



# Hi Kent

Challenging deafness together!

Reg. Charity No. 1052036



# Annual Review 2008

# The Chief Executive writes



**John Clayton**  
Chief Executive - Hi Kent

Winning the Queen's Award For Voluntary Service last year has raised awareness of Hi Kent tremendously, and was a major milestone in our success story.

Our response has been to work even harder, and build on that remarkable achievement, by helping more people than ever before. In the past year we have succeeded in reaching a massive 60,000 deaf and hard of hearing people.

It is worth looking at some of the statistics. Among our charitable activities, we run hearing aid aftercare clinics in towns, villages and communities all over Kent. The number of these clinics has risen exponentially in recent years. In 2005, we ran 1,300 clinics. Today we are running around 2,000.

We are now helping more than 13,500 per year at our clinics alone, compared with 8,000 three years ago.

Many clinics have seen significant increases in the number of people attending.

This is marvellous, because it means we are succeeding in helping many more people. Our volunteers are having to work harder than ever – but we always try to extend the hours, or increase the frequency of our clinics, to cope with this upsurge in demand.

I decided at the start of the year that we should begin publicising all clinics. There is no point asking our volunteers to travel and set up at a clinic if no-one knows we are there! In the whole of 2004, we issued just four press releases. We have already issued almost **four hundred** in 2008!

We depend now more than ever on our loyal team of volunteers, who run our hearing aid aftercare clinics, giving advice to clients and helping them to get the maximum benefit from their hearing aids, and some volunteers also contribute time in our offices.

The number of our regular volunteers has now grown to 130, and with the demand that we are experiencing to open new clinics, and extend existing ones, we constantly need to recruit more volunteers to help. Anyone reading this who would like to know more about volunteering for Hi Kent, should please contact me at our Head Office in Maidstone.

Our mission is to help deaf and hard of hearing people and we can only do that if people know we exist, and how to contact us when they need us. We have taken out display advertisements in all the Yellow Pages directories covering the Kent area, which many people turn to as a matter of course. We provide the press with regular updates on our activities and we thank them for the interest they take in what we do, and the coverage they give us.



The average number of people seeking help through our website each month, during the last year, was 5,026. In the previous year it was 2,860. The relationship that we have with the officers and elected members of Kent County Council and Medway Council is at the heart of what we do.

Their support and professionalism cannot be valued too highly. The work that we carry out on behalf of those bodies under Service Level Agreements underpins our activities, and we welcome the participation that is afforded to us in management meetings to monitor service delivery and decide on joint responses to new initiatives.



Ebbsfleet United (formerly Gravesend and Northfleet) kindly welcomed us to one of their matches to carry out a coin collection, using a blanket which we paraded around the touchline at half time, and we thank the club and their supporters for their generosity. We congratulate them on winning the F A Trophy at Wembley in their match immediately following our visit, and we plan to make a collection at this friendliest of clubs an annual occurrence.

Member Community Grants from individual Kent County Councillors have enabled us to present information on our services in a clearer, more easily accessible way to clients who attend our hearing aid aftercare clinics in seventeen communities to date.

We extend our sincere thanks to those County Councillors concerned.

We have produced, in-house, a series of DVDs containing information about our services and the different sorts of equipment we can supply, which are shown at clinics on TV/DVD units purchased through these grants.

So many more organisations across Kent have shown interest in our work. In the last year, Hi Kent staff have given more than a hundred talks on deaf awareness and various aspects of deafness to Rotary and Lions Clubs, schools, local authorities and a plethora of social and community groups.

Many Rotary and Lions Clubs have been generous in making donations to help fund our V V S scheme and our Lipreading classes, and we thank them for their support and warm friendship.

The Kent business community continues to help us with donations and prizes for raffles at our fundraising events.

Pfizer have been kind enough to fund some press advertisements giving details of our hearing aid aftercare clinics in the east of the county.

We also extend our sincere thanks to major funders such as The Henry Smith Charity supporting our East Kent Volunteer Visiting Scheme, Colyer-Fergusson Charitable Trust and The Allan Willett Foundation providing the funding to start up our Mid Kent Volunteer Visiting Scheme and Lloyds TSB Foundation and Awards For All for providing funding to begin our Lipreading Groups.

Our own fundraising efforts have increased enormously. In 2004 our total income from fundraising was £5,013. In the financial year 2007/08, we had increased this to £21,804. How have we done it? By working our socks off, running Wine and Wisdom Quizzes, Supermarket coin collections, and arranging Tribute Nights at the Raja of Kent restaurant near Tenterden, whose owner Mr K Raja is a great friend to Hi Kent, selling Christmas goods, and in many other ways.



Our Patron, the Rt Hon Ann Widdecombe MP officially opened our newly-refurbished Resource Centre at our Head Office in October 2007.

We have named the Resource Centre The Heather Jackson Room in perpetuity, to mark the invaluable contribution of our late President.

The Resource Centre contains a wide range of assistive equipment that helps to make life easier for people with a hearing loss. All the equipment can be demonstrated to clients who call in to the centre. The list of equipment includes special TV listening systems, doorbells, special telephones, smoke alarms, conversation aids and alarm clocks.

The equipment is now displayed in a much clearer and more user-friendly manner, enabling us to help clients in a professional environment.

A generous donation from the Britannia Building Society has also enabled us to install a large screen LCD TV/DVD unit which allows us to use our Centre for deaf awareness, lipreading and British Sign Language classes. The photo below shows the Rt Hon Ann Widdecombe MP at the opening ceremony, with David and Tiffany Jackson.



For the coming Festive Season we have introduced a range of handcrafted wooden goods to sell alongside our popular Christmas cards & puddings, to help raise much-needed funds.



Mr John Saunders from Maidstone led a team of three climbers who completed the arduous Three Peaks Challenge to raise money for us in June 2008, and we thank them warmly for braving extreme conditions to help us.

We also joined a group of other leading Kent charities to form the Kent Charities Group, and played a key part in raising funds that were distributed among the member charities. Our challenge now is to raise the amount we raise through our own fundraising efforts year on year, which will be a challenge in today's economic climate, but one which we take on with enthusiasm and self belief.

## Hi Kent Registered Charity No.1052036

*President:* **Nadra Ahmed** OBE DL

*Patron:* **Rt.Hon. Ann Widdecombe MP**

*Chief Executive & Company Secretary:* **John Clayton**

*Trustees:*

**Clive Reddihough** (Chair)

**Christopher East** (Treasurer)

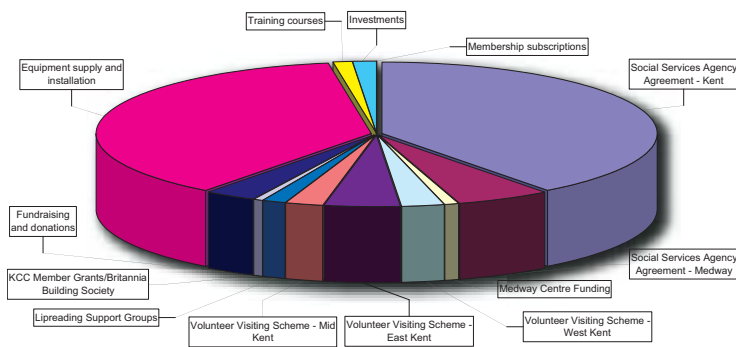
**Bob Livesey**

**Lindsey Rousseau**

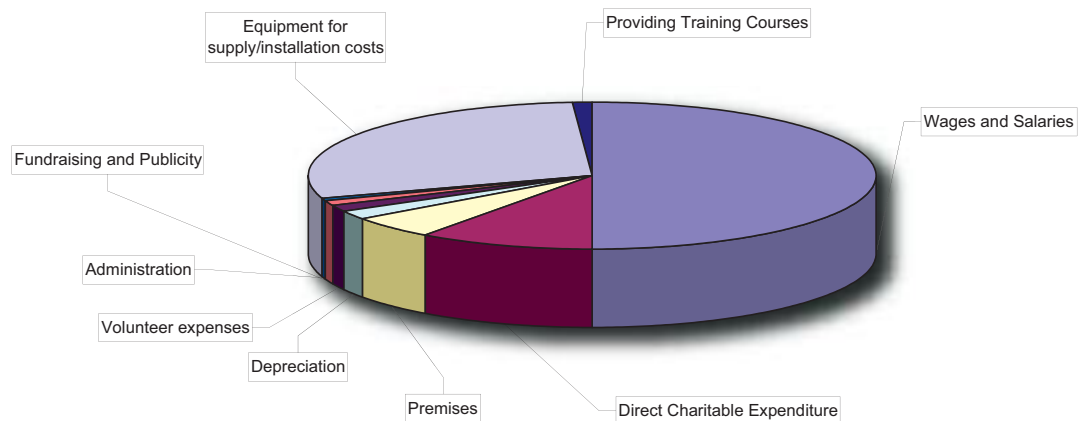
*Secretary to the Trustees:* **Kathryn Excell**

# Finance Hi Kent Income and Expenditure 2007/2008

## Hi Kent - Income 2007-2008



## Hi Kent - Expenditure 2007-2008



### Hi Kent Income - 2007/2008

Social Services Agency Agreement - Kent	£290,772
Social Services Agency Agreement - Medway	£ 39,927
Medway Centre Funding	£ 7,274
Volunteer Visiting Scheme - West Kent	£ 17,018
Volunteer Visiting Scheme - East Kent	£ 32,611
Volunteer Visiting Scheme - Mid Kent	£ 16,046
Lipreading Support Groups	£ 10,446
KCC Member Grants/Britannia Building Society	£ 4,801
Fundraising and donations	£ 21,804
Equipment supply and installation	£272,239
Training courses	£ 9,533
Investments	£ 8,660
Membership subscriptions	£ 510

**Total: £731,641**

### Hi Kent Expenditure - 2007/2008

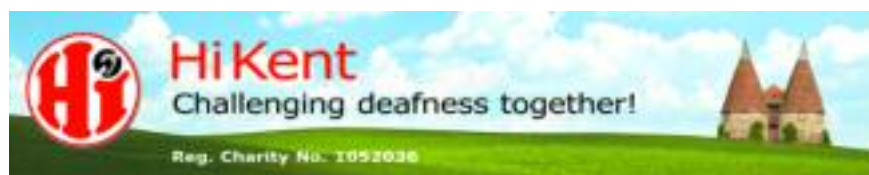
Wages and Salaries	£360,169
Direct Charitable Expenditure	£ 72,731
Premises	£ 35,617
Depreciation	£ 13,118
Volunteer expenses	£ 9,985
Fundraising and Publicity	£ 9,742
Administration	£ 2,873
Equipment for supply/installation costs	£209,089
Providing Training Courses	£ 7,505

**Total: £720,829**

# HiKent

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**Website:**  
[www.hikent.org.uk](http://www.hikent.org.uk)



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18 Brewer Street, Maidstone, Kent ME14 1RU.  
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#### East Kent Centre:

46 Northgate, Canterbury, Kent CT1 1BE.  
Tel: 01227 760046 Voice & Minicom. Fax: 01227 760068

#### Medway Centre:

Audiology Dept., Medway Maritime Hospital, Windmill Road, Gillingham, Kent ME7 5NY. Tel: 01634 825043 Voice & Minicom

#### The Ashford Gateway Centre:

14 Park Mall, Ashford, Kent TN24 8RY.  
Tel: 01233 208610 Fax: 01233 638012