

Impact report

Oct 2020 to Sep 2021



The smallest changes can make
the biggest differences...

Welcome to the MSDP impact report...

MSDP has a long history in Merseyside and we are very proud of what we have achieved so far. We are committed to supporting the Deaf community and in 2021 we supported Deaf people to complete the Census, an important step towards recognising the actual number of BSL users in the UK.

The last 18 months have been particularly challenging, as we have had to adjust our services to accommodate various Coronavirus restrictions. We have met these challenges by expanding our digital offer so clients could access more of our services remotely, for instance by opening a webchat facility on our website.

Demand for our Duty Service increased throughout the year, and we saw a shift in delivery to remote digital support. In January 2021 we moved all training online. As the pandemic lifted we moved students back to the classroom, as students wanted face-to-face lessons.

As this is our first review of the year, we really wanted to focus on the impact we have had and the differences that we have made to our client's lives.



A handwritten signature in black ink, appearing to read 'J Parr'.

Joanne Parr
Chief Executive Officer

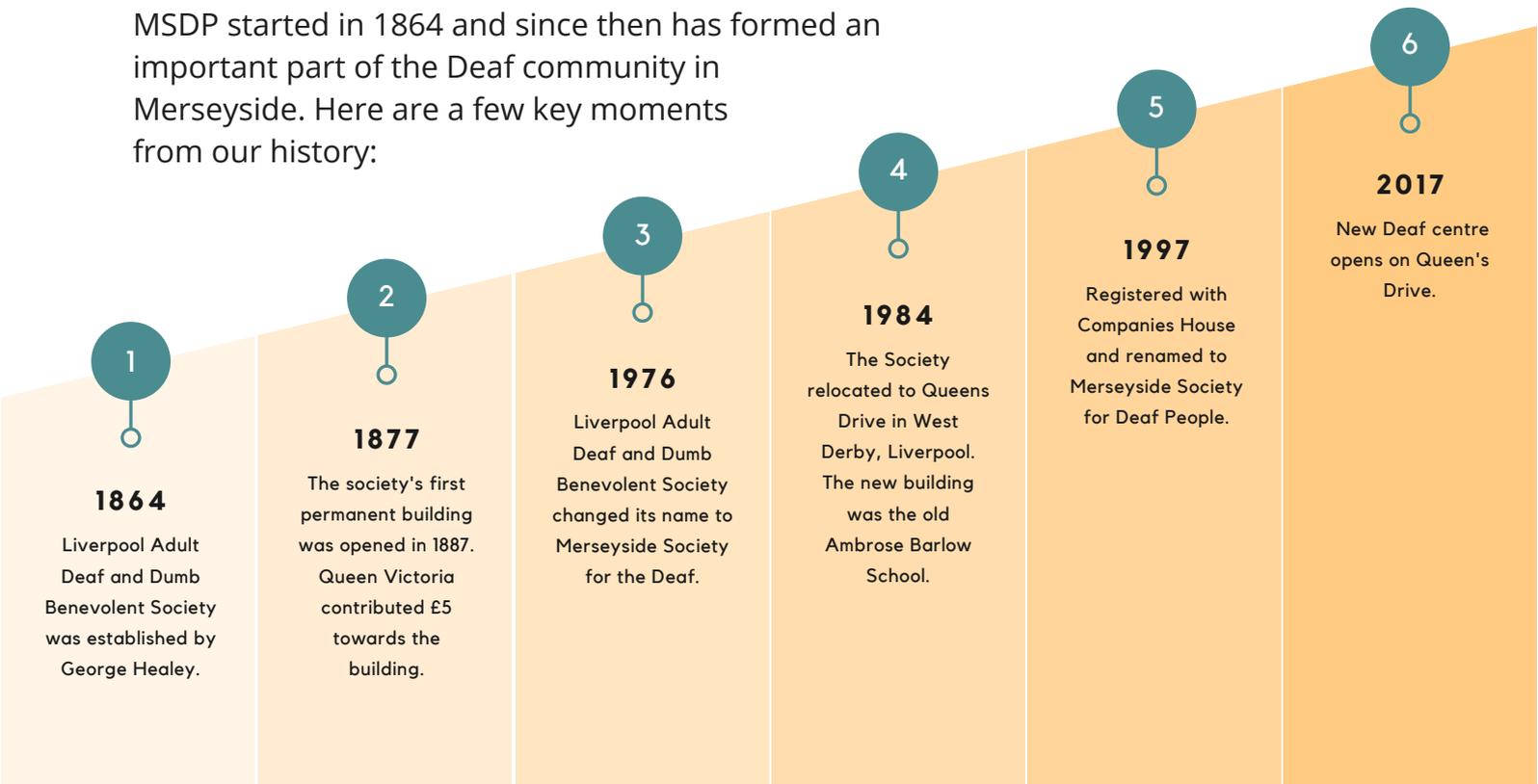


A handwritten signature in black ink, appearing to read 'Andy Goodwin'.

Andy Goodwin
Chair of Trustees

A charity in the heart of Merseyside

MSDP started in 1864 and since then has formed an important part of the Deaf community in Merseyside. Here are a few key moments from our history:



Being d/Deaf or Hard of Hearing in: Liverpool, Sefton & Wirral

Approx number of permanently deaf children in Merseyside*:

1158

*2021 CRIDE survey



British Sign Language users aged 16+

Data from ONS 2011



People predicted to have a moderate or severe hearing impairment by

2025



Age 18-64

75,553

4,626

data from pansi.org.uk

Age 64+

155,994

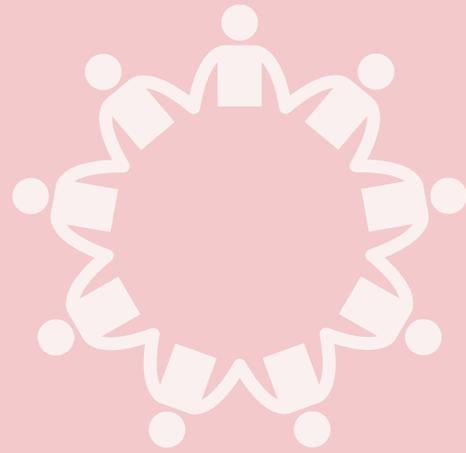
20,112

data from poppi.org.uk

Some hearing loss

Severe hearing loss

Things have changed over the years, but the people we support are still at the heart of everything we do.



Wirral Deaf Community



Friday night in Liverpool Deaf Club



Darren's walking challenge



Family sign sessions

Our services

Here are just a few ways that our services made a positive difference across Merseyside in 2020/21.

We provided...

300 equipment assessments & 397 repairs



9,725 hours of care



1,192 advice appointments



100% of people attending one of our our **Deaf awareness** courses said they found the session beneficial

We taught **91 BSL students** across **12 courses**



We continued to host & support

one of the largest Deaf clubs

in the UK. We now have more than

> 450 members

As Covid lockdown restrictions eased

485 people

visited our Deaf centre

Equipment & aids

Making homes more accessible for d/Deaf people in Merseyside

Small change, big difference

We recently visited a gentleman to install a Sarabec Loop System, which enabled him to watch the TV at a normal volume - whereas previously his neighbours had complained about the noise.



Once the loop was fitted and we synced it to his hearing aid, he became very overwhelmed and got very emotional. He started to sing the advert songs to us, as we couldn't hear them (the TV volume was on very low). He also explained to us that he is a very big Evertonian and could not wait to watch the football and listen to the commentary. This is something he has missed for a while now.

MSDP Technical Officer

Community groups & social activities

Bringing people together

Small change, big difference

Living with reduced hearing can be a very isolating experience, but our Hard of Hearing group in Liverpool provides a safe space for Hard of Hearing people to come together to discuss the challenges they experience on a daily basis.



I would have lost my sanity if it wasn't for this group. I felt so isolated at home and here people don't just say 'it doesn't matter' if you can't hear what they have said.

**A member of our
Hard of Hearing group**



Training & development

Running BSL and Deaf awareness courses to break communication barriers



“

We would like to extend a warm thank you for your amazing contribution to our project. We appreciate your help in teaching our 26 participants on British Sign Language (BSL). Not only the training sessions were very informative but the training material that you provided was also very interesting.

University of Liverpool

“

Really valuable session that was well run, very eye opening and helped to clarify experiences of people within the deaf community.

Y4 Clinical Rotation 5 Surgery survey participant

“

The tutor and interpreter were brilliant, really helpful and knowledgeable and created an atmosphere where we could ask questions.

Sefton Citizens Advice

“

As a result of my BSL course I can communicate with my son.

BSL Level 1 student

Support work

Promoting independent living & helping clients to overcome everyday barriers



Small change, big difference

Our specialist Support Workers deliver services to various clients with complex needs in Merseyside - for instance Mr and Mrs Jones, who are both deaf BSL users and Mrs Smith also has sight problems. The Social Worker, who is Deaf herself, supported the elderly couple to move from sheltered accommodation into a residential home. She also helped with the various financial and administrative issues that followed, working with an interpreter to enable them to communicate with the necessary parties.



Due to the restrictions, Mrs Smith constantly described how she felt depressed as no one visited, nor was she able to read her daily newspaper for news and feel stimulated as she is a very intelligent lady who likes to keep up with the news. Mr Smith cannot read to assist her with day-to-day news gathering and general stimulating conversation. To a point, the Social Worker visited to inform Mrs Smith on any news events including the current Covid information. A deaf person needs access to company and news from a third person as the television rarely has an on-screen signer, particularly the Prime Ministers' daily updates. This communication and staff learning to sign is good for the deaf persons mental health and wellbeing.

Elaine Jackson, Deaf Social Worker

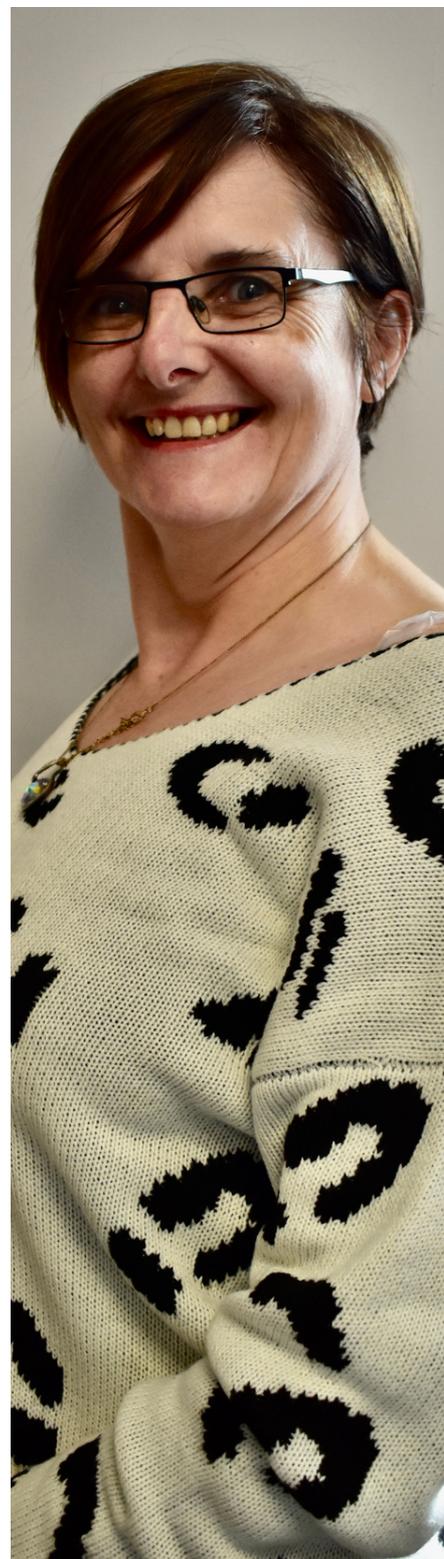
A profile of Helen Ling, one of our wonderful support workers

I have worked for Merseyside Society for Deaf People since Jan 2007. This is the longest I've ever stayed in one role during my working life, this is mainly because each day is varied, and each client requiring individual support. Of course there are some similarities for each client, they all need empathy, patience and to be treated with respect, but each have their own individual needs which includes their own communication needs - BSL, SSE, Deaf /Blind manual etc. Some require more lip pattern, more gesture, more visual role play to convey meaning, no two clients are identical.

Pre-Covid, if there was an opportunity for a client to access an office e.g Council One Stop Shop or housing association building, I'd always use this option over a phone call, as it empowers the client to become more independent and involved in the resolution process. Unfortunately this option has been taken away from our clients, so they are more dependent on staff to make phone calls from their home or via duty service.

I have a good relationship with all the clients I support, and I know each client values being able to have direct contact with me for support (whether that be via text or videocall), as it greatly eases their isolation and enables them to get advice outside of their regular support hours. For example, if a client has a complex medical need I will always work with the client and the team around them to ensure I can provide the best support and ensure they get full access to the treatment they need.

I enjoy every day in my role and get real pleasure from helping my clients resolve issues and seeing their confidence and independence grow.



A look at a typical day for Helen...



9 AM - 11 AM

Home visit to Mary* (BSL user)

Letter translation - Referral from Citizens Advice (CA) to their prescription review programme. Staff had made numerous attempts at phoning her with no success so had written the letter. Phone call to CA revealed person who made the referral hadn't included reason for referral or that the client was profoundly Deaf! CA support with debt, benefits, housing issues, but can only provide support over the phone, so not accessible for a Deaf person. Explained that client received support in above areas from Merseyside Society for Deaf People. The CA staff member was going to discuss with her manager about booking a face to face appointment with an interpreter and get back to me. I'm still waiting on the call back.



11 AM - 12 PM

Shopping with Anita* (Elderly female client, SSE/lip reading as her preferred communication)

We had a chat, she had no letters today. We made shopping list and I went shopping for her, supported to put shopping away, made her cup of tea and sandwich before I left. Ensured door was locked on my way out.



1 PM - 4 PM

Fire safety for Carrie* (Female BSL user with additional health needs)

Had chat and reminded her that fire service arriving 1:30pm for assessment. Supported her to make some lunch while we waited. Assessment completed, lots of support given during assessment, recommendations made, fire and rescue staff to liaise with family. We supported each other to make fairy cakes. Had a chat about her past and family. Ensured she locked door behind me as I left.



5 PM - 6 PM

Chatting with Bryan* (Elderly male BSL user)

Chatted about his weekend and recent medical appointment. Emotional support given over declining health. Medication checked, plans made for video chat on Friday to discuss support for weekend.

***All names have been changed**

Increasing health awareness

This year we joined forces with a range of VCFSE organisations led by Liverpool CCG and Liverpool City Council to educate our communities about diabetes and Covid.

Diabetes Inequalities

Funder: NHS Diabetes Inequalities Fund (in partnership with Liverpool CCG)

Purpose: To increase awareness of diabetes and make information more accessible within the Deaf Community.

Participants: Profoundly Deaf people who were born Deaf and whose primary language is British Sign Language, deaf people whose primary language is English. Deafened, Hard of Hearing and Deaf Blind people.

Objectives:

- To increase awareness and understanding of Diabetes within the D/deaf community by training 20 MSDP staff and volunteers with Liverpool Diabetic Partnership.
- Deliver simplified presentation about Diabetes and how to effectively manage the disease face to face with BSL interpreters to 50 members of the community.
- Identify Diabetes champions who will be responsible for signposting D/deaf or hard of hearing people to support and provide information.
- Signpost D/deaf community members to information or refer to their GP for Diabetes support.
- 30 Community members will access sessions focused on lifestyle changes to reduce the risk of Diabetes.
- Information shared on Social Media in accessible format for Deaf people to reach 500 people.
- 2 online deaf awareness sessions delivered to 20 officers in partnership organisations.

Summary of outcomes

1

57 people attended the face to face training and 100% reported an increased understanding of the causes of diabetes and an increased understanding on how to prevent it, including lifestyle changes.

2

The Diabetes UK booklet was translated into a more accessible PowerPoint for the Deaf Community. Videos were uploaded onto our social media platforms about diabetes and we also shared video links from YouTube which are translated into British Sign Language.

3

Members from the Deaf Community reported that they now have an increased understanding of the traffic light system used on packaging and have therefore been choosing healthier options, which in turn has helped them to control their Diabetes and lose weight.

Case study

On the 23rd September 2021 I created and presented a Diabetes session to the members of the Coffee Morning which is held at MSDP. The presentation I then shared with the Diabetes Project Team.

Earlier this month I had a member of the Deaf Community approach me. They suffer from Diabetes and regularly have meetings with their Diabetes nurse. She informed me that in December when she went for her appointment with an interpreter, she noticed that the interpreter had signed something which she believed was not right. She stopped to clarify at this point, and it was confirmed that the interpreter had signed the opposite to what the Diabetes nurse had said in relation to the amount of carbs and sugars she was able to eat. This could have been potentially dangerous to the clients' health.

Following my presentation, she felt she had more knowledge and understanding which had given her the confidence to ask questions and clarify. She came to thank me personally for what I had done for her. The lady made a complaint to the Interpreter agency regarding the Interpreter as she was not at the standard required to meet the criteria of the assignment.

**Janice Connolly,
Community Liaison Officer**



Community Champions

MSDP was fortunate to secure funding from Liverpool City Council to join their Community Champions Programme. The funding supported BAME communities and people with disabilities who have been disproportionately impacted by Covid-19 and enabled us to keep Deaf and hard of hearing people updated about changing Covid rules and access to vaccinations.

Our volunteers

Coronavirus lockdown put our volunteer workforce on pause. However, they still provided **more than 250 hours of frontline support**. We recruited four new volunteers with an interest in hearing loss or BSL.



In 2021, thanks to funding from Claude Ballard, staff attended Volunteer Management Training and we improved our recruitment and induction processes.



The training taught me the key principles of good practice in Volunteer Management and how I can apply them here at MSDP. It was also lovely and very useful to meet with other Volunteer Coordinators and hear of their Management styles and experiences.

Karen Devlin, MSDP Volunteer Lead

Volunteers are placed in different areas within the charity to ensure they have the opportunity to develop new skills, build on existing ones or simply help others to participate in their community.

Our volunteers provide:

- **Reception / Administration support**
- **Classroom support for BSL students**
- **Activity Group Coordinator / Worker**
- **Bar staff for Joe's Members Bar**

Our volunteer team collectively provide an average of 25 hours a week frontline support

We asked our community what kind of impact our volunteers are having:

"Every time I come to the Deaf Centre I always see their smiling faces I like to joke with them".

Partnerships

Along with our strong links with the local community, we also work very closely with organisations across the area and nationally.

Our main partners are:



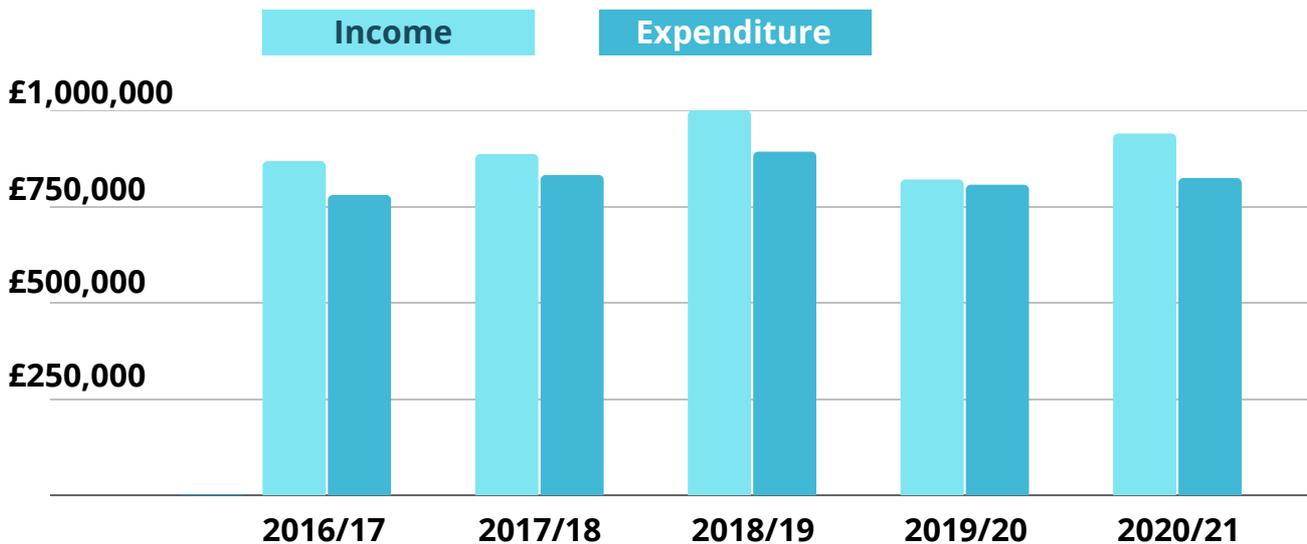
We are contracted under:



Financial overview

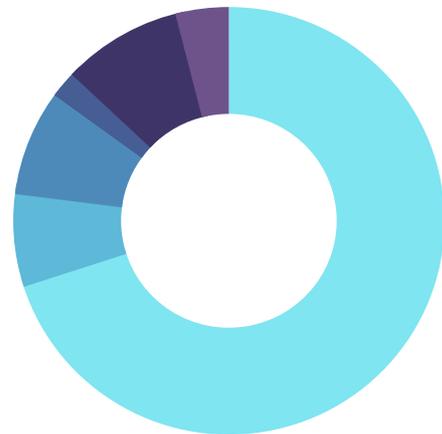
The Covid-19 pandemic severely impacted our corporate income, however we have remained financially stable and strong.

Annual income & expenditure 2017 - 2021



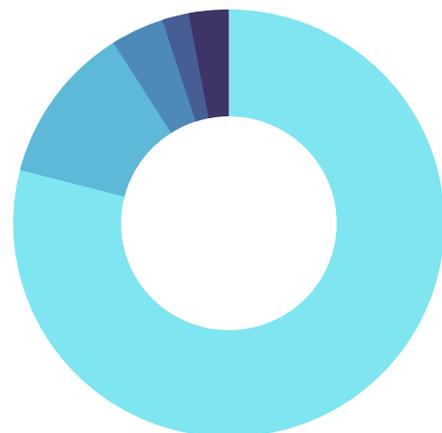
Where money comes from

- Interpreting **4%**
- Training & education services **7%**
- Other charitable activities **8%**
- Donations & legacies **2%**
- Grants **9%**
- Social care & support contracts **70%**



Where money goes

- Social care & support contracts **79%**
- Training & education services **12%**
- Interpreting **4%**
- Raising funds **2%**
- Other charitable activities **3%**



Our supporters

MSDP would not be able to deliver services to make the impact that we do without the skill and dedication of its staff and volunteers, and without the support of individuals and organisations that make donations and fund our work.



We would like to extend our thanks to the organisations who have supported us over the year:

- The Proven Family Trust
- Jacks Place
- LCR Cares
- Charities Aid Foundation
- NHS Diabetes Inequalities Fund (in partnership with Liverpool CCG)
- Liverpool City Council
- Sefton Council
- National Lottery Awards For All
- Price Parry Charitable Trust
- Stop Loan Sharks Community Fund
- Leeds Building Society
- Claude Ballard Southall Memorial Charity
- Wirral Council

thank you

— FOR YOUR SUPPORT —

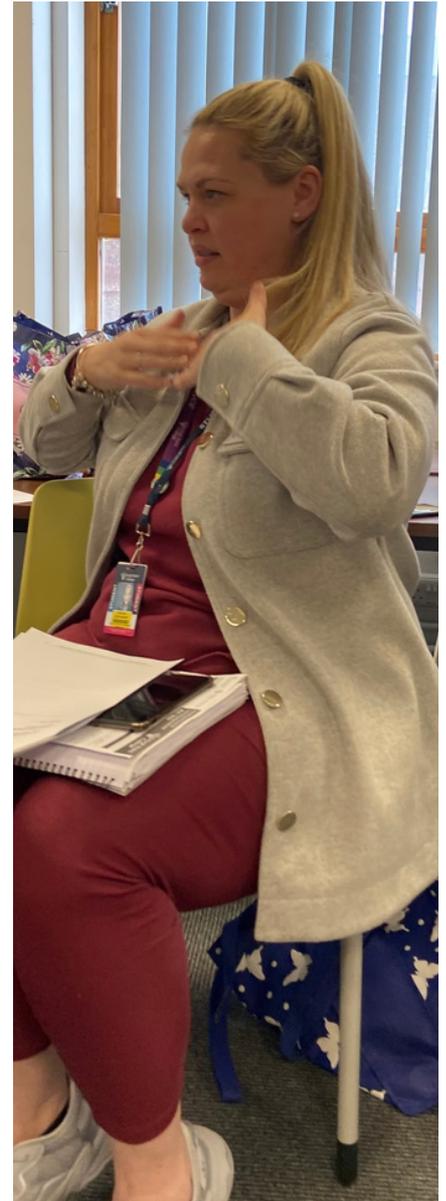


Future goals

Developing partnerships and engaging with our communities will form the cornerstones of our work in the coming year. Our communities and clubs are at the heart of everything we do and we are aware of the significant and disproportionate impact the Covid-19 pandemic has had on mental health and social isolation of people with hearing loss.

In the next financial year we will be focusing on:

- Engaging with our clubs and social groups to help build capacity, understand need and support them to create and access opportunities of social benefit.
- Successfully tendering for a further three-year hearing loss service for Wirral under the membership of Wirral Health and Wellbeing CIC.
- Continuing to deliver and improve frontline hearing loss services as contracted by Liverpool City Council.
- Seeking funding to deliver a transformation and resilience programme which will enable the charity to review structures, develop its people, improve governance and grow.
- Investing in our workforce and volunteers through a programme of training and recruitment.
- Increasing our partnership working
- Improving and expanding our social care outreach services to benefit more Deaf people in our communities.
- Conducting a full governance review and recruiting to our Board of Trustees.
- Raising the profile of MSDP at a regional and national level.



Registered Charity Number: 1065021

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