



CHARITY COMMISSION
FOR ENGLAND AND WALES

Trustees' Annual Report for the period

From April 1 2023 Period start date To March 31 2024 Period end date

Charity name: Hearing Ambassadors

Charity registration number:1187089

Objectives and Activities

| | SORP reference | |
|---|----------------|---|
| Summary of the purposes of the charity as set out in its governing document | Para 1.17 | <p>1. The advancement of education.</p> <p>HEARING AMBASSADORS aims to increase the individual and collective knowledge and understanding of the issues associated with hearing loss and in so doing to enable the development of skills, strategies and competencies to overcome these issues. HEARING AMBASSADORS educate both the hard of hearing and those with good hearing. HEARING AMBASSADORS educate at an individual and community level.</p> <p>2. The advancement of health or the saving of lives.</p> <p>HEARING AMBASSADORS promotes health and well being by promoting strategies which ensure that those suffering from hearing loss are included, understood and involved in the community, improving their confidence and reducing their sense of isolation.</p> <p>3. The advancement of citizenship or community development.</p> <p>HEARING AMBASSADORS promotes civic responsibility and good citizenship by supporting social and community infrastructure to help overcome the social issues caused by hearing difficulties.</p> <p>4. The relief of those in need, by reason of youth, age, ill-health, disability, financial hardship or other disadvantage.</p> |

| | | |
|--|--------------------|---|
| | | <p>The provision of relief for people with hearing loss is patchy and dependent on what is available in the local area. HEARING AMBASSADORS are building a body of knowledge about what support is available both locally and nationally. In this way, HEARING AMBASSADORS are able to provide relief to those in need by providing practical support and information.</p> <p>HEARING AMBASSADORS support those who suffer from hearing loss and also those who are working to help them.</p> <p>5. Any other charitable purposes.</p> <p>HEARING AMBASSADORS will carry out other charitable purposes associated with hearing awareness as agreed and minuted by the Trustees.</p> |
| Summary of the main activities in relation to those purposes for the public benefit, in particular, the activities, projects or services identified in the accounts. | Para 1.17 and 1.19 | <p>1. The advancement of Education During 2023-4</p> <ul style="list-style-type: none"> a. We attended various conferences and health fairs to educate the public in healthy hearing. b. We gave educational talks to groups around Britain such as u3a, Rotary, Probus, Women's Groups, Care Givers, etc. c. We continued our project for educating youngsters by running further Sound Warriors drama workshops for nearly 100 primary aged children in Derbyshire. d. This year we have become aware of risks associated with loud music at children's dance schools and we are working towards providing some simple guidance for dance school leaders. <p>2. The advancement of health or the saving of lives. A core part of the Hearing Ambassadors message is to help people to recognise the early signs of hearing loss, and to encourage them to take action early by having a hearing test if they feel their hearing is being diminished. This can save them and their families from years of unnecessary isolation and depression. A hearing test can also identify other potential underlying problems with the auditory system.</p> |

| | | |
|--|-----------|--|
| | | <p>3. The advancement of citizenship or community development.</p> <p>Hearing Ambassadors provide simple guidance for improving hearing accessibility in any venue. As outsiders to the organisations that we meet, we facilitate open conversations about the unseen effects of hearing difficulties, fostering a stronger sense of citizenship and community.</p> <p>4. The relief of those in need, by reason of youth, age, ill-health, disability, financial hardship or other disadvantage.</p> <p>Our website, with clear sections for <i>You, Your Friends and Family, Your Organisation</i> is the go-to place for anyone newly experiencing hearing loss. It has links to other charities and organisations which can provide advice.</p> <p>We also have a fun section for kids.</p> <p>Promotional material and updates to our website play an important part in everything we do.</p> |
| Statement confirming whether the trustees have had regard to the guidance issued by the Charity Commission on public benefit | Para 1.18 | The trustees confirm that they have complied with the duty set out in the Charities Act 2011 to have due regard to the Charity Commission's guidance on public benefit when exercising any powers or duties. |

Additional information (optional)

You may choose to include further statements where relevant about:

| | SORP reference | |
|--|----------------|--|
| Policy on grant making | Para 1.38 | |
| Policy on social investment including program related investment | Para 1.38 | |
| Contribution made by volunteers | Para 1.38 | |
| Other | | |

Achievements and Performance

| | SORP reference | |
|---|----------------|---|
| Summary of the main achievements of the charity, identifying the difference the charity's work has made to the circumstances of its beneficiaries and any wider benefits to society as a whole. | Para 1.20 | <p>This year, though our talks and exhibitions we have educated more than 500 people in hearing well-being. As a direct result of our work, many have sought professional advice from audiologists for themselves or for a family member.</p> <p>In addition, we have educated more than 100 primary aged children in how to recognise when music is too loud and how they can take control of their own hearing well being, saving them from acquiring noise induced hearing loss in later life.</p> |

Additional information (optional)

You may choose to include further statements where relevant about:

| | | |
|--|-----------|--|
| Achievements against objectives set | Para 1.41 | |
| Performance of fundraising activities against objectives set | Para 1.41 | |
| Investment performance against objectives | Para 1.41 | |
| Other | | |

Financial Review

| | | |
|--|-----------|--|
| Review of the charity's financial position at the end of the period | Para 1.21 | The charity is running a balanced budget and at the end of the financial year made a surplus of £1800. |
| Statement explaining the policy for holding reserves stating why they are held | Para 1.22 | The charity holds minimum reserves to cover fixed expenses for 1 year |
| Amount of reserves held | Para 1.22 | £2185 |
| Reasons for holding zero reserves | Para 1.22 | Not applicable |
| Details of fund materially in deficit | Para 1.24 | Not applicable |
| Explanation of any uncertainties about the charity continuing as a going concern | Para 1.23 | No concerns |

Additional information (optional)

You may choose to include further statements where relevant about:

| | | |
|---|-----------|--|
| The charity's principal sources of funds (including any fundraising) | Para 1.47 | |
| Investment policy and objectives including any social investment policy adopted | Para 1.46 | |
| A description of the principal risks facing the charity | Para 1.46 | |
| Other | | |

Structure, Governance and Management

| | | |
|---|-----------|--|
| Description of charity's trusts: | | None |
| Type of governing document (trust deed, royal charter) | Para 1.25 | CIO Foundation |
| How is the charity constituted? (e.g unincorporated association, CIO) | Para 1.25 | Charitable Incorporated Organisation |
| Trustee selection methods including details of any constitutional provisions e.g. election to post or name of any person or body entitled to appoint one or more trustees | Para 1.25 | No new Trustees have been recruited since the charity was started, and there are no plans to recruit any new trustees. Should our plans change, new Trustees will be recruited from our valued Steering Group members. |

Additional information (optional)

You may choose to include further statements where relevant about:

| | | |
|---|-----------|--|
| Policies and procedures adopted for the induction and training of trustees | Para 1.51 | |
| The charity's organisational structure and any wider network with which the charity works | Para 1.51 | |
| Relationship with any related parties | Para 1.51 | |
| Other | | |

Reference and Administrative details

| | |
|-----------------------------|--|
| Charity name | Hearing Ambassadors |
| Other name the charity uses | |
| Registered charity number | 1187089 |
| Charity's principal address | Robin Lye Windmill Lane Eyam Hope Valley S32 5RJ |
| | |

Names of the charity trustees who manage the charity

| | Trustee name | Office (if any) | Dates acted if not for whole year | Name of person (or body) entitled to appoint trustee (if any) |
|----|-------------------------|-----------------|-----------------------------------|---|
| 1 | Dr Cheryle Berry MBE | Chair | | |
| 2 | Gillian Campbell | Secretary | | |
| 3 | Andrew Campbell | Trustee | | |
| 4 | | | | |
| 5 | | | | |
| 6 | | | | |
| 7 | | | | |
| 8 | | | | |
| 9 | | | | |
| 10 | | | | |
| 11 | | | | |
| 12 | | | | |
| 13 | | | | |
| 14 | | | | |
| 15 | | | | |
| 16 | | | | |
| 17 | | | | |
| 18 | | | | |
| 19 | | | | |
| 20 | | | | |

Corporate trustees – names of the directors at the date the report was approved

| | | |
|----------------|--|--|
| Director name | | |
| Not applicable | | |
| | | |
| | | |
| | | |
| | | |
| | | |

Name of trustees holding title to property belonging to the charity

| | | |
|----------------|-----------------------------------|--|
| Trustee name | Dates acted if not for whole year | |
| Not applicable | | |
| | | |
| | | |
| | | |
| | | |
| | | |

Funds held as custodian trustees on behalf of others

| | |
|---|----------------|
| Description of the assets held in this capacity | Not applicable |
| Name and objects of the charity on whose behalf the assets are held and how this falls within the custodian charity's objects | Not applicable |
| Details of arrangements for safe custody and segregation of such assets from the charity's own assets | Not applicable |

Additional information (optional)

Names and addresses of advisers (Optional information)

| Type of adviser | Name | Address |
|--------------------|--------------|---|
| Honorary Treasurer | John Spalton | Highfields Farmhouse, Stoney Middleton Derbyshire S32 4UB |
| | | |
| | | |
| | | |

Name of chief executive or names of senior staff members (Optional information)

Not applicable

Exemptions from disclosure

Reason for non-disclosure of key personnel details

Not applicable

Other optional information

none

Declarations

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

| | | |
|-------------------------------------|-----------------------|--|
| Signature(s) | <i>G. M. Campbell</i> | |
| Full name(s) | Gillian Mary Campbell | |
| Position (eg Secretary, Chair, etc) | Secretary | |
| Date | 16 December 2024 | |

Hearing Ambassadors

Income & Expenditure for 12 months ending 5th April 2024

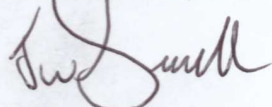
| Income | 2024 | 2023 |
|------------------------------|----------------|-----------------|
| Donations | 250.00 | 1000.00 |
| Donations Gift Aided | 1118.34 | 171.28 |
| Workshops | 0.00 | 0.00 |
| Sponsorship | 0.00 | 0.00 |
| Sundry income | 21.04 | 20.82 |
| Grant | 300.00 | 0.00 |
| Speaker Fees | 610.00 | 345.00 |
| Gift Aid claim | 279.50 | 44.05 |
| Total Income | 2578.88 | 1581.15 |
| Expenses | | |
| Sundries | 118.34 | 71.28 |
| Video productions | | 4000.00 |
| Workshop hire fees | | 0.00 |
| Meeting hire costs | | 0.00 |
| Sound Warriors | | 262.98 |
| Name badges | | 0.00 |
| Website hosting | 92.20 | 0.00 |
| Equipment purchases | | 0.00 |
| Website build & maintenance | 568.34 | 332.57 |
| Total Expenses | 778.88 | 4666.83 |
| Surplus | 1800.00 | -3085.68 |
| Funds brought forward | 385.11 | 3470.79 |
| Funds carried forward | 2185.11 | 385.11 |
| Represented by | | |
| Bank | 1891.33 | 331.58 |
| Payment in advance | 14.28 | 9.48 |
| Gift Aid debtor | 279.50 | 44.05 |
| | 2185.11 | 385.11 |

Honorary Treasurer WJK Spalton ACIB.
13th May 2024

INDEPENDENT EXAMINER'S REPORT ON THE ACCOUNTS

I have examined the accounts of the Hearing Ambassadors for the 12 months ended 5 April 2024 and in my opinion they represent a true and fair view of the Charity financial affairs and are in accordance with the records.

Jon Sewell – Independent Examiner.



JW Sewell ACIB– Independent Examiner

Date 1/8/24