

BAA President Blog –26th January 2026

Last week all Board Directors met up for the first meeting of the year. It seemed a lot had happened since our previous meeting last October. We welcomed Chris Cartwright, our new Board Director for Professional Development, this was his first full meeting with the whole Board, and he got stuck straight in with a whole host of new ideas for his portfolio. As promised last time, now we have agreed objectives for all of Board we will begin to share with you what is going on in each portfolio this year.

It looks like 2026 will be a busy year, with plenty of new things coming your way – the Board is committed to continuing to give you all great value for your membership fees. Also last week, NICE began work on their Health Technology Assessment project for hearing aids. BAA are involved with this and we all agreed that we need to be ambitious in this area (and in others) so we don't 'settle' for limited options for NHS hearing aids or feel bound by potential funding issues – those who wear NHS issued hearing aids deserve more. So, 2026 is a year to be bold, ask for more and no 'settling'.

For anyone feeling rather overwhelmed by what is happening generally in the World right now, I would recommend watching Canadian Prime Minister, Mark Carney's speech that he gave last week at the World Economic Forum in Davos. There was much there to be inspired by but there were two sound bites, mentioned in many places since then, that resonated with me as they can be applied to many things happening in our profession right now –

"Nostalgia is not a strategy"

"If you are not at the table, you are on the menu"

Which one applies where, I'll leave to you

With best wishes,

Claire Benton
BAA President

As always, you can contact me or any of our board directors here: admin@baaudiology.org

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