

BRITISH ACADEMY OF AUDIOLOGY ANNUAL REPORT

2019-2020



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BOARD PROFILE



Welcome to the Annual Report of the British Academy of Audiology. We report on our activities for members each year at our Annual General Meeting in November. This report covers work and financial data for April 2019 to March 2020.

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 Communications Executive.

Your Board of Directors for 19-20

Sue Falkingham, [President Apr- Nov](#)
 Karen Shepherd, [President Nov - Mar](#)
 Kathryn Lewis, [Vice President & SQC Lead](#)
 Barbara Gregg, [Treasurer](#)
 Claire Benton, [Conference Lead](#)
 Samantha Lear, [Membership Secretary](#)
 Lizanne Steenkamp, [EAR](#)
 Dr Tim Wilding, [EAR](#)
 Heather Dowber, [Regional Groups](#)
 Dr Michelle Foster, [Healthcare Science](#)
 Charlotte Rogers, [Early Professionals](#)
 Susannah Goggins, [Conference](#)
 Laura Finegold, [Pubs & Comms Lead](#)

BAA STRATEGY

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

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

Supporting Audiologists in training, education and CPD

STRATEGIC GOAL 4

DELIVER A SUSTAINABLE ORGANISATION

Maintain and grow as a viable membership body



A STRONG VOICE FOR AUDIOLOGY

College of Audiology

At BAA conference in 2019, President, Sue Falkingham announced the withdrawal of BAA from the College of Audiology discussions. The decision was taken by a majority of BAA Board to remove BAA from the discussions at that time. BAA Board did not feel the organisations involved in the discussion all belonged around the table at the early stage. The National Community Hearing Association was not a member organisation for audiologists, rather a trade organisation for companies. BAA Board did not feel that it was appropriate for a single stakeholder to have such a prominent place in the discussions at such an early stage. The intention was always to consult with a wider group of members of BAA about re-joining the discussions and any conditions to that which members might seek. A meeting scheduled for March 2020 to discuss the College of Audiology was cancelled due to the pandemic.

The priority for BAA since March has been to support our members through the most difficult time in our history. The potential College of Audiology will be a point of discussion on the BAA agenda for members when the timing is more appropriate.

Registration

BAA is actively involved with the RCCP and AHCS. We have supported Clinical Scientists with HCPC Registration and continue to respond to regulation and registration consultations for all.

Hearing Alliance

BAA continue to be an active participant in the Hearing Alliance. The Hearing Alliance includes a diverse range of organisations and meeting together allows joint projects to progress and a different perspective on engaging with the public and NHS England to be developed.

Publications and communications

In 2019, BAA underwent a small brand refresh (at minimal cost) with a redesigned logo, refreshed literature, and exhibition presence. The team started to develop new careers videos and supported the development of the new website with videos, documents and support material. Work to ensure a clear brand, image and consistency of message will underpin our work to strengthen our voice in the Audiology arena.

PROMOTING EXCELLENCE IN CLINICAL PRACTICE

Education, Accreditation and Registration

This past year EAR has been working on refining the standards of proficiency document for an Audiologist which involved consultation with various stakeholders. A working group was established in January 2020 with the task of creating a draft standard of proficiency document for a Hearing Therapist to facilitate the registration of newly qualified Hearing Therapists and the next stage involves consultation with a wider audience of Hearing Therapists.

Advocating professional body membership and registration for all

BAA board have worked with HEIs to attend careers events, student presentations and provide information on BAA membership to students at the start of their careers. BAA Board continue to attend professional events to promote BAA.

Tinnitus modules with BTA

BAA and BTA volunteers have worked to produce short modules accessible on the BAA website not only for our members but also for anyone interested in improving their conversation with

someone who has tinnitus. Supported by the Scottish Tinnitus Action Group and BAA members, a reflective piece of work can be submitted and reviewed, and an e-certificate received. This is easily accessible for all under the Professionals tab of the BAA website.

Ida Partnership

After signing a memorandum of understanding with the Ida Institute, we provided a train the trainer event for our regional group leads with IDA staff. This session was funded by BAA and intended to cascade the IDA person centred care through our membership at regional meetings and in departments across the country. With some fabulous training delivered by local teams at the start of the year we see a clear progression of this plan for late 2021. BAA have also invested in providing a training day free to members on the IDA Paediatric tools, this was scheduled for September 2020 but will be rescheduled into 2021.

BAA Mentoring Scheme

At conference 2019 BAA officially launched our mentoring scheme and began recruiting mentors for the next stage of the programme.

SUPPORTING MEMBERS AS PROFESSIONALS

Higher Training Scheme (HTS)

The HTS is a modular, in-service professional development scheme designed to enable members to acquire the required depth and breadth of knowledge and competence to fulfil the needs of specialist and advanced practitioners. During the year, a review of the HTS was undertaken by Helen Martin. Following the review, an examiner meeting was well-attended at our Annual Conference and a new HTS team is now in place. The HTS team are now responding to that review to develop further modules and review the curriculum of existing modules.

Largest UK Audiology conference

The 2019 conference was once again held in Liverpool and we had 423 delegates, a slight decrease on previous years. We continued the preferential delegate fee for both BSA and BSHAA members. Delegate feedback indicated over 85% found the content and structure of the conference excellent or good. We introduced several new additions to conference including the pods in the exhibition and the crèche for delegates. Conference 2019 made a small profit. This helps support free-to-access regional events throughout the year.

Supporting students through free membership

It is so important to our profession that new entrants to Audiology are supported during their first years as a professional. BAA offers the digital-only free membership offer for a full year after qualifying to our graduates.

Service Quality Committee

A busy year for our SQC team saw several important documents completed. Referral for MRI by Audiologists (Oct, 19) offers general guidance on non-medical referral for Magnetic Resonance Imaging for suspected acoustic neuroma. Setting up a Direct Referral Balance Service guidance was also released in Oct.

A significant amount of work was completed by SQC with BCIG representatives to launch a Cochlear Implant Champions Scheme in March. Seventy-eight champions volunteered from Audiology departments across the UK. Work is on-going in this important area.

SQC were responsible for several presentations at the 2019 Annual Conference and contributed many important articles to the BAA magazine through the year. A full report from SQC can be found on their webpages.

DELIVER A SUSTAINABLE ORGANISATION

Treasurers Report - Income and Expenditure

	<u>2020 (£)</u>	<u>2019 (£)</u>
Turnover	522,633	578,814
Administrative expenses	(561,958)	(578,538)
Operating (deficit)/surplus	(39,325)	276
Interest receivable and similar income	5,810	5,998
Other gains and losses	(21,366)	3,391
(Deficit)/surplus before taxation	(54,881)	9,665
Tax on (deficit)/surplus	-	-
(Deficit)/surplus for the financial year	(54,881)	9,665

Our 2019/20 accounts were affected by a substantial decrease in the 'fair value' of our investment. Globally, investments have been impacted by Covid-19. We also used some of the investment money to fund the much-needed website upgrade. Some cancellation fees were paid after our 2020 Annual Conference was postponed. All this resulted in a loss for 2019/20.

Communications

At the start of the financial year 2019/20, BAA Board appointed a Digital Communications Executive. Over several years our presence online, in social media and in the news has been managed by a Board Director. As board are all volunteers this sometimes meant a haphazard approach to an ever-increasing growth area for many organisations. By appointing a dedicated paid consultant to this area we have improved our brand, developed a strong focus on member communication and responded in a more timely fashion to

both media requests but also internal BAA communication needs to our members. The advent of our webinars after the pandemic hit has been managed effectively by Victoria Adsheed and her ability to adapt our strategy to the changing needs of members.

Going forward, our brand will continue to grow by providing accurate, timely and relevant communication about what our teams do to both members and the wider world. This work is led by Board Directors working with the Communications Executive to deliver the strategy.

THANK YOU

April 2019 – March 2020 was a busy year for all the volunteers on BAA Board and committees. We would like to thank everyone who gave so much of their time to support the work of the British Academy of Audiology. And we thank you for being a member.

Thank you to our amazing volunteers on the following committees

- Conference
- Early Professionals
- Education, Accreditation & Registration (inc HTS)
- Pubs & Comms
- Regional Groups
- Service Quality Committee

Special thanks to the following people

The British Academy of Audiology would like to recognise Amanda Casey's contribution to BAA and the profession, from the early years as part of the British Society of Hearing Therapists as well as being instrumental in the creation of the BAA and the RCCP. Her efforts to ensure that the patient is always at the heart of everything we as audiology professionals do, continues on in the many minds she supported on the road to becoming professionals.

At the end of the financial year we said goodbye to our SQC Chair – Hanna Jeffrey. Hanna has led the SQC for 4 years and worked hard to produce high-quality guidelines and documents for BAA members. She has supported the entire committee with a range of projects. Hanna is still involved with SQC as she finishes ongoing projects. The entire SQC and BAA board are extremely grateful for the hard work and dedication she has shown BAA.

We would also like to thank Ann-Marie Hawkins for all her hard work in the SQC. Ann-Marie Hawkins has been a valued member of the group since 2015.

Huge thanks to Sara Coulson, who edited our BAA magazine superbly for many years and has now stepped down from the Pubs & Comms team.

We also said goodbye to Leanne Gribben who oversaw the SQC pages of the website and did a great job of keeping it up to date – thank you Leanne.

The Conference Team were sad to say goodbye to Alex Griffiths-Brown, who has a beautiful baby occupying her time at the moment. We also miss Sonam Sehemby and Rosemary Monk immensely - thank you for everything you did whilst part of the conference team.

