

# Supporting you and your business...

...to unlock its full potential for  
people with hearing loss.



**ACCESS SOLUTIONS**

**ACTION ON**  
**HEARING**  
**LOSS**



**Action on Hearing Loss is the UK's largest charity and expert provider of impartial and confidential advice on all matters relating to deafness, hearing loss and tinnitus.**

**Action on Hearing Loss**

# OPEN UP YOUR BUSINESS TO 10 MILLION PEOPLE

## Access Solutions

### Did you know?

- There are more than 10 million people in the UK with some form of hearing loss – that's 1 in 6 of the population.
- By 2031, it's estimated that there will be 14.5 million people with hearing loss in the UK.
- More than 800,000 people in the UK are severely or profoundly deaf.
- About two million people in the UK have hearing aids, but only 1.4 million use them regularly.
- On average it takes ten years for people to address their hearing loss.

There are huge benefits to be had from making your business more accessible to both customers and employees with a hearing loss, including increased retention, loyalty and brand equity.

Our prices are transparent – our customers tell us that costs are clearly repaid in terms of

efficiency, better customer service and improved satisfaction. We're confident that any outlay will be recovered by the access improvements made!

### And know this

When you purchase our services, you're helping provide financial support to our vision: working for a world where hearing loss doesn't limit or label people, where tinnitus is silenced and where people value and look after their hearing.



**Whatever your particular requirement, our highly skilled team works across the UK and will be happy to help with support or advice. For more information contact us today:**

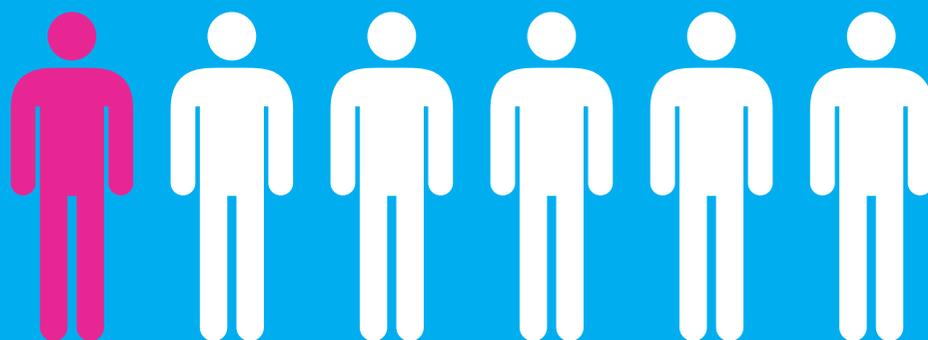
## 0333 240 5658

Calls charged at local rates. Calls welcome using Text Relay.

[access.solutions@hearingloss.org.uk](mailto:access.solutions@hearingloss.org.uk)

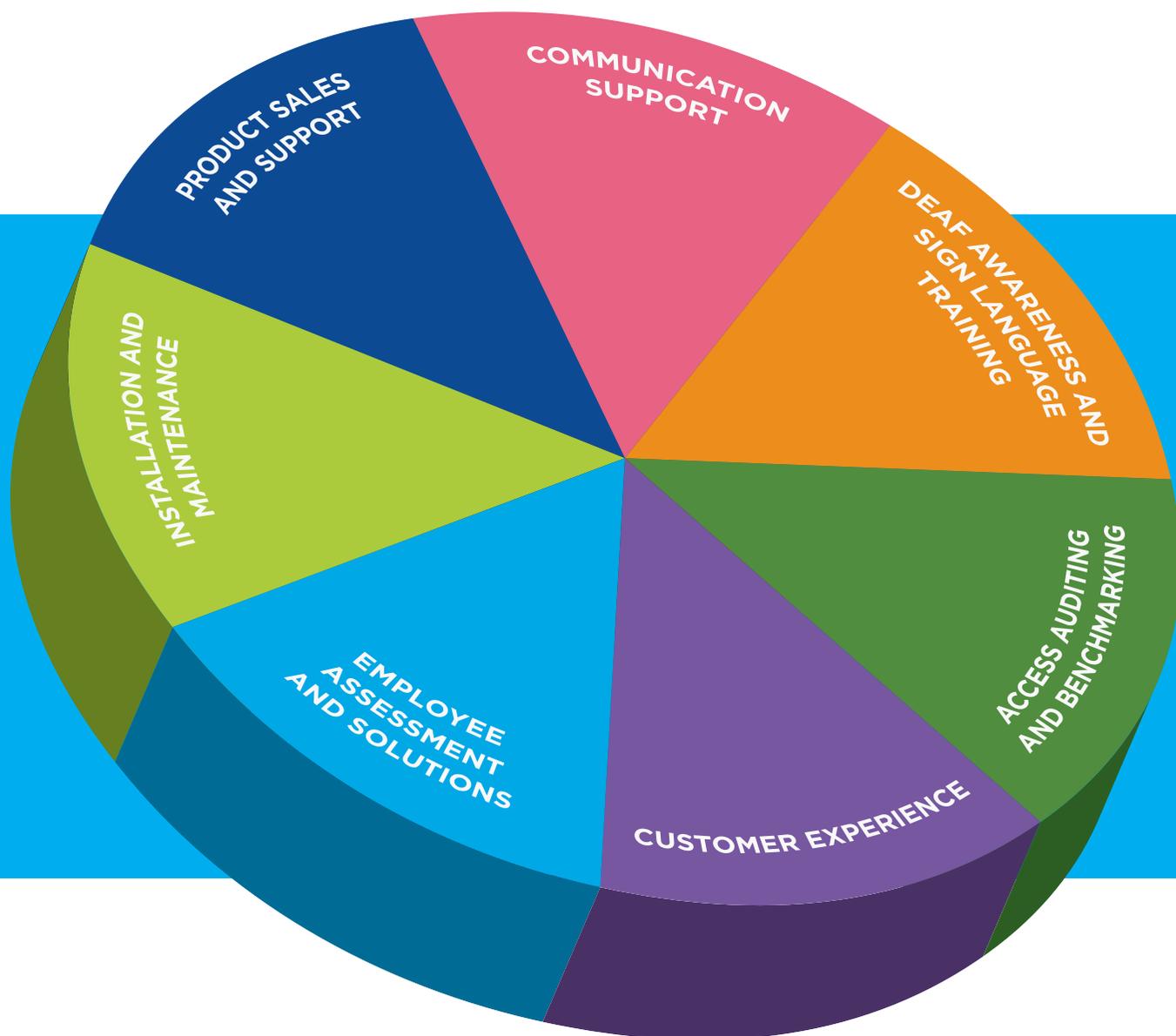
**Tweet us @hearinglossbiz**

**1/6**  
people in  
the UK has  
hearing loss.



# 7 key services...

Supporting you and your business to unlock its full potential for people with hearing loss





### COMMUNICATION SUPPORT

As the UK's leading provider of communication support for people with hearing loss, we can provide your business or organisation with qualified and registered Communication Professionals, including sign language interpreters, speech-to-text reporters, lipspeakers, and notetakers (manual and electronic). We are ISO approved (ISO 9001:2008).



### DEAF AWARENESS AND SIGN LANGUAGE TRAINING

With 1 in 6 people in the UK experiencing deafness or hearing loss, increasing awareness can really improve your customer service and help you tap into a new market. We deliver courses in deaf awareness and sign language from introductory level to accredited British Sign Language (BSL) for the public, private and voluntary sectors.



### ACCESS AUDITING AND BENCHMARKING

Often getting started is difficult, so we can send in our experienced Access Consultants to initially benchmark your business against predefined quality standards. This provides a road-map to enable your staff, policies, technologies and environmental factors to be more inclusive. Our recommendations can set you on the way to achieving the Louder than Words™ charter mark to show you have demonstrated a commitment to hearing loss matters.



### CUSTOMER EXPERIENCE

We strive to improve the experience of customers with hearing loss by helping you to deliver solutions across your whole business. This includes everything from awareness training for staff, to the supply and installation of hearing loops, to organisational benchmarking with a view to achieving the Louder than Words™ charter mark – showcasing your success.



### EMPLOYEE ASSESSMENTS AND SOLUTIONS

Work based assessments are designed to support employees with hearing loss, whether starting their career or in the course of it. Our assessors provide an individual assessment with practical advice and solutions to maximise employee and team potential.



### INSTALLATION AND MAINTENANCE

We have over 15 years' experience installing and maintaining hearing loop systems to the relevant British Standard (BS EN 62489-1:2010). Whatever your environment, our engineers offer expert site surveys to advise and create a solution just for you.

This service includes supply of quality equipment, such as fixed and portable counter loops, room loops and infrared systems along with installation and annual maintenance contracts.



### PRODUCT SALES AND SUPPORT

We can supply everything from amplified telephones, headphones and ear defenders to commercial loops, infrared systems and personal listening devices. Our huge range of products for people with hearing loss and tinnitus are thoroughly tested and evaluated by our technical experts.

# Communication Support

Delivering over 20,000 assignments annually, we're the UK's largest specialist agency providing communication support for deaf and hard of hearing people.

Whether you need to make a one-off booking or need a longer term contract, we can meet your requirements via our ISO-approved booking service.

Our communication support is ISO 9001:2008 accredited and we have processes in place to ensure that only appropriately qualified and registered Communication Professionals are provided.



## What we offer

Our wide-ranging communication support makes a difference for people accessing public services, participating in work-related meetings and training, attending appointments or enjoying various social events.

We source Communication Professionals based on your needs, so whether you are a GP or a court service, a police service or a tourist destination, we can meet your requirements.

We actively work with over 600 NRCPD (The National Registers of Communication Professionals working with Deaf and Deafblind People) registered interpreters in the UK.

## Benefits

- Vital communication support minimises the misunderstanding of statements, messages or instructions
- Service users are able to pursue available options or services
- Mitigates the risk of breaching confidentiality with customers, patients or clients
- Reduces health inequalities from poor understanding of treatment or process of care

For organisations needing regular communication support, we can put contractual arrangements in place, providing feedback and reporting on the usage of the service.

### Proud to work with:



## Our services

With offices in England, Wales and Northern Ireland, we work nationally to provide a wide range of local choice and availability of Communication Professionals such as:

- **Sign language interpreters**
- **Lipspeakers**
- **Electronic and manual notetakers**
- **Interpreters and communicator guides for deafblind people**
- **Speech-to-text reporters (STTRs)**
- **Deafblind interpreters**



We'll ensure you receive support from someone with the right specialist skills to meet your specific needs.

We are experienced in covering hospital appointments, court appearances, religious ceremonies, counselling and many other occasions.

To find out more about what we do and how we can help you, call us today

**0333 240 5658**

Calls charged at local rates. Calls welcome via Text Relay.



**Our experience is that the standard of service has been exemplary, using skilled and experienced interpreters, who are aware of the issues facing the people using it.**

Chris Waddleton, Service Manager, Stockport Council

# Deaf Awareness and Sign Language Training

Our research shows that more than 7 in 10 hearing aid wearers said that having deaf aware staff would encourage them to choose one business or service over a competitors.

This shows that increasing awareness can really improve your customer service and help you tap into a new market. We deliver courses in deaf and hearing loss awareness, telecommunications and British Sign Language (BSL), from introductory level to accredited BSL lessons.

## What we offer

Deaf awareness training will improve your staffs communication skills and confidence when meeting customers who are deaf or have hearing loss, resulting in improved customer service for up to 1 in 6 of your customers.

For over 20 years our trainers have been delivering courses across the UK; most of them have hearing loss themselves or use BSL as their first language. This enables an experiential learning space for them to share personal experiences throughout a structured pathway.

We offer flexible options based on your specific requirements - from a half day deaf awareness course to a 10 week intensive sign language programme. Whether you're a utility provider, retailer or contact centre we're sure to have a course to suit your needs.

For businesses in the retail and hospitality sectors with large numbers of frontline staff, we can provide an e-learning module on 'Serving customers with Hearing Loss - Essentials' supplied by our partner UpSkill People.

We are working with UpSkill People, a leading online learning provider, with an ever-growing catalogue of over 120 courses developed specifically for the retail and hospitality sector.

[www.upskillpeople.com](http://www.upskillpeople.com)

**UpSkill**  
people



## Benefits

- Boost staff and consumer confidence to empower your business practices
- Encourage team working and enhance staff morale
- Provide first rate customer service by learning about hearing loss and how to reduce barriers
- Improve your competitiveness and brand equity
- Demonstrate your commitment to accessibility for 1 in 6 of your customers
- Moderate customer complaints by improving communication
- Promote diversity and inclusion legislation and regulations - show best practice
- For e-learning customers: all managers can track an individual's progress, compare training uptake with other stores, document compliance and integrate with payroll, to ensure that leavers and starters are always up to date

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**Proud to work with:**



Bwrdd Iechyd Prifysgol  
Abertawe Bro Morgannwg  
University Health Board

IN SUPPORT OF  
**HELP for  
HEROES**

London **midland** ...

## Our courses

We offer a wide range of courses, starting with a half or full day:

- **Start to Sign**
- **Deaf Awareness**
- **Deaf Awareness for Contact Centres**
- **Deaf and Disability Awareness**

Our tailored packages can take place over a longer period:

- **BSL at Work**
- **BSL Level 1**

To find out more about what we do and how we can help you, call us today

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**This was a fantastic course, engaging and extremely positive. As a result of the training, we will be looking into other areas of accessibility for deaf and hard of hearing people in our organisation.**

Octavia Housing, London

# Access Auditing and Benchmarking

## Could your organisation be more accessible to people with hearing loss?

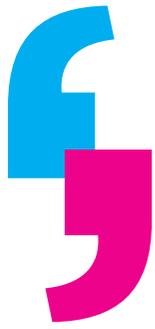
Our expert team of Access Consultants are experienced in helping businesses to address their accessibility issues, helping them to provide the best possible experience for customers and staff alike, via our **Louder than Words™** charter mark.

### What we offer

People with hearing loss often experience communication barriers when accessing goods and services, as well as in the workplace. With over 100 years' experience, we are the market leader in providing advice and services in this area.

Our Access Consultants provide support on accessibility matters to businesses and public services across the UK. Following an initial benchmarking of your business against a predefined list of quality standards, they can provide core recommendations to help you put in place cost effective ways of improving accessibility for people with hearing loss.

This provides a road map to enable your staff, policies, technologies and environmental factors to be more inclusive. Our recommendations can set you on the way to achieving the Louder than Words™ charter mark to show you have demonstrated a commitment to hearing loss matters.



**We are always striving to improve our visitor experience and the visit from the access consultant has helped us to see ways of making the Museum a better place to be for our deaf and hard of hearing staff and customers.**

Claire Field, Director, Roald Dahl Museum

## Benefits

- Deliver excellence in customer service
- Develop your business by improving access
- Improve customer loyalty
- Meet your legal obligations under the Equality Act
- Improve health and safety practices
- Receive straightforward advice and cost effective recommendations
- Join our Roll of Honour with the Louder than Words™ charter mark

### Proud to work with:

London Borough of  
**Redbridge**



7 in 10 hearing aid users told us they would choose a business which is deaf aware over another

## **LOUDER THAN WORDS**

By achieving our Louder than Words™ charter mark, you are showing your commitment to improving access for people with a hearing loss. After an initial benchmark we will provide you with an action plan and the support you need to set you on the road to achieving the accreditation.

To find out more about what we do and how we can help you, call us today

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# Customer Experience

## Open your doors to customers who are deaf or have hearing loss through our product and service offering

A staggering 83% of customers with disabilities (including hearing loss) have taken their business to a more disability confident competitor. The annual spending power of disabled customers in the UK is around £80 billion.

Over 10 million people in the UK are affected by hearing loss. Over 50% of these have experienced difficulties accessing goods and services. Being deaf aware can encourage people to choose your business.

### What we offer

**Access auditing and benchmarking** - our expert team of Access Consultants will help you audit your business and put recommendations in place to help you offer a best in class customer experience.

**Louder than Words™ charter mark** - a nationally recognised best practice charter for organisations striving to offer excellent levels of service and accessibility for customers and employees who are deaf or have hearing loss. It is comprised of 10 quality standards. Pass it and you will join our Roll of Honour!

**Staff training** - we offer tailored deaf awareness and sign language training to improve staff confidence when dealing with customers who are deaf or who have hearing loss.

**Technological solutions** - assistive technology to equip your organisation to communicate with people who are deaf or have hearing loss.

**Hearing loop installation and maintenance** - not only can we help you choose the right products to improve your customer experience, we can help you install and maintain it as well, with our highly skilled installations team.

## Key considerations

**Communication** - are your staff adequately trained to communicate and interact with people with hearing loss?

**Facilities** - do you have the equipment you need to enhance a customer experience, such as hearing loops and text phones?

**Safety** - can you adequately alert customers in the event of an emergency or evacuation procedure?

**The Equality Act 2010** - requires a duty of care for all types of customer-facing businesses to provide communication support to those who are deaf or hard of hearing. We can help advise and support you to meet these requirements.

**Building regulations** - do your hearing loop systems perform to the British Standard?

### We have recently helped...

- Museums and heritage sites
- Housing associations
- Water and energy providers
- Local authorities
- Emergency services



### Proud to work with:



**The Hyde Group**  
Making a lasting difference



*Serving the Midlands, South West and Wales*

To find out more about what we do and how we can help you, call us today

**0333 240 5658**

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### Success Story

Buckinghamshire County Council provided Deaf Awareness Training for frontline staff. In order to increase the Customer Contact Centre's confidence and ability handling telephone enquiries from deaf or hard of hearing customers, frontline staff at the Centre completed an Action on Hearing Loss training course that focused on the etiquette of using a textphone and the Text Relay service.

"We identified a need to have a better understanding of our customers with hearing loss so that we can use improved methods, technology and techniques in order to provide excellent service. The excellent feedback after the Deaf Awareness Training gave everyone a real understanding of the value of this."



**The training was made very relevant to our organisation and our needs. I only wish we did this a long time ago. Anyone thinking of having Deaf Awareness or Start to Sign training should book it now - you will never regret it. These are some of the best courses you can book.**

*Kim Hill, People Manager, Asda*

# Employee Assessment and Solutions

As an employer you want to make sure all your employees feel supported and are given fair access to the workplace. For employees with hearing loss it can be difficult to comprehend what these needs are.

Our specialist assessors can help you make reasonable adjustments to support your employees, for example providing equipment, a type of communication support, or simply adjusting the layout of an office.

## What we offer

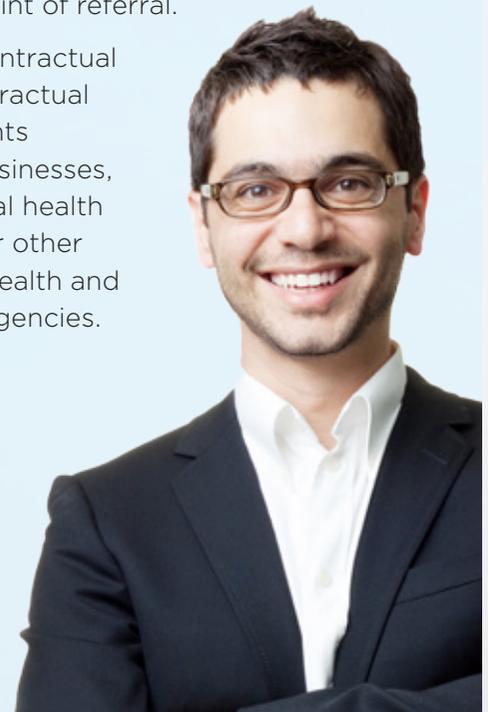
Our specialist assessors will meet with the employer and the staff member to determine the scope of their job, any obstacles at the work station and the surrounding office environment to provide a full report and recommendations. All assessors are trained in the latest technologies, utilise clear communication techniques and are able to converse in the employee's preferred method of communication.

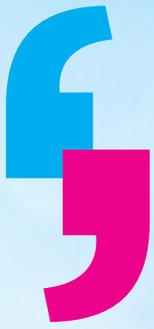
The report will include concise and cost-effective ways to support the employee and provide assurances that the employer is making adjustments to demonstrate their responsibilities under the UK equality legislation and devolved equivalents.

We've been delivering assessments for over 10 years and have built up a comprehensive network of specialists in many locations.

This means we can quickly mobilise a quality assured assessor to complete an assessment and issue a report within 10 days from the point of referral.

We offer contractual or sub-contractual arrangements direct to businesses, occupational health providers or other employee health and wellbeing agencies.





**I want to thank you again for your visit to my work place. Today at work for the first time I could actually hear very clearly whilst on the phone.**

Carol Lee, HMRC Bradford

To find out more about what we do and how we can help you, call us today

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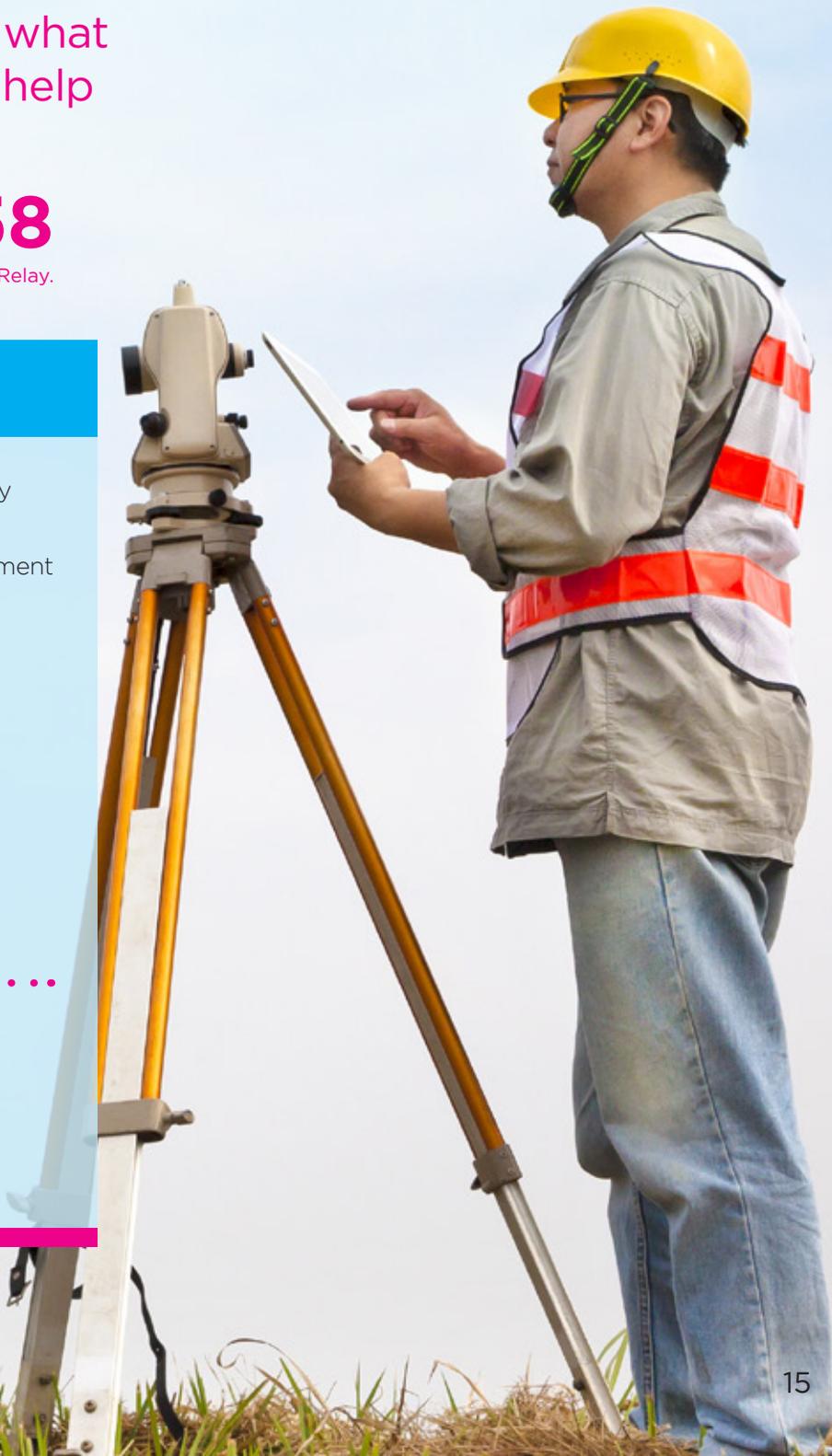
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## Benefits

- Increased employee morale, productivity and retention
- Saves costs by ensuring the right equipment is sourced, purchased or supplied
- Specialist assessors in the field of deafness and hearing loss
- Reports can be used to support a subsequent Access to Work application
- Work towards compliance with Equality Act 2010 and devolved equivalents
- Contractual arrangements including monthly reporting from our dedicated account management team

### We have recently helped...

- Financial service providers
- Schools
- Utilities
- Government departments
- Retailers
- Manufacturers



# Installation and Maintenance

With over 15 years' experience our Technical Services team have been installing and maintaining hearing loops to businesses and public services in line with the British Standard for audio-frequency induction loop systems (AFILS) 7594:2011, where applicable.

All of our engineers are registered members of the Institute of Sound and Communications Engineers (ISCE).

## What we offer

You know it's important that everyone who comes into contact with your organisation is made to feel welcome.

The right equipment and informed staff make an enormous difference to your customers and your reputation. We will support you through the process of implementing a tailored hearing support system to meet your requirements. Your staff will feel more confident and enable your customers with hearing loss to communicate with ease.

Hearing support systems are installed in a number of different locations such as meeting rooms, lecture theatres, places of worship, residential homes, conference halls, theatres and reception or service desks.

## Benefits

- **Advice**

Our engineers offer expert advice, guidance, and site surveys to determine the specification. With customers ranging from local village halls to prestigious city offices or royal residences, we repair and install loop systems suitable for each environment and make recommendations to identify the most appropriate solutions, which may include portable or hand held devices.

- **Quality Equipment**

We offer a wide range of quality equipment that includes fixed and portable counter loops, installed and portable room loops, and infrared and sound reinforcement systems.

- **Installation and maintenance**

Our engineers provide a complete service, including installation to the British Standards (where applicable), guidance for staff on how to use the equipment, and annual maintenance contracts to ensure optimal performance.

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**Proud to work with:**



**The Institute of Sound and Communications Engineers is the specialist learned society and professional body for sound and communications engineers**



# Hearing Loops



Loops are beneficial at customer service desks, till areas, ticket offices, service counters and reception desks.

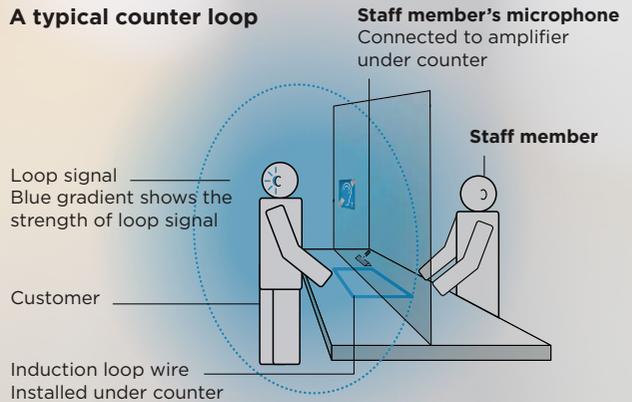
An induction loop helps people with hearing loss to hear sounds more clearly by reducing the effect of background noise. Loops work by staff members speaking into a microphone, which transmits the amplified sounds to a hearing aid that's switched to the 'T' setting.

**Installed counter loops** - mains-powered and discreet, with only the microphone visible. They're always available for use, so users can switch their hearing aids to the loop setting. Wherever you have a regular need for hearing support a permanent installed system is the best option.

**Portable counter loops** - consists of one portable unit with a rechargeable battery or can be mains-powered. They require no installation so are good value for money. Coverage of a portable loop is often less than one metre, so the user will need to be close to it.

**Infrared systems** - increasingly popular alternative to loop systems, as they are easy and quick to set up. The signal is transmitted by invisible infrared light rather than by magnetic fields. Customers who want to use it borrow receivers to benefit from amplified sound in the area.

**A typical counter loop**



To find out more about hearing loops and how we can help you, call us today

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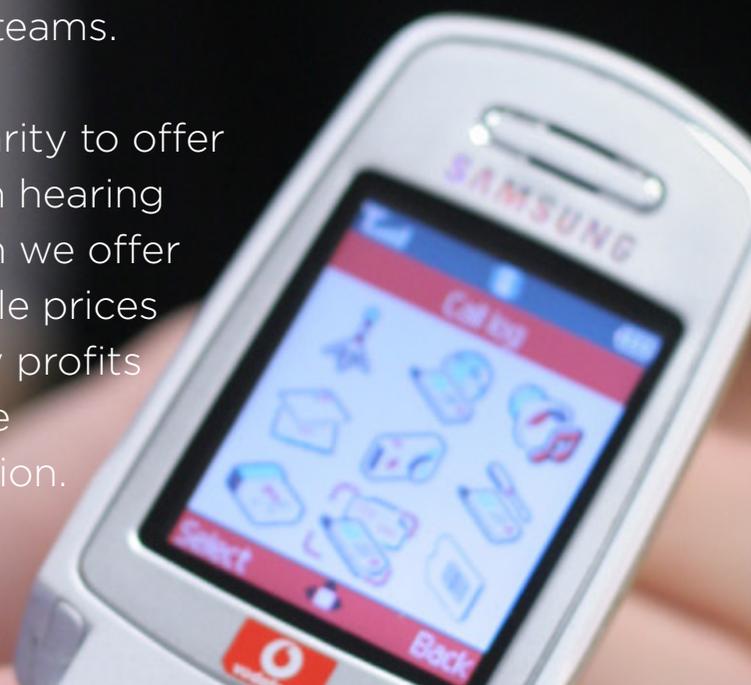
**The engineer was extremely helpful and the installation was completely pain free. Our residents have really noticed a difference with the loop system and are very appreciative of it.**

Lisa Wood, General Manager,  
The Dower House Nursing Home LLP

# Product Sales and Support

UK businesses and public services trust us and buy from an unparalleled range of products, supported by our dedicated, nationwide account teams.

Our unique position as the only UK charity to offer a full range of products for people with hearing loss or tinnitus means that not only can we offer you the best product range at incredible prices backed by expert, impartial advice, any profits we make help to support our charitable causes. See page 20 for more information.



## Key Customers

Whilst we have four main types of customer, we are happy to advise and support any type of UK based business or public service regardless of their size or budget.

- **Social Service Departments** - we work with the majority of Social Service Departments, including their procurement and sensory teams throughout the UK. We tailor our product and service offer to fit each individual department to help fulfill their community support needs.
- **Charitable Trusts and Healthcare Organisations** - from the supply of products for resale to delivering expert advice on product selection for charitable aims, we are there to fulfill every need, including the provision of information in the form of catalogues and factsheets.
- **Welfare to work** - an Access to Work grant can help pay for products that provide practical support to help individuals start or stay in work. Sometimes we deal with an individual directly, but more often than not, we provide expert product advice and delivery to a business or organisation that wants to support an individual in the workplace.
- **Retail and Leisure** - we work with many customer-facing businesses, focused on delivering excellent customer service. Not only can we help benchmark and train their staff, to help create the best environment for their deaf and hard of hearing customers, we can provide the right products as well as the provision of installation and maintenance services.



**We've hundreds of products to choose from, many exclusive to Action on Hearing Loss.**



## 10 great benefits

1. Leading UK B2B retailer
2. Easy account set up
3. Invoicing on account
4. Huge product range and expert advice
5. Competitive pricing
6. National coverage
7. Comprehensive product testing
8. Dedicated account management team
9. Pre and post purchase support
10. All profits support the charity

Proud to work with:



**Call us today**

**0333 240 5658**

Calls charged at local rates. Calls welcome via Text Relay.

To find out more about our product range and how we can help you visit  
**[www.actiononhearingloss.org.uk/shop](http://www.actiononhearingloss.org.uk/shop)**

# THE CHARITY IN ACTION

At Action on Hearing Loss, our vision is [a world where hearing loss doesn't limit or label people](#), where tinnitus is silenced and where people value and look after their hearing. In addition to the provision of goods and services described elsewhere in these pages, our activities include:

## **Personalised care and support services**

We're ensuring that people who are deaf, deafblind or have hearing loss and additional needs can live everyday life the way they want. Using our expertise in all areas of hearing loss, we have been supporting people since 1929, helping people to achieve their aspirations, maintain independence and live as part of their community.

## **Local engagement and information services**

We're providing people with the practical advice they need to take informed action on hearing loss, and manage it throughout their life. We have a wealth of resources drawing on over 100 years of expertise, available through volunteer-supported outreach, our dedicated Information Line and online.

## **Biomedical research**

We're funding research discoveries around the world and breaking down barriers to translate these discoveries into viable treatments and medicines. We're also increasing the number of researchers in the field through our well-established grants schemes and providing important support for companies wanting to develop medicines and treatments.

## **Policy, influencing and campaigning work**

We're generating strong evidence, through rigorous research and frequent consultation with our members, to back us up when we try to influence decision-makers to take hearing loss seriously. Our campaigners work on national issues, while also supporting people to take action locally.



Over  
**100**  
years of  
expertise



**We're the UK's leading charity  
working on behalf of the 10  
million people in the UK who  
are deaf or have hearing loss.**

To find out more or to make a booking, call us today

**0333 240 5658**

Calls charged at local rates. Calls welcome via Text Relay.

Or email

**[access.solutions@hearingloss.org.uk](mailto:access.solutions@hearingloss.org.uk)**

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[www.actiononhearingloss.org.uk/training](http://www.actiononhearingloss.org.uk/training)



**ACTION ON**  
**HEARING**  
**LOSS**

**Action on Hearing Loss is the trading name of  
The Royal National Institute for Deaf People.**  
A registered charity in England and Wales  
(207720) and Scotland (SC038926) AS1-0714



**INVESTORS  
IN PEOPLE**



**Ministry of  
JUSTICE**



**Give as you Live®**

This product was printed using the Ministry of Justice facilities in the UK. Putting prisoners to work is part of a rehabilitation program enabling them to give something back to society and do something worthwhile.

Many are trained and gain qualifications whilst they are in prison enabling them to better integrate back into society and be less likely to reoffend. This is social enterprise working at its best and we are proud to support this initiative.