



Annual Report and Accounts for the year ended 31 March 2020



Impact, Quality, Service

Contents

1. Chair's message	1	5. Outcomes.....	14
2. CEO's introduction	2	6. Quality	15
3. Key Activities	4	7. Grant funding	16
▪ Community NHS hearing aid maintenance sessions	4	8. Fundraising	16
▪ <i>Hearing Help Community Leaders</i>	5	9. Future Challenges.....	18
▪ <i>Hear for You</i> support and social groups	7	10. Independent Examiner's Report.....	19
▪ <i>Living Well with Hearing Loss</i> workshops	7	11. Financial Review	20
▪ Lip-Reading classes	9	12. Reserves Policy	20
▪ Raising awareness	9	13. Risk Management	21
▪ Promoting the interests of people with hearing loss	10	14. Financial Statements.....	22
▪ Volunteering	11	15. Appendix: User Satisfaction survey.....	26
4. Impact	12	16. Structure and Governance	30
		17. Reference and administrative details	30

The charity's charitable objective, as set out in the Constitution:

"To relieve the needs and help people with hearing loss or deafness in or near Cambridgeshire, for the purpose of removing or reducing the limitations caused by those conditions on the ability to communicate and to enjoy life."

The Trustees declare they have approved the Trustees' Report below.

Signed by the Chair of Trustees, Roger T Hill, on behalf of the trustees:

Signed:



Date: 20 July 2020

Cambridgeshire Hearing Help Trustees' Annual Report for the period 1 April 2019 to 31 March 2020

1. Chair's message

I am very pleased to report that 2019-20 was another good year for the users of Cambridgeshire Hearing Help and for the charity as a whole but one which saw significant change. Firstly, the arrival of our new chief executive, Richard Howitt, whom we warmly welcome to the charity, and secondly the challenge of the Covid-19 pandemic.



Nevertheless, during the year our wonderful volunteers successfully provided a hearing aid maintenance and battery replacement service and advice for nearly 6,500 people with hearing loss in Cambridgeshire and Fenland and serviced almost 16,000 hearing aids in our 41 Hearing Help Sessions across the region.

We are of course very grateful that this work continues to be funded by Cambridgeshire County Council, the Cambridge and Peterborough Clinical Commissioning Group and by generous donations from a number of organisations and members of the public.

This year we have also been successful in setting up a pilot project funded by the National Lottery and Evelyn Trust to recruit a new team of volunteer Hearing Help Community

Leaders in South and East Cambridgeshire. The main purpose of the project is to provide a hearing aid maintenance and advice service in the communities where our volunteer Community Leaders live, to support the housebound and those living in local care homes.

Part of the project has been the setting up of self-help meeting groups, held over a cup of tea or coffee initially in St Neots and Ely, to provide peer group support for those who have found themselves increasingly isolated by hearing loss.

These community groups provide a forum to discuss the wide range of problems suffered by the hearing impaired with discussions covering many topics such as communication techniques to help reduce isolation, typical problems encountered (sometimes amusing, sometimes less so!), advice on how to get the best out of hearing aids for first time users, and the broadening of our knowledge of the many new technologies now available to improve communications.

By the end of the financial year the dark cloud of the Covid-19 pandemic had arrived and during March we had to close temporarily our Hearing Help Sessions; pause our Community Leaders project; furlough our supervisors and reduce our service only to the postal supply of batteries in accordance with government guidelines for the lockdown.

continued overleaf...

Furthermore within days Richard, our new chief executive, was hospitalised with the Covid-19 virus although we are pleased to say he has now made a complete recovery!

We have many people to thank for their work. May I personally thank our 120 volunteers, supervisors and administration staff who have dedicated themselves to helping those with hearing loss and carried out their work with such enthusiasm.

We also need to thank our departing Director Amanda Morgan for the hard work she put in over her three year tenure in implementing our fundraising strategy so successfully.

Finally, to my fellow Trustees I wish to thank them for their dedication and the support they have given me in successfully navigating through this most recent turbulent period.

This next year sees a number of challenges. The most important will be the starting up of our services again, which inevitably will be in stages as the social distancing guidelines are relaxed before we are able to offer full Hearing Help Sessions. Our Community Leader project likewise will be a staged process of getting to back to a normal service. We will be working closely with our funders and medical advisors to see how we might best do this safely.



Roger T. Hill
Chair

2. Chief Executive Officer introduction

This is the first Annual Report, since I joined as Chief Executive. I would like to thank Roger and all the Trustees, our small but committed staff team and all our dedicated and enthusiastic volunteers, for the very warm welcome which I have been given.



I have worked and volunteered with organisations for people who are deaf, hard of hearing and with other disabilities throughout my career to date, and it is a privilege to be appointed to lead Cambridgeshire Hearing Help in the next stage of the charity's development.

I join Roger in thanking my predecessor, Amanda, together with our Office Manager, Melanie Lombardi, and our Trustee, Isobel Hambleton, who all left during the year.

I deliberately took time visiting several of our sessions when I started and I recognise the very impressive efforts of our volunteers, which go in to helping people maintain their hearing aids in towns and villages right across Cambridgeshire.

In this report, you will also see how important this is in helping people with hearing loss maintain their wider physical and mental health, their independence, confidence and participation in the community.

An independently-written Economic Impact Study published this year which you will see on page 13, shows the very significant saving our work makes, lifting the burden on local health and social services. The evaluation of our [Living Well with Hearing Loss](#) project undertaken by the University of Essex, (see page 14), demonstrates how our work also helps our service users improve relationships with family and friends and to become much more able to manage their own health.

The most important evaluation, however, remains that from our service users themselves. This year our User Satisfaction Survey (see pages 26-28), shows 94% of attendees were satisfied or very satisfied with our service. Meanwhile two focus groups for our 'Hearing Help Community Leaders' pilot project, showed 90 per cent say objectives had been met.

I join with our Chair in thanking all our funders and fundraisers for your generosity. I appeal to you to sustain your support to Cambridgeshire Hearing Help in the year to come, especially in these difficult times. We also deeply appreciate our relationship with other sensory organisations locally.

We have written and you will be reading this report in the extraordinary circumstances of the Coronavirus crisis. I am very proud of our charity's efforts to maintain our services as far as possible during the lockdown, and to find alternative ways of supporting our users and volunteers where Government guidelines meant we could not. We have rightly placed great emphasis on identifying and ensuring support to those who are most vulnerable.



At this time, it is very difficult to foresee the exact shape of how we will be able to reinstate our full operations in the year to come. What is certain, is that the same sense of mission which caused our founders to establish our organisation over forty years ago, will guide our combined efforts to ensure that much-needed support to people with hearing loss, will continue and develop into the future.

Please enjoy reading this report.

A handwritten signature in black ink that reads "Richard".

Richard Howitt
Chief Executive Officer

3. Key activities - supporting people with hearing loss throughout Cambridgeshire this year

Providing community NHS hearing aid maintenance sessions in 46 community venues throughout the county

Our 'core' service continues to be our 'Hearing Help' sessions, which have been run in 43 venues throughout the county (two bi-monthly, 31 monthly and eight quarterly), attended by 5,223 people with hearing loss across Cambridgeshire. This year has seen 9,763 attendances at the sessions, with 13,258 occasions of cleaning and maintenance of hearing aids, 32,164 new batteries issued and advice given to 807 people.

We also visit inmates at HM Prison Littlehey, to clean, re-tube, and supply batteries for NHS hearing aids, and to supply batteries to inmates with hearing loss at HM Prison Whitemoor. Altogether we assisted 113 prisoners this year.

The sessions are delivered by our enthusiastic network of volunteers, supported by our supervisors, Gaynor and Fran. We continue to be flexible in locating sessions where they are most accessible and where there is most demand. In the small number of cases where it is necessary to move venues, this is publicised in advance in our sessions and locally. We are grateful for the cooperation of all venues which host us.

The sessions provide an important point of contact for our service users, some of whom experience isolation or other health problems. As well as an opportunity to speak with our staff, volunteers and other people with hearing loss, we welcome the opportunity to identify where our users can benefit from support from our other services, by other providers and by statutory services.

With constant changes in technologies and by hearing aid suppliers, great care is also taken to keep our methods up-to-date, to ensure hearing aid users receive a safe and effective service.

This became a particular challenge during the Coronavirus crisis, which was rapidly escalating as we approached the end of the year under report. We have continuously reviewed our service to seek to continue provision wherever possible, whilst maintaining our already existing high levels of hygiene and fully respecting developing Government and NHS guidance. We regret the necessity to restrict services over a prolonged period, and have constantly sought to find ways to continue to support our users and to ensure the continuation of emergency repairs, in conjunction with the original issuers: hospital audiology departments and Specsavers local shops.



 Hearing Help Community Leaders - our pilot project seeking to extend provision to people with hearing loss who are housebound or who live in residential homes

This year we launched a pilot project [Hearing Help Community Leaders](#), which is seeking to significantly extend our service to people with hearing loss who are housebound or who live in residential homes, by training local Hearing Help volunteers to provide our service within their local communities.

The project, led by a coordinator, Claire, is focused for the pilot period in South and East Cambridgeshire, and has been kindly funded by the Evelyn Trust and the National Lottery Community Fund.

Already, we have increased the number of care homes we are able to visit by 18 (against a target of 14), throughout Cambridgeshire, with 978 home visits and 1,334 visits to residents in care homes. This represents assistance to 275 individual people with hearing loss who are housebound and to 542 people with hearing loss living in residential care or nursing homes. In addition, we have provided assistance to 138 additional people through working with Cambridgeshire mobile libraries and to 217 people who were assisted by our office postal service.

This has been achieved through a major exercise in volunteer recruitment and training, with 16 trainee Community Hearing Help volunteers joining our service and 12 senior volunteers appointed and trained from amongst our existing volunteers.

Warm thanks to them all.

As a pilot, the project is also enabling us to prepare training materials and modules, guidance documents and evaluation methods, to the benefit of the project itself and to our wider service.

There has been considerable outreach both to publicise the project and to share our learning, with other local partners. We have piloted training for care agencies as part of the project, with thanks to Bluebird Care, and with staff in residential homes, with thanks to Arthur Rank Hospice.

The project is overseen by a steering group of trustees and staff, with particular thanks to external support from Rachel Knappett, Head of Adult Auditory Rehabilitation at Addenbrooke's.

Once again, the Coronavirus crisis presented a particular challenge to the project, where we put the highest priority on maintaining contact and support to care homes, whilst being absolutely dedicated to ensuring we did not add any risk to the most vulnerable of groups.

A summary of statistics putting together our Hearing Help Sessions, Home visits and Residential Home visits, with numbers in attendance, is shown on page 6. The slight drop in attendances in the Hearing Help sessions is explained by the increased use of 'open fit' hearing aids being dispensed, which need less frequent tube maintenance. This is balanced by the continuing increase in numbers overall, as reflected by the number of batteries issued. The biggest increase is in attendances at residential (care) homes, which is a reflection of the additional work made possible by our pilot project.

	ATTENDANCE FIGURES FOR YEAR						
	2019-20	2018-19	2017-18	2016-17	2015-16	2014-15	2013-14
Hearing Help Sessions HHS							
Numbers attending HH Sessions	9,763	10,801	11,371	10,932	9,485	9,069	8285
Clean/retube HHS	7,858	9,265	10,875	11,506	10,448	10,046	9,570
Batteries HHS	32,164	33,866	30,975	29,683	25,932	23,361	20,611
Open Fits HHS	5,400	5,193	4,434	3,444	2,396	2,001	1649
Advice HHS	807	1,005	919	880	1,019	713	906
Home/Residential home visit							
Attendees Home	978	1025	779	940	937	763	893
Attendees Care Home	1,334	1125	1071	816	803	782	777
Clean/retube	2,141	2202	2178	2174	2,251	1993	2250
Batteries	5,820	4903	3941	3231	3,154	2649	2866
Open fits	597	335	202	95	84	60	5
Advice	216	407	338	383	403	316	348
Total HHS, Home & Res Home							
Numbers attending/attended	12,075	12,951	13,221	12,688	11,225	10614	9955
Clean Retube	9,999	11,467	13,053	13680	12,699	12039	11820
Batteries	37,984	38,769	34,916	32914	29,086	26010	23477
Open Fits	5,997	5,528	4,636	3539	2,480	2064	1654
Advice	1,023	1,412	1,257	1263	1,422	1029	1254

This is based on 6,395 individual people with hearing loss benefitting from our service this year, from 9,290 active service users on our database, and delivering 12,075 individual pieces of assistance.

Providing valuable peer support - Hear for You community-based support and social groups

The vast majority of our staff and volunteers have hearing loss and, by coming together with our service users, we provide valuable peer support to each other.

In addition, through our pilot project, we seek to support more people with hearing loss to meet and build friendships with peers in their local community and thereby to reduce their sense of loneliness and isolation.

Currently, we run **Hear for You** groups in St Neots and Ely, led by volunteers Norman and Kate, with topics for presentations or activities suggested by members themselves.

We maintain excellent relations with both the Cambridge Hard of Hearing Club over the year and the Cambridge Cochlear Implant Support Group, cooperate with them in our work and promote their activities.



Living Well with Hearing Loss



All of our staff and volunteer team provide hearing loss information, advice, and signposting to people with hearing loss, in the course of our work.

However, this year we have also continued to run our specific **Living Well with Hearing Loss** programme of workshops, led by our admirable former Director, Frances, to fill the gap in available information and support about how to manage hearing loss.

The concept is to give people with hearing loss support to manage their own condition by providing a deeper understanding of how hearing works, and strategies for better communication, with hearing aids as only part of the solution.

We place a lot of importance on working with friends and family members to understand what goes wrong when people cannot hear. Coming together in a group with other people with the same challenges, encourages people to share their experiences and find common ground with others.



The last workshop was completed in December 2019 and altogether 154 people attended including partners, carers and some professionals.

Thank-you to the University of Essex for conducting an in-depth evaluation of the project, (see page 14). The results suggest that the impact of the workshops went wider than we had originally anticipated, building confidence and helping to mitigate loneliness.

“Have we achieved what we set out to do?

For me, the experience was an emotional roller-coaster. Participants shared the sense of isolation or impotence they feel when excluded from the hearing world of the social group around them, but we were also able to joke about the sillier misunderstandings.

There were many ‘light bulb’ moments particularly when the speech banana was discussed, and people understood why certain sounds are more difficult to hear than others. It was a joy to persuade someone to try out a personal listener and see their faces light up with the sudden clarity of sound.

I was touched by how grateful people were for the everyday communication tips we discussed. Partners began to see how their behaviour could influence better communication. We got fantastic feedback and almost everyone left the workshop with a plan of action.

For the future, there is an important role for Cambridgeshire Hearing Help to play in bridging the gap between the audiology service and how people manage hearing loss day-to-day. Advice on assistive technology and communication should be at the forefront of the support offered and working in a group offers a chance for people to come together, share their experiences and take their learning back into their everyday lives.

We now have to take the lessons learned from this into the next era of a world where face-to-face workshops are not going to happen for a long time to come.”

Frances Dewhurst
Project Co-ordinator

Lip-reading classes

Our free lip-reading classes held at St Andrews Street Baptist Church in Cambridge by our excellent teacher, Pauline, have been held throughout the year. Lip-reading can be a very effective strategy for people with hearing loss to improve communication, building confidence, control and independence.

Many people who come to us are unsure in advance, but we reassure them that they can come once, simply to try. The classes are held in a friendly and informal atmosphere – and with a sense of humour.

As well as referrals from our other services, people come to us recommended by other community organisations, from hospital Audiology Departments and by word of mouth. Please do suggest the classes to people you know. Enrolments are welcome at any point in the year.

This year we have taught 31 individuals, with 23 enrolments on average per term and an average attendance of 15 at each class.

We have received some great feedback this year, for example the lady who thanked us for enabling her husband to follow her speech better. Participants have told us the classes have helped them become confident to tell others about their hearing loss and to wear 'hard of hearing' or 'ear symbol' badges. A trainee lip-speaker came to learn by attending our class, and enjoyed it so much that she came back to thank us, after she'd successfully qualified.

Congratulations to everyone who has participated in the classes.

Physical meetings of our social groups, workshops and classes have all been suspended for the duration of the Coronavirus crisis, with each seeking to find ways of maintaining organised and informal communication between members from home, in order to maintain our support at this difficult time.

Raising awareness about hearing loss in the wider community

We continue to undertake public education through the provision of hearing loss awareness talks, information stalls, a website and publicity materials.

This year, this has included raising awareness through organising stalls and participating in events at the Clinical Commissioning Group offices in Cambridge, at the Cambridge Network Wellbeing Event, at Waterbeach Feast, at a volunteering event at Mandeville Hall in Burwell, at Histon Fete and at Shelford Feast.



We have delivered several talks and presentations including Deaf Awareness Training at Addenbrooke's, at Victoria Homes in Cambridge and The Spinney GP surgery, to Friendship Groups in Somersham and Whittlesey, the neighbourhood team in St Ives, Camsight, the Rhee Trefoil Group, the AMNET network and at Peterborough Dementia Café.

As usual, we celebrated Deaf Awareness week in May 2019, running awareness raising stalls at Ely market and at Hinchingsbrooke Hospital.

In addition, we promoted an event in November to test and demonstrate new 'Clear Call' technology, enabling people with hearing loss to hear better on mobile phones.

Promoting the interests of people with hearing loss

Cambridgeshire Hearing Help is regularly asked to take part in conferences, consultations and other events to ensure people with hearing loss are properly represented in tackling local issues and challenges. Thank-you to our Trustees and volunteers who often undertake this task.

In addition, we take part regularly in the Sensory Forum convened by Cambridgeshire County Council Social Services, and in the Healthwatch Partnership Boards on Older Persons and on People with Sensory Disabilities, organised by Healthwatch Cambridgeshire and Peterborough.

These provide important opportunities to dialogue with local health and social services, and for promoting representation by our service users themselves.

We continue to meet quarterly as one of a select number of local organisations chosen to take part in the national Hearing Loss Alliance. This enables us to be well-informed about trends and innovative ideas from other local and national service providers, and to contribute to policy discussions impacting on the lives of people with hearing loss at all levels.



Providing a wide variety of rewarding volunteering roles

We continue to be a volunteer-led organisation with an active group of Trustees and over one hundred individual volunteers, supported by just six part-time staff. Volunteers play an indispensable part in delivering our Hearing Help sessions, but also undertake a wide range of other activities including fundraising, helping in our office, assisting with our awareness-raising activities and in representation in fora and at events.

Of course, this helps many of our volunteers to develop and share their skills, to build confidence and to maintain their own community participation.

We are proud that a majority of our volunteers come from amongst our service users, but we welcome volunteers who are both with and without hearing loss, and without whom we would not be able to deliver the charity's activities.



All new volunteers 'shadow' existing volunteers when they first come, which is important in gaining confidence and experience.

A record-breaking 17 new volunteers attended our September two-day hearing aid maintenance training and we warmly welcome each and every one! We maintain a commitment to continuous training for our volunteers, and were pleased to organise group refresher training in October.

If you are reading this and feel you might like to do more to assist Cambridgeshire Hearing Help, please contact Richard who would be pleased to hear from you.

4. Impact

A report conducted in conjunction with the independent health researchers, *Costello Medical*, was conducted this year to analyse how Cambridgeshire Hearing Help contributes to cost savings to the NHS and to social services locally, by preventing people having to be admitted into hospital or residential care.

The findings are based on a new methodology for calculating our charity's 'social return on investment', the concept of putting a monetary value to the social impact of charitable work, developed over the past twenty years.

Cambridgeshire Hearing Help is shown **to benefit the community to the value of £1million per year**, even though we receive combined Health and Social Services grants of less than £100,000.

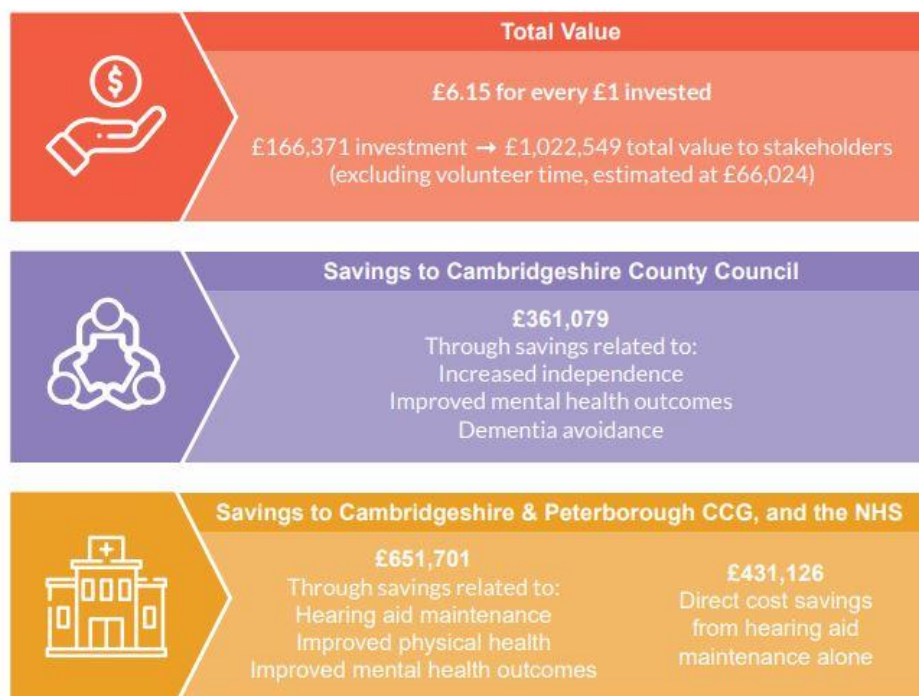
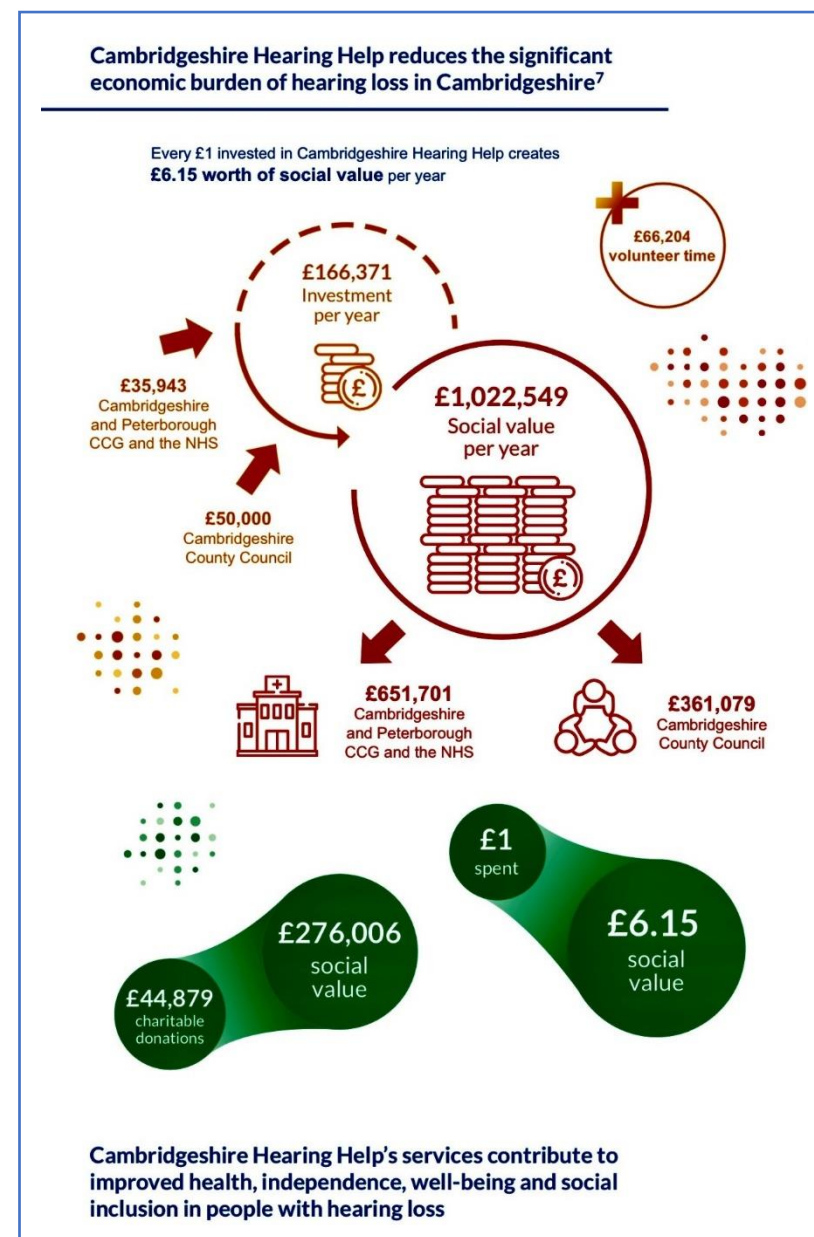
Key findings in the report

- Our charity achieves a social return on investment of £6.15 for every £1 of grants and other fundraising which we receive.
- More than 100 volunteers in the charity donate over 7,336 hours of time per year, valued at £66,024.
- Savings to Cambridgeshire County Council from increased independence, improved mental health outcomes and dementia avoidance are at least £285,330 per year, compared to an annual grant to the charity of £50,000.
- Savings to the Cambridgeshire and Peterborough Clinical Commissioning Group (CCG) through hearing aid maintenance, improved physical health and improved mental health are at least £575,953 per year, compared to an annual grant to the charity of £36,000.
- Put together, the total value of Cambridgeshire Hearing Help's services equates to £1,022,549, for our organisation whose total fundraising from all private and public sources is less than £200,000.
- Mental well-being: The overall value of these improvements in well-being was estimated to be £68,398.
- Physical health: The value of improvements in health of service users was estimated to be £144,828.
- Dementia prevention: Cost-savings associated with dementia prevention are estimated to be £83,098 per year.
- Independence: Cambridgeshire Hearing Help is estimated to reduce the need for other adult social care by £285,330 per year.

The true value of our services can never be measured in money terms alone, but the report provides compelling evidence of our value for money to donors.

The full Economic Impact Assessment Report can be read at:

https://www.cambridgeshirehearinghelp.org.uk/wp-content/uploads/2020/03/Cambridgeshire-Hearing-Help-Economic-Impact-Report_FINAL.pdf



5. Outcomes

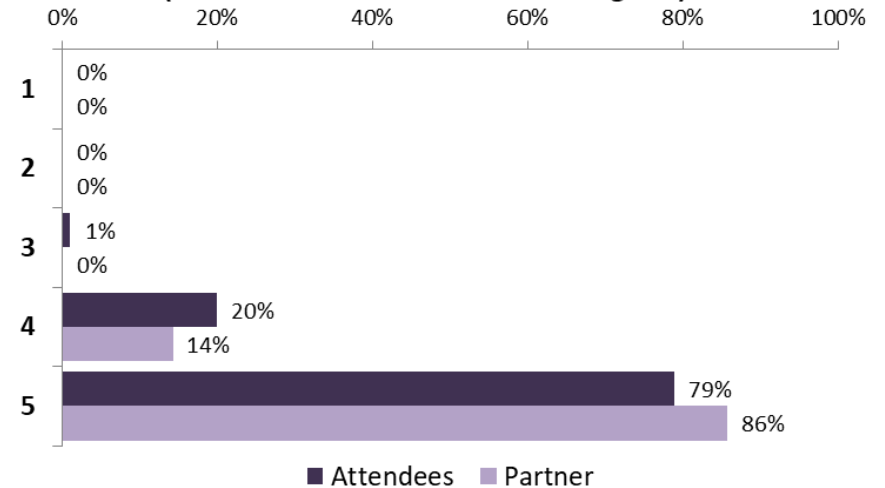
Does the work of Cambridgeshire Hearing Help actually lead to a better quality of life for the people we serve?

An evaluation of the outcomes from our [Living Well with Hearing Loss](#) project was undertaken by the University of Essex this year.

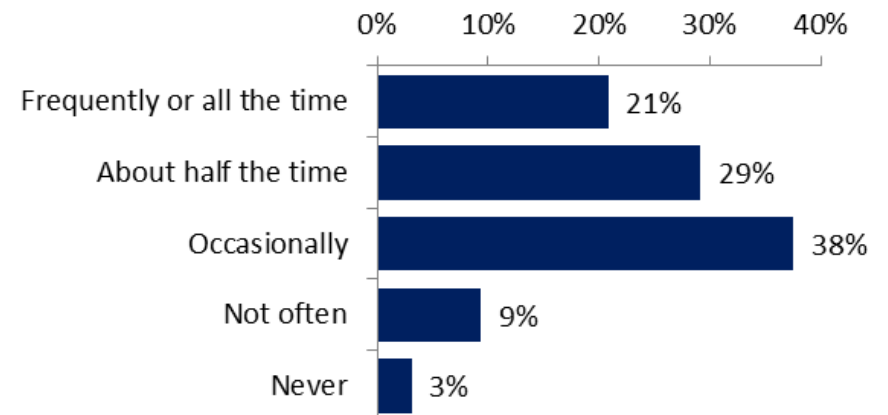
Key findings were:

- Face-to-face workshops, including content, atmosphere and the peer support, appear to be filling a need for people with hearing loss. No one gave the events a satisfaction level of lower than 4 out of 5.
- People valued highly the discussion about communication tactics and assistive technology about which they had low or no levels of knowledge prior to the workshops.
- Most participants were able, immediately after the workshop, to articulate actions they would take to help manage hearing loss.
- The three months' follow-up questionnaire responses showed a significant increase in the number of people with a hearing loss reporting getting better support from friends and family.
- The Patient Activation Measurements - the method for assessing an individual's knowledge, skill, and confidence for managing one's own health and healthcare - showed a 60% increase in scores amongst those in the lowest 1 and 2 groups.

How satisfied were you with the workshop?
(On a scale of 1 to 5 where 5 is the highest)



How often does your hearing loss affect the things you do?



6. Quality

For Cambridgeshire Hearing Help, it is important not just to provide a service, but how we provide that service.

We value the relationships with and between our staff, volunteers and service users, seeking to give time and attention to maintaining a caring and supportive environment in which we all work.

We seek to maintain high standards in everything we do. In the 'lockdown' period which was imposed because of the Coronavirus outbreak, we have taken the opportunity to fully review our policies and procedures, to keep them up-to-date.



The statistics and other evaluation data you will find throughout this report, are regularly reviewed by our Trustees and our staff team, and improvements pursued. Thank-you to all volunteers and staff who help us maintain our meticulous record-keeping, but in particular to our administrators, Rachel and Ruth, and office volunteers including Anthea, Claire (Duffett) and Jenny.

This year, we have begun to use the new 'CharityLog' system used by an increasing number of voluntary organisations, enabling better contact with partners and local statutory services, and ensuring the highest levels of data privacy and security, according to the GDPR regulation.

To review changes in technology and maintain up-to-date standards, we hold a quarterly 'Best Practice Group' to hear feedback and review any problems encountered with our staff and volunteers, together with the expert guidance of Dr. Elizabeth Hough, Clinical Scientist (Audiology) at Addenbrooke's and of Stephanie Medlock, Audiologist at Hinchingbrooke Hospital. Warm thanks to them.

Our training, as well as offering support and guidance to our volunteers, helps us maintain high standards in everything we do.

Of course, with the range and amount of different activity in which we are involved, it is inevitable problems will arise. This year, all concerns raised have been successfully resolved informally, but we continue to place important emphasis on conducting a robust and objective complaints system, which remains open to all.

7. Grant Funding

We are very grateful for the 'core' grants which underpin our work, provided by the Cambridgeshire and Peterborough Clinical Commissioning Group and by Cambridgeshire County Council.

Meanwhile, this year Cambridgeshire County Council and Peterborough City Council communicated that they were moving to a joint competitive tendering system, and encouraged a combined bid from a consortium of sensory impairment charities locally. A series of meetings took place between Cambridgeshire Hearing Help, Cambridgeshire Deaf Association, Camsight, Huntingdonshire Society for the Blind and Peterborough Association for the Blind, and intensive work took place to prepare a bid together.

It is stressed that the organisations will retain our independence and distinct identities, but cooperate in seeking to attract and use funding, to the potential benefit of both the organisations themselves and to the County Council.

Ultimately, the County Council cancelled the bidding process, but a follow-up meeting with the commissioner in which we took part, indicated that the process is planned to be restarted.

We thank our partners for the excellent spirit in which this very significant body of work was conducted, and hope that the efforts put in will still be highly worthwhile in the future.

8. Fundraising

All of our activities are only possible, because of extensive fundraising efforts through the year.

We continued to support a number of fundraising events, including the Grafham Water Safari Walk organised by Huntingdon Grafham Water Lions Club.

Several businesses and other organisations kindly nominated us for charitable donations. It was a real honour to be selected as the chosen charity at Waterbeach Feast.

It is important that we provide a free service, but we are grateful to the many users of our service, who choose to make a voluntary donation, at our Hearing Help Sessions.

We continue to benefit from legacies, where we assist people to kindly add us to their wills.

This year, we have also started to benefit by asking people to include us in their shopping!

We have encouraged people to sign up on our behalf to Amazon Smile: (<https://smile.amazon.co.uk/>), which benefits us by 0.5% of what is spent, if you nominate Cambridgeshire Hearing Help as your chosen charity.

We have also established an easyfundraising page, where you can shop online at other stores including Argos, John Lewis, Booking.com, eBay and M&S, and nominate us to receive a free donation. (Visit www.easyfundraising.org.uk/causes/cambridgeshirehearinghelp/ and click 'support us').

We would like to thank all the charitable Trusts and Foundations, parish/district/town councils, community groups, companies and individuals who have given so generously this year, including:

Robert Andrews, Barbara Atkins, Audacious Mobile Ltd, FB & M Basketter, Batterson-Chivers Foundation, Beach Bowls Club, C Bristow, Beryl Brown, Cam Sight, Shirley Chapman, Chatteris Rotary Club, A St J Cowley, Daphne Eaton, Eleanor Edwards, Ely Hereward Rotary Club, Alan Francis, Betty Hayes, George Hill, Roger Hill, John Huntingdon's Charity, JIB Crafts, AF Jones, D Jones, Margaret Jones, Margaret Kerry, Ann Killen, King & Co Solicitors, Sue Knucynska, Linton Parish Council, Philip Long, Macfie Trust, Magog Singers, Masonic Charitable Trust, Edna Murfet, Miss G M Oakley, Barrie Rowland, Royal Naval Association, George Saunders, Doreen Smith, M & E Smith, South Cambridge Rotary Club, St Andrews Street Baptist Church, Sue Stanley, Richard Stebbings Funeral Services, St Neots PCC, St Neots Social Club, Nicholas Swallow Charities, Angela Taylor, Liz Ulas, I Verney, D Waghorn, Waitrose, Mrs Wallman, Waterbeach Feast, Waterbeach Community Association, Betty Watts, B & G Woods



9. Future Challenges

Our biggest future challenge will be to seek to resume our services to provide vital support to people with hearing loss, as the country emerges from the Coronavirus crisis. There is a great deal of uncertainty at the time of writing, and is likely to continue to be, at the time the report is published. What is certain, is that the need amongst our current and potential service users remains as great as ever.

Indeed, the biggest challenge going into the future will be the continued and increasing demand for our services. Our Economic Impact Assessment shows that, over the next 20 years, hearing loss is expected to increase dramatically in Cambridgeshire. Today there are approximately 145,000 people with hearing loss in the county, forecast to increase in the next twenty years by 36% in 65–74 year olds, 71% in 75–84 year olds, and 154% in people aged 85 years and older.

Changes by statutory service providers and in technology will continue. Cambridgeshire Hearing Help will need to contribute and adapt to trends towards the integration of health and social care, increased neighbourhood or 'Think Communities' priorities, and an emphasis on prevention as well as care.

As a small organisation, with very limited resources, we will need to work with our funders to ensure financial stability in what will continue to be a highly challenging financial environment.

In the coming year, that will include seeking continuity as the pilot phase of our [Hearing Help Community Leaders](#) project draws to a close, as we seek to both operationalise its results and to extend its coverage to other parts of the county.

It is also likely to see further intensive work in the likely joint bid to Cambridgeshire County Council and Peterborough City Council commissioners.

Dialogue with our funders about a possible extension to Peterborough is welcome, but can only be achieved if resources allow.

Moreover, as a volunteer-led organisation, we will always put people first in our minds. We will seek to help our volunteers and service users maintain our contacts in these unprecedented times, to seek to ensure assistance to the most vulnerable and isolated. We will continue to prepare for a return to our full services as quickly as possible, adapted as necessary to meet the new need and the much-changed circumstances.



10. Independent Examiner's Report

Independent Examiner's report to the Trustees of Cambridgeshire Hearing Help on the accounts for the year ended 31 March 2020 on pages 22-25.

Respective responsibilities of Trustees and Independent Examiner

The charity's Trustees are responsible for the preparation of the accounts. The charity's Trustees consider that an audit is not required for this year under section 144 of the Charities Act 2011 (the Charities Act) and that an independent examination is needed.

It is my responsibility to:

- examine the accounts under section 145 of the Charities Act,
- follow the procedures laid down in the general Directions given by the Charity Commission (under section 145(5)(b) of the Charities Act, and
- state whether particular matters have come to my attention.

Basis of independent examiner's statement

My examination was carried out in accordance with general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the accounts presented with those records. It also includes consideration of any unusual items or disclosures in the accounts, and seeking explanations from the trustees concerning any such matters.

The procedures undertaken do not provide all the evidence that would be required in an audit, and consequently no opinion is given as to whether the accounts present a 'true and fair' view and the report is limited to those matters set out in the statement below.

Independent examiner's statement

In connection with my examination, no matter has come to my attention which:

1. gives me reasonable cause to believe that, in any material respect, the requirements: to keep accounting records in accordance with section 130 of the Charities Act; and to prepare accounts which accord with the accounting records and comply with the accounting requirements of the Charities Act have not been met; or
2. to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Alan Clements MA, ACIB, FCIE

Signed:



Date: 20 July 2020

Address: 15 Carleton Road, Great Knowley, Chorley, Lancs, PR6 8TQ

Relevant professional qualification:

Fellow of the Association of Charity Independent Examiners

11. Financial review

The accounts show a surplus of £15,137 on day to day running costs and an overall surplus of £16,402. During the year we launched the [Community Hearing Help Volunteers](#) Pilot Project with financial support from the Evelyn Trust and the National Lottery. This project provides funding for Claire Davenport and also a proportion of the salary and accommodation costs of the other staff.

The surplus has occurred owing to the receipt of monies allocated to the Community Hearing Help Volunteers Pilot Project which will be spent on the project in the coming financial year. Without this funding we would have incurred a deficit of approximately £22,000 on day to day running costs, a little more than last year.

We continue to provide free lip-reading classes with money received from the closure of the [Our Voice](#) project and with £4,749 remaining there are adequate funds to continue providing this service for another year.

The [Living Well with Hearing Loss](#) project has continued without additional funding during the year, but if it is to continue for another full year we will need to seek additional sources of income. The [Staying Safe and Well](#) and the Database projects have been completed and closed during the year.

At the time of writing we are in the middle of the Covid-19 pandemic so are uncertain what impact this will have on our finances in the coming year. We have been notified that we are due to receive a legacy in the coming financial year that may prove to be a helpful financial contribution if we are unable to continue our normal activities for an extended period of time.

12. Reserves Policy

We currently have free reserves of approximately £130,000 which are more than adequate in normal circumstances. At the moment, our activities and fundraising abilities are being severely curtailed by the Covid-19 pandemic and like many other charities we may have to accept that our free reserves might be substantially depleted during the coming year.

13. Risk management

The Trustees have considered their responsibilities towards risks to the charity and have assessed the main areas of risk.

They have taken, or are in the process of taking, steps to minimise risk, through the action plan incorporated into the Business Plan.

The risk assessment in 2019/20 was deemed by Trustees to be essentially the same as for the previous year.



This covered the following risks:

Financial

The uncertainty regarding our Cambridgeshire County Council and Cambridgeshire and Peterborough Clinical Commissioning Group funding; successfully tendering for new contracts in 2020/21; and the continual need to ensure diversified sources of funding to balance the books in the long-term.

External relationships

Maintaining our visibility within the CPCCG and CCC and a strong partnership with NHS Audiology providers.

Staff

Increased staff workload due to the need to generate significantly more fundraised income, and to manage increased demand in numbers and geography for our services.

Reputation

The challenge of maintaining an even quality of service across district boundaries.

Operations and technology

The security of data and IT systems; the need to train sufficient numbers of volunteers to meet demand, and to provide them with a suitable level of support and recognition.

Risk to Vulnerable Adults

The trustees are aware of the good practice of undertaking DBS checks, as and when necessary, in respect to paid employees and volunteers and undertake DBS checks on new employees and volunteers to the charity.

14. Cambridgeshire Hearing Help financial statements, for the year ended 31 March 2020

	Unrestricted funds	Restricted funds					Total this year	Total last year
		Reaching communities	Our Voice Lip reading	Living well with hearing loss	Staying Safe and Well	Database project		
Receipts								
Charitable activities								
Hearing aid maintenance sales	213	-	-	-	-	-	213	210
Talks and training	298	-	-	-	-	-	298	432
Other charitable activities	-	-	-	-	-	-	-	42
Support given to Littlehey Prison	912	-	-	-	-	-	912	1,235
Fundraising activities								
Fund raising events	1,027	-	-	-	-	-	1,027	2,135
Other fundraising	120	-	-	-	-	-	120	-
Grants received								
Cambridgeshire County Council	50,000	-	-	-	-	-	50,000	50,000
NHS Clinical Commissioning Group	36,520	-	-	-	-	-	36,520	34,682
Other grants	2,000	81,908	-	-	-	-	83,908	39,639
Donations received								
Donations from individuals	2,287	-	-	-	-	-	2,287	3,529
Donations from community & faith organisations	10,217	-	-	-	-	-	10,217	10,709
Donations from corportate organisations	530	-	-	-	-	-	530	-
Hearing Help Sessions & Home Visits	5,216	40	-	-	-	-	5,256	5,255
Tax recovered on Gift Aid donations	-	-	-	-	-	-	-	5,235
Bank interest	1,639	-	-	-	-	-	1,639	1,389
Other income	156	-	-	-	-	-	156	-
Total income	111,135	81,948	-	-	-	-	193,083	154,492

14. Cambridgeshire Hearing Help financial statements, for the year ended 31 March 2020

	Unrestricted funds	Restricted funds					Total this year	Total last year
		Reaching communities	Our Voice Lip reading	Living well with hearing loss	Staying Safe and Well	Database project		
Payments								
Cost of providing charitable activities								
Consultants' costs	1,032	5,385	-	4,098	-	-	10,515	6,282
Supplies and equipment	1,009	822	-	-	-	-	1,831	4,106
Room hire	2,712	484	750	229	-	-	4,175	983
Refreshments at meetings	-	-	-	15	-	-	15	-
Fundraising costs	40	-	-	-	-	-	40	-
Administration								
Bank charges	243	-	-	-	-	-	243	237
IT equipment and support	3,081	966	-	1,348	-	544	5,939	7,894
Office equipment & supplies	1,335	302	-	70	-	-	1,707	1,625
Postage	1,394	-	-	3	-	-	1,397	1,353
Printing	2,952	924	-	100	-	-	3,976	3,582
Publicity	60	-	-	60	-	-	120	499
Subscriptions	229	-	-	-	-	-	229	382
Telephones	3,454	348	-	660	-	-	4,462	3,967
Premises costs								
Rent, rates & insurance	7,228	3,398	-	-	-	-	10,626	8,714
Repairs & renewals	187	-	-	-	-	-	187	-

14. Cambridgeshire Hearing Help financial statements, for the year ended 31 March 2020

	Unrestricted funds	Restricted funds					Total this year	Total last year
		Reaching communities	Our Voice Lip reading	Living well with hearing loss	Staying Safe and Well	Database project		
Staff costs								
Salaries and NI	58,081	51,780	-	-	2,000	-	111,861	94,778
Pensions	3,936	3,044	-	-	-	-	6,980	6,310
Reimbursed travel and expenses	2,734	2,500	-	-	-	-	5,234	4,089
Training	-	-	-	-	-	-	-	60
HR Consultancy	1,905	-	-	-	-	-	1,905	-
Volunteer costs								
Reimbursed travel and expenses	2,478	750	-	-	-	-	3,228	3,453
Training	-	-	-	-	-	-	-	393
DBS checks	214	-	-	-	-	-	214	264
Volunteer entertainment	87	103	-	-	-	-	190	-
Governance								
AGM expenses	276	-	-	-	-	-	276	784
Trustee's expenses	842	-	-	-	-	-	842	940
Trustee meeting expenses	96	-	-	-	-	-	96	-
Independent examination	150	-	-	-	-	-	150	180
Sundry expenses	243	-	-	-	-	-	243	-
Total costs	95,998	70,806	750	6,583	2,000	544	176,681	150,875
Surplus(deficit) for the year	15,137	11,142	(750)	(6,583)	(2,000)	(544)	16,402	3,617
Balances brought forward 1 April 2019	115,014	-	5,499	12,511	2,000	544	135,568	131,951
Balances carried forward 31 March 2020	130,151	11,142	4,749	5,928	Closed	Closed	151,970	135,568

14. Cambridgeshire Hearing Help financial statements, for the year ended 31 March 2020

	Unrestricted funds	Restricted funds					Total this year	Total last year
		Reaching communities	Our Voice Lip reading	Living well with hearing loss	Staying Safe and Well	Database project		
Statement of Assets & Liabilities								
Cambridge & Counties Bank deposit account	57,201	11,142	4,749	5,928	-	-	79,020	77,553
Cash in hand	870	-	-	-	-	-	870	1,140
Unity Trust current account	37,327	-	-	-	-	-	37,327	34,043
Virgin Money deposit account	22,912	-	-	-	-	-	22,912	22,741
Money owed to Cambridgeshire Hearing Help	12,808	-	-	-	-	-	12,808	91
Money owed by Cambridgeshire Hearing Help	(603)	-	-	-	-	-	(603)	-
Lloyds bank business credit card	(364)	-	-	-	-	-	(364)	-
Total assets at 31 March 2020	130,151	11,142	4,749	5,928	Closed	Closed	151,970	135,568

Approved by the Trustees at their meeting on 12 June 2020 and signed on their behalf by the Chair of Trustees, Roger T Hill:

Signed:



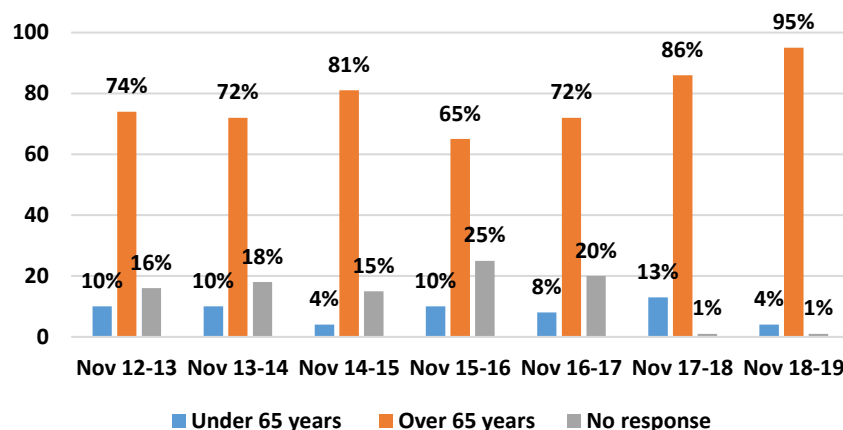
Date: 12 June 2020

15. Appendix: User Satisfaction Survey 2019

In total, 340 survey questionnaires were issued (240 at our drop-in sessions and 100 at our home and residential home visits); 192 questionnaires were returned completed (156 from our drop-in sessions and 36 from our home and residential home visits), which is an overall return rate of 46%.

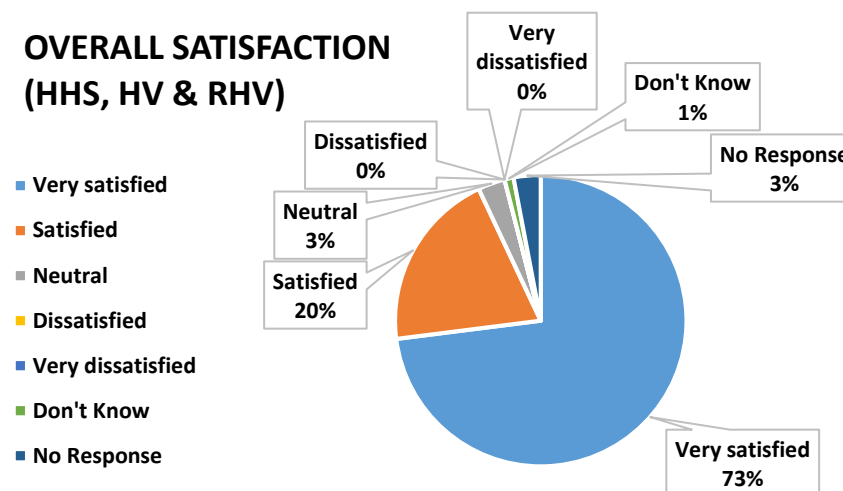
At our drop-in sessions 95% of survey respondents were over 65 years of age, 4% were 65 years or under, with 1% giving no response. This years' survey shows again an increasing higher age bracket of respondents being over the age of 65 years.

AGE COMPARISON (drop-in sessions)



A comparison of the last seven years reveals a continuing trend of high overall service user satisfaction at our drop-in sessions, with the majority of our service users being either very satisfied or satisfied with the service of Cambridgeshire Hearing Help.

OVERALL SATISFACTION (HHS, HV & RHV)



"Friendly people. I noticed they also have hearing aids and they know how we feel being hard of hearing, very helpful"

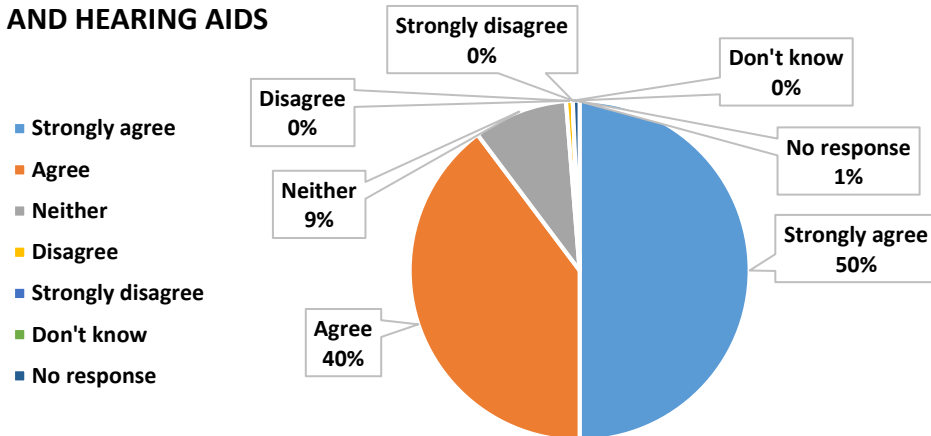
"The visitor was prompt, very easy to understand, with a nice, friendly approach, hope to see her again. I look forward to a future visit, I live alone, kind neighbour was present"

"No need to travel too far for a session (usually held in a village or town where you live), short waiting times, quick competent service"

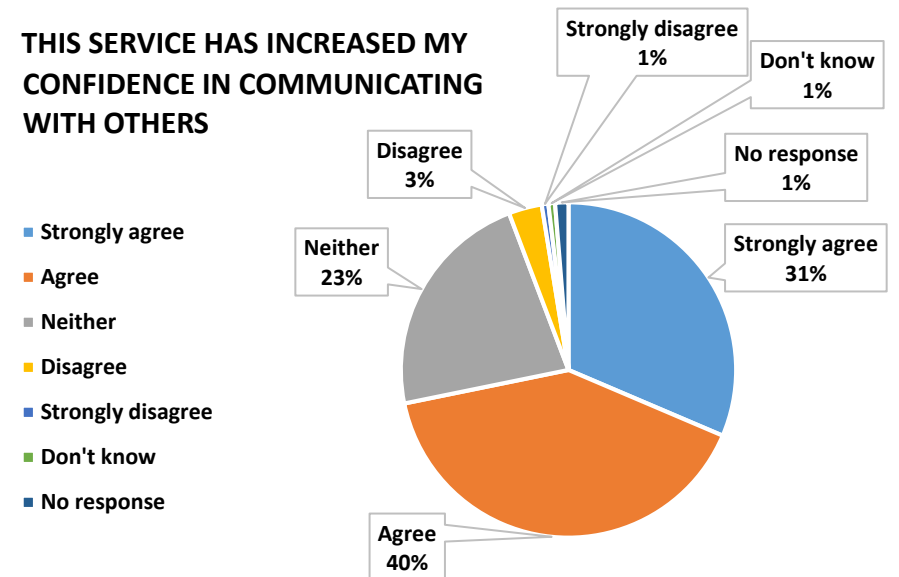
"You are always very polite and take care and time to give a very professional service. Thank you"

HEARING HELP DROP-IN SESSION SURVEY QUESTIONNAIRE STATEMENT RESPONSES

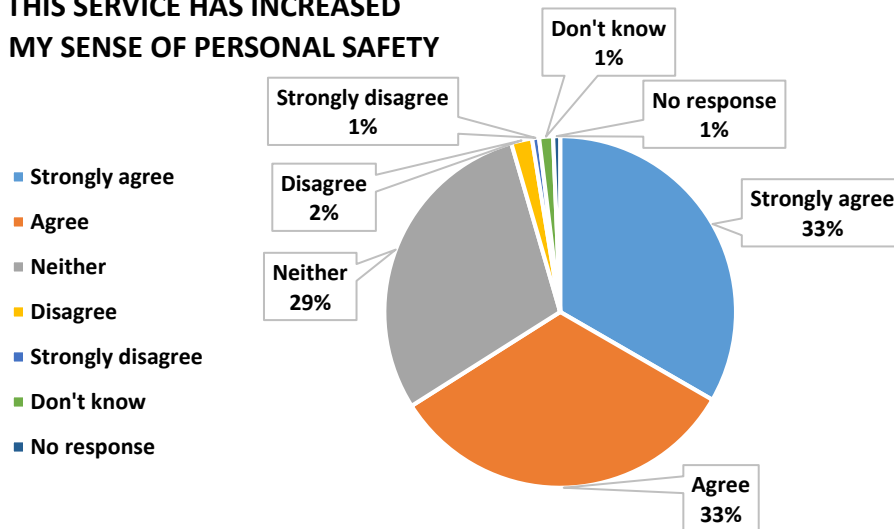
THIS SERVICE HAS IMPROVED MY ABILITY TO MANAGE MY HEARING LOSS AND HEARING AIDS



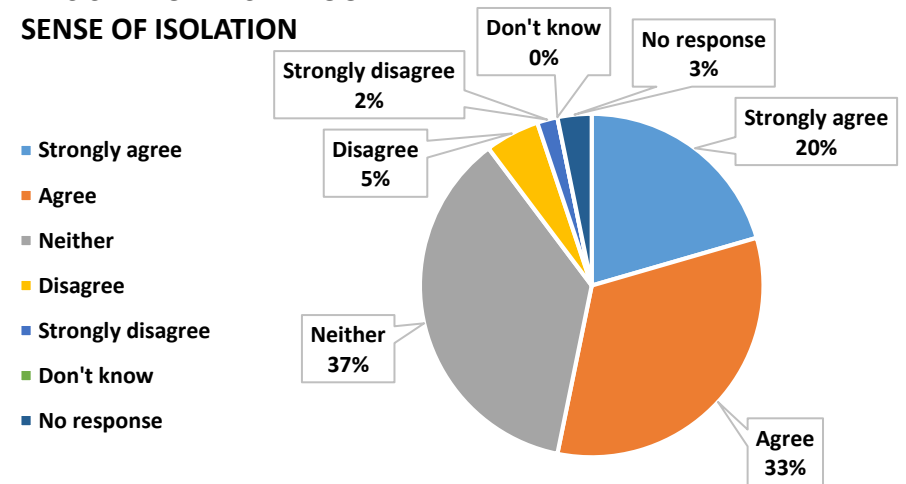
THIS SERVICE HAS INCREASED MY CONFIDENCE IN COMMUNICATING WITH OTHERS



THIS SERVICE HAS INCREASED MY SENSE OF PERSONAL SAFETY

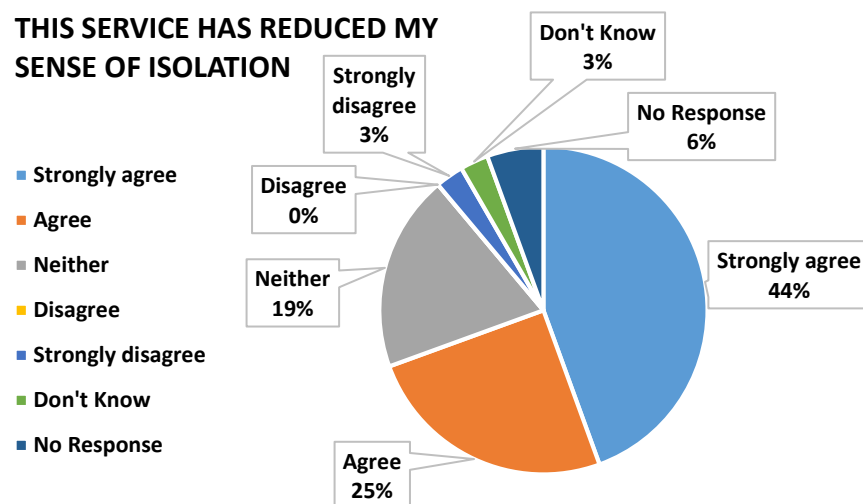


THIS SERVICE HAS REDUCED MY SENSE OF ISOLATION

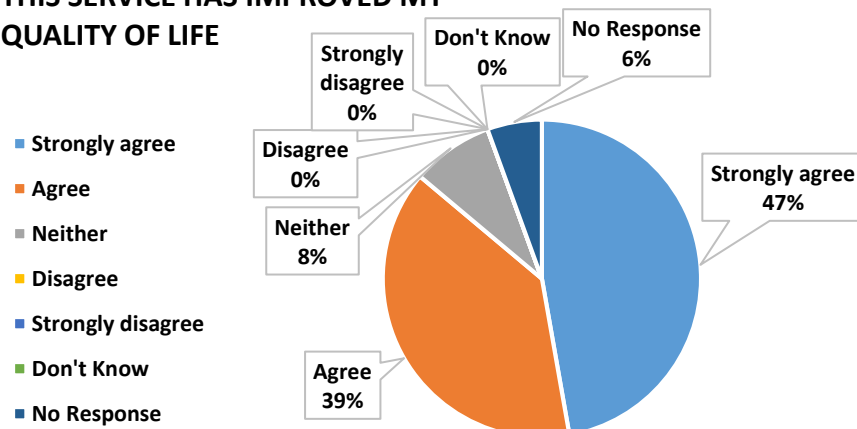


HOME AND RESIDENTIAL/NURSING HOME SURVEY QUESTIONNAIRE STATEMENT

THIS SERVICE HAS REDUCED MY SENSE OF ISOLATION



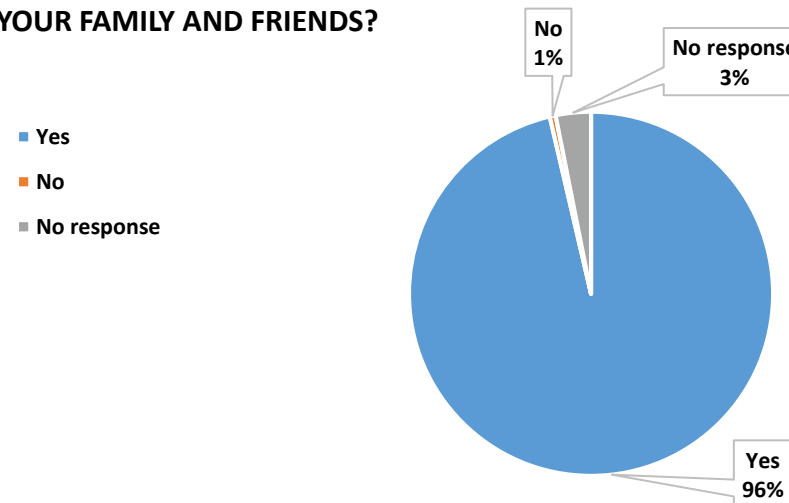
THIS SERVICE HAS IMPROVED MY QUALITY OF LIFE



RECOMMENDING THE SERVICE OF CAMBRIDGESHIRE HEARING HELP

Service users at our drop-in sessions, home visits, residential/nursing home visits were asked if they would recommend the service of Cambridgeshire Hearing Help to family and friends. **96% stated 'Yes'** and just 1% indicated 'No', confirming these services are held in very high regard by our service users.

WOULD YOU RECOMMEND THE SERVICE OF CAMBRIDGESHIRE HEARING HELP TO YOUR FAMILY AND FRIENDS?



"Because of my problems with mobility and no transport, a home visit is a great help. It takes away the worry of my difficulty in keeping my hearing aids looked after."

16. Structure & governance

Type of governing document: Constitution

How the charity is constituted:

Charitable Incorporated Organisation (CIO)

Trustee selection method: Elected

Trustee Name	Office (if any)
Roger Hill	Chair
Paul McCloskey	Vice Chair
Robert Andrews	Treasurer
Stuart Findlay	
Kirk Forrest	
Joan Wall	

It is considered that all Trustees and any others who could be understood to be 'managers' in the activities and affairs of Cambridgeshire Hearing Help are deemed to be 'fit and proper' persons under the terms of the Finance Act 2010.

With reference to Public Benefit in following the Charity's aims and objectives, the Trustees have had regard to the Charity Commission's published guidance in complying with their duty as expressed in section 17(5) of the Charity Act 2011 on Public Benefit. The contents and obligations of the Equality Act 2010 are known to the Trustees and complied with to the best of their ability. The Trustees seek to fulfil the 2018 General Data Protection Regulations at all times.

There is a Safeguarding Adults at Risk Policy and Procedures in place in respect of persons dealing regularly with vulnerable adults and young people.

Appointed officers for this are Richard Howitt and Paul McCloskey. Whilst it is impossible to eliminate all risks and their consequences, efforts are constantly made to minimise such occurrences.

The charity has a policy of supplying all new Trustees with copies of the most recent minutes; budget and current financial information; the last Annual Report and Business Plan. All new and returning Trustees are encouraged to attend training in the role, provided by our local Council for Voluntary Services. Before appointment prospective Trustees meet with the Chair and Director to discuss their role and future plans for the charity.

17. Reference & administrative details

Charity Name: Cambridgeshire Hearing Help CIO

Other names Charity is known by:

CHH, Cambridgeshire Hearing Help

Charity Registration Number: 1154071

Principal address: 153 St Neots Road, Hardwick, Cambridge, CB23 7QJ

Thank you to all our staff:

Staff Name	Position
Richard Howitt	Chief Executive Officer
Fran Mills	Volunteer/Session Supervisor
Gaynor Curry	Volunteer/Session Supervisor
Claire Davenport	Project Coordinator
Ruth McAllen	Office Administrator
Rachel Hamilton-Meikle	Office Administrator

Thank-you to all our volunteers:

Robert Andrews
Ann Armstrong
Patricia Ashmore
Donald Ashmore
Barbara Atkins
Sally Baines
Cheryl Bampton
Lesley Bartlett
Alison Bottomley
Margaret Brookes
Beryl Brown
Carolyn Bullman
Graham Caswell
Jeannette Cavey
Kelly Chapman
Sheila Chivers
Paulette Church
David Clarke
John Cockram
Chery Cornell
Jessica Davenport
Barry Davies
Frances Dewhurst
Melissa Dicks
Pam Dodman
Penny Duce
Barbara Duffett

Claire Duffett
Pete Easey
Daphne Eaton
Carol Edge
Roger Edwards
Brenda Elcome
Jane Ellwood
James Elson
Liz Elson
Lona Fedorowicz
Stuart Findlay
Kirk Forrest
Doris Foster
Derek French
Sue Gardner
Alison Gibson
Gillian Golding
Veronica Greenwood
Sue Hackett
Norman Hardy
Alan Harvey
Sue Hempstead
John Herring
Edmund Heywood
Roger Hill
Olga Hirst
David Hodge

David Hollingsworth
Kate Hopkinson
Anthea Hoverd
Brenda Hutchison
Sue Imrie
Ann Jackson
Edward Joyce
Angela Kerins
Nick Kerry
Ann Killen
Christine Kimmitt
Marilyn Kirkby
Sue Kruczynska
Penny Lambert
Sandra Langford
Joyce Marsh
Mavis Matthews
Paul McCloskey
Shona McIntosh
Elma Mclean
Vicky Meadows
Donald Monk
Josephine Newman
Lorraine O'Brien
Philippa Osborn
John Payne
Roger Pepper

Margaret Port
Ingrid Pryor
Glenis Racher
Elizabeth Rayner
Mary Reed
Elaine Rice
Barrie Rowland
Brian Sandall
Phyllis Shaw
Jo Shields
Sue Stanley
George Standon
Christine Starkey
Angela Steel
Alison Thornton
Jenny Tootal
Elizabeth Ulas
Maureen Upchurch
Wendy Walford
Joan Wall
Betty Watts
Elizabeth Wheeler
Margaret Wright
Mary Wright
Wandyslaw Wygnanski
Alice Zeitlyn