

British Academy of Audiology (BAA) Annual Report 2017–2018



www.baaudiology.org/conference



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President's Introduction



Welcome to the British Academy of Audiology annual report.

The report covers the year from April 2017 to March 2018 and will give you an insight into the work that BAA Board has carried out on behalf of our membership.

We have tried to focus all our activities on four key areas of work following our membership survey in 2017:

- Being a strong voice for Audiology
- Promoting excellence in clinical practice
- Supporting Audiologists as professionals
- Delivering a sustainable organisation

Although the majority of the BAA Board were newly elected in November 2017, our priorities set for the year have remained unchanged. As President, my role is to consider our priorities and ensure we balance our resources with the need to best represent our members in important areas of work.

As President of the Professional Body, I have tried to engage with members at every opportunity and I hope you have found me approachable and helpful this year. I am personally

pleased to see regional groups becoming more active again this year and I hope to attend several of these meetings as time allows over the next 12 months.

The work of the BAA Board and teams are incredible and I want to thank everyone that has contributed at meetings, by email and in person during this year, they have enabled the continued success of BAA. The quality of the outputs from our teams is excellent and although we cannot possibly get involved in every conversation, I hope we are able to demonstrate to you, our members, the work that has been undertaken and the ongoing representation BAA provide is valuable to you as a professional.

I would also like to thank our management company Fitwise, for their continued hard work in making our organisation fit for purpose and supporting our aims.

Sue Falkingham

President, British Academy of Audiology

The work of the BAA Board and teams is incredible and I want to thank everyone that has contributed at meetings, by email and in person during this year, they have enabled the continued success of BAA

CEO Overview 2017/18



2017–18 has been another busy year for BAA – we have welcomed our new President, and at our Conference in 2017, introduced some changes to how we work as an organisation which will help us going forward. These changes were mainly centred around Board roles where we needed to bring more stability and consistency in our approach to gain traction on key areas to support the delivery of clear objectives.

'We need to align our strategic and operational goals to provide some clear objectives against which we can monitor progress during the year.'

In supporting BAA and the work of the Board, I have been committed to developing clear deliverable objectives which link to the themes highlighted through the membership survey undertaken last year. As part of this, we revisited our strategic and operational goals, and simplified the objectives to make a clearer plan against which we now monitor progress during the year. The annual report describes this plan and highlights some of the key activities we have undertaken to support this.

We also aim to improve our ambition as a professional body and have reflected this in a bolder and more confident vision to be the leading professional body for Audiologists within the UK.

A key priority for me as CEO has been supporting BAA in our ambition to be heard – being a strong voice for Audiology and to provide the leadership to influence national direction and policy. We have developed a strong presence and role in the National Hearing and Deafness Alliance and continue to shape overall policy through the Action Plan on Hearing Loss work programmes.

Workforce issues continue to be of real concern to members and to our Board. We play a key role in the AHCS (Academy For Healthcare Science) One Voice Board and BAA have been cited in the national One Voice workforce report as highlighting the key issues of recruitment and retention faced by many of the healthcare science bodies. We have, through our members, been able to provide additional evidence to help shape this debate and will be holding a feature session this year at conference.

As well as improving our voice and direction as BAA, we have also been working to improve our relationship with partners and other bodies in hearing, both through the Hearing Alliance and holding joint events in collaboration with BSHAA and BSA. Our one day programme this year was a real success and one we intend to build on in the future.

Of course the highlight in the BAA year continues to be our Conference and 2017 was a huge success in achieving the almost impossible mix of top quality content and speakers, while providing important networking and social activity for members. We hope to see conference go from strength to strength and increasingly over time supported by a vibrant and active regional network. As a Board, we are looking at ways to increase the presence and voice of our regions and home countries so we can continue to share and develop the good practice and innovation taking place across our membership.

Wendy Farrington Chadd

Consultant CEO

BAA – Our Vision and Strategic Priorities

The British Academy of Audiology

- Is the largest organisation for professionals in hearing and balance in the UK
- Provides leadership, inspiration and guidance
- Develops and promotes excellence in services for patients
- Is a driving force for improving quality standards, training and education
- Promotes the profile of Audiology as an autonomous profession

The BAA Vision

Our vision is to be the leading professional body for Audiologists within the UK

In the last year, we have developed four core objective areas to help us deliver our vision as a professional body which form our strategic goals:

- Strategic goal 1: Being a strong voice for Audiology: Provide the leadership to influence national direction and policy
- Strategic goal 2: Promoting excellence in clinical practice: Being the driving force for improving the quality of services
- Strategic goal 3: Supporting Audiologists as professionals: In training, education and CPD
- Strategic goal 4: Deliver a sustainable organisation: Maintain and grow as a viable membership body

British Academy of Audiology – Board of Directors 2017/18

The Board of Directors are responsible for the overall strategic and operational work of the BAA. Board Directors are both responsible for specific work areas and act as liaison between a committee or workgroup. The current Board has **12** Directors supported by our Consultant Chief Executive. The Board meets bi-monthly and holds an annual strategy day to review our forward plan. Board minutes are published on the BAA website.



Sue Falkingham President



Karen Shepherd Vice President



Michelle Booth Immediate Past President



Wendy Farrington Chadd Consultant Chief Executive (non voting)



Barbara Gregg Treasurer and Northern Ireland Representative (from 16.11.17)



Claire Benton Board Director Conference



Lizanne Steenkamp Board Director Education, Accreditation and Registration



Kath Lewis Board Director Quality (from 16.11.17)



Michelle Foster Board Director Publicity and Communications (from 16.11.17)



Sam Lear Board Director Membership (from 16.11.17)



Heather Dowber Board Director Regional Groups (from 16.11.17)



Charlotte Rogers Board Director Early Professionals (from 16.11.17)

Sri Chundu – Board Director Education, Accreditation & Registration (from 16.11.17 to 03.05.18)

Executive Team

In the last year, we have developed a more active executive team to focus and maintain momentum between Board meetings. The President and CEO also meet regularly with the Vice President and Past President. Each member of the executive team holds lead responsibilities for key objective areas and in supporting other Board Directors. These areas of responsibility are –

- President Chairs the Board, is President and supports the Board Directors for EAR, Conference and Quality
- Chief Executive As Consultant CEO, supports BAA Strategy direction and policy, represents BAA on national forums, oversight of the Fitwise Management contract, and supports the business aspects of BAA and the Treasurer
- Vice President Leads on CPD and Joint Events, supports the Board Directors for Membership, Regional Groups, and Student Liaison
- Past President Leads and supports on Publicity and Communications, Leadership and NHS Workforce

BAA Annual Plan: Vision Goals and Annual Objectives

British Academy of Audiology Annual Plan

Our vision: To be the leading professional body for Audiologists within the UK

Strategic goal 1: Being a strong voice for Audiology

Provide leadership to influence national direction and policy

We will do this by:

- Influencing and driving the implementation of the APOHL national framework
- Active leadership and membership of Hearing Loss and Deafness Alliance
- Proactively support the One Voice agenda Audiology as Healthcare Scientists
- Working with partners to shape national policy and workforce strategy
 - (APoHL/BSHAA/BSA/ENT/Hearing bodies)
- Engaging commissioners to ensure evidence based commissioning supports local services for patients
- Shape national policy and direction through NICE guidelines and professional standards
- Shape and inform national research priorities through APoHL

Strategic goal 2: Promoting Excellence in clinical practice

Being the driving force for improving the quality of services

We will do this by:

- Influencing the development of NICE guidance
- Advocating professional body membership for all Audiologists
- Supporting service development and service improvement through new models of care
- Shaping new pathways and the redesign of referral protocols
- Jointly working with BSA, BSHAA and NCHA to review direct referral criteria and reclassification of descriptive PTA levels
- Jointly working with ACS, AHCS, NSHCS, RCCP and HEI colleagues to ensure highest standards of training and registration are met
- Supporting the review of all national Audiology quality standards
- Developing guidelines for prescribing

Strategic goal 3: Supporting Audiologists as professionals

Supporting Audiologists in training, education and CPD

We will do this by:

- Offering the largest UK Audiology conference
- Develop BAA guidance on qualification and registration
- Supporting students through free membership
- · Providing clinical support networks
- Supporting leadership development through Action Learning Sets
- Promoting HTS
- Developing an active coaching and mentoring scheme
- Offering CPD accreditation
- Improving the website for members
- Implementing the feedback from the members survey 2017
- Providing study days in collaboration with other bodies

Strategic goal 4: Deliver a sustainable organisation

Maintain and grow as a viable membership body We will do this by:

- Maintain a healthy balance sheet with sufficient reserves
- Invest in website improvements for members
- Support CPD and leadership development
- Implement efficiency improvements in how we operate and support BAA
- Setting and achieving KPIs through our support from Fitwise
- Increasing membership year on year
- Increasing the profile and contribution from conference and study days





BAA work is supported through key Committees which lead on various activity areas linked to the business objectives. The key committees are vital working committees and supported by members who meet regularly as follows:

- Membership Chair Sam Lear
- Publicity and Communications Chair Michelle Foster
- Education Accreditation and Registration Chair Lizanne Steenkamp
- **Conference** Chair Claire Benton
- **Regional Groups** Chair Karen Shepherd
- Service Quality Committee Chair Kath Lewis
- Early Professionals Chair Charlotte Rogers

Each committee has developed a work plan based on the business plan objectives and key progress during the year and membership of the committees are highlighted below.

Membership

The BAA proudly remains the UK's largest professional body and continues to work hard to maintain and strengthen its membership. We value the future of our profession and this was why last year BAA conducted a membership survey to gain the views and opinion of our members. This survey has shaped this year's objectives and activity areas. We are committed to a major revamp of the BAA website which will be undertaken during 2018 and launched later in the year. We have considered much of the feedback from the members survey in shaping our brief for this work and see this as a major benefit for members in terms of resource investment.



This year, we again froze membership fees and also introduced the free membership for our student members demonstrating our commitment to the membership. We continue to offer discounted malpractice insurance as an additional membership benefit.

Publicity and Communications

2017/18 has again seen transition and change within this team as Darren Cordon stepped down from his role on the BAA Board in November leaving a vacant lead for this team. Michelle Foster joined BAA Board in November 2017 and became the Board Lead for this portfolio. In a change to how the BAA Board manages its larger portfolios, Michelle Booth, current Immediate Past President and member of the BAA Executive Board took on the role of mentor to Michelle Foster to assist her in the development of the key pieces of work within this portfolio.

The composition of the team has changed over the year and current members are:

Michelle Foster - Board Lead

Michelle Booth - Mentor and responsible for collation of Horizon e-newsletter

Sara Coulson – Secretary for the team and Editor of the BAA magazine

Saira Hussain – Website maintenance and development

John Waters - Website maintenance and development

Much of the team's activities revolve around the production of our own in-house publications and updating social media. In 2017/18 the team:

- Continued to provide regular multimedia updates on BAA activities and outputs
- Continued to engage with our members through the use of Facebook and Twitter, but also introduced new avenues of engagement via Instagram and LinkedIn
- Continued to produce our fortnightly Horizon E-newsletter and the quarterly BAA magazine

An ongoing key piece of work for this team has been the review of our current website, which is complicated to navigate and is in need of upgrade. This piece of work has progressed steadily over the year. A tender for the development of a new website has been a key objective and the team will work closely with the website developer once appointed to create a new BAA website that is more professional, progressive and positive looking which expresses the brand of BAA as a leading professional body – we look forward to launching the new version in time for our 2018 conference.









Education, Accreditation and Registration

This past year, the focus in EAR was very much on regulation, and the BAA EAR directors drafted the BAA response to the government regulation consultation in January 2018. Registration in Audiology remains a complex issue with 3 different registration bodies with some registers linked to statutory titles. In a climate of workforce shortages, it is especially important to ensure that all training pathways are supported to result in registration. At the moment, some courses can only lead to eligibility to register with one or the other register. Therefore, BAA continues to support all registration bodies (HCPC, RCCP and AHCS) in anticipation of the response to the consultation. More information can be found in the *BAA Guidance on Registration Options in Audiology* (2017) available on the BAA website and circulated through the BAA Horizon. All three registration bodies are now accredited by the Professional Standards Authority (PSA).

BAA EAR Board directors continue to represent BAA at AHCS, NSHCS and ACS meetings as well as at RCCP Council and RCCP Professional Body Education Committee (PBEC).

BAA is also involved in the Objective Structured Final Assessment (OSFA) process for the STP and we continue to support clinical scientist registration through links with ACS and AHCS. BAA EAR also launched the HTS review survey to consult with members on the need for further training as part of the HTS review.

Additional pieces of work included the creation of the Educational Audiologist Register with the RCCP and this was brought about though a Memorandum of Understanding (MOU) between BAA and British Association of Educational Audiologists (BAEA). This MOU exists to facilitate the accreditation of courses leading to eligibility to register with the RCCP as an Educational Audiologist. RCCP was the register of choice as Educational Audiology sits out with Modernising Scientific Careers.

BAA Conference 2017 – Bournemouth

The conference team is made up of two groups, the Scientific Programme Committee and the Conference Organising Committee, both led by Claire Benton, Board Director and overseen by Sue Falkingham, President. The Events Team at Fitwise led by Phyllis Tait are integral to the successful planning and delivery of the conference. The aim of all of the team is to deliver the largest, successful annual conference and exhibition to the satisfaction of both delegates and exhibitors.



The conference in 2017 was held in Bournemouth. The overall format of the conference was unchanged with the exception of losing the student and associate tracks. Previous delegate feedback had indicated that both these groups wished to attend sessions in the main conference rather than feel obliged to stay in their own tracks. Delegate rates were altered accordingly to allow a reduced rate for Associates. Instead we trialled a 'Back to Basics' track which incorporated 5 introductory workshops covering a range of areas.

In Bournemouth we had 471 delegates, a small increase in numbers from Glasgow, with 76% being BAA members. The top 3 reasons for attending conference given by delegates were for education, networking and for updates on professional affairs. For the first time, the number of delegates who had commercial sponsorship enabling them to attend was lower than those funded by their workplace or themselves. Overall satisfaction with the programme structure and content remains high with over 80% of delegates scoring this excellent or good.



The exhibition at Bournemouth was a sell out with 57 stands taken. The overall satisfaction of the exhibitors with the whole conference process improved this year.

Bournemouth not only covered its costs but it also made a small profit. We continue to aim to make a profit on our conference as the funds support our other educational meetings with the regional groups which are currently free to members and are ideal for those who can't always get to our main conference. However, we are aware that the costs associated with running the conference continue to rise and it is becoming increasingly challenging to provide a cost effective event. Moving into 2019, it is likely that changes will need to be made to keep conference costs appropriate and still provide a value for money experience for delegates and exhibitors.



For 2018, we return to Liverpool. The scientific programme committee has had a change and we are trying to make the programme appeal to a wide audience. This year we have had the highest number of abstracts submitted; we hope this indicates the overall interest in attending and presenting at the conference. As it is no longer financially viable to run a 3 day conference, it is a challenge to run as many free paper sessions as we would like, particularly when the quality is as high as this year. We have listened to feedback and where possible have tried to provide a better level of catering for delegates this year as it was a key criticism in 2017. The gala dinner is once again a formal affair at Anfield. Finding an appropriate venue in Liverpool is a challenge and the gala dinner is the one part of conference where the value for money could be questioned. Delegate feedback indicates that the networking opportunities of the social event are important, so whilst we will continue to provide a social event in the future it may not be in exactly the same format.

Keeping conference fresh, cost effective, useful and value for both time and money is a challenge. The team has worked hard over the past 12 months to provide what we feel is another high quality conference.

Regional Groups, CPD, Membership & Early Professionals

In terms of the Board leads this year, we grouped various Board roles to be aligned to an overall executive lead, which is part of the Vice President's remit. We have changed the term student membership to early professional, to recognise the needs of those studying and just starting out in their careers which we hope will aid retention and help career planning. The early professional group led by Charlotte, now has 10 active members, representing newly qualified from a variety of routes through to those looking to progress their careers. Most of our support packages and tools aimed from early professionals, to those looking to advance careers, and those leading teams will be realised within the new website, we have been busy scoping this work. We hope by offering these additional supports exclusive to members, that members will be able to appreciate the value of their BAA membership.

We have regrouped with our regional representatives to discuss how we can continue to offer localised meetings, which not only offer education and practical tools but also a great chance to catch up with friends, colleagues and remain free to attend. We have worked and will continue to develop Board support to regional reps to help them plan and organise their meetings. The agreement is to try to rotate themes and geographical locations so that nationwide, all members will be able to access at least one regional meeting per year.

In February 2018, we held our first collaborative meeting with BSA & BSHAA in Leeds. This event was led and delivered with significant involvement from BAA with the aspiration that outputs from this meeting will help to strengthen the voice of the profession as a whole. Through this, we can work together to ensure that the public and policy makers have a greater understanding of the benefits and needs of Audiology services.



The meeting in February **"Towards a Connected Future"** was well attended with a cross section from all sectors and in feedback, gives BAA confidence that our proactive involvement is beneficial for our profession. A new event for 2019 is starting to take shape and promises to have some definite outcomes that the profession and the public we serve can all benefit from.



Service Quality

The Service Quality Committee currently consists of 13 members from across the UK and 1 representative of the Audiology Supplies Group. We have one member, Louise Hart who is stepping down this year. We thank Louise for all her hard work during her time on the SQC. Every member makes a valuable contribution to ensure our membership has the tools and guidance to help with improving standards and quality in our services and Audiology as a whole.

Key work areas:

This year we have continued to work on a range of documentation and the following are now published:

- Shared Care
- Reasonable Adjustments for Disabled Audiology Professionals
- Internal documents on consultation, co-production and document production

The current projects include:

- Vestibular direct referral this has been through the draft and now ready for consultation process
- Input to IQIPS, especially around clinical standards

Looking ahead, we have re-started the MRI document, starting work on the tinnitus direct referral document and agreed to meet with BSHAA regarding collaborative working. Details of documents in the production process are available on the webpage.

We also continue to have close links with the BSA's Professional Practice Committee and BSHAA's Professional Development Committee.

Ed Brown represents BAA at the Accreditation Clinical Advisory Group (ACAG) meetings during the handover from the Royal College of Physicians to a service delivered entirely by UKAS.

The Audiology Supplies Group is still contributing to the specification for the NHS Supply Chain hearing aid tender process. There should be news on the current tender in the next month. Dawn Bramham has been leading this group and will be handing over to Greg Nassar at the end of this current process.

Information on committee members and our ongoing activities can be found on the SQC webpage in the members area of the BAA website, and we also publish articles about SQC work in the BAA magazine.

A Strong Voice for Audiology

BAA are involved nationally in the development of policy and strategy for hearing services. This includes being an active member of the National Hearing and Deafness Alliance, a national group which consists of all the major hearing organisations working together to inform and shape national strategy and policy. Wendy Farrington Chadd, our Consultant CEO has taken an active role in this and will ensure BAAs voice is represented in a strong and positive way going forward. This group also provides an important platform for partnership working with other hearing bodies in the sector. The annual report of this group is available at

https://www.baaudiology.org/files/7715/3737/1104/The_Alliance_on_Hearing_Loss_2017-18_Report_Revised.pdf

BAA has continued to take an active role in the Action on Hearing Loss initiatives and is represented on each of the forward work streams in terms of implementation. Our CEO attends the national oversight group and we are closely involved in pushing to progress this work further with NHS England.

The National One Voice Forum has developed its focus in the last year and will shortly publish a report on workforce issues within the healthcare science professions; BAA is cited in this report and we look forward to its publication. Our CEO represents BAA on this forum and we will continue to seek views from members going forward as we await the National NHS Workforce Strategy publication.

BAA has also attended national meetings on NICE guideline development, professional council meetings, BHIMA, RCCP, the Ear Foundation, and Alliance Strategy forums.

The Westminster Health Forum is a forum where health professional bodies link in with ministers and is usually chaired by an MP with a special interest in Health – sessions this year have been held on STPs, and on the future of professional regulation - another key area for members as we await the publication of the National Consultation on Professional Regulation. This is attended by our CEO and updates on meetings are provided to Board and through Horizons.

The President and Past President have supported several national hearing conferences this year including those of the British Society of Audiology, the British Society of Hearing Aid Audiologists, the British Tinnitus Association, and the National Hearing Day event, as well as local and regional meetings.

Treasurers Report and Financial Accounts

1. Sustaining our investment

In August 2015, BAA invested £250k into investments managed by Investec. This fund continues to do well with an increase over the year of £3,823 taking the total fund value from £240,023 in 2015/16 to £272,082 as at March 2018. This provides a healthy reserve position and funds for us to draw on for improvements such as the website development.

2. Delivering a positive financial position

	2016/17 (£)	2017/18 (£)
Turnover	542,508	540,915
Net Reserves	198,294	225,677
Surplus/-Deficit	29,571	-12,506
Investment value	268,259	272,082

A summary of the profit and loss account is shown below:

A review of the year-end accounts compared to 2016/17 shows a small decrease in turnover from the previous year. In particular, we have increased revenue from advertising, exhibitions and sponsorship, and key highlights from the accounts are as follows:

- Increase in overall reserves by £27,383 to £225,677
- Increase in advertising income by £6,068
- Increased income from Exhibition fees & Sponsorship by £17,037
- Conference overall produced a surplus of £40,613 in terms of direct costs
- Decreased expenditure in meeting expenses of £26,899 almost a 50% reduction on the last year
- Overall profit was reduced to a deficit in year of £12,506
- CEO costs were for a part year in 2016/17 and costs for 2017/18 also include charges from 2016/17

A full summary of the accounts are available either through the BAA website (www.baaudiology.org/membersarea/board-documents) or via Companies House.

BAA Financial Accounts 2017/18

	2016–17 (£)	2017–18 (£)	Variance from 2016–2017 (£)
Turnover	542,508	540,915	1,593
Total outgoings	548,412	561,498	13,086
Total operating surplus/-Deficit	29,571	12,506	17,065
Net reserves	198,294	225,677	27,383
Investment value	268,259	272,082	3,823
Debtors	57,978	67,629	9,651
Creditors	47,208	100,571	53,363
Membership subscriptions	158,008	153,261	4,747
Conference surplus	49,085	40,613	8,472
Conference fees received	106,503	94,152	12,351
Exhibition fees & sponsorship	221,793	238,830	17,037
Advertising income	46,304	52,372	6,068
CEO Costs	7,610	60,500	52,890
Meeting expenses	54,475	27,576	26,899



Looking Ahead

BAA are in a strong position to build our forward plans. Our building blocks have been established through the development of clear strategic goals. We have some clear objectives to achieve for the remainder of 2018. We will continue to look ahead and our annual Board strategy day is used to test our current plans and assess whether they remain valid and where new priorities emerge. We will then produce a new annual plan for 2019 and beyond.

Our core objectives will continue to support our members and in further establishing our position as the leading professional body for Audiologists. The context in which members work will remain increasingly challenged and services will be under continued pressure to review traditional methods and to develop new ways of working.

With the NICE guidance now published, commissioners should be clear around their priorities for hearing services and the publication of the NHS Workforce Strategy and the National Consultation on Professional Regulation will create both challenges and opportunities for Audiologists as healthcare professionals. BAA will ensure that as a professional body, we are supporting our members in meeting these challenges and in shaping services for the future.

We will continue to develop working in partnership across the hearing sector through joint events where members feel this is of value.







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