



ANNUAL REPORT 2014



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WHAT IS DEAF VILLAGE IRELAND?

Deaf Village Ireland opened up in August 2012 after planning this project over a four year period. Deaf Village Ireland includes a state of the art sports centre for both Deaf and hearing people alongside administration and community spaces for the Deaf community. The Deaf Village was built in Cabra on the old grounds of St Joseph's school for Deaf boys. The Village was set to become a new welcoming place for all with both hearing and Deaf members using the sports facilities and the Deaf community availing of the numerous different groups within the centre to socialise among friends, attend educational classes, social activities and so on. In Deaf Village Ireland there are 12 organisations, church, Café Harmony and a Deaf Heritage museum. The Village sets out to promote the use of Sign Language (ISL) and educate hearing people in the deaf community and its culture.

The organisations in Deaf Village Ireland play a huge part in the success to DVI. Without their support, collaboration and co-operation DVI would not be a success!

MESSAGE FROM THE MANAGER

Sylvia Nolan Manager of Deaf Village Ireland said that her role as Manager in the first year was very challenging, in dealing with the Deaf community and hearing people in the settling in period for all of the organisations to collaborate and work together. This took some time and effort, where mutual trust and respect had to be earned in learning how to work with each other and each organisation. Thankfully, we have achieved this and employees from each organisation gather together for lunch or for coffee every Friday, different people bring in home -made cakes and treats and this is all part of the team building and effort in building up trust in working together with different organisations.



Deaf Village Ireland has become the topic of most countries and we had a huge number of curious visitors from all around the world. Many Deaf and Hearing people are really impressed with our Village and lots of people countries looking for advice and help in how, to set up a Deaf community centre in their own country.

Sylvia says she particularly likes seeing and meeting ordinary members of the Deaf community coming into the Village every day to participate in activities, having coffee, meet friends and make new friends! The Village has brought the Deaf community together again. There are all age groups that use our facilities. This was never the case in Drumcondra. The Deaf community was very split up over the last twenty years; various groups in the Deaf community went their separate ways. The Village has brought the Deaf community together, particularly thanking some of the organisations in the Village for organising on going social events. It is not only the Deaf community from Dublin that participates in these events we have Deaf people around Ireland enjoying the events which has proved to be very successful.

It is crucial that we keep the Deaf community spirit alive with these on- going social events. This can only be done with the support and effort from the organisations and may we continue to be successful in working together for the benefit of the Deaf community. “we will be working hard together in the years ahead to develop the Deaf Village Ireland further as a vibrant community showing Deaf Culture and Sign Language, with a wide range of activities, so that all who visit the Village, both Deaf and hearing people, can enjoy it to the full!”

MISSION OF DEAF VILLAGE IRELAND

Deaf Village Ireland’s vision is ***“to create an inclusive place/ centre showing community life celebrating Deaf Culture”*** For the last two years, we have achieved and continue to achieve this vision. With our Mission statement, I will give you examples on how we have completed and continue to work on our Mission statement.

Our aim is to develop and promote a working model promoting cross organisational co-operation building trust and respect. Which I have already spoke how we have achieved this. We already provide a welcoming meeting place / environment for Deaf and Hard of Hearing people, their families to participate, learn and share experiences.

The Hub in the Atrium is a very warm welcoming place, which is run by the Dublin Deaf Association. Many activities take place here. The Day centre for the elderly, who meet socially every Tuesday and another group meet on Thursdays. Over 85 members meet for those two days. The women’s cuppa has also proved to be successful, where 25 Deaf women meet for coffee every second Wednesday. All the Deaf groups who come under the DDA also meet here every evening for their social evening. These groups would include Football, Badminton, Irish Folk dance, Bowling, Drama, Basketball and many social events that is organised by various organisations. ***A social hub for the Deaf community providing a range of social activities to enable Deaf people to feel a sense of belonging.***

Inspire sports centre provides ***an inclusive sports centre providing a range of sport facilities involving Deaf and Hearing communities.*** Inspire has given special rates to those within the Deaf community and special rates for the usage of the Sports hall for various Deaf groups. Inspire have a huge range of classes for both Deaf and Hearing people. This year in particular, Inspire are working with some organisations the Irish Deaf Society and Deaf Sports Ireland. The big event of the year is where Inspire, IDS and DSI are raising funds through a Santy run in the Phoenix Park. This is a huge step in bringing Inspire and Deaf Village Ireland working well together.

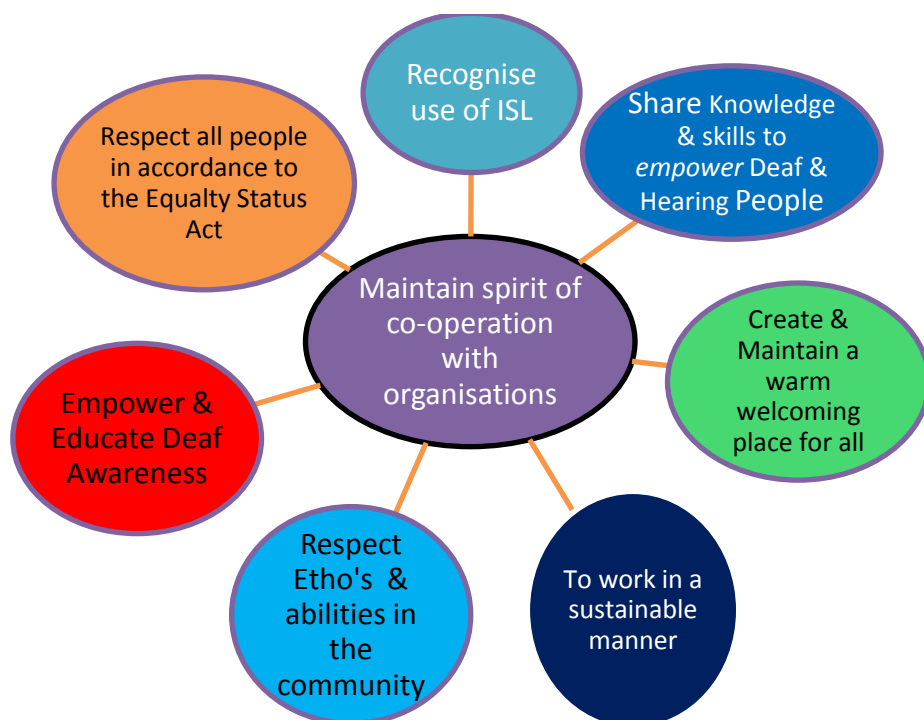
NCDP, IDS & CIC provide a Provision of social, advisory, information and pastoral care services delivered by several organisations resident in the Centre. NCDP arrange Mass, trips to Lourdes, Has had two funerals, baptism and a wedding since the opening of Deaf Village Ireland. Two Deaf voluntary members from CIC from the Deaf community give their valuable time to Deaf people looking for advice and help along with two hearing paid staff. Deaforward are also very active in their role and when their funding was cut, there was an overwhelming support from the Deaf community and all of the organisations within the Village who took time off to support the IDS by going to the government offices in Dial Eirann to show the government our visible presence in our strong message for the and the importance of having Deaforward in the Deaf community.

The Chairperson of Deaf Village Ireland Damian Barry has created a Policy on Affirmation Action Policy after the Deaf community expressed their anger and frustrations over Deaf people not getting employment. Deaf Village Ireland has also included members of the Deaf community to give their feedback and input into this. This is a ***positive learning environment for Hearing people to develop awareness, understand Deaf culture and sign language skills***. In the policy it encourages hearing staff to learn ISL if they are working in this environment. Members of the public and Inspire can also avail of these classes.

The history of ***Deaf Heritage centre promoting Deaf culture and history*** is really valuable to the Deaf community. Initially this was set up by a group of past pupils from St Joseph's school. Since our move to Deaf Village Ireland St Mary's past pupils have been very active and set up a committee working with the Deaf Heritage Centre. There is a huge amount of valuable items, pictures and photographs of Deaf people. There is a great sense of ownership in the community with the DHC. Unfortunately, due to the lack of funds, the Deaf Heritage Centre cannot renovate the Heritage Centre in a professional manner. The National Disability Authority held their policy review meeting for the Deaf community in Deaf Village Ireland to focus on the recognition of ISL and Deaf access issues. But while this was taking place DVI was able to build up a good working relationship with the Minister's personal assistant Linda Grealy and by having a good healthy relationship, the Department had given a grant of €28,000 for the Heritage centre. The former Taoiseach of Ireland Liam Cosgrave TD was present at the Deaf Heritage Launch, which was held in the Atrium. The Deaf Heritage continues to give guided tours to both Deaf and Hearing communities.

VALUES STATEMENT

Deaf Village Ireland will embody the Vision and Mission statements by adopting the following values in their everyday operations within the Deaf Village.



BIG SOCIAL EVENTS IN DEAF VILLAGE IRELAND

Each function was attended by hundreds of Deaf people from all around Ireland since we opened in 2012. These events are organised by some organisations in conjunction with DVI.



These big events are attended by Deaf people from all around Ireland in every county. The atmosphere and these parties have always been a huge success. These events have brought Deaf people together, where many would have not each other for more than twenty years or so Deaf Village Ireland has brought back the Deaf people together into a bigger community where many are very happy to have found their Deaf identity.

REGULAR SOCIAL EVENTS IN DEAF VILLAGE IRELAND

| | |
|-----|---|
| DVI | <ul style="list-style-type: none">• Community Lecturers/ Drama• Bingo / Games / garage sales |
| DVI | <ul style="list-style-type: none">• Zumba classes in Atrium• Children's parties / Irish Deaf Dancing |
| DVI | <ul style="list-style-type: none">• Cake sales & Coffee mornings• Poker nights / Auctions |



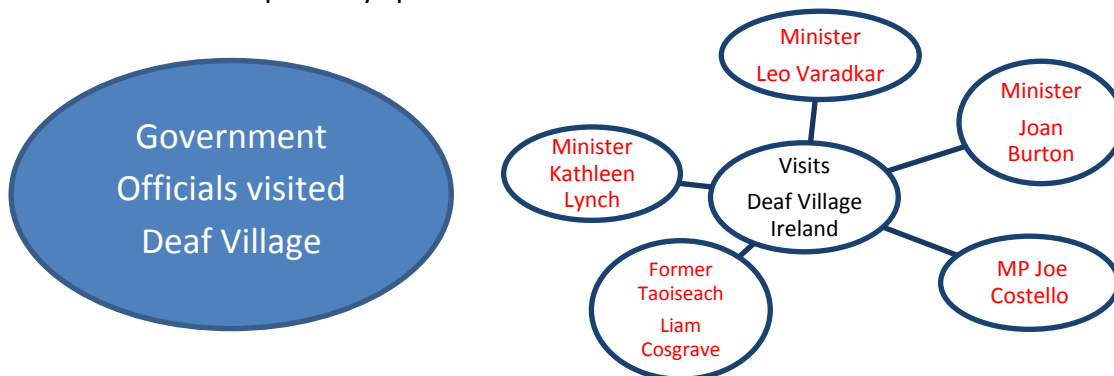
Members of the Deaf community gathered to take an ISL photo shoot on Saturday 6th September on the grounds of Deaf Village Ireland. Deaf Village Ireland fully support the importance of the ISL Recognition.

PUBLICITY FOR DEAF VILLAGE IRELAND

| | |
|---|--|
|  | DVI on TV <ul style="list-style-type: none">• RTE News• Nationwide on RTE• Hands On - Mind the Gap Productions on RTE• Dublin Community TV |
|  | Publicity <ul style="list-style-type: none">• Dublin 108 FM radio• Irish Times Newspapers & Evening Herald• Dublin Community radio |

What Impact has this on DVI?

- Our Brand name is recognised
- Good Publicity for DVI & the local community of Cabra
- This state of the art building is not only attracting Deaf people from all around Ireland & the world but also many hearing people have the interest in visiting DVI.
- This publicity spreads Deaf Awareness



- We are seen as the centre that provides lots of services with all the different organisations that can support and accommodate Deaf and Hard of Hearing people.

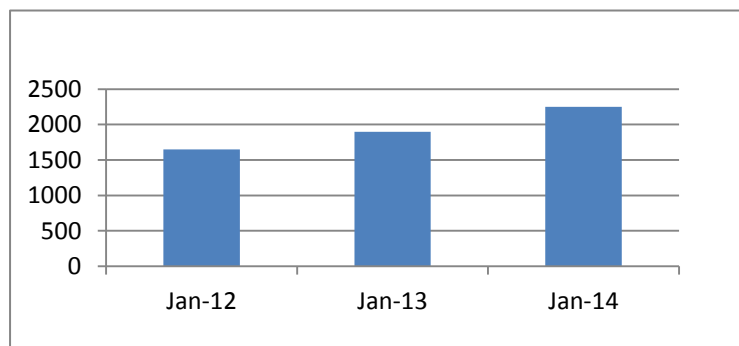
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What Impact has this on DVI?

- Minister Leo Varadkar could see the large crowds of Deaf people at our DVI Launch.
- Minister Varadkar contributed some money towards training in the future.
- Minister Lynch- Building up a relationship with her personal assistant - Linda Grealley led us to getting a grant to the Deaf Heritage Centre. (€28,000)
- Joan Burton's recent interest in attending our Christmas Market. Her first visit was to launch the "IRIS" Joan is a member of Inspire and swims regularly in DVI. Joan could be a good potential sponsor for the future.

INSPIRE FITNESS CENTRE IN DEAF VILLAGE IRELAND.

Inspire Fitness Centre plays a very important role in Deaf Village Ireland. Bernard Mc Glade and Enda Herron manage Inspire and have been very successful in attracting huge numbers to become members of the gym. The high membership numbers is important for DVI because the monies will be given back into the community of Deaf Village Ireland. In the future Deaf Village Ireland will take over the ownership of Inspire. An agreement will be put in place on the income generated with Inspire. The chart shows 2013 membership increased but it did fall back towards end of the year. 2014 show a slight increase 188 from Deaf community as members just under 2300 which is 8% of our membership numbers.



What Impact has Inspire for the Deaf Community?

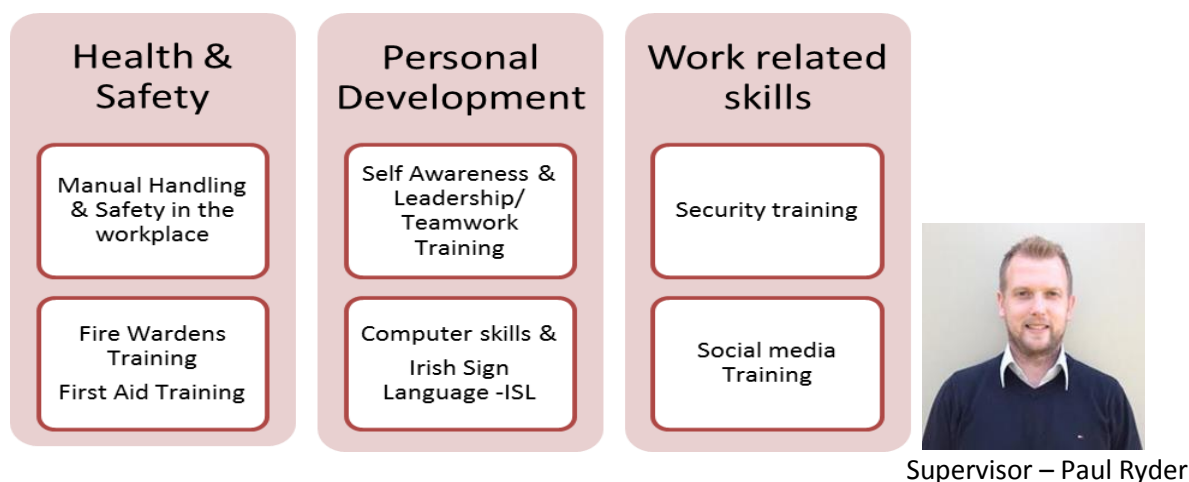
- Inspire has a reduced cost for members of the Deaf Community
- More Deaf people are actively involved in sports
- Deaf people have their own specialised classes such as Aqua- aerobics
- The staffs are becoming Deaf aware and Deaf friendly and learning ISL.
- Inspire is now working with Deaf organisations to promote the brand such as the IDS & DSI.
- Deaf people gather together to attend some of the classes in Inspire. This is a social event for some members of the community where they feel confident in a Deaf friendly environment.

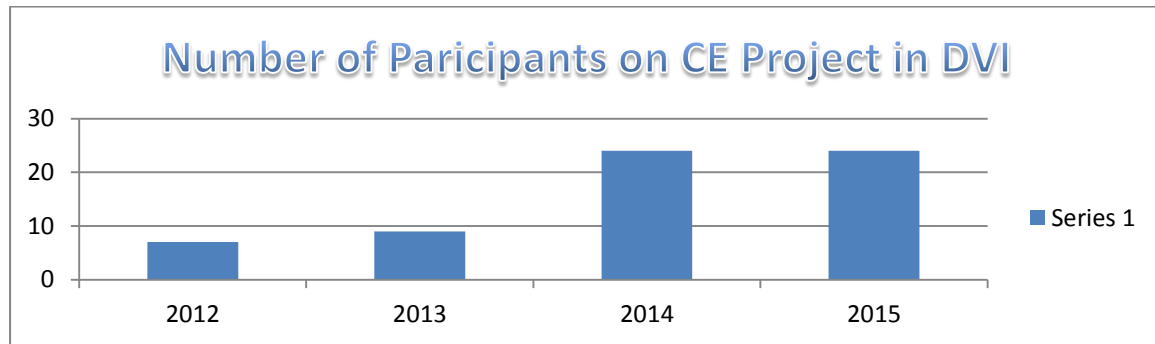
COMMUNITY EMPLOYMENT SCHEME

Deaf Village Ireland was initially part of the National Council of the Blind employment scheme when DVI first opened. Deaf Village Ireland had a very good relationship with the NCBI. This project allowed us to have nine participants and the supervisor was based in Finglas. This worked out very well and gave us a chance to see how the system works. In March Deaf Village Ireland moved away from NCBI and with much consultation with the Department of Social Protection, it was agreed that Deaf Village Ireland could run its own Community Employment Scheme giving opportunities of training and employment to Deaf people.

Our project in Deaf Village Ireland is somehow, different to other community projects as this project is strictly for Deaf people only. Extra money was given to this project to provide further training for Deaf participants. In total there are 24 Deaf participants and one supervisor. This project is really working well and recently the Department of Social Protection came to inspect and monitor our project and did a review on the financial set up. This involved a huge amount of paperwork and overall they are pleased with the running of the Community Employment Scheme in Deaf Village Ireland. Each participant has a one year contract and some have extended into the second or third years of the contracts. The participants on the CE project play a very important role in the running of Deaf Village Ireland. There are a huge variety of jobs within the CE in Deaf Village Ireland. Reception, Security, Administration, Cleaning and Maintenance. A lot of our participants have said they enjoy working in a Deaf environment.

The Supervisor Paul Ryder is doing an excellent job in nurturing our participants on the CE project helping some to build up their confidence and leading them to become independent by mixing socially with the wider Deaf community. There is a great sense of teamwork with the community CE project in Deaf Village Ireland. Some of the participants work in some organisations in DVI. Some training programmes that the participants have been involved with are in conjunction with the DALs programme from the Irish Deaf Society and some courses are from outside from the hearing community. To date, here are some of the training programmes that been organised for some of the participants that are involved in the CE Scheme.

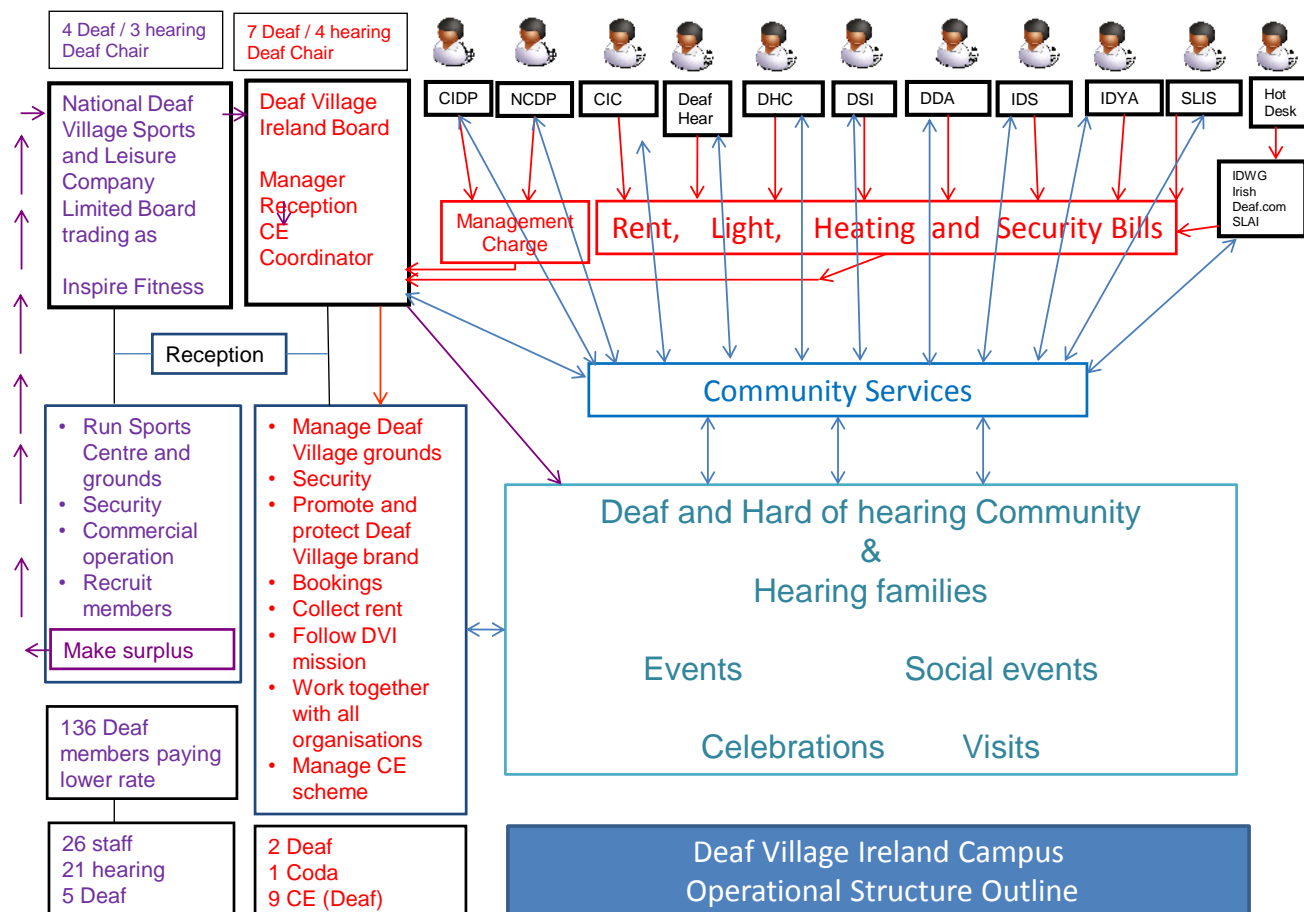




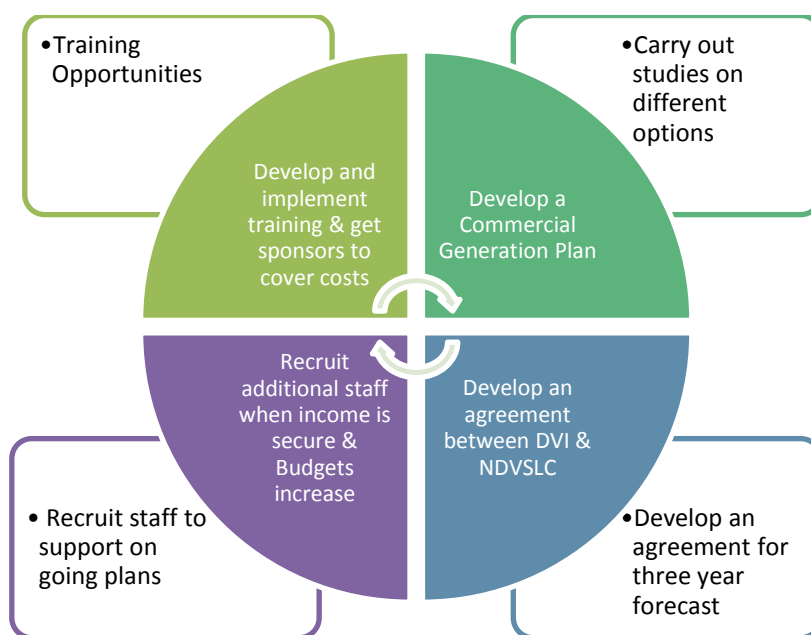
WHAT HAS BEEN THE IMPACT FOR THE CE PARTICIPANTS

- Participants are working in a Deaf friendly environment, where they are comfortable with their identity.
- Gained a lot more confidence, mixing with Deaf and hearing people.
- Feeling of self-worth valued and well respected in this environment.
- Participants feel part of a community that they never felt that they belonged to before and felt isolated in their homes.
- Taking responsibilities keeps them motivated.
- Communication is a huge factor because everyone uses ISL, participants can engage in conversations.
- Being able to mix and meet new Deaf friends, where this never happened before with one particular participant, who never had any Deaf friends because of an illness, depression took over for years and now loves coming into work and feels a lot happier.
- All training is provided in ISL through Tutors with DALs or interpreters so there is full access to education and further training. (This has not been the case for many)
- Full support is available for all participants to grow and develop and learn.
- Participants chose courses that will benefit them in the future.
- Praise and recognition of good work from participants is appreciated.
- A good interaction at break and Lunch times where participants can get involved with other staff in DVI.
- Participants learn all about the social events happening outside of their hours and take part in the social aspect of the community.
- Helps to improve social skills when mixing with other people especially where participants were extremely shy or socially awkward, the gatherings of people mixing together has eased the pressure/ burden for these individuals and their confidence has grown dramatically.

DEAF VILLAGE IRELAND OPERATION STRUCTURE OUTLINE – MARCH 2014



FUTURE PLANS FOR DEAF VILLAGE IRELAND.



WEBSITE OF DEAF VILLAGE IRELAND

Many thanks to Sylvia Nolan for giving me the opportunity to do this report and to submit it to the board of management of Deaf Village Ireland. The purpose of the report is to review the website analytics and performance since it's launch. This report will focus on website analytics such as how many people visited the website, what pages have high viewings as well as how the website is performing for the audience while visiting the website.

BRIEFLY ABOUT MYSELF

Ronan Lowry

I have completed a B.Sc Degree in Creative Digital Media. I currently hold a position as **Web Developer at Dara Creative**. Additionally, I have six years experience in web design, web development and online digital marketing, in a commercial and freelance capacity. This involved working with Deaf Village Ireland for the last two years.

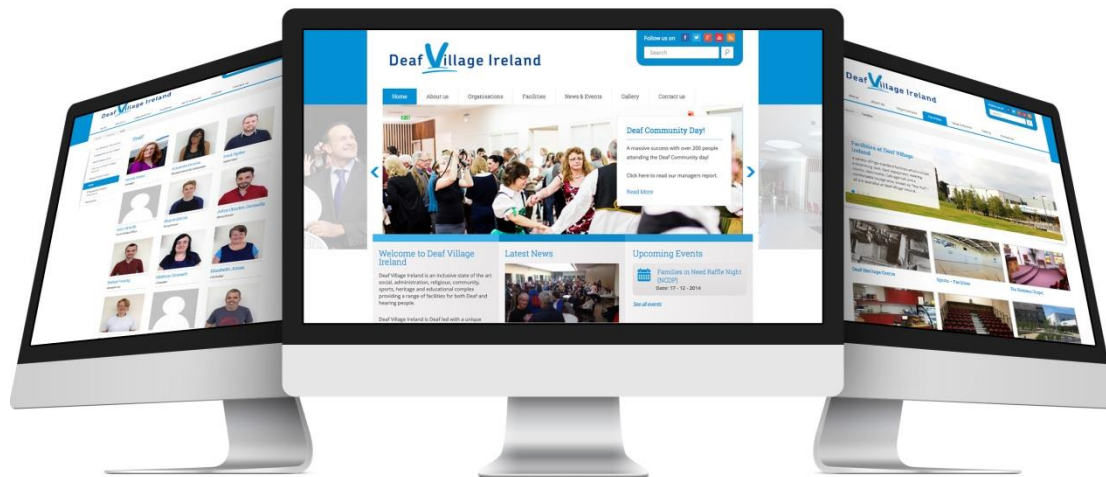


I specialize in our areas of design and marketing: Branding, Websites, Online Digital Marketing and Client Support Services.

- Research and Brand Positioning
- Name and Brand Identity Development
- Website Design (Custom Design)
- Web Development (Specialty working with Drupal, Modx and Wordpress)
- Online Marketing and Multimedia
- Ongoing Support Service for the clients needs

“This report will focus on website analytics such as how many people have visited the website”

Website Analytic



Source – www.deafvillageireland.ie

OVERALL INFORMATION ON WEBSITE

Deaf Village Ireland website was revamped into a brand new website. It was designed using a new identity branding for Deaf Village Ireland. We have received lots of positive feedback on the new website.

Website analytics are done to test a website. We use different categories to do this....

- Accessibility
- Design
- Content
- Multimedia
- Networking

The overall result is 72.01%

According to Google, the website has an overall **41% bounce rate**. The Bounce Rate is the percentage of single-page visits (i.e. visits in which a person left your site after the entrance page without interacting with other pages). A low percentage is better than a higher percentage. If a website has a high percentage of bounce rates there could be something wrong such as a design error, irregular updating and so on.

GOOGLE ANALYTIC RESULTS

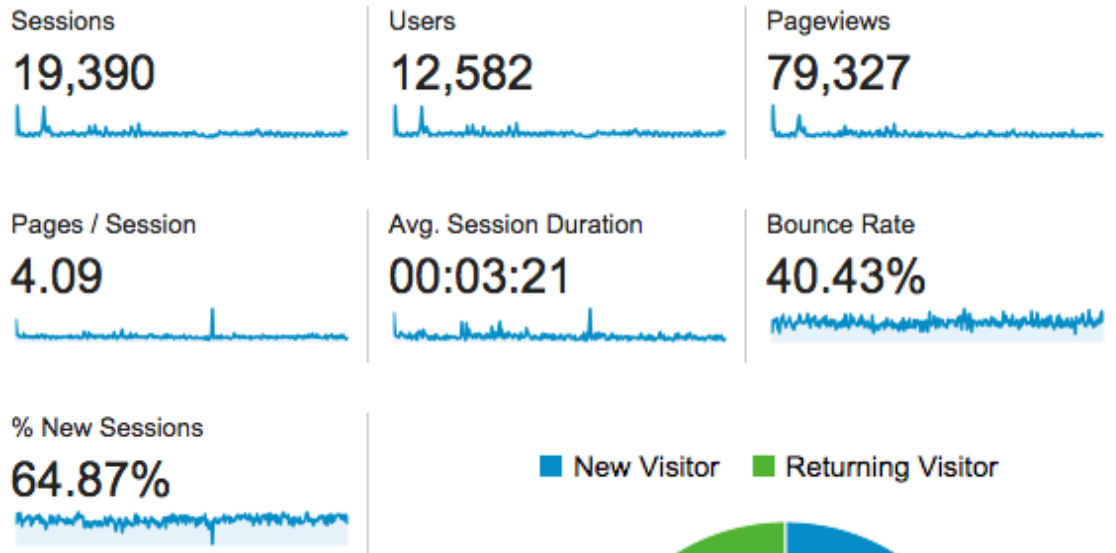
I have retrieved the details based on how many visitors, bounce rates, what pages have a high rate of visits, etc... I have attached reports based on since the website launched on the 27th of May 2013 to 27th of May 2014. I have also attached a 2nd report, which contains reports from 27th of May 2014 to the 5th of December 2014.

USEFUL INFORMATION

- **SESSIONS** - Total number of Sessions within the date ranges. A session is the period of time a user is actively engaged with your website, app, etc. All usage data (Screen Views, Events, Ecommerce, etc.) is associated with a session.
- **USERS** – Users that have had at least one session within the selected date range. Includes both new and returning users.
- **PAGEVIEWS** – Pageviews is the total number of pages viewed. Repeated views of a single page are counted.
- **PAGES / SESSION** – Pages/Session (Average Page Depth) is the average number of pages viewed during a session. Repeated views of a single page are counted.
- **AVG. SESSION DURATION** – The average length of a Session.
- **BOUNCE RATE** – Bounce Rate is the percentage of single-page visits (i.e. visits in which the person left your site from the entrance page without interacting with the page).
- **% NEW SESSIONS** – An estimate of the percentage of first time visits.

REPORT – 27TH OF MAY 2013 TO 27TH OF MAY 2014

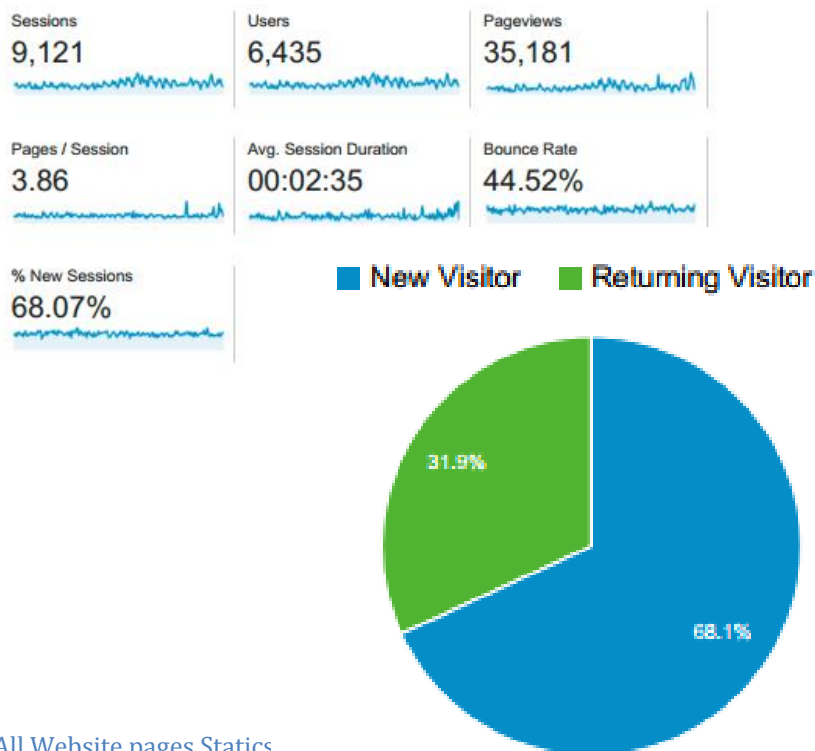
All Session Overview



| Page | Pageviews | % Pageviews |
|----------------------------------|-----------|-------------|
| 1. / | 14,972 | 18.87% |
| 2. /facilities/sport-facilities/ | 6,029 | 7.60% |
| 3. /news-events/ | 4,845 | 6.11% |
| 4. /organisations/ | 3,954 | 4.98% |
| 5. /contact-us/ | 3,649 | 4.60% |
| 6. /gallery/photos/ | 3,498 | 4.41% |
| 7. /about-us/ | 2,723 | 3.43% |
| 8. /about-us/vacancies/ | 2,075 | 2.62% |
| 9. /facilities/opening-hours/ | 1,774 | 2.24% |
| 10. /facilities/overview/ | 1,645 | 2.07% |

REPORT – 27TH OF MAY 2014 TO 6TH OF DECEMBER 2014

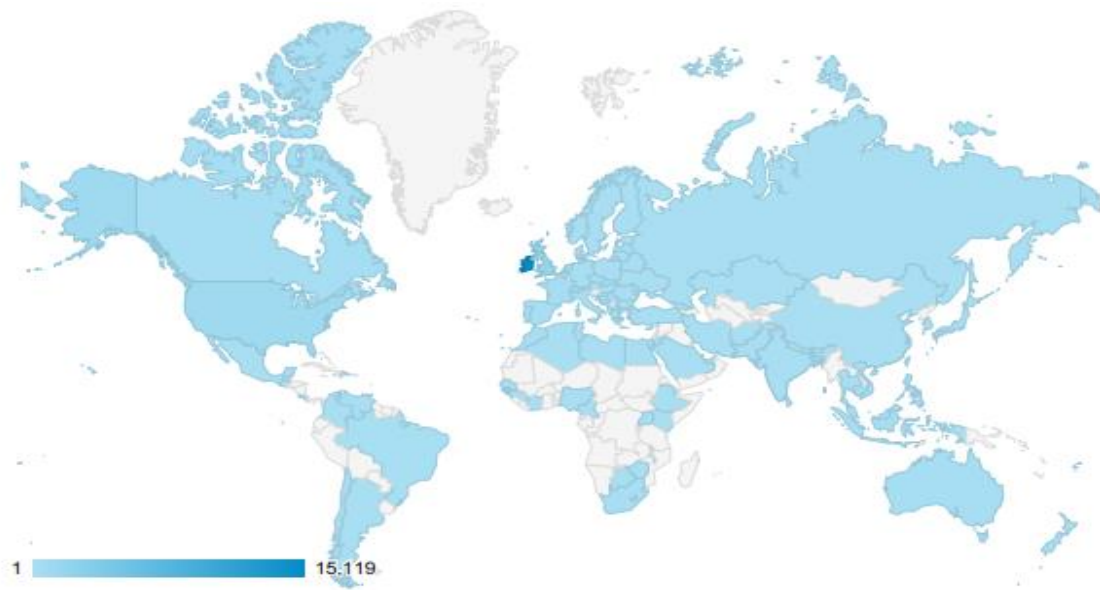
All Session Overview



All Website pages Statics

| Page | Pageviews | % Pageviews |
|----------------------------------|-----------|-------------|
| 1. / | 6,386 | 18.15% |
| 2. /facilities/sport-facilities/ | 2,824 | 8.03% |
| 3. /facilities/ | 2,207 | 6.27% |
| 4. /about-us/ | 2,117 | 6.02% |
| 5. /news-events/ | 1,941 | 5.52% |
| 6. /organisations/ | 1,921 | 5.46% |
| 7. /contact-us/ | 1,794 | 5.10% |
| 8. /gallery/photos/ | 1,477 | 4.20% |
| 9. /about-us/staff/ | 900 | 2.56% |
| 10. /about-us/vacancies/ | 778 | 2.21% |

All Countries Statics



| Country / Territory | Acquisition | | | Behavior | | |
|---------------------|---|--|---|--|-----------------------------------|---|
| | Sessions | % New Sessions | New Users | Bounce Rate | Pages / Session | Avg. Session Duration |
| | 19,390 % of Total: 100.00% (19,390) | 64.98% Site Avg: 64.87% (0.16%) | 12,599 % of Total: 100.16% (12,579) | 40.43% Site Avg: 40.43% (0.00%) | 4.09 Site Avg: 4.09 (0.00%) | 00:03:21 Site Avg: 00:03:21 (0.00%) |
| 1. Ireland | 15,119 (77.97%) | 62.58% | 9,461 (75.09%) | 38.06% | 4.22 | 00:03:28 |
| 2. United Kingdom | 1,586 (8.18%) | 60.47% | 959 (7.61%) | 39.09% | 4.39 | 00:03:35 |
| 3. United States | 885 (4.56%) | 78.64% | 696 (5.52%) | 52.54% | 3.25 | 00:02:50 |
| 4. Canada | 152 (0.78%) | 58.55% | 89 (0.71%) | 51.32% | 4.18 | 00:03:19 |
| 5. France | 145 (0.75%) | 79.31% | 115 (0.91%) | 71.72% | 2.39 | 00:01:42 |
| 6. Australia | 140 (0.72%) | 85.71% | 120 (0.95%) | 44.29% | 3.56 | 00:02:40 |
| 7. Sweden | 121 (0.62%) | 78.51% | 95 (0.75%) | 49.59% | 3.37 | 00:03:38 |
| 8. India | 104 (0.54%) | 85.58% | 89 (0.71%) | 69.23% | 1.91 | 00:01:40 |
| 9. (not set) | 98 (0.51%) | 90.82% | 89 (0.71%) | 74.49% | 1.74 | 00:00:25 |
| 10. Netherlands | 96 (0.50%) | 81.25% | 78 (0.62%) | 53.12% | 3.08 | 00:02:00 |

Ronan's Recommendations

My recommendations are as follows:

WEBSITE FUNCTIONALITY // REDESIGN OF WEBSITE

Deaf Village Ireland website has been running for nearly two years now. There are some areas of the website that need improvement in order to keep attracting the audience and keep them coming back to the website. This is a good opportunity for us to review the analytic results on how to improve the website design.

However the only issue with the website and all these devices is that they all have different screen sizes. So how do we not only solve this problem, but create a better user experience? See below for an example when viewing the website on an iPhone 5s. I would imagine that the users are finding it hard to retrieve information that they need – maybe in finding the contact page quickly – this might be a reason for the bounce rate of over 40%...



My answer is....Responsive design.

A responsive website adjusts the layout to whatever size screen you're viewing the website on. So it fits neatly on your mobile screen, tablet or desktop computer without the need to create a separate app. This will help to reduce accessibility issues or user experience while looking at the DVI website on a device such as a smartphone or tablets.

I would strongly recommend taking this on board and replacing the website with a responsive design version in order to improve better usability.

WEBSITE CONTENT

The website requires an updated information architecture, e.g navigation structure and how we can improve on information such as contents that will stick and attract users/audience.

The content needs to be translated an Irish Sign Language version although the contents need to be updated first before we can start working on the ISL version.

THE BOARD OF MANAGEMENT IN DEAF VILLAGE IRELAND.

The Board consists of a representative from each organisation and Board members meet every six weeks. Each Director on the Board have a particular important role in making decisions for Deaf Village Ireland.

Damian Barry- Chair



Elfrieda Carroll- Secretary



Liam O Dwyer- Treasurer



Fergus Dunne- DHC



Kevin Lynch- DSI



Lilian Molloy –CIC



Fr Gerard- NCDP



Brendan Lennon- DeafHear

Retired from the Board-2013/ 2014



Fiona Foley- IDS



Marian Mc Kenna- DDA



Elizabeth Jones- Hotdesk



Caroline Mc Grotty- IDYA

New Board members-2014



Peter Murray- DDA



Eddie Redmond- IDS



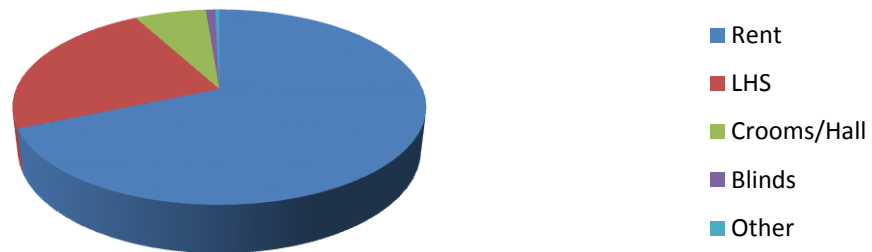
Joanne Chester- IDYA



Alvean Jones- Hotdesk

INCOME AND EXPENDITURE SEPTEMBER 2012/ TO 31ST DECEMBER 2013

Income



Expenditure

