

Annual Review 2025



A look back at a remarkable year



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Registered charity no: 1164374



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Annual Review **2025**

An overview of our performance, programmes, projects and people January to December 2025.



Introduction	2
Mission, vision and what we do	3
Education for health professionals	7
Primary care education	8
Research	9
Policy and advocacy	10
Our partners	10
Our supporters	11
Looking ahead	11
Support us	12

Contents

Introduction

A look back at a remarkable year

At Action Bladder Cancer UK, we are delighted to share a review of our work over the past year. It has been a truly remarkable period, marked by growth, collaboration and meaningful progress across all areas of our mission.

Our achievements this year are the result of the dedication and commitment of our staff, volunteers, partners and supporters. Together, we continue to work towards a future where bladder cancer is recognised as a common cancer and receives the awareness, clinical focus and research investment it urgently needs.



Mission, vision and what we do

Our mission

Action Bladder Cancer UK supports bladder cancer patients and their families, raises awareness of the disease to improve early diagnosis and outcomes, and supports research into bladder cancer.

Our vision

We want bladder cancer to be recognised as a common cancer and to receive the acknowledgement, level of public awareness, treatment improvements and medical research investment which it merits, and which patients and families deserve.

What we do

We work to improve outcomes for bladder cancer patients through:

- Patient support
- Raising awareness of bladder cancer and its symptoms
- Education for health professionals
- Research and innovation
- Policy and advocacy

We do this by raising awareness of signs and symptoms so people seek help sooner, delivering education programmes for health professionals, encouraging and supporting research, advocating for better funding and services, and ensuring patients have a strong and visible voice.

Supporting patients

Supporting people affected by bladder cancer remains central to everything we do.

Throughout the year, we provided direct support to patients and families seeking information, reassurance and guidance. Our team continues to respond to enquiries by phone and email, offering practical support and signposting to trusted resources. Where appropriate, we connect patients with others who have lived experience of bladder cancer, enabling valuable one-to-one peer support.

Patient support groups

Support groups are a vital part of our patient services, offering shared experience, emotional support and practical advice. We maintain and promote a growing network of local and online bladder cancer support groups across the UK, working closely with patients and NHS teams. We actively support the development of new groups where none exist and also help run groups for certain patients with specific needs such as cystectomy patients, and women with bladder cancer.

To ensure accessibility, we also support online groups by providing essential resources and platforms, enabling patients to connect regardless of location or circumstance.



Patient information and resources

Our website remains a key source of reliable and accessible information, covering diagnosis, treatment options, surgery and living well after treatment. We also provide decision aids, downloadable resources and printed materials (available free of charge for those who prefer information in print).

This year, we placed particular emphasis on improving the website's content, design and visibility, ensuring people can find the support they need when they need it, work which will continue in 2026. We have also started work on a new range of patient information resources. We also continue to highlight opportunities for patients to take part in clinical trials where appropriate.

Patient events and engagement

We delivered a programme of patient webinars addressing both practical and emotional aspects of living with bladder cancer. These events provided trusted information, expert insight and opportunities for shared learning and connection.

Patient voices remain central to our work. We continued to collect and publish patient stories and blogs, sharing real experiences to inform, reassure and inspire others. Our patient focus group has developed into an active working group, contributing directly to the development of resources, research activity and service improvement.



Education and awareness

Education and awareness are fundamental to improving outcomes for bladder cancer.

Public awareness

We maintained a strong presence at community, regional and national events throughout the year, raising visibility and recognition of bladder cancer. Our awareness work reached patients, the public and health professionals, helping to improve understanding of symptoms and the importance of early diagnosis.

Bladder Cancer Awareness Month was a particular focus, with a co-ordinated national campaign across digital platforms supported by practical tools for supporters to share key messages. This was reinforced by on-the-ground activity in hospital and community settings, alongside the introduction of new awareness materials, including an updated symptoms guide.

Our new awareness materials have met with a great reception, and we shall be adding to these in 2026.

To strengthen year-round visibility, we continued to invest in digital outreach, ensuring that people searching for bladder cancer information could easily find our resources and support.



ABC UK's Information booklets for Muscle invasive and Non muscle invasive bladder cancer

Professional education

We engaged extensively with health professionals throughout the year through conferences, study days and education events. Our presence at major professional conferences enabled us to share knowledge, distribute resources and strengthen networks across urology, oncology and primary care.

Requests from NHS Trusts and regional teams to attend events or provide speakers continued to grow, reflecting increasing recognition of the need for bladder cancer education and awareness within clinical settings and our own growing role in partnering with the NHS and regional Cancer Alliances.



Education for health professionals

Nurse education

The ABC UK Nurse Education Programme remains a cornerstone of our work. Through our annual Nurse Education Day, webinars and resources, we provide high-quality learning opportunities for urology and specialist cancer nurses while fostering a strong and supportive professional community.

The Nurse Education Day continues to grow in reputation and impact, bringing together nurses from across the UK to learn from experts, share best practice and hear directly from patients. Feedback consistently highlights the value of the content, the opportunity for peer learning and the importance of having a dedicated forum focused on bladder cancer.

We also introduced the ABC UK Nurse of the Year Award, recognising excellence and commitment among urology and cancer nurses. This peer-nominated initiative has been warmly received by NHS teams and patients alike and has become an important way of celebrating outstanding care. We look forward to Nurse of the Year 2026.

Our feedback demonstrates that we are meeting a real need for this type of professional learning about bladder cancer and we look forward to developing this programme further in 2026 by developing new resources for nurses, new and valuable learning opportunities and providing a forum for sharing best practice.



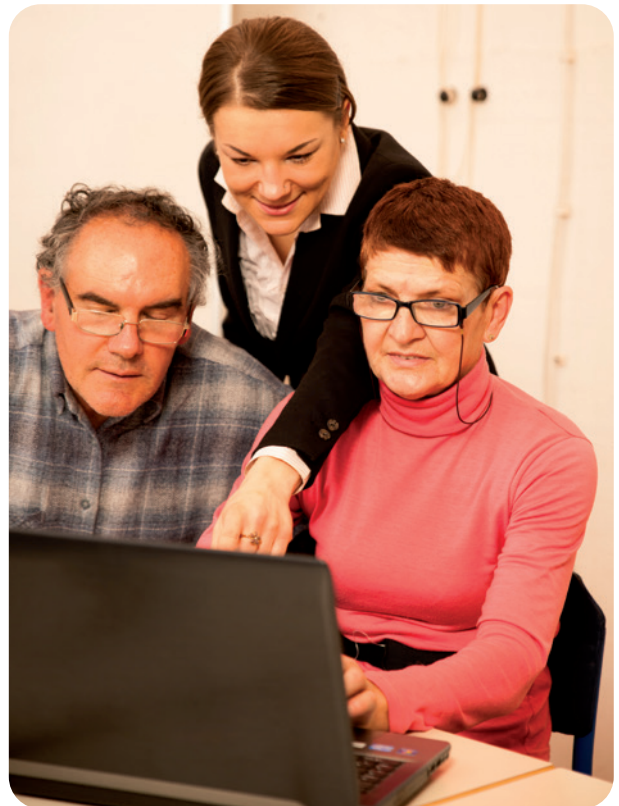
Primary care education



Primary care education

Improving awareness and understanding of bladder cancer in primary care remains a priority, given the impact of late diagnosis on outcomes. The take up of our accredited online learning modules, webinars and practical resources has been excellent, reaching GPs across the UK, and we shall continue promoting to GPs, supporting earlier recognition of symptoms and appropriate referral.

Our work with regional Cancer Alliances and professional bodies has helped extend the reach of these resources, and our presence at national GP conferences has further strengthened engagement with primary care. We shall continue to work to reach more GPs and develop further learning and awareness resources for use in facilitating earlier diagnosis of bladder cancer.



Research

Research is central to our mission to improve outcomes for people affected by bladder cancer.

We continued to support and fund research projects addressing key challenges across the bladder cancer pathway, including diagnosis, treatment and survivorship. Our ABC UK grant programmes remain focused on work with the potential to shape future practice and deliver meaningful benefits for patients. Our Improving Outcomes for Patients Programme (IOPP) continues to provide much-needed grants for some exciting and pioneering work within academic and clinical research.

We also continue to champion nurse-led research and projects through the ABC UK Nursing Grants Programme, recognising the importance of the specialist nursing role in improving patient experience and care.

Alongside this, we have strengthened our involvement in clinical trials and advisory panels, ensuring patient perspectives are embedded in research design and delivery. We regularly support patients to access relevant clinical trials and contribute patient insight to wider research and development activity.



Policy and advocacy

Our policy and advocacy work has continued to expand, addressing the underlying issues that affect outcomes for bladder cancer patients.

We remain actively involved in national work to improve diagnostic pathways and are pleased to contribute patient insight and evidence to initiatives focused on faster diagnosis. Our collaboration with NHSE and the regional Cancer Alliances has helped ensure bladder cancer is included in local improvement activity and awareness campaigns.

We have welcomed progress towards updating the national NICE clinical guidelines for bladder cancer (NG2), following sustained lobbying and engagement led by ABC UK. While progress has been slow, this represents an important step forward in ensuring guidance reflects current and best practice and important advances in care.

Improving data and evidence remains a key priority. We advocate for better national data collection and benchmarking for bladder cancer and have been leading the lobbying for a National Audit for bladder cancer – we believe that systematic gathering of data across the NHS will support changes in clinical practice and drive improvements in the bladder cancer patient pathway and patient outcomes. ABC UK is developing our own data project in this area to support policy, clinical improvement and best practice.

We are also strengthening our Parliamentary engagement, recognising the importance of political awareness and support in driving long-term change for bladder cancer, and shall be putting an increasing focus on this in 2026.



Our partners

We are deeply grateful to our partners for their collaboration and support. Over the past year, we strengthened relationships across the pharmaceutical industry, Cancer Alliances, other charities and not-for-profit networks, clinical organisations and the wider research community. These partnerships are vital for sustaining momentum, securing investment and ensuring bladder cancer remains firmly on the agenda. We look forward to welcoming new partnerships in 2026.

Our supporters

We couldn't develop our exciting programmes of activity and deliver a growing impact for bladder cancer patients without the invaluable support from so many. We would like to give heartfelt thanks to those many patients, families and friends who have supported our work this year – whether by fundraising, donations or by regular giving. We would also like to send thanks to our grant-giving supporters and sponsors. We couldn't do it without you.



Looking ahead

The progress made this year is a testament to the dedication and commitment of everyone involved with Action Bladder Cancer UK.

As we look to the future, our focus remains on strengthening patient support, expanding education and awareness, driving forward research, and influencing policy so that bladder cancer receives the recognition and investment it urgently needs.

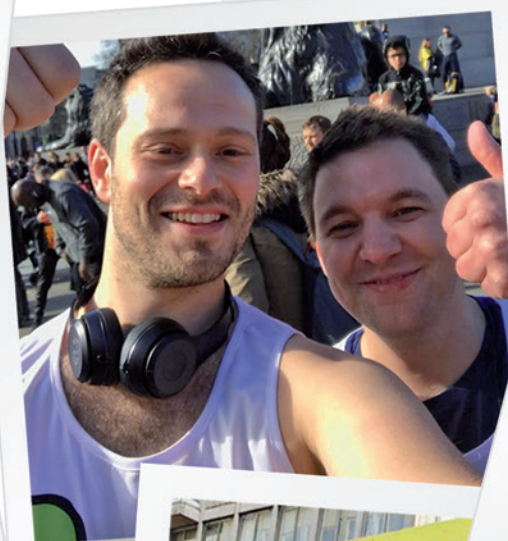
Thank you for your continued support in helping us make a real and lasting difference to the lives of those affected by bladder cancer.



Support us

You can support Action Bladder Cancer by making a one-off or regular donation, or by fundraising to help us continue our work.

Visit the website to find out more about bladder cancer and the work of Action Bladder Cancer UK.







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