



National
Deaf Children's
Society

A year of transformation

Impact report 2021/2022



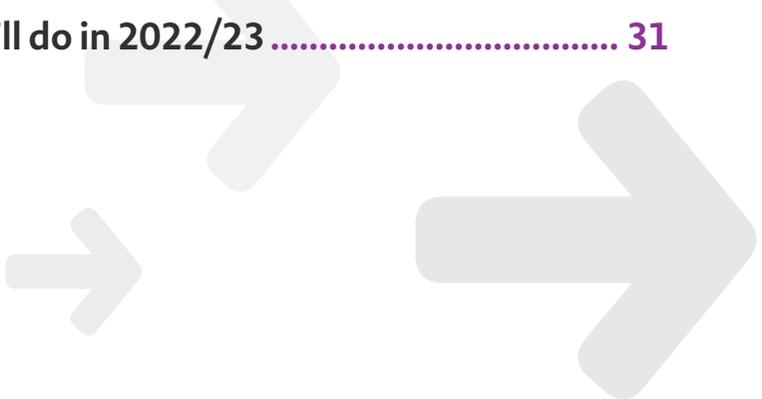
Our vision is a world without barriers for every deaf child.

In 2021/2022 we focused on overcoming barriers:



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Welcome from our Chief Executive

As a result of the pandemic, we've transformed our support for deaf children, young people and their families. We're delivering much more of our support online, and since restrictions eased we're also providing in-person services for those who need them most. We're working in a more agile way, with a clear focus on meeting the unique needs of every deaf child.

We want to have a transformative impact on the lives of deaf children and their families, and to change the way society views deafness. But we cannot achieve this without the support of like-minded parents and driven deaf young people. Together we've challenged the government on deaf awareness in schools, successfully campaigned for accessible CBBC 'Newsround' bulletins and shone a spotlight on young people's mental health. We'll keep pushing barriers until deaf children and young people have the same opportunities as their hearing peers.

We're also there for families when they have nowhere else to turn. Through our Freephone Helpline, events and one-to-one support we've reached thousands of families, helping them make difficult decisions and plan for the future.

Deafness has enjoyed a much higher profile recently, thanks to Rose Ayling-Ellis's appearance on 'Strictly' and the passing of the British Sign Language Act in England and Wales. There has never been a better time to put deaf children's needs at the top of the agenda. After all, with the right support there's no limit to what a deaf child can achieve. The confident and strong-minded young people who feature in our report prove that point.

We're proud of all that we have accomplished in the last year, and this is thanks to you, our amazing and loyal supporters. As always, we're nothing without you and your life-changing support. Every gift brings us one step closer to a world without barriers for every deaf child.



Susan Daniels OBE
Chief Executive, National Deaf Children's Society



“We'll keep pushing barriers until deaf children have the same opportunities as their hearing peers.”



We want to reach 100% of families who need our help.

A year of transformation

The last two years have seen a step change in our support for deaf children, with four times more people accessing our online services since the beginning of the pandemic.

We're currently reaching 43% of the UK's permanently deaf children through our parent membership. As the only national charity focused on childhood deafness, we want to reach 100% of families who need our help.

To achieve our goal we're going through a period of transformation, focusing on digital projects, working in a more agile and efficient way, and talking to the people we support about what they need from us.

Here are a few of the transformative projects we've kickstarted over the last 12 months:

→ Flexible support for families

We know that one size does not fit all and that not everyone needs intensive long-term support. We're testing out one-off appointments for families and young people who need on the spot advice about their welfare benefits.

→ Understanding professionals

We support a range of professionals, including those working in education, audiology and social care. To make sure we're providing the right services, we're assessing how many professionals we reach and how well we're meeting their different needs.

→ Deaf young people lead the way

Former members of our Young People's Advisory Board will design and deliver our next conference for professionals. The online event, which will take place in early 2023, will focus on how professionals can involve deaf young people in decisions that affect their lives and communities.

With your support, we're transforming lives



80,000
people signed our
petition on deaf
awareness in schools



250
people took part
in our Family Sign
Language classes



200,000
people were reached
through our Deaf Works
Everywhere campaign



97%
of families felt
better supported after
attending our events





841m

people were reached through our media work

300

professionals attended our webinars on deaf children in developing countries



10,300

people fought for change through our Campaigns Network



2,500

hearing children received deaf awareness training



Overcoming barriers to services



Despite deafness not being a learning disability, deaf children fall behind at every key stage in their education. Here's how we're pushing for change.

→ Deaf awareness in schools

Members of our Young People's Advisory Board (YAB) told us that a lack of deaf awareness was one of the biggest challenges they faced in education. Together we launched a survey which found that:



of deaf young people believed all their teachers showed good deaf awareness.



of teachers felt their initial training did not give them enough information on how to meet deaf children's needs.

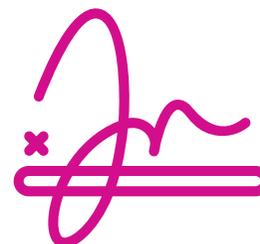
The YAB took action, launching a petition which called for all teachers to receive deaf awareness training. More than 80,000 people had signed by April 2022, and we're now urging the government to respond.

→ Better support for deaf children

We helped to transform support for deaf children by influencing the Special Educational Needs and Disabilities (SEND) review in England. To get our point across, we attended party conferences and spoke with 30 MPs and four Ministers about deaf children's needs.

The review, published in March 2022, had a positive result in three of our priority areas, including improved careers advice and agreement of 'reasonable adjustments' that mainstream schools need to make to include deaf and disabled children.

We'll continue to campaign for our other priority asks: more Teachers of the Deaf and deaf awareness training for all teachers.



80,000
people signed our petition
for better deaf awareness
in education.



Maia's story

Maia (16) is moderately to severely deaf. She's a member of our Young People's Advisory Board (YAB) and is a key driving force of our campaign for better deaf awareness in education.

"It's so important for all teachers to get deaf awareness training. Once they understand our challenges and how to help us, we can have equal access to education, like our hearing peers. For me, the little things go a long way, like turning on the subtitles for a YouTube video. It makes me feel included in the lesson and makes it a more enjoyable and less tiring experience.

From the survey and our own experiences, it was evident that deaf young people have a more stressful and tiring experience compared to their hearing friends. Many mentioned the lack of deaf awareness their teachers displayed, and the lack of specialist support they had received.

We felt the best way to spark action was by collecting petition signatures from the public to support deaf awareness training for teachers. 80,000 people signed. We hoped, and still hope, that these figures are large enough and that the message is loud enough for the government to respond.

The National Deaf Children's Society has taught us a lot about campaigning, from what it is to the effect it can have. They are now helping us to get a response to the petition from the Department for Education. We want our campaign to be recognised by the government and result in nationwide deaf awareness in the classroom."

“ **It's so important for all teachers to get deaf awareness training.** ”

Overcoming barriers to services



We're driving change through our campaigns, working in partnership with some amazing deaf young people who want to transform their world.

→ Accessible 'Newsround' bulletins

CBBC's 'Newsround' is watched by more than two million young people each week, almost all through their website. But when 70 deaf young people inspected Newsround's services their feedback was clear: the news bulletins were not accessible to deaf viewers.

We've been working with the news programme over the last two years to help make their services more accessible. In March 2022, we were delighted when 'Newsround' announced they were introducing British Sign Language interpretation of their online bulletins. They also invited two members of our Young People's Advisory Board, Elina and Siena, to a special event to celebrate the programme's 50th anniversary. The next step is to make sure that all their video content is captioned.

70 deaf young people helped to make 'Newsround' more accessible.

→ Clear face masks

Face masks make it difficult for deaf people to lip-read, meaning they can miss out on vital information, particularly about their health. Working with other organisations, we campaigned for clear face masks to be made widely available to NHS staff.

We were part of a panel trialling transparent masks and made sure that the views of deaf children and young people were considered throughout the process. As a result, three masks have been approved for use in healthcare settings, and we wrote to NHS Trusts to encourage them to try them out.



Elina's story

Elina (17) is severely to profoundly deaf. After helping to make sure 'Newsround's' online bulletins were accessible to deaf viewers, she was invited to a special 50th birthday celebration for the programme.

“Having full access to news is very important to deaf young people. Without subtitles or British Sign Language, I'd be struggling to understand or gain knowledge. When I heard about the 'Newsround' project from the National Deaf Children's Society, I signed up straight away and gave feedback on how the programme could be more accessible. I wanted to make changes for the better.

It was absolutely amazing to be invited to 'Newsround's' 50th birthday celebrations in London. I found out more about how the filming works and we filmed a practice interview, which helped to boost my confidence. At the start, I thought the interview would be scary but they welcomed me and asked such a great question that I could answer very well.

I had an amazing sign language interpreter, provided by the National Deaf Children's Society, and I was able to learn and ask questions without worrying if I could understand. We were also able to watch an early released 'Newsround' programme with subtitles to see how it was and honestly, I thought it was good!

I strongly believe accessibility on the screen is important for everyone, not just for deaf young people. I'm thankful for the opportunity I received. It's helped me to learn such a great thing and my confidence has been boosted.”



“**Having full access to news is very important to deaf young people.**”

Overcoming barriers in the early years

Finding out your child is deaf can be a lonely and frightening time. But with the right support from an early age there should be no limits to what a deaf child can achieve.

→ Our events

Many of our events are aimed at families with very young deaf children. Our events programme includes New to Hearing Loss, which helps families understand deafness by providing the opportunity to meet other parents, get advice from professionals, receive information and support from our experts, and hear inspiring talks from deaf young people.

We also support children's development through our Bright Start programme, hosting online baby and toddler sessions, which combine singing and storytelling for deaf children aged 0 to 3. These sessions are an opportunity for parents and carers to talk to each other about topics related to early childhood deafness.

Last year we ran 62 events in total, most of which were held online. We reached 1,195 families and 97% of people who provided feedback said they felt better supported after taking part in one of our events.



97%
of families said they felt better supported after attending our events.

→ Our information

We produce information to help families through those important first few years. This includes our 'Success from the Start' booklet, which outlines key milestones for a child's development. This new resource was downloaded more than 850 times this year and was in the top 10 downloads from our website. We also delivered a webinar, reaching 180 early years professionals, to accompany our 'Success from the Start' resource.

“ Our son’s hearing loss doesn’t have to be a barrier for him. ”



Cristina’s story

Cristina is mum to Liam (1), who has moderate hearing loss. She feels more positive about Liam’s future after attending one of our New to Hearing Loss events.

“Liam was born during the pandemic and our family lives in Spain. We don’t have many friends with children and don’t know any deaf children. So, when Liam’s Teacher of the Deaf recommended we go to a National Deaf Children’s Society event, I signed up.

I was a bit nervous because it was the first time I’d left Liam in a crèche, but the organisation of the event was brilliant. The first part was more technical – about deafness and communication, and the second part was testimonies from people with hearing loss. I found everything interesting but listening to how much people with hearing loss can achieve was reassuring and inspiring.

One of the best things was realising that there are a lot of people in your situation, there’s help if you need it, that other people understand your worries and there’s access to lots of information to help you understand about hearing loss.

A big worry most of the parents shared was that when they found out their child had a hearing loss, they didn’t know how it would affect them or if it would limit them. But listening to inspiring stories was great; even if our son has a hearing loss, it doesn’t have to be a barrier for him. I’m really thankful for all the support.”

Overcoming barriers in the early years



Whether a deaf child uses speech, sign language or a mixture of both, it's vital they get support to develop their communication skills right from the start.

→ Family Sign Language classes

Our Family Sign Language classes teach families how to use sign language with children at key moments including mealtimes, during storytelling and play. We reached more than 250 people through 53 courses, most of which took place online. Ninety-eight percent of those who took part said they'd experienced positive outcomes linked to communication with their child.

We're now exploring how we can reach more families through a new group online course which launched in March 2022.

We also run baby sign sessions where families can learn useful signs while singing well-known songs and nursery rhymes. Eighty-four people attended our baby sign sessions.

98% of families said our Family Sign Language classes helped communication with their child.

→ Support for professionals

Education professionals play a vital role in making sure that deaf children get the best start in life, but many don't have previous experience of deafness. We provide events and training for professionals working with children under the age of five, such as teachers, nursery workers, nannies, childminders and librarians. We offer a live webinar series with sessions including the impact that deafness may have on a child in an early years setting and how to improve childcare provision. We also offer UK-wide networking groups where practitioners can share knowledge, experience and good practice.

In addition, we delivered 11 training sessions for early years professionals, covering themes like deaf awareness and how to support a deaf child. Three hundred and thirty-three people attended our training and 98% reported positive outcomes.



Griffin's story

Clarissa is mum to Griffin (3) who has severe hearing loss. Griffin also has Down's syndrome. Clarissa has been learning sign language with Griffin through our baby sign classes.

“When Griffin was diagnosed as deaf it was a big shock, and something we hadn't thought about in any way, shape or form. Most people understand that Griffin's Down's syndrome makes him who he is, but his deafness does get pushed to the side. I don't think people realise how much it impacts him.

Then I stumbled across the National Deaf Children's Society with this whole wealth of information. We attended the charity's baby sign events and they're brilliant. It's great speaking to other parents that understand a little bit of what you're going through. To know there was so many online classes, and that Griffin could see other children on the screen that were just like him, opened up this massive great big world to me.

A lot of Griffin's communication is speaking and listening, but I also use a lot of signs with him. He absolutely loves trying to sign songs, but he's only just starting to sign and make basic baby sounds.

Now the whole family is learning some signing, including Griffin's hearing twin Phoenix and my teenagers! It means so much to Griffin if someone goes up to him and signs; you can see him staring intently at their hands. You've made such a special connection with him.”

“ It means so much to Griffin if someone goes up to him and signs. ”



Overcoming barriers to independence

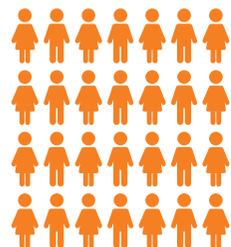


We create opportunities for deaf young people to grow in confidence and develop their ideas, so they can make a game-changing impact on the issues they are passionate about.

→ ChangeMakers

Our ChangeMaker programme helps deaf young people aged 11 to 18 to dream up creative solutions to social problems such as climate change. We have a ChangeMaker group for each nation of the UK, and last year, 28 young people got involved. The groups meet every month and plan their own sessions about issues that are important to them. It's also a great opportunity to meet other deaf young people and to make friends.

Ciara (19) used the group to launch The Inclusivists, an accessible support group for young people who are deaf, with disabilities or LGBTQIA+. Ciara's initiative has been recognised by their local MSP and Ciara has been nominated for a National Diversity Award.



28
young people
got involved in our
ChangeMaker groups.

→ Mental health takeover

To mark Children's Mental Health Week in March 2022, we launched a Mental Health Takeover of our social media channels, promoting information for parents, young people and professionals, and sharing videos of deaf young people talking about their personal experiences. We reached 138,000 people throughout the week.

As part of the project, a group of young people also investigated services that support deaf children with their mental health. The group made recommendations on how these services could be improved, including the need for more deaf role models and for professionals to have a greater understanding of deaf culture.



Ciara's story

Ciara (19) is profoundly deaf and has cerebral palsy. They set up The Inclusivists group for disabled and LGBTQIA+ students after getting involved in our ChangeMaker project.

“I formed The Inclusivists with the intention of showing abled people what it's like to be disabled, but more importantly that disability doesn't stop you from achieving your goals. Having experienced bullying and seen other people mock or bully other disabled people, this was something I didn't want for the next generation.

I believe that we've made a difference to students who may have felt isolated or lost because of their disabilities or who they were as a person. There are students who have personally thanked me for the work I did and wanted to have some part in it. It made me feel like students aren't lost but that they're embraced within this school community.

Throughout my time doing The Inclusivists, I was in contact with National Deaf Children's Society staff, whether it was about funding or how to make sign language an important part of The Inclusivists. The ChangeMakers project had an important influence on the work I was doing, and I cannot be more grateful.

I was overjoyed when I got the news about being nominated for a National Diversity Award and then getting a mention in parliament. I've also now been chosen as an #iwill ambassador, educating people about the importance of social change. I never thought the work I was doing would have such an impact on people. I'm eternally grateful for all these opportunities.”



“ Having experienced bullying, this was something I didn't want for the next generation. ”

Overcoming barriers to independence

Deaf children face unique challenges in their journey to independence, but we're working hard to provide confidence-building opportunities and to offer the advice and support they need.



→ Welsh Youth Parliament

In December 2021, Dan (13) was elected as our first ever representative on the Welsh Youth Parliament. The group is made up of 60 young people across Wales who want to raise awareness of the issues that matter to them.

Dan campaigned alongside three other outstanding candidates, before being chosen to represent deaf young people in Wales. He's now beginning to campaign on his chosen issues, including cinema subtitles and better access to technology for deaf children in schools. Over the next two years, Dan will attend meetings at the Senedd and take part in debates with young members and decision makers.

Dan is our first representative of the Welsh Youth Parliament.

→ Relaunching the Buzz

We relaunched our website for deaf young people, the Buzz, in April 2021, with a new look and refreshed content and support.

Young people were involved throughout the process, reviewing content on subjects including deaf identity, bullying, sexuality and mental health. One young person told us: "I'm 15, I'm gay and have never told my parents. What was written [on the Buzz] about being gay and... that everyone is different was just amazing. I felt like you were talking directly to me."

Since the site was relaunched, 234 young people have registered to the Buzz, and 12,591 people have visited the site.



“ I’m interested in raising awareness and making a difference. ”



Dan’s story

Dan (13) is profoundly deaf in one ear and moderately deaf in the other. He was elected as our first ever representative of the Welsh Youth Parliament and will be sharing the views of deaf children in Wales.

“I didn’t expect to be elected, but I’m really excited to be joining the Welsh Youth Parliament. I’m already part of the year council for my school, so I’m confident at putting across other people’s ideas and opinions. I’m interested in raising awareness and making a difference.

Being part of an inclusive community is something that’s very important to me and something that I think we should all be aiming for. I want to make sure all deaf children have as much help at school as I’ve had. I’ll be speaking about the issues that affect deaf people, to raise awareness of the extra support that is needed in schools. This includes things like a hearing resource base and equipment to help you hear in class.

I’ll also be focusing on getting more subtitled films shown at cinemas and reducing the amount of single use plastic. I’m passionate about the environment and ways to save our planet.

To make sure that people’s voices are heard, I’ll be working with the National Deaf Children’s Society to gather and represent the views of deaf children in Wales. I’m nervous but also excited for the experience and to share my views. Thank you to everyone who voted for me.”

Deaf Child Worldwide

In some parts of South Asia and East Africa, deaf children face huge barriers. Working with partner organisations, we're making sure deaf children are not left behind during those crucial early years.



→ Learning sign language

Many deaf children do not have access to hearing aids and struggle to communicate with friends and family through spoken language. Having the opportunity to learn sign language can be life-changing. Through our partner organisations, we supported 985 deaf children to learn language and communication skills.

In Bangladesh we do this through three Early Development Centres, run by the Centre for Disability in Development. Deaf children will be referred there if they are diagnosed before the age of six. These centres are a safe space for deaf children and their families to learn sign language, social and interpersonal skills, and how to read and write.



985
families learned language
and communication skills in
South Asia and East Africa.

→ Raising awareness

Although Covid-19 prevented international travel last year, we continued to work with 11 partners on projects across South Asia and East Africa. These organisations were able to maintain some in-person contact, as many families struggled with financial burdens and school closures during the pandemic.

When travel was not possible, we focused instead on raising awareness of the difficulties deaf children face in developing countries. We organised five webinars, each based on a chapter of our 'Unheard Children' report. Around 300 professionals from 33 countries attended, learning from our expert advice on how to help deaf children thrive.





Forhad's story

Forhad (7) is deaf and lives in Bangladesh. He was unable to communicate with his family before he got support from our partner organisation, the Centre for Disability in Development (CDD).

When Forhad was one, Naznin and her husband Md Hera noticed that their son was not responding to sounds. After a hearing screening they found out Forhad was deaf. The doctor told them about hearing aids, but the family couldn't afford them. They came home broken-hearted.

Naznin gave Forhad all the love and care he deserved, but it was hard to communicate with him. After a while, mother and son started using a special language, but it wasn't enough to have a conversation.

When he was four, Forhad came to one of CDD's Early Development Centres, where he and his mother started to learn sign language. "It was a dream come true," Naznin says. "I always wanted to communicate with my son, and now I can. He's also getting an education; I never thought this would be possible."

Progress stopped for a while because of Covid-19, but the dedicated staff and Forhad's strong-willed mother didn't give up. Naznin kept practising sign language with her son and took part in training on how to improve deaf children's literacy and communication skills.

Forhad is studying in class 1 at a local government primary school, and Naznin is confident she can meaningfully support her son. She now feels positive that Farhad will have the same future as a hearing child.

“**I always wanted to communicate with my son – now I can.**”

Deaf Child Worldwide

The pandemic has had a catastrophic impact on deaf children in developing countries. Working with our partners, we provide urgent support to children who have missed out on vital opportunities to get an education and learn how to communicate.

→ Impact of Covid-19

The pandemic has impacted on the education of all children, but deaf children in developing countries have experienced particularly tough challenges, including having little access to sign language over the past two years.

Uganda enforced the longest school shutdown in the world, with students only returning to classrooms for the first time in January 2022. Working with our partner, the National Association of Parents of Deaf Children (NAPADEC), we've been observing the difficulties children have experienced on their return to school and assessing how best to support them.

We delved deeper into deaf children's lockdown experiences through our 'Deaf Students Speak Out' report, which focused on 161 secondary school students in West Bengal, India. The report found that almost a third had no access to digital devices and were unable to take part in online learning during lockdown. Given that many deaf students were already years behind in language and communication, missing out on online teaching would have been particularly devastating. We found that many learning centres run by our partner organisations were plugging gaps in support.

We launched the 'Deaf Students Speak Out' report at the end of February 2022 and will share our findings through an influencing event and global webinar.



161 deaf students shared their experiences of the pandemic.

Ouma's story

Ouma (11), who lives in Uganda, missed out on almost two years of schooling during the pandemic. Our partner, the National Association of Parents of Deaf Children (NAPADEC), has been supporting children to return to school and reporting on what it's been like for them.

In Uganda, many deaf children have lost two years' exposure to Ugandan Sign Language, having learned at residential deaf schools. These closed during the pandemic with children returning to families who may know little sign language.

During lockdown, Ouma and her mother continued to attend sign language classes. However, since returning to school it's become clear that she and her deaf classmates have forgotten some sign language. Ouma's mother feels she's now not performing as well at school.

Given the lack of access to Ugandan Sign Language over the past two years, NAPADEC's focus is on rebuilding these skills. This includes continuing with sign language classes for parents who only have a basic knowledge and encouraging siblings, friends and teachers to learn.

For Ouma's family, money has also been a challenge. They lost their business during the pandemic and have had to secure a loan to be able to send Ouma back to school.

Ouma is happy to be at school, but the teachers speak very fast and the interpreter sometimes misses what's being said. Ouma's mother and the parents of other students are now planning a meeting on how they can support their children to settle back in at school.

“ Many children have lost two years' exposure to Ugandan Sign Language. ”



Fantastic fundraisers

We're so thankful for your support throughout the hardships of the pandemic and the cost of living crisis. With the UK facing unprecedented financial pressures, we were delighted to raise more than £25.9m during the last financial year.

We'd like to thank our generous individual supporters, as well as those who have pledged our charity a gift in their will. We raised more than **£1.4m** through legacy donations last year, an amount that will ensure future generations of deaf children have the same opportunities as their hearing friends.

It was particularly emotional to see people take part in our first in-person fundraising events since the start of the pandemic. This included the London Marathon, with 46 incredible runners raising **£71,000**. Another highlight was our '50K in May' event, where participants competed the challenge in their own time rather than at an in-person event. We were delighted to see over 400 people taking part and raising around **£60,000**.

We also enjoyed fantastic support from corporates, including The Access Group. Our two-year charity of the year partnership raised an incredible **£376,495**. We're now working on an exciting partnership with Cadbury Fingers, which launches in 2022/2023.

Funding from charitable trusts and foundations meant we were able to continue supporting families through projects including our Family Sign Language classes, online events and Deaf Works Everywhere, which aims to get more deaf young people into jobs that inspire them.



£25.9m
was raised for
deaf children and
their families.





200,000 people were reached through our Deaf Works Everywhere campaign.

Deaf Works Everywhere

We've been running our Deaf Works Everywhere campaign since 2019, to get more deaf young people into jobs that inspire them. With support from the #iWill Fund, we've been able to kick start this important campaign after delays caused by the pandemic. Here are some of the things we've been able to achieve with your support.

→ Workshops for deaf young people

We delivered our careers programme to seven schools and youth groups. Five of these were delivered digitally and two were in-person during a Roadshow bus visit. We also delivered workshops across the UK for young people in education settings on topics such as deaf identity, technology, and benefits and support. We delivered a total of 51 workshops reaching 212 deaf young people. The Roadshow was supported by a grant from the Garfield Weston Foundation.

→ Training for professionals

We completed e-learning modules for careers advisors in all four nations around supporting deaf young people to plan for the future. The Welsh e-learning module will now form part of the Careers Wales induction training for new careers advisors. In Northern Ireland, the Department of Communities agreed to promote our e-learning to work coaches in all Northern Irish Job Centres in 2022/23.

→ Social engagement

To show deaf young people what they can achieve, we updated content for our YouTube and Instagram channels, reviewed and refreshed our web content, and created six new videos which showcased deaf professionals in a variety of jobs. Engagement far exceeded our targets and we achieved more than 1,600 followers on Instagram and YouTube and reached more than 200,000 people.



♥ Thank you

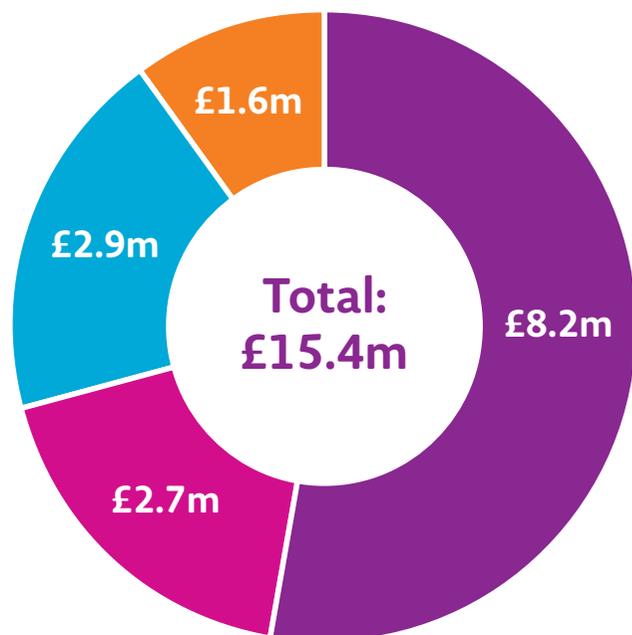
Advent of Change
AFME
Bank Leumi
Barclays Bank
Bloomberg LP
Broome Family Trust
Charles Brotherton Trust
Community Foundation for Northern Ireland
Dandia Charitable Trust
Davis-Rubens Charitable Trust
Department for Communities
Elsie Lawrence Trust
Fieldfisher
Garfield Weston Foundation
Gwendoline and Margaret Davies Charity
H Bauer Publishing
Joseph and Annie Cattle Trust
LBM JEM Charitable Trust
Leica Biosystems
Liberata UK Ltd
Miss A M Pilkington Trust
Miss Anne R Jolly's Trust
Mosskind UK
Mrs M A Black Charitable Trust
Murdoch Forrest Charitable Trust
Murphy-Neumann Charity Co Ltd
NatWest Gateshead
Ovingdean Hall Foundation

Peak Scientific
Rathbone Trust Company
Royal Bank of Canada
Scottish Government
Sir Jeremiah Colman Gift Trust
St Edburgha's Church
St Luke's Church
St Mary's Abbey
The Access Group
The Annandale Charitable Trust
The Brock Webb Trust
The Cecil Rosen Foundation
The Chillag Family Charitable Trust
The Churchill Foundation
The Conveyancing Foundation
The Davies Foundation
The Esmee Fairbairn Foundation
The Eveson Trust
The Finderman Charitable Trust
The G J W Turner Trust
The Jenour Foundation
The Outhwaite Charitable Trust
The Stuart Cormack Memorial Trust
Winvic
Worshipful Company of Lightmongers
Charitable Trust Ltd



Finance and governance

Summary of charitable expenditure



- Overcoming barriers in local and national services
- Overcoming barriers in the early years
- Overcoming barriers to independence
- Other charitable activities

Board of trustees

Our Trustee Board governs the charity and has a maximum of 12 trustees, all volunteers. The majority of our trustees are parents or carers of deaf children and members of the charity. Trustees can serve on the Board for a maximum of nine consecutive years.

Thanks to all our trustees for their service over the last year:

Tim Polack (Chair)
Dominic Holton (Vice Chair)
Helen Selwood (Treasurer)
Sheila McKenzie
(Deputy Treasurer)
Suzanne Beese
Jennie Rayson

Jan Rutherford
Lorraine Wapling
Lynn Gadd
Damian Proctor
Altaf Kassam
Katherine Binns

Annual Report and Financial Statements

The annual report and financial statements were approved by the Trustees and signed on their behalf on 5 November 2022. The statutory financial statements, on which the auditors Crowe UK LLP gave an unqualified audit report on 11 November 2022, are submitted to the Registrar of Companies, the Charity Commission and the Office of the Scottish Charity Regulator. You can get the full trustees' report, statutory financial statements and auditors' report from our Freephone Helpline on 0808 800 8880 or from our website ndcs.org.uk.



How we're learning and improving

During the last few years we've had to refocus and adjust to unexpected and dramatic change. The impact of the Covid-19 pandemic has meant we've had to pivot and change plans, and we've tried out new ideas that haven't always worked. Our goal is to learn from our mistakes, make improvements for the future and quickly adapt when circumstances change.

Here are just a few of our learnings:

- During the pandemic we learned that we could use **digital tools** to reach more people and have more impact, and this has made us reflect on how we should work in the future. We will use the power of digital to continue to reach a much wider audience to increase our reach to those who need us. We also know that some families value **in-person support**, so we're considering the best ways to provide this.
- We know that we need to deepen our understanding of deaf children, their families and professionals and become more **customer-led**. We have developed in-house capability to gather and use data and insight to inform our work to improve the experience of those we serve. As part of the development of our new strategy we're also now starting to think about how we can improve our digital insight.
- While most areas of work stayed on track, Covid-19 restrictions led to cancelled visits for the **Roadshow Bus**, and directly impacted the Roadshow's **Make a Change project**. We adapted quickly to provide support online instead – for example by remotely joining school assemblies and organising Live@4 events for professionals. Our Make a Change project also saw an increase in applications towards the end of the year, and we're looking forward to building on this in 2022/23.
- One of our priorities was to campaign for **improvements to early years services**. Progress in this area has been limited as local and national government continued to focus on the impact of the Covid-19 pandemic on school-aged children. However, we've looked at how we can influence in other ways, including by developing early years products for teachers.
- This year we have spent time improving our understanding of the kind of data we want to extract from our **database** and how we might improve this process. We're now in the process of upgrading our CRM and building a data warehouse to help all teams make better use of our data.
- Following the identification of major failings in an external Scottish **audiology service**, we worked closely with the NHS in each UK nation to ensure that lessons are learned so that deaf babies and toddlers are not let down again. Through this exercise it's become clear that the NHS services in other nations are open to learning lessons from elsewhere, something that we can build upon in the future.

What we'll do in 2022/23

→ Local and national services

We'll improve outcomes for deaf children and young people by making sure that services for them are available, accessible and of a high quality to meet their needs.

Measure: Evidence of our influence, so that the rights of deaf children and young people are upheld, and their needs are met, as services recover from Covid-19.

→ Early years

We'll help families to ensure their deaf child has the best possible start in life, particularly focusing on information, advice and peer-to-peer support.

Measure: Evidence of positive outcomes for families with children in the early years.

→ Independence

We'll support the development of deaf children's independence and preparation for adulthood, with a focus on post-16 transitions and entry into employment.

Measure: Evidence of positive outcomes for deaf young people in activities which link to independence.

→ International

We'll continue to work with partners in East Africa and South Asia, supporting deaf children internationally in our three strategic areas of focus. We'll continue to increase our profile, build our evidence base and develop our international role as an expert trainer.

→ Underpinning activities

We'll continue to develop the support we give to our members, providing them with information, advice and guidance, and empowering and supporting them to advocate, influence and campaign on behalf of their own child and on behalf of deaf children more generally. We'll continue to build on our accelerated digital transformation from the previous year.

→ Smarter working

We'll continue to improve the efficiency and effectiveness of our work and will prioritise the safety and wellbeing of our staff. We'll review our strategy, setting new targets for 2023 to 2028, and undertake a transformation programme to refresh our culture and ways of working so that we can deliver the new strategy and drive greater impact.



National Deaf Children's Society

**We are the National Deaf
Children's Society, the leading
charity for deaf children.**

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ndcs.org.uk

Published by the National Deaf Children's Society
© National Deaf Children's Society November 2022

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