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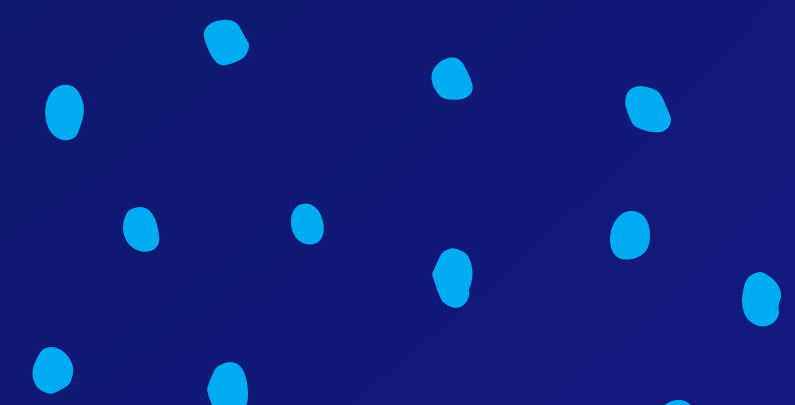
@britishdeafassociation

**Celebrate BSL.
Protect Deaf Culture.
Secure its future.**

TAKING BSL / ISL FORWARD

Phase 2 Strategic Objectives 2026–2029

Building a world where
Deaf people can thrive,
belong and shape the
future.



BSL VIDEO



ISL VIDEO



OUR VISION

A world where Deaf people can fully participate and contribute to society as equal and valued citizens



OUR MISSION

is to ensure a world in which the language, culture, community, diversity and heritage of Deaf people in the UK is respected and fully protected, preserved and promoted.

OUR STRATEGIC FRAMEWORK 2026-2029

EXTERNAL STRATEGIC AIMS



1 LEAD NATIONAL ADVOCACY AND POLICY REFORM



2 EXPAND PUBLIC AWARENESS AND CULTURAL RECOGNITION OF BSL/ISL



3 STRENGTHEN AND CONNECT DEAF COMMUNITIES NATIONWIDE

SCAN HERE

TO SEE OUR FULL STRATEGY!

INTERNAL STRATEGIC AIMS



4 BUILD A DIVERSE, INCLUSIVE, AND DEAF-LED WORKFORCE



5 STRENGTHEN GOVERNANCE, TRANSPARENCY, AND OPERATIONAL EXCELLENCE



6 SECURE SUSTAINABLE AND DIVERSIFIED FUNDING