



National
Deaf Children's
Society

Impact report 2022|23



Who we are

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

In 2022/23 we focused on overcoming barriers:

- ★ in the early years
- ★ to local and national services
- ★ to independence.

A message from our Chair and Chief Executive

Welcome to our impact report. It's a celebration of everything we've achieved with your fantastic support.

It's been a transformational 12 months, where we've provided life-changing guidance to families and campaigned to improve local and national services. We'll build on these successes through our new 2023 to 2028 strategy, using an evidence-based approach to break down barriers for deaf children.

Like many charities, we've faced unexpected challenges and learned from them. We brought many of our services online in response to the pandemic and have continued to expand our digital offer. We were able to reach 84% more people this year through our Family Sign Language course, by offering more opportunities to learn online.

We've enjoyed campaigning success, including a commitment from the Department for Education to create a Teacher of the Deaf apprenticeship in England.

It's a huge step towards reversing the attainment gap. We've also focused on support in the early years, with 94% of parents saying they felt better supported after attending our New to Hearing Loss events.

Finally, we were thrilled to raise more than £30 million in charitable income for the first time. This is thanks to you, our amazing funders and supporters, and will mean we can do so much more for deaf children and their families.

We're so grateful for your support, and we hope you're as excited as we are about our next chapter.

Susan Daniels OBE, Chief Executive
Dominic Holton, Chair of Trustees



We're so grateful for your support.



Overcoming barriers in the early years

The early years are crucial for deaf children given the impact deafness can have on language development, communication and social skills. Your support has meant we can be there for families from the start.

★ Family Sign Language

With support from The Access Foundation, Cadbury Fingers and the Department for Communities Northern Ireland, we expanded our online Family Sign Language course. At weekly sessions, families learned signs to use with young children as well as signs specific to their UK nation.

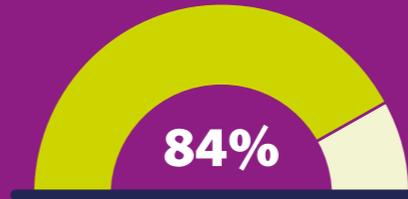
We delivered 29 online courses and three in-person events, reaching 459 people. This was an 84% increase on last year.

In August 2022, we partnered with Cadbury Fingers to encourage more people to chat in British Sign Language. Celebrities including Strictly dancer Giovanni Pernice and Love Island star Tasha Ghouri, supported the award-winning Sign with Fingers campaign.

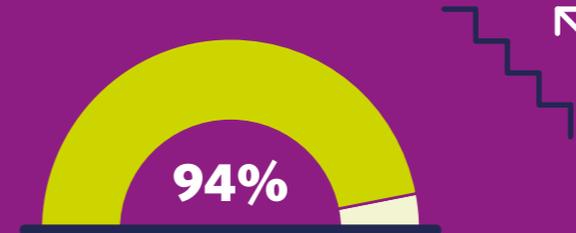


The Family Sign Language tutors were encouraging and enthusiastic. We now feel reassured we can communicate with Pippa at a good level.

Bev is grandma to Pippa (1), who's severely deaf.



increase in people taking part in our Family Sign Language courses.



of parents who attended our New to Hearing Loss events felt better supported.



444



people took part in our programme of events for under 5s.

★ New to Hearing Loss events

More than 90% of deaf children are born to hearing parents who may not know anything about deafness. Our New to Hearing Loss events bring families together to learn from experts in audiology, technology and communication. Our amazing volunteers, including deaf young people and parents, also share their experiences and give support.

We delivered 14 events, attended by 200 families. As a result, 94% said they felt better supported.

★ Bright Start programme

Our programme for under 5s includes singing, storytime and some simple sign language. These fun events give parents a chance to meet one another and find out how to support their children.

Last year, 444 people attended our online baby and toddler sessions and our baby sign events. Everyone surveyed reported positive outcomes, including increased knowledge, understanding or confidence.

We're proud of how we've supported deaf children in the early years, but there's still more to do. In 2022, only 34% of deaf children completed their first year of school having achieved expected levels of development, compared with 65% of all children. We want to reach more families and close this gap as soon as possible. You can find out more about our plans on page 16.

Overcoming barriers to services

With the help of our dedicated campaigners and partners, we're working to overcome the social and educational barriers that hold deaf children back.

★ Teacher of the Deaf campaign

A Teacher of the Deaf (ToD) is a teacher with an extra qualification to work with deaf children, supporting their progress from the moment deafness is identified.

Numbers of ToDs in England have dropped by 19% since 2011, so we campaigned for the Government to take action as part of its Special Educational Needs and Disabilities (SEND) Review. We gave evidence at two House of Commons committees and with more than

100 organisations, wrote an open letter to the Government about the campaign. We also created a letter with two parents, signed by 7,565 people, calling for more ToDs.

In March 2023, the Department for Education in England published its SEND improvement plan, which includes a commitment to a ToD apprenticeship programme. This won't be ready before 2025 – so we must make sure deaf children don't miss out on support in the meantime.

12,116
dedicated people fought for change through our Campaigns Network.

7,565
people signed an open letter calling for more specialist support in education.

From **2025**, a new apprenticeship for Teachers of the Deaf will launch.

★ Improving audiology services

In 2021, a British Academy of Audiology (BAA) report exposed serious failings in children's audiology services in Lothian. These included late identification of deafness and subsequent delayed follow-up support. As a result, many deaf children didn't get vital help when they needed it, impacting their ability to develop communication. For some, the consequences have been life-changing.

We've made sure all four governments are taking action to review and improve the quality of children's hearing services and NHS support for deaf babies and toddlers. In England, we've been appointed to a new national steering group, sponsored by the NHS England medical director.

In Scotland, we lobbied the government to set up a National Audiology Review and played a leading role in its work. We made sure the review looked at leadership, training and audiology staffing in Scotland, to help make sure similar mistakes don't happen again.

We've also supported the families who were failed, including through events in the Scottish Parliament where parents from the Families Failed by Lothian Audiology Action Group (FLAAG) could share their experiences with MSPs, and lobby for support.



Overcoming barriers to independence

We create opportunities for deaf young people to grow in confidence and develop their ideas. We make sure their needs come first, and help others do the same. Here's what we've achieved with your support.



★ Deaf young people and decision making

Involve, Engage, Inspire, our 2023 online conference, brought together 120 education professionals to share ideas for empowering deaf young people to take greater control of their lives and the support they receive. We worked with 40 deaf young people to develop the content, with many speaking at the event and helping to facilitate workshop sessions.

It was the first time we'd planned a conference in partnership with young people and professionals, and it was hugely beneficial. Every professional we surveyed identified positive learning outcomes, and for most, the highlight was having the opportunity to learn from deaf young people.

“Having deaf young people [...] involved in discussions was fantastic. It got right to the heart of why co-production and working together is so important.”

Conference participant



★ Deaf Works Everywhere

We launched our Deaf Works Everywhere (DWE) campaign in 2020 to get more deaf young people into jobs that inspire them. Here are some of the highlights of the project, which ended in March 2023.

Over three years, we created more than 20 videos for our DWE YouTube and Instagram channels, showcasing deaf people in a variety of jobs. These inspiring films were viewed more than 200,000 times and showed that many careers are open to deaf young people.

Educating employers on how to support deaf colleagues was a vital part of the project. Working with some inspiring deaf young people, we ran 24 workshops on accessibility in the workplace, reaching 240 people.

We provided direct support to 300 deaf young people through our employability skills workshops, where we provided feedback on

their CVs and organised mock interviews. We also helped to improve specialist careers support by developing a digital toolkit for professionals working with deaf young people. This was downloaded 927 times.

We're so proud of everything we achieved through Deaf Works Everywhere and want to thank everyone who funded the project.

i Involve, Engage, Inspire and Deaf Works Everywhere were funded by the #iwill Fund. The #iwill Fund is made possible thanks to a £50 million joint investment from The National Lottery Community Fund and the Department for Digital, Culture, Media and Sport (DCMS) to support young people to access high quality social action opportunities. The National Deaf Children's Society is acting as a match funder and awarding grants on behalf of the #iwill Fund.



40 deaf young people co-produced our annual conference.



100% of conference participants reported positive learning outcomes.



200,000+

views of our careers campaign videos.

Our impact

Jess is mum to Goldie (1), who's profoundly deaf. We've been by her side since Goldie's deafness was identified at three weeks old.

"When we found out Goldie was deaf it was a shock as we're a hearing family. But at the same time, we were thankful to know and understand who Goldie was. We wanted to do everything we could to help.

We were given a leaflet for the National Deaf Children's Society at our second audiology appointment. When I went online to find out more about deafness, I kept being referred to their website. It had everything I needed and more. At the beginning you hear lots of big words and don't always know what they mean. The website helped me understand all our options.

I became a member and signed up for the charity's online events, including the baby and toddler groups, which were fun. They also had an event for grandparents, which my parents got so much knowledge from. It meant they could ask questions that they might not feel comfortable asking me. It was such a thoughtful event.

We also did a six-week Family Sign Language course, where I met families that I'm still in touch with. We feel it's important Goldie can be in deaf spaces and communicate and she's now beginning to recognise some signs.



617,233

views of the information and support section of our website.



3,000

family members and professionals joined our free membership scheme.



300,000+

individuals have generously supported our work over the past year.

I wish I'd known at the beginning how positive and life-changing our journey would be. It can be difficult to imagine a world different to the one you know. But rather than being scary, it's been the start of a fantastic learning curve. Goldie already has so much personality. She has a cheeky streak and a wicked sense of humour. She's incredibly visual and will notice a bird from miles away and intently stare. It's fascinating to see the way she experiences life.

I'd like to thank everyone who supports the National Deaf Children's Society. The charity makes sure that everyone in every family is supported no matter what path they take. It's an invaluable resource, and I don't know where we'd be or how we'd be feeling if it wasn't open to us."



I wish I'd known how positive and life-changing our journey would be.

Deaf Child Worldwide

Through our international arm, Deaf Child Worldwide, we work with partner organisations in East Africa and South Asia to break down barriers for deaf children.

Cissy is mum to Shiba (13). They live in Uganda and have received support from our partner, the National Association of Parents of Deaf Children (NAPADEC).

“I met NAPADEC staff after my child’s headteacher invited me to attend one of their meetings. I met so many people who welcomed me and were friendly. We met a woman who told us she too has a deaf child who is now a grown-up. She said ours were still young but they will also grow and make us happy.

NAPADEC have sign language classes and I was able to go regularly. I also now lead the parent support group. I love being part of NAPADEC because there are some things that motivate me to be there and I have my dreams that I want to achieve. I want Shiba to study and I want to make her happy.”



I met so many people who welcomed me and were friendly.



★ Online training for professionals

Professionals working with deaf children in developing countries often receive little or no training in how to support them. That’s why we deliver online courses to professionals four times a year, including Introduction to Deafness and Teaching Deaf Children. This year, 65 people from 28 countries took part, with 100% of participants recommending the course.

As a minimum, we make sure that 50% of our trainers are deaf. This has a strong impact on our attendees, many of whom have never seen a deaf professional before.

★ Mental health training

Our partners in South Asia became concerned that many of the deaf children and young people they work with were experiencing emotional and behavioural problems. Sometimes they expressed this by withdrawing and isolating themselves, or by acting out aggressively.

In the low-income areas where we operate, mental health services are practically non-existent. So, our partners worked with Basic Needs India to provide mental health awareness training for 18 deaf staff who work directly with deaf children. Staff now feel confident they can offer support and recognise when to refer a child to professional mental health services – something that will benefit many deaf children now and in the future.



922 deaf children received support from our project partners.



of participants surveyed would recommend our online training.



of our international trainers as a minimum are deaf themselves.

Thank you to all our supporters

- BDB Pitmans Charitable Trust
- Bloomberg L.P.
- Broome Family Charitable Trust
- Corra Foundation
- Dandia Charitable Trust
- Deans Charitable Trust
- Department for Communities Northern Ireland
- Department of Health Northern Ireland
- Dr Allan Brebner Trust
- Esmee Fairbairn Foundation
- Fieldfisher
- #iwill Fund
- MEB Charitable Trust
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- The Charlotte Tana Heymann Charitable Trust
- The Community Foundation Northern Ireland
- The Community of the Presentation Trust
- The Earmark Trust
- The Finderman Charitable Trust
- The Gannochy Trust
- The Gledswood Charitable Trust
- The Hull and East Riding Charitable Trust
- The Jenour Foundation
- The Leonard Laity Stoate Charity
- The Linden Charitable Trust
- The Openwork Foundation
- The Scottish Government
- The Sir Cliff Richard Charitable Trust
- The Stuart Cormack Memorial Trust
- The Sylvia and Colin Shepherd Charitable Trust
- The Waterloo Foundation
- The Welsh Parliament
- The Worshipful Company of Lightmongers Charitable Trust Ltd

Proudly supporting youth social action



Department for Digital, Culture, Media & Sport



Thank you to everyone who has supported us with regular or one-off gifts. Every gift, no matter the size, makes a huge difference.

What we'll do next year

Research shows that supporting deaf children during the early years is where we can make the biggest impact and set them up for life. The evidence is so compelling that it forms the basis of our 2023 to 2028 strategy.

Our five-year plan is all about making every moment count – from the time a child's deafness is identified to their first day at school and beyond. We're here to transform the futures of as many deaf children and young people as possible, in the UK and around the world.

You can find the objectives for the first year of our new strategy below. To find out more about our Every Moment Counts strategy and our future plans, go to ndcs.org.uk/strategy.

★ Our plans for 2023/24

Objective 1: We deliver outstanding support in the early years.

What we'll do

- Improve our engagement with audiology services to ensure more families are referred to us for support.
- Influence early years standards and services for deaf children across the UK.
- Review and improve the early years support we provide to families and professionals.

Measure: More parents joining us as members in the first year after their child is identified as deaf and reporting positive outcomes.

Objective 2: We provide life-changing information and advice.

What we'll do

- Develop ways that help to reach families in the most convenient way for them, which we know is largely digital.

Measure: New digital information and advice projects launched and well used by our customers.

Objective 3: We build communities that unite families.

What we'll do

- Conduct research to inform our approach to building a strong community for families.

Measure: Evidence that we're beginning to build strong and effective networks and understand where the opportunities are for parents and children to connect on a local level.

Objective 4: We are the leading global authority on childhood deafness.

What we'll do

- Comprehensively review our approach to working internationally and develop a plan which fits with our overarching strategic objectives and maximises our influence and impact.

Measure: Evidence that we fully understand the impact and influence we've had and that we have a clear plan for the future of our international work.

Enabler 1: We transform to meet deaf children's needs.

What we'll do

- Continue to improve technology to support our systems and services.
- Adopt an organisational structure that will support agile ways of working, with a focus on coaching to develop the skills of our people.

Measure: Evidence that key business systems support our development and delivery and that an effective pay, performance and reward framework is in place.

Enabler 2: We deliver value for money.

What we'll do

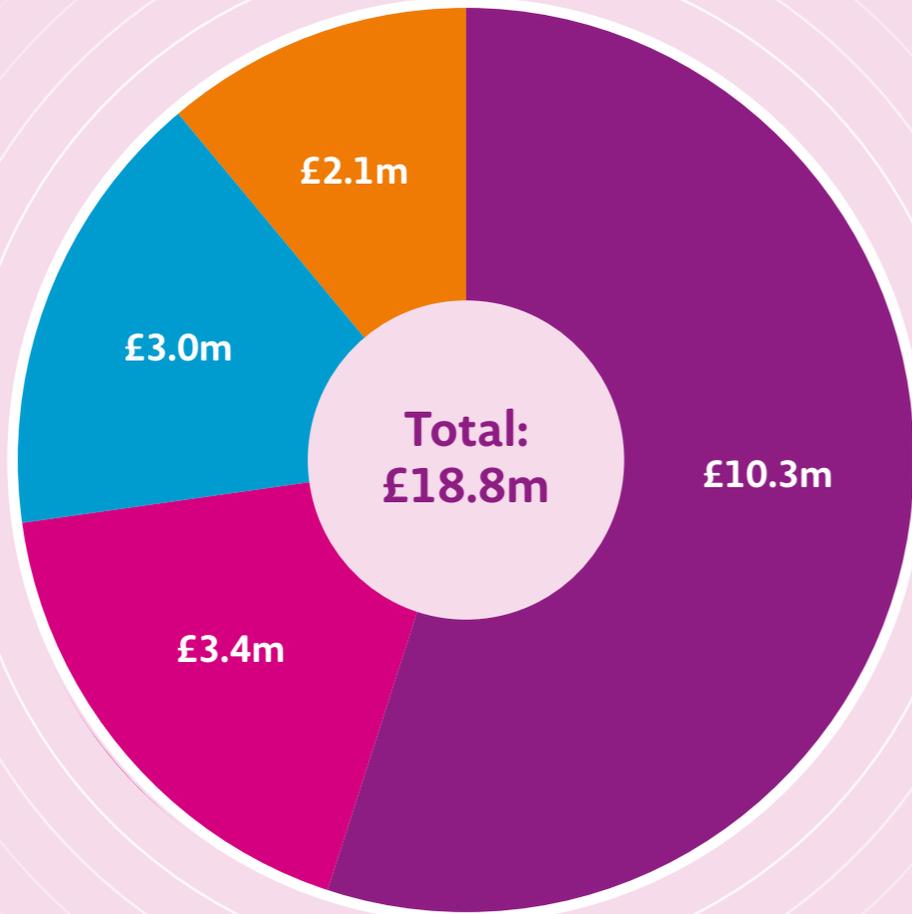
- Support our agile way of working, by removing as much administrative burden as possible to allow our people to focus on delivering the strategy for deaf children and their families.
- Continue to raise funds in the most sustainable way.

Measure: Evidence that we spend money wisely, optimising our income to improve the lives of deaf children and their families.



Financial information

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:

Dominic Holton (Chair)	Altaf Kassam
Jennie Rayson (Vice Chair)	Sheila McKenzie
George Crockford (Treasurer)	Lesley Lindberg
Luke Kelly (Deputy Treasurer)	Tim Polack
Suzanne Beese	Felicity Preacher
Katherine Binns	Damian Proctor
Lynn Gadd	Jan Rutherford
	Helen Selwood
	Lorraine Wapling

Annual Report and Financial Statements

The Annual Report and Financial Statements were approved by the trustees and signed on their behalf on 3 November 2023. The statutory financial statements, on which the auditors Crowe UK LLP gave an unqualified audit report on 9 November 2023, 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.



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

**Freephone Helpline:
0808 800 8880 (voice and text)
helpline@ndcs.org.uk**

ndcs.org.uk



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