



msdp
MERSEYSIDE SOCIETY for
DEAF PEOPLE

Impact Report 2021/22

We are MSDP

Supporting Deaf people since 1864



Welcome to our review of 2022. It's been a great year for the charity. We have continued to support our communities with hearing loss to live fulfilling and independent lives. We have developed valuable partnerships and are once again becoming a charity that other organisations want to work with and a place where people want to come and work. Joanne is now a member of the national Deaf Chief Officers' Group, sharing good practice with peer organisations.

The Board of MSDP considers 2021-2022 to be a year of positive transformation for the charity. Emerging from the challenge of the Covid-19 pandemic our team has focused its efforts on supporting and transforming our communities. We are pleased to see an increase in both visitors to the Deaf centre and activities run by our groups and staff. Internally we are in a period of development and transformation thanks to a significant resilience grant from CAF. Importantly we finished the year in a strong and stable financial position.



Joanne Parr
Chief Executive Officer



Andy Goodwin
Chair of Trustees



Our impact in 2021/22

We completed:

- 334** Assessments
- 271** Repair visits
- 632** Equipment installations

We delivered:

10,150

hours of **community support** across Liverpool, Sefton & Wirral.



This is an **increase of 9%** on the previous year.



More than **60%** of our staff team are **d/Deaf**



We have **d/Deaf Trustees** and provide social spaces to the **one of the largest Deaf Social Clubs** in the country.

94 students attended our **BSL courses** between Oct 2021 & Sep 2022

Our **team of volunteers** provided **690 hours** of support



Keep Warm, Keep Well presentation

Our friend Helen Fischer from Liverpool Community Advice dropped by to give a 'Keep Warm, Keep Well' presentation on how to cut utility bills and information on the volatile energy prices and energy companies.

Covid support

We continued to share BSL updates on Covid-19 and supported pop up vaccination centres through the Community Champions project. The rapid increase in Covid variants meant we temporarily closed our building to the community.

Tackling Loan Sharks

See more on page 7

Awards

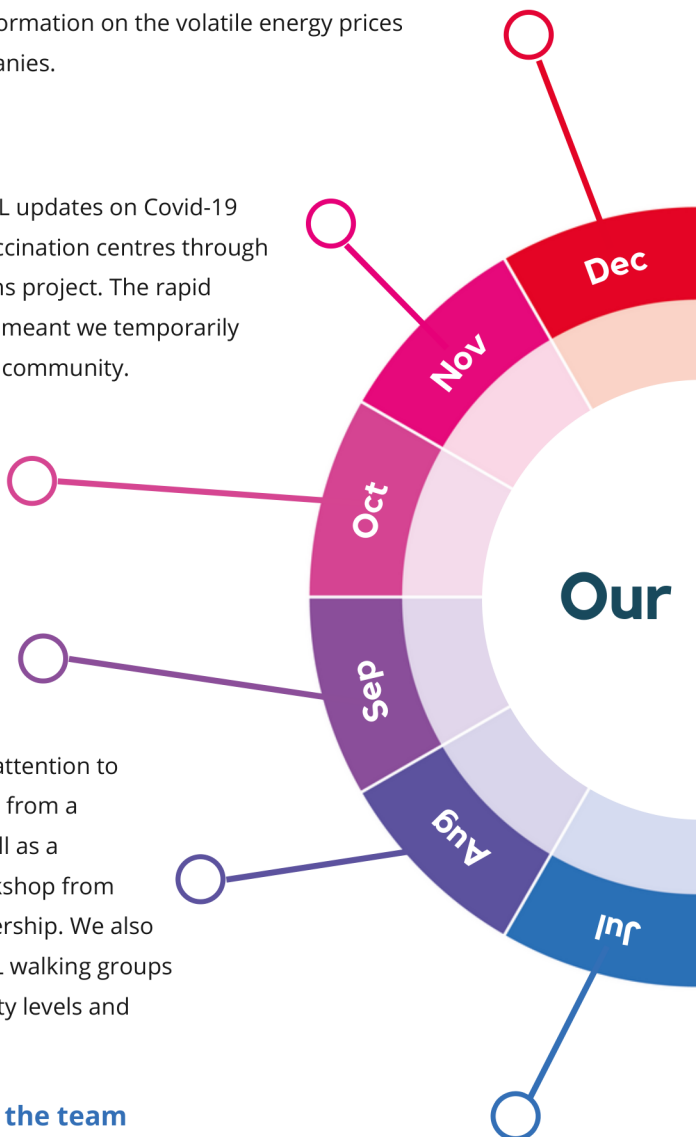
See more on page 12

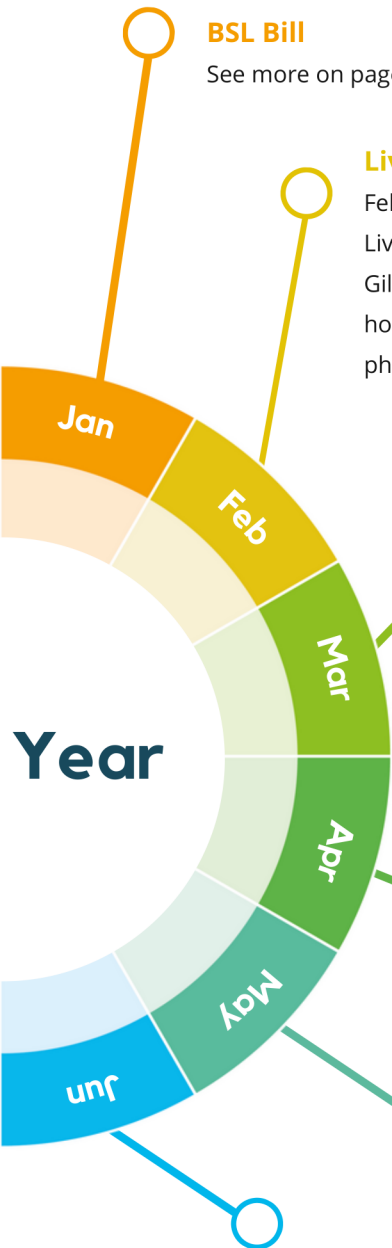
Focus on health

In August we turned our attention to health with presentations from a dietician, podiatrist as well as a Diabetes Awareness workshop from Liverpool Diabetes Partnership. We also held our first of many BSL walking groups aimed at increasing activity levels and reducing social isolation.

A new member of the team

July brought Deaf Zumba. We also said hello to the dynamic Mandi Cain who joined MSDP as our new Community Development Officer!





BSL Bill
See more on page 10

Liverpool Women's Hospital
February saw the start of a great relationship with Liverpool Women's Hospital, as Patient Experience Lead Gillian Walker came in to consult with Deaf women on how to improve their services. We also started a photography group for amateur d/Deaf photographers!

Signposting to our networks
In March we promoted the BSL Tour of Cancer Revolution at the Museum of Science and Industry in Manchester. We also celebrated the news that SignHealth had won a National NHS contract to provide BSL Psychological Therapies meaning our communities now have full access to mental health support.

Deaf Active
See more on page 9

Deaf Awareness Week
May gave us the opportunity to showcase our services as part of national Deaf Awareness Week

BSL999
See more on page 11



Tackling Loan Sharks

MSDP is acutely aware of the financial exclusion Deaf people face and regularly support people looking for debt advice. Our local Deaf Community did not understand the term Loan Shark and the charity was aware of Loan Sharks operating in Liverpool. To help support our community we have given training to our staff and have educated the Deaf Community about Loan Sharks in BSL.

After running workshops with the Illegal Money Lending Teams, we created a short film with Merseyside Theatre Group called 'In the Hands of a Shark', which featured Deaf people reenacting scenarios with illegal money lending and was shown across local Deaf groups and clubs and has helped us to make the Deaf community in Merseyside more aware of the dangers.

Find out more about our work on our website:

www.msdp.org.uk/loan-sharks

For help with loan sharks visit:

www.stoploansharks.co.uk

"We are delighted to be the first Deaf charity in the UK to become a partner. This project is important as Deaf people are routinely excluded from mainstream services. Deaf people who use BSL as their first language do not have the same access to information as hearing people.

We have worked hard to educate our communities about the dangers of taking out loans. The project has raised awareness of loan sharks for our Deaf staff as well as our Deaf Community."

**Janice Connolly,
Community Engagement
Manager at MSDP**

In 2023 we will be applying to become an Approved Partner of the Illegal Money Lending Team.





Deaf Active

This year we partnered with the charity **Deaf Active** to focus on **increasing physical activity** and **improving mental health** in the Deaf community. Thanks to funding from the **Life Rooms Innovation Fund**, April 2022 saw the launch of our partnership project delivering a range of 1-2-1 and group fitness activities, including:



Zumba



Body blast



Body combat



**Legs, bums
& tums**

We also provided **1:1 sessions**, classes specifically moderated for **elderly people**, **online classes** and **nutrition information**.

We've had a good level of engagement so far with **175 people taking part** in the exercise classes, home fitness sessions and our community walking and fitness groups.

The project, which runs until March 2023 is going really well! Our communities really valued the social interaction, our staff helped reduce social isolation as well as increasing fitness.

The project has also cemented the working partnership between two local Deaf organisations.

"MSDP has shown us nothing but support, and through sharing their expertise and knowledge, we have achieved more than what either organisation could have achieved working separately".

Katie Godfrey
Joint CEO at Deaf Active

The BSL Bill

January brought the exciting news that the **BSL Bill was finally making its journey through parliament**, meaning legal recognition of our language for the first time! The bill was an important first step in giving **BSL users equal access to public services**, and MSDP played an active part in the campaign.

The **Rt Hon Rosie Cooper MP** was responsible for taking the bill to parliament and used the deaf centre to speak to the Deaf community about the campaign. In January, MSDP were very pleased to welcome Rosie and **Rose Ayling-Ellis** to Liverpool Deaf Club to film an interview about the BSL Act.

We also reached out to our community members in Merseyside on social media and asked them to **contact their local MP** to ask them to support the bill. Our Community Engagement Manager, Janice, and Duty Officers, Adam and Mark, were also on hand to help.

What is the BSL Bill?



On 28th April 2022 the **BSL Bill became law**, which is known as the BSL Act 2022. This meant that British Sign Language was recognised as an **official language of the UK**. It also meant that from now on the government is **required to promote the use of BSL** in their public communications, and also facilitate the **improvement of communication** with BSL users by government departments.

999BSL App

On 17th June 2022 we hosted a party in partnership with **Deafness Resource Centre** for the Merseyside Deaf Community to celebrate the **launch of 999BSL**. The service is the UK's first ever Video Relay Service (VRS) **connecting Deaf people to the emergency services** (police, ambulance, fire and coastguard) via a remote British Sign Language interpreter.



We had a variety of activities including a family petting zoo and **93 members of our community attended**. The launch party was funded by a generous grant from Deaf health charity **SignHealth**.



PENNA Awards



This year we introduced work placements for nursing students at Liverpool John Moores University. In September our first student nurse Kirsty Ross won a PENNA Award for her work around championing the needs of Deaf patients.

800 Group Awards



Volunteers from charities across Merseyside gathered for an evening of celebration at the 800 Group Volunteer Awards on the 21st of September 2022. MSDP volunteer Kathy Done won a volunteer award - congratulations Kathy and thank you to all our volunteers for your hard work!



Introducing Jackie

MSDP is a charity and we rely on our volunteers to help us run various aspects of our work. One of our volunteers is Jackie Barrow, who joined us in 2022.

Jackie was born Deaf to hearing parents and uses speech, but also uses some BSL. Jackie finds it hard sometimes to understand what people are talking about and asks them to explain or break it down, which helps with communication.

She was part of the MSDP community for a long time before starting to volunteer with us. She was encouraged to become involved by members of staff from MSDP, as they could see that she would enjoy the opportunity to meet new people and support the Deaf community.

She is a keen seamstress and has attended a lot of sewing courses, so her involvement in the sewing club and 'Knit and Natter' is really appreciated. Jackie volunteers all day on a Thursday and is also involved in various other activities, such as the coffee morning where

she helps to make the teas and coffees and to keep track of the fees.

Jackie is a proud Mum of four children. Her son Tom has enjoyed seeing his Mum flourish, commenting: "Mum has really grown in confidence since she started volunteering for MSDP. She loves the social aspect of being with the other volunteers."

Supporting the Deaf community is a really important part of our work at MSDP, and providing volunteering opportunities for people like Jackie is a tangible way for us to do this.

"MSDP really value and appreciate their volunteers and the time and dedication they give, whether that be on reception, social activities or the bar, they all make sure a difference. Thank you."

Karen Devlin
Volunteer Coordinator at
MSDP



"It used to be that everyone can hear and there was just me on my own but now [at MSDP] it's the other way round. Most people are Deaf and those who can hear are able to sign."

Mandi Cain

Introducing Mandi

Mandi was born prematurely and diagnosed as profoundly deaf at 1 years old. Her mother was devastated and worried about all the things that Mandi couldn't do. However, through her specialist deaf schools Mandi found support and confidence and in her own words; "the only thing I can't do is answer the phone."

Mandi's first introduction to MSDP was through a work placement when she was 17 that was facilitated by her college, she then spent 30 years at one of the world's leading communication service companies. Mandi enjoyed her job but found the social side of work challenging as she was the only Deaf person in her team. Barriers to communication often meant she was left out or missed parts of conversations.

As MSDP embarked on our resilience programme, a key component to the work was to bring back grass roots services and strengthen community

relationships to increase engagement.

Mandi was delighted to be offered the Community Development Officer position and her confidence has soared working in a predominantly Deaf environment.

As a member of the Deaf Community Mandi has always attended MSDP's Deaf Club. Mandi's husband is also Deaf and they have 2 hearing children; Dylan and Drew, referred to as CODA's (Children of Deaf Adults.) Attending the Deaf Club has been invaluable to the boys as they have had the opportunity to meet other children with Deaf parents.

Through Mandi's energy and infectious enthusiasm in her role, the Deaf Club has expanded to host a variety of activities. The club is going from strength to strength with new, younger Deaf people and families returning to the club. Mandi is an integral part of this upward trend and continuing success.

Partnerships

Our main partners are:



We are contracted under



999BSL event at MSDP with Thomas Maher (Joint CEO of Deaf Active) and Joa Lee (Family Liaison Worker from Deafness Resource Centre)

Working with WSBPSP

In April 2022 MSDP formally co-located their services into Wirral Society of the Blind and Partially Sighted People's offices at Ashville Lodge in Birkenhead.

The move formed part of a partnership Dual Sensory Services offer under membership of Wirral Health and Wellbeing CIC.

Both charities deliver a range of frontline services under Service Level Agreement with Wirral Council. We look forward to continuing to work closely with WSBPSP to support people across Merseyside.

"We're delighted to have MSDP operating within our building. We have already seen an increase in cross referrals and have welcomed a number of Deaf groups into our building."

**WSBPSP Development
Manager Lynne Sedgwick**

Find WSBPSP & MSDP:

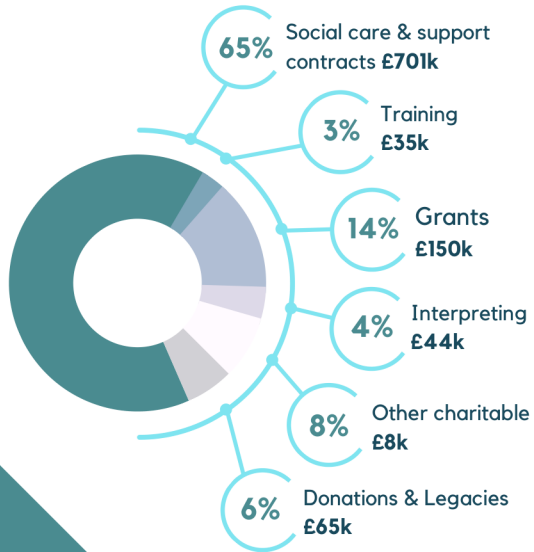
Ashville Lodge
Ashville Road
Birkenhead
CH41 8AU



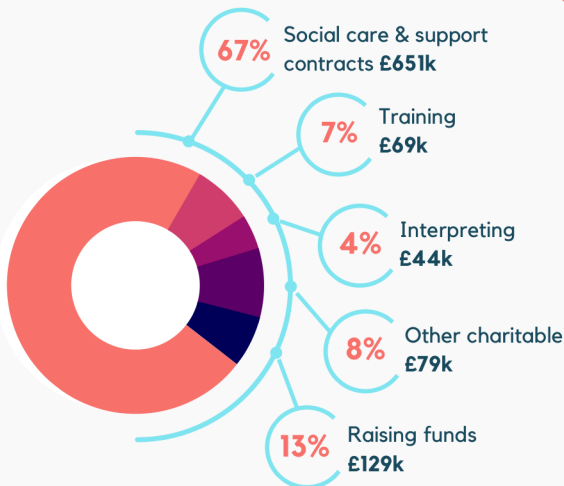
Trustees from MSDP and WSBPSP at the partnership launch

Finances

Money received



Money spent



CAF Funding

2021-22 was a strong year for fundraising. We secured £262,681 from Trusts and Foundations. The majority of the funding came from a bid to the Charities Aid Foundation (CAF) Resilience Fund, which we are extremely grateful for.

This support has enabled us to implement an 18 month programme of improvements around our internal structures and processes.

As a Board we have committed to strengthening our governance and in May we welcomed Elaine McDonald to the Board of Trustees. Elaine brings a wealth of strategic and senior NHS gravitas to the organisation. CAF support is enabling us to realise our ambitions to develop our staff and to grow our services for individuals and families who need us.

Thanks to the funding, MSDP has used the Digi-Board self-assessment service to engage the board and senior team in the review of its governance and

performance. This service allows the board to undertake a detailed inspection assessed against key factors that influence the effectiveness of governance practices and is compiled in a confidential report made available to the charity.

Thanks to the funding we have also been able to bring in Liverpool Social Care Partnership and other external HR support to review and help move our services forward.

Our focus in the year has been on reviewing the effectiveness of our support services and developing our staff. This funding has enabled the charity to move forwards following the impact of Covid-19 and begin to execute the strategic goals for the organisation.



Future plans

Our theme in the coming 12 months is **'Develop People, Maximise Services'**. We also begin work on our **new Three Year Plan** that will put people with hearing loss at the centre of our services.

We have some exciting plans:

- Writing our 2024-2027 Three Year Plan.
- Delivering our Charities Aid Foundation resilience programme and building on this post funding by continuing with our governance and organisational resilience work.
- 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 re-tendering for our contract with Liverpool City Council.
- Investing in our workforce and volunteers through a programme of training and recruitment.
- Growing our social care outreach services to benefit more Deaf people in our communities.
- Continuing to recruit Trustees with the skills to drive our charity forward.
- Develop our BSL and Deaf Awareness training offer.
- To work with partners Deafness Resource Centre, Deaf Active and Deafness Support Network to address issues around workforce development and recruitment.
- To become the first Deaf charity to join the Stop Loan Shark partner recognition scheme.
- To support our communities through the cost of living crises.