



## CUED SPEECH

makes spoken language visible for  
deaf babies, children and adults



## Cued Speech Association UK ANNUAL REPORT

April 2015 - March 2016

Providing information about and training in Cued Speech

# Our charity

## The Cued Speech Association UK

**Our charity's vision** is to prevent the tragedy of most deaf children's life-long social, educational and employment problems, caused by poor understanding of English, by making Cued Speech available to all who need it.

**The Principal Objectives** of our charity are to provide:

**information about** and **training in** Cued Speech throughout the UK, which is accessible to all who need it.

We also work to challenge the widespread, but unjustifiable, low expectations of deaf children.

**The charity is vital** because many parents and even teachers of deaf children still do not know how effective Cued Speech is. They need information about Cued Speech and to be trained how to use it. We are the only UK organisation which does this work.

We want all deaf children to have the opportunity to benefit from Cued Speech.

**Our aim** is to give deaf and hearing impaired babies, children and adults full access to English through Cued Speech so that they can acquire the communication and literacy skills they need to reach their potential.

**To achieve this aim**, we strive to change the current situation for deaf children, which is all too often social isolation, low expectations and poor educational outcomes, to one which uses Cued Speech effectively.

Cued Speech provides full communication at home and school leading to deaf children 'belonging' and reaching their academic and economic potential.

With a complete understanding of English and full literacy, deaf children can grow up to take a full part in society and use their understanding of English to control their own lives.

**Maximizing impact** - For greatest impact we focus on providing information and training to parents and teachers who can then use Cued Speech to give deaf children a language for life.

### Contents

Our Charity	2
Cued Speech	3
An Overview	4
Evaluation	5
Report on the year's activities	
Information & Challenging	
Low Expectations	6 - 7
Making Training available	8 - 9
General & Highlights	10
Accountability & transparency	11
Legal and Financial	12 - 14
Human Resources	15
Contacts and legal information	16



# Cued Speech

## What is Cued Speech?

It is a visual version of English  
(and other spoken languages)  
which uses just eight handshapes in four positions  
near the mouth to completely clarify  
all the lip-patterns of speech.

When you use the 8 handshapes and 4 positions which are the 'cues' of Cued Speech, you turn the 44 sounds of your speech into visible units which can, like sounds, be combined into words, sentences and, as a result, full language.

Cued Speech is speech made visible.

## Why is it needed?

90% of deaf children are born to hearing parents who have no ready way of communicating with their child. Without Cued Speech, only about 35% of what is spoken can be accurately lip-read – not enough to learn language. British Sign Language (BSL) is very different to English and like foreign languages, it takes many years to learn so hearing parents are unable to be language models for their deaf children in the vital very early years. Also BSL does not give deaf children access to the wider community, or non-signing family members.

**When you cue as you talk, a deaf baby or child can 'pick up' the language spoken at home**

Modern hearing aids and cochlear implants are increasingly effective, but there is huge variation in how well deaf children can hear and learn even with the latest technology. Many deaf children still don't fully understand English and their outcomes can be very poor, with recent research showing that out of 79 deaf 10/11-year-olds half were 'poor' or 'extremely poor' readers, and an additional 29% of 'average' readers were at risk of developing reading problems later because of poor language.

## How successful is it?

Research shows that with Cued Speech, lip-reading levels increase from around 35% to 96%, enabling deaf children to see 'speech' and so understand complete spoken language – in a similar way and at the same speed as hearing children. Not only does this mean that full communication is possible in the home, but also that the child can then think in English and use this internal language to learn to read and write. Research proves that deaf children brought up with Cued Speech achieve reading scores equivalent to hearing children and that deaf adults brought up by parents who used Cued Speech have high levels of self-esteem and self-confidence, which they credited to Cued Speech; the vast majority felt they were always included in family conversations and activities.

**Cued Speech**  
**Giving the gift of English\* to**  
**deaf children**

*\*and other spoken languages*

With a complete understanding of English and full literacy, deaf children can grow up to play a full part in the family and society, reach their educational potential and compete more equally in the job market. It is no exaggeration to say that the use of Cued Speech can completely transform the lives of deaf children.

Furthermore, because parents are not learning a new language, just a way of clarifying their own, they can learn in less than 20 hours, and thus give their child access to a full language in the vital early years.

Information about the body of international Cued Speech research which demonstrate the life-changing power of Cued Speech can be found at:

[www.cuedspeech.co.uk/evidence/research](http://www.cuedspeech.co.uk/evidence/research) sources.

# An Overview

By Executive Director,  
Anne Worsfold



“ When my first son was born deaf, 30 years ago, I remembered research that I'd read about years before: that kittens, blindfolded for a few months from birth, are unable to see once the blindfolds are removed. My question then, to anyone who might be likely to know, was: 'what effect therefore, does the inability to hear language have on brain development?' Back in 1985, no-one was able to give me an answer so when I read that Cued Speech could get language 'in', without any hearing, and without a delay, I thought that it gave a solution to the unanswered question. I started to learn, and to use it, without delay. As a result both my deaf sons have entirely reached their potential. They have good degrees, professional jobs, and wide social circles. They are not limited by their deafness and they take their full understanding of English for granted.

Meanwhile, my question about the effects of deafness on language development is being gradually answered by a large and growing body of research, and although there is still plenty to learn, the answer, that the language-deprived child's brain develops differently is sobering. On a practical level poor language input has life-long impact:

- It causes problems in the development of

language, and consequently speech and literacy.

- The language deficit causes learning problems that result in reduced academic achievement.
- Communication difficulties often lead to social isolation and poor self-confidence.

Despite the development of cochlear implants, which has improved outcomes overall, many deaf children are still failing to understand, or fully understand, English. Research shows that deaf children with early and consistent access to Cued Speech, however, do not fit this negative mould, and I am a witness to the successes of the deaf young people who have had the benefit of Cued Speech use, including my two deaf sons.

The promotion of Cued Speech is of vital importance, not for those who have succeeded and who have a positive story to tell, but because of all those who haven't, yet, been exposed to it and are struggling - or completely failing. It's imperative that they have the opportunity to benefit from the full access to English (and other languages) that Cued Speech provides - and at an early an age as possible.

In the hands of parents and professionals, Cued Speech gives the scaffold of unambiguous access to the language and communication that all children need to thrive.

”



Conversation  
and  
language-learning  
with  
Cued Speech.





# Evaluation

## measuring success

Our charity works to achieve **change** for deaf children from the current situation which is all too often social isolation, low expectations and poor educational outcomes, to full and easy communication at home and school leading to deaf children 'belonging' at home, fully understanding English, and reaching their academic and economic potential. To evaluate our work we look at three main outcomes: two aim to make differences to the lives of the deaf children with whom we work, which we measure using an annual questionnaire; one aims to change national policy and practice.

### Many more deaf children will be able to fully participate in family life

We know that many deaf children are isolated within their families because a) they haven't learnt language (fully or at all), so can't articulate their thoughts internally, and b) they don't have the means to express these thoughts. In contrast, parents we train tell us that it enables them to get back to being proper parents to their deaf child, just as they are to hearing children. By providing this life-changing training for parents, communication is possible, language becomes accessible and consequently many more deaf children will 'belong' in their families.

**Our annual questionnaire showed** that all but one had limited participation in family life before Cued Speech use but **ALL had 'good participation' after one or two years.**

### More deaf children will acquire a full, internalised language through Cued Speech, leading to full literacy

Cued Speech is 'just' visual English, and when used with a deaf baby or child, they can develop English as naturally as a hearing child. Unlike technology and training to maximise the use of hearing, which can not always give access to the whole of language, especially in noisy environments, Cued Speech enables full access in any environment or context, regardless of the degree of deafness. Also, because we can teach a family in about 20 hours, their child can have access to whole language without delay.

With full 'internal' English, deaf children are in a much better position to use written English, speak, and lip-read those who don't use Cued Speech.

**Our questionnaire showed** that before Cued Speech use, all children (excluding babies) were 'over two years behind' with their understanding of language; but after a year of Cued Speech use **all reported an improvement to 'one year behind or less' or age-appropriate.** Literacy followed a similar pattern, but with over half 'age appropriate' within a year.

**Increasing numbers of professionals, academics and policy makers will know that CS makes it possible for all deaf children to fully understand English,** and consequently that deaf children need not fail.

Our national work is reported overleaf on pages 6 and 7.

### Cost effectiveness

The government spends around £40,000 on a single cochlear implant because, for many deaf children, it gives very significantly increased access to English (and all the benefits that brings). But they offer no solution for children who get little or no benefit from implants or hearing aids. Many deaf children who do not have access to Cued Speech have very low literacy levels. The cost of low literacy alone is estimated by the Every Child a Chance Trust to be up to £64,000 (over the lifetime of one individual). Research shows that deaf children brought up with Cued Speech can be fully literate.

Last year we calculated that the average direct cost to train an individual to use Cued Speech was around £200, with an additional £50 for office-based support and administration. This year there was a slight reduction to a total of £237, which was because we did not deliver the more expensive Summer Camp option, and a higher proportion of professionals (who pay fees) than parents were trained. Advice and support for an individual family with a greater need due to family or social circumstances can cost our charity as much as four times the average. Even the most expensive training and support, if compared only with the cost of poor literacy, is extremely cost-effective.

# Report on the year's activities

## Information and challenging low expectations

**The twin objectives** of our charity are to provide both **information about** and **training in** Cued Speech throughout the UK, which is accessible to all who need it. Of these two objectives information is considered to be the 'first amongst equals' because unless people know about Cued Speech, they will never seek to be trained to use it.

Over the years it has become obvious that one of the main barriers to the take up of Cued Speech has been the widespread belief that deaf children, unless technology can turn them into 'hearing' children, will inevitably have problems with understanding and using English. This belief is founded on a double falsehood, but a significant number of people are ideologically disinclined to take up a system which delivers what they consider to be impossible.

In order to dispel the isolation and low educational outcomes of deaf children by giving access to English through Cued Speech, we must also therefore work to challenge the widespread, but unjustifiable, low expectations of deaf children.

**The work to provide information was delivered by a project: 'Language for Life'** (April 2015 – March 2016), **the aim of which** was to ensure that the qualities and capabilities of Cued Speech were disseminated as widely as possible, to parents, professionals, and local and national government in order to prevent any deaf child from being denied the benefit of Cued Speech because their parents either haven't heard of it, or don't know how effective it is.

### **There were two strands of work:**

1. Working directly to **ensure that the parents and families of deaf babies and children have information** about how Cued Speech will give their child full access to language and literacy and empower them to challenge the low expectations held by many professionals.
2. **Working with and through other organisations and the government** to ensure that accurate information is available, including about the ability of Cued Speech to raise the outcomes of deaf children dramatically, and that low expectations are therefore unjustified.

### **1. Working directly with beneficiaries**

Our small team of staff and volunteers disseminated information about Cued Speech, and its optimum use, through:

- Our website which received 309,080 hits with 12,611 unique visitors and 21,848 visits in total
- Our quarterly e-newsletter, which was sent to 1,000 people with an open rate of 24% against a sector average of 17.7%.
- Advertising our services and information in appropriate publications, including the magazines of peer organisations such as the National Deaf Children's Society (NDCS)
- Submitting articles to influential publications; this year 3 of the 5 issues of the magazine of the British Association of Teachers of the Deaf, (BATOD) contained Cued Speech articles
- Attending and exhibiting at appropriate exhibitions and conferences.
- Using social media sites to develop an on-line dialogue to highlight the real human experiences of families. Towards the end of the year we engaged one of our tutors to encourage input to a new Facebook group, which has been successful.

We also provided advice and support directly to families and professionals who contact us via phone or e-mail.

### **2. Working with and through others, we:**

**a) worked with other organisations in the sector**, including the NDCS (who asked us to comment on a number of publications) and BATOD to ensure that information produced by them contained accurate and relevant information about Cued Speech.

**b) responded to key government requests** for consultation and 'calls for evidence', specifically:

**i) The Local Area Special Educational Needs and Disability (SEND) consultation**, which refers to an OFSTED-type inspection of local areas' effectiveness in meeting the needs of SEND children. We responded to the consultation and we also contributed to the Communication Trust's response. We were dismayed that some professionals were requesting that 'soft' targets (happy, socially well-adjusted etc.) were to be prioritised over mainstream targets (literacy, numeracy etc.) because this, again, is expecting deaf children to do less well than hearing

children, and we requested that both hard and soft targets be reported upon.

ii) We responded, both individually, and in cooperation with NDCS, to the **'Market review of British Sign Language and Communications Provision for People who are Deaf or have a Hearing Loss.'** This significant piece of work, which flagged up the need for investment in communication support, could lead to government funding to improve access to English for deaf children and adults.

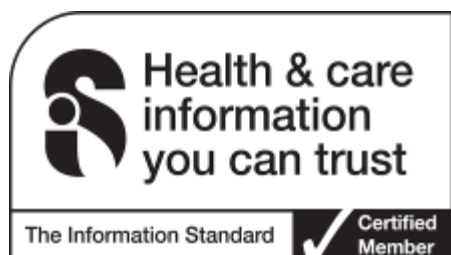
iii) We responded to government requests for input on the **Mandatory Qualifications for Teachers of the Deaf (ToDs)** at a day-long face-to-face meeting and in two written consultations. We shared detailed suggestions with NDCS and BATOD.

The original curriculum included repeated expectations of failure, an assumption that deafness per se would impact language acquisition, a confusion between the terms 'language' and 'communication', and scant reference to parents' role. It was no wonder some Teachers of the Deaf aimed low; they were taught to do so.

A new 'final' version, published by the government in October 2015 as a result of the consultation, addressed most of our general concerns of low expectations. This was a game-changing improvement for all deaf children, not just those who use Cued Speech. This, however was soon replaced by a new 'final' document which re-instated statements encouraging low expectations, and decreased the skills required by Teachers of the Deaf. Our charity contacted the Department for Education and our MP, and also alerted BATOD, who were dismayed and surprised to discover that the earlier version, created after a robust and lengthy consultation process, had been changed without notice. As a result of further campaigning by BATOD and our charity, a third version was created which was still dramatically better than the original, but not as effective as the second version. This improvement wouldn't have happened without the impetus provided by our charity and the process is an example of the resistance of some parts of the sector to improve outcomes.

### Our resources are:

**Certified** - Following an inspection of samples of information and the way it is produced, we were re-certified under the **Department of Health's Information Standard** scheme. Our information is therefore officially 'accurate, impartial, balanced, evidence-based, accessible and well-written' and bears the Information Standard 'kite mark'.



**Regularly up-dated** - Following the comprehensive re-design and re-write of our website materials last year, four new information sheets were written or re-written during the year.

**Inclusive** - the information the charity produces emphasises that Cued Speech is a choice which can enhance other choices, for example that it can help deaf children get the best from technology such as cochlear implants and can also be used with British Sign Language (BSL).

**Cost effective** - Parents and professionals expect materials to be freely available on the internet, so the cost of creating and making information available continues to be largely unrecoverable. We keep costs as low as possible by using staff and volunteers to create information and to respond to government requests for feedback. Printed information is produced economically in-house.

**Did we meet our target** of increasing the numbers of professionals, academics and policy makers who will know that Cued Speech makes it possible for all deaf children to fully understand English? Yes, without a doubt. Cued Speech now features in an increasing number of publications by other bodies in the sector. Also, although it's hard to measure this objectively, we know from our conversations with professionals that, unlike a few years ago, almost all are aware of Cued Speech. The total cost of the project was £64,065 of which £37,345 came from grants and the remainder from our reserves. A grant of £25,000 from the Sylvia Adams Charitable Trust was invaluable. The work is very cost-effective. For example, the changes which took place in the Mandatory Qualifications for Teacher of the Deaf as a result of our work, are likely to improve outcomes for decades, as the newly trained Teachers of the Deaf have higher expectations of the outcomes of all deaf children.

### Future work

Taking into account that the financial, legislative and educational climate around the support for children with Special Educational Needs continues to be fluid, the Trustees are looking at ways in which the wider expertise of professionals who are committed to promoting Cued Speech can be harnessed to respond to and influence the climate of deaf education so that we can ensure that fewer deaf children are failed by the system.

Increasingly the deaf children whose parents request our help fall into two groups: a) babies and toddlers and b) school-age deaf children who were expected to succeed and are failing. This latter group may never be able to make up for earlier language deprivation, so the Trustees are looking at ways to prioritise support and information to reach parents of deaf babies and toddlers to decrease the numbers of older deaf children who fail.

# Report on the year's activities

## Making training available

### Overview

We mainly train parents and professionals rather than children directly, because the adults around the child can then use Cued Speech consistently to make everyday language fully accessible. In this way they give the deaf child the means to acquire language naturally, easily and in the very early years when children's brains are at their most receptive.

It is our policy that all families who need Cued Speech for their deaf child can access our training. We therefore offer reduced price tuition and, where needed, free tuition so that no deaf child is denied the opportunity to benefit from Cued Speech.

Using e-learning, and tutor sessions through Skype, we can provide training within a few days of an enquiry throughout the UK.

**We sell training to professionals** and families of deaf children who can afford it, and fundraise to provide **subsidised or free training to parents** where it is needed.

### Our aim is that our training should be:

- accessible (free for parents as needed) and responsive
- as low cost as possible. This is for the benefit both of learners and, if we use charitable funds to support them, the generous donors who subsidise the costs.
- of high quality
- coupled with on-going support for the families of deaf children, including consultation on how to use Cued Speech and mutual family support through social media.

### In consultation with our staff, learners can choose one or all of the following routes to learn:

- workshops which can be arranged for families and professionals
- our e-learning website, which is free to use at the request of the extremely talented volunteer who created it with input from our staff.
- one-to-one or small group training sessions through 'Skype' - which is adaptable, personalised, immediate, effective and economical.

Most of our training is delivered by freelance tutors.

We aim to benefit at least 300 children each year.

Our adaptable, cloud-based **Social Impact Tracker** software enables us to arrange and track training and learning routes effectively, and to track outcomes.

This year we also aimed to start a program to develop our training so that centralised, computer-based learning would be accessible on all types of computers and mobile devices, and we would be able to blend e-learning with face-to-face tuition more effectively.

### What we achieved this year

We trained 124 individuals this year. All the parents who requested training received it, subsidised or free where requested and needed.

**Regional work** - In addition to our provision of training throughout the UK, the presence of individuals or additional funding enables us to provide greater support in some areas. More information about Cued Speech work in Devon, the North East and Manchester can be found on page 10.

**Contracted-out work** - During the year we contracted out tutors to the Exeter Royal Academy for Deaf Education and to Babcock PLC who provide peripatetic support for deaf children in Devon. The work was mainly to teach professionals, and some parents, the skills of Cued Speech and how to use it to best effect to develop language. It also included some work with pupils directly. This work is very cost effective, and is financially self-supporting.

**Quality** – All but one of the people we taught who replied to our questionnaire rated the website as 'excellent'; the other rated it as 'very good'. All rated our training and support as 'good', 'very good' or 'excellent'. No-one rated it 'fair' or 'poor'.

### Meeting targets

Our main target is to help 300 children each year by teaching the adults who care for and work with them to use Cued Speech. With each professional trained (such as a Teacher of the Deaf) we make an assumption that four children will benefit. We know that occasionally only one child will benefit in the short-term, but we are also aware that often it is many more than four. Using this calculation, our training of 124



### Meeting targets (continued)

people, benefitted 399 children, so our target that at least 300 children a year would benefit was met with ease.

Additional children will have benefitted from the 799 returning visitors (last year 666) to our free e-learning website.

### Unmet targets

Due to the failure of some funding applications, the project was underfunded and some of our work was curtailed. Although we subsidised training where we knew it was needed, we did not have the funds available to proactively publicise bursaries for most of the year. There was a decrease in numbers of parents trained, and we have to assume that they do not like to ask for additional support. There was an increase in the number of professionals trained, but with the decrease in family members, the total number trained was four less than last year. We understand that the increase in the number of professionals is due to the higher profile of Cued Speech, as reported on pages 6 and 7. Professionals often have very low training budgets, and whilst we can recoup our expenses and make a small profit selling to professionals, this is not enough to subsidise the cost of training parents.

The Cue Camp planned for October received fewer bookings than expected and, with low reserves, we took the decision to cancel it. We provided Skype support for the parents booked to attend, and a non-residential 2-day course for professionals, so the direct training needs were met at a lower cost. Finally, the underfunding meant that the work on developing our training was not able to start during the year.

### Going forward

In January 2016 we received a very welcome donation from St James Place Foundation for bursaries which meant that we could offer greater family support for the last months of the financial year and, probably, for most of next year. Other donations have ensured that we can underwrite the costs of the Cue Camp planned for the summer of 2016, and we already have some bookings.

We were also pleased to be awarded a two-year Children in Need grant of £25,788 for 2016/17 and £26,303 for 2017/18 towards the costs of organising training and developing training and other materials to help families of deaf children learn and use Cued Speech. Although this does not cover all the budget for the work, it should help ensure that the balance of funding can be obtained so that both our delivery of training, and our development work, will go ahead.

### Parents & professionals have told us:

'Cued Speech is providing our deaf daughter consistent access to 'sound' which is crucial to her improved understanding of English and her literacy skills.'

'I use Cued Speech with hearing children alongside a child who is deaf and we use it all the time. It is beneficial to everyone!'

[I find Cued Speech] '...extremely helpful! In every way'

'From using Cued Speech our son's lip reading skills are developing all the time. The more he understands the speech all around him, the easier it is for him to continue learning to read and write.'

'I can see what a difference it is making at school and would like to try and emulate that success at home.'



# Report on the year's activities

## General and highlights

### Regional

Experienced and enthusiastic local professionals and local area funding can make all the difference to deaf children in the areas where they are present, for example:

In the **South West** one of our freelance tutors, Emma Sadeghi, has set up a new South West Cuers group with activities, such as outings, and peer / family support available through a new Facebook cuers group.

In **Manchester** support from the The Zochonis Charitable Trust and impetus provided by Tina Kirwin, who is a senior manager of the Hearing Needs team in the Sensory Support Service in Manchester and also one of our Trustees, has resulted in information sessions and training for 22 professionals, with 9 undergoing further training and 3 taking Cued Speech proficiency exams. Further work is already planned for 2016/17.

In the **North East** funding from the W. A. Handley Charity Trust and the presence of freelance tutor, Carly Simpson, has increased the support in that area. Carly has delivered information sessions and workshops, exhibited at a National Deaf Children's Society information day, and runs a pre-school group for deaf toddlers and their parents called: 'Me to you - Let's Cue!'.

### Cued Speech internationally

One of our Trustees, Jeign Craig, who is a retired head of a college for deaf students and lives in France, is Vice President of Hearing Impaired Professionals European Network, (HIPEN) and attended the HIPEN General Meeting at the Deaf School, Liceul Tehnologic Special Pentry Deficienti de Auz, in Cluj-Napoca, Romania. Her work, whilst general, enables her to take forward the work of our charity and resulted in practical benefits as other delegates from the UK see the effective use of CS in Europe.

### Exam access for Cued Speech users

Deaf pupils who take exams sometimes need changes made to the way they access the exam. For example, if a part of the exam is a recording which students have to listen to, they may ask to have it signed to them. This year, together with a Teacher of the Deaf who uses Cued Speech, we corresponded with the British Association of Teachers of the Deaf who were pleased to put forward our suggestions for ways in which exams could be made accessible to users of Cued Speech. All three guidance documents were changed in line with our suggestions.

### Office and Admin

On-line accountancy, and social impact software has enabled the charity to continue to increase our accountability and our efficiency. On a less positive note, our landlord demanded a 50% increase in rent and would communicate only through solicitors, which proved expensive. Our subsequent move to other offices at the end of March 2016, whilst it was done very efficiently, inevitably took some time away from our charitable activities.

### Popular Christmas video

The Christmas edition of our newsletter included a video of 'Silent Night' in three different cued languages (English, French and German) and also BSL which was created voluntarily by Emma Sadeghi and Cate Calder, two of our tutors. The links were shared on Facebook and Twitter and seen by over 3,000 people.

To find it go to [www.cuedspeech.co.uk/cuetube/](http://www.cuedspeech.co.uk/cuetube/) songs stories and rhymes with cued speech.



# Report on the year's activities

## Accountability and transparency

### Funding our services

Two big applications (to Children in Need and the Big Lottery) for our work in 2015 were unsuccessful, as were a number of other smaller applications, and we had to use reserves to continue to deliver our work. We also had to increase the amount of time we spent on fundraising this year, and over the last 8 months of the year we struggled to find sufficient human resources to both do the work, and to fundraise to do it. The total cost of fundraising rose from £8,024 in 2015 to £11,449 this year. Whilst some staff members have increased their work-load, but not their salary, two other staff members have had their hours cut to ensure that the charity operated within the 3 months reserves policy. By the end of the year the financial situation was much improved with reserves of £78,715, which was sufficient for 6 months expenditure. Additionally the charity had grants of £56,845 promised for 2016/17, and £56,045 promised for 2017/18.

### Efficiency

85% of our expenditure is on charitable activities.

### Our income in 2016

Most of our income of £91,244 was made up of grants and membership, £66,872, and from selling our services, mainly training, £22,536. We do not request funds from the general public. Many of our members make a gift in addition to their membership fee. Our Trustees claim minimal or no expenses for attending meetings.

### Volunteers

Volunteers continue to be vital. They:

- teach, examine and support activities
- contribute to information and tuition materials
- demonstrate Cued Speech at exhibitions
- govern and advise staff.

Volunteer work is vital and worth many thousands of pounds to our charity.

### Remuneration of Staff

The salary of the Executive Director was reviewed and is based on the salary of a Teacher of the Deaf. Other staff remuneration is decided after comparison with similar jobs in Devon, where the charity is based.

### Risk management

The greatest risks to the charity have been assessed as being the loss of key personnel and insufficient funds to deliver our work in full. To lessen the impact of the former, staff, who are all part-time, can, in most instances, deputise for each other. The charity has very tight financial controls with monthly financial reports for Trustees and quarterly reviews.

An additional risk could come from damage to our good name by an unforeseen occurrence. We have confidence that our beneficiaries, members and funders currently see us as a charity which works with integrity, and to reliably professional standards. To reduce risks, our charity works within clear policies for Safeguarding, Risk Management, Conflicts of Interest and Complaints Handling. These are available to download from our website.

The Trustees are satisfied that systems are in place to mitigate our exposure to the major risks.

### Safeguarding

We undertook a full review of our Child Protection Policy in November 2015 and expanded our protection of children in line with current advice, by drafting new safeguarding policies and procedures. 'Safeguarding' includes child protection and covers the process of protecting children from harm, by accidents, deliberate abuse, neglect (deliberate or not) or factors such as bullying, prejudiced attitudes or a failure to enable children to participate in activities that are open to most of their peers.

All our tutors, staff and volunteers working with children and vulnerable adults comply with the Safeguarding policy and procedures and are checked under the Disclosure and Barring service.

### Campaigning

Campaigning to improve outcomes for deaf children, particularly in relation to access to English through Cued Speech, is a small but important element of our work. The Trustees have considered the Transparency of Lobbying, Non-party Campaigning & Trade Union Administration Act 2014 and are confident that our activities are not within its scope.

# Legal & Financial

**The Cued Speech Association UK** was founded in 1975 as The National Centre for Cued Speech, part of KIDS, the registered charity for children with a disability. The charity became independent in 1980 when it was also incorporated as a company limited by guarantee. In 2000 it was renamed the Cued Speech Association UK (CSAUK). The charity's activities are governed by the Memorandum and Articles of Association (reviewed in October 2001). Members of the Association elect Trustees (who are also Directors) who hold quarterly meetings (one of which was by phone) to decide policies, and to appoint and oversee staff.

**Public benefit** - The Cued Speech Association UK operates for public benefit by working to improve the communication and literacy skills of deaf and hearing-impaired children and adults. In exercising their powers and duties, including setting objectives and planning activities, the Trustees of the charity confirm that they have complied with their duty in Section 4 of the Charities Act 2006 to have due regard to the guidance on public benefit as published by the Charity Commission.

## Directors' Statement

**The Summary Financial Statements for the year ended 31 March 2016** in the following pages are the responsibility of the Directors and are taken from the full Directors' Report and Financial Statements, a copy of which may be obtained on request from the charity's office (contact details are on the back cover).

For the year ended 31 March 2016 the charity was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

### Trustees' responsibilities:

- The members have not required the charity to obtain an audit of its accounts for the year in question in accordance with section 476 of the above Act; and
- The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These accounts have been prepared in accordance with the provisions applicable to companies subject to the small companies regime and with the Financial Reporting Standard for Smaller Entities (effective January 2015).

These accounts were approved by the Trustees and authorised for issue on the 16th September 2016 and are signed on their behalf by:



Ms Christine Cottam, Trustee

## Independent Examiner's statement

In connection with my examination, no matter has come to my attention:

(1) which gives me reasonable cause to believe that in any material respect the requirements:

- to keep accounting records in accordance with section 386 of the Companies Act 2006; and
  - to prepare accounts which accord with the accounting records, comply with the accounting requirements of section 396 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities
- have not been met; or

(2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.



Sean R Smith FCA of Thomas Westcott  
Independent Examiner

28th September 2016



# Statement of Financial Activities

(incorporating the income and expenditure account)

Year ended 31 March 2016

	2016 Restricted Funds £	2016 Unrestricted Funds £	2016 Total Funds £	2015 Total Funds £
<b>Income and Endowments</b>				
Donations and Membership	26,600	40,272	66,872	107,424
Income from charitable activities	22,536		22,536	29,443
Other trading activities	48		48	240
Investment and rent income (from sub-letting part of office)		1,788	1,788	2,471
Other income				70
<b>Total income</b>	<b>49,184</b>	<b>42,060</b>	<b>91,244</b>	<b>139,648</b>
<b>Expenditure</b>				
Expenditure on charitable activities	106,727	10,751	117,478	131,798
Support Costs	15,984	4,487	20,471	17,108
<b>Total expenditure</b>	<b>122,711</b>	<b>15,238</b>	<b>137,949</b>	<b>148,906</b>
<b>Net expenditure before transfers</b>	<b>(73,527)</b>	<b>26,822</b>	<b>(46,705)</b>	<b>(9,258)</b>
Transfer between funds	30,549	(30,549)		
<b>Net expenditure for the year</b>	<b>(42,978)</b>	<b>(3,727)</b>	<b>(46,705)</b>	<b>(9,258)</b>
<b>Reconciliation of funds</b>				
Total funds brought forward	59,672	65,748	125,420	134,678
<b>Total funds carried forward</b>	<b>16,694</b>	<b>62,021</b>	<b>78,715</b>	<b>125,420</b>

## Income

Total income received in 2015/16 was £91,244, of which £66,872 was donated by charitable trusts, companies and individuals, or was membership subscriptions. The remaining £24,372 included tuition fees and charges, and investment income.

## Expenditure

Total expenditure was £137,949, of which £117,478 was spent on charitable activities.

## Reserves

Expenditure exceeded income by £46,705 resulting in a decrease in funds from £125,420 to £78,715, of which £16,694 is restricted to specific work.

The Association's policy is to hold a designated reserve of £20,000 and in addition, operating reserves equivalent to not less than three months' expenditure. The balances held at 31 March 2016 met that requirement.

# Legal & Financial

.....continued

## Balance sheet as at 31 March 2016

	2016	2015
<b>Assets</b>		
<b>Fixed Assets</b>	<b>5,612</b>	
Tangible Assets		7,483
<b>Current Assets</b>		
Debtors / pre-payments	<b>1,060</b>	5,207
Cash at bank and in hand	<b>76,106</b>	117,272
<b>Total current assets</b>	<b>77,166</b>	122,479
Creditors ( <i>amounts falling due within one year</i> )	<b>(4,063)</b>	(4,542)
<b>Net current assets</b>	<b>73,103</b>	117,937
<b>Total assets less liabilities</b>	<b>78,715</b>	125,420
<b>Funds</b>		
Restricted funds	<b>16,694</b>	25,355
Unrestricted funds	<b>62,021</b>	100,065
<b>Total Funds</b>	<b>78,715</b>	125,420

## Donors

The Directors are grateful for the support, interest and encouragement received during the year from trusts, companies, other organisations and individuals, including members who gave more than the minimum membership fee. During the year donations were received from one anonymous donor and from the following:

### Charitable Trusts and Foundations:

AIB Group (UK) P.L.C  
Dartmouth Ladies Probus Club  
easyfundraising  
Elizabeth and Prince Zaiger Trust  
Esmée Fairbairn Foundation  
Freemasons' - Dart Lodge  
Freemasons' - Grand Charity  
Freemasons' - Holy Royal Arch Chapter  
Freemasons' - Quest Lodge  
Freemasons' - Sir John Hawkins Lodge  
Freemason's - The Devon Freemasons'  
WAKE Fund  
Recycle4Charity  
Reuben Foundation  
St James's Place Foundation

The Adint Charitable Trust  
The Albert Hunt Trust  
The Benham Charitable Settlement  
The DM Charitable Trust  
The Dorothy Hay-Bolton Charitable Trust  
The Edward and Dorothy Cadbury Trust  
The Elmgrant Trust  
The Kleinwort Benson Charitable Trust  
The Lionel Wigram Memorial Trust  
The Lord and Lady Lurgen Trust  
The Marsh Christian Trust  
The Misses Barrie Charitable Trust  
The Norman Family Charitable Trust  
The Pennycress Trust  
The PF Charitable Trust  
The Rank Foundation Limited

The Rest Harrow Trust  
The Sir James Roll Charitable Trust  
The Sir Jules Thorn Charitable Trust  
The Souter Charitable Trust  
The Sylvia Adams Charitable Trust  
The W A Handley Charity Trust  
The Zochonis Charitable Trust

### Members and individual donations

Carl Kruger  
Cathy Groger  
Christine Cottam  
Peter Bowman  
Sheila Skillings  
Win Burton

# Human Resources

The charity's greatest assets....

.....are the highly skilled, stable and committed group of people who work to ensure that deaf children have access to English through Cued Speech (CS)

**Salaried staff** - During the year the six part-time staff worked the **equivalent of 3.5 full-time posts**.



**Anne Worsfold, Executive Director** (employed 1999) is a parent of deaf children, now adults, has a background and qualifications in general management and HR and has taught many hundreds of people to cue.



**Debbie Hawke** (employed 2008), Debbie's responsibilities include book-keeping, the administration of contracted out staff and arranging training.



**Louise Creed** (employed 2008), Louise's work includes ICT, finance and fundraising, Information Standards compliance and is the Safeguarding lead.



**Cate Calder** (employed 2005) was a Sign Language Interpreter for 17 years, and is now a CS tutor and transliterator. She works for the CSAUK directly on training and training development and is also contracted out to the Exeter Royal Academy for Deaf Education (ERADE).



**Kathy Kenny**, (employed 2015 - 2016) is a teacher whose CS specialties include family CS use and training education professionals. Kathy was contracted out to the Devon support service for deaf children in mainstream education.



**Barney Sheppard** (first employed in 2005). Barney has helped out in holiday periods and now covers administrative support, website design, advertising and newsletters.

**Freelance** — freelance tutors include:



**Emma Sadeghi** - Tutor Emma is a linguist who speaks five languages and cues in three. She delivers much of our Skype training and has a particular interest in using CS to make stories come alive for deaf children.



**Carly Simpson** - Carly first learned CS in 1990 at aged seven. She is a CS tutor, has produced an informative video on CS, and she runs a toddler group in the Northwest of England called 'Me to you - Let's Cue!'.

**Charity trustees** have a wide range of expertise.



**Win Burton** is the mother of two deaf sons, who were brought up bilingually with CS - in French (at school in Belgium) and English (at home). Now resident in the UK, she has wide experience of European organisations and strong ties with CS researchers in Europe.



**Christine Cottam** is also the parent of two profoundly deaf adult sons. She brings experience in Community Health Care management to the governance of the charity, and is a very active volunteer.



**Jeign Craig**, a Teacher of the Deaf, and advocate of CS since 1977, is a CS tutor, examiner and transliterator. Prior to retirement she was Head of College at ERADE. Now living in France, Jeign is Vice President of the Hearing Impaired Professionals European Network, and lectures in English CS at the University Catholique de l'Ouest, in Angers.



**Tim Hailstone**, a publisher, has retired from day-to-day work but has a number of non-executive roles. He brings valuable business expertise to the board of Trustees.



**Tina Kirwin**, a Teacher of the Deaf, is currently the senior manager of the Hearing Needs team in the Sensory Support Service in Manchester and has a special interest in cochlear implantation.



**Ken Orpin** is the grandfather of a deaf child brought up with CS and has a particular interest in community fundraising.



**Christine Hardy** is the Advocacy, Rights and Awareness Manager for Deafblind UK. She has a background in both linguistics and law and grew up in the Deaf community.



**Anne Soria**, a new Trustee, is a linguist (with several languages and level 2 BSL) and Mathematics graduate, who brings accountancy and audit expertise to the board of Trustees.



Cued Speech was devised in 1966 by the late Dr. R  
Orin Cornett, Professor Emeritus of Audiology,  
Gallaudet University, USA

#### **Charity Name**

Cued Speech Association UK (CSAUK)

**Charity Number** 279523

**Company Number** 1477997

#### **Directors**

Mrs W Burton

Ms C Cottam

Mrs J Craig

Mr T M Hailstone

Ms C Hardy

Ms T Kirwin

Mr K Orpin

Ms A Soria

#### **Secretary**

Ms T Kirwin

#### **Independent Examiners**

Thomas Westcott Chartered Accountants Petitor House  
Nicholson Road Torquay Devon TQ2 7TD

#### **Bankers**

**Caf Bank Ltd** PO Box 289 West Malling Kent ME19 4TA

**Scottish Widows** 67 Morrison Street Edinburgh EH3 8YJ

#### **Registered Office**

Cued Speech Association UK The Forces Forces Cross  
Blackawton Devon TQ9 7DJ

**Email:** [info@cuedspeech.co.uk](mailto:info@cuedspeech.co.uk)

**Telephone:** 01803 712853

**Webs:** [www.cuedspeech.co.uk](http://www.cuedspeech.co.uk) &  
[www.learntocue.co.uk](http://www.learntocue.co.uk)

**Cued Speech gives access to English — even for deaf babies and children  
who can't benefit from cochlear implants and hear nothing at all**

**Once deaf children understand English they can communicate, and learn  
to read and write**

**Cued Speech takes only 20 hours to learn so gives access to English  
without delay**

This Annual Report was designed and printed in-house. The photographs used are  
taken from our work with families and the professionals who support them.