

April 23 - March 24

ANNUAL REPORT

BRITISH
ACADEMY OF
AUDIOLOGY



www.baaudiology.org

BOARD REPORT

Welcome to the Annual Report of the British Academy of Audiology for the financial year April 2023 to March 2024.

The Board of Directors is responsible for the overall strategic and operational work of the BAA. Board Directors look after specific work areas and act as liaison between a committee or work group and the Board. The Board has fourteen directors, supported by Victoria Adshead, Marketing & Communications Manager.

Your Board of Directors at the end of the 2023-2024 financial year



Dr Samantha Lear
President



Claire Benton
Vice President & EDIA Lead



Kathryn Lewis
Immediate Past President



Keiran Joseph
Treasurer



Dr Saima Rajasingam
Education



Saira Hussain
Education



Susannah Giggins
Conference



Laura Finegold
Regional Groups



Jason Smalley
Service Quality



Dawn Bramham
Membership



Lauren Willis
Pubs & Comms



Laura Turton
Professional Development



Dr Michelle Foster
Profession Affairs and Workforce

These are your BAA Board Directors at the end of the financial year 23/24. Three new directors were elected to serve their first term starting in November 2023. Thank you to Rebecca Anderson, who completed her three year term of office, and to Barbara Gregg for her incredible commitment of nine years!



Catherine Magee
E-learning

PRESIDENT'S WORDS

I am pleased to introduce our annual report that covers April 2023 to March 2024. It has proved to be another busy year for BAA. Many volunteers have done a huge amount of work for our profession - not only our Board Directors, but also all those who are members of our various committees. I hope this report allows you to see their contribution to the progression of many areas of work BAA carries out.

We would not be able to provide such a wide range of resources or contribute to so many national initiatives without those committees and all the members who step up to support us.

This year has proved to be a challenging one for many of our members. The continuing work within Scotland and England following the concerns raised about the quality of paediatric audiology consumed a significant amount of Board Directors' time over this year.

BAA are absolutely focussed on supporting audiologists through this. When it was clear that support wasn't sufficient for those who have been challenged on a personal level, as were reviewed, we offered many bespoke wellbeing sessions. We are also trying to steer the NHS' solutions to issues raised in these reviews as much as we are able, without being an official part of the system.



Collaboration with other associations and societies has also taken place, BAA have fed into the strategic priorities for the Deafness Alliance, been involved in talks about formalising a collaboration with our fellow professional bodies and are working closely with others to support the regulation of wax services.

This annual report comes towards the end of my two-year term as President and I personally am extremely proud of what BAA has achieved over the last two years. I look forward to supporting the Board into the next year as the work continues. I would urge you to continue to engage with us to ensure we are representing our members as best we can.

A handwritten signature in black ink, appearing to read 'L. Hear.', located at the bottom right of the page.

STRATEGIC GOAL 1

A STRONG VOICE FOR AUDIOLOGY

Provide leadership to influence national direction and policy

Working with NHS England and the office of the Chief Scientific Officer

Much of Board director's time in 2023 focused on the paediatric improvement programme work in England. The England CSO team formed the National Steering Group for Improvement in Hearing Services to provide national strategic oversight and direction for quality improvements in paediatric audiology services. The Quality Improvement Programme for Hearing Services, with an initial focus on paediatric audiology, was then started in April 2023.

Working groups were established across four work streams: Quality; Workforce Development; Commissioning and Service Pathways / Live Issues. BAA Board Directors featured on all work groups, volunteering hundreds of hours to the programme.

BAA also helped cascade information and contributed to the CSO webinars when asked.

The issues highlighted in paediatric audiology led to the idea and creation of the BAA Quality Improvement Toolkit by the BAA Service Quality Committee.



Scottish Government National Audiology Review

After spending the whole of 2022 contributing to the National Audiology Review in Scotland, the BAA Board welcomed the final review report when published in August 2023.

The report highlighted serious issues across the country. It found 'multiple, systemic problems affecting audiology services in NHS Scotland', including an 'absence of national leadership, strategic planning and workforce planning' and that there had been 'no quality assurance of services' in recent years.

The findings reflected what our members in Scotland told us about - issues that impact their ability to provide the level of care they aspire to - with workforce shortages, lack of accredited training available, and being pushed to do more, whilst having no extra resources.

BAA called for significant investment and support from the Scottish Government into Audiology to help achieve the report recommendations.

Disappointingly, the BAA Board has since had to write to the Scottish Government to push for updates about the implementation process. There has been little action on the report recommendations, and services have had no extra support from the Government.

STRATEGIC GOAL 1

A STRONG VOICE FOR AUDIOLOGY

Provide leadership to influence national direction and policy

Priorities for Audiology 2023

In April 2023, BAA published the 'Priorities for Audiology 2023' report. This work was the result of extensive analysis following three workshops, with key representatives across the four nations, and key groups in audiology.

The Priorities for Audiology 2023 document focuses on Education & Workforce, Quality Assurance & Improvement, and Service Innovation, and provided a focus for a significant proportion of BAA's work last year.

Although different factors emerged across the workshop discussions, there were a few common priorities, challenges and potential facilitators that were repeated across multiple sessions:

Leadership

Leadership training and targeted support, particularly for new Heads of Service who may not engage with the British Academy of Audiology or Quality Assurance processes.

Support

Support from senior leaders and commissioners for recruitment, quality assurance and innovation.

Audiology voice

Promotion of an Audiology voice at regional and national levels within the NHS.

Collaboration

Creation of networks and spaces to support learning development, sharing good practice and collaborative working.

Recruitment & Education

Improving workforce capacity through recruitment and education drives.

Mandating quality assurance

Mandating quality assurance, including for private providers under Any Qualified Provider (AQP)

Joint working with other groups - the Hearing Loss and Deafness Alliance

Collaborative work continued to play an important role in BAA output in 2023.

BAA played a more active role in the Hearing Loss & Deafness Alliance in the twelve months of this reporting period. Others agreed with the three priorities put forward by BAA, and now form a significant focus for BAA and our colleagues across the profession in the Hearing Loss and Deafness Alliance:

1. The Audiology Workforce
2. Quality assurance of services
3. Lack of mandatory professional registration

National Aural Care Group

BAA have been instrumental in the formation and progression of a cross-profession group considering all aspects of the wax issues we currently face.

STRATEGIC GOAL 2

PROMOTING EXCELLENCE IN CLINICAL PRACTICE

Being the driving force for improving the quality of services

Service Quality Committee (SQC)

The majority of SQC focus this year was on creating the fantastic BAA Quality Improvement Toolkit (QIT).

The Toolkit is designed to support members to deliver a quality assured service. It is an interactive PDF about service improvement, with documents and videos covering seven key areas to improve basic quality in an audiology service.

This QIT is primarily designed to support services to take the first step on that quality journey. It could be approached as a step-by-step guide to the basic things that all audiology services should do to ensure that they demonstrate a minimum level of quality to those they are accountable to. It has questions to consider where there are gaps, embedded resources such as testimonials, explanations and templates to guide you. Key areas to focus on are:

- Building the case for Quality Improvement
- Equipment and Calibration
- Training and Development
- Documents
- Quality Monitoring
- Risk Management
- Structure and Governance

The SQC team also provided numerous webinars during the year, including three presentations on Quality Improvement.

Documents and Guidance

As well as the QIT, the SQC group released the updated Onward Referral Guidance. The document featured significant changes to bring the referral criteria in line with NICE guidance. The team also provided a webinar to support the introduction of the guidance.

SQC have spent time over the last twelve months working with UKAS to improve knowledge and understanding of the IQIPs scheme.

The Audiology Supplies Group (ASG), which sits under the SQC remit, spent some time on new contracts with NHS Supply Chain.

Education Committee

Following a restructure of the Education, Accreditation & Registration Committee (EAR) the previous year, work streams progressed in newly established groups.

Working Group 1: Education and Research in Practice

This team released a podcast, featuring an interview with a head of service, looking at how they incorporate research into the daily life of an audiology department. There was also a joint webinar with the BSA on patient involvement in research.

Working Group 2: Work-based Training

Website content was further developed on audiology apprenticeships, and a webinar on apprenticeships across the pathway was recorded for members.

STRATEGIC GOAL 2

PROMOTING EXCELLENCE IN CLINICAL PRACTICE

Being the driving force for improving the quality of services

New Curriculum Guidance

The updated document, BAA Curriculum Guidance Document Audiologist, was released. The purpose of the document is to guide the development of curricula, leading to the award of (audiology) qualifications by Higher Education Institutions (HEIs) in the United Kingdom. It may also be used for external review of a course, alongside guidance from professional regulatory bodies and institutional data.

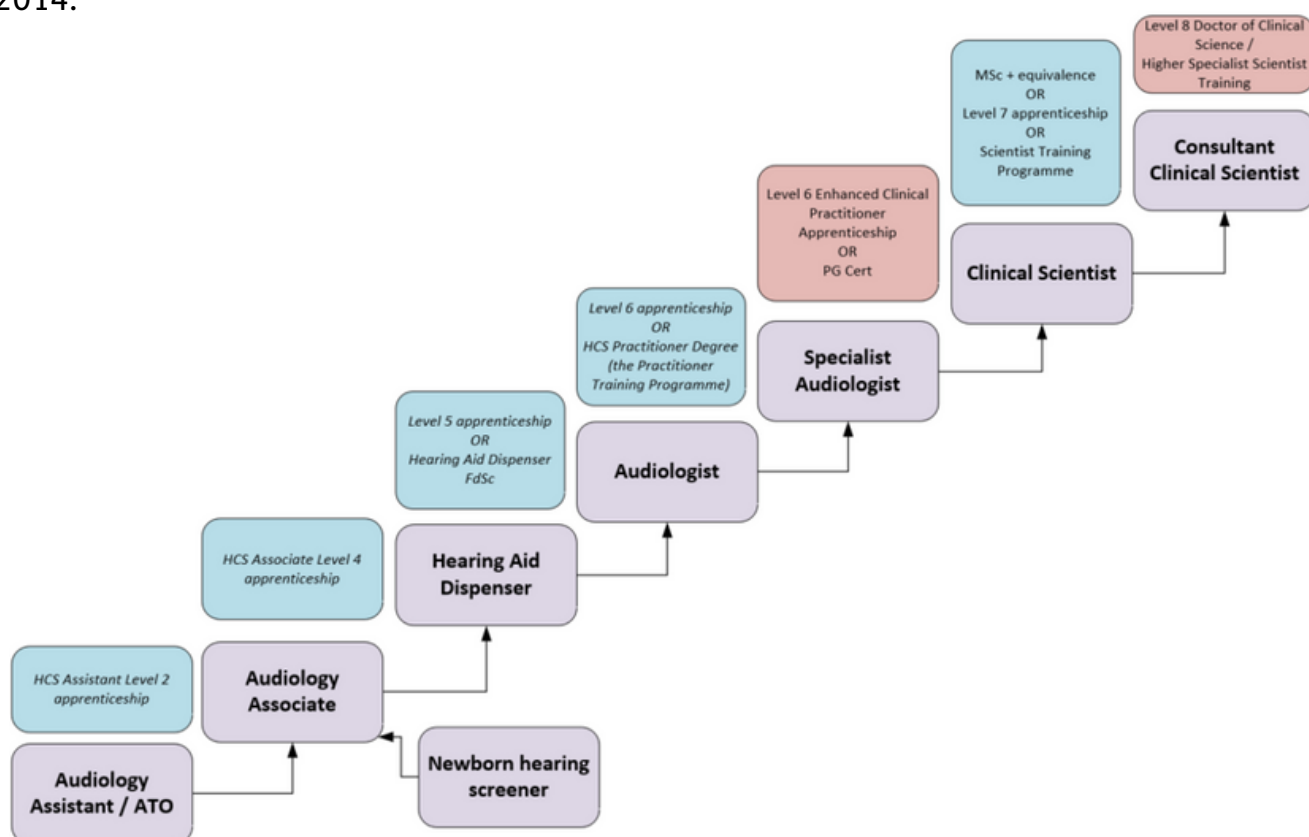
BAA Scope of Practice

This revised document has been a long time coming, and has had several failed updates since it was last published in 2014.

BAA recognises that the Scope of Practice document is a critical piece of work in defining the boundaries of knowledge, skills and responsibilities for audiologists practising in the UK.

Given the complexity and importance of this document, a more structured development and consultation process was designed to ensure that the new Scope of Practice document effectively meets the needs of audiology services and services users.

The Scope of Practice working group has now published the first draft for consultation.



STRATEGIC GOAL 3

SUPPORTING MEMBERS AS PROFESSIONALS

Supporting Audiologists in training, education and CPD

Professional Development (PD)

There was a change of board lead for professional development at the 2023 AGM, and a chance to review the scheme of work. The first task was to establish new members, including a new Chair, and create a new vision for what work could be produced and where this could be hosted.

PD worked closely with the board lead for the new e-learning platform, establishing how this committee can feed content into the programme.

The PD team is responsible for the BAA Mentoring Scheme, which continues to be a positive membership benefit, with new mentees and mentors recruited to establish appropriate pairings

Cochlear Implant Champions

New members were introduced, including a new Chair, to deliver the vision of this group. Temporary structures were brought in for this group, while Chair and Vice Chair are on maternity leave.

The team ran their first CI mentor training and support day, which was well received, and led on the annual training session at BCIG for all BAA / BCIG CI Champions

The team attended some outreach events in different sectors to answer queries on CIs. Last but not least, the team drafted the new Optimising Hearing Aids for Severe and Profound Hearing Loss, due for consultation in early 2025.

Regional Groups

BAA Regional meetings were held in most areas of the UK. All online meetings are recorded and made available for members in the closed access area of the BAA website. They are a great CPD resource to be used at a convenient time for all members. Thank you to our representatives for the following meetings:

- London (May 23)
- Another great in-person event in Belfast (May 23)
- East of England (June 23)
- North West (September 23) (March 24)
- Yorkshire & Humber (September 23)
- Thames valley meeting (September 23)
- The first meeting for the new Midlands team (October 23)
- A meeting with the new South West reps (March 24)
- And two in-person events with the Scottish team in Aug 23 and March 24

Higher Training Scheme (HTS)

The majority of the HTS committee's time in 2023/24 was spent on the Equivalence scheme for the Paediatric Assessment 6 months + module. This route enabled BAA members, who have been trained in paediatric audiology via other routes, to gain an HTS award to confirm externally verified clinical competence in this area.

Many people applied - congratulations to all who passed (see back page).

STRATEGIC GOAL 3

SUPPORTING MEMBERS AS PROFESSIONALS

Supporting Audiologists in training, education and CPD

Conference

The Conference Organising Committee delivered a fantastic BAA annual Audiology conference in November 2023 at the Coventry Building Society Arena. The conference was well-attended, with 677 delegates and 181 exhibitor personnel across 50 exhibition stands.

There was a fabulous buzz across the two days, with a full plenary room, two additional streams and an exciting exhibition space, thanks to the support of the companies, institutions and charities who pay to join us at the conference.

We invited feedback from delegates, exhibitors and sponsors through our post-event questionnaires. The committee reviewed this and shared it at a meeting open to all exhibitors. The comments received are all considered to shape future conferences.

Work began in early 2024 on the this year's event in Telford.

In-person CPD events

Several in-person events were held in this financial year. Our regional reps in Northern Ireland and Scotland are now in the swing of organising a face-to-face event each year for audiologists in their countries. The Scottish squad actually managed to squeeze in two in the year we are reporting on. The Thames Valley team also hosted their first in-person meeting. Thank you all for the time you have given in organising and attending events.

Webinars

BAA remains committed to providing CPD opportunities to its members through webinars. Key webinars in 2023/4 included:

- [Genomic testing for an individual and family history of deafness](#)
- Apprenticeships across the career pathway
- [Quality Improvement: building the essential relationships](#)
- Quality Improvement: Incident reporting and black box thinking
- [Quality Improvement: calibration and room setup](#)
- Heads of Service webinar
- [NICE Glue Ear guidance](#)
- BAA Onward referral guidance
- [Quality Improvement Toolkit launch](#)
- Research webinar with BSA

Early Professionals and Students

The EP team continued to write their EP targeted feature in each issue of the BAA Magazine. New podcasts were recorded in the 'Inspiring People in Audiology' series and an EP survey was completed.

A super new feature of the EP work saw three EP BAA hosts join three BSc student teams from the University of Southampton to present journal papers on three webinars. If you missed these, the recordings are available in the Knowledge Hub of the BAA website. We look forward to more journal clubs in 2025 with students from other universities.

STRATEGIC GOAL 4

DELIVER A SUSTAINABLE ORGANISATION

Maintain and grow as a viable membership body**Treasurers Report - Income and Expenditure**

	<u>2024 (£)</u>	<u>2023 (£)</u>
Turnover	585,231	515,067
Administrative expenses	(488,155)	(546,265)
Operating (deficit)/surplus	97,076	(31,198)
Interest receivable and similar income	6,521	6,110
Other gains and losses	15,782	(13,654)
(Deficit)/surplus before taxation	119,379	(38,742)
Tax on (deficit)/surplus	(2,387)	-
(Deficit)/surplus for the financial year	116,992	(38,742)

- BAA achieved a surplus of £116,992 for financial year 23/24, a significant improvement on the deficit of £34,742 reported in 22/23
- The positive financial position achieved this year was achieved through the BAA conference 2023, our biggest ever conference in terms of delegate attendance and exhibition stands, and a strong return on investments in line with the high global interest rates
- We have proactively reinvested this profit into a new website and e-learning and development platform, as we are committed to reinvesting into our members
- The BAA Treasurer and Board continues to proactively monitor and review our income and expenditure to ensure our financial viability

Membership and EDIA

Engaging with other sectors around EDI and raising better awareness and understanding for the team.

Work was started with the BAA membership management company to look at membership costs. Membership fees have remained the same since 2011, despite costs increasing over the past 12-13 years. There will need to be a small increase in membership fees for 2025.

A 'you said, we did' response was written about the continuing work in BAA addressing EDIA. The Board lead regularly attends CSO EDI meetings.

Work was started on information for deaf audiologists and how to support each other, including continuing work on making conference more accessible, such as offering 'quiet spaces' and appropriate communication options.

AWARD WINNERS

Every year at the British Academy of Audiology Annual Conference, we take the time to acknowledge those individuals and teams who have excelled, or shown exceptional commitment to the Audiology profession, over the past year.

Congratulations to the 2023 winners

BAA Team of the Year

NHS Forth Valley Audiology Team

BAA Audiologist of the Year

Catherine Magee

BAA Paediatric Audiologist of the Year

Dr Michelle Foster

BAA Student of the Year

Rachel Crum

BAA Supervisor of the Year

Karen Nicklin

BAA Higher Training Scheme Award

Matt Shires

BAA Publication Award

Dr Jenna Littlejohn

BAA Early Clinical Researcher Award

Thomas Underdown

World Congress of Audiology 2028

Following the successful bid to host the Congress in April 2022, the BAA organising committee has been busy laying the foundations for the 2028 event.

The Edinburgh International Conference Centre has been booked for the 23rd to 26 April 2028. The official company for the congress has been set up, WCA 2028 Ltd, and Directors appointed.

For the year ahead, following a successful first site visit and attendance at the Paris World Congress, the organising committee will start to develop the other committees, and the scientific programme. Formal invitations will be sent out early in 2025.

You can now email the WCA2028 team on a dedicated email: wca2028@baaudiology.org

BAA Volunteers

A huge thank you from Board to our amazing volunteers on the following committees:

- Cochlear Implant Champions
- [Conference](#)
- Early Professionals
- [Education, Accreditation & Registration](#)
- E-learning
- [Higher Training Scheme](#)
- Professional Development
- [Pubs & Comms](#)
- Regional Groups
- [Service Quality](#)

Thank you to those volunteers who have completed their time volunteering on BAA committees: Rebecca Johnson, Ella Ujjal, Amrit Sambhi, Brooke James and Natalie Phillips.



**BRITISH ACADEMY
OF AUDIOLOGY**



HTS Exam passes

And finally...BAA Board would like to congratulate everyone who passed their HTS exams between April 2023 and March 2024:

Mathew Shires	Balance Assessment & Rehabilitation
Verity Hill	Paediatric Assessment 6 months+
Janice Fisher	Therapeutic Skills
Jane Cox	Paediatric Assessment 6 months+ Equivalency
Eleanor Brown	Paediatric Assessment 6 months+ Equivalency
Laura Parker	Paediatric Assessment 6 months+ Equivalency
Barbara Ratcliffe	Paediatric Assessment 6 months+ Equivalency
Emma Stead	Paediatric Assessment 6 months+ Equivalency
Leza Munro	Paediatric Assessment 6 months+ Equivalency
Katherine Nolan	Paediatric Assessment 6 months+ Equivalency
Jolanda Scourfield	Paediatric Assessment 6 months+ Equivalency
Ruth Edgar	Paediatric Assessment 6 months+ Equivalency
Mary Benton	Paediatric Assessment 6 months+ Equivalency
Donna Palin	Paediatric Assessment 6 months+ Equivalency
Claire Jones	Paediatric Assessment 6 months+ Equivalency
Sarah Forbes	Paediatric Assessment 6 months+ Equivalency
Fiona Bhikea	Paediatric Assessment 6 months+ Equivalency
Kathryn Key	Paediatric Assessment 6 months+ Equivalency
Kevin Hole	Paediatric Assessment 6 months+ Equivalency
Catherin Kavanagh	Paediatric Assessment 6 months+ Equivalency
Louise Fletcher	Paediatric Assessment 6 months+ Equivalency