



Royal Association for Deaf people

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



## Annual Review 2017



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

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

**We have:**

- Secured funding in partnership with MyBnk and Royal Society for Blind Children to deliver “Money Mechanics”; a ground-breaking financial education programme aimed at boosting the financial literacy of young Deaf and blind people in the UK
- Expanded our employment service into Stoke/Staffordshire and across Essex through the Building Better Opportunities programme
- Achieved funding for our befriending programme supporting young Deaf people in the London Boroughs of Lambeth, Sutton and Barking and Dagenham
- Launched an advocacy service in Dorset
- Registered as an approved provider with the Job Centre Plus which enables us to support more Deaf people into employment in England
- Launched our careers advice service in partnership with City Lit (College) in London
- Expanded our sensory partnership in Essex to launch a new befriending service
- Provided communication services for 3470 bookings across London, Essex and the South-East
- Delivered 44 hours of free interpreting services for unfunded personal events such as funerals
- Secured communication services contracts across London, Essex, Hertfordshire, East/West Sussex and Hampshire
- Partnered with SignLive to deliver on-demand video interpreting services



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

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

## We have:

- Awarded the first Deaf-Aware Prison Quality Mark to HMP Whatton
- Developed a new Deaf-Aware Hospital Quality Mark
- Continued to increase our professional translation services, working to ensure the accessibility of websites and official documents of mainstream service providers and partners



**We awarded the  
first Deaf-Aware  
Prison Quality Mark  
to HMP Whatton**

## Is your organisation Deaf-Aware?

We delivered 51 training sessions to a wide variety of companies including HMRC, UK Power Networks and Unison – all of them have one thing in common, wanting to make their services and staff accessible to the wider Deaf community.

Deaf Awareness training is a fun, interactive course that gets staff involved from the start.

All of our trainers are Deaf themselves and use BSL – meaning they are able to include personal and lived experiences of the different barriers Deaf people encounter in their daily lives.

Interested in learning more?  
Email: [communitydevelopment@royaldeaf.org.uk](mailto:communitydevelopment@royaldeaf.org.uk)

**'It was an incredible opportunity for our teams to become more Deaf-aware and we very much felt that this was the start of an amazing journey for our organisation'**

Care Quality Commission,  
East of England

**AMBITION 3:  
TO ENSURE  
FINANCIAL  
SUSTAINABILITY**

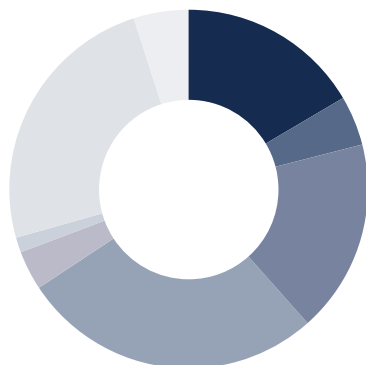
**RAD works to generate the funds it needs to deliver the services Deaf people value.**

“A positive perception exists of RAD as a part of the Deaf community, of being ‘in’ it, not representing it or being an organisation that is ‘about’ it.”

Research study from The University of Manchester

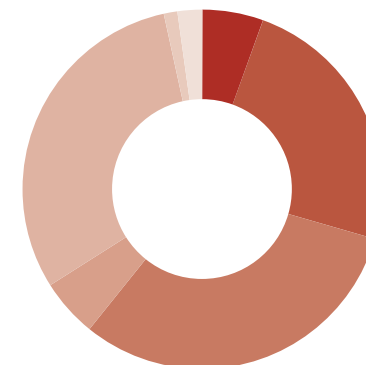
**INCOME £3,022,721**

Voluntary Income	497,112
Investment income	137,058
Advice, Advocacy, and Employment	527,212
Social Care	825,635
Children, Youth and Families	107,906
Education and Training	41,814
Interpreting fees	736,680
Other Services	149,304



**EXPENDITURE £3,261,322**

Deaf centres and community development	180,157
Advice, Advocacy, and Employment	779,505
Social Care	1,024,794
Children, Youth and Families	168,856
Interpreting	996,095
Fundraising	40,109
Training and other services	71,806



**We have:**

- Developed ambitious fundraising plans for the next five years which will help to ensure Deaf people have access to our services when they need them
- Restructured our Communication Services to help ensure that we can continue to support Deaf people to access communication professionals
- Improved financial reporting to better monitor our income and performance



## AMBITION 4: TO BE AN EXEMPLARY EMPLOYER



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

## We have:

- Worked on our Rewards and Recognition initiatives at our staff conference
- Introduced a new e-learning programme covering a wide range of areas including Health and Safety, Safeguarding and Mental Capacity training
- Introduced a new training and development programme for community support staff that will enhance our service and enable us to reach more people with diverse needs
- Been awarded Disability Confident Leader Status by the Department of Work and Pensions. This quality mark demonstrates that we support the recruitment and continued employment of people with disabilities



## Abdi's Story

Abdi is a profoundly Deaf man in his twenties. He had been living in temporary accommodation for the past five years and wanted to secure permanent housing.

Abdi attended a RAD drop-in session and met with a support worker from our Information, Advice and Guidance team to get advice on how he could improve his housing situation.

We supported Abdi with an application for council housing and he made a successful bid on a flat in late 2016.

But our support didn't stop there. We liaised with Abdi and the council's housing officer to ensure that the move was completed smoothly. A sensory needs assessment was arranged to identify any specialist equipment Abdi would need in his new home.

Abdi has now settled into his new home and is enjoying his independence.

**Abdi**, London Borough of Lambeth

## TO CONTACT US

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