



CHARITY COMMISSION
FOR ENGLAND AND WALES

Trustees' Annual Report for the period

From April 1 2024 Period start date To March 31 2025 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 2024-5</p> <ul style="list-style-type: none"> a. We attended various conferences and care homes, memory cafes, commercial organisations, hospitals and other organisations 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 and we were invited to talk at various "Well Being at Work Sessions" in the NHS and Financial Institutions. c. We are also working to create an online special interest and support group for anyone who is interested in hearing accessibility. We plan to run our first meeting in Q3 2025. <p>2. The advancement of health or the saving of lives. Hearing Ambassadors work with adults to help them to</p> <ul style="list-style-type: none"> a. Keep their hearing healthy b. 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 changing. c. Help them to understand the unseen effects of hearing loss including isolation, depression and social exclusion

		<p>d. Provide guidance which eases communication with loved ones with hearing loss.</p> <p>Hearing Ambassadors work with children and their parents to help them to understand the dangers of noise induced hearing loss which is 100% irreversible, but 100% preventable</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 600 people of all ages in the importance of 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 the parents of primary school age children in how to recognise when music is too loud and how their kids can take control of their own hearing well-being, saving them from acquiring noise induced hearing loss in later life. This work is directly related to the World Health Organisation's "Make Listening Safe" initiative.</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 £386.
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	£2571
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	Hearing Ambassador's principal funding is from grants and donations.
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		
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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	
Full Name	Gillian Mary Campbell
Position (eg Secretary, Chair etc)	Secretary
Date	13 December 2025

Hearing Ambassadors

Income & Expenditure for 12 months ending 5th April 2025

	2025	2024	
Income			
Donations	560.00	250.00	
Donations Gift Aided	582.54	1118.34	
Workshops		0.00	
Sponsorship		0.00	
Sundry income	2.84	21.04	
Grant	500.00	300.00	
Speaker Fees	415.00	610.00	
Gift Aid claim	145.64	279.50	
Total Income	2206.02	2578.88	
Expenses			
Sundries	136.63	118.34	
Zoom Fees	77.90		
Workshop hire fees	84.00		
Llandudno Conference	344.30		
Video Production	500.00		
Accommodation	93.10		
Website hosting	97.00	92.20	
Equipment purchases	216.73		
Website build & maintenance	270.00	568.34	
Total Expenses	1819.66	778.88	
Surplus		386.36	1800.00
Funds brought forward		2185.11	385.11
Funds carried forward		2571.47	2185.11
Represented by			
Bank	2410.10	1891.33	
Payment in advance	14.28	14.28	
Gift Aid debtor	147.09	279.50	
	2571.47		2185.11

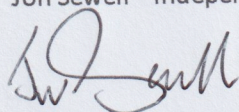
Honorary Treasurer WJK Spalton ACIB.

19-Jul-25

INDEPENDENT EXAMINER'S REPORT ON THE ACCOUNTS

I have examined the accounts of the Hearing Ambassadors for the 12 months ended 5 April 2025 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

20/10/2025