

Deafway — Social Impact Report 2025

Organisation: Deafway

Charity Number: 1089918

Headquarters: Brockholes Brow, Preston, UK

Mission

Deafway works to achieve **equal access, opportunity and inclusion for Deaf people** through accessible services, specialist care, community engagement and education.

1. Impact Summary

Mission and Reach

Throughout 2025, Deafway supported **Deaf, Deafened, Hard of Hearing (HoH) and Deafblind people** across Lancashire and the wider UK. Through specialist residential care, community services, education, and advocacy, Deafway continued to remove barriers and create inclusive opportunities for Deaf people to thrive.

Key long-term outcomes achieved:

- Expanded access to services designed around Deaf people's communication needs
 - Increased awareness of Deaf culture and British Sign Language (BSL) among partner organisations
 - Stronger community connection through inclusive courses, events and activities
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2. Key Achievements in 2025

National Recognition

- Deafway, in partnership with Bolton Deaf Society, received the **Chartered Trading Standards Institute (CTSI) Diversity and Inclusion Award**.
- The award was presented at the **House of Lords**, recognising leadership in advancing inclusion and improving access to consumer protection for Deaf and hard-of-hearing people.
- Deafway was specifically recognised for its **BSL video resources**, supporting Deaf people to understand product safety and consumer information.

Impact:

This national recognition highlights Deafway's influence beyond its direct services and reinforces its role as a leader in Deaf inclusion and accessibility.

3. Services and Social Outcomes

Residential and Community Support

Deafway delivered **person-centred residential care and rehabilitation** for Deaf people with complex needs, including mental health and learning disabilities. All staff receive BSL and Deaf Awareness training to ensure inclusive and accessible support.

Outcomes in 2025:

- Residents experienced increased independence, confidence and social participation
 - Community Hub activities reduced isolation and strengthened peer connections
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BSL and Deaf Awareness Training

Deafway delivered a wide range of BSL and Deaf Awareness training for individuals, professionals and organisations, significantly increasing communication access across local services.

Training delivered in 2025 included:

- **Westholme School:**
 - 11-week BSL and Deaf Awareness course embedded into the curriculum
 - Delivered twice during the year by a Deafway Deaf Tutor
 - Total attendees: up to 20 students
- **Level 3 BSL (Online):**
 - 2 Deafway staff members enrolled
- **Level 2 BSL (Deafway):**
 - Delivered once during 2025
 - Up to 12 attendees
 - Taught by Deaf Tutor
- **Level 1 BSL (Deafway):**
 - Total attendees: 40 (staff and external learners)
 - Taught by Deaf Tutor

- **Pre-Level 1 BSL (Deafway):**
 - Delivered 6 times during 2025
 - Total attendees: 40
 - Taught by Deaf Tutor
- **Recycling Lives:**
 - Half-day BSL and Deaf Awareness session
 - 12 attendees
 - Taught by Deaf Tutor
- **Lip Reading Classes:**
 - Two 11-week courses (March and October)
 - Total attendees: 15
 - Taught by Deaf Tutor
- **St Thomas Ripley School, Lancaster:**
 - Pre-Level 1 BSL and Deaf Awareness course delivered for teaching staff
- **Interpreter Access:**
 - Deafway funded **4 hours per week of interpreting** delivered by Co-Sign
 - Free interpreter access provided to the Deaf community during designated drop-in hours

Impact:

These programmes significantly reduced communication barriers and strengthened the ability of organisations and individuals to engage effectively with Deaf people.

4. Community Engagement and Development

Community Events and Activities

Deafway's community programme created inclusive spaces for learning, socialising and cultural participation.

- **Preston Deaf Club** meets bi-weekly at Deafway
 - Membership of up to 100 people

- Activities include information sessions (Breast Cancer Awareness, Citizens Advice benefits support, Utility Warehouse), bingo, dominoes with North West Deaf Sports, and organised trips
 - **Monthly Sewing Group:**
 - Up to 10 attendees per month
 - **Coffee & Cake Sessions:**
 - Supported by Lancashire Warm Spaces funding
 - Free hot drinks, home-made cake, subsidised food, Wi-Fi, TV access and Deaf Empowering Network support
 - Approx. 20 attendees per month
 - **Hard of Hearing Support Group:**
 - 5 attendees
 - Support with technology and information talks
 - **Bollywood Night (24 January 2025):**
 - 35 attendees
 - **Inclusive Discos:**
 - 3 events delivered
 - 20 Deafway residents and up to 3 external attendees per session
 - **Summer Fair (August 2025):**
 - 60 attendees (Deaf, hard of hearing and hearing community members)
 - **AGM and BBQ (September 2025):**
 - 30 attendees
 - **Opening of the Stephen Bannister Sports Hall (October 2025):**
 - Approximately 40 attendees
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Consultation and Outreach

- Deafway hosted consultation events to ensure the Deaf community actively shapes future services

- A **Community Engagement Officer** role (advertised in 2025) demonstrated Deafway's long-term commitment to outreach and participation

Impact:

Deaf people were empowered to influence service design, ensuring services remain relevant, inclusive and community-led.

5. Financial and Organisational Overview (to March 2025)

- **Employees:** 100
- **Volunteers:** 20

Interpretation:

Deafway maintained sustained investment in frontline services, prioritising high-quality care, community development and accessibility.

6. Challenges and Areas for Growth

Like many specialist disability charities, Deafway continues to navigate:

- Operational and regulatory pressures associated with residential care provision
- Ongoing funding and resource constraints

Current CQC Status: GOOD in all areas

7. Strategic Impact Themes

A. Equality and Inclusion

- Deaf Awareness and BSL training reduced systemic barriers and promoted inclusive practice across services

B. Community Building

- Regular activities strengthened social networks and increased visibility of Deaf culture

C. Empowerment Through Education and Advocacy

- BSL education improved communication access and employment opportunities
- **Deaf Empowering Network** provided bi-weekly advocacy support in Lancaster and Preston (3–5 attendees per week)

Additional Community Partnerships and Activities:

- 20 active volunteers, including recruitment through an April volunteer drive
 - Community Hub hired monthly by Lancashire Women, MND, Utility Warehouse and MS Society
 - Preston Panthers use the sports hall weekly
 - Weekly Pickleball sessions (first hour free for Deaf participants)
 - NW Bricks LEGO charity group delivers bi-weekly inclusive activities
 - Funded interpreter support for Martin Mere Wetlands tour (10 attendees)
 - Participation in Preston North End Giant Scarf Project
 - Deafway Blackpool hub launched with coffee mornings and consultation events
 - Hosted children's Christmas party (40 attendees) and carol service (10 attendees)
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8. What This Meant for the Deaf Community in 2025

Deafway's work contributed to:

- Greater recognition of Deaf rights and BSL access
 - Improved inclusion across education, leisure, health and community spaces
 - Stronger Deaf voices in local and regional decision-making
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9. Looking Ahead: 2026 and Beyond

Deafway's priorities include:

- Expanding outreach and community-led services
 - Continuing high standards in residential care
 - Strengthening partnerships and inclusive policy influence
 - Growing BSL education and public awareness
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