

## **Annual Public Meeting**

**30 September 2015**

(Speech-to-Text captioning)

**TONY INNES:** Welcome and thank you very much indeed for coming.

A number of people have sent their **apologies** and are disappointed that they can't be here to hear our main speaker, but we'll just have to get by without them.

The next agenda item concerns **governance matters**.

The Trustees held their third annual general meeting in July of this year and, in accordance with our governing document three trustees had to stand down but were eligible for re-election. Cym Cant, Chris Doggett and myself, Tony Innes, put our names forward for re-election and were duly re-elected by the Board.

The following trustees were then re-elected as officers of the NDA, myself as Chair, Cym Cant as Vice Chair and Chris Doggett as Treasurer.

At this point we are currently looking to appoint additional trustees and we would be very interested to hear from anybody who has experience or expertise in law, particularly employment law, charity or company law, an interest in fundraising, marketing, PR or business.

So, if you think you would like to join us please have a word with me or with Aliona Derrett, either after this meeting or in the near future. We would be very pleased to hear from you.

At that same meeting we adopted the trustees' reports and accounts. The accounts were independently examined by M and A partners, scrutinised and adopted by the board on 16 July. A full set of accounts is available for anyone that would like to see them, but there is an excerpt in the annual accounts, here in the Annual Review.

I invite Chris Doggett to present the accounts. . Chris.

**CHRIS DOGGETT:** Good evening everybody. I've been asked to briefly give you a quick overview of the accounts. As Tony said the extract is in the annual review. If anybody interested in the accounts and wants the full pack, see me after the meeting and I'll give you a copy of the full accounts. We have thanked the auditors or the examiners, but the other person is our book-keeper, Tracy, who looks after all the accounts and the Gift Aid and all those others things. All I have to do is scrutinise the end result.

A brief financial summary. What we have here is to the year ending 31 March 2015, our financial year. The figures for this financial year are in the far right column. You will see from there that towards the bottom we have net movement in funds of £22,742 and it's a positive number. That means that we have covered our expenditure and we are in fact, this year, delighted to say that we are in surplus, we have more income than expenditure, compared with the previous year where we have a small deficit of £3,400. For those that were here last year, you will remember I mentioned that we incurred some exceptional costs last year, when we moved from Silver Road to these lovely premises here. The one-off relocation expenses, about £24,000 of them were included in that previous year.

When you take a like for like we are more or less the same and we have increased our income by about 4%, to £213,000, and when you adjust it for the relocation in the prior year the expenses went up slightly.

So what are we worth, what are the net funds on the balance sheet, as at March 15? A total of £184,283. That is made up, principally, of fixed assets, our keys assets, a book value of £28,000, then we have some investments, a portfolio of investment of about £95,000 and cash of £70,000. They are the main components. So, in total we have £184,000.

Under charity accounting all our donations have to be classified as to whether or not they are restricted. When I say restricted, they are given for a specific purpose, they can only be used for that purpose and we have ring-fence that

money. Of our total assets just under £60,000 has to be ring-fenced, about 33% of our total funds.

I said our income was £213-odd thousand. Just a quick slice of where that is coming from. Very importantly, £41,000 of it is just voluntary income, so that's donations and gifts, all those kinds of things. We didn't have any legacy last year, everybody stayed alive - {Laughter} - so no legacy income. It's not as if the charity will just survive on legacy income.

So voluntary income £41,000, about 19%, then the main lump there is income resources from charitable activities, which sounds a real mouthful. £165,000, so what is that? Half of that is the Big Lottery funding. If you remember last year we told everybody that we were so successful and we got a three year programme with the Big Lottery funding, so it's funding over three years. In the financial year just gone, about £82,000 was the Big Lottery, so we have probably received about £150,000. In total it's about £285,000 over a three year period. So, clearly that Big Lottery is really important for us and it's great that we got it.

The rest is income, other income that we have picked up, investment income *et cetera*.

The final slide is our expenditure, which we said, is under control. £191,000. Where is the main bulk of it going to? I split this up by the services we provide and you are going to hear more about that from Aliona Derrett.

The majority of our services this hearing support, and that includes the mobile bus. 66% of all our costs are targeted towards that sector. We then have a smaller sector, but the work we do is terribly important, £11,000, the Tinnitus Support, and the hard of hearing and the befriending. The befriending is 16%, about £30,000. The befriending is the second biggest thing. Again, you will hear a bit more about what befriending is when Aliona Derrett speaks to you. You will see that the money is going to the services we are allocating.

I think that was all I was going to say. Thank you again. We couldn't deliver our services without everybody's support. I'm really pleased, that as

treasurer, financially we are very sound. That enables us to deliver the services that Aliona Derrett will tell us more about. So thank you. {Applause}.

**TONY INNES:** Are there any questions?

Chris thank you very much indeed for presenting the accounts.

The other thing that we discussed at our annual general meeting if you remember, that's what we were talking about, was the appointment of Independent examiners. The Board recommended we reappoint M and A partners as independent examiners and that was carried unanimously by the Board.

This is an appropriate time for me to thank the staff of M and A partners for their work over the last year on our behalf and also the office staff here and of course our treasurer, for you input in preparing the annual accounts.

What I must do now, is give you **my brief thoughts**, for what's happened for the NDA in the last year.

There is an account here in the Annual Report some of you will have received this already, others of you will be sitting on it! I'll just summarise it if I may and I'll try to be brief.

For me this has probably been the most satisfying year since I I joined the NDA about six years ago. Satisfying not because of what you might call 'Headline events', such as moving to these premises, of up-grading the minibus or winning the lottery, things like that. These have all happened in the recent past and you have heard me speak about them before.

So, not headline stuff, but a period of consolidation, of seeing our plans gradually move ahead, plans that we drew up some years ago in all areas of our service so we could stake are claim as one of the major providers of care to adults with hearing loss, in the county.

Amongst the many services that you will have read about and will hear about later, these have included a gradual evolution of the links that we have made with are excellent colleagues in audiology at Norfolk & Norwich University Hospital, and a slow and steady coming together with other providers of

audiology in the county. I don't think we have anybody from audiology, apart from John of course the main man, I don't think we have any of your staff here to thank personally. .

It's good to see you here John, please pass on our grateful thanks.

As far as working with other providers is concerned it's still a work in progress, but there are definite signs that our Chief Executive's hard work and perseverance are paying off at last.

None of this happens without hard work behind the scenes. A difficult task is often made much harder when the playing field becomes uneven or somebody moves the goal posts, but the office staff always have their eyes on the ball and are constantly altering their style of play to meet the conditions.

If I'm going to push this rather strained analogy with football a bit further, our Chief Executive and her office staff are the Managers, the back room boys and girls, but nothing happens without the players, in this case is the volunteers who are just brilliant. So to all of them I offer very grateful thanks and my enormous admiration for a job very well done. So thank you very much indeed.

We have a Board of Directors too, better known as the Board of Trustees, and they continue to be supportive and enthusiastic, I value their expertise, wise counsel and their contribution to the Norfolk Deaf Association, so thank you all.

Unlike professional football there are no prestigious trophies to play for, no league to be won and sadly no great riches, but if we carry on playing a creative and attractive game, as I believe we have been doing, we will not only keep are place in the premier division, but might even thrive there.

So what is there for me not to be satisfied with? Thank you for listening to that brief summary, but now we do need to move on. I know that everyone in this room has just come to listen to our main speaker.

We are honoured and delighted that Mr William Armstrong who recently retired as Norfolk coroner after 18 years, and the most recent Sheriff of

Nottingham - no he's not, Sheriff of Norwich! *{Laughter}* Has agreed to join us this evening and talk about what he's been up to. William Armstrong is a Norfolk man and after graduating in law qualified as a solicitor in 1972. Spent 30 years in practice, specialising initially in criminal law and then principally – (sorry I have to read this out, but there is much of it you know, he's done such a lot) principally in Mental Health Law and Child Care Law. Has a Post-Graduate Diploma in mental health law and a Masters degree in medical law.

William became President of The Norfolk Law Society, in 1996, the year after he became coroner for Norwich and retired as senior coroner for Norfolk in September 2013.

During that time he introduced a number of pioneering initiatives and his work as a coroner has been widely recognised.

He served as church warden and Deanery lay Chairman in the church of England and Chairman of the Norwich diocesan Board, I'm lucky to have said that and you have been lucky to have spelt it - *{Laughter}*..... for social responsibility. In September 2013 he was appointed as Lay Canon of Norwich Cathedral by the Bishop and became a member of the Cathedral Chapter in September 2014.

He's played a prominent part in a number of organisations in the county and was the first town Mayor of Wymondham, and has been Chair of the Norfolk Association of the Care and Resettlement of offenders for more than 25 years.

As well as being Patron of Mancroft Advice Project, William is currently President of the Norwich branch of CRUSE Bereavement Care, a patron of Nelson's Journey and the Hebron trust. He is also President of the Norfolk Community Law Service and a trustee of Voluntary Norfolk. He is a Mental Health Tribunal judge and served as Legal Assessor to the Medical Practitioners Tribunals Service until his retirement in July 2014. In addition to all that, Mr Armstrong is Chair of Healthwatch Norwich.

I see this as a prime example of if you want something doing, ask someone who is busy! *{Laughter}* .

Luckily Mr Armstrong has found time to talk to us tonight and his title, as you can see, is "Then and now, some reflections."

**Mr William Armstrong** then delivered a very entertaining and thoughtful account of his time as Coroner and as Sherriff of Norwich for which he was thanked by the Chairman and presented with a bottle of champagne.

**TONY INNES:** Well I hope you all enjoyed that as much as I did thank you again Sir.

We now come to ask our **Chief Executive, Aliona Derrett** to provide us with her **overview of the achievements of NDA** over the last year. Thank you very much indeed.

**ALIONA DERRETT:** Thank you Tony. I really can't follow that, I haven't done anything as exciting as Mr Armstrong. OK, I will try my best.

When I was thinking about what I'm going to say tonight, I thought back to last year. Last year I brought you the news about the minibus, I was very excited about buying things, cars in particular, moving to new premises and not so excited about parting with lots of money. This year nothing as exciting as that.

I was on the train when I came across this quote, "If you cannot do great things, do small things in a great way", it was an American author that thought of it. That's exactly what happened last year. We may not have done lots of great things but we have done lots of little things, and what we have done is of benefit to many, many people in Norfolk. I'm going to share what we have done.

Chris said 66% of our funds are spent on hearing support, £132,499. So what have we done with those funds? Last year, April to March this year, we have seen with our Hearing Support Service 6,000 people and offered just over 9,000 appointments, seen by our staff and volunteers. Almost 50% of them seen on the mobile clinic, with a remainder visited at home, you will see the

numbers on the screen. Community-based clinics, we actually increased their numbers. If you are to go around and count them you are going to find that we run just over 100 clinics in Norfolk, that's a lot of locations for us to cover with the small charity that we have. We are really excited we are reaching people quite widely across Norfolk. In terms of new referrals, new people coming to the charity, there was about just short of 1500 of them.

Active referrals from the hospital about 110, majority of people self-refer however, our colleagues from the hospital sign-posting them to us.

Scrivens is one of the new audiology providers with whom we now collaborate, and you heard last year it took us a long time to persuade them to work with us. We are getting there, but it's still a long way to go with the additional providers we have, for example Specsavers and Boots.

What we also did last year was start a couple of support groups. While people are issued hearing aids some are taking longer than we think to get used to them, so we decided to set up a group support for those that have been issued hearing aids for the first time.

Also there was (and still is) a perception that NDA, overlooks profoundly deaf people. Nothing could be further from the truth but the number is not as big as you might imagine compared to those that have all sorts of other degrees of hearing loss. Whilst there are BSL classes in Norfolk provided for free, nobody helps people practice the skills, so we thought we will help them do that. We have a BSL practice group, the group has been growing in the last year, and we are very proud of that.

I get lots of letters from our service users, saying how wonderfully we are doing, but we also now want to know, what we actually do for those people. We have to use all sorts of questionnaires, and I'll just give you some feedback from those.

Just so you can see the gender split, it didn't change from last year, women are still more proactive in seeking support. In terms of age split, the largest number of people we are supporting currently are over 65, understandably



bearing in mind the way that hearing loss happens. In terms of disability, again it's that perception that we class people who have hearing loss as disabled, and of course many of them do not see themselves as disabled, why should they? Hearing loss it's just one of those facts in life that happens. So there are things we are striving to support people with, one of them is to provide support so they continue to be able to communicate and to reduce isolation. We all know that hearing loss does lead to loneliness and isolation. So we ask questions around those areas. Out of those that responded to our questionnaires, 80% said that yes you are making a big differences to us in terms of helping us to communicate with 20% saying we made some difference. In terms of feeling of isolation, again over 75% were saying we are making a big difference to them, that's a big indicator to us that we must continue doing what we are doing.

We are asking if our support makes a difference to their overall quality of life, with a large number of people (almost 80%) saying, "Yes you are", this is very encouraging.

The Befriending Service, the other 16% of our funding spent, is a very different service, it takes more time, is more intensive, we can't reach the same numbers of people as we do with hearing support. It's a very vital service in terms of supporting people who in addition to hearing loss have a number of other complex needs, not many other organisations do. There is a befriending service in general but you can't just send somebody who doesn't understand anything about hearing loss or doesn't communicate in BSL, to support somebody who is a BSL speaker. We must keep the service going, it is an accredited service. Last year we had to go for re-accreditation which happens every three years and we receive very positive feedback from the person who dealt with our accreditation, including a comment that they will be implementing some of our practice in their work environment and share with other organisations".

So from the 23 people we have supported, 15 are hard of hearing and 8 are BSL users, just putting the point that what I was saying earlier, we have to

remember that we have people with hearing loss, where they rely on BSL, hence the BSL support group.

A few figures there in terms of the things we introduced last year. Telephone support, you may well say how can you support somebody over the phone if they have hearing loss? We make that decision carefully and find out if the service user can hear well on the phone and if they are happy to get the support remotely like that, why send someone to their home if they are happy to speak on the phone? We are trying different ways to reach people, as many people as possible.

Chris (Doggett), looking at the figures on the screen, probably asks how can you have 27 new referrals, but only 23 supported during the year? Funnily enough a lot of them came at the end of the financial year. We are matching those referrals now as we have managed to recruit and train a number of additional volunteers to this service.

Now looking at the volunteers that are helping us deliver our services. Whilst we have paid members of staff, the greater, greater majority of our services are delivered by our volunteers, and without them we can't exist. At the moment, there are about 50 volunteers on our books. 36 deliver the hearing support, 10 - befriending and we trained 6 new volunteers last year, three for each service. This year we hope to be more successful than that, wait and you will hear next time how many we actually had.

Of course it's important that we don't just train people to do the job to start with, but we make sure that they get up-skilled throughout their work. We had input from Scrivens and West Suffolk hospital, upskilling our volunteers in the use of their products i.e. the hearing aids and the variety of tubing and domes. We have had training in supporting people with dementia and sight loss.

These are just some photographs from our training and there is a quote from a service user who said, "I just wanted to thank you for your prompt service. The volunteer did a first class job." An accolade for our volunteers, very, very pleased with what they do.

Every year we recognise the volunteers who have been with us ten years, 5 years, fifteen years, we will have someone close to 20 years, next year probably. Unfortunately none of those volunteers are here tonight, they will get their certificates by other means, but I wanted to mention who they are.

(List on screen)

This year we intentionally drifted into offering a different kind of volunteering opportunities at NDA. We worked with the Shaw Trust that supports people who have been out of employment for some time to go back into employment. I remember the day I came to work and we had a phone call, somebody, a young man wants to volunteer for us, so how do we go about it? I said call him in for an interview, and I am sure that interview was like an 'inquisition' for poor Shaun, when he met me, I thought he's never going to come back, but he did. Shaun is with us tonight, however, he's chosen to write about his time at NDA, and if you don't mind, I'll read his words. "The Norfolk Deaf Association is an amazing place to work and I've enjoyed every minute of it, every task I completed I felt I was making a real difference to the lives of the NDA's service users. I have met some of the most incredible individuals during my time with the charity, who really make an every effort to ensure you are a valued volunteer. I'd like to thank all the staff at the NDA for making my time with so special and memorable." Shaun finished his placement, and I hope that he will continue his involvement with us, and at the moment he is a member of our BSL practice group. He's learning to use BSL, grade 1 is that where you are at the moment? Good luck with that Shaun, well done. I think he deserves around of applause, *{Applause}*.

Also we started taking students on placement, health and social care students, so that's another progress we made.

Ok, other services, tinnitus support group. The biggest change that happened during last financial year, is that we changed the format of how we run that particular support group. Now we have a blend of external speakers or internal ones, our staff members sometimes volunteer, or they are forced to give their time, depends on how they see it! *{Laughter}* We have group clinics

run by our colleagues from the audiology department and actually the blend works very nicely. We have an annual programme now, some of the professionals who supported us are listed there. Another change that happened during this year was that Christina, who was running the support group, left and Pam has taken that on now as part of the overall management of services. We are trying to link all the services we provide together to ensure consistency.

One other thing that is happening at the tinnitus group meetings is that it's not just the people who have Tinnitus who benefit from it, but also the family members, many times people come with their wife, husband, son or daughter. That's a quote from somebody who has been coming to the support group who talks about his wife, "My wife has Tinnitus it started eight months ago, it helped me understand what she puts up with",

The last service we have is the Hard of Hearing club. Some of the pictures there are from the Club meetings. Numbers have doubled since last year. I heard from some of the people, "If you hadn't organised the trip, I wouldn't have gone on any outings this year, please keep going", clearly the club provides a great benefit to its members.

The Friends of NDA, one of our fundraising streams. Some of you sitting here tonight are Friends, so thank you so much for renewing your subscriptions from year to year and supporting us for as long as you have done, please continue. We are trying our best to support the Friend's scheme with some activities just to make it more interesting, apart from the newsletter you get from us, we organise trips to the theatre and lectures delivered by external speakers. The last one was Dr John Fitzgerald who shared with us how the hearing of children or babies can be tested. It's amazing how medicine and science progressed. Now the children don't have to be deprived from being able to speak, because we pick up their deafness early enough. It's great, thank you John for your contribution.

Now, in terms of where the money is coming from for all of this, it's all sorts of sources. We don't keep all our eggs in one basket, because it's not interesting to do that or prudent either.

We have funding from the Big Lottery, funds from the CCGs, lots of charitable trusts and individuals that support us. This blend of funding helps us do what we do. You have seen the figures, many of you sitting in the room might think they are very small amounts. They might be but try and raise them, without being influenced in what we do by some funders; we try - try and keep our independence and do what we need to do, but that it's making our work a little bit harder.

A huge thank you to all the funders and thank you to my team for supporting me in getting the funds. Thank you for doing your job to deliver good services, so we can persuade fundholders to give us the money.

Now, last year we were very fortunate to receive and very special support in terms of raising our funds. We were extremely fortunate to be selected as the Charity of the Year by Mills & Reeve solicitors based in our city, I was very excited when they said, "You applied for a grant but we can do more for you, we can raise money through a range of fundraising activities undertaken by our staff". Well, you can tell us all about it James.

**JAMES:** I will. Thank you Aliona. Good evening everybody. I am going to start with an apology but going to come back to it in a moment, I'm a partner at Mills & Reeve and Chair of their charity committee. Every year we ask the staff in the office, 220 people, who would you like to nominate as Charity of the Year? We get the nominations in, have a committee meeting and we decide who will be Charity of the Year. It's a very, very difficult process, so many worthy charities. Last Spring, our charity year is June to May, we had a committee meeting and NDA was selected and we said ok we are going to raise money. In the previous year we had supported Break. We raised money and we did an ice bucket challenge, Chris participated, we got all the partners wet in front of the office and raised a lot of money. We did a summer sports day, lots of egg and spoon races, human wheel barrow races, dressed down

and ate lots of cake, it was very difficult! We had a service and did lots of things, we did it to help your service users and NDA.

I now come to my apology, I apologise, I have a cheque here and a cheque is not quite enough. We really, really wanted to raise £10,000, but actually we only raised that. *{Laughter}*. So this is for you, I'll give it to Aliona and £9,928.61, we really hoped it would be £10,000, I do apologise, but spend it wisely. *{Applause}*.

**ALIONA DERRETT:** Thank you very much James. Please, please, can you pass our thanks to all your staff, because they worked very hard for us, thank you so much.

You gave me such a pleasure when you emailed me saying “we have this ice cold bucket challenge “ whatever that was, I said “James I can't come, I'm away, but I can find a substitute” - *{Laughter}* - that was my revenge for every time our Treasurer is challenging me about numbers, so thank you James for that opportunity.

Very quickly, so what are we planning next? You saw the referral rates and they are going up actually so we do need additional volunteers. We are working very hard at recruiting them. We need volunteers who can drive the minibus, we can't always rely on the staff members to do the driving so we need some contingency there, If you know anybody who would like to volunteer and can drive a minibus, please let us know.

We like to remind the CCGs that we still exist and we need funding.

We are working closely with audiology, I hope we continue that development and thank you John for all the support you are giving with that.

Scrivens are working with us. Specsavers and Boots are not yet.

You remember last year I said Specsavers were not on side yet. I wrote to the founders of the company and I had a response and a meeting has been scheduled. Boots have just been mobilised, so we're giving them a little time to settle with their audiology services in Norfolk.

We are keen on deaf awareness training and we delivered a number of sessions last year 'though not as much as we would like to do. We also targeted nursing and residential homes. We didn't quite reach as many as we would like, so we'll focus on that again.

We are very keen to spread even more our income streams and we're looking at community fundraising, in fact we are recruiting on Friday for that post and there is something more we will be doing about the legacies. So that's what we are planning to do, I'm very optimistic that some of this will come to fruition. Helen Keller, I quote her often enough, an amazing lady, said "Optimism is faith that leads to achievement, nothing can be done without hope and confidence", it's something that I've always said to the staff, if we're not confident in what we are doing, why should we expect someone to be confident in us?" Be confident and optimistic and we'll get there.

I get lots of letters, one of them came from a lady who was very excited about the service she received on the mobile clinic, "I visited the clinic yesterday, such a good experience, I had no wait, the lady that helped me was very pleasant, on the bus in a minute and very quickly I was home. Brilliant, hopefully this service well be continued beyond June", she wrote it in June. We're still here and I hope we'll be here for many more years to come. Another lady wrote recently, last week, "just a gift for all the kindness you do for other people", with a donation.

That what we are here for, to support as many people as we possible can who need our help. I'm very grateful to all of you, to all the staff, and the Trustees and Volunteers for everything you do for us, without you we can't deliver what we are set to deliver to many people with hearing loss in Norfolk.

Any questions? Good, we can go home now. Thank you. *{Applause}*.

**TONY INNES:** I think we have reached the end, apart from just one or two things. My thanks must go to Aliona for tonight's presentation and of course much more than that. Aliona holds the whole place together, we couldn't do it without her, thank you very much indeed for all of that *{Applause}*.

As far as this evening goes I would just like to thank, again, Mr William Armstrong for an absolutely inspirational talk, thank you very much, Sir.

To Norma White who has been beavering away with the Speech-to-Text on the wall there, mostly on the wall up there but sometimes on Mr Armstrong's trousers - *{Laughter}*--- What will happen, in the next little while, is that Norma and I will formulate a version of that which will go on to our website. So, if you really too want to go through it all again it's there or if anybody who hasn't been able to come this evening, they may want to look at that. So, Norma, thank you very much for all you have done. *{Applause}*.

These meetings don't just run themselves, so I just want to give my thanks to all the staff of the NDA for all they have done to organise this evening's meeting, for organising the food and my special thanks go to Marks & Spencers for providing the food. It was all very nice, there is some left, so please on your way out peruse the table.

To James Kidd from Mills & Reeve, thank you very much indeed. There is no need for you to apologise, there really isn't. It was a fantastic effort, thank you very much indeed, to all your colleagues for all they have done, thank you very much.

To everybody in the room tonight, thank you very much for coming, have a safe journey home, hope to see you here next year, but before then I hope. That's it, the night is over. Thank you *{Applause}*.