
**20 YEARS OF SUPPORT, ADVOCACY,
AWARENESS, VOICE, INFLUENCE,
IMPACT, CHANGE, PRINCIPLE.**

IMPACT REPORT 2005–25

PRINCIPLE.



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FOREWORD

By Jane Cox and Becky Hug,
Joint Chief Executives

We're so proud of the support that the Principle team has provided to charities over the last 20 years, helping to achieve long-lasting policy change and to amplify the voices of communities, organisations and issues across the UK.

Principle launched in 2005, with the aim of enabling small charities that didn't have in-house public affairs expertise or big budgets to navigate the political world, to raise their profile and gain support for the long term policy changes needed for their beneficiaries.

Over the 20 years since, we've evolved into a not-for-profit policy, public affairs and campaigns powerhouse supporting charities and coalitions of all sizes, levels of brand recognition and starting points. Our work has spanned over 60 charities, five general elections and countless

reshuffles, helping charities to reframe messaging, find new champions, pivot strategies and take tangible steps towards their goals.

Sometimes achieving transformational change has taken years, like our long-term partnership with **The Hepatitis C Trust** which has led to the near-elimination of hepatitis C in the UK. Sometimes a short public affairs campaign has had a huge impact, like helping **St John Ambulance** to secure the funding they needed to pivot to Covid-19 support at the start of the pandemic. This report gives a snapshot of some of the brilliant charities, causes and campaigns that we have been a proud part of over the last two decades.

We remain deeply committed to three things that have always and always will set us apart: **seeking every**



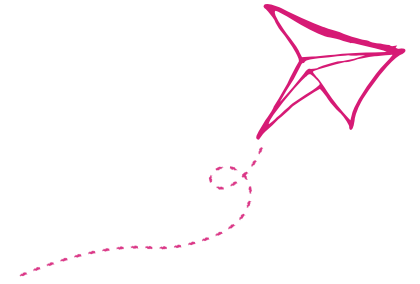
opportunity to co-produce policy solutions with experts by experience (from our very first partnership 20 years ago), using our funds, experience and networks to increase access to our sector, and — our founding principle — being as affordable as possible, on purpose, providing exceptional value, impact and flexibility to our sector.

We are constantly inspired by the commitment to achieving change of

the charities, teams and experts by experience we campaign with - thank you for trusting us to work alongside you. To the dedicated and excellent team we are so lucky to work with — thank you for choosing to achieve change with us. Here's to the next 20 years!

Becky & Jane

20 YEARS OF PRINCIPLE.



Principle Consulting is a multi-award-winning not-for-profit social enterprise that helps charities achieve change through policy, public affairs and creative campaigns.

As we mark 20 years since our foundation we're taking a moment to pay tribute to the incredible organisations we work with, the experts by experience they campaign alongside and the campaigners, professionals and supporters in every sector who use their time and resources to bring their passion to build a more just and equitable society.

We've been honoured to work with over 60 third sector organisations since we began, across more than 10 social policy sectors, working together to achieve significant and lasting policy change.

Here are just a few of our highlights...



THE NUMBERS IN PRINCIPLE.

2005

63

Worked with 63
third sector
organisations

10

10 different
sectors/policy
areas covered,

8

Eight Prime
Ministers since
we started.

40

40 reports
written and
counting

6

Six widening
access
internships
since the
programme
began in 2020

20

20 years —
our longest
client
partnership

8

Winners of
eight sector
awards & high
commendations

20

Years of
Principle!

100+

Organised over 100 events engaging parliamentarians across the UK, and supported many more, alongside countless visits and meetings with Parliamentarians and Ministers

PROUDLY NOT-FOR-PROFIT, AFFORDABLE ON PURPOSE

Our purpose has always been to provide high impact policy, public affairs and campaigns advice and support at an affordable rate, enabling charities of all sizes to make change.

Since 2017 we have been proud to operate as a not-for-profit social enterprise, allowing us to sustain affordable rates and invest in our yearly widening access internship and work experience placements.



PUTTING LIVED & LIVING EXPERIENCE AT THE HEART OF POLICY MAKING

We know that policy making and campaigning is strongest when those with lived or living experience are central to the development of policy solutions and to campaigns and advocacy.

Through collaborative working with colleagues and direct insights from charity services, surveys, interviews, workshops and roundtables, we work with charities to ensure that the evidence and experiences of the people they support are central to policy development.

From developing policy with expert-by-experience teammates at The Hepatitis C Trust, to organising events in all four UK Parliaments where people living with a migraine can share their experiences

directly with politicians, to working with the Children's Charities Coalition to facilitate workshop discussions with children and young people to develop the 'Children at the Table' pre-election campaign, we always aim to centre experts by experience in all aspects of achieving policy change.



WIDENING ACCESS



We're committed to equity and accessibility across everything we do. We know it's hard to access early career experience in the policy, public affairs and campaigning world, so we invest in widening access schemes – both an annual internship and work experience placements.

Now in its sixth year, our internship programme – which we take care to ensure is as inclusive as possible, including through an anonymous recruitment process – can be undertaken anywhere in the country, and is paid the London Living Wage.

We support our interns to gain skills that will enable them to get a job in our sector and ensure they can learn from and build networks of colleagues across the sector through facilitating meetings with changemakers at all levels of our client organisations.

For eight years we've also delivered a work experience scheme for students learning English as an additional language at Uxbridge College. We provide experience of office life and an introduction to public affairs through training, practical exercises and a trip to Parliament, this year meeting their local MP.



"After 26 weeks, I leave Principle with not only an expanded skill set and a greater confidence and motivation, but a huge amount of gratitude for the team's mentorship and continued guidance. Principle's commitment to go above and beyond for the charities they support is an ambition and value that I will seek to emulate as I continue into my early career."

— Odelia Kamhi, Intern



"Our students love the opportunity that Principle offer, to learn about UK politics and how charities campaign for change. It's our most popular work experience placement and we hope to develop our relationship further in coming years."

— Claire Beale, Course Team Leader for ESOL Young Learners

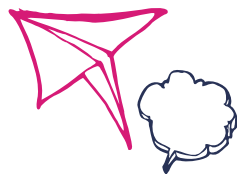


IMPACT STORIES

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THE HEPATITIS C TRUST



The Hepatitis C Trust is a patient-led charity dedicated to eliminating hepatitis C in the UK by 2030.

We've led The Hepatitis C Trust's policy and public affairs work since 2005, in the absence of an in-house team.

Together, we led the campaign that changed Government policy to offer universal (opt-out) testing for hep C, HIV and hep B in English prisons, leading to a 65% increase in testing, and secured an ambitious Government commitment to eliminate hepatitis C as a public health concern.

This led to the groundbreaking NHS England Elimination Programme which has already reduced hepatitis C-related cases by 56% and deaths due to hepatitis C by 40%.

This year we co-developed a new report with leading hepatitis C experts and patients that outlines the actions that are needed to sustain elimination in the long term. 'Sustaining Success' was launched in Parliament alongside supportive MPs, Peers, the World Health Organisation, senior health leaders and patient advocates.



Principle has been integral to our work in securing Government support to eliminate hepatitis C in the UK. It's been an incredible long-term partnership and has helped transform hepatitis C prioritisation and care.

— CEO, The Hepatitis C Trust



SICKLE CELL SOCIETY

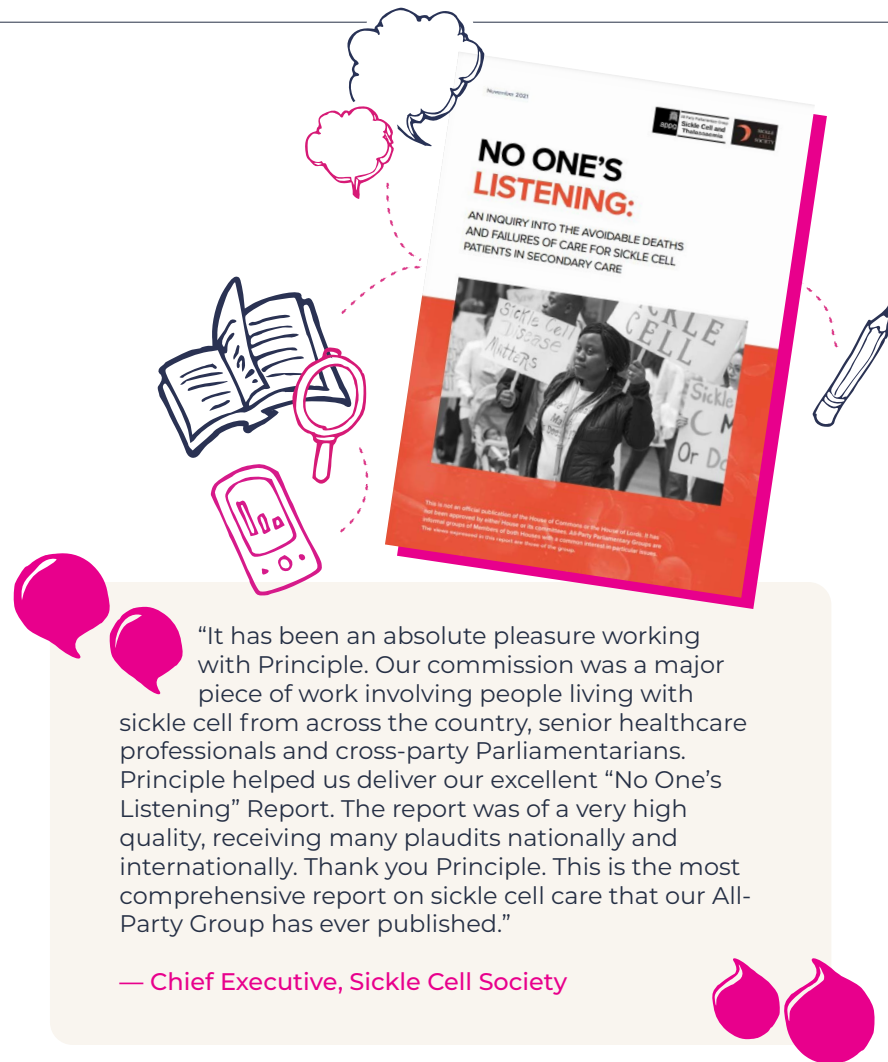
The Sickle Cell Society is the only national charity in the UK that supports and represents people affected by a sickle cell disorder to improve their overall quality of life. The Society's aim is to support those living with sickle cell, empowering them to achieve their full potential.

Principle has worked with the Sickle Cell Society since 2021. Together we've coordinated an APPG inquiry engaging with the sickle cell community on their experiences of accessing secondary care services, and written the hard-hitting report, "No One's Listening", described by then shadow minister Liz Kendall MP

in Parliament as "one of the most powerful, serious and substantial reports I have read in a long time in this place and while working in the health and care field".

This work has led to the NHS establishing a Sickle Cell Disease Quality Improvement Programme, which has included the introduction of Emergency Department Bypass Units and Digital Care Plans, and the roll-out of awareness campaigns for the public and healthcare professionals.

Our patient engagement report for London Ambulance Service led to them developing an Improving Sickle Cell Care Action Plan which is now being implemented.



"It has been an absolute pleasure working with Principle. Our commission was a major piece of work involving people living with sickle cell from across the country, senior healthcare professionals and cross-party Parliamentarians. Principle helped us deliver our excellent "No One's Listening" Report. The report was of a very high quality, receiving many plaudits nationally and internationally. Thank you Principle. This is the most comprehensive report on sickle cell care that our All-Party Group has ever published."

— Chief Executive, Sickle Cell Society

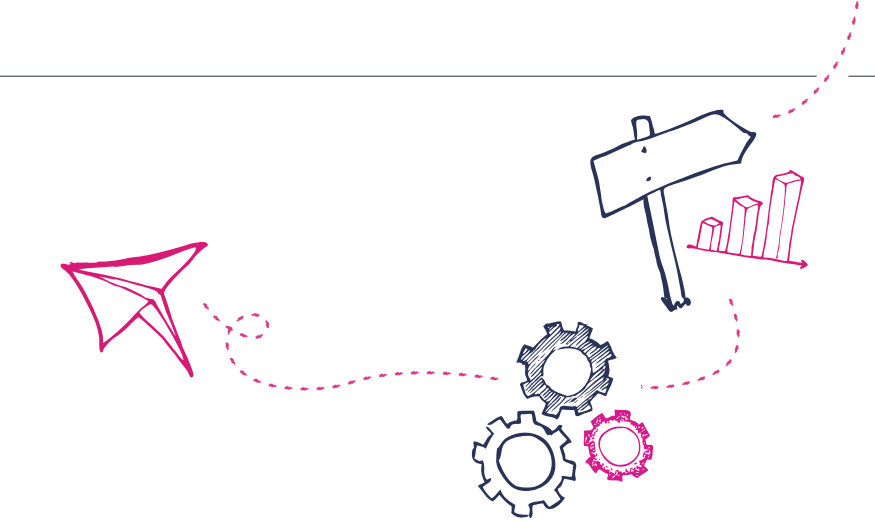
PUBLISH WHAT YOU PAY

The Publish What You Pay coalition campaigns for a world where all citizens benefit from their natural resources, focusing on improving transparency in the oil and mining industries.

Principle coordinated the UK Publish What You Pay coalition of international development and transparency charities in 2010-2011 to secure a landmark Government commitment in improving transparency in the oil and mining sectors. This involved ensuring that all 15 coalition partners worked effectively and efficiently together and that the campaign benefitted from each of their strengths – be it public mobilisation, press or political contacts, policy

knowledge, experiences from countries affected by the 'resource curse' or high-level advocates.

By doing so, we put the issue high on the new Coalition Government's agenda and inspired MPs, Peers, Special Advisers and Ministers. Following sustained political pressure, the Chancellor of the Exchequer and Secretary of State for Business announced their backing for the campaign and went on to champion and secure new transparency legislation across the EU.



“Principle Consulting’s work on our Publish What You Pay campaign has led to a clear change in the government’s position on the issue against much better funded opposition by clearly out-campaigning and out-influencing them.”

— Campaigns Director of Global Witness, one of the founding members of the PWYP campaign



ST JOHN AMBULANCE

St John Ambulance's vision is a world where everyone is first aid confident, ready and able to respond when needed — saving more lives.

In March 2020, we were called in to coordinate the organisation's ask to government for funds to enable them to pivot their work from training and events first aid to Covid-19 support in the community. From a standing start, we co-ordinated their public affairs and advised on strategy, resulting in £6.8m in support three weeks later.

We went on to support the charity to secure political support for the successful creation of an ambulance auxiliary to the NHS.

"[Principle Consulting's] social enterprise model delivers exceptional value for money because it comes with high quality advice. Principle has helped us develop new relationships across all levels of government from a near standing start, expertly enabling our strategy for securing support from the Government to allow us to continue operating our volunteer-led healthcare support at the levels demanded during the first wave of Covid. They now continue to build on these foundations with the type of critical challenge and support that only the best policy strategists provide. I consider the call to bring Principle on board in March last year as one of my very best decisions as a leader." – Director of Strategy & Communications, St John Ambulance

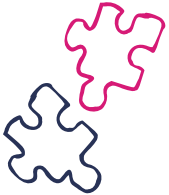


"Principle Consulting has been an invaluable and integral part of the wider St John communications function. Their commitment to deeply embedding with charity clients like ourselves to immerse themselves in our mission and key stakeholder relationships means that they maximise their impact."

– Director of Strategy & Communications,
St John Ambulance



WE BELONG



We Belong is a migrant youth-led organisation, campaigning for the rights of young migrants, and developing young leaders by providing advice, support and training.

We Belong fights to end the hostile environment around immigration, ensuring barriers preventing full integration for migrants are removed so that they can contribute to British society. Through providing strategic advice and support to We Belong for their parliamentary engagement, we helped them to persuade the then Government to halve the length and cost of the route to settlement for young migrants who have grown up in the UK. As a result, the Home Office announced the policy change, which

was effective as of October 2021 and officially legally implemented in the Immigration Rules in June 2022.



“As a result of receiving ongoing support from Principle, we’ve had huge successes in our advocacy work. Our parliamentary profile has increased a vast amount, Principle helped us to secure a meeting with the immigration minister as well as put our agenda in front of the Home Affairs Select Committee.”

– We Belong

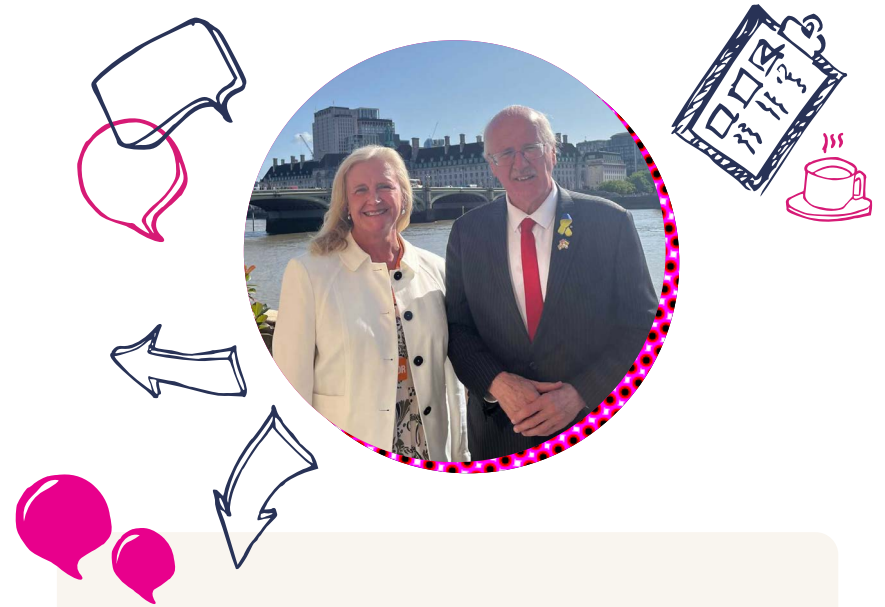


RAIRDA

The Rare Autoimmune Rheumatic Diseases Alliance (RAIRDA) is the first formal coalition championing both clinical expertise and patient voice for improved care and treatment for people living with rare autoimmune rheumatic diseases.

We have coordinated the alliance since 2020, helping to raise the profile of RAIRDs and the needs of people living with them amongst policy makers and politicians. This has resulted in the first ever Westminster Hall debate on RAIRDs and RAIRDA's work is now referenced in the UK Rare Diseases Framework.

We are now leading work to develop a rare disease quality standard with engagement from NICE, clinicians, academics, charity representatives, and people with lived experience. This is the first time NICE has undertaken this collaborative approach to developing a quality standard.



“Achieving cut through during the pandemic has been challenging, but thanks to the expertise and support of Principle Consulting, the work we did to highlight the impact of COVID-19 on our community gave us the platform we needed to raise the profile of rare autoimmune conditions with key decision makers and the opportunity to help shape solutions”

– Co-chair of RAIRDA





THE REFUGEE COUNCIL



“We used Principle to help us with our Parliamentary work during a period of internal change at the Refugee Council. They made a huge impression on me by their ability to hit the ground running, listen to our requirements and then deliver, but also by their commitment and professionalism. I would recommend them without hesitation and we would definitely use them again.”

— Director of Policy and Development,
Refugee Council

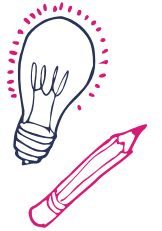


We worked with the Refugee Council in 2013–2014 as the Syrian refugee crisis deepened, helping to build pressure for Government action that resulted in the creation of the Syrian Vulnerable Persons Relocation scheme.

Our work included co-ordinating timely cross-party letters to the Prime Minister from MPs and Peers; lobbying key MPs and Peers to secure debates and ask relevant questions in Parliament; planning and implementing engagement with Ministers and Shadow Ministers, and drafting briefings for supporters to use when lobbying their MPs.

We worked with the Refugee Council again in 2017-18 and 2022-23, providing interim support during periods where the team needed additional capacity. Our support included engaging with MPs around the passage of the Refugees (Family Reunion) Bill, coordinating activity for the All-Party Parliamentary Group on Refugees as part of the Refugee Council's secretariat role, and supporting the Refugee Council leadership with preparation for select committee appearances.

NURTUREUK



“Thanks to Principle’s guidance, nurtureuk has really started putting itself on the map. Our consultant’s extensive knowledge of the sector and the political landscape has helped us approach our public affairs and influencing activity in a strategic and successful way. Their insights have also had unexpected benefits for other areas of the organisation and they have helped us identify business development and funding opportunities.”

— Head of External Relations, nurtureuk



Nurtureuk is the national charity dedicated to promoting the use of nurturing approaches in schools, which have been developed and applied over the past 50 years.

Nurtureuk provides teachers with effective training, tools and resources to identify and address children’s social and emotional developmental needs in school, breaking down the barriers that prevent children from positively engaging with learning.

Originally working together for some years prior to the pandemic, we’ve been supporting nurtureuk since 2022 to help shape the national conversation on education towards inclusive education and nurture,

including through meetings, school visits, parliamentary events, debates and report launches.

We organised a Labour Party Conference 2024 panel event with then Minister for Schools, Catherine McKinnell, Baroness Longfield, and Sarah Hall MP; have supported nurtureuk to convene their sector through setting up the Inclusive and Relational Approaches working group; and helped them to set up the first ever APPG on inclusion and nurture in schools, giving crucial visibility to the issue with cross-party politicians and resulting in a successful meeting with the new Minister for Education.

LESS SURVIVABLE CANCERS TASKFORCE (LSCT)



“Working with Principle has allowed us to have huge success in raising the profile of the less survivable cancers with Governments and cancer policy teams in England and Scotland. The secretariat support that Principle provides to the Less Survivable Cancers Taskforce is excellent, and they are incredibly responsive and willing to adapt and change plans so that we can seize current opportunities. They are the best agency I’ve worked with for policy and public affairs support.”

– Chair of the Less Survivable Cancers Taskforce

Through personal experiences and a long term partnership since 2019, we are deeply committed to helping the Less Survivable Cancers Taskforce secure action to improve survival rates of these overlooked cancers - cancers of the lungs, liver, brain, pancreas, oesophagus and stomach.

Supporting the LSCT secretariat, we have helped to raise the profile of the need for targeted action on these cancers, ensuring that members of the Taskforce are at the heart of relevant policy making. For example, the Taskforce is now invited to give evidence to relevant select committee inquiries and represented on key NHS England cancer working groups.

In Scotland, we helped secure a commitment to taking action on the less survivable cancers as a strategic priority in their 10- year cancer strategy, published in 2023, with regular ongoing meetings with the Cabinet Secretary for Health.

We organised the first ever annual Less Survivable Cancers Awareness Day in 2021, growing to an awareness week in 2025 to motivate cross-party politicians across the UK. This year we supported the Taskforce to initiate the first ever All-Party Parliamentary Group on the Less Survivable Cancers, which published its first report on earlier detection and faster diagnosis in June 2025.



THE MIGRAINE TRUST

The Migraine Trust works towards a world where migraine doesn't stop anyone from living the life they want. They provide information and support, campaign for awareness and change, and fund and promote research.

We have worked with The Migraine Trust since 2021 to build a base of cross-party parliamentary supporters for better migraine care. To engage parliamentarians, we developed a series of four practical 'parliamentarian toolkits' for politicians in each of the four parliaments of the UK, providing them with information on how to support constituents and colleagues impacted by migraine. To boost the impact of these, we supported

patients to advocate directly to their political representatives through a series of events in all four UK Parliaments.

These activities have resulted in increased parliamentary interest in migraine care with the first dedicated parliamentary debates on migraine since the 1960s in both the Commons and the Lords.

Our advocacy with The Migraine Trust is based on an evidence base that we developed from patient surveys, helpline insights, clinician interviews and freedom of information requests to NHS Trusts. These found inconsistencies in access to NICE-approved treatments, variable GP care and access to secondary care: Dismissed for too long (2021) and Heading in the wrong direction (2023).



“Our parliamentary presence and wider influence has grown significantly since working with Principle, and our Dismissed for Too Long report continues to have great traction with all our key stakeholders and has been referred to by the National Clinical Director for Neurology. This has also meant the migraine community feel more supported and that The Migraine Trust is truly fighting for them.”

– Chief Executive, The Migraine Trust



METHODIST HOMES (MHA)



MHA is one of the UK's largest charity care providers, helping older people live later life well. We're proud to have worked with MHA since 2019, helping them to become a leading voice advocating for much-needed long-term reform of this vital sector.

During the Covid-19 pandemic, we supported MHA to simply be heard by cross-party politicians, the Health and Social Care Select Committee and the Minister for Social Care on a range of critical issues such as testing and the need for free PPE. As a result, MHA was chosen by the DHSC to pilot whole care home testing before the full roll-out in June 2020. Our joint advocacy on the workforce crisis in 2021 was an

important factor in the Government's announcement of a new workforce recruitment and retention fund in the winter of 2021 to ease acute staffing pressures.

“Working with Principle has felt like a second pair of hands. They have helped us to make strides in our campaigning and public affairs work, also in ensuring we are in front of decision makers for key areas within policy for social care. Principle are far from an agency we use, they are part of the team and integral strategic advisors.”
— Chief Executive, MHA

CHILDREN'S CHARITIES COALITION

Winner: PRCA Consultancy Campaign of the Year 2025



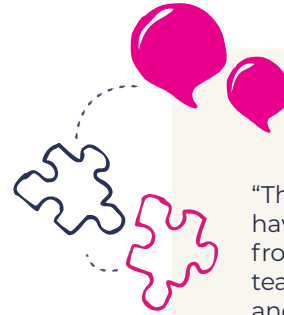
A coalition of children's charities, run by Action for Children, Barnardo's, National Children's Bureau, NSPCC and The Children's Society.

The coalition commissioned Principle to co-develop an integrated campaign to ensure babies, children and young people were at the heart of the plans of political parties ahead of the 2024 general election.

Alongside the charities, we facilitated workshop discussions with over 50 children and young people in core campaign ideation and development. Together with the young people and coalition members we devised the campaign concept, name and branding, led on the hero video for the launch and the accompanying campaign microsite.

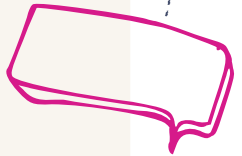
The campaign, Children At The Table, was underpinned by strong policy positions that we helped summarise in 'A roadmap for putting children at the heart of the next government', enabling their policy asks to cut through with politicians at an exceptionally noisy political time.

The campaign was a huge success, with a public petition gaining over 10,000 signatures in the first 72 hours of launching, a parliamentary event to enable young people to share their ideas and issues directly with MPs and Peers, and direct engagement with key political figures in the run up to the general election. Importantly, the campaign provided a unifying voice for the sector, attracting more than 200 additional charities to support the campaign.



"The Children's Charities Coalition have received excellent support from Principle. The Principle team are warm, approachable, and energetic. They have worked effectively to support our five organisations, devise an integrated campaign concept, plan and brand and co-ordinate campaign delivery. Principle provided strategic public affairs insight and campaigns advice, including ensuring our campaign objectives reached senior decision makers and the wider public. They've been brilliant on the creative side, supporting us to develop a highly engaging campaign video and microsite. They've also really understood the importance of keeping diverse children and young people's voices at the heart of our campaign. Principle are skilled at navigating the challenges of coalition working, proving themselves to be highly organised, flexible and professional at all times."

– Children's Charity Coalition



HEALTH EQUALS

We started working with Health Equals, the UK's campaign to tackle health inequalities, at the start of 2025.

Across a busy year we've worked with the Health Equals team to grow their parliamentary champions network by more than 47 members (from 65 to 112 cross-party MPs and Peers), engaged over 80 parliamentarians and secured the attendance of Ashley Dalton MP, Minister for Public Health and Prevention, at a Health Equals parliamentary reception, where she

reaffirmed that tackling persistent health inequalities is a "key aim" of the Government's Health Mission.

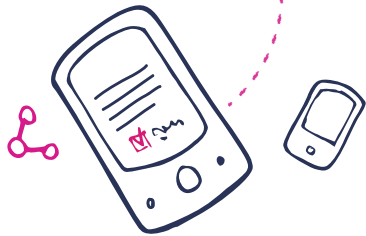
We've innovated new tactics including using within-constituency life expectancy data to engage MPs with the importance of tackling health inequalities faced by their own constituents, worked collaboratively to have a letter from a key Parliamentary Champion supporting Health Equals' policy call published in The Guardian and advised tabling a successful amendment to legislation to improve access to the building blocks of health.



"Having Principle on board is like having extra members of our core team. They work alongside us every day and are more than consultants, they are our colleagues and we are so grateful for all their support on our campaign this year. Their support has seen us exceed our annual KPIs with two months of the year to go!"

— Engagement and Policy Manager, Health Equals

REFUGEE ACTION



We first started working with Refugee Action at the end of 2022, supporting their advocacy function, and continue to provide flexible support whenever needed.

This year we were pleased to support Refugee Action in delivering a successful Parliamentary event on the Lift the Ban Campaign. This campaign advocates for people in the asylum system to be given the unrestricted right to work after six months. The event enabled people to learn more about the campaign and also meet with people who have lived experience of the ban on work. It was attended by 30 MPs, peers and researchers from a range of political parties.

“Principle has provided consistent, well organised and high calibre advocacy support to our team since 2022. This year, they helped us build our advocacy strategy and influencing map and supported us in coordinating impactful events in Parliament and outside. We relied on their expertise in our decision-making processes, and their input to our outputs has been instrumental in galvanising support for our campaigns.”

— Head Of Campaigns, Refugee Action

THE NATIONWIDE FOUNDATION



The Nationwide Foundation is dedicated to transforming the housing system so everyone in the UK can have access to a decent home that they can afford.

We have provided interim public affairs support to help the charity to build their political profile and influence at this key time for housing policy, with the housing crisis deepening and housing policy a Government priority.

Through targeted advocacy on key issues including renters' rights, expanding community-led and affordable SME-built homes, and the urgent need for a national housing strategy, we have helped the Foundation to engage with cross-party

housing champions, senior MHCLG officials and the Housing Minister.

This has included organising a series of engagement events to promote the findings and insights from key research and funded programmes, including launching the Homes for All report in the House of Lords; a standing-room-only 2024 Labour Party Conference event with the new Housing Minister, and popular, constructive 2025 party conference events at the Liberal Democrat, Labour and Conservative conferences.



"I am really grateful for the timing of our work with Principle. As an incoming CEO just ahead of the General Election, they have been insightful, focused and engaging in supporting us to prepare for the election and quickly position ourselves with the new Government. Importantly [our Principle consultant] has helped communicate the Nationwide Foundation's work on housing effectively to quickly gain traction and influence. I know I speak on behalf of the Foundation team in our gratitude for their support."

— CEO of the Nationwide Foundation





HERE'S TO ANOTHER
**20 YEARS OF
PRINCIPLE!**

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PRINCIPLE.
