

## IMPACT REPORT



## AT A GLANCE

## WELCOME TO ACTION DEAFNESS

The last year has been another year of success. We have grown our current services and established new services throughout the UK. Our hard working staff have raised the bar in terms of service quality. We have exciting case studies showing us that our clients/ services users are making more of their lives through the support we are providing.



# THE ESSENTIALS



Ranked in the  
Top 10 of  
national Deaf  
Organisations  
in UK



Quality  
Assurance  
accreditation  
standards  
ISO 9001



Quality  
Assurance  
accreditation  
standards  
ISO 27001

**SignLive**

Over 50 qualified  
and registered  
BSL Interpreters  
employed in Video  
Relay Services



Care Quality  
Commission –  
registered  
care provider



5 successful  
joint ventures  
with other  
organisations



90% of total  
AD workforce  
are Deaf

## OUR PEOPLE

Our clients, staff & trustees are the key to our continued success & growth.



73

TEAM AD



7 TRUSTEES



6 MANAGERS



3 COMMUNICATIONS ADMINISTRATORS



3 COMMUNITY ADMINISTRATORS



4 BSL INTERPRETERS (IN-HOUSE)



50

PERSONAL ASSISTANTS

## OUR CLIENTS

Our clients, staff and trustees are the key to our continued success & growth.



29,000

We have provided over 29,000 hours of support throughout the year



8,737

We have delivered more than 8,737 assignments or appointments

## CONTRACTS & FRAMEWORKS

Action Deafness maintains multiple contracts (ranging from joint venture agreements, primary, secondary and spot purchasing) throughout the UK with both Local and Health Authorities; including [St Andrews Healthcare](#), [SignLive VRS](#), [Brighton & Hove CCG/University Hospitals of Brighton/SUSTI Sussex](#), [Health Trust Europe \(HTE\)](#) via our [Communications Interpreting](#).

We also undertake brokering arrangements with local health and social care services and [YOUchoose](#) agreements for the provision of community personal care and assistant services throughout [the Midlands](#), [Sussex](#), [Gloucestershire](#) [Birmingham](#), [Durham](#) & [Teesside](#).

## OUR PARTNERS

Action Deafness works with like minded companies and organisations; exchanging knowledge and driving innovation to meet current and future challenges.

### HERE ARE SOME OF OUR KEY PARTNERS:

- o SignLive – supplying bespoke communication professionals throughout UK
- o Cambridgeshire Deaf Association – Personal Care Services in Huntingdon
- o CJ Community/Interpreting – Personal Assistant service in Durham & Teesside
- o DeafCOG – Personal Assistant service in Brighton & Sussex
- o DeafPLUS – Befriender scheme & YOUchoose PA in Birmingham
- o Signature – delivering DVDs on British Sign Language & Deaf Awareness packages

## AD BASES

AD has been providing excellent services from:





## OUR UK PRESENCE

We are delighted with our success over the last few years but we are looking forward to 2023 with a new five year strategy to raise the bar further. We are looking to improve current services, expand projects to cover a larger area and start new services that also meet needs of the Deaf community.

## OUR EXCELLENCE

Action Deafness works hard to ensure that we grow excellent services. We are investing in processes to receive more feedback from our customers so we know we are really making a difference.

“

I AM IMPRESSED WITH THE 0.01% CANCELLATION RATE FROM COMMUNICATIONS INTERPRETING. THIS CLEARLY DEMONSTRATES THE HARD WORK AND COMMITMENT FROM THE AD TEAM.

INTERPRETING SERVICE  
CONTRACTOR

”

## JOINT VENTURES

Through Joint Ventures we are connecting with local Deaf/Hard of Hearing organisations to start new projects which bring benefits to a larger group of people within society.

“

WE ARE GRATEFUL TO AD FOR GIVING US THE OPPORTUNITY TO DEVELOP OUR OWN PA SERVICE IN OUR AREA. THEY WERE SO HELPFUL AND SUPPORTIVE. EVEN MORE IMPRESSIVE, THEY ARE DEAF LED!

JOINT VENTURE PARTNER.

”

## LOOKING AFTER OUR PEOPLE

Every day our AD people do amazing jobs in often challenging circumstances. Our staff work hard to get to know our clients so we can meet their cultural and communication needs.



“HAVING SOMEONE TO TAKE ME OUT OF THE HOUSE, HELP ME TO LEARN HOW TO USE PUBLIC TRANSPORT AND HOW TO USE LIBRARY SERVICES IS IMPORTANT TO ME. MY PA IS VERY LOVING AND SUPPORTIVE.”  
COMMUNITY CLIENT 2

“I AM HAPPY BECAUSE I HAVE DIFFERENT PAs WITH DIFFERENT SKILLS WHICH ADDS VARIETY.”  
COMMUNITY CLIENT 1

“I CAN'T IMAGINE LIFE WITHOUT MY PA SUPPORT”  
COMMUNITY CLIENT 3

## OUR FINANCES

Well managed finances are essential to the success of any charitable organisation. These resources allow us to train and invest in our staff which enhances services for Deaf and HoH clients. Crucially, well managed finances enable us to diversify our services; creating resilience for the future and supporting the Deaf community more effectively.

HERE'S HOW IT BREAKS DOWN...



### THIS HELPED TO FUND

- o Meeting rooms for Hard of Hearing group in Loughborough
- o Meeting place for Deaf & HOH groups in Leicester/shire
- o Joint Ventures with smaller Deaf organisations to develop their own services



# TIMELINE

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- 1897 Organisation began as Leicester & County Mission for Deaf People
  - 1949 Another Mission created: Loughborough & District Mission
  - 1961 Centre building moved from Causeway to Welford Road, Leicester
  - 1970 The organisation signed a SLA with Leicestershire County Council
  - 1988 Loughborough & District Mission merged with Leicester to become one entity
  - 1997 The organisation celebrated its 100th year anniversary
  - 2003 First test of video telephony with a local Primary Care (NHS) Trust
  - 2006 Action Deafness re-branded
  - 2007 Action Deafness restructures as 'Service Provider' Organisation
  - 2008 Action Deafness becomes a dual UK registered company and Charity
  - 2010 AD Moves to the Peepul Centre, Leicester. The Welford Road building is sold
  - 2016 Income reaches the £1m milestone for the first time
  - 2017 Action Deafness expands to four office bases - Leicester, Loughborough, Derby & Brighton
  - 2018 AD Reaches the £2m income milestone for the first time
  - 2019 Watch this Space.....