



2024 / 2025

IMPACT REPORT



The **BDA** is thrilled to present its Impact Report for 2024 – 2025. We hope it will be of interest to many within the Deaf community, our stakeholders, and our allies.



WHO WE ARE

Founded in 1890, the BDA is a national Deaf-led membership organisation for British Sign Language (BSL) and Irish Sign Language (ISL) which is also used in Northern Ireland.

As the representative organisation, the BDA is an Ordinary Member of both the World Federation of the Deaf (WFD) and the European Union of the Deaf (EUD) as the sole legitimate voice of the BSL/ISL community in the UK. The BDA is dedicated to achieving equal rights for Deaf individuals and leads advocacy and campaigning for BSL and ISL. These efforts culminated in the historic legal recognition of BSL through the BSL (Scotland) Act 2015 and the UK-wide BSL Act in 2022.

BDA Youth, a sub-committee representing young deaf people across the UK, is a member of the World Federation of the Deaf Youth Section (WFDYS) and the European Union of the Deaf Youth (EUDY).



SCAN ME FOR BSL
OR CLICK HERE

OUR STRATEGIC VISION

In 2022, we developed the British Deaf Association's 10-year Strategic Vision—#BSL2032—with the goal of integrating British Sign Language (BSL) into all aspects of life, enabling Deaf individuals to thrive and actively engage in British society. As part of this process, we consulted our members to determine which objectives to prioritise. They highlighted the critical importance of focusing on early years and developing our community, in addition to reflecting our commitment to promoting, protecting, and preserving BSL for future generations.



SCAN ME FOR
SHORT FILM



This focus led us to launch our early years campaign, **BSL in Our Hands**.



We also worked to strengthen the BDA's infrastructure with robust internal systems.

Reinvigorating the Deaf community	Language Acquisition	Inclusive Education	BSL - an idigenous 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 intergration of Deafblind people into the Deaf community and wider society

Members expressed the need to bring back the Deaf community through a modernised 'Branch' system and how we can develop and support their community and work together to break down barriers we face every day.

As a result, the BDA secured funding from the Joseph Rowntree Charitable Trust to establish the North-East and South-East Regional Member Forums. This foundation believes in creating discussion to support change towards a better world.

Example

The local Deaf community in the Northeast are not happy with the interpreting service at their local hospital. They tell the hospital that an interpreter is needed for their appointment, but the interpreter hasn't turned up. They discover that that an interpreter hadn't been booked. This isn't an isolated incident, and the local Deaf community want to do something about it. The forum brings together the local NHS Trust, BSL Alliance member/s in the area and the local Deaf community to address this issue.



Above: South East | **Bottom:** North East

KEY FIGURES:

Over the year, the VLS team collectively produced

897 videos.

1673 engagements/cases supported
through BSL Helplines and
advocacy projects

2794 Deaf people reached
by Roadshows

66+

workshops/sessions with a
reach of 1600+ people

Deaf Children and Young People KEY FIGURES:

50

Deaf people recruited as role models.

14

workshops were delivered, reaching **52** parents, and **82** teachers were also engaged.

410

Deaf children and young people reached in "Knowing Your Rights" Workshops

66 families

were engaged, totalling **254** individuals



reinvigorating the deaf community



BSL IN OUR HANDS: BDA'S FIRST MAJOR CAMPAIGN SINCE BSL ACT NOW!

There are over 50,000 deaf children across the UK, more than 90% of whom are born to hearing parents with no knowledge of sign language. Babies begin to develop language from birth, making early language acquisition essential for a child's development and well-being. However, access to BSL is limited, patchy and expensive, forcing parents to pay thousands of pounds just to communicate with their child.

Offering access to signing and spoken language mitigates the risk of deaf children becoming language-deprived. With the right access to language, there are no limits to what a deaf child can achieve.

We are calling on the government to fund free access to sign language for the families of all newly identified deaf children. Access to sign language is a right, not a privilege. Every deaf child holds a world of potential in their hands; we just need to give it to them.

We need BSL in our hands, right now. Their future is in your hands.

#BSLinOurHands



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Language Acquisition

Language Acquisition



Language Acquisition



We were thrilled when the Mayor of Greater Manchester, Andy Burnham, welcomed everyone to his City in BSL much to the audience's delight!

OUTCOMES

So far, **3,371** people have confirmed they have written to their MP in support of the BSL in Our Hands campaign.

Alongside this, the Visual Handprint Petition has gathered hundreds of creative handprint submissions from individuals and groups, raising strong awareness and public engagement.

Support has come from families, children, teachers, campaigners and allies, with a standout surge of participation at Glastonbury Festival.

Together, these actions show clear and growing national backing for BSL access as a right for Deaf children and their families.



#LossToFound



I had felt like I'm the only Deaf person in this world. And then I realised there was a culture, and a community.
Becky

During Sign Language Week, the Loss to Found campaign was launched to highlight the emotional and transformative journeys of Deaf people and their families.

The campaign reframed “hearing loss” as Deaf gain, celebrating identity, belonging, and pride through British Sign Language. With support from Deaf influencers Bobbie Norton, Becky Helen, and Campaign Ambassadors, the campaign reached **388,943** impressions and **13,428** link clicks. It was a major achievement for the Visual Language Service (VLS) team in 2024–25.

Language Acquisition





PROTECTING BSL

During Deaf Awareness Week 2024, the BDA launched the Visual Handprint Petition, where people upload photos of painted or drawn handprints to show support. Hundreds joined, including families, teachers, and allies. Even Glastonbury Festival took part, showing wide public support.



SCAN ME OR CLICK
HERE FOR VIDEO

The BDA's four-point plan for the future is:

1. Work with the BDA as the national voice for BSL.
2. Give deaf babies and families free, immediate BSL support.
3. Ensure bilingual education in English and BSL.
4. Have fluent Deaf teachers teach the new BSL GCSE.



SCAN ME OR CLICK
HERE FOR VIDEO

BSL ALLIANCE

In 2023, the BDA founded the BSL Alliance and the membership has grown during 2024 from 25 to 55 national, regional, and local deaf organisations from across Great Britain, to track the implementation of the BSL Act. The BSL Alliance plays 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.**



SCAN ME FOR BSL
OR CLICK HERE



PRESERVING BSL

I. Remember A Charity Week 2024 In a pioneering initiative during Remember a Charity Week 2024, the BDA partnered with Culver Law to launch the UK's first BSL-accessible free will-writing service. This ground-breaking project removes communication barriers and enables Deaf people to create wills using BSL, empowering them to consider leaving a gift to charity with full understanding and autonomy.



**IF YOU WOULD LIKE MORE
INFORMATION ABOUT
CREATING A FREE WILL:**

**[HTTPS://BDA.ORG.UK/LEAVING-
GIFT-WILL/](https://bda.org.uk/leaving-gift-will/)**



**SCAN ME FOR BSL
OR CLICK HERE**

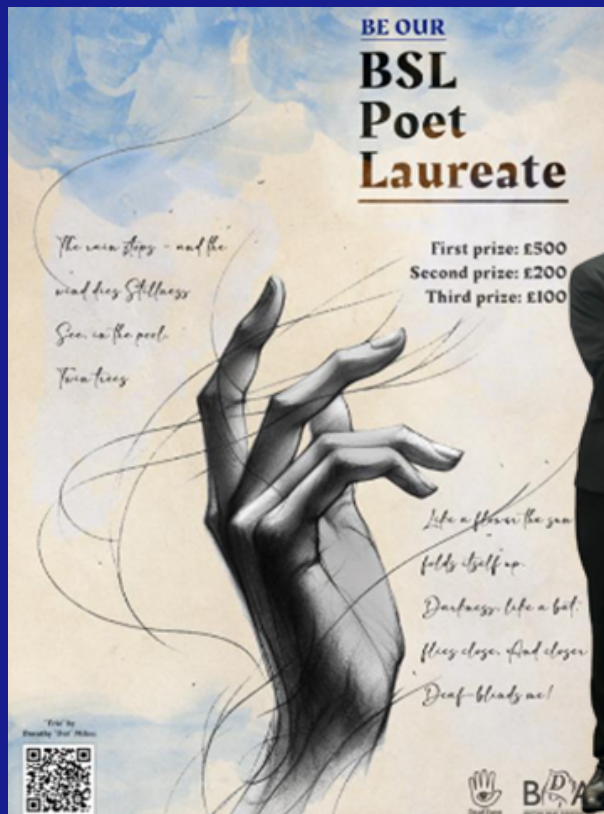


PRESERVING BSL

2. BDA Launched the BSL Poet Laureate

Competition to celebrate the UK's first National BSL Day, which invited Deaf BSL signers to submit original poetry videos.

Sponsored by DeafZone Glastonbury, 1st place winner Ismael Mansoor won £500 and a collaboration opportunity at Glastonbury 2024, and 2nd and 3rd place winners Sandra Duguid and Sahera Khan received £200 and £100.

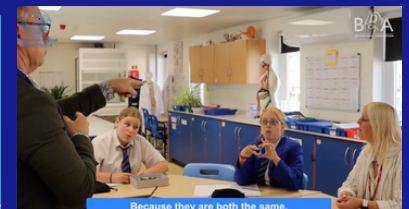
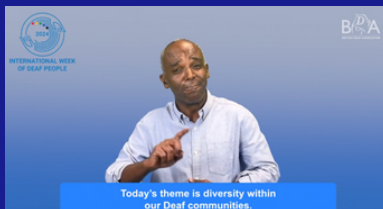


ISMAEL MANSOOR
VIDEO



PROMOTING BSL

- The BDA proudly took part in the 2024 International Week of Deaf People (IWDP) and the International Day of Sign Languages (IDSL), celebrating the theme “Sign up for Sign Language Rights.” The campaign promoted inclusivity and global recognition of sign languages, with BDA videos receiving international attention from the World Federation of the Deaf (WFD).
- During Sign Language Week 2025, the BDA launched corporate and school BSL lessons, reaching over 2,400 employees and 1,200 schools. Fundraising packs and toolkits were distributed to members and partners, all available on signlanguageweek.org.uk.
- The Loss to Found campaign reframed “hearing loss” as Deaf gain, highlighting identity and pride in discovering BSL. It achieved nearly 389K impressions and 13K link clicks, supported by Deaf influencers and ambassadors.
- The Visual Language Service (VLS) team produced 897 bilingual videos throughout the year, ensuring accessibility and visibility for Deaf communities. Their work—spanning campaigns, live streams, and external commissions for clients like Public Health Scotland and the Welsh Government—continues to strengthen BDA’s role as a leader in Deaf advocacy and communication.



Empowering Through Training & Inclusion



We delivered Human Rights and Capacity Building training to our members and the Deaf community, alongside British Sign Language (BSL) Awareness sessions to promote understanding of BSL as a language and provide insight into Deaf culture.

Through the BSL Charter, we supported Deaf individuals in engaging confidently with public services, ensuring access to clear and comprehensive information. In 2025, we conducted a full review of the Charter to align with updated legislation and best practices.





STRENGTHENING BSL

1. **BSL Alliance Expansion:** Grew to 66 member organisations, forming four action groups (Health & Social Care, Interpreting, Early Years, BSL Teaching) to track and support the BSL Act's implementation.
2. **Family Signing at Home (FSH):** Delivered to 66 families (254 individuals); 51 families completed the 6-week programme in England & Wales, with 20 more on the waiting list. New curriculum and tutor training were developed.
3. **BSL Education & Workforce Development:** Collaborated on BSL GCSE development, trained 8 tutors for FSH, and promoted classroom assistant training for Deaf children. Over 2,000 people joined Sign Language Week taster sessions.
4. **Parliamentary Engagement:** Established the first-ever All-Party Parliamentary Group (APPG) on BSL, hosted events, and launched the BSL Manifesto 2024 to influence national policy.
5. **Campaigns & Visibility:** Ran impactful campaigns like BSL in Our Hands and Loss to Found, reaching hundreds of thousands online. The Visual Language Service team produced 897 BSL videos to promote bilingual access.

Rebecca Mansell, CEO, spoke to Prime Minister Sir Keir Starmer (Left Picture) and Deputy Prime Minister, Angela Rayner (Right Picture) about BSL at the Labour Conference 2024.



FUNDRAISING

Trusts and Foundations:

Grateful thanks to the following funders and their generous support of our work:

- John Ellerman Foundation
- Joseph Rowntree Charitable Trust
- deafPLUS
- City Bridge Foundation
- City Bridge Foundation (Propel)
- Masonic Charitable Foundation
- The National Lottery Community Fund People and Places 3, Wales
- Impact Funding Partners
- Northern Ireland Health & Social Care Board
- Promotion of ISL – Department of Communities
- Democratic Engagement Grant – Welsh Government
- Care and Repair
- Inspiring Scotland
- The National Lottery Community Fund – Scotland
- Robertson Trust
- Access and Inclusion – Scottish Government
- Age Scotland
- Family Signing at Home – Departments of Communities
- Lord and Lady Lurgan Trust
- The National Lottery Heritage Fund, Northern Ireland
- Dorothy Hay-Bolton Charitable Trust
- The Privy Purse Charitable Trust

Legacies:

- We are so appreciative of the continued generosity of our benefactors and can report that, due to their kindness our Legacy income in 2024/25 was £1,356,642, which, although a decrease compared to £1,457,726 in 23/24, is still exceptionally high.
- BDA received 20 notifications in 2024/25, and together with our pipeline of legacies from previous financial years that have not concluded yet, the estimated value associated with all legacies still outstanding at the end of 31st March 2025 was £1,593,421. The amount of cash income received for legacies in 2024/25 was particularly strong in 2024/25 at £2,059,856.

SUMMARISED ACCOUNTS FOR THE YEAR ENDED 31ST MARCH 2025

Overview

The financial year continued to provide both the BDA and charities in general challenges in raising income, and in the financial year 2024-25 total income decreased by £60,765 from 2023-24 to £2,477,672.

Legacies remain an unpredictable income source which should not be relied upon. In this financial year there was a decrease of £101,084 in legacies receivable resulting in an overall decrease of 6.93% of total legacies from the previous year to £1,356,642.

The surplus for the year 2024-25 of £304,099 which is significantly lower than the previous year (2024-25 surplus £1,126,477). As a result, general funds increased by £402,801 to £2,192,071 which represents 9.8 months of the annual expenditure budget for 2024-25.

2024/25 INCOME

Income

Total income decreased by 2.39% from £2,538,437 to £2,477,672.

Legacy income totalled £1,356,642 in 2024-25 (2023-24: £1,457,726) representing 54.8% of total income (57.4% in 2023-24).

BDA Summarised Accounts - Income	2024 / 25 (£)	2023 / 24 (£)
Donations and legacies	1,447,534	1,511,911
Other trading activities	43,044	18,830
Investment income	12,280	10,291
Income from charitable activities	974,814	997,405
Total Income	2,477,672	2,538,437

2024/25 EXPENDITURE

Expenditure

Expenditure increased during the year by £1.14m to £1.97m (2023-24 total: £1.41m).

Expenditure	2024 / 25 (£)	2023 / 24 (£)
Sign Language Projects	86,841	36,695
Deaf Children, Youth and Families	209,457	148,448
Deaf Community Advocacy Projects	233,103	269,051
Deaf Community Development	85,025	63,047
Policy and Campaigns	202,586	100,450
Deaf Access and Inclusion	575,479	424,873
Publication, Membership & Communications	196,066	52,373
Deaf Training Projects	73,320	28,859
BSL Media, Governance, AtW & Others	216,532	173,698
Fundraising Costs	Nil	111,236
Pension Scheme Costs	99,595	3,230
Total Expenditure	1,978,004	1,411,960

FINANCIAL REVIEW

Total income decreased by **2.39%** from £2,538,437 to **£2,477,672**.

Expenditure

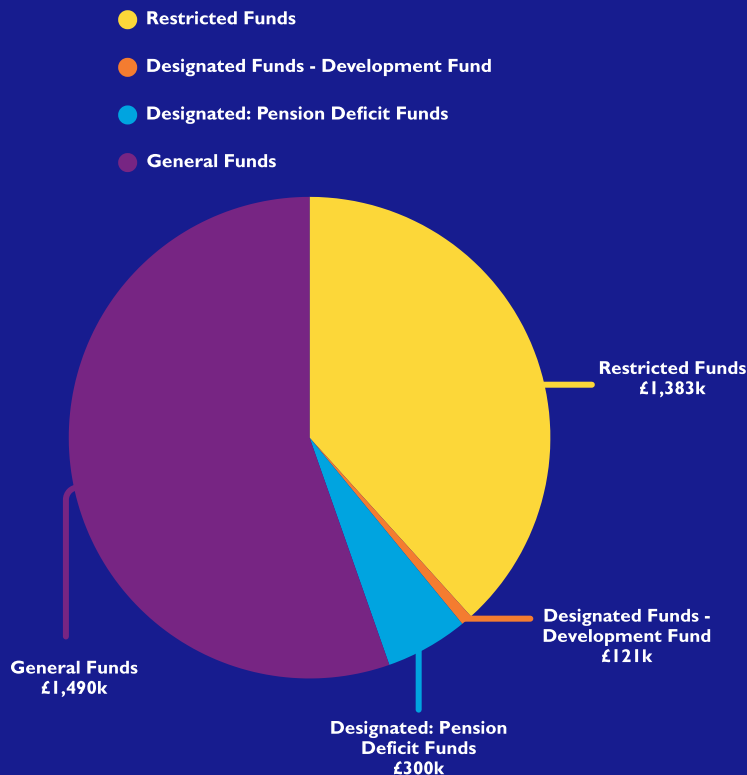
% of Charitable activity cost 2025	Charitable Activity	% of Charitable activity cost 2024
30.6%	Deaf Access and Inclusion projects	33.7%
12.4%	Deaf Community Advocacy projects	21.4%
26.5%	BSL Media and Deaf Community Development projects	19.9%
11.2%	Deaf Children, Youth and Families projects	11.8%
8.5%	Sign Language and Training projects	5.2%
10.8%	Policy and Campaigns	8.0%

2024/25 FUNDS

Funds

Total funds were **£3,597,719** (2023-24: £3,293,620) of which £1,992,138 related to general funds (2023-24: £1,489,743) and £199,932 (2023-24: £299,527) relates to the Pension Reserve. In addition, £27,300 has been set aside for organisational and Deaf Community development by way of designated funds (2023-24: £121,203).

2024/25 - £000s



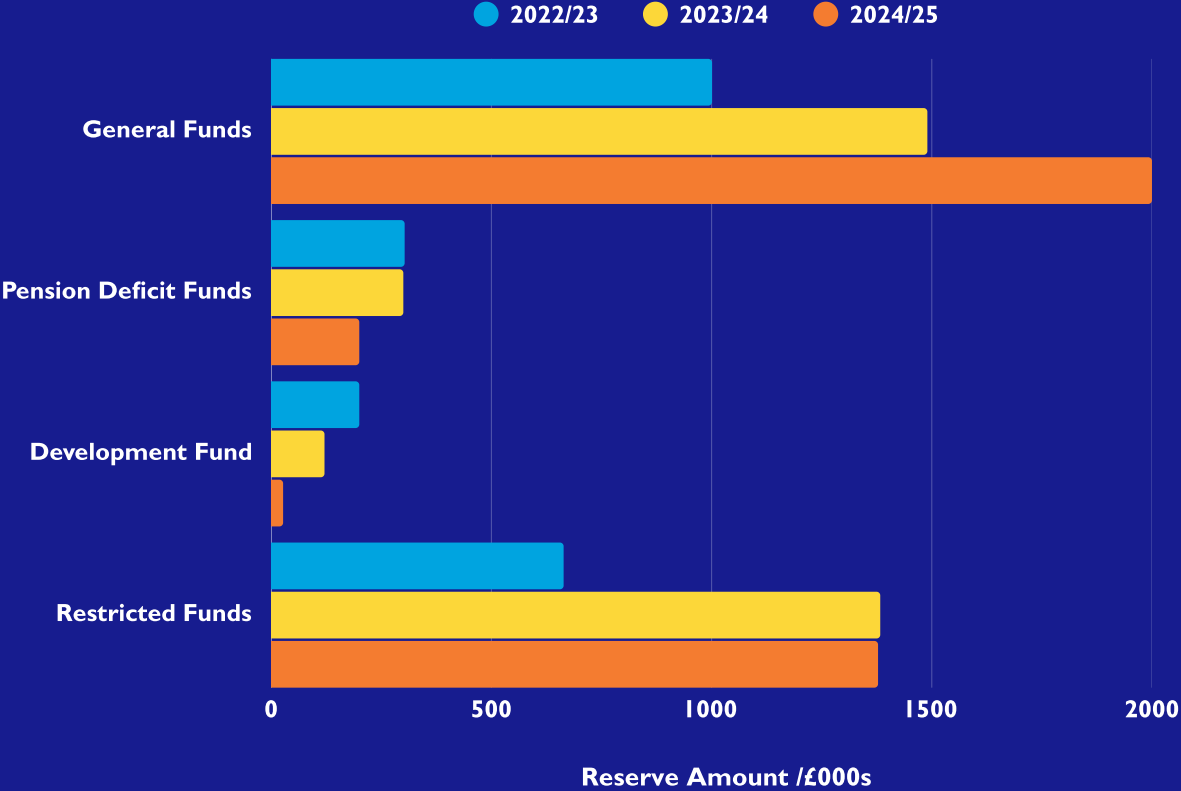
Pension Liability and Pension Costs

- The new plan requires the charity to make annual deficit reduction payments of £35,266 to 31 December 2027 and, to pay scheme administration expenses of £56,695 per year, (increasing by 3% per annum) until the scheme winds down or when the last member has passed away – whichever comes first.
- The BDA trustees are currently reviewing the current pension scheme and alternatives in light of the current economic environment.

2024/25 RESERVES

The BDA will continue to carefully monitor its reserves.
The current reserves policy as agreed by the Trustees is a minimum of 50% of annual expenditure or 6 months running costs in the current financial year.

(excluding the pension reserve and fixed assets) of £1.99m (2023-24: £1.48m) is in excess of the 50% target level.





**Deaf people are the experts of our
own lives.**

**As self-advocates, we have the
potential to contribute expertise, skills
and experience that enrich our
societies and make them more just,
inclusive, and prosperous.**

**Dr Robert Adam, Chair of the British Deaf
Association**



We would also like to thank our sponsors of the **BSL Poet Laureate Competition** DeafZone



Our special thanks to our corporate sponsors towards the BDA's BSL Conference 2024 in Manchester: **SignLive**, **SORD**, **Amsaan Tours**, **DCAL** and **Deaf Action**



and the BDA's AGM held on 16th November 2024 in Glasgow: **Culver Law**, **Amsaan Tour**, **Interpreting Matters**, **Signwow** and **Signly**



ACCESSIBLE TOURS
AMSAAN



signwow



HELP US GET BSL INTO THE HANDS OF
DEAF CHILDREN AND THEIR FAMILIES/CARERS?

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

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

Honour

In honour of Dorothy Miles who received a Purple Plaque in April 2024, we wanted to share Dot's powerful and wonderful video reminding members that the **'BDA is You and Me'**. Enjoy!



SCAN TO WATCH
FULL VIDEO

