

IMPACT REPORT 2020 – 2021



**TOGETHER WE ARE
CHANGING LIVES**



2019–2020 has been a year of transition & change for Action Deafness following two mergers and COVID-19

We provided:

30,800

hours of Community & Care Service support
an annual increase of

↑26%

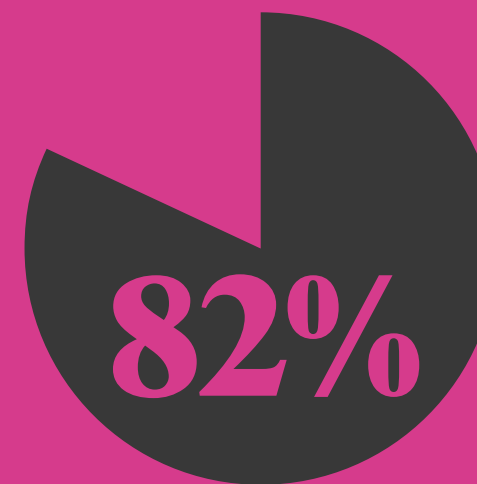
12,200

assignments for
Communications Interpreting
an annual increase of

↑17%

OUR YEAR

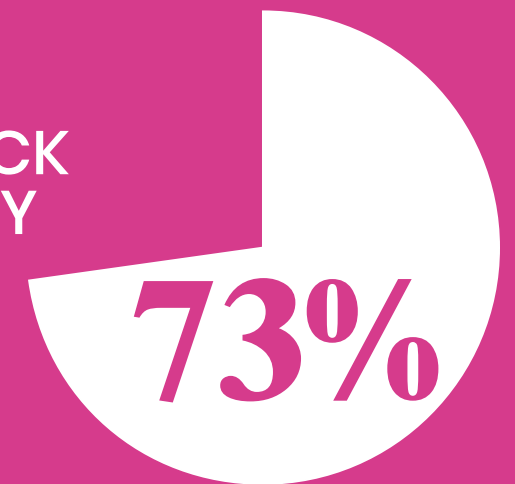
OTHER KEY ACHIEVEMENTS:



of Deaf/HoH people said AD helped them to live their lives independently and safely



FEEDBACK
SURVEY



of stakeholders said AD's services helped them get through COVID-19



2
mergers
completed with
Deaf Direct
& Walsall Deaf
Community
Services

8

partners
working with
Action Deafness

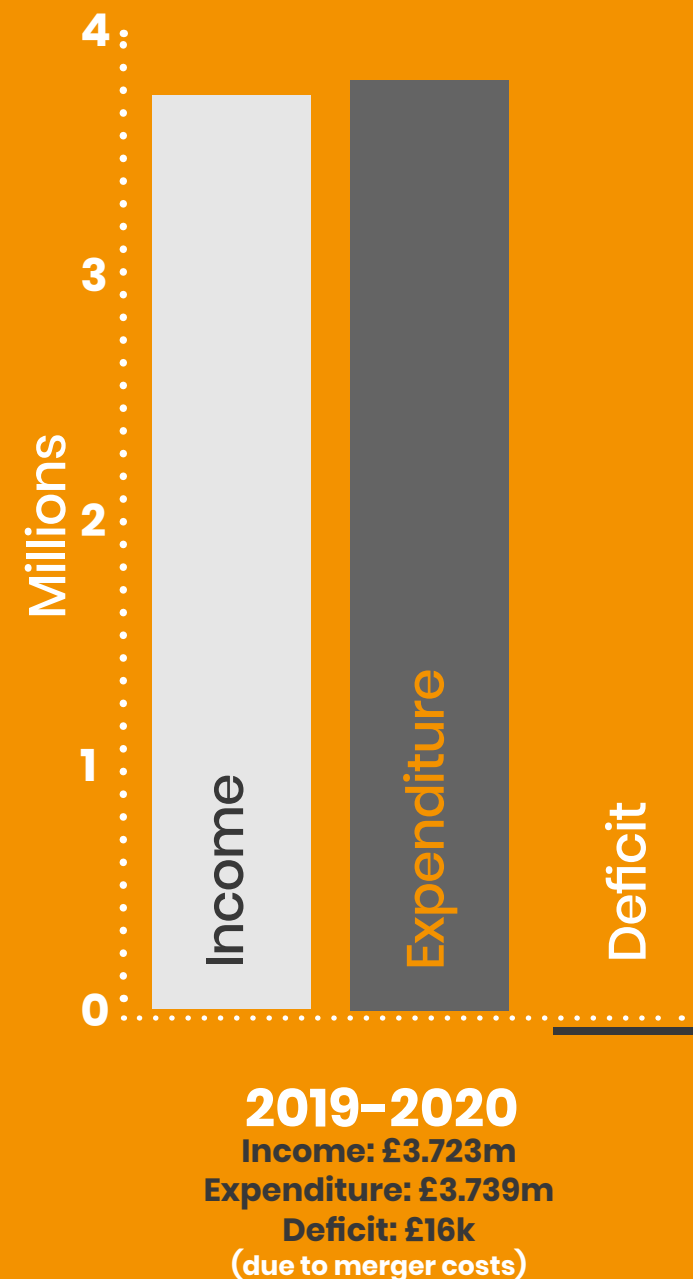
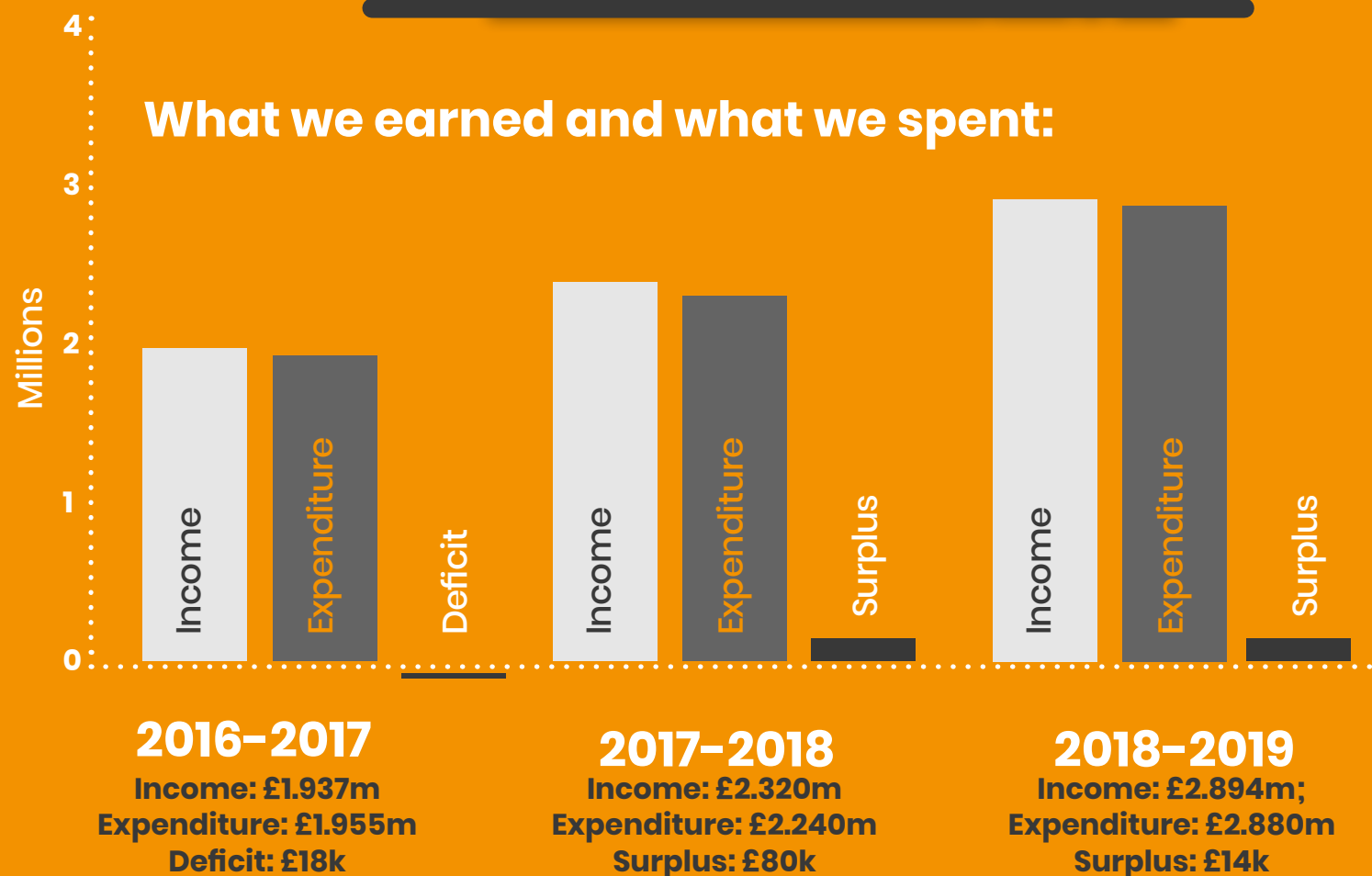
75%

of our Five-Year
Strategic Objectives
achieved



2019–2020 was our year of transition
as a merged organisation....

What we earned and what we spent:



We are proud of
maintaining our
financial position
over the last 5 years.
We will continue our
careful stewardship
of finances to
ensure the long-
term provision of
services for Deaf
and Hard of Hearing,
Deafened & Deafblind
communities.



Anytime you need support, **Action Deafness** will be here for you

We could not have achieved so much in the last year without:

- Our Staff (keyworkers who provide essential front line services & our office based staff who support those working in the community)
- Our Managers and Executive Leadership Team (who have demonstrated unparalleled focus and determination)
- Our Trustees (who provide moral and strategic support to the workforce)
- Our Stakeholders and Partners (who have shared our dreams and committed to supporting each other)
- Our Clients (who have placed their trust in Action Deafness to deliver services and support to meet their needs)

Our appreciation is extended to the following stakeholders and partners (in alphabetical order) for their positive support, collaboration and partnership during 2019–2020:

- Brighton and Hove Clinical Commissioning Group (CCG)
- Brighton & Sussex Universities Hospitals NHS
- Cumbria Deaf Association
- CJ Interpreting
- CommunicationPlus
- DeafCOG
- Deaf Direct
- DeafKidz International
- Deafplus
- Derby City Council
- Derbyshire County Council
- East Sussex County Council
- Eveson Trust
- Futures Housing Group
- Herefordshire County Council
- Herefordshire & Worcestershire Health & Care NHS
- Hertfordshire County Council
- Leicester City Council
- Leicestershire County Council
- Nottingham City Council
- Nottinghamshire County Council
- Oxford City Council
- Oxfordshire County Council
- SignLive VRS
- Splice Agency
- St Andrew's Healthcare Trust
- Sussex Partnership MH NHS
- University Hospitals of Leicester NHS
- Vision Links (Herefordshire)
- Walsall Deaf Community Services
- Warwickshire County Council
- Worcestershire Acute Hospitals NHS
- Worcester City Council
- Worcestershire County Council

By 2023, we look forward to strong partnerships and relationships with more organisations / charities in order to create a better future for Deaf communities across the UK.

8

9



Aiming for stable growth to ensure an even better future for **Action Deafness**

By 2023, we aim to improve the quality of life of our beneficiaries by providing excellent care services directly to vulnerable clients and by providing excellent communication services so that Deaf, Hard of Hearing, Deafened and Deafblind clients can communicate without barriers in their community.



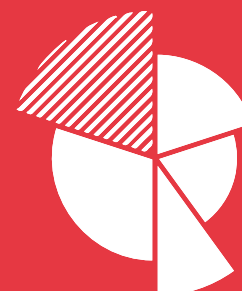
An increase in health & well-being projects



Help change MORE lives to combat loneliness & isolation



A further increase in fundraising income



More action from Interpreting, Community & Care Services



Widening geographical base



Developing further partnerships



Improving our quality even further, minimising our risks and looking for new opportunities



Diversify services to achieve a consolidated income

AHEAD

STORIES

INTERPRETING



A Deaf patient was rushed into hospital with a serious medical condition caused by COVID-19. The strict NHS guidelines prevented AD from providing face-to-face interpreters at a critical time. AD managed to quickly review and amend the usual arrangements to ensure the patient received interpretation support through a video service. The patient has since recovered and is grateful for the communication that was possible in a very difficult situation.

COMMUNITY



Our Deaf client was in an unsuccessful residential care placement. AD worked with the local authority, housing association and the family to arrange an alternative placement supported by the AD Community Team. The team provided 1:1 support to build the client's confidence and enable the client to move into the new supported accommodation. The local authority praised AD's perseverance throughout. The client now feels happy and safe living independently in their own home with support from AD.

SERVICES



A Deaf lady gave birth early during the first lockdown of 2020. The maternity unit at the hospital were concerned that the mother and her partner (who was also Deaf) would not be able to hear the baby crying. Our Equipment Team arranged for a member of staff to urgently deliver a baby monitor designed for Deaf people to the maternity unit. Our Equipment Officer then supported the hospital to set up the equipment and the family were discharged. Stories like these warm the heart!

PARTNERSHIPS



A Deaf charity faced closure leading to a loss of services to the local Deaf and Hard of Hearing community. The Board resigned and were replaced by members of the local Deaf community who approached AD for assistance. The journey towards a merger began to safeguard the assets for the local community. 12 months later, the merger process is complete and AD is focusing on building up services in the area.

CONTACT US

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Care Quality
Commission

