



INVESTOR IN PEOPLE



The Ear Foundation Summary External Business Plan – 2010 -2013

The Ear Foundation

Deafness, whether in childhood or adulthood, can have devastating, unseen consequences for individual and family, making communication and spoken language difficult, and limiting educational and employment options. Yet we live in the most exciting times for deaf people – adults and children alike. Modern technology provides greater opportunities for deaf people than ever before: but all too often the promise is not realised in everyday life for those who could benefit. The Ear Foundation is a unique charity which provides a bridge between the clinical services where the technologies are fitted, and home, school and work where they are used in everyday life to the full benefit of deaf individuals.

The Ear Foundation was established in 1989 to bring cochlear implants for children to the UK. Having established implantation as a routine NHS service, The Ear Foundation has developed a world renowned centre for family support, education and family-centred research, initially focussing its work on profoundly deaf children with cochlear implants. Its programme now includes all hearing technologies, and includes adults, to ensure seamless provision of the best of all modern hearing technology for deaf individuals throughout their lifetime.

The Ear Foundation is a registered charity and a company limited by guarantee. Day to day management is by the Chief Executive and her team, responsible to the Board of Trustees. The Ear Foundation is based in Nottingham, UK, with local, national and international partners. It enjoys excellent transport networks, facilitating its national and international influence. The Ear Foundation Business Plan begins with its Mission Statement, continues with its 3 Year Strategic Aims and Objectives in each area of work, and gives its Objectives for 2010. The appendices give further information about the background, work and management of The Ear Foundation.

Mission Statement The Ear Foundation is an independent charity that helps deaf people and their families make the best use of technology to improve hearing, communication and spoken language. We do this through:

- education
- family and clinical services
- carrying out research
- advocating for access to the latest hearing technologies

Our vision is that:

All deaf people have the opportunity to hear, communicate and develop spoken language using the latest technological interventions.

With our internal vision being:

The Ear Foundation is financially self sustaining, has a high profile and influence nationally and internationally.

STRATEGIC AIMS AND OBJECTIVES 2010 -2013

Area	Strategic Aim	Strategic Objectives
1. Education	To educate professionals to enable them to provide the best possible support for deaf users of hearing technologies and their families and carers	<p>1.1 To produce a varied programme of up to date, high quality and challenging CPD courses delivered in Nottingham, venues around the UK and abroad</p> <p>1.2 To work in collaboration with a range of professionals, partners and users to provide relevant and up to date course programmes that include current research perspectives and the experiences of other course delegates, users and families.</p> <p>1.3 To ensure the programme includes a wide range of support approaches that recognises the unique nature of each child's family and needs</p> <p>1.4 To develop and market educational and support resources, such as booklets, training videos, etc.</p> <p>1.5 To develop web-based support, educational and information services</p>
2. Family Services	To support and educate deaf users of hearing technologies, and their families and carers	<p>2.1 To provide the "Connect & Communicate" programme to all service users in Nottingham, in venues across the UK and abroad, in partnership with other voluntary, statutory and private agencies</p> <p>2.2 To produce high quality, family friendly resources in a variety of formats to increase service users' knowledge about hearing technologies and communication</p> <p>2.3 To work closely with service users to ensure our family programme remains relevant, timely and accessible</p> <p>2.4 To provide family-friendly accommodation for those attending for CI and other services</p>
3. Sound Advice/ Clinical Services	To provide a multi-professional assessment habilitation and technical advice service for deaf users of hearing technologies and their families	<p>3.1 To provide adult Sound Advice days for groups and individuals</p> <p>3.2 To provide multi disciplinary assessments of children with cochlear implants, hearing aids & bone anchored hearing aids (BAHAs)</p> <p>3.3 To provide habilitation services to individuals to promote the best use of the latest hearing technologies in everyday life.</p>

		3.4 To provide hearing aid, balance and tinnitus services via third party organisation
4. Research	To implement a research programme which supports and facilitates the effective use of cochlear implants and other hearing technologies in daily life, at home, school, work and leisure	4.1 To pursue an academically robust and respected research programme that advances the mission statement of the Ear Foundation 4.2 To develop a research programme which arises from the issues and concerns expressed by users, families and professionals 4.3 To develop a research programme which largely utilises qualitative research methodologies, is multi-disciplinary and involves users 4.4 To ensure that research results are accessible, and disseminated via peer-reviewed papers, booklets, professional magazines, conferences and workshops
5. Raising Awareness and Lobbying	To influence policy and practice in the provision and use of the latest hearing technologies	5.1 To campaign to raise the profile of deafness and the use of hearing technologies amongst government, health carers and the public, nationally and internationally 5.2 To influence policy formulation affecting deaf people and the use of hearing technologies by and within major institutions and organisations, promoting equity of access 5.3 To collaborate with other organisations providing high quality support for deaf people using the latest hearing technologies
6. Finance & Fundraising	To manage the Ear Foundation's affairs so that it is financially self sustaining and that funds are obtained from a variety of sources	6.1 To implement financial plans that ensure financial stability and that complement the aims and objectives of the Ear Foundation 6.2 To develop community-based fundraising activities/events to encourage support and raise awareness 6.3 To submit grant proposals for a variety of projects to support the charitable objectives 6.4 To obtain funding to allow equity of access to all to appropriate services and activities 6.5 To ensure that clear, timely, accurate, pertinent and understandable financial reports are available to managers and the Board
7. Governance	To ensure the Ear Foundation adopts good practice in governance in all aspects of its management	7.1 To comply with the recognised standards for ensuring good governance, i.e., the systems and processes concerned with ensuring the overall direction, effectiveness,

supervision and accountability of the Ear Foundation

7.2 To ensure the operations department of the Ear Foundation supports effectively the good practice of governance at the Ear Foundation