

APRIL 2024 - MARCH 25



BAA
BRITISH ACADEMY
OF AUDIOLOGY

ANNUAL REPORT

BOARD REPORT

Welcome to the Annual Report of the British Academy of Audiology for the financial year April 2024 to March 2025.

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 a 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 2024-2025 financial year



Claire Benton
President



Dr Saima Rajasingam
Vice President



Dr Samantha Lear
IPP & EDI Lead



Keiran Joseph
Treasurer



Laura Finegold
Conference



Saira Hussain
Education



Jason Smalley
Professional Development



Lauren Willis
Regional Groups



Dawn Bramham
Membership



Laura Turton
Policy & Campaigns



Dr Michelle Foster
Profession Affairs and Workforce



Catherine Magee
E-learning



Jane Deans
Service Quality

These are your BAA Board Directors at the end of the financial year 24/25. Two new directors were elected to serve their first term starting in November 2024. Thank you to Susannah Goggins, who completed two terms of office, and to Kathryn Lewis for her fantastic commitment as President and Immediate Past President.



Alison Edwards
Pubs & Comms

PRESIDENT'S WORDS

It is my privilege to present the British Academy of Audiology's Annual Report 2024–25. This year has been one of both challenge and progress, as we navigate service pressures, workforce constraints, and the opportunity for innovation in audiology.

Despite continued pressure on health services, audiology has demonstrated professionalism, innovation, and teamwork in every area of practice. BAA's committees, volunteers, and members have delivered practical guidance, influenced national policy, and supported one another through change.

Over the course of the year, BAA has deepened its engagement with the NHS, government, and professional stakeholders to ensure that audiology's voice is heard in national planning. At our Heads of Service meeting in July 2024, over 60 Department Leads gathered in Birmingham to share experiences, discuss evolving service models, and contribute to our collective direction. Later in the year, an impressive 650 delegates and 180 exhibition personnel joined us for our 20th annual conference. We left Telford inspired by the creativity of our members and the strength of our shared purpose.

Throughout the year, the Board has committed to greater transparency: we introduced portfolio summaries and objectives for each director, which were highlighted for you in the BAA Horizons newsletter. We also rolled out more frequent reporting of Board and executive-level activity in the members' area of the website.



We have responded to emerging technological and regulatory issues. For example, with the DHSC's statement on over-the-counter (OTC) hearing devices in January 2025. BAA participated in a joint position statement and has encouraged high-quality research into the efficacy and safety of such devices.

Looking forward, our priorities remain clear: advancing audiology quality standards, strengthening training and equivalence pathways, enhancing member value and communication, and influencing policy around audiology's future in diagnostics and service design.

I extend my heartfelt thanks to every volunteer, committee member, staff member, and to all BAA members for your commitment, feedback, and engagement. Together we are shaping the future of audiology in the UK.

A handwritten signature in black ink, appearing to read 'C. Barton'.

ANNUAL REPORT

OUR MISSION, VISION & STRATEGY

Mission & vision

On behalf of its membership, BAA's mission is to provide a clear and strong voice for professionals in audiology and to promote excellence in clinical knowledge and practice. The BAA supports its members in developing their professional skills, provides a benchmark for quality and professional standards, and promotes audiology as an autonomous profession.

BAA enables, represents, and advances audiology professionals in delivering evidence-based, high-quality hearing and balance care across the UK. We strive to be the trusted professional body that defines standards, disseminates knowledge, and influences policy. This financial year we have been involved with all four home nation governments at different levels, including discussions with health ministers and health representatives.

Strategic Objectives 2024–25

1. **A strong voice for audiology.** To provide leadership to influence national direction and policy.
2. **Promoting excellence in clinical practice.** Being the driving force for improving the quality of services.
3. **Supporting members as professionals.** Supporting Audiologists in training, education and CPD.
4. **Deliver a sustainable organisation.** Maintain and grow as a viable membership body.

These four strategic pillars guide our operational planning, resource allocation, and committee work.

Key areas of focus for the Board from April 2024 to March 2025 to help deliver against the strategic objectives have included:

- **Quality & Standards:** Developing and promoting frameworks, especially in paediatric audiology, and supporting accreditation (IQIPS) pathways.
- **Education & Professional Development:** Strengthening the Higher Training Scheme (HTS), piloting equivalence routes, expanding webinars, CPD, and resource toolkits.
- **Advocacy & Influence:** Engaging with NHS England, devolved health systems, government reviews, and professional stakeholders to shape audiology policy.
- **Member Engagement & Communications:** Enhancing transparency, improving the Horizon newsletter, Board reporting, and two-way dialogue.
- **Innovation & Service Models:** Encouraging new pathways, innovative ways of work, digital tools, data collection, and cross-discipline collaboration.



ANNUAL REPORT

HIGHLIGHTS & KEY ACHIEVEMENTS 2024-25

Increased transparency & Board Reporting

The Board introduced objective-setting within portfolios, shared summaries publicly, and began posting portfolio plans in Horizon and Board pages of the BAA website.

All Party Parliamentary Group (APPG)

BAA Board increased our liaison and discussions with NHS leaders and All-Party Parliamentary Group MPs.

Policy & technology watch

Following the DHSC announcement on OTC hearing devices in January 2025, BAA committed to crafting a position statement and ensuring robust evidence underpins policy shifts. We also joined forces on a general policy statement on OTC.

Collaboration talks & joint working

BAA continued to meet throughout the year, with colleagues from other professional bodies. Discussions centred around ways we collaborate as we possibly work towards a College of Audiology.

A joint statement on Hearing Loss & Dementia was created with BSA and BSHAA. This work, led by Professor Kevin Munro, looked to correct misrepresentations linking hearing loss, hearing aids and dementia.

CPD: webinars and magazines

Our CPD offer for members continued to grow throughout this financial year, with webinars and excellent articles in the BAA magazine.

BAA Position Statement on NHS Adult Hearing Aid Management

In August 2024, the BAA published its Position Statement on the Future of NHS Adult Hearing Loss Management, reaffirming that adult hearing care should remain evidence-based, non-profit, and free at the point of access through NHS services. Following its publication, members of the BAA Exec team met with representatives of the Northern Ireland, Scotland and Wales governments and NHS England representatives.

Annual conference

The 2024 BAA Annual Conference, held on 21–22 November at the Telford International Centre, celebrated its 20th year with over 650 delegates in attendance. Across two days, attendees enjoyed keynote lectures, specialist sessions, free papers, and a vibrant exhibition featuring more than 50 exhibitors. Highlights included a keynote from Dr Brent Edwards on AI innovation in audiology. The event showcased the strength and collaboration of the audiology community, reaffirming BAA's role in driving clinical excellence and professional development.

Heads of Service meeting

More than 60 audiology leaders attended the in-person event in Birmingham for Heads of Service and Clinical Leaders. Presentations included patient journey reform, the joy of audit (a favourite presentation according to the feedback), ways to grow and maintain the workforce and several other presentations.

ANNUAL REPORT

GOVERNANCE, COMMITTEES & LEADERSHIP

Board & Portfolio Structure

The BAA is led by a Board of Directors, each overseeing specific portfolio responsibilities. In November 2024, Claire Benton took over as President and Dr Saima Rajasingam was voted in as Vice President.

In early 2025, the Board held an objective-setting session, with each director defining at least three priorities to maintain momentum across the year. You can read about all the Board Directors' objectives on the Board page of the BAA website.

The Board is committed to transparency: portfolio summaries, board director objectives and external meeting updates are now regularly shared via the BAA Horizon e-newsletter and the members' section of the website.

During the 2024–2025 financial year, two Board Directors completed their terms of office. The BAA would like to thank Kathryn Lewis for many years of volunteering her time. After serving two terms of office, Kathryn stepped up as Vice President, followed by a two-year presidency and two years as Immediate Past President — an immense commitment. We also said goodbye to Susannah Goggins, who completed her two terms, giving six years to the BAA. In recent years, Susannah took on the huge commitment of organising the BAA Annual Conference — no small undertaking! She completed it with ease and grace and discovered a secret liking for event planning, we believe!

BAA Exec committee

Whilst the BAA Board meets four times a year, the exec group of president, vice president, past president, treasurer and marketing & communications manager meet monthly to deal with the more pressing issues that arise each month.

Committees & Working Groups

The 14 BAA Board Directors are supported by a huge number of professionals who volunteer from across clinical and research settings, bringing expertise, frontline insight, and energy to BAA's mission. The BAA committees during the 24-25 financial year consisted of:

- Conference committee
- Service quality committee
- Education committee, consisting of:
 - Early Professionals Committee
 - Work-based learning sub-group
 - Research group
 - Hearing therapists
- Professional development committee:
 - Higher Training Scheme committee
 - Cochlear Implant champions team
- Regional groups
- E-learning committee
- EDI
- Publications & communications
- Policy & campaigns
- Membership
- Finance

We continue to invite expressions of interest in committee roles, as term limits also apply to committee roles, this ensures fresh voices and capacity to deliver.

ANNUAL REPORT

MEMBERSHIP, ENGAGEMENT & COMMUNICATIONS

Membership Overview

BAA serves audiologists, clinical scientists, hearing therapists, researchers, early professionals, and students across the NHS, private sector and Higher Education Institutes (HEIs).

Communications Channels

BAA Horizon's newsletter is one of our most important communications channels with members. Emailed fortnightly, this offers the latest information from BAA Board and Committees newsletter- covering policy, member news, events, job adverts, technology updates, and news from the wider profession. Members should check BAA has their most up-to-date email for these.

President's blogs are written fortnightly to highlight the most important areas the BAA President wishes members to consider that week. Links are always included in Horizons to the relevant website page.

Emails sent in-between Horizon e-newsletters are kept to a minimum as most relevant information should be included in Horizons. However, we will, from time-to-time, send separate emails if the item is deemed of special importance, such as board nominations, voting and specific conference promotions. Please make sure we have your current email address.

The BAA website has grown to be one of most our important communications channels and information resource hubs.



The members' area, in particular the Knowledge Hub, hosts all webinar recordings, you will also find all Board external meeting reports, resource toolkits, and archives of past communications.

The BAA magazine is still designed and printed quarterly for full and international members. Students and associate members have access to this resource online in the members' area of the website. The magazine is designed to be a rich resource of audiology research and knowledge and we thank everyone who has contributed content and articles in this financial year.

Social media is actively used by BAA to share information with members and to engage with non-members. There are six active channels - a facebook group (and page,) LinkedIn, Threads, Instagram, Bluesky and X.

Member Engagement Activities

BAA actively encourages member participation through all these communications channels. Members are invited to participate in working groups, committees, surveys and feedback sessions, events such a regional group meetings, heads of service events and many other activities.

ANNUAL REPORT

EDUCATION, TRAINING & PROFESSIONAL DEVELOPMENT

The BAA Education committee and Professional Development teams continued to expand opportunities for learning and development for members during this financial year.

The [Higher Training Scheme \(HTS\)](#) remains a central pillar for validating advanced clinical competence. During this year, the paediatric equivalence scheme was completed with many more audiologists passing this module. (See back of report for the list of successful HTS candidates).

Webinars & CPD Portfolio

We delivered a wide spectrum of webinars on essential topics:

- Three Clinical Scientist equivalency webinars covering preparation, assessor guidance and practical advice from previous candidates.
- Three Higher Scientific Specialist equivalence webinars.
- Other topics aligned with member demand, such as quality improvement, service development, and technology updates.

All webinar recordings have been saved in the Knowledge Hub for on-demand access.

Events

We have maintained a balance between virtual and in-person offerings to reach broader audiences and accommodate resource constraints. Most regional meetings remain online as this is the most cost-effective use of our time and money!

Our regional reps in the North West, Anglia and South West of England along with our Welsh reps all provided excellent sessions online. In Scotland and Northern Ireland, we were able to secure external funding to provide two face-to-face meetings for audiologists in these countries.

Conference 2024

We've already talked about our conference, but we must thank our conference team for delivering a fantastic CPD experience for everyone. The two days are always jam-packed with rich content. With two tracks recorded for attendees, we hope delegates continue to benefit from this content throughout the year.

Mentoring and additional support

The Professional Development Committee relaunched the BAA mentoring scheme, pairing experienced clinicians with early-career members. The Cochlear Implant Champion programme (run in partnership with BCIG) continued to grow, providing peer-to-peer support and mentoring.

Early Professionals Journal Club

We must mention the range of fantastic journal clubs that were delivered by our Early Professional committee in conjunction with students from the University of Southampton. The students were a joy to work with and provided some great CPD content for our lunchtimes - thank you!

ANNUAL REPORT

QUALITY, STANDARDS & SERVICE INNOVATION

During 2024 and 2025, BAA developed best-practice toolkits and guidance documents to support clinical services, especially in challenging or evolving areas.

Paediatric Minimum Discharge Criteria

BAA's Service Quality Committee (SQC) continued to lead the development of paediatric standards, including launching the Paediatric Minimum Discharge Guidance and hosting a webinar to support this document. The team liaised with BSA and professional interest groups (PAIG) to present this work.

BAA supported the promotion and completion of the IQIPS Accreditation Pathway, including the development of a staged approach to IQIPS accreditation - providing stepping-stone support to services early in their quality journey.

Starting from Zero: a first steps in Quality Management

Supporting services was a priority for BAA and a significant tool in this process came from the brilliant work of the Quality Manager in Nottingham, who asked BAA to host the 'Starting from Zero' toolkit for quality improvement. This phenomenal resource is now accessible to all through the public pages of the BAA website. It is maintained and updated by Craig Tilt. Craig also provided a presentation on this toolkit at the 2024 conference, along with a head of department who spoke about how they use the toolkit in their service.

Calibration Checklist

Following discussions and in collaboration with a large number of calibration providers in the UK, the Calibration Checklist was created to allow audiology providers to understand their room set up for soundfield testing. It has been agreed that where the conditions within this checklist are not met, it is unlikely that the soundfield can be calibrated. A webinar on calibration was also provided for members.

ABR support

The BAA SQC teamed up with the BSA EP SIG to offer a webinar on 'masking the ABR'. Presenters covered the changes to the masking calculator, practical tips for using the masking calculator, and strategies on how to avoid masking.

BAA continued to encourage novel service delivery models, especially where audiology takes a more direct role in diagnostics and management. Presentations and articles were shared with members as they became available. Several of these were presented at the 2024 Heads of Service day.

Throughout the year, BAA engaged and supported national data programmes to explore how submitted audiology data can support improvement collaboratives, benchmarking, and system-level insight.

Scope of Practice

During 2024-2025 the BAA Scope of Practice was drafted by a dedicated team and went out for consultation.

ANNUAL REPORT

ADVOCACY, POLICY ENGAGEMENT & EXTERNAL RELATIONS

Engagement with Government Health Officials across the four nations

Following the publication of the BAA Position Statement on NHS Adult Hearing Aid Management, representatives of BAA met with the Northern Ireland Health Minister, government representatives in Wales and Scotland and NHS England representatives to discuss NHS Audiology Services in the four nations.

Throughout 2024–25, BAA has participated in other consultations, stakeholder roundtables, and policy discussions with NHS England, devolved health bodies, and other national programmes.

DHSC & OTC Hearing Devices

When the Department of Health and Social Care announced support for Over The Counter (OTC) hearing devices in January 2025, BAA committed to developing a position statement, advocating for strong evidence bases, and delineating the role of professional audiology in safe and effective care. Eventually BAA joined forces on a cross-sector joint statement.

Collaborative Statements & Alliances

In December 2024, BAA worked with BSA and BSHAA, led by Professor Kevin Munro, to issue a joint statement on misconceptions about hearing loss, dementia, and misleading hearing aid claims.

This was just one of several joint documents BAA contributed to. Others included the

Hearing Loss and Deafness Alliance document: “Meeting local hearing health needs: a guide for ICS’s,” and a joint letter to the Health Minister for England on 18 week target data for audiology.

‘College’ discussions

During the year, college/collaboration talks continued as the BAA, BSHAA, BSA and AIHHP discussed ways we could look to work more closely together as we explored the longer term possibility of a college of audiology.

RNID/APPG

BAA representatives meet monthly with RNID people to share work plans and potential outputs. This relationship helped secure BAA a place round the table with the All Party Parliamentary Group on Deafness.

It also gave us early insight to the research note produced following anecdotal reports of upselling to NHS patients.

National Aural Care Strategy Group

BAA is still involved with this group and a position statement has been released which set out the group’s strategic aims, workstreams and next steps.

Contra-deals

BAA continues to have reciprocal agreements in place with Tinnitus UK, BSA, BSHAA, BCIG, ENT & Audiology News and Audiology News UK for attendances at conferences.

ANNUAL REPORT

FINANCIAL OVERVIEW & RESOURCES

Treasurers Report - Income and Expenditure

	<u>2025 (£)</u>	<u>2024 (£)</u>
Turnover	594,507	585,231
Administrative expenses	(559,319)	(488,155)
Operating (deficit)/surplus	35,188	97,076
Interest receivable and similar income	10,012	6,521
Other gains and losses	9,813	15,782
(Deficit)/surplus before taxation	55,013	119,379
Tax on (deficit)/surplus	(11,617)	(2,387)
(Deficit)/surplus for the financial year	43,396	116,992

In 2024-25 BAA achieved a pre-tax surplus of £55,013 for the financial year which is a reduction from the surplus of £119,379 reported in 23/24.

The positive financial position achieved last year was achieved through a strong performance for the 2024 BAA conference and good return on investments in line with the high-global interest rates.

We have prioritised investment in member-facing infrastructure. We have proactively reinvested into a new website and e-learning and development platform as we are committed to reinvesting in you, our members; both of these new resources are now available for members to access.

In February 2025, the Board approved a small membership fee increase — the first in 14 years — to ensure continued investment in member services. This increase comes into effect for the 25-26 financial year.

Our current financial forecast for 2025-26 expects us to achieve a moderate deficit and we continue to proactively monitor and review our financial stability by identifying opportunities to reduce expenses, increase income generation, and ensure our fees are appropriate and sustainable.

Administrative and overhead costs have been managed to maximize value return to members.

We remain committed to transparency and ensuring member funds support our strategic mission.

Our investment account continues to be managed by Rathbones Investment Management Limited and we continue to use Saffery as our Accountants.

Financial governance and budgeting, financial reporting, and audit oversight are managed by the Board's Treasurer & Exec committee.

THANK YOU TO OUR VOLUNTEERS

The British Academy of Audiology is powered by people. Every piece of guidance, every webinar, every regional meeting, every conference session and every mentoring conversation exists because members give their time, energy and expertise, freely.

This year more than ever, our volunteers showed what it means to be a professional community. They wrote and reviewed clinical guidance, supported students, and early professionals, mentored colleagues, delivered training, represented BAA in national forums and ensured our annual conference was a success.

Their contributions are often unseen, but their impact is everywhere: in the quality of care patients receive, in the confidence of the next generation of audiologists, and in the strength of our collective voice.

To every committee member, regional representative, mentor, and volunteer - thank you!

- Professional Development Committee – Guiding careers through mentoring and CPD.
- Higher Training Scheme Committee – Supporting advanced practice and recognising excellence.
- Cochlear Implant Champions – Building confidence and knowledge in CI care.
- Service Quality Committee – Driving service improvement with practical guidance.
- Regional Groups – Connecting members locally with CPD and peer support.
- EDIA Working Group – Embedding equity, diversity, inclusion, and accessibility.
- Publicity & Communications Committee – Keeping members informed and inspired.
- Conference Committee – Bringing the profession together through our flagship annual event.
- Early Professionals Committee – Championing the next generation of audiologists.
- Education Committee (including the Work-based learning and Hearing Therapist sub-groups) – Shaping training pathways and standards.

BAA Board would especially like to thank all the businesses, organisations and charities who work with us as sponsors, exhibitors and partners. Your support of BAA Conference, regional meetings, training and other BAA initiatives is invaluable to us.



**BRITISH ACADEMY
OF AUDIOLOGY**

ROLL OF HONOUR

Every year, 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 2024 winners

BAA Team of the Year

Betsi Cadwaladr University Health Board
Adult Audiology Team

BAA Audiology Clinician of the Year

Julie Wilkins

BAA Supervisor of the Year

Neil Summerfield

BAA Publication Award

Abedha Haque & Kirsten Mills

BAA Higher Training Scheme Award

Kathryn Key

BAA Early Clinical Researcher Award

Dr Maria Goodwin

Clinical/Service Innovation Poster Prize

Paramdeep Kaur, Maddiya Afzal & Gwawr Jones

Education/Research Poster Prize

Marette Ambler, Amanda Hall & Kate Hanvey

HTS Exam passes

And finally...BAA Board would like to congratulate everyone who passed their HTS exams between April 2024 and March 2025:

Bryony Gaunt	Paediatric Habilitation & Paediatric Assessment Newborn
Carla Hemsley	Balance Assessment
Frosina Hargreaves	Paediatric Assessment 6 months+
Rachel Smallwood	Balance Assessment & Rehabilitation modules
Hannah Coxhead	Paediatric Assessment 6 months+
Sam Ranger	Balance Assessment & Rehabilitation modules
Kirby Miller	Paediatric Assessment 6months+
Amie Morgan	Balance Assessment
Sadia Haleema	Paediatric Assessment 6months+
Kirsty Pullen	Paediatric Assessment 6months+ Equivalence
Michaela Brogan	Paediatric Assessment 6months+ Equivalence
Kerri McCardle	Paediatric Assessment 6months+ Equivalence
Rachel Siegfried	Paediatric Assessment 6months+ Equivalence