

THE NATIONAL DEAF CHILDREN'S SOCIETY

England & Wales · Charity number 1016532

Details

Other names	IDCS, NDCS, THE INTERNATIONAL DEAF CHILDRENS SOCIETY
Status	Registered
Legal form	Charitable company
Company number	02752456
Registered	1993-01-21
Register	View on the Charity Commission register

Contact

Address	National Deaf Children's Society 5th Floor 167-169 Great Portland Street London W1W 5PF
Phone	02070141159
Email	ndcs@ndcs.org.uk
Website	www.ndcs.org.uk

Activities

Objects: THE CHARITY'S OBJECTS ARE TO FURTHER THE EDUCATION OF AND TO RELIEVE THE NEEDS OF DEAF CHILDREN AND YOUNG PEOPLE.

Activities: NDCS is the national charity dedicated to creating a world without barriers for deaf children and young people We represent the interests and campaign for the rights of all deaf children and young people from birth until they reach independence. NDCS supports the deaf child through the family as well as directly supporting deaf children and young people themselves.

Classification

- **How:** Makes Grants To Individuals, Makes Grants To Organisations, Provides Services, Provides Advocacy/advice/information, Sponsors Or Undertakes Research, Other Charitable Activities
- **What:** Disability
- **Who:** Children/young People, People With Disabilities, Other Defined Groups

Geography

- Bangladesh
- Bolivia
- Colombia
- Ecuador
- India
- Ireland
- Kenya
- Northern Ireland
- Peru
- Scotland
- Tanzania
- Uganda
- Throughout England And Wales

Finances

Period end	Income	Expenditure	Assets	Employees
2025-03-31	£33,568,000	£29,511,000	£18,048,000	283
2024-03-31	£33,061,000	£31,200,000	£14,053,000	280
2023-03-31	£30,921,000	£33,544,000	£11,719,000	282
2022-03-31	£25,856,000	£27,882,000	£14,680,000	254
2021-03-31	£25,375,000	£17,430,000	£16,438,000	247

Trustees

Name	Role	Appointed
Dominic James Holton	Chair	2017-07-20
Altaf Amirali Sadrudin Ali Kassam		2020-03-21
Damian Ross Proctor		2019-07-19
Dr Luke Tristan Kelly		2022-11-05
Emily Beardshall		2024-11-02
Felicity Preacher		2022-11-05
Katharine Stocks		2023-11-03
Lesley Lindberg		2022-11-05
Lorraine Michelle Wapling		2018-11-01
Michael Ellis		2025-11-07
Thomas Astbury		2025-11-07

Accounts

Charity Number (England & Wales): 1016532

Charity Number (Scotland): SC040779

Company number: 02752456

THE NATIONAL DEAF CHILDREN'S SOCIETY
(A company limited by guarantee)

REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED

31 March 2025

The National Deaf Children's Society
Annual Report and Financial Statements
for the year ended 31 March 2025

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The National Deaf Children's Society

Report of the Directors for the year ended 31 March 2025

Legal and administrative information

- Charity number (England and Wales): 1016532
- Charity number (Scotland): SC040779
- Company number: 02752456

The National Deaf Children's Society (a company limited by guarantee).

Board of trustees

- Dominic Holton (chair)
- Jennie Rayson (to 2 November 2024) (vice chair to 2 November 2024)
- Lesley Lindberg (vice chair from 2 November 2024)
- George Crockford (treasurer to 29 May 2025)
- Luke Kelly (deputy treasurer to 17 July 2025, then treasurer from 17 July 2025)
- Suzanne Beese (to 17 July 2025)
- Altaf Kassam
- Felicity Preacher
- Damian Proctor
- Jan Rutherford
- Katharine Stocks
- Lorraine Wapling
- Emily Beardshall (from 2 November 2024)

Chief Executive: Susan Daniels OBE (to 18 July 2025), Jane Foreman (Interim CEO from 18 July to 29 September 2025), George Crockford (from 29 September 2025)

Auditor: Crowe U.K. LLP, 2nd Floor, 55 Ludgate Hill, London EC4M 7JW

Solicitors: Bates Wells London LLP, 10 Queen Street Place, London EC4R 1BE

Bankers: National Westminster Bank plc, 55 Kensington High Street, London W8 5EQ

Principal and registered office: 5th Floor, 167– 169 Great Portland Street, London W1W 5PF

The National Deaf Children's Society

Report of the Directors for the year ended 31 March 2025

The trustees (who are the directors) of the National Deaf Children's Society have pleasure in presenting their report and financial statements for the year ended 31 March 2025.

The financial statements have been prepared in accordance with the accounting policies set out in the notes to the accounts, and comply with the charity's governing document, the Charities Act 2011, and Accounting and Reporting by Charities: Statement of Recommended Practice, applicable to charities preparing their accounts in accordance with the Financial Reporting Standard, applicable in the UK and Republic of Ireland, published on 16 July 2014.

We operate in England, Northern Ireland, Scotland, Wales and the Channel Islands, and undertake international work. We have completed a strategic review of our international work and further detail can be found under our achievements and impact.

Our aims and objectives

The charity's objectives are to further the education of and to relieve the needs of deaf children.

Our organisational values were approved by trustees in 2023, based on audience research, staff workshops, agile principles and alignment with our new strategy. These values support our strategic direction. and alignment with our new strategy. These values support our strategic direction.

In 2024, we recognised the need for a comprehensive brand review to ensure our identity matched our future ambitions. The brand review aimed to create an inspiring brand that would help the charity significantly impact the early years, establish consistent messaging for our main audiences, and boost engagement with families of deaf children. This led to the development of messaging for our key audiences; a new visual identity plus a new vision and ambition.

Vision

A world where anything is possible for deaf children.

Ambition

That nothing holds deaf children back.

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Report of the Directors for the year ended 31 March 2025

Public benefit

The achievement of these long-term aims drives our objectives and activity programme.

In order to respond to the needs of deaf children and their families, we undertake research and engagement with deaf children, their families and professionals to help ensure our work is driven by data, evidence and insight. This means we can make sure that our work continues to deliver the most benefit against our charitable aims.

The trustees confirm that they have complied with the duty in section 17 of the Charities Act 2011 to have due regard to the Charity Commission's general guidance on public benefit.

Strategic report

We launched a 5-year strategy in April 2023, soon after the financial year began. Our strategy is structured using objectives and key results (OKRs). OKRs help answer 2 critical questions: where we want to go (the objective) and how we'll know when we get there (the key results).

The strategy reflects our drive to prioritise initiatives that achieve the greatest impact and provide the greatest value to our beneficiaries, and to ensure our work is as effective as possible.

Our overall strategic aim is to reach 100% of deaf children and families who need us. To achieve this aim, we need to positively impact the lives of deaf children right from the start and embed this in our priorities.

The strategy focuses our work around 4 objectives:

- early years impact
- information and advice
- in the community
- international

We also have 2 enablers:

- place to be
- money matters

As we reflect on the past year, we are proud of the significant strides we've made in supporting deaf children and their families. The achievements of 2024/25 have demonstrated our commitment, innovation and the collective effort of our dedicated workforce and volunteers. With each step, we have aimed to bring about meaningful change and ensure that every deaf child receives the support they need.

After laying the foundations of our strategy in 2023/24, which involved building our capability and understanding our customers' needs, our strategic implementation in 2024/25 has accelerated significantly.

The National Deaf Children's Society

Report of the Directors for the year ended 31 March 2025

Our discovery work around our community objective has influenced significant transformation, beginning with the development of the community connector model and our Community Grants Programme. Both initiatives have progressed swiftly. We have also established the groundwork for a national volunteering infrastructure.

We have made substantial progress in collaborating with public bodies to improve audiology services following systemic failures across the UK. In England, the partnerships we have built and the opportunity to influence the future of these services represent a landmark achievement, thanks to the exceptional efforts of our staff.

In 2024/25, we ended all previous international partnerships and communicated our decisions regarding our work with partners in India and Kenya thoughtfully and transparently to all relevant stakeholders. For each project, we implemented a tailored exit plan that encompassed comprehensive documentation and evaluation processes. Our goal was to conclude these initiatives on a constructive note, and we proactively engaged with our partners to ensure they were the first to receive updates regarding our strategic direction.

We are now focused on implementing our new approach of supporting the introduction of newborn hearing screening and family-centred support in low- to middle-income countries. We are actively exploring opportunities for policy development with a small pipeline of low to middle income countries; as well as establishing our thought leadership agenda and partnership targets.

As we move into 2025/26, we are poised to build on this momentum with a focus on reaching more families, enhancing services and increasing impact.

Achievements and impact for deaf children and their families

Objective 1 – Early years impact

- 100% of parents/carers of deaf children engage with the National Deaf Children's Society within the first year following identification.
- All deaf children are identified as early as possible and receive a timely, high-quality audiology service wherever they live.
- Every local area in the UK protects or increases the number of Teachers of the Deaf to meet the needs of families and deaf children in the early years.

What we did

Our audience panel was established in May 2023 and consists of a network of parents, carers, professionals, deaf adults and supporters that help shape and improve our services. In 2024/25, the panel created 186 engagement opportunities. The valuable insights of our panel members have helped ensure we remain relevant to our customers and has shaped the direction of priority projects, deepened our understanding of families' experiences and challenges, improved user experience and strengthened confidence in decision-making.

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We continued to deliver services for families of deaf children aged 0 to 16. 434 people attended over 35 different online information and advice sessions. Some people attended multiple sessions and we had a total of 720 attendees across all our events. The online sessions brought in 142 new members to the National Deaf Children's Society.

In 2024/25, we hosted 33 one-to-one Family Sign Language (FSL) courses and 4 group courses for families of deaf children aged 0 to 5, reaching a total of 327 families. This resulted in 128 new members joining the National Deaf Children's Society.

We launched a 6-week pilot of the First Signs, First Stories course to introduce families of deaf children aged 0 to 2 to British Sign Language (BSL) through storytelling. The course successfully engaged its intended audience and according to evaluation survey data, effectively supported participants in learning signs and getting useful tips for reading with their child.

During October 2024, we partnered with Cadbury for a heartwarming Halloween campaign featuring influencer Tilly and her daughter, Ada. The film highlighted Ada's joy as she discovered her neighbours had learned Halloween-themed BSL, making her feel more included on her first ever trick-or-treating evening. The campaign encouraged people to visit the Sign with Fingers hub to learn key Halloween phrases in BSL and offered a 'BSL-friendly' poster for display. The campaign created over 170 pieces of press and media coverage mentioning our name, with over 49,000 people viewing our social media posts, generating more than 2,700 engagements.

Teachers of the Deaf

We've captured insights, feedback and lived experience of accessing a Teacher of the Deaf from over 400 parents and deaf young people. This has provided us with both qualitative and quantitative insights for our influencing work in each nation of the UK, for example, the Department for Education's end-to-end review of special educational needs and disabilities (SEND) in Northern Ireland and the continued debate on SEND reforms in England, with a white paper expected in autumn 2025.

Audiology

Unfortunately, across the UK deaf children are not receiving timely, high quality paediatric audiology services. There have been significant failings in Scotland and England, which have led to children's deafness not being identified as it should have been following newborn hearing screening.

To address this, we have been working with public bodies to drive long-term, systemic change. We have a seat on NHS England's Paediatric Hearing Services Improvement Programme Board, which is addressing these failings. This national initiative is looking at every paediatric audiology service in England to make improvements to practice, and ensure that children whose deafness may have been missed or misdiagnosed are recalled for further assessment. We have played a leading role on patient lived experience, sharing the experiences of deaf children and their families to influence tangible improvements to practice.

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In Scotland, we are a critical friend, ensuring the Scottish Government implements the recommendations of the Independent Review of Audiology Services in Scotland. In Wales, we are members of the new National Audiology Board and we have also developed relationships with public bodies in Northern Ireland.

To reach deaf children and their families as early as possible in their journey, audiology referrals and signposting are key. Our patient lived experience work is an important opportunity to drive this forward, and we have developed and adapted an advice and guidance officer role to support families proactively, particularly where audiology services have missed or misdiagnosed deaf children.

Objective 2 – Information and advice

- We have transformed our customer journey to meet our customers where they are.
- We have enabled our customers to confidently navigate their journey, providing information and advice which meets their specific needs.
- We will innovate and utilise digital technology to increase our reach and relevance.

What we did

Digital projects

In early 2024, we launched the MyNDCS app which provides valuable resources to help educate and inform parents of deaf children, their families and the professionals that work with them. From 1 April to 31 March 2025, the app was downloaded to 4,692 devices. In a user survey conducted in December 2024, 92% of parents who downloaded the app said they would recommend it to others.

In December, we collaborated with specialists from Quantum Black, the AI division of McKinsey, who generously provided pro bono support to develop an AI assistant for our public helpline. The AI assistant supports helpline staff, enabling them to answer more customer queries during the initial call. The AI assistant has also automated administrative processes by summarising and formatting case notes, creating referral records on our CRM system and generating follow-up emails for parents or carers. It has been estimated that the AI assistant will increase capacity by saving up to 30 minutes per customer call, while delivering a more effective and efficient service to our customers.

The redevelopment of our website has progressed smoothly and we have been working closely with design and technology partners. In December, NEC Digital conducted user research and testing sessions with our customers, collaborating with us to develop a content design, site structure, key user journeys and a user interface for the new website. From January 2025, Manifesto began building the site based on NEC's designs.

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Advice and guidance

In 2024/25, our Helpline, advice and guidance officers (AGOs) and education appeals specialists have been instrumental in offering support to families. Our AGOs supported families through 1,562 active cases and our education appeals specialists supported 253 cases. Over 95% of the cases we supported over the year resulted in either successful or part successful outcomes.

The Helpline has responded to more than 1,770 calls, 320 live chats and 710 email interactions. Of the Helpline users that responded to our survey, 94% said they were satisfied or very satisfied with the support they received.

As one family shared:

"The National Deaf Children's Society has been absolutely incredible. When we needed it the most, they have provided fantastic support to our family, which has led to a successful outcome for our son. Not only have they provided professional services, but they have been kind, compassionate and understanding. Thank you for everything you do for deaf children and their families."

Advice and guidance officers also supported families in their local communities, attending over 180 events in 2024/25.

Objective 3 – In the community

- Transform our delivery model to reach more families through a strong community of local partners and volunteers.
- Support a parent-led community, working together with parents to co-create solutions that meet the needs of future generations.
- Share knowledge and expertise generously, facilitating connections with partners to benefit our community and families.

What we did

In October 2024, we launched our Community Grants Programme and the response has been tremendous. We have distributed £152,000 in grants to 23 successful applications from our local affiliated groups. Successful projects have ranged from sign language classes to those supporting spoken language development. ed from sign language classes to those supporting spoken language development.

Influenced by the discovery carried out in early 2024, we established a Connect team and recruited 8 community connectors in a test area across the south-east and south-west of England. Our new connectors, who are all parents of deaf children, have gone through an intensive, bespoke induction programme and are now operating in the heart of their communities. From 24 February 2025 to 30 March 2025, the connectors had 247 interactions with professionals, ranging from introductory emails to in-person, collaborative meetings. They had 30 family interactions and 12 referrals to support families directly. They are identifying

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Report of the Directors for the year ended 31 March 2025

gaps in support and investigating how they can positively impact deaf children and their families within their communities.

Local groups build strong family networks, offering friendship, support and activities for deaf children. Across the UK, we have supported 78 local groups, run by parent volunteers. In the past year, we've also focused on developing our volunteer management system (VMS) to better meet customer needs, focusing on induction, peer support, and inclusive outreach.

Objective 4 – International

- Embed newborn screening and support in a number of targeted countries.
- A scalable, replicable and sustainable model to achieve newborn screening.
- Strong partnerships to support our international work, including donors and change-makers.

What we did

Since April 2024, Deaf Child Worldwide has been winding down our 6 projects with partners across Kenya, Uganda, India and Bangladesh in line with our Every Moment Counts strategy to focus on the introduction of universal newborn hearing screening in low- to middle-income countries. These projects finished at various stages throughout the last financial year, and resulted in support to 942 children, 1,028 parents of deaf children and 766 professionals working with deaf children and their families. The projects primarily focused on the development of language and communication for deaf children.

We have since handed these projects over to our partners, who will continue including deaf children in their work. These handovers included celebrating achievements with state governments, and we have encouraged and supported our previous partners to seek new relationships so they can continue working in this sector in a sustainable way.

In the past year, we have also concluded our international review. In stage 3 of the review, we developed and refined our model for change. This sets out our new focus on global and national influencing as key activities that will maximise our reach and deliver long-term systemic change. Our model also sets out our selection criteria for countries where we may work, as well as our success and progress indicators. With this criterion, we can prioritise opportunities with a pipeline of countries that do not yet have universal newborn hearing screening. At present, this is a pipeline of 7 promising countries across South-East Asia, South Asia and Africa.

We have also considered our international network, and identified organisations that we think will be key targets for engagement in the future.

Enabler 1 – Place to be: We transform how we work to deliver our strategy

- We have the right workforce, increasing skills and engagement.
- We deliver in a digital workplace.

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Report of the Directors for the year ended 31 March 2025

What we did

In 2023, we started using agile methodologies to strengthen our ability to adapt and respond to the evolving needs of deaf children. It enables us to move at pace, innovate, fail fast and identify then pursue paths to success more quickly. To support this way of working, we embedded a new pay and reward framework that sets out a clear contribution-based structure for our staff, as well as strengthening the employee benefits package.

We enhanced our CRM system for faster, more reliable data processing, streamlined data entry for Supporter Care and Helpline teams, and improved engagement tracking with Children's Hearing Services Working Groups (CHSWGs).

We successfully transitioned our London office to a more cost effective, smaller flexible working space, vacated the Glasgow office, and hosted our first all-staff conference in November 2024, which brought everyone together so we could share our vision for the future.

Enabler 2 – Money matters: Optimise our finances to effectively fund our mission

- Increase our expenditure on deaf children.
- Grow and diversify our income.

What we did

We maintained a high level of unrestricted income from supporters as a result of our continued investment.

Fundraising is essential to allow us to carry out our vital work to support deaf children, young people and their families.

Trustees are extremely grateful to the many individuals, companies, trusts and institutions who supported our work over the year. Our fundraising is supervised in detail by the trustee Finance, Audit and Risk sub-committee, with regular reporting to our full trustee board. Trustees receive copies of all fundraising mailings.

We are active members of the Fundraising Regulator and of the Chartered Institute of Fundraising, and our staff engage widely across the sector to support measures to increase public trust and support.

In 2024/25 we maintained a focus on achieving income growth to meet the funding needs of our strategy and were able to deliver a modest year on year growth of £236,000. Income from our individual supporters continues to provide the vast majority of our funding, and our ability to raise unrestricted funds was particularly important as we continued to develop new services and initiatives to support the delivery of our strategy.

As well as employing our own professional fundraising staff, we use specialist agency support to engage new supporters for our work. The standards we expect from agencies working on our behalf are written into formal contractual obligations and include a requirement to abide by the Code of Fundraising Practice. We have reviewed and strengthened the controls we have in

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place, as part of our commitment to continuous learning. We encourage all agencies to be members of the Chartered Institute of Fundraising and be registered with the Fundraising Regulator and we work closely with them to ensure they treat everyone they deal with courteously and professionally.

We are particularly conscious of the need to take care when interacting with individuals who are, or may be, vulnerable and we require all staff and agencies we work with to follow our Ethical Fundraising, and Fundraising and Vulnerable People policies. We also ensure that fundraising agencies' own policies and procedures around vulnerability are consistent with the requirements of our own. Agency staff working on our behalf receive initial and regular ongoing training which ensures they are given detailed information about the work of the charity, understand the regulations governing professional fundraising, and are equipped with the skills necessary to fundraise responsibly and respectfully.

As part of their scrutiny of our fundraising, trustees review the completed Charity Commission checklist, Charity Fundraising: A guide to trustee duties (CC20) annually. We follow rigorous processes to ensure all complaints and allegations of fraud are recorded and investigated within strict timeframes by a designated staff member, and that any learning is documented and acted upon.

Over the course of the year, we recorded and reviewed 91 potential instances of fraud, of which 8 progressed to a full investigation. Of these, we upheld 5 and reported these to the police via Action Fraud.

Our website outlines our Complaints policy and clearly explains how an individual can complain. We received 436 complaints about our fundraising activity, 426 of which related to our face-to-face supporter recruitment campaigns. To put this in context, our recruiters made contact with an estimated 8 million individuals over the course of the year, giving a complaint rate of one complaint per 14,000 contacts made. Whilst our complaint rate as a percentage of new supporters has increased for the last three years, it remains in line with our longer-term rates. All complaints were handled in line with our Complaints policy, and more than 98% were responded to within our target timescales.

We continue to work closely with the Fundraising Regulator and Chartered Institute of Fundraising, taking all available opportunities to input in consultations and providing information when requested to do so. This has included contributing to the new Code of Fundraising Practice's development and being a member of a Chartered Institute of Fundraising Working Group set up to draft associated guidance. We have introduced additional controls and activities to further strengthen our compliance monitoring and have continued to provide information requests from the Regulator as they complete their report following investigations into fundraising practices.

We received 12 requests to amend communication preferences via the Fundraising Preference Service, all of which were actioned promptly on our database. Detailed complaint and fraud reports covering the above are regularly reviewed by our trustees. As part of our commitment to maintaining high standards, we set targets for the number of face-to-face interactions and outbound telephone calls which are monitored and receive regular reports. A designated compliance officer supports this work and progress is monitored by trustees.

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Looking ahead

As we move into year 3 of our strategy, we have reflected on what has gone well, what our challenges and blockers have been, and course corrected as needed. A strong and talented workforce, aligned to work adaptably and at pace, will progress our delivery of the strategy.

This year is an important one, marking the mid-point of our Every Moment Counts strategy, and it is important that we move to the next level in terms of delivery to realise even more impact. Outlined below are our priorities for the upcoming year.

Early years impact

Our annual objectives

- Improve the experience of families, from the point of identification in audiology services.
- Increase reach and engagement with parents of deaf children in the first year following identification.

By the end of the financial year, we want to have achieved the following key results:

- Pilot, evaluate and roll out early intervention advice and guidance officers in audiology services so that we reach more families at the point of identification.
- Significant improvements have been made in paediatric audiology in each nation of the UK around funding/profile, quality and better data as a result of our ongoing influencing work.
- Increase reach and engagement across all our information and advice services, community networks and underserved groups.

Information and advice

Our annual objectives

- Successfully launch our new website to enhance user experience and support our transition to a new delivery model.
- Successfully roll out our brand to enhance our influence, driving reach and engagement.

By the end of the financial year, we want to have achieved the following key results:

- Ensure our users are able to find what they need within 3 clicks.
- Ensure our users find the information structure intuitive and easy to understand.
- Ensure our users were able to complete the tasks they visited the website for without asking for help.
- Ensure customer touchpoints (website, social media, customer service) reflect the new brand messaging.

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In the community

Our annual objectives

- Expand our transformational community model across the UK reinforced by a dynamic volunteer model.
- Enhance community impact and sustainability through scaling grant-giving and partnership approach.

By the end of the financial year, we want to have achieved the following key results:

- Establish 3 new connect chapters across the UK
- Expand our grant programme with two grant rounds
- Explore opportunities for community partnerships

International

Our annual objective:

- By March 2026, we are recognised as an emerging influence in driving global efforts to support deaf children, focused on the value of newborn hearing screening and family-centred early intervention.

By the end of the financial year, we want to have achieved the following key results:

- Establish and maintain at least 3 strategic partnerships with priority organisations.
- Increase our knowledge of global trends and challenges, and maintain and develop a pipeline of at least 5 prospective countries for potential engagement.

Place to be

Our annual objectives

- Successfully migrate our CRM database to the cloud.
- Progress our future workplace and digital capabilities.
- Rapidly develop new concepts, ideas and prototypes to enable more effective delivery of our strategic priorities and improve our impact.

By the end of the financial year, we want to have achieved the following key results:

- Successfully migrate our CRM to the cloud.
- Replace our recruitment systems with 80% of recruiting managers reporting a better experience.
- Develop a second AI proof of concept based on customer need.
- Develop 4 new concept/prototypes and put them to the test.

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Money matters

Our annual objectives

- Increase investment in our community model.
- Reduce general reserves through planned expenditure and investment.

By the end of the financial year, we want to have achieved the following key results:

- Increase charitable expenditure on our new community connector team.
- Increase charitable expenditure on new grants.
- Invest 10% more in recruiting new supporters.

Membership

A total of 1,745 parent customers registered as members for 2024/25, reflecting continued year-on-year growth since the decline in numbers observed after the Covid pandemic.

Of the 1,745 new parent members:

1. 29% joined via the NHS, 13% via a Teacher of the Deaf, 11% via other education professionals and 11% via search engine
2. 38% signed up via our website, 36% via the MyNDCS app, 12% through events and 9% through our Helpline
3. 51% were parents to a deaf child aged under 5 (born on or after 1 April 2020)
4. 54% were parents of children with moderate, severe or profound bilateral, permanent deafness

Media, digital and communications

During the last year, we generated well over 1,000 pieces of media coverage in which the National Deaf Children's Society was name-checked. Around a quarter (25%) of our coverage was in national media, allowing us to reach big audiences with our important messages. Key highlights included 250 media mentions about Deaf Awareness Week and over 150 pieces of coverage about our award-winning Sign with Fingers BSL Halloween campaign with our partner Cadbury.

Digital engagement continues to show positive momentum across our social media channels. Social media engagements increased by 20%, rising from 342,084 to 411,320, while our total social media audience grew by 10% to reach 118,967. Audience growth also improved slightly, from 11,104 to 11,416.

The number of digital users fell 6% this year (from 448,077 to 420,368), at least in part attributable to the early impact of AI search, resulting in "zero click" searches as part of changing user behaviour.

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Principal risks and uncertainties

Trustees have agreed and implemented a Risk Management policy.

Key risks are reviewed quarterly by the C-Suite, by the relevant board committee at each committee meeting, and more frequently if required. Mitigating actions are assigned to individuals. These actions reduce the likelihood and/or impact of any detrimental events.

The trustees consider the following to be the key risks facing the organisation.

- **Income drops significantly.** We continue to attract significant numbers of new supporters for our work, and benefit from our existing supporters' steadfast commitment. However, we recognise the impact of the ongoing cost of living crisis on disposable income and continue to monitor supporter income trends closely for any adverse impact. These inform our financial forecasts and planning scenarios. This risk is discussed regularly with trustees, with mechanisms in place for additional reporting if there is cause for concern. Trustees also oversee compliance with fundraising regulations and make sure that fundraising is carried out to high ethical standards.

In 2024 we worked with specialist agency AAW to review the charity's overall fundraising programme, assess the performance of each stream (excluding individual giving), and explore key gaps in the portfolio, considering the potential scale and investment needed for growth. Investment continues in income diversification projects to mitigate the risk of reliance on a narrow range of fundraising channels where possible.

We are no longer relevant to our members. Our target audiences (deaf young people, their parents, professionals and decision-makers) have different needs and many competing demands for their time and attention. We recognise that we must stand out in an increasingly crowded marketplace, resonating with our audiences and delivering value and resonance to them. Mitigations related to customer relevance have been organised into 3 areas: how we listen to and understand what our customers want and need, the delivery of initiatives with a focus on co-creation and co-development, and the monitoring of reach and engagement metrics through a new reach, engagement and impact (REI) framework. Data and insight underpin the delivery of our strategy and we will continue to invest in audience insights and marketing, as well as regularly engaging with, and responding to, our audiences through consultation and co-production.

- **A safeguarding failure.** We recognise the importance of safeguarding children and young people in all areas of our work and in activities organised by us and with us, through a growing partnership network and activity within local communities, affiliated local groups and our international partners. The charity has a Safeguarding policy which applies to everyone who works with or for the charity. The policy is implemented through robust procedures and supported by training programmes for staff and volunteers.

We **provide** online training and require affiliated local groups to meet safeguarding standards. Similarly, we set clear standards and procedures and provided training for our international partners. There is an experienced trustee lead on safeguarding, and safeguarding work across the organisation is regularly reported to the board. All policies and

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Report of the Directors for the year ended 31 March 2025

procedures are regularly reviewed internally and with an external adviser. Although we believe the operational procedures have strong safeguards embedded in them, it remains a key risk on our risk register.

A breach of our IT security. With staff working remotely and hybrid or home working becoming the default, reliance on our IT systems is critical for effective working. Cyberattacks, including phishing and malware, remain a significant risk and we are continually investing in security to keep our systems and data available and secure. All staff complete mandatory security and data protection training, and this is then reinforced with monthly awareness videos and simulated phishing attacks. As a result of this programme, we continue to see improvements in our organisational risk score. We continue to report to trustees regularly on cyber risks and the status of our cyber security programme as it responds to new challenges such as artificial intelligence. Whilst cyber security remains a key item on our risk register, the foundational work done over the course of this year allowed us to achieve the government's Cyber Essentials+ accreditation.

- **Generative artificial intelligence (AI):** At the beginning of 2025 we introduced a new generative AI risk to our strategic level risk register. We recognise the potential of generative AI to transform our operations; however, it is essential that it be utilised in an effective, ethical and responsible manner. Our assessment of the risks associated with generative AI encompasses several areas that need to be considered both independently and alongside other strategic risks.

Failure to adopt AI may prevent us from achieving the charitable impact we aspire to. At its most extreme, this could lead to obsolescence as organisations that fail to adapt may continue offering services or maintaining business models that become redundant, easily accessible for free, or more effectively provided through AI.

Poor adoption of AI can result in negative outcomes and non-compliance, including disinformation, bias, privacy concerns and intellectual property infringements. Furthermore, AI tools exploited by malicious actors can enable far more convincing scams. In response, in addition to controls against IT breaches, we have introduced a new Generative AI policy, reviewed our Acceptable Use policy, and updated the Terms of Reference for our Information Security Group to ensure comprehensive monitoring of generative AI.

Financial review

We are pleased to report that following our planned deficit in the previous financial year, our income grew by £0.6 million over the year to 31 March 2025, with a surplus of £4.0 million in the year.

Income from our thousands of dedicated supporters made up 90% of our total income of £33.6 million. Their generous regular monthly contributions, in most cases enhanced by Gift Aid and unrestricted, continue to fund the majority of our work and underpin our plans to deliver our

The National Deaf Children's Society

Report of the Directors for the year ended 31 March 2025

ambitious targets over our 5-year strategy. We closely monitor how our individual giving fundraising performs against the annual targets set, and model a range of financial scenarios based on favourable and adverse trends, which are regularly reviewed by trustees.

Legacy income continues to be a valued source of income but one which can be volatile year-on-year. In 2024/25, there was an increase of £0.2 million to £1.4 million. We continue to assess and, where viable, pilot suitable opportunities to diversify individual giving income streams as they arise.

We reduced our fundraising investment by £1.7 million to £11.4 million, reducing our total expenditure to £29.5 million. This fundraising investment will secure vital income, mostly unrestricted, in future years to fund our charitable work. Charitable expenditure overall remained at £18.1m with an additional £0.6m of expenditure on building communities that unite families. You can read about how our charitable expenditure helps us to achieve the targets we set ourselves earlier in the directors' report.

Financial position at year-end

The surplus for the year increased our net assets by £4.0 million to £18.0 million. We will continue to invest significantly in fundraising to grow the income we need to deliver our strategic priorities.

Performance of subsidiaries

NDCS Limited now operates on a small scale and passed a profit of £5,000 to the charity. Further details are shown in Note 3 of the financial statements.

Reserves

We have a risk-based Reserves policy which is underpinned by the organisational risk register and is linked with the charity's strategy and corporate plan. This has determined that the target range of general reserves (excluding those reserves represented by restricted funds and fixed assets reserves) required by the charity is between £8.6 million and £11.3 million.

The total reserves of the charity as at 31 March 2025 were £18.0 million (2024: £14.1 million). Unrestricted reserves formed £17.8 million (2024: £13.8 million) and restricted reserves formed £0.3 million (2024: £0.3 million).

General reserves (excluding reserves represented by restricted funds and fixed assets) stood at £17.8 million. This is above the target reserves range. However, a deficit is expected for 2025/26, with significant investment in fundraising to secure future income and an expansion in our charitable activity.

The trustees continue to review a range of financial scenarios at each meeting to consider their potential impact on reserves and the charity's longer-term financial sustainability. These scenarios reflect the uncertainties and risks the charity faces. Additionally, the trustees conduct an annual review of the appropriate level of general reserves, with changes to the charity's risk

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profile, strategy and operational plans considered as part of that review. The output of the annual review informs subsequent planning and budgeting cycles.

Investments

Trustees have considered the requirements of the SORP and the Charity Commission's guidance (CC14) and remain of the opinion that there are no listed investments adverse to the purpose of the charity. The Investment policy is reviewed annually and there are no specific investment restrictions. Trustees have adopted a cautious and diversified investment strategy to balance potential return with appropriate risk and mitigate the consequences of volatility in the markets.

Quilter Cheviot manages a medium-risk, multi-asset portfolio for the charity, with a total return target at CPI inflation, plus 3.5% pa net of fees. This is benchmarked against CPI plus 3.5% annualised, ARC Steady Growth Charity Index and a composite of market indices:

- fixed interest and government bonds: iBoxx £ UK Gilts
- UK corporate bonds: iBoxx Sterling Corporates
- UK equities: MSCI UK IMI
- overseas equities: MSCI AC World ex UK
- alternative investments: 50% iBoxx £ Gilt 1 to 5 year and 50% MSCI AC World Index (ACWI)
- cash: Bank of England Base Rate.

There was a return of 1.2% over the year compared to a benchmark return of 5.9%. The market value of investments stood at £5.5 million at 31 March 2025, an increase of £0.1 million in the year, after reinvestment of income and a loss of £0.1 million on investments.

Going concern

The trustees have reviewed our activities, current financial position and risks on our voluntary income and planned supporter recruitment. Although we expect a deficit in 2025/26, this will be funded by drawing down our reserves. Our trustees will continue to regularly review financial scenarios that model factors such as supporter recruitment levels and rates of lapsing, as well as the impact of wider economic risks such as falling investment values. These currently indicate that it remains appropriate to adopt the going concern basis of accounting in preparing the financial statements.

The trustees have considered several factors when forming their conclusion as to whether the use of the going concern basis is appropriate when preparing these financial statements, including a review of updated forecasts to 31 March 2028, a consideration of key risks that could impact the charity, and the latest available management information. Our analysis, and our experience in recent years, is that a reduced level of supporter recruitment results in an improved short-term financial position due to the associated reduction in costs, however, over time there is a significant impact on income as we have fewer supporters than planned. At present we do not regard this as an immediate risk.

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Trustees conclude it is appropriate for the financial statements to continue to be prepared on a going concern basis.

Grant policy

As part of delivering our international charitable activities, we award grants to partner organisations in line with our strategic objectives. We undertake a formal appraisal of the project and partner organisation before making a grant, which is subject to a specific grant agreement. The due diligence process includes a review of the governance, senior management and financial capacity, and an assessment of the organisation's capacity to deliver the project objectives. Progress against targets is monitored before making further grant payments and if we are not satisfied that the grant is being managed in accordance with the partnership agreement the grant will be delayed or terminated.

We follow the same approach for our In the Community grants, carrying out an appraisal of the project and partner organisation before entering into a specific grant agreement. The final 10% of the grant is awarded on receipt of a satisfactory grant report.

In 2024/25, we awarded £145,000 in grants to partner organisations in relation to our international work, and £375,000 in total.

Corporate structure, governance and accountability

We have 3 subsidiary undertakings and a 25% share in a joint venture consolidated in the group. The 3 subsidiary undertakings are NDCS Limited and Friends for Young Deaf People, both registered in England and Wales, and Fundación Niños Sordos del Mundo, a charity registered in Spain.

NDCS Limited is the only subsidiary undertaking that was actively trading, and it donates its trading profit to the National Deaf Children's Society. It is expected to be dormant in 2025/26. Further details are included in Note 3 to the financial statements.

We have a 25% share in Childlife, a company limited by guarantee. Further details are included in Note 4 to the financial statements.

The trustee board governs the charity and has a maximum of 12 trustees. The majority of trustees must be elected by the membership. All elected trustees must be carers or parents of deaf children and members of the charity. These trustees can be appointed by the trustee board, but this must follow an online election process for members.

In addition to elected trustees, the trustee board may co-opt trustees to enhance the skills of the board. Co-opted trustees do not have to be full members of the National Deaf Children's Society.

The honorary chair must be the parent of a deaf child. In addition to the honorary chair, there are 3 honorary officer roles – honorary vice chair, honorary treasurer and honorary deputy treasurer. The articles require that each year, one-third of the elected trustees – those who have been in office the longest since last elected – should offer themselves for re-election.

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Report of the Directors for the year ended 31 March 2025

Elected and co-opted trustees may serve for a maximum of 9 consecutive years. After maximum service, all trustees must have a break of 3 years before being eligible to stand again for election or co-option.

Potential trustees are invited to submit a written application, which is considered by a nominations panel comprising the chair, vice chair, governance committee chair and an independent governance expert. A Board Diversity Action Plan is in progress to encourage applications from a wider section of the community. Suitable applicants are interviewed before being proposed as a trustee. All new trustees take part in an induction programme which involves an introduction to their responsibilities and to the operation of the charity. They are also offered the opportunity to have an existing trustee as a mentor in their first year.

The trustees provide leadership and direction for the charity, setting the vision, mission and strategy, which are delivered by the chief executive and their team. The trustees are legally responsible for making sure that resources are used prudently and only in support of our objectives, for stewardship of our assets, and for ensuring that the charity complies with all relevant legislation and regulation.

The trustee board operates a Conflicts of Interest policy. A declaration of interest form is completed annually by trustees, senior management and fundraising staff, and declarations are made and recorded at the start of every trustee committee meeting, where relevant to the agenda. The trustee board meets 4 times a year. It is supported by 4 committees, each of which has specific terms of reference.

Our governance structure is made up of the following committees.

- Strategic Delivery Committee – this committee focuses on the delivery of our strategy as a whole and receives reporting against the 4 strategic objectives.
- Strategic Enablers Committee – this committee focuses on the enablers that allow us to deliver the strategy successfully, including those relating to digital activity, our people and agile ways of working.
- Finance, Audit and Risk Committee – this committee oversees all financial and administrative matters.
- Governance Committee – this committee is responsible for ensuring the charity has an effective governance framework and that the trustee board and committees have an appropriate skills mix.

The committees are chaired by trustees and comprise a minimum of three trustee members, with relevant staff also in attendance. Each committee has its decisions ratified by the Trustee Board where appropriate. Following a recent governance review, the new committee structure has been assessed as effective, with improved alignment between strategic oversight and executive delivery. A shared strategy report, with highlighted sections for review by the Strategic Enablers Committee (SEC) and Strategic Delivery Committee (SDC), is now in place. Trustees feel this report is working well, it supports clear understanding of each committee's remit while maintaining visibility of cross-cutting issues and interdependencies.

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Report of the Directors for the year ended 31 March 2025

The day-to-day running of the National Deaf Children's Society and the exercise of executive responsibility are delegated to the chief executive for operational matters, including finance, employment and service delivery.

Each year, the Governance Committee reviews our governance practices in detail against the Governance Code, which operates using an 'apply or explain' approach, alongside an environmental, social and governance self-assessment.

There are clear distinctions between the role of the trustees and of senior management. Matters such as policy and strategic plans are prepared by senior management for consideration and approval by the trustees. All trustees give up their time freely and no trustee remuneration was paid in the year. Details of trustee expenses are disclosed in Note 6 of the financial statements. There were no related party transactions.

Employees

Our dedicated employees are based across the UK and we aim to provide support and development to enable them to reach their full potential.

We value diversity and want to create an inclusive and welcoming environment so all our colleagues can thrive. Our Equality, Diversity and Inclusion Working Group continued to attract new members and built awareness and understanding through a popular webinar series covering a wide range of topics and a deaf awareness at work survey.

We continue to be a Level 2 Disability Confident Employer and encourage applications from disabled people, working with them to identify and provide the adjustments to support their application and if successful, their employment with us. We recruit and promote based on aptitude and ability and without discrimination.

We support the continued employment and retraining of employees who become disabled during employment with us, working with them to identify and deliver the appropriate support and training.

Our online induction events enabled the chief executive and other senior members of staff to explain to new starters how their teams support deaf children and their families, ensure that safeguarding is highlighted and that new starters benefit from deaf awareness training. All staff are encouraged to build on this initial deaf awareness training to improve their sign language and communication skills.

Remuneration

The charity recognises the contribution of every employee and our reward package is sustainable and competitive with other organisations so we can recruit, retain and develop staff with the skills to deliver our strategy. In setting pay levels for our staff we take account of pay practice in other similar sized charities, the public sector and, where necessary, the private sector for specialist and technical roles.

The National Deaf Children's Society

Report of the Directors for the year ended 31 March 2025

We remain committed to supporting our employees by offering a variety of wellbeing resources, including those made available through our collaborations with Reframe Cancer and the IVF Network.

The Finance, Audit and Risk Committee reviews a recommendation from the CEO for an annual pay increase as part of the annual budget approval process. Trustees consider affordability, economic trends and external market pay movement, and make a recommendation for approval by the Trustee Board.

We operate a defined contribution group personal pension scheme, to which all eligible employees are auto-enrolled. We make a contribution of 5.5% of salary with staff contributing 1.5%, with an option to contribute more.

Information on the maximum and minimum remuneration levels for each grade, and all benefits (including pension) are available to all employees.

The total remuneration of the Executive team (as defined below) was £717,932 (£796,803 in 2023/24). This included pension contributions of £22,004 (£25,537 in 2023/24). There were no benefits in kind. The Executive team were awarded the same increase as other staff. The Executive team consists of: Susan Daniels (CEO), Jane Foreman (Deputy CEO and Chief Finance Officer), Maria Chambers (Chief Operations Officer), Debbie Talbot (Chief Strategy Officer), Jon Curry (Chief Information Officer) and Mike Wade (Chief Revenue Officer).

Members of the Board

- Dominic Holton (chair)
- Jennie Rayson (to 2 November 2024) (vice chair to 2 November 2024)
- Lesley Lindberg (vice chair from 2 November 2024)
- George Crockford (treasurer to 29 May 2025)
- Luke Kelly (deputy treasurer to 17 July 2025 then treasurer from 17 July 2025)
- Suzanne Beese (to 17 July 2025)
- Altaf Kassam
- Felicity Preacher
- Damian Proctor
- Jan Rutherford
- Katharine Stocks
- Lorraine Wapling
- Emily Beardshall (from 2 November 2024)

The National Deaf Children's Society

Report of the Directors for the year ended 31 March 2025

Members

We have the following categories of membership:

Full members

Full members have the right to attend, speak and vote at general meetings, and to participate in the nomination or ballot process for selecting elected trustees. They also have the benefits set below under 'supporter members'.

The following people qualify for full membership:

- parents or carers of deaf children aged 0 to 25 and deaf people aged between 18 and 25 years, living in the United Kingdom

Supporter members

Supporter members have the right to attend and speak, but not to vote at, general meetings. They retain the benefit of all other rights under company law and all other facilities and advantages of supporter membership. The following qualify for supporter membership:

- any individual aged 18 or over, who is not a full member, making at least a minimum subscription to the charity, and who is a participant in the charity's supporter scheme

Associate members

Associate members have the right to attend and speak, but not to vote at, general meetings. An associate member shall be either an individual, who is not a full member, or a supporter member, or an organisation that falls into one of the following categories:

- (i) professional members – professionals working in fields related to the education and relief of deaf children
- (ii) affiliate members – any group or organisation based in the United Kingdom which adheres to the charity's vision and values statements
- (iii) board members – co-opted members of the trustees who have been appointed by the existing members of the trustees (and are known as the co-opted trustees)
- (iv) international individual members – any individual living outside the United Kingdom. (Adopted by a resolution of the trustees made on 12 September 2009.)
- (v) international affiliate members – any group or organisation based outside the United Kingdom which adheres to the charity's vision and values statements
- (vi) family members – anyone who is a family member of a deaf person
- (vii) parent or carer members – anyone who is a parent or carer of a deaf person aged over 25 years
- (viii) deaf members falling outside the age range for full membership, ie adult deaf members

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(aged 26 years and above) and young deaf members (aged between 16 and 17 years inclusive [becoming full members on their 18th birthday]

- (ix) other members – any individual aged 16 or above living in the United Kingdom who applies to be and is admitted as an associate member

Volunteers

At least 43 individuals volunteered in 2024/25, providing over 99 hours of support.

Our dedicated volunteers supported a total of 33 events, mostly, as presenters, sharing their personal experiences as deaf individuals or parents, and offering their professional knowledge and expertise.

In February 2025, we temporarily paused all volunteering activities to concentrate on the development of our volunteer management system (VMS).

Pro-bono legal volunteers from 3 law firms have provided approximately 2,232 hours of support. They've been involved in cases involving families, which may include a dispute about where a child should be educated. Some cases involve appeals for deaf children and young people who have not received their correct entitlement to welfare benefits.

Statement of trustees' responsibilities

The trustees (who are also directors of the National Deaf Children's Society, for the purposes of company law) are responsible for preparing the trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice). Company law requires trustees to prepare financial statements for each financial year which give a true and fair view of the state of the affairs of the charitable company and the group, and of the incoming or outgoing resources and application of resources, including the income and expenditure of the charitable group, for that period. In preparing these financial statements the trustees are required to:

- select suitable accounting policies and apply them consistently
- observe the methods and principles in the Charities SORP
- make judgments and estimates that are reasonable and prudent
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements
- prepare the financial statements on the going concern basis, unless it is inappropriate to presume that the charitable company will continue in business.

The trustees are responsible for keeping proper accounting records that disclose, with reasonable accuracy at any time, the financial position of the charitable company, and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and the group, and for taking reasonable steps for the prevention and detection of fraud and other irregularities. The

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Report of the Directors for the year ended 31 March 2025

trustees are responsible for the maintenance and integrity of the corporate and financial information included on the company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

In so far as the trustees are aware:

- there is no relevant audit information of which the charitable company's auditor is unaware and
- the trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information, and to establish that the auditor is aware of that information

Auditors

Crowe U.K. LLP is eligible to act as an auditor in terms of section 1212 of the Companies Act 2006.

By order of the Board

In approving this report, the trustees are also approving the strategic report included here in their capacity as company directors.

A handwritten signature in black ink, appearing to be 'D. Holton', with a long horizontal line extending to the right.

Dominic Holton
Director and trustee

Date: 7 November 2025

The National Deaf Children's Society

Report of the Independent Auditors

Independent Auditor's Report to the Members and Trustees of the National Deaf Children's Society

Opinion

We have audited the financial statements of the National Deaf Children's Society ('the charitable company') and its subsidiary ('the group') for the year ended 31 March 2025 which comprise Consolidated Statement of Financial Activities (including the Consolidated Income and Expenditure Account), the Consolidated and Charity Balance Sheets, the Consolidated Statement of Cash Flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the group's and the charitable company's affairs as at 31 March 2025 and of the group's income and expenditure, for the year then ended
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities and Trustee Investment (Scotland) Act 2005 and Regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006 (amended).

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the group in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's or the group's ability to continue as a going concern for a period of at least 12 months from when the financial statements are authorised for issue.

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Report of the Independent Auditors

Our responsibilities and the responsibilities of the trustees with respect to going concerns are described in the relevant sections of this report.

Other information

The trustees are responsible for the other information contained within the annual report. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion based on the work undertaken in the course of our audit:

- the information given in the trustees' report, which includes the Directors' report and the strategic report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the strategic report and the directors' report included within the trustees' report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In light of the knowledge and understanding of the group and charitable company and their environment obtained in the course of the audit, we have not identified material misstatements in the strategic report or the directors' report included within the trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 requires us to report to you if, in our opinion:

- adequate and proper accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us; or

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- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement set out on page xx the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with the Acts and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Details of the extent to which the audit was considered capable of detecting irregularities, including fraud and non-compliance with laws and regulations are set out below.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Extent to which the audit was considered capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We identified and assessed the risks of material misstatement of the financial statements from irregularities, whether due to fraud or error, and discussed these between our audit team

The National Deaf Children's Society

Report of the Independent Auditors

members. We then designed and performed audit procedures responsive to those risks, including obtaining audit evidence sufficient and appropriate to provide a basis for our opinion.

We obtained an understanding of the legal and regulatory frameworks within which the charitable company and group operates, focusing on those laws and regulations that have a direct effect on the determination of material amounts and disclosures in the financial statements. The laws and regulations we considered in this context were the Companies Act 2006, the Charities Act 2011 and The Charities and Trustee Investment (Scotland) Act 2005 together with the Charities SORP (FRS 102). We assessed the required compliance with these laws and regulations as part of our audit procedures on the related financial statement items.

In addition, we considered provisions of other laws and regulations that do not have a direct effect on the financial statements but compliance with which might be fundamental to the charitable company's and the group's ability to operate or to avoid a material penalty. We also considered the opportunities and incentives that may exist within the charitable company and the group for fraud. The laws and regulations we considered in this context for the UK operations were: General Data Protection Regulation (GDPR), Anti-fraud, bribery and corruption legislation, Taxation legislation, Employment legislation.

Auditing standards limit the required audit procedures to identify non-compliance with these laws and regulations to enquiry of the Trustees and other management and inspection of regulatory and legal correspondence, if any.

We identified the greatest risk of material impact on the financial statements from irregularities, including fraud, to be within the timing of recognition of income, and the override of controls by management. Our audit procedures to respond to these risks included enquiries of management and the Finance, Audit & Risk Committee about their own identification and assessment of the risks of irregularities, sample testing on the posting of journals, reviewing accounting estimates for biases, reviewing regulatory correspondence with the Charity Commission and reading minutes of meetings of those charged with governance.

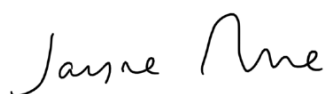
Owing to the inherent limitations of an audit, there is an unavoidable risk that we may not have detected some material misstatements in the financial statements, even though we have properly planned and performed our audit in accordance with auditing standards. For example, the further removed non-compliance with laws and regulations (irregularities) is from the events and transactions reflected in the financial statements, the less likely the inherently limited procedures required by auditing standards would identify it. In addition, as with any audit, there remained a higher risk of non-detection of irregularities, as these may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal controls. We are not responsible for preventing non-compliance and cannot be expected to detect non-compliance with all laws and regulations.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006, and to the charitable company's trustees, as a

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for the year ended 31 March 2025

body, in accordance with Regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body and the charitable company's trustees as a body, for our audit work, for this report, or for the opinions we have formed.



Jayne Rowe
Senior Statutory Auditor
For and on behalf of
Crowe U.K. LLP
Statutory Auditor
London

Date: 25 November 2025

The National Deaf Children's Society
Consolidated Statement of Financial Activities
(including Consolidated Income & Expenditure account)
for the year ended 31 March 2025

Income and expenditure	Note	Unrestricted funds £000s	Restricted funds £000s	Total 2025 £000s	Total 2024 £000s
<u>Income and endowments from:</u>					
Donations and legacies					
Regular donations and subscriptions from individuals		30,165	184	30,349	30,424
Legacy income	5(a)	1,382	44	1,426	1,213
Other donations and gifts		996	69	1,065	967
		<u>32,543</u>	<u>297</u>	<u>32,840</u>	<u>32,604</u>
Charitable activities	5(b)	30	136	166	(61)
Other trading activities	5(c)	9	-	9	50
Investments	5(d)	510	-	510	350
		<u>33,092</u>	<u>433</u>	<u>33,525</u>	<u>32,943</u>
Share of net profit in joint venture	4	43	-	43	57
Total		<u>33,135</u>	<u>433</u>	<u>33,568</u>	<u>33,000</u>
<u>Expenditure on:</u>					
Raising funds	7(a)	11,384	-	11,384	13,059
Charitable activities:					
Delivering support in the early years		3,959	135	4,094	3,911
Providing life-changing information and advice		4,911	86	4,997	4,970
Building communities that unite families		4,924	107	5,031	4,398
Being the leading global authority on childhood deafness		2,303	103	2,406	2,967
Other charitable spend		1,579	20	1,599	1,895
Total charitable activities	7(a)	<u>17,676</u>	<u>451</u>	<u>18,127</u>	<u>18,141</u>
Total	7(a)	<u>29,060</u>	<u>451</u>	<u>29,511</u>	<u>31,200</u>
Net (loss) / gain on investments	10(c)	(62)	-	(62)	534
Net income / (expenditure) and net movement in funds before transfers	7(e)	<u>4,013</u>	<u>(18)</u>	<u>3,995</u>	<u>2,334</u>
Net income / (expenditure) and net movement in funds after transfers		<u>4,013</u>	<u>(18)</u>	<u>3,995</u>	<u>2,334</u>
Fund balances brought forward		13,798	255	14,053	11,719
Fund balances carried forward		<u>17,811</u>	<u>237</u>	<u>18,048</u>	<u>14,053</u>

All amounts relate to continuing activities.

There were no recognised gains or losses other than those dealt with in the above Statement of Financial Activities.

The National Deaf Children's Society
Consolidated Balance Sheet and Balance Sheet
for the year ended 31 March 2025

	Note	Group 2025 £000s	Group 2024 £000s	Charity 2025 £000s	Charity 2024 £000s
Fixed assets					
Intangible assets	8	-	26	-	26
Tangible assets	9	-	8	-	8
Investment in joint venture - share of net assets	4	197	154	-	-
Other investments	10	5,510	5,443	5,510	5,443
		<u>5,707</u>	<u>5,631</u>	<u>5,510</u>	<u>5,477</u>
Current assets					
Debtors	11	2,988	3,206	2,988	3,212
Cash at bank and in hand		11,976	7,665	11,976	7,659
		<u>14,964</u>	<u>10,871</u>	<u>14,964</u>	<u>10,871</u>
Creditors: amounts falling due within one year	12	<u>2,623</u>	<u>2,449</u>	<u>2,623</u>	<u>2,449</u>
Net current assets		<u>12,341</u>	<u>8,422</u>	<u>12,341</u>	<u>8,422</u>
Net assets		<u>18,048</u>	<u>14,053</u>	<u>17,851</u>	<u>13,899</u>
The funds of the charity					
Unrestricted funds					
Fixed asset reserve		-	34	-	34
General funds		17,811	13,764	17,614	13,610
		<u>17,811</u>	<u>13,798</u>	<u>17,614</u>	<u>13,644</u>
Restricted funds	13	<u>237</u>	<u>255</u>	<u>237</u>	<u>255</u>
	15	<u>18,048</u>	<u>14,053</u>	<u>17,851</u>	<u>13,899</u>

Company number: 02752456

The surplus for the financial year dealt with in the financial statements of the parent company was £3,951,819 (2024: surplus of £2,277,914). The financial statements were approved by the board and authorised for issue on 7 November 2025 and signed on its behalf by:



.....
D Holton
Director

Date: 7 November 2025

The notes on pages 33 to 52 form part of the financial statements.

The National Deaf Children's Society
Consolidated statement of cash flows
for the year ended 31 March 2025

	2025 £000s	2024 £000s
Cash flow from operating activities:		
Net income (expenditure) for the year	3,995	2,334
<i>Adjustments for:</i>		
Depreciation/amortisation	26	50
Loss / (profit) on disposal of tangible fixed assets	8	(17)
Loss / (gain) on investments	62	(534)
Income from investments	(510)	(350)
Investment management fees	35	32
Share of net (gain) / loss in joint venture	(43)	(57)
Decrease / (increase) in debtors	218	(572)
Increase / (decrease) in creditors	174	280
Net cash provided by / (used in) operating systems	<u>3,965</u>	<u>1,166</u>
Cash flows from investing activities:		
Interest on cash deposits	233	95
Income from joint venture	113	102
Sale of tangible assets	<u>-</u>	<u>17</u>
Net cash provided by investing activities	<u>346</u>	<u>214</u>
 Increase in cash and cash equivalents in the year	 4,311	 1,380
Cash and cash equivalents at 1 April 2024	<u>7,665</u>	<u>6,285</u>
Cash and cash equivalents at 31 March 2025	<u>11,976</u>	<u>7,665</u>

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2025

1 Company information

The National Deaf Children's Society is a private company, limited by guarantee, registered in England and Wales, registration number 02752456. The registered office is 5th Floor, 167– 169 Great Portland Street, London W1W 5PF.

The company is a registered charity, registered in England & Wales, registration number 1016532, and in Scotland, registration number SC040779. The financial statements comply with FRS 102.

2 Accounting policies

a) Basis of preparation and assessment of going concern

The financial statements have been prepared under the historical cost convention, with the exception of listed investments which are included on a market value basis.

The financial statements have been prepared in accordance with the Statement of Recommended Practice Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (2nd Edition) (SORP FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006, The Charities Act 2011 and the Companies Act 2006.

The charity meets the definition of public benefit entity under FRS 102.

As detailed in the going concern commentary in the directors' report, the trustees have reviewed the charity's activities, financial position and risks. They perform regular reviews of financial scenarios that incorporate a range of fundraising outcomes and wider economic risks. The going concern basis of accounting continues to be adopted in preparing the financial statements.

The trustees have assessed the charity's ability to continue as a going concern. The trustees have considered several factors when forming their conclusion as to whether the use of the going concern basis is appropriate when preparing these financial statements, including a review of updated forecasts to 31 March 2027 and a consideration of key risks that could impact the charity, and the latest available management information.

Trustees conclude it is appropriate for the financial statements to continue to be prepared on a going concern basis.

b) Critical accounting estimates and areas of judgement

In the view of the trustees in applying the accounting policies adopted, no judgements were required that have a significant effect on the amounts recognised in the financial statements, nor do any estimates or assumptions made carry a significant risk of material adjustment in the next financial year. With respect to the next accounting period the most significant area of uncertainty that affects the carrying value of assets held by the charitable company, is the performance of the investment market.

c) Currencies

The financial statements are presented in sterling (£).

Transactions denominated in foreign currencies are translated at the rate of exchange prevailing at the time of the transaction. Monetary items denominated in foreign currencies at the end of the reporting period are translated at the rate of exchange prevailing at that date.

d) Group financial statements

These financial statements consolidate the results of the charity and its subsidiary undertakings. The results of the wholly-owned subsidiaries, NDCS Limited and Friends for Young Deaf People, are consolidated on a line-by-line basis. In the group financial statements, the joint venture is accounted for using the equity method under FRS 102 so that the consolidated SOFA includes the group's net share of profit or loss, while the group's share of the net assets of the joint venture is shown in the consolidated Balance Sheet. The results included for the joint venture in Childlife are derived from audited accounts.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2025

d) Group financial statements (continued)

No separate Statement of Financial Activities has been presented for the National Deaf Children's Society as permitted by Section 408 of the Companies Act 2006. The charity has taken advantage of the exemptions in FRS 102 from the requirements to present a charity-only Cash Flow Statement and certain disclosures about the charity's financial instruments.

e) Fund accounting

Unrestricted funds – these are accumulated surpluses and deficits on general funds which can be used in furtherance of the general objectives of the charity at the discretion of the trustees. They include a fixed asset reserve, equivalent in value to the net book value of fixed assets.

Designated funds – these are unrestricted funds which have been set aside by trustees for specific future purposes or projects.

Restricted funds – these are funds that have restrictions imposed by donors and can only be applied for the particular purposes specified by donors. The funds are not available for work performed by the National Deaf Children's Society other than that specified by the donor.

f) Income recognition

All income is recognised and accounted for in the SOFA when the charity has entitlement to the income, it is probable that the income will be received and the amount can be measured reliably. The following specific policies apply to categories of income:

Legacies – legacies are recognised when there is entitlement, it is probable that the legacy will be received and when it can be measured with sufficient reliability. Specifically, residual legacies are recognised when probate has been granted, any conditions pertaining to the legacy over which the charity has control have been met and either cash or estate accounts are received. Pecuniary legacies are recognised when probate has been granted. Legacies received after the year-end are reviewed and, where material, are accrued where entitlement had been met at the balance sheet date. Income is not recognised for legacies which remain subject to a life interest.

Income from trading and merchandising – is accounted for when earned. Activity income received in advance is deferred until entitlement to the income has arisen (the activity has taken place), at which time it is credited to the SOFA.

Donated services and facilities – are included at the value to the charity where this can be quantified. No amounts are included in the financial statements for services donated by volunteers. The trustees' report includes further detail of the contribution from volunteers.

Investment income – is accounted for on a receivable basis.

Grants and contractual payments – are included on a receivable basis. Income received for expenditure in future accounting periods is deferred. Where entitlement occurs before income is received the income is accrued. Capital grants are accounted for as income as soon as they are receivable. Government grants are recognised on the performance model, when the charity has complied with any conditions attaching to the grant and the grant will be received.

g) Expenditure recognition

All expenditure is accounted for on an accruals basis and includes irrecoverable VAT where applicable. It is classified under headings in the accounts that aggregate all costs related to the category.

Expenditure on raising funds include the costs incurred in generating voluntary income and fundraising trading costs. These costs are regarded as necessary to generate funds that are needed to finance charitable activities. They do not include the costs of disseminating information.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2025

g) Expenditure recognition (continued)

Charitable activities expenditure includes the costs identified as wholly or mainly attributable to achieving the charitable objects of the charity, including the costs of disseminating information in support of charitable activities. These costs include direct staff costs, wholly or mainly attributable support costs and an apportionment of general overheads allocated on a basis consistent with the use of resources.

Grants payable are accounted for when awarded except where future payments are conditional on performance and specific deliverables of the project. In such cases, amounts payable are accounted for as expended when the reporting criteria are satisfactorily met.

Termination payments are recognised on communication of intention to pay and are accounted for as staff costs.

Support costs, including governance costs, are those costs that assist the work of the charity but are not directly on fundraising or charitable activities. Governance costs are associated with the governance arrangements of the charity and include audit, legal advice for trustees and costs associated with meeting constitutional and statutory requirements such as the cost of trustee meetings and the preparation of the statutory accounts. This category also includes costs associated with the strategic management of the charity's activities. Other support costs include central office functions such as budgeting and accounting, payroll administration, human resources, information systems, communications, property management and legal costs. Support and governance costs have been allocated to an activity cost on a basis consistent with the use of resources. The basis is explained in the notes to the accounts.

h) Operating leases

Expenditure on operating leases is accounted for in the period in which the lease charge arises.

The benefit of lease incentives received to enter an operating lease are recognised as a reduction to the expense on a straight line basis over the period of the lease, except as noted below.

The charity has taken advantage of the transitional exemption for lease incentives in existence on the date of transition to FRS 102 (1 April 2014) and continues to credit such lease incentives to income and expenditure over the period to the first rent review date on which the rent is adjusted to market rates.

i) Intangible fixed assets

Computer software is stated at cost less accumulated amortisation and accumulated impairment losses. Software is amortised on a straight line basis over its estimated useful life of three years. Computer software costs of less than £10,000 are not capitalised.

j) Tangible fixed assets

Tangible fixed assets costing less than £10,000 are not capitalised and are written off in the year of purchase. Tangible fixed assets which are capitalised are included at cost, including any incidental expenses of acquisition. They are stated at cost less accumulated depreciation. Depreciation is provided on all tangible fixed assets, except freehold land, at rates calculated to write off the cost less estimated residual value of each asset, on a straight-line basis over its expected useful economic life. The rates are as follows:

Plant, machinery, fixtures and fittings:	three or five years
Computers and ancillary equipment:	three years

A full year's worth of depreciation is charged in the year of acquisition.

Plant, machinery, fixtures and fittings are eliminated from the accounts when no longer in use.

k) Assets in the course of construction

Payments on account of intangible and tangible fixed assets which are not operational at the balance sheet date are recorded in separate fixed asset categories: "Assets in the course of construction". No depreciation is charged on assets in the course of construction until they are brought into operational use, at which point the asset is transferred into the relevant fixed asset category and depreciated/amortised over their useful economic life.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2025

l) Investments

Investments in subsidiaries are stated in the company accounts at cost less impairment.

Listed investments are initially measured at cost and subsequently at fair value (using market value). The SOFA includes the net gains and losses arising on movements in fair value and disposals throughout the year.

m) Stock

Stocks of publications are written off in the year of purchase as net realisable value is estimated at nil.

n) Taxation

The National Deaf Children's Society is a registered charity and as such is potentially exempt from taxation of its income and gains to the extent that they fall within the exemptions available to charities under the Taxes Act and are applied to its charitable objectives. N.D.C.S. Limited is subject to Corporation Tax but it remits by Gift Aid its taxable profit to the National Deaf Children's Society.

Tax credits, tax deducted from income and receipts under deed of covenant or Gift Aid are recorded on a receivable basis. They are recorded as part of the income to which they relate.

o) Pensions

The group makes payments into a group defined contribution personal pension scheme. These pension costs are allocated to activities and between restricted/unrestricted funds in proportion to the related staffing costs incurred.

At 31 March 2025, contributions amounting to £77,624 (2024: £68,945) were payable.

p) Financial instruments

The company has elected to apply the provisions of Section 11 'Basic Financial Instruments' of FRS 102 to all of its financial instruments.

Basic financial assets which are receivable within one year, which include trade and other receivables and accrued income were £1,424,000 (2024: £1,664,000) and cash and bank balances of £11,976,000 (2024: £7,665,000) are initially measured at transaction price and subsequently carried at settlement amount.

Basic financial liabilities which are payable within one year, which include trade and other payables and accruals of £2,252,000 (2024: £2,099,000) are initially measured at transaction price and subsequently carried at settlement amount.

q) Cash and cash equivalents

Cash and cash equivalents include cash-in-hand, deposits held at call with bank and other short-term liquid investments with original maturities of three months or less.

3 Results of subsidiaries

a) N.D.C.S. Limited

The charity has a wholly owned trading subsidiary, N.D.C.S. Limited, a company registered in England and Wales, company number 00893232. The registered address of N.D.C.S. Limited is 5th Floor, 167– 169 Great Portland Street, London W1W 5PF. The principal activity of the company is the sale of advertising and other goods and services and the company pays all of its profits to the charity under the Gift Aid scheme.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2025

a) **N.D.C.S. Limited** (continued)

A summary of its results is shown below:

	2025 £000s	2024 £000s
Turnover	5	8
Cost of sales	-	-
Gross profit	5	8
Administrative expenses	-	(5)
Net income	5	3
Amount Gift Aided to the National Deaf Children's Society	(5)	(3)
	-	-
The assets and liabilities of the subsidiary were:		
Current assets	-	6
Creditors: amounts falling due within one year	-	(6)
Total net assets	-	-
Equity shareholders' funds	-	-

At the end of the year, N.D.C.S. Limited paid £5,022 (2024: £3,129) to the charity by Gift Aid.

In these consolidated accounts, turnover consolidated in activities for generating funds is £5,000 (2024: £7,253) and investment income is £77 (2024: £657) with the associated costs included under fundraising expenditure.

b) **Friends for Young Deaf People**

The charity has a wholly owned charity, Friends for Young Deaf People, a charitable company registered in England and Wales (company number 3029501, registered charity number 1045011). The registered address of Friends for Young Deaf People is 5th Floor, 167– 169 Great Portland Street, London W1W 5PF 7. Friends for Young Deaf People was dormant throughout the year ended 31 March 2025, as well as the year ended 31 March 2024.

At the end of the year, no amounts were due between the National Deaf Children's Society and Friends for Young Deaf People.

c) **Fundacion Ninos Sordos del Mundo**

Throughout the year, the National Deaf Children's Society had one other wholly owned subsidiary, Fundacion Ninos Sordos del Mundo, a charity registered in Spain, which was dormant for the year ended 31 March 2025. The registered address of Fundacion Ninos Sordos del Mundo is Torre Europa, Paseo de la Castellana 95-18º, 28046, Madrid, Spain.

4 Share in joint venture

Childlife

The National Deaf Children's Society has a 25% share in Childlife, a company limited by guarantee. The registered office of Childlife is Westmead House, Westmead, Farnborough, Hampshire, GU14 7LP. This is accounted for in the consolidated accounts of the National Deaf Children's Society as a joint venture.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2025

	2025 £000s	2024 £000s
The 25% share of Childlife's results for the year is shown below:		
Income from:		
Voluntary income	336	326
Investment income	3	1
	<u>339</u>	<u>327</u>
Expenditure on:		
Raising funds	180	166
Charitable activities	113	102
Other expenditure	3	3
	<u>296</u>	<u>271</u>
Net income / (expenditure)	43	56
Fund balances brought forward	154	98
Fund balances carried forward	<u>197</u>	<u>154</u>

Income receivable from Childlife for the year of £112,500 (2024: £102,500) is included in investment income (see note 5d).

	2025 £000s	2024 £000s
The 25% share of assets and liabilities of Childlife were:		
Fixed assets	1	2
Current assets	215	208
	<u>216</u>	<u>210</u>
Gross assets	216	210
Gross liabilities	(19)	(56)
Total assets less total liabilities – share of net assets	<u>197</u>	<u>154</u>
Unrestricted funds		
Other charitable funds	<u>197</u>	<u>154</u>

5 Income

a) Legacy income

At 31 March 2025, the charity had been notified of legacies amounting to an estimated £1,187,636 (2024: £1,040,254) which have not been included within the accounts as the recognition criteria had not been met at the year-end date.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2025

b) Income from charitable activities

	Grants £000s	Fees from non-statutory sources £000s	Total £000s
Delivering support in the early years	99	7	106
Providing life-changing information and advice	17	7	24
Building communities that unite families	20	8	28
Being the leading global authority on childhood deafness	-	7	7
Other charitable activities	-	1	1
Total 2025	136	30	166
Total 2024	(81)	20	(61)

Further information about the above grant income is provided in note 13.

c) Other trading activities

	2025 £000s	2024 £000s
Gross income from trading	9	50
Income from training and services	-	-
	9	50

d) Investment income

	2025 £000s	2024 £000s
Interest on cash deposits	233	95
Income from listed investments	164	153
Income receivable from joint venture	113	102
	510	350

6 Staff costs, trustee remuneration and expenses and costs of key management personnel

a) Staff costs comprise:

	2025 £000s	2024 £000s
Wages and salaries	10,757	10,247
Social security costs	1,150	1,062
Pension costs	582	548
	12,489	11,857

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2025

The average number of employees during the year was as follows:	2025 No.	2025 (FTE)	2024 No.	2024 (FTE)
Charitable activities	202	178	205	183
Fundraising	32	31	31	29
Administration and support services	49	49	44	43
	<u>283</u>	<u>258</u>	<u>280</u>	<u>255</u>

The above staff numbers include an average of 8 (2024: eight) casual workers who primarily worked on our events programme.

- b) During the year, redundancy and termination payments totalling £52,572 (2024: £318,321) were payable. These related to redundancy payable at the end of the fixed term contracts for specific projects and restructures within departments.
- c) Employee benefits, excluding employer pension costs and employer's NI, of higher paid staff within the following scales were:

	2025 No.	2024 No.
£60,000 – £69,999	2	7
£70,000 – £79,999	5	1
£80,000 – £89,999	1	2
£90,000 – £99,999	2	3
£100,000 – £109,999	2	3
£110,000 – £119,999	-	1
£120,000 - £129,999	<u>1</u>	<u>-</u>

- d) The charity trustees were not paid nor received any other benefits from employment with the charity or its subsidiary in the year (2024: £nil). Reasonable expenses for travel, subsistence and incidentals reimbursed to four trustees (2024: 5 trustee) during the year totalled £521 (2024: £811) and are included in note 7(e) below.
- e) The key management personnel of the group, other than the trustees, comprised the Chief Executive, the Deputy CEO/Chief Finance Officer, the Chief Information Officer, the Chief Operations Officer, the Chief Revenue Officer, the Chief Strategy Officer and the Chief Policy Officer. Their total employee benefits, including employer pension costs and employer's NI, for the year ended 31 March 2025, was £717,932 (2024: £796,803).

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2025

7 Analysis of expenditure

a) Expenditure on:	Direct costs £000s	Grants payable £000s	Support costs £000s	Total 2025 £000s	Total 2024 £000s
<i>Raising funds</i>					
Regular donations and subscriptions from individuals	9,583	-	367	9,950	11,786
Legacies	523	-	84	607	380
Other fundraising costs *	587	-	205	792	861
	<u>10,693</u>	<u>-</u>	<u>656</u>	<u>11,349</u>	<u>13,027</u>
Investment management fees	35	-	-	35	32
	<u>10,728</u>	<u>-</u>	<u>656</u>	<u>11,384</u>	<u>13,059</u>
<i>Charitable activities</i>					
Delivering support in the early years	3,072	13	1,009	4,094	3,911
Providing life-changing information and advice	3,710	29	1,258	4,997	4,970
Building communities that unite families	3,696	195	1,140	5,031	4,398
Being the leading global authority on childhood deafness	1,783	138	485	2,406	2,967
Other charitable activities	1,225	-	374	1,599	1,895
	<u>13,486</u>	<u>375</u>	<u>4,266</u>	<u>18,127</u>	<u>18,141</u>
Total expenditure 2025	<u>24,214</u>	<u>375</u>	<u>4,922</u>	<u>29,511</u>	<u>31,200</u>
Total expenditure 2024	<u>25,986</u>	<u>660</u>	<u>4,554</u>		<u>31,200</u>

* Other fundraising costs include costs of challenge events, community and corporate fundraising, and other trading activities.

b) Analysis of grants payable

	2025 £000s
UK grants	
Grants to University of Birmingham	20
Grants to University College London (2 grants)	24
Grant to University of Manchester	20
Grant to Auditory Verbal UK	6
Grant to Affiliated local registered Deaf Children's Societies*	152
Other UK grants	8
	<u>230</u>

* Each grant was for a maximum of £9,000, while the maximum received by any one local Deaf Children's Society was £9,000.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2025

7 Analysis of expenditure (continued)

b) Analysis of grants payable (continued)

	2025 £000s
International grants	
Cini Asha Deaf Way	16
Centre for Disability in Development	17
SADHANA	10
Citizens Association for Rural Development	12
Prarambha	26
LIPICA	13
Sense International Kenya	42
National Association for Parents of Deaf Children	9
	145
Total grants	375

There are no grant commitments.

c) Allocation of support costs

	Governance £000s	Finance and legal £000s	Human resources £000s	IT £000s	Facilities management and shared premises £000s	Total £000s
<i>Raising funds</i>	-	94	127	261	174	656
<i>Charitable activities</i>						
Delivering support in the early years	64	136	182	376	251	1,009
Providing life-changing information and advice	78	170	227	470	313	1,258
Building communities that unite families	82	152	204	421	281	1,140
Being the leading global authority on childhood deafness	40	64	86	177	118	485
Other charitable activities	26	50	67	138	93	374
Total support costs 2025	290	666	893	1,843	1,230	4,922
Total support costs 2024	310	673	898	1,717	956	4,554

Costs directly attributable to fundraising and charitable activities are allocated to direct costs. Those costs not directly attributable are included in support costs. Finance and legal costs, human resources, IT and facilities management and shared premises costs are allocated on the basis of headcount. Governance costs are allocated to charitable activity categories in proportion to their direct costs.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2025

7 Analysis of expenditure (continued)

d) Governance costs

	2025	2024
	£000s	£000s
Audit fees	27	21
Trustee costs	24	21
Other costs supporting governance activities	239	268
	<u>290</u>	<u>310</u>

e) Net income/expenditure for the year

	2025	2024
	£000s	£000s
Net income/expenditure for the year is stated after charging:		
Auditor's remuneration		
Statutory audit	27	21
Other	11	7
Amortisation	26	26
Depreciation	-	24
Loss/(Profit) on sale of tangible fixed assets	8	(17)
Operating lease rentals	830	746
	<u>830</u>	<u>746</u>

8 Intangible fixed assets

Charity and group

	Computer software	Total
	£000s	£000s
Cost		
As at 1 April 2024	875	875
Additions	-	-
Disposals	-	-
As at 31 March 2025	<u>875</u>	<u>875</u>

Amortisation

As at 1 April 2024	849	849
Charge for the year	26	26
Adjustment for disposals	-	-
As at 31 March 2025	<u>875</u>	<u>875</u>

Net book value

As at 31 March 2025	-	-
As at 31 March 2024	<u>26</u>	<u>26</u>

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2025

9 Tangible fixed assets

Charity and group	Fixtures, fittings and equipment £000s	Total £000s
Cost		
As at 1 April 2024	1,004	1,004
Additions	-	-
Disposals	(955)	(955)
As at 31 March 2025	<u>49</u>	<u>49</u>
Depreciation		
As at 1 April 2024	996	996
Charge for the year	-	-
Adjustment for disposal	(947)	(947)
As at 31 March 2025	<u>49</u>	<u>49</u>
Net book value		
As at 31 March 2025	<u>-</u>	<u>-</u>
As at 31 March 2024	<u>8</u>	<u>8</u>

10 Fixed assets investments

a) Childlife

The National Deaf Children's Society has a 25% share in Childlife, a company limited by guarantee whose object is to promote the relief of children who are in need, by enabling the member charities to meet their respective charitable purposes, through the provision of grant payments. This is accounted for in the consolidated accounts of the National Deaf Children's Society as a joint venture. See note 4 for details of the National Deaf Children's Society share of Childlife's results for the year.

b) Other investments

	Group		Charity	
	2025 £000s	2024 £000s	2025 £000s	2024 £000s
Listed investments at market value (see note 10c)	<u>5,510</u>	<u>5,443</u>	<u>5,510</u>	<u>5,443</u>

Investments in subsidiary (N.D.C.S. Limited) £100 – see note 3

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2025

10 Fixed assets investments (continued)

c) Listed investments

	2025	2024
	£000s	£000s
Market value at 1 April 2024	5,443	4,788
Reinvested income	164	153
Management fees paid	(35)	(32)
Realised loss/(gain) on investments	(62)	534
Market value as at 31 March 2025	<u>5,510</u>	<u>5,443</u>
Listed investments at historic cost	<u>4,583</u>	<u>4,471</u>

d) Listed investments by type

	2025	2024
	£000s	£000s
Equities	3,865	3,856
Alternative investments	459	506
Fixed interest	1,009	895
Cash	<u>177</u>	<u>186</u>
Market value as at 31 March 2025	<u>5,510</u>	<u>5,443</u>

11 Debtors

	Group	Group	Charity	Charity
	2025	2024	2025	2024
	£000s	£000s	£000s	£000s
Due within one year:				
Trade debtors	46	53	46	53
Due from subsidiary undertaking	-	-	-	6
Other debtors	1,817	1,634	1,817	1,634
Prepayments and accrued income	<u>1,125</u>	<u>1,519</u>	<u>1,125</u>	<u>1,519</u>
	<u>2,988</u>	<u>3,206</u>	<u>2,988</u>	<u>3,212</u>

12 Creditors: amounts falling due within one year

	Group	Group	Charity	Charity
	2025	2024	2025	2024
	£000s	£000s	£000s	£000s
Trade creditors	1,110	1,238	1,110	1,238
Social security and other taxes	299	268	299	268
Other creditors	120	155	120	155
Accruals	1,021	706	1,021	706
Deferred income	<u>73</u>	<u>82</u>	<u>73</u>	<u>82</u>
	<u>2,623</u>	<u>2,449</u>	<u>2,623</u>	<u>2,449</u>

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2025

Deferred income mainly consists of deposits for events taken in advance and funds raised for challenge events which will take place in future years. All amounts at the year-end related to new deferrals in the year.

	2025 £000s	2024 £000s
Deferred income reconciliation		
At 1 April 2024	82	62
Recognised in the year	(82)	(62)
Deferred in the year	73	82
At 31 March 2025	<u>73</u>	<u>82</u>

13 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations, gifts and grants to be applied for restricted purposes.

	Balance at 1 April 2024 £000s	Income £000s	Expenditure £000s	Balance at 31 March 2025 £000s
Dept. for Communities Northern Ireland, Sign Language Partnership Group – Family Sign Online	1	33	(43)	(9)
Scottish Government – CYPFEIF and ALEC	-	103	(103)	-
Scottish Government – BSL National Plan 2023-2029	1	-	-	1
	<u>2</u>	<u>136</u>	<u>(146)</u>	<u>(8)</u>
Deaf Child Worldwide	-	183	(183)	-
Dr A Evans Trust Fund	40	-	(7)	33
Eric Wright Charitable Trust	-	25	(25)	-
The P F Charitable Trust	1	-	-	1
The P F Charitable Trust	10	-	(10)	-
Legacy for work in Bristol and the surrounding area	65	-	(1)	64
Other restricted funds	<u>137</u>	<u>89</u>	<u>(79)</u>	<u>147</u>
	<u>255</u>	<u>433</u>	<u>(451)</u>	<u>237</u>

Other restricted funds comprise a number of funds, each of which are immaterial for disclosure purposes, but further details are available on request.

The restricted funds are held for the following purposes:

Department for Communities Northern Ireland – Sign Language Partnership Group – a grant to support the ‘Family Sign Online’ project for 2024/25. This is a model of remote delivery in Northern Ireland in that we will provide a mostly online programme to increase the use of and awareness of British Sign Language (BSL) as a family-friendly, inclusive means of communicating with deaf children and young people.

Scottish Government CYPFEIF and ALEC Fund – Children Young People and Families Early Intervention Fund – grant contributes towards infrastructure costs of the National Deaf Children's Society Scotland to ensure deaf children, young people and their families have access to high quality services and support that address the attainment gap and improve life outcomes for deaf children.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2025

13 Restricted funds (continued)

Scottish Government Equalities Funding – BSL National Plan 2023-2029 Community Consultation Events Fund – £2,000 fund from Scottish Government as part of the BSL National Plan 2023-2029 Community Consultation Events Fund from 30 June 2023 to 7 September 2023. This covered the period the Scottish Government BSL National Plan consultation was open. Funding covered events to consult with deaf young people and parents during this period.

Deaf Child Worldwide is the international arm of the National Deaf Children's Society. Supporter income and other donations are generated for Deaf Child Worldwide specifically and this is used to fund a sustainable international programme.

Dr A Evans Trust Fund – funding provides for costs associated with the delivery of Family Sign Language training in Wales.

Eric Wright Charitable Trust – funding to provide on-the-ground activities in Greater Manchester, Lancashire and Cumbria for families.

The P F Charitable Trust – funding contributes to the purchase of software for a project to research the impact that radio aids have on language development in pre-school deaf children.

The P F Charitable Trust – a £10,000 grant towards a Research Priority Setting Exercise with the James Lind Alliance in collaboration with Manchester University. It will bring together patients, carers, clinicians and other key stakeholders to determine the top 10 evidence gaps in improving the health, education and wellbeing of children and young adults with deafness and hearing loss.

Estate of Sylvia Whitby – bequest to be applied to a variety of activities in Bristol and the surrounding area, in accordance with the terms of the legacy.

14 Movement on unrestricted funds

	Fixed asset reserve £000s	General funds £000s	Total Unrestricted funds £000s
Balance at 1 April 2024	34	13,764	13,798
Income	-	33,135	33,135
Expenditure	(34)	(29,026)	(29,060)
(Losses)/gains on investments	-	(62)	(62)
Balance at 31 March 2025	-	17,811	17,811

15 Analysis of group net assets between funds at 31 March 2025

	Unrestricted funds £000s	Fixed asset funds £000s	Restricted funds £000s	Total funds £000s
Intangible and tangible fixed assets	-	-	-	-
Investments	5,707	-	-	5,707
Current assets	14,727	-	237	14,964
Current liabilities	(2,623)	-	-	(2,623)
	17,811	-	237	18,048

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2025

16 Parent undertaking's income and expenditure

As permitted by Section 408 of the Companies Act 2006, the income and expenditure account of the parent undertaking is not presented as part of these accounts. The consolidated Income and Expenditure Account includes a surplus of £3,951,819 (2024: surplus of £2,277,914) which is dealt with in the accounts of the parent undertaking.

17 Share capital

The National Deaf Children's Society is a company limited by guarantee and has no share capital. Every member of the company guarantees to contribute a maximum of £1 on winding up, including up to one year after ceasing to be a member.

18 Financial commitments

The future minimum payments under non-cancellable operating leases are payable as follows:

	2025 £000s	2024 £000s
Within one year	125	749
Between two and five years	-	38
After five years	-	-
	<u>125</u>	<u>787</u>

19 Capital and other commitments

At 31 March 2025 there were no capital commitments (2024: none).

20 Related party transactions

Expenses paid to trustees in their capacity as directors of the charity are disclosed in Note 6 to the accounts. Other than transactions with subsidiaries and the joint ventures that are disclosed in Notes 3 and 4, there were no other related party transactions.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2025

The following pages represent comparative figures for the year ended 31 March 2024, in accordance with paragraph 2.29 of the SORP.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2025

21 Comparative SOFA

Income and expenditure	Unrestricted funds £000s	Restricted funds £000s	Total 2024 £000s
<u>Income and endowments from:</u>			
Donations and legacies			
Regular donations and subscriptions from individuals	30,225	199	30,424
Legacy income	1,213	-	1,213
Other donations and gifts	881	86	967
	32,319	285	32,604
Charitable activities	20	(81)	(61)
Other trading activities	50	-	50
Investments	350	-	350
Other income	-	-	-
Total	32,739	204	32,943
Share of net gain in joint venture	57	-	57
Total	32,796	204	33,000
<u>Expenditure on:</u>			
Raising funds	13,059	-	13,059
Charitable activities:			
Delivering support in the early years	3,770	141	3,911
Providing life-changing information and advice	4,867	103	4,970
Building communities that unite families	4,298	100	4,398
Being the leading global authority on childhood deafness	2,867	100	2,967
Other charitable activities	1,847	48	1,895
Total charitable activities	17,649	492	18,141
Total	30,708	492	31,200
Net gain on investments	534	-	534
Net income / (expenditure)	2,622	(288)	2,334
Transfer of funds	-	-	-
Net income / (expenditure)	2,622	(288)	2,334
Fund balances brought forward	11,176	543	11,719
Fund balances carried forward	13,798	255	14,053

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2025

22 Comparative restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations, gifts and grants to be applied for restricted purposes.

	Balance at 1 April 2023 £000s	Income £000s	Expenditure £000s	Balance at 31 March 2024 £000s
National Lottery Community Fund (England) – #iWill Fund	240	(215)	(25)	-
Dept. for Communities Northern Ireland, Sign Language Partnership Group – Family Sign Online	3	29	(31)	1
Scottish Government – CYPFEIF & ALEC	-	103	(103)	-
Scottish Government – Equality Funding, Sign of the Future	1	-	(1)	-
Scottish Government – BSL National Plan 2023-2029	-	2	(1)	1
	<u>244</u>	<u>(81)</u>	<u>(161)</u>	<u>2</u>
Deaf Child Worldwide	-	199	(199)	-
Dr A Evans Trust Fund	40	-	-	40
Eric Wright Charitable Trust	-	25	(25)	-
The P F Charitable Trust	1	-	-	1
The P F Charitable Trust	10	-	-	10
Legacy for work in Bristol and the surrounding area	65	-	-	65
Other restricted funds	<u>183</u>	<u>61</u>	<u>(107)</u>	<u>137</u>
	<u><u>543</u></u>	<u><u>204</u></u>	<u><u>(492)</u></u>	<u><u>255</u></u>

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2025

23 Comparative movement on unrestricted funds

	Fixed asset reserve £000s	General funds £000s	Total Unrestricted funds £000s
Balance at 1 April 2023	84	11,092	11,176
Income	-	32,796	32,796
Expenditure	(50)	(30,658)	(30,708)
Losses / gains on investments	-	534	534
Balance at 31 March 2024	34	13,764	13,798

24 Comparative analysis of group net assets between funds at 31 March 2024

	Unrestricted funds £000s	Fixed asset funds £000s	Restricted funds £000s	Total funds £000s
Intangible and tangible fixed assets	-	34	-	34
Investments	5,597	-	-	5,597
Current assets	10,616	-	255	10,871
Current liabilities	(2,449)	-	-	(2,449)
	13,764	34	255	14,053

Accounts

Charity Number (England & Wales): 1016532

Charity Number (Scotland): SC040779

Company number: 02752456

THE NATIONAL DEAF CHILDREN'S SOCIETY
(A company limited by guarantee)

REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED

31 March 2024

The National Deaf Children's Society
Annual Report and Financial Statements
for the year ended 31 March 2024

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The National Deaf Children's Society
Report of the Directors
for the year ended 31 March 2024

Legal and administrative information

- Charity number (England and Wales): 1016532
- Charity number (Scotland): SC040779
- Company number: 02752456

The National Deaf Children's Society (a company limited by guarantee)

Board of trustees

- Dominic Holton (Chair)
- Jennie Rayson (Vice Chair, to 2 November 2024)
- Lesley Lindberg (Vice Chair, from 2 November 2024)
- George Crockford (Treasurer)
- Luke Kelly (Deputy Treasurer)
- Suzanne Beese
- Lynn Gadd (to 15 July 2023)
- Altaf Kassam
- Felicity Preacher
- Damian Proctor
- Jan Rutherford
- Katharine Stocks (from 3 November 2023)
- Lorraine Wapling

Chief Executive: Susan Daniels OBE

Auditor: Crowe U.K. LLP, 2nd Floor, 55 Ludgate Hill, London EC4M 7JW

Solicitors: Bates Wells London LLP, 10 Queen Street Place, London EC4R 1BE

Bankers: National Westminster Bank plc, 46 Notting Hill Gate, London W11 3HZ

Principal and registered office: 5th Floor, 167– 169 Great Portland Street, London
W1W 5PF

The National Deaf Children's Society

Report of the Directors

for the year ended 31 March 2024

The trustees (who are the directors) of the National Deaf Children's Society have pleasure in presenting their report and financial statements for the year ended 31 March 2024.

The financial statements have been prepared in accordance with the accounting policies set out in the notes to the accounts, and comply with the charity's governing document, the Charities Act 2011, and Accounting and Reporting by Charities: Statement of Recommended Practice, applicable to charities preparing their accounts in accordance with the Financial Reporting Standard, applicable in the UK and Republic of Ireland, published on 16 July 2014.

We operate in England, Northern Ireland, Scotland, Wales and the Channel Islands, and undertake international work through partners in South Asia and East Africa.

Our aims and objectives

Objectives

The charity's objectives are to further the education of and to relieve the needs of deaf children.

Vision

Our vision is a world without barriers for every deaf child.

Charitable aims

Our mission is that together we will overcome the social and educational barriers that hold deaf children back.

Public benefit

The achievement of these long-term aims drives our objectives and activity programme.

In order to respond to the needs of deaf children and their families we undertake research and engagement with deaf children, their families and professionals to help ensure our work is driven by data, evidence and insight. This means we can make sure that our work continues to deliver the most benefit against our charitable aims.

The trustees confirm that they have complied with the duty in section 17 of the Charities Act 2011 to have due regard to the Charity Commission's general guidance on public benefit.

Strategic report

We launched a five-year strategy in April 2023, soon after the financial year began. Our new strategy is structured using objectives and key results (OKRs). OKRs help answer two critical questions: where we want to go (the objective) and how we'll know when we get there (the key results).

The National Deaf Children's Society
Report of the Directors
for the year ended 31 March 2024

The strategy reflects our drive to prioritise initiatives that achieve the greatest impact and provide the greatest value to our beneficiaries, and to ensure our work is as effective as possible.

Our overall strategic aim is to reach 100% of deaf children and families who need us. To achieve this aim, we need to positively impact the lives of deaf children right from the start and embed this in our priorities.

The strategy focuses our work around four objectives:

- Early Years Impact
- Information and Advice
- In the Community
- International.

and two enablers:

- Place to Be
- Money Matters.

The introduction of our strategy has been a year of transition for the organisation; we have concluded a substantial discovery project to lay the foundations for the future transformation of our community throughout the life of our strategy. We have reviewed our approach to our international work, with a significant shift in focus to early intervention, launched the new My NDCS app and transformed our organisation to adopt agile methodologies throughout. We have also designed and initiated a new pay and reward framework. Trustees monitored the progress of this change closely through the year, changing the committee structure to increase timely and effective oversight while providing constructive challenge and support.

The year has been a significant learning curve. We have revised our objectives and key results (OKRs) to give greater clarity in our focus and provide a more measurable set of strategic metrics that will provide both assurance and challenge to us through the ongoing review and implementation of our strategy.

A significant amount of our programme delivery has focused on the foundational areas which will enable our staff to deliver future plans and have the maximum impact for as many deaf children as possible.

At the same time, we continued to deliver our core activities, valued helpline services and a range of support and campaigns.

After completing the first year of our strategy, we can confidently say we are making good progress and taking important steps towards achieving our goals. Our strategy is ambitious, and we are making unprecedented changes in our offer and how we do things, to deliver the change we want to see for deaf children and their families by 2028.

The National Deaf Children's Society
Report of the Directors
for the year ended 31 March 2024

Achievements and impact for deaf children and their families

Objective 1 – Early Years Impact:

We said we'd:

- improve our engagement with audiology services to ensure more families are referred to us for support. This was so that we could bring many more families into our contact as early as possible.
- influence early years standards and services for deaf children across the UK. This was to respond to the evidence that around two-thirds of deaf children are behind their hearing peers by their first year at school.
- review and improve the early years support that we provide to families and professionals. This was to develop a strong offering that makes a real difference and complements other services.

What we did:

We continued to deliver services specifically for families of deaf children in the early years, including online events for parents who are new to hearing loss and our Family Sign Language (FSL) courses. In 2023/24, 600 people attended at least one FSL session, and 100 people took part in our New to Hearing Loss events.

With support from our ongoing partnership with Cadbury Fingers, we continued to develop our free Family Sign Language courses. We provided group and private courses to families with deaf children aged 0 to 5, where families learned everyday signs specific to their UK nation to help them develop communication in the home.

We delivered 16 online courses and two in-person events, reaching 600 people. This was a 31% increase on last year.

Teachers of the Deaf

We supported a parent-led petition to increase the numbers of Teachers of the Deaf in Wales, which achieved 1,400 signatures.

As part of the introduction of our strategy to external stakeholders, in June 2023 we specifically highlighted the decline in numbers of Teachers of the Deaf (ToDs), the critical nature of this support and the risk this poses to deaf children.

In the latter half of the year, our project to increase the number of specialist qualified ToDs will get underway when we launch our UK-wide campaign to increase the number of qualified ToDs. Evidence from our Helpline, advice and guidance officers, local partnerships, research and work with professionals shows there are consistent problems with supply and demand across the UK.

The National Deaf Children's Society

Report of the Directors

for the year ended 31 March 2024

This includes the recruitment and retention of ToDs, and families' understanding of what this support might entail and how they can get it.

Audiology

There is a UK-wide crisis in paediatric audiology and the impact of a failing system on deaf children and their families. We continue to collaborate with public bodies to drive long-term change. The Scottish government has accepted the recommendations of the Independent Review of Audiology Services in Scotland and we will continue to act as a critical friend to make sure action is taken.

NHS England has also identified audiology services that are not accurately identifying deafness in children. This has resulted in the development of the Paediatric Hearing Services Improvement Programme Board, chaired by the Chief Scientific Officer in NHS England, of which we are a member.

To reach deaf children and their families as early as possible in their journey, audiology referrals and signposting are key, and we are intensifying efforts on this through our engagement with audiology services.

Objective 2 – Information and Advice:

We said we'd:

- develop ways that help to reach families in the most convenient way for them, which we know is largely digital. As part of this we planned to continue work to deliver a new website and intuitive customer journey, to build and launch our first mobile app, and to refine and improve our chatbot.

What we did:

Digital projects

We continued to develop digital channels to reach families in the most convenient way for them. Key projects included the launch of a new app, early work to develop a new website and enhancements to our customer relationship management (CRM) system.

Our website project has progressed smoothly, with activities taking place such as detailed investigation to build our understanding of audience needs and prepare for the tender process to recruit a company to build the website.

We launched the My NDCS app in March 2024. In the first week, 1,522 people downloaded My NDCS. The app has been warmly received, with approximately 175 parents and carers registering as parent members of the National Deaf Children's Society since using the app, and membership conversion through the app standing at an impressive 55% in March 2024.

The National Deaf Children's Society
Report of the Directors
for the year ended 31 March 2024

“My NDCS has helped me understand my daughter's diagnosis and reassured me that she'll still live a normal life. Reading the real-life stories benefited me the most, as I got to hear other children's and parents' experiences.”

Kyla, mum to Elena (9 months), who's profoundly deaf.

Whilst we moved away from some service offers that no longer supported our objectives, we successfully transferred three services to SignHealth in February 2024, helping SignHealth to secure funding and accelerate their strategy to support deaf young people. These included the Young People's Advisory Board, mentoring and Healthy Minds (a professional training and family course). We remain committed to providing information and advice for young people and have introduced a dedicated section on our website for deaf young people.

Advice and guidance

In 2023/24, our Helpline and advice and guidance officers (AGOs) have been instrumental in offering support to families. Our AGOs have supported families through 1,483 active cases, while our helpline has responded to more than 1,700 calls, 225 live chats, and almost 900 email interactions.

Objective 3 – In the Community: We build communities that unite families

We said we'd:

- conduct research to inform our approach to building a strong community for families.

As part of this, we planned to take a step back and explore opportunities to take our community approach to the next level, understanding what worked well, what was missing and where the biggest potential was. This discovery work would go on to inform our areas of focus for the next phase of our strategy.

What we did:

In the past year, we have been focused on understanding our community and the needs of our customers. Through thorough research, we have gained insight into what parents need, their biggest challenges, our impact so far, successful community initiatives, and the accomplishments of other organisations in the sector. We also reviewed our volunteering opportunities and researched innovative ways to involve volunteers at a local level.

We collaborated with the Lothian Children's Deaf Club to create a hub of information that is led by parents and relevant to the local community. We are supporting their collaboration with the Lothian Audiology Service on this resource and helping to foster a positive partnership between practitioners and parents.

Local groups bring families together for friendship and support, as well as offering activities for deaf children. We supported 83 local groups across the UK, run by parent volunteers, and

The National Deaf Children's Society

Report of the Directors

for the year ended 31 March 2024

worked with another 20 informal groups and networks. We held two 'Connect' days for volunteers to meet one another and get advice and inspiration to take back to their groups.

Since 2022, we've partnered with [Cadbury Fingers](#) to encourage more people to learn British Sign Language (BSL), with two campaigns running across TV, social media and in newspapers.

In 2023/24, as part of the partnership, Chelsea FC got involved. At their match on 28 October 2023, Chelsea FC offered free tickets to deaf children and invited a signed choir to perform the club's anthem in BSL, raising awareness amongst the 39,575 spectators.

The campaign led to a 47% increase in visits to our website for deaf awareness and BSL information. Additionally, three of our staff provided training for Chelsea FC staff. Chelsea then launched a monthly BSL-interpreted stadium tour.

We also celebrated a breakthrough in the campaign for a GCSE in British Sign Language (BSL) when the government published a consultation on proposed course content. We urged families to have their say on the consultation and provided our own response, in partnership with other deaf organisations. The Department for Education published the final course content in December 2023, and Ofqual is now in the final stages of its work around assessment frameworks.

Objective 4: International:

We said we'd:

- comprehensively review our approach to working internationally and develop a plan which fits with our overarching strategic objectives and maximises our influence and impact.

We recognised that before we started work on our strategic priority to grow our influence in childhood deafness, we needed to take stock of the impact and influence we had achieved and the potential to drive this further. We planned to thoroughly review our approach to influencing internationally and identify the key priorities and optimum areas of investment.

What we did:

In 2023/24, we reviewed our international work to understand why we work internationally and how it aligns with our new strategy. In stage 1 of the review, we concluded that our international work is a vital part of our charitable mission. Similarly to the UK, we can make the greatest impact by focusing on early intervention. We decided to prioritise the introduction of newborn hearing screening, along with providing information and support to families, practitioners and community networks.

In stage 2 of the international review, we explored the opportunities to advocate for the introduction of newborn hearing screening and support. We engaged with existing projects in East Africa and South Asia to better understand the landscape, opportunities and potential

The National Deaf Children's Society

Report of the Directors

for the year ended 31 March 2024

learning. We carried out a market analysis on where and how newborn hearing screening has been introduced in low- to-middle-income countries. The review revealed challenges due to competing healthcare priorities, differences in maternal care, birth settings and infrastructure. However, opportunities do exist and there is scope for us to add value and support the delivery of systemic change.

Throughout this time we continued to deliver online training courses for the professionals who work with deaf children including one Introduction to Deafness online course and three Teaching Deaf Children online courses. 65 professionals from 28 countries took part, with 100% of participants recommending the courses.

We also ran a pilot project in Kenya to boost deaf children's early language and communication skills. This is hugely important, as our research has shown that deaf children in Kenya have, on average, a 6-to-10-year delay in developing their first language.

Working with Sense International Kenya (SIK) we tested an early language profiling toolkit in five schools for deaf children. The programme included training for teachers and learning support assistants to help them gain skills to support deaf pupils' language development.

After 12 weeks of tailored teaching, nearly half of the children involved showed significant improvements in their language comprehension.

Enabler 1 – Place to Be: We transform how we work to meet deaf children's needs

We said we'd:

- continue to improve technology to support our systems and services
- adopt an organisational structure that will support agile ways of working, with a focus on coaching to develop the skills of our people.

Our transformation is a key priority and we had some clearly identified plans for delivery. These were to:

- improve our customer relationship management (CRM) system to ensure a reliable and robust platform for us to engage with families and other customers
- move to SharePoint, to improve our efficiency
- launch a new pay and reward framework to reflect our new organisation design and to offer a more dynamic progression model for our staff.

What we did:

In January 2024, we started work on a programme of CRM system improvements with incremental deliverables scheduled thereafter.

The National Deaf Children's Society

Report of the Directors

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We commenced migration of our data to SharePoint with an ongoing migration plan continuing in the current year.

Our new pay framework, launched on 1 April 2024, was benchmarked against median pay and benefits in the sector. It was very well received by staff as were our new benefits and incentives, such as a health cash plan. Our new annual leave provision is now live and has been seen as a statement of intent towards a better work/life balance.

Subsequently, all staff members have successfully completed performance development and feedback training, while our leadership team has taken part in psychological safety training and agile coaching training, which have also been offered to staff more widely.

We are collaborating with our staff forum to enhance its effectiveness and ensure that it serves as an effective platform for communication and engagement.

We are witnessing the benefits of adopting agile methodology in our work processes. The CRM, My NDCS app, pay and reward framework and website projects have either been completed or are currently underway using this approach. Moreover, we have launched workstreams for our community projects, involving staff from a range of disciplines across the charity. These are people who in a traditional organisation structure would not have been able to influence our work in this way.

We also successfully applied this methodology to a charity-wide skills audit undertaken early in April 2024.

Enabler 2 – Money Matters: We deliver value for money

We said we'd:

- support our agile way of working, by removing as much administrative burden as possible to allow our people to focus on delivering the strategy for deaf children and their families
- continue to raise funds in the most sustainable way.

What we did:

Our income from supporters rose to its highest ever level as a result of our continued investment in recruiting new supporters. The regular monthly unrestricted income stream gives us flexibility in targeting our resources.

Looking ahead

As we move into year two of our strategy, we reflected on what has gone well, what our challenges and blockers have been, and course corrected as needed. This review of our activities, resources and priorities ensured we learnt quickly that our original OKRs were not

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delivering what we needed for deaf children and their families. Keeping deaf children and their families at the heart, we iterated our OKRs to articulate more clearly the way to success and how we'll know when we've arrived.

Below is a summary of what we will prioritise over the next two years:

Early Years Impact (0 to 5)

Our strategic objective

Increase the effectiveness of support to families who are new to hearing loss.

By the end of the strategy, we want to have achieved the following key results.

- 100% of parents and carers of deaf children engage with the National Deaf Children's Society within the first year following identification.
- All deaf children are identified as early as possible and receive a high quality audiology service wherever they live.
- Every local area in the UK protects or increases the number of Teachers of the Deaf to meet the needs of families and deaf children in the early years.

In 2024/25, we will:

- continue to support as many parents as possible through our high-quality early years services
- influence public bodies across the UK to create long-term systemic change including:
 - improve oversight, accountability and governance of paediatric audiology
 - improve consistency of paediatric audiology services (quality assurance)
 - reduce waiting times for paediatric audiology.
- develop a greater understanding of the impact of Teachers of the Deaf and the barriers to accessing support
- better understand what we're already doing to engage with parents in the first year following identification, and how we can improve
- explore how we can increase referrals to our services from audiologists and Teachers of the Deaf.

In 2025/26, we will:

- engage sooner with parents of newly identified deaf children and ensure they are benefiting from our support
- embed new ways of working in partnership with NHS audiology across all nations.

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Information and advice

Our strategic objective

Empower and inform parents to do the best for their deaf child.

By the end of the strategy, we want to have achieved the following key results.

- Make sure parents and carers can access our information and support in the way that works best for them.
- We provide information and advice which support parents to confidently navigate their journey.
- We will innovate and use digital technology to reach more parents and carers and meet their specific needs.

In 2024/25, we will:

- create a clear customer experience map which outlines our audiences' needs and how we can meet them
- develop a cross-channel content strategy allowing our audience to move with ease and consistency from one platform to another
- deliver our new website
- explore opportunities for how artificial intelligence (AI) may enhance our offer through more efficient services or added value.

In 2025/26, we will:

- digitally transform our Helpline, integrating with our web services and adopting AI to improve our customer experience, quality and responsiveness
- continue to use data and insight to transform our customer journey, across all our channels.

In the community

Our strategic objective

Increase our local relevance, strengthening our network to grow our reach and impact.

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By the end of the strategy we want to have achieved the following key results.

- Transform our delivery model to reach more families through a strong community of local partners and volunteers.
- Support a parent-led community, working with parents to co-create solutions that meet the needs of future generations.
- Share knowledge and expertise generously, facilitating connections with partners to benefit our community and families.

In 2024/25, we will:

- develop a pilot community project, based on research and insight and supported by grant funding
- test new community partnership models that are measurable, funded and collaborative
- co-create initiatives with parents to benefit deaf children and address community needs
- invest in our people and resources to increase opportunities for parents and children to connect.

In 2025/26, we will:

- improve our customer self-learning and self-serve offers, facilitating peer signposting and resource sharing through digital hubs
- advance and leverage the power of volunteers in the community.

International

Our strategic objective

Drive systemic change in early intervention for deaf children in developing countries.

By the end of the strategy we want to have achieved the following key results.

- Embedding newborn screening and support in a number of targeted countries.
- A scalable, replicable and sustainable model to achieve newborn screening.
- Strong partnerships to support our international work, including donors and change-makers.

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In 2024/25, we will:

- identify a target area and approach for newborn screening
- start a small-scale programme to test our approach
- identify and build strong partnerships for the future.

In 2025/26, we will:

- deliver small-scale pilots to test our approach and possible models
- develop a plan for influencing systemic change, a value proposition, partners and growing evidence of impact.

Place to be

Our strategic objective

Transform the way we work to meet deaf children's needs.

By the end of the strategy we want to have achieved the following key results.

- We have the right workforce, increasing skills and engagement.
- We have the digital infrastructure needed to deliver our strategy.

In 2024/25, we will:

- know and understand staff skills, aligning those skills to deliver our strategy
- increase our employee engagement
- update the technology we use, improving our customer information and adopting cloud-based technology for data storage, reporting and insight
- become a remote-first organisation.

In 2025/26, we will:

- have a workforce with the right skills needed to deliver our strategy
- become a digital-first organisation.

Money matters

Our strategic objective

Optimise our finances to effectively fund our mission.

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By the end of the strategy we want to have achieved the following key results.

- Increase our charitable expenditure on deaf children
- Grow and diversify our income.

In 2024/25, we will:

- deliver our 2024/25 strategic programme to plan and budget
- grow and diversify our individual giving income including through legacy pledges, cash giving and our offering to parents of children with glue ear
- assess and trial fundraising opportunities with parents of children with glue ear or temporary deafness
- review and refine our partnership fundraising approaches – identifying new funding streams to support new strategic delivery as it is developed
- adapt to changes in face-to-face fundraising
- be financially stable and stick to our budget.

In 2025/26, we will:

- increase our charitable spend on deaf children
- move our reserves towards our target range.

Membership

1,532 parent customers registered to become members in 2023/24 (12% above our target number), however, we are still below the pre-COVID level average of 1,700 new members per year. The number of permanently deaf children that we reach through membership remains at 43%. Of the new members, we are still behind in terms of children with acquired, unilateral and mild bilateral deafness.

Media, digital and communications

Digital reach has seen a 21% annual increase in impressions (people who saw our content) and a 16% increase in link click-throughs. The number of digital users has decreased from 666,730 in the previous year to 448,077. Similarly, views on our digital platforms are now at 1.4 million versus 1.5 million in 2023.

During the last year, we generated 1,784 pieces of media coverage in which the National Deaf Children's Society was name-checked. Our coverage had a reach of 1.2 billion with the news by

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source broken down into print (244 pieces/13.68%), broadcast (542 pieces/30.4%) and online (997 pieces/55.92%).

Principal risks and uncertainties

Trustees have agreed and implemented a Risk Management policy.

Key risks are reviewed quarterly by the C-Suite, by the relevant board committee at each committee meeting, and more frequently if required. Mitigating actions are assigned to individuals. These actions reduce the likelihood and/or impact of any detrimental events.

The trustees consider the following to be the key risks facing the organisation.

- **Income drops significantly.** We continue to recruit new supporters and benefit from the financial support of our existing supporters. However, we recognise the impact of the ongoing cost of living crisis on disposable income and continue to monitor supporter income trends closely for any adverse impact. These inform our financial forecasts and planning scenarios. This risk is discussed regularly with trustees, with mechanisms in place for additional reporting if there is cause for concern. Trustees also oversee compliance with fundraising regulations and make sure that fundraising is carried out to high ethical standards. Investment continues in income diversification projects to mitigate the risk of reliance on a narrow range of fundraising channels where possible.
- **We are no longer relevant to our members.** Our target audiences (deaf young people, their parents, professionals and decision-makers) have different needs and many competing demands for their time and attention. We recognise that we must stand out in an increasingly crowded marketplace, resonating with our audiences and delivering value and resonance to them. Data and insight underpin the delivery of our strategy and we will continue to invest in audience insights and marketing, as well as regularly engaging with, and responding to, our audiences through consultation and co-production.
- **A safeguarding failure.** We recognise the importance of safeguarding children and young people in all areas of our work and in activities organised by affiliated local groups and our international partners. The charity has a Safeguarding policy which applies to everyone who works with or for the charity. The policy is implemented through robust procedures and supported by training programmes for staff and volunteers.

We provide online training and require affiliated local groups to meet safeguarding standards. Similarly, we set clear standards and procedures and provide training for our international partners. There is an experienced trustee lead on safeguarding, and safeguarding work across the organisation is regularly reported to the board. All policies and procedures are regularly reviewed internally and with an external advisor. Although

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we believe the operational procedures have strong safeguards embedded in them, it remains a key risk on our risk register.

- **A breach of our IT security.** With staff working remotely and hybrid or home working becoming the default, reliance on our IT systems is critical for effective working. Cyberattacks, including phishing and malware, remain a significant risk and we are continually investing in security to keep our systems and data available and secure. All staff complete mandatory security and data protection training, and this is then reinforced with monthly awareness videos and simulated phishing attacks. As a result of this programme, we continue to see improvements in our organisational risk score. We continue to report to trustees regularly on cyber risks and the status of our cyber security programme as it responds to new challenges such as artificial intelligence. Whilst cyber security remains a key item on our risk register, the foundational work done over the course of this year allowed us to achieve the government's Cyber Essentials accreditation in early 2023/24, and we are working towards Cyber Essentials +.

Financial review

We are pleased to report that following our planned deficit in the previous financial year, our income grew by £2.1 million over the year to 31 March 2024, with a surplus of £2.3 million in the year.

Income from our thousands of dedicated supporters made up 92% of our total income of £33 million. Their generous regular monthly contributions, in most cases enhanced by Gift Aid and unrestricted, continue to fund the majority of our current work and plans to deliver our ambitious targets over our five-year strategy. We closely monitor how our individual giving fundraising performs against the annual targets set, and model a range of financial scenarios based on favourable and adverse trends, which are regularly reviewed by trustees.

Legacy income continues to be a valued source of income but one which can be volatile year-on-year. In 2023/24, there was a decrease of £0.4 million to £1.2 million. We continue to assess and, where viable, pilot suitable opportunities to diversify individual giving income streams as they arise.

We reduced our total expenditure by £2.3 million to £31.2 million, with a fall of £1.7 million in our fundraising investment, following a planned investment from reserves last year. We invested £13.1 million on fundraising which will secure vital income, mostly unrestricted, in future years to fund our charitable work. 2023/24 was the first year of our exciting new strategic plan and we reduced expenditure in areas outside our new strategic focus. Although this reduced charitable spend overall, we maintained or grew expenditure in other areas of charitable expenditure. You can read about how our charitable expenditure helps us to achieve the targets we set ourselves earlier in the directors' report and in our Impact Report.

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Financial position at year-end

The surplus for the year increased our net assets by £2.3 million to £14.1 million. We will continue to invest significantly in fundraising to grow the income we need to deliver our strategic priorities.

Performance of subsidiaries

NDCS Limited had a successful year and will pass a profit of £6,000 to the charity. Further details are shown in Note 3 of the financial statements.

Reserves

We have a risk-based Reserves policy which is underpinned by the organisational risk register and is linked with the charity's strategy and corporate plan. This has determined that the target range of general reserves (excluding those reserves represented by restricted funds and fixed assets reserves) required by the charity is between £9.1 million and £11.7 million.

The total reserves of the charity as at 31 March 2024 were £14.1 million (2023: £11.7 million). Unrestricted reserves formed £13.8 million (2023: £11.2 million) and restricted reserves formed £0.3 million (2023: £0.5 million).

Of the unrestricted reserves' balance of £13.8 million, £0.03 million was related to intangible and tangible fixed assets.

General reserves (excluding reserves represented by restricted funds and fixed assets) stood at £13.8 million. This is above the target reserves range. However, a £0.9m deficit is expected for 2024/25, with significant investment in fundraising to secure future income and an expansion in our charitable activity.

The trustees continue to review a range of financial scenarios at each meeting to consider their potential impact on reserves and the charity's longer-term financial sustainability. These scenarios reflect the uncertainties and risks the charity faces. Additionally, the trustees conduct an annual review of the appropriate level of general reserves, with changes to the charity's risk profile, strategy and operational plans considered as part of that review. The output of the annual review informs subsequent planning and budgeting cycles.

Investments

Trustees have considered the requirements of the SORP and the Charity Commission's guidance (CC14) and remain of the opinion that there are no listed investments adverse to the purpose of the charity. The Investment policy is reviewed annually and there are no specific investment restrictions. Trustees have adopted a cautious and diversified investment strategy to balance potential return with appropriate risk and mitigate the consequences of volatility in the markets.

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Quilter Cheviot manages a medium-risk, multi-asset portfolio for the charity, with a total return target at CPI inflation, plus 3.5% pa net of fees. This is benchmarked against CPI plus 3.5% annualised, ARC Steady Growth Charity Index and a composite of market indices:

- fixed interest and government bonds: iBoxx £ UK Gilts
- UK corporate bonds: iBoxx Sterling Corporates
- UK equities: MSCI UK IMI
- overseas equities: MSCI AC World ex UK
- alternative investments: 50% iBoxx £ Gilt 1 to 5 year and 50% MSCI AC World Index (ACWI)
- cash: Bank of England Base Rate.

There was a return of 13.7% over the year compared to a benchmark return of 12.9%. The market value of investments stood at £5.4 million at 31 March 2024, an increase of £0.7 million in the year, after reinvestment of income and a gain of £0.5 million on investments.

Going concern

The trustees have reviewed our activities, current financial position and risks on our voluntary income and planned supporter recruitment. Although we expect a deficit in 2024/25, this will be funded by drawing down our reserves. Our trustees will continue to regularly review financial scenarios that model factors such as supporter recruitment levels and rates of lapsing, as well as the impact of wider economic risks such as falling investment values. These currently indicate that it remains appropriate to adopt the going concern basis of accounting in preparing the financial statements.

The trustees have considered several factors when forming their conclusion as to whether the use of the going concern basis is appropriate when preparing these financial statements, including a review of updated forecasts to 31 March 2027, a consideration of key risks that could impact the charity, and the latest available management information. Our analysis, and our experience in recent years, is that a reduced level of supporter recruitment results in an improved short-term financial position due to the associated reduction in costs, however, over time there is a significant impact on income as we have fewer supporters than planned. At present we do not regard this as an immediate risk.

Trustees conclude it is appropriate for the financial statements to continue to be prepared on a going concern basis.

Grant policy

As part of delivering our international charitable activities, we award grants to partner organisations in line with our strategic objectives. We undertake a formal appraisal of the project and partner organisation before making a grant, which is subject to a specific grant agreement. The due diligence process includes a review of the governance, senior management and financial capacity, and an assessment of the organisation's capacity to deliver the project objectives. Progress against targets is monitored before making further grant payments and if

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we are not satisfied that the grant is being managed in accordance with the partnership agreement the grant will be delayed or terminated. In 2023/24, we awarded £540,000 in grants to partner organisations in relation to our international work, and £660,000 in total.

Corporate structure, governance and accountability

We have three subsidiary undertakings and a 25% share in a joint venture consolidated in the group. The three subsidiary undertakings are NDCS Limited and Friends for Young Deaf People, both registered in England and Wales, and Fundación Niños Sordos del Mundo, a charity registered in Spain.

NDCS Limited is the only subsidiary undertaking that is actively trading, and it donates its trading profit to the National Deaf Children's Society. Further details are included in Note 3 to the financial statements.

We have a 25% share in Childlife, a company limited by guarantee. Further details are included in Note 4 to the financial statements.

The trustee board governs the charity and has a maximum of 12 trustees. The majority of trustees must be elected by the membership. All elected trustees must be carers or parents of deaf children and members of the charity. These trustees can be appointed by the trustee board, but this must follow an online election process for members.

This replaces the election process previously undertaken as part of our annual general meeting (AGM). In December 2023, following a consultation with members, a special resolution was passed to remove from our constitution the need to hold AGMs. This has allowed us to save on the cost and time they take to organise and deliver, allowing us to invest this into our services for deaf children, young people and their families.

In addition to elected trustees, the trustee board may co-opt trustees to enhance the skills of the board. Co-opted trustees do not have to be full members of the National Deaf Children's Society.

The honorary chair must be the parent of a deaf child. In addition to the honorary chair, there are three honorary officer roles – honorary vice chair, honorary treasurer and honorary deputy treasurer. The articles require that each year, one-third of the elected trustees – those who have been in office the longest since last elected – should offer themselves for re-election. Elected and co-opted trustees may serve for a maximum of nine consecutive years. After maximum service, all trustees must have a break of three years before being eligible to stand again for election or co-option.

Potential trustees are invited to submit a written application, which is considered by a nominations panel comprising the chair, vice chair, governance committee chair and an independent governance expert. A Board Diversity Action Plan is in progress to encourage applications from a wider section of the community. Suitable applicants are interviewed before being proposed as a trustee. All new trustees take part in an induction programme which

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involves an introduction to their responsibilities and to the operation of the charity. They are also offered the opportunity to have an existing trustee as a mentor in their first year.

The trustees provide leadership and direction for the charity, setting the vision, mission and strategy, which are delivered by the chief executive and their team. The trustees are legally responsible for making sure that resources are used prudently and only in support of our objectives, for stewardship of our assets, and for ensuring that the charity complies with all relevant legislation and regulation.

The trustee board operates a Conflicts of Interest policy. A declaration of interest form is completed annually by trustees, senior management and fundraising staff, and declarations are made and recorded at the start of every trustee committee meeting, where relevant to the agenda. The trustee board meets four times a year. It is supported by four committees, each of which has specific terms of reference.

We introduced changes to our governance structure in March 2024 to reflect our new organisational design, strategy and agile ways of working. Our previous structure had incorporated the following four committees:

- Finance, Audit and Risk
- Governance
- International
- Services and Campaigns.

The updated structure retains the Finance, Audit and Risk and Governance Committees. However, the remaining committees were removed from the structure and replaced with the following committees.

- Strategic Delivery Committee – this committee focuses on the delivery of our strategy as a whole and receives reporting against the four strategic objectives.
- Strategic Enablers Committee – this committee focuses on the enablers that allow us to deliver the strategy successfully, including those relating to digital activity, our people and agile ways of working.
- Finance, Audit and Risk Committee – this committee meets four times a year and oversees all financial and administrative matters.
- Governance Committee – this committee meets three times each year and is responsible for ensuring the charity has an effective governance framework and that the trustee board and committees have an appropriate skills mix.

The committees are chaired by trustees with a minimum of three trustee members. Committee meetings are also attended by relevant staff. Each committee has its decisions ratified by the trustee board where appropriate.

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The day-to-day running of the National Deaf Children's Society and the exercise of executive responsibility are delegated to the chief executive for operational matters, including finance, employment and service delivery.

Each year, the Governance Committee reviews our governance practices in detail against the Governance Code, which operates using an 'apply or explain' approach. In 2023/24, an initial environmental, social and governance self-assessment was considered by the committee. Progress and outcomes of the action plan are reported to the Governance Committee.

There are clear distinctions between the role of the trustees and of senior management. Matters such as policy and strategic plans are prepared by senior management for consideration and approval by the trustees. All trustees give up their time freely and no trustee remuneration was paid in the year. Details of trustee expenses are disclosed in Note 6 of the financial statements. There were no related party transactions.

Employees

Our dedicated employees are based across the UK and we aim to provide support and development to enable them to reach their full potential.

We value diversity and want to create an inclusive and welcoming environment so all our colleagues can thrive. Our Equality, Diversity and Inclusion Working Group continued to attract new members and built awareness and understanding through a popular webinar series covering a wide range of topics and a deaf awareness at work survey.

We continue to be a Level 2 Disability Confident Employer and encourage applications from disabled people, working with them to identify and provide the adjustments to support their application and if successful, their employment with us. We recruit and promote based on aptitude and ability and without discrimination.

We support the continued employment and retraining of employees who become disabled during employment with us, working with them to identify and deliver the appropriate support and training. A new equity, diversity and inclusion manager is taking forward all initiatives in this area.

Our online induction events enabled the chief executive and other senior members of staff to explain to new starters how their teams support deaf children and their families, ensure that safeguarding is highlighted and that new starters benefit from deaf awareness training. All staff are encouraged to build on this initial deaf awareness training to improve their sign language and communication skills.

Remuneration

The charity recognises the contribution of every employee and our reward package is sustainable and competitive with other organisations so we can recruit, retain and develop staff

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with the skills to deliver our strategy. In setting pay levels for our staff we take account of pay practice in other similar sized charities, the public sector and, where necessary, the private sector for specialist and technical roles.

Our new pay and reward framework has also:

- improved our maternity, adoption and paternity leave
- halved the qualifying period for our paid family leave
- introduced carer's leave for any colleagues who have caring responsibilities
- doubled the amount of unpaid leave colleagues can take in a year
- enhanced our Overseas Working policy
- implemented additional annual leave earlier
- rolled out a Bank Holiday swap nation-wide so that Bank Holidays don't have to be taken when they fall
- introduced Westfield Health, a leading not-for-profit supplier of health and wellbeing products and services
- introduced a new and improved employee rewards portal
- teamed up with Reframe Cancer to provide up to 16 hours of support for colleagues diagnosed with cancer
- complemented our existing fertility support with additional paid leave
- partnered with the IVF Network to provide medical recommendations, testing, appointments with nurses or financial support
- implemented a £300 employee referral bonus
- introduced a partnership with the Mortgage Advice Bureau
- introduced a partnership with Enterprise Car Hire
- revised the pay date to a set date of the month.

The Finance, Audit and Risk Committee reviews a recommendation from the CEO for an annual pay increase as part of the annual budget approval process. Trustees consider affordability, economic trends and external market pay movement, and make a recommendation for approval by the Trustee Board.

We operate a defined contribution group personal pension scheme, to which all eligible employees are auto-enrolled. We make a contribution of 5.5% of salary with staff contributing 1.5%, with an option to contribute more.

Information on the maximum and minimum remuneration levels for each grade, and all

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benefits (including pension) are available to all employees.

The total remuneration of the Executive team (as defined below) was £796,803 (£616,706 in 2022/23). This included pension contributions of £25,537 (£18,380 in 2022/23). There were no benefits in kind. The Executive team were awarded the same increase as other staff with annual increments awarded to eligible staff. The Executive team consists of: Susan Daniels (CEO), Jane Foreman (Deputy CEO and Chief Finance Officer), Maria Chambers (Chief Operations Officer), Debbie Talbot (Chief Strategy Officer), Jon Curry (Chief Information Officer) and Mike Wade (Chief Revenue Officer). Mike Hobday (Chief Policy Officer) left during the year.

Members of the Board

Dominic Holton (Chair)
Jennie Rayson (Vice Chair, to 2 November 2024)
Lesley Lindberg (Vice Chair, from 2 November 2024)
George Crockford (Treasurer)
Luke Kelly (Deputy Treasurer)
Suzanne Beese
Lynn Gadd (to 15 July 2023)
Altaf Kassam
Felicity Preacher
Damian Proctor
Jan Rutherford
Katharine Stocks (from 3 November 2023)
Lorraine Wapling

As well as trustees, we were supported by our President, Sir Christopher Benson JP, DL, FRICS, FRSA until his sad passing on 21 January 2024.

Members

We have the following categories of membership:

Full members

Full members have the right to attend, speak and vote at general meetings, and to participate in the nomination or ballot process for selecting elected trustees. They also have the benefits set below under 'supporter members'. The following people qualify for full membership:

- parents or carers of deaf children aged 0 to 25 and deaf people aged between 18 and 25 years, living in the United Kingdom.

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Supporter members

Supporter members have the right to attend and speak, but not to vote at, general meetings. They retain the benefit of all other rights under company law and all other facilities and advantages of supporter membership. The following qualify for supporter membership:

- any individual aged 18 or over, who is not a full member, making at least a minimum subscription to the charity, and who is a participant in the charity's supporter scheme.

Associate members

Associate members have the right to attend and speak, but not to vote at, general meetings. An associate member shall be either an individual, who is not a full member, or a supporter member, or an organisation that falls into one of the following categories:

- (i) professional members – professionals working in fields related to the education and relief of deaf children
- (ii) affiliate members – any group or organisation based in the United Kingdom which adheres to the charity's vision and values statements
- (iii) board members – co-opted members of the trustees who have been appointed by the existing members of the trustees (and are known as the co-opted trustees)
- (iv) international individual members – any individual living outside the United Kingdom. (Adopted by a resolution of the trustees made on 12 September 2009.)
- (v) international affiliate members – any group or organisation based outside the United Kingdom which adheres to the charity's vision and values statements
- (vi) family members – anyone who is a family member of a deaf person
- (vii) parent or carer members – anyone who is a parent or carer of a deaf person aged over 25 years
- (viii) deaf members falling outside the age range for full membership, ie adult deaf members (aged 26 years and above) and young deaf members (aged between 16 to 17 years inclusive [becoming full members on their 18th birthday])
- (ix) other members – any individual aged 16 or above living in the United Kingdom who applies to be and is admitted as an associate member.

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Volunteers

At least 92 individuals volunteered, providing over 1,700 hours of support.

Our volunteers have supported the charity in lots of different ways, including by reviewing survey responses and carrying out data entry and/or statistical analysis for the Consortium for Research into Deaf Education (CRIDE), and our Deaf Children Today and Listen Up surveys. They have also researched the political landscape of children's rights and disability inclusion in India.

Our volunteers have also supported 36 events, mostly as presenters sharing their experiences as a deaf person or parent, or sharing their professional knowledge and expertise. They have presented to 987 people, including parents and carers, professionals and supporters.

Volunteers have also supported families directly, including supporting a family to understand information about their child's education using their community language. They have also provided peer support to parents on our online forum, and to parents in Bristol who are new to hearing loss.

Pro-bono legal volunteers from two law firms have provided approximately 2,879 hours of support. They've been involved in at least 10 cases involving families, which may include a dispute about where a child should be educated.

Statement of trustees' responsibilities

The trustees (who are also directors of the National Deaf Children's Society, for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice). Company law requires trustees to prepare financial statements for each financial year which give a true and fair view of the state of the affairs of the charitable company and the group, and of the incoming or outgoing resources and application of resources, including the income and expenditure of the charitable group, for that period. In preparing these financial statements the trustees are required to:

- select suitable accounting policies and apply them consistently
- observe the methods and principles in the Charities SORP
- make judgments and estimates that are reasonable and prudent
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements
- prepare the financial statements on the going concern basis, unless it is inappropriate to presume that the charitable company will continue in business.

The trustees are responsible for keeping proper accounting records that disclose, with

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reasonable accuracy at any time, the financial position of the charitable company, and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and the group, and for taking reasonable steps for the prevention and detection of fraud and other irregularities. The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

In so far as the trustees are aware:

- there is no relevant audit information of which the charitable company's auditor is unaware and
- the trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information, and to establish that the auditor is aware of that information.

Auditors

Crowe UK LLP is eligible to act as an auditor in terms of section 1212 of the Companies Act 2006.

By order of the Board

In approving this report, the trustees are also approving the strategic report included here in their capacity as company directors.



Dominic Holton
Director and trustee

Date: 2 December 2024

The National Deaf Children's Society
Report of the Independent Auditors
for the year ended 31 March 2024

Independent Auditor's Report to the Members and Trustees of the National Deaf Children's Society

Opinion

We have audited the financial statements of the National Deaf Children's Society ('the charitable company') and its subsidiary ('the group') for the year ended 31 March 2024 which comprise Consolidated Statement of Financial Activities (including the Consolidated Income and Expenditure Account), the Consolidated and Charity Balance Sheets, the Consolidated Statement of Cash Flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the group's and the charitable company's affairs as at 31 March 2024 and of the group's income and expenditure, for the year then ended
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities and Trustee Investment (Scotland) Act 2005 and Regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006 (amended).

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the group in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's or the group's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

The National Deaf Children's Society
Report of the Independent Auditors
for the year ended 31 March 2024

Our responsibilities and the responsibilities of the trustees with respect to going concerns are described in the relevant sections of this report.

Other information

The trustees are responsible for the other information contained within the annual report. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion based on the work undertaken in the course of our audit:

- the information given in the trustees' report, which includes the Directors' report and the strategic report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the strategic report and the directors' report included within the trustees' report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In light of the knowledge and understanding of the group and charitable company and their environment obtained in the course of the audit, we have not identified material misstatements in the strategic report or the directors' report included within the trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 requires us to report to you if, in our opinion:

- adequate and proper accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us; or

The National Deaf Children's Society
Report of the Independent Auditors
for the year ended 31 March 2024

- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement set out on page 24 the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with the Acts and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Details of the extent to which the audit was considered capable of detecting irregularities, including fraud and non-compliance with laws and regulations are set out below.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: <https://www.frc.org.uk/auditors>. This description forms part of our auditor's report.

Extent to which the audit was considered capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We identified and assessed the risks of material misstatement of the financial statements from irregularities, whether due to fraud or error, and discussed these between our audit team

The National Deaf Children's Society
Report of the Independent Auditors
for the year ended 31 March 2024

members. We then designed and performed audit procedures responsive to those risks, including obtaining audit evidence sufficient and appropriate to provide a basis for our opinion.

We obtained an understanding of the legal and regulatory frameworks within which the charitable company and group operates, focusing on those laws and regulations that have a direct effect on the determination of material amounts and disclosures in the financial statements. The laws and regulations we considered in this context were the Companies Act 2006, the Charities Act 2011 and The Charities and Trustee Investment (Scotland) Act 2005 together with the Charities SORP (FRS 102). We assessed the required compliance with these laws and regulations as part of our audit procedures on the related financial statement items.

In addition, we considered provisions of other laws and regulations that do not have a direct effect on the financial statements but compliance with which might be fundamental to the charitable company's and the group's ability to operate or to avoid a material penalty. We also considered the opportunities and incentives that may exist within the charitable company and the group for fraud. The laws and regulations we considered in this context for the UK operations were: General Data Protection Regulation (GDPR), Anti-fraud, bribery and corruption legislation, Taxation legislation, Employment legislation.

Auditing standards limit the required audit procedures to identify non-compliance with these laws and regulations to enquiry of the Trustees and other management and inspection of regulatory and legal correspondence, if any.

We identified the greatest risk of material impact on the financial statements from irregularities, including fraud, to be within the timing of recognition of income, and the override of controls by management. Our audit procedures to respond to these risks included enquiries of management and the Finance, Audit & Risk Committee about their own identification and assessment of the risks of irregularities, sample testing on the posting of journals, reviewing accounting estimates for biases, reviewing regulatory correspondence with the Charity Commission and reading minutes of meetings of those charged with governance.

Owing to the inherent limitations of an audit, there is an unavoidable risk that we may not have detected some material misstatements in the financial statements, even though we have properly planned and performed our audit in accordance with auditing standards. For example, the further removed non-compliance with laws and regulations (irregularities) is from the events and transactions reflected in the financial statements, the less likely the inherently limited procedures required by auditing standards would identify it. In addition, as with any audit, there remained a higher risk of non-detection of irregularities, as these may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal controls. We are not responsible for preventing non-compliance and cannot be expected to detect non-compliance with all laws and regulations.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006, and to the charitable company's trustees, as a

The National Deaf Children's Society
Report of the Independent Auditors
for the year ended 31 March 2024

body, in accordance with Regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body and the charitable company's trustees as a body, for our audit work, for this report, or for the opinions we have formed.



Jayne Rowe
Senior Statutory Auditor
For and on behalf of
Crowe U.K. LLP
Statutory Auditor
London

Date: 5 December 2024

The National Deaf Children's Society
Consolidated Statement of Financial Activities
(including Consolidated Income & Expenditure account)
for the year ended 31 March 2024

Income and expenditure	Note	Unrestricted funds £000s	Restricted funds £000s	Total 2024 £000s	Total 2023 £000s
<u>Income and endowments from:</u>					
Donations and legacies					
Regular donations and subscriptions from individuals		30,225	199	30,424	27,361
Legacy income	5(a)	1,213	-	1,213	1,600
Other donations and gifts		881	86	967	1,101
		32,319	285	32,604	30,062
Charitable activities	5(b)	20	(81)	(61)	518
Other trading activities	5(c)	50	-	50	51
Investments	5(d)	350	-	350	290
		32,739	204	32,943	30,921
Share of net profit in joint venture	4	57	-	57	-
Total		32,796	204	33,000	30,921
<u>Expenditure on:</u>					
Raising funds	7(a)	13,059	-	13,059	14,752
Charitable activities:					
Delivering support in the early years		3,770	141	3,911	3,636
Providing life-changing information and advice		4,867	103	4,970	4,610
Building communities that unite families		4,298	100	4,398	4,205
Being the leading global authority on childhood deafness		2,867	100	2,967	2,952
Other charitable spend		1,847	48	1,895	3,381
Total charitable activities	7(a)	17,649	492	18,141	18,784
Share of net loss in joint venture	4	-	-	-	8
Total	7(a)	30,708	492	31,200	33,544
Net gain / (loss) on investments	10(c)	534	-	534	(338)
Net income / (expenditure) and net movement in funds before transfers	7(e)	2,622	(288)	2,334	(2,961)
Net income / (expenditure) and net movement in funds after transfers		2,622	(288)	2,334	(2,961)
Fund balances brought forward		11,176	543	11,719	14,680
Fund balances carried forward		13,798	255	14,053	11,719

All amounts relate to continuing activities.

There were no recognised gains or losses other than those dealt with in the above Statement of Financial Activities.

The National Deaf Children's Society
Consolidated Balance Sheet and Balance Sheet
for the year ended 31 March 2024

	Note	Group 2024 £000s	Group 2023 £000s	Charity 2024 £000s	Charity 2023 £000s
Fixed assets					
Intangible assets	8	26	52	26	52
Tangible assets	9	8	32	8	32
Investment in joint venture - share of net assets	4	154	98	-	-
Other investments	10	5,443	4,788	5,443	4,788
		<u>5,631</u>	<u>4,970</u>	<u>5,477</u>	<u>4,872</u>
Current assets					
Debtors	11	3,206	2,634	3,212	2,675
Cash at bank and in hand		7,665	6,285	7,659	6,232
		<u>10,871</u>	<u>8,919</u>	<u>10,871</u>	<u>8,907</u>
Creditors: amounts falling due within one year	12	<u>2,449</u>	<u>2,170</u>	<u>2,449</u>	<u>2,158</u>
Net current assets		<u>8,422</u>	<u>6,749</u>	<u>8,422</u>	<u>6,749</u>
Net assets		<u><u>14,053</u></u>	<u><u>11,719</u></u>	<u><u>13,899</u></u>	<u><u>11,621</u></u>
The funds of the charity					
Unrestricted funds					
Fixed asset reserve		34	84	34	84
General funds		13,764	11,092	13,610	10,994
		<u>13,798</u>	<u>11,176</u>	<u>13,644</u>	<u>11,078</u>
Restricted funds	13	<u>255</u>	<u>543</u>	<u>255</u>	<u>543</u>
	15	<u><u>14,053</u></u>	<u><u>11,719</u></u>	<u><u>13,899</u></u>	<u><u>11,621</u></u>

The surplus for the financial year dealt with in the financial statements of the parent company was £2,277,914 (2023: deficit of £2,953,012).

The financial statements were approved by the board and authorised for issue on 2 December 2024 and signed on its behalf by:



.....
D Holton
Director

Date: 2 December 2024

The notes on pages 35 to 55 form part of the financial statements.

The National Deaf Children's Society
Consolidated statement of cash flows
for the year ended 31 March 2024

	2024 £000s	2023 £000s
Cash flow from operating activities:		
Net income (expenditure) for the year	2,334	(2,961)
<i>Adjustments for:</i>		
Depreciation/amortisation	50	54
Profit on disposal of tangible fixed assets	(17)	-
(Gain) / loss on investments	(534)	338
Income from investments	(350)	(290)
Investment management fees	32	29
Share of net (gain) / loss in joint venture	(57)	8
(Increase) / decrease in debtors	(572)	830
Increase / (decrease) in creditors	280	(301)
Net cash provided by / (used in) operating systems	<u>1,166</u>	<u>(2,293)</u>
Cash flows from investing activities:		
Interest on cash deposits	95	39
Income from joint venture	102	100
Purchase of intangible fixed assets	-	(78)
Purchase of tangible fixed assets	-	(23)
Sale of tangible assets	17	-
Net cash provided by investing activities	<u>214</u>	<u>38</u>
 (Decrease) in cash and cash equivalents in the year	 (1,380)	 (2,255)
Cash and cash equivalents at 1 April 2023	<u>6,285</u>	<u>8,540</u>
Cash and cash equivalents at 31 March 2024	<u>7,665</u>	<u>6,285</u>

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2024

1 Company information

The National Deaf Children's Society is a private company, limited by guarantee, registered in England and Wales, registration number 02752456. The registered office is 5th Floor, 167– 169 Great Portland Street, London W1W 5PF.

The company is a registered charity, registered in England & Wales, registration number 1016532, and in Scotland, registration number SC040779. The financial statements comply with FRS 102.

2 Accounting policies

a) Basis of preparation and assessment of going concern

The financial statements have been prepared under the historical cost convention, with the exception of listed investments which are included on a market value basis.

The financial statements have been prepared in accordance with the Statement of Recommended Practice Accounting and Reporting by Charities, preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (2nd Edition) (SORP FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006, The Charities Act 2011 and the Companies Act 2006.

The charity meets the definition of public benefit entity under FRS 102.

As detailed in the going concern commentary in the directors' report, the trustees have reviewed the charity's activities, financial position and risks. They perform regular reviews of financial scenarios that incorporate a range of fundraising outcomes and wider economic risks. The going concern basis of accounting continues to be adopted in preparing the financial statements.

The trustees have assessed the charity's ability to continue as a going concern. The trustees have considered several factors when forming their conclusion as to whether the use of the going concern basis is appropriate when preparing these financial statements, including a review of updated forecasts to 31 March 2026 and a consideration of key risks that could impact the charity, and the latest available management information.

Trustees conclude it is appropriate for the financial statements to continue to be prepared on a going concern basis.

b) Critical accounting estimates and areas of judgement

In the view of the trustees in applying the accounting policies adopted, no judgements were required that have a significant effect on the amounts recognised in the financial statements, nor do any estimates or assumptions made carry a significant risk of material adjustment in the next financial year. With respect to the next accounting period the most significant area of uncertainty that affects the carrying value of assets held by the charitable company, is the performance of the investment market.

c) Currencies

The financial statements are presented in sterling (£).

Transactions denominated in foreign currencies are translated at the rate of exchange prevailing at the time of the transaction. Monetary items denominated in foreign currencies at the end of the reporting period are translated at the rate of exchange prevailing at that date.

d) Group financial statements

These financial statements consolidate the results of the charity and its subsidiary undertakings. The results of the wholly-owned subsidiaries, NDCS Limited and Friends for Young Deaf People, are consolidated on a line-by-line basis. In the group financial statements, the joint venture is accounted for using the equity method under FRS 102 so that the consolidated SOFA includes the group's net share of profit or loss, while the group's share of the net assets of the joint venture is shown in the consolidated Balance Sheet. The results included for the joint venture in Childlife are derived from audited accounts.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2024

d) Group financial statements (continued)

No separate Statement of Financial Activities has been presented for the National Deaf Children's Society as permitted by Section 408 of the Companies Act 2006. The charity has taken advantage of the exemptions in FRS 102 from the requirements to present a charity-only Cash Flow Statement and certain disclosures about the charity's financial instruments.

e) Fund accounting

Unrestricted funds – these are accumulated surpluses and deficits on general funds which can be used in furtherance of the general objectives of the charity at the discretion of the trustees. They include a fixed asset reserve, equivalent in value to the net book value of fixed assets.

Designated funds – these are unrestricted funds which have been set aside by trustees for specific future purposes or projects.

Restricted funds – these are funds that have restrictions imposed by donors and can only be applied for the particular purposes specified by donors. The funds are not available for work performed by the National Deaf Children's Society other than that specified by the donor.

f) Income recognition

All income is recognised and accounted for in the SOFA; when the charity has entitlement to the income, it is probable that the income will be received and the amount can be measured reliably. The following specific policies apply to categories of income:

Legacies – legacies are recognised when there is entitlement, it is probable that the legacy will be received and when it can be measured with sufficient reliability. Specifically, residual legacies are recognised when probate has been granted, any conditions pertaining to the legacy over which the charity has control have been met and either cash or estate accounts are received. Pecuniary legacies are recognised when probate has been granted. Legacies received after the year-end are reviewed and, where material, are accrued where entitlement had been met at the balance sheet date. Income is not recognised for legacies which remain subject to a life interest.

Income from trading and merchandising – is accounted for when earned. Activity income received in advance is deferred until entitlement to the income has arisen (the activity has taken place), at which time it is credited to the SOFA.

Donated services and facilities – are included at the value to the charity where this can be quantified. No amounts are included in the financial statements for services donated by volunteers. The trustees' report includes further detail of the contribution from volunteers.

Investment income – is accounted for on a receivable basis.

Grants and contractual payments – are included on a receivable basis. Income received for expenditure in future accounting periods is deferred. Where entitlement occurs before income is received the income is accrued. Capital grants are accounted for as income as soon as they are receivable. Government grants are recognised on the performance model, when the charity has complied with any conditions attaching to the grant and the grant will be received.

g) Expenditure recognition

All expenditure is accounted for on an accruals basis and includes irrecoverable VAT where applicable. It is classified under headings in the accounts that aggregate all costs related to the category.

Expenditure on raising funds include the costs incurred in generating voluntary income and fundraising trading costs. These costs are regarded as necessary to generate funds that are needed to finance charitable activities. They do not include the costs of disseminating information.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2024

g) Expenditure recognition (continued)

Charitable activities expenditure includes the costs identified as wholly or mainly attributable to achieving the charitable objects of the charity, including the costs of disseminating information in support of charitable activities. These costs include direct staff costs, wholly or mainly attributable support costs and an apportionment of general overheads allocated on a basis consistent with the use of resources.

Grants payable are accounted for when awarded except where future payments are conditional on performance and specific deliverables of the project. In such cases, amounts payable are accounted for as expended when the reporting criteria are satisfactorily met.

Termination payments are recognised on communication of intention to pay and are accounted for as staff costs.

Support costs, including governance costs, are those costs that assist the work of the charity but are not directly on fundraising or charitable activities. Governance costs are associated with the governance arrangements of the charity and include audit, legal advice for trustees and costs associated with meeting constitutional and statutory requirements such as the cost of trustee meetings and the preparation of the statutory accounts. This category also includes costs associated with the strategic management of the charity's activities. Other support costs include central office functions such as budgeting and accounting, payroll administration, human resources, information systems, communications, property management and legal costs. Support and governance costs have been allocated to an activity cost on a basis consistent with the use of resources. The basis is explained in the notes to the accounts.

h) Operating leases

Expenditure on operating leases is accounted for in the period in which the lease charge arises.

The benefit of lease incentives received to enter an operating lease are recognised as a reduction to the expense on a straight-line basis over the period of the lease, except as noted below.

The charity has taken advantage of the transitional exemption for lease incentives in existence on the date of transition to FRS 102 (1 April 2014) and continues to credit such lease incentives to income and expenditure over the period to the first rent review date on which the rent is adjusted to market rate.

i) Intangible fixed assets

Computer software is stated at cost less accumulated amortisation and accumulated impairment losses. Software is amortised on a straight-line basis over its estimated useful life of three years. Computer software costs of less than £10,000 are not capitalised.

j) Tangible fixed assets

Tangible fixed assets costing less than £10,000 are not capitalised and are written off in the year of purchase. Tangible fixed assets which are capitalised are included at cost, including any incidental expenses of acquisition. They are stated at cost less accumulated depreciation. Depreciation is provided on all tangible fixed assets, except freehold land, at rates calculated to write off the cost less estimated residual value of each asset, on a straight-line basis over its expected useful economic life. The rates are as follows:

Plant, machinery, fixtures and fittings:	three or five years
Computers and ancillary equipment:	three years

A full year's worth of depreciation is charged in the year of acquisition.

Plant, machinery, fixtures and fittings are eliminated from the accounts when no longer in use.

k) Assets in the course of construction

Payments on account of intangible and tangible fixed assets which are not operational at the balance sheet date are recorded in separate fixed asset categories: "Assets in the course of construction". No depreciation is charged on assets in the course of construction until they are brought into operational use, at which point the asset is transferred into the relevant fixed asset category and depreciated/amortised over their useful economic life.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2024

l) Investments

Investments in subsidiaries are stated in the company accounts at cost less impairment.

Listed investments are initially measured at cost and subsequently at fair value (using market value). The SOFA includes the net gains and losses arising on movements in fair value and disposals throughout the year.

m) Stock

Stocks of publications are written off in the year of purchase as net realisable value is estimated at nil.

n) Taxation

The National Deaf Children's Society is a registered charity and as such is potentially exempt from taxation of its income and gains to the extent that they fall within the exemptions available to charities under the Taxes Act and are applied to its charitable objectives. N.D.C.S. Limited is subject to Corporation Tax but it remits by Gift Aid its taxable profit to the National Deaf Children's Society.

Tax credits, tax deducted from income and receipts under deed of covenant or Gift Aid are recorded on a receivable basis. They are recorded as part of the income to which they relate.

o) Pensions

The group makes payments into a group defined contribution personal pension scheme. These pension costs are allocated to activities and between restricted/unrestricted funds in proportion to the related staffing costs incurred.

At 31 March 2024, contributions amounting to £68,945 (2023: £65,489) were payable.

p) Financial instruments

The company has elected to apply the provisions of Section 11 'Basic Financial Instruments' of FRS 102 to all of its financial instruments.

Basic financial assets which are receivable within one year, which include trade and other receivables and accrued income were £1,664,000 (2023: £1,195,000) and cash and bank balances of £7,665,000 (2023: £6,285,000) are initially measured at transaction price and subsequently carried at settlement amount.

Basic financial liabilities which are payable within one year, which include trade and other payables and accruals of £2,099,000 (2023: £1,840,000) are initially measured at transaction price and subsequently carried at settlement amount.

q) Cash and cash equivalents

Cash and cash equivalents include cash-in-hand, deposits held at call with bank and other short-term liquid investments with original maturities of three months or less.

3 Results of subsidiaries

a) N.D.C.S. Limited

The charity has a wholly owned trading subsidiary, N.D.C.S. Limited, a company registered in England and Wales, company number 00893232. The registered address of N.D.C.S. Limited is 5th Floor, 167– 169 Great Portland Street, London W1W 5PF

. The principal activity of the company is the sale of advertising and other goods and services and the company pays all of its profits to the charity under the Gift Aid scheme.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2024

a) **N.D.C.S. Limited** (continued)

A summary of its results is shown below:

	2024 £000s	2023 £000s
Turnover	8	44
Cost of sales	-	(9)
Gross profit	8	35
Administrative expenses	(5)	(8)
Net income	3	27
Amount Gift Aided to the National Deaf Children's Society	(3)	(27)
	-	-
The assets and liabilities of the subsidiary were:		
Current assets	6	72
Creditors: amounts falling due within one year	(6)	(72)
Total net assets	-	-
Equity shareholders' funds	-	-

At the end of the year, N.D.C.S. Limited paid £3,129 (2023: £27,069) to the charity by Gift Aid.

In these consolidated accounts, turnover consolidated in activities for generating funds is £7,253 (2023: £43,965) and investment income is £657 (2023: £209) with the associated costs included under fundraising expenditure.

b) **Friends for Young Deaf People**

The charity has a wholly owned charity, Friends for Young Deaf People, a charitable company registered in England and Wales (company number 3029501, registered charity number 1045011). The registered address of Friends for Young Deaf People is 5th Floor, 167– 169 Great Portland Street, London W1W 5PF 7. Friends for Young Deaf People was dormant throughout the year ended 31 March 2024, as well as the year ended 31 March 2023.

At the end of the year, no amounts were due between the National Deaf Children's Society and Friends for Young Deaf People.

c) **Fundacion Ninos Sordos del Mundo**

Throughout the year, the National Deaf Children's Society had one other wholly owned subsidiary, Fundacion Ninos Sordos del Mundo, a charity registered in Spain, which was dormant for the year ended 31 March 2024. The registered address of Fundacion Ninos Sordos del Mundo is Torre Europa, Paseo de la Castellana 95-18^o, 28046, Madrid, Spain.

4 Share in joint venture

Childlife

The National Deaf Children's Society has a 25% share in Childlife, a company limited by guarantee. The registered office of Childlife is Westmead House, Westmead, Farnborough, Hampshire, GU14 7LP. This is accounted for in the consolidated accounts of the National Deaf Children's Society as a joint venture.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2024

	2024 £000s	2023 £000s
The 25% share of Childlife's results for the year is shown below:		
Income from:		
Voluntary income	326	322
Investment income	1	1
	<u>327</u>	<u>323</u>
Expenditure on:		
Raising funds	166	229
Charitable activities	102	100
Other expenditure	3	2
	<u>271</u>	<u>331</u>
Net income / (expenditure)	56	(8)
Fund balances brought forward	98	106
Fund balances carried forward	<u>154</u>	<u>98</u>

Income receivable from Childlife for the year of £102,500 (2023: £100,000) is included in investment income (see note 5d).

	2024 £000s	2023 £000s
The 25% share of assets and liabilities of Childlife were:		
Fixed assets	2	1
Current assets	208	125
Gross assets	210	126
Gross liabilities	(56)	(28)
Total assets less total liabilities – share of net assets	<u>154</u>	<u>98</u>
Unrestricted funds		
Other charitable funds	<u>154</u>	<u>98</u>

5 Income

a) Legacy income

At 31 March 2024, the charity had been notified of legacies amounting to an estimated **£1,040,254** (2023: £662,004) which have not been included within the accounts as the recognition criteria had not been met at the year-end date.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2024

b) Income from charitable activities

	Grants £000s	Fees from non-statutory sources £000s	Total £000s
Delivering support in the early years	98	-	98
Providing life-changing information and advice	16	-	16
Building communities that unite families	21	-	21
Being the leading global authority on childhood deafness	-	-	-
Other charitable activities	(216)	20	(196)
Total 2024	<u>(81)</u>	<u>20</u>	<u>(61)</u>
Total 2023	<u>470</u>	<u>48</u>	<u>518</u>

Further information about the above grant income is provided in note 13.

c) Other trading activities

	2024 £000s	2023 £000s
Gross income from trading	50	51
Income from training and services	-	-
	<u>50</u>	<u>50</u>

d) Investment income

	2024 £000s	2023 £000s
Interest on cash deposits	95	39
Income from listed investments	153	151
Income receivable from joint venture	102	100
	<u>350</u>	<u>290</u>

6 Staff costs, trustee remuneration and expenses and costs of key management personnel

a) Staff costs comprise:

	2024 £000s	2023 £000s
Wages and salaries	10,247	9,280
Social security costs	1,062	992
Pension costs	548	498
	<u>11,857</u>	<u>10,770</u>

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2024

The average number of employees during the year was as follows:	2024 No.	2024 (FTE)	2023 No.	2023 (FTE)
Charitable activities	205	183	205	176
Fundraising	31	29	27	26
Administration and support services	44	43	50	48
	<u>280</u>	<u>255</u>	<u>282</u>	<u>250</u>

The above staff numbers include an average of eight (2023: thirteen) casual workers who primarily worked on our events programme.

- b) During the year, redundancy and termination payments totalling £318,321 (2023: £31,471) were payable. These related to redundancy payable at the end of the fixed term contracts for specific projects and restructures within departments.
- c) Employee benefits, excluding employer pension costs and employer's NI, of higher paid staff within the following scales were:

	2024 No.	2023 No.
£60,000 – £69,999	7	5
£70,000 – £79,999	1	2
£80,000 – £89,999	2	1
£90,000 – £99,999	3	2
£100,000 – £109,999	3	-
£110,000 – £119,999	<u>1</u>	<u>1</u>

- d) The charity trustees were not paid nor received any other benefits from employment with the charity or its subsidiary in the year (2023: £nil). Reasonable expenses for travel, subsistence and incidentals reimbursed to five trustees (2023: one trustee) during the year totalled £811 (2023: £94) and are included in note 7(e) below.
- e) The key management personnel of the group, other than the trustees, comprised the chief executive, the deputy CEO/chief finance officer, the chief information officer, the chief operations officer, the chief revenue officer, the chief strategy officer and the chief policy officer. Their total employee benefits, including employer pension costs and employer's NI, for the year ended 31 March 2024, was £796,803 (2023: £616,706).

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2024

7 Analysis of expenditure

a) Expenditure on:	Direct costs £000s	Grants payable £000s	Support costs £000s	Total 2024 £000s	Total 2023 £000s
<i>Raising funds</i>					
Regular donations and subscriptions from individuals	11,458	-	328	11,786	13,728
Legacies	321	-	59	380	343
Other fundraising costs *	679	-	182	861	652
	<u>12,458</u>	<u>-</u>	<u>569</u>	<u>13,027</u>	<u>14,723</u>
Investment management fees	32	-	-	32	29
	<u>12,490</u>	<u>-</u>	<u>569</u>	<u>13,059</u>	<u>14,752</u>
<i>Charitable activities</i>					
Delivering support in the early years	3,052	7	852	3,911	3,636
Providing life-changing information and advice	3,638	108	1,224	4,970	4,610
Building communities that unite families	3,263	191	944	4,398	4,205
Being the leading global authority on childhood deafness	2,118	354	495	2,967	2,952
Other charitable activities	1,425	-	470	1,895	3,381
	<u>13,496</u>	<u>660</u>	<u>3,985</u>	<u>18,141</u>	<u>18,784</u>
<i>Net share of loss in joint venture</i>	-	-	-	-	8
Total expenditure 2024	<u>25,986</u>	<u>660</u>	<u>4,554</u>	<u>31,200</u>	<u>33,544</u>
Total expenditure 2023	<u>28,981</u>	<u>576</u>	<u>3,987</u>		<u>33,544</u>

* Other fundraising costs include costs of challenge events, community and corporate fundraising, and other trading activities.

b) Analysis of grants payable

	2024 £000s
UK grants	
Grants to University of Manchester (two research grants)	34
Grant to Deaf Ethnic Women's Association	30
Grant to Auditory Verbal UK	8
Grant to University Hospital Southampton	8
Grant to University College London	7
Grant to University of Edinburgh	5
Grants to affiliated local registered deaf children's societies *	24
Other UK grants	4
	<u>120</u>

* Each grant was for a maximum of £500, while the maximum received by any one local deaf children's society was £500.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2024

7 Analysis of expenditure (continued)

b) Analysis of grants payable (continued)

	2024 £000s
International grants	
Cini Asha Deaf Way	59
Centre for Disability in Development	170
Sadhana	46
Citizens Association for Rural Development	37
Prarambha	45
Lipica	38
Graham Bell Centre for the Deaf	3
VSO Kenya	36
Sense International Kenya	55
Action for Children with Disabilities Society	5
National Association for Parents of Deaf Children	46
	540
Total grants	660

There are no grant commitments.

c) Allocation of support costs

	Governance £000s	Finance and legal £000s	Human resources £000s	IT £000s	Facilities management and shared premises £000s	Total £000s
<i>Raising funds</i>	-	90	120	231	128	569
<i>Charitable activities</i>						
Delivering support in the early years	67	124	166	317	178	852
Providing life-changing information and advice	82	181	242	462	257	1,224
Building communities that unite families	76	138	184	351	195	944
Being the leading global authority on childhood deafness	54	70	93	179	99	495
Other charitable activities	31	70	93	177	99	470
	310	673	898	1,717	956	4,554
Total support costs 2024	310	673	898	1,717	956	4,554
Total support costs 2023	234	578	627	1,605	943	3,987

Costs directly attributable to fundraising and charitable activities are allocated to direct costs. Those costs not directly attributable are included in support costs. Finance and legal costs, human resources, IT and facilities management and shared premises costs are allocated on the basis of headcount. Governance costs are allocated to charitable activity categories in proportion to their direct costs.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2024

7 Analysis of expenditure (continued)

d) Governance costs

	2024	2023
	£000s	£000s
Audit fees	21	25
Trustee costs	21	23
Other costs supporting governance activities	268	186
	<u>310</u>	<u>234</u>

e) Net income/expenditure for the year

	2024	2023
	£000s	£000s
Net income/expenditure for the year is stated after charging:		
Auditor's remuneration		
Statutory audit	21	25
Other	7	8
Amortisation	26	30
Depreciation	24	24
(Profit) on sale of tangible fixed assets	(17)	-
Operating lease rentals	746	772
	<u>746</u>	<u>772</u>

8 Intangible fixed assets

Charity and group

	Computer software	Total
	£000s	£000s
Cost		
As at 1 April 2023	1,139	1,139
Transfers from assets under construction	-	-
Additions	-	-
Disposals	(264)	(264)
As at 31 March 2024	<u>875</u>	<u>875</u>
Amortisation		
As at 1 April 2023	1,087	1,087
Charge for the year	26	26
Adjustment for disposals	(264)	(264)
As at 31 March 2024	<u>849</u>	<u>849</u>
Net book value		
As at 31 March 2024	<u>26</u>	<u>26</u>
As at 31 March 2023	<u>52</u>	<u>52</u>

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2024

9 Tangible fixed assets

Charity and group	Plant and machinery £000s	Fixtures, fittings and equipment £000s	Total £000s
Cost			
As at April 2023	222	1,188	1,410
Transfers from assets under construction	-	-	-
Additions	-	-	-
Disposals	(222)	(184)	(406)
As at 31 March 2024	-	1,004	1,004
Depreciation			
As at April 2023	222	1,156	1,378
Charge for the year	-	24	24
Adjustment for disposal	(222)	(184)	(406)
As at 31 March 2024	-	996	996
Net book value			
As at 31 March 2024	-	8	8
As at 31 March 2023	-	32	32

10 Fixed assets investments

a) Childlife

The National Deaf Children's Society has a 25% share in Childlife, a company limited by guarantee whose object is to promote the relief of children who are in need, by enabling the member charities to meet their respective charitable purposes, through the provision of grant payments. This is accounted for in the consolidated accounts of the National Deaf Children's Society as a joint venture. See note 4 for details of the National Deaf Children's Society share of Childlife's results for the year.

b) Other investments

	Group		Charity	
	2024 £000s	2023 £000s	2024 £000s	2023 £000s
Listed investments at market value (see note 10c)	5,443	4,788	5,443	4,788

Investments in subsidiary (NDCS Limited) £100 – see note 3

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2024

c) Listed investments

	2024 £000s	2023 £000s
Market value at 1 April 2023	4,788	5,006
Reinvested income	153	151
Management fees paid	(32)	(31)
Realised loss/(gain) on investments	534	(338)
Market value as at 31 March 2024	<u>5,443</u>	<u>4,788</u>
Listed investments at historic cost	<u>4,471</u>	<u>4,314</u>

d) Listed investments by type

	2024 £000s	2023 £000s
Equities	3,856	3,328
Alternative investments	506	674
Fixed interest	895	685
Cash	<u>186</u>	<u>101</u>
Market value as at 31 March 2024	<u>5,443</u>	<u>4,788</u>

11 Debtors

	Group 2024 £000s	Group 2023 £000s	Charity 2024 £000s	Charity 2023 £000s
Due within one year:				
Trade debtors	53	37	53	18
Due from subsidiary undertaking	-	-	6	60
Other debtors	1,634	1,676	1,634	1,676
Prepayments and accrued income	<u>1,519</u>	<u>921</u>	<u>1,519</u>	<u>921</u>
	<u>3,206</u>	<u>2,634</u>	<u>3,212</u>	<u>2,675</u>

12 Creditors: amounts falling due within one year

	Group 2024 £000s	Group 2023 £000s	Charity 2024 £000s	Charity 2023 £000s
Trade creditors	1,238	696	1,238	696
Social security and other taxes	268	264	268	264
Other creditors	155	100	155	100
Accruals	706	1,048	706	1,036
Deferred income	<u>82</u>	<u>62</u>	<u>82</u>	<u>62</u>
	<u>2,449</u>	<u>2,170</u>	<u>2,449</u>	<u>2,158</u>

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2024

Deferred income mainly consists of deposits for events taken in advance and funds raised for challenge events which will take place in future years. All amounts at the year-end related to new deferrals in the year.

	2024 £000s	2023 £000s
Deferred income reconciliation		
At 1 April 2023	62	6
Recognised in the year	(62)	(6)
Deferred in the year	82	62
At 31 March 2024	<u>82</u>	<u>62</u>

13 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations, gifts and grants to be applied for restricted purposes.

	Balance at 1 April 2023 £000s	Income £000s	Expenditure £000s	Balance at 31 March 2024 £000s
National Lottery Community Fund (England) – #iWill Fund	240	(215)	(25)	-
Dept. for Communities Northern Ireland, Sign Language Partnership Group – Family Sign Online	3	29	(31)	1
Scottish Government – CYPFEIF and ALEC	-	103	(103)	-
Scottish Government – Equality Funding, Sign of the Future	1	-	(1)	-
Scottish Government – BSL National Plan 2023-2029	-	2	(1)	1
	<u>244</u>	<u>(81)</u>	<u>(161)</u>	<u>2</u>
Deaf Child Worldwide	-	199	(199)	-
Dr A Evans Trust Fund	40	-	-	40
Eric Wright Charitable Trust	-	25	(25)	-
The P F Charitable Trust	1	-	-	1
The P F Charitable Trust	10	-	-	10
Legacy for work in Bristol and the surrounding area	65	-	-	65
Other restricted funds	183	61	(107)	137
	<u>543</u>	<u>204</u>	<u>(492)</u>	<u>255</u>

Other restricted funds comprise a number of funds, each of which are immaterial for disclosure purposes, but further details are available on request.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2024

13 Restricted funds (continued)

The restricted funds are held for the following purposes:

The National Lottery Community Fund – #iWill Fund – The #iWill fund is an initiative of The National Lottery Community Fund, the Department for Digital, Culture, Media and Sport funded by the National Lottery Community Fund and the Cabinet Office. Match funding from the #iWill fund will allow the National Deaf Children's Society to:

- i) expand the Young Campaigner's programme into regional campaign groups
- ii) increase the number and size of the grants the National Deaf Children's Society provides to Make a Change grantees – allowing for more ambitious projects
- iii) continue and expand the Young Inspectors programme beyond what has been done as a reaction to the pandemic
- iv) continue to expand the Buzz website's content to include more deaf role models
- v) significantly expand the Deaf Works Everywhere campaign's reach
- vi) continue additional rounds of the Pen Pals and Mentors programmes.

With the launch of our new strategy, Every Moment Counts, our focus is on providing support to deaf children and their families as soon as we can after identification. This means giving deaf children and their families what they need right from the very start. However, we know that deaf young people have valued many of the services we previously provided. The National Deaf Children's Society transferred three programmes for deaf young people (the Healthy Minds training programme, Peer to Peer Mentoring and the Young People's Advisory Board) to the charity SignHealth. These projects and resources will support SignHealth's new strategic direction, which includes making sure deaf children and young people can experience better mental health and wellbeing.

The remaining £215,000 of funding from the #iwill Fund was returned to the funder, who in turn provided the funding to SignHealth to continue supporting the existing projects.

Department for Communities Northern Ireland – Sign Language Partnership Group – a grant to support the 'Family Sign Online' project for 2022/23. This is a model of remote delivery in Northern Ireland in that we will provide a mostly online programme to increase the use of and awareness of British Sign Language (BSL) as a family-friendly, inclusive means of communicating with deaf children and young people.

Scottish Government CYPFEIF and ALEC Fund – Children Young People and Families Early Intervention Fund – grant contributes towards infrastructure costs of the National Deaf Children's Society Scotland to ensure deaf children, young people and their families have access to high quality services and support that address the attainment gap and improve life outcomes for deaf children.

Scottish Government Equalities Funding – Equality Funding, Sign of the Future – grant funding contributes towards the costs of delivering our Sign of the Future project to support families in developing effective communication and language skills with their deaf child. The Scottish Government has agreed that the National Deaf Children's Society can use the remaining funding to deliver Family Sign Language Level 2 and create signed vocabulary videos.

Scottish Government Equalities Funding – BSL National Plan 2023-2029 Community Consultation Events Fund – £2,000 fund from Scottish Government as part of the BSL National Plan 2023-2029 Community Consultation Events Fund from 30 June 2023 to 7 September 2023. This covered the period the Scottish Government BSL National Plan consultation was open. Funding covered events to consult with deaf young people and parents during this period.

Deaf Child Worldwide is the international arm of the National Deaf Children's Society. Supporter income and other donations are generated for Deaf Child Worldwide specifically and this is used to fund a sustainable international programme.

Dr A Evans Trust Fund – funding provides for costs associated with the delivery of Family Sign Language training in Wales.

Eric Wright Charitable Trust – funding to provide on-the-ground activities in Greater Manchester, Lancashire and Cumbria for families.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2024

13 Restricted funds (continued)

The P F Charitable Trust – funding contributes to the purchase of software for a project to research the impact that radio aids have on language development in pre-school deaf children.

The P F Charitable Trust – a £10,000 grant towards a Research Priority Setting Exercise with the James Lind Alliance in collaboration with Manchester University. It will bring together patients, carers, clinicians and other key stakeholders to determine the top 10 evidence gaps in improving the health, education and wellbeing of children and young adults with deafness and hearing loss.

Estate of Sylvia Whitby – bequest to be applied to a variety of activities in Bristol and the surrounding area, in accordance with the terms of the legacy.

14 Movement on unrestricted funds

	Fixed asset reserve £000s	General funds £000s	Total Unrestricted funds £000s
Balance at 1 April 2023	84	11,092	11,176
Income	-	32,796	32,796
Expenditure	(50)	(30,658)	(30,708)
Losses/gains on investments	-	534	534
Balance at 31 March 2024	34	13,764	13,798

15 Analysis of group net assets between funds at 31 March 2024

	Unrestricted funds £000s	Fixed asset funds £000s	Restricted funds £000s	Total funds £000s
Intangible and tangible fixed assets	-	34	-	34
Investments	5,597	-	-	5,597
Current assets	10,616	-	255	10,871
Current liabilities	(2,449)	-	-	(2,449)
	13,764	34	255	14,053

16 Parent undertaking's income and expenditure

As permitted by Section 408 of the Companies Act 2006, the income and expenditure account of the parent undertaking is not presented as part of these accounts. The consolidated Income and Expenditure Account includes a surplus of £2,277,914 (2023: deficit of £2,953,012) which is dealt with in the accounts of the parent undertaking.

17 Share capital

The National Deaf Children's Society is a company limited by guarantee and has no share capital. Every member of the company guarantees to contribute a maximum of £1 on winding up, including up to one year after ceasing to be a member.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2024

18 Financial commitments

The future minimum payments under non-cancellable operating leases are payable as follows:

	2024 £000s	2023 £000s
Within one year	749	728
Between two and five years	38	814
After five years	-	-
	<u>787</u>	<u>1,542</u>

19 Capital and other commitments

At 31 March 2024 there were no capital commitments (2023: none).

20 Related party transactions

Expenses paid to trustees in their capacity as directors of the charity are disclosed in Note 6 to the accounts. Other than transactions with subsidiaries and the joint ventures that are disclosed in Notes 3 and 4, there were no other related party transactions.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2024

The following pages represent comparative figures for the year ended 31 March 2023, in accordance with paragraph 2.29 of the SORP.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2024

21 Comparative SOFA

Income and expenditure	Unrestricted funds £000s	Restricted funds £000s	Total 2023 £000s
<u>Income and endowments from:</u>			
Donations and legacies			
Regular donations and subscriptions from individuals	27,153	208	27,361
Legacy income	1,513	87	1,600
Other donations and gifts	971	130	1,101
	29,637	425	30,062
Charitable activities	48	470	518
Other trading activities	51	-	51
Investments	290	-	290
Other income	-	-	-
Total	30,026	895	30,921
Share of net gain in joint venture	-	-	-
Total	30,026	895	30,921
<u>Expenditure on:</u>			
Raising funds	14,752	-	14,752
Charitable activities:			
Delivering support in the early years	3,261	375	3,636
Providing life-changing information and advice	4,467	143	4,610
Building communities that unite families	3,994	211	4,205
Being the leading global authority on childhood deafness	2,794	158	2,952
Other charitable activities	3,367	14	3,381
Total charitable activities	17,883	901	18,784
Net share of loss in joint venture	8		8
Total	32,643	901	33,544
Net loss on investments	(338)	-	(338)
Net (expenditure)	(2,955)	(6)	(2,961)
Transfer of funds	-	-	-
Net (expenditure)	(2,955)	(6)	(2,961)
Fund balances brought forward	14,131	549	14,680
Fund balances carried forward	11,176	543	11,719

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2024

22 Comparative restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations, gifts and grants to be applied for restricted purposes.

	Balance at 1 April 2022 £000s	Income £000s	Expenditure £000s	Balance at 31 March 2023 £000s
National Lottery Community Fund (England) – #iWill Fund	218	340	(318)	240
Dept. for Communities Northern Ireland, Sign Language Partnership Group – Family Sign Online	5	27	(29)	3
Scottish Government – CYPFEIF & ALEC	-	103	(103)	-
Scottish Government – Equality Funding, Sign of the Future	1	-	-	1
	224	470	(450)	244
Deaf Child Worldwide	-	298	(298)	-
Dr A Evans Trust Fund	42	-	(2)	40
Eveson Charitable Trust	20	-	(20)	-
Garfield Weston Foundation	23	-	(23)	-
The P F Charitable Trust	1	-	-	1
The P F Charitable Trust	-	10	-	10
Richard Lumley Charitable Trust	3	-	(3)	-
Legacy for work in Bristol and the surrounding area	68	-	(3)	65
Other restricted funds	168	117	(102)	183
	549	895	(901)	543

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2024

23 Comparative movement on unrestricted funds

	Fixed asset reserve £000s	General funds £000s	Total Unrestricted funds £000s
Balance at 1 April 2022	37	14,094	14,131
Income	-	30,026	30,026
Expenditure	47	(32,690)	(32,643)
(Losses) on investments	-	(338)	(338)
Balance at 31 March 2023	84	11,092	11,176

24 Comparative analysis of group net assets between funds at 31 March 2023

	Unrestricted funds £000s	Fixed asset funds £000s	Restricted funds £000s	Total funds £000s
Intangible and tangible fixed assets	-	84	-	84
Investments	4,886	-	-	4,886
Current assets	8,376	-	543	8,919
Current liabilities	(2,170)	-	-	(2,170)
	11,092	84	543	11,719

Accounts

Charity Number (England & Wales): 1016532

Charity Number (Scotland): SC040779

Company number: 02752456

THE NATIONAL DEAF CHILDREN'S SOCIETY
(A company limited by guarantee)

REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED

31 March 2023

The National Deaf Children's Society
Annual Report and Financial Statements
for the year ended 31 March 2023

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The National Deaf Children's Society

Report of the Directors for the year ended 31 March 2023

Board of directors

Dominic Holton	(Chair) (from 5 November 2022)
Jennie Rayson	(Vice Chair) (from 5 November 2022)
George Crockford	(Treasurer) (trustee and treasurer from 5 November 2022)
Luke Kelly	(Deputy Treasurer) (trustee and deputy treasurer from 5 November 2022)
Suzanne Beese	
Katherine Binns	(to 19 August 2022)
Lynn Gadd	(to 15 July 2023)
Altaf Kassam	
Sheila McKenzie	(to 5 November 2022)
Lesley Lindberg	(from 5 November 2022)
Tim Polack	(to 5 November 2022)
Felicity Preacher	(from 5 November 2022)
Damian Proctor	
Jan Rutherford	
Helen Selwood	(to 5 November 2022)
Lorraine Wapling	

Chief Executive

Susan Daniels OBE

Auditor

Crowe UK LLP, 2nd Floor, 55 Ludgate Hill, London EC4M 7JW

Solicitors

Bates Wells London LLP, 10 Queen Street Place, London EC4R 1BE

Bankers

National Westminster Bank plc, 46 Notting Hill Gate, London W11 3HZ

Principal and registered office

Ground Floor South, Castle House, 37–45 Paul Street, London EC2A 4LS

Charity number (England and Wales)

1016532

Charity number (Scotland)

SC040779

Company number

02752456

The National Deaf Children's Society
Report of the Directors
for the year ended 31 March 2023

The trustees (who are the directors) of the National Deaf Children's Society have pleasure in presenting their report and financial statements for the year ended 31 March 2023.

The financial statements have been prepared in accordance with the accounting policies set out in the notes to the accounts, and comply with the charity's governing document, the Charities Act 2011, and *Accounting and Reporting by Charities: Statement of Recommended Practice*, applicable to charities preparing their accounts in accordance with the Financial Reporting Standard, applicable in the UK and Republic of Ireland, published on 16 July 2014.

The charity is registered with the Charity Commission, under registration number 1016532, and with the Office of the Scottish Charity Regulator, under number SC040779. It is a company limited by guarantee.

We operate in England, Northern Ireland, Scotland, Wales and the Channel Islands, and undertake international work through partners in South Asia and East Africa. Details of trustees and the chief executive who served during the year are set out on page 29.

Our aims and objectives

Objectives

The charity's objectives are to further the education of and to relieve the needs of deaf children.

Vision

Our vision is a world without barriers for every deaf child.

Charitable aims

Our mission is that together we will overcome the social and educational barriers that hold deaf children back.

Public benefit

The achievement of these long-term aims drives our objectives and activity programme. In order to respond to the needs of deaf children and their families we reviewed our aims, objectives and activities half-yearly in 2020/21, 2021/22 and 2022/23. As part of that process, we considered the outputs of our activities, assessed the benefit of those outputs to the lives of deaf children, and developed future objectives to make sure that our work continues to deliver the most benefit against our charitable aims.

The trustees confirm that they have complied with the duty in section 17 of the Charities Act 2011 to have due regard to the Charity Commission's general guidance on public benefit.

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Strategic report

Our ambition is that by 2030 no deaf child will be left behind. This year marked the final year of our 2017 to 2022 strategy, extended for one year due to Covid, under which the three key areas of focus were:

- local and national services
- early years (from 2021/22 onwards our focus shifted from language and communication to concentrate on the early years)
- independence.

Language and communication continued to run as a theme throughout our work in all three areas.

We continued to keep a clear set of regularly reviewed planning assumptions to help us adapt as appropriate, including regular risk register updates. Our work throughout the year, and our impact and reach, can be seen in the following sections.

We developed a new strategy during this final year, which was launched soon after the year closed. It reflects our ambition to prioritise and focus on initiatives that achieve the greatest impact and provide the greatest value to our beneficiaries, and ensure our work is as effective as possible.

1. Area of focus A: Overcoming barriers in local and national services

We will improve outcomes for deaf children and young people by making sure that services for them are available, accessible and of a high quality to meet their needs.

Measure: Evidence of our influence, so that the rights of deaf children and young people are upheld, and their needs are met, as services recover from Covid-19.

Influencing policy and practice

The Special Educational Needs and Disabilities (SEND) Review in England was published at the end of March 2022. During 2022/23 we continued to focus on what this meant for deaf children, engaging with the Department for Education (DfE) throughout. In March 2023, the DfE published an Improvement Plan which set out how they planned to change the SEND and alternative provision system in England. One of our key asks regarding more Teachers of the Deaf (ToDs) was included in the plan with a clear commitment to a Teacher of the Deaf apprenticeship. This is something we have been involved with and supported from the start.

Since autumn 2019, we've been working with the National Sensory Impairment Partnership (NatSIP), the Institute for Apprenticeships and Technical Education, and a team of colleagues

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from across the sensory impairment sector to develop an apprenticeship route for training to become a qualified ToD. This has the potential to make a real difference as schools and local authorities would be able to access government funding for university course fees for apprentice Teachers of the Deaf. We anticipate the first apprenticeships will start in 2025.

Another one of our asks was related to post-16 support. We were pleased to see that the DfE will publish good practice guidance on transition into and out of post-16 settings and that work continues on the 'adjustment passports' which aim to help disabled young people move into employment by setting out what support they might need.

In Wales, we surveyed parents, carers and professionals about the Additional Learning Needs (ALN) reforms and submitted our findings to the Senedd's Education, Children and Young People's Committee. While we strongly support the new system in Wales, the submission highlighted the continued awareness gap around the ALN reforms and the need for consistent information and application of the reforms.

In Northern Ireland, we continued to work to grow the ToD workforce and specialist classroom support, in order to improve deaf education. We also lobbied for the forthcoming sign language legislation to lead to wider availability of Family Sign Language support. With no Assembly, the regulations needed to commence the 2016 legislation still can't be passed.

As referenced in the Scotland section on page 10, we continued to challenge the lack of British Sign Language (BSL) academic qualifications at Higher level and the availability of BSL to deaf children in the early years in Scotland.

We continued to push for progress on the BSL GCSE in England including providing feedback on consultations. The consultation on draft subject content was launched in June 2023 and we expect first teaching to start in 2025.

We have also secured a place on the UK Government's BSL Advisory Board, which was set up following the passing of the BSL Act last year. The members of the board, who all have lived experience of BSL, have been appointed for three-year terms. They will advise the Government on the use of sign language in its communications and how to address issues facing the deaf community. We will champion the rights of deaf children and their families, with a particular emphasis on Family Sign Language.

We continue to influence parliamentarians and in England, we held a parliamentary event attended by 22 MPs including Tom Pursglove MP, the Minister of State for Disabled People. We met with the Minister for Children for England, Claire Coutinho MP, and led introductory sessions on deaf awareness and BSL to celebrate Deaf Awareness Week. We were also invited to give evidence to two House of Commons committees about the SEND Review and the Disability Action Plan. All three events help us to keep the needs of deaf children higher up the political agenda.

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Local policy and campaigning successes in education included securing the withdrawal of proposals to significantly reduce specialist staff at a primary school resource provision in Islington, which would have impacted 70 deaf children. We worked closely with a large group of parent campaigners and local MPs and engaged positively with the local council. Across the UK, we also continued to collect evidence in order to ensure the views and needs of deaf pupils and their families are taken into consideration if local special educational needs and disabilities (SEND) reviews occur.

Audiology

Over the past year we have continued to engage with key professionals, consortia, groups and organisations across the UK about audiology services for deaf children and young people. In light of the scandal about poor quality audiology services in NHS Lothian, we have stepped up our engagement with governments and other audiology partners across the UK. We have sought to use this crisis in audiology as an opportunity to raise our longstanding concerns about the lack of oversight of children's hearing services.

In England, we chair the Newborn Hearing Screening Programme Advisory Group. Through this group we supported a data review of the number of deaf babies in each screening site, followed by a formal audit of sites which identified the fewest number of deaf children per head of the population. Sadly, this audit uncovered identical problems to those found in Lothian and showed failures to identify deafness in children. In response those sites have set up incident groups, with some closing services.

NHS England also established a national steering group sponsored by the NHS England medical director. We are determined that this group will learn from the review of NHS Lothian and address short-term and longer-term issues in paediatric audiology.

We undertook our annual Listen Up! survey of NHS paediatric audiology services in England. We then published the *Listen Up!* report, which identifies and tracks trends in paediatric audiology and showed that audiology services are stretched, with growing waiting times. As well as allowing us to gather evidence to influence national policy debates, the report is a useful resource for audiology professionals to benchmark their own services and plan service developments.

In Scotland, our work has focused on responding to the British Academy of Audiology (BAA) NHS Lothian report. Our senior audiology advisor was a member of the steering group of the independent review, commissioned by then-Cabinet Secretary Humza Yousaf MSP, which secured an audit of the quality of audiology testing, and pushed for stronger leadership, training and quality assurance. We also supported the Families Failed by Lothian Audiology Action Group (FLAAG) at a parliamentary round table at Holyrood, arranged by Jeremy Balfour MSP and attended by Labour, Conservative and SNP MSPs.

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In Wales, we continued to work with the Welsh Audiology Services Standing Advisory Group (ASSAG) in examining services in Wales in light of the BAA NHS Lothian report. We are also a member of the task/finish group set up by the Welsh Government. We continued to engage with Health Boards to gather information on audiology waiting times and resource challenges.

In Northern Ireland, we continued to meet with Government officials in response to the BAA NHS Lothian report. The Department of Health is seeking detailed assurances from health and care trusts in light of what happened at Lothian and the Paediatric Audiology Forum is also now being reconvened.

We also continued to work with Children's Hearing Services Working Groups (CHSWGs) – which bring professionals who work with deaf children together to improve services. We participated in meetings for all 119 active CHSWGs across the UK and encouraged inactive CHSWGS to start meeting again. Our focus continued to be on supporting CHSWGs to be more strategic and as part of this work we encouraged them to create action plans. In 2022/23, 49% of CHSWGs across England had developed action plans.

In Northern Ireland, we have been encouraging the establishment of CHSWGs. The Northern Trust CHSWG was established last year and we are supporting it to develop an action plan. We are also supporting the establishment of the Western Trust CHSWG.

Outreach, Roadshow and digital workshops

With the lifting of Covid restrictions, we began running in-person workshops again in April 2022. We carried out 42 visits with the Roadshow bus across the UK and delivered 221 workshops for deaf children and young people on topics such as technology, emotional health and wellbeing (EHWB), managing transition between settings, online safety, deaf identity and preparing for the future. During those visits we supported 719 deaf children and young people, 3,266 hearing peers, 107 families and 491 professionals.

In addition, we carried out 28 outreach visits across the UK including attending high profile events such as the City Lit Deaf Day in London, engaging with 555 deaf children and young people, 61 families and 294 professionals.

We delivered 62 online workshops for deaf young people and their hearing friends on a range of topics including online safety, EHWB, careers (Deaf Works Everywhere) and deaf awareness. In total we engaged with 112 deaf children and young people, 3,133 hearing children and 845 professionals through our digital workshops.

We also delivered deaf awareness training for organisations such as fundraising partner Cadbury, the Metropolitan Police and the NHS.

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Supporting families to access and influence services

We continued to provide information, support and advice to families on education and audiology issues, where possible supporting parents through our workshops and events.

We launched our Deaf Education Map in 2022, using data collected across the UK. Parents are now able to compare the education support available locally for their deaf child with that in other areas. They can also take action by calling for improvements to services. In 2022/23 the map was viewed 5,696 times and 408 actions were taken.

Did we succeed in this objective?

Yes.

We have worked for several years to create an apprenticeship route to becoming a Teacher of the Deaf and were pleased that this idea received ministerial endorsement.

Our response to the British Academy of Audiology (BAA) NHS Lothian report has ensured that all four governments are reviewing the quality of children's hearing services and looking at appropriate responses to improve NHS support for deaf babies and toddlers. More information can be found in the Scotland section on page 10. We have also been appointed to a new national steering group, sponsored by the NHS England medical director.

We have been integral in continuing to support Children's Hearing Services Working Groups (CHSWG's) to develop effective action plans.

We've also had success in local campaigns, including challenging the reduction of specialist staff at a deaf unit within a primary school in Islington.

We have given parents and families the information and tools to compare and challenge services through our Deaf Education Map.

2. Area of focus B: Overcoming barriers in the early years

We will help families to ensure their deaf child has the best possible start in life, particularly focusing on information, advice and peer-to-peer support.

Measure: Evidence of positive outcomes for families with children in the early years.

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We continued to deliver most of our family events online, with 60 online events reaching 1,052 families during 2022/23. Ninety-six percent of those who provided feedback said they felt better supported after attending our events. We delivered 15 in-person events including seven Supporting Parents New to Hearing Loss events. These reached 87 people and we received some fantastic feedback from parents.

During 2022/23, our Family Sign Language (FSL) offer has developed significantly. We developed a UK-wide group course, which helped to maximise our reach and gave families the opportunity to learn regional signs based on the country they live in. We delivered 29 online FSL courses (26 one-to-one courses and three online group courses) and three in-person weekends, reaching 459 people in total. This is an 84% increase on the previous year's reach of 250 people.

Our practice sessions were attended by 255 people and provided an opportunity for families to recap signs they had learned at one of our FSL courses, as well as learning some new ones.

We also delivered our online Bright Start Programme, specifically designed to support early years families. These included Baby and Toddler and Happy Hands (Baby Sign) sessions, reaching 444 attendees. Feedback was excellent with 100% of parents reporting positive outcomes from attending the sessions, including increased knowledge, understanding or confidence, or feeling supported. We delivered seven in-person Baby Beats sessions during the summer that were attended by 131 people and again received excellent feedback.

The Bright Start team also engaged with early years professionals online through the Together We Can programme and early years networking sessions aimed at further developing their skills. These sessions were attended by 527 people and 98% reported positive outcomes.

We engaged with specialists such as Teachers of the Deaf (ToDs) and early years practitioners, including delivering training to ToDs at Birmingham University from the start of 2023.

Our *Success from the Start* developmental resource is aimed at practitioners and is also available to families to use with young deaf children. It continues to be popular and has been downloaded over 530 times.

Did we succeed in this objective?

Yes. By growing and refining our digital support offer, we were able to offer digital support to families across the UK with positive results. Demand for our Family Sign Language courses continues to be high and focusing on our online group has meant we are able to meet this demand more effectively.

Finally, our work to develop and refresh the skills of professionals working with deaf children in the early years proved to be popular, with our *Success from the Start* resource appearing consistently in the top 10 resources downloaded from our website.

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3. Area of focus C: Overcoming barriers to independence

We will support the development of deaf children's independence and preparation for adulthood, with a focus on post-16 transitions and entry into employment.

Measure: Evidence of positive outcomes for deaf young people in activities which link to independence.

We added new content on our Deaf Works Everywhere (DWE) YouTube and Instagram channels, releasing new videos showcasing deaf people in a variety of jobs. These deaf role models have helped to inspire deaf children to believe they can do anything other children can. Engagement far exceeded our targets with 1,233 Instagram followers and 679 YouTube subscribers.

Over 250 professionals across the UK used our DWE careers advisor e-learning modules in 2022/23. The Welsh e-learning module is now part of the Careers Wales induction training for new careers advisors. In Northern Ireland, the Department of Communities promoted our e-learning to work coaches. Our toolkit for careers advisors, teachers and Teachers of the Deaf (ToDs) was downloaded over 320 times, with over 40 professionals accessing our DWE Toolkit e-learning. We also delivered a webinar for the Careers Development Institute on tailoring careers activities for deaf young people.

We delivered our Deaf Works Everywhere and Work Ready workshops 11 times and ran four one-day events and six online events for young people on topics such as deaf identity, technology, and benefits and support. In addition, we delivered 10 deaf awareness training sessions for employers and 14 Accessibility in the Workplace workshops.

Working in partnership with other Youth Employment Group member organisations, we engaged with civil servants leading the Department for Education (DfE)'s Special Educational Needs and Disabilities (SEND) Review in England on the support deaf and disabled young people need to successfully transition to employment. We were an active member of a DfE advisory group on new transition standards and ran a deaf young people's focus group with DfE. We continue to advise DfE more widely on post-16 issues and the SEND Improvement Plan. Our influencing work ensured that references to disability were included in the DfE's new version of the post-16 guidance.

We advised the Student Loans Company on quality metrics for the two winning bidders of contracts to deliver Disabled Students' Allowance assessments and assistive technology in England and Wales. We have subsequently been invited to participate in a quality assurance committee as the new contracts are put in place. We worked together with the British Association of Teachers of Deaf Children (BATOD) to collect case studies of higher education students impacted by shortages of specialist support workers and highlighted policy issues with DfE.

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Did we succeed in this objective?

Yes. We continued to create opportunities for deaf young people to increase their independence, connect with each other and access careers-related information and support. We delivered deaf awareness training to several organisations and also managed to progress some of our local and national policy and campaigning work.

Scotland

Overcoming barriers in local and national services

During 2022/23 a major focus of our work was to influence the National Review of Audiology in Scotland, which took place following the exposure of serious failings in audiology services at NHS Lothian. Our senior audiology advisor was a member of the review steering group which secured an audit of the quality of audiology testing and pushed for stronger leadership, training and quality assurance in paediatric audiology. Our head of policy for Scotland was part of the review reference group, ensuring that the voices of deaf children and families were heard. We led consultation events on behalf of the review, which found concerns about the lack of alignment between health and education services and about the culture and attitude of audiologists. The difference that effective support makes to deaf children was also clear.

We continued to meet with Humza Yousaf MSP, who was then Cabinet Secretary for Health and Social Care. We also met with Scottish Government officials, highlighting that many of the families affected by the failings at NHS Lothian were still not getting the long-term support they needed. In March 2023, we helped organise a round table event at Holyrood for affected families and local MSPs, which led to a cross-party group of politicians raising concerns with the minister.

We undertook research in 2022 which indicated that deaf children in Scotland are still more than twice as likely to leave school with no qualifications and half as likely to go to university as their hearing peers. We also found that too many deaf children in Scotland still face barriers when accessing the support they need to match the educational achievements of their hearing peers.

Our major public-facing campaign focused on the number of Teachers of the Deaf in Scotland. We supported nearly 300 members to write to the local authority finance convenor on this subject.

We continued to challenge the failure to deliver academic qualifications in British Sign Language (BSL) at a National 5/Higher level and the failure to ensure that deaf children in the early years can access BSL, including supporting a petition to the Scottish Parliament. We also lobbied for the new Scottish Government BSL Action Plan to include provision for early learning of BSL.

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We have been working closely with Social Security Scotland to ensure that the roll-out of two new Scottish welfare benefits, the Child Disability Payment and Adult Disability Payment, meet deaf children and young people's needs. After our advice and guidance officers raised concerns about how some of the assessment guidance was being implemented, we developed revised guidance. After meeting with Social Security Scotland officials, this guidance was adopted in full, ensuring that the specific issues faced by deaf children are now fully recognised. We also delivered training to Social Security Scotland staff on assessing benefit claims.

Our regionally based advice and guidance officers continued to support large numbers of deaf children and families across Scotland. They dealt with 246 active cases, a 25% increase on the previous year. This included 49 active cases for Child Disability Payment and in-depth support for families affected by the failings at the NHS Lothian paediatric audiology service.

As well as direct support to families, the Advice and Guidance team also delivered deaf awareness sessions to professionals, including health visitors. We also organised a well-attended training event in November 2022 in Glasgow on deaf children's rights and additional support needs (ASN) law in Scotland. The event was attended by colleagues from across the National Deaf Children's Society and other Scottish charities, including Sense Scotland and West Scotland Deaf Children's Society (WSDCS).

In Scotland, deaf young people and their families regularly access our Freephone Helpline, Live Chat and SignVideo services, which offer free independent information, advice and guidance on a range of topics relating to childhood deafness. We also offer information, advice and guidance for free to professionals working with deaf children and young people. Our Helpline responded to 66 enquiries from Scotland.

Overcoming barriers in the early years

Over the course of the year, 56 families in Scotland engaged in our Family Sign Language (FSL) offer. Twelve families attended an in-person event in Glasgow, 37 attended online group courses and seven families took part in a priority one-to-one online course. All sessions were delivered by FSL tutors living in Scotland and focused on Scottish signs, ensuring our families have access to and learn local signs. We received lots of positive feedback from families about how we supported and helped to improve communication at home, with over 90% keen to continue on their sign language learning journey.

We delivered our online Bright Start and Family Programme sessions for families and professionals in Scotland, reaching 67 participants.

We organised a fringe meeting at the SNP conference in October 2022 where our deaf young ChangeMakers talked about their experiences. The ChangeMakers also got to meet with Humza Yousaf MSP, now the First Minister, who declared it to be his favourite meeting of the conference.

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In March 2023, we worked with sympathetic Scottish Labour MSPs and councillors to secure unanimous support at Labour's Scottish Conference for a motion on improving early years support for deaf children, followed by a fringe meeting with Lothian parents.

Overcoming barriers to independence

Working with Careers Advice Scotland, we developed an e-learning module for those providing careers advice to deaf young people in Scotland. We were also involved in the consultation on the Disabled Children and Young People (Transitions to Adulthood) (Scotland) Bill, with one of our young ChangeMakers giving oral evidence to the Scottish Parliament's Education, Children and Young People Committee on the bill.

Scottish ChangeMakers

Our young ChangeMakers have played a key role in all of our activities in Scotland during 2022/23, including helping to develop our campaign plans, sharing our social media posts, speaking at party conferences and giving evidence in Parliament.

We ran online events for our ChangeMaker group, which were attended by between six and 14 young people. They identified that they were looking for experience of campaigns in action, opportunities to volunteer and be involved in the policy process, as well as an overarching desire to be part of a peer support network that allowed them to build their deaf identity and explore shared experiences.

Since 2019, deaf young people have been working with the Five Sisters Zoo in West Lothian to improve accessibility for deaf visitors. We also held our main face-to-face meeting for the ChangeMakers there in June 2022. At that session, the group provided their recommendations for next steps and planned their participation in conferences and policy work for the year ahead.

International

We will continue to work with partners in East Africa and South Asia, supporting deaf children internationally in our three strategic areas of focus. We will continue to increase our profile, build our evidence base and develop our international role as an expert trainer.

Most Covid-19 travel restrictions were lifted during this period and travel to and within South Asia and East Africa began again in April 2022. All the partners we supported during the pandemic had managed to maintain good contact with local communities and had been able to continue their work to support deaf children in education.

Deaf children in the areas where we work were particularly affected by the fact that most learning had moved online but rarely catered for their needs, as there was no sign language interpretation or subtitles. Partner organisations played a crucial role in offering additional

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support through Covid-safe one-to-one and group interventions. Projects with partners reached 922 deaf children and young people from more than 510 households.

Having built up good relationships with our partners prior to the pandemic, we were able to maintain excellent communication and offer support at a distance to 11 partners. In 2022 we were able to visit projects and re-establish in-person training and support with existing partners.

The online training which we launched during the pandemic was extremely well received and continued to attract participants from all continents. There were a total of 65 attendees from 28 countries. We now deliver online courses four times a year; it has become a core part of our work and new modules are being added. All courses are delivered by deaf and hearing trainers from the regions in which we work and there is ongoing training of trainers so we develop an experienced pool. In-person training also resumed during 2022, including safeguarding training with all our partners.

The webinars that we set up during the pandemic continued to command large audiences, although we delivered fewer this year. We are now looking at opportunities to support regional webinars, with our partners taking the lead.

A new organisational strategy was being developed during this timeframe which will set a framework for new work in the coming year.

Did we succeed in this objective?

Yes. We continued to work with partners in East Africa and South Asia to further develop our training and profile, reaching global audiences and making new contacts.

Underpinning activities

We will continue to develop the support we give to our members, providing them with information, advice and guidance, and empowering and supporting them to advocate, influence and campaign on behalf of their own child and on behalf of deaf children more generally. We will continue to build on our accelerated digital transformation from the previous year.

Membership

Cumulative membership (excluding supporter members) sits at over 90,000 – with approximately half of these being UK parents and carers. We were joined by over 3,000 new members this year; 1,322 (43%) of these were parents or carers and 850 (28%) were individual professionals. Other membership groups include educational organisations, Buzz club, deaf young people, relatives, international (various) and associate members.

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Looking at parent and carer membership acquisitions specifically – just over half this year were parents of children aged 0 to 4. The largest segment by type of deafness was parents of children with moderate, severe or profound bilateral deafness.

Whilst parent membership acquisitions are improving each year, we have still not returned to pre-Covid levels. We are reaching an estimated average of 43% of permanently deaf children in the UK, through parent membership specifically.

Looking at individual professional membership acquisitions – as in previous years, over half of all new acquisitions were childcare and education professionals, including Teachers of the Deaf. Acquisitions remain significantly down compared to pre-Covid, however. This is thought to be due to the successful launch of our publicly available e-learning modules. As in previous years, we have very few healthcare professionals joining us as individual members. However, audiology departments engage with us significantly outside of membership, through local engagement work and our printed information materials.

Advice and guidance

We've continued to provide information, advice and guidance to our members. There were 8,166 initial contacts to our Helpline. This is a significant increase on the figures reported in previous years as we're now able to report on the full range of contact methods including emails, live chats and social media contacts.

Advice and guidance officers worked on over 1,200 cases over the year, over 200 more than the previous year. Satisfaction levels remain very high, with 100% of families reporting they were either satisfied or very satisfied with our support across all four quarters.

We supported 119 independent education tribunals. Success rates continued to be very high at 94% despite external challenges.

We supported families to apply for and secure over £773,000 of 'in-year' benefits and over £1,178,000 of 'full award' benefits, providing vital financial support to families during a difficult and challenging year.

Advice and guidance officers also attended over 230 sessions in the community, reaching over 2,200 individuals, families and professionals.

Media, digital and communications

We continued to keep our members engaged through regularly targeted emails, tailored website content, family blogs, social media updates and *Families* magazine. As we have found new and better ways to reach out to a wider audience, *Families* is due to be discontinued in 2023. We will continue to use learnings and experiences from the magazine to inform how we share stories of deaf children and their families in the future.

We also saw a high interest in articles and content related to money and benefits. Although these are always popular this may also reflect the cost of living crisis.

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We continued to progress our digital transformation. We undertook a significant amount of work optimising information content across our website and saw a marked improvement in our accessibility, quality assurance, digital certainty and search engine optimisation (SEO) scores.

We also used previously unseen footage from our 2021 mental health photoshoot to produce new videos and content for Children's Mental Health Week, with a goal to remind our audiences of the importance of early mental health support for deaf children and young people.

Our media work reached 2.87 billion people – more than three times as many as in the previous year – and generated around 2,000 news articles. Key coverage included attainment data, which revealed deaf children achieved an entire grade less at GCSE than hearing children for the seventh year running (including coverage in the Guardian and the Independent). There was also the Consortium for Research into Deaf Education (CRIDE) report which showed Teacher of the Deaf numbers across the UK had fallen by 19% since 2011 (including coverage on LBC and STV); and our research which revealed almost nine in 10 teachers across England did not feel they could educate deaf children effectively (including coverage in TES and ITV News). We also contributed to high profile stories, including proposed cuts to Laycock Primary School's provision for its deaf pupils (including coverage in the Guardian and LBC) and the BSL Bill becoming law (including coverage on Sky News).

We sold over 400 copies of our children's books to families, schools and libraries. We also supplied 366 free books to children in the early years whose families attended our Family Sign Language or Bright Start courses.

We continued to develop content for young people on the Buzz website, including our popular Buzz Book Club. We supported deaf young people to share their views on the latest books with deaf characters and/or by deaf authors.

Working with others

At the end of the year, we had 85 affiliated deaf children's societies across the UK. We also supported around 20 informal groups and new networks – a way to help families connect early on, enjoy the benefits of peer and group support, and begin their journey. We've built close relationships with groups and provided tailored support to each group, as they are all very different and have specific needs at different times.

We continued to learn so much from the expertise of local groups and from the needs of the families they support. We've been thrilled to see so many groups returning to running activities and events. They are reaching new families, providing information and access to a range of vital support and services, and in the process, they are championing the work of the charity.

We have continued to work with and consult deaf young people. For the first time, our Young People's Advisory Board (YAB) hosted four fringe events, attracting over 150 people, at Political

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Party Conferences (Labour, Conservative, Scottish National Party and The Scottish Labour Party). During these events we shared our *Hands Up* report, which explores the experiences of over 100 deaf young people within education. We also talked about how the special educational needs and disabilities (SEND) system in education needs to change. YAB members really impressed the audience and the MPs with how eloquently and bravely they spoke about their experiences. In Scotland, two Scottish Motions were submitted during Deaf Awareness Week, highlighting the YAB petition and deaf awareness in schools.

We increased our Welsh Youth Parliament membership to two young people from our ChangeMaker programme and they are currently leading the Education and School Curriculum Committee, ensuring that there is more awareness of deafness and disability as part of the curriculum in schools in Wales. These young people have worked with the Senedd research team to highlight priority improvements in additional learning needs support, pupil wellbeing and class sizes.

Young people were also involved in consultations at a national level, for example, the Department for Education's SEND Review, co-production of transitions standards and the Scotland Education Consultation. We also consulted over 250 deaf children and young people to understand more about their emotional health and wellbeing and benchmark against the Good Childhood Index.

We have continued to position ourselves as experts through our professional training work and the professionals' conference, working with 40 deaf young people to develop our Involve, Engage, Inspire conference, which focused on participation. The event was attended by 120 professionals, who left with a broader knowledge and understanding of the barriers young people experience and how to co-create solutions within education. Ninety-four percent of respondents rated the event as either 'good' or 'excellent', 100% reported positive learning outcomes and 94% said they would put into practice something they learned on the day.

We continued to deliver online training and reached a total of 3,196 professionals across the UK, almost double the number reached in the previous year. Of these, 2,651 accessed our e-learning modules. In terms of impact, from our live training and conference, 94% of delegates said they learned something useful for their job and 96% said that they would take action as a result. For our e-learning modules, 85% rated them as 'good' or 'excellent,' 81% said they would take action as a result of the module, and 89% said they learned information valuable for their job.

Did we succeed in this objective?

Yes. We have successfully provided tailored information, support and advice to thousands of families of deaf children. We have continued to grow our digital offer, improving our online content and reaching segments of our membership that have engaged less with in-person delivery. We also ran in-person events when restrictions allowed, increasing parents' ability to connect and share their experiences. We have grown our reach of professionals through our online training and conferences.

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Smarter working

We will continue to improve the efficiency and effectiveness of our work and will prioritise the safety and wellbeing of our staff. We will review our strategy, setting new targets for 2023 to 2028, and undertake a transformation programme to refresh our culture and ways of working so that we can deliver the new strategy and drive greater impact.

Internal communication remained a top priority as we developed our new strategy and areas of focus, which we launched in April 2023. We also prepared for the adoption of our new organisational design in May 2023.

Our *In the Loop* newsletter continues to be the main internal channel for all organisational news, with open rates increasing over the year from 40% to 60%. Attendance at Live@11s – the forum where we can all be together in one ‘Zoom room’ now that two-thirds of colleagues are home-based – has also been consistent.

Workplace continues to be our ‘community’ for peer-to-peer chat and sharing of news. There has been an average of 271 users over the year, 161 monthly users and 82 engaged users (active for at least 10 days of a 28-day monthly period). A number of interest groups with regular participation have also been set up – such as the Deaf Discussion Hub, wellbeing, a gardening group, book club and photography group.

We introduced a range of staff wellbeing measures, recognising the duty of care we have for the welfare of our staff. We trained 18 mental health first aiders and updated the wellbeing toolkit on our intranet with useful information on how to manage one’s wellbeing and signposting to support organisations. Mind (mental wellbeing charity) provided an online session to all staff on how to manage wellbeing, which included a question and answer session, a discussion with practical tips and signposting to useful online content. We regularly posted updates on all of our wellbeing initiatives on Workplace and on the intranet wellbeing page.

Much work has been done in recent months to prepare staff for the new ways of working, with comprehensive training programmes covering areas such as Agile working and coaching. In order to fully take advantage of the opportunities offered by digital, however, we now plan to increase digital skill levels across all teams. It is likely that our digital skills programme will encompass universal training to teach skills needed by everyone and advanced training for targeted groups of staff. Already we have implemented a range of digital tools to support our new ways of working including the collaborative tool Miro and the project development tool Jira.

Our shortened planning cycle has allowed us to be more reactive, including keeping planning assumptions and interim risk registers under review. We improved our approach to understanding and reporting our context, trends, performance and impact. We also continued to closely monitor the needs of our members from insights and trends from our work, including

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undertaking focused work on membership, looking at user journeys and analysing responses to our annual Deaf Children Today survey.

We continued to make good progress with our safeguarding work and have implemented all recommendations from our safeguarding culture audit and safer recruitment audit. We were also able to transition to a more proactive safeguarding plan, after needing to spend the previous year reacting to the pandemic. We had a good year, continuing to enhance our processes and safeguarding management and the workforce underpinning these.

Did we succeed in this objective?

Yes. We have continued to support our staff, prioritising internal communication and feedback opportunities. We remain an effective and efficient organisation, while driving for continuous improvement in order to maximise our impact on deaf children and their families across the UK.

Targets for 2023/24

Our mission is to overcome the social and educational barriers that hold deaf children back. Our ambition is that by 2030 no deaf child will be left behind.

In April 2023, we launched our new five-year strategy that will take us to 2028. Making a difference in the early years for deaf children is the overarching theme of our strategy and this threads through the areas of work prioritised for 2023/24.

The strategy focuses our work around four objectives and two enablers:

Objectives:

- We deliver outstanding support in the early years.
- We provide life-changing information and advice.
- We build communities that unite families.
- We are the leading global authority on childhood deafness.

Enablers:

- We transform to meet deaf children's needs.
- We deliver value for money.

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We will focus on these areas for 2023/24:

Objective 1: We deliver outstanding support in the early years

What we'll do:

- Improve our engagement with audiology services to ensure more families are referred to us for support.
- Influence early years standards and services for deaf children across the UK.
- Review and improve the early years support we provide to families and professionals.

Measures: More parents joining us as members in the first year after their child is identified as deaf and reporting positive outcomes.

Objective 2: We provide life-changing information and advice

What we'll do:

- Develop ways that help to reach families in the most convenient way for them, which we know is largely digital.

Measure: New digital information and advice projects launched and well used by our customers.

Objective 3: We build communities that unite families

What we'll do:

- Conduct research to inform our approach to building a strong community for families.

Measure: Evidence that we're beginning to build strong and effective networks and understand where the opportunities are for parents and children to connect on a local level.

Objective 4: We are the leading global authority on childhood deafness

What we'll do:

- Comprehensively review our approach to working internationally and develop a plan which fits with our overarching strategic objectives and maximises our influence and impact.

Measure: Evidence that we fully understand the impact and influence we've had and that we have a clear plan for the future of our international work.

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Enabler 1: We transform to meet deaf children's needs

What we'll do:

- Continue to improve technology to support our systems and services.
- Adopt an organisational structure that will support agile ways of working, with a focus on coaching to develop the skills of our people.

Measure: Evidence that key business systems support our development and delivery and that an effective pay, performance and reward framework is in place.

Enabler 2: We deliver value for money

What we'll do:

- Support our agile way of working, by removing as much administrative burden as possible to allow our people to focus on delivering the strategy for deaf children and their families.
- Continue to raise funds in the most sustainable way.

Measure: Evidence that we spend money wisely, optimising our income to improve the lives of deaf children and their families.

Fundraising

Fundraising is essential to allow us to carry out our vital work to support deaf children, young people and their families.

Trustees are extremely grateful to the many individuals, companies, trusts and institutions who supported our work over the year. Our fundraising is supervised in detail by the trustee Finance, Audit and Risk sub-committee, with regular reporting to our full trustee board. Trustees receive copies of all fundraising mailings.

We are active members of the Fundraising Regulator and of the Chartered Institute of Fundraising, and our staff engage widely across the sector to support measures to increase public trust and support.

In 2022/23 we continued to focus on making up for the reduction in fundraising activity during the Covid-19 pandemic. As Government restrictions were lifted and guidance was relaxed, we maintained a detailed risk register, made available to the public via our website, setting out our commitment to operating safely and explaining the processes in place to protect members of the public, supporters and our fundraising workforce.

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As well as employing our own professional fundraising staff, we use specialist agency support to engage new supporters for our work. The standards we expect from agencies working on our behalf are written into formal contractual obligations and include a requirement to abide by the Code of Fundraising Practice. We have reviewed and strengthened the controls we have in place, as part of our commitment to continuous learning. We encourage all agencies to be members of both the Chartered Institute of Fundraising and the Fundraising Regulator and work closely with them to ensure they treat everyone they deal with courteously and professionally.

We are particularly conscious of the need to take care when interacting with individuals who are, or may be, vulnerable and we require all staff and agencies we work with to follow our Ethical Fundraising, and Fundraising and Vulnerable People policies. We also ensure that fundraising agencies' own policies and procedures around vulnerability are consistent with the requirements of our own. Agency staff working on our behalf receive initial and regular ongoing training which ensures they are given detailed information about the work of the charity, understand the regulations governing professional fundraising, and are equipped with the skills necessary to fundraise responsibly and respectfully.

As part of their scrutiny of our fundraising, trustees review the completed Charity Commission checklist, *Charity Fundraising: A guide to trustee duties (CC20)* annually. We follow rigorous processes to ensure all complaints and allegations of fraud are recorded and investigated within strict timeframes by a designated staff member, and that any learning is documented and acted upon.

Over the course of the year, we recorded 31 potential instances of fraud, of which 21 progressed to a full investigation. Of these, we upheld 12 and reported these to the police via Action Fraud.

Our website outlines our Complaints policy and clearly explains how an individual can complain. We received 576 complaints about our fundraising activity, 570 of which related to our face-to-face supporter recruitment campaigns. To put this in context, our recruiters made contact with an estimated 13 million individuals over the course of the year, giving a complaint rate of one complaint per 23,000 contacts made. Whilst our complaint rate as a percentage of new supporters increased compared with the previous year, this was the second-best rate of the last five years. All complaints were handled in line with our Complaints policy.

The Fundraising Regulator carried out a review of our practices, having received 13 complaints about our fundraising over a 12-month period. The investigation was completed and details were published in June 2023. They concluded that while the scale of our operations meant errors would sometimes occur, individual complaints were appropriately handled and acted upon. We have taken forward their recommendation to streamline our Complaints policy.

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We received six requests to amend communication preferences via the Fundraising Preference Service, all of which were actioned promptly on our database. Detailed complaint and fraud reports covering the above are regularly reviewed by our trustees. As part of our commitment to maintaining high standards, we set targets for the number of face-to-face interactions and outbound telephone calls which are monitored and receive regular reports. A designated compliance officer supports this work and progress is monitored by trustees.

Principal risks and uncertainties

Trustees have agreed and implemented a Risk Management policy. Key risks are reviewed quarterly by the executive directors, by the relevant board committee at each committee meeting, and more frequently if required. Mitigating actions are assigned to individuals. These actions reduce the likelihood and/or impact of any detrimental events. The trustees consider the following to be the key risks facing the organisation.

- **Income drops significantly.** Recent recruitment levels have been good and our supporters have continued to show resilience and maintain their financial support. However, we are concerned about the potential impact of high inflation and the ongoing cost of living crisis and we continue to monitor trends closely. We regularly review trends in support income, updating our financial forecasts, and making sure we are ready to manage the impact of any drop in income. This is discussed regularly with trustees, with mechanisms in place for additional reporting if there is cause for concern. Trustees also oversee compliance with fundraising regulations and make sure that fundraising is carried out to high ethical standards. Investment continues in income diversification projects to mitigate the risk of reliance on a narrow range of fundraising channels where possible.
- **We are no longer relevant to our members.** Our target audiences (deaf young people, their parents, professionals and decision-makers) have different needs and many competing demands for their time and attention. If we are to achieve our ambitions, we must stand out in an increasingly crowded marketplace, with a clear offer that is relevant to them at this time. We have invested in audience insights and marketing, as well as regularly engaging with, and responding to, our audiences through consultation and co-production on new offers. As we enter 2023/24, we will use data and insight to underpin the delivery of our new strategy and we expect this risk to lower.
- **A safeguarding failure.** We recognise the importance of safeguarding children and young people in all areas of our work and in activities organised by affiliated local groups and our international partners. The charity has a Safeguarding policy which applies to everyone who works with or for the charity. The policy is implemented through robust procedures and supported by training programmes for staff and volunteers. In 2021/22 we also undertook a safeguarding culture audit and an audit of our safer recruitment processes. All actions and recommendations from this had been implemented by the end of 2022/23.

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We provide online training and require affiliated local groups to meet safeguarding standards. Similarly, we set clear standards and procedures and provide training for our international partners. There is an experienced trustee lead on safeguarding and safeguarding work across the organisation is regularly reported to the board. All policies and procedures are regularly reviewed internally and with an external advisor. Although we believe the operational procedures have strong safeguards embedded in them, it remains a key risk on our risk register.

- **A breach of our IT security.** With staff working remotely and hybrid or home working becoming the default, reliance on our IT systems is critical for effective working. Cyberattacks, including phishing and malware, have significantly increased in frequency and sophistication, and we are continually investing in security to keep our systems and data available and secure. This year we have put protective measures in place including implementing additional security controls, and we have increased the level of cyber security training. All staff complete mandatory security and data protection training, and this is then reinforced with monthly awareness videos and simulated phishing attacks. As a result of this programme, we have seen an improvement of around 20% in our organisational risk score. To support effective oversight by the board we also introduced reporting on cyber risks and the status of our cyber security programme. Whilst cyber security remains a key item on our risk register, the foundational work done over the course of this year allowed us to achieve the government's Cyber Essentials accreditation in early 2023/24.

Financial review

We are pleased to report that our income, charitable expenditure and fundraising investment grew in the year ended 31 March 2023 as planned. The deficit of £3 million, funded from our reserves, was lower than budgeted.

Overall our income increased by £5.1 million to £30.9 million in 2022/23. Supporter income made up 88% of the total and legacy income 5%. Our total expenditure of £33.5 million increased by £5.7 million, with higher expenditure in all areas of our charitable activity, £3.4 million in total, and £2.3 million on fundraising investment, which will secure vital income in future years to fund our charitable work. You can read about how our charitable expenditure helps us to achieve the targets we set ourselves earlier in the Directors' Report and in our Impact Report.

As planned we have continued to invest from our reserves to build up our supporter numbers following the suspension of recruitment activities for most of 2020/21 due to Covid. Our committed and enthusiastic Fundraising team met recruitment targets and the positive impact of this investment last year and in 2022/23 can be seen in the £4.9m year-on-year increase in supporter income, which rose to £27.4m. These regular monthly contributions from our generous supporters, in most cases enhanced by Gift Aid, continue to fund the majority of our

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work. We closely monitor how our individual giving fundraising performs against the annual targets set and model a range of financial scenarios based on favourable and adverse trends, which are regularly reviewed by trustees.

We will continue to assess and, where viable, pilot suitable opportunities to diversify individual giving income streams as they arise.

Legacy income continues to be a valued source of income but one which can be volatile year-on-year. In 2022/23 there was a marginal increase to £1.6 million.

Financial position at year-end

The planned deficit, increasing both our fundraising investment to secure future income streams and our charitable expenditure, reduced our net assets by £3 million to £11.7 million. We will continue to invest significantly in supporter recruitment to grow the income we need to deliver our strategic priorities.

Performance of subsidiaries

NDCS Limited had a successful year and will pass a profit of £27,000 to the charity. Further details are shown in Note 3 of the financial statements.

Reserves

We have a risk-based reserves policy which is underpinned by the organisational risk register and is linked with the charity's strategy and corporate plan. This has determined that the target range of general reserves (excluding those reserves represented by restricted funds and fixed assets reserves) required by the charity is between £7.6 million and £10.2 million.

The total reserves of the charity as at 31 March 2023 were £11.7 million (2022: £14.7 million). Unrestricted reserves formed £11.2 million (2022: £14.1 million) and restricted reserves £0.5 million (2022: £0.5 million).

Of the unrestricted reserves balance of £11.2 million, £0.1 million was related to intangible and tangible fixed assets.

General reserves (excluding reserves represented by restricted funds and fixed assets) stood at £11.2 million. This is above the target reserves range. However, a £1.5 million deficit budget is planned for 2023/24 with significant investment in fundraising to secure future income and our digital transformation.

The trustees continue to review a range of financial scenarios at each meeting to help them consider the impact on our reserves and longer-term financial sustainability, of the uncertainties and risks which the charity faces in a volatile and fast-changing world. Additionally, the trustees conduct an annual review of the appropriate level of general reserves, and changes to the charity's risk profile, strategy and plan are considered as part of

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that review. The output of the annual review informs subsequent planning and budgeting cycles.

Investments

Trustees have considered the requirements of the SORP and the Charity Commission's guidance (CC14) and remain of the opinion that there are no listed investments adverse to the purpose of the charity. The Investment policy is reviewed annually and there are no specific investment restrictions. Trustees have adopted a cautious and diversified investment strategy to balance potential return with appropriate risk and mitigate the consequences of volatility in the markets.

Quilter Cheviot manage a medium risk, multi-asset portfolio for the charity with a total return target at CPI inflation, plus 3.5% pa net of fees. This is benchmarked against CPI plus 3.5% annualised, ARC Steady Growth Charity Index and a composite of market indices:

- fixed interest and government bonds: iBoxx £ UK Gilts
- UK corporate bonds: iBoxx Sterling Corporates
- UK equities: MSCI UK IMI
- overseas equities: MSCI AC World ex UK
- alternative investments: 50% iBoxx £ Gilt 1 to 5 year and 50% MSCI AC World Index (ACWI)
- cash: Bank of England Base Rate.

There was a fall of 4.4% over the year compared to a Benchmark fall 2%. The market value of investments stood at £4.8 million at 31 March 2023, a decrease of £0.2 million in the year after reinvestment of income. In a year when investments were affected by considerable market volatility, there was an overall loss of £0.3 million.

Going Concern

The trustees have reviewed our activities, current financial position and risks on our voluntary income and planned supporter recruitment. Although we plan to run a deficit in 2023/24 this will be funded by drawing down our reserves. Our trustees will continue to regularly review financial scenarios that model factors such as supporter recruitment levels and rates of lapsing as well as the impact of wider economic risks such as falling investment values. These currently indicate that it remains appropriate to adopt the going concern basis of accounting in preparing the financial statements.

The trustees have considered several factors when forming their conclusion as to whether the use of the going concern basis is appropriate when preparing these financial statements, including a review of updated forecasts to 31 March 2026, a consideration of key risks that could impact the charity and the latest available management information. Our analysis, and our experience in recent years, is that a reduced level of supporter recruitment results in an improved short term financial position due to the associated reduction in costs, however over time there is a significant impact on income as we have fewer supporters than planned. At present we do not regard this as an immediate risk.

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Our plans for delivery of charitable activities reflect our increased use of digital delivery methods to support, and campaign for, deaf children and their families and this is reflected in the scenarios considered. Trustees conclude it is appropriate for the financial statements to continue to be prepared on a going concern basis.

Grant policy

As part of delivering our international charitable activities we award grants to partner organisations in line with our strategic objectives. We undertake a formal appraisal of the project and partner organisation before making a grant, which is subject to a specific grant agreement. The due diligence process includes a review of the governance, senior management and financial capacity, and an assessment of the organisation's capacity to deliver the project objectives. Progress against targets is monitored before making further grant payments and if we are not satisfied that the grant is being managed in accordance with the partnership agreement the grant will be delayed or terminated. In 2022/23, we awarded £395,000 in grants to partner organisations in relation to our international work and £576,000 in total.

Corporate structure, governance and accountability

We have three subsidiary undertakings and a 25% share in a joint venture consolidated in the group. The three subsidiary undertakings are NDCS Limited and Friends for Young Deaf People, both registered in England and Wales, and Fundación Niños Sordos del Mundo, a charity registered in Spain. NDCS Limited is the only subsidiary undertaking that is actively trading, and it donates its trading profit to the National Deaf Children's Society. Further details are included in Note 3 to the financial statements. We have a 25% share in Childlife, a company limited by guarantee. Further details are included in Note 4 to the financial statements.

The trustee board governs the charity and has a maximum of 12 trustees. The majority of trustees must be elected by the membership. All elected trustees must be carers or parents of deaf children and members of the charity. These trustees can be appointed by the trustee board but must stand for election by the voting membership at the next Annual General Meeting (AGM). Additional trustees may be co-opted by the trustee board to enhance the skills of the board. These co-opted trustees do not have to be full members of the National Deaf Children's Society. The honorary chair must be the parent of a deaf child. In addition to the honorary chair, there are three honorary officer roles – honorary vice chair, honorary treasurer and honorary deputy treasurer.

The articles require that each year, one-third of the elected trustees – those who have been in office the longest since last elected – should offer themselves for re-election. Elected and co-opted trustees may serve for a maximum of nine consecutive years. After maximum service, all trustees must have a break of three years before being eligible to stand again for election or co-option.

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Potential trustees are invited to submit a written application, which is considered by a nominations panel comprising the chair, vice chair, governance committee chair and an independent governance expert. A Board Diversity Action Plan is in progress to encourage applications from a wider section of the community. Suitable applicants are interviewed before being proposed as a trustee. All new trustees undertake an induction programme which involves an introduction to their responsibilities and to the operation of the charity. They are offered the opportunity to have an existing trustee as a mentor in their first year.

The trustees provide leadership and direction for the charity, setting the vision, mission and strategy, which are delivered by the chief executive and their team. The trustees are legally responsible for making sure that resources are used prudently and only in support of our objectives, for stewardship of our assets and for ensuring that the charity complies with all relevant legislation and regulation. The trustee board operates a Conflicts of Interest policy. A declaration of interest form is completed annually by trustees, senior management and fundraising staff, and declarations are made and recorded at the start of every trustee committee meeting, where relevant to the agenda.

The trustee board meets four times a year. It is supported by four committees, each of which has specific terms of reference. The Finance, Audit and Risk Committee, which meets four times a year, oversees all financial and administrative matters. The Services and Campaigns Committee, which meets three times each year, provides strategic support and direction to the development of services for beneficiaries and for advocacy. The International Committee, which meets three times each year, provides strategic support and direction to the development of our international work; and the Governance Committee, which meets three times each year, and is responsible for ensuring the charity has an effective governance framework and that the trustee board and committees have an appropriate skills mix. The committees are chaired by trustees with a minimum of three trustee members. Committee meetings are also attended by relevant staff. Each committee has its decisions ratified by the trustee board where appropriate.

The day-to-day running of the National Deaf Children's Society and the exercise of executive responsibility are delegated to the chief executive for operational matters, including finance, employment and service delivery.

Each year, the Governance Committee reviews our governance practices in detail against the Governance Code, which operates using an 'apply or explain' approach. Progress and outcomes of the action plan are reported to the Governance Committee.

There are clear distinctions between the role of the trustees and of senior management. Matters such as policy and strategic plans are prepared by senior management for consideration and approval by the trustees. All trustees give up their time freely and no trustee remuneration was paid in the year. Details of trustee expenses are disclosed in Note 6 of the financial statements. There were no related party transactions.

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Employees

Our dedicated employees are based across the UK and we aim to provide the support and development to enable them to reach their full potential. The Smarter Working section on page 17 above provides more information on training, support for wellbeing and internal communications.

We value diversity and want to create an inclusive and welcoming environment so that all our colleagues can thrive. Our Equality, Diversity & Inclusion working group continued to attract new members and built awareness and understanding of the issues through a popular series of webinars covering a wide range of topics and a deaf awareness at work pulse survey. We continue to be a Level 2 Disability Confident Employer and encourage applications from disabled persons, working with them to identify and provide the adjustments to support their application and if successful, their employment with us. We recruit and promote on the basis of aptitude and ability without discrimination. We support the continued employment and retraining of employees who become disabled during employment with us, working with them to identify and deliver the appropriate support and training required.

Our on line induction events enabled the chief executive and other senior members of staff to explain to new starters how their teams support deaf children and their families, ensure that safeguarding is highlighted and that new starters benefit from deaf awareness training. All staff are encouraged to build on this initial deaf awareness training to improve their sign language and communication skills.

Remuneration

The charity recognises the contribution of every employee and our policy on remuneration is to ensure that the reward package offered is both sustainable and competitive with other organisations so that we can recruit, retain and develop staff with the skills to deliver our strategy. In setting pay levels for our staff we take account of pay practice in other similar sized charities, the public sector and, where necessary, the private sector for specialist and technical roles. The Finance, Audit and Risk Committee reviews a recommendation from the CEO for an annual pay increase as part of the annual budget approval process. Trustees consider affordability, economic trends and external market pay movement and make a recommendation for approval by the Trustee Board.

We operate a defined contribution group personal pension scheme, to which all eligible employees are auto-enrolled. We make a contribution of 5.5% of salary with staff contributing 1.5%, with an option to contribute more.

Information on the maximum and minimum remuneration levels for each grade, and all benefits (including pension) are available to all employees.

The total remuneration of the Executive team (as defined below) was £616,706 (£512,876 in 2021/22). This included pension contributions of £18,380 (£13,986 in 2021/22). There were no benefits in kind. The Executive team were awarded the same increase as other staff with annual

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increments awarded to eligible staff. The Executive team consists of: Susan Daniels (CEO), Jane Foreman (Deputy CEO and Director People, Finance and Business Solutions), Maria Chambers (Interim Director of Services and Innovation) 2022/2023 only, Mike Hobday (Executive Director of Policy and Campaigns) and Mike Wade (Director of Fundraising and Communications).

Members of the Trustee Board 2022/2023

Dominic Holton	(Chair) (from 5 November 2022)
Jennie Rayson	(Vice Chair) (from 5 November 2023)
George Crockford	(Treasurer) (trustee and treasurer from 5 November 2022)
Luke Kelly	(Deputy Treasurer) (trustee and deputy treasurer from 5 November 2022)
Suzanne Beese	
Katherine Binns	(to 19 August 2022)
Lynn Gadd	(to 15 July 2023)
Altaf Kassam	
Sheila McKenzie	(to 5 November 2022)
Lesley Lindberg	(from 5 November 2022)
Tim Polack	(to 5 November 2022)
Felicity Preacher	(from 5 November 2022)
Damian Proctor	
Jan Rutherford	
Helen Selwood	(to 5 November 2022)
Lorraine Wapling	

As well as trustees, we are supported by our President, Sir Christopher Benson JP, DL, FRICS, FRSA.

Members

There are the following categories of membership:

Full members

Full members have the right to attend, speak and vote at general meetings. The following qualify for full membership:

- Parents or carers of deaf children aged 0 to 25 years, and deaf people aged 18 to 25 years, living in the United Kingdom.

Supporter members

Supporter members have the right to attend and speak, but not to vote at, general meetings. They retain the benefit of all other rights under company law and all other facilities and

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advantages of supporter membership. The following shall be qualified for supporter membership:

- Any individual aged 18 or over, who is not a full member, making at least a minimum subscription to the charity, and who is a participant in the charity's supporter scheme.

Associate members

Associate members have the right to attend and speak, but not to vote at, general meetings. An associate member is either an individual who is not a full member or a supporter member, or an organisation that falls into one of the following categories:

- professional members – professionals working in fields related to the education and relief of deaf children
- affiliate members – any group or organisation based in the UK which adheres to the charity's vision and values statement
- board members – co-opted members of the trustees who have been appointed by the existing members of the trustee board (and are known as co-opted trustees)
- international individual members – any individual living outside the UK. (Adopted by a resolution of the trustees made on 12 September 2009.)
- international affiliate members – any group or organisation based outside the UK which adheres to the charity's vision and values statement
- family members – anyone who is a family member of a deaf person
- parent/carer members – anyone who is a parent or carer of a deaf person aged over 25 years
- adult deaf members – anyone who is a deaf person aged over 25 years
- young deaf members – anyone who is a deaf person aged 16 to 18 years
- other members – any individual aged 16 or above living in the United Kingdom.

Volunteers

We have approximately 480 volunteers who support teams, deaf children and young people, and their families as well as a group of pro-bono legal volunteers who support the Appeals team.

Volunteers provided approximately 1,912 hours of support in 2022/23.

Volunteers supported 76 events. Across these events there were 163 volunteer assignments and volunteers provided approximately 505 hours of support for 11 different teams.

These volunteers supported different types of events and had different roles:

- 125 presenter assignments across 65 events (53 of these assignments requested deaf adult presenters) with volunteers providing approximately 250 hours of support.

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Presenters give presentations based on their experience or skills. Deaf adults and parents of deaf children share their lived experience. Some presentations may be around technology, our services, or to meet with fundraising groups. Professionals provide presentations based on their professional knowledge of audiology, communication or early learning. Events were online and face-to-face, including information events for parents and families.

- 28 youth support volunteer assignments across eight face-to-face events for children and young people. Volunteers provided approximately 216 hours of support.
- 10 activity supporter assignments across five events, providing approximately 39 hours of support. This included general support at events and cheerers.

Ten team supporter volunteers supported nine teams, providing approximately 502 hours of support. Roles included carrying out consultations with young people and parents, digitalising records, analysis of our Deaf Child Today survey, data entry and reviewing responses for the Consortium for Research into Deaf Education (CRIDE) report, research to identify relevant elements of key legislation for countries where Deaf Child Worldwide works, auditing our YouTube channel, and supporting Strive, an internal career development programme for deaf colleagues.

The Parent-to-Parent Support Programme in Bristol and Glasgow matches parent volunteers with parents who are new to hearing loss. The volunteers create a supportive environment where parents feel able to talk about their experiences, and answer questions using their personal experience and local knowledge. The volunteer and family connect via calls, text, video calls or visits. Ten volunteers provided 269 hours of support.

More than 15 volunteers provided upwards of 41 hours of support by reviewing information and documents, responding to posts on the Your Community online network, taking part in 'Day in the Life of...' videos for our Deaf Works Everywhere project, piloting a new project supporting a Turkish speaking family, and taking part in co-production sessions. Around 35 individuals from a local authority also spent an hour putting together 200 delegate packs for our family courses.

Legal pro-bono (education) volunteers support the Appeals team. These volunteers are from two law firms (Fieldfisher and Osborne Clarke), who take on some of our education appeals cases and are supervised by our staff. This support from volunteers allows us to help more families than we would otherwise be able. Volunteers have provided 560 hours of support, equating to a value of £9,300.

The trustees would like to take this opportunity to thank all our volunteers for their continued support. Without their time and skills and their continued commitment our activities and events would not be as extensive and successful as they are, nor our teams as well supported.

The National Deaf Children's Society
Report of the Directors
for the year ended 31 March 2023

Statement of trustees' responsibilities

The trustees (who are also directors of the National Deaf Children's Society, for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice). Company law requires trustees to prepare financial statements for each financial year which give a true and fair view of the state of the affairs of the charitable company and the group, and of the incoming or outgoing resources and application of resources, including the income and expenditure of the charitable group, for that period. In preparing these financial statements the trustees are required to:

- select suitable accounting policies and apply them consistently
- observe the methods and principles in the Charities SORP
- make judgments and estimates that are reasonable and prudent
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements
- prepare the financial statements on the going concern basis, unless it is inappropriate to presume that the charitable company will continue in business.

The trustees are responsible for keeping proper accounting records that disclose, with reasonable accuracy at any time, the financial position of the charitable company, and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and the group, and for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

In so far as the trustees are aware:

- there is no relevant audit information of which the charitable company's auditor is unaware

and

- the trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information, and to establish that the auditor is aware of that information.

The National Deaf Children's Society
Report of the Directors
for the year ended 31 March 2023

Auditors

Crowe UK LLP is eligible to act as an auditor in terms of section 1212 of the Companies Act 2006.

By order of the Board

In approving this report, the trustees are also approving the Strategic Report included here in their capacity as company directors.

A handwritten signature in black ink, consisting of a stylized 'D' and 'H' followed by a long horizontal line.

Dominic Holton
Director and Trustee

Date: 3 November 2023

The National Deaf Children's Society
Report of the Independent Auditors
for the year ended 31 March 2023

Independent Auditor's Report to the Members and Trustees of the National Deaf Children's Society

Opinion

We have audited the financial statements of the National Deaf Children's Society ('the charitable company') and its subsidiary ('the group') for the year ended 31 March 2023 which comprise Consolidated Statement of Financial Activities (including the Consolidated Income and Expenditure Account), the Consolidated and Charity Balance Sheets, the Consolidated Statement of Cash Flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the group's and the charitable company's affairs as at 31 March 2023 and of the group's income and expenditure, for the year then ended
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities and Trustee Investment (Scotland) Act 2005 and Regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006 (amended).

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the group in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's or the group's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concerns are described in the relevant sections of this report.

Other information

The trustees are responsible for the other information contained within the annual report. The other information comprises the information included in the annual report, other than the financial

The National Deaf Children's Society
Report of the Independent Auditors
for the year ended 31 March 2023

statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion based on the work undertaken in the course of our audit:

- the information given in the trustees' report, which includes the Directors' report and the strategic report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the strategic report and the directors' report included within the trustees' report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In light of the knowledge and understanding of the group and charitable company and their environment obtained in the course of the audit, we have not identified material misstatements in the strategic report or the directors' report included within the trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 requires us to report to you if, in our opinion:

- adequate and proper accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement set out on page 24 the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate

The National Deaf Children's Society
Report of the Independent Auditors
for the year ended 31 March 2023

the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with the Acts and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Details of the extent to which the audit was considered capable of detecting irregularities, including fraud and non-compliance with laws and regulations are set out below.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Extent to which the audit was considered capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We identified and assessed the risks of material misstatement of the financial statements from irregularities, whether due to fraud or error, and discussed these between our audit team members. We then designed and performed audit procedures responsive to those risks, including obtaining audit evidence sufficient and appropriate to provide a basis for our opinion.

We obtained an understanding of the legal and regulatory frameworks within which the charitable company and group operates, focusing on those laws and regulations that have a direct effect on the determination of material amounts and disclosures in the financial statements. The laws and regulations we considered in this context were the Companies Act 2006, the Charities Act 2011 and The Charities and Trustee Investment (Scotland) Act 2005 together with the Charities SORP (FRS 102). We assessed the required compliance with these laws and regulations as part of our audit procedures on the related financial statement items.

In addition, we considered provisions of other laws and regulations that do not have a direct effect on the financial statements but compliance with which might be fundamental to the charitable company's and the group's ability to operate or to avoid a material penalty. We also considered the opportunities and incentives that may exist within the charitable company and the group for fraud. The laws and regulations we considered in this context for the UK operations were: General Data Protection Regulation (GDPR), Anti-fraud, bribery and corruption legislation, Taxation legislation, Employment legislation.

Auditing standards limit the required audit procedures to identify non-compliance with these laws and regulations to enquiry of the Trustees and other management and inspection of regulatory and legal correspondence, if any.

We identified the greatest risk of material impact on the financial statements from irregularities,

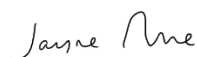
The National Deaf Children's Society
Report of the Independent Auditors
for the year ended 31 March 2023

including fraud, to be within the timing of recognition of income, and the override of controls by management. Our audit procedures to respond to these risks included enquiries of management and the Finance, Audit & Risk Committee about their own identification and assessment of the risks of irregularities, sample testing on the posting of journals, reviewing accounting estimates for biases, reviewing regulatory correspondence with the Charity Commission and reading minutes of meetings of those charged with governance.

Owing to the inherent limitations of an audit, there is an unavoidable risk that we may not have detected some material misstatements in the financial statements, even though we have properly planned and performed our audit in accordance with auditing standards. For example, the further removed non-compliance with laws and regulations (irregularities) is from the events and transactions reflected in the financial statements, the less likely the inherently limited procedures required by auditing standards would identify it. In addition, as with any audit, there remained a higher risk of non-detection of irregularities, as these may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal controls. We are not responsible for preventing non-compliance and cannot be expected to detect non-compliance with all laws and regulations.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006, and to the charitable company's trustees, as a body, in accordance with Regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body and the charitable company's trustees as a body, for our audit work, for this report, or for the opinions we have formed.



Jayne Rowe
Senior Statutory Auditor
For and on behalf of
Crowe U.K. LLP
Statutory Auditor
London

Date: 9 November 2023

The National Deaf Children's Society
Consolidated statement of financial activities
(including consolidated income and expenditure account)
for the year ended 31 March 2023

Income and expenditure	Note	Unrestricted funds £000s	Restricted funds £000s	Total 2023 £000s	Total 2022 £000s
Income and endowments from:					
Donations and legacies					
Regular donations and subscriptions from individuals		27,153	208	27,361	22,481
Legacy income	5(a)	1,513	87	1,600	1,444
Other donations and gifts		971	130	1,101	1,143
		<u>29,637</u>	<u>425</u>	<u>30,062</u>	<u>25,068</u>
Charitable activities	5(b)	48	470	518	513
Other trading activities	5(c)	51	-	51	54
Investments	5(d)	290	-	290	218
Other income	5(e)	-	-	-	3
Total		<u>30,026</u>	<u>895</u>	<u>30,921</u>	<u>25,856</u>
Expenditure on:					
Raising funds	7(a)	14,752	-	14,752	12,463
Charitable activities:					
Overcoming barriers in local and national services		10,075	194	10,269	8,157
Overcoming barriers in the early years		3,168	227	3,395	2,699
Overcoming barriers to independence		2,622	432	3,054	2,903
Other charitable activities		2,018	48	2,066	1,637
Total charitable activities	7(a)	<u>17,883</u>	<u>901</u>	<u>18,784</u>	<u>15,396</u>
Share of net loss in joint venture	4	<u>8</u>		<u>8</u>	<u>23</u>
Total	7(a)	<u>32,643</u>	<u>901</u>	<u>33,544</u>	<u>27,882</u>
Net (loss)/ gain on investments	10(c)	<u>(338)</u>	-	<u>(338)</u>	<u>268</u>
Net (expenditure) / income and Net movement in funds before transfers	7(e)	<u>(2,955)</u>	<u>(6)</u>	<u>(2,961)</u>	<u>(1,758)</u>
Net (expenditure) / income and Net movement in funds after transfers		<u>(2,955)</u>	<u>(6)</u>	<u>(2,961)</u>	<u>(1,758)</u>
Fund balances brought forward		<u>14,131</u>	<u>549</u>	<u>14,680</u>	<u>16,438</u>
Fund balances carried forward		<u>11,176</u>	<u>543</u>	<u>11,719</u>	<u>14,680</u>

All amounts relate to continuing activities.

There were no recognised gains or losses other than those dealt with in the above Statement of Financial Activities.

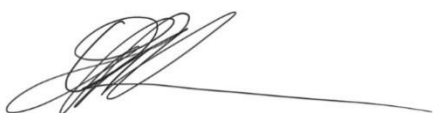
The notes on pages 41 to 60 form part of the financial statements.

The National Deaf Children's Society
Consolidated balance sheet and balance sheet
for the year ended 31 March 2023

	Note	Group 2023 £000s	Group 2022 £000s	Charity 2023 £000s	Charity 2022 £000s
Fixed assets					
Intangible assets	8	52	4	52	4
Tangible assets	9	32	33	32	33
Investment in joint venture - share of net assets	4	98	106	-	-
Other investments	10	4,788	5,006	4,788	5,006
		<u>4,970</u>	<u>5,149</u>	<u>4,872</u>	<u>5,043</u>
Current assets					
Debtors	11	2,634	3,464	2,675	3,491
Cash at bank and in hand		6,285	8,540	6,232	8,502
		<u>8,919</u>	<u>12,004</u>	<u>8,907</u>	<u>11,993</u>
Creditors: amounts falling due within one year	12	<u>2,170</u>	<u>2,473</u>	<u>2,158</u>	<u>2,462</u>
Net current assets		<u>6,749</u>	<u>9,531</u>	<u>6,749</u>	<u>9,531</u>
Net assets		<u><u>11,719</u></u>	<u><u>14,680</u></u>	<u><u>11,621</u></u>	<u><u>14,574</u></u>
The funds of the charity					
Unrestricted funds					
Fixed asset reserve		84	37	84	37
General funds		11,092	14,094	10,994	13,988
		<u>11,176</u>	<u>14,131</u>	<u>11,078</u>	<u>14,025</u>
Restricted funds	13	<u>543</u>	<u>549</u>	<u>543</u>	<u>549</u>
	15	<u><u>11,719</u></u>	<u><u>14,680</u></u>	<u><u>11,621</u></u>	<u><u>14,574</u></u>

The deficit for the financial year dealt with in the financial statements of the parent company was £2,953,012 (2022: deficit of £1,735,428).

The financial statements were approved by the Board and authorised for issue on 3 November 2023 and signed on its behalf by:



.....
D Holton
Director

Date: 3 November 2023

The notes on pages 41 to 60 form part of the financial statements.

The National Deaf Children's Society
Consolidated statement of cash flows
for the year ended 31 March 2023

	2023 £000s	2022 £000s
Cash flow from operating activities:		
Net income (expenditure) for the year	(2,961)	(1,758)
<i>Adjustments for:</i>		
Depreciation/amortisation	54	25
Loss/(Gain) on investments	338	(268)
Income from investments	(290)	(218)
Investment management fees	29	33
Share of net loss in joint venture	8	23
Decrease/(increase) in debtors	830	(1,606)
(Decrease)/increase in creditors	(301)	1,182
Net cash (used in) operating activities	(2,293)	(2,587)
Cash flows from investing activities:		
Interest on cash deposits	39	10
Income from joint venture	100	80
Purchase of intangible fixed assets	(78)	-
Purchase of tangible fixed assets	(23)	(7)
Net cash provided by investing activities	38	83
(Decrease) in cash and cash equivalents in the year	(2,255)	(2,504)
Cash and cash equivalents at 1 April 2022	8,540	11,044
Cash and cash equivalents at 31 March 2023	6,285	8,540

The notes on pages 41 to 60 form part of the financial statements.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2023

1 Company information

The National Deaf Children's Society is a private company, limited by guarantee, registered in England and Wales, registration number 02752456. The registered office is Ground Floor South, Castle House, 37-45 Paul Street, London, EC2A 4LS. The company is a registered charity, registered in England & Wales, registration number 1016532, and in Scotland, registration number SC040779. The financial statements comply with FRS 102.

2 Accounting policies

a) Basis of preparation and assessment of going concern

The financial statements have been prepared under the historical cost convention, with the exception of listed investments which are included on a market value basis.

The financial statements have been prepared in accordance with the Statement of Recommended Practice Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (Second Edition) (SORP FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006, The Charities Act 2011 and the Companies Act 2006.

The charity meets the definition of public benefit entity under FRS 102.

As detailed in the going concern commentary in the Directors' Report the trustees have reviewed the charity's activities, financial position and risks. They perform regular reviews of financial scenarios that incorporate a range of fundraising outcomes and wider economic risks. The going concern basis of accounting continues to be adopted in preparing the financial statements.

The trustees have assessed the charity's ability to continue as a going concern. The trustees have considered several factors when forming their conclusion as to whether the use of the going concern basis is appropriate when preparing these financial statements, including a review of updated forecasts to 31 March 2025 and a consideration of key risks that could impact the charity and the latest available management information.

Trustees conclude it is appropriate for the financial statements to continue to be prepared on a going concern basis.

b) Critical accounting estimates and areas of judgement

In the view of the trustees in applying the accounting policies adopted, no judgements were required that have a significant effect on the amounts recognised in the financial statements, nor do any estimates or assumptions made carry a significant risk of material adjustment in the next financial year. With respect to the next accounting period the most significant area of uncertainty that affects the carrying value of assets held by the charitable company is the performance of the investment market.

c) Currencies

The financial statements are presented in sterling (£).

Transactions denominated in foreign currencies are translated at the rate of exchange prevailing at the time of the transaction. Monetary items denominated in foreign currencies at the end of the reporting period are translated at the rate of exchange prevailing at that date.

d) Group financial statements

These financial statements consolidate the results of the charity and its subsidiary undertakings. The results of the wholly-owned subsidiaries, NDCS Limited and Friends for Young Deaf People, are consolidated on a line-by-line basis. In the group financial statements the joint venture is accounted for using the equity method under FRS 102 so that the consolidated SOFA includes the group's net share of profit or loss, while the group's share of the net assets of the joint venture is shown in the consolidated Balance Sheet. The results included for the joint venture in Childlife are derived from audited accounts.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2023

2 Accounting policies (continued)

d) Group financial statements (continued)

No separate Statement of Financial Activities has been presented for the National Deaf Children's Society as permitted by Section 408 of the Companies Act 2006. The charity has taken advantage of the exemptions in FRS 102 from the requirements to present a charity only Cash Flow Statement and certain disclosures about the charity's financial instruments.

e) Fund accounting

Unrestricted funds – these are accumulated surpluses and deficits on general funds which can be used in furtherance of the general objectives of the charity at the discretion of the trustees. They include a fixed asset reserve, equivalent in value to the net book value of fixed assets.

Designated funds – these are unrestricted funds which have been set aside by trustees for specific future purposes or projects.

Restricted funds – these are funds that have restrictions imposed by donors and can only be applied for the particular purposes specified by donors. The funds are not available for work performed by the National Deaf Children's Society other than that specified by the donor.

f) Income recognition

All income is recognised and accounted for in the SOFA when the charity has entitlement to the income, it is probable that the income will be received and the amount can be measured reliably. The following specific policies apply to categories of income:

Legacies – legacies are recognised when there is entitlement, it is probable that the legacy will be received and when it can be measured with sufficient reliability. Specifically, residual legacies are recognised when probate has been granted, any conditions pertaining to the legacy over which the charity has control have been met and either cash or estate accounts are received. Pecuniary legacies are recognised when probate has been granted. Legacies received after the year end are reviewed and, where material, are accrued where entitlement had been met at the balance sheet date. Income is not recognised for legacies which remain subject to a life interest.

Income from trading and merchandising – is accounted for when earned. Activity income received in advance is deferred until entitlement to the income has arisen (the activity has taken place) at which time it is credited to the SOFA.

Donated services and facilities – are included at the value to the charity where this can be quantified. No amounts are included in the financial statements for services donated by volunteers. The Trustees' Report includes further detail of the contribution from volunteers.

Investment income – is accounted for on a receivable basis.

Grants and contractual payments – are included on a receivable basis. Income received for expenditure in future accounting periods is deferred. Where entitlement occurs before income is received the income is accrued. Capital grants are accounted for as income as soon as they are receivable. Government grants are recognised on the performance model, when the charity has complied with any conditions attaching to the grant and the grant will be received.

g) Expenditure recognition

All expenditure is accounted for on an accruals basis and includes irrecoverable VAT where applicable. It is classified under headings in the accounts that aggregate all costs related to the category.

Expenditure on raising funds include the costs incurred in generating voluntary income and fundraising trading costs. These costs are regarded as necessary to generate funds that are needed to finance charitable activities. They do not include the costs of disseminating information.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2023

2 Accounting policies (continued)

g) Expenditure recognition (continued)

Charitable activities expenditure includes the costs identified as wholly or mainly attributable to achieving the charitable objects of the charity, including the costs of disseminating information in support of charitable activities. These costs include direct staff costs, wholly or mainly attributable support costs and an apportionment of general overheads allocated on a basis consistent with the use of resources.

Grants payable are accounted for when awarded except where future payments are conditional on performance and specific deliverables of the project. In such cases, amounts payable are accounted for as expended when the reporting criteria are satisfactorily met.

Termination payments are recognised on communication of intention to pay and are accounted for as staff costs.

Support costs, including governance costs, are those costs that assist the work of the charity but are not directly on fundraising or charitable activities. Governance costs are associated with the governance arrangements of the charity and include audit, legal advice for trustees and costs associated with meeting constitutional and statutory requirements such as the cost of trustee meetings and the preparation of the statutory accounts. This category also includes costs associated with the strategic management of the charity's activities. Other support costs include central office functions such as budgeting and accounting, payroll administration, human resources, information systems, communications, property management and legal costs. Support and governance costs have been allocated to an activity cost on a basis consistent with the use of resources. The basis is explained in the notes to the accounts.

h) Operating leases

Expenditure on operating leases is accounted for in the period in which the lease charge arises.

The benefit of lease incentives received to enter an operating lease are recognised as a reduction to the expense on a straight line basis over the period of the lease, except as noted below.

The charity has taken advantage of the transitional exemption for lease incentives in existence on the date of transition to FRS 102 (1 April 2014) and continues to credit such lease incentives to income and expenditure over the period to the first rent review date on which the rent is adjusted to market rates.

i) Intangible fixed assets

Computer software is stated at cost less accumulated amortisation and accumulated impairment losses. Software is amortised on a straight line basis over its estimated useful life of 3 years. Computer software costs of less than £10,000 are not capitalised.

j) Tangible fixed assets

Tangible fixed assets costing less than £10,000 are not capitalised and are written off in the year of purchase. Tangible fixed assets which are capitalised are included at cost, including any incidental expenses of acquisition. They are stated at cost less accumulated depreciation. Depreciation is provided on all tangible fixed assets, except freehold land, at rates calculated to write off the cost less estimated residual value of each asset on a straight line basis over its expected useful economic life. The rates are as follows:

Plant, machinery, fixtures and fittings:	3 or 5 years
Computers and ancillary equipment:	3 years

A full year's worth of depreciation is charged in the year of acquisition.

Plant, machinery, fixtures and fittings are eliminated from the accounts when no longer in use.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2023

2 Accounting policies (continued)

k) Assets in the course of construction

Payments on account of intangible and tangible fixed assets which are not operational at the balance sheet date are recorded in separate fixed asset categories "Assets in the course of construction". No depreciation is charged on assets in the course of construction until they are brought into operational use, at which point the asset is transferred into the relevant fixed asset category and depreciated/amortised over their useful economic life.

l) Investments

Investments in subsidiaries are stated in the company accounts at cost less impairment.

Listed investments are initially measured at cost and subsequently at fair value (using market value). The SOFA includes the net gains and losses arising on movements in fair value and disposals throughout the year.

m) Stock

Stocks of publications and Christmas cards are written off in the year of purchase as net realisable value is estimated at nil.

n) Taxation

NDCS is a registered charity and as such is potentially exempt from taxation of its income and gains to the extent that they fall within the exemptions available to charities under the Taxes Act and are applied to its charitable objectives. N.D.C.S. Limited is subject to Corporation Tax but it remits by Gift Aid its taxable profit to the National Deaf Children's Society.

Tax credits, tax deducted from income and receipts under deed of covenant or Gift Aid are recorded on a receivable basis. They are recorded as part of the income to which they relate.

o) Pensions

The group makes payments into a group defined contribution personal pension scheme. These pension costs are allocated to activities and between restricted/unrestricted funds in proportion to the related staffing costs incurred.

At 31 March 2023 contributions amounting to £65,489 (2022: £57,257) were payable.

p) Financial instruments

The company has elected to apply the provisions of Section 11 'Basic Financial Instruments' of FRS 102 to all of its financial instruments.

Basic financial assets which are receivable within one year, which include trade and other receivables and accrued income were £1,195,000 (2022: £1,814,000) and cash and bank balances of £6,285,000 (2022: £8,502,000) are initially measured at transaction price and subsequently carried at settlement amount.

Basic financial liabilities which are payable within one year, which include trade and other payables and accruals of £1,840,000 (2022: £2,241,000) are initially measured at transaction price and subsequently carried at settlement amount.

q) Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with bank and other short term liquid investments with original maturities of three months or less.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2023

3 Results of subsidiaries

a) N.D.C.S. Limited

The charity has a wholly owned trading subsidiary, N.D.C.S. Limited, a company registered in England and Wales, company number 00893232. The registered address of N.D.C.S. Limited is 37-45 Paul Street, Ground Floor South, Castle House, London, EC2A 4LS. The principal activity of the company is the sale of advertising, cards, and other goods and services and the company pays all of its profits to the charity under the Gift Aid scheme. A summary of its results is shown below:

	2023 £000s	2022 £000s
Turnover	44	57
Cost of sales	(9)	(14)
Gross profit	35	43
Administrative expenses	(8)	(7)
Net income	27	36
Amount Gift Aided to the National Deaf Children's Society	(27)	(36)
	-	-
The assets and liabilities of the subsidiary were:		
Current assets	72	57
Creditors: amounts falling due within one year	(72)	(57)
Total net assets	-	-
Equity shareholders' funds	-	-

At the end of the year, N.D.C.S. Limited paid £27,069 (2022: £36,427) to the charity by Gift Aid.

In these consolidated accounts, turnover consolidated in activities for generating funds is £43,965 (2022: £56,840) and investment income is £209 (2022: £6) with the associated costs included under fundraising expenditure.

b) Friends for Young Deaf People

The charity has a wholly owned charity, Friends for Young Deaf People, a charitable company registered in England and Wales (company number 3029501, registered charity number 1045011). The registered address of Friends for Young Deaf People is 37-45 Paul Street, Ground Floor South, Castle House, London, EC2A 4LS. Friends for Young Deaf People was dormant throughout the year ended 31 March 2023, as well as the year ended 31 March 2022.

At the end of the year, no amounts were due between the National Deaf Children's Society and Friends for Young Deaf People.

c) Fundacion Ninos Sordos del Mundo

Throughout the year, the National Deaf Children's Society had one other wholly owned subsidiary, Fundacion Ninos Sordos del Mundo, a charity registered in Spain, which was dormant for the year ended 31 March 2023. The registered address of Fundacion Ninos Sordos del Mundo is Torre Europa, Paseo de la Castellana 95-18º, 28046, Madrid, Spain.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2023

4 Share in joint venture

Childlife

The National Deaf Children's Society has a 25% share in Childlife, a company limited by guarantee. The registered office of Childlife is Westmead House, Westmead, Farnborough, Hampshire, GU14 7LP. This is accounted for in the consolidated accounts of the National Deaf Children's Society as a joint venture.

	2023 £000s	2022 £000s
The 25% share of Childlife's results for the year is shown below:		
Income from:		
Voluntary income	322	293
Investment income	1	-
	<u>323</u>	<u>293</u>
Expenditure on:		
Raising funds	229	234
Charitable activities	100	80
Other expenditure	2	2
	<u>331</u>	<u>316</u>
Net income / (expenditure)	(8)	(23)
Funds balances brought forward	106	129
Fund balances carried forward	<u>98</u>	<u>106</u>

Income receivable from Childlife for the year of £100,000 (2022: £80,000) is included in investment income (see note 5d).

	2023 £000s	2022 £000s
The 25% share of assets and liabilities of Childlife were:		
Fixed assets	1	1
Current assets	125	118
Gross assets	126	119
Gross liabilities	(28)	(13)
Total assets less total liabilities – share of net assets	<u>98</u>	<u>106</u>
Unrestricted funds		
Other charitable funds	<u>98</u>	<u>106</u>

5 Income

a) Legacy income

At 31 March 2023 the charity had been notified of legacies amounting to an estimated £662,004 (2022: £1,012,981) which have not been included within the accounts as the recognition criteria had not been met at the year end date.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2023

5 Income (continued)

b) Income from charitable activities

	Grants £000s	Fees from non-statutory sources £000s	Total £000s
Overcoming barriers in local and national services	26	36	62
Overcoming barriers in the early years	52	6	58
Overcoming barriers to independence	366	5	371
Other charitable activities	26	1	27
Total 2023	470	48	518
Total 2022	459	54	513

Further information about the above grant income is provided in note 13.
Other government grants, included in other income, are detailed in note 5e.

c) Other trading activities

	2023 £000s	2022 £000s
Gross income from trading	51	54

d) Investment income

	2023 £000s	2022 £000s
Interest on cash deposits	39	10
Income from listed investments	151	128
Income receivable from joint venture	100	80
	290	218

e) Other income

	2023 £000s	2022 £000s
UK Government Coronavirus Job Retention Scheme	-	3

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2023

6 Staff costs, trustee remuneration and expenses and costs of key management personnel

a) Staff costs comprise:

	2023 £000s	2022 £000s
Wages and salaries	9,280	8,041
Social security costs	992	813
Pension costs	498	431
	<u>10,770</u>	<u>9,285</u>

	2023 No.	2023 (FTE)	2022 No.	2022 (FTE)
The average number of employees during the year was as follows:				
Charitable activities	205	176	180	156
Fundraising	27	26	27	26
Administration and support services	50	48	47	45
	<u>282</u>	<u>250</u>	<u>254</u>	<u>227</u>

The above staff numbers include an average of 13 (2022: 11) casual workers who primarily worked on our events programme.

- b) During the year, redundancy and termination payments totalling £31,471 (2022: £77,614) were payable. All payments were settled at the year end. These related to redundancy payable at the end of the fixed term contracts for specific projects and restructures within departments.

- c) Employee benefits, excluding employer pension costs and employer's NI, of higher paid staff within the following scales were:

	2023 No.	2022 No.
£60,000 – £69,999	5	3
£70,000 – £79,999	2	-
£80,000 – £89,999	1	1
£90,000 – £99,999	2	2
£100,000 – £109,999	-	1
£110,000 – £119,999	<u>1</u>	<u>-</u>

- d) The charity trustees were not paid nor received any other benefits from employment with the charity or its subsidiary in the year (2022: £nil). Reasonable expenses for travel, subsistence and incidentals reimbursed to 1 trustee (2022: 5 trustees) during the year totalled £94 (2022: £538) are included in note 7(e) below.

- e) The key management personnel of the group, other than the trustees, comprised the Chief Executive, the Deputy CEO and Director People, Finance and Business Solutions, the Director Services and Innovation, the Director Children, Young People and Families (2023 only), the Director Policy and Campaigns and the Director Fundraising and Communications. Their total employee benefits, including employer pension costs and employer's NI, for the year ended 31 March 2023 was £616,706 (2022: £512,876).

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2023

7 Analysis of expenditure

a) Expenditure on:	Direct costs £000s	Grants payable £000s	Support costs £000s	Total 2023 £000s	Total 2022 £000s
<i>Raising funds</i>					
Regular donations and subscriptions from individuals	13,407	-	321	13,728	11,472
Legacies	307	-	36	343	329
Other fundraising costs *	468	-	184	652	629
	14,182	-	541	14,723	12,430
Investment management fees	29	-	-	29	33
	14,211	-	541	14,752	12,463
<i>Charitable activities</i>					
Overcoming barriers in local and national services	8,705	259	1,305	10,269	8,157
Overcoming barriers in the early years	2,390	204	801	3,395	2,699
Overcoming barriers to independence	2,168	113	773	3,054	2,903
Other charitable activities	1,499	-	567	2,066	1,637
	14,762	576	3,446	18,784	15,396
<i>Net share of loss in joint venture</i>	8	-	-	8	23
Total expenditure 2023	28,981	576	3,987	33,544	27,882
Total expenditure 2022	24,065	388	3,429		27,882

* Other fundraising costs includes costs of challenge events, community and corporate fundraising and other trading activities

b) Analysis of grants payable

	2023 £000s
UK grants	
Grants to University of Manchester (2 research grants)	60
Grant to University of Birmingham	33
Grant to University College London	28
Grant to Education Policy Institute	19
Grants to affiliated local registered Deaf Children's Societies *	23
Other UK grants	18
	<u>181</u>

* Each grant was for a maximum of £500, while the maximum received by any one local Deaf Children's Society was £500.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2023

7 Analysis of expenditure (continued)

b) Analysis of grants payable (continued)

	2023 £000s
International grants	
Cini Asha Deaf Way	36
Khagenhat Welfare Organisation	49
Samuha – Deaf children and families	3
Centre for Disability in Development	119
Citizens Association for Rural Development	39
Lipica	32
Graham Bell Centre for the Deaf	8
Deaf Empowerment Kenya	31
Action for Children with Disabilities Society	7
VSO Kenya	38
National Association of Parents of Deaf Children	33
	395
Total grants	576

There are no grant commitments.

c) Allocation of support costs

	Governance £000s	Finance and legal £000s	Human resources £000s	IT £000s	Facilities management and shared premises £000s	Total £000s
<i>Raising funds</i>	-	74	81	207	179	541
<i>Charitable activities</i>						
Overcoming barriers in local and national services	137	181	196	503	288	1,305
Overcoming barriers in the early years	39	121	131	335	175	801
Overcoming barriers to independence	35	117	127	324	170	773
Other charitable activities	23	85	92	236	131	567
	234	578	627	1,605	943	3,987
Total support costs 2023	234	578	627	1,605	943	3,987
Total support costs 2022	220	573	591	1,066	979	3,429

Costs directly attributable to fundraising and charitable activities are allocated to direct costs. Those costs not directly attributable are included in support costs. Finance and legal costs, human resources and IT costs are allocated on the basis of full time equivalent staff. Facilities management and shared premises costs are allocated based on floor area. Governance costs are allocated to charitable activity categories in proportion to their direct costs.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2023

7 Analysis of expenditure (continued)

d) Governance costs

	2023 £000s	2022 £000s
Audit fees	25	19
Trustee costs	23	15
Other costs supporting governance activities	186	186
	<u>234</u>	<u>220</u>

e) Net income/expenditure for the year

	2023 £000s	2022 £000s
Net income/expenditure for the year is stated after charging:		
Auditor's remuneration		
Statutory audit	25	19
Other	8	5
Amortisation	30	8
Depreciation	24	17
Operating lease rentals	772	778
	<u> </u>	<u> </u>

8 Intangible fixed assets

Charity and group

	Computer software £000s	Total £000s
Cost		
As at 1 April 2022	1,238	1,238
Additions	78	78
Disposals	(177)	(177)
As at 31 March 2023	<u>1,139</u>	<u>1,139</u>
Amortisation		
As at 1 April 2022	1,234	1,234
Charge for the year	30	30
Adjustment for disposals	(177)	(177)
As at 31 March 2023	<u>1,087</u>	<u>1,087</u>
Net book value		
As at 31 March 2023	<u>52</u>	<u>52</u>
As at 31 March 2022	<u>4</u>	<u>4</u>

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2023

9 Tangible fixed assets

Charity and group	Plant and machinery £000s	Fixtures, fittings and equipment £000s	Total £000s
Cost			
As at April 2022	222	1,322	1,544
Additions	-	23	23
Disposals	-	(157)	(157)
As at 31 March 2023	222	1,188	1,410
Depreciation			
As at April 2022	222	1,289	1,511
Charge for the year	-	24	24
Adjustment for disposal	-	(157)	(157)
As at 31 March 2023	222	1,156	1,378
Net book value			
As at 31 March 2023	-	32	32
As at 31 March 2022	-	33	33

10 Fixed assets investments

a) **Childlife**

The National Deaf Children's Society has a 25% share in Childlife, a company limited by guarantee whose object is to promote the relief of children who are in need, by enabling the member charities to meet their respective charitable purposes, through the provision of grant payments. This is accounted for in the consolidated accounts of the National Deaf Children's Society as a joint venture. See note 4 for details of the National Deaf Children's Society share of Childlife's results for the year.

b) **Other investments**

	Group		Charity	
	2023 £000s	2022 £000s	2023 £000s	2022 £000s
Listed investments at market value (see note 10c)	4,788	5,006	4,788	5,006

Investments in subsidiary (NDCS Limited) £100 – see note 3

c) **Listed investments**

	2023 £000s	2022 £000s
Market value at 1 April 2022	5,006	4,643
Reinvested income	151	128
Management fees paid	(31)	(33)
Realised loss/(gain) on investments	(338)	268
Market value as at 31 March 2023	4,788	5,006
Listed investments at historic cost	4,314	4,209

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2023

10 Fixed asset investments (continued)

d) Listed investments by type

	2023 £000s	2022 £000s
Equities	3,328	3,551
Alternative investments	674	804
Fixed interest	685	549
Cash	101	102
Market value as at 31 March 2023	<u>4,788</u>	<u>5,006</u>

11 Debtors

	Group 2023 £000s	Group 2022 £000s	Charity 2023 £000s	Charity 2022 £000s
Due within one year:				
Trade debtors	37	32	18	14
Due from subsidiary undertaking	-	-	60	47
Other debtors	1,676	1,843	1,676	1,843
Prepayments and accrued income	921	1,589	921	1,587
	<u>2,634</u>	<u>3,464</u>	<u>2,675</u>	<u>3,491</u>

12 Creditors: amounts falling due within one year

	Group 2023 £000s	Group 2022 £000s	Charity 2023 £000s	Charity 2022 £000s
Trade creditors	696	1,104	696	1,104
Social security and other taxes	264	226	264	226
Other creditors	100	97	100	97
Accruals	1,048	1,040	1,036	1,029
Deferred income	62	6	62	6
	<u>2,170</u>	<u>2,473</u>	<u>2,158</u>	<u>2,462</u>

Deferred income mainly consists of deposits for events taken in advance and funds raised for challenge events which will take place in future years. All amounts at the year end related to new deferrals in the year.

Deferred income reconciliation	2023 £000s	2022 £000s
At 1 April 2022	6	18
Recognised in the year	(6)	(18)
Deferred in the year	62	6
At 31 March 2023	<u>62</u>	<u>6</u>

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2023

13 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations, gifts and grants to be applied for restricted purposes.

	Balance at 1 April 2022 £000s	Income £000s	Expenditure £000s	Balance at 31 March 2023 £000s
National Lottery Community Fund (England) – <i>#iWill Fund</i>	218	340	(318)	240
Dept. for Communities Northern Ireland, Sign Language Partnership Group – <i>Family Sign Online</i>	5	27	(29)	3
Scottish Government – <i>CYPFEIF & ALEC</i>	-	103	(103)	-
Scottish Government – <i>Equality Funding, Sign of the Future</i>	1	-	-	1
	<u>224</u>	<u>470</u>	<u>(450)</u>	<u>244</u>
Deaf Child Worldwide	-	298	(298)	-
Dr A Evans Trust Fund	42	-	(2)	40
Eveson Charitable Trust	20	-	(20)	-
Garfield Weston Foundation	23	-	(23)	-
The P F Charitable Trust	1	-	-	1
The P F Charitable Trust	-	10	-	10
Richard Lumley Charitable Trust	3	-	(3)	-
Legacy for work in Bristol and the surrounding area	68	-	(3)	65
Other restricted funds	<u>168</u>	<u>117</u>	<u>(102)</u>	<u>183</u>
	<u>549</u>	<u>895</u>	<u>(901)</u>	<u>543</u>

Other restricted funds comprise a number of funds, each of which are immaterial for disclosure purposes but further details are available on request.

The restricted funds are held for the following purposes:

The National Lottery Community Fund – *#iWill Fund* – The *#iWill* fund is an initiative of The National Lottery Community fund, the Department for Digital, Culture, Media and Sport funded by the National Lottery Community Fund and the Cabinet Office. Match funding from the *#iWill* fund will allow the National Deaf Children's Society to:

- i) Expand the Young Campaigner's programme into regional campaign groups.
- ii) Increase the number and size of the grants NDCS provide to Make a Change grantees – allowing for more ambitious projects.
- iii) Continue and expand the Young Inspectors programme beyond what has been done as a reaction to the pandemic.
- iv) Continue to expand the Buzz website's content to include more deaf role models.
- v) Significantly expand the Deaf Works Everywhere campaign's reach.
- vi) Continue additional rounds of the Pen Pals and Mentors programmes.

Department for Communities Northern Ireland – Sign Language Partnership Group – a grant to support the 'Family Sign Online' project for 2022/23. This is a model of remote delivery in NI in that we will provide a mostly online programme to increase the use of and awareness of British Sign Language (BSL) as a family-friendly, inclusive means of communicating with deaf children and young people.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2023

13 Restricted funds (continued)

Scottish Government CYPFEIF and ALEC Fund – *Children Young People and Families Early Intervention Fund* – grant contributes towards infrastructure costs of NDCS Scotland to ensure deaf children, young people and their families have access to high quality services and support that address the attainment gap and improve life outcomes for deaf children.

Scottish Government Equalities Funding – Equality Funding, Sign of the Future – grant funding contributes towards the costs of delivering our Sign of the Future project to support families in developing effective communication and language skills with their deaf child. The Scottish Government has agreed that NDCS can use the remaining funding to deliver Family Sign Language Level 2 and create signed vocabulary videos.

Deaf Child Worldwide is the international arm of the National Deaf Children's Society. Supporter income and other donations are generated for Deaf Child Worldwide specifically and this is used to fund a sustainable international programme.

Dr A Evans Trust Fund – funding provides for costs associated with the delivery of Family Sign Language training in Wales.

Eveson Charitable Trust – a grant to support our Helpline, Advice and Guidance Officers and Appeals Specialists across the West Midlands.

Garfield Weston Foundation – a grant to support deaf children and young people through the work of our Positive Futures Programme. Positive Futures helps young people navigate the road to become happy, independent adults. From digital workshops, mentoring, recreational activities and activism, we support young people to discover their ambition, make friends and find their voice as they transition to adulthood.

The P F Charitable Trust – funding contributes to the purchase of software for a project to research the impact that radio aids have on language development in pre-school deaf children.

The P F Charitable Trust – a £10,000 grant towards a Research Priority Setting Exercise with the James Lind Alliance in collaboration with Manchester University. It will bring together patients, carers, clinicians and other key stakeholders to determine the top 10 evidence gaps in improving the health, education and wellbeing of children and young adults with deafness and hearing loss.

Richard Lumley Charitable Trust – Active and Ready to Learn project in Wales to support the development of communication and language skills to help increase the provision and support for deaf babies and young children.

Estate of Sylvia Whitby – bequest to be applied to a variety of activities in Bristol and the surrounding area, in accordance with the terms of the legacy.

14 Movement on unrestricted funds

	Fixed asset reserve £000s	General funds £000s	Total Unrestricted funds £000s
Balance at 1 April 2022	37	14,094	14,131
Income	-	30,026	30,026
Expenditure	47	(32,690)	(32,643)
Losses/gains on investments	-	(338)	(338)
Balance at 31 March 2023	84	11,092	11,176

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2023

15 Analysis of group net assets between funds at 31 March 2023

	Unrestricted funds £000s	Fixed asset funds £000s	Restricted funds £000s	Total funds £000s
Intangible and tangible fixed assets	-	84	-	84
Investments	4,886	-	-	4,886
Current assets	8,376	-	543	8,919
Current liabilities	(2,170)	-	-	(2,170)
	<u>11,092</u>	<u>84</u>	<u>543</u>	<u>11,719</u>

16 Parent undertaking's income and expenditure

As permitted by Section 408 of the Companies Act 2006, the income and expenditure account of the parent undertaking is not presented as part of these accounts. The consolidated Income and Expenditure Account includes a deficit of £2,953,012 (2022: deficit of £2,165,285) which is dealt with in the accounts of the parent undertaking.

17 Share capital

The National Deaf Children's Society is a company limited by guarantee and has no share capital. Every member of the company guarantees to contribute a maximum of £1 on winding up, including up to one year after ceasing to be a member.

18 Financial commitments

The future minimum payments under non-cancellable operating leases are payable as follows:

	2023 £000s	2022 £000s
Within one year	728	761
Between two and five years	814	1,533
	<u>1,542</u>	<u>2,294</u>

19 Capital and other commitments

At 31 March 2023 there were no capital commitments (2022: none).

20 Related party transactions

Expenses paid to trustees in their capacity as directors of the charity are disclosed in Note 6 to the accounts. Other than transactions with subsidiaries and the joint ventures are disclosed in Notes 3 and 4, there were no other related party transactions.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2023

The following pages represent comparative figures for the year ended 31 March 2022, in accordance with paragraph 2.29 of the SORP.

The National Deaf Children's Society
Notes forming part of the financial statements
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21 Comparative SOFA

Income and expenditure	Unrestricted funds £000s	Restricted funds £000s	Total 2022 £000s
<u>Income and endowments from:</u>			
Donations and legacies			
Regular donations and subscriptions from individuals	22,242	239	22,481
Legacy income	1,429	15	1,444
Other donations and gifts	1,003	140	1,143
	24,674	394	25,068
Charitable activities	54	459	513
Other trading activities	54	-	54
Investments	218	-	218
Other income	3	-	3
Total	25,003	853	25,856
Share of net gain in joint venture	-	-	-
Total	25,003	853	25,856
<u>Expenditure on:</u>			
Raising funds	12,463	-	12,463
Charitable activities:			
Overcoming barriers in local and national services	7,993	164	8,157
Overcoming barriers in the early years	2,521	178	2,699
Overcoming barriers to independence	2,592	311	2,903
Other charitable activities	1,604	33	1,637
Total charitable activities	14,710	686	15,396
Net share of loss in joint venture	23	-	23
Total	27,196	686	27,882
Net gain on investments	268	-	268
Net income / (expenditure)	(1,925)	167	(1,758)
Transfer of funds	-	-	-
Net income / (expenditure)	(1,925)	167	(1,758)
Fund balances brought forward	16,056	382	16,438
Fund balances carried forward	14,131	549	14,680

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2023

22 Comparative restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations, gifts and grants to be applied for restricted purposes.

	Balance at 1 April 2021 £000s	Income £000s	Expenditure £000s	Balance at 31 March 2022 £000s
National Lottery Community Fund (England) – <i>#iWill Fund</i>	-	340	(122)	218
Dept. for Communities Northern Ireland, Sign Language Partnership Group – <i>Family Sign Online</i>	-	22	(17)	5
Scottish Government – <i>Managed Clinical Networks</i>	8	-	(8)	-
Scottish Government – <i>CYPFEIF & ALEC</i>	-	98	(98)	-
Scottish Government – <i>Equality Funding, Sign of the Future</i>	1	-	-	1
Scottish Government – <i>PECF, Deaf Sector Partnership</i>	32	-	(32)	-
	41	460	(277)	224
Deaf Child Worldwide	-	243	(243)	-
Dr A Evans Trust Fund	42	-	-	42
Eveson Charitable Trust	-	35	(15)	20
Garfield Weston Foundation	-	30	(7)	23
Estate of David Griffith	3	-	(3)	-
Ovingdean Hall Foundation	-	7	(7)	-
The P F Charitable Trust	10	-	(9)	1
Richard Lumley Charitable Trust	3	-	-	3
Legacy for work in Bristol and the surrounding area	69	-	(1)	68
Other restricted funds	214	78	(124)	168
	382	853	(686)	549

23 Comparative movement on unrestricted funds

	Fixed asset reserve £000s	General funds £000s	Total Unrestricted funds £000s
Balance at 1 April 2021	55	16,001	16,056
Income	-	25,003	25,003
Expenditure	(18)	(27,178)	(27,196)
Gains / (losses) on investments	-	268	268
Balance at 31 March 2022	37	14,094	14,131

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2023

24 Comparative analysis of group net assets between funds at 31 March 2022

	Unrestricted funds £000s	Fixed asset funds £000s	Restricted funds £000s	Total funds £000s
Intangible and tangible fixed assets	-	37	-	37
Investments	5,112	-	-	5,112
Current assets	11,455	-	549	12,004
Current liabilities	(2,473)	-	-	(2,473)
	<u>14,094</u>	<u>37</u>	<u>549</u>	<u>14,680</u>

Accounts

Charity Number (England & Wales): 1016532

Charity Number (Scotland): SC040779

Company number: 02752456

THE NATIONAL DEAF CHILDREN'S SOCIETY
(A company limited by guarantee)

REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED

31 March 2022

The National Deaf Children's Society
Annual Report and Financial Statements
for the year ended 31 March 2022

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The National Deaf Children's Society
Report of the Directors
for the year ended 31 March 2022

Board of Directors

Tim Polack	(Chair)
Dominic Holton	(Vice Chair)
Helen Selwood	(Treasurer)
Sheila McKenzie	(Deputy Treasurer)
Suzanne Beese	
Jennie Rayson	
Jan Rutherford	
Lorraine Wapling	
Lynn Gadd	
Damian Proctor	
Altaf Kassam	
Katherine Binns	(Resigned 19 August 2022)

Chief Executive

Susan Daniels OBE

Auditor

Crowe UK LLP, 2nd Floor, 55 Ludgate Hill, London, EC4M 7JW

Solicitors

Bates Wells London LLP, 10 Queen Street Place, London EC4R 1BE

Bankers

National Westminster Bank plc, 46 Notting Hill Gate, London W11 3HZ

Principal and registered office

Ground Floor South, Castle House, 37–45 Paul Street, London EC2A 4LS

Charity number (England and Wales)

1016532

Charity number (Scotland)

SC040779

Company number

02752456

The National Deaf Children's Society

Report of the Directors for the year ended 31 March 2022

The trustees (who are the directors) of the National Deaf Children's Society have pleasure in presenting their report and financial statements for the year ended 31 March 2022.

The financial statements have been prepared in accordance with the accounting policies set out in the notes to the accounts, and comply with the charity's governing document, the Charities Act 2011, and 'Accounting and Reporting by Charities: Statement of Recommended Practice', applicable to charities preparing their accounts in accordance with the Financial Reporting Standard, applicable in the UK and Republic of Ireland, published on 16 July 2014.

The charity is registered with the Charity Commission, under registration number 1016532, and with the Office of the Scottish Charity Regulator, under number SC040779. It is a company limited by guarantee.

We operate in England, Northern Ireland, Scotland, Wales and the Channel Islands, and we are developing our international work through partners in South Asia and East Africa. Details of trustees and the Chief Executive who served during the year are set out on page 22.

Our aims and objectives

Objectives

The charity's objectives are to further the education of and to relieve the needs of deaf children.

Vision

Our vision is a world without barriers for every deaf child.

Charitable aims

Our mission is that together we will overcome the social and educational barriers that hold deaf children back. We are focused on overcoming barriers:

- in local and national services
- in the early years (from 2021/22 onwards our focus shifted from language and communication to concentrate on the early years)
- to independence.

Public benefit

The achievement of these long-term aims drives our objectives and activity programme. In order to respond to the Covid-19 pandemic we reviewed our aims, objectives and activities half yearly in 2020/21 and 2021/22. As part of that process, we consider the outputs of our activities, assess the benefit of those outputs to the lives of deaf children, and develop future objectives to make sure that our work continues to deliver the most benefit against our charitable aims.

The following section contains more information on the way our work has benefited deaf children and their families over the last 12 months. Some of our activities continued to be affected by the Covid-19 pandemic; the impact of this and how we continued to deliver our charitable aims, is included in the following report.

The trustees confirm that they have complied with the duty in section 17 of the Charities Act 2011 to have due regard to the Charity Commission's general guidance on public benefit.

The National Deaf Children's Society

Report of the Directors

for the year ended 31 March 2022

Strategic report

Our mission is to overcome the social and educational barriers that hold deaf children back, and our ambition is that by 2030 no deaf child will be left behind.

This year marked the fifth year of our 2017 to 2022 strategy. We extended and refreshed our current five-year strategy by an additional year, so that we were not developing a new strategy in the midst of the pandemic.

Our extended strategy and changes to our three key areas of focus are:

- local and national services (unchanged)
- early years (from 2021/22 onwards our focus shifted from language and communication to concentrate on the early years)
- independence (unchanged).

Language and communication will continue to run as a theme throughout our work in all three areas.

With the Covid-19 global pandemic continuing to affect the way we work in 2021/22, we continued to keep a clear set of regularly reviewed planning assumptions to help us adapt to the situation as it evolved, including regular risk register updates. Our work throughout the year, and our impact and reach, can be seen in the following sections.

Area of focus A: Overcoming barriers in local and national services

We will improve outcomes for deaf children and young people by making sure that services for them are available, accessible and of a high quality to meet their needs.

Measure: Evidence of our influence, so that the rights of deaf children and young people are upheld, and their needs are met, as services recover from Covid-19.

Response to Covid-19

We continued to be responsive to priority issues, such as face masks and home learning, that may have impacted deaf children and young people as a result of Covid-19. We updated our guidance and blogs, and shared our messages and infographics on reasonable adjustments, the latter of which we shared with all schools and colleges in England. We also gathered and shared evidence with stakeholders of the impact the pandemic was having on deaf children.

Many deaf children rely on lip-reading and facial expressions for clear communication, so opaque face masks continued to be a barrier in education settings, particularly in the first six months of 2021/22. We worked with governments across the UK on the advice they gave and, in spring 2021 we successfully challenged Department for Education guidance on face coverings in schools in England. We made sure that the amended guidance included all necessary reasonable adjustments to minimise the impact of face masks on deaf children and young people. This included, for example, using face shields/visors as an alternative to opaque masks and ensuring schools consulted with deaf children and their families on their needs.

The National Deaf Children's Society

Report of the Directors

for the year ended 31 March 2022

The return to school in August and September saw different and rapidly changing rules on face coverings in education across the UK. We worked with and reminded local authorities and governments of our guidance on face masks in schools.

We also campaigned to have clear face masks made widely available in the NHS. We attended the Transparent Masks Pilot Panel, working to ensure, where possible, that the voice of and feedback from deaf children and young people was included. Three masks were approved and can be used in healthcare settings. We will be writing to NHS Trusts to encourage them to try them out.

As vaccinations were rolled out, governments across the UK released information to help deaf children and young people decide whether they should have the Covid-19 vaccine, however this information was not accessible to British Sign Language (BSL) users. Following our challenge, information was made accessible via videos in BSL in all four UK nations within eight weeks.

Influencing policy and practice

As restrictions were lifted, work that had previously been put on hold by governments restarted, including the Special Educational Needs and Disabilities (SEND) Review in England. We undertook preparatory work to raise awareness of our priority issues for the review, including meeting with and briefing civil servants, as well as meeting with 33 MPs, including the Chair and members of the Education Select Committee. The SEND Review, published at the end of March 2022, was positive/helpful on three of our five priority asks, namely integrated reviews, reasonable adjustments and careers advice. Our asks for more Teachers of the Deaf and deaf awareness training for mainstream teachers were not met, but we will look to further influence in these areas.

In Wales, we successfully sought the publication of clarification on some of the issues around implementation of the Additional Learning Needs (ALN) reforms. We also published resources and delivered webinars for parents, deaf young people and professionals about the reforms and have developed a new animation explaining the reforms which will be on our website soon.

In Northern Ireland, we worked with the Department of Education to produce updated guidance for anyone who works with deaf children in educational settings, with a launch held at Stormont in early 2022/23.

In regard to influencing the post-14 education sector, we provided feedback to Ofqual on its draft guidance for centres on the awarding of grades in 2021. We also represented deaf young people at Ofqual's Access Consultation Forum meeting, commenting on their Equalities Annual Report and sharing with them attainment data for deaf 16 to 19-year-olds. We continued to influence the Student Loans Company around the range of options for the procurement of Disabled Students' Allowance (DSA) assessments and assistive technology in England and Wales. We also provided our views on the standards and quality metrics for new contracts.

We are part of the Youth Employment Group which gave us the opportunity to raise awareness of the needs of deaf young people. The importance of the voice of deaf young people was also highlighted in our work with the Department for Work and Pensions, for which we received feedback on how good it was to hear directly from deaf young people about their experiences and concerns.

Other work included pushing for progress on the British Sign Language (BSL) GCSE in England which had been delayed by Covid-19. We provided feedback on an early draft of the proposed consultation and will continue our work in 2022/23, with a public consultation expected in autumn of 2022.

The National Deaf Children's Society

Report of the Directors

for the year ended 31 March 2022

We continued to work with the National Sensory Impairment Partnership (NatSIP), the Institute for Apprenticeships and Technical Education, and with a team of colleagues from across the sensory impairment sector to develop an apprenticeship route to become a qualified Teacher of the Deaf (ToD). Work in 2021/22 included development of the Occupational Standard and we expect the first apprentices to undertake training in 2023/24.

Local policy and campaigning successes in education included working to ensure a longer-term solution for ToD vacancies in Birmingham. In Wirral we challenged the lack of a ToD at a resource base and following our challenge, which was supported by impacted families, the school has now recruited a ToD. Many local authorities continued to be impacted by Covid-19 with planned local special educational needs and disabilities (SEND) reviews postponed, so we continued to collect evidence to ensure the views and needs of deaf pupils and their families are taken into consideration.

Audiology

Over the past year we have continued to engage with key professionals, consortia, groups and organisations across the UK around audiology services for deaf children and young people. Following the publication of the British Academy of Audiology (BAA) Independent Review into the Paediatric Audiology Service at NHS Lothian we undertook influencing work across all four nations.

In England, we continued to have conversations with NHS England following on from our 2020/21 work with partner organisations to produce the Rapid Review into Paediatric Audiology. We met with the Minister for Care and Mental Health and presented our asks in reaction to the BAA NHS Lothian report, as well as discussing the work being undertaken as part of the Rapid Review into Paediatric Audiology in England and asking about national leadership in audiology. We also provided input into the drafting of quality standards for audiology that are being developed by the BAA and are expected to be published in 2022.

In Scotland our work has focused on responding to the BAA NHS Lothian report, and meeting with Scottish Government officials to discuss our involvement in the National Review of Audiology Steering Group, including providing input and feedback on the draft Terms of Reference and providing support to impacted families.

In Wales we have worked with the Welsh Audiology Services Standing Advisory Group (ASSAG) to examine services in Wales in light of the BAA NHS Lothian report. We have been formally invited to join the task/finish group set up by the Welsh Government. We also participated in the paediatric audiology audits which had been delayed by Covid-19 and have worked to further elevate with the Welsh Government issues raised in the audits such as waiting times. We were also involved in the drafting of new quality standards for implantable devices, currently with the Welsh Government for consideration.

In Northern Ireland, we met with Government officials, who agreed a series of actions in response to the BAA NHS Lothian report and agreed to provide us with further feedback on actions by Trusts, the Health and Social Care Board and the Regulation and Quality Improvement Authority. In 2011 our Senior Audiology Policy Adviser spoke at a conference that launched the Northern Ireland Paediatric Audiology Standards Working Group. Over the last three years we have worked closely with the Health and Social Care Board to develop and test draft standards. Following our recent letter to the Minister about these standards it was announced that they have been formally adopted, some 10 years later.

The National Deaf Children's Society

Report of the Directors

for the year ended 31 March 2022

We continued to work with Children's Hearing Services Working Groups (CHSWGs) – which bring professionals who work with deaf children together to improve services. We participated in meetings for all 113 CHSWGs in England and in 2021/22 we expanded our coverage to cover CHSWGs in Wales and Scotland. Our focus continues to be on supporting CHSWGs to be more strategic and as part of this work we are encouraging them to create action plans. In 2021/22, 43% of CHSWGs across England had developed action plans and 64% had parents attend their meetings.

We continued to encourage parent participation, delivering four Parent as Partners workshops. We also offered newly developed training for professionals attending CHSWGs, with more than 30 professionals registered for training. The first CHSWG in Northern Ireland has been set up and is progressing well, having developed an action plan.

Outreach, Roadshow and digital workshops

Covid-19 continued to impact our ability to conduct in-person outreach and Roadshow visits. Despite these restrictions our team carried out 17 outreach visits, delivering a range of workshops in schools and at local group events, as well as at an audiology event for young people transitioning to adult services. These workshops reached 211 deaf children and young people, 329 hearing children, 25 families and 94 professionals. We briefly resumed our Roadshow bus visits in November, delivering four visits in the North West and providing workshops for 48 deaf children and young people and 24 professionals. Unfortunately, new Covid restrictions meant our planned visits were cancelled, so we took the opportunity to update the Roadshow bus and resources during this time.

We also continued with our digital offer, delivering 171 workshops to education settings with 603 deaf young people attending. In addition to this, over 2,500 of their hearing friends received deaf awareness training to help improve communication and inclusion. These workshops were also attended by 452 professionals and 34 parents and carers.

Supporting families to access and influence services

We have continued to provide information, support and advice to families around education and audiology issues, where possible supporting parents through workshops and events. We ran training sessions on campaigning for parents, and as a result one parent went on to meet with the Parliamentary Under Secretary of State for Children and Families to talk directly about their experience.

We launched our Deaf Education Map on 24 February 2022, using data collected across the UK. Parents are now able to compare the education support available locally for their deaf child with that available in other areas. They can also take action by calling for improvements to services, should they wish. The map was viewed 567 times and 38 actions were taken between 24 February and 31 March 2022.

Did we succeed in this objective?

Yes. Our preparation for work which had been paused during Covid-19 allowed us to be proactive in our response, for example to the Special Educational Needs and Disabilities (SEND) Review in England, where three of our five asks were reflected in the Government's consultation paper. We have been integral in continuing to support Children's Hearing Services Working Groups (CHSWGs) to operate remotely during this period and to develop action plans both in response to Covid-19 and for the longer term. Our response to the BAA NHS Lothian report has ensured that we are involved in the work in all four nations to address the failings and lessons learned.

Parents and families have been given the information and tools to access and influence services, with our Deaf Education Map providing valuable information to compare provision in different localities.

The National Deaf Children's Society
Report of the Directors
for the year ended 31 March 2022

Area of focus B: Overcoming barriers in the early years

We will help families to ensure their deaf child has the best possible start in life, particularly focusing on information, advice and peer-to-peer support.

Measure: Evidence of positive outcomes for families with children in the early years.

We continued to deliver most of our family events online, with 60 online events reaching 1,155 families during 2021/22. Ninety-seven percent of those who provided feedback said they felt better supported after attending our events. Following the lifting of restrictions, we organised two in-person events for families and whilst attendance was impacted by Covid-19 we still managed to reach 40 families. We also undertook nine consultations with 90 parents and carers providing valuable insight on continuous improvement.

We delivered 53 of our Family Sign Language (FSL) courses online, reaching over 250 people. This included our one-to-one offer for priority families. Ninety-eight percent of people who were surveyed reported positive outcomes linked to communication.

Covid-19 continued to impact our in-person weekend offer and in response we explored how we could reach more families, developing a new online course for larger groups. The first course started in March 2022 with over 100 attendees from across the UK, with positive feedback received from all attendees. We also now have a library of resources available for each of the four UK countries reflecting regional signs, as well as resources for five additional languages.

We delivered 11 sessions for early years practitioners attended by 333 people. Ninety-eight percent of practitioners reported positive outcomes. We engaged with specialists such as Teachers of the Deaf (ToDs) and early years practitioners, and have also set up networking groups to share good practice. Our 'Success from the Start' resource had over 850 downloads and was in our top 10 downloads. Alongside this resource we delivered a webinar reaching 180 professionals.

Did we succeed in this objective?

Yes. Our digital offer allowed us to continue to support families across the UK with positive results. Demand for our Family Sign Language courses is high and we focused on innovating our online group offer in order to grow our capacity and meet demand more effectively. Finally, our work to develop and refresh the skills of professionals working with deaf children in the early years proved to be popular, with our 'Success from the Start' resource appearing consistently in the top 10 resources downloaded from our website.

Area of focus C: Overcoming barriers to independence

We will support the development of deaf children's independence and preparation for adulthood, with a focus on post-16 transitions and entry into employment.

Measure: Evidence of positive outcomes for deaf young people in activities which link to independence.

The National Deaf Children's Society

Report of the Directors

for the year ended 31 March 2022

Our Deaf Works Everywhere campaign continued after initially being impacted by Covid-19. We updated content for our YouTube and Instagram channels, reviewed and refreshed webpages, and created six new videos which showcased deaf professionals in a variety of jobs. Engagement far exceeded our targets with 1,166 followers on Instagram and YouTube combined, and a reach of more than 200,000.

We completed our careers advisor e-learning modules for all four nations. The Welsh e-learning module will now form part of the Careers Wales induction training for new careers advisors. In Northern Ireland, the Department of Communities agreed to promote our e-learning for careers advisors to Work Coaches in all Northern Ireland Job Centres in 2022/23. Our toolkit for Careers Advisors, Teachers and Teachers of the Deaf (ToDs) was downloaded over 330 times.

Our work to influence national policy continues and in 2021/22 this included submitting a response to the Department for Work and Pensions Health and Disability Green Paper, which incorporated feedback from deaf young people. The Parliamentary Under Secretary of State for Education committed to "...set out further details in statutory guidance and continue to engage key stakeholders representing learners with special educational needs and disabilities as that guidance is developed". This commitment was mirrored in the Special Educational Needs and Disability (SEND) Review Green Paper.

Locally, we worked to develop a post-16 community of practice networks across the Greater Manchester Combined Authorities and West Midlands Combined Authorities areas. Successes included eight of the 10 councils attending our meetings in the former and all seven in the latter. We continued to review the local post-16 offer and looked at areas for improvement, as well as opportunities for engagement with wider networks.

We delivered our Deaf Works Everywhere careers programme to seven schools and youth groups. Five of these were delivered digitally over a period of weeks and two were in-person during a Roadshow bus visit. In addition to this we delivered workshops across the UK for young people in educational settings, on topics such as deaf identity, technology, and benefits and support. We delivered a total of 51 workshops in this period reaching 212 deaf young people. Our webinar offer for professionals and young people also included Deaf Works Everywhere topics.

We continued to deliver our 'And You' series of 13 webinars on topics such as Access to Work, technology, benefits and deaf role models, with 182 young people attending the live sessions. There were a further 148 views of the recorded sessions and 36 downloads of the recordings. These continue to be available as an on-demand resource on our website.

We also launched our Your Future webinar series for deaf young people which focused on a different profession every month and invited 28 inspirational deaf role models to share their experiences. All the webinars are also available on our website.

We delivered seven digital training sessions for 94 professionals on Accessibility in the Workplace. In addition to the full training sessions, we also delivered two round table sessions and six deaf awareness sessions for organisations including the Metropolitan and Hampshire Police, Red Cross, NHS, Birmingham Commonwealth Games 2022 team and the National Trust. Over 250 professionals took part in these sessions with 100% reporting at least one positive outcome.

Did we succeed in this objective?

Yes. Despite Covid-19 impacting the delivery of some of our work, we continued to create opportunities for deaf young people to increase their independence, connect with each other and access careers-related information and support, including new webinars. We delivered deaf awareness training to

The National Deaf Children's Society

Report of the Directors

for the year ended 31 March 2022

several organisations and also managed to progress some of our policy and campaigning work both nationally and locally.

Scotland

Overcoming barriers in local and national services

In education, one of our key issues remained the failure of the British Sign Language (BSL): National Plan 2017 to 2023 for Scotland to deliver National Qualifications (ie academic qualifications at a National 5/Higher level) in BSL. We continue to campaign on this issue, including by supporting a petition to the Scottish Parliament.

We are engaging with the implementation processes around the outcomes of the 2020 Additional Support for Learning (ASL) review. This work will continue into 2022/23, where we will seek to highlight the distinct needs of deaf children and young people and the continuing challenges they face in accessing support through the ASL system.

Face masks continued to be mandatory in education settings during 2021/22, with the last requirements only removed in April 2022. We continued to update guidance for parents and professionals and worked with the Scottish Qualifications Agency to ensure that the communication needs of deaf pupils were recognised during the spring 2022 exams. Scottish Government guidance included links to our blogs, referring to reasonable adjustments and clear face masks.

Following the publication of the British Academy of Audiology (BAA) Independent Review into the Paediatric Audiology Service at NHS Lothian we met with the Cabinet Secretary for Health and Social Care, Humza Yousaf MSP, seeking immediate reassurances that no more deaf children were failed in this way, and that every family affected got the support they needed. Our key calls were for robust assessment to be carried out into other services in Scotland to ensure no other service is failing in a similar way, as well as calling for the introduction of a mandatory quality assurance programme.

In response, the Scottish Government agreed to set up a national review of audiology, and our Senior Audiology Advisor was appointed to the review steering group, where she has been pushing to make sure that the membership of the review group reflects those affected, and that the terms of reference of the review reflect the issues parents have raised with us. We have worked to raise awareness amongst families potentially affected and statutory bodies that work with these families, of the importance of asking for a fresh assessment where there was a concern that deafness had not been identified. This awareness raising work was covered across national and local news outlets across Scotland. We also regularly participated in the NHS Scotland Hearing Impairment Network for Children and Young People and were asked to chair one of its sub-groups.

We have been working closely with Social Security Scotland to ensure that the roll out of two new Scottish benefits, the Child Disability Payment and Adult Disability Payment, is done in a way that meets the needs of deaf children and young people. Through effective partnership working we have addressed a number of issues that arose as families made their first claims under the new system, and in 2022/23 we will be training Social Security Scotland advisors in how best to support families to complete the forms.

The National Deaf Children's Society

Report of the Directors

for the year ended 31 March 2022

Our Advice and Guidance Officers (AGOs) continued to support large numbers of deaf children and families across Scotland and dealt with 199 active cases. All of the families assisted by AGOs reported that they were very satisfied with the support they received.

Deaf young people and their families in Scotland regularly access our Freephone Helpline, Live Chat and SignVideo services. These services offer free independent information, advice and guidance on a range of topics relating to childhood deafness. We also offer information, advice and guidance for free to professionals working with deaf children and young people. Our Freephone Helpline responded to 66 enquiries from Scotland in 2021/22.

Overcoming barriers in the early years

We delivered our Bright Start and Family Programme digital sessions for families and professionals in Scotland, reaching 33 participants. We also provided one-to-one Family Sign Language (FSL) courses to 12 Scottish families. Sessions are hosted by Scottish-based FSL tutors who ensure correct signs for Scotland are being used by deaf children and their families. Feedback on the quality of the courses has been extremely positive with families commenting that they help to improve language and communication skills at home.

We developed and delivered training for professionals including our A-Z of Deafness for Health Visitors training, which contained a Q&A session with a parent and a panel of experts who work with deaf children. We directly reached 34 participants across 17 different organisations with the training rated as good or excellent.

Following the success of our Parent-to-Parent Scheme in Bristol we undertook work to replicate the scheme in Glasgow and in 2021/22 we established a steering group and recruited a coordinator.

Overcoming barriers to independence

We continued to work with our partners to maximise impact for deaf young people and have established an employability task and finish group to map out service provision. Our focus on careers and employment as part of the Deaf Works Everywhere project continues, with the creation of Scottish case studies for our social media channels. Our careers advisor e-learning module has also been rolled out across Scotland with the support of Skills Development Scotland.

International

We will continue to work with partners in East Africa and South Asia, supporting deaf children internationally in our three strategic areas of focus. We will continue to increase our profile, build our evidence base and develop our international role as an expert trainer.

Covid-19 continued to affect our international work through Deaf Child Worldwide (DCW) throughout the year. Travel in and between countries was in most cases not possible and teams in the UK and in both regions (East Africa and South Asia) worked from home throughout this period.

However, the pandemic has been an opportunity to reach global audiences online. In 2021/22 we produced a series of five webinars, each based on one of the chapters of our 'Unheard Children' report. All the webinars were well attended and on average attracted participants from 33 countries.

The National Deaf Children's Society

Report of the Directors

for the year ended 31 March 2022

Approximately 50% of people who applied for our training had done so because they heard about it through our webinars.

We made significant progress in moving our training online. E-learning and deaf awareness modules are now well established and have been successfully delivered to partner organisations as well as global audiences. We now have a strong though small team of Senior Lead Trainers who can deliver high quality training both online and in-person. Furthermore, two hosted training sessions attracted participants from a wide range of countries and resulted in World Vision International requesting a customised training session for their staff.

We continued to successfully work with 11 partners across East Africa and South Asia. Regional teams maintained good contact with partners but were only able to conduct in-person meetings from the start of 2022. Partners were able to maintain some degree of in-person contact with families throughout the year.

We completed research into the experiences of 161 deaf secondary school students in West Bengal at the end of the year. The report was launched at the end of February 2022 along with an accompanying animation.

Did we succeed in this objective?

Yes. Whilst Covid-19 affected our ability to travel we continued to work with partners in East Africa and South Asia to further develop our training and profile, reaching global audiences and making new contacts.

Underpinning activities

We will continue to develop the support we give to our members, providing them with information, advice and guidance, and empowering and supporting them to advocate, influence and campaign on behalf of their own child and on behalf of deaf children more generally. We will continue to build on our accelerated digital transformation from the previous year.

We were joined by just under 4,000 new members this year, with our cumulative membership (excluding supporter members) now sitting at over 90,000. Of these, just under half are UK parents or carers. We believe we are reaching 43% of the UK's permanently deaf children and young people aged 0 to 25 through at least one of their parents or carers being a member of the National Deaf Children's Society.

We have continued to provide information, advice and guidance to our members. There were 3,057 initial contacts to our Helpline, and we worked on 1,010 advice and guidance cases over the year. Satisfaction levels remain very high, with families consistently reporting more than 97% satisfaction with our support. We supported 240 families to take their cases to independent Tribunals where there was merit. Success rates continued to be very high at 94% despite external challenges. We supported families to apply for and secure over £784,000 of 'in year' benefits and over £2.78 million of 'full award' benefits, providing vital financial support to families during a difficult and challenging year. This year we piloted two new services: a Live Chat service for deaf young people and a virtual welfare benefits appointment service. Both received positive feedback and will be rolled out in 2022/23.

The National Deaf Children's Society

Report of the Directors

for the year ended 31 March 2022

We continued to keep our members engaged through regularly targeted emails, tailored website content, social media updates and 'Families' magazine. We have seen an increase in page views and downloads across the information and support section with our 'Deafness in Childhood' resource regularly in the top three of our downloaded resources. We also saw an increase in downloads for our 'Learning British Sign Language (BSL)' and 'Sign Language' resources, which coincided with Rose Ayling-Ellis's appearance on 'Strictly Come Dancing'. We continued to publish a weekly blog on our Parenting and Family Life section of the website. Our extra blogs for special events, for example Siblings Week, back to school and Deaf Awareness Week, were well received.

The 'Your Community' online forum has continued to grow, with over 5,600 unique visitors and more than 120 threads or conversations taking place on a range of subjects. Our Parent-to-Parent Scheme in Bristol has also been successful with 38 families joining the scheme. We are in the process of replicating it in Glasgow.

We had 90 local groups at year-end, allowing an estimated 5,000 people to connect. We also had 145 online groups reaching an estimated 27,000 people. We have continued to be proactive in delivering support to local deaf children's society groups, as many have been affected by Covid-19 and need support to restart the group and reach new families. We have found that our support has helped not only build relationships with groups but also allowed us to gain valuable insight into common themes and areas to further improve our support to these groups.

We have continued to work with and consult deaf young people. Our Young People's Advisory Board (YAB) launched a UK wide petition calling for the introduction of compulsory deaf awareness training for all teachers. Our petition on change.org has received over 80,000 signatures. A previous petition by a YAB member on clear face masks and deaf awareness in schools was nominated for an award and was highly commended by the Children and Young People Now Awards.

Young people were also involved in consultations at a national level, for example the Health and Disability Green Paper consultation and at local level reviewing the Local Offer in Kent. We also consulted with them internally, including on the development of our strategy, developing new Roadshow information boards and the Buzz membership review. We were also selected as a partner organisation by the Welsh Youth Parliament to support deaf young people and engage them in politics. Our new Youth Parliament Member has started on his journey, and we are working with him on a campaign plan for his chosen area of cinema subtitles.

There is evidence throughout our work of the impact of our new activism approach; along with our training sessions on campaigning for parents, our Campaigns Network has reached over 10,300 members.

We have also been increasingly positioning ourselves as experts through our professional training and consultancy work. We successfully delivered our online professionals conference, which focused on employment and had over 170 delegates from employment/careers-specific settings. The event was a success with 96% of attendees rating the event as either 'good' or 'excellent', and over 90% reporting positive learning outcomes. We also continued to deliver online training and reached a total of 1,984 professionals across the UK. Of these, 1,413 accessed our 'on demand' digital products (e-learning modules and pre-recorded presentations). In terms of impact, 95% of delegates said they learnt something useful for their job and that they would take action as a result of our training/conference.

The National Deaf Children's Society

Report of the Directors

for the year ended 31 March 2022

Our Technology Test Drive service was one of the few services that couldn't continue during Covid-19, however we fully resumed our service in March 2022 and were able to meet the demand of the new applications and clear the backlog, with an average wait time of three days.

Did we succeed in this objective?

Yes. We have successfully provided tailored information, support and advice to thousands of families of deaf children. We continued to grow our digital offer, improve our online content and undertake in-person events when restrictions allowed. Our work with the Your Community online forum and Parent-to-Parent scheme increased parents' ability to connect and share their experiences. We have also grown our reach to professionals through our online training and conferences.

Smarter working

We will continue to improve the efficiency and effectiveness of our work and will prioritise the safety and wellbeing of our staff.

Our media work reached 841 million people and generated over 3,000 news articles. Key highlights included our response to the Special Educational Needs and Disabilities (SEND) Review Green Paper and our research showing that two-thirds of teachers did not feel they could support deaf children. There was also our response to the failings of NHS Lothian and Rose Ayling-Ellis's appearance on 'Strictly Come Dancing'. We were also ever-present in high profile ongoing stories, such as the Channel 4 subtitles failure, the British Sign Language Bill and face masks in schools.

Internal communication remains a priority, with most staff continuing to work from home most of the time. Our Live@11s have proved to be successful and have continued as the main platform for teams to share updates and news. Workplace by Facebook also continues to be an important channel for staff with 1,285 posts, 4,404 comments, 14,548 reactions and 25,630 messages. 'In the Loop', our weekly newsletter continues with a regular update on organisational news, as well as recognition of great work in the past week.

We continued to evaluate and trial new ways of working following Covid-19 restrictions and the return to the office, whilst responding to the needs of our staff. We trialled smarter working principles which included new core working hours and deaf-friendly meeting management. We rolled out equality, diversity and inclusion (EDI) training for all staff and continued with our wellbeing work including adding resources to our Wellbeing Toolkit. We continued to encourage staff to feedback and contribute through various forums including pulse surveys and JAM sessions (discussion forums) with managers and deaf staff.

Our shortened planning cycle has allowed us to be more reactive, including keeping planning assumptions and interim risk registers under review. We improved our approach to understanding and reporting our context, trends, performance and impact. We also continued to closely monitor the needs of our members from insights and trends from our work including undertaking focused work on membership, looking at user journeys, and analysing responses to our annual Deaf Children Today survey.

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We continued to make good progress with our safeguarding work this year and have undertaken a safeguarding culture audit and safer recruitment audit. We have also appointed a number of designated safeguarding officers and provided them with comprehensive training.

Did we succeed in this objective?

Yes. We have continued to ensure our staff have been supported through the pandemic and as we return to offices and in-person work, prioritising internal communication and feedback opportunities. Despite the challenges of Covid-19 we remain an effective and efficient organisation with a drive for continuous improvement to maximise our impact on deaf children and families across the UK.

Targets for 2022/23

Our mission is to overcome the social and educational barriers that hold deaf children back. Our ambition is that by 2030 no deaf child will be left behind. In 2021/22 we continued with our refreshed and extended five-year strategy to 2023.

The strategy focuses on our work in three key areas:

- accessibility and quality of local and national services
- supporting parents and improving professional services in the early years of a deaf child's life
- supporting the development of a child's independence and transition into adulthood.

We will focus on these areas for 2022/23:

Local and national services

> We will improve outcomes for deaf children and young people by making sure that services for them are available, accessible and of a high quality to meet their needs.

Measure: Evidence of our influence, so that the rights of deaf children and young people are upheld, and their needs are met, as services recover from Covid-19.

Early years

> We will help families to ensure their deaf child has the best possible start in life, particularly focusing on information, advice and peer-to-peer support.

Measure: Evidence of positive outcomes for families with children in the early years.

Independence

> We will support the development of deaf children's independence and preparation for adulthood, with a focus on post-16 transitions and entry into employment.

Measure: Evidence of positive outcomes for deaf young people in activities which link to independence.

International

We will continue to work with partners in East Africa and South Asia, supporting deaf children internationally in our three strategic areas of focus. We will continue to increase our profile, build our evidence base and develop our international role as an expert trainer.

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Underpinning activities

We will continue to develop the support we give to our members, providing them with information, advice and guidance, and empowering and supporting them to advocate, influence and campaign on behalf of their own child and on behalf of deaf children more generally. We will continue to build on our accelerated digital transformation from the previous year.

Smarter working

We will continue to improve the efficiency and effectiveness of our work and will prioritise the safety and wellbeing of our staff. We will review our strategy, setting new targets for 2023 to 2028, and undertake a transformation programme to refresh our culture and ways of working so that we can deliver the new strategy and drive greater impact.

Fundraising

Fundraising is essential to allow us to carry out our vital work to support deaf children, young people and their families. In 2021/22 we worked hard to make up lost ground following the restrictions on activity due to Covid-19. To protect our supporters, some physical events were replaced with online virtual activity, and we were pleased with the positive response this received from supporters. Where physical interactions were unavoidable, we maintained a detailed risk register which we updated weekly in light of the latest guidance from government and fundraising regulatory bodies. This was made available to the public via our website.

Trustees are extremely grateful to the many individuals, companies, trusts and institutions who supported our work over the year. Our fundraising is supervised in detail by the trustee Finance, Audit and Risk sub-committee, with regular reporting to our full trustee board. Trustees receive copies of all fundraising mailings. We are active members of the Fundraising Regulator and of the Chartered Institute of Fundraising, and our staff engage widely across the sector to support measures to increase public trust and support.

As well as employing our own professional fundraising staff, we use specialist agency support to engage new supporters for our work. The standards we expect from agencies working on our behalf are written into formal contractual obligations and include a requirement to abide by the Code of Fundraising Practice. We encourage all such agencies to be members of both the Chartered Institute of Fundraising and the Fundraising Regulator and work closely with them to ensure they treat everyone they deal with courteously and professionally.

We are particularly conscious of the need to take care when interacting with individuals who are, or may be, vulnerable and we require all staff and agencies we work with to follow our Ethical Fundraising and Fundraising and Vulnerable People policies. We also ensure that all fundraising agencies have their own Fundraising and Vulnerable People policy which is consistent with the requirements of our own. Agency staff working on our behalf receive initial and regular ongoing training which ensures they are given detailed information about the work of the charity, understand the regulations governing professional fundraising, and are equipped with the skills necessary to fundraise responsibly and respectfully.

As part of their scrutiny of our fundraising, trustees review the completed Charity Commission checklist, Charity Fundraising: A guide to trustee duties (CC20) annually. We follow rigorous processes to ensure

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all complaints and allegations of fraud are recorded and investigated within strict timeframes by a designated staff member, and that any learning is documented and acted upon.

Over the course of the year, we investigated 19 instances of potential fraud, five of which were upheld and reported to the police via Action Fraud. Our website outlines our Complaints policy and clearly explains how an individual can complain. We received 348 complaints about our fundraising activity, 336 of which related to our face-to-face supporter recruitment campaigns. To put this in context, our recruiters made contact with an estimated 11 million individuals over the course of the year, giving a complaint rate of one complaint per 31,500 contacts made. All complaints were handled in line with our Complaints policy and none required investigation by the Fundraising Regulator. We received six requests to amend communication preferences via the Fundraising Preference Service, all of which were actioned promptly on our database. Detailed complaint and fraud reports covering the above are regularly reviewed by our trustees. As part of our commitment to maintaining high standards, we set targets for the number of face-to-face interactions and outbound telephone calls which are monitored, and we receive regular reports on this. A designated Compliance Officer supports this work, and progress is monitored by trustees.

Principal risks and uncertainties

A Risk Management policy has been agreed and implemented by the trustees. Key risks are reviewed quarterly by the Executive Directors and by the relevant board committee at each committee meeting, and more frequently if required. Mitigating actions are assigned to individuals. These actions reduce the likelihood and/or impact of any detrimental events. The trustees consider the following to be the key risks facing the organisation.

- **Income drops significantly.** Recent recruitment levels have been good; despite the impact of the pandemic, there is no indication that there will be a significant drop in supporter income anytime soon. However, we are concerned about the potential impact of the cost of living crisis and we continue to monitor trends closely. We regularly review data on our supporters, updating our financial forecasts, and making sure we are ready to manage the impact of any drop in income. This is discussed regularly with trustees, with mechanisms in place for additional reporting if there is cause for concern. Trustees also oversee compliance with fundraising regulations and make sure that fundraising is carried out to high ethical standards. Investment continues in income diversification projects to mitigate the risk of reliance on a narrow range of fundraising channels where possible.
- **We are no longer relevant to our members.** Our target audiences (deaf young people, their parents, professionals and decision-makers) have different needs and many competing demands for their time and attention. If we are to achieve our ambitions, we must stand out, in an increasingly crowded marketplace, with a clear offer that is relevant to them at this time. We are investing in audience insights and marketing, as well as regularly engaging with, and responding to, our audiences through consultation on and co-production of new offers.

A safeguarding failure. We recognise the importance of safeguarding children and young people in all areas of our work, and in activities organised by affiliated local groups and our international partners. The charity has a Safeguarding policy which applies to everyone who works with or for the charity. The policy is implemented through robust procedures and supported by training programmes for staff and volunteers. In 2021/22 we also undertook a

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safeguarding culture audit and audit of our safer recruitment processes. We provide online training and require affiliated local groups to meet safeguarding standards. Similarly, we set clear standards and procedures and provide training for our international partners. There is an experienced trustee lead on safeguarding, and safeguarding work across the organisation is regularly reported to the board. All policies and procedures are regularly reviewed internally and with an external advisor. Although we believe the operational procedures have strong safeguards embedded in them, it remains a key risk on our risk register.

- **A breach of our IT security.** Cyberattacks, including phishing and malware, have significantly increased in frequency and sophistication. The fact that most staff are working remotely, and that hybrid or home working is likely to be an increasing choice for staff, emphasises our reliance on our IT systems and has the potential to increase our vulnerability. We have put protective measures in place including implementing security projects and cyber security training for all staff. We continue to monitor and review our systems, keeping them up to date. To support effective oversight by the board we are introducing reporting on cyber risks and the status of our cyber security programme.

Financial review

Following a year where our planned activity had been severely affected by the pandemic we are pleased to report that our income, charitable expenditure and fundraising investment grew in the year ended 31 March 2022 as planned and our investments ended the year with a gain of £0.3m. The deficit of £1.8m, funded from our reserves, was lower than budgeted.

Overall our income increased by £0.5m to £25.9m in 2021/22. Supporter income made up 87% of the total and legacy income 6%. Our total expenditure of £27.9 million increased by £10.5 million, with an increase of £2.7 million on charitable expenditure and £7.7m on fundraising investment which will secure income in future years to fund our charitable work. You can read about how our charitable expenditure helps us to achieve the targets we set ourselves earlier in the Directors' report and in our Impact Report.

In 2020/21 we were unable to recruit the numbers of new supporters we had planned due to the impact of the Covid-19 pandemic. As a result trustees decided to use our reserves to invest in higher levels of supporter recruitment in 2021/22, to start to make up the shortfall in planned new supporters and secure our income in future years. Although this increased our fundraising investment to £12.5m in the year, the low level of spend in 2020/21 gives an average of £8.6m over the two years. Our Fundraising team met the recruitment targets set and supporter income grew by £0.7m to over £22m, exceeding our income target. We are grateful to our thousands of generous supporters who continue to make unrestricted monthly contributions, in most cases enhanced by Gift Aid. This continues to be the principal income stream supporting our vital work and we continue to closely monitor the performance of individual giving fundraising against targets and model financial scenarios based on favourable and adverse trends, which are reviewed by trustees. We will continue to investigate suitable opportunities to diversify individual giving income streams as they arise.

Legacy income continues to be an important source of income and can be volatile year on year. In 2021/22 it increased by £0.3m to £1.4m.

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for the year ended 31 March 2022

Financial position at year end

The planned deficit, increasing both our fundraising investment to secure future income streams and our charitable expenditure, reduced our net assets by £1.7 million to £14.6 million. We will continue to invest in supporter recruitment at a higher level in 2022/23 to make up for the shortfall in 2020/21 and will benefit from the additional income from supporters recruited through investment in 2021/22.

Performance of subsidiaries

NDCS Limited had a successful year and will pass a profit of £36,000 to the charity. Further details are shown in Note 3 of the financial statements.

Reserves

We have a risk-based reserves policy which is underpinned by the organisational risk register and is linked with the charity's strategy and corporate plan. This has determined that the target range of general reserves (excluding those reserves represented by restricted funds and fixed assets reserve) required by the charity is between £6.7 million and £8.9 million.

The total reserves of the charity as at 31 March 2022 were £14.7 million (2021: £16.4 million). Unrestricted reserves formed £14.0 million (2021: £16.0 million) and restricted reserves £0.5 million (2021: £0.4 million).

Of the unrestricted reserves balance of £14.0 million, £0.1 million was related to intangible and tangible fixed assets.

General reserves (excluding reserves represented by restricted funds and fixed assets stood at £14 million. This is above the target reserves range. However a £5.5 million deficit budget is planned for 2022/23 with significant investment in fundraising to secure future income and our digital transformation and this is expected to bring us within our target reserves range.

In common with most other charities we continue to operate in an uncertain world and to ensure that the possible consequences (upside and downside) are fully considered, the trustees continued to review a range of financial scenarios at each meeting. The scenarios are based on the latest assessment of risks and uncertainty facing the charity and assess how they could impact our reserves and longer-term financial sustainability. Additionally the trustees conduct an annual review of the appropriate level of general reserves, and changes to the charity's risk profile, strategy and plan are considered as part of that review. The output of the annual review informs subsequent planning and budgeting cycles.

Investments

Trustees have considered the requirements of the SORP and the Charity Commission's guidance (CC14) and remain of the opinion that there are no listed investments adverse to the purpose of the charity. The Investment policy is reviewed annually and there are no specific investment restrictions. Trustees have adopted a cautious and diversified investment strategy to balance potential return with appropriate risk and mitigate the consequences of volatility in the markets.

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for the year ended 31 March 2022

Quilter Cheviot manage a medium risk, multi asset portfolio for the charity with a total return target at CPI inflation plus 3.5% pa net of fees. This is benchmarked against CPI plus 3.5% annualised, ARC Steady Growth Charity Index and a composite of market indices:

- fixed interest and government bonds: iBoxx £ UK Gilts
- UK corporate bonds: iBoxx Sterling Corporates
- UK equities: MSCI UK IMI
- overseas equities: MSCI AC World ex UK
- alternative investments: 50% iBoxx £ Gilt 1 to 5 year and 50% MSCI AC World Index (ACWI)
- cash: Bank of England Base Rate.

The market value of investments stood at £5.0 million at 31 March 2022, an increase of £0.36 million in the year after reinvestment of income. Although investments experienced volatility during the year there was an overall gain of £0.27 million.

Going Concern

The trustees have reviewed our activities, current financial position and risks on our voluntary income and planned supporter recruitment. Although we plan to run a significant but planned deficit in 2022/23 this will be funded by drawing down our reserves. Our trustees will continue to regularly review financial scenarios that model factors such as supporter recruitment levels and rates of lapsing as well as the impact of wider economic risks such as falling investment values. These currently indicate that it remains appropriate to adopt the going concern basis of accounting in preparing the financial statements. The trustees have considered several factors when forming their conclusion as to whether the use of the going concern basis is appropriate when preparing these financial statements, including a review of updated forecasts to 31 March 2025, a consideration of key risks that could impact the charity and the latest available management information. Our analysis, and our experience in recent years, is that a reduced level of supporter recruitment results in an improved short term financial position due to the associated reduction in costs, however over time there is a significant impact on income as we have fewer supporters than planned. Our plans for delivery of charitable activities reflect our increased use of digital delivery methods to support, and campaign for, deaf children and their families and this is reflected in the scenarios considered. Trustees conclude it is appropriate for the financial statements to continue to be prepared on a going concern basis.

Grant policy

As part of delivering our international charitable activities we award grants to partner organisations in line with our strategic objectives. We undertake a formal appraisal of the project and partner organisation before making a grant which is subject to a specific grant agreement. The due diligence process includes review of the governance, senior management, financial capacity and an assessment of the organisation's capacity to deliver the project objectives. Progress against targets is monitored before making further grant payments and if we are not satisfied that the grant is being managed in accordance with the partnership agreement the grant will be delayed or terminated. In 2021/22 we awarded £0.4 million in grants to partner organisations in relation to our international work.

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for the year ended 31 March 2022

Corporate structure, governance and accountability

We have three subsidiary undertakings and a 25% share in a joint venture consolidated in the group. The three subsidiary undertakings are NDCS Limited and Friends for Young Deaf People, both registered in England and Wales, and Fundación Niños Sordos del Mundo, a charity registered in Spain. NDCS Limited is the only subsidiary undertaking that is actively trading and donates its trading profit to the National Deaf Children's Society. Further details are included in Note 3 to the financial statements. We have a 25% share in Childlife, a company limited by guarantee. Further details are included in Note 4 to the financial statements.

The trustee board governs the charity and has a maximum of 12 trustees. The majority of trustees must be elected by the membership. All elected trustees must be carers or parents of deaf children and members of the charity. These trustees can be appointed by the trustee board but must stand for election by the voting membership at the next Annual General Meeting (AGM). Additional trustees may be co-opted by the trustee board to enhance the skills of the board. These co-opted trustees do not have to be full members of the National Deaf Children's Society. The Honorary Chair must be the parent of a deaf child. In addition to the Honorary Chair, there are three honorary officer roles – Honorary Vice Chair, Honorary Treasurer and Honorary Deputy Treasurer.

The articles require that each year, one third of the elected trustees – those who have been in office the longest since last elected – should offer themselves for re-election. Elected and co-opted trustees may serve for a maximum of nine consecutive years. After maximum service, all trustees must have a break of three years before being eligible to stand again for election or co-option.

Potential trustees are invited to submit a written application which is considered by a nominations panel comprising the Chair, Vice Chair and an independent governance expert. We have implemented a Board Diversity Action Plan to encourage applications from a wider section of the community. Suitable applicants are interviewed before being proposed as a trustee. All new trustees undertake an induction programme which involves an introduction to their responsibilities and to the operation of the charity. They are offered the opportunity to have an existing trustee as a mentor in their first year.

The trustees provide leadership and direction for the charity, setting the vision, mission and strategy, which are delivered by the Chief Executive and their team. The trustees are legally responsible for making sure that resources are used prudently and only in support of our objectives, for stewardship of our assets and for ensuring that the charity complies with all relevant legislation and regulation. The trustee board operates a Conflicts of Interest policy. A Declaration of Interest form is completed annually by trustees, senior management and fundraising staff, and new declarations are made and recorded at the start of every trustee committee meeting.

The trustee board meets four times a year. It is supported by four committees, each of which has specific terms of reference. The Finance, Audit and Risk Committee, which meets four times a year, oversees all financial and administrative matters of the charity. The Services and Campaigns Committee, which meets four times each year, provides strategic support and direction to the development of services for beneficiaries and for advocacy. The International Committee, which meets three times each year, provides strategic support and direction to the development of our international work; and the Governance Committee, which meets four times each year, and is responsible for ensuring the Trustee Board has an effective governance framework and an appropriate skills mix. The committees are chaired by trustees with a minimum of three trustee members. Committee meetings are also attended by relevant staff. Each committee has its decisions ratified by the trustee board where appropriate.

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The day-to-day running of the National Deaf Children's Society and the exercise of executive responsibility are delegated to the Chief Executive for operational matters, including finance, employment and service delivery.

Each year, the Governance Committee reviews our governance practices in detail against the Governance Code using an 'apply or explain' approach. The review has led to the development of the Board Diversity Action Plan to address the weakest areas. Progress and outcomes of the action plan are reported to the Governance Committee. This is being updated in response to the revised Governance Code (2020).

There are clear distinctions between the role of the trustees and of senior management. Matters such as policy and strategic plans are prepared by senior management for consideration and approval by the trustees. All trustees give up their time freely and no trustee remuneration was paid in the year. Details of trustee expenses are disclosed in Note 6 of the financial statements. There were no related party transactions.

Employees

We continued our focus on staff wellbeing to support colleagues through the later stages of the pandemic. This included recruitment and training of our first cohort of Mental Health First Aiders. We listened to their feedback on the positive aspects of flexible and home working and adopted a framework of smarter working. We continue to place equality, diversity and inclusion at the heart of all we do and our ED&I working group, drawn from across the charity, carried out a pulse survey to identify actions to support this. These included rolling out ED&I e-learning, carrying out a data collection exercise to increase our diversity data and committing to a deaf development programme to support our deaf colleagues. We invested in our internal communications and learning and development offer to support our digital transformation journey. We continued our online programme of seminars to update staff on work across the teams as well as sharing information through our intranet, Facebook workplace and a weekly digital newsletter 'In the Loop', which included an update from the CEO and a member of the senior leadership team each week. Our periodic virtual meetings, drawing together managers from across teams to give training and support while providing a forum for issues to be raised, continued to be popular and effective. We also continued to run pulse surveys to obtain staff feedback.

Our induction events, which have continued online, enable the chief executive and other senior members of staff to explain to new starters how their teams support deaf children and their families, ensure that safeguarding is highlighted and that new starters benefit from deaf awareness training. All staff are encouraged to build on this initial deaf awareness training to improve their sign language and communication skills.

We support equal opportunities and are a Level 2 Disability Confident Employer. We encourage applications from disabled persons and will liaise with them to identify and provide the adjustments to support their application and if successful, their employment with us. We recruit and promote on the basis of aptitude and ability without discrimination. We support the continued employment and retraining of employees who become disabled during employment with us, working with them to identify and deliver the appropriate support and training required.

We have a behaviours framework which details expected behaviours in job descriptions, recruitment, performance achievement reviews and the 1:1 framework used for line management across the charity.

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Report of the Directors

for the year ended 31 March 2022

The behaviours are broken down as (i) Supports the National Deaf Children's Society, (ii) Accountability, (iii) Continuous Improvement and (iv) Personal Effectiveness.

Remuneration

The charity recognises the contribution of every employee and our policy on remuneration is to ensure that the reward package offered is both sustainable and competitive with other organisations so that we can recruit, retain and develop staff with the skills to deliver our strategy. In setting pay levels for our staff we take account of pay practice in other similar sized charities, the public sector and, where necessary, the private sector for specialist and technical roles. The Finance, Audit and Risk Committee reviews a recommendation from the CEO for an annual pay increase as part of the annual budget approval process. Trustees consider affordability, economic trends and external market pay movement and make a recommendation for approval by the Trustee Board.

We operate a defined contribution group personal pension scheme, to which all eligible employees are auto-enrolled. We make a contribution of 5.5% of salary with staff contributing 1.5%, with an option to contribute more.

Information on the maximum and minimum remuneration levels for each grade, and all benefits (including pension) are available to all employees.

The total remuneration of the Executive team (as defined below) was £512,876 (£499,069 in 2020/21). This included pension contributions of £13,986 (£16,514 in 2020/21). There were no benefits in kind. The Executive team were awarded the same increase as other staff with annual increments awarded to eligible staff. The Executive team consists of: Susan Daniels (CEO), Jane Foreman (Deputy CEO and Director People, Finance and Business Solutions), Maria Chambers (Interim Director of Services and Innovation), Mike Hobday (Executive Director of Policy and Campaigns) and Mike Wade (Director of Fundraising and Communications).

Members of the Trustee Board 2021/2022

Tim Polack	(Chair)
Dominic Holton	(Vice Chair)
Helen Selwood	(Treasurer)
Sheila McKenzie	(Deputy Treasurer)
Suzanne Beese	
Jennie Rayson	
Jan Rutherford	
Lorraine Wapling	
Lynn Gadd	
Damian Proctor	
Altaf Kassam	
Katherine Binns	(Resigned 19 August 2022)

As well as trustees, we are supported by our President Sir Christopher Benson JP, DL, FRICS, FRSA.

The National Deaf Children's Society

Report of the Directors

for the year ended 31 March 2022

Members

There are the following categories of membership:

Full members

Full members have the right to attend, speak and vote at general meetings. The following shall be qualified for full membership:

- Parents or carers of deaf children aged 0 to 25 years, and deaf people aged 18 to 25 years, living in the United Kingdom.

Supporter members

Supporter members have the right to attend and speak, but not to vote at, general meetings. They retain the benefit of all other rights under company law and all other facilities and advantages of supporter membership. The following shall be qualified for supporter membership:

- any individual aged 18 or over, who is not a full member, making at least a minimum subscription to the charity and who is a participant in the charity's Supporter Scheme.

Associate members

Associate members have the right to attend and speak, but not to vote at, general meetings. An associate member shall be either an individual, who is not a full member, or a supporter member, or an organisation that falls into one of the following categories:

- professional members – professionals working in fields related to the education and relief of deaf children
- affiliate members – any group or organisation based in the UK which adheres to the charity's vision and values statement
- board members – co-opted members of the trustees who have been appointed by the existing members of the trustee board (and are known as the co-opted trustees)
- international individual members – any individual living outside the UK. (Adopted by a resolution of the trustees made on 12 September 2009.)
- international affiliate members – any group or organisation based outside the UK which adheres to the charity's vision and values statement
- family members – anyone who is a family member of a deaf person
- parent/carer members – anyone who is a parent or carer of a deaf person aged over 25 years
- adult deaf members – anyone who is a deaf person aged over 25 years
- young deaf members – anyone who is a deaf person aged 16 to 18 years
- other members – any individual aged 16 or above living in the United Kingdom.

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for the year ended 31 March 2022

Volunteers

We have 466 volunteers who help us support deaf children and young people. There were 87 presenter volunteer assignments over 65 events across the year, including 38 deaf presenter opportunities, working with teams across the organisation. We had over 750 hours of support from team supporter volunteers who helped teams across the organisation with their office work, including supporting the Deaf Children Today survey analysis, and a proposal to the BBC resulting in subtitles for 'Newsround'. A further 59 volunteers supported our work through volunteering for over 336 hours with families and deaf children and young people involved in initiatives including our Pen Pals project, positive future mentors, mentoring video moderation, Bristol peer to peer mentors, Your Community, and community activity supporters. We also had 11 assignments for youth support volunteers at two face-to-face events for deaf children and young people. We developed and delivered new e-learning training modules for volunteers for which we received positive responses with 87% saying that the training increased their confidence to do their volunteer role.

In addition, legal volunteers have provided 511 pro bono hours of legal support during the financial year. The value of these volunteers is estimated at £8,200.

The trustees would like to take this opportunity to thank all our volunteers for their continued support. Without their time and skills, and their continued commitment in the face of a global pandemic, our activities and events would not be as extensive and successful as they are, nor our teams as well supported.

Statement of trustees' responsibilities

The trustees (who are also directors of the National Deaf Children's Society, for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice). Company law requires trustees to prepare financial statements for each financial year which give a true and fair view of the state of the affairs of the charitable company and the group, and of the incoming or outgoing resources and application of resources, including the income and expenditure of the charitable group, for that period. In preparing these financial statements the trustees are required to:

- select suitable accounting policies and apply them consistently
- observe the methods and principles in the Charities SORP
- make judgements and estimates that are reasonable and prudent
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements
- prepare the financial statements on the going concern basis, unless it is inappropriate to presume that the charitable company will continue in business.

The trustees are responsible for keeping proper accounting records that disclose, with reasonable accuracy at any time, the financial position of the charitable company, and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and the group, and for taking reasonable steps for the prevention and detection of fraud and other irregularities.

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Report of the Directors
for the year ended 31 March 2022

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

In so far as the trustees are aware:

- there is no relevant audit information of which the charitable company's auditor is unaware and
- the trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information, and to establish that the auditor is aware of that information.

Auditors

Crowe UK LLP is eligible to act as an auditor in terms of section 1212 of the Companies Act 2006.

By order of the Board

In approving this report, the trustees are also approving the Strategic Report included here in their capacity as company directors.



Tim Polack
Director and Trustee

Date: 5 November 2022

The National Deaf Children's Society
Report of the Independent Auditors
for the year ended 31 March 2022

Independent Auditor's Report to the Members and Trustees of the National Deaf Children's Society

Opinion

We have audited the financial statements of the National Deaf Children's Society ('the charitable company') and its subsidiary ('the group') for the year ended 31 March 2021 which comprise Consolidated Statement of Financial Activities (including the Consolidated Income and Expenditure Account), the Consolidated and Charity Balance Sheets, the Consolidated Statement of Cash Flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the group's and the charitable company's affairs as at 31 March 2022 and of the group's income and expenditure, for the year then ended
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities and Trustee Investment (Scotland) Act 2005 and Regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006 (amended).

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the group in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's or the group's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concerns are described in the relevant sections of this report.

Other information

The trustees are responsible for the other information contained within the annual report. The other information comprises the information included in the annual report, other than the financial

The National Deaf Children's Society
Report of the Independent Auditors
for the year ended 31 March 2022

statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion based on the work undertaken in the course of our audit:

- the information given in the trustees' report, which includes the Directors' report and the strategic report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the strategic report and the directors' report included within the trustees' report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In light of the knowledge and understanding of the group and charitable company and their environment obtained in the course of the audit, we have not identified material misstatements in the strategic report or the directors' report included within the trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 requires us to report to you if, in our opinion:

- adequate and proper accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement set out on page 24 the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate

The National Deaf Children's Society

Report of the Independent Auditors

for the year ended 31 March 2022

the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with the Acts and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Details of the extent to which the audit was considered capable of detecting irregularities, including fraud and non-compliance with laws and regulations are set out below.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Extent to which the audit was considered capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We identified and assessed the risks of material misstatement of the financial statements from irregularities, whether due to fraud or error, and discussed these between our audit team members. We then designed and performed audit procedures responsive to those risks, including obtaining audit evidence sufficient and appropriate to provide a basis for our opinion.

We obtained an understanding of the legal and regulatory frameworks within which the charitable company and group operates, focusing on those laws and regulations that have a direct effect on the determination of material amounts and disclosures in the financial statements. The laws and regulations we considered in this context were the Companies Act 2006, the Charities Act 2011 and The Charities and Trustee Investment (Scotland) Act 2005 together with the Charities SORP (FRS 102). We assessed the required compliance with these laws and regulations as part of our audit procedures on the related financial statement items.

In addition, we considered provisions of other laws and regulations that do not have a direct effect on the financial statements but compliance with which might be fundamental to the charitable company's and the group's ability to operate or to avoid a material penalty. We also considered the opportunities and incentives that may exist within the charitable company and the group for fraud. The laws and regulations we considered in this context for the UK operations were: General Data Protection Regulation (GDPR), Anti-fraud, bribery and corruption legislation, Taxation legislation, Employment legislation.

Auditing standards limit the required audit procedures to identify non-compliance with these laws and regulations to enquiry of the Trustees and other management and inspection of regulatory and legal correspondence, if any.

We identified the greatest risk of material impact on the financial statements from irregularities,

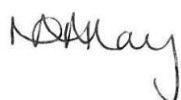
The National Deaf Children's Society
Report of the Independent Auditors
for the year ended 31 March 2022

including fraud, to be within the timing of recognition of income, and the override of controls by management. Our audit procedures to respond to these risks included enquiries of management and the Finance, Audit & Risk Committee about their own identification and assessment of the risks of irregularities, sample testing on the posting of journals, reviewing accounting estimates for biases, reviewing regulatory correspondence with the Charity Commission and reading minutes of meetings of those charged with governance.

Owing to the inherent limitations of an audit, there is an unavoidable risk that we may not have detected some material misstatements in the financial statements, even though we have properly planned and performed our audit in accordance with auditing standards. For example, the further removed non-compliance with laws and regulations (irregularities) is from the events and transactions reflected in the financial statements, the less likely the inherently limited procedures required by auditing standards would identify it. In addition, as with any audit, there remained a higher risk of non-detection of irregularities, as these may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal controls. We are not responsible for preventing non-compliance and cannot be expected to detect non-compliance with all laws and regulations.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006, and to the charitable company's trustees, as a body, in accordance with Regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body and the charitable company's trustees as a body, for our audit work, for this report, or for the opinions we have formed.



Nicola May
Senior Statutory Auditor
For and on behalf of
Crowe U.K. LLP
Statutory Auditor
London

Date: 11 November 2022

The National Deaf Children's Society
Consolidated statement of financial activities
(including consolidated income and expenditure account)
for the year ended 31 March 2022

Income and expenditure	Note	Unrestricted funds £000s	Restricted funds £000s	Total 2022 £000s	Total 2021 £000s
Income and endowments from:					
Donations and legacies					
Regular donations and subscriptions from individuals		22,242	239	22,481	21,735
Legacy income	5(a)	1,429	15	1,444	1,087
Other donations and gifts		1,003	140	1,143	1,119
		<u>24,674</u>	<u>394</u>	<u>25,068</u>	<u>23,941</u>
Charitable activities	5(b)	54	459	513	567
Other trading activities	5(c)	54	-	54	82
Investments	5(d)	218	-	218	200
Other income	5(e)	3	-	3	561
		<u>25,003</u>	<u>853</u>	<u>25,856</u>	<u>25,351</u>
	4	-	-	-	24
Total		<u>25,003</u>	<u>853</u>	<u>25,856</u>	<u>25,375</u>
Expenditure on:					
Raising funds	7(a)	12,463	-	12,463	4,756
Charitable activities:					
Overcoming barriers in local and national services		7,993	164	8,157	5,780
Overcoming barriers in the early years		2,521	178	2,699	2,662
Overcoming barriers to independence		2,592	311	2,903	2,636
Other charitable activities		1,604	33	1,637	1,596
Total charitable activities	7(a)	<u>14,710</u>	<u>686</u>	<u>15,396</u>	<u>12,674</u>
Share of net loss in joint venture	4	<u>23</u>	<u>-</u>	<u>23</u>	<u>-</u>
Total	7(a)	<u>27,196</u>	<u>686</u>	<u>27,882</u>	<u>17,430</u>
Net gain on investments	10(c)	<u>268</u>	<u>-</u>	<u>268</u>	<u>908</u>
Net (expenditure)/income and Net movement in funds before transfers	7(e)	<u>(1,925)</u>	<u>167</u>	<u>(1,758)</u>	<u>8,853</u>
Net (expenditure)/income and Net movement in funds after transfers		<u>(1,925)</u>	<u>167</u>	<u>(1,758)</u>	<u>8,853</u>
Fund balances brought forward		<u>16,056</u>	<u>382</u>	<u>16,438</u>	<u>7,585</u>
Fund balances carried forward		<u>14,131</u>	<u>549</u>	<u>14,680</u>	<u>16,438</u>

All amounts relate to continuing activities.

There were no recognised gains or losses other than those dealt with in the above Statement of Financial Activities.

The National Deaf Children's Society
Consolidated balance sheet and balance sheet
for the year ended 31 March 2022

	Note	Group 2022 £000s	Group 2021 £000s	Charity 2022 £000s	Charity 2021 £000s
Fixed assets					
Intangible assets	8	4	12	4	12
Tangible assets	9	33	43	33	43
Investment in joint venture - share of net assets	4	106	129	-	-
Other investments	10	5,006	4,643	5,006	4,643
		<u>5,149</u>	<u>4,827</u>	<u>5,043</u>	<u>4,698</u>
Current assets					
Debtors	11	3,464	1,858	3,491	1,907
Cash at bank and in hand		8,540	11,044	8,502	10,987
		<u>12,004</u>	<u>12,902</u>	<u>11,993</u>	<u>12,894</u>
Creditors: amounts falling due within one year	12	<u>2,473</u>	<u>1,291</u>	<u>2,463</u>	<u>1,282</u>
Net current assets		<u>9,531</u>	<u>11,611</u>	<u>9,531</u>	<u>11,612</u>
Net assets		<u>14,680</u>	<u>16,438</u>	<u>14,574</u>	<u>16,310</u>
The funds of the charity					
Unrestricted funds					
Fixed asset reserve		37	55	37	55
General funds		14,094	16,001	13,988	15,873
		<u>14,131</u>	<u>16,056</u>	<u>14,025</u>	<u>15,928</u>
Restricted funds	13	<u>549</u>	<u>382</u>	<u>549</u>	<u>382</u>
	15	<u>14,680</u>	<u>16,438</u>	<u>14,574</u>	<u>16,310</u>

The deficit for the financial year dealt with in the financial statements of the parent company was £1,735,428 (2021: surplus of £8,829,361).

The financial statements were approved by the Board and authorised for issue on 5 November 2022 and signed on its behalf by:



.....
Tim Polack
Director and Trustee

Date: 5 November 2022

The notes on pages 33 to 53 form part of the financial statements.

The National Deaf Children's Society
Consolidated statement of cash flows
for the year ended 31 March 2022

	2022 £000s	2021 £000s
Cash flow from operating activities:		
Net income (expenditure) for the year	(1,758)	8,853
<i>Adjustments for:</i>		
Depreciation/amortisation	25	53
Gain on investments	(268)	(908)
Income from investments	(218)	(200)
Investment management fees	33	27
Share of net loss/(gain) in joint venture	23	(24)
(Increase)/decrease in debtors	(1,606)	300
Increase/(decrease) in creditors	1,182	(839)
Net cash (used in)/provided by operating activities	<u>(2,587)</u>	<u>7,262</u>
Cash flows from investing activities:		
Interest on cash deposits	10	5
Income from joint venture	80	63
Purchase of intangible fixed assets	-	(12)
Purchase of tangible fixed assets	(7)	(43)
Net cash provided by investing activities	<u>83</u>	<u>13</u>
(Decrease)/increase in cash and cash equivalents in the year	(2,504)	7,275
Cash and cash equivalents at 1 April 2021	<u>11,044</u>	<u>3,769</u>
Cash and cash equivalents at 31 March 2022	<u>8,540</u>	<u>11,044</u>

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2022

1 Company information

The National Deaf Children's Society is a private company, limited by guarantee, registered in England and Wales, registration number 02752456. The registered office is Ground Floor South, Castle House, 37-45 Paul Street, London, EC2A 4LS. The company is a registered charity, registered in England & Wales, registration number 1016532, and in Scotland, registration number SC040779.

2 Accounting policies

a) Basis of preparation and assessment of going concern

The financial statements have been prepared under the historical cost convention, with the exception of listed investments which are included on a market value basis.

The financial statements have been prepared in accordance with the Statement of Recommended Practice Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (Second Edition) (SORP FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006, The Charities Act 2011 and the Companies Act 2006.

The charity meets the definition of public benefit entity under FRS 102.

As detailed in the going concern commentary in the Directors' Report the trustees have reviewed the charity's activities, financial position and risks. They perform regular reviews of financial scenarios that incorporate a range of fundraising outcomes and wider economic risks. The going concern basis of accounting continues to be adopted in preparing the financial statements.

The trustees have assessed the charity's ability to continue as a going concern. The trustees have considered several factors when forming their conclusion as to whether the use of the going concern basis is appropriate when preparing these financial statements, including a review of updated forecasts to 31 March 2024, a consideration of key risks – including the impact of Covid-19 – that could impact the charity and the latest available management information. These forecasts took account of the further restrictions on fundraising activity and also reflected the increased use of digital delivery methods to support and campaign for deaf children and their families.

Trustees conclude it is appropriate for the financial statements to continue to be prepared on a going concern basis.

b) Critical accounting estimates and areas of judgement

In the view of the trustees in applying the accounting policies adopted, no judgements were required that have a significant effect on the amounts recognised in the financial statements, nor do any estimates or assumptions made carry a significant risk of material adjustment in the next financial year. With respect to the next accounting period the most significant area of uncertainty that affects the carrying value of assets held by the charitable company is the performance of the investment market.

c) Currencies

The financial statements are presented in sterling (£).

Transactions denominated in foreign currencies are translated at the rate of exchange prevailing at the time of the transaction. Monetary items denominated in foreign currencies at the end of the reporting period are translated at the rate of exchange prevailing at that date.

d) Group financial statements

These financial statements consolidate the results of the charity and its subsidiary undertakings. The results of the wholly-owned subsidiaries, NDCS Limited and Friends for Young Deaf People, are consolidated on a line-by-line basis. In the group financial statements the joint venture is accounted for using the equity method under FRS 102 so that the consolidated SOFA includes the group's net share of profit or loss, while the group's share of the net assets of the joint venture is shown in the consolidated Balance Sheet. The results included for the joint venture in Childlife are derived from audited accounts.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2022

2 Accounting policies (continued)

No separate Statement of Financial Activities has been presented for the National Deaf Children's Society as permitted by Section 408 of the Companies Act 2006. The charity has taken advantage of the exemptions in FRS 102 from the requirements to present a charity only Cash Flow Statement and certain disclosures about the charity's financial instruments.

e) Fund accounting

Unrestricted funds – these are accumulated surpluses and deficits on general funds which can be used in furtherance of the general objectives of the charity at the discretion of the trustees. They include a fixed asset reserve, equivalent in value to the net book value of fixed assets.

Designated funds – these are unrestricted funds which have been set aside by trustees for specific future purposes or projects.

Restricted funds – these are funds that have restrictions imposed by donors and can only be applied for the particular purposes specified by donors. The funds are not available for work performed by the National Deaf Children's Society other than that specified by the donor.

f) Income recognition

All income is recognised and accounted for in the SOFA when the charity has entitlement to the income, it is probable that the income will be received and the amount can be measured reliably. The following specific policies apply to categories of income:

Legacies – legacies are recognised when there is entitlement, it is probable that the legacy will be received and when it can be measured with sufficient reliability. Specifically, residual legacies are recognised when probate has been granted, any conditions pertaining to the legacy over which the charity has control have been met and either cash or estate accounts are received. Pecuniary legacies are recognised when probate has been granted. Legacies received after the year end are reviewed and, where material, are accrued where entitlement had been met at the balance sheet date. Income is not recognised for legacies which remain subject to a life interest.

Income from trading and merchandising – is accounted for when earned. Activity income received in advance is deferred until entitlement to the income has arisen (the activity has taken place) at which time it is credited to the SOFA.

Donated services and facilities – are included at the value to the charity where this can be quantified. No amounts are included in the financial statements for services donated by volunteers. The trustees' report includes further detail of the contribution from volunteers.

Investment income – is accounted for on a receivable basis.

Grants and contractual payments – are included on a receivable basis. Income received for expenditure in future accounting periods is deferred. Where entitlement occurs before income is received the income is accrued. Capital grants are accounted for as income as soon as they are receivable. Government grants are recognised on the performance model, when the charity has complied with any conditions attaching to the grant and the grant will be received.

g) Expenditure recognition

All expenditure is accounted for on an accruals basis and includes irrecoverable VAT where applicable. It is classified under headings in the accounts that aggregate all costs related to the category.

Expenditure on raising funds include the costs incurred in generating voluntary income and fundraising trading costs. These costs are regarded as necessary to generate funds that are needed to finance charitable activities. They do not include the costs of disseminating information.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2022

2 Accounting policies (continued)

Charitable activities expenditure includes the costs identified as wholly or mainly attributable to achieving the charitable objects of the charity, including the costs of disseminating information in support of charitable activities. These costs include direct staff costs, wholly or mainly attributable support costs and an apportionment of general overheads allocated on a basis consistent with the use of resources.

Grants payable are accounted for when awarded except where future payments are conditional on performance and specific deliverables of the project. In such cases, amounts payable are accounted for as expended when the reporting criteria are satisfactorily met.

Support costs, including governance costs, are those costs that assist the work of the charity but are not directly on fundraising or charitable activities. Governance costs are associated with the governance arrangements of the charity and include audit, legal advice for trustees and costs associated with meeting constitutional and statutory requirements such as the cost of trustee meetings and the preparation of the statutory accounts. This category also includes costs associated with the strategic management of the charity's activities. Other support costs include central office functions such as budgeting and accounting, payroll administration, human resources, information systems, communications, property management and legal costs. Support and governance costs have been allocated to an activity cost on a basis consistent with the use of resources. The basis is explained in the notes to the accounts.

Redundancy costs are recognised as an expense in the period in which the charity becomes irrevocably committed to incurring the costs and the main features of the plans have been announced to affected employees.

h) Operating leases

Expenditure on operating leases is accounted for in the period in which the lease charge arises.

The benefit of lease incentives received to enter an operating lease are recognised as a reduction to the expense on a straight line basis over the period of the lease, except as noted below.

The charity has taken advantage of the transitional exemption for lease incentives in existence on the date of transition to FRS 102 (1 April 2014) and continues to credit such lease incentives to income and expenditure over the period to the first rent review date on which the rent is adjusted to market rates.

i) Intangible fixed assets

Computer software is stated at cost less accumulated amortisation and accumulated impairment losses. Software is amortised on a straight line basis over its estimated useful life of three years. Computer software costs of less than £10,000 are not capitalised.

j) Tangible fixed assets

Tangible fixed assets costing less than £10,000 are not capitalised and are written off in the year of purchase. Tangible fixed assets which are capitalised are included at cost, including any incidental expenses of acquisition. They are stated at cost less accumulated depreciation. Depreciation is provided on all tangible fixed assets, except freehold land, at rates calculated to write off the cost less estimated residual value of each asset on a straight line basis over its expected useful economic life. The rates are as follows:

Plant, machinery, fixtures and fittings:	five years
Computers and ancillary equipment:	three years

A full year's worth of depreciation is charged in the year of acquisition.

Plant, machinery, fixtures and fittings are eliminated from the accounts when no longer in use.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2022

2 Accounting policies (continued)

k) Assets in the course of construction

Payments on account of intangible and tangible fixed assets which are not operational at the balance sheet date are recorded in separate fixed asset categories "Assets in the course of construction". No depreciation is charged on assets in the course of construction until they are brought into operational use, at which point the asset is transferred into the relevant fixed asset category and depreciated/amortised over their useful economic life.

l) Investments

Investments in subsidiaries are stated in the company accounts at cost less impairment.

Listed investments are initially measured at cost and subsequently at fair value (using market value). The SOFA includes the net gains and losses arising on movements in fair value and disposals throughout the year.

m) Stock

Stocks of publications and Christmas cards are written off in the year of purchase as net realisable value is estimated at nil.

n) Taxation

The National Deaf Children's Society is a registered charity and as such is potentially exempt from taxation of its income and gains to the extent that they fall within the exemptions available to charities under the Taxes Act and are applied to its charitable objectives. N.D.C.S. Limited is subject to Corporation Tax but it remits by Gift Aid its taxable profit to the National Deaf Children's Society.

Tax credits, tax deducted from income and receipts under deed of covenant or Gift Aid are recorded on a receivable basis. They are recorded as part of the income to which they relate.

o) Pensions

The group makes payments into a group defined contribution personal pension scheme. These pension costs are allocated to activities and between restricted/unrestricted funds in proportion to the related staffing costs incurred.

At 31 March 2021 contributions amounting to £57,257 (2021: £51,314) were payable.

p) Financial instruments

The company has elected to apply the provisions of Section 11 'Basic Financial Instruments' of FRS 102 to all of its financial instruments.

Basic financial assets which are receivable within one year, which include trade and other receivables and accrued income were £1,814,000 (2021: £1,027,000) and cash and bank balances of £8,502,000 (2021: £11,044,000) are initially measured at transaction price and subsequently carried at settlement amount.

Basic financial liabilities which are payable within one year, which include trade and other payables and accruals were £2,241,000 (2021: £1,057,000) are initially measured at transaction price and subsequently carried at settlement amount.

q) Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with bank and other short term liquid investments with original maturities of three months or less.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2022

3 Results of subsidiaries

a) N.D.C.S. Limited

The charity has a wholly owned trading subsidiary, N.D.C.S. Limited, a company registered in England and Wales, company number 00893232. The registered address of N.D.C.S. Limited is 37-45 Paul Street, Ground Floor South, Castle House, London, EC2A 4LS. The principal activity of the company is the sale of advertising, cards, and other goods and services and the company pays all of its profits to the charity under the Gift Aid scheme. A summary of its results is shown below:

	2022 £000s	2021 £000s
Turnover	57	82
Cost of sales	(14)	(27)
Gross profit	43	55
Administrative expenses	(7)	(6)
Net income	36	49
Amount Gift Aided to the National Deaf Children's Society	(36)	(49)
	-	-
The assets and liabilities of the subsidiary were:		
Current assets	57	62
Creditors: amounts falling due within one year	(57)	(62)
Total net assets	-	-
Equity shareholders' funds	-	-

At the end of the year, N.D.C.S. Limited paid £36,427 (2021 – £48,987) to the charity by Gift Aid.

In these consolidated accounts, turnover consolidated in activities for generating funds is £56,840 (2021: £82,466) and investment income is £6 (2021: £15) with the associated costs included under fundraising expenditure.

b) Friends for Young Deaf People

The charity has a wholly owned charity, Friends for Young Deaf People, a charitable company registered in England and Wales (company number 3029501, registered charity number 1045011). The registered address of Friends for Young Deaf People is 37-45 Paul Street, Ground Floor South, Castle House, London, EC2A 4LS. Friends for Young Deaf People was dormant throughout the year ended 31 March 2022, as well as the year ended 31 March 2021.

At the end of the year, no amounts were due between the National Deaf Children's Society and Friends for Young Deaf People.

c) Fundacion Ninos Sordos del Mundo

Throughout the year, the National Deaf Children's Society had one other wholly owned subsidiary, Fundacion Ninos Sordos del Mundo, a charity registered in Spain, which was dormant for the year ended 31 March 2022. The registered address of Fundacion Ninos Sordos del Mundo is Plaza Villa de Castelldefels 4, Picasso Business Center, Oficina ABN, 29006 Malaga, Costa del Sol, Spain.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2022

4 Share in joint venture

Childlife

The National Deaf Children's Society has a 25% share in Childlife, a company limited by guarantee. The registered office of Childlife is Westmead House, Westmead, Farnborough, Hampshire, GU14 7LP. This is accounted for in the consolidated accounts of the National Deaf Children's Society as a joint venture.

	2022 £000s	2021 £000s
The 25% share of Childlife's results for the year is shown below:		
Income from:		
Voluntary income	293	249
Other trading activities	-	-
	<u>293</u>	<u>249</u>
Expenditure on:		
Raising funds	234	144
Charitable activities	80	66
Other expenditure	<u>2</u>	<u>15</u>
	<u>316</u>	<u>225</u>
Net (expenditure)/income	(23)	24
Funds balances brought forward	<u>129</u>	<u>105</u>
Fund balances carried forward	<u>106</u>	<u>129</u>

Income receivable from Childlife for the year of £80,000 (2021: £62,500) is included in investment income (see note 5d).

	2022 £000s	2021 £000s
The 25% share of assets and liabilities of Childlife were:		
Fixed assets	1	-
Current assets	<u>118</u>	<u>142</u>
Gross assets	119	142
Gross liabilities	<u>(13)</u>	<u>(13)</u>
Total assets less total liabilities – share of net assets	<u>106</u>	<u>129</u>
Unrestricted funds		
Other charitable funds	<u>106</u>	<u>129</u>

5 Income

a) Legacy income

At 31 March 2022 the charity had been notified of legacies amounting to an estimated £1,012,981 (2021: £382,308) which have not been included within the accounts as the recognition criteria had not been met at the year end date.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2022

5 Income (continued)

b) Income from charitable activities

	Grants £000s	Fees from non-statutory sources £000s	Total £000s
Overcoming barriers in local and national services	25	29	54
Overcoming barriers in the early years	54	13	58
Overcoming barriers to independence	365	4	369
Other charitable activities	24	8	32
Total 2022	459	54	513
Total 2021	389	178	567

Further information about the above grant income is provided in note 13.
Other government grants, included in other income, are detailed in note 5e.

c) Other trading activities

	2022 £000s	2021 £000s
Gross income from trading	54	82
Income from training and services	-	-
	54	82

d) Investment income

	2022 £000s	2021 £000s
Interest on cash deposits	10	5
Income from listed investments	128	132
Income receivable from joint venture	80	63
	218	200

e) Other income

	2022 £000s	2021 £000s
UK Government Coronavirus Job Retention Scheme	3	561

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2022

6 Staff costs, trustee remuneration and expenses and costs of key management personnel

a) Staff costs comprise:

	2022 £000s	2021 £000s
Wages and salaries	8,041	7,943
Social security costs	813	797
Pension costs	431	416
	<u>9,285</u>	<u>9,156</u>

	2022 No.	2022 (FTE)	2021 No.	2021 (FTE)
The average number of employees during the year was as follows:				
Charitable activities	180	156	182	156
Fundraising	27	26	27	26
Administration and support services	47	45	38	37
	<u>254</u>	<u>227</u>	<u>247</u>	<u>219</u>

The above staff numbers include an average of 11 (2021: 14) casual workers who primarily worked on our events programme.

- b) During the year, redundancy and termination payments totalling £77,614 (2021: £190,222) were payable. All payments were settled at the year end. These related to redundancy payable at the end of the fixed term contracts for specific projects and restructures within departments.

- c) Employee benefits, excluding employer pension costs and employer's NI, of higher paid staff within the following scales were:

	2022 No.	2021 No.
£60,000 – £69,999	3	2
£80,000 – £89,999	1	–
£90,000 – £99,999	2	2
£100,000 – £109,999	<u>1</u>	<u>1</u>

- d) The charity trustees were not paid nor received any other benefits from employment with the charity or its subsidiary in the year (2021: £nil). Reasonable expenses for travel, subsistence and incidentals reimbursed to five trustees (2021: 8 trustees) during the year totalled £538 (2021: £1,256) are included in note 7(e) below.
- e) The key management personnel of the group, other than the trustees, comprise the Chief Executive, the Deputy CEO and Director People, Finance and Business Solutions, the Director Children, Young People and Families, the Director Policy and Campaigns and the Director Fundraising and Communications. Their total employee benefits, including employer pension costs and employer's NI, for the year ended 31 March 2022 was £512,876 (2021: £499,069).

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2022

7 Analysis of expenditure

a) Expenditure on:	Direct costs £000s	Grants payable £000s	Support costs £000s	Total 2022 £000s	Total 2021 £000s
<i>Raising funds</i>					
Regular donations and subscriptions from individuals	11,109	-	363	11,472	3,837
Legacies	286	-	43	329	323
Other fundraising costs *	395	-	234	629	568
	11,790	-	640	12,430	4,728
Investment management fees	33	-	-	33	28
	11,823	-	640	12,463	4,756
<i>Charitable activities</i>					
Overcoming barriers in local and national services	7,040	128	989	8,157	5,780
Overcoming barriers in the early years	1,925	136	638	2,699	2,662
Overcoming barriers to independence	2,092	124	687	2,903	2,636
Other charitable activities	1,162	-	475	1,637	1,596
	12,219	388	2,789	15,396	12,674
<i>Net share of loss in joint venture</i>	23	-	-	23	-
Total expenditure 2022	24,065	388	3,429	27,882	17,430
Total expenditure 2021	13,776	520	3,134		17,430

* Other fundraising costs includes costs of challenge events, community and corporate fundraising and other trading activities

b) Analysis of grants payable

	2022 £000s
UK grants	
Grants to University of Manchester (three research grants)	70
Grant to University of Edinburgh	6
Grants to affiliated local registered Deaf Children's Societies *	7
Grants to NHS National Services Scotland	8
	91

* Each grant was for a maximum of £500, while the maximum received by any one local Deaf Children's Society was £500.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2022

7 Analysis of expenditure (continued)

b) Analysis of grants payable (continued)

	2022 £000s
International grants	
Cini Asha Deaf Way	27
Khagenhat Welfare Organisation	27
Samuha – Deaf children and families	28
Centre for Disability in Development	58
Sadhana	30
Citizens Association for Rural Development	28
SNDAYP	14
Lipica	21
Graham Bell Centre for the Deaf	17
Deaf Empowerment Kenya	19
National Association of Parents of Deaf Children	28
	297
Total grants	388

There are no grant commitments.

c) Allocation of support costs

	Governance £000s	Finance and legal £000s	Human resources £000s	IT £000s	Facilities management and shared premises £000s	Total £000s
<i>Raising funds</i>	-	89	92	166	293	640
<i>Charitable activities</i>						
Overcoming barriers in local and national services	125	160	165	298	241	989
Overcoming barriers in the early years	36	115	118	214	155	638
Overcoming barriers to independence	39	124	128	230	166	687
Other charitable activities	20	85	88	158	124	475
Total support costs 2022	220	573	591	1,066	979	3,429
Total support costs 2021	198	592	444	917	983	3,134

Costs directly attributable to fundraising and charitable activities are allocated to direct costs. Those costs not directly attributable are included in support costs. Finance and legal costs, human resources and IT costs are allocated on the basis of full time equivalent staff. Facilities management and shared premises costs are allocated based on floor area. Governance costs are allocated to charitable activity categories in proportion to their direct costs.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2022

7 Analysis of expenditure (continued)

d) Governance costs

	2022 £000s	2021 £000s
Audit fees	19	18
Trustee costs	15	11
Other costs supporting governance activities	186	169
	<u>220</u>	<u>198</u>

e) Net income/expenditure for the year

	2022 £000s	2021 £000s
Net income/expenditure for the year is stated after charging:		
Auditor's remuneration		
Statutory audit	19	18
Other	5	5
Amortisation	8	53
Depreciation	17	-
Operating lease rentals	778	825
	<u></u>	<u></u>

8 Intangible fixed assets

Charity and group

	Computer software £000s	Total £000s
Cost		
As at 1 April 2021	1,265	1,265
Transfers from assets under construction	-	-
Additions	-	-
Disposals	(27)	(27)
As at 31 March 2022	<u>1,238</u>	<u>1,238</u>
Amortisation		
As at 1 April 2021	1,253	1,253
Charge for the year	8	8
Adjustment for disposals	(27)	(27)
As at 31 March 2022	<u>1,234</u>	<u>1,234</u>
Net book value		
As at 31 March 2022	<u>4</u>	<u>4</u>
As at 31 March 2021	<u>12</u>	<u>12</u>

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2022

9 Tangible fixed assets

Charity and group	Assets in the course of construction £000s	Plant and machinery £000s	Fixtures, fittings and equipment £000s	Total £000s
Cost				
As at April 2021	43	222	1,452	1,674
Transfers from assets under construction	(43)	-	43	43
Additions	-	-	7	7
Disposals	-	-	(180)	(180)
As at 31 March 2022	-	222	1,322	1,544
Depreciation				
As at April 2021	-	222	1,452	1,674
Charge for the year	-	-	17	17
Adjustment for disposal	-	-	(180)	(180)
As at 31 March 2022	-	222	1,289	1,511
Net book value				
As at 31 March 2022	-	-	33	33
As at 31 March 2021	43	-	-	43

10 Fixed assets investments

a) Childlife

The National Deaf Children's Society has a 25% share in Childlife, a company limited by guarantee whose object is to promote the relief of children who are in need, by enabling the member charities to meet their respective charitable purposes, through the provision of grant payments. This is accounted for in the consolidated accounts of the National Deaf Children's Society as a joint venture. See note 4 for details of the National Deaf Children's Society share of Childlife's results for the year.

b) Other investments

	Group		Charity	
	2022 £000s	2021 £000s	2022 £000s	2021 £000s
Listed investments at market value (see note 10c)	5,006	4,643	5,006	4,643
Investments in subsidiary (NDCS Limited) £100 – see note 3				

c) Listed investments

	2022 £000s	2021 £000s
Market value at 1 April 2021	4,643	3,630
Reinvested income	128	132
Management fees paid	(33)	(27)
Realised gain on investments	268	908
Market value as at 31 March 2022	5,006	4,643
Listed investments at historic cost	4,209	4,020

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2022

10 Fixed asset investments (continued)

d) Listed investments by type

	2022 £000s	2021 £000s
Equities	3,551	3,236
Alternative investments	804	710
Fixed interest	549	584
Cash	102	113
Market value as at 31 March 2022	<u>5,006</u>	<u>4,643</u>

11 Debtors

	Group 2022 £000s	Group 2021 £000s	Charity 2022 £000s	Charity 2021 £000s
Due within one year:				
Trade debtors	32	27	14	22
Due from subsidiary undertaking	-	-	47	64
Other debtors	1,843	561	1,843	561
Prepayments and accrued income	<u>1,589</u>	<u>1,270</u>	<u>1,587</u>	<u>1,260</u>
	<u>3,464</u>	<u>1,858</u>	<u>3,491</u>	<u>1,907</u>

12 Creditors: amounts falling due within one year

	Group 2022 £000s	Group 2021 £000s	Charity 2022 £000s	Charity 2021 £000s
Trade creditors	1,104	524	1,104	524
Social security and other taxes	226	211	226	209
Other creditors	97	72	97	72
Accruals	1,040	466	1,029	459
Deferred income	<u>6</u>	<u>18</u>	<u>6</u>	<u>18</u>
	<u>2,473</u>	<u>1,291</u>	<u>2,463</u>	<u>1,282</u>

Deferred income mainly consists of deposits for events taken in advance and funds raised for challenge events which will take place in future years. All amounts at the year end related to new deferrals in the year.

Deferred income reconciliation	2022 £000s	2021 £000s
At 1 April 2021	18	54
Recognised in the year	(18)	(54)
Deferred in the year	<u>6</u>	<u>18</u>
At 31 March 2022	<u><u>6</u></u>	<u><u>18</u></u>

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2022

13 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations, gifts and grants to be applied for restricted purposes.

	Balance at 1 April 2021 £000s	Income £000s	Expenditure £000s	Balance at 31 March 2022 £000s
National Lottery Community Fund (England) – <i>#iWill Fund</i>	-	340	(122)	218
Dept. for Communities Northern Ireland, Sign Language Partnership Group – <i>Family Sign Online</i>	-	22	(17)	5
Scottish Government – <i>Managed Clinical Networks</i>	8	-	(8)	-
Scottish Government – CYPFEIF & ALEC	-	98	(98)	-
Scottish Government – <i>Equality Funding, Sign of the Future</i>	1	-	-	1
Scottish Government – PECF, <i>Deaf Sector Partnership</i>	32	-	(32)	-
	41	460	(277)	224
Deaf Child Worldwide	-	243	(243)	-
Dr A Evans Trust Fund	42	-	-	42
Eveson Charitable Trust	-	35	(15)	20
Garfield Weston Foundation	-	30	(7)	23
Estate of David Griffith	3	-	(3)	-
Ovingdean Hall Foundation	-	7	(7)	-
The P F Charitable Trust	10	-	(9)	1
Richard Lumley Charitable Trust	3	-	-	3
Legacy for work in Bristol and the surrounding area	69	-	(1)	68
Other restricted funds	214	78	(124)	168
	382	383	(686)	549

Other restricted funds comprise a number of funds, each of which are immaterial for disclosure purposes but further details are available on request.

The restricted funds are held for the following purposes:

The National Lottery Community Fund – *#iWill Fund* – The *#iWill* fund is an initiative of The National Lottery Community fund, the Department for Digital, Culture, Media and Sport funded by the National Lottery Community Fund and the Cabinet Office. Match funding from the *#iWill* fund will allow the National Deaf Children's Society to support deaf young people reach their full potential and close the gap on their hearing counterparts.

Department for Communities Northern Ireland – Sign Language Partnership Group – a grant to support the Family Sign Online project for 2022/23. This is a model of remote delivery in NI in that we will provide a mostly online programme to increase the use of and awareness of British Sign Language (BSL) as a family-friendly, inclusive means of communicating with deaf children and young people.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2022

13 Restricted funds (continued)

Scottish Government – Managed Clinical Networks – grant funding contributes towards salary costs of a Managed Clinical Network (MCN) Manager and Local Groups Coordinator to explore the viability of a Children's Hearing Managed Clinical network via multi-agency partners; and to build capacity within local groups and Children's Hearing Services Working Groups (CHSWGs) to support ongoing local sensory impairment work. The National Deaf Children's Society has passed the remaining funding to the Hearing Impairment Network for Children and Young People which began operation in autumn 2019.

Scottish Government CYPFEIF and ALEC Fund – Children Young People and Families Early Intervention Fund – grant contributes towards infrastructure costs of the National Deaf Children's Society Scotland to ensure deaf children, young people and their families have access to high quality services and support that address the attainment gap and improve life outcomes for deaf children.

Scottish Government Equalities Funding – Equality Funding, Sign of the Future – grant funding contributes towards the costs of delivering our Sign of the Future project to support families in developing effective communication and language skills with their deaf child. The Scottish Government has agreed that the National Deaf Children's Society can use the remaining funding to deliver Family Sign Language Level 2 and create signed vocabulary videos.

Scottish Government Promoting Equality and Cohesion Fund (PECF) 2016 – 2017 – grant funding contributes towards costs of our BSL Act Partnership project to youth and parent participation and inform delivery of the British Sign Language (BSL) Act in Scotland.

Deaf Child Worldwide is the international arm of the National Deaf Children's Society. Supporter income and other donations are generated for Deaf Child Worldwide specifically and this is used to fund a sustainable international programme.

Dr A Evans Trust Fund – funding provides for costs associated with the delivery of Family Sign Language training in Wales.

Eveson Charitable Trust – a grant to support our Helpline, Advice and Guidance Officers and Appeals Specialists across the West Midlands.

Garfield Weston Foundation – a grant to support deaf children and young people through the work of our Positive Futures Programme. Positive Futures helps young people navigate the road to become happy, independent adults. From digital workshops, mentoring, recreational activities and activism, we support young people to discover their ambition, make friends and find their voice as they transition to adulthood.

Estate of David Griffith – bequest applied to activities in North Wales, in accordance with the terms of the legacy.

Ovingdean Hall Foundation – a grant to help the Young Inspectors break down communication barriers for thousands of deaf children and young people online and set a precedent for a more inclusive digital world.

The P F Charitable Trust – funding contributes to the purchase of software for a project to research the impact that radio aids have on language development in pre-school deaf children.

Richard Lumley Charitable Trust – Active and Ready to Learn project in Wales to support the development of communication and language skills to help increase the provision and support for deaf babies and young children.

The Robertson Trust – funding contributes to salary costs for the children and family support officers supporting deaf children and young people and their families living in North East Scotland.

Scottish Power Foundation – grant funding towards costs of delivering Roadshow workshops and outreach sessions to deaf children and young people and their hearing peers.

Estate of Sylvia Whitby – bequest to be applied to a variety of activities in Bristol and the surrounding area, in accordance with the terms of the legacy.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2022

14 Movement on unrestricted funds

	Fixed asset reserve £000s	General funds £000s	Total Unrestricted funds £000s
Balance at 1 April 2021	55	16,001	16,056
Income	-	25,003	25,003
Expenditure	(18)	(27,178)	(27,196)
Gains on investments	-	268	268
Balance at 31 March 2022	37	14,094	14,131

15 Analysis of group net assets between funds at 31 March 2022

	Unrestricted funds £000s	Fixed asset funds £000s	Restricted funds £000s	Total funds £000s
Intangible and tangible fixed assets	-	37	-	37
Investments	5,112	-	-	5,112
Current assets	11,455	-	549	12,004
Current liabilities	(2,473)	-	-	(2,473)
	<u>14,094</u>	<u>37</u>	<u>549</u>	<u>14,680</u>

16 Parent undertaking's income and expenditure

As permitted by Section 408 of the Companies Act 2006, the income and expenditure account of the parent undertaking is not presented as part of these accounts. The consolidated Income and Expenditure Account includes a deficit of £2,165,285 (2021: surplus of £8,829,361) which is dealt with in the accounts of the parent undertaking.

17 Share capital

The National Deaf Children's Society is a company limited by guarantee and has no share capital. Every member of the company guarantees to contribute a maximum of £1 on winding up, including up to one year after ceasing to be a member.

18 Financial commitments

The future minimum payments under non-cancellable operating leases are payable as follows:

	2022 £000s	2021 £000s
Within one year	761	777
Between two and five years	1,533	1,530
After five years	-	763
	<u>2,294</u>	<u>3,885</u>

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2022

19 Capital and other commitments

At 31 March 2022 there were no capital commitments (2021: none).

20 Related party transactions

Expenses paid to trustees in their capacity as directors of the charity are disclosed in Note 6 to the accounts. Transactions with subsidiaries and the joint ventures are disclosed in Notes 3 and 4. One of the trustees, Jan Rutherford is a Partner of Scottish Equity Partners LLP, *which is the manager of the SEP IV LP fund* which held a significant shareholding in Purepromoter Ltd up until November 2021. The National Deaf Children's Society spent £12,991 with Purepromoter Ltd (Trading as Pure 360) for marketing purposes during 2021/22.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2022

The following pages represent comparative figures for the year ended 31 March 2021, in accordance with paragraph 2.29 of the SORP.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2022

21 Comparative SOFA

Income and expenditure	Unrestricted funds £000s	Restricted funds £000s	Total 2021 £000s
<u>Income and endowments from:</u>			
Donations and legacies			
Regular donations and subscriptions from individuals	21,473	262	21,735
Legacy income	1,077	10	1,087
Other donations and gifts	834	285	1,119
	23,384	557	23,941
Charitable activities	178	389	567
Other trading activities	82	-	82
Investments	200	-	200
Other income	561	-	561
Total	24,405	946	25,351
Share of net gain in joint venture	24	-	24
Total	24,429	946	25,375
<u>Expenditure on:</u>			
Raising funds	4,756	-	4,756
Charitable activities:			
Overcoming barriers in local and national services	5,493	287	5,780
Overcoming barriers in the early years	2,386	276	2,662
Overcoming barriers to independence	2,424	212	2,636
Other charitable activities	1,490	106	1,596
Total charitable activities	11,793	881	12,674
Net share of loss in joint venture	-	-	-
Total	16,549	881	17,430
Net gain on investments	908	-	908
Net income/(expenditure)	8,788	65	8,853
Transfer of funds	-	-	-
Net income/(expenditure)	8,788	65	8,853
Fund balances brought forward	7,268	317	7,585
Fund balances carried forward	16,056	382	16,438

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2022

22 Comparative restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations, gifts and grants to be applied for restricted purposes.

	Balance at 1 April 2020 £000s	Income £000s	Expenditure £000s	Balance at 31 March 2021 £000s
National Lottery Community Fund (England) – <i>Coronavirus Community Support Fund</i>	-	173	(173)	-
Dept. for Communities Northern Ireland – <i>Sign Language Covid-19 Support Funding</i>	-	28	(28)	-
Dept. for Communities Northern Ireland – Sign Language Partnership Group – <i>Family Sign Online</i>	-	18	(18)	-
Dept. for Communities Northern Ireland, Signed Partnership Group – <i>Signs for the Future Twenty Twenty</i>	11	-	(11)	-
Scottish Government – <i>Managed Clinical Networks</i>	18	-	(10)	8
Scottish Government – <i>CYPFEIF & ALEC</i>	-	98	(98)	-
Scottish Government – <i>Equality Funding, Sign of the Future</i>	11	-	(10)	1
Scottish Government – <i>PECF, Deaf Sector Partnership</i>	27	38	(33)	32
Careers & Enterprise Company – <i>My Future: Careers Guidance</i>	-	33	(33)	-
	67	388	(414)	41
Barclays – 100x100k UK Covid-19 Community Relief Funding	-	100	(100)	-
Deaf Child Worldwide	-	263	(263)	-
Dr A Evans Trust Fund	42	-	-	42
Estate of David Griffith	41	-	(38)	3
The P F Charitable Trust	10	-	-	10
Richard Lumley Charitable Trust	4	-	(1)	3
The Robertson Trust	11	-	(11)	-
ScottishPower Foundation	5	-	(5)	-
Legacy for work in Bristol and the surrounding area	69	-	-	69
Other restricted funds	68	195	(49)	214
	317	946	(881)	382

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2022

23 Comparative movement on unrestricted funds

	Fixed asset reserve £000s	General Funds £000s	Total Unrestricted funds £000s
Balance at 1 April 2020	53	7,215	7,268
Income	-	24,429	24,429
Expenditure	2	(16,551)	(16,549)
Gains on investments	-	908	908
Balances at 31 March 2021	55	16,001	16,056

24 Comparative analysis of group net assets between funds at 31 March 2021

	Unrestricted funds £000s	Fixed asset funds £000s	Restricted funds £000s	Total funds £000s
Intangible and tangible fixed assets	-	55	-	55
Investments	4,772	-	-	4,772
Current assets	12,520	-	382	12,902
Current liabilities	(1,291)	-	-	(1,291)
	16,001	55	382	16,438

Accounts

Charity Number (England & Wales): 1016532

Charity Number (Scotland): SC040779

Company number: 02752456

THE NATIONAL DEAF CHILDREN'S SOCIETY
(A company limited by guarantee)

REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED

31 March 2021

The National Deaf Children's Society
Annual Report and Financial Statements
for the year ended 31 March 2021

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The National Deaf Children's Society
Report of the Directors
for the year ended 31 March 2021

Board of Directors

Tim Polack	(Chair)
Dominic Holton	(Vice Chair)
Helen Selwood	(Treasurer)
Sheila McKenzie	(Deputy Treasurer)
Suzanne Beese	
Katherine Binns	
Lynn Gadd	
Altaf Kassam	
Damian Proctor	
Jennie Rayson	
Jan Rutherford	
Lorraine Wapling	

Chief Executive

Susan Daniels OBE

Auditor

Crowe U.K. LLP, 55 Ludgate Hill, London EC4M 7JW

Solicitors

Bates Wells London LLP, 10 Queen Street Place, London EC4R 1BE

Bankers

National Westminster Bank plc, 46 Notting Hill Gate, London W11 3HZ

Principal and registered office

Ground Floor South, Castle House, 37–45 Paul Street, London EC2A 4LS

Charity number (England and Wales)

1016532

Charity number (Scotland)

SC040779

Company number

02752456

The National Deaf Children's Society

Report of the Directors

for the year ended 31 March 2021

The trustees (who are the directors) of the National Deaf Children's Society have pleasure in presenting their report and financial statements for the year ended 31 March 2021.

The financial statements have been prepared in accordance with the accounting policies set out in the notes to the accounts, and comply with the charity's governing document, the Charities Act 2011, and Accounting and Reporting by Charities: Statement of Recommended Practice, applicable to charities preparing their accounts in accordance with the Financial Reporting Standard, applicable in the UK and Republic of Ireland, published on 16 July 2014.

The charity is registered with the Charity Commission, under registration number 1016532, and with the Office of the Scottish Charity Regulator, under number SC040779. It is a company limited by guarantee.

We operate in England, Northern Ireland, Scotland, Wales and the Channel Islands, and we are developing our international work through partners in South Asia and East Africa. Details of trustees and the Chief Executive who served during the year are set out on page 23.

Our aims and objectives

Objectives

The charity's objectives are to further the education of and to relieve the needs of deaf children.

Vision

Our vision is a world without barriers for every deaf child.

Charitable aims

Our mission is that together we will overcome the social and educational barriers that hold deaf children back. We are focused on overcoming barriers:

- in local and national services
- in language and communication
- to independence.

Public benefit

The achievement of these long-term aims drives our objectives and activity programme. We review our aims, objectives and activities annually. As part of that process, we consider the outputs of our activities, assess the benefit of those outputs to the lives of deaf children, and develop future objectives to make sure that our work continues to deliver the most benefit against our charitable aims.

The following section contains more information on the way our work has benefited deaf children and their families over the last 12 months, measured against objectives set at the beginning of the year.

From February 2020 onwards, all our activities were increasingly affected by the COVID-19 pandemic. The impact of this, and how we responded to it and adapted our work, so that we could continue to deliver our charitable aims, is included under each heading in the following report.

The trustees confirm that they have complied with the duty in section 17 of the Charities Act 2011 to have due regard to the Charity Commission's general guidance on public benefit.

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Strategic report

Our mission is to overcome the social and educational barriers that hold deaf children back, and our ambition is that by 2030 no deaf child will be left behind.

This year marked the fourth year of our 2017 to 2022 strategy. Taking into consideration that the COVID-19 global pandemic started to impact the UK from February 2020, we worked quickly to revise our plans and targets for 2020/21 early in the year. We adopted a more flexible approach, using a clear set of regularly reviewed planning assumptions, to help us adapt to the situation as it evolved, including the risk of multiple waves and local lockdowns. We considered our use of the furlough scheme when assessing our capacity to deliver our work, and we ensured that learning from the situation was used to shape our work throughout 2020/21 and beyond.

Our existing strategy and our three strategic areas were still appropriate in the 2020/21 year, despite the global pandemic. These areas are:

- local and national services
- language and communication
- independence.

Within these strategic areas, we repositioned much of our campaigning to react to possible COVID-19 developments which may have had a particularly negative impact on deaf children and young people. We also accelerated plans to deliver more of our services online, building on pilots in 2019/20. We have extended and refreshed our current five-year strategy by an additional year to give us more time to develop our next strategy. Our work throughout the year, and our impact and reach, can be seen in the following sections.

Area of focus A: Overcoming barriers in local and national services

We will refocus and increase our reactive influencing and campaigning to advocate for the rights and needs of deaf children and young people at this time, particularly with regard to education and audiology.

Measure: Our evidence of the extent we have influenced, in order that the rights of deaf children and young people are upheld and their needs are met in the current situation and as services recover.

Reactive influencing and campaigning for the rights and needs of deaf children and young people

During 2020/21 we collected and submitted evidence to parliamentary committees and groups such as the All-Party Parliamentary Groups across the UK, to highlight the needs of deaf children and young people. This included video evidence, direct evidence from young people, and evidence responding to consultations. In England, our evidence was mentioned in the Education Committee and the Women and Equalities Committee. In Wales, there are references to deafness consistently in Welsh Government guidance to schools, with our materials now available on the Welsh Government's education platform. In Northern Ireland, the committee took forward nine actions from our evidence. There was also a motion debated in the Northern Assembly in September 2020 on the impact of COVID-19 on identification and intervention of deaf children.

A large part of our reactive campaigning due to COVID-19 was around face masks. This is because no matter what communication method they use, deaf children face challenges with communication and isolation when unable to lipread. From the early stages of face masks being introduced, we pushed for

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clear masks, to support the communication, education and wellbeing needs of deaf children and young people. The Women's and Equalities Committee published a report which included a recommendation on clear face masks – likely a result of our evidence. The committee also had a positive response from the Government who stated that, "When we find out which clear face masks work best, we will buy them for the Health and Social Care teams that need them". We participated in the Department of Health and Social Care (DHSC) Transparent Mask Stakeholder meetings looking at procurement and longer-term use in the NHS. In Q3, DHSC purchased 250,000 clear face masks. Further trials are underway on new face masks, and we continue to work with the NHS Supply Chain PPE group on trialling other designs in the NHS. We have been involved in this group since the beginning and are regularly invited to provide input, highlighting the needs of deaf children. We also continue to update our blog on clear masks and coverings so that families and professionals have the information they need. During the year, our blog *Clear Face Masks and Face Coverings – Where to buy and what to look for* had over 9,400 unique page views.

The return to school after lockdown saw the use of face masks in classrooms across the UK. In England, we worked to ensure the initial Department for Education (DfE) guidance on the use of face masks was amended to include face shields/visors as an alternative to exemption. After our influence, it now sets out reasonable adjustments, mentioning impact on "those who rely on visual signals for communication", and stressing the need to discuss it with the young person and family. (After year end, in May 2021, the wording in their guidance was further improved.) We supported one of our Young People's Advisory Board members, Dinah, with her petition about face masks in school, and this was signed by over 35,000 campaigners at year end (and more after year end). In addition, three MPs tabled a series of Parliamentary Questions regarding DfE Guidance on face coverings, and 23 questions on face masks were asked by seven MPs. In the devolved nations, our work on face masks led to guidance from governments, including references to deaf children, drawing heavily from the information we provided.

Education

We have undertaken work UK-wide to ensure that deaf children and young people were supported with schools reopening in autumn after the lockdown, and our return to school survey was used to brief the Department for Education, Ofsted, key stakeholders in the devolved nations, the National Sensory Impairment Partnership (NatSIP) and the British Association of Teachers of the Deaf (BATOD). We developed resources for both professionals and parents to ensure deaf children continued to receive the specialist support they need. With BATOD and NatSIP, we also produced an open letter to all schools. We received positive feedback from parents and professionals on the resources we developed. We also successfully influenced Ofsted with our local insight reports on responses to the COVID-19 situation.

We adapted our face-to-face Roadshow offer into a series of digital workshops to support education. Despite school closures at points in the year, we managed to reach over 2,540 people through our digital Roadshow – including deaf children and young people, their hearing peers, parents, and professionals. The feedback has been positive, with at least one positive outcome reported for all those who fed back, and with many schools booking more sessions after having initial ones.

We fed back to Ofqual on their proposals for exams in 2021, and Ofqual will now require Heads of Centre to consult with 'specialists' and Special Educational Needs Coordinators in the grading of disabled students. This is an improvement on the 2020 exams, when it was only 'recommended'. We also influenced T-levels, pushing for flexibility for deaf British Sign Language (BSL) users. As a result, deaf young people who use BSL will not have to meet the requirement to pass English at GCSE standard for the new T-level qualification. Instead, they can achieve the Level 2 BSL certificate.

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Due to the Government focus being changed by COVID-19, some other elements of our national planned influencing work in education have been delayed, for example to influence the forthcoming SEND review and the BSL GCSE in England. In Wales, we continued work on the Welsh Additional Learning Needs (ALN) reforms. Significant influencing has been undertaken throughout the year and the ALN Code laid before parliament included changes we had requested, with several references to deafness throughout the final Code. In Northern Ireland we held some focus groups on the new Special Educational Needs (SEN) Framework and pushed for better disaggregation of data to support better planning for deaf children.

Local policy and campaigning successes in education include the Wirral, where our action on the potential closure of a resource base has led to the Council now agreeing to support the base financially; and Barnet, where our action on a significant threat to Teacher of the Deaf numbers has led to a commitment from the Council to arrange cover and for permanent recruitment to commence. In Tower Hamlets, we challenged significant budget and staffing cuts through local campaigning, supporting parents and contacting local MPs. It has since been confirmed that a total of six posts have been added back into the structure. In Kent, they have agreed to undertake a consultation with parents and are including co-production in the review of their services. Several local authorities have been impacted by COVID-19. We continue to collect evidence on planned local SEND reviews so we can ensure the views and needs of deaf pupils and their families are taken into consideration.

Children's Hearing Services

Over the past year we have continued to engage with key professionals, consortia, groups and organisations across the UK. With COVID-19 having a large impact on services, we worked with the British Academy of Audiology on guidance for remote services and prioritisation for children's services (which has reached across the sector), and contributed to the *Rapid Review into Paediatric Audiology* in England, with follow-up meetings to ensure that our asks are implemented by NHS England. We provided a response to the Newborn Hearing Screening Programme Quality Standards consultation, and worked with them on a new animation encouraging parents to take their baby for diagnostic audiology appointments. Together with two deaf young people, we met with and contributed to the review of BSL Interpretation services during COVID-19.

In Northern Ireland, we were appointed to a Public Health Agency working group on access to health services for deaf children and young people during the pandemic. In Wales, we participated in the Newborn Hearing Screening Wales Quality Assurance Group. Paediatric audiology audits – which we normally contribute to – were delayed by COVID-19, but we expect them to restart in autumn 2021.

We work with Children's Hearing Services Working Groups (CHSWGs) – groups where professionals from Children's Hearing Services from different organisations come together. At the start of the first lockdown, we encouraged CHSWGs to meet virtually, and, despite lockdown, we have participated in meetings for all 115 CHSWGs during the year. Work to encourage parent representation continues. We have run four Parents as Partners workshops reaching 56 parents, and we have 10 parents who have joined/said they will be joining a CHSWG after attending our workshop. We are actively encouraging CHSWGs to become more strategic, and in autumn 2020 we shared an action plan template to add structure to meetings. Through participating in CHSWGs, we are working to improve multi-agency working, including sharing Local Authority (LA) education information. We have reduced the number of inactive CHSWGs from 12 to three, and 56 CHSWGs have initiated work on action plans.

Social care

Whilst our work in this area remains small in comparison to education and Children's Hearing Services, we have worked on some key projects this year aimed at influencing practice. We finalised and

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published a social care Early Help tool, for services to consider deaf children's and their family's needs. This is now available to download, and, as a result of the tool, we are working with local councils who have asked for help, highlighting areas of concern. With the National Working Group on Safeguarding Disabled Children (which we co-chair) we worked on an audit tool to help councils consider the needs of deaf and disabled children, which is currently being trialled in Hertfordshire. As a result of this co-chairing role, we received a request from the NSPCC for bespoke training on safeguarding deaf and disabled children, which we delivered to 50 participants with positive feedback. We are also advising sensory education professionals in Hull and Manchester on referrals into children's social care.

In Northern Ireland, a small amount of funding has been allocated to support the development of specialist Deaf Child and Adolescent Mental Health Services (DCAMHS) and the work of a Task and Finish Group, on which we sit, has started. In England, we aim to build a provider collaborative proposition with DCAMHS, in partnership with SignHealth, Sense and Kooth, as a comprehensive Tier1–3 England-wide offer for deaf children, parents and schools. An initial proposal has gone to NHS England and we are waiting to hear their response.

Supporting families to access and influence services

We have continued to provide information, support and advice to families around education issues, Children's Hearing Services and social care, where possible supporting parents through workshops and events which have led to positive outcomes. Throughout the year we have also continued to provide up to date information to families on changes to Special Education Needs and Disabilities (SEND) laws in each country.

Did we succeed in this objective?

Yes. In an incredibly challenging year, we have worked hard to ensure that the rights and needs of deaf children and young people have been kept on the agenda. Our work has ensured deaf awareness around the use of face masks, and that schools have been considering the needs of their deaf pupils. We have been integral to providing audiology guidance for remote services and to supporting CHSWGs to run remotely during this period.

It remains to be seen what long-term impact COVID-19 will have on deaf children and young people and on the services which support them. It will also be important for us to be ready for when the Government begins to address issues they had put on pause due to COVID-19, such as the SEND review and the BSL GCSE in England.

Area of focus B: Overcoming barriers in language and communication

We will help families to support the language and communication skills of their deaf child, particularly focusing on the home environment and home learning, and we will focus on understanding the impact of late diagnosis and support.

Measure: Parents have increased ability to communicate with their deaf child and report their child is more confident in communicating.

We pivoted early in Q1 of 2020/21 to deliver our family events online, which provided a wide range of support, information, peer connections and child-focused activities. We held 104 online events in total, reaching 2,194 attendees from across the four nations, with 99% of those who gave us feedback saying they had achieved at least one positive outcome. We had more than five times as many event attendees

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as in 2019/20, and there were improvements to numbers of Black, Asian, and other ethnic group families, and families from more deprived areas, compared to our face-to-face events.

Fourteen of our events were home learning and education online sessions for families with children of various ages, and these reached 241 attendees. We observed a real need for this during lockdown, and we adapted and developed sessions in response to the changing learning situation throughout the pandemic. Dedicated early years sessions, with a focus on early learning, and language and communication development, have been delivered, for example Baby and Toddler sessions, Sensory Play, and Sleep.

At the start of the year, we launched a series of sequential Family Sign Language (FSL) videos on YouTube (with versions for each of the four nations to cover national variations in signing). They had high engagement, with nearly 8,000 views in the first month, and over 29,000 views across the year. We also swiftly moved our FSL courses to online delivery, where priority families across all four nations were given one-to-one tutor support. Overall, 53 courses were delivered to families with over 200 people reached, and 100% reporting positive outcomes linking to communication. We now also have a commissionable FSL offer.

During the year we developed and delivered Success from the Start – an online developmental resource for families of deaf children aged 0 to 3 and specialist early years professionals. This included delivery of training to 61 professionals in England, and 50 attendees at the National Sensory Impairment Partnership working day. Feedback throughout has been positive, and workshops have been oversubscribed. The resource has been downloaded over 300 times.

We developed and updated blogs and resources for parents and professionals, providing the latest information and across all four nations. Resources include *Top Tips for Learning at Home With Your Child* (over 1,400 unique page views), *Deaf Friendly Remote Learning: A checklist for teachers* (over 2,500 unique page views), and *How to Make Your Resources Accessible to Deaf Children and Young People* (around 500 unique page views). We also continued to provide and participate in webinars including delivering a webinar on Making Webinars Accessible to Deaf Learners, on behalf of the Education and Training Foundation, with 120 professionals registered.

Improving the accessibility of home learning materials became important during the pandemic. During the year we conducted and shared an audit of Department for Education (DfE) resources, raised accessibility with governments across the UK, the BBC, and the Oak National Academy, found volunteers to help subtitle the Oak National Academy online lessons and assemblies and, with young people, created accessibility guidelines. Our work in partnership with the Oak National Academy was particularly impactful, with their video lessons going from 0% subtitled to 100% subtitled. Oak Academy has around 220,000 users accessing it every day. (Not all these children will be deaf, but there is easily accessible content for those who are.)

The evidence we gave to the Education Select Committee in England also led to the Chair writing to the Minister of State about accessible remote learning. We developed and published a series of blogs, information pages, and tutorial and demonstration videos to contextualise assistive technology for home learning and working. Vicky Ford MP (Parliamentary Under-Secretary of State for Children and Families at the DfE) responded to our letters stating that our accessibility checklist was shared with their regional SEND advisers and that as part of their work reviewing 'Get help with remote education', they "will include the link to this guidance as an option for consideration". Working with a parent campaigner we also met with Developing Experts, an online education provider, who agreed to 100% subtitling. In Northern Ireland, we lobbied for guidance on the accessibility of home learning materials for deaf

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children, which the Education Authority published. Overall, we have achieved much greater awareness of accessibility of home learning resources.

Technology can have a large impact on a deaf child or young person's communication, however due to COVID-19, our Technology Test Drive and our Borrow to Buy technology loan services have been mainly on hold. Despite this, we continued to actively monitor radio aid policies and procedures across the nations, challenging cases at a local level across the UK. During lockdowns we produced information for families, professionals and schools about COVID-19-secure use of radio aids. We also worked to influence governments on the provision of radio aids for home use, especially on the return to school post-COVID-19. In Northern Ireland, as lockdown began, radio aids were provided for home use following our advice.

Early in the year, we developed a briefing on the impact of late diagnosis and delayed support due to COVID-19. Practice examples were collated with evidence from local authorities, specialist education services and special schools/colleges across England on how they have been supporting deaf children since the COVID-19 lockdown. These were used in a briefing which was shared with DfE and Ofsted.

Did we succeed in this objective?

Yes. Our work to swiftly move our events online, and to make our sign language courses available online and/or thorough videos have supported parents with developing their children's language and communication skills. Our work on the home learning environment has also been key, with our focus on highlighting the importance of accessibility benefiting children across the UK. In our annual Deaf Children Today survey, parents rated happiness with how they and their child communicate in everyday situations, from 0 (not at all happy) to 10 (very happy). The average was 7.30 out of 10, continuing fairly in line with the 2020 survey average of 7.35, despite the pandemic.

Area of focus C: Overcoming barriers to independence

We will support deaf children and young people by developing digital support, including opportunities for them to connect with each other, and information and support related to careers, transitions, and independence.

Measure: The take-up and feedback on these activities, including evidence of how they support independence.

We spent some time after the pandemic hit adapting our events for deaf children and young people. We delivered 19 digital events from Q2 onwards, based on six themes: cooking, sport, quizzes, mental health, creative arts and skills-based with activities such as yoga, vlogging and filmmaking skills. These were attended by 106 deaf young people from across the UK, which is 44% of those reached with face-to-face youth activities in the previous year. 100% of those who fed back to us said they achieved a positive outcome. We also piloted a Pen-Pals service from Q1, and this proved to be popular with deaf children and young people, reaching 228 throughout the year. 98% of those who fed back to us said they achieved a positive outcome.

As well as online events, we have also been working on our online information and support. We progressed work throughout the year on re-developing our website for deaf children and young people – the Buzz. All content was written in English and BSL, and over 130 deaf children and young people fed into the Buzz project over the year. (The Buzz launched after year end in April 2021, along with our new

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young people's sub-brand.) We developed and piloted an 'And You' series of webinars – to deliver information to deaf children and young people, with topics such as Access to Work, technology, benefits, and deaf role models. The number of young people engaging with the webinars was up to 70 a month at its highest point – either attending the live session or watching the recording. All young people reported that they had found the sessions useful, and either learnt something new or felt more confident in that topic.

Despite COVID-19 affecting our Deaf Works Everywhere careers campaign (launched the previous financial year), we have been continuing to make progress in several areas over the year, for example, we organised a broad coalition of disability and youth unemployment organisations to lobby Government to include specific support for disabled young people in the Plan for Jobs. We also met with Justin Tomlinson MP, Minister of State at the Department for Work and Pensions. This all led to a dedicated working group being set up as part of the Youth Employment Group, and engagement with the Disability Unit in Cabinet Office. Jointly, with Leonard Cheshire, we co-chair the new disability sub-group within the Youth Employment Group. We also met with the Shadow Minister for the Cabinet Office who agreed to write to the Employment Minister about access to Kickstart, and we secured significant improvements in the Northern Ireland rollout of the scheme (JobStart).

We submitted our Deaf Works Everywhere campaign video to the Drum content awards and won the award for Best Charity Content Marketing Campaign, when it was referred to as “powerful” and “inspiring”. We also received our first annual report from our post-16 research, READY. This cohort study has provided some very valuable evidence in the areas of social networks, health, wellbeing, communication and education for deaf young people – and how these elements link together and support independence.

We completed our work on the funded Careers & Enterprise Company project, having shifted our tailored, deaf-specific careers advice sessions to be online. During the project, we reached 160 deaf young people, and with increased knowledge and aspirations, 91% said they were more likely to apply for support after they leave school. We also completed an extension project for home learners/those who dropped out of education. Linked to this, we created, tested, and launched our Deaf Works Everywhere Toolkit in Q4, with an e-learning module to support it. By the end of Q4, the toolkit had been downloaded by 175 people covering 87 Local Authorities. Twenty-eight external professionals had accessed the module. There was a 50-percentage-point increase in delegates rating themselves as confident in supporting deaf young people with their careers opportunities post training. 89% said they felt confident they could apply what they learned. We developed a Deaf Awareness for Careers Advisors Wales e-learning module. 130 Careers Advisors completed the module, with 100% saying it was valuable to their role, and Careers Wales has now made it mandatory for all new Careers Advisors. We also adapted our Accessibility in the Workplace training to be deliverable over a digital platform – we trialled this and have delivered the training to 12 organisations reaching 46 professionals, with positive feedback. We were also invited to join a Disabled Student Stakeholder Group looking at reviewing the procurement model for the supply of the Disabled Students' Allowance.

Did we succeed in this objective?

Yes. Despite COVID-19, we created many opportunities for deaf young people to increase their independence, connect with each other and access careers-related information and support. We also managed to progress some of our policy and campaigning work through new opportunities which arose because of the Government response to COVID-19. Although our Deaf Children Today survey shows careers advice provision is still patchy, it also shows we can be quite confident that parents' aspirations for their children's future career seem to have remained stable, despite the pandemic.

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We will continue to develop our online offer for deaf young people going forward, and we plan to pick up our work with the possible partnerships that we've started developing, for example, for volunteering opportunities and work experience placements for deaf young people.

Scotland

Overcoming barriers in local and national services

In Scotland, we were invited to join the Scottish Government's Children and Families COVID-19 Response Working Group focusing on early years/under 5s. The pace of change in responding to the pandemic can mean government focus changes, and some of the work we have undertaken has been superseded by events such as the exam position paper, blended learning in Scotland and drafting a submission to the Comprehensive Spending Review.

With face masks work, we provided guidance, promoted our position paper, and worked to influence guidance on face coverings in education. Our work on face masks and accessibility during COVID-19 has raised our profile with civil servants and helped develop relationships further. In Scotland, government guidance links to our blogs, referring to reasonable adjustments and clear face masks.

We continued to tailor our online support for professionals during lockdown. This included the development of new e-learning opportunities and online support for health visitors to increase deaf awareness.

Due to government focus being changed by COVID-19, many other elements of our planned influencing work in education have been delayed, for example the Additional Support Needs (ASN) review and BSL Act work in Scotland.

We have been regularly participating in the Hearing Impairment Network for Children and Young People and asked to chair sub-groups. We are also developing work to evidence need for Deaf Child and Adolescent Mental Health Services in Scotland.

Overcoming barriers in language and communication

Of families attending our online events, 143 were from Scotland, and of families attending our online Family Sign Language courses, 53 people were from Scotland.

We worked with partners to produce the *BSL Act National Progress Report*. The report identified good practice and highlighted areas for improvement. A summary report (including BSL translation) for parents/carers was published. We also increased our capacity to support young people, families and professionals to help implement commitments under the BSL Act.

During the year we developed and delivered *Success from the Start* – an online developmental resource for families of deaf children aged 0 to 3 and specialist early years professionals. We delivered *Success from the Start* in Scotland, with two sessions to the Scottish Sensory Consortium and 90 attendees. Feedback throughout has been positive and workshops have been oversubscribed.

Overcoming barriers to independence

We continued to help prepare deaf children and young people in Scotland for adulthood. Our research helped to identify the impact of COVID-19 on deaf young people, and findings were key in developing

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campaign plans in Scotland. We used a variety of online initiatives to support and connect deaf children and young people during the pandemic, for example, our Pen-Pals project.

We sit on the Social Security Scotland External Equalities Network and have been attending meetings feeding in on how equalities can be mainstreamed within the new system. Plans for the Scottish Government to take full responsibility for disability benefits have been delayed due to COVID-19 until at least summer 2021.

International

We will continue to work with partners in East Africa and South Asia, supporting deaf children internationally in our three strategic areas of focus. We will prioritise ensuring that those we support through our partners have access to appropriate health messaging, and will continue to increase our profile and develop our international role as an expert trainer.

In our international work through Deaf Child Worldwide (DCW), we continued to support our partners in South Asia and East Africa, with ten partners having focused on providing education and communication support to deaf children and young people and their families. The support provided evolved throughout the pandemic, with our partners continuing to reach beneficiaries over the year as much as possible, even if not always face-to-face. In Q4, we had our highest reach of the year: 986 parents/family members were supported, 1,004 deaf children and young people were reached, 375 peers and 684 professionals were reached. Thirty-five parents' groups were supported, though intermittently due to COVID-19 restrictions. In Q4, 209 parents and Community Resource parents were trained, the highest in the year.

From the beginning of the pandemic, with no travel possible, we have been adapting to delivering our international work remotely. We have re-developed our training, with a focus on blended learning, using a combination of e-learning and Zoom sessions. In Q3, we developed Deaf Awareness training for online delivery, which was trialled in partnership with Basic Needs India. Following this, nine new DCW consultants in India were trained remotely as an induction, using the blended learning approach. In Q4, the East Africa Senior Lead Trainer team delivered Deaf Awareness online sessions and one face-to-face session in Nairobi (where COVID-19 restrictions were more relaxed at the time) to 14 partner staff, using the manuals as the basis of workshops. In turn, partner staff trained 10 facilitators and trainers to improve the quality of their training for deaf young people. As a result, the facilitators reviewed their content to make it more accessible for the young people to understand, using more participatory methods.

We have continued to strengthen our evidence base, closely monitoring learnings and insights from partners on the ground as COVID-19 hit and developed. We also did some thorough evaluations of projects, including an internal mid term review in Kenya and an end of project evaluation in Uganda. In addition, three internal reviews were conducted with six partners (of which four in Orissa are considered as one large programme). We have been testing new developmental evaluation and participatory evaluation methods, and embedding these into the new projects. We have been sharing the learning from our monitoring and evaluation work as widely as possible.

To support the work to increase our global profile, we launched the Deaf Child Worldwide *Unheard Children* report, on the experiences of deaf children in developing countries. The report, with its Foreword signed by Former UK Prime Minister, and the UN's Global Envoy on Global Education, Gordon

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Brown, was launched in an online webinar on 1 December, with 87 attendees, and further views on YouTube. Following on from this, 178 people registered for the first Unheard Children webinar (exploring the topic of language and communication) in March, and 90 people attended from 35 different countries, with a third of them based in the UK.

Did we succeed in this objective?

Yes. We have continued to work with partners in East Africa and South Asia, and despite COVID-19, have seen positive outcomes across our strategic areas of focus. We have also further developed our training and our profile, and have been strengthening our monitoring and evaluation work. New projects were paused but some extensions to existing projects were granted and were reviewed quarterly.

Underpinning activities

We will continue to develop the support we give to our members, providing them with information, support and advice, and will continue to protect the rights of deaf children and young people in line with our strategy. In particular, we will accelerate our digital offer, expand our user-generated content, increase opportunities for peer-to-peer support, and continue to grow our activism work. We are aware that a digital offer is not appropriate for all of our beneficiaries, and we will seek to reintroduce some limited face-to-face support later in the year, but only when it can be done safely.

We were joined by over 4,000 new members this year, with our cumulative membership (excluding supporter members) now sitting at around 97,000. Of these, around half are UK parents/carers. We believe we are reaching over 27,000 permanently deaf children and young people aged 0-25 across the UK, through at least one of their parents/carers being a member of the National Deaf Children's Society.

We have continued to provide information, advice and guidance to our members. We have provided tailored support through our advice and guidance services, with 3,290 initial contacts with our Helpline, and full casework support provided through 1,367 advice and guidance cases over the year. Satisfaction levels remain very high, with families consistently reporting more than a 95% satisfaction with our support. This is also the case for our casework outcomes, with very high levels of positive outcomes for deaf children, young people and their families. Families have been supported to take their cases to independent tribunals where there is merit, and we supported 237 families to appeal their case over the year, again with a very high success rate. We also supported families to apply for over £1.3 million of 'in year' benefits and over £5.2 million of 'full award' benefits, providing vital financial support to families during a difficult and challenging year. We have continued to focus on strategic casework which can impact policy and practice more widely.

We continued to provide information through our website, and through delivering our annual four editions of Families Magazine and 12 e-newsletters, with a steady rate of engagement. There have been many improvements made to the website this year, including improvements to navigation and our sign-up form (using user testing), creating a new Search Engine Optimisation strategy, and work on improving page speed. We have continued to increase the amount of user-generated content, such as our family blogs.

We believe that families being able to connect to other families with similar experiences plays a large part in the ability of members to self-support. After much scoping, development, and testing work, we successfully launched Your Community online forum at the end of July 2020, providing parents and other family members with a new way to connect with each other, share experiences and seek support. It already has around 500 members signed up. We also launched a new project – a parent-to-parent

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support scheme in Bristol, our first pilot area. Twelve referrals have been received from Q3 onwards and families are being supported by our trained parent volunteers.

We had 91 local groups at year-end, allowing an estimated 5,000 people to connect, and 140 online groups allowing an estimated 27,000 people to connect online. We have continued to be proactive in delivering remote support to local Deaf Children's Society groups throughout this difficult time. Alongside this, we are continuing to work with a range of emerging groups at different stages of development. We further developed our 'Connecting Families' model, and our new sub-brand for our 'Connecting Families' offer. This will provide a flexible response to the need to connect – enabling new types of local group support to grow and (importantly during such a difficult time for small charities) offering formal groups an option to 'step-down' but maintain support to families.

As a result of COVID-19 we have been unable to carry out any community engagement work and our focus shifted to the digital divide. We have made some progress towards supporting those experiencing digital poverty and exclusion, for example a new webpage to link families to support, grants and training, and our internal family engagement toolkit being created and updated extensively to include work around digital exclusion and research in this area. Staff also identified families who would benefit from tablets to assist with home schooling as part of the Vodafone Tech Appeal in partnership with Barnardo's, as part of the See, Hear, Respond project. Seventy free tablets and dongles have been distributed to families most in need in England.

We have continued to grow our activism work and have taken this approach throughout much of our campaigning. Our Young People's Advisory Board (YAB) has been instrumental in sharing its views to inform our work, including informing the National Rail's accessible travel approach and process, talking to Vicky Ford (MP) about inaccessible learning and partners who must improve accessibility, and feeding in their views and experience of COVID-19 to the SEND All-Party Parliamentary Group. The YAB also secured a slot interviewing MPs as part of My Life My Say Quarantine Question Time (Kier Starmer and Ed Davey) in front of over 2,000 young people. We also supported other organisations with consultations, including ChildLine, Coppafel, SignHealth, Thomas Polkington Trust and BBC Newsround. We are 364% above target for consultations with deaf children and young people across the year (727 young people aged 8 to 25).

We have also been increasingly positioning ourselves as experts through our professional training and consultancy work. We successfully delivered our Starting Out virtual early years conference in November 2020 – our first online conference. It sold out ahead of time, reaching 250 delegates, more than doubling our target. This was particularly impressive as we have struggled to attract professionals from early years settings in the past. 93% of respondents rated it as 'good' or 'excellent.' 85% of respondents said they intended to change practice, because of what they learnt on the day. We also delivered online training and developed new e-learning modules, broadening our total reach to professionals across the UK to 1,593 – nearly double compared to last year. We also piloted some free Live@4 webinars for professionals and reached 537 professionals across the UK through nine of these.

Did we succeed in this objective?

Yes. We have provided tailored information, support and advice to thousands of families of deaf children. We have grown our digital offer, moving all face-to-face events online and improving our online content. We successfully launched Your Community online forum for parents, increasing their ability to connect, and have continued to focus on activism as a key part of our campaigning work. We have also grown our reach of professionals through our online methods. We are conscious that there is more to do to ensure those impacted by the digital divide are being reached – our research suggests there has been little sector-wide progress on the digital divide and most organisations seem to be

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struggling with the best approaches. It has not yet been deemed safe to start delivering work face-to-face yet, but we are prepared for when it is.

Smarter working

We will continue to work more effectively and efficiently. In particular, we will prioritise the safety and wellbeing of our staff. Having proved that we can work at home effectively we will not reopen the offices until it is considered safe to do so, including consideration of employees' need to use public transport to get to work.

We surpassed our media reach target for the year with 296 million Opportunities to See, mainly due to the popularity of our face masks media work, which generated a fifth of media coverage for the year in one week. We established a new internal commissioning group to manage all information, training, and external communications, and to make sure our communications were accurate, up to date and sensitive. We also updated our brand guidelines and video guidelines.

We have also prioritised the importance of internal communications over the past year. Workplace by Facebook was rolled out to all staff in late March 2020, and it has proven to be an important channel. On average we had 198 Facebook Workplace accounts active on a monthly basis – around 85% of staff. In the Loop, our weekly newsletter, continues with a regular update on the most recent organisation-wide news as well as recognition of great work in the past week. A new initiative, Live@11, was implemented early on during the first lockdown, replacing the lunchtime seminars. Attendance has averaged around 80 people each session from around the country – a much better engagement rate than our previous lunchtime seminars and much more accessible to staff based across the UK.

We did regular pulse surveys to ensure staff had the opportunity to tell us how they felt and what support they needed, especially with COVID-19. We noted that areas for improvement were wellbeing, work-life balance and return to the office. In response, we facilitated some online 'jam' sessions to give managers an opportunity to discuss the outcome of the pulse surveys and raise any concerns/suggestions, re-designed an online wellbeing toolkit for staff, and provided support for staff wellbeing with a new Employee Assistance Provider which we frequently reminded staff they could access confidentially. We carried out the furlough process sensitively and in compliance with government guidance, successfully submitting our claims on a timely basis. Throughout the year, our staff have been amazing; embracing learning and innovation, and delivering projects cross-organisationally with speed and agility.

We shortened our planning cycle to be more reactive, including keeping planning assumptions and interim risk registers under review. We improved our approaches to understanding and reporting our context, trends, performance, and impact. We closely monitored the needs of our members, from campaign surveys, to insights and trends from our work, to our annual Deaf Children Today survey. A digital review from an external consultancy also helped us start thinking about how we could further capitalise on all we have been learning over the past year and increasing our digital offer even further in the future.

We made great progress with our safeguarding work this year, quickly adapting to support the shift to remote/digital offerings for our beneficiaries. This has meant ensuring all staff received training and support, and rolling out a new safeguarding recording system. Our health and safety work helped us manage new and different risks, and we have been preparing for when face-to-face service activity and working in offices returns. Having adapted quickly at the start of the year to ensure all staff were able to

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work remotely, this support continued throughout the year. Microsoft Teams was rolled out, our intranet was upgraded, and a new desk booking system has been setup for the offices for when we are able to return.

Did we succeed in this objective?

Yes. We have focused on ensuring our staff have been supported through the pandemic, and that they could work effectively from home, prioritising internal communications and feedback opportunities. We adapted swiftly to changes from the impact of COVID-19, ensuring we remain an effective and efficient organisation. At year end, it has not yet been deemed safe to start returning to offices, but we are prepared for when it is. (As of July 2021, we have started piloting a safe return to our London office, and we have plans to do the same for our other offices.) We are also exploring what the future of work might look like for us, embracing learnings from the pandemic.

Targets for 2021/22

Our mission is to overcome the social and educational barriers that hold deaf children back. Our ambition is that by 2030 no deaf child will be left behind. We have extended and refreshed our current 2017–2022 five-year strategy by an additional year to give us more time to develop our next strategy.

The changes to the three key areas of focus in the current strategy are:

- local and national services – this is the same
- language and communication – this has shifted to focus on the early years of a deaf child's life
- independence – this is the same.

Language and communication will continue to run as a theme throughout our work in all three areas.

We will focus on these areas for the year ahead. With the COVID-19 global pandemic continuing to affect the way we work, we will continue to keep a clear set of regularly reviewed planning assumptions, to help us adapt to the situation as it evolves, including regular risk register updates. Our plans and targets for 2021/22 take these into account:

Local and national services

> We will improve outcomes for deaf children and young people by making sure that services for them are available, accessible and of a high quality to meet their needs.

Measure: Evidence of our influence, so that the rights of deaf children and young people are upheld, and their needs are met, as services recover from COVID-19.

Early years

> We will help families to ensure their deaf child has the best possible start in life, particularly focusing on information, advice, access to Family Sign Language and peer-to-peer support.

Measure: Evidence of positive outcomes for families with children in the early years.

Independence

> We will support the development of deaf children's independence and preparation for adulthood, with a focus on post-16 transitions and entry into employment.

Measure: Evidence of positive outcomes for deaf young people in activities which link to independence.

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International

We will continue to work with partners in East Africa and South Asia, supporting deaf children internationally in our three strategic areas of focus. We will continue to increase our profile, build our evidence base and develop our international role as an expert trainer.

Underpinning activities

We will continue to develop the support we give to our members, providing them with information, advice and guidance. We will continue to build on our accelerated digital transformation from the previous year.

Smarter working

We will continue to improve the efficiency and effectiveness of our work, and will prioritise the safety and wellbeing of our staff.

Fundraising

Fundraising is essential to allow us to carry out our vital work to support deaf children, young people and their families. Trustees are grateful to the many individuals, companies, trusts and institutions who have supported our work over the year. Our fundraising is supervised in detail by the trustee Finance Audit and Risk sub-committee, with regular reporting to our full trustee board which receives copies of all fundraising mailings. We are active members of the Fundraising Regulator and of the Chartered Institute of Fundraising, and our staff engage widely across the sector to support measures to increase public trust and support.

As well as employing our own professional fundraising staff, we use specialist agency support to help to engage new supporters for our work. The standards we expect from agencies working on our behalf are formally agreed in advance, and include a requirement to abide by the Code of Fundraising Practice. We encourage all such agencies to be members of both the Chartered Institute of Fundraising and the Fundraising Regulator, and work closely with them to ensure they treat everyone they deal with courteously and professionally. We are particularly conscious of the need to take care when interacting with individuals who are, or may be, vulnerable, and we require all staff and agencies we work with to follow our Ethical Fundraising, and Fundraising and Vulnerable People policies. We also ensure that all fundraising agencies have their own Fundraising and Vulnerable People policy which is consistent with the requirements of our own. Fundraisers working on our behalf receive initial and regular ongoing training which ensures they are given detailed information about the work of the charity, understand the regulations governing professional fundraising, and are equipped with the skills necessary to fundraise responsibly and respectfully on our behalf.

As part of their scrutiny of our fundraising, trustees review annually the completed Charity Commission checklist *Charity Fundraising: A guide to trustee duties (CC20)*. We follow rigorous processes to ensure all complaints and allegations of fraud are recorded and investigated within strict timeframes by a designated staff member, and that any learning is documented and acted upon.

Over the course of the year, we investigated 32 allegations of suspected fraud, 6 of which were upheld and reported to the police via Action Fraud. Our website outlines our Complaints Policy and clearly explains how an individual can complain. We received 353 complaints about our fundraising activity, 314 of which related to our face-to-face supporter recruitment campaigns. To put this in context, our recruiters made contact with an estimated one million individuals over the course of the year, giving a

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complaint rate of one complaint per 3,300 contacts made. All complaints were handled in line with our Complaints Policy and none were escalated to the Fundraising Regulator. We also received 17 requests to amend communication preferences via the Fundraising Preference Service, all of which were actioned promptly on our database. Detailed complaint and fraud reports covering the above are regularly reviewed by our trustees.

As part of our commitment to maintaining high standards, we set targets for the number of face-to-face interactions and outbound telephone calls which are monitored, and receive regular reports on this. A designated Compliance Officer supports this work, and progress is monitored by trustees.

The impact of COVID-19 on our fundraising and our plans to manage the financial impact is addressed in the following section.

Principal risks and uncertainties

A Risk Management policy has been agreed and implemented by the trustees. Key risks are reviewed quarterly by the executive directors and by the relevant board committee at each committee meeting, and more frequently if required. Mitigating actions are assigned to individuals. These actions reduce the likelihood and/or impact of any detrimental events. The trustees consider the following to be the key risks facing the organisation.

- **A breach of our IT security.** Cyberattacks, including phishing and malware etc, have significantly increased in frequency and sophistication. The fact that most staff are working remotely, and that hybrid or home working is likely to be an increasing choice for staff, emphasises our reliance on our IT systems and has the potential to increase our vulnerability. We have put protective measures in place including additional IT staff to implement security projects, and training and awareness raising for all staff. We continue to monitor and review our systems and to keep them up to date. To support effective oversight by the board we are introducing reporting on cyber risks and the status of our cyber security programme.
- **Income drops significantly.** From February 2020, necessary restrictions resulting from the COVID-19 pandemic impacted significantly on our ability to recruit new supporters and raise income. Supporter recruitment resumed in summer 2020, with precautions and in accordance with government guidelines. We took a cautious approach to ensure the safety of recruiters and potential supporters, for example not recruiting in towns where cases of COVID-19 were high and abiding by the lockdown restrictions over the winter of 2020/21. Therefore, we did not recruit as many supporters as we have in previous years. Depending on how the pandemic continues to impact on daily life, we hope to be able to recruit additional supporters in 2021/22 to make up the shortfall. We are closely monitoring the lapse rate of supporters. While this has remained low, we are concerned that as the government's furlough scheme comes to an end, we may see more job losses, and affected supporters reducing or cancelling their monthly contributions. To mitigate this, we are monitoring the fundraising environment very closely. We are regularly reviewing data on our supporters, updating our financial forecasts, and making sure we are ready to manage the impact of any drop in income. This is discussed regularly with trustees, with mechanisms in place for additional reporting if there is cause for concern. Trustees also oversee compliance with fundraising regulations and make sure that fundraising is carried out to high ethical standards. Investment continues in income diversification projects to mitigate the risk of reliance on fundraised income where possible.

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- **We are no longer relevant to our members.** Our target audiences (deaf young people, their parents, professionals, and decision-makers) have different needs and many competing demands for their time and attention. If we are to achieve our ambitions, we must stand out, in an increasingly crowded marketplace, with a clear offer that is relevant to them at this time. We are investing in audience insights and marketing, as well as regularly engaging with, and responding to, our audiences through consultation and co-production on new offers. In response to COVID-19, we have moved swiftly to adapt more of our offer to digital platforms and are working on developing a new digital vision and a refreshed post lockdown offer relevant to each audience.
- **A safeguarding failure.** We recognise the importance of safeguarding children and young people in all areas of our work, and in activities organised by affiliated local groups and our international partners. Although COVID-19 means that we are not currently delivering face-to-face activities, opportunities to identify/investigate abuse by others have reduced, and the risk of online abuse has increased. As government restrictions ease, we are planning for a limited return to face-to-face activities. The charity has a Safeguarding policy which applies to everyone who works with or for the charity. The policy is implemented through robust procedures and supported by training programmes for staff and volunteers. We provide online training and require affiliated local groups to meet safeguarding standards. Similarly, we set clear standards and procedures and provide training for our international partners. There is an experienced trustee lead on safeguarding, and safeguarding work across the organisation is regularly reported to the board. All policies and procedures are regularly reviewed internally and with an external advisor. Although we believe the operational procedures have strong safeguards embedded in them, it remains a key risk on our risk register.

Financial review

The financial year 2020/21 was marked by high levels of financial uncertainty but also a fantastic response by our teams as they swiftly moved to embrace digital delivery to maintain our support to deaf children and their families.

With the benefit of hindsight the decision of trustees to invest in recruiting more new supporters than we originally planned in 2019/20 was well timed. It enabled us to enter 2020/21, the most challenging year the charity has faced, with more supporters than any other year. As we adjusted to the initial period of lockdown, there was some uncertainty about the resilience of our income streams. Our supporters, who make regular contributions by direct debit, have been our main source of income for many years. Now we were faced the very real risk that they would lapse at much higher rates as they sought to understand the impact of the pandemic on both the wider economy and their personal financial circumstances. This risk to our main source of income was further exacerbated by the lockdown restrictions, necessary to fight the pandemic, but which also halted almost all of our usual fundraising activities.

Our initial concerns were realised when we experienced a significant increase in lapsing at the start of the year. We responded by communicating regularly with our supporters to keep them updated on how we had changed the ways in which we were supporting deaf children and their families during the pandemic and how positively our innovative digital approaches were being received. Their response was generous, with most maintaining their crucial monthly direct debits to support our work so that lapsing over the year was less than in 2019/20 and our income from supporters, in most cases boosted by Gift Aid, grew marginally to £21.7 million. However as lockdown restrictions prevented us from recruiting new supporters for most of the year our investment in fundraising fell to its lowest level since 2006. This means we will have fewer supporters than we had expected in 2021/22 and beyond and so less income.

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As we rely on our fundraising income to finance our charitable expenditure we have plans to address this. The fundraising underspend in 2020/21 has increased our reserves and we will use these to raise our planned fundraising investment in 2021/22 and 2022/23 to make up for the lower level of investment in 2020/21. As a result a substantial, but affordable, deficit is planned in 2021/22. We will continue to closely monitor the performance of our supporter income fundraising against targets and will seek to further diversify our income streams when suitable opportunities arise

Overall in 2020/21 our income increased by £1.0 million to £25.4 million. Supporter income made up 86% of the total but legacy income, our second highest income stream fell by 11% to £1.1m. A number of grant makers (see Note 13) funded some of our covid response initiatives with new grants and we were also supported by furlough grants of £0.56 million. Our total expenditure of £17.4 million fell by £10.6 million year on year, £7.3 million of this fall was on fundraising investment. We spent £12.7 million on charitable activities, £3.3 million less than in 2019/20 as we refocused our planned work on what was now required and what it was possible to deliver with pandemic restrictions in place. You can read about how this expenditure helped us to achieve the targets we set ourselves earlier in the report.

During the course of the year £0.05 million was spent on fixed assets as part of our planned infrastructure investment.

Financial position at year end

The resilience of our income streams, following the exceptional level of fundraising investment in 2019/20, the covid related fall in all areas of our expenditure and the investment gains of £0.9m increased net assets by £8.9 million to £16.4 million. This will enable us to make up the shortfall in planned fundraising investment in 2020/21 over the next two years, subject to our recruitment activity not being curtailed by further covid related restrictions.

Performance of subsidiaries

NDCS Limited had a successful year and will pass a profit of £49,000 to the charity. Further details are shown in Note 3 of the financial statements.

Reserves

We have a risk based reserves policy which is underpinned by the organisational risk register and is linked with the charity's strategy and corporate plan. This has determined that the target range of general reserves (excluding those reserves represented by restricted funds and fixed assets reserve) required by the charity as being between £7.3 million and £9.6 million. The target range has increased to reflect the risks and uncertainty faced by the charity with £1.50 million to be used to fund strategic investment in digital transformation of our services and income generation.

The total reserves for the charity as at 31 March 2021 were £16.4 million (2020: £7.6million). Unrestricted reserves formed £16.0 million (2020: £7.3 million) and restricted reserves £0.4 million (2020: £0.3 million).

Of the unrestricted reserves balance of £16.0 million, £0.1 million was related to intangible and tangible fixed assets.

General reserves (excluding reserves represented by restricted funds, fixed assets and the revaluation reserve) stood at £16.0 million. As a result of the in year surplus this is significantly above the target reserves range. However a £5.2million deficit budget is planned for 2021/22 and further significant

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investment in fundraising to secure future income and our digital transformation in 2022/23 and 2023/24 is expected to bring us within the target reserves range.

During 2020/21 trustees considered a number of financial scenarios at each meeting which reflected the levels of uncertainty and key risks the charity was facing at the time and how they could impact our reserves and longer term financial sustainability. Additionally they conduct an annual review of the appropriate level of general reserves and changes to the charity's risk profile, strategy and plan are considered as part of that review. The output of the annual review informs subsequent planning and budgeting cycles.

Investments

Trustees have considered the requirements of the SORP and the Charity Commission's guidance (CC14) and remain of the opinion that there are no listed investments adverse to the purpose of the charity. The Investment policy is reviewed annually and there are no specific investment restrictions. Trustees have adopted a cautious and diversified investment strategy to balance potential return with appropriate risk and mitigate the consequences of volatility in the markets.

Quilter Cheviot manage a medium risk, multi asset portfolio for the charity with a total return target at CPI inflation plus 3.5% pa net of fees. This is benchmarked against CPI plus 3.5% annualised, ARC Steady Growth Charity Index and a composite of market indices:

- fixed interest and government bonds: iBoxx £ UK Gilts;
- UK corporate bonds: iBoxx Sterling Corporates;
- UK equities: MSCI UK IMI;
- Overseas equities: MSCI AC World ex UK;
- Alternative investments: 50% iBoxx £ Gilt 1-5yr and 50% MSCI AC World Index (ACWI)
- Cash: Bank of England Base Rate.

The market value of investments stood at £4.6 million at 31 March 2021, an increase of £1.0 million in the year after reinvestment of income. Investments recovered strongly in the year, following the £0.3 million net loss on investments in the previous year which was incurred in the final quarter as the effect of the pandemic on stock markets was felt.

Going concern

The trustees have reviewed our activities, current financial position and risks, including the continued impact of uncertainty arising from the Covid-19 pandemic on our voluntary income and planned support recruitment. As in 2020/21 we continued to incorporate social distancing into our fundraising and programme of work and, after experiencing increased take up and reach we will continue to focus on digital delivery methods to support, and campaign for, deaf children and their families. Although we have now restarted very limited face to face activities we will continue to use digital as our primary method of delivery in future. Although we plan to run a significant but planned deficit in 2021/22 this will be funded by drawing down our reserves. Our trustees will continue to regularly review financial scenarios that model a range of fundraising outcomes. They are confident that these currently indicate that it remains appropriate to adopt the going concern basis of accounting in preparing the financial statements. The trustees have considered several factors when forming their conclusion as to whether the use of the going concern basis is appropriate when preparing these financial statements, including a review of updated forecasts to 31 March 2024, a consideration of key risks – including the ongoing impact of Covid-19 – that could impact the charity and the latest available management information. Covid-19 has had a significant impact on the charity. As set out in our section on risk, from February 2020 to July 2020 and from November 2020 to year end Covid-19 impacted significantly on our ability to

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recruit new supporters with the temporary suspension of recruitment activity. Although we restarted recruitment activity in April 2021 and recruitment volumes have grown we are closely monitoring the risk of future government guidance reducing our recruitment activity. Scenarios presented to trustees also consider lapsing levels and the impact of falling investment values. Our analysis, and our experience last year, shows that suspending supporter recruitment results in an improved short term financial position due to the associated significant reduction in costs, however over time there is a significant impact on income as we have fewer supporters than planned. Our plans for delivery of charitable activities have been adjusted to increase our use of digital delivery methods to support, and campaign for, deaf children and their families and this is reflected in the scenarios considered. Trustees conclude it is appropriate for the financial statements to continue to be prepared on a going concern basis.

Grant policy

As part of delivering our international charitable activities we award grants to partner organisations in line with our strategic objectives. We undertake a formal appraisal of the project and partner organisation before making a grant which is subject to a specific grant agreement. The due diligence process includes review of the governance, senior management, financial capacity and an assessment of the organisation's capacity to deliver the project objectives. Progress against targets is monitored before making further grant payments and if we are not satisfied that the grant is being managed in accordance with the partnership agreement the grant will be delayed or terminated. In 2020/21 we spent £0.4 million in grants to partner organisations in relation to our international work.

Corporate structure, governance and accountability

We have three subsidiary undertakings and a 25% share in a joint venture consolidated in the group. The three subsidiary undertakings are NDCS Limited, Friends for Young Deaf People, both registered in England and Wales, and Fundación Niños Sordos del Mundo, a charity registered in Spain. NDCS Limited is the only subsidiary undertaking that is actively trading, and donates its trading profit to the National Deaf Children's Society. Further details are included in Note 3 to the financial statements. We have a 25% share in Childlife, a company limited by guarantee. Further details are included in Note 4 to the financial statements.

The trustee board governs the charity and has a maximum of 12 trustees. The majority of trustees must be elected by the membership. All elected trustees must be carers or parents of deaf children and members of the charity. These trustees can be appointed by the trustee board but must stand for election by the voting membership at the next Annual General Meeting (AGM). Additional trustees may be co-opted by the trustee board to enhance the skills of the board. These co-opted trustees do not have to be full members of the National Deaf Children's Society. The Honorary Chair must be the parent of a deaf child. In addition to the Honorary Chair, there are three honorary officer roles – Honorary Vice Chair, Honorary Treasurer and Honorary Deputy Treasurer.

The articles require that each year, one third of the elected trustees – those who have been in office the longest since last elected – should offer themselves for re-election. Elected and co-opted trustees may serve for a maximum of nine consecutive years. After maximum service, all trustees must have a break of three years before being eligible to stand again for election or co-option.

Potential trustees are invited to submit a written application which is considered by a nominations panel comprising the Chair, Vice Chair and an independent governance expert. We have implemented a Board Diversity Action Plan to encourage applications from a wider section of the community. Suitable applicants are interviewed before being proposed as a trustee. All new trustees undertake an induction

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programme which involves an introduction to their responsibilities and to the operation of the charity. They are offered the opportunity to have an existing trustee as a mentor in their first year.

The trustees provide leadership and direction for the charity, setting the vision, mission and strategy, which are delivered by the Chief Executive and their team. The trustees are legally responsible for making sure that resources are used prudently and only in support of our objectives, for stewardship of our assets and for ensuring that the charity complies with all relevant legislation and regulation. The trustee board operates a Conflicts of Interest policy. A Declaration of Interest form is completed annually by trustees, senior management and fundraising staff, and new declarations are made and recorded at the start of every trustee committee meeting.

The trustee board meets four times a year. It is supported by four committees, each of which has specific terms of reference. The Finance, Audit and Risk Committee, which meets four times a year, oversees all financial and administrative matters of the charity. The Services and Campaigns Committee, which meets four times each year, provides strategic support and direction to the development of services for beneficiaries and for advocacy. The International Committee, which meets three times each year, provides strategic support and direction to the development of our international work; and the Governance Committee, which meets four times each year, and is responsible for ensuring the Trustee Board has an effective governance framework and an appropriate skills mix. The committees are chaired by trustees with a minimum of three trustee members. Committee meetings are also attended by relevant staff. Each committee has its decisions ratified by the trustee board where appropriate.

The day-to-day running of the National Deaf Children's Society and the exercise of executive responsibility are delegated to the Chief Executive for operational matters, including finance, employment and service delivery.

Each year, the Governance Committee reviews our governance practices in detail against the Governance Code using an 'apply or explain' approach. The review has led to the development of the Board Diversity Action Plan to address the weakest area. Progress and outcomes of the action plan are reported to the Governance Committee. This is being updated in response to the revised Governance Code (2020).

There are clear distinctions between the role of the trustees and of senior management. Matters such as policy and strategic plans are prepared by senior management for consideration and approval by the trustees. All trustees give up their time freely and no trustee remuneration was paid in the year. Details of trustee expenses are disclosed in Note 7d of the financial statements. There were no related party transactions.

Employees

With all of our staff working from home throughout the year and most experiencing their most challenging year both in and out of work we increased our focus on staff wellbeing so that all employees felt supported, developed and included. We recognised the home schooling, childcare, and other caring responsibilities many of our staff faced and worked with them to identify solutions which, in some cases included furloughing or flexing working hours.

We recognised that effective internal communications at all levels would be vital as we responded to the challenges presented by Covid. As all staff worked virtually we encouraged one to one contact between colleagues with teams having more informal contact as well as regular team meetings. This helped to promote wellbeing and ensured staff were aware of how our planned work had changed in

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response to the pandemic and how their role was affected. Our existing programme of seminars updating staff on areas of our work moved fully online resulting in higher levels of attendance and information continued to be shared through our intranet, Facebook workplace and a weekly digital newsletter In the Loop, which included an update from the CEO each week. We ran regular virtual meetings drawing together managers from across the teams to give training and support while providing a forum for issues to be raised so that effective support could be given. We also ran a series of pulse surveys which gave staff the opportunity to feedback on their wellbeing, their experience of working in lockdown and how they see ways of working evolving in the future which informed both our more immediate responses and our longer term planning.

Our induction events moved on line so the chief executive and other senior members of staff could explain to new starters how their teams were supporting deaf children and their families during the pandemic, ensure that safeguarding continued to be highlighted and new starters benefitted from deaf awareness training. All staff are encouraged to build on this initial deaf awareness training to improve their sign language and communication skills.

We support equal opportunities and are a Level 2 'Disability Confident Employer'. We encourage applications from disabled persons and will liaise with them to identify and provide the adjustments to support their application and if successful, their employment with us. We recruit and promote on the basis of aptitude and ability without discrimination. We support the continued employment and retraining of employees who become disabled during employment with us, working with them to identify and deliver the appropriate support and training required.

We have a behaviours framework which details expected behaviours in job descriptions, recruitment, performance achievement reviews and the 1:1 framework used for line management across the charity. The behaviours are broken down as (i) Supports the National Deaf Children's Society, (ii) Accountability, (iii) Continuous Improvement, (iv) Personal Effectiveness.

Remuneration

The charity recognises the contribution of every employee and our policy on remuneration is to ensure that the reward package offered is both sustainable and competitive with other organisations so that we can recruit, retain and develop staff with the skills to deliver our strategy. In setting pay levels for our staff we take account of pay practice in other similar sized charities, the public sector and, where necessary, the private sector for specialist and technical roles. The Finance, Audit and Risk Committee reviews a recommendation from the CEO for an annual pay increase as part of the annual budget approval process. Trustees consider affordability, economic trends and external market pay movement and make a recommendation for approval by the Trustee Board. As a result of the uncertainty over the resilience of our income during the year there was no annual increase but annual increments were awarded to eligible staff.

We operate a defined contribution group personal pension scheme, to which all eligible employees are auto-enrolled. We make a contribution of 5.5% of salary with staff contributing 1.5% though they can opt to contribute more.

Information on the maximum and minimum remuneration levels for each grade, and all benefits (including pension) are available to all employees.

The total remuneration of the Executive team (as defined below) was £499,069 (£498,371 in 2019/20). This included pension contributions of £16,514 (£18,342 in 2019/20). There were no benefits in kind. As with all other staff, the Executive team did not receive an annual increase but annual increments were

The National Deaf Children's Society

Report of the Directors

for the year ended 31 March 2021

awarded to eligible staff. The Executive team consists of: Susan Daniels (CEO), Jane Foreman (Deputy CEO and Director People, Finance and Business Solutions), Helen Cable (Director Children, Young People and Families) to 31 December 2020, Maria Chambers (Interim Director of Services and Innovation) from 4 January 2021, Steve Haines (Director Policy and Campaigns) to 18 February 2021, Mike Hobday (Executive Director of Policy and Campaigns) from 25 March 2021 and Mike Wade (Director Fundraising and Communications).

Members of the Trustee Board 2020–2021

Tim Polack	(Chair)
Dominic Holton	(Vice Chair)
Helen Selwood	(Treasurer)
Sheila McKenzie	(Deputy Treasurer)
Suzanne Beese	
Katherine Binns	
Lynn Gadd	
Altaf Kassam	
Damian Proctor	
Jennie Rayson	
Jan Rutherford	
Lorraine Wapling	

As well as trustees, we are supported by our President Sir Christopher Benson JP, DL, FRICS, FRSA.

Members

There are the following categories of membership:

Full members

Full members have the right to attend, speak and vote at general meetings. The following shall be qualified for full membership:

- Parents or carers of deaf children aged between 0 and 25 years, and deaf people aged between 18 and 25 years, living in the United Kingdom.

Supporter members

Supporter members have the right to attend and speak, but not to vote at, general meetings. They retain the benefit of all other rights under company law and all other facilities and advantages of supporter membership. The following shall be qualified for supporter membership:

- Any individual aged 18 or over, who is not a full member, making at least a minimum subscription to the charity and who is a participant in the charity's Supporter Scheme.

Associate members

Associate members have the right to attend and speak, but not to vote at, general meetings. An associate member shall be either an individual, who is not a full member, or a supporter member, or an

The National Deaf Children's Society
Report of the Directors
for the year ended 31 March 2021

organisation that falls into one of the following categories:

- professional members – professionals working in fields related to the education and relief of deaf children
- affiliate members – any group or organisation based in the UK which adheres to the charity's vision and values statement
- board members – co-opted members of the trustees who have been appointed by the existing members of the trustee board (and are known as the co-opted trustees)
- international individual members – any individual living outside the UK. (Adopted by a resolution of the trustees made on 12 September 2009.)
- international affiliate members – any group or organisation based outside the UK which adheres to the charity's vision and values statement
- family members – anyone who is a family member of a deaf person
- parent/carer members – anyone who is a parent or carer of a deaf person aged over 25 years
- adult deaf members – anyone who is a deaf person aged over 25 years
- young deaf members – anyone who is a deaf person aged 16 to 18 years
- other members – any individual aged 16 or above living in the United Kingdom.

Volunteers

We have 390 volunteers who help us support deaf children and young people, with 49 of them having done a volunteer assignment in the course of the year. Due to COVID-19, face-to-face events involving volunteers were not able to take place, and during the transition to more digital events there were fewer opportunities for volunteering. However, through the year several new opportunities to volunteer digitally were developed. This included volunteers attending online events to share their experiences with families of deaf children and young people, volunteer support to our new Pen-Pals programme, volunteer involvement in a pilot of a new mentoring programme, and a new volunteer parent-to-parent support scheme being piloted in Bristol.

In addition, Legal Volunteers have provided pro bono support to 37 of our cases this year. We have received over 1,800 pro bono hours of legal support during the financial year 2020/21. The value of these volunteers is estimated at £29,000.

The trustees would like to take this opportunity to thank all our volunteers for their continued support. Without their time and skills, and their continued commitment in the face of a global pandemic, our activities and events would not be as extensive and successful as they are, nor our teams as well supported.

The National Deaf Children's Society
Report of the Directors
for the year ended 31 March 2021

Statement of trustees' responsibilities

The trustees (who are also directors of the National Deaf Children's Society, for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice). Company law requires trustees to prepare financial statements for each financial year which give a true and fair view of the state of the affairs of the charitable company and the group, and of the incoming or outgoing resources and application of resources, including the income and expenditure, of the charitable group, for that period. In preparing these financial statements the trustees are required to:

- select suitable accounting policies and apply them consistently
- observe the methods and principles in the Charities SORP
- make judgements and estimates that are reasonable and prudent
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements
- prepare the financial statements on the going concern basis, unless it is inappropriate to presume that the charitable company will continue in business.

The trustees are responsible for keeping proper accounting records that disclose, with reasonable accuracy at any time, the financial position of the charitable company, and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and the group, and for taking reasonable steps for the prevention and detection of fraud and other irregularities.

The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

In so far as the trustees are aware:

- there is no relevant audit information of which the charitable company's auditor is unaware and
- the trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information, and to establish that the auditor is aware of that information.

Auditors

Crowe U.K. LLP is eligible to act as an auditor in terms of section 1212 of the Companies Act 2006.

By order of the Board

In approving this Report, the trustees are also approving the Strategic Report included here in their capacity as company directors.



Tim Polack
Director and Trustee

Date: 10 November 2021

The National Deaf Children's Society
Report of the independent auditors
for the year ended 31 March 2021

Independent Auditor's Report to the Members and Trustees of National Deaf Children's Society

Opinion

We have audited the financial statements of National Deaf Children's Society ('the charitable company') and its subsidiary ('the group') for the year ended 31 March 2021 which comprise Consolidated Statement of Financial Activities (including the Consolidated Income and Expenditure Account), the Consolidated and Charity Balance Sheets, the Consolidated Statement of Cash Flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the group's and the charitable company's affairs as at 31 March 2021 and of the group's income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities and Trustee Investment (Scotland) Act 2005 and Regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006 (amended).

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the group in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's or the group's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The trustees are responsible for the other information contained within the annual report. The other

The National Deaf Children's Society
Report of the independent auditors
for the year ended 31 March 2021

information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion based on the work undertaken in the course of our audit

- the information given in the trustees' report, which includes the directors' report and the strategic report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the strategic report and the directors' report included within the trustees' report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In light of the knowledge and understanding of the group and charitable company and their environment obtained in the course of the audit, we have not identified material misstatements in the strategic report or the directors' report included within the trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 requires us to report to you if, in our opinion:

- adequate and proper accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us; or
- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement set out on page 26, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going

The National Deaf Children's Society
Report of the independent auditors
for the year ended 31 March 2021

concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with the Acts and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Details of the extent to which the audit was considered capable of detecting irregularities, including fraud and non-compliance with laws and regulations are set out below.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Extent to which the audit was considered capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We identified and assessed the risks of material misstatement of the financial statements from irregularities, whether due to fraud or error, and discussed these between our audit team members. We then designed and performed audit procedures responsive to those risks, including obtaining audit evidence sufficient and appropriate to provide a basis for our opinion.

We obtained an understanding of the legal and regulatory frameworks within which the charitable company and group operates, focusing on those laws and regulations that have a direct effect on the determination of material amounts and disclosures in the financial statements. The laws and regulations we considered in this context were the Companies Act 2006, the Charities Act 2011 and The Charities and Trustee Investment (Scotland) Act 2005 together with the Charities SORP (FRS 102). We assessed the required compliance with these laws and regulations as part of our audit procedures on the related financial statement items.

In addition, we considered provisions of other laws and regulations that do not have a direct effect on the financial statements but compliance with which might be fundamental to the charitable company's and the group's ability to operate or to avoid a material penalty. We also considered the opportunities and incentives that may exist within the charitable company and the group for fraud. The laws and regulations we considered in this context for the UK operations were: General Data Protection Regulation (GDPR), Anti-fraud, bribery and corruption legislation, Taxation legislation, Employment legislation.

Auditing standards limit the required audit procedures to identify non-compliance with these laws and regulations to enquiry of the Trustees and other management and inspection of regulatory and legal correspondence, if any.

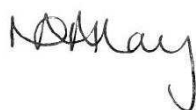
The National Deaf Children's Society
Report of the independent auditors
for the year ended 31 March 2021

We identified the greatest risk of material impact on the financial statements from irregularities, including fraud, to be within the timing of recognition of income, and the override of controls by management. Our audit procedures to respond to these risks included enquiries of management and the Finance, Audit & Risk Committee about their own identification and assessment of the risks of irregularities, sample testing on the posting of journals, reviewing accounting estimates for biases, reviewing regulatory correspondence with the Charity Commission and reading minutes of meetings of those charged with governance.

Owing to the inherent limitations of an audit, there is an unavoidable risk that we may not have detected some material misstatements in the financial statements, even though we have properly planned and performed our audit in accordance with auditing standards. For example, the further removed non-compliance with laws and regulations (irregularities) is from the events and transactions reflected in the financial statements, the less likely the inherently limited procedures required by auditing standards would identify it. In addition, as with any audit, there remained a higher risk of non-detection of irregularities, as these may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal controls. We are not responsible for preventing non-compliance and cannot be expected to detect non-compliance with all laws and regulations.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006, and to the charitable company's trustees, as a body, in accordance with Regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body and the charitable company's trustees as a body, for our audit work, for this report, or for the opinions we have formed.



Nicola May
Senior Statutory Auditor
For and on behalf of
Crowe U.K. LLP
Statutory Auditor

London

11 November 2021

The National Deaf Children's Society
Consolidated statement of financial activities
(including consolidated income and expenditure account)
for the year ended 31 March 2021

Income and expenditure	Note	Unrestricted funds £000s	Restricted funds £000s	Total 2021 £000s	Total 2020 £000s
<u>Income and endowments from:</u>					
Donations and legacies					
Regular donations and subscriptions from individuals		21,473	262	21,735	21,465
Legacy income	5(a)	1,077	10	1,087	1,221
Other donations and gifts		834	285	1,119	914
		<u>23,384</u>	<u>557</u>	<u>23,941</u>	<u>23,600</u>
Charitable activities	5(b)	178	389	567	346
Other trading activities	5(c)	82	-	82	139
Investments	5(d)	200	-	200	201
Other income	5(e)	561	-	561	-
		<u>24,405</u>	<u>946</u>	<u>25,351</u>	<u>24,286</u>
Share of net gain in joint venture	4	24	-	24	41
Total		<u>24,429</u>	<u>946</u>	<u>25,375</u>	<u>24,327</u>
<u>Expenditure on:</u>					
Raising funds	7(a)	4,756	-	4,756	12,084
Charitable activities:					
Overcoming barriers in local and national services		5,493	287	5,780	8,232
Overcoming barriers in language and communication		2,386	276	2,662	3,052
Overcoming barriers to independence		2,424	212	2,636	2,922
Other charitable activities		1,490	106	1,596	1,789
Total charitable activities	7(a)	<u>11,793</u>	<u>881</u>	<u>12,674</u>	<u>15,995</u>
Total	7(a)	<u>16,549</u>	<u>881</u>	<u>17,430</u>	<u>28,079</u>
Net gain on investments	10(c)	908	-	908	(283)
Net income / (expenditure) and Net movement in funds before and after transfers	7(e)	<u>8,788</u>	<u>65</u>	<u>8,853</u>	<u>(4,035)</u>
Fund balances brought forward		7,268	317	7,585	11,620
Fund balances carried forward		<u>16,056</u>	<u>382</u>	<u>16,438</u>	<u>7,585</u>

All amounts relate to continuing activities.

There were no recognised gains or losses other than those dealt with in the above Statement of Financial Activities.

The National Deaf Children's Society
Consolidated balance sheet and balance sheet
for the year ended 31 March 2021

	Note	Group 2021 £000s	Group 2020 £000s	Charity 2021 £000s	Charity 2020 £000s
Fixed assets					
Intangible assets	8	12	53	12	53
Tangible assets	9	43	-	43	-
Investment in joint venture - share of net assets	4	129	105	-	-
Other investments	10	4,643	3,630	4,643	3,630
		<u>4,827</u>	<u>3,788</u>	<u>4,698</u>	<u>3,683</u>
Current assets					
Debtors	11	1,858	2,158	1,907	2,175
Cash at bank and in hand		11,044	3,769	10,987	3,734
		<u>12,902</u>	<u>5,927</u>	<u>12,894</u>	<u>5,909</u>
Creditors: amounts falling due within one year	12	<u>1,291</u>	<u>2,130</u>	<u>1,282</u>	<u>2,112</u>
Net current assets		<u>11,611</u>	<u>3,797</u>	<u>11,612</u>	<u>3,797</u>
Net assets		<u>16,438</u>	<u>7,585</u>	<u>16,310</u>	<u>7,480</u>
The funds of the charity					
Unrestricted funds					
Fixed asset reserve		55	53	55	53
General funds		16,001	7,215	15,873	7,110
		<u>16,056</u>	<u>7,268</u>	<u>15,928</u>	<u>7,163</u>
Restricted funds	13	<u>382</u>	<u>317</u>	<u>382</u>	<u>317</u>
	15	<u>16,438</u>	<u>7,585</u>	<u>16,310</u>	<u>7,480</u>

The surplus for the financial year dealt with in the financial statements of the parent company was £8,829,361 (2020: deficit of £4,075,588).

The financial statements were approved by the Board and authorised for issue on 10 November 2021 and signed on its behalf by:



.....
Tim Polack
Director and Trustee

Date: 10 November 2021

The notes on pages 34 to 54 form part of the financial statements.

The National Deaf Children's Society
Consolidated statement of cash flows
for the year ended 31 March 2021

	2021 £000s	2020 £000s
Cash flow from operating activities:		
Net income for the year	8,853	(4,035)
<i>Adjustments for:</i>		
Depreciation/amortisation	53	135
(Gain)/Loss on investments	(908)	283
Income from investments	(200)	(201)
Investment management fees	27	26
Share of net (gain) in joint venture	(24)	(41)
Decrease / (increase) in debtors	300	226
(Decrease) / increase in creditors	(839)	115
Net cash provided by/ (used in) operating activities	7,262	(3,492)
Cash flows from investing activities:		
Interest on cash deposits	5	20
Income from joint venture	63	64
Purchase of intangible fixed assets	(12)	(13)
Purchase of tangible fixed assets	(43)	-
Net cash provided by/(used in) investing activities	13	71
Decrease /(increase) in cash and cash equivalents in the year	7,275	(3,421)
Cash and cash equivalents at 1 April 2020	3,769	7,190
Cash and cash equivalents at 31 March 2021	11,044	3,769

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2021

1 Company information

The National Deaf Children's Society is a private company, limited by guarantee, registered in England and Wales, registration number 02752456. The registered office is Ground Floor South, Castle House, 37-45 Paul Street, London, EC2A 4LS. The company is a registered charity, registered in England & Wales, registration number 1016532, and in Scotland, registration number SC040779.

2 Accounting policies

a) Basis of preparation and assessment of going concern

The financial statements have been prepared under the historical cost convention, with the exception of listed investments which are included on a market value basis.

The financial statements have been prepared in accordance with the Statement of Recommended Practice Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)(Second Edition) (SORP FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006, The Charities Act 2011 and the Companies Act 2006.

The charity meets the definition of public benefit entity under FRS 102.

As detailed in the going concern commentary in the Directors Report the trustees have reviewed the charity's activities, financial position and risks, including the impact of uncertainty arising from the Covid-19 pandemic on our voluntary income. We continued to incorporate social distancing into our fundraising and programme of work, making greater use of digital delivery methods to support, and campaign for, deaf children and their families which received positive feedback and increased our reach. As a result, and given the trustees continued to regularly review of financial scenarios that incorporated a range of fundraising outcomes, the going concern basis of accounting continues to be adopted in preparing the financial statements.

The trustees have assessed the charity's ability to continue as a going concern. The trustees have considered several factors when forming their conclusion as to whether the use of the going concern basis is appropriate when preparing these financial statements, including a review of updated forecasts to 31 March 2024, a consideration of key risks – including the impact of Covid-19 – that could impact the charity and the latest available management information. These forecasts took account of the further restrictions on fundraising activity and also reflected the increased use of digital delivery methods to support, and campaign for deaf children and their families.

Trustees conclude it is appropriate for the financial statements to continue to be prepared on a going concern basis.

b) Critical accounting estimates and areas of judgement

In the view of the trustees in applying the accounting policies adopted, no judgements were required that have a significant effect on the amounts recognised in the financial statements, nor do any estimates or assumptions made carry a significant risk of material adjustment in the next financial year. With respect to the next accounting period the most significant area of uncertainty that affects the carrying value of assets held by the charitable company is the performance of the investment market.

c) Currencies

The financial statements are presented in sterling (£).

Transactions denominated in foreign currencies are translated at the rate of exchange prevailing at the time of the transaction. Monetary items denominated in foreign currencies at the end of the reporting period are translated at the rate of exchange prevailing at that date.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2021

2 Accounting policies (continued)

d) Group financial statements

These financial statements consolidate the results of the charity and its subsidiary undertakings. The results of the wholly-owned subsidiaries, NDCS Limited and Friends for Young Deaf People, are consolidated on a line-by-line basis. In the group financial statements the joint venture is accounted for using the equity method under FRS 102 so that the consolidated SOFA includes the group's net share of profit or loss, while the group's share of the net assets of the joint venture is shown in the consolidated Balance Sheet. The results included for the joint venture in Childlife are derived from audited accounts.

No separate Statement of Financial Activities has been presented for the National Deaf Children's Society as permitted by Section 408 of the Companies Act 2006. The charity has taken advantage of the exemptions in FRS 102 from the requirements to present a charity only Cash Flow Statement and certain disclosures about the charity's financial instruments.

e) Fund accounting

Unrestricted funds - these are accumulated surpluses and deficits on general funds which can be used in furtherance of the general objectives of the charity at the discretion of the trustees. They include a fixed asset reserve, equivalent in value to the net book value of fixed assets.

Designated funds - these are unrestricted funds which have been set aside by trustees for specific future purposes or projects.

Restricted funds - these are funds that have restrictions imposed by donors and can only be applied for the particular purposes specified by donors. The funds are not available for work performed by the National Deaf Children's Society other than that specified by the donor.

f) Income recognition

All income is recognised and accounted for in the SOFA when the charity has entitlement to the income, it is probable that the income will be received and the amount can be measured reliably. The following specific policies apply to categories of income:

Legacies - legacies are recognised when there is entitlement, it is probable that the legacy will be received and when it can be measured with sufficient reliability. Specifically, residual legacies are recognised when probate has been granted, any conditions pertaining to the legacy over which the charity has control have been met and either cash or estate accounts are received. Pecuniary legacies are recognised when probate has been granted. Legacies received after the year end are reviewed and, where material, are accrued where entitlement had been met at the balance sheet date. Income is not recognised for legacies which remain subject to a life interest.

Income from trading and merchandising - is accounted for when earned. Activity income received in advance is deferred until entitlement to the income has arisen (the activity has taken place) at which time it is credited to the SOFA.

Donated services and facilities - are included at the value to the charity where this can be quantified. No amounts are included in the financial statements for services donated by volunteers. The Trustees Report includes further detail of the contribution from volunteers.

Investment income - is accounted for on a receivable basis.

Grants and contractual payments - are included on a receivable basis. Income received for expenditure in future accounting periods is deferred. Where entitlement occurs before income is received the income is accrued. Capital grants are accounted for as income as soon as they are receivable. Government grants are recognised on the performance model, when the charity has complied with any conditions attaching to the grant and the grant will be received.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2021

2 Accounting policies (continued)

g) Expenditure recognition

All expenditure is accounted for on an accruals basis and includes irrecoverable VAT where applicable. It is classified under headings in the accounts that aggregate all costs related to the category.

Expenditure on raising funds include the costs incurred in generating voluntary income and fundraising trading costs. These costs are regarded as necessary to generate funds that are needed to finance charitable activities. They do not include the costs of disseminating information.

Charitable activities expenditure includes the costs identified as wholly or mainly attributable to achieving the charitable objects of the charity, including the costs of disseminating information in support of charitable activities. These costs include direct staff costs, wholly or mainly attributable support costs and an apportionment of general overheads allocated on a basis consistent with the use of resources.

Grants payable are accounted for when awarded except where future payments are conditional on performance and specific deliverables of the project. In such cases, amounts payable are accounted for as expended when the reporting criteria are satisfactorily met.

Support costs, including governance costs, are those costs that assist the work of the charity but are not directly on fundraising or charitable activities. Governance costs are associated with the governance arrangements of the charity and include audit, legal advice for trustees and costs associated with meeting constitutional and statutory requirements such as the cost of trustee meetings and the preparation of the statutory accounts. This category also includes costs associated with the strategic management of the charity's activities. Other support costs include central office functions such as budgeting and accounting, payroll administration, human resources, information systems, communications, property management and legal costs. Support and governance costs have been allocated to an activity cost on a basis consistent with the use of resources. The basis is explained in the notes to the accounts.

h) Operating leases

Expenditure on operating leases is accounted for in the period in which the lease charge arises.

The benefit of lease incentives received to enter an operating lease are recognised as a reduction to the expense on a straight line basis over the period of the lease, except as noted below.

The charity has taken advantage of the transitional exemption for lease incentives in existence on the date of transition to FRS 102 (1 April 2014) and continues to credit such lease incentives to income and expenditure over the period to the first rent review date on which the rent is adjusted to market rates.

i) Intangible fixed assets

Computer software is stated at cost less accumulated amortisation and accumulated impairment losses. Software is amortised on a straight line basis over its estimated useful life of 3 years. Computer software costs of less than £10,000 are not capitalised.

j) Tangible fixed assets

Tangible fixed assets costing less than £10,000 are not capitalised, and are written off in the year of purchase. Tangible fixed assets which are capitalised are included at cost, including any incidental expenses of acquisition. They are stated at cost less accumulated depreciation. Depreciation is provided on all tangible fixed assets, except freehold land, at rates calculated to write off the cost less estimated residual value of each asset on a straight line basis over its expected useful economic life. The rates are as follows:

Plant, machinery, fixtures and fittings	5 years
Computers and ancillary equipment	3 years

A full year's worth of depreciation is charged in the year of acquisition.

Plant, machinery, fixtures and fittings are eliminated from the accounts when no longer in use.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2021

2 Accounting policies (continued)

k) Assets in the course of construction

Payments on account of intangible and tangible fixed assets which are not operational at the balance sheet date are recorded in separate fixed asset categories "Assets in the course of construction". No depreciation is charged on assets in the course of construction until they are brought into operational use at which point the asset is transferred into the relevant fixed asset category and depreciated/amortised over their useful economic life.

l) Investments

Investments in subsidiaries are stated in the company accounts at cost less impairment.

Listed investments are initially measured at cost and subsequently at fair value (using market value). The SOFA includes the net gains and losses arising on movements in fair value and disposals throughout the year.

m) Stock

Stocks of publications and Christmas cards are written off in the year of purchase as net realisable value is estimated at nil.

n) Taxation

NDCS is a registered charity and as such is potentially exempt from taxation of its income and gains to the extent that they fall within the exemptions available to charities under the Taxes Act and are applied to its charitable objectives. N.D.C.S. Limited is subject to Corporation Tax but it remits by Gift Aid its taxable profit to the National Deaf Children's Society.

Tax credits, tax deducted from income and receipts under deed of covenant or Gift Aid are recorded on a receivable basis. They are recorded as part of the income to which they relate.

o) Pensions

The group makes payments into a group defined contribution personal pension scheme. These pension costs are allocated to activities and between restricted/unrestricted funds in proportion to the related staffing costs incurred.

At 31 March 2021 contributions amounting to £51,314 (2020: £51,412) were payable.

p) Financial instruments

The company has elected to apply the provisions of Section 11 'Basic Financial Instruments' of FRS 102 to all of its financial instruments.

Basic financial assets which are receivable within one year, which include trade and other receivables and accrued income were £1,027,000 (2020: £968,000) and cash and bank balances of £11,044,000 (2020: £3,769,000) are initially measured at transaction price and subsequently carried at settlement amount.

Basic financial liabilities which are payable within one year, which include trade and other payables and accruals were £1,057,000 (2020: £1,861,000) are initially measured at transaction price and subsequently carried at settlement amount.

q) Cash and cash equivalents

Cash and cash equivalents include cash in hand, deposits held at call with bank and other short term liquid investments with original maturities of three months or less.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2021

3 Results of subsidiaries

a) N.D.C.S. Limited

The charity has a wholly owned trading subsidiary, N.D.C.S. Limited, a company registered in England and Wales, company number 00893232. The registered address of N.D.C.S. Limited is 37-45 Paul Street, Ground Floor South, Castle House, London, EC2A 4LS. The principal activity of the company is the sale of advertising, cards, and other goods and services and the company pays all of its profits to the charity under the Gift Aid scheme. A summary of its results is shown below:

	2021 £000s	2020 £000s
Turnover	82	134
Cost of sales	(27)	(101)
Gross profit	55	33
Administrative expenses	(6)	(8)
Net income	49	25
Amount Gift Aided to the National Deaf Children's Society	(49)	(25)
	-	-
The assets and liabilities of the subsidiary were:		
Current assets	73	62
Creditors: amounts falling due within one year	(73)	(62)
Total net assets	-	-
Equity shareholders' funds	-	-

At the end of the year, N.D.C.S. Limited paid £48,987 (2020 - £25,279) to the charity by Gift Aid.

In these consolidated accounts, turnover consolidated in activities for generating funds is £82,466 (2020: £133,912) and investment income is £15 (2020: £127) with the associated costs included under fundraising expenditure.

b) Friends for Young Deaf People

The charity has a wholly owned charity, Friends for Young Deaf People, a charitable company registered in England and Wales (company number 3029501, registered charity number 1045011). The registered address of Friends for Young Deaf People is 37-45 Paul Street, Ground Floor South, Castle House, London, EC2A 4LS. Friends for Young Deaf People was dormant throughout the year ended 31 March 2021, as well as the year ended 31 March 2020.

At the end of the year, no amounts were due between the National Deaf Children's Society and Friends for Young Deaf People.

c) Fundacion Ninos Sordos del Mundo

Throughout the year, the National Deaf Children's Society had one other wholly owned subsidiary, Fundacion Ninos Sordos del Mundo, a charity registered in Spain, which was dormant for the year ended 31 March 2021. The registered address of Fundacion Ninos Sordos del Mundo is Torre Europa, Paseo de la Castellana 95 -18º, 28046, Madrid, Spain.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2021

4 Share in joint venture

Childlife

The National Deaf Children's Society has a 25% share in Childlife, a company limited by guarantee. The registered office of Childlife is Westmead House, Westmead, Farnborough, Hampshire, GU14 7LP. This is accounted for in the consolidated accounts of NDCS as a joint venture.

	2021 £000s	2020 £000s
The 25% share of Childlife's results for the year is shown below:		
Income from:		
Voluntary income	249	238
Other trading activities	-	-
	<u>249</u>	<u>238</u>
Expenditure on:		
Raising funds	144	129
Charitable activities	66	68
Other expenditure	<u>15</u>	<u>-</u>
	<u>225</u>	<u>197</u>
Net income / (expenditure)	24	41
Funds balances brought forward	<u>105</u>	<u>64</u>
Fund balances carried forward	<u><u>129</u></u>	<u><u>105</u></u>

Income receivable from Childlife for the year of £62,500 (2020: £64,000) is included in investment income (see note 5d).

	2021 £000s	2020 £000s
The 25% share of assets and liabilities of Childlife were:		
Fixed assets	-	-
Current assets	<u>142</u>	<u>124</u>
Gross assets	142	124
Gross liabilities	<u>(13)</u>	<u>(19)</u>
Total assets less total liabilities – share of net assets	<u><u>129</u></u>	<u><u>105</u></u>
Unrestricted funds		
Other charitable funds	<u><u>129</u></u>	<u><u>105</u></u>

5 Income

a) Legacy income

At 31 March 2021 the charity had been notified of legacies amounting to an estimated £382,308 (2020: £225,900) which have not been included within the accounts as the recognition criteria had not been met at the year end date.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2021

5 Income (continued)

b) Income from charitable activities

	Grants £000s	Fees from non-statutory sources £000s	Total £000s
Overcoming barriers in local and national services	88	70	158
Overcoming barriers in language and communications	126	53	179
Overcoming barriers to independence	112	21	133
Other charitable activities	63	34	97
Total 2021	389	178	567
Total 2020	274	72	346

Further information about the above grant income is provided in note 13.
Other government grants, included in other income, are detailed in note 5e.

c) Other trading activities

	2021 £000s	2020 £000s
Gross income from trading	82	139
Income from training and services	-	-
	82	139

d) Investment income

	2021 £000s	2020 £000s
Interest on cash deposits	5	20
Income from listed investments	132	117
Income receivable from joint venture	63	64
	200	201

e) Other income

	2021 £000s	2020 £000s
UK Government Coronavirus Job Retention Scheme	561	-

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2021

6 Staff costs, trustee remuneration and expenses and costs of key management personnel

a) Staff costs comprise:

	2021 £000s	2020 £000s
Wages and salaries	7,943	7,800
Social security costs	797	779
Pension costs	416	429
	<u>9,156</u>	<u>9,008</u>

	2021 No.	2021 (FTE)	2020 No.	2020 (FTE)
The average number of employees during the year was as follows:				
Charitable activities	182	156	188	155
Fundraising	27	26	29	28
Administration and support services	38	37	39	37
	<u>247</u>	<u>219</u>	<u>256</u>	<u>220</u>

The above staff numbers include an average of 14 (2020: 20) casual workers who primarily worked on our events programme.

- b) During the year, redundancy and termination payments totalling £190,222 (2020: £77,966) were payable. All payments were settled at the year end. These related to redundancy payable at the end of the fixed term contracts for specific projects and restructures within departments.

- c) Employee benefits, excluding employer pension costs and employer's NI, of higher paid staff within the following scales were:

	2021 No.	2020 No.
£60,000 - £69,999	2	3
£70,000 - £79,999	-	1
£80,000 - £89,999	-	-
£90,000 - £99,999	2	2
£100,000 - £109,999	<u>1</u>	<u>1</u>

- d) The charity trustees were not paid nor received any other benefits from employment with the charity or its subsidiary in the year (2020: £nil). Reasonable expenses for travel, subsistence and incidentals reimbursed to no trustees (2020: 8 trustees) during the year totalled £nil (2020: £1,256) are included in note 7(d) below.
- e) The key management personnel of the group, other than the trustees, comprise the Chief Executive, the Deputy CEO and Director People, Finance and Business Solutions, the Director Children, Young People and Families, the Director Policy & Campaigns and the Director Fundraising & Communications. Their total employee benefits, including employer pension costs and employer's NI, for the year ended 31 March 2021 was £499,069 (2020: £498,371).

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2021

7 Analysis of expenditure

a) Expenditure on:	Direct costs £000s	Grants payable £000s	Support costs £000s	Total 2021 £000s	Total 2020 £000s
<i>Raising funds</i>					
Regular donations and subscriptions from individuals	3,510	-	327	3,837	11,061
Legacies	285	-	38	323	291
Other fundraising costs *	365	-	203	568	705
	<u>4,160</u>	<u>-</u>	<u>568</u>	<u>4,728</u>	<u>12,057</u>
Investment management fees **	28	-	-	28	27
	<u>4,188</u>	<u>-</u>	<u>568</u>	<u>4,756</u>	<u>12,084</u>
<i>Charitable activities</i>					
Overcoming barriers in local & national services	4,675	196	909	5,780	8,232
Overcoming barriers in language & communications	1,854	207	601	2,662	3,052
Overcoming barriers to independence	1,902	117	617	2,636	2,922
Other charitable activities	1,157	-	439	1,596	1,789
	<u>9,588</u>	<u>520</u>	<u>2,566</u>	<u>12,674</u>	<u>15,995</u>
Total expenditure 2021	<u>13,776</u>	<u>520</u>	<u>3,134</u>	<u>17,430</u>	<u>28,079</u>
Total expenditure 2020	<u>24,143</u>	<u>452</u>	<u>3,484</u>		<u>28,079</u>

* Other fundraising costs includes costs of challenge events, community and corporate fundraising, and other trading activities

b) Analysis of grants payable

	2021 £000s
UK grants	
Grants to University of Manchester (3 research grants)	81
Grant to University of London	9
Grants to affiliated local registered Deaf Children's Societies *	12
Grants to NHS National Services Scotland	10
Other UK grants	1
	<u>113</u>

* Each grant was for a maximum of £500, with the maximum received by any one local Deaf Children's Society £727.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2021

7 Analysis of expenditure (continued)

b) Analysis of grants payable (continued)

	2021 £000s
International grants	
Cini Asha Deaf Way	40
Khagenhat Welfare Organisation	22
Samuha – Deaf children and families	27
Centre for Disability in Development	110
Sadhana	25
Citizens Association for Rural Development	22
SNDAYP	35
Lipica	31
Graham Bell Centre for the Deaf	30
University of Dar es-Salaam	12
Deaf Empowerment Kenya	25
National Association of Parents of Deaf Children	28
	407
Total grants	520

There are no grant commitments.

c) Allocation of support costs

	Governance £000s	Finance and legal £000s	Human resources £000s	IT £000s	Facilities management and shared premises £000s	Total £000s
<i>Raising funds</i>	-	89	66	138	275	568
<i>Charitable activities</i>						
Overcoming barriers in local & national services	96	170	128	263	252	909
Overcoming barriers in language & communications	40	124	93	192	152	601
Overcoming barriers to independence	39	121	91	188	178	617
Other charitable activities	23	88	66	136	126	439
Total support costs 2021	198	592	444	917	983	3,134
Total support costs 2020	196	621	452	1,122	1,093	3,484

Costs directly attributable to fundraising and charitable activities are allocated to direct costs. Those costs not directly attributable are included in support costs. Finance and legal costs, human resources and IT costs are allocated on the basis of full time equivalent staff. Facilities management and shared premises costs are allocated based on floor area. Governance costs are allocated to charitable activity categories in proportion to their direct costs.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2021

7 Analysis of expenditure (continued)

d) Governance costs

	2021 £000s	2020 £000s
Audit fees	18	17
Trustee costs	11	15
Other costs supporting governance activities	169	164
	<u>198</u>	<u>196</u>

e) Net income / expenditure for the year

	2021 £000s	2020 £000s
Net income/expenditure for the year is stated after charging:		
Auditor's remuneration		
Statutory audit	18	17
Other	5	4
Amortisation	53	70
Depreciation	-	65
Operating lease rentals	825	818
	<u>825</u>	<u>818</u>

8 Intangible fixed assets

Charity and group

	Computer software £000s	Total £000s
Cost		
As at 1 April 2020	1,253	1,253
Additions	12	12
Disposals	-	-
As at 31 March 2021	<u>1,265</u>	<u>1,265</u>
Amortisation		
As at 1 April 2020	1,200	1,200
Charge for the year	53	53
Adjustment for disposals	-	-
As at 31 March 2021	<u>1,253</u>	<u>1,253</u>
Net book value		
As at 31 March 2021	<u>12</u>	<u>12</u>
As at 31 March 2020	<u>53</u>	<u>53</u>

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2021

9 Tangible fixed assets

Charity and group	Assets in the course of construction £000s	Plant and machinery £000s	Fixtures, fittings and equipment £000s	Total £000s
Cost				
As at April 2020	-	222	1,452	1,674
Additions	43	-	-	43
Disposals	-	-	-	-
As at 31 March 2021	43	222	1,452	1,717
Depreciation				
As at April 2020	-	222	1,452	1,674
Charge for the year	-	-	-	-
Adjustment for disposal	-	-	-	-
As at 31 March 2021	-	222	1,452	1,674
Net book value				
As at 31 March 2021	43	-	-	43
As at 31 March 2020	-	-	-	-

Assets under construction at the year end related to costs of new computer infrastructure, which was not completed and brought into use until 2021-22.

10 Fixed assets investments

a) Childlife

The National Deaf Children's Society has a 25% in Childlife, a company limited by guarantee whose object is to promote the relief of children who are in need, by enabling the member charities to meet their respective charitable purposes, through the provision of grant payments. This is accounted for in the consolidated accounts of the National Deaf Children's Society as a joint venture. See note 4 for details of the National Deaf Children's Society share of Childlife's results for the year.

b) Other investments

	Group		Charity	
	2021 £000s	2020 £000s	2021 £000s	2020 £000s
Listed investments at market value (see note 10c)	4,643	3,630	4,643	3,630
Investments in subsidiary (NDCS Limited) £100 – see note 3				

c) Listed investments

	2021 £000s	2020 £000s
Market value at 1 April 2020	3,630	3,823
Reinvested income	132	116
Management fees paid	(27)	(26)
Realised gain on investments	908	(283)
Market value as at 31 March 2021	4,643	3,630
Listed investments at historic cost	4,020	3,805

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2021

10 Fixed asset investments (continued)

d) Listed investments by type

	2021 £000s	2020 £000s
Equities	3,236	2,463
Alternative investments	710	544
Fixed interest	584	598
Cash	113	25
Market value as at 31 March 2021	<u>4,643</u>	<u>3,630</u>

11 Debtors

	Group 2021 £000s	Group 2020 £000s	Charity 2021 £000s	Charity 2020 £000s
Due within one year:				
Trade debtors	27	55	22	44
Due from subsidiary undertaking	-	-	64	45
Other debtors	561	987	561	987
Prepayments and accrued income	1,270	1,116	1,260	1,099
	<u>1,858</u>	<u>2,158</u>	<u>1,907</u>	<u>2,175</u>

12 Creditors: amounts falling due within one year

	Group 2021 £000s	Group 2020 £000s	Charity 2021 £000s	Charity 2020 £000s
Trade creditors	524	503	524	503
Social security and other taxes	211	215	209	212
Other creditors	72	79	72	79
Accruals	466	1,279	459	1,264
Deferred income	18	54	18	54
	<u>1,291</u>	<u>2,130</u>	<u>1,282</u>	<u>2,112</u>

Deferred income mainly consists of deposits for events taken in advance and funds raised for challenge events which will take place in future years. All amounts at the year end related to new deferrals in the year.

Deferred income reconciliation	2021 £000s	2020 £000s
At 1 April 2020	54	63
Recognised in the year	(54)	(63)
Deferred in the year	18	54
At 31 March 2021	<u>18</u>	<u>54</u>

The National Deaf Children's Society
Notes forming part of the financial statements
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13 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations, gifts and grants to be applied for restricted purposes.

	Balance at 1 April 2020 £000s	Income £000s	Expenditure £000s	Balance at 31 March 2021 £000s
National Lottery Community Fund (England) – <i>Coronavirus Community Support Fund</i>	-	173	(173)	-
Dept. for Communities Northern Ireland - <i>Sign Language Covid-19 Support Funding</i>	-	28	(28)	-
Dept. for Communities Northern Ireland, Sign Language Partnership Group – <i>Family Sign Online</i>	-	18	(18)	-
Dept. for Communities Northern Ireland, Sign Language Partnership Group - <i>Signs for the Future Twenty Twenty</i>	11	-	(11)	-
Scottish Government – <i>Managed Clinical Networks</i>	18	-	(10)	8
Scottish Government – CYPFEIF & ALEC	-	98	(98)	-
Scottish Government – <i>Equality Funding, Sign of the Future</i>	11	-	(10)	1
Scottish Government – PECF, <i>Deaf Sector Partnership</i>	27	38	(33)	32
Careers & Enterprise Company – <i>My Future: Careers Guidance for Young Deaf People</i>	-	33	(33)	-
	<u>67</u>	<u>388</u>	<u>(414)</u>	<u>41</u>
Barclays – 100x100k UK Covid-19 Community Relief Funding	-	100	(100)	-
Deaf Child Worldwide	-	263	(263)	-
Dr A Evans Trust Fund	42	-	-	42
Estate of David Griffith	41	-	(38)	3
The P F Charitable Trust	10	-	-	10
Richard Lumley Charitable Trust	4	-	(1)	3
The Robertson Trust	11	-	(11)	-
Scottish Power Foundation	5	-	(5)	-
Legacy for work in Bristol and the surrounding area	69	-	-	69
Other restricted funds	68	195	(49)	214
	<u>317</u>	<u>946</u>	<u>(881)</u>	<u>382</u>

Other restricted funds comprise a number of funds, each of which are immaterial for disclosure purposes but further details are available on request.

The restricted funds are held for the following purposes:

The National Lottery Community Fund – *Coronavirus Community Support Fund* - provides funding to support our work between October 2020 and March 2021 during the Covid-19 pandemic. This included support for the helpline, our digital roadshow, AGOs, digital workshops, video content development, comms support and support for our volunteers.

Department for Communities Northern Ireland – *Sign Language Covid-19 Support Funding* – provides funding to support our work in Northern Ireland during the Covid pandemic.

The National Deaf Children's Society
Notes forming part of the financial statements
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13 Restricted funds (continued)

Department for Communities Northern Ireland – Sign Language Partnership Group – comprises two grants, the most recent of which, *Family Sign Online* awarded in the financial year for the period from 1 August 2020 to 31 March 2021, to provide an online programme to increase use and awareness of BSL as a family-friendly, inclusive means of interacting with deaf children and young people.

Scottish Government - Managed Clinical Networks - grant funding contributes towards salary costs of a managed clinical network (MCN) manager and local groups coordinator to explore the viability of a Children's Hearing Managed Clinical network via multi-agency partners; and to build capacity within local groups and Children's Hearing Services Working Groups (CHSWGs) to support on-going local sensory impairment work. NDCS is holding this funding to pass to the Hearing Impairment Network for Children and Young People which began operation in autumn 2019.

Scottish Government CYPFEIF and ALEC Fund - *Children Young People and Families Early Intervention Fund* - grant contributes towards infrastructure costs of NDCS Scotland to ensure deaf children, young people and their families have access to high quality services and support that address the attainment gap and improve life outcomes for deaf children.

Scottish Government Equalities Funding – Equality Funding, Sign of the Future – grant funding contributes towards the costs of delivering our Sign of the Future project to support families in developing effective communication and language skills with their deaf child. The Scottish Government has agreed that NDCS can use the remaining funding to deliver Family Sign Language Level 2 and create signed vocabulary videos.

Scottish Government Promoting Equality and Cohesion Fund (PECF) 2020-2021 - grant funding contributes towards costs of our BSL Act Partnership project to youth and parent participation and inform delivery of the BSL Act in Scotland.

Careers & Enterprise Company grant funding supports our *My Future – Careers Guidance for Deaf Young People* project working with deaf young people, careers advisors and five local authorities in England to develop a toolkit to support deaf young people into work.

Barclays – 100x100 *UK Covid-19 Community Relief Funding* – funding to support our work during the Covid-19 pandemic. This included support for Family Webinars, Children and Families Support Officers (CFSOs), Digital Roadshow Workshops, Family Sign Language (FSL).

Deaf Child Worldwide is the international arm of the National Deaf Children's Society. Supporter income and other donations are generated for Deaf Child Worldwide specifically and this is used to fund a sustainable international programme.

Dr A Evans Trust Fund - funding provides for costs associated with the delivery of Family Sign Language training in Wales.

Estate of David Griffith – bequest applied to activities in North Wales, in accordance with the terms of the legacy.

The P F Charitable Trust funding contributes to the purchase of software for a project to research the impact that radio aids have on language development in pre-school deaf children.

Richard Lumley Charitable Trust – Active and Ready to Learn project in Wales to support the development of communication and language skills to help increase the provision and support for deaf babies and young children.

The Robertson Trust funding contributes to salary costs for the children and family support officers supporting deaf children and young people and their families living in North East Scotland.

Scottish Power Foundation grant funding towards costs of delivering Roadshow workshops and outreach sessions to deaf children and young people and their hearing peers.

Estate of Sylvia Whitby - bequest to be applied to a variety of activities in Bristol and the surrounding area, in accordance with the terms of the legacy.

The National Deaf Children's Society
Notes forming part of the financial statements
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13 Restricted funds (continued)

Specific Donors Disclosure

In March 2019, the charity was awarded £80,961 over the period January 2019 to September 2020 by the Careers & Enterprise Company for the My Future – Careers Guidance for Deaf Young People Project. A further £13,700 was awarded by The Careers & Enterprise Company as part of the CEF18B Fund – Additional Funds in late 2020. The key financial totals for the project are as follows:

	Note	2019 & 2020 £000s	2021 £000s	Total £000s
Cash received during the year		38	25	63
Expenditure incurred & income recognised in the accounts	13	(61)	(33)	(94)
Balance within accrued income	11	(23)	(8)	(31)

14 Movement on unrestricted funds

	Fixed Asset reserve £000s	General funds £000s	Total Unrestricted funds £000s
Balance at 1 April 2020	53	7,215	7,268
Income	-	24,429	24,429
Expenditure	2	(16,551)	(16,549)
Gains/(losses) on investments	-	908	908
Balance at 31 March 2021	55	16,001	16,056

15 Analysis of group net assets between funds at 31 March 2021

	Unrestricted funds £000s	Fixed asset funds £000s	Restricted funds £000s	Total funds £000s
Intangible and tangible fixed assets	-	55	-	55
Investments	4,772	-	-	4,772
Current assets	12,520	-	382	12,902
Current liabilities	(1,291)	-	-	(1,291)
	16,001	55	382	16,438

The National Deaf Children's Society
Notes forming part of the financial statements
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16 Parent undertaking's income and expenditure

As permitted by Section 408 of the Companies Act 2006, the income and expenditure account of the parent undertaking is not presented as part of these accounts. The consolidated Income and Expenditure Account includes a surplus of £8,829,361 (2020: deficit of £4,075,588) which is dealt with in the accounts of the parent undertaking.

17 Share capital

The National Deaf Children's Society is a company limited by guarantee and has no share capital. Every member of the company guarantees to contribute a maximum of £1 on winding up, including up to one year after ceasing to be a member.

18 Financial commitments

The future minimum payments under non-cancellable operating leases are payable as follows:

	2021	2020
	£000s	£000s
Within one year	777	792
Between two and five years	1,530	2,281
After five years	763	782
	<u>3,070</u>	<u>3,855</u>

19 Capital and other commitments

At 31 March 2021 there were no capital commitments (2020: none).

20 Related party transactions

Expenses paid to trustees in their capacity as directors of the charity are disclosed in Note 6 to the accounts. Other than transactions with subsidiaries and the joint ventures (disclosed in Notes 3 and 4), there were no related party transactions.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2021

The following pages represent comparative figures for the year ended 31 March 2020, in accordance with paragraph 2.29 of the SORP.

The National Deaf Children's Society
Notes forming part of the financial statements
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21 Comparative SOFA

	Unrestricted funds £000s	Restricted funds £000s	Total 2020 £000s
Income and expenditure			
<u>Income and endowments from:</u>			
Donations and legacies			
Regular donations and subscriptions from individuals	21,189	276	21,465
Legacy income	1,179	42	1,221
Other donations and gifts	817	97	914
	23,185	415	23,600
Charitable activities	61	285	346
Other trading activities	139	-	139
Investments	201	-	201
	23,586	700	24,286
Total	23,586	700	24,286
Share of net gain in joint venture	41	-	41
	41	-	41
Total	23,627	700	24,327
<u>Expenditure on:</u>			
Raising funds	12,084	-	12,084
Charitable activities:			
Overcoming barriers in local and national services	7,998	234	8,232
Overcoming barriers in language and communications	2,668	384	3,052
Overcoming barriers to independence	2,596	326	2,922
Other charitable activities	1,715	74	1,789
	14,977	1,018	15,995
Total charitable activities	14,977	1,018	15,995
Net share of loss in joint venture	-	-	-
	-	-	-
Total	27,061	1,018	28,079
Net gain on investments	(283)	-	(283)
Net income / (expenditure)	(3,717)	(318)	(4,035)
Transfer of funds	-	-	-
	-	-	-
Net income / (expenditure)	3,717	(318)	(4,035)
Fund balances brought forward	10,985	635	11,620
	10,985	635	11,620
Fund balances carried forward	7,268	317	7,585

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22 Comparative restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations, gifts and grants to be applied for restricted purposes.

	Balance at 1 April 2019 £000s	Income £000s	Expenditure £000s	Balance at 31 March 2020 £000s
National Lottery Community Fund (England) – <i>Community for families with deaf children in SW England</i>	13	-	(13)	-
National Lottery Community Fund (England) – <i>Positive Families Plus</i>	42	-	(42)	-
National Lottery Fund (Scotland) <i>Everyone Together</i>	121	-	(121)	-
Big Lottery Fund (Scotland) – <i>Deaf Friendly Swimming Scotland</i>	2	12	(14)	-
Dept. for Communities Northern Ireland – Sign Language	9	-	(9)	-
Dept. for Communities Northern Ireland – Sign Language Partnership Group – <i>Signs for the Future Plus</i>	6	7	(13)	-
Dept. for Communities Northern Ireland – Sign Language	-	34	(23)	11
Scottish Government – <i>Managed Clinical Networks</i>	28	-	(10)	18
Scottish Government – <i>CYPFEIF & ALEC</i>	-	98	(98)	-
Scottish Government – <i>Equality Funding, Sign of the Future</i>	16	-	(5)	11
Scottish Government – <i>PECF, Deaf Sector Partnership</i>	5	64	(42)	27
Scottish Council for Voluntary Organisations - CJS	8	4	(12)	-
Glasgow City Council – <i>Young People Scotland Sustainable</i>	2	-	(2)	-
Careers & Enterprise Company – <i>My Future Careers Guidance for Young Deaf People</i>	-	55	(55)	-
	252	274	(459)	67
Deaf Child Worldwide	-	276	(276)	-
Dr A Evans Trust Fund	48	-	(6)	42
Halifax Foundation for Northern Ireland	2	-	(2)	-
Estate of David Griffith	-	41	-	41
The P F Charitable Trust	7	10	(7)	10
Richard Lumley Charitable Trust	10	-	(6)	4
The Robertson Trust	6	19	(14)	11
ScottishPower Foundation	36	5	(36)	5
Legacy for work in Bristol and the surrounding area	213	-	(144)	69
Other restricted funds	61	75	(68)	68
	635	700	(1,018)	317

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23 Comparative movement on unrestricted funds

	Fixed asset reserve £000s	General Funds £000s	Total Unrestricted funds £000s
Balance at 1 April 2019	175	10,810	10,985
Income	-	23,627	23,627
Expenditure	(122)	(26,939)	(27,061)
Gains/losses on investments	-	(283)	(283)
Balances at 31 March 2020	<u>53</u>	<u>7,215</u>	<u>7,268</u>

24 Comparative analysis of group net assets between funds at 31 March 2020

	Unrestricted funds £000s	Fixed asset funds £000s	Restricted funds £000s	Total funds £000s
Intangible and tangible fixed assets	-	53	-	53
Investments	3,735	-	-	3,735
Current assets	5,586	-	317	5,903
Current liabilities	(2,106)	-	-	(2,106)
	<u>7,215</u>	<u>53</u>	<u>317</u>	<u>7,585</u>