Tinnitus charity to receive grant funding for digital future proofing

Thursday 20 February, 2020

The British Tinnitus Association (BTA) has been announced as one of 20 organisations to receive a grant from the National Lottery Community Fund for transitioning to be fit for the future.

The national charity – which provides support to the 7.1 million people living with tinnitus in the UK – will receive £100,000 in the first year and a yet to be agreed further two years of funding that will allow them to review and redesign their offer and operations. The funding will allow the BTA to move towards being a more responsive and adaptive organisation, that better meets users' needs, as well as recognising how the world around us is continually changing. The grant will also give the BTA access to tailored digital and organisational support from an industry expert to help with starting the journey of organisational change and transition.

The BTA's grant comes as part of the second round of the Digital Fund which sees £8.6 million shared between organisations including Samaritans, Refugee Action, Cruse Bereavement Care and Parkinson's UK.

David Stockdale, Chief Executive of the British Tinnitus Association, said: "We're a relatively small charity, with huge potential scope, and the grant from the National Lottery Community Fund will give us the funds and expertise to ensure that we're meeting this demand in the best way possible.

"The grant will allow us to embed key changes to the way that our services are accessed and used in order to meet modern expectations, reach more people, better serve people living with tinnitus across the UK, and ensure we can continue to adapt in the future."

For more information, visit www.tinnitus.org.uk

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Notes to Editors

- The British Tinnitus Association (BTA) is an independent charity that supports over one million people living with tinnitus each year, and advises medical professionals around the world. It is the primary source of support and information for people with tinnitus in the UK.
- Tinnitus is the sensation of hearing noises in your ear or head when there is no external cause. The noise can have virtually any quality including ringing, buzzing, hissing and whistling.
- Around 1 in 3 people will experience tinnitus at some point in their life. Over 7.1 million adults in the UK are living with persistent tinnitus, and for 10% of them, it can severely impact their quality of life, affecting sleep, mood, concentration, employment and relationships.
- There is not currently a cure for tinnitus, however, there are several strategies that can be helpful in learning to manage the condition.
- Tinnitus costs the NHS £750 million annually, with a cost to society of £2.7 billion per year.

Website: www.tinnitus.org.uk

Twitter: @BritishTinnitus

Facebook and Instagram: @BritishTinnitusAssociation

LinkedIn: British Tinnitus Association

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The British Tinnitus Association is a registered charity. Registered charity number 1011145.

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