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Insight

achievement report 2012



What do we mean by D/deaf and D/deafblind?

Throughout this report, the word **Deaf** (with a capital D) is used to denote individuals whose first language is British Sign Language (BSL), whilst the term **D/deaf** – now widely recognised by care service professionals – refers to everyone with a hearing loss: Deaf, deaf, deafened and hard-of-hearing.

D/deafblind people are recognised as having a unique disability but the D/deaf distinction remains relevant in identifying whether individuals choose BSL or spoken language as their preferred method of communication.

DSN has been making a real difference for over 35 years.

All of us at DSN share a vision to provide a range of services that are fair and personalised, and that help give D/deaf people equal access to opportunities and services.

This is what drives us, and we look forward to continuing to deliver our vision for many years to come.



DSN Chair, Philip Brown

I am delighted to present this year's achievement report for DSN.

This has been a year of continued progress for us and I hope the information held within these pages gives you a flavour of our work, our vision and our values.

We have welcomed a new CEO to DSN in the last 12 months and we are excited about the opportunities that such a change brings. Bob Birchall has come to the organisation bringing with him much experience and a strong desire to work with our high performing team to continue to develop and deliver excellent services for the D/deaf community of Cheshire and its surrounding areas.

We have made great progress over the last 5 years, guided by the principles laid out in our strategy: The Strategic Staircase. This year has seen much work on our 5-year plan, 'Towards 2017', which has been launched to ensure that DSN has a strategic approach to further progress over the next 5 years.

DSN has had an eventful year in which we have thoroughly enjoyed getting out and about to spread our message. A high profile at many community events across Cheshire, with our new mascot, Dotty the Dalmatian, has helped us to raise awareness of D/deaf issues across the region.

This increased presence would not have been possible without the energy and dedication of our volunteers and I thank each and every one of them for their efforts over the last year.

My thanks also go to the staff and trustees for their commitment and drive, in ensuring that the voice of the D/deaf community of Cheshire is always heard.



CHAIR PHILIP BROWN

CHIEF EXECUTIVE BOB BIRCHALL

EXECUTIVE, OPERATIONS GILL REEDER

DSN Chief Executive, Bob Birchall

It is my absolute pleasure and privilege to have been given the opportunity to work for DSN and I do hope that you find our 2012 Insight report a strong indication of who we are, what we do and what we stand for.

An end of year report is always a good opportunity for reflection, but also I hope a strong springboard for further development and innovation. We are all proud of our achievements, but must continue to look forward to ensure we continue to deliver the best quality of services and outcomes for our service users, communities and commissioners.



DSN exists to serve the D/deaf communities of Cheshire and the surrounding areas. We will continue to work together to provide a range of services that are fair and bespoke and that help to give D/deaf people equal access to opportunities and services. This has been the driving force that unites us at DSN for over 35 years and it will continue to guide us through the years ahead.

To this end, we have devised a new 5-year strategy named 'Towards 2017' which builds on the excellent work of our previous guiding document: The Strategic Staircase.

Working with service users, staff, trustees and other stakeholders in the development of our new plan has been a great opportunity for me to see what people truly value about DSN and to enshrine this within all our efforts.

I would like to thank all our high-performing staff who give so much to ensure the delivery of excellent services. Thanks also to our trustees and volunteers who spur us onto our higher goals, our partners and stakeholders; donors and commissioners, without whom we would not be able to deliver so much: also a huge thank you to the D/deaf communities across Cheshire for being really inspirational to us all and keeping us focused on what we are here to do, now and in the years ahead.



EXECUTIVE, SUPPORTED LIVING / DEAF COMMUNITY MICHELLE SIMPSON

EXECUTIVE, FINANCE & PERSONNEL JEANETTE KEARSLAKE



Towards 2017

■ This year has seen the development and launch of our new 5-year plan - 'Towards 2017'.

This is the document that will guide us through the next period of our development: a period that most people agree will be a challenging one given the economic landscape across the UK and beyond.

'Towards 2017' builds upon our previous strategy 'The Strategic Staircase' and lays out clearly what drives us, our objectives, our priorities and our approach.

We have identified 5 strategic themes that will act as a focus for our work and we are excited about putting our plan into action.

For a copy of our strategy, please visit our website or call us on 0808 208 2440. We will be delighted to get a copy to you, and it is available in a variety of formats including BSL.



5

strategic themes

These are the strategic themes that will provide the focus for our work.

1 | **Communication**

2 | **Health**

3 | **Partnerships**

4 | **Service users**

5 | **Social care**

Each theme has a direct link to staff.

What drives us and our people?

- All of us at Deafness Support Network share a vision to provide a range of services that are fair and personalised, and that help give D/deaf people equal access to opportunities and services.

Our objective...

- To provide the best choice and quality of services we can, as efficiently as we can, for as many people as possible, within the resources available to us.

Our priorities...

- We will work hard to understand and meet the needs of the people and families we work with, helping them make the most of the opportunities available to them.
- We will continue to challenge and, when necessary, change the public perception of D/deafness.
- We will respect people's different needs and treat everyone equally.
- We will do our best to provide quality services, be great employers and be effective communicators. We'll also do our best to be innovative when planning services, and maintain the highest standards of management, leadership and financial responsibility.
- We will continue to celebrate the culture, talents and aspirations of all D/deaf people and we will make sure these are properly reflected in the way we develop our services.
- We will encourage everyone involved and connected with our work to take an active part in developing and providing our services.

Our approach...

- Our ambition is to keep improving and increasing our services so that we can improve the quality of life of everyone who needs us.

We know we're facing some challenging times ahead, just like other charities and voluntary organisations. Whatever the challenges, we will always do our best to make a positive contribution to the health, well-being and lifestyles of D/deaf people, their families and the wider community.

The purpose of this strategy is to share the main themes that will help us to develop and provide services that can best meet the needs of our clients now and in the future. All those services will reflect and respect the history and culture of D/deaf people.

This report builds on our previous strategy - 'The Strategic Staircase' - which gave us a new vision for the organisation. It also sets down a number of objectives that we have made good progress in achieving. Those objectives will continue to guide the way we develop and provide services.

By looking at new ways of working, being effective and efficient, and putting quality at the centre of all we do, we can be a strong voice for the D/deaf community.

We will support all staff in adopting this strategy and help them recognise how they can contribute to its success.

Through genuine staff involvement, we will act as 'one team together' working innovatively to provide better outcomes for D/deaf people.



Our services

DSN provides a wide range of services, all dedicated to improving the lives of D/deaf people across Cheshire and surrounding areas. These services include:

Health

We are developing services to promote health and well-being, and are working in conjunction with health partners to improve audiology pathways and access to primary care services.

Deaf Active

A project set up by both deaf and hearing young people to provide inclusive sporting activities.

Technical Support

Offering advice and recommendations of the most suitable technical equipment for each individual.

Training

A wide range of training suitable for everyone. We are proud of the quality of all services provided by DSN, and we are recognised as a leader in service delivery, and for the quality of outcomes for our service users. We will continue to work to further improve and innovate in order to ensure that we are delivering the best services and opportunities for the communities of Cheshire.

Social Care and Outreach provision

Delivering a package of professional care, commitment and support to improve the quality of life of our service users.

Youth

DSN continues to invest heavily in Youth services, guided by the principle of "reverse integration". This ensures that young people with a hearing loss have access to a range of activities, that would otherwise be denied to them.

Deafblind Services

Equipping people with sight and hearing loss to live as independently as possible.

HAND project

DSN has joined forces with the Health & Social Care Volunteering Fund and local healthcare professionals to stage a series of health workshops to break down healthcare barriers experienced by people who have a hearing loss.

Family Tactics

Visiting families with a deaf member to address communication barriers in the home.

 **want to know more...?**

Contact the team on 0808 208 2440



Communication Support

We provide BSL/English interpreter, D/deafblind interpreter, note takers, lip-speakers, speech-to-text operators.

Supported Living

Providing accommodation in a friendly and supportive environment for adults who have additional learning difficulties and/or behaviour and complex needs.

Day Services

A range of developmental activities to ensure service users are encouraged to review their development and explore new challenges.

Volunteer Services

Our volunteers provide vital support to our staff and service users.



Spotlight on DSN's Outreach service

We'd like to commend the work of DSN's Outreach Service and highlight the team's valuable services.

The Outreach Service is funded through 'Supporting People'; a national programme that aims to enable vulnerable people to live independently through the provision of housing related support services.

The service helps D/deaf people living in Cheshire and Salford receive their due benefits, maintain their home, manage bills and budgets, find work or training opportunities and ensure access to their services and information.

The team's support workers are both deaf aware and British Sign Language (BSL) communicators, and work with service users to identify their needs through a support plan which is tailored to meet their needs.

Our Communicator Guide, Sonia Fitzpatrick, is funded by 'Supporting People'. Having her on the team enables the Outreach service to ensure Deafblind service users maintain their independence and to facilitate access to information, services and their community.

The Outreach Service team consists of:

Support Workers
Toni Ives and Harriet Jennings

Communicator Guide
Sonia Fitzpatrick

Team Leader
Natalie Jackson

Here is a case study of one of Sonia's service users...

Joan's Story...

Joan was left with minimal sight just over 12 months ago following surgery. She already had a partial hearing loss and this new disability was devastating and left Joan feeling understandably low.

She was introduced to Sonia by a Rehabilitation Worker and the resulting impact on her quality of life has been fantastic!

Walking is a great passion of Joan's and the Outreach team helped her to join a local walking group and meet new friends. "The support that Sonia provides has opened new doors for me," Joan said.

The valuable support that Sonia provides for Joan has also reduced the pressure on her family to do everything for her; she is able to rely on a range of support from Sonia.

Joan is now an active member of a Deafblind Group where she acts as an ambassador and tries to develop awareness of the needs of Deafblind people. Joan and the group have recently been involved in a project speaking to local hospitals about how they can improve stays in hospital.

Joan added: "I am hoping to help others with sight loss by sharing my experiences of how to live with blindness." Joan has recently received a Guide Dog from Guide Dog Chester, who has been of great help to her and will further enable her to maintain her independence.

Want to know more...?

To make a referral or to speak to a Support Worker, contact Natalie Jackson at the Chester DSN office on 01244 371372 (Voice) or on the Outreach Service mobile number 07851 971654 (Text).

Youth

Youth services have continued to grow and develop, with significant investment from a number of new sources, including the Royal Masonic Lodge for Boys and Girls, and the Steven Gerrard Foundation.

We are hugely grateful to all organisations and individuals who have provided funding to enable DSN to deliver excellent and innovative services for young D/deaf people.

Steven Gerrard has offered his support of an awareness campaign targeting hearing youths due to start early 2013.

DSN scores

Steven Gerrard's support!

The Steven Gerrard Foundation has also provided funding for our Definitely Gold programme; a project that aims to keep socially excluded deaf children and young people to participate in sports alongside their hearing peers to in turn build confidence.

Steven said: "The highly-specialised advice and support that DSN provides is essential to the quality of life of deaf and hard of hearing people.

"I'd like to shine a light on the work that DSN does and the massive difference it makes to so many lives, and encourage more people to ask for the help that's available."



DSN teams up with Cheshire East to provide family support

Eight families from East Cheshire will be added to the growing list of those that have benefited from DSN's Family Tactics Service.

The programme, which runs in partnership with Chester East Council, aims to improve relationships by working with the whole family in the home to build confidence and reduce frustration for the deaf child or young person.

The new addition brings the total up to 22 families who will be provided with specialist support such as deaf awareness training, BSL tutoring and practical sessions to advise on improvements such as gaining the deaf person's attention and facial expressions.

Although the service is largely focused on the home environment, DSN is utilising its Macclesfield office as the central hub for the service within the Cheshire East area.

Family Tactics issues were recently highlighted in a BBC documentary following Eastenders actress, Rita Simons, as she and her family adapted to life with a deaf daughter.

Dawn's new role

Dawn Nesbitt has been appointed to DSN's Family Tactics Service throughout the region after a funding boost by Cheshire East Council.

She added: "I'm really excited to have the chance to build on the good work DSN has already started throughout Cheshire East. This is clearly a service with a tremendous value that can help keep families together."

Legacy funds help Daniel keep in touch with family

Daniel Bolton, 12, has a moderate to severe bilateral hearing loss and has used hearing aids from a very young age. Daniel's parents contacted DSN's Family Tactics Service for communication support.

Following a visit to the family home, the team was able to suggest several ways of improving family communications.

Although Daniels' parents and his younger siblings were all very 'deaf aware' and already using correct methods of communication, the sessions increased their confidence and gave them the opportunity to discuss their own concerns. The Family Tactics team was able to help the family with tips including seating position, correct lighting and getting Daniel's attention.

Family Tactics Project Officer Pam Hignett said: "It was a pleasure to meet and work with Daniel and his family. Although everyone was already communicating very well with Daniel, just having someone to discuss the issues and experience of deafness with, was something which Mum and Dad found very helpful."

Whilst working with the family, Daniel's parents mentioned the difficulty he'd experienced when using the phone and although they had tried different models, none had resolved the problem. This was quite frustrating for Daniel, as he often missed out on weekly phone calls with his uncle and family in Canada.

Through a legacy to DSN, they were able to provide Daniel with a new amplified phone with a compatible loop system, which has helped enormously – particularly with those transatlantic calls!

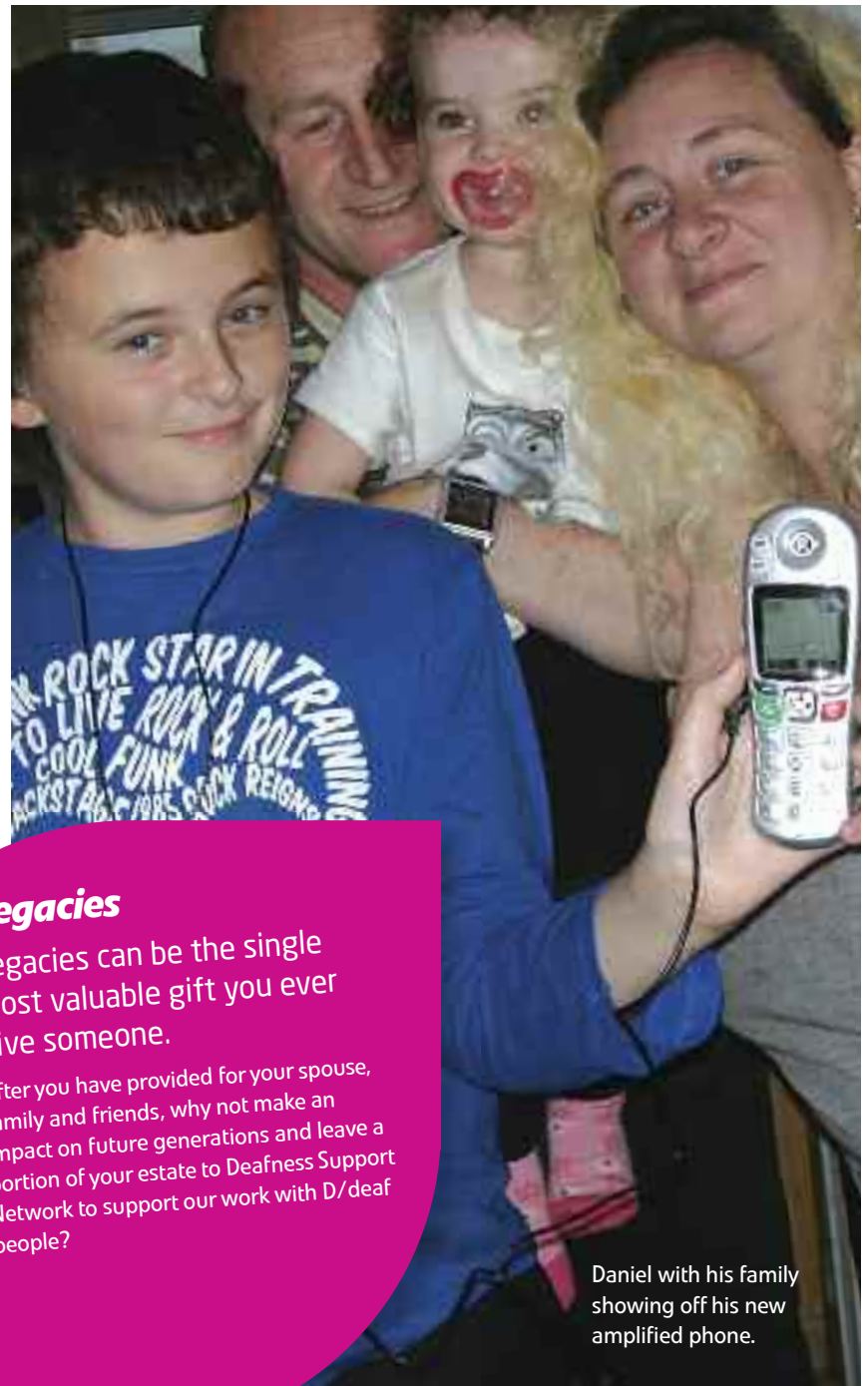
Pam added: "We were as delighted as Daniel and his family when the new amplified telephone and loop system arrived - that really was the icing on the cake!"

As a result of the valuable support DSN provided, Daniel's Grandmother, Lynda Snow, contacted DSN to raise funds as a thank you. Lynda, who is a board member from Wulvern Housing, raised over £120 by selling mince pies, holding a raffle and through donations from around the office.

She donated the funds via the Big Give Christmas Challenge, which allowed her donation to be doubled. This has sparked a brilliant relationship between DSN and Wulvern Housing, who has now asked for DSN to provide Deaf Awareness training for its staff.

 Want to know more...?

Contact Pam Hignett, email phignett@dsnonline.co.uk



Legacies

Legacies can be the single most valuable gift you ever give someone.

After you have provided for your spouse, family and friends, why not make an impact on future generations and leave a portion of your estate to Deafness Support Network to support our work with D/deaf people?

Daniel with his family showing off his new amplified phone.

Meet DSN's new mascot – Dotty the Deaf Dalmatian!

■ You'll no doubt spot Dotty the Deaf Dalmatian around DSN centres from now on, with pens, pencil cases, finger puppets, cuddly toys, badges, note cards, stickers and signs all branded with our new mascot.

So why has DSN chosen a Dalmatian as the mascot? Dalmatians are in fact prone to deafness; approximately 8% of Dalmatians are born completely deaf and 22 to 24% are born with hearing in one ear only.

This makes DSN and Dotty the perfect partners to offer support to deaf and hard of hearing people.

Dotty has been out and about all year, raising awareness of DSN, D/deaf issues and promoting our services at a range of events including Christmas in Frodsham, Silverstone half marathon, The Treacle Market, Barnaby Festival and on the streets of Chester and Warrington to name but a few.

We look forward to being even more visible in the next year, and coming to an event near you!



Pictured from left to right: DSN's Chairman Philip Brown, Chief Executive Bob Birchall, Lord Lieutenant of Cheshire, David Briggs, MP for Weaver Vale Graham Evans, at the open day with Dotty the Dalmatian.



Staff and volunteers raised awareness of DSN and the importance of hearing checks at Macclesfield's Treacle Market Day in May.

The event at St Michael's Churchyard, Macclesfield played host to a DSN community stall thanks to sponsorship from Peaks and Plains Housing.



Robert Brown of CFRS, BSL Trainer/Assessor Lisa Morley of DSN and service user Adam Bowker celebrate their success with DSN's mascot Dotty the Dalmatian.

Since the beginning of the service we have clocked up

1,336
volunteer hours

and over the next 12 months this will increase again significantly.

 **want to know more...?**

Contact the team on 0808 208 2440



DSN Partnerships

DSN continues to work in partnership with a wide range of organisations across public, private and charitable sectors.

Together we can design and deliver strong innovative services that really meet the needs of Cheshire.

A good example of these partnerships is our work with Housing Authorities. By continuing to look at how we can offer effective and efficient services, we can ensure that we are 'Stronger Together' by working in partnership.

Our work with Cheshire Fire and Rescue Services is further evidence of our commitment to partnership – this has opened some truly international doors this year!

USA fire service makes emergency call to Cheshire!

American firefighters are turning to Cheshire to help improve their communication skills with deaf people in emergency situations.

In 2000, Cheshire Fire and Rescue Services (CFRS) and DSN formed a partnership to improve the safety of deaf people in emergencies. The collaboration followed horrific incidents of deaf people being unable to communicate with firefighters in life and death circumstances.

As part of this relationship, CFRS and DSN jointly employed Deaf Persons' Advocate Melanie Pitts who developed a 'Z' cards initiative which illustrates the basic hand signs that could prove vital in an emergency.

News of the 'Z' cards success reached Glendale Fire Department in Kentucky, USA, after the Station Chief's niece, during a holiday in Cheshire, witnessed a firefighter using sign language to communicate with a deaf resident during a call-out.



Left to right: Gill Reeder of DSN, Barry Williams of CFRS, Kirstin McCallum of DSN, Claire Fiddeman of CFRS and Deaf Person's Advocate Melanie Pitts celebrate their 'Z' cards reaching out to America.

Glendale Fire Department Lieutenant Ray Martin said: "Our Chief is a great believer in our firefighters being equipped for any situation. We feel the ability to communicate with deaf people in emergencies would be a great enhancement to both our firefighter's capability and public safety.

We want to thank DSN and CFRS for producing the Emergency Sign cards. They're a great idea and will be sent out to all firefighters in our county."

The success of the 'Z' cards was covered in the February 2012 edition of Cheshire Life. Did you spot it?

To get your hands on a 'Z' card email dsn@dsnonline.co.uk with your request.

 **want to know more...?**

Contact the team on 0808 208 2440

Health

Health has been identified as one of our key strategic themes over the next 5 years. One aspect of this work is our programme to work with GP Surgeries to improve access and services for D/deaf people.

There are an estimated 90,000 people of all ages across Warrington and Cheshire with a degree of hearing loss that in many cases significantly impacts on their quality of life.

Those who are profoundly deaf face the greatest challenges in accessing day-to-day services that most of us take for granted.

One particular area of concern is how some deaf or hard of hearing patients may be disadvantaged in accessing the full range of GP support as effectively as they might. For example, booking appointments or discussing symptoms and concerns with a healthcare professional over the phone can be fraught with difficulty.

We pride ourselves in being the area's leading support organisation for people affected by hearing loss and their families. People can access help and support via our website www.dsnonline.co.uk

To help improve quality of access for service users and help increase GPs awareness of the specific needs and concerns of deaf people, DSN is undertaking free audits at surgeries throughout Cheshire in the coming months.

We hope that these audits will help identify and celebrate the many examples of good practice that exist, and further enhance the standard of communication and service provision across primary care services in the area.

Surgery managers who feel they would like to participate or have further details can contact Linda Gill direct on 01606 47831.

Tell me about....

British Sign Language (BSL)

It is the fourth most popular language in the UK and it can take more than five years to become fluent.

The Government recognised BSL as a language in March 2003.

When new or modern words develop, new signs are created to match them.

With Sign Supported English (SSE), a person uses signs taken from BSL but in English word order with lip patterns.

Check out... Lee's BSL songs on Youtube

Health Awareness and Deafness Project

Funding provided by the Department of Health's Health and Social Care Volunteering Fund allows us to collaborate with health partners to provide workshops for D/deaf people and their carers across Cheshire to educate them on high-risk health conditions.

Want to know more...?

Contact Linda Gill, email lgill@dsnonline.co.uk



Focus on fundraising

In a bid to boost vital funding, DSN formed a fundraising group of staff and volunteers to focus on raising funds in the face of the current economic climate.

The group will meet monthly to discuss upcoming fundraising activities.



Here are the fundraising team members:



Anglea



Hayley



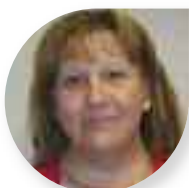
Sonia



Wendy



Debra



Lynne



David



Sarah



Jennifer



Wendy

Want to get involved...?

£100

An online donation of £100 would pay for a family to receive four sessions in BSL communication via our Family Tactics and Communications project.

 **JustGiving** for charities

A text donation of £8 will pay for a BSL signing book to help families develop their ability to communicate with their D/deaf child.

www.buy.at/dsn

www.buy.at/dsn - Shopping online via the DSN Web Shop costs our supporters nothing but generates valuable commission for DSN's services.

By cheque

If you would like to donate by cheque, please make your cheque payable to Deafness Support Network and send it to our address:

Deafness Support Network
Northwich Headquarters
144 London Road
Northwich, Cheshire CW9 5HH

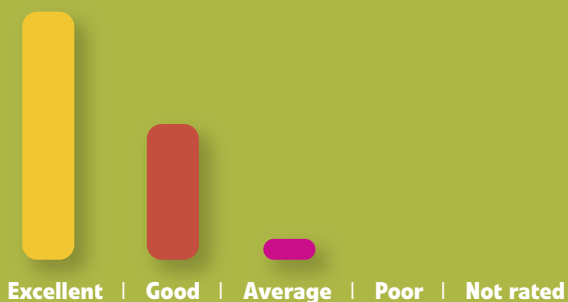


How DSN measures up – social accounting

DSN has developed a social accounting strategy to measure quality of service.

This is an on-going programme for us and we will continue to seek feedback from our stakeholders, in order to continually develop our services, and improve outcomes from all our service users.

2012 results



“

I had support in the past from lots of services (D/deafblind/social work) but nothing ever got done. Now my services are co-ordinated.

A DSN SERVICE USER

“

Without the support it would not be possible to live independently.

A DSN SERVICE USER

“

The service has helped other professionals to understand my disability and needs.

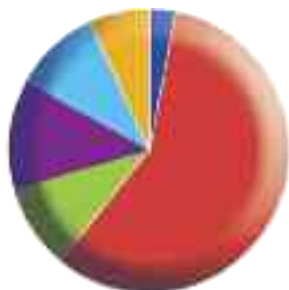
A DSN SERVICE USER

 *want to know more...?*

Contact Debi Shackley on 01606 47831

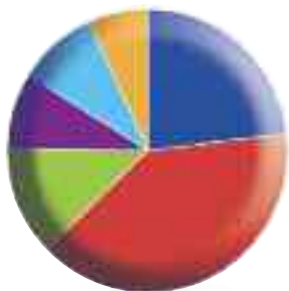
Financial accounting

Total income 2011/2012



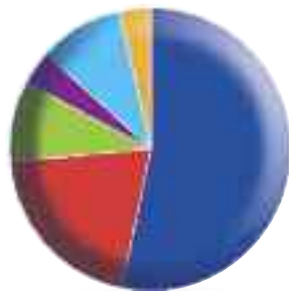
- Central & Premises
- Supported Living
- Social Care Services
- Outreach Services
- Communication Services
- Other Services

Total staff costs 2011/2012



- Central & Premises
- Supported Living
- Social Care Services
- Outreach Services
- Communication Services
- Other Services

Other expenditure 2011/2012



- Central & Premises
- Supported Living
- Social Care Services
- Outreach Services
- Communication Services
- Other Services

BALANCE SHEET

For the year ended
31st March 2012

	2012
	£
Fixed Assets	
Tangible assets	1,453,492
Intangible assets	1
	<u>1,453,493</u>
Current Assets	
Debtors	413,230
Investments	2,634,000
Bank and cash balances	181,709
	<u>3,228,939</u>
Creditors	
Amounts falling due within one year	241,189
Net current assets	<u>2,987,750</u>
Total assets	
less current liabilities	<u><u>4,441,243</u></u>
Capital and Reserves	
Unrestricted Income Funds	3,633,001
Designated Funds	589,326
Restricted Income Funds	218,916
	<u><u>4,441,243</u></u>

The above information is a condensed summary of our financial activities. Full copies of the audited accounts are available on request.



Making the most of the **World Wide Web**

With the fast-paced world of the web ever expanding, DSN has been making the most of social media using sites such as Facebook and Twitter to share our news and interact with like-minded people.

Since launching our profiles last year we've been able to share news and views from within DSN's teams and services across several social media platforms and also engage with national deaf news. Social media is also proving to be an effective tool for spreading the word about our cause and our people.

What's all the fuss about...

Social networking sites are fundamental in communicating with audiences that may not otherwise know of DSN's services and achievements.

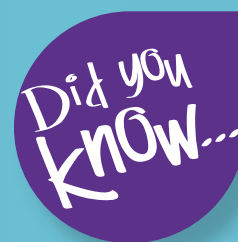
Look what we've already achieved...

We have 175 fans on Facebook and 290 followers on Twitter including NDCS, Remark!, UK Deaf Sport Deafblind UK, Able Magazine and actress Rula Lenska.

What's next?

It's vital for DSN's future profile and reputation that we have a strong and sustainable online presence.

We will continue to grow our social media following and audience interaction to ensure we effectively engage with users, stakeholders and relevant media.



We measure the success of our profile-raising by the quality of DSN's online following which so far includes Deaf Nation, Deaf Wise, Hearing Loss Clinic and actress Rula Lenska!



 **want to know more...?**

Contact Jenna Vernon on 01244 320677

Looking ahead...

■ We're going to be launching a youth campaign, Sound Sense, in 2013 which aims to educate hearing youths across Cheshire of ways to prevent noise-related hearing loss.



○ **want to know more...?**

Contact Lorna Langton, email llangton@dsnonline.co.uk

