



DeafAction
Making the difference for 180 years

Annual Report 2014/15

Working together for an equal
and better future for all deaf people



1835

Edinburgh Deaf and Dumb Benevolent Society (later Deaf Action) founded in Leith Street, Edinburgh on 16 November 1835. Moved to its present location in Albany Street in 1889.



Contents

| | |
|----------------------------------|----|
| Vision, Mission Values | 01 |
| Message from our Chair | 02 |
| Message from our Chief Executive | 04 |
| Review of the Year | 06 |
| Supporting Deaf Communities | 08 |
| Engaging the Wider Community | 12 |
| Influencing Decision Makers | 14 |
| Future Impact | 16 |
| Financial Summary | 18 |
| Office Bearers and Management | 20 |

Vision

Working together for an equal and better future for all deaf* people. For 180 years, this vision has been at the heart of everything we do.

In 1883 the Deaf and Dumb Clothing Society was set up by ladies and friends of the Deaf and Dumb Congregation to encourage habits of thrift and self-help among the deaf community.

Our Mission

We will:

- Raise awareness of the needs and rights of deaf people
- Challenge discrimination
- Provide services to promote independence and quality of life

Our mission is designed to help us achieve our overall vision and keep our ambitions focused. It highlights the work we believe is important in making a difference to deaf people's lives.

Our Values

Our values are qualities we expect from everyone we work with; volunteers, staff, board members, but also our partners, donors and supporters.

Equality

We will treat others fairly and honestly and value the contribution they can make.

Diversity

We will ensure that everybody's needs and requirements are understood and responded to within employment practice and service design and delivery.

Integrity

We will be fair, honest, transparent and trustworthy in all our dealings with staff, volunteers, service users and partners.

Quality

We will always seek to improve by developing our monitoring and evaluation processes and listening to and learning from our staff, volunteers, service users and partners.

Innovation

We will create and deliver services that test new ideas and approaches that keep us at the forefront of Scotland's sensory support thinking.

*Throughout this report, the term 'deaf' includes those who are Deaf British Sign Language users, and those who are deafened, deafblind and hard of hearing.

one



Hans Christian
Andersen
publishes
his first fairy
tales

1835

Message from our Chair

Welcome to Deaf Action's Annual Report for 2014/15

I was appointed as the new Chair of Deaf Action in March 2015. I will work with Aidan McCorry, Chief Executive, to bring about the necessary changes required to run a modern charity, whilst vigorously adhering to the core values and objectives of Deaf Action and its members.

I would like to thank old and new members of the Board in the welcome they have given me. In particular I would like to thank Keith Hyland, former Chair, and Bill Nicol, former acting Chair, for their insights and support in my new role.

The development of Deaf Action over the coming few years will necessarily involve change and development in both the staff team and in the way we work.

The Chief Executive has set a strategy, approved by the Board, which will see the creation of new posts in Deaf Action. In particular the establishment of a full-time Fundraising and Marketing Officer and a Commercial Manager will bring much needed energy to this activity.

Fundraising is a key consideration for the organisation, as through this function, unrestricted funds are generated that can be used to fulfil our core goals of supporting deaf people. We will be able to do more lobbying, advocacy work, offer more support and social events for the benefit of all.

In addition to this, a financially viable charity can invest in its people. The last few years have been difficult for staff in an environment of austerity and cut-backs. The Chief Executive and the Board have committed to put staff training and development back on the agenda so that staff develop with the organisation to reach their own personal goals. This can only ever be of benefit to the organisation and its members.

I would like to thank all the people who have supported us financially over the year, whether Scottish Government, local authority or other funding bodies. Your support for the specialist services that Deaf Action provides really does make a difference to the lives of so many people.

I genuinely believe that we have the opportunity at Deaf Action to move the organisation on to a new and brighter future. With new services unfolding or in the pipeline, we are continuing with our vision to work for an equal and better future for all deaf people. We remain committed to that principle now and always.

.....
Dr Fraser Quin | Chair





Madame
Tussaud
opens her first
wax museum
in London

1835

Message from our Chief Executive

It seems fitting that, in the year we celebrate our 180th anniversary, we focus on Deaf Action's role as a catalyst for deaf community development, a role that has provided an open and welcoming environment for deaf people since 1835 and which continues to be at the heart of everything we do today. So, as well as providing details and photos about what we have achieved in the last year, this report also contains archive photos that celebrate our long heritage among the communities of deaf people that we serve.

Our capacity to deliver quality specialist services at a time of severe financial constraints has been tested but I'm pleased to say that we not only maintained and developed our existing services but were able to introduce a number of new services during the course of the year. These included a Youth Service aimed at young people aged 10 to 15 and Family BSL classes specifically designed to support parents of deaf children. Both of these services were developed in response to demand from the deaf community and, although attitudes and approaches may have changed over the years, our commitment to working with deaf people to ensure we are providing the support that they have identified has and will remain constant.

A good example of this was when we were asked to host a consultation meeting attended by the Scottish Parliament's Education and Culture Committee who had been charged with scrutinising the British Sign Language (Scotland) Bill. This event not only allowed the deaf community to have a say in a legislative process that will have a direct impact on their lives, it was also an opportunity for MSPs to learn first-hand about the issues that deaf people face on a daily basis. Similarly, we incorporated the views of our service users into an organisational review undertaken earlier this year which examined all aspects of our work and structure. The objective of this review was to identify where we needed to change in order to continue meeting the needs of deaf people now and in the future and our service users' contributions as well as those of our stakeholders and staff have been incorporated into a report that will determine our direction during the next phase of our development.

It would be difficult to achieve the demanding objectives we have set ourselves without the hard work and commitment of our staff and I thank them all for their contribution. The strategic direction provided by the Board has also been welcome and I would particularly like to acknowledge the support given by David Douglas who retired from the Board after many years of service and Keith Hyland who stood down as Chair but, I'm pleased to say, remains a Board member.

It is because of the efforts of past and present staff and Board members that Deaf Action has remained a significant presence in deaf communities since 1835. It is that commitment to maintaining our long and proud heritage that will see the organisation continue to provide quality services specifically tailored to the needs of deaf people for many years to come.

Aidan McCorry | Chief Executive



“ I am very pleased with the support I get from Deaf Action. I don't know what I would do without all of this help, it is first class. ”



To improve job opportunities for those who had left school but were in need of further instruction, a class for young men was introduced in 1903.

Review of the Year

Although 2014/15 presented many funding challenges, our staff continued to deliver quality services that supported our service users in a variety of ways. Here is just a snap-shot of some of our achievements during the year:



We hosted
Scotland's
first
Sensory
Mela

Our Information, Advice
and Guidance service
in Aberdeenshire ran

**81 drop in
sessions**
attended by
503 people.

We secured
first place

in the Education Category
of Yorkshire and Clydesdale Bank's

**Spirit in the
Community
Award**

Our training
department
delivered British Sign
Language classes for

**262
people**

Lipreading classes
in Tayside and Fife were

**attended by
80 people**

with many seeing an increase
in social confidence following
the course

Our Specialist
Equipment

service in Edinburgh,
East Lothian, West Lothian
and Midlothian installed

1,078
items of equipment
to aid independence

**72
students**

attended our Adult
Education Courses

Our Communication
Support Agency provided

6,555 hours
of communication support

We retained our

**Investors
in People
accreditation**
following our 3 year
assessment

We provided
Deaf Awareness
training for

**268
people**

We hosted a BSL (Scotland)
Bill Consultation event

**involving
MSPs** from the
Scottish Parliament's
Education and
Culture Committee

Supporting Deaf Communities

Our **Learning Centre for Deaf People** has been busier than ever with students enjoying new courses including Drama, and Researching Your Family Tree, as well as popular courses in IT, iPad, Photo Editing and Arts and Crafts.

Many deaf people struggle to access “mainstream” adult education, which is not set up to cater for their needs. Our courses are taught by deaf people themselves, either through British Sign Language, or using communication strategies for people with acquired hearing loss.

Lipreading classes bring together people who have become deaf, and support them to learn new skills and communication tactics, as well as providing up-to-date information about services and issues affecting hard of hearing and deafened people. During the year, 72 people benefited from attending lipreading classes in Tayside with classes taking place in Dundee, Perth and Montrose. Also located in Dundee is our **Sound Sense Project**, a befriending service that enables deaf people to maintain independence and quality of life. Our staff and volunteers are trained in Deaf Awareness and have specialist skills in communicating with deaf people. The service helps challenge

the isolation that can often come with deafness, and ensures that deaf people enjoy all the benefits of community life, including accessible trips and outings.

Over the year we have established a thriving **Youth Service**, funded by BBC Children in Need. The service aims to help young deaf people and their friends and family gain in confidence and resilience, and improve relationships and communication skills. These factors are especially important for young deaf people who can sometimes struggle with communication in group settings, and tend to find it harder to participate in the wider community as a result of communication barriers. Run by a team of deaf and hearing staff, youth workers and volunteers, our service provides dedicated, accessible activities, as well as helping mainstream youth and leisure services become more welcoming to deaf young people.

Early in the year we worked with a group of deaf parents who were keen to help us ensure that our buildings and services are welcoming to children, families and all members of the community. As a result, with the help of the Lottery Children and Families Fund, we refurbished our basement meeting room to make it more family-friendly, and held a number of **family events**, including



“

Those who attended could not stop talking about how useful the (Deaf Awareness) course was!

”

The newly formed Edinburgh Deaf and Dumb Golf Club held its first Club tournament at the Portobello Golf course on 4th October 1903 with eight golfers competing.

children's parties for Hallowe'en and Christmas. We were delighted that so many families came along to enjoy the fun, and Santa even took time out of his hectic schedule to brush up on his sign language.

Social Care services provide a lifeline for some members of the community who need support from experienced professionals who can communicate with them directly and who understand their situation in areas such as housing, welfare and mental health.

Our team, who are all qualified Social Workers, and skilled in BSL and communication tactics, provide this specialist service across Edinburgh, East, West and Midlothian.

For 88 years our organisation has supported deaf people with additional needs such as blindness or disability, starting out at our care home, Castleview, Hawthornden near Roslin in 1927, and moving to Castleview in Bruntsfield Place, Edinburgh in 1951. Our modern-day **Support Services** team provide Housing Support and Care at Home to deaf people, including those with additional needs, both at our hub at Slateford Green in Edinburgh, and in the community across Lothian and other parts of the country. Our staff, many of them deaf themselves, work alongside service users to help them maintain independence and a high quality of life.

Our **Specialist Equipment Service** has been more in demand than ever over the past year with 1,078 items of equipment, such as alerting devices, loops and listening systems installed in homes across Lothian, and 444 home visits in Aberdeenshire. Each one of these represents independence gained or maintained, helping to reduce isolation and improve quality of life for those members of our community who have longstanding deafness, or lose their hearing over time.

This year, as well as delivering drop-ins across Aberdeenshire and at our established display room in Edinburgh, we provided a new drop-in service in the Sensory Centre in Livingston, which has been very well received by local deaf people.

We are very pleased to support both **Healthy Deaf Minds** and NHS Lothian's **Deaf Community Mental Health Service**. Mental illness is significantly more prevalent among deaf people than the general population, and it can be difficult to access meaningful assessment and treatment for deaf people, including those who use BSL. These initiatives highlight and address the specific cultural and linguistic needs of deaf members of our community who experience mental health issues.

Our own **Health Project** works proactively to make members of the Deaf Community more aware of health promotion messages, and to improve their quality of life through healthy activities. Our ground-breaking accessible Zumba and Tone, Stretch & Relax classes were a hit with groups throughout the year, and our awareness-raising seminars were well-attended.

We were delighted to strengthen our partnership with RNIB Scotland on the **Edinburgh and Lothian Joint Sensory Partnership**, which aims to ensure that deaf people and blind and partially sighted people within "hard to reach" groups are able to access services.

“
Thanks Deaf Action! I had the best time – exploring the rock pools and making new friends
”

Our staff carried out one-to-one support to families affected by sensory loss, and organised a hugely successful day for deaf families at the Edinburgh International Climbing Arena at Ratho, which showcased the range of services available to families, and was enjoyed by over 200 people.

Families of deaf children told us that they wanted more support to communicate easily in everyday life, and as a result, project staff set up a ground-breaking Family BSL Course, where children and parents, as well as extended family, learned BSL with topics and pace suited to their needs.



Engaging the Wider Community

Our **Training Department** plays a crucial role in ensuring that the wider community is able to respond to the needs of those who are deaf. We do this by delivering a range of courses in British Sign Language, which are accredited by SQA, and a programme of Deaf Awareness and other specialist deaf-related courses. For example, we were pleased to continue our successful partnership with Dundee University Medical School by delivering a course specifically designed to increase the deaf awareness of future doctors. The two week module covers a wide range of topics about Deaf BSL culture, communicating with deaf, deaf, and deafblind people, mental health and social work, how to work with interpreters and looking at the social and medical models of disability.

We also ran a number of Careers Evenings aimed at encouraging participants to consider becoming qualified communication support workers and interpreters. Speakers gave presentations on how they use BSL in their work and the routes they took in becoming qualified. These events proved very popular and we will be scheduling more over the coming year in order to increase the numbers of qualified people delivering this vital communication support.

We are fortunate to have a busy team of volunteers who run our Charity Shop in South Queensferry, which not only provides essential income for our Learning Centre, but also showcases our services and enables the organisation to have a practical presence in our local community.

Deaf Action has for many years delivered professional Communication Support Services across Lothian and other parts of Scotland. Every day our busy team provide electronic notetakers, BSL / English interpreters and deafblind communicators in a range of settings, ensuring that deaf people have equal access to information, be it in employment, health, education or leisure settings. We also provide a drop-in duty service, where deaf people can conveniently access an interpreter for short assignments such as phone calls.

The Scottish Legal Aid Board, via the Money Advice Service, funds Deaf Action to ensure that money and debt advice is accessible to deaf people across Scotland. Our Money Matters Advice Service has been in great demand, providing advice directly in BSL, and is available to people in remote and rural areas, who can call in using video technology. We have provided advice on a wide range of topics including Welfare benefits, Money management, Debt advice and Access to Work. We were delighted to be able to add value and funding to this service when we secured top spot in the education category of Yorkshire and Clydesdale Bank's Spirit in the Community Awards.



“

The course was excellent, especially with adults and kids taught separately and then brought together at the end to share what they had been working on... the crèche (was) a brilliant idea.

”

In 1889, 49 Albany Street was purchased. Robert Wilson was engaged to undertake architectural work to refurbish the premises and to erect the church at the rear. What used to be a private house saw many alterations to create the caretaker's residence, the Society's offices, reading room, lecture room, and a Library.

Influencing Decision Makers



Over the year we continued to contribute to the implementation of the government's Self Directed Support initiative by delivering our innovative project, which aims to ensure that people affected by sensory loss are able to direct their own support successfully. People in receipt of social care now have more choice and control over how their care is organised, and our project makes sure that those who have sight or hearing loss have the information they need in accessible formats. We also support providers of social care services to understand the adaptations they need to include people with sensory needs, by producing guidance in BSL and other accessible formats as well as awareness training for staff.

The Scottish Government has produced three key documents about SDS for Users, Carers and Practitioners, which are now available in accessible formats thanks to our project.

In November our inaugural Annual Lecture took place, focusing on the Scottish Government's See Hear strategy and its implementation. Angela Bonomy, the Scottish Government's Specialist Advisor on Sensory Impairment, addressed the gathering and outlined where this important strategy sits in the context of health and social care integration, a challenging financial climate and



an increasingly ageing population. She emphasised the need for all agencies involved in delivering services to those with hearing or sight loss to build on the assets and opportunities we currently have and harness the enthusiasm that's out there. She acknowledged that there was a challenging but exciting road to travel over the next year and a half and recognised that the journey would be tough at times but whole-heartedly commended the partnership approach which she was confident would make a real and meaningful difference to people's lives. Angela's analysis of the See Hear strategy was both timely and compelling and prompted much debate at what was a very successful event.

In 1935, the Scottish Association for the Deaf initiated a political campaign for the proposed Act to promote the welfare of deaf-mute and deafened persons...

Future Impact

The past year has seen Deaf Action review its services and focus activity on the expressed need of service users and stakeholders. In the light of this, in the coming year we are looking to:

- Extend the reach of our services to young people and families
- Further develop Self Directed Support initiatives for people with sensory loss
- Support the full implementation of the BSL (Scotland) Bill
- Establish an employability service for deaf people across Lothian, Fife and Tayside

“

I really enjoy my time at Deaf Action. I've met loads of new friends and we always have a good time when we get together.

”

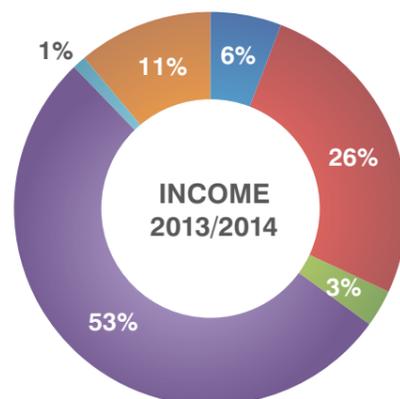
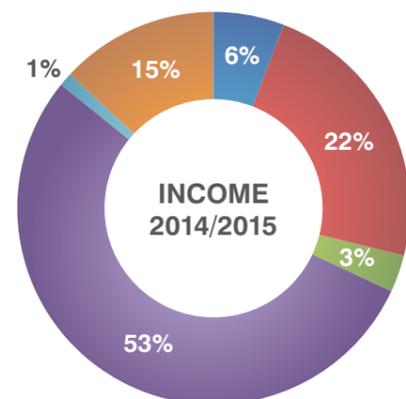
sixteen



Financial Summary

The summarised financial statements have been taken from the full financial statements which were approved on 26 August 2015. The full financial statements have been audited and the auditors' opinion was unqualified. The summarised financial statements may not contain sufficient information to allow for a full understanding of the financial affairs of the charity. For further information, the full annual financial statements, the auditors' report on these financial statements and the Board of Directors' report should be consulted. Copies of the audited financial statements can be obtained by writing to Deaf Action.

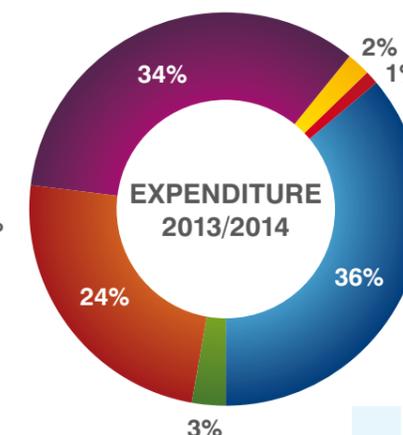
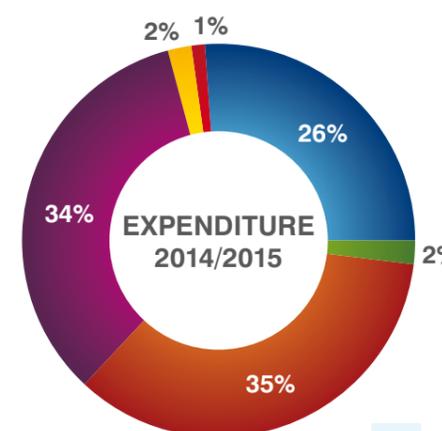
| Income | 2015 | % | 2014 | % |
|---------------------------|-------------------|-------------|-------------------|-------------|
| Legacies/Donations | £105,634 | 6% | £109,825 | 6% |
| Commercial Operations | £407,449 | 22% | £479,244 | 26% |
| Investments | £44,396 | 3% | £55,318 | 3% |
| Local Authority | £971,885 | 53% | £1,003,440 | 53% |
| Social Club | £24,710 | 1% | £25,597 | 1% |
| Other charitable Projects | £270,494 | 15% | £213,341 | 11% |
| Total | £1,824,568 | 100% | £1,886,765 | 100% |



- Social Club
- Other charitable Projects
- Legacies/Donations
- Commercial Operations
- Investments
- Local Authority



| Expenditure | 2015 | % | 2014 | % |
|---------------------------------|-------------------|-------------|-------------------|-------------|
| Fundraising/Publicity | £46,595 | 2% | £62,753 | 3% |
| Provision of Statutory Services | £721,642 | 35% | £475,104 | 24% |
| Supported Housing costs | £689,053 | 34% | £687,332 | 34% |
| Governance costs | £30,997 | 2% | £33,695 | 2% |
| Social Club | £24,874 | 1% | £22,889 | 1% |
| Other charitable projects | £527,196 | 26% | £707,334 | 36% |
| Total | £2,040,357 | 100% | £1,989,107 | 100% |



- Supported Housing Costs
- Governance costs
- Social Club
- Other Charitable projects
- Fundraising/Publicity
- Provision of Statutory Services

Office Bearers for 2014/15

For the year ended 31 March

Deaf Action incorporated on 1 April 2011 as a Registered Charity Number SC 009898, Registered Company Number SC 396876, having previously been a registered friendly society. Deaf Action is a Company limited by guarantee with each of the members surrendering £1.

The Directors of the company were:

Keith Hyland*
William Nicol
Tommy Robertson
David Douglas**
David Wilson
Pamela Brunt
Peter Hay
Denise Lightbody
Ken Macdonald
Anthony Pelosi
Rev Rosie Addis***
Dr Fraser Quin****

Supported by

Graham Duff

Treasurer

Robert Clark

Auditors

Wylie and Bisset LLP

* Keith Hyland resigned as Chair on 11 September 2014 but continues as a Director

** David Douglas retired as a Director on 11 September 2014

*** Rev Rosie Addis was appointed as a Director on 26 November 2014

**** Dr Fraser Quin was appointed Chair on 28 February 2015

Management

Aidan McCorry, Chief Executive

Donald Bethune, Support Services Manager

Frankie McLean, Social Care Manager

Susan Gibson, Community Services Manager

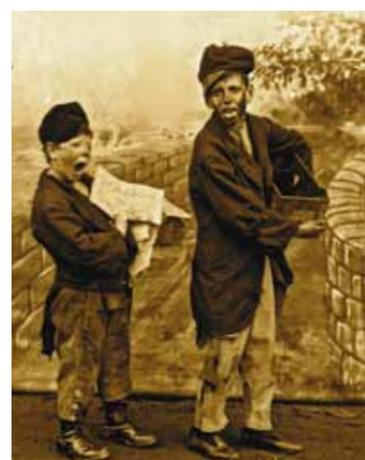
Paul Mills, Finance and Administration Manager

Jackie Slater, Development Manager

Shaurna Dickson, Communication Support and Training Manager

Other organisational advisers in 2014/15 were:

- **The Bank of Scotland**, PO Box 10, St Andrew Square, Edinburgh, EH2 2YR
- **Barclays Wealth**, 12 Melville Crescent, Edinburgh, EH3 7LU
- **Brewin Dolphin**, 7 Drumsheugh Gardens, Edinburgh, EH3 7QH
- **Wylie and Bisset LLP**, Chartered Accountants and Registered Auditors, 168 Bath Street, Glasgow, G2 4TP
- **Morton Fraser LLP**, Quartermile Two, 2 Lister Square, Edinburgh EH3 9GL



Thank You

Deaf Action relies on funding from individuals, local authorities, health boards and government as well as businesses, trusts and other funders.

We would like to thank all those who have supported our work over the past year, enabling us to make the difference to thousands of people who are deaf or have sensory support needs.

Contact

Head Office

49 Albany Street, Edinburgh EH1 3QY

Tel: 0131 556 3128

Text: 0131 557 0419

Fax: 0131 557 8283

SMS: 07775 620 757

Email: admin@deafaction.org

Aberdeenshire Office

Inverurie Hospital, Upperboat Road, Inverurie AB51 3UL

Tel: 01467 629 604

Text: 01467 629 604

Fax: 01467 629 426

SMS: 07772 104 700

Email: aberdeenshire@deafaction.org

Communication Support Agency

49 Albany Street, Edinburgh EH1 3QY

Freephone: 0800 014 1401

Text: 0131 557 0419

Fax: 0131 557 8283

SMS: 07797 800 604

Email: bookings@deafaction.org

Fife Office

Fife Sensory Impairment Centre, Wilson Avenue, Kirkcaldy KY2 5EF

Tel: 01592 800 288

Email: fife@deafaction.org

Supported Living

7/2 Slateford Green, Edinburgh EH14 1NE

Tel: 0131 442 6924

Fax: 0131 443 9858

SMS: 07946 619 756

Email: slatefordgreen@deafaction.org

Tayside Office

36 Roseangle, Dundee DD1 4LY

Tel: 01382 221 124

Text: 01382 227 052

Fax: 01382 200 025 SMS: 07795 338 231

Email: taysideadmin@deafaction.org

West Lothian Office

Sensory Resource Centre, St John's Hospital, Livingston EH54 6PP

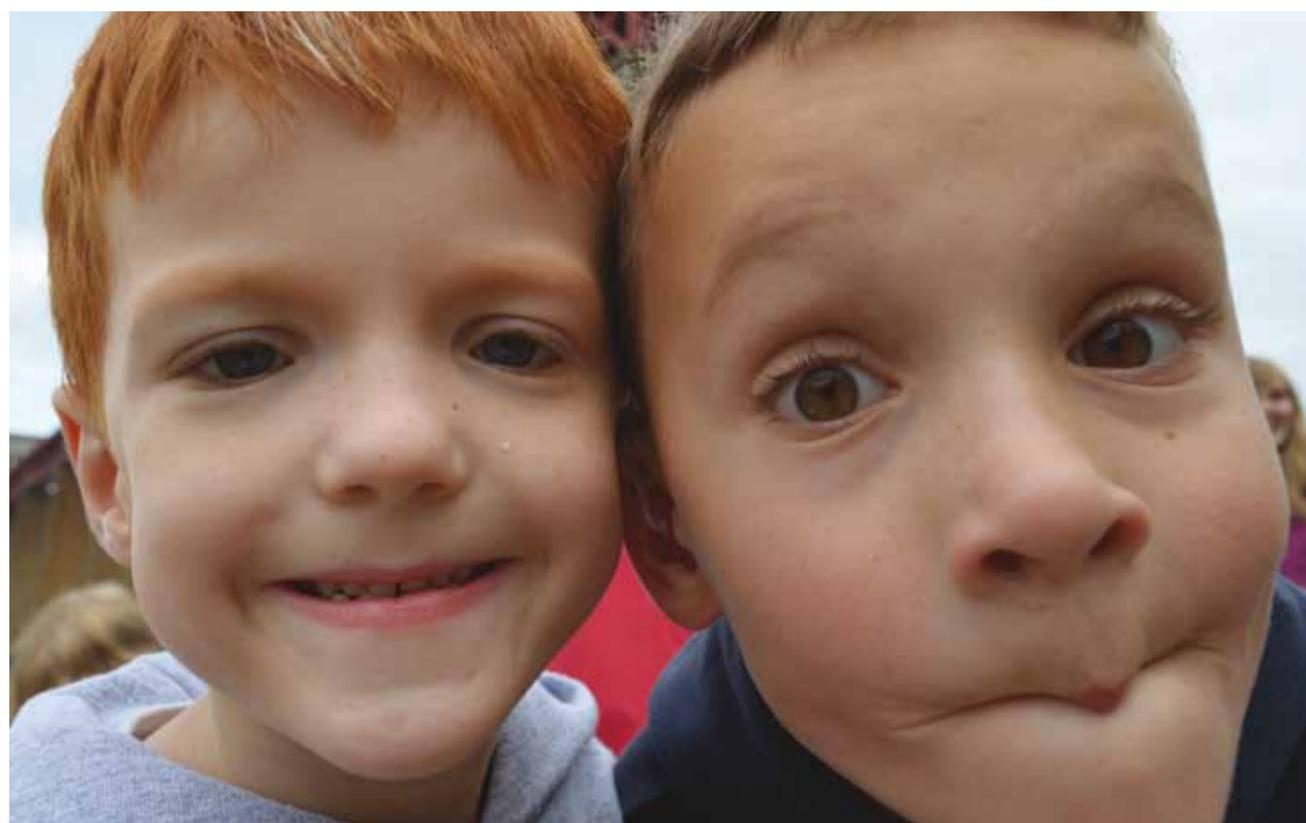
Tel: 01506 774 490

Text: 01506 774 490

Fax: 01506 774 491

SMS: 07867 651 196

Email: sensorycentre@deafaction.org





DeafAction
Making the difference for 180 years

Deaf Action is a company limited by guarantee and registered in Scotland.
Registered Office 49 Albany Street, Edinburgh EH1 3QY
Registered Charity Number SC 009898. Registered Company Number SC 396876.

www.deafaction.org

