



# Welcome to our 19<sup>th</sup> Center Parcs weekend!



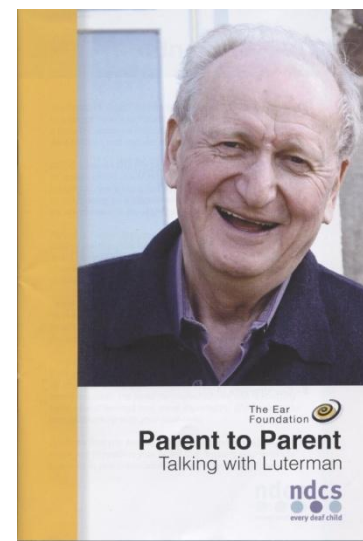
The Ear  
Foundation



# Greetings from David Luterman...

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- ◆ *“We so wish we could be there again with you this year – giving people time to be together is so important and valuable....”*
- ◆ *Take care of yourselves....the technology is great – but people and communication come first!*



# Great technology – are they always used to the maximum??

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◆ The Ear Foundation is about providing a bridge between the clinical services where they are fitted and home school and work where they are used...

◆ We do this through:

- ▶ Education
- ▶ Family and clinical services
- ▶ Research
- ▶ Advocating for access to the latest hearing technologies



◆ Ensuring life-long use of the technology.....

# What about The Big Society...

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- ◆ *“We do need a social recovery to mend the broken society and to me, that’s what the Big Society is all about.....”*



# In other words.....

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- ◆ *“Ask not what society can do for you , ask what you can do for yourselves.....”*
- ◆ Jeremy Clarkson, March 2011



# A mixed press...

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- ◆ *“Slashed budgets pose threat to big society say charities”*
- ◆ *PM denies Big Society is excuse to cut spending..*
- ◆ *PM insists the scheme was about engaging people rather than offloading the state’s responsibility to the voluntary sector to save money...*
- ◆ *Pickles: ...” Unashamedly about getting more for less...”*

# NCVO devise plan to rescue the Big Society..

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- ◆ *“Now is the time to act otherwise – there’s a real risk that the organisations at the very heart of the Big Society will not survive long enough to see the vision become a reality...”* Stuart Etherington
- ◆ *In the budget... Gift Aid – Inheritance Tax*

# What do you know about Third Sector?

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- ◆ Third Sector appears to be high on the agenda at the moment...
- ◆ We are being sought out...Why?
- ◆ Third Sector Engagement Fellows in hospitals...
- ◆ Public Engagement in universities
- ◆ NHS Reform meeting...
- ◆ Meeting with MPs about deafness...
- ◆ But..

# Third Sector ... we are..

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- ◆ Close to the ground – know our users
- ◆ Know what is needed and how it could be done
- ◆ Passionate about what we do
- ◆ Nimble ....fleet of foot...
- ◆ Innovative and creative
- ◆ Good value- low overheads
- ◆ Professional.....

# So...Third Sector and Big Society..

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- ◆ What are the opportunities?
- ◆ What are the challenges?



# Third Sector:

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- ◆ £5.3 billion of public sector contracts.....
- ◆ Influences policy and practice (listen to TODAY!)
- ◆ One Third Sector organisation...

# Entrepreneurs .....

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- ◆ *Entrepreneurs are simply those who understand that there is little difference between obstacle and opportunity and are able to turn both to their advantage...*
- ◆ Machiavelli...

# The Ear Foundation developments: 2010/11 : new staff:

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- ◆ Lorna Lord (families and users....)



- ◆ Lyndsey Allen (education and AV service)
- ◆ Imran Mulla (audiology and research)
- ◆ Claire Henson (audiology and Sound Advice)

# Family programme – Connect and communicate

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- ◆ Ready Steady Go!
- ◆ Small Talk groups
- ◆ Special Branch groups
- ◆ Developing Leaping on with Language for primary age..
- ◆ Teenz united
- ◆ Adult sound advice sessions..



# Education programme

- ◆ In real life! – for all...
- ◆ In Nottingham.....
- ◆ Round the UK
- ◆ Internationally
- ◆ Virtually – on the web
- ◆ Web-site delivery....
- ◆ Supported by range of resources...



# Sound Advice for children and adults..

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- ◆ Are you making the most of the technology at home, school , work?
- ◆ RNID Try before you buy service
- ◆ With PHONAK – trying FM systems
- ◆ Assessment , habilitation and support....



# Research ... why?

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- ◆ Early diagnosis – early implantation (Cochlear)
- ◆ Bilateral implantation – early communication skills (DRUK)
- ◆ Sequential bilateral implantation - effectiveness in schools? (RNID)
- ◆ Adult needs and outcomes (RNID)
- ◆ Needs and outcomes from BAHA users..(Cochlear)
- ◆ Longterm outcomes in young people..
- ◆ Please join the research forum! Thank you!



# Advocacy: Influencing practice

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- ◆ Cochlear implant information documents
- ◆ [WWW.mapofmedicine.com](http://WWW.mapofmedicine.com)
- ◆ All Party Parliamentary Group on Deafness
- ◆ Patients Involved in NICE (PIN)
- ◆ Alliance on Hearing – joint responses to gov docs...
- ◆ Participation in national and international meetings



# To deliver the Mission and the Money...we....

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- ◆ Seek the opportunities of today... but don't be seduced by them.... focus
- ◆ Business planning with staff and Board and users
- ◆ Funding.... Diverse funding streams
- ◆ Tight cash flow management..
- ◆ Invest in professional staff and partners
- ◆ Keep close to users...
- ◆ Tight operations management and governance
- ◆ Build on success... our international work, web-based delivery...

# Working with partners...

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- ◆ NDCS buy our expertise in, rather than replicating it.. Working together
- ◆ RNID and DeafCAMHS placing staff with us... sharing offices and services...
- ◆ With industry partners eg Cochlear...
- ◆ Shared development and delivery of services with partners round UK and abroad
- ◆ Hearing Alliance...growing group of organisations in the sector working together.....hearing loss omitted from White Paper....in spite of 9 million
- ◆ Welcome to Wandsworth families!

# We need you to be able to do this....

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- ◆ Volunteer to contribute to courses
- ◆ To help with events
- ◆ To help with research
- ◆ To help with fundraising- our fundraising group
- ◆ To give your time and expertise
- ◆ [www.earfoundation.org.uk](http://www.earfoundation.org.uk)
- ◆ Thanks to Cochlear Europe.....