

What we'll do next year

Research shows that supporting deaf children during the early years is where we can make the biggest impact and set them up for life. The evidence is so compelling that it forms the basis of our 2023 to 2028 strategy.

Our five-year plan is all about making every moment count – from the time a child's deafness is identified to their first day at school and beyond. We're here to transform the futures of as many deaf children and young people as possible, in the UK and around the world.

You can find the objectives for the first year of our new strategy below. To find out more about our Every Moment Counts strategy and our future plans, go to ndcs.org.uk/strategy.

★ Our plans for 2023/24

Objective 1: We deliver outstanding support in the early years.

What we'll do

- Improve our engagement with audiology services to ensure more families are referred to us for support.
- Influence early years standards and services for deaf children across the UK.
- Review and improve the early years support we provide to families and professionals.

Measure: More parents joining us as members in the first year after their child is identified as deaf and reporting positive outcomes.

Objective 2: We provide life-changing information and advice.

What we'll do

- Develop ways that help to reach families in the most convenient way for them, which we know is largely digital.

Measure: New digital information and advice projects launched and well used by our customers.

Objective 3: We build communities that unite families.

What we'll do

- Conduct research to inform our approach to building a strong community for families.

Measure: Evidence that we're beginning to build strong and effective networks and understand where the opportunities are for parents and children to connect on a local level.

Objective 4: We are the leading global authority on childhood deafness.

What we'll do

- Comprehensively review our approach to working internationally and develop a plan which fits with our overarching strategic objectives and maximises our influence and impact.

Measure: Evidence that we fully understand the impact and influence we've had and that we have a clear plan for the future of our international work.

Enabler 1: We transform to meet deaf children's needs.

What we'll do

- Continue to improve technology to support our systems and services.
- Adopt an organisational structure that will support agile ways of working, with a focus on coaching to develop the skills of our people.

Measure: Evidence that key business systems support our development and delivery and that an effective pay, performance and reward framework is in place.

Enabler 2: We deliver value for money.

What we'll do

- Support our agile way of working, by removing as much administrative burden as possible to allow our people to focus on delivering the strategy for deaf children and their families.
- Continue to raise funds in the most sustainable way.

Measure: Evidence that we spend money wisely, optimising our income to improve the lives of deaf children and their families.

