

APRIL 2020- MARCH 2021



To be the leading professional body for Audiologists within the UK

[www.baaudiology.org](http://www.baaudiology.org)

# BOARD REPORT

Welcome to the Annual Report of the British Academy of Audiology for the financial year April 2020 to March 2021.

The Board of Directors are responsible for the overall strategic and operational work of the BAA. Board Directors look after specific work areas and act as liaison between a committee or workgroup and the Board. The current Board has thirteen directors supported by Victoria Adshead, Marketing & Communications Manager.

## Your Board of Directors at the end of 2020-2021



**Kathryn Lewis**  
President



**Samantha Lear**  
Vice President & EDIA Lead



**Barbara Gregg**  
Treasurer



**Lizanne Steenkamp**  
Education, Accreditation & Registration



**Heather Dowber**  
Policy & Campaigns



**Dr Tim Wilding**  
Education, Accreditation & Registration



**Susannah Giggins**  
Conference



**Laura Finegold**  
Regional Groups



**Rebecca Anderson**  
Professional Development



**Dawn Bramham**  
Publications & Communications



**Saira Hussain**  
Early Professionals



**Jason Smalley**  
Service Quality Committee



**Lauren Willis**  
Membership Secretary

These are your BAA Board Directors at the end of the financial year 20/21. Five new directors were elected to serve their first term starting in November 2020.

Find out more about your Board here:  
[www.baaudiology.org/board](http://www.baaudiology.org/board)



**Victoria Adshead**  
Marketing & Communications Manager



# PRESIDENT'S WORDS

"April 2020 - March 2021 - what a year it has been. I feel truly privileged to work with an amazing Board who are keen to deliver you the very best a professional body should. We are focusing on many workstreams to deliver on our strategy over the next few years.

We welcomed five new board directors in November 2020 and created two new roles, one for professional development - an area we need to continue to build on to give you CPD and training - and one for Policy and Campaigns to grow and strengthen our partnerships for the future, giving us a stronger voice for members.

The new board members include Rebecca Anderson who leads the professional development team, Dawn Bramham has taken on Publicity and Communications, Saira Hussain, who is responsible for early professionals, Jason Smalley has stepped into the SQC lead role and Lauren Willis is our new membership director. Susannah Goggins took the reins on Conference and Heather Dowber leads on Policy and Campaigns. As I became President in June 2020, Samantha Lear was voted in as your new Vice President and has developed a committee to oversee Equality Diversity, Inclusion and Accessibility. They have worked with an EDI Consultant to help set our agenda to ensure we deliver for all our current and future members.

The new website was launched just as the Covid pandemic took hold, and it continues to grow and develop providing invaluable resources for members. The professional and educational content has been greatly enhanced as we continue the strong emphasis on CPD for BAA members. All the online meetings and the great webinars that were delivered over the past year, including the Wonderful World of Webinars (BAA Online) that replaced our live conference, are available and all count towards your CPD.

Victoria has been working hard with BAA board and our volunteer teams to add even more content, delivering a truly wonderful resource, well worth our investment. She has also increased our social media presence and you can find BAA communicating via the four main platforms (we are still wondering whether to join Tik Tok!) Social media does help us reach a wider audience as well as you our members. I thank Victoria Adshead once again for all the additional hours and effort she puts into ensuring our communications and digital focus works well, along with keeping the Board on track, ensuring we deliver a worthwhile resource for our members.

I also want to thank our regional team who started to deliver a full program of regional meetings online and we hope to continue this for a while. Delivering online means that you can attend any meeting in any region to access the fabulous programmes they are putting together.

Our partnerships with IDA and BCIG continue to develop and although we have had to postpone face-to-face events, we have provided online content. We regularly meet with our partners and work closely with other groups including the Hearing and Deafness Alliance and RNID. I attend the Person Centred Hearing Network (PCHN) which is a truly international forum for Audiology and have been able to share what we do in the UK. It makes me feel very proud that we have a NHS and although we have all had difficulties this past year, we can deliver a fantastic service for our patients and clients.

During the year in focus, the Higher Training Scheme (HTS) team has been furiously busy, getting ready to relaunch the scheme in April 2021. The small team led by Helen Martin have worked really hard refreshing the scheme with updated content and modules as well as making sure more examiners are in place. Our Service Quality Committee continue their hard work in developing guidance and support for members. I urge you to look at the SQC pages as they are producing new items all the time and work on projects for your benefit to ensure we can deliver high standards and quality services.

Our end of year accounts shows that BAA maintains a healthy financial position despite a difficult year. Cancelling conference incurred costs for us, but we were able to make savings elsewhere during the year. Your Treasurer, Barbara Gregg will cover this in more detail in her report at the Annual General Meeting at Conference 2021.

I am looking forward to the year ahead and hope to see you at Conference this year and want to end by saying that I have been inspired by all of you who have adapted your services, been redeployed and out of your comfort zones, showing that Audiologists really are flexible, adaptable and forward thinking professional people."

*K. M. Lewis*

# THE COVID-19 PANDEMIC

Our financial year April 2020 - March 2021 was a year like no other in our history. Indeed, the events of 2020 have tested the world in ways few anticipated. Covid-19 has been the overriding concern during the year as the pandemic impacted virtually every part of our lives, especially our working arrangements.

You, our members, have all worked so differently over the twelve months covered by this annual report. As Covid-19 took hold, we all pivoted to some form of online working as NHS and private audiology services closed to routine work. Meanwhile, BAA Board swiftly interpreted the government prioritisation document and drew up a guidance document on a recommended way of working within these guidelines.

This document morphed into the Joint Audiology & Otology during Covid-19, a collaboration with our peers in AIHHP, BSA and BSHAA. This guidance helped enormously when Audiology was classified as an essential service and allowed to reopen. The work continues to this day, with the guidance reviewed regularly to keep pace with government and scientific requirements. BAA owe a huge debt of gratitude to Sue Falkingham and Karen Shepherd who were very much at the forefront in developing and reviewing this guidance for all of us.

Whilst the pandemic has been utterly devastating for many people, with the loss of loved ones, the impact on livelihoods, increased communication challenges and deteriorating mental health for many, the pandemic also hastened a technology evolution which would have come eventually but was adopted a lot quicker than some would have liked! This has offered many positives with opportunities to think innovatively, to redesign systems, processes and pathways and to look at how meetings and training can be delivered more efficiently. Online technology has facilitated greater access to colleagues and peers across the country (and world); provided more accessible (and often free) training and education as people provided webinars; communication apps seemed more proliferate; and many departments and patients have benefited from the accelerated use of technology for remote appointments.

This technology change actually made the BAA Board more responsive to member needs as online meetings replaced face-to-face and even email as a communications channel. A quick Zoom, Teams or Go To meeting ensured we could communicate more easily, have those important discussions and make quicker decisions. The new technologies also dramatically changed how we could interact with you. Fortnightly Heads of Service webinars ensured we could share information, ways of working and resources; and member update webinars helped to us to stay more connected than ever before.

During this time, BAA and other organisations were also, rightly, challenged on our lack of equality, diversity and inclusion strategies. A lot of work has taken place to start to address this, but this is just the beginning of an on-going strategy to make our organisation work for everyone. Let's look in more detail at the twelve months of BAA from April 20 - March 21.

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## STRATEGIC GOAL 1

# A STRONG VOICE FOR AUDIOLOGY

### Provide leadership to influence national direction and policy

#### Joint Guidance for Audiology & Otology during Covid-19

One of the most important documents created by the BAA, with partners in the profession, was the Joint Guidance work. Whilst most of our members have to follow their Trust guidance, this guidance was important work for the BAA team. Sue Falkingham led on this work for BAA, even continuing this into 2021, after her term of office ended in November 2020.

#### Joint working with other groups

Collaborative work played an important part in BAA output in 2020. RNID, BCIG, the Ida Institute, Public Health England, NDCS, BSA, BSHAA, ENT UK, ManCAD and many other organisations featured in the last twelve months for BAA. Joint Guidance documents, webinars, campaigning, and rapid reviews were just a few of the ways we worked with our peers. BAA also continues to play an active role in the Hearing Alliance. Much of the discussions about the formation of a College of Audiology have been on hold during the financial year 2020-2021. The potential College of Audiology will be a point of discussion on the BAA agenda over the coming year.

#### Policy & Campaigns

A new board lead was appointed to head up Policy & Campaigns. During Covid-19 we started campaigns on facemasks, promoted the NHS #StillHereForYou message, and worked with RNID on the wax removal issue.

#### Equality, Diversity, Inclusion and Accessibility in Audiology (EDIA)

In response to an open letter sent to the BAA in June 2020, the Board committed to address our challenges in accurately reflecting and representing the diversity of our members and our profession. We recognise that success in this endeavour is of vital importance for members and will be critical to the organisation's relevance in the coming years.

Our new EDIA committee was created to:

- Take all steps necessary to ensure that the BAA complies with the requirements of the Public Sector Equality Duty (The Equality Act 2010)
- Engage with the BAA membership to identify challenges faced
- Support the development of an inclusive, non-discriminatory environment for all
- To hold the BAA board accountable to sustained commitment towards EDI initiatives

The work is multi-faceted and will take time. We wish to affect long lasting change for BAA and our profession, not just quick, easy-wins. We are fully committed to delivering on our promises and to achieving significant changes. The EDIA team has made progress, questioning, probing, amending, adjusting processes, procedures, policies and challenging when challenge is needed. More information on recent work is on the EDI page of the website.

## STRATEGIC GOAL 2

# PROMOTING EXCELLENCE IN CLINICAL PRACTICE

### Being the driving force for improving the quality of services

#### Education, Accreditation and Registration (EAR)

COVID – 19 had a significant impact on the final year of students on placement and many were not able to complete their final placement block. EAR worked with the registration bodies to consider the impact on the student experience and find ways of supporting the graduates of 2020.

The EAR team continued to work on the standards of proficiency document for an Audiologist as well as conducting a consultation with a wider audience of hearing therapists.

This year the Board directors for EAR also participated in discussions around the proposed transfer of the RCCP to the AHCS to ensure that programmes that do not directly map to Modernising Scientific Careers curricula continue to be accredited. This is to ensure that postgraduate routes to audiology remain accredited and viable. BAA EAR Board directors continue to represent BAA at AHCS, NSHCS, ACS and RCCP.

#### Cochlear Implant Champions Scheme

Our support for members in the field of Cochlear Implants was strengthened this year with a memorandum of understanding signed with the BCIG. The CI Champions team have created an amazing amount of resources online and held a successful online training day in September.

#### Service Quality Committee (SQC)

The SQC team, working with ManCAD representatives, created a phenomenal amount of supporting guidance documents as Covid-19 took hold. The Remote Fitting guidance, led by Ann-Marie Dickinson, culminated in the publication of many documents for use in adult, paediatrics and vestibular services. There was also a live webinar attended by hundreds of audiologists as the team talked through the guidance and processes. These were made open access to all audiology professionals on our website.

Later in the year, the Remote Setting and Verifying guidance was released, with supporting documentation and videos from manufacturers.

Battery Safety Resources were compiled by the SQC team. With Audiology departments expected to take action by September 2020, articles and resources were made available online to support members in this area.

#### Paediatrics

BAA were one of the professional bodies leading the way with swift guidance on the management of babies' hearing screening and diagnostics during Covid-19. The group, led by Jason Smalley, involved a vast array of experts from across the profession. Special thanks to Ed Brown, Dr Michelle Foster, our Vice President, Sam Lear, and Jason for their involvement in this important work.

# SUPPORTING MEMBERS AS PROFESSIONALS

## Supporting Audiologists in training, education and CPD

### Education and events

2020 was a year of transformation for education, events and professional development. The pandemic ensured all face-to-face events and conferences were cancelled, however, we swiftly pivoted to online and provided a range of member update sessions, Heads of Service and educational webinars.

### BAA Online

Once it became clear that we needed to cancel our popular Annual Conference, the team pulled together 'BAA Online'. This series of biweekly free-to-attend webinars, organised into monthly themes culminated in a week of webinars in what would have been conference week. "BAA Online" featured 21 webinars, attended by a total of 1,093 members. Tinnitus, Paediatrics, Implantable Devices, Adult Rehab, Genetics, Behavioural Science, Music and hearing aids, Covid-19 changes to practice, CBT and hyperacusis with children were all covered. The webinars were all recorded and started off our ever-expanding library of resources for our members to access on-demand on the BAA website.

### Higher Training Scheme (HTS)

The HTS, our modular, in-service professional development scheme has undergone a dramatic review during 2020. The committee members put in a significant amount of work to completely revamp the HTS modules for launch on 1st April 2021.

### Continuing support for students

It is so important to our profession that new entrants to Audiology are supported during their first years in the profession. BAA is delighted to continue our free membership offer to students.

We have focussed on our website presence and developed resources and links for all those Early professionals looking for further development, career guidance or mentorship.

During this year it has been particularly important to understand how events have shaped and continue to impact the lives of our students and workforce.

### Professional Development

A review of our Board Director portfolios during Covid-19 highlighted the need for a greater focus on Professional Development. This portfolio encompasses ongoing projects such as BAA Mentoring Scheme, Equivalence, Preceptorship, Webinars and Continuous Professional Development. This new committee has really hit the ground running, providing valuable content for our website and ultimately our members.

### Regional Groups

When Covid-19 took hold, the Regional team had a whole schedule of meetings planned. The team quickly embraced virtual meetings and Sarah and Lauren in the Thames Valley area were the first to offer a BAA regional meeting online - a fabulous webinar on hearing loss and dementia.



## STRATEGIC GOAL 4

# DELIVER A SUSTAINABLE ORGANISATION

## Maintain and grow as a viable membership body

### Treasurers Report - Income and Expenditure

	<u>2021 (£)</u>	<u>2020 (£)</u>
<b>Turnover</b>	<b>161,875</b>	<b>522,633</b>
Administrative expenses	(209,519)	(561,958)
<b>Operating (deficit)/surplus</b>	<b>(47,644)</b>	<b>(39,325)</b>
Interest receivable and similar income	4,989	5,810
Other gains and losses	42,875	(21,366)
<b>(Deficit)/surplus before taxation</b>	<b>220</b>	<b>(54,881)</b>
Tax on (deficit)/surplus	-	-
<b>(Deficit)/surplus for the financial year</b>	<b>220</b>	<b>(54,881)</b>

Our 2020/21 income and expenditure were affected by the cancellation of the 2020 conference. Normally a small profit is made from conference, but this year cancellation charges were incurred. Globally, investments were impacted by Covid-19, however, the BAA account recovered and made gains by the end of the accounting period in this report.

### Membership

Year-on-year, membership levels have increased, a positive position to be in these uncertain times. The majority of our membership are full members, with students being the second most popular category.

A membership review was started during this financial year. Membership fees have remained untouched for 11 years and this review is considering the different categories, fee levels and benefits provided. Membership benefits have improved during the year with the launch of the new BAA website and the advent of the educational webinars we have been able to provide.

The BAA mentoring scheme has been further developed this year, with matching now starting.

### Communications during a pandemic

Just as Covid-19 took a grip in the UK, the new BAA website went live; ideal timing to improve the support we could give to members and the wider Audiology profession.

Joint guidance and documents were all available and a significantly increased resource for training, education and CPD were made available. All 2019 conference presentations became accessible for all members. New webinars were arranged to help departments bring in remote fittings, these were recorded and available on-demand. Magazines and digital articles were made easily accessible and reflective practice advice and forms were there to be used by members. A huge range of support materials are now available on the website.



# THANK YOU

April 2020 – March 2021 was a year like no other for all the volunteers on BAA Board and committees. We would like to offer our sincere thanks to everyone who gave so much of their time to support the work of the British Academy of Audiology.

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)
- Professional Development
- Pubs & Comms
- Regional Groups
- Service Quality Committee

## Special thanks to the following people

The British Academy of Audiology would like to recognise Ed Brown for his commitment to the BAA Service Quality Committee over the past six years. His work in paediatric and IQIPS is especially appreciated. The entire SQC and BAA board are extremely grateful for the hard work and dedication he has shown the team.

Sue Falkingham left the BAA Board after an incredible 10 years. She spent six years as a Board Director, one year as Vice President, was our first President to serve two years and her final year was spent as our Immediate Past President, leading the work on the Joint Guidance.

Karen Shepherd also dedicated many years to the BAA Board, and was Vice President from June 2018 until November 2019 when she took over as our President. Following 8 months at the helm and steering us through several months of the pandemic, Karen stepped down as President. We would like to thank her for all her work during her time on Board.

At our AGM in November we had to say goodbye to two Board members at the end of their first term. Dr Michelle Foster was our Healthcare Science Board Lead and still remains in touch as one of the Regional HCS Leads for the CSO England office. Charlotte Rogers left us after three years as Board Lead for the Early Professionals in audiology. Thank you for all your hard work for BAA, Charlotte and Michelle.

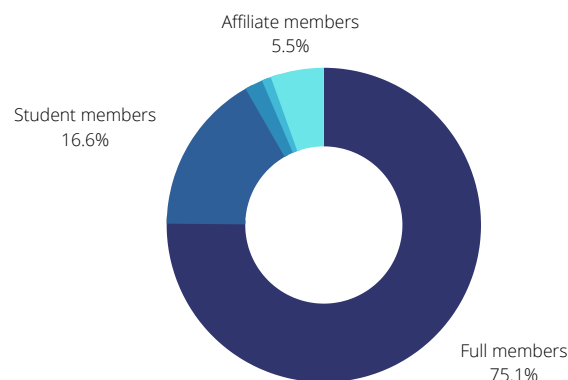
And finally...Claire Benton completed her two terms of office on Board in November 2020. After five years as a fabulous conference lead, sadly her swansong had to be an online offering. Even that, in typical Claire style, was eventful! BAA Online, or as Claire liked to call it, the Wonderful World of Webinars, was an impressive offering of live presentations covering a huge range of topics. Just don't ask her how it was behind the scenes of the online AGM and Annual Awards!

# BAA 2020-2021 IN NUMBERS



- 13 Board Directors
- 5 Full Board meetings
- 12 Exec Board meetings
- 7 Committees
- 82 Volunteers
- 30+ meetings

## BAA members and volunteers



## BAA Online



- 21 Webinars with invited guest speakers
- 1,480 members registered
- 28 Digital posters
- 100% would recommend to colleagues

- 10 Heads of Service webinars
- 3 Member update webinars

## BAA Communications



5,360 followers  
613 tweets  
1 million impressions  
9,773 profile visits



983 followers  
2,154 likes  
183,750 impressions  
1,654 profile visits



4,529 members  
64% female  
25-34 age group highest %  
8pm most popular time



3,218 followers  
111,537 unique impressions

4 editions of  
BAA News  
published



26 e-newsletters  
shared with members

## New BAA website

56,057 unique users  
253,660 total page views

<http://>



**BRITISH ACADEMY  
OF AUDIOLOGY**