



BRITISH DEAF ASSOCIATION



2022/2023

IMPACT REPORT



The BDA is thrilled to present its Impact Report for 2022 – 2023. We hope it will be of interest to many within the Deaf community, other stakeholders, and our allies.

OUR WORK

In the past year, we dedicated our efforts to actively engaging with our members, Deaf organisations, stakeholders, and allies in order to influence the direction of the BDA's future initiatives.

Taking on board member's feedback, we developed a draft 10-year Strategic Vision which sets out the British Deaf Association's vision for a new civil rights movement to take BSL forward: **#BSL2032**. The plan seeks to empower the UK Deaf Community, a cultural and linguistic minority, to take control of our collective BSL future. Our goal is to integrate BSL into every life stage, ensuring that Deaf individuals thrive and actively participate in British society, while promoting, protecting, and preserving British Sign Language for future generations.

Reinvigorating the Deaf community	Language Acquisition	Inclusive Education	BSL - an indigenous language of Great Britain
Thriving in the workplace with no barriers	Full access to healthcare in BSL	Older Deaf people receive equitable, inclusive and accessible social care	Full integration of Deafblind people into the Deaf community and wider society

WHO WE ARE

The BDA is both the National Representative Organisation and the only member-led organisation for British Sign Language (BSL) and Irish Sign Language (ISL) in the UK.

We also hold international status at World Federation of the Deaf (WFD), World Federation of the Youth Section (WFDYS), European Union of the Deaf (EUD), and European Union of the Deaf Youth (EUDY). The BDA has been an ordinary member of the WFD since September 1957 and a founding member of the EUD since 1985.

Additionally, BDA Youth, a special interest group representing young Deaf people across the UK, is a member of the WFDYS and the EUDY.








BSL ALLIANCE

This year the BDA founded the BSL Alliance, comprising of 25 national, regional, and local deaf organisations from across Great Britain, to track the implementation of the BSL Act. The BSL Alliance will play a pivotal role in advocating for the sign language rights of BSL users. To join the BSL Alliance and find out more: www.bslalliance.org.uk



Together, we
are stronger.
Together we are
a movement
for BSL.

Key Services and Work of the BDA During the Year 2022-2023 – Campaigns

Following the BSL Act 2022, legally recognising BSL as a language, the BDA focused the theme of our campaigns from our mission to **“Protect, Preserve, Promote BSL”**.



PROTECTING BSL



PROTECT

- During Sign Language Week, from March 2023, we initiated a campaign titled “Become a BSL Ally” with the theme “Protecting BSL.”
- The BSL Ally campaign achieved just under a million impressions.
- We met with Tom Pursglove MP, Minister for Disabled People, to discuss how he can support the BDA to take BSL forward.
- BSL GCSE: In the spring of 2022, the BDA teamed up with NDCE and Signature to support the BSL GCSE plans.
- Katie Littlejohns, a parent of a deaf child, launched a campaign for the government to fund free BSL classes for families with deaf children.



British Sign
Language GCSE



PRESERVING BSL



- In March 2023, we hosted the first national BSL Conference in London, marking the passage of the BSL Act in 2022. This conference introduced the BSL Alliance and presented a draft of the BDA's 10-year strategic vision for the Deaf community and our language.



PROMOTING BSL



PROMOTE

- We introduced member newsletters with updates on our work.
- BDA Scotland hosted 'Your Views: BSL National Plan 2017 – 2023' in Glasgow.
- We teamed up with Signature during Sign Language Week 2023 and launched the largest BSL lesson across primary schools in the UK.
 - 1,318 schools from across the UK took part.
 - 1 school from Gibraltar took part.
 - 237,806 pupils joined the lesson.
 - 22,000 engagements across social media on posts relating to the BSL lesson.
- BDA celebrated the #999BSL app launch by @999BSL SignVideo with a party, thanks to a grant from SignHealth.





We are really proud of all the awards the *BSL Act Now!* campaign received:

- Scope Disability Equality Awards October 2022
- Signature Hall of Fame November 2022 awarded our former Chair, David Buxton, a place on the Hall of Fame for his work
- Sense Awards November 2022 award for Campaigner of the Year



Winner

British Deaf
Association (BDA)

...is the British Deaf Association.





KEY FIGURES:

365 BSL/ISL videos were produced.

20 livestreams were hosted by
the whole of the organisation.

Reaching over **2 million** views.

291 individual cases supported.

89+ Equality & Rights workshops
delivered to the Deaf community.

65+ information sessions
provided to the Deaf community.

58+ social events hosted to
bring our community together.

Deaf Children and Young People KEY FIGURES:

20+ Deaf role models recruited.

181+ Deaf young people supported through our Deaf Roots & Pride service.

37 activities organised.

7 workshops.

54+ Teachers supported.



FUNDRAISING

During the roundtable sessions, members expressed concerns about the BDA's financial stability and its reliance on legacies. They urged us to seek sustainable income sources.

In response, we commissioned a fundraising consultant to analyse our income over the past five years.

This analysis led to the development of a five-year Fundraising Plan, which leverages our community relationships and the importance of engaging with and representing Deaf people.



We would also like to thank SignLive for adopting the BDA as their Charity Partnership of the Year and raising in excess of £33,000 towards our work. Thank you very much.



FINANCIAL REVIEW

Total income increased by **1.7%** from £1,505,388 to **£1,531,952**.

Expenditure 2023

23.8%

spent on Deaf Access
and Inclusion projects

25.2%

spent on Deaf
Community Advocacy
projects

25.2%

spent on BSL Media
and Deaf Community
Development projects

12.0%

spent on Deaf Children,
Youth and Families
projects

6.9%

spent on Sign Language
and Training projects

6.9%

spent on Policy and
Campaigns

Expenditure 2022

36.9%

25.3%

15.5%

15.2%

3.7%

3.4%

“The hard work now begins to build the #BSL2032 movement. We need to deliver our vision for a world in which Deaf people no longer struggle, but instead positively thrive from birth to old age, playing a full part in British society, and British Sign Language is promoted, protected and preserved for future generations.”

**Rebecca Mansell,
British Deaf Association Chief Executive**

Our special thanks go to our corporate sponsors for their support of the BDA's inaugural BSL Conference, held on March 17, 2023, in London. In particular, we would like to express our gratitude to our headline sponsor, **SignVideo**, whose corporate partnership was instrumental in the success of the conference. We also extend our appreciation to:



We eagerly anticipate the opportunity to establish many more long-lasting corporate partnerships in the future.

Our big thanks to the following organisations for all their voluntary and/or financial contributions towards the *BSL Act Now!* Campaign:



And, also to those who made generous donations and remembered the British Deaf Association in their Wills.



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The BDA stands for **Deaf Equality, Access and Freedom of Choice**

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