

Charity Number (England & Wales): 1016532

Charity Number (Scotland): SC040779

Company number: 02752456

**THE NATIONAL DEAF CHILDREN'S SOCIETY
(A company limited by guarantee)**

REPORT AND FINANCIAL STATEMENTS

FOR THE YEAR ENDED

31 March 2024

The National Deaf Children's Society
Annual Report and Financial Statements
for the year ended 31 March 2024

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Report of the Directors
for the year ended 31 March 2024

Legal and administrative information

- Charity number (England and Wales): 1016532
- Charity number (Scotland): SC040779
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The National Deaf Children's Society (a company limited by guarantee)

Board of trustees

- Dominic Holton (Chair)
- Jennie Rayson (Vice Chair, to 2 November 2024)
- Lesley Lindberg (Vice Chair, from 2 November 2024)
- George Crockford (Treasurer)
- Luke Kelly (Deputy Treasurer)
- Suzanne Beese
- Lynn Gadd (to 15 July 2023)
- Altaf Kassam
- Felicity Preacher
- Damian Proctor
- Jan Rutherford
- Katharine Stocks (from 3 November 2023)
- Lorraine Wapling

Chief Executive: Susan Daniels OBE

Auditor: Crowe U.K. LLP, 2nd Floor, 55 Ludgate Hill, London EC4M 7JW

Solicitors: Bates Wells London LLP, 10 Queen Street Place, London EC4R 1BE

Bankers: National Westminster Bank plc, 46 Notting Hill Gate, London W11 3HZ

Principal and registered office: 5th Floor, 167– 169 Great Portland Street, London
W1W 5PF

The National Deaf Children's Society
Report of the Directors
for the year ended 31 March 2024

The trustees (who are the directors) of the National Deaf Children's Society have pleasure in presenting their report and financial statements for the year ended 31 March 2024.

The financial statements have been prepared in accordance with the accounting policies set out in the notes to the accounts, and comply with the charity's governing document, the Charities Act 2011, and Accounting and Reporting by Charities: Statement of Recommended Practice, applicable to charities preparing their accounts in accordance with the Financial Reporting Standard, applicable in the UK and Republic of Ireland, published on 16 July 2014.

We operate in England, Northern Ireland, Scotland, Wales and the Channel Islands, and undertake international work through partners in South Asia and East Africa.

Our aims and objectives

Objectives

The charity's objectives are to further the education of and to relieve the needs of deaf children.

Vision

Our vision is a world without barriers for every deaf child.

Charitable aims

Our mission is that together we will overcome the social and educational barriers that hold deaf children back.

Public benefit

The achievement of these long-term aims drives our objectives and activity programme.

In order to respond to the needs of deaf children and their families we undertake research and engagement with deaf children, their families and professionals to help ensure our work is driven by data, evidence and insight. This means we can make sure that our work continues to deliver the most benefit against our charitable aims.

The trustees confirm that they have complied with the duty in section 17 of the Charities Act 2011 to have due regard to the Charity Commission's general guidance on public benefit.

Strategic report

We launched a five-year strategy in April 2023, soon after the financial year began. Our new strategy is structured using objectives and key results (OKRs). OKRs help answer two critical questions: where we want to go (the objective) and how we'll know when we get there (the key results).

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The strategy reflects our drive to prioritise initiatives that achieve the greatest impact and provide the greatest value to our beneficiaries, and to ensure our work is as effective as possible.

Our overall strategic aim is to reach 100% of deaf children and families who need us. To achieve this aim, we need to positively impact the lives of deaf children right from the start and embed this in our priorities.

The strategy focuses our work around four objectives:

- Early Years Impact
- Information and Advice
- In the Community
- International.

and two enablers:

- Place to Be
- Money Matters.

The introduction of our strategy has been a year of transition for the organisation; we have concluded a substantial discovery project to lay the foundations for the future transformation of our community throughout the life of our strategy. We have reviewed our approach to our international work, with a significant shift in focus to early intervention, launched the new My NDCS app and transformed our organisation to adopt agile methodologies throughout. We have also designed and initiated a new pay and reward framework. Trustees monitored the progress of this change closely through the year, changing the committee structure to increase timely and effective oversight while providing constructive challenge and support.

The year has been a significant learning curve. We have revised our objectives and key results (OKRs) to give greater clarity in our focus and provide a more measurable set of strategic metrics that will provide both assurance and challenge to us through the ongoing review and implementation of our strategy.

A significant amount of our programme delivery has focused on the foundational areas which will enable our staff to deliver future plans and have the maximum impact for as many deaf children as possible.

At the same time, we continued to deliver our core activities, valued helpline services and a range of support and campaigns.

After completing the first year of our strategy, we can confidently say we are making good progress and taking important steps towards achieving our goals. Our strategy is ambitious, and we are making unprecedented changes in our offer and how we do things, to deliver the change we want to see for deaf children and their families by 2028.

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Achievements and impact for deaf children and their families

Objective 1 – Early Years Impact:

We said we'd:

- improve our engagement with audiology services to ensure more families are referred to us for support. This was so that we could bring many more families into our contact as early as possible.
- influence early years standards and services for deaf children across the UK. This was to respond to the evidence that around two-thirds of deaf children are behind their hearing peers by their first year at school.
- review and improve the early years support that we provide to families and professionals. This was to develop a strong offering that makes a real difference and complements other services.

What we did:

We continued to deliver services specifically for families of deaf children in the early years, including online events for parents who are new to hearing loss and our Family Sign Language (FSL) courses. In 2023/24, 600 people attended at least one FSL session, and 100 people took part in our New to Hearing Loss events.

With support from our ongoing partnership with Cadbury Fingers, we continued to develop our free Family Sign Language courses. We provided group and private courses to families with deaf children aged 0 to 5, where families learned everyday signs specific to their UK nation to help them develop communication in the home.

We delivered 16 online courses and two in-person events, reaching 600 people. This was a 31% increase on last year.

Teachers of the Deaf

We supported a parent-led petition to increase the numbers of Teachers of the Deaf in Wales, which achieved 1,400 signatures.

As part of the introduction of our strategy to external stakeholders, in June 2023 we specifically highlighted the decline in numbers of Teachers of the Deaf (ToDs), the critical nature of this support and the risk this poses to deaf children.

In the latter half of the year, our project to increase the number of specialist qualified ToDs will get underway when we launch our UK-wide campaign to increase the number of qualified ToDs. Evidence from our Helpline, advice and guidance officers, local partnerships, research and work with professionals shows there are consistent problems with supply and demand across the UK.

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This includes the recruitment and retention of ToDs, and families' understanding of what this support might entail and how they can get it.

Audiology

There is a UK-wide crisis in paediatric audiology and the impact of a failing system on deaf children and their families. We continue to collaborate with public bodies to drive long-term change. The Scottish government has accepted the recommendations of the Independent Review of Audiology Services in Scotland and we will continue to act as a critical friend to make sure action is taken.

NHS England has also identified audiology services that are not accurately identifying deafness in children. This has resulted in the development of the Paediatric Hearing Services Improvement Programme Board, chaired by the Chief Scientific Officer in NHS England, of which we are a member.

To reach deaf children and their families as early as possible in their journey, audiology referrals and signposting are key, and we are intensifying efforts on this through our engagement with audiology services.

Objective 2 – Information and Advice:

We said we'd:

- develop ways that help to reach families in the most convenient way for them, which we know is largely digital. As part of this we planned to continue work to deliver a new website and intuitive customer journey, to build and launch our first mobile app, and to refine and improve our chatbot.

What we did:

Digital projects

We continued to develop digital channels to reach families in the most convenient way for them. Key projects included the launch of a new app, early work to develop a new website and enhancements to our customer relationship management (CRM) system.

Our website project has progressed smoothly, with activities taking place such as detailed investigation to build our understanding of audience needs and prepare for the tender process to recruit a company to build the website.

We launched the My NDCS app in March 2024. In the first week, 1,522 people downloaded My NDCS. The app has been warmly received, with approximately 175 parents and carers registering as parent members of the National Deaf Children's Society since using the app, and membership conversion through the app standing at an impressive 55% in March 2024.

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“My NDCS has helped me understand my daughter’s diagnosis and reassured me that she’ll still live a normal life. Reading the real-life stories benefited me the most, as I got to hear other children’s and parents’ experiences.”

Kyla, mum to Elena (9 months), who’s profoundly deaf.

Whilst we moved away from some service offers that no longer supported our objectives, we successfully transferred three services to SignHealth in February 2024, helping SignHealth to secure funding and accelerate their strategy to support deaf young people. These included the Young People’s Advisory Board, mentoring and Healthy Minds (a professional training and family course). We remain committed to providing information and advice for young people and have introduced a dedicated section on our website for deaf young people.

Advice and guidance

In 2023/24, our Helpline and advice and guidance officers (AGOs) have been instrumental in offering support to families. Our AGOs have supported families through 1,483 active cases, while our helpline has responded to more than 1,700 calls, 225 live chats, and almost 900 email interactions.

Objective 3 – In the Community: We build communities that unite families

We said we’d:

- conduct research to inform our approach to building a strong community for families.

As part of this, we planned to take a step back and explore opportunities to take our community approach to the next level, understanding what worked well, what was missing and where the biggest potential was. This discovery work would go on to inform our areas of focus for the next phase of our strategy.

What we did:

In the past year, we have been focused on understanding our community and the needs of our customers. Through thorough research, we have gained insight into what parents need, their biggest challenges, our impact so far, successful community initiatives, and the accomplishments of other organisations in the sector. We also reviewed our volunteering opportunities and researched innovative ways to involve volunteers at a local level.

We collaborated with the Lothian Children’s Deaf Club to create a hub of information that is led by parents and relevant to the local community. We are supporting their collaboration with the Lothian Audiology Service on this resource and helping to foster a positive partnership between practitioners and parents.

Local groups bring families together for friendship and support, as well as offering activities for deaf children. We supported 83 local groups across the UK, run by parent volunteers, and

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worked with another 20 informal groups and networks. We held two 'Connect' days for volunteers to meet one another and get advice and inspiration to take back to their groups.

Since 2022, we've partnered with [Cadbury Fingers](#) to encourage more people to learn British Sign Language (BSL), with two campaigns running across TV, social media and in newspapers.

In 2023/24, as part of the partnership, Chelsea FC got involved. At their match on 28 October 2023, Chelsea FC offered free tickets to deaf children and invited a signed choir to perform the club's anthem in BSL, raising awareness amongst the 39,575 spectators.

The campaign led to a 47% increase in visits to our website for deaf awareness and BSL information. Additionally, three of our staff provided training for Chelsea FC staff. Chelsea then launched a monthly BSL-interpreted stadium tour.

We also celebrated a breakthrough in the campaign for a GCSE in British Sign Language (BSL) when the government published a consultation on proposed course content. We urged families to have their say on the consultation and provided our own response, in partnership with other deaf organisations. The Department for Education published the final course content in December 2023, and Ofqual is now in the final stages of its work around assessment frameworks.

Objective 4: International:

We said we'd:

- comprehensively review our approach to working internationally and develop a plan which fits with our overarching strategic objectives and maximises our influence and impact.

We recognised that before we started work on our strategic priority to grow our influence in childhood deafness, we needed to take stock of the impact and influence we had achieved and the potential to drive this further. We planned to thoroughly review our approach to influencing internationally and identify the key priorities and optimum areas of investment.

What we did:

In 2023/24, we reviewed our international work to understand why we work internationally and how it aligns with our new strategy. In stage 1 of the review, we concluded that our international work is a vital part of our charitable mission. Similarly to the UK, we can make the greatest impact by focusing on early intervention. We decided to prioritise the introduction of newborn hearing screening, along with providing information and support to families, practitioners and community networks.

In stage 2 of the international review, we explored the opportunities to advocate for the introduction of newborn hearing screening and support. We engaged with existing projects in East Africa and South Asia to better understand the landscape, opportunities and potential

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learning. We carried out a market analysis on where and how newborn hearing screening has been introduced in low- to-middle-income countries. The review revealed challenges due to competing healthcare priorities, differences in maternal care, birth settings and infrastructure. However, opportunities do exist and there is scope for us to add value and support the delivery of systemic change.

Throughout this time we continued to deliver online training courses for the professionals who work with deaf children including one Introduction to Deafness online course and three Teaching Deaf Children online courses. 65 professionals from 28 countries took part, with 100% of participants recommending the courses.

We also ran a pilot project in Kenya to boost deaf children's early language and communication skills. This is hugely important, as our research has shown that deaf children in Kenya have, on average, a 6-to-10-year delay in developing their first language.

Working with Sense International Kenya (SIK) we tested an early language profiling toolkit in five schools for deaf children. The programme included training for teachers and learning support assistants to help them gain skills to support deaf pupils' language development.

After 12 weeks of tailored teaching, nearly half of the children involved showed significant improvements in their language comprehension.

Enabler 1 – Place to Be: We transform how we work to meet deaf children's needs

We said we'd:

- continue to improve technology to support our systems and services
- adopt an organisational structure that will support agile ways of working, with a focus on coaching to develop the skills of our people.

Our transformation is a key priority and we had some clearly identified plans for delivery. These were to:

- improve our customer relationship management (CRM) system to ensure a reliable and robust platform for us to engage with families and other customers
- move to SharePoint, to improve our efficiency
- launch a new pay and reward framework to reflect our new organisation design and to offer a more dynamic progression model for our staff.

What we did:

In January 2024, we started work on a programme of CRM system improvements with incremental deliverables scheduled thereafter.

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We commenced migration of our data to SharePoint with an ongoing migration plan continuing in the current year.

Our new pay framework, launched on 1 April 2024, was benchmarked against median pay and benefits in the sector. It was very well received by staff as were our new benefits and incentives, such as a health cash plan. Our new annual leave provision is now live and has been seen as a statement of intent towards a better work/life balance.

Subsequently, all staff members have successfully completed performance development and feedback training, while our leadership team has taken part in psychological safety training and agile coaching training, which have also been offered to staff more widely.

We are collaborating with our staff forum to enhance its effectiveness and ensure that it serves as an effective platform for communication and engagement.

We are witnessing the benefits of adopting agile methodology in our work processes. The CRM, My NDCS app, pay and reward framework and website projects have either been completed or are currently underway using this approach. Moreover, we have launched workstreams for our community projects, involving staff from a range of disciplines across the charity. These are people who in a traditional organisation structure would not have been able to influence our work in this way.

We also successfully applied this methodology to a charity-wide skills audit undertaken early in April 2024.

Enabler 2 – Money Matters: We deliver value for money

We said we'd:

- support our agile way of working, by removing as much administrative burden as possible to allow our people to focus on delivering the strategy for deaf children and their families
- continue to raise funds in the most sustainable way.

What we did:

Our income from supporters rose to its highest ever level as a result of our continued investment in recruiting new supporters. The regular monthly unrestricted income stream gives us flexibility in targeting our resources.

Looking ahead

As we move into year two of our strategy, we reflected on what has gone well, what our challenges and blockers have been, and course corrected as needed. This review of our activities, resources and priorities ensured we learnt quickly that our original OKRs were not

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delivering what we needed for deaf children and their families. Keeping deaf children and their families at the heart, we iterated our OKRs to articulate more clearly the way to success and how we'll know when we've arrived.

Below is a summary of what we will prioritise over the next two years:

Early Years Impact (0 to 5)

Our strategic objective

Increase the effectiveness of support to families who are new to hearing loss.

By the end of the strategy, we want to have achieved the following key results.

- 100% of parents and carers of deaf children engage with the National Deaf Children's Society within the first year following identification.
- All deaf children are identified as early as possible and receive a high quality audiology service wherever they live.
- Every local area in the UK protects or increases the number of Teachers of the Deaf to meet the needs of families and deaf children in the early years.

In 2024/25, we will:

- continue to support as many parents as possible through our high-quality early years services
- influence public bodies across the UK to create long-term systemic change including:
 - improve oversight, accountability and governance of paediatric audiology
 - improve consistency of paediatric audiology services (quality assurance)
 - reduce waiting times for paediatric audiology.
- develop a greater understanding of the impact of Teachers of the Deaf and the barriers to accessing support
- better understand what we're already doing to engage with parents in the first year following identification, and how we can improve
- explore how we can increase referrals to our services from audiologists and Teachers of the Deaf.

In 2025/26, we will:

- engage sooner with parents of newly identified deaf children and ensure they are benefiting from our support
- embed new ways of working in partnership with NHS audiology across all nations.

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Information and advice

Our strategic objective

Empower and inform parents to do the best for their deaf child.

By the end of the strategy, we want to have achieved the following key results.

- Make sure parents and carers can access our information and support in the way that works best for them.
- We provide information and advice which support parents to confidently navigate their journey.
- We will innovate and use digital technology to reach more parents and carers and meet their specific needs.

In 2024/25, we will:

- create a clear customer experience map which outlines our audiences' needs and how we can meet them
- develop a cross-channel content strategy allowing our audience to move with ease and consistency from one platform to another
- deliver our new website
- explore opportunities for how artificial intelligence (AI) may enhance our offer through more efficient services or added value.

In 2025/26, we will:

- digitally transform our Helpline, integrating with our web services and adopting AI to improve our customer experience, quality and responsiveness
- continue to use data and insight to transform our customer journey, across all our channels.

In the community

Our strategic objective

Increase our local relevance, strengthening our network to grow our reach and impact.

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By the end of the strategy we want to have achieved the following key results.

- Transform our delivery model to reach more families through a strong community of local partners and volunteers.
- Support a parent-led community, working with parents to co-create solutions that meet the needs of future generations.
- Share knowledge and expertise generously, facilitating connections with partners to benefit our community and families.

In 2024/25, we will:

- develop a pilot community project, based on research and insight and supported by grant funding
- test new community partnership models that are measurable, funded and collaborative
- co-create initiatives with parents to benefit deaf children and address community needs
- invest in our people and resources to increase opportunities for parents and children to connect.

In 2025/26, we will:

- improve our customer self-learning and self-serve offers, facilitating peer signposting and resource sharing through digital hubs
- advance and leverage the power of volunteers in the community.

International

Our strategic objective

Drive systemic change in early intervention for deaf children in developing countries.

By the end of the strategy we want to have achieved the following key results.

- Embedding newborn screening and support in a number of targeted countries.
- A scalable, replicable and sustainable model to achieve newborn screening.
- Strong partnerships to support our international work, including donors and change-makers.

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In 2024/25, we will:

- identify a target area and approach for newborn screening
- start a small-scale programme to test our approach
- identify and build strong partnerships for the future.

In 2025/26, we will:

- deliver small-scale pilots to test our approach and possible models
- develop a plan for influencing systemic change, a value proposition, partners and growing evidence of impact.

Place to be

Our strategic objective

Transform the way we work to meet deaf children's needs.

By the end of the strategy we want to have achieved the following key results.

- We have the right workforce, increasing skills and engagement.
- We have the digital infrastructure needed to deliver our strategy.

In 2024/25, we will:

- know and understand staff skills, aligning those skills to deliver our strategy
- increase our employee engagement
- update the technology we use, improving our customer information and adopting cloud-based technology for data storage, reporting and insight
- become a remote-first organisation.

In 2025/26, we will:

- have a workforce with the right skills needed to deliver our strategy
- become a digital-first organisation.

Money matters

Our strategic objective

Optimise our finances to effectively fund our mission.

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By the end of the strategy we want to have achieved the following key results.

- Increase our charitable expenditure on deaf children
- Grow and diversify our income.

In 2024/25, we will:

- deliver our 2024/25 strategic programme to plan and budget
- grow and diversify our individual giving income including through legacy pledges, cash giving and our offering to parents of children with glue ear
- assess and trial fundraising opportunities with parents of children with glue ear or temporary deafness
- review and refine our partnership fundraising approaches – identifying new funding streams to support new strategic delivery as it is developed
- adapt to changes in face-to-face fundraising
- be financially stable and stick to our budget.

In 2025/26, we will:

- increase our charitable spend on deaf children
- move our reserves towards our target range.

Membership

1,532 parent customers registered to become members in 2023/24 (12% above our target number), however, we are still below the pre-COVID level average of 1,700 new members per year. The number of permanently deaf children that we reach through membership remains at 43%. Of the new members, we are still behind in terms of children with acquired, unilateral and mild bilateral deafness.

Media, digital and communications

Digital reach has seen a 21% annual increase in impressions (people who saw our content) and a 16% increase in link click-throughs. The number of digital users has decreased from 666,730 in the previous year to 448,077. Similarly, views on our digital platforms are now at 1.4 million versus 1.5 million in 2023.

During the last year, we generated 1,784 pieces of media coverage in which the National Deaf Children's Society was name-checked. Our coverage had a reach of 1.2 billion with the news by

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source broken down into print (244 pieces/13.68%), broadcast (542 pieces/30.4%) and online (997 pieces/55.92%).

Principal risks and uncertainties

Trustees have agreed and implemented a Risk Management policy.

Key risks are reviewed quarterly by the C-Suite, by the relevant board committee at each committee meeting, and more frequently if required. Mitigating actions are assigned to individuals. These actions reduce the likelihood and/or impact of any detrimental events.

The trustees consider the following to be the key risks facing the organisation.

- **Income drops significantly.** We continue to recruit new supporters and benefit from the financial support of our existing supporters. However, we recognise the impact of the ongoing cost of living crisis on disposable income and continue to monitor supporter income trends closely for any adverse impact. These inform our financial forecasts and planning scenarios. This risk is discussed regularly with trustees, with mechanisms in place for additional reporting if there is cause for concern. Trustees also oversee compliance with fundraising regulations and make sure that fundraising is carried out to high ethical standards. Investment continues in income diversification projects to mitigate the risk of reliance on a narrow range of fundraising channels where possible.
- **We are no longer relevant to our members.** Our target audiences (deaf young people, their parents, professionals and decision-makers) have different needs and many competing demands for their time and attention. We recognise that we must stand out in an increasingly crowded marketplace, resonating with our audiences and delivering value and resonance to them. Data and insight underpin the delivery of our strategy and we will continue to invest in audience insights and marketing, as well as regularly engaging with, and responding to, our audiences through consultation and co-production.
- **A safeguarding failure.** We recognise the importance of safeguarding children and young people in all areas of our work and in activities organised by affiliated local groups and our international partners. The charity has a Safeguarding policy which applies to everyone who works with or for the charity. The policy is implemented through robust procedures and supported by training programmes for staff and volunteers.

We provide online training and require affiliated local groups to meet safeguarding standards. Similarly, we set clear standards and procedures and provide training for our international partners. There is an experienced trustee lead on safeguarding, and safeguarding work across the organisation is regularly reported to the board. All policies and procedures are regularly reviewed internally and with an external advisor. Although

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we believe the operational procedures have strong safeguards embedded in them, it remains a key risk on our risk register.

- **A breach of our IT security.** With staff working remotely and hybrid or home working becoming the default, reliance on our IT systems is critical for effective working. Cyberattacks, including phishing and malware, remain a significant risk and we are continually investing in security to keep our systems and data available and secure. All staff complete mandatory security and data protection training, and this is then reinforced with monthly awareness videos and simulated phishing attacks. As a result of this programme, we continue to see improvements in our organisational risk score. We continue to report to trustees regularly on cyber risks and the status of our cyber security programme as it responds to new challenges such as artificial intelligence. Whilst cyber security remains a key item on our risk register, the foundational work done over the course of this year allowed us to achieve the government's Cyber Essentials accreditation in early 2023/24, and we are working towards Cyber Essentials +.

Financial review

We are pleased to report that following our planned deficit in the previous financial year, our income grew by £2.1 million over the year to 31 March 2024, with a surplus of £2.3 million in the year.

Income from our thousands of dedicated supporters made up 92% of our total income of £33 million. Their generous regular monthly contributions, in most cases enhanced by Gift Aid and unrestricted, continue to fund the majority of our current work and plans to deliver our ambitious targets over our five-year strategy. We closely monitor how our individual giving fundraising performs against the annual targets set, and model a range of financial scenarios based on favourable and adverse trends, which are regularly reviewed by trustees.

Legacy income continues to be a valued source of income but one which can be volatile year-on-year. In 2023/24, there was a decrease of £0.4 million to £1.2 million. We continue to assess and, where viable, pilot suitable opportunities to diversify individual giving income streams as they arise.

We reduced our total expenditure by £2.3 million to £31.2 million, with a fall of £1.7 million in our fundraising investment, following a planned investment from reserves last year. We invested £13.1 million on fundraising which will secure vital income, mostly unrestricted, in future years to fund our charitable work. 2023/24 was the first year of our exciting new strategic plan and we reduced expenditure in areas outside our new strategic focus. Although this reduced charitable spend overall, we maintained or grew expenditure in other areas of charitable expenditure. You can read about how our charitable expenditure helps us to achieve the targets we set ourselves earlier in the directors' report and in our Impact Report.

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Financial position at year-end

The surplus for the year increased our net assets by £2.3 million to £14.1 million. We will continue to invest significantly in fundraising to grow the income we need to deliver our strategic priorities.

Performance of subsidiaries

NDCS Limited had a successful year and will pass a profit of £6,000 to the charity. Further details are shown in Note 3 of the financial statements.

Reserves

We have a risk-based Reserves policy which is underpinned by the organisational risk register and is linked with the charity's strategy and corporate plan. This has determined that the target range of general reserves (excluding those reserves represented by restricted funds and fixed assets reserves) required by the charity is between £9.1 million and £11.7 million.

The total reserves of the charity as at 31 March 2024 were £14.1 million (2023: £11.7 million). Unrestricted reserves formed £13.8 million (2023: £11.2 million) and restricted reserves formed £0.3 million (2023: £0.5 million).

Of the unrestricted reserves' balance of £13.8 million, £0.03 million was related to intangible and tangible fixed assets.

General reserves (excluding reserves represented by restricted funds and fixed assets) stood at £13.8 million. This is above the target reserves range. However, a £0.9m deficit is expected for 2024/25, with significant investment in fundraising to secure future income and an expansion in our charitable activity.

The trustees continue to review a range of financial scenarios at each meeting to consider their potential impact on reserves and the charity's longer-term financial sustainability. These scenarios reflect the uncertainties and risks the charity faces. Additionally, the trustees conduct an annual review of the appropriate level of general reserves, with changes to the charity's risk profile, strategy and operational plans considered as part of that review. The output of the annual review informs subsequent planning and budgeting cycles.

Investments

Trustees have considered the requirements of the SORP and the Charity Commission's guidance (CC14) and remain of the opinion that there are no listed investments adverse to the purpose of the charity. The Investment policy is reviewed annually and there are no specific investment restrictions. Trustees have adopted a cautious and diversified investment strategy to balance potential return with appropriate risk and mitigate the consequences of volatility in the markets.

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Quilter Cheviot manages a medium-risk, multi-asset portfolio for the charity, with a total return target at CPI inflation, plus 3.5% pa net of fees. This is benchmarked against CPI plus 3.5% annualised, ARC Steady Growth Charity Index and a composite of market indices:

- fixed interest and government bonds: iBoxx £ UK Gilts
- UK corporate bonds: iBoxx Sterling Corporates
- UK equities: MSCI UK IMI
- overseas equities: MSCI AC World ex UK
- alternative investments: 50% iBoxx £ Gilt 1 to 5 year and 50% MSCI AC World Index (ACWI)
- cash: Bank of England Base Rate.

There was a return of 13.7% over the year compared to a benchmark return of 12.9%. The market value of investments stood at £5.4 million at 31 March 2024, an increase of £0.7 million in the year, after reinvestment of income and a gain of £0.5 million on investments.

Going concern

The trustees have reviewed our activities, current financial position and risks on our voluntary income and planned supporter recruitment. Although we expect a deficit in 2024/25, this will be funded by drawing down our reserves. Our trustees will continue to regularly review financial scenarios that model factors such as supporter recruitment levels and rates of lapsing, as well as the impact of wider economic risks such as falling investment values. These currently indicate that it remains appropriate to adopt the going concern basis of accounting in preparing the financial statements.

The trustees have considered several factors when forming their conclusion as to whether the use of the going concern basis is appropriate when preparing these financial statements, including a review of updated forecasts to 31 March 2027, a consideration of key risks that could impact the charity, and the latest available management information. Our analysis, and our experience in recent years, is that a reduced level of supporter recruitment results in an improved short-term financial position due to the associated reduction in costs, however, over time there is a significant impact on income as we have fewer supporters than planned. At present we do not regard this as an immediate risk.

Trustees conclude it is appropriate for the financial statements to continue to be prepared on a going concern basis.

Grant policy

As part of delivering our international charitable activities, we award grants to partner organisations in line with our strategic objectives. We undertake a formal appraisal of the project and partner organisation before making a grant, which is subject to a specific grant agreement. The due diligence process includes a review of the governance, senior management and financial capacity, and an assessment of the organisation's capacity to deliver the project objectives. Progress against targets is monitored before making further grant payments and if

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for the year ended 31 March 2024

we are not satisfied that the grant is being managed in accordance with the partnership agreement the grant will be delayed or terminated. In 2023/24, we awarded £540,000 in grants to partner organisations in relation to our international work, and £660,000 in total.

Corporate structure, governance and accountability

We have three subsidiary undertakings and a 25% share in a joint venture consolidated in the group. The three subsidiary undertakings are NDCS Limited and Friends for Young Deaf People, both registered in England and Wales, and Fundación Niños Sordos del Mundo, a charity registered in Spain.

NDCS Limited is the only subsidiary undertaking that is actively trading, and it donates its trading profit to the National Deaf Children’s Society. Further details are included in Note 3 to the financial statements.

We have a 25% share in Childlife, a company limited by guarantee. Further details are included in Note 4 to the financial statements.

The trustee board governs the charity and has a maximum of 12 trustees. The majority of trustees must be elected by the membership. All elected trustees must be carers or parents of deaf children and members of the charity. These trustees can be appointed by the trustee board, but this must follow an online election process for members.

This replaces the election process previously undertaken as part of our annual general meeting (AGM). In December 2023, following a consultation with members, a special resolution was passed to remove from our constitution the need to hold AGMs. This has allowed us to save on the cost and time they take to organise and deliver, allowing us to invest this into our services for deaf children, young people and their families.

In addition to elected trustees, the trustee board may co-opt trustees to enhance the skills of the board. Co-opted trustees do not have to be full members of the National Deaf Children’s Society.

The honorary chair must be the parent of a deaf child. In addition to the honorary chair, there are three honorary officer roles – honorary vice chair, honorary treasurer and honorary deputy treasurer. The articles require that each year, one-third of the elected trustees – those who have been in office the longest since last elected – should offer themselves for re-election. Elected and co-opted trustees may serve for a maximum of nine consecutive years. After maximum service, all trustees must have a break of three years before being eligible to stand again for election or co-option.

Potential trustees are invited to submit a written application, which is considered by a nominations panel comprising the chair, vice chair, governance committee chair and an independent governance expert. A Board Diversity Action Plan is in progress to encourage applications from a wider section of the community. Suitable applicants are interviewed before being proposed as a trustee. All new trustees take part in an induction programme which

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involves an introduction to their responsibilities and to the operation of the charity. They are also offered the opportunity to have an existing trustee as a mentor in their first year.

The trustees provide leadership and direction for the charity, setting the vision, mission and strategy, which are delivered by the chief executive and their team. The trustees are legally responsible for making sure that resources are used prudently and only in support of our objectives, for stewardship of our assets, and for ensuring that the charity complies with all relevant legislation and regulation.

The trustee board operates a Conflicts of Interest policy. A declaration of interest form is completed annually by trustees, senior management and fundraising staff, and declarations are made and recorded at the start of every trustee committee meeting, where relevant to the agenda. The trustee board meets four times a year. It is supported by four committees, each of which has specific terms of reference.

We introduced changes to our governance structure in March 2024 to reflect our new organisational design, strategy and agile ways of working. Our previous structure had incorporated the following four committees:

- Finance, Audit and Risk
- Governance
- International
- Services and Campaigns.

The updated structure retains the Finance, Audit and Risk and Governance Committees. However, the remaining committees were removed from the structure and replaced with the following committees.

- Strategic Delivery Committee – this committee focuses on the delivery of our strategy as a whole and receives reporting against the four strategic objectives.
- Strategic Enablers Committee – this committee focuses on the enablers that allow us to deliver the strategy successfully, including those relating to digital activity, our people and agile ways of working.
- Finance, Audit and Risk Committee – this committee meets four times a year and oversees all financial and administrative matters.
- Governance Committee – this committee meets three times each year and is responsible for ensuring the charity has an effective governance framework and that the trustee board and committees have an appropriate skills mix.

The committees are chaired by trustees with a minimum of three trustee members. Committee meetings are also attended by relevant staff. Each committee has its decisions ratified by the trustee board where appropriate.

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The day-to-day running of the National Deaf Children's Society and the exercise of executive responsibility are delegated to the chief executive for operational matters, including finance, employment and service delivery.

Each year, the Governance Committee reviews our governance practices in detail against the Governance Code, which operates using an 'apply or explain' approach. In 2023/24, an initial environmental, social and governance self-assessment was considered by the committee. Progress and outcomes of the action plan are reported to the Governance Committee.

There are clear distinctions between the role of the trustees and of senior management. Matters such as policy and strategic plans are prepared by senior management for consideration and approval by the trustees. All trustees give up their time freely and no trustee remuneration was paid in the year. Details of trustee expenses are disclosed in Note 6 of the financial statements. There were no related party transactions.

Employees

Our dedicated employees are based across the UK and we aim to provide support and development to enable them to reach their full potential.

We value diversity and want to create an inclusive and welcoming environment so all our colleagues can thrive. Our Equality, Diversity and Inclusion Working Group continued to attract new members and built awareness and understanding through a popular webinar series covering a wide range of topics and a deaf awareness at work survey.

We continue to be a Level 2 Disability Confident Employer and encourage applications from disabled people, working with them to identify and provide the adjustments to support their application and if successful, their employment with us. We recruit and promote based on aptitude and ability and without discrimination.

We support the continued employment and retraining of employees who become disabled during employment with us, working with them to identify and deliver the appropriate support and training. A new equity, diversity and inclusion manager is taking forward all initiatives in this area.

Our online induction events enabled the chief executive and other senior members of staff to explain to new starters how their teams support deaf children and their families, ensure that safeguarding is highlighted and that new starters benefit from deaf awareness training. All staff are encouraged to build on this initial deaf awareness training to improve their sign language and communication skills.

Remuneration

The charity recognises the contribution of every employee and our reward package is sustainable and competitive with other organisations so we can recruit, retain and develop staff

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with the skills to deliver our strategy. In setting pay levels for our staff we take account of pay practice in other similar sized charities, the public sector and, where necessary, the private sector for specialist and technical roles.

Our new pay and reward framework has also:

- improved our maternity, adoption and paternity leave
- halved the qualifying period for our paid family leave
- introduced carer's leave for any colleagues who have caring responsibilities
- doubled the amount of unpaid leave colleagues can take in a year
- enhanced our Overseas Working policy
- implemented additional annual leave earlier
- rolled out a Bank Holiday swap nation-wide so that Bank Holidays don't have to be taken when they fall
- introduced Westfield Health, a leading not-for-profit supplier of health and wellbeing products and services
- introduced a new and improved employee rewards portal
- teamed up with Reframe Cancer to provide up to 16 hours of support for colleagues diagnosed with cancer
- complemented our existing fertility support with additional paid leave
- partnered with the IVF Network to provide medical recommendations, testing, appointments with nurses or financial support
- implemented a £300 employee referral bonus
- introduced a partnership with the Mortgage Advice Bureau
- introduced a partnership with Enterprise Car Hire
- revised the pay date to a set date of the month.

The Finance, Audit and Risk Committee reviews a recommendation from the CEO for an annual pay increase as part of the annual budget approval process. Trustees consider affordability, economic trends and external market pay movement, and make a recommendation for approval by the Trustee Board.

We operate a defined contribution group personal pension scheme, to which all eligible employees are auto-enrolled. We make a contribution of 5.5% of salary with staff contributing 1.5%, with an option to contribute more.

Information on the maximum and minimum remuneration levels for each grade, and all

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benefits (including pension) are available to all employees.

The total remuneration of the Executive team (as defined below) was £796,803 (£616,706 in 2022/23). This included pension contributions of £25,537 (£18,380 in 2022/23). There were no benefits in kind. The Executive team were awarded the same increase as other staff with annual increments awarded to eligible staff. The Executive team consists of: Susan Daniels (CEO), Jane Foreman (Deputy CEO and Chief Finance Officer), Maria Chambers (Chief Operations Officer), Debbie Talbot (Chief Strategy Officer), Jon Curry (Chief Information Officer) and Mike Wade (Chief Revenue Officer). Mike Hobday (Chief Policy Officer) left during the year.

Members of the Board

Dominic Holton (Chair)
Jennie Rayson (Vice Chair, to 2 November 2024)
Lesley Lindberg (Vice Chair, from 2 November 2024)
George Crockford (Treasurer)
Luke Kelly (Deputy Treasurer)
Suzanne Beese
Lynn Gadd (to 15 July 2023)
Altaf Kassam
Felicity Preacher
Damian Proctor
Jan Rutherford
Katharine Stocks (from 3 November 2023)
Lorraine Wapling

As well as trustees, we were supported by our President, Sir Christopher Benson JP, DL, FRICS, FRSA until his sad passing on 21 January 2024.

Members

We have the following categories of membership:

Full members

Full members have the right to attend, speak and vote at general meetings, and to participate in the nomination or ballot process for selecting elected trustees. They also have the benefits set below under 'supporter members'. The following people qualify for full membership:

- parents or carers of deaf children aged 0 to 25 and deaf people aged between 18 and 25 years, living in the United Kingdom.

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Supporter members

Supporter members have the right to attend and speak, but not to vote at, general meetings. They retain the benefit of all other rights under company law and all other facilities and advantages of supporter membership. The following qualify for supporter membership:

- any individual aged 18 or over, who is not a full member, making at least a minimum subscription to the charity, and who is a participant in the charity's supporter scheme.

Associate members

Associate members have the right to attend and speak, but not to vote at, general meetings. An associate member shall be either an individual, who is not a full member, or a supporter member, or an organisation that falls into one of the following categories:

- (i) professional members – professionals working in fields related to the education and relief of deaf children
- (ii) affiliate members – any group or organisation based in the United Kingdom which adheres to the charity's vision and values statements
- (iii) board members – co-opted members of the trustees who have been appointed by the existing members of the trustees (and are known as the co-opted trustees)
- (iv) international individual members – any individual living outside the United Kingdom. (Adopted by a resolution of the trustees made on 12 September 2009.)
- (v) international affiliate members – any group or organisation based outside the United Kingdom which adheres to the charity's vision and values statements
- (vi) family members – anyone who is a family member of a deaf person
- (vii) parent or carer members – anyone who is a parent or carer of a deaf person aged over 25 years
- (viii) deaf members falling outside the age range for full membership, ie adult deaf members (aged 26 years and above) and young deaf members (aged between 16 to 17 years inclusive [becoming full members on their 18th birthday])
- (ix) other members – any individual aged 16 or above living in the United Kingdom who applies to be and is admitted as an associate member.

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Volunteers

At least 92 individuals volunteered, providing over 1,700 hours of support.

Our volunteers have supported the charity in lots of different ways, including by reviewing survey responses and carrying out data entry and/or statistical analysis for the Consortium for Research into Deaf Education (CRIDE), and our Deaf Children Today and Listen Up surveys. They have also researched the political landscape of children's rights and disability inclusion in India.

Our volunteers have also supported 36 events, mostly as presenters sharing their experiences as a deaf person or parent, or sharing their professional knowledge and expertise. They have presented to 987 people, including parents and carers, professionals and supporters.

Volunteers have also supported families directly, including supporting a family to understand information about their child's education using their community language. They have also provided peer support to parents on our online forum, and to parents in Bristol who are new to hearing loss.

Pro-bono legal volunteers from two law firms have provided approximately 2,879 hours of support. They've been involved in at least 10 cases involving families, which may include a dispute about where a child should be educated.

Statement of trustees' responsibilities

The trustees (who are also directors of the National Deaf Children's Society, for the purposes of company law) are responsible for preparing the Trustees' Report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice). Company law requires trustees to prepare financial statements for each financial year which give a true and fair view of the state of the affairs of the charitable company and the group, and of the incoming or outgoing resources and application of resources, including the income and expenditure of the charitable group, for that period. In preparing these financial statements the trustees are required to:

- select suitable accounting policies and apply them consistently
- observe the methods and principles in the Charities SORP
- make judgments and estimates that are reasonable and prudent
- state whether applicable UK Accounting Standards have been followed, subject to any material departures disclosed and explained in the financial statements
- prepare the financial statements on the going concern basis, unless it is inappropriate to presume that the charitable company will continue in business.

The trustees are responsible for keeping proper accounting records that disclose, with

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reasonable accuracy at any time, the financial position of the charitable company, and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charitable company and the group, and for taking reasonable steps for the prevention and detection of fraud and other irregularities. The trustees are responsible for the maintenance and integrity of the corporate and financial information included on the company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

In so far as the trustees are aware:

- there is no relevant audit information of which the charitable company's auditor is unaware and
- the trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information, and to establish that the auditor is aware of that information.

Auditors

Crowe UK LLP is eligible to act as an auditor in terms of section 1212 of the Companies Act 2006.

By order of the Board

In approving this report, the trustees are also approving the strategic report included here in their capacity as company directors.



Dominic Holton
Director and trustee

Date: 2 December 2024

The National Deaf Children's Society
Report of the Independent Auditors
for the year ended 31 March 2024

Independent Auditor's Report to the Members and Trustees of the National Deaf Children's Society

Opinion

We have audited the financial statements of the National Deaf Children's Society ('the charitable company') and its subsidiary ('the group') for the year ended 31 March 2024 which comprise Consolidated Statement of Financial Activities (including the Consolidated Income and Expenditure Account), the Consolidated and Charity Balance Sheets, the Consolidated Statement of Cash Flows and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the group's and the charitable company's affairs as at 31 March 2024 and of the group's income and expenditure, for the year then ended
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006 and the Charities and Trustee Investment (Scotland) Act 2005 and Regulations 6 and 8 of the Charities Accounts (Scotland) Regulations 2006 (amended).

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the group in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the charitable company's or the group's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

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for the year ended 31 March 2024

Our responsibilities and the responsibilities of the trustees with respect to going concerns are described in the relevant sections of this report.

Other information

The trustees are responsible for the other information contained within the annual report. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

Opinions on other matters prescribed by the Companies Act 2006

In our opinion based on the work undertaken in the course of our audit:

- the information given in the trustees' report, which includes the Directors' report and the strategic report prepared for the purposes of company law, for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the strategic report and the directors' report included within the trustees' report have been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In light of the knowledge and understanding of the group and charitable company and their environment obtained in the course of the audit, we have not identified material misstatements in the strategic report or the directors' report included within the trustees' report.

We have nothing to report in respect of the following matters in relation to which the Companies Act 2006 and the Charities Accounts (Scotland) Regulations 2006 requires us to report to you if, in our opinion:

- adequate and proper accounting records have not been kept or returns adequate for our audit have not been received from branches not visited by us; or

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for the year ended 31 March 2024

- the financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Responsibilities of trustees

As explained more fully in the trustees' responsibilities statement set out on page 24 the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view, and for such internal control as the trustees determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the trustees are responsible for assessing the charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditor under section 44(1)(c) of the Charities and Trustee Investment (Scotland) Act 2005 and under the Companies Act 2006 and report in accordance with the Acts and relevant regulations made or having effect thereunder.

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Details of the extent to which the audit was considered capable of detecting irregularities, including fraud and non-compliance with laws and regulations are set out below.

A further description of our responsibilities for the audit of the financial statements is located on the Financial Reporting Council's website at: [. This description forms part of our auditor's report.](#)

Extent to which the audit was considered capable of detecting irregularities, including fraud

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We identified and assessed the risks of material misstatement of the financial statements from irregularities, whether due to fraud or error, and discussed these between our audit team

The National Deaf Children's Society
Report of the Independent Auditors
for the year ended 31 March 2024

members. We then designed and performed audit procedures responsive to those risks, including obtaining audit evidence sufficient and appropriate to provide a basis for our opinion.

We obtained an understanding of the legal and regulatory frameworks within which the charitable company and group operates, focusing on those laws and regulations that have a direct effect on the determination of material amounts and disclosures in the financial statements. The laws and regulations we considered in this context were the Companies Act 2006, the Charities Act 2011 and The Charities and Trustee Investment (Scotland) Act 2005 together with the Charities SORP (FRS 102). We assessed the required compliance with these laws and regulations as part of our audit procedures on the related financial statement items.

In addition, we considered provisions of other laws and regulations that do not have a direct effect on the financial statements but compliance with which might be fundamental to the charitable company's and the group's ability to operate or to avoid a material penalty. We also considered the opportunities and incentives that may exist within the charitable company and the group for fraud. The laws and regulations we considered in this context for the UK operations were: General Data Protection Regulation (GDPR), Anti-fraud, bribery and corruption legislation, Taxation legislation, Employment legislation.

Auditing standards limit the required audit procedures to identify non-compliance with these laws and regulations to enquiry of the Trustees and other management and inspection of regulatory and legal correspondence, if any.

We identified the greatest risk of material impact on the financial statements from irregularities, including fraud, to be within the timing of recognition of income, and the override of controls by management. Our audit procedures to respond to these risks included enquiries of management and the Finance, Audit & Risk Committee about their own identification and assessment of the risks of irregularities, sample testing on the posting of journals, reviewing accounting estimates for biases, reviewing regulatory correspondence with the Charity Commission and reading minutes of meetings of those charged with governance.

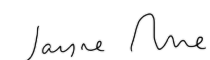
Owing to the inherent limitations of an audit, there is an unavoidable risk that we may not have detected some material misstatements in the financial statements, even though we have properly planned and performed our audit in accordance with auditing standards. For example, the further removed non-compliance with laws and regulations (irregularities) is from the events and transactions reflected in the financial statements, the less likely the inherently limited procedures required by auditing standards would identify it. In addition, as with any audit, there remained a higher risk of non-detection of irregularities, as these may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal controls. We are not responsible for preventing non-compliance and cannot be expected to detect non-compliance with all laws and regulations.

Use of our report

This report is made solely to the charitable company's members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006, and to the charitable company's trustees, as a

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for the year ended 31 March 2024

body, in accordance with Regulation 10 of the Charities Accounts (Scotland) Regulations 2006. Our audit work has been undertaken so that we might state to the charitable company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charitable company and the charitable company's members as a body and the charitable company's trustees as a body, for our audit work, for this report, or for the opinions we have formed.



Jayne Rowe
Senior Statutory Auditor
For and on behalf of
Crowe U.K. LLP
Statutory Auditor

London

Date: 5 December 2024

The National Deaf Children's Society
Consolidated Statement of Financial Activities
(including Consolidated Income & Expenditure account)
for the year ended 31 March 2024

Income and expenditure	Note	Unrestricted funds £000s	Restricted funds £000s	Total 2024 £000s	Total 2023 £000s
<u>Income and endowments from:</u>					
Donations and legacies					
Regular donations and subscriptions from individuals		30,225	199	30,424	27,361
Legacy income	5(a)	1,213	-	1,213	1,600
Other donations and gifts		881	86	967	1,101
		<u>32,319</u>	<u>285</u>	<u>32,604</u>	<u>30,062</u>
Charitable activities	5(b)	20	(81)	(61)	518
Other trading activities	5(c)	50	-	50	51
Investments	5(d)	350	-	350	290
		<u>32,739</u>	<u>204</u>	<u>32,943</u>	<u>30,921</u>
Share of net profit in joint venture	4	57	-	57	-
Total		<u>32,796</u>	<u>204</u>	<u>33,000</u>	<u>30,921</u>
Expenditure on:					
Raising funds	7(a)	13,059	-	13,059	14,752
Charitable activities:					
Delivering support in the early years		3,770	141	3,911	3,636
Providing life-changing information and advice		4,867	103	4,970	4,610
Building communities that unite families		4,298	100	4,398	4,205
Being the leading global authority on childhood deafness		2,867	100	2,967	2,952
Other charitable spend		1,847	48	1,895	3,381
Total charitable activities	7(a)	<u>17,649</u>	<u>492</u>	<u>18,141</u>	<u>18,784</u>
Share of net loss in joint venture	4	-	-	-	8
Total	7(a)	<u>30,708</u>	<u>492</u>	<u>31,200</u>	<u>33,544</u>
Net gain / (loss) on investments	10(c)	534	-	534	(338)
Net income / (expenditure) and net movement in funds before transfers	7(e)	<u>2,622</u>	<u>(288)</u>	<u>2,334</u>	<u>(2,961)</u>
Net income / (expenditure) and net movement in funds after transfers		2,622	(288)	2,334	(2,961)
Fund balances brought forward		11,176	543	11,719	14,680
Fund balances carried forward		<u>13,798</u>	<u>255</u>	<u>14,053</u>	<u>11,719</u>

All amounts relate to continuing activities.

There were no recognised gains or losses other than those dealt with in the above Statement of Financial Activities.

The National Deaf Children's Society
Consolidated Balance Sheet and Balance Sheet
for the year ended 31 March 2024

	Note	Group 2024 £000s	Group 2023 £000s	Charity 2024 £000s	Charity 2023 £000s
Fixed assets					
Intangible assets	8	26	52	26	52
Tangible assets	9	8	32	8	32
Investment in joint venture - share of net assets	4	154	98	-	-
Other investments	10	5,443	4,788	5,443	4,788
		<u>5,631</u>	<u>4,970</u>	<u>5,477</u>	<u>4,872</u>
Current assets					
Debtors	11	3,206	2,634	3,212	2,675
Cash at bank and in hand		7,665	6,285	7,659	6,232
		<u>10,871</u>	<u>8,919</u>	<u>10,871</u>	<u>8,907</u>
Creditors: amounts falling due within one year	12	<u>2,449</u>	<u>2,170</u>	<u>2,449</u>	<u>2,158</u>
Net current assets		<u>8,422</u>	<u>6,749</u>	<u>8,422</u>	<u>6,749</u>
Net assets		<u>14,053</u>	<u>11,719</u>	<u>13,899</u>	<u>11,621</u>
The funds of the charity					
Unrestricted funds					
Fixed asset reserve		34	84	34	84
General funds		13,764	11,092	13,610	10,994
		<u>13,798</u>	<u>11,176</u>	<u>13,644</u>	<u>11,078</u>
Restricted funds	13	<u>255</u>	<u>543</u>	<u>255</u>	<u>543</u>
	15	<u>14,053</u>	<u>11,719</u>	<u>13,899</u>	<u>11,621</u>

The surplus for the financial year dealt with in the financial statements of the parent company was £2,277,914 (2023: deficit of £2,953,012).

The financial statements were approved by the board and authorised for issue on 2 December 2024 and signed on its behalf by:



.....
D Holton
Director

Date: 2 December 2024

The notes on pages 35 to 55 form part of the financial statements.

The National Deaf Children's Society
Consolidated statement of cash flows
for the year ended 31 March 2024

	2024	2023
	£000s	£000s
Cash flow from operating activities:		
Net income (expenditure) for the year	2,334	(2,961)
<i>Adjustments for:</i>		
Depreciation/amortisation	50	54
Profit on disposal of tangible fixed assets	(17)	-
(Gain) / loss on investments	(534)	338
Income from investments	(350)	(290)
Investment management fees	32	29
Share of net (gain) / loss in joint venture	(57)	8
(Increase) / decrease in debtors	(572)	830
Increase / (decrease) in creditors	280	(301)
Net cash provided by / (used in) operating systems	<u>1,166</u>	<u>(2,293)</u>
Cash flows from investing activities:		
Interest on cash deposits	95	39
Income from joint venture	102	100
Purchase of intangible fixed assets	-	(78)
Purchase of tangible fixed assets	-	(23)
Sale of tangible assets	17	-
Net cash provided by investing activities	<u>214</u>	<u>38</u>
(Decrease) in cash and cash equivalents in the year	(1,380)	(2,255)
Cash and cash equivalents at 1 April 2023	<u>6,285</u>	<u>8,540</u>
Cash and cash equivalents at 31 March 2024	<u>7,665</u>	<u>6,285</u>

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2024

1 Company information

The National Deaf Children's Society is a private company, limited by guarantee, registered in England and Wales, registration number 02752456. The registered office is 5th Floor, 167– 169 Great Portland Street, London W1W 5PF.

The company is a registered charity, registered in England & Wales, registration number 1016532, and in Scotland, registration number SC040779. The financial statements comply with FRS 102.

2 Accounting policies

a) Basis of preparation and assessment of going concern

The financial statements have been prepared under the historical cost convention, with the exception of listed investments which are included on a market value basis.

The financial statements have been prepared in accordance with the Statement of Recommended Practice Accounting and Reporting by Charities, preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (2nd Edition) (SORP FRS 102), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102), the Charities and Trustee Investment (Scotland) Act 2005 and the Charities Accounts (Scotland) Regulations 2006, The Charities Act 2011 and the Companies Act 2006.

The charity meets the definition of public benefit entity under FRS 102.

As detailed in the going concern commentary in the directors' report, the trustees have reviewed the charity's activities, financial position and risks. They perform regular reviews of financial scenarios that incorporate a range of fundraising outcomes and wider economic risks. The going concern basis of accounting continues to be adopted in preparing the financial statements.

The trustees have assessed the charity's ability to continue as a going concern. The trustees have considered several factors when forming their conclusion as to whether the use of the going concern basis is appropriate when preparing these financial statements, including a review of updated forecasts to 31 March 2026 and a consideration of key risks that could impact the charity, and the latest available management information.

Trustees conclude it is appropriate for the financial statements to continue to be prepared on a going concern basis.

b) Critical accounting estimates and areas of judgement

In the view of the trustees in applying the accounting policies adopted, no judgements were required that have a significant effect on the amounts recognised in the financial statements, nor do any estimates or assumptions made carry a significant risk of material adjustment in the next financial year. With respect to the next accounting period the most significant area of uncertainty that affects the carrying value of assets held by the charitable company, is the performance of the investment market.

c) Currencies

The financial statements are presented in sterling (£).

Transactions denominated in foreign currencies are translated at the rate of exchange prevailing at the time of the transaction. Monetary items denominated in foreign currencies at the end of the reporting period are translated at the rate of exchange prevailing at that date.

d) Group financial statements

These financial statements consolidate the results of the charity and its subsidiary undertakings. The results of the wholly-owned subsidiaries, NDCS Limited and Friends for Young Deaf People, are consolidated on a line-by-line basis. In the group financial statements, the joint venture is accounted for using the equity method under FRS 102 so that the consolidated SOFA includes the group's net share of profit or loss, while the group's share of the net assets of the joint venture is shown in the consolidated Balance Sheet. The results included for the joint venture in Childlife are derived from audited accounts.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2024

d) **Group financial statements** (continued)

No separate Statement of Financial Activities has been presented for the National Deaf Children's Society as permitted by Section 408 of the Companies Act 2006. The charity has taken advantage of the exemptions in FRS 102 from the requirements to present a charity-only Cash Flow Statement and certain disclosures about the charity's financial instruments.

e) **Fund accounting**

Unrestricted funds – these are accumulated surpluses and deficits on general funds which can be used in furtherance of the general objectives of the charity at the discretion of the trustees. They include a fixed asset reserve, equivalent in value to the net book value of fixed assets.

Designated funds – these are unrestricted funds which have been set aside by trustees for specific future purposes or projects.

Restricted funds – these are funds that have restrictions imposed by donors and can only be applied for the particular purposes specified by donors. The funds are not available for work performed by the National Deaf Children's Society other than that specified by the donor.

f) **Income recognition**

All income is recognised and accounted for in the SOFA; when the charity has entitlement to the income, it is probable that the income will be received and the amount can be measured reliably. The following specific policies apply to categories of income:

Legacies – legacies are recognised when there is entitlement, it is probable that the legacy will be received and when it can be measured with sufficient reliability. Specifically, residual legacies are recognised when probate has been granted, any conditions pertaining to the legacy over which the charity has control have been met and either cash or estate accounts are received. Pecuniary legacies are recognised when probate has been granted. Legacies received after the year-end are reviewed and, where material, are accrued where entitlement had been met at the balance sheet date. Income is not recognised for legacies which remain subject to a life interest.

Income from trading and merchandising – is accounted for when earned. Activity income received in advance is deferred until entitlement to the income has arisen (the activity has taken place), at which time it is credited to the SOFA.

Donated services and facilities – are included at the value to the charity where this can be quantified. No amounts are included in the financial statements for services donated by volunteers. The trustees' report includes further detail of the contribution from volunteers.

Investment income – is accounted for on a receivable basis.

Grants and contractual payments – are included on a receivable basis. Income received for expenditure in future accounting periods is deferred. Where entitlement occurs before income is received the income is accrued. Capital grants are accounted for as income as soon as they are receivable. Government grants are recognised on the performance model, when the charity has complied with any conditions attaching to the grant and the grant will be received.

g) **Expenditure recognition**

All expenditure is accounted for on an accruals basis and includes irrecoverable VAT where applicable. It is classified under headings in the accounts that aggregate all costs related to the category.

Expenditure on raising funds include the costs incurred in generating voluntary income and fundraising trading costs. These costs are regarded as necessary to generate funds that are needed to finance charitable activities. They do not include the costs of disseminating information.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2024

g) Expenditure recognition (continued)

Charitable activities expenditure includes the costs identified as wholly or mainly attributable to achieving the charitable objects of the charity, including the costs of disseminating information in support of charitable activities. These costs include direct staff costs, wholly or mainly attributable support costs and an apportionment of general overheads allocated on a basis consistent with the use of resources.

Grants payable are accounted for when awarded except where future payments are conditional on performance and specific deliverables of the project. In such cases, amounts payable are accounted for as expended when the reporting criteria are satisfactorily met.

Termination payments are recognised on communication of intention to pay and are accounted for as staff costs.

Support costs, including governance costs, are those costs that assist the work of the charity but are not directly on fundraising or charitable activities. Governance costs are associated with the governance arrangements of the charity and include audit, legal advice for trustees and costs associated with meeting constitutional and statutory requirements such as the cost of trustee meetings and the preparation of the statutory accounts. This category also includes costs associated with the strategic management of the charity's activities. Other support costs include central office functions such as budgeting and accounting, payroll administration, human resources, information systems, communications, property management and legal costs. Support and governance costs have been allocated to an activity cost on a basis consistent with the use of resources. The basis is explained in the notes to the accounts.

h) Operating leases

Expenditure on operating leases is accounted for in the period in which the lease charge arises.

The benefit of lease incentives received to enter an operating lease are recognised as a reduction to the expense on a straight-line basis over the period of the lease, except as noted below.

The charity has taken advantage of the transitional exemption for lease incentives in existence on the date of transition to FRS 102 (1 April 2014) and continues to credit such lease incentives to income and expenditure over the period to the first rent review date on which the rent is adjusted to market rate.

i) Intangible fixed assets

Computer software is stated at cost less accumulated amortisation and accumulated impairment losses. Software is amortised on a straight-line basis over its estimated useful life of three years. Computer software costs of less than £10,000 are not capitalised.

j) Tangible fixed assets

Tangible fixed assets costing less than £10,000 are not capitalised and are written off in the year of purchase. Tangible fixed assets which are capitalised are included at cost, including any incidental expenses of acquisition. They are stated at cost less accumulated depreciation. Depreciation is provided on all tangible fixed assets, except freehold land, at rates calculated to write off the cost less estimated residual value of each asset, on a straight-line basis over its expected useful economic life. The rates are as follows:

Plant, machinery, fixtures and fittings:	three or five years
Computers and ancillary equipment:	three years

A full year's worth of depreciation is charged in the year of acquisition.

Plant, machinery, fixtures and fittings are eliminated from the accounts when no longer in use.

k) Assets in the course of construction

Payments on account of intangible and tangible fixed assets which are not operational at the balance sheet date are recorded in separate fixed asset categories: "Assets in the course of construction". No depreciation is charged on assets in the course of construction until they are brought into operational use, at which point the asset is transferred into the relevant fixed asset category and depreciated/amortised over their useful economic life.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2024

l) Investments

Investments in subsidiaries are stated in the company accounts at cost less impairment.

Listed investments are initially measured at cost and subsequently at fair value (using market value). The SOFA includes the net gains and losses arising on movements in fair value and disposals throughout the year.

m) Stock

Stocks of publications are written off in the year of purchase as net realisable value is estimated at nil.

n) Taxation

The National Deaf Children's Society is a registered charity and as such is potentially exempt from taxation of its income and gains to the extent that they fall within the exemptions available to charities under the Taxes Act and are applied to its charitable objectives. N.D.C.S. Limited is subject to Corporation Tax but it remits by Gift Aid its taxable profit to the National Deaf Children's Society.

Tax credits, tax deducted from income and receipts under deed of covenant or Gift Aid are recorded on a receivable basis. They are recorded as part of the income to which they relate.

o) Pensions

The group makes payments into a group defined contribution personal pension scheme. These pension costs are allocated to activities and between restricted/unrestricted funds in proportion to the related staffing costs incurred.

At 31 March 2024, contributions amounting to £68,945 (2023: £65,489) were payable.

p) Financial instruments

The company has elected to apply the provisions of Section 11 'Basic Financial Instruments' of FRS 102 to all of its financial instruments.

Basic financial assets which are receivable within one year, which include trade and other receivables and accrued income were £1,664,000 (2023: £1,195,000) and cash and bank balances of £7,665,000 (2023: £6,285,000) are initially measured at transaction price and subsequently carried at settlement amount.

Basic financial liabilities which are payable within one year, which include trade and other payables and accruals of £2,099,000 (2023: £1,840,000) are initially measured at transaction price and subsequently carried at settlement amount.

q) Cash and cash equivalents

Cash and cash equivalents include cash-in-hand, deposits held at call with bank and other short-term liquid investments with original maturities of three months or less.

3 Results of subsidiaries

a) N.D.C.S. Limited

The charity has a wholly owned trading subsidiary, N.D.C.S. Limited, a company registered in England and Wales, company number 00893232. The registered address of N.D.C.S. Limited is 5th Floor, 167– 169 Great Portland Street, London W1W 5PF

. The principal activity of the company is the sale of advertising and other goods and services and the company pays all of its profits to the charity under the Gift Aid scheme.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2024

a) **N.D.C.S. Limited** (continued)

A summary of its results is shown below:

	2024 £000s	2023 £000s
Turnover	8	44
Cost of sales	-	(9)
Gross profit	8	35
Administrative expenses	(5)	(8)
Net income	3	27
Amount Gift Aided to the National Deaf Children's Society	(3)	(27)
	-	-
The assets and liabilities of the subsidiary were:		
Current assets	6	72
Creditors: amounts falling due within one year	(6)	(72)
Total net assets	-	-
Equity shareholders' funds	-	-

At the end of the year, N.D.C.S. Limited paid £3,129 (2023: £27,069) to the charity by Gift Aid.

In these consolidated accounts, turnover consolidated in activities for generating funds is £7,253 (2023: £43,965) and investment income is £657 (2023: £209) with the associated costs included under fundraising expenditure.

b) **Friends for Young Deaf People**

The charity has a wholly owned charity, Friends for Young Deaf People, a charitable company registered in England and Wales (company number 3029501, registered charity number 1045011). The registered address of Friends for Young Deaf People is 5th Floor, 167– 169 Great Portland Street, London W1W 5PF 7. Friends for Young Deaf People was dormant throughout the year ended 31 March 2024, as well as the year ended 31 March 2023.

At the end of the year, no amounts were due between the National Deaf Children's Society and Friends for Young Deaf People.

c) **Fundacion Ninos Sordos del Mundo**

Throughout the year, the National Deaf Children's Society had one other wholly owned subsidiary, Fundacion Ninos Sordos del Mundo, a charity registered in Spain, which was dormant for the year ended 31 March 2024. The registered address of Fundacion Ninos Sordos del Mundo is Torre Europa, Paseo de la Castellana 95-18^o, 28046, Madrid, Spain.

4 Share in joint venture

Childlife

The National Deaf Children's Society has a 25% share in Childlife, a company limited by guarantee. The registered office of Childlife is Westmead House, Westmead, Farnborough, Hampshire, GU14 7LP. This is accounted for in the consolidated accounts of the National Deaf Children's Society as a joint venture.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2024

	2024	2023
	£000s	£000s
The 25% share of Childlife's results for the year is shown below:		
Income from:		
Voluntary income	326	322
Investment income	1	1
	327	323
Expenditure on:		
Raising funds	166	229
Charitable activities	102	100
Other expenditure	3	2
	271	331
Net income / (expenditure)	56	(8)
Fund balances brought forward	98	106
Fund balances carried forward	154	98

Income receivable from Childlife for the year of £102,500 (2023: £100,000) is included in investment income (see note 5d).

	2024	2023
	£000s	£000s
The 25% share of assets and liabilities of Childlife were:		
Fixed assets	2	1
Current assets	208	125
Gross assets	210	126
Gross liabilities	(56)	(28)
Total assets less total liabilities – share of net assets	154	98
Unrestricted funds		
Other charitable funds	154	98

5 Income

a) **Legacy income**

At 31 March 2024, the charity had been notified of legacies amounting to an estimated **£1,040,254** (2023: £662,004) which have not been included within the accounts as the recognition criteria had not been met at the year-end date.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2024

b) **Income from charitable activities**

	Grants £000s	Fees from non-statutory sources £000s	Total £000s
Delivering support in the early years	98	-	98
Providing life-changing information and advice	16	-	16
Building communities that unite families	21	-	21
Being the leading global authority on childhood deafness	-	-	-
Other charitable activities	(216)	20	(196)
Total 2024	<u>(81)</u>	<u>20</u>	<u>(61)</u>
Total 2023	<u>470</u>	<u>48</u>	<u>518</u>

Further information about the above grant income is provided in note 13.

c) **Other trading activities**

	2024 £000s	2023 £000s
Gross income from trading	50	51
Income from training and services	-	-
	<u>50</u>	<u>50</u>

d) **Investment income**

	2024 £000s	2023 £000s
Interest on cash deposits	95	39
Income from listed investments	153	151
Income receivable from joint venture	102	100
	<u>350</u>	<u>290</u>

6 Staff costs, trustee remuneration and expenses and costs of key management personnel

a) Staff costs comprise:

	2024 £000s	2023 £000s
Wages and salaries	10,247	9,280
Social security costs	1,062	992
Pension costs	548	498
	<u>11,857</u>	<u>10,770</u>

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2024

The average number of employees during the year was as follows:	2024 No.	2024 (FTE)	2023 No.	2023 (FTE)
Charitable activities	205	183	205	176
Fundraising	31	29	27	26
Administration and support services	44	43	50	48
	<u>280</u>	<u>255</u>	<u>282</u>	<u>250</u>

The above staff numbers include an average of eight (2023: thirteen) casual workers who primarily worked on our events programme.

- b) During the year, redundancy and termination payments totalling £318,321 (2023: £31,471) were payable. These related to redundancy payable at the end of the fixed term contracts for specific projects and restructures within departments.
- c) Employee benefits, excluding employer pension costs and employer's NI, of higher paid staff within the following scales were:

	2024 No.	2023 No.
£60,000 – £69,999	7	5
£70,000 – £79,999	1	2
£80,000 – £89,999	2	1
£90,000 – £99,999	3	2
£100,000 – £109,999	3	-
£110,000 – £119,999	<u>1</u>	<u>1</u>

- d) The charity trustees were not paid nor received any other benefits from employment with the charity or its subsidiary in the year (2023: £nil). Reasonable expenses for travel, subsistence and incidentals reimbursed to five trustees (2023: one trustee) during the year totalled £811 (2023: £94) and are included in note 7(e) below.
- e) The key management personnel of the group, other than the trustees, comprised the chief executive, the deputy CEO/chief finance officer, the chief information officer, the chief operations officer, the chief revenue officer, the chief strategy officer and the chief policy officer. Their total employee benefits, including employer pension costs and employer's NI, for the year ended 31 March 2024, was £796,803 (2023: £616,706).

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2024

7 Analysis of expenditure

a) Expenditure on:	Direct costs £000s	Grants payable £000s	Support costs £000s	Total 2024 £000s	Total 2023 £000s
<i>Raising funds</i>					
Regular donations and subscriptions from individuals	11,458	-	328	11,786	13,728
Legacies	321	-	59	380	343
Other fundraising costs *	679	-	182	861	652
	<u>12,458</u>	<u>-</u>	<u>569</u>	<u>13,027</u>	<u>14,723</u>
Investment management fees	32	-	-	32	29
	<u>12,490</u>	<u>-</u>	<u>569</u>	<u>13,059</u>	<u>14,752</u>
<i>Charitable activities</i>					
Delivering support in the early years	3,052	7	852	3,911	3,636
Providing life-changing information and advice	3,638	108	1,224	4,970	4,610
Building communities that unite families	3,263	191	944	4,398	4,205
Being the leading global authority on childhood deafness	2,118	354	495	2,967	2,952
Other charitable activities	1,425	-	470	1,895	3,381
	<u>13,496</u>	<u>660</u>	<u>3,985</u>	<u>18,141</u>	<u>18,784</u>
<i>Net share of loss in joint venture</i>	-	-	-	-	8
Total expenditure 2024	<u><u>25,986</u></u>	<u><u>660</u></u>	<u><u>4,554</u></u>	<u><u>31,200</u></u>	<u><u>33,544</u></u>
Total expenditure 2023	<u>28,981</u>	<u>576</u>	<u>3,987</u>		<u>33,544</u>

* Other fundraising costs include costs of challenge events, community and corporate fundraising, and other trading activities.

b) Analysis of grants payable

	2024 £000s
UK grants	
Grants to University of Manchester (two research grants)	34
Grant to Deaf Ethnic Women's Association	30
Grant to Auditory Verbal UK	8
Grant to University Hospital Southampton	8
Grant to University College London	7
Grant to University of Edinburgh	5
Grants to affiliated local registered deaf children's societies *	24
Other UK grants	4
	<u>120</u>

* Each grant was for a maximum of £500, while the maximum received by any one local deaf children's society was £500.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2024

7 Analysis of expenditure (continued)

b) Analysis of grants payable (continued)

	2024 £000s
International grants	
Cini Asha Deaf Way	59
Centre for Disability in Development	170
Sadhana	46
Citizens Association for Rural Development	37
Prarambha	45
Lipica	38
Graham Bell Centre for the Deaf	3
VSO Kenya	36
Sense International Kenya	55
Action for Children with Disabilities Society	5
National Association for Parents of Deaf Children	46
	540
Total grants	660

There are no grant commitments.

c) Allocation of support costs

	Governance £000s	Finance and legal £000s	Human resources £000s	IT £000s	Facilities management and shared premises £000s	Total £000s
<i>Raising funds</i>	-	90	120	231	128	569
<i>Charitable activities</i>						
Delivering support in the early years	67	124	166	317	178	852
Providing life-changing information and advice	82	181	242	462	257	1,224
Building communities that unite families	76	138	184	351	195	944
Being the leading global authority on childhood deafness	54	70	93	179	99	495
Other charitable activities	31	70	93	177	99	470
Total support costs 2024	310	673	898	1,717	956	4,554
Total support costs 2023	234	578	627	1,605	943	3,987

Costs directly attributable to fundraising and charitable activities are allocated to direct costs. Those costs not directly attributable are included in support costs. Finance and legal costs, human resources, IT and facilities management and shared premises costs are allocated on the basis of headcount. Governance costs are allocated to charitable activity categories in proportion to their direct costs.

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2024

7 Analysis of expenditure (continued)

d) Governance costs

	2024	2023
	£000s	£000s
Audit fees	21	25
Trustee costs	21	23
Other costs supporting governance activities	268	186
	<u>310</u>	<u>234</u>

e) Net income/expenditure for the year

	2024	2023
	£000s	£000s
Net income/expenditure for the year is stated after charging:		
Auditor's remuneration		
Statutory audit	21	25
Other	7	8
Amortisation	26	30
Depreciation	24	24
(Profit) on sale of tangible fixed assets	(17)	-
Operating lease rentals	746	772
	<u>746</u>	<u>772</u>

8 Intangible fixed assets

Charity and group

	Computer software	Total
	£000s	£000s

Cost

As at 1 April 2023	1,139	1,139
Transfers from assets under construction	-	-
Additions	-	-
Disposals	(264)	(264)
As at 31 March 2024	<u>875</u>	<u>875</u>

Amortisation

As at 1 April 2023	1,087	1,087
Charge for the year	26	26
Adjustment for disposals	(264)	(264)
As at 31 March 2024	<u>849</u>	<u>849</u>

Net book value

As at 31 March 2024	<u>26</u>	<u>26</u>
As at 31 March 2023	<u>52</u>	<u>52</u>

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2024

9 Tangible fixed assets

Charity and group	Plant and machinery £000s	Fixtures, fittings and equipment £000s	Total £000s
Cost			
As at April 2023	222	1,188	1,410
Transfers from assets under construction	-	-	-
Additions	-	-	-
Disposals	(222)	(184)	(406)
As at 31 March 2024	<u>-</u>	<u>1,004</u>	<u>1,004</u>
Depreciation			
As at April 2023	222	1,156	1,378
Charge for the year	-	24	24
Adjustment for disposal	(222)	(184)	(406)
As at 31 March 2024	<u>-</u>	<u>996</u>	<u>996</u>
Net book value			
As at 31 March 2024	<u>-</u>	<u>8</u>	<u>8</u>
As at 31 March 2023	<u>-</u>	<u>32</u>	<u>32</u>

10 Fixed assets investments

a) **Childlife**

The National Deaf Children's Society has a 25% share in Childlife, a company limited by guarantee whose object is to promote the relief of children who are in need, by enabling the member charities to meet their respective charitable purposes, through the provision of grant payments. This is accounted for in the consolidated accounts of the National Deaf Children's Society as a joint venture. See note 4 for details of the National Deaf Children's Society share of Childlife's results for the year.

b) **Other investments**

	Group		Charity	
	2024 £000s	2023 £000s	2024 £000s	2023 £000s
Listed investments at market value (see note 10c)	<u>5,443</u>	<u>4,788</u>	<u>5,443</u>	<u>4,788</u>

Investments in subsidiary (NDCS Limited) £100 – see note 3

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2024

c) Listed investments

	2024	2023
	£000s	£000s
Market value at 1 April 2023	4,788	5,006
Reinvested income	153	151
Management fees paid	(32)	(31)
Realised loss/(gain) on investments	534	(338)
Market value as at 31 March 2024	<u>5,443</u>	<u>4,788</u>
Listed investments at historic cost	<u>4,471</u>	<u>4,314</u>

d) Listed investments by type

	2024	2023
	£000s	£000s
Equities	3,856	3,328
Alternative investments	506	674
Fixed interest	895	685
Cash	186	101
Market value as at 31 March 2024	<u>5,443</u>	<u>4,788</u>

11 Debtors

	Group	Group	Charity	Charity
	2024	2023	2024	2023
	£000s	£000s	£000s	£000s
Due within one year:				
Trade debtors	53	37	53	18
Due from subsidiary undertaking	-	-	6	60
Other debtors	1,634	1,676	1,634	1,676
Prepayments and accrued income	1,519	921	1,519	921
	<u>3,206</u>	<u>2,634</u>	<u>3,212</u>	<u>2,675</u>

12 Creditors: amounts falling due within one year

	Group	Group	Charity	Charity
	2024	2023	2024	2023
	£000s	£000s	£000s	£000s
Trade creditors	1,238	696	1,238	696
Social security and other taxes	268	264	268	264
Other creditors	155	100	155	100
Accruals	706	1,048	706	1,036
Deferred income	82	62	82	62
	<u>2,449</u>	<u>2,170</u>	<u>2,449</u>	<u>2,158</u>

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Deferred income mainly consists of deposits for events taken in advance and funds raised for challenge events which will take place in future years. All amounts at the year-end related to new deferrals in the year.

Deferred income reconciliation	2024 £000s	2023 £000s
At 1 April 2023	62	6
Recognised in the year	(62)	(6)
Deferred in the year	82	62
At 31 March 2024	<u>82</u>	<u>62</u>

13 Restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations, gifts and grants to be applied for restricted purposes.

	Balance at 1 April 2023 £000s	Income £000s	Expenditure £000s	Balance at 31 March 2024 £000s
National Lottery Community Fund (England) – #iWill Fund	240	(215)	(25)	-
Dept. for Communities Northern Ireland, Sign Language Partnership Group – Family Sign Online	3	29	(31)	1
Scottish Government – CYPFEIF and ALEC	-	103	(103)	-
Scottish Government – Equality Funding, Sign of the Future	1	-	(1)	-
Scottish Government – BSL National Plan 2023-2029	-	2	(1)	1
	<u>244</u>	<u>(81)</u>	<u>(161)</u>	<u>2</u>
Deaf Child Worldwide	-	199	(199)	-
Dr A Evans Trust Fund	40	-	-	40
Eric Wright Charitable Trust	-	25	(25)	-
The P F Charitable Trust	1	-	-	1
The P F Charitable Trust	10	-	-	10
Legacy for work in Bristol and the surrounding area	65	-	-	65
Other restricted funds	183	61	(107)	137
	<u>543</u>	<u>204</u>	<u>(492)</u>	<u>255</u>

Other restricted funds comprise a number of funds, each of which are immaterial for disclosure purposes, but further details are available on request.

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Notes forming part of the financial statements
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13 Restricted funds (continued)

The restricted funds are held for the following purposes:

The National Lottery Community Fund – #iWill Fund – The #iWill fund is an initiative of The National Lottery Community Fund, the Department for Digital, Culture, Media and Sport funded by the National Lottery Community Fund and the Cabinet Office. Match funding from the #iWill fund will allow the National Deaf Children's Society to:

- i) expand the Young Campaigner's programme into regional campaign groups
- ii) increase the number and size of the grants the National Deaf Children's Society provides to Make a Change grantees – allowing for more ambitious projects
- iii) continue and expand the Young Inspectors programme beyond what has been done as a reaction to the pandemic
- iv) continue to expand the Buzz website's content to include more deaf role models
- v) significantly expand the Deaf Works Everywhere campaign's reach
- vi) continue additional rounds of the Pen Pals and Mentors programmes.

With the launch of our new strategy, Every Moment Counts, our focus is on providing support to deaf children and their families as soon as we can after identification. This means giving deaf children and their families what they need right from the very start. However, we know that deaf young people have valued many of the services we previously provided. The National Deaf Children's Society transferred three programmes for deaf young people (the Healthy Minds training programme, Peer to Peer Mentoring and the Young People's Advisory Board) to the charity SignHealth. These projects and resources will support SignHealth's new strategic direction, which includes making sure deaf children and young people can experience better mental health and wellbeing.

The remaining £215,000 of funding from the #iwill Fund was returned to the funder, who in turn provided the funding to SignHealth to continue supporting the existing projects.

Department for Communities Northern Ireland – Sign Language Partnership Group – a grant to support the 'Family Sign Online' project for 2022/23. This is a model of remote delivery in Northern Ireland in that we will provide a mostly online programme to increase the use of and awareness of British Sign Language (BSL) as a family-friendly, inclusive means of communicating with deaf children and young people.

Scottish Government CYPFEIF and ALEC Fund – Children Young People and Families Early Intervention Fund – grant contributes towards infrastructure costs of the National Deaf Children's Society Scotland to ensure deaf children, young people and their families have access to high quality services and support that address the attainment gap and improve life outcomes for deaf children.

Scottish Government Equalities Funding – Equality Funding, Sign of the Future – grant funding contributes towards the costs of delivering our Sign of the Future project to support families in developing effective communication and language skills with their deaf child. The Scottish Government has agreed that the National Deaf Children's Society can use the remaining funding to deliver Family Sign Language Level 2 and create signed vocabulary videos.

Scottish Government Equalities Funding – BSL National Plan 2023-2029 Community Consultation Events Fund – £2,000 fund from Scottish Government as part of the BSL National Plan 2023-2029 Community Consultation Events Fund from 30 June 2023 to 7 September 2023. This covered the period the Scottish Government BSL National Plan consultation was open. Funding covered events to consult with deaf young people and parents during this period.

Deaf Child Worldwide is the international arm of the National Deaf Children's Society. Supporter income and other donations are generated for Deaf Child Worldwide specifically and this is used to fund a sustainable international programme.

Dr A Evans Trust Fund – funding provides for costs associated with the delivery of Family Sign Language training in Wales.

Eric Wright Charitable Trust – funding to provide on-the-ground activities in Greater Manchester, Lancashire and Cumbria for families.

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13 Restricted funds (continued)

The P F Charitable Trust – funding contributes to the purchase of software for a project to research the impact that radio aids have on language development in pre-school deaf children.

The P F Charitable Trust – a £10,000 grant towards a Research Priority Setting Exercise with the James Lind Alliance in collaboration with Manchester University. It will bring together patients, carers, clinicians and other key stakeholders to determine the top 10 evidence gaps in improving the health, education and wellbeing of children and young adults with deafness and hearing loss.

Estate of Sylvia Whitby – bequest to be applied to a variety of activities in Bristol and the surrounding area, in accordance with the terms of the legacy.

14 Movement on unrestricted funds

	Fixed asset reserve £000s	General funds £000s	Total Unrestricted funds £000s
Balance at 1 April 2023	84	11,092	11,176
Income	-	32,796	32,796
Expenditure	(50)	(30,658)	(30,708)
Losses/gains on investments	-	534	534
Balance at 31 March 2024	<u>34</u>	<u>13,764</u>	<u>13,798</u>

15 Analysis of group net assets between funds at 31 March 2024

	Unrestricted funds £000s	Fixed asset funds £000s	Restricted funds £000s	Total funds £000s
Intangible and tangible fixed assets	-	34	-	34
Investments	5,597	-	-	5,597
Current assets	10,616	-	255	10,871
Current liabilities	(2,449)	-	-	(2,449)
	<u>13,764</u>	<u>34</u>	<u>255</u>	<u>14,053</u>

16 Parent undertaking's income and expenditure

As permitted by Section 408 of the Companies Act 2006, the income and expenditure account of the parent undertaking is not presented as part of these accounts. The consolidated Income and Expenditure Account includes a surplus of £2,277,914 (2023: deficit of £2,953,012) which is dealt with in the accounts of the parent undertaking.

17 Share capital

The National Deaf Children's Society is a company limited by guarantee and has no share capital. Every member of the company guarantees to contribute a maximum of £1 on winding up, including up to one year after ceasing to be a member.

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18 Financial commitments

The future minimum payments under non-cancellable operating leases are payable as follows:

	2024	2023
	£000s	£000s
Within one year	749	728
Between two and five years	38	814
After five years	-	-
	<u>787</u>	<u>1,542</u>

19 Capital and other commitments

At 31 March 2024 there were no capital commitments (2023: none).

20 Related party transactions

Expenses paid to trustees in their capacity as directors of the charity are disclosed in Note 6 to the accounts. Other than transactions with subsidiaries and the joint ventures that are disclosed in Notes 3 and 4, there were no other related party transactions.

The National Deaf Children's Society
Notes forming part of the financial statements
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The following pages represent comparative figures for the year ended 31 March 2023, in accordance with paragraph 2.29 of the SORP.

The National Deaf Children's Society
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21 Comparative SOFA

Income and expenditure	Unrestricted funds £000s	Restricted funds £000s	Total 2023 £000s
<u>Income and endowments from:</u>			
Donations and legacies			
Regular donations and subscriptions from individuals	27,153	208	27,361
Legacy income	1,513	87	1,600
Other donations and gifts	971	130	1,101
	29,637	425	30,062
Charitable activities	48	470	518
Other trading activities	51	-	51
Investments	290	-	290
Other income	-	-	-
Total	30,026	895	30,921
Share of net gain in joint venture	-	-	-
Total	30,026	895	30,921
Expenditure on:			
Raising funds	14,752	-	14,752
Charitable activities:			
Delivering support in the early years	3,261	375	3,636
Providing life-changing information and advice	4,467	143	4,610
Building communities that unite families	3,994	211	4,205
Being the leading global authority on childhood deafness	2,794	158	2,952
Other charitable activities	3,367	14	3,381
Total charitable activities	17,883	901	18,784
Net share of loss in joint venture	8		8
Total	32,643	901	33,544
Net loss on investments	(338)	-	(338)
Net (expenditure)	(2,955)	(6)	(2,961)
Transfer of funds	-	-	-
Net (expenditure)	(2,955)	(6)	(2,961)
Fund balances brought forward	14,131	549	14,680
Fund balances carried forward	11,176	543	11,719

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22 Comparative restricted funds

The income funds of the charity include restricted funds comprising the following unexpended balances of donations, gifts and grants to be applied for restricted purposes.

	Balance at 1 April 2022 £000s	Income £000s	Expenditure £000s	Balance at 31 March 2023 £000s
National Lottery Community Fund (England) – #iWill Fund	218	340	(318)	240
Dept. for Communities Northern Ireland, Sign Language Partnership Group – Family Sign Online	5	27	(29)	3
Scottish Government – CYPFEIF & ALEC	-	103	(103)	-
Scottish Government – Equality Funding, Sign of the Future	1	-	-	1
	<u>224</u>	<u>470</u>	<u>(450)</u>	<u>244</u>
Deaf Child Worldwide	-	298	(298)	-
Dr A Evans Trust Fund	42	-	(2)	40
Eveson Charitable Trust	20	-	(20)	-
Garfield Weston Foundation	23	-	(23)	-
The P F Charitable Trust	1	-	-	1
The P F Charitable Trust	-	10	-	10
Richard Lumley Charitable Trust	3	-	(3)	-
Legacy for work in Bristol and the surrounding area	68	-	(3)	65
Other restricted funds	<u>168</u>	<u>117</u>	<u>(102)</u>	<u>183</u>
	<u>549</u>	<u>895</u>	<u>(901)</u>	<u>543</u>

The National Deaf Children's Society
Notes forming part of the financial statements
for the year ended 31 March 2024

23 Comparative movement on unrestricted funds

	Fixed asset reserve £000s	General funds £000s	Total Unrestricted funds £000s
Balance at 1 April 2022	37	14,094	14,131
Income	-	30,026	30,026
Expenditure	47	(32,690)	(32,643)
(Losses) on investments	-	(338)	(338)
Balance at 31 March 2023	<u>84</u>	<u>11,092</u>	<u>11,176</u>

24 Comparative analysis of group net assets between funds at 31 March 2023

	Unrestricted funds £000s	Fixed asset funds £000s	Restricted funds £000s	Total funds £000s
Intangible and tangible fixed assets	-	84	-	84
Investments	4,886	-	-	4,886
Current assets	8,376	-	543	8,919
Current liabilities	(2,170)	-	-	(2,170)
	<u>11,092</u>	<u>84</u>	<u>543</u>	<u>11,719</u>