allergy care

In a healthcare landscape where long waiting times and limited specialist knowledge in primary care are common, our free dietitian services provide a much-needed lifeline. Many families struggle to access appropriate support, particularly when GPs or health visitors lack the training to recognise or manage complex allergic conditions. For example, parents of infants experiencing adverse reactions during weaning often cannot afford to wait months for advice, especially when early intervention is critical to their child's development and long-term health.

Paediatric Dietitian's Service

Now in its 10th year, the Allergy UK Paediatric Dietitian Service has become a vital source of support for families navigating the complexities of food allergies with their child. Since its launch in 2015, the service has delivered over 2,100 telephone consultations, offering interim, specialist dietary advice to families across the UK, regardless of location or access to local services. This service is available for children aged five and under who are not currently under the care of a dietitian. For those who fall outside these criteria, support is available through our In-house Dietitian Service.

Delivered free of charge for families, by a dedicated team of specialist allergy dietitians, the service provides families with personalised, evidence-based guidance. Each patient consultation results in a comprehensive written report for both the family and their GP, helping to inform care decisions and reduce delays in accessing appropriate support. This model of care has been recognised at the British Society for Allergy and Clinical Immunology (BSACI) annual conference, where data from the service has been presented sparking professional interest as a novel and effective approach to bridging gaps in allergy care.

The service continues to be highly valued by those who use it, with feedback consistently highlighting its impact:

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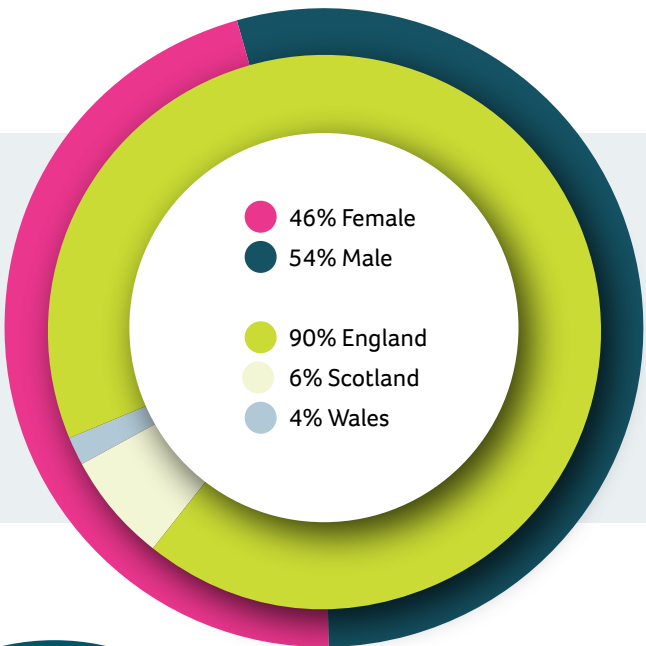
“In the past three years, this was the only conversation I've had where the clinician was truly knowledgeable and listened to my concerns. After months of stress, I finally felt reassured.”

“It's truly changed the trajectory of our journey with my daughter's allergies. The dietitian made a significant impact in our lives and helped reduce the stress of navigating referrals. I am very grateful for the support.”

”

Breakdown of attendees for the Paediatric Dietitian's Service

As demand for allergy support continues to grow, the Paediatric Dietitian's Service remains a cornerstone of Allergy UK's commitment to ensuring that no family faces allergy alone.



233

appointments were booked (18% more than the previous year)

2,119

appointments have been booked from its inception until 31st March 2025

183

appointments funded by Nutricia

50

appointments funded by Vitalite

We would like to give thanks to Nutricia Pharmaceutical which have continued to be a supporter for the whole ten years. We also thank Vitalite for recognising the value of this much-needed service and funding it for a second year.

In-house dietitian service

Allergy UK's in-house dietitian service continues to play a vital role in supporting individuals and families facing allergy-related health concerns, who fall outside of the criteria for our Paediatric Dietitian's Service - which is specifically for children aged five and under who are not currently under the care of a dietitian. Designed to address the growing demand for timely, expert advice, the service offers a free, one-off consultation with a specialist allergy dietitian for adults and parents of children with suspected or diagnosed food allergies.

Open to individuals of all ages, the service is especially valuable for those who cannot access our paediatric dietitian support. It offers help for:

- Parents and adults unable to access NHS services within four weeks
- Individuals needing dietary assessments to ensure balanced nutrition
- Those seeking guidance on allergen avoidance or clarification on suspected allergies or intolerances
- Families navigating food allergy concerns without a clear diagnosis or care pathway
- Parents of high-risk infants seeking up-to-date weaning advice.

Each appointment includes a thorough assessment, tailored nutritional advice and, where appropriate, recommendations for GP follow-up. In more complex cases, a second appointment may be offered to ensure a complete and effective care plan. If circumstances change, individuals can return for further support.

Feedback consistently highlights the profound impact of this support in reducing anxiety, improving nutritional health and empowering families with the knowledge and confidence to manage allergic conditions. By promoting evidence-based practices and helping to prevent the escalation of allergic disease, the service is a valuable contributor to better long-term health - even when outcomes aren't immediately measurable.

This service exemplifies Allergy UK's commitment to filling critical gaps in allergy care and ensuring that no one is left to navigate allergy alone.

We would like to thank Nutricia Pharmaceutical for its continued support of this service.

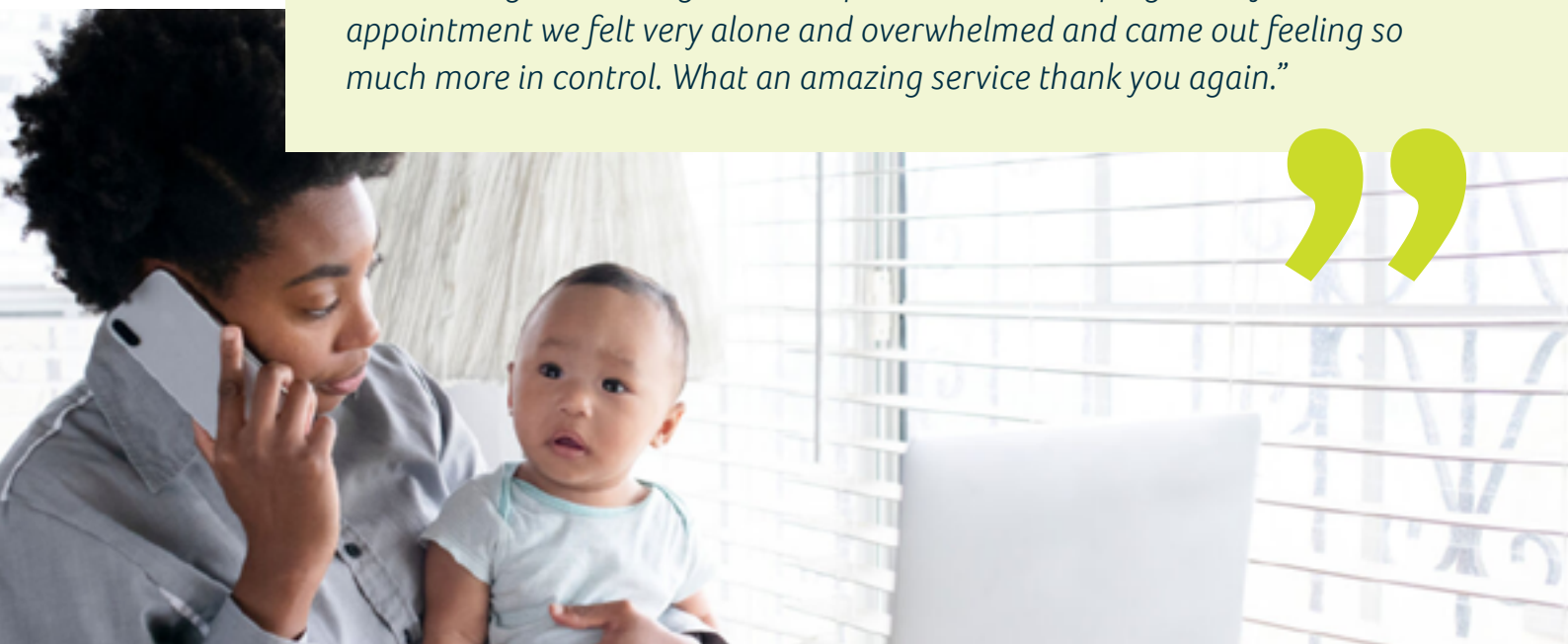
52%
Male

48%
Female

98%
England

2%
Scotland

"This was an amazing service and we are very very grateful. The dietitian was thorough, knowledgeable and proactive with helping us. Before the appointment we felt very alone and overwhelmed and came out feeling so much more in control. What an amazing service thank you again."



Nurse-led eczema clinic:

Supporting early intervention and skin health

Now in its second year, Allergy UK's nurse-led eczema clinic continues to meet a clear and growing need for specialist support among families struggling to manage persistent and problematic eczema for their child. The service was developed in response to insights from our Clinical Nurse Advisor, Holly Shaw, who observed that many families accessing our dietitian services were also facing challenges in managing their child's eczema - often without adequate guidance or appropriate treatment.

Research shows that eczema in early infancy can be a red flag for the development of food allergies, making early intervention critical. Yet many families are left without the education or support they need and those with moderate symptoms often face long waits for dermatology referrals. This clinic addresses that gap by offering timely, expert advice and empowering families to manage their child's skin condition more effectively.

To date, the telephone-based clinic has supported 82 families, with two appointments scheduled each week. Each family receives a consultation with a specialist allergy nurse, followed by a personalised care summary and a letter to their GP with tailored recommendations for treatment and referrals where needed. Referrals into the clinic come through three key channels: Allergy UK's external dietitian service, our in-house dietitian team and our Helpline, which demonstrates the strength of our integrated, collaborative approach.

This service not only improves eczema management but also contributes to our broader early intervention strategy, helping to reduce the risk of future allergic disease and improve quality of life for children and their families.

Allergy UK recognise the importance of this service and it is funded by us through donations received.

"Thank you so much - I have been so impressed with every point of contact. Both specialists that I spoke to on the phone on separate occasions were so compassionate, knowledgeable and helpful. They both gave very good advice and I now feel more confident with my boy's eczema and allergies."



Allergy Translation Cards

Allergy UK Translation Cards are designed to help parents, carers, or individuals living with food allergies communicate their allergies when travelling and dining abroad. The cards are wallet-sized, making them convenient to carry at all times. They also indicate when someone may be experiencing anaphylaxis and require urgent medical attention.

Available in 36 languages and covering over 150 allergens, the Translation Cards are a vital tool for navigating food allergies safely around the world. Our list of translated allergens continues to grow in response to demand for new languages.

These cards are essential for anyone with severe allergies travelling abroad, where language barriers can pose a serious risk, especially when dining out. They bridge the communication gap and speak for

individuals when they may be unable to speak for themselves. Being unable to communicate your or your child's dietary needs increases the risk of an allergic reaction, including life-threatening anaphylaxis.

Translation Cards empower the allergic community by giving them the confidence to travel and enjoy their trip with peace of mind.

Since introducing our new online ordering platform, alongside our existing telephone ordering service, the cards have become more accessible to those who need them. As a result, we've seen a 66% increase in sales, with 2,494 packs sold in 2024/25, compared to 11,647 in 2023/24.

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“As someone with a severe nut allergy, traveling used to be incredibly stressful. I was always worried about language barriers and whether restaurant staff truly understood the risks. The Allergy UK Translation Card changed everything. On a recent trip to Spain, I handed the card to every server before ordering and the response was always reassuring. It gave me peace of mind and allowed me to enjoy my holiday without constant fear. This small card made a huge difference in my life.”

- Allergy UK Supporter



Trusted resources for patients and professionals

Allergy UK continues to be a leading source of trusted, evidence-based information for both patients and healthcare professionals. Our extensive library of resources includes Factsheets, leaflets, videos and podcasts, designed to support individuals at every stage of their allergy journey. All patient-facing materials are accredited by the Patient Information Forum (PIF), ensuring they meet the highest standards for clarity, accuracy and accessibility. From practical guides on managing food allergies and eczema to in-depth resources for healthcare professionals on conditions like chronic urticaria and allergic rhinitis, our content is tailored to meet diverse needs. These resources not only empower individuals to better manage their conditions but also support clinicians in delivering informed, up-to-date care.

381,003 total views on ALL patient resources

New and reviewed resources 24/25

Leading the way in CSU support

Allergy UK is the only UK charity providing dedicated support for people with Chronic Spontaneous Urticaria (CSU), a misunderstood and underdiagnosed condition. The high volume of CSU-related Helpline calls highlights the urgent need for reliable information. In response, we updated our CSU Factsheet and launched a new patient video on World Urticaria Day 2024 to support self-directed learning and informed decision-making.

New: CSU patient experience video – Sandips Story

A patient experience video was developed to raise awareness of CSU and support families in its impact and when to seek help.

Sponsored by Novartis

Reviewed: CSU Factsheet

Updated with the latest treatment recommendations.

Other new and updated resources:

- [Anaphylaxis: the four As leaflet](#)
- [Housing rights guide](#)
- [Milo's Christmas Eve surprise \(Children's story\)](#)
- [What is Pollen Food Syndrome \(Video\)](#)



Helping people navigate the impact of environmental triggers

To meet the growing need for clear, trusted information about how the environment affects allergic health, Allergy UK launched a dedicated [Environmental Allergies webpage](#). The resource brings together essential information on how pollen, air pollution, weather patterns and climate change contribute to conditions such as hay fever, asthma and allergic rhinitis. It also includes guidance on thunderstorm asthma and practical tips for protecting respiratory health, with links to related Allergy UK content. As climate change continues to intensify environmental triggers, the page aims to help people understand and manage the growing impact of these factors on allergic disease. The page received 923 views by the end of the 2024/25 financial year, reflecting a clear demand for reliable information on the environmental drivers of allergy.

Thank you to Polti for funding the development of this page.

Instagram Live discussion: Eczema and food allergy in children

Allergy UK hosted a special Instagram Live event in recognition of World Atopic Eczema Day 2024, focusing on the important topic of eczema and food allergy in children. The live discussion featured our Clinical Nurse Advisor, Holly Shaw and Dietetic Advisor, Annette Weaver, who explored the complex relationship between atopic dermatitis and food allergies. They addressed common misconceptions and provided practical advice on managing both conditions effectively. The session emphasised the importance of maintaining a healthy skin barrier, the role of emollients and how food allergens can exacerbate eczema symptoms through immediate or delayed reactions.



Top 5 patient resources by views 2024/25

Does My Child Have a Cow's Milk Allergy?	52,659
Oral Allergy Syndrome (Pollen Food Syndrome)	24,606
Histamine Intolerance	16,996
House Dust Mite Allergy	16,366
Egg Allergy	15,790

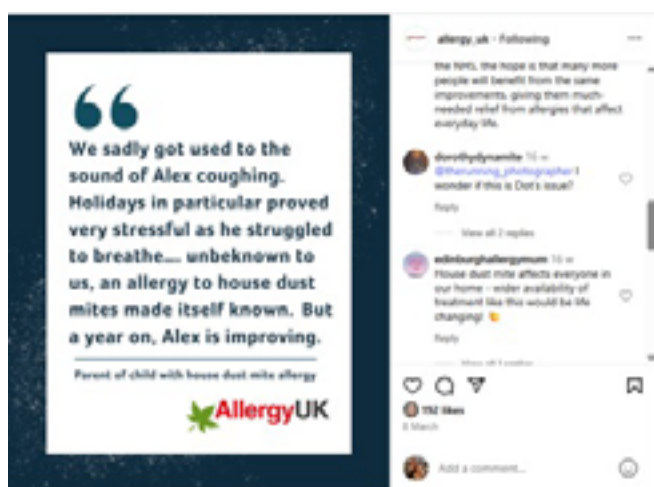
Acarizax: A new NHS treatment for house dust mite allergy

Following the NICE approval of Acarizax, a tablet-based immunotherapy for moderate to severe house dust mite allergy, Allergy UK launched a focused communications campaign to raise awareness of this significant step forward in allergy treatment. Acarizax is the first immunotherapy for house dust mite allergy to be made available on the NHS, offering an option that targets the root cause rather than just managing symptoms.

We also worked with our house dust mite allergy community to gather and understand their lived experiences, including the treatments they have used and their effectiveness or limitations. By amplifying the patient voice, we contributed to the NICE approval process – a panel of healthcare professionals who assess the accessibility and viability of medicines or treatments and decide whether they should be made widely available through the NHS.

For those affected, it represents a much-needed alternative to a life of relentless cleaning, disrupted sleep and minimal relief from antihistamines and steroids. The treatment is taken at home after an initial dose, so removes the barrier of needing ongoing specialist allergy clinic visits, which are often geographically and financially out of reach.

Allergy UK created a news article detailing what this means for patients, which received 1,151 views and supported the message with social media posts on Instagram and Facebook. These reached more than 25,000 people and generated over 1,000 engagements, reflecting strong interest in accessible, equitable allergy care and the hope this new treatment brings to those whose lives are affected daily by house dust mite allergy.



“

“HDM allergy rules our lives so this treatment is going to make a big difference when my son is old enough for it.”

“House dust mite affects everyone in our home - wider availability of treatment like this would be life changing!”

”

“

“The improvement has been immense. We've been very worried about things like asthma as well as allergies. When [he] had the test, the house dust mite showed straight away, so we knew we had to take action. I will say that [he] was hugely relieved that he didn't turn out to be allergic to our two pet cats as well.”

– Parent of child living with house dust mite allergy and undergoing immunotherapy treatment with Acarizax

Website engagement and digital reach

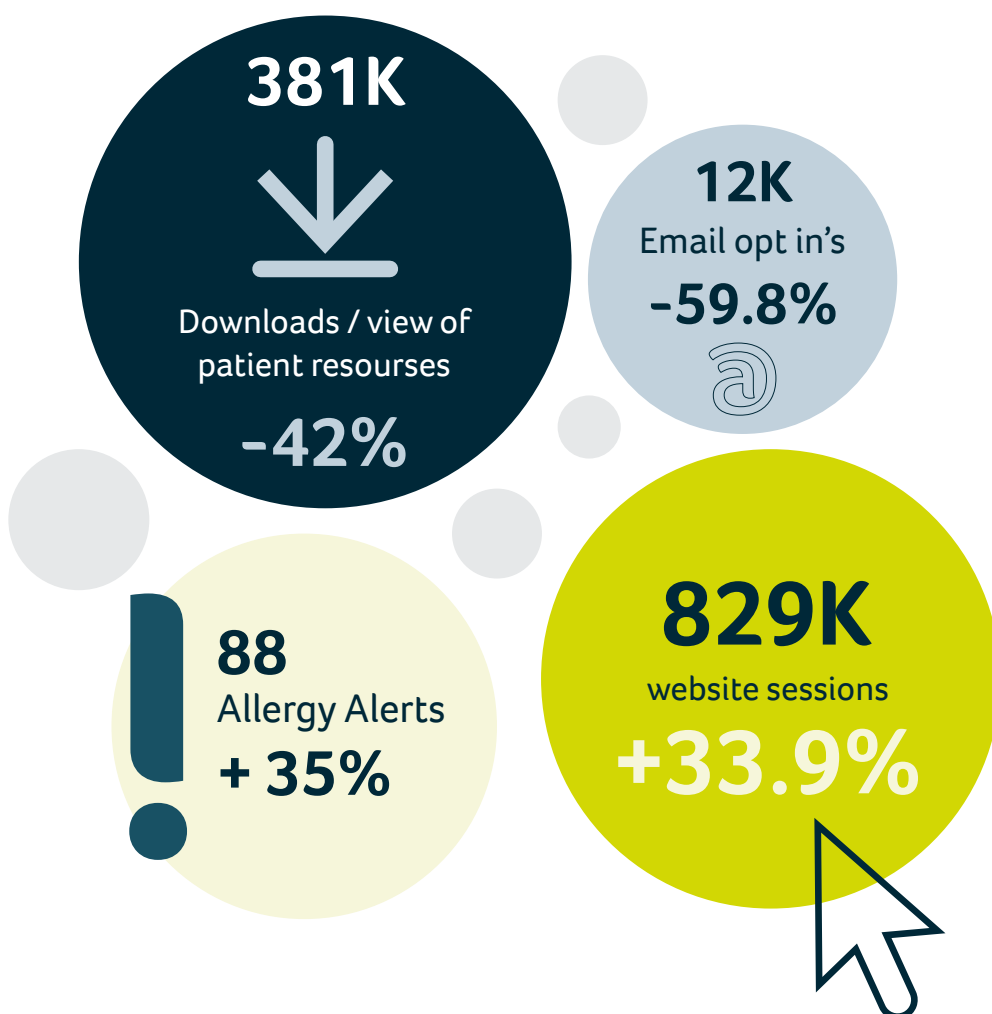
We are pleased to report a significant increase in website reach this year, enabling us to support even more individuals affected by allergies through the vital clinical information and advice we publish online.

In 2024/25, the number of overall website sessions rose by 33.9% to 829,736, up from 619,523 the previous year. This growth suggests that not only are more people discovering our site, but many are returning - a strong indicator of trust and relevance.

However, views of patient resources decreased by 42% to 381,003, highlighting a shift in how users engage with our content. This insight will help us refine how we present and promote these resources to keep them accessible and impactful.

Higher user engagement boosts awareness, support and attracts partners, making our website vital to Allergy UK's impact. We remain committed to continuously improving it to better serve and connect with the allergy community.

While email opt-ins decreased this year, this was a strategic decision. During our switch to a new email marketing platform, we took the opportunity to carry out a comprehensive data cleanse, removing contacts who hadn't engaged with us in the past 12 months. This means our communications are now reaching a more engaged and relevant audience, ensuring our messages have greater impact and are more likely to benefit the people who need them most.



Amplifying and uniting the voice of the allergy community

Social media remains a vital part of Allergy UK's communications strategy, helping us raise awareness, share trusted information and connect with the allergic community. In 2024/25, our content reached 2.86 million post impressions - an 80% increase from the previous year - with Facebook impressions up 133% and Instagram up 70%. Overall, our content was viewed more than 3 million times.

We gained 7,267 new followers, bringing our total audience to 63,844 and saw 120,211 engagements

across posts featuring personal stories, campaign messaging and practical advice. Our moderated Facebook support group also grew to over 12,200 members, offering a valued peer-support space.

This growth highlights the increasing reach and impact of our digital presence. We remain committed to building an informed, supportive online community for the 21 million people in the UK living with allergic conditions.

Top three posts on Instagram:



Engagement: 3,022



Engagement: 1,058



Engagement: 1,016

Top three posts on Facebook:



Engagement: 573 likes



Engagement: 272 likes



Engagement: 231 likes

Total engagement



TOTAL FOLLOWERS
59,135 (8.96% increase)

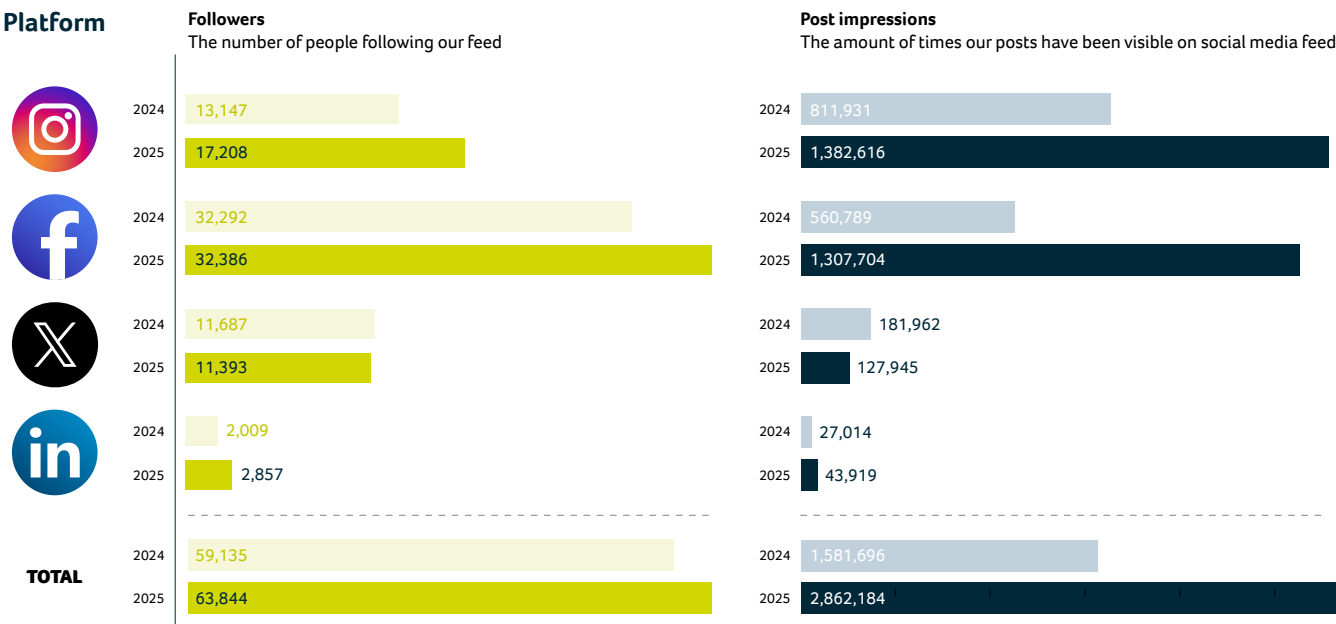
TOTAL ENGAGEMENT
60,334

TOTAL IMPRESSIONS
1,581,696 (19.95% YOY increase)

Total new followers across all platforms
4,863

Page/profile impressions
2,901,356 (128% YOY increase)

Comparison statistics



Allergy Alerts

Allergy UK's Allergy Alerts service continues to be a vital safety net for individuals living with food allergies. By rapidly sharing information about product recalls and allergen contamination incidents, we help protect people from potentially life-threatening reactions. In 2024/25, we issued 88 alerts, a 35% increase from the previous year, demonstrating both the growing need for this service and our commitment to timely, accurate communication. The alerts covered a wide range of allergens, with the majority related to peanut, milk and wheat. One major incident involving peanut contamination in mustard powder led to the recall of over 300 products across 56 brands, highlighting the critical role Allergy UK plays in public health response. Our alerts are shared across our website, social media and email channels, ensuring wide and immediate reach. This service not only empowers individuals to make safer choices but also reinforces our role as a trusted voice in allergy safety and advocacy.



Click here to sign up and receive allergy alerts



The Allergy & Free-From Show

The Allergy & Free-From Show is the UK's largest annual event for people with allergies, intolerances and lifestyle restrictions. In 2024, it welcomed 12,574 attendees, up from 9,000 the previous year.

Allergy UK's presence ensures visitors receive evidence-based information. Our team hosted a stand, answered queries, distributed resources and spoke at the event.

The show raises awareness of our services, strengthens partnerships and helps us understand the allergic community's needs. Through participation, we reduce misinformation and empower individuals to manage their conditions.

Youth engagement

Youth Forum: Empowering the next generation

Allergy UK's Youth Forum continues to provide a vital platform for young people living with allergies to connect, share experiences and shape the future of allergy support. Meeting monthly, the group offers a safe, inclusive space for peer-to-peer support and open discussion on topics such as mental health, travel and navigating social situations with allergies. Guest speakers, including healthcare professionals and transition specialists, have helped enrich these sessions with expert insight and practical advice.

In 2024/25, the group played a key role in informing and contributing to Allergy UK's presentation at the European Federation of Allergies (EFA) and their lived experiences are continuing to help to shape services that better reflect the needs of young people.

With 10 active members and 10 meetings held over the year, the forum is growing in ambition. Plans are underway to launch a second group for 13–17-year-olds, supported by a grant from the National Lottery as well as grow engagement with the older cohort.

The Youth Forum is not only a space for support, it's a driver of change, helping Allergy UK better understand and respond to the unique challenges faced by young people living with allergy. The coming year looks exciting with our youth forums being an essential part of project development and delivery and growing our numbers across a wider age group.

We are pleased to say that the National Lottery has supported youth engagement and the grant will continue into 2025–26.



Over the Wall

In 2024, Over the Wall, supported by Allergy UK, delivered two powerful and transformative programmes for families living with serious allergies: the Allergy UK Family Residential Camp in September and the virtual Camp in the Cloud in December.

Over the Wall family residential camp

In September 2024, Over the Wall, supported by Allergy UK, delivered the Allergy UK Family Residential Camp, a face-to-face therapeutic recreation programme designed to support children with serious allergies and their families. The camp provided a safe, inclusive and medically supported environment where families could relax, connect and build resilience. Through group activities, shared experiences and dedicated time for parents, the programme helped families build confidence, feel less isolated and strengthen emotional wellbeing. Children formed meaningful connections with others who understood their experiences, while parents found reassurance and support from a community facing similar challenges.

“

“It was a stress-free weekend where allergies weren’t an issue.”

“

“My daughter said she had never felt so safe before when out. This is massive as we have battled allergy-related anxiety.”

84% of participants felt more confident after the camp

82% felt less isolated

93% of families reported feeling closer as a result of attending

93% felt happier post-camp



Camp in the Cloud

In December 2024, Camp in the Cloud brought the magic of Over the Wall directly into the homes of families managing serious allergies. This fully virtual experience offered a carefully structured mix of live sessions, creative challenges, peer group activities and time for parents, all supported by a thoughtfully prepared activity box. Families reported feeling more connected, more confident and less isolated after

taking part. For many, the camp created a sense of belonging and emotional uplift, particularly valuable during the winter months. The online format made the programme accessible to a wide range of participants, while still delivering the warmth, support and fun that define Over the Wall’s approach.

Key outcomes



Participant reflections

- “Doing the quiz with my little boy and seeing how much he’s learned - it was a proud moment.”
- “It felt like something really caring for people with allergies - in a world that often feels scary and hostile, it felt so good to be around people who get it.”
- “My daughter found another girl with the same allergy and they swapped emails. That connection meant the world.”

Helping consumers choose with confidence

The Allergy UK Seal of Approval and Allergy Friendly Product Awards were developed in response to ongoing challenges faced by people living with allergies and sensitivities. With no standard definitions or testing benchmarks for what qualifies as “allergy-friendly,” consumers are often left unsure about which products are genuinely safe. Marketing terms such as “sensitive” or “gentle” are frequently used without scientific backing, making it difficult to know who or what to trust. For those with allergic asthma, eczema, rhinitis, or food and skin sensitivities, using the wrong product can lead to serious health consequences, including flare-ups, reactions, or hospitalisation. Many people avoid entire categories of products as a precaution, which can significantly reduce quality of life. Healthcare professionals and carers continue to look to Allergy UK for trusted, evidence-based recommendations – reinforcing the importance and relevance of these schemes year after year.



Seal of Approval

The Seal of Approval is Allergy UK’s most scientifically robust and widely recognised endorsement. Products that carry this mark have been independently tested and proven to reduce or remove allergens from the environment, or to limit allergen exposure in a measurable way. This often includes air purifiers, vacuum cleaners, flooring, bedding, or cleaning products.

Environmental allergens such as dust mites, pollen, mould spores, pet dander and Volatile Organic Compounds (VOCs) can have a severe impact on people with allergic asthma, rhinitis, or eczema. Many consumers have no clear way of verifying which products genuinely help reduce their exposure to these triggers. The Seal of Approval addresses this by providing a scientifically backed standard, building consumer confidence and encouraging brands to raise product performance through allergy-reduction innovation.



Allergy Friendly Product Award

This award is designed for products that may not actively remove allergens but are formulated or designed to be less likely to cause a reaction. These typically include personal care items, cosmetics, skincare, baby products and textiles. Products are reviewed against strict ingredient and formulation criteria by scientific and clinical advisors and often also go through patch testing or dermatological assessment.

People with allergies or sensitive skin often react to everyday products due to harsh ingredients, fragrances, or known irritants. However, product labels are rarely enough to help them make safe choices. The Allergy Friendly Product Award provides trusted reassurance that a product has been independently reviewed and is suitable for those with sensitivities, supporting better health outcomes and quality of life.



“The technical/scientific evaluation of our technology and the data review was done very thoroughly... We truly appreciate this exercise because a rigorous assessment adds so much value to the endorsement... Our customers appreciate the endorsement, inside and outside the UK. Allergy symptoms and the suffering are the same across the globe.” - HeiQ



Education

By investing in healthcare education, we are enhancing clinical confidence and building a more informed, supportive system for people living with allergic conditions.

Supporting healthcare professionals with allergy education

Allergy UK recognises that many healthcare professionals, particularly those in primary care, are often the first point of contact for individuals experiencing allergy symptoms. However, due to gaps in allergy-specific training, there remains a significant need for accessible, up-to-date education in this area. In response, we continue to deliver a robust annual programme of resources designed to equip healthcare professionals with the knowledge and tools they need to provide effective, evidence-based care.

Through webinars, Factsheets, podcasts and clinical guides, our educational content helps bridge the knowledge gap and supports earlier diagnosis, better management and improved patient outcomes. By investing in the education of the healthcare workforce, we are not only enhancing clinical confidence but also contributing to a more informed and supportive healthcare system for people living with allergic conditions.

Resources for healthcare professionals

Allergy Focus

Allergy Focus is our e-newsletter for healthcare professionals, designed for primary care audiences, including GPs, practice nurses, school nurses, dietitians and health visitors, who may have some allergy knowledge but not to the levels of a specialist allergy service.

Each edition features a leading expert who authors a detailed article designed to improve awareness, knowledge and management of a specific allergic condition. Additionally, our in-house Clinical team contribute articles on areas they have worked in or wish to highlight, drawing on a wide range of expertise across nursing and dietetics.

Distributed by email to over 3,000 healthcare professionals across the UK, Allergy Focus continues to be a valued and trusted resource, helping to bridge the knowledge gap in primary care and improve outcomes for people living with allergies.

**Click here to sign up
and receive Allergy
Focus for free**



New healthcare professional resources

Acute, chronic and physical urticaria: A brief guide for healthcare professionals

A new e-booklet on Acute, Chronic and Physical Urticaria for healthcare professionals was launched by Allergy UK on World Urticaria Day, 1st October 2024, aiming to improve recognition and management of urticaria. Since its launch, it has been viewed 105 times.

Thank you to Novartis which funded this resource.



Masterclasses: Advancing allergy knowledge in primary care

Allergy UK's Masterclass series continues to be a valuable resource for healthcare professionals, offering practical, evidence-based education to address the allergy knowledge gap in primary care. These expert-led, online sessions focus on key allergic conditions and management strategies.

In 2024/25, we delivered a highly attended virtual Masterclass on Food Allergy in Babies and Young Children, attracting 678 registrants, 247 live attendees and 375 YouTube views after the event. Designed for GPs, practice nurses, dietitians and health visitors, the session offered tailored training for professionals frequently supporting allergic patients.

Developed in collaboration with clinical experts, our Masterclasses feature real-life case studies, practical guidance and dedicated Q&A time. By building confidence and improving early recognition and management of allergic conditions, our Masterclasses contribute to better care and outcomes for patients.

**This year we received 678 registrants,
247 live attendees and 375 YouTube
views for our Masterclasses**

“

“It was an excellent event. I was able to update my knowledge about various aspects in a very short period of time.”

Membership, collaboration and event attendance



In 2024/25, Allergy UK continued to play a pivotal role in advancing allergy education and influencing policy through strategic partnerships and professional engagement. Recognising the importance of embedding the patient voice in healthcare systems, we actively contributed to national and international forums, working alongside clinicians, regulators and policymakers to improve allergy care.

We maintained strong representation within the British Society for Allergy and Clinical Immunology (BSACI), participating in working groups to co-develop patient resources and attending the annual BSACI conference - an event that brings together over 600 clinicians and allied organisations. These engagements allow us to share insights from our community and ensure that patient needs remain central to clinical practice and service development.

We also contributed to national policy conversations through our membership in the Food Standards Agency's Food Hypersensitivity Steering Group. A key focus, this year, was raising awareness of the risks associated with using the term "vegan" as a proxy for "dairy-free" - a message amplified through our **#IngredientsMatter** campaign.

Internationally, Allergy UK strengthened its global presence. Our CEO was appointed to the Board of the European Federation of Allergy and Airways Diseases Patients' Associations (EFA), where we shared best practices on youth engagement at the EFA General Assembly. We also continued our involvement with the Global Allergy and Airways Patient Platform (GAAPP) and the European Academy of Allergy and Clinical Immunology (EAACI), contributing to the development of emerging guidelines and global standards in allergy care.

Domestically, we collaborated with the British Dietetic Association (BDA), Children and Young People's Allergy Network Scotland (CYANS), the Medicines and Healthcare products Regulatory Agency (MHRA) and the Royal Pharmaceutical Society. These partnerships enabled us to present at key conferences and contribute to the review of the Improving Quality in Allergy Services (IQAS) standards, as well as initiate the development of new service standards for paediatric allergy across England.

Through these efforts, Allergy UK continues to ensure that the lived experiences of people with allergies inform the future of allergy care, both in the UK and beyond.

Parliamentary roundtable to launch Novartis' policy report focused on quantifying the burden of Chronic Spontaneous Urticaria (CSU) on patients, the NHS and wider society.

The roundtable, which was chaired by Jim Shannon MP, was an opportunity to consider the burden of CSU on patients, the NHS and society, along with the current challenges in relation to CSU care, to understand the opportunities for and barriers to improving care for CSU patients, as well as to consider the importance of supporting earlier CSU diagnosis and challenges surrounding recognition and awareness of the condition.

The Burden of Chronic Spontaneous Urticaria on Patients, the NHS and Society was commissioned, created and funded by Novartis, with insights generated by the Office of Health Economics (OHE) and launched at the Parliamentary roundtable.

The report was developed to draw together expert insights on the humanistic, socioeconomic burden and the burden to the healthcare system of CSU in the UK and support increased awareness of the condition at both a national and regional level.

The impact

Attendees highlighted how the key discussion themes aligned closely with the Government's 10-Year Plan consultation and the NHS's ambition to shift care from hospital to community, focus more on prevention than treatment, and move from analogue to digital services.

There was broad agreement on the importance of ensuring relevant service specifications and commissioning guidelines are appropriately prioritised by individual health systems, as delegation of specialised commissioning progresses.

Attendees committed to sharing the report with their networks and Novartis committed to disseminate the report more widely to policy stakeholders and others.

Attending Parliamentarians committed to taking forward correspondence with the Department of Health and Social Care to ensure ministers are informed of the report's finding and recommendations.

The Food Integrity Global Conference

Allergy UK's Specialist Allergy Nurse, Margaret Kelman, was invited as a guest speaker at the Food Integrity Global Conference, an international event exploring the latest advancements, challenges and innovations from across the industry, held on 10–11 September 2024 in Amsterdam.

The conference drew over 300 delegates from more than 40 countries, including food and beverage manufacturers, ingredient suppliers, retailers, local authorities, government bodies and food-science technicians.

Margaret spoke on the impact that food allergies have on the food-allergic community, offering best-practice recommendations to help organisations improve allergy safety and compliance.



As a result of attending, she gathered interest and contact information from several companies expressing a desire to enhance allergy awareness, including Mars, Ashburys, Costa, Unilever, M&S, Kraft Heinz, Nestlé, the Food and Drink Federation, Just Eat and Bio Analytical.

Advocating for safer public spaces: Expanding access to AAI

In 2024/25, Allergy UK was invited to co-host a high-level Roundtable event focused on expanding access to Adrenaline Auto-Injectors (AAIs) in public places and improving uptake in schools. Organised in partnership with Incisive Health and leading allergy charities including Anaphylaxis UK and the Natasha Allergy Research Foundation, the roundtable aimed to address the limited implementation of the 2017 legislation permitting AAI use in schools and explore international models, such as Ireland's approach to public access.

Allergy UK's participation ensures that the voice of the allergic community is central to policy discussions. By contributing our expertise and insights, we are helping to shape recommendations that could lead to central funding, improved public safety and greater awareness of anaphylaxis risk in everyday environments. This initiative reflects our ongoing commitment to influencing systemic change and creating safer, more inclusive spaces for people living with severe allergies.

Allergy UK at Mini First Aid's 10th anniversary

Mini First Aid is a national organisation delivering accredited first aid training to over 1,000 families each week. Over the past 10 years, they've trained more than 200,000 parents and carers, 200,000 children and 20,000 workplace delegates.

To mark their 10th anniversary, Allergy UK's Head of Clinical Services delivered the keynote address at their national conference on 14–15 March at Darwin Lake Conference Centre, Derbyshire. The keynote focused on Allergy and Anaphylaxis, a growing concern among families and educators, and was delivered to around 100 Mini First Aid trainers from across the UK.

This partnership helped raise awareness of allergy risks and provided an influential network of trainers with up-to-date clinical guidance.





Influence

Lasting change in allergy care demands more than medical solutions, it requires a fundamental shift in how society understands, values and responds to allergy.

Influencing the general public

Our campaigning, press and social activity

While advances in healthcare, treatment and education remain critical for those living with allergies, they are only part of the solution. Many of the challenges faced by the allergic community are rooted in broader societal structures, from rigid systems and outdated practices, to gaps in public understanding and inconsistent policy.

At Allergy UK, we know that meaningful change requires more than clinical support. It demands a shift in how society thinks about and responds to allergy. Over the past year, we have continued to advocate for systemic change through strategic campaigning via public affairs, media engagement and partnership building. Whether influencing national policy, guiding industry standards, or amplifying the voices of people living with allergy, our goal remains the same: to remove the barriers that prevent people with allergies from living safely, confidently and fully.

Our public-facing resources, digital content and media appearances helped amplify the voices of those affected by allergy and encouraged greater public understanding and responsibility. We also shared lived experiences and expert insights through webinars, videos and national events, ensuring allergy remains a visible and urgent public health issue.



"I had no idea that 'vegan' didn't mean safe for my dairy-allergic child. Allergy UK's campaign helped me understand the risks and gave me the confidence to ask the right questions when eating out."

- Parent of a child with milk allergy

These efforts are central to our mission to ensure that everyone in the UK takes allergy seriously and that people living with allergy feel seen, supported and safe.

Allergy Awareness Week

Too Big to Ignore

In April 2024, Allergy UK launched its flagship campaign for Allergy Awareness Week under the theme “Too Big to Ignore.” This campaign was created to draw urgent attention to the growing prevalence and seriousness of allergic disease in the UK - conditions that affect one in three people yet remain under-recognised and under-resourced.

The campaign was driven by alarming projections from the World Health Organisation, which indicate that by 2026, one in two people could be living with an allergy. The UK currently ranks among the top three countries globally for the highest incidence of allergy, including being in the top two for allergic eczema and joint highest for hay fever.

The campaign aimed to raise national awareness of the rising rates of allergic disease in the UK and

to position allergy as a serious public health issue that affects everyone. It sought to mobilise both the allergic and non-allergic communities, encouraging action, challenging misconceptions, shifting public attitudes and amplifying the voices of those living with allergy. At its core, the campaign reinforced Allergy UK's role as a trusted authority and catalyst for change, working to create a more understanding, inclusive and supportive society for people with allergies, and call for systemic change in how allergy is understood and managed across society.

Key messages focused on the urgent need for earlier diagnosis, better access to care and greater public and professional awareness of the life-altering impact of allergic conditions. The campaign featured powerful personal stories, expert commentary and a coordinated media and digital push that reached over 250,000 people across social media and online platforms. Engagement included over 20,000 interactions, with strong support from the allergic community and healthcare professionals alike.

To reach and engage the allergic community, we used:

- Digital platforms as the foundation of the campaign
- Social media to build anticipation, spark conversation and share key messages throughout Allergy Awareness Week
- A dedicated campaign hub on our website to host resources and encourage individual and organisational involvement
- Our full email database to share tools, updates and calls to action, reaching a broad and diverse audience
- To reach a wider audience beyond the allergic community, we used:
- Online digital ads and social media paid campaigns
- Free large-format digital billboard space across 75 locations - an estimated value of £80,000 - to ensure the message was *Too Big To Ignore*



A big thank you to audience2media for securing the free billboard space for us.

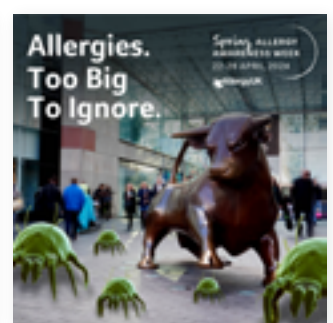
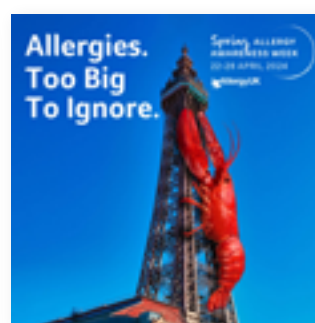
#toobigtoignore

Advocacy was at the heart of ensuring our message was truly #TooBigToIgnore and received the attention it deserved at a government level. We created a Digital Digest for MPs, offering a clear, accessible hub of campaign messages, key statistics and shareable social content. We also held direct meetings with MPs to highlight why allergy is a growing public health issue and called for their support in prioritising allergy services. In addition, we launched an Open Letter, uniting charities, healthcare professionals, organisations and people living with allergy to demand meaningful policy change and back our Election Manifesto.



“

“Allergies are definitely #toobigtoignore and with UK leading on the charts the government should definitely be supporting from GP awareness, NHS appointments, NHS admissions, medication, inclusive places and policies & even shopping bills ! Thank you for raising awareness, we’ll definitely be drafting a letter to our MP!”



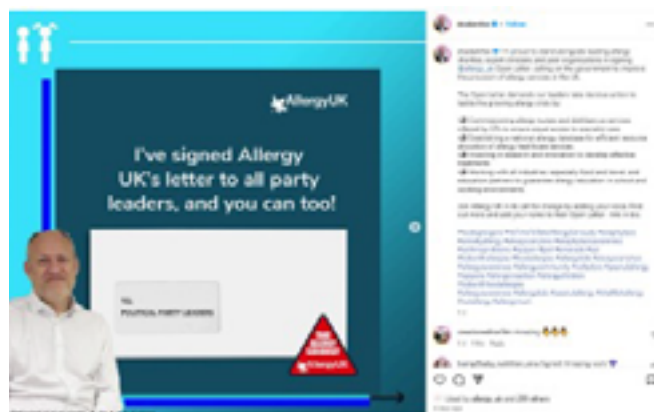
Key outcomes included:

- Our Spring Allergy Awareness Week 2024 campaign generated 63% more impressions and 142% more engagement than the three-month “It’s Time Skin” campaign which focused on allergic skin conditions from April – June 2023
- Social media engagement increased by 176% compared to Spring Allergy Awareness Week 2023
- Paid ads had an average click-through rate (CTR) of 4.56%, which is over 4 times higher than the industry average of 0.90%
- Website page views rose by 165% during the campaign
- Instagram followers grew by 314% compared to the previous week and Facebook followers increased by 221%
- We reached our goal of 1,000 signatures on the open letter within just eight days
- The open letter, with over 1,400 signatures, was sent to all party leaders.



The campaign also helped drive momentum for policy conversations, including our involvement in a Parliamentary Roundtable on expanding access to AAls in public spaces. By amplifying the message that allergy is a serious public health issue, “Too Big to Ignore” reinforced Allergy UK’s role as a leading voice for change - and laid the groundwork for future advocacy and awareness efforts.

“This campaign made me feel seen. For the first time, I felt like my daily struggles with allergy were being acknowledged on a national level.”



Allergy UK and Girlguiding:

Building a generation of allergy-aware young people

As part of our Too Big to Ignore Allergy Awareness Week campaign, we partnered with Girlguiding London and South East England to launch the Allergy Awareness Badge, an educational initiative to raise awareness among young people and their leaders.

With allergic disease affecting at least one child in every classroom, this pilot project aims to foster understanding, reduce stigma and promote inclusion through engaging education.

The badge pack, aligned with Girlguiding's programme, includes age-appropriate activities designed to build empathy and understanding. A regional campaign supported participation and fundraising, with over 2,200 badges sold to date, demonstrating strong engagement and growing awareness.



Ready2ReactUK

Are you AAI ready?

The Ready2ReactUK campaign has been a valuable research partnership with Viartis, which focused on how individuals experiencing life-threatening allergic reactions (anaphylaxis) use emergency medication, specifically Adrenaline Auto-Injectors (AAIs). As part of our involvement, Allergy UK reviewed the draft survey questions used to gather data for the project.

This research was initiated due to growing concerns that many people lack confidence in using their AAIs correctly. The survey findings confirmed that, unfortunately, many people either misuse their AAIs during an anaphylactic episode or do not use them at all.

Allergy UK supported the campaign by reposting key messages across our website, social media and other owned channels, helping to amplify the findings.

The ongoing public awareness campaign has reached 12,761 people across social media and recorded 654 visits to our dedicated digital platform in 2024/25. Additionally, a poster was displayed at the Allergy Free-From Show 2024, further extending its reach and impact.



Indoor Allergy Awareness Week

A Wellcome Home

For Allergy Awareness Week 2024, Allergy UK launched the campaign “A Wellcome Home”, focusing on the often-overlooked impact of indoor allergens and housing conditions on people living with allergic disease. The campaign was driven by growing evidence and community feedback highlighting how poor housing, damp, mould and dust mites can significantly worsen allergic symptoms, particularly for children and vulnerable adults.

The campaign’s key messages centred on the need for safe, healthy indoor environments and greater public and policy recognition of housing as a health issue. We launched a digital advent calendar packed with educational content, practical tips and downloadable resources, including a new housing rights guide and a storybook for children. The campaign also aligned with our broader advocacy work, supporting calls for improved housing standards and contributing to the national conversation around Awaab’s Law.

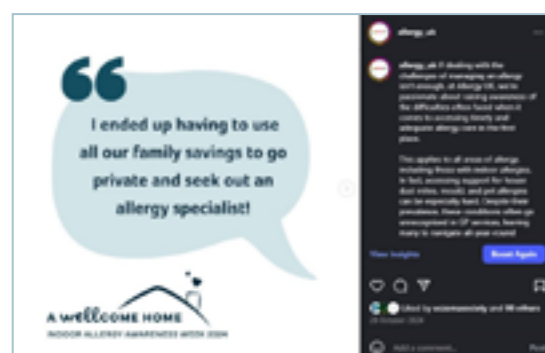
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“This campaign helped me realise that my child’s eczema flare-ups were linked to our living conditions. The resources gave me the confidence to speak up and seek help.”

The campaign reached over 132,900 users across our digital platforms, with strong engagement from families, healthcare professionals and housing advocates. It also led to increased demand for our resources and services and helped secure a £1,863.81 boost in donations to our bursary fund supporting families in need.

“A Wellcome Home” reinforced the importance of addressing environmental triggers in allergy care and demonstrated how targeted awareness can empower individuals and influence broader systemic change.

Top social post:



Influencing political decision makers

Championing change: Driving allergy up the political agenda

At Allergy UK, we believe that meaningful progress for people with allergic conditions depends on bold and consistent advocacy. Over the past year, we have worked to ensure allergy is recognised as a serious public health issue, and that it is prioritised in political, healthcare and policy conversations.

From shaping NHS reviews and briefing Ministers, to securing parliamentary debates and launching open letters, we've campaigned for better care, earlier intervention and greater investment in allergy services. These updates highlight how our policy and public affairs work is helping to shift systems and improve outcomes for the allergic community.



Lord Darzi review into the state of the NHS

Lord Darzi's report underscored the immense strain on the NHS, highlighting critical issues such as dangerous delays in A&E and mental health services that have tragically led to avoidable deaths.

For people living with allergies, these systemic pressures further compound long-standing challenges in accessing timely diagnosis, treatment and specialist care, despite the rising prevalence of allergic conditions and chronic underinvestment in allergy services.

In response, Allergy UK acted swiftly to ensure the voice of the allergy community was heard. We

submitted a comprehensive report titled Challenges and Opportunities in Allergy Prevention and Management within the NHS, which outlined the urgent need for improved allergy care across the health system. Our submission aimed to ensure that allergy was recognised as a priority within the national conversation on the future of the NHS, advocating for meaningful change and investment in allergy services.

Open letter to Government calling to improve provision of care

During Allergy Awareness Week 2024, we launched an open letter to leaders of all political parties, urging them to take allergic disease seriously and prioritise it on the national agenda. With a general election on the horizon, this was a pivotal moment to ensure that allergy was placed firmly on the political agenda.

The open letter warned that, without urgent government action, allergic conditions will continue to severely affect individuals, families and the NHS - escalating into a deeper public health crisis. It urged political leaders to listen to the allergic community and prioritise better care, prevention and research.

Backed by over 2,000 signatories and 14 peer organisations, the campaign sent a powerful, united message to policymakers: the allergic community demands action and the time to act is now.

Lords debate

Last year, Allergy UK played a key role in shaping a vital House of Lords debate, led by Baroness Ramsey of Wall Heath, on how the government is ensuring timely and comprehensive NHS care for people with allergies.

Ahead of the debate, we provided Peers with a detailed briefing of our policy recommendations, ensuring Allergy UK's position was well represented. Several Peers referenced the positive outcomes of our nurse-led allergy clinic trial, with Lord Scriven urging national expansion. Health Minister Baroness Merron praised Allergy UK and partners for their work and committed to discussing a national rollout of a

primary care allergy pilot with the then Minister for Public Health, marking a key step toward improved frontline allergy care.

The debate showed strong cross-party support and marked a significant milestone in our advocacy, signalling that allergy care is not only being heard but increasingly prioritised.

Parliamentary questions

Thanks to our advocacy, allergy gained significant visibility in the UK Parliament through a series of questions highlighting concerns about rising allergic conditions and the urgent need for systemic change in care delivery.

Informed by our briefings, James Frith, Labour MP for Bury North, asked the Secretary of State about discussions on introducing allergy nurses and dietitians in every Integrated Care System, reflecting growing recognition of dedicated allergy specialists in primary care.

Baroness Ritchie of Downpatrick posed two key questions on the impact of specialist allergy nurses on waiting times, referrals and patient satisfaction, as well as on upskilling asthma nurses in allergy care – emphasising opportunities to improve patient outcomes and reduce NHS pressures.

These questions show growing parliamentary support for allergy services in primary care and the need to invest in the allergy workforce.

Advancing allergy care through policy engagement

Allergy UK staff met with senior civil servants at the Department of Health and Social Care (DHSC), representing key policy areas including Community Health Services and Long-Term Conditions. We highlighted the growing burden of allergic disease and called for the integration of specialist allergy nurses and dietitians into primary care.

We shared findings from our nurse-led clinic trial with NHS Lothian and the University of Edinburgh, which showed faster diagnoses and improved patient outcomes. The meeting was highly constructive, with strong interest in our proposals, marking a key step forward in our mission to embed allergy care within mainstream NHS services.



Daniel Francis MP visit

As part of our commitment to political engagement, we welcomed Daniel Francis, Labour MP for Bexleyheath and Crayford, to the Allergy UK office.

The visit showcased our vital support work and the urgent need for change. Mr Francis heard from a parent who had used our specialist dietitian service, reinforcing our call for at least one allergy dietitian in every health region to improve early intervention and reduce pressure on secondary care.

The meeting sparked a productive discussion, with Mr Francis showing strong interest in advancing allergy care and tackling health inequalities. Visits like this are key to building relationships with policymakers and turning lived experience into action.

All-Party Parliamentary Group (APPG)

Allergy UK proudly serves as the Secretariat for the All-Party Parliamentary Group (APPG) for Allergy, playing a central role in shaping the national conversation on allergy policy. We coordinate parliamentary meetings, deliver expert briefings and ensure that allergy remains a priority on the political agenda. Through this work, we advocate for meaningful, systemic change across healthcare, education and public safety, raising awareness at the highest levels of government and championing the needs of the allergic community.

National Allergy Strategy Group (NASG)

As a core member of the National Allergy Strategy Group (NASG), Allergy UK has played a central role in developing a UK-wide strategy to improve outcomes for people with allergic conditions. Through active participation in working groups, we have helped shape priorities across clinical care, education, public awareness and policy. Supported by the Department of Health and Social Care, the first draft of the National Allergy Strategy is due to launch in October 2025. Our involvement ensures that the voices of patients and families are embedded in the design of future services, with a focus on equity, safety and access to high-quality care.

Collaborative partnerships: Driving impact through unity

At Allergy UK, we know that meaningful change is only possible through collaboration. Over the past year, our partnerships have been instrumental in amplifying our reach, deepening our expertise and delivering tangible impact for people living with allergies. From working alongside clinical bodies to provide patient insight, to collaborating with training organisations and schools to promote allergy-safe environments, these alliances have enabled us to extend our influence across healthcare, education and policy.

Looking ahead, we aim to strengthen cross-sector partnerships, engage more directly with underserved populations and co-create innovative solutions that address the evolving challenges of allergy care and awareness. Together, we are building a future where no one is held back by allergy.

Policy and standards: Influencing change at every level

Allergy UK continues to play a key role in the Food Standards Agency's Hypersensitivity Steering Group, working to improve safety and quality of life for the 2.6 million people in the UK living with food hypersensitivities. This year, we contributed to the development of improved allergen labelling and supported the creation of the Food Allergic Reaction Reporting Mechanism (FARRM), which aims to close the data gap on allergic reactions occurring outside clinical settings. Our patient insight ensures that

lived experiences remain central to national food safety policy.

Allergy UK has also contributed to the UK's engagement with the Codex Alimentarius Commission, a global body that sets international food standards. As part of the UK delegation to the Codex Committee on Food Labelling, we provided input on the revision of allergen labelling standards, including clearer guidance on precautionary allergen labelling (PAL). Our involvement, we hope will lead to safer, more transparent labelling practices that influence both UK and international regulation.

Safer schools: Partnerships that protect children

Allergy UK has worked closely with the Benedict Blythe Foundation to drive forward practical, life-saving initiatives that improve allergy safety in schools. We supported the introduction of Allergy Emergency Cards, now used in classrooms across the UK to provide clear, immediate guidance during an allergic reaction at the beginning of 2025. We also contributed to the development of the Allergy Education Standards and co-signed the Allergies in Schools Open Letter to the Secretary of State for Education in the autumn, calling for urgent action to ensure all schools are equipped to protect children with allergies.

In 2024, we strengthened our partnership with The Allergy Team by endorsing their expert-led allergy training for schools. This initiative raises awareness, builds staff confidence and improves safety for children with allergies. In 2025, we will launch the Schools Allergy Fund - a collaborative effort between Allergy UK, The Allergy Team and the Benedict Blythe Foundation. This fund will provide underfunded primary schools with access to training, mentorship and resources to meet the Schools Allergy Code and embed sustainable, inclusive practices.





National Voices

Allergy UK is a member of National Voices, which is a coalition of health and social care charities in the UK, with over 200 member organisations, connecting them with the experiences of millions of people. As a member, Allergy UK contributes to the shared mission of National Voices: to ensure that people are at the centre of health and care systems. Their involvement helps amplify the voices of people living with allergies within broader health policy discussions.

Allergy UK's role includes:

- Advocating for better allergy care across the NHS and other services
- Collaborating with other member organisations to influence policy and improve patient outcomes
- Sharing expertise and patient insights to inform National Voices' campaigns and initiatives.

As part of National Voices, Allergy UK has been involved in several impactful initiatives. We joined over 110 member organisations in co-signing a letter to Wes Streeting, congratulating him on his appointment and outlining the key issues the sector is eager to address and prioritise.

We also supported a joint statement voicing concern about the inaccessibility of the NHS Constitution consultation.

In addition, we participated in National Voices' Health Inequalities Unconference. Together with other members, we explored critical questions that shape our influencing and policy work. The event explored key issues such as reducing LGBTQIA+ health inequalities, embedding anti-racism in advocacy, improving access for people with learning disabilities and communication needs, amplifying lived experience, accelerating progress in women's health and tackling systemic racism in health and care.

Allergy UK also regularly attends the quarterly Heads of Policy meetings hosted by National Voices. These forums provide an opportunity to share key updates from our sector with fellow members and explore potential areas for collaboration and alignment.



Income Generation

Families cannot afford to wait months or even years for allergy care - our income generation ensures they get the information and support they need today.

Allergy Research Limited (ARL)

Allergy UK endorsements

Allergy Research Limited (ARL) is the commercial arm of Allergy UK, driving innovation and income through its globally recognised endorsement schemes. By recommending products that meet rigorous, independent laboratory testing standards, ARL empowers the allergic community with trusted choices. The revenue generated through these endorsements is reinvested directly into Allergy UK's core charitable programmes, fuelling research, advocacy and support services that improve lives every day.

In 2024/25 ARL has seen a steady financial performance through its endorsements programme, reflecting both strategic growth and operational resilience.

Total endorsements income reached £698,552 by January 2025, with an additional £30,000 in the pipeline - demonstrating continued demand and confidence in our endorsed products and services.

Testing revenue alone accounted for over £84,000, highlighting the value of our rigorous standards and the trust placed in our certification process.

Strategic initiatives such as the launch of a new ARL website, targeted marketing campaigns and the development of a LinkedIn strategy have laid the groundwork for sustained engagement and future income growth.

Looking ahead, proposed fee adjustments for 2025/26 and the introduction of multi-year license packages aim to enhance revenue predictability and client retention. We are also exploring direct debit payment options to improve cash flow and offer greater flexibility to our partners.

These achievements underscore ARL's role not only as a trusted authority in allergy-friendly products but also as a key contributor to Allergy UK's financial sustainability.

For the period April 1st 2024 to March 31st 2025:

Value of AF licenses	76,098
Value of SOA licences	636,186 (inc extensions)
Renewals value	630,284

The ARL website relaunch

Relaunched on the December 2024, the ARL website offers a clear and transparent overview of how our commercial work supports Allergy UK's charitable mission. ARL exists to ethically commercialise Allergy UK's reputation and expertise - with all profits donated back to the charity. The updated site outlines our product endorsement schemes and provides detailed guidance for brands, manufacturers and professionals across R&D, procurement and healthcare.

The site now plays a key role in attracting ethical partners, streamlining applications, building trust and ultimately helping people make informed choices. With the foundations in place, future development will focus on sector-specific content,

stronger Search Engine Optimisation (SEO), better data tracking and closer alignment with Allergy UK's national campaigns, expanding reach and driving sustainable income to fund our wider impact.



Corporate fundraising summary

In 2024/25, Allergy UK received generous support from a diverse range of corporate sponsors and charitable trusts. This funding has been instrumental in delivering vital services and impactful projects for individuals and families living with allergies.

Our corporate partners helped Allergy UK deliver services with a sponsorship value of over £159,000.



We want to say a big 'THANK YOU' for your continued partnership and shared dedication to creating positive change in the allergy community.

Grants and trusts

We're thankful for all the grants received this year which has enabled us to continue our vital work. A big thank you to The National Lottery, Batchworth Trust, Pilkington Charities, Garfield Weston Foundation, Uber Eats, Global Skin, Leo-Pharma and Abbvie for their support throughout the year.

Individual giving and community fundraising

Challenge events

Allergy UK's challenge events provide supporters of all ages and abilities with active opportunities to raise awareness as well as funds to support the allergic community.

In total, our challenge events in 2024/25 consisted of 30 participants and raised over £14,000.

From distance running, walks and treks to cycling, rallies and combat sports, participants aged seven to 74 have shared feedback describing feelings of empowerment, renewed confidence and pride in making a difference for those living with allergies.

Working with Ultra Challenge, Allergy UK offered challenges across the UK, with the Thames Bridges Trek, Jurassic Coast, Halloween Walk and Winter Walk proving to be the most popular choices. Allergy UK strongly values the importance of providing excellent stewardship and supporter journeys for our participants, advocating 'Champion of Change' in our socials and newsletters this year to showcase and show our appreciation for our amazing supporters. In doing so, a number are becoming regular fundraisers and have already signed up for events later in 2025, which is heart-warming to see.



The charity fundraising landscape has seen both highs and lows this year due to the cost of living crisis, but the outlook is promising, with growing uptake in events as we move into 2025. We truly appreciate all the effort and generosity of our incredible supporters, donors, grant givers and sponsors.

Allergy UK is committed to ensuring its fundraising practices adhere to the highest ethical standards. Registered with the Fundraising Regulator, the charity complies with all required regulations, including the General Data Protection Regulations (GDPR) to safeguard the personal information of supporters. Notably, we can report that no complaints regarding our fundraising practices were received this year.



“

Samuel walked the 10km proudly, dressed as Deadpool, and is so pleased to have raised £740 for Allergy UK. He has multiple allergies and has had 5 anaphylactic episodes, so this is such an important cause to our family! It was also a lot of fun!”

Individual giving

We continue to encourage supporters to approach our fundraising team with ideas for fundraisers. This year has shown a creative selection including:

- Making and selling honey, making £1800
- Pub music night, raising over £1000
- Jewellery bracelet making, raising over £400.

Thank you to everyone who helps us raise vital funds - whether that's through taking part in community events, running their own fundraisers or making one-off or regular donations.

"I wanted to raise awareness and money for Allergy UK because they are an amazing charity! They helped me with information and support when I really needed it. Even the fundraising itself helped me because crafting is relaxing and everyone was supporting me and understanding me better. I hope everyone with an allergy like mine gets the help they need too"

- Mabel, 10 years old, jewellery fundraiser

Translation Cards

In 2024/25, Allergy UK generated £41,704 through the sale of Translation Cards, a 58% increase from the previous year's £26,430. These cards are a vital tool for people with allergies, helping them communicate their needs clearly and safely, especially when travelling or eating out.

This growth followed the launch of a new self-service online platform via Ecwid, which made ordering faster and more accessible. The shift not only boosted income but also freed up valuable time for our Helpline Advisors, allowing them to focus on supporting individuals with complex allergy concerns.

This is a strong example of how digital innovation can enhance both operational efficiency and community impact.

Volunteers

Volunteers are at the heart of Allergy UK's mission, offering their time, skills and passion to support those living with allergies. In 2024, our Youth Forum (ages 18–25) played a pivotal role in two major projects. Their insights directly influenced improvements in transition services at Darent Valley and Queen Mary Hospitals, helping shape more effective, patient-centred allergy care.

The Youth Forum also helped develop our partnership project with Uber Eats, aimed at creating a safer online food ordering experience for the allergic community.

In September, we partnered with Over the Wall to deliver a residential camp for children and families affected by allergies. Special thanks to volunteer Dona Evans, whose warmth and dedication made a lasting impact on attendees.

We would also like to extend our heartfelt thanks to the Schwab Family for their ongoing support, as well as to the families who have generously shared their lived experiences to help others living with allergy.

Thank you all for your unwavering and continued dedication and support. You are our true allergy allies.

Overall income summary

Individual Giving	£25,404
ARL	£786,697
Event Fundraising	£10,345
Corporate Partners	£159,367
Grants	£148,867
Translation Cards	£41,704
Allergy Alerts	£4,900
Other	£41,911
Total	£1,219,195

How you can support us

You can support Allergy UK by participating in fundraising campaigns, which help raise vital funds for research, services and awareness initiatives that benefit those living with allergies. Both fundraising and campaigning are crucial forms of support for driving change and improving the lives of those affected by allergies.

Our work would not be possible without the incredible support received from our fundraisers, corporate partners and volunteers. Please get in touch to find out how you can support Allergy UK.

Fundraising:

Whether you take part in a run, organise your own event, donate, volunteer or campaign for us, you are helping to improve the lives of millions of people in the UK living with allergy. Together, we can work towards our mission for everyone in the UK to take allergy seriously. Our Fundraising team can help with ways to get involved, including individual giving, gifts in wills, grants, volunteering and challenge events. Email us at fundraising@allergyuk.org or click below to find out more.

[Click here to find out ways you can get involved](#) 

Corporate partners:

We work with businesses across the globe to improve the lives of those living with allergic conditions. If you would like to support our work, or work with us to support our community, please email us at corporatepartnerships@allergyuk.org or register your interest below.

[Click here to find out more and register interest](#) 

Endorsed products:

At Allergy UK, we make it our business to put certain products that may help make life more comfortable for people living with allergy through their paces. Any products we endorse have been reviewed or tested and found to be beneficial for people with allergy. If you have a product which you think may be of benefit to people living with allergy, visit our Allergy Research LTD website to find out more and submit an enquiry.

[Click here to visit Allergy Research LTD](#) 

Press:

Get in touch with our Press team for content, statistics and interviews/comments on a range of allergy topics.

[Email: press@allergyuk.org](mailto:press@allergyuk.org)

[Call: 01322 611655](tel:01322611655)

www.allergyuk.org



We're here to help

Contact our Helpline Monday - Friday, 9am-5pm:

Call: 01322 619898

Webchat: allergyuk.org

Email: info@allergyuk.org



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