

ANNUAL REVIEW

NORFOLK DEAF ASSOCIATION 2017 | 2018



THANKYOU

A big 'Thank You' to everyone who supported us during the 2017/18 financial year.

You have helped us reach and help approximately 6,000 people with hearing loss in Norfolk.



Chairman's Report

Peter Prinsley

IT WAS AN HONOUR WHEN TONY INNES ASKED ME TO SUCCEED HIM AS CHAIR OF THE NDA.

I have enjoyed getting to know more about the Association over the last few months. and getting to know the members of the Board of Trustees, the Staff and some of the Volunteers. Believe it or not I am still working flat out at the hospitals as an ENT Surgeon, so I really haven't had quite as much of my time for the NDA as I would like, and as it deserves, just yet.

As you probably know by now we have just moved. It was somewhat forced upon us by our landlord, who decided to convert our old home into more accommodation for students, but Aliona and the team have done a grand job, and we are settling in to our splendid new home at 14, Meridian Way. Do come and have a look when you get the chance. I am sure you will be impressed. Our services continued without interruption during the relocation which was the result of a lot of careful planning and hard work.

The NDA has been busy all year and as you can see from this report we have a great range of services and activities, which continue to expand and develop. However, the Trustees have been thinking about the sustainability of the NDA in the long term. We are competing for resources in an ever more competitive charity sector, and there are naturally many other very worthwhile causes in need of support.

We really need to consider generating some income from our own resources. We already have plans to establish a service for aural care and microsuction for ear wax, and we are optimistic

that we may get a contract from the NHS to do this. Of course many hearing aid users have a problem with wax impaction and we think this is a service we could usefully provide. Also as more and more people are benefitting from surgically implanted hearing aids and cochlear implants we think we can help the hospital departments look after these patients, and their hearing aids, in years to come. Some of us were lucky enough to hear Patrick Axon from Cambridge deliver a fantastic talk about this at our annual public lecture in the spring, and just this week I met up with a deaf cousin from the USA. Her life was transformed by cochlear implants several years ago after she completely lost her hearing as a young adult. We have kitted out some of the rooms in the new building in anticipation of this service development.

What does everybody think about "NDA" the tag line for the "Norfolk Deaf Association? One of the Volunteers suggested we change it to "Hear for Norfolk: The Norfolk Deaf Association" instead. Some years ago the Royal National Institute for the Deaf (RNID) changed to Action on Hearing Loss. This was controversial at the time but I think it was a good decision.

The Board of Trustees at the NDA is looking to appoint some new Trustees. Several members of the Board have served a good number of years and would be happy to give others the opportunity of helping out. Please let me know if this is something you would like to consider.

Can I take this opportunity to sincerely express my thanks to Aliona, and her staff, and all of the volunteers for the fantastic work they all do and wish the charity another successful year.

Chief Executive's Review Aliona Derrett



This financial year has been a year of unforeseen challenges. In November 2017 the landlord of our premises at 120 Thorpe Road informed us of the proposed redevelopment of our site into student accommodation. As a consequence the Charity reluctantly had to commence a search for new premises for a planned move in June 2018. The relocation was unexpected and the associated costs has put a significant strain on the charity's finance as well as causing delays with planned development of new services.

However, this did not distract us from our primary activity - that of offering high quality support to people with hearing loss in Norfolk.

The Hearing Support Service (HSS), which offers assistance to users of NHS hearing aids received 1,512 new referrals and supported 4,344 service users through 7,511 appointments. 1,526 appointments have been delivered via the home visits to 681 services users. The mobile clinic reached 2,174 service users delivering 3,498 appointments, from 30 public places venues and 10 sheltered housing complexes. The community based clinics were delivered from

125 locations, with 1,420 service users accessing the support at those clinics, through 2,487 appointments.

We continued working in partnership with the Audiology departments at the Norfolk and Norwich University Hospital, Cromer Hospital, James Paget Hospital, West Suffolk Hospital, Queen Elizabeth Hospital, Addenbrooke's Hospital in Cambridge, as well as the independent providers of NHS hearing aids such as Scrivens, Specsavers, the Outside Clinic and Colemans Opticians.

The very small team of service staff have been supported by 39 volunteers, who tirelessly delivered the service across Norfolk. 10 additional volunteers have been recruited and trained to the service during the financial year.

The monitoring returns submitted by volunteers delivering this service identify that the main work tasks undertaken were: retubing and cleaning of hearing aids (91% of cases), mould fitting and advice (2% of cases), replacement of cordas, top hooks, battery drawers and filters (47%), general information and advice (18%), and providing replacement of batteries - 19185 packs given out. Volunteers have also been giving general advice and support for service users or their families.

The Assistive Listening Devices Clinic has supported 123 services users in person through 137 appointments, and provided advice to 43 service users over the phone or via e-mail.

The feedback we received from 95 service users between November 2017 and February 2018, in response to our Outcomes Measuring Questionnaires (OMQs), indicate that 80% of respondents found that the support they received from the HSS has made a 'big difference' to the overall quality of their life, with the remainder 20% stating that it has made 'some difference'. 94% of those responding scored the HSS as 'excellent' service and 6% gave the score of 'good', with 100% replying that they would recommend the NDA's HSS to family and friends.

The BSL Practice Group and the Support Group for new users of Hearing Aids have supported 53 and 41 service users respectively on a fortnightly basis.

The **Befriending Service** supported 34 service users. We received 9 new referrals during the year, delivered 692 support hours, carried out 390 visits and 20 telephone and e-mail based befriending support sessions.

In total 25 befriending volunteers had been involved in the delivery of this specialist service.

During the year the **Tinnitus Support Group** has seen 8 new members join the group, with 48 members accessing this support.
Over the reporting period 10 support groups have been delivered with an average of 12 attendees per session. These support groups have featured a range of excellent quality and high profile speakers, talking on a range of topics including: Tai Chi - Wendy



BSL Practice Group

Rogers, Tinnitus Products - Deke Frickey Puretone Ltd, David Spicer – Mindfulness, Susanne Duncan -Alexander Technique, Claire Gatenby - Sleep Management and Relaxation, Guy Thorold – Hynotherapy, Bibi Lewis – Relaxation, Dr Tal Moore - Eye Movement Dessensitization and Reprocessing Therapy, Lucy Hadscombe - Tinnitus Research and Jackie Heffer-Cooke -Yoga & Tinnitus.

The Tinnitus Support Group team has produced and disseminated monthly newsletters to the members of the group, in which they informed them of the current research on tinnitus, coping techniques, information on related conditions and provided feedback from the group meetings.

The HUSH! Club (Hard of Hearing Club) met 10 times during this period and has had a year full of engaging, fun and varied activities. The meetings were attended by an average of 15 members each time. As well as the ever-popular guizzes, there have been opportunities to get out and about in the local area, and to gain valuable information and advice on issues connected with living with hearing loss.

The club members enjoyed presentations and talks on the topics of Music - 'With a Smile and a Song Group', The Red Hat Society, History of Advertising and Images of Spring by David Boulton Photography, as well as practical activities such as Christmas cards and candle making.

In the summer, Hush Club went for day trips to RSPB Titchwell Marsh and Sainsbury Centre for

Creative Arts to see the Russian Season Collection.

During the year the NDA has become an approved centre with Signature, enabling us to deliver BSL accredited courses. During the year 16 learners completed the BSL Introductory level and 9 progressed and completed Level 1.

During the year we delivered the **Hearing Loss Awareness Training** to a number of Norfolk Medical Practices, staff from nursing and residential homes, to UEA and primary schools.

In total 80 staff members from the aforementioned organisations benefited from the knowledge gained through this training.

We supported the delivery of **183 audiology clinics** to 1168 NNUH patients under a well-established Service Level Agreement (SLA) with the NNUH Foundation Trust.

The 'Friends of NDA' scheme has kept a steady membership of 214 during the year. In October 2017 the group enjoyed a lecture presented by Dr Velia Cardin, Deafness and Neural Plasticity Lab, UEA on the topic of "What Happens To Your Brain When You Can't Hear". The lecture was very interesting and thought provoking, and was very well received by all who attended.

We have some very exciting plans for the coming financial year. The focus, of course, needs to be on raising the funds required to continue with the delivery of our well established and successful services.

We also need to recover the funds we designated last year towards the development of the Aural Care Service (wax removal using microsuction), which we then had the re-designate and use to cover the unexpected relocation costs. Therefore, we are directing our efforts at raising funds from a variety of sources, including Trusts and Foundations, individuals, Friends of NDA and a series of fundraising events as part of celebrating NDA's 120th Anniversary in 2018. And, naturally, we are very hopeful to be able to open the Aural Care Service in 2018/19.



Dr Velia Cardin

None of the achievements above would have been possible without the hard work, professionalism and dedication of our staff, volunteers and Trustees and I would like to say a Very Big Thank You to them all. My gratitude also goes to our funders, members of the community, partners we work with and corporate organisations who supported us throughout the year, and of course to the large number of people with hearing loss supported though our services. We are here for you and we will do our best to continue supporting you for many years to come.

With best wishes to all readers, Aliona



HUSH quiz

Hearing Support Service

Pam Spicer, Services Manager



Our **mobile clinic** celebrated its 10 year anniversary in February 2018. During the 10 years it has been on the road, we have seen around 30,000 service users, and our Volunteers have given the NDA and their communities over 50,000 hours and visited our regular venues over 2,400 times, in addition to visiting sheltered housing and attending events.

We could not deliver this level of service, support and accessibility without the mobile clinic, its volunteers or the support of the Norfolk and Norwich University Hospital (NNUH) and other NHS hearing aid providers. As well as providing the supplies for hearing aid repairs the NNUH provides excellent volunteer training, and regular updates and support. This ensures that we keep our volunteers upskilled, and the quality of service delivered to our service users is current and kept to a high standard.

The mobile clinic provides a unique service and is our flagship facility. We received very encouraging feedback from service users, our own volunteers and staff, as well as audiology colleagues regarding the benefit of the mobile clinic, and below are a couple examples:

'It is hard to believe that the Mobile Clinic has been on the road for over 10 years now and it's a testament to those that conceived the idea and brought it into being. We have our second vehicle now and having been involved with the Mobile Clinic for 8 out of those 10 years of existence, first as a volunteer and then as a staff member, I have witnessed first-hand how much it is valued by the communities we visit and how enthusiastically our volunteers remain about being part of the project. Here's to the next 10 years!"

(David Spicer)

"10 years ago, working as an Audiologist in a very busy Audiology Department I thought that the Listen Here! Bus [original name for the mobile clinic] was a great idea. However, I couldn't have imagined the scale of the positive impact it has had during that time for Audiology (reducing the long wait at the open repair clinics) and more so for the patients themselves.

Patients, who found it difficult to visit the hospital regularly for routine maintenance, due to transport issues, or who were socially isolated are now able to be "sign posted" to a range of support services at NDA and are more likely to wear their hearing aid with confidence. To have the Listen Here! Bus as a complimentary service working alongside Audiology is just brilliant!

(Kim Fredericks Senior Audiologist, NNUH)

The NDA are fortunate to receive the support of the communities we visit allowing the NDA to use public and supermarket carparks at no cost. For example, Reepham Council provides us with a parking space on the Market Place car park, and the people of Reepham have always been very supportive and welcoming, and keen for us to continue our service in their town. They also raise funds at annual events in the town. The town clerk, Jo, commented:

"The Norfolk Deaf Association mobile clinic provides an essential service to local residents who would otherwise not be able to access their nearest provider, giving guidance, advice and ensuring that people's hearing aids are fully functioning, thus improving the quality of resident's lives."

In addition to the mobile clinic, we run community based clinics from over 100 venues in the county. Once again, the NDA owes an enormous gratitude to our volunteers for their hard work and thanks to the hospitality we are shown at the venues we visit. For example, staff from the Norfolk Norwich Association for the Blind (NNAB) reflected on our Hearing Support clinic run from their premises:

"Having the support of the NDA's regular clinic provides the residents and staff with valuable support in managing our resident's hearing aids. This is vitally important, as our residents also have sight loss."

A Day Care Centre service user commented:

"I know I can rely upon you to deal with my hearing aids, and we all love your visits, the service that is so reliable."

During the year, we were invited to set up a new clinic at Community House, Great Yarmouth. Our volunteer, Mike, has been working hard to build this clinic up, providing much needed support to hearing aid users in the Great Yarmouth area.

The NDA provided 681 **home visits** to those unable to access our services out in the community. The daughter of one of our service users said:

"I have just spoken to my mother. She had a visit from a lovely volunteer and her hearing aid is working again. An enormous thank you for your swift response."

A service user who is registered blind sent us the following message:

"Thank you, my aids and my spare set you have serviced once again for me, checked my battery supply and written your next visit on my calendar, what a great service, I could not ask for more, your organisation is the tops. Wonderful service NDA gives - very pleasant, reliable, and can sort out my hearing difficulties, and get me where I need to be for audiology help."

Our own volunteer, Susan Holt, has given us the following feedback:

"I really love being a hearing support volunteer because in the vast majority of cases I leave the people I visit happier because, with new tubes etc, they are able to hear better than when I arrived. Sometimes they say their hearing aids aren't working but it's just the tubes blocked so new tubes means they can hear again - it always gives me a buzz when their eyes light up as they can hear more clearly.

When I receive a referral to visit someone in a care home I make sure I allow plenty of time for the visit as quite often the staff will say 'oh while you're here could you just see'. Of course, I always say yes. You meet such lovely people and they are so appreciative of what we do it just makes it such a pleasure. I just love it!"

Assistive Listening Technology Clinic David Spicer, ALT Advisor



The ALT service has seen a steady flow of service users at its clinics this year. In addition to the "Open" Thursday clinics at the NDA offices we now offer appointments-only clinics at NDA, Cromer and in Great Yarmouth.

In December we received funding that allowed us to purchase a Roger pen and streaming devices that will work with Phonak, Siemens and Oticon hearing aids. This allows hearing aid users fitted by NNUH, Specsavers, Queen Elizabeth Hospital and West Suffolk Hospital to try these devices. We also have the necessary adaptors to enable users of these devices to use them with office and domestic telephones.

We have arrangements in place with four assistive listening equipment suppliers that enable the NDA to receive commission on any purchases made. These are Action on Hearing Loss, Connevans, Hearing Products International and Sarabec. Sales through the first three have been modest but our sales through Sarabec, mainly for phones, doorbells and TV listeners, totalled £2,071 for which the NDA received commission of £311. The key value of our service is that it allows service users to have confidence if they decide to make the considerable investment required. For example, a Roger pen, two ear-level receivers and the shoes needed to fit them to the hearing aids, would have a total cost of £1,078, way beyond the means of most hearing aid users without access to work grants, which are severely limited. It can be used with a cheaper loop receiver but this severely compromises the audio quality of the device. However, for an individual, such investment could make the difference between the loss

or continuation of career, or access to leisure or training opportunities.

Service users also know that we are here to help them come to grips with purchases and with a different way of hearing.

Befriending Service Pam Spicer, Services Manager

The NDA's Befriending Service has always been at the forefront of developments in befriending. For example, last year we set up the county's first group scheme and took part in the History Pin Project at the Forum. We have continued this by supporting inter-generational matching which can be a life enriching relationship for both the volunteer and the service user.

Below is an example of this:

'One of our volunteers is a busy young Mum, who came forward to offer her time as a befriender for the Norfolk Deaf Association. After her training she had a few doubts about whether she would have the time to offer support. Thankfully we worked together and found a match, and with the right support the relationship has thrived.

The service user looks forward to spending time with the volunteer, hearing about her young family, keeping him in contact with an ever changing world.

In return the volunteer enjoys hearing the service user's life stories, some of which are very entertaining. The service user's GP has stated that this support and interaction has helped to prevent the progression in their dementia.

Tinnitus Support Group (TSG) Pam Spicer, Services Manager

The age range of people we support has changed during the year in that we now have a broader age profile, and a good flow of new attendees. Ages range from 20's to early 80's. The group has benefited from a diverse range of speakers. One notable change in the Group is that the members now engage more actively in group discussions and are more willing to share their own wisdom and ideas. We have been complimented in our programme by the **British Tinnitus Association** who said: *Tinnitus support* groups play a vital part in helping people who live with tinnitus to manage and talk about their condition. The Norfolk Deaf Association group in particular is a shining

example of constructive peer support in action. They attract a really diverse range of expert speakers, not only from the medical side of tinnitus, but also the holistic side. This provides attendees with a great deal of reliable information and a range of coping and management techniques.

This year we reached the milestone of 100 tinnitus support groups across the UK, which strongly suggests that they are an increasingly important part of tinnitus management for a lot of people. We are delighted that Norfolk is one of these 100. It has such a proactive group in place, offering those with tinnitus access to the support network they need." (Colette Bunker, BTA Volunteering and Support Groups Manager)

Introduction to British Sign Language & Level 1 Signature accredited BSL courses.

Our students have completed our introductory to British Sign Language course, and some of the students went on to enrol and successfully complete the level 1 Signature accredited British Sign Language course. Thanks go to Stephen Hurley and Susan Evans for supporting our students through the course.

The NDA prides itself on creating "joined up" services for people with hearing loss or those interested in hearing loss issues. BSL practice **group** provides an example of this, in giving our BSL courses students the opportunity to re-enforce their learning by attending the NDA's BSL practice group.

The BSL practice group is a groupled social space where people with all signing abilities are welcome to come and hone their signing skills. The group enjoys good BSL conversation, sharing their own knowledge and experience of hearing loss and signing. The group support people who have attended BSL courses run by the Norfolk Deaf Association and other course providers. Like any other language, practice is key.

Occasionally, we welcome visiting speakers who provide some very interesting BSL-related presentations. One example is the BSL Zone, a TV production and broadcast company, with whom one of our young members has been involved in past productions. We welcomed their head of production and one of their script writers who gave us a fascinating talk on the work of BSL Zone.

Statement of Financial Activities

for the year ended 31 March 2018

	Unrestricted funds 2018 £	Restricted funds 2018 £	Total funds 2018 £	Total funds 2017 £
INCOME FROM:				
Donations and legacies Charitable activities Other trading activities Investments	62,037 23,672 20,411 2,660	54,800 31,270 - -	116,837 54,942 20,411 2,660	114,184 105,288 9,253 3,156
TOTAL INCOME	108,780	86,070	194,850	231,881
EXPENDITURE ON:				
Raising funds Charitable activities	11,460 74,589	- 142,280	11,460 216,869	15,201 205,255
TOTAL EXPENDITURE	86,049	142,280	228,329	220,456
NET INCOME / (EXPENDITURE) BEFORE INVESTMENT GAINS/(LOSSES) Net gains/(losses) on investments	22,731 (2,728)	(56,210)	(33,479) (2,728)	11,425 4,049
NET INCOME / (EXPENDITURE) BEFORE OTHER RECOGNISED GAINS AND LOSSES	20,003	(56,210)	(36,207)	15,474
NET MOVEMENT IN FUNDS	20,003	(56,210)	(36,207)	15,474
RECONCILIATION OF FUNDS:				
Total funds brought forward	157,362	75,733	233,095	217,621
TOTAL FUNDS CARRIED FORWARD	177,365	19,523	196,888	233,095

Balance Sheet

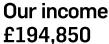
for the year ended 31 March 2018

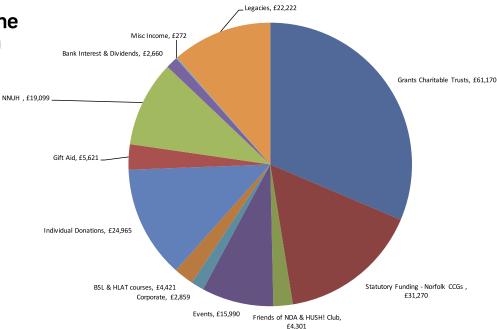
	£	2018 £	£	2017 £
FIXED ASSETS	Ľ	Ľ	L	E
Tangible assets		503		8,580
CURRENT ASSETS				
Debtors	5,948		3,839	
Investments	91,307		94,035	
Cash at bank and in hand	102,951		134,041	
	200,206	-	231,915	
CREDITORS: amounts falling due within one year	(3,821)		(7,400)	
NET CURRENT ASSETS		196,385		224,515
NET ASSETS	•	196,888	-	233,095
CHARITY FUNDS			=	
Restricted funds		19,523		75,733
Unrestricted funds		177,365		157,362
TOTAL FUNDS		196,888		233,095

Thank you for your support

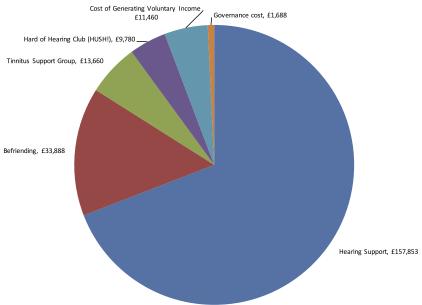
We are hugely indebted to many generous individuals, Friends of NDA and community groups. We are very grateful for the financial support we received from the Norfolk CCGs (North Norfolk, Norwich and South Norfolk), The Geoffrey Watling Charity, The Eleanor Hamilton Educational Trust, The Goodman Trust Fund, The Clan Trust (NCF), The Garfield Weston Foundation, The Coral Samuel Charitable Trust, The Anne French Memorial Trust, The Laing Family Trusts (The Martin Laing Foundation), The Mental Health and Wellbeing Fund, The W O Street Charitable Foundation, The Percy Bilton Charity, One Stop Carriers for Causes, The Lilian Frances Hind Beguest, Tesco - Bags of Help, The Pennycress Trust, The Albert Hunt Trust, The Spurrel Charitable Trust, NCF Little Acorns Community Fund, The John Jarrold Trust, The Lord Cozens-Hardy Trust, The Edith Lilian Harrison 2000 Foundation, The Mr and Mrs Philip Rackham Charitable Trust, The R. C. Snelling Charitable Trust, The Paul Bassham Charitable Trust, The Mickleham Charitable Trust, The Lodge of Marksmen, The Timothy Colman Charitable Trust, The R S Brownless Charitable Trust, The Leslie Mary Carter Charitable Trust, NCF - Saracen's Norfolk Fund, The Privy Purse Charitable Trust.

Where the resources come from...and where they go...





Our expenditure £228,329



Independent Examiner's Statement

I confirm that the Summarised Accounts set out on pages 8 and 9 are consistent with the full independently examined accounts upon which we reported on 19th July 2018.

Frank Shippam BSc FCA DChA MA Partners LLP Chartered Accountants 7 The Close Norwich NR1 4DJ

Trustees' Statement

The Annual Accounts, from which this summary has been extracted, were approved by the Board of Trustees of Norfolk Deaf Association (NDA) on 19th July 2018, have been independently examined and will be submitted to the Charity Commission and the Companies House.

These Summarised Accounts may not contain sufficient information to allow for a full understanding of the financial affairs of the charity. For further information the full accounts, the independent examiner's report

and the Trustees' Annual Report should be consulted.

Copies of these can be obtained from Norfolk Deaf Association (NDA), 14 Meridian Way, Meridian Business Park, Norwich, NR7 0TA

Signed on behalf of the Board of Trustees Peter Prinsley (Chairman) 20th August 2018

Charity Information

REGISTERED OFFICE

14 Meridian Way, Meridian Business Park, Norwich NR7 0TA

CHARITY REGISTRATION NUMBER 1146883

COMPANY REGISTRATION NUMBER 07966408

Accountants

MA Partners LLP 7 The Close, Norwich, NR1 4DJ

Bankers

Santander UK Plc Bridle Road, Bootle, Merseyside, L30 4GB

Solicitors

Cozens-Hardy LLP Castle Chambers, Opie Street Norwich, NR1 3DP

PATRON

Mr Richard Jewson **HM Lord Lieutenant of Norfolk**

TRUSTEES

Peter Prinsley Chairman, ENT Consultant

Cym Cant Vice-Chair

Christopher Doggett Treasurer, Group Finance Director Jarrold & Sons Ltd

Robert Chalmers Solicitor

Dr John FitzGerald Head of Audiology, Norfolk and Norwich University Hospital

John Hirst Member of the National Cochlear Implant Users' Association

Judy Leggett County Councillor (resigned March 2018)

Michael Steward Solicitor

The Trustees



Front row, left to right: Cym Cant, Aliona Derrett Back row, left to right: Christopher Doggett, John Hirst, Peter Prinsley, Robert Chalmers

The staff

Staff pictured: Front row, left to right Jenny Hill and Anjana Mistry Back row, left to right Stuart Alcock, Pam Spicer, Zoe Warnes and **David Spicer**



Aliona Derrett Stuart Alcock Sophie Chapman-Smith Andrew Gladman **Tracy Mabbitt** John Marcus **Graham Patrick Pam Spicer David Spicer Zoe Warnes**

Chief Executive Receptionist/Administrative Assistant Events Organiser (until April 2018) Trusts Fundraiser (until August 2017) Finance Administrator Mobile Clinic Driver Mobile Clinic Driver Services Manager (HSS, Befriending, TSG) Mobile Clinic and ALT Advisor Receptionist/Administrative Assistant/TSG



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