



Royal Association for Deaf people

Together with Deaf people; creating a better, more accessible future



Annual Review 2018



Our Vision

Together with Deaf people; creating a better, more accessible future

Our Mission

We promote equality for Deaf people through the provision of accessible services

WE ARE
THE ROYAL
ASSOCIATION
FOR DEAF
PEOPLE (RAD)

Our Values

We:

Take the time to understand and deliver what matters to Deaf people

Develop services and partnerships that Deaf people need or want

Respect Deaf language, identity, community, heritage and diversity

Communicate clearly

Acknowledge the contributions our staff and volunteers make

Always deliver on our promises

Are honest with ourselves and stakeholders

Promote continuous improvement in all we do

Welcome to our Annual Review.

For 177 years, the Royal Association for Deaf people (RAD) has worked to ensure that Deaf people have access to services in British Sign Language (BSL). From supporting children and families, to helping Deaf people find work, to befriending for older people who are isolated; we are here to make sure the people who use our services get the support they want, when they need it and that it is accessible to them.

I am immensely proud to share with you some of our achievements over the past year.

In 2017, we launched our five year Strategic Plan and over the following pages, you will see how hard the dedicated team of trustees, staff and volunteers have worked to achieve our ambitions.

I would like to thank them and every client, donor, funder and partner who has helped RAD move closer to

achieving its vision: 'Together with Deaf people; creating a better, more accessible future.'



TOBY BURTON
CHAIR OF TRUSTEES

**AMBITION 1:
TO DELIVER
THE SERVICES
THAT DEAF
PEOPLE WANT
AND NEED**

**We believe
that every Deaf
person has the
right to services
delivered in their
first or preferred
language, which is
usually British Sign
Language (BSL).**



We have:

- Provided communication services for 2326 bookings across London, Essex and the South-East
- Increased the number of communication service contracts in London, Essex and Kent; with new contracts in London and a re-award in Kent
- Continued to provide free interpreting services for unfunded personal events such as funerals
- Been accepted onto three Day Opportunities Frameworks (Essex, Kent and Cornwall) enabling us to provide Independent Living/ Life Skills Groups for Deaf people who have additional support needs
- Secured 13 new individual Community Support contracts; equating to 4524 support hours per year
- Delivered 1100 full days of Information, Advice and Guidance (IAG) at various outreach locations. The service supported 3163 attendances in total
- Successfully concluded the People's Postcode Lottery, Money Mechanics pilot in partnership with MyBnk; reaching 93 young people through the three month period
- Delivered 148 Careers Sessions, through various education and project partnerships, supporting a total of 357 attendances
- Continued to expand our IAG services, opening a new drop-in service in The London Borough of Croydon, in partnership with the local Citizens Advice



Colchester Life Skills Group and Cobnuts Wildlife Project

Aimed at Deaf people with additional needs, our weekly Colchester Life Skills Group covers topics such as money management, baking and healthy eating.

This year, the Group enjoyed working with Cobnuts (a community arts cooperative) on a wildlife project which aimed to engage local adults and young people with their natural environment through art. The project, funded by Arts Council England, Heritage Lottery Fund and Tesco Bags for Help, involved local schools, youth clubs and community organisations.

Artists from Cobnuts attended the Colchester Life Skills Group where members made ceramic shelters for wildlife including solitary bee tubes, minibeast pods and nesting boxes.

The Group later visited the RSPB Wildlife Garden in Flatford where their creations formed part of a nature sculpture: 'The people's Wall for Wildlife.' The wall included a child's seat by celebrated master thatcher Stephen Letch.

It is hoped that the sculpture will encourage wildlife and be enjoyed by the many visitors to the Garden.

Our Deputy Operations Manager, Nikki Rogers, explains the benefits of the Group's involvement: "This proved to be an exciting, multi-faceted project enabling people with differing needs to get together, make new friends and find fun, creative ways to help nature."



**AMBITION 2:
TO SUPPORT
MAINSTREAM
PROVIDERS TO BE
ACCESSIBLE TO
DEAF PEOPLE**

**Mainstream providers
don't always know
how to communicate
with a Deaf person or
understand their needs.
We want to change this.**

We have:

- Awarded our first Deaf-Aware Hospital Quality Mark to Queen's Hospital in Romford
- Delivered 38 Deaf Awareness Training sessions to organisations as part of their Continuous Professional Development plans
- Continued to develop our translation services, ensuring that the websites and official documents of mainstream service providers, companies and partners are accessible to Deaf people
- Engaged with employers to promote employment opportunities and provide the support and guidance needed to make employment sustainable for Deaf people
- Worked with Citizens Advice to secure funding so that Deaf people can access Advice services in their first language



Community Development Manger, Russell Cooke, delivered Deaf-Awareness Training to Queen's Hospital, Romford

Queen's Hospital Romford – Raising the Bar

Victoria Wallen is Head of Patient Experience at Barking, Havering and Redbridge University Hospitals NHS Trust, covering Queen's Hospital Romford and King George Hospital in Ilford. Her determination to provide better access and services for Deaf people across the Trust resulted in Queen's Hospital meriting a RAD Deaf-Aware Quality Mark, and King George Hospital will soon follow suit.



In 2015, the Trust believed they had appropriate support in place for Deaf patients, until Healthwatch Redbridge undertook an 'enter and view' visit to the hospitals, which turned this belief on its head.

Their report revealed several areas where staff were unaware of the Trust's support policies, and not always giving Deaf patients the support they needed. This was echoed at the first meeting of the Havering Deaf Community Action Forum, where the 50 attendees all told Victoria about the problems they faced accessing services at the Trust.

"My perception of what was in place to support our Deaf patients was not the same as their lived experience," says Victoria.

Her first move was to set up the Deaf Patient Access Group

with members of the local Deaf community and, following one of their meetings, Victoria approached us for help in further developing and enhancing the Trust's services and staff training.

Her timing could not have been better. We were looking to expand our portfolio of Quality Marks, and realised hospitals had a genuine need for support and recognition. Working together, we designed the Deaf-Aware Hospital Quality Mark, and Queen's Hospital was its first recipient in June 2017.

Among the measures the hospital put in place were Deaf Awareness Training sessions for all staff (with two extra sessions aimed especially at reception staff), and development of a 'Deaf awareness top tips' video to help staff understand how to communicate

with Deaf people. Material from this video formed the basis for a poster displayed in staff areas and is being turned into an essential eLearning course for all staff members.

They have also introduced a text service so Deaf patients can communicate with staff directly, and developed videos in British Sign Language (BSL) and subtitles to convey important patient

information, putting Deaf patients on a more equal footing with the hearing community.

Victoria was very happy with the progress they have made at the Trust. "Apart from the prestige of achieving the Quality Mark, we felt this would demonstrate we had reviewed our services and put in place additional support to ensure our Deaf patients are not disadvantaged."

We are proud to support Victoria's and the Trust's ongoing efforts to improve access and outcomes for Deaf people, and look forward to working together again in the future!

Want to gain a Deaf-Aware Quality Mark?

If you would like support to develop your services to be more accessible to Deaf people and become a RAD-accredited 'Deaf-Aware' service provider, get in touch.

Simply email our team at communitydevelopment@royaldeaf.org.uk and we can talk about everything you need.

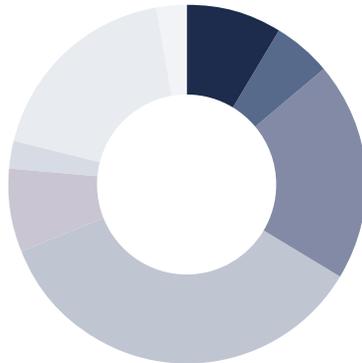
AMBITION 3:
TO ENSURE
FINANCIAL
SUSTAINABILITY

We work hard to generate the funds we need to deliver the services Deaf people value.



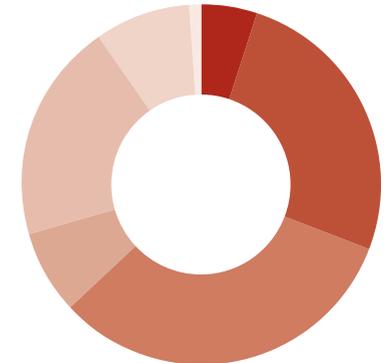
INCOME £2,534,629

Voluntary Income	224,468
Investment income	129,492
Advice, Advocacy, and Employment	500,831
Community Support Services	897,476
Children, Youth and Families	189,159
Education and Training	64,894
Interpreting fees	459,581
Other Services	68,728



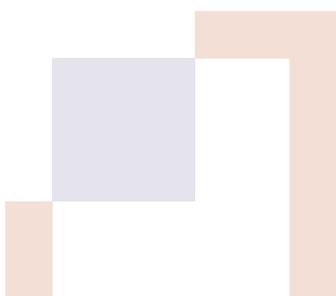
EXPENDITURE £3,142,595

Deaf centres and community development	157,234
Advice, Advocacy, and Employment	800,076
Community Support Services	1,045,683
Children, Youth and Families	230,377
Interpreting	615,622
Fundraising	260,565
Training and other services	33,038



We have:

- Continued to provide ethical Communication Services that ensure that Deaf people receive appropriately skilled and experienced support, from professionals who are remunerated fairly
- Continued to develop partnerships, redesign services and inform commissioning processes to ensure Deaf people receive the support they need, when they need it
- Raised funds and awareness through our attendance at 12 public events including talks to community groups



LISA'S STORY

Proud of Working at RAD



Lisa's start in life was perhaps familiar to many Deaf people. She was born Deaf, but grew up in a hearing environment where no-one signed, and was one of only two Deaf students at secondary school.

With no support with sign language at school, Lisa found communication difficult and often felt she should be signing rather than trying to use speech. However, she made the most of the situation, and barriers to communication did not prevent her from gaining 6 GCSEs. Lisa then progressed to 6th Form, where she worked hard and showed her intelligence and determination by gaining 3 A-Levels.

As well as being overjoyed with her achievements, she was also much more comfortable in her identity. "I became proud to be Deaf!" she says. "It's who I am."

Out of school, she was keen to get into employment, but it was hard to find work on her own. After a stint of volunteering, she was desperate for any job and became a part-time Business Admin Apprentice before eventually finding a meaningful role as a Family Support Worker at RAD.

Lisa's work with RAD played a hugely significant part in her life, and with support from the **Deaf Achieve Project**, she continued to learn and grow personally. RAD was able to really bring Lisa on in life, helping her to become independent, manage finances, and travel on public transport. The friendship and support from all RAD staff has helped her to move out of her old comfort zone - she's even done some public speaking!

RAD's support has helped Lisa on a personal level as well as practical. "I have so much more confidence now in my ability to communicate and achieve my ambitions," she says. "The future is in my hands, and not with others'."

Lisa loves to help other people and pass on what she has learned, especially about the **Access To Work** programme and options for Deaf people to get help to gain employment. Her increased confidence means

she easily develops a great rapport with clients, and will adjust her signing register to meet their needs, especially those from abroad who use their native sign language to communicate.

Her team leader at RAD is impressed with Lisa's transformation: "Lisa is a strong team member at RAD and an excellent role model for other Deaf people."

WANT TO LEARN MORE ABOUT RAD'S PROGRAMMES TO HELP DEAF PEOPLE INTO EMPLOYMENT?

Our specialist advisers help create positive outcomes for Deaf people and employers, so that jobs and workplace relationships can work long-term. For more details, email: employment@royaldeaf.org.uk

**AMBITION 4:
TO BE AN
EXEMPLARY
EMPLOYER**

We aim to be an employer of choice, one where everyone thrives, develops and delivers the best possible service to Deaf people.



We organised a Volunteer Appreciation Day to thank our volunteers

We have:

- Developed our commitment to staff and volunteer well-being; via our well-being policy and training our Directors and Managers to become accredited Mental Health First Aiders
- Successfully recruited and trained 14 volunteers to support the delivery of our projects and services

- Commenced the initial stages of our management development programme for those with supervisory responsibilities
- Continued to provide training for all staff including British Sign Language Levels 1 and 2, and Mental Health First Aid

Thank you

We are honoured to have the support of our Patron Her Majesty the Queen.

Thank you to the many individuals, companies, trusts and public bodies that have supported us this year.

We cannot possibly name you all but here is a list of those who have contributed significantly to us this year:

Boots, Lion Walk, Colchester
Cath Smith, Let's Sign
Cecil Rosen Foundation
Colchester United FC
Clacton Coastal Academy
Fisher Jones Greenwood
Harlow College, NCS Group
Jess Johnson
Jane Smart
Monarch Partnerships
Plymouth Brethren Christian Church

St Mary's Woodford,
South Woodford
St Nicholas with Christ Church
Dunston, Gateshead
The Parish Church of Saint John
the Evangelist, Kensal Green
The Rotary Club, Clacton-on-Sea
The Rotary Club,
South Woodham Ferrers
UK Power Networks

**Finally, a heartfelt
thank you to all those
who remembered RAD
in their Will.**

SUPPORT US

These are just some of the many ways that individuals and organisations have raised money for us. We are extremely grateful to all those who have supported us throughout the year: together we can provide a better; more accessible future for Deaf people.

If you are interested in fundraising for us, email fundraising@royaldeaf.org.uk for a fundraising pack – full of ideas to get you started.



COLCHESTER ZOO SPECIAL SENSES DAY

DATE FOR YOUR DIARY

ROYAL DEAF WEEK 2019

23rd November -
1st December



SKYDIVE



SUPERMARKET COLLECTIONS



COLCHESTER UNITED CHARITY PARTNERSHIP



CHARITY DINNER



SPONSORED BIKE RIDE



ROTARY CLUB DONATIONS

Leaving a gift in your will to the Royal Association for Deaf people ensures your support of our charity lives on. Your gift will help us work together with Deaf children, young people and adults for many years to come. For further information please visit www.royaldeaf.org.uk/support-us/gifts-in-wills/

TO CONTACT US

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