



BRITISH ACADEMY
OF AUDIOLOGY

ANNUAL REVIEW



APRIL 2022 / MARCH 2023

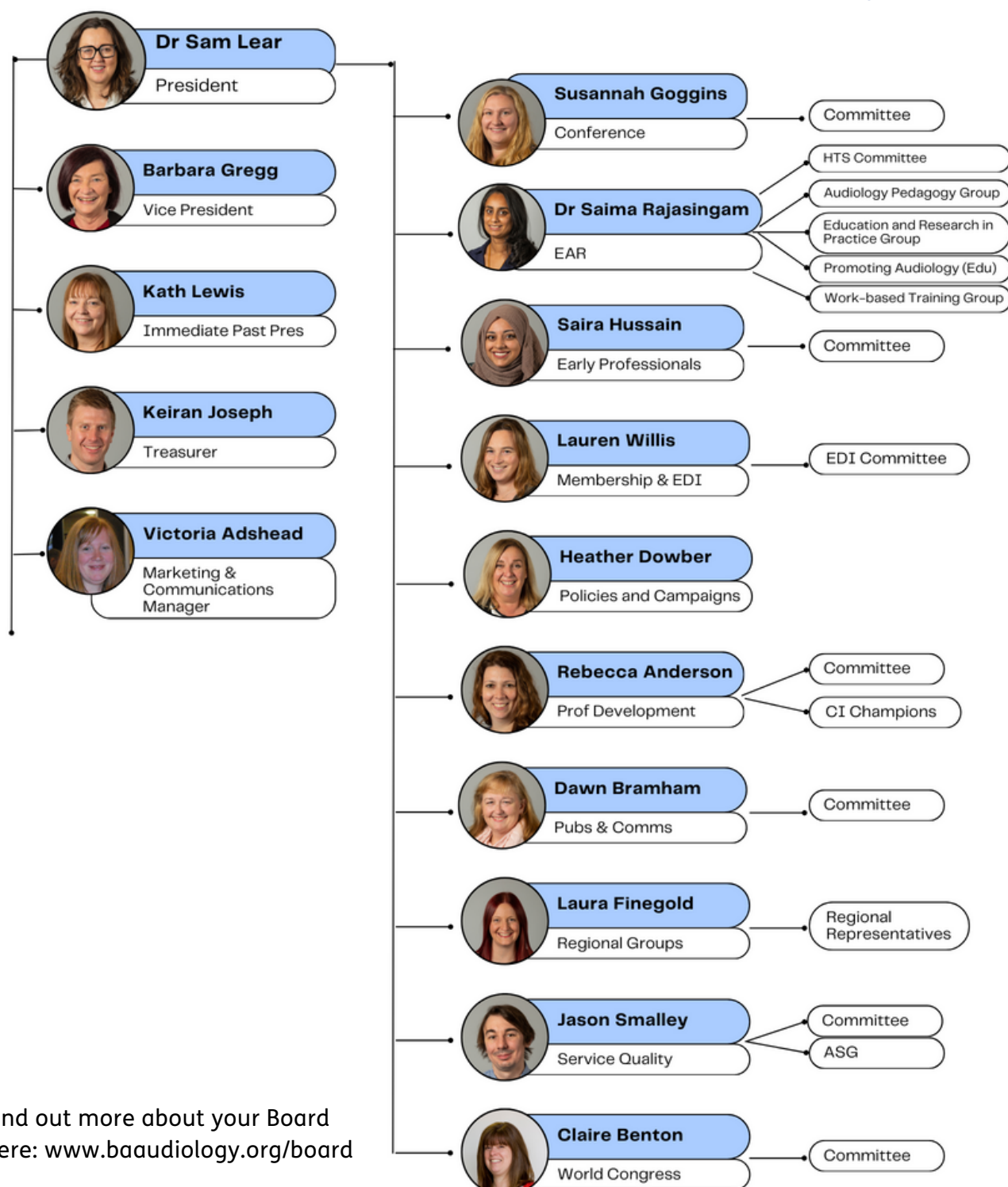
www.baaudiology.org

BOARD REPORT

Welcome to the Annual Report of the British Academy of Audiology for the financial year April 2022 to March 2023.

The Board of Directors is 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 work group and the Board. The Board has fourteen directors, supported by Victoria Adshead, Marketing & Communications Manager.

Your Board of Directors for the 2022-2023 financial year



Find out more about your Board here: www.baaudiology.org/board

PRESIDENT'S WORDS

I am pleased to introduce this report, which covers April 2022 to March 2023 - another busy year for BAA. I am lucky to work alongside some amazing audiology professionals from different areas of practice, who all volunteer for BAA on top of their day jobs because of a shared passion for our profession. They lead on a range of work to support BAA members, assisted by various committees and work groups full of amazing volunteers. I feel proud of how much we have all achieved this year.

We approached the year with a focus on our strategic goals, with big ambitions to continue with the work we were recognised for, but improve the areas where we knew we could do better. We continued to support audiologists with their education, training, and CPD. Our Education Lead set up various working groups to support a huge amount of work on education, research in practice, and reviewing the Scope of Practice for audiologists. It became clear that it needed redrafting and updating considerably.

We supported students and early professionals, and the Higher Training Scheme (HTS) continued to grow with a pilot of a HTS Equivalence scheme for Paediatric Assessment 6 months+. The HTS remains a much-respected model for externally verifying clinical competence, which we know is essential. We continue to look at ways to deliver this, despite it being an expensive scheme for BAA to run.

You will of course be familiar with our other professional development offers, such as numerous CPD webinars, regional meetings, the CI Champion scheme, several face-to-face events and of course a brilliant 2022 Conference. Many webinars, along with a plethora of other resources, are available in the members area of our website.

The Service Quality Committee continued to produce an astounding amount of work, including the BAA Paediatric Quality Standards - an essential for audiologists in England and complementary to the standards published in the devolved nations. We are all aware that this was a year when we became aware of issues affecting the quality of paediatric audiology services in England and Scotland. Many of the BAA board have spent significant time contributing to the Scottish National Review of Audiology and working with NHS England to provide audiology expertise to their work, which began in 2022 examining the quality of paediatric services.

BAA had identified from consultation with members that we needed to become a stronger voice for audiology professionals to influence those with the power to change things at a national level. We have certainly achieved that this year - we have continued to raise our concerns about workforce shortages and lack of support for training and quality assurance with NHSE senior leadership, as well as with the Scottish government, and have strived to improve our understanding of issues in N. Ireland and Wales.

BAA Board started the year with 13 Board directors, and we realised we had to create an additional role to support specific pieces of work, such as planning the World Congress of Audiology following our successful bid to host this in the UK- in Edinburgh- in 2028. We are supported by our Marketing and Communications Manager, Victoria Adshead, who works incredibly hard on communications, but also supports so much of our work with professionalism and humour.

I will continue as President for another year following the AGM in November, supported by a new Vice President, Claire Benton, who will take over from our current VP, Barbara Gregg, who is retiring and looking forward to a well-deserved rest.

Our financial position remains good, despite some challenges this year, and we predict this will become stronger over the next year to keep BAA sustainable. We are all working hard for our members and hope to welcome even more new members this year. We hope you will continue to engage with us as we work to support you, as we look forward to seeing what the next year brings.



STRATEGIC GOAL 1

A STRONG VOICE FOR AUDIOLOGY

Provide leadership to influence national direction and policy

Working with NHS England and the CSO's office

During 2022, BAA's engagement with different teams in NHS England increased significantly. After concerns were raised across the profession, we started engagement with the NHSE Physiological Science Transformation team about workforce challenges and proposed some short, medium and long term solutions.

Directors contributed to improving audiology data collection, which led to the National Physiological Science Transformation Programme: National Audiology Data Collection.

Much of BAA Board Director time with the NHSE teams has been spent working with the England CSO's office on their paediatric review. Two Board Directors, in their personal capacity, completed an analysis of Newborn Screening Programme (NHSP) data that demonstrated geographical variation in the diagnostic yield for permanent childhood hearing impairment (PCHI), in babies appropriately referred to audiological services by the NHSP.

With four Trusts highlighted, Board Directors led two service reviews, and were involved in the incident response groups established at the sites.

To rapidly support findings from the reviews, a National Steering Group for Improvement in Hearing Services was established to provide national strategic oversight and direction for quality improvements in paediatric

audiology services. Prof Dame Sue Hill, Chief Scientific Officer for England, chairs the group.

Working groups looking at core work streams were established across four work streams: Quality; Workforce Development; Commissioning and Service Pathways / Live Issues.

Scottish Government National Audiology Review

BAA Board Directors spent hundreds of hours contributing to the Scottish Government's National Audiology Review in 2022. Board Directors represented our members on the Steering Group and across the work groups: structure, governance and leadership; quality assurance and education and training. BAA was tasked with ensuring Scottish Audiologists' voices were heard and represented in the review.

Survey: Audiology Professionals in NHS Scotland: Perspectives on Service Provision

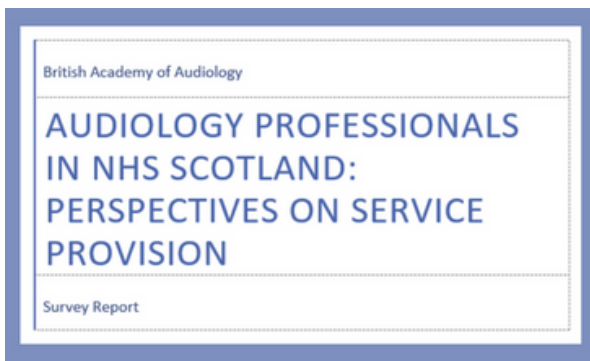
A survey, developed by BAA with the national review group, focused on training, leadership, career opportunities, raising concerns and quality of care. Respondents were also asked about current strengths and potential opportunities. The aim of the survey was to give audiology professionals at all levels the opportunity to give their feedback and suggestions directly into the review. (Click on the link above to read the survey and workshop report).

STRATEGIC GOAL 1

A STRONG VOICE FOR AUDIOLOGY

Provide leadership to influence national direction and policy

Following the survey analysis, three workshops were structured to identify key priorities for improving the quality of audiology services in Scotland, including potential facilitators and barriers. A broad analysis of the survey data and workshop transcripts was presented in this report, with the support of quotes from audiologists.



Elements of this report were referenced in the final National Audiology Review document which came out later in 2023.

Joint Guidance for Audiology & Otology during Covid-19

While the frequency of the work and release of this guidance document slowed down, there was still time devoted to it, with three releases in May, July and Oct 2022.

Joint working with other groups

Collaborative work continued to play an important role in BAA output in 2022. Relationships with RNID, NDCS, BCIG, BSA and many other organisations contributed to the work of the BAA in the last twelve months. We were sad to see the winding down of the work of the Ida Institute.

BAA plays an active role in the Hearing Loss & Deafness Alliance and will look to push forward to achieve more with that professional group in the year ahead.

Priorities for Audiology 2023

In 2022, the British Academy of Audiology conducted a series of workshops with stakeholders from across the UK to better understand the changing landscape of NHS Audiology and the implications for future service provision. These workshops were primarily driven by increasing reports of concerns from audiologists surrounding education, service quality, and workforce recruitment & retention.

The series of 1.5 hr workshops were arranged to address the following themes: Education & Workforce; Quality Assurance & Improvement; and Service Innovation.

Key stakeholders invited included representatives from: (1) NHS Heads of Service from England, Northern Ireland, Scotland and Wales, (2) NHS England, (3) UK Higher Education Institutions, (4) Early Career Professionals and (5) The National Institute of Health Research.

Analysis of the outputs from these workshops led to the document – [Priorities for Audiology 2023](#) with a key focus on Education & Workforce, Quality Assurance & Improvement and Service Innovation. (Click the link to learn about the priorities).

STRATEGIC GOAL 2

PROMOTING EXCELLENCE IN CLINICAL PRACTICE

Being the driving force for improving the quality of services

Service Quality Committee (SQC)

All our committees work hard, but you have to go some to keep up with the output of the SQC team. During this financial year, they published the BAA Paediatric Quality Standards document. Importantly, this was accompanied by an audit tool for members. They also started preliminary work on the Adult Quality Standards

Several key guidance documents were reviewed last year, including the direct to MRI guidance. And the restructure of the Onward referral guidance for audiologists was started. All new or updated documents are in the members' area of the website.

The SQC team was responsible for numerous webinars during the year, including working with the newborn hearing screening team on S4H data.

The SQC Board lead played a key role in the BAA focus days on paediatric audiology in England, Scotland and Northern Ireland.

SQC published the uncertainty of measurement guidance to assist sites with IQIPS, and worked with calibration labs to offer a solution to the IQIPs ISO 17025 equivalence.

The Audiology Supplies Group, which sits under SQC, was completely revamped. New terms of reference and code of conduct were agreed and new members recruited.

Education, Accreditation and Registration (EAR)

This year saw a major restructuring of the Education, Accreditation & Registration Committee (EAR) with the formation of three new working groups to promote and highlight key areas of focus, with a focus on deliverable outcomes.

The 3 main working groups were (1) education and research in practice, (2) work-based learning and (3) pedagogical research. Each group had clear aims and anticipated outcomes, and the group leads were the EAR committee members to ensure an open and bi-directional flow of information and support.

A fourth group, promoting audiology nationally, was initially formed, but it was recognised that this sat across the portfolio and will be taken forward by Publications & Communications in the next year.

An advisory panel of former members was also formed to provide the education specific expertise and a detailed review of documents produced by the committee, whilst ensuring that the EAR committee itself could have appropriate terms of office and opportunities for new members to join.

STRATEGIC GOAL 2

PROMOTING EXCELLENCE IN CLINICAL PRACTICE 2

Being the driving force for improving the quality of services

Working group 1: Education and Research in Practice

Aim: Promoting a culture of education & research in Audiology departments

Outcomes:

1. Articles: Research in an audiology department - BAA magazine; BAA Magazine: Student testimonial discussing experience of BSc course at Swansea University.
2. Website content: Research in an audiology department audio interview; Two student testimonials on the BAA website discussing their experience of clinical placement and the BSc Audiology programme.
3. Planned webinar joint with BSA on patient involvement in research

Working group 2: Work-based Training

Aim: Providing support for departments to “grow your own” audiology professionals (e.g., via apprenticeships)

Outcomes:

1. Articles: “Developing a sustainable workforce” – Lesley Peplow. Winter 2022. & “Making training work for your department” – Ruth Vickerstaff. Spring 2023.
2. Website content developed on apprenticeships
3. Webinars: Apprenticeships across the career pathway

Working group 3: Audiology Pedagogy

Aim: Developing pedagogical research

(and clinician-researcher networks) for UK Audiology Education

Outcomes:

1. Held their first meeting to discuss research questions on audiology teaching and learning that can be addressed through collaborative research.

In addition to the information, resources and support produced by the working groups, a task & finish group was formed to review and update the Scope of Practice for Audiologists. The first stage of this process is now complete, and the first full draft will be reviewed by the board, and expert panel and then out for consultation next year.

The EAR board lead has also been involved in supporting NHSE’s national review of children’s hearing services with a particular focus on workforce and training.

All this work can be found in the members’ section of the BAA website.



What is involved with apprenticeships

Find out all that is involved in an apprenticeship, what will be expected of you as an employer, and how you can use apprenticeships across the career pathway.

[Find out more](#)



Why you should include apprentices in your planning

With current workforce challenges, apprenticeships provide another source of talent for your department. Read on for all the opportunities and benefits of apprenticeships.

[Find out more](#)



How to employ an apprentice or two in the department

All you need to know to plan, recruit, and train your apprentices...and pay for them. Help is available from multiple sources; these are signposted for you in this section.

[Find out more](#)

STRATEGIC GOAL 3

SUPPORTING MEMBERS AS PROFESSIONALS

Supporting Audiologists in training, education and CPD

Professional Development (PD)

The PD team completed their work on the BAA Preceptorship Framework, which is available in the members' area of the website.

The BAA Mentorship Scheme continues to grow with new applicants for Mentee and Mentors. And the team organised various webinars across the year for members

The team showcased specialisms within Audiology, alongside PD support areas in a special area at BAA Conference, 2022

Cochlear Implant Champions Scheme

The work of the CI Champs committee goes from strength to strength. After helping to establishing the scheme in 2019 with representatives from BCIG, Ann-Marie Dickinson stood down from the committee in September 2022.

There were successful update training sessions at BCIG Annual Conference 2022 and networking opportunities at BAA Conference, 2022, along with a popular training webinar with that featured some really useful case study discussions.

Regional Groups

Regional Meetings were held in across most areas of the UK All meetings are recorded and made available for members in the closed access area of the BAA website. They are a great CPD resource to be used at a convenient time for you.

Each meeting had a key focus.

- The North East looked at resilience
- East of England considered audiology in primary care
- The North West featured music and hearing aids
- Yorkshire & Humber looked at audiology for individuals with learning disabilities
- Thames Valley focused on hearing therapy and balance
- The Scottish team looked at Peer Review
- A second North West meeting covered severe to profound losses

A face-to-face regional meeting was held in Northern Ireland for the first time post-Covid.

Higher Training Scheme (HTS)

Following it's revamp and relaunch in 2021, the HTS programme continued to develop and grow during 2022, as people got back into the swing of specialist training after the Covid years. We started the year with the launch of the tenth module - Cochlear Implants - at the BCIG conference.

The biggest HTS development of the year was the launch of the Equivalence Paediatric Assessment 6 months +. This route enables BAA members, who have been trained in paediatric audiology via other routes, to gain an HTS award to confirm externally verified clinical competence in this area. NHS Education for Scotland provided funding for this route.

STRATEGIC GOAL 3

SUPPORTING MEMBERS AS PROFESSIONALS 2

Supporting Audiologists in training, education and CPD

Conference

The Conference Organising Committee's aim is to deliver a fantastic annual audiology event for the benefit of all our members. The 2022 event was a month earlier than usual (due to restricted availability), and was at the Manchester Conference Centre for the second year running. More than 530 delegates and over 50 exhibitors joined us during the two days. We invited feedback from delegates, exhibitors and sponsors through our online feedback questionnaires. The committee reviewed this and shared it at a meeting open to all exhibitors. The comments received are all considered to shape future conferences. In early 2023, work began to build the programme for the conference in November 2023.

In-person CPD events

During this year, we were able to return to face-to-face events. Firstly, we headed to Northern Ireland for the last in a series of Paediatric Focus Days, which were well received. It was great to see some of our Irish peers there.

Clinical Leads and Heads attended the BAA Heads of Service meeting in Sutton Coldfield, which was supported by 10 exhibitors.

And finally, a Complex Paediatrics Day in November was a brilliant event with our partners, the TTS Group. People have asked us to repeat that successful day!

Webinars

BAA remains committed to providing CPD opportunities to its members through webinars. Key webinars in 2022 included:

- Dementia and clinical decisions
- Paediatric Quality Standards
- Three Access to Work webinars
- An EDI webinar looking at what we can learn from the experiences of our minority ethnic colleagues?
- Infection Prevention and Control Practices and Processes in Audiology
- Paediatric Audiology data and the Newborn Hearing Screening Programme NHSP IT system S4H
- Demystifying Vestibular Assessment in Children

Early Professionals and Students

This year, EPs wrote an article for each issue of the BAA magazine. Further content was published on the EP member's page, and more blogs were shared on the Students Aloud public webpage.

A new member of the committee created some Tik Tok videos for our public pages which showcased a day in the life of a student and the BAA annual conference.

The EP team created podcasts on choosing audiology and jointly created (with Pubs & Comms) an outreach PowerPoint template.

A BAA EP members survey took place this year, with results shared.

STRATEGIC GOAL 4

DELIVER A SUSTAINABLE ORGANISATION

Maintain and grow as a viable membership body

Treasurers Report - Income and Expenditure

	<u>2023 (£)</u>	<u>2022 (£)</u>
Turnover	515,067	493,636
Administrative expenses	(546,265)	(532,360)
Operating (deficit)/surplus	(31,198)	(38,724)
Interest receivable and similar income	6,110	4,827
Other gains and losses	(13,654)	9,857
(Deficit)/surplus before taxation	(38,742)	(24,040)
Tax on (deficit)/surplus	-	-
(Deficit)/surplus for the financial year	(38,742)	(24,040)

In 2022/23 our operating deficit was £31,198 which is reduced when compared to the previous year, and is a smaller deficit than initially forecast. However the BAA investment account lost £13,654 in line with the global stock market decline. This year BAA has invested in a change in association management companies and is working with the new company towards developing a more sustainable financial position with the 2023/24 budget forecast to break even.

Membership and EDIA

This year, we have worked on additional fields to gather information about our membership through the website when signing up or renewing as a member. This will help us obtain important demographic and diversity data. The complaints procedure has been updated, so that members can raise EDI concerns more easily.

A dedicated area of the BAA website has been set up for EDIA, and data collected from our survey is displayed there.

Collaboration with BSA around research e-learning was discussed, and ideas are being developed. And have reviewed e-learning packages to add to member benefits.

Discussions continue about making all aspects of BAA work for accessible. Working through BAA content on the website, webinars and conference content to ensure that EDIA has been considered.

Membership categories have been amended, and we are now offering a pause function for those who take a career break for a limited period of time.

A new member benefit was added with online access to the International Journal of Audiology.

We have tried to ensure that advertisements for new posts on committees or on board encourage a diverse group of people to apply.

AWARD WINNERS

Every year at the British Academy of Audiology Annual Conference, we take the time to acknowledge those individuals and teams who have excelled, or shown exceptional commitment to the Audiology profession, over the past year.

Congratulations to the 2022 winners

Team of the Year

Audiology, York and Scarborough Teaching Hospital NHS Foundation Trust

Audiologist of the Year

Bhavisha Parmar

Paediatric Audiologist of the Year

Paul Stokes

Student of the Year

Beth Nixon

Paul Doody Supervisor of the Year

Ruzvana Zavier

Jos Millar Award

Anne Lincoln & Andrew Whitehouse

World Congress of Audiology 2028

In April 2022, the British Academy of Audiology won its bid to host the International Society of Audiology's World Congress in 2028 (WCA2028). The 38th Congress will be held in Edinburgh from 23rd to 26th April 2028.

It will be 60 years since the World Congress of Audiology was held in the UK, by the time 2028 comes round. With London playing host in 1968, bid leaders felt it was time to invite global audiologists back to the UK again, but this time to the capital of Scotland.

With 1,200 delegates expected to attend, it will be a perfect chance to shine the light on UK audiology, with its unique environment, with the National Health Service (NHS) providing the world's largest healthcare service that is free at the point of delivery.

BAA Volunteers

And last, but not least, a huge thank you to our amazing volunteers on the following committees:

- Cochlear Implant Champions
- [Conference](#)
- Early Professionals
- [Education, Accreditation & Registration](#)
- Higher Training Scheme team
- [Professional Development](#)
- Pubs & Comms
- [Regional Groups](#)
- Service Quality Committee



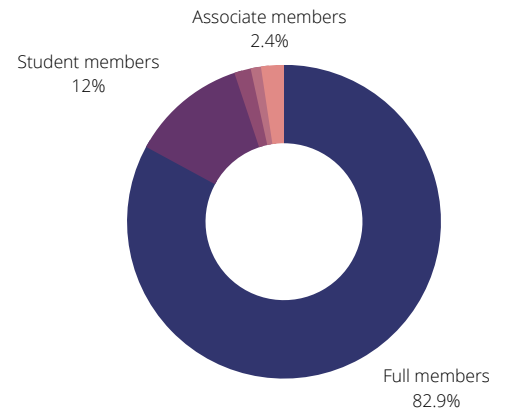
**BRITISH ACADEMY
OF AUDIOLOGY**

BAA 2022-2023 IN NUMBERS



- 14 Board Directors
- 4 Full Board meetings
- 12 Exec Board meetings
- 9 Committees
- 100 Volunteers
- 60+ meetings

BAA members and volunteers



BAA Online - webinars and meetings



- 17 Webinars with invited guest speakers
- 1,630 members registered on webinars
- 3 x in-person education days

Annual conference

- 2 days with 3 tracks
- 39 guest speakers
- 530 delegates
- 100 Posters

BAA Communications



6,382 followers
427 tweets
79,568 impressions



1,452 followers



4,603 members
64% female
35-44 age group most active
Thursday most popular day



6,016 followers
117,698 unique impressions

4 editions of
BAA News
published



26 e-newsletters
shared with members

BAA website

www.baaudiology.org

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



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