

Our Vision

“ Deaf individuals and people with sensory loss* should have informed choice, complete control of their lives and equal access to services when required. ”

Deaf individuals should have maximum equity, choice and control over what services they get and how they are provided. These services should be personalised and tailored to their individual needs. ”

* Denotes Deaf, Deafblind, Deafened and Hard of Hearing individuals of all ages.

Our Mission

- Assist Deaf* individuals to live the life they choose.
- Improve access by fostering cultural and communication solutions.
- Ensure AD’s sustainability through growth, partnership and diversification.
- Be the UK’s ‘go-to’ Deaf-led provider of service delivery and Hubs Connect.

STRATEGIC PLAN

2024–2027

“ Creating a more **accessible equitable equal and inclusive world** ”

Our Values

People-centred

Individuals central to decision making.

Integrity

Accountable to beneficiaries.

Innovative

Lived and professional experience used to develop solutions.

Leading

Creating new, empowering narratives about what it means to be Deaf.

Evolving

Constantly adapt to meet the changing needs of our individuals.

Our Principles

- Deliver high quality services.
- Pursue growth and innovation.
- Invest in our staff and continue being a great place to work.
- Sustain financial security.
- Ensure strong leadership, management and governance.
- Expand our profile within the learning, work, health and social care sectors.

Our Objectives

Digitalisation

Develop platforms and software to meet recognised need.

Growth

Embrace opportunities for our individuals.

Diversify

Respond to identified need.

Children/ Youth & Families

Develop new projects and services.

Wellbeing

Address mental health inequities for our individuals.

Cultural

Champion the rich and diverse heritage of D/deaf culture.

Learning

Use internal and external insight to enhance AD’s learning.



Our Outcomes

- **Reduce inequality.**
- **Prevent loneliness.**
- **Promote independence.**
- **Increase local and regional need.**



www.actiondeafness.org.uk



Call us in BSL or leave a BSL video message with AD 360 on our website



0116 253 3200



enquiries@actiondeafness.org.uk