

CIC 34

Community Interest Company Report

Company Name in full	Face Blind UK Community Interest Company
Company Number	09142377
Year Ending	31/12/2022

A simplified community interest company report. All such reports must be delivered in accordance with section 34 of the Companies (Audit, Investigations and Community Enterprise) Act 2004 and contain the information required by Part 7 of the Community Interest Company Regulations 2005.

PART 1 - GENERAL DESCRIPTION OF THE COMPANY'S

ACTIVITIES AND IMPACT - *In the space provided below, please insert a general account of the company's activities in the financial year to which the report relates, including a description of how they have benefited the community.*

Face Blind UK is the only organisation in the UK focussing specifically on face blindness (also known as prosopagnosia). It is led by people who themselves have first-hand experience of living with prosopagnosia, and in 2022 has continued to work on its three main aims, to:

- Provide information
- Support people living with face blindness
- Raise awareness

Providing Information

The most cost effective way of providing information on a large scale is via the internet. The Face Blind UK website www.faceblind.org.uk received 13,353 visitors in 2022, almost double the 2021 total. The most popular pages remain as 'diagnosis', 'quiz', 'living strategies' and 'research centres'.

In addition, in 2022 Face Blind UK sent out 52 resource packs to individuals with prosopagnosia. An increase on the previous year, these packs are designed to

support people in the day to day challenges of living with face blindness, and includes a credit card sized 'Alert card', a badge, tips on how to explain to others and an introductory leaflet.

For some it's a starting point "I became aware of prosopagnosia only this week. Now I feel quite relieved that I've acknowledged it", while others are further along on their journey and "very grateful there's so much research and information to plumb!"

Face Blind UK also supplies more specific information, for example, to parents who want to share their child's diagnosis with a school, or employees seeking to inform their workplace. While prosopagnosia remains relatively unknown the onus of explaining the condition and its impact often lies with the individuals affected, whom we seek to support.

Support

Face Blind UK aims to go beyond simply providing information. Enquiries are received via email and each enquiry receiving a tailored response. One member commented: "Thank you so much, for your personal and helpful response. I wasn't expecting that at all".

Since Face Blind UK is run by and for people with face blindness, we understand that the condition can cause anxiety and embarrassment, affect confidence and lead to self-criticism.

Providing confirmation that this is a recognised neurological condition and enabling members to be in touch with others similarly affected can make a huge difference.

In 2022 Face Blind UK welcomed 62 new members, taking our total membership to 420.

Raising awareness

Face Blind UK aims to raise awareness of prosopagnosia across a wide audience. The organisation's ability to give talks was significantly impacted by the pandemic, but has now led to us providing a mix of face-to-face talks alongside presentations via Zoom, enabling us to reach a much wider geographic audience. Nine talks were provided to groups in 2022, reaching a total of 280+ attendees. It continues to be the case that the majority of those attending talks have no knowledge of the condition beforehand, so we are aware that there is still more work to do.

Twitter continues to offer a platform for raising awareness and sharing information, using the twitter handle @faceblinduk.

PART 2 – CONSULTATION WITH STAKEHOLDERS – *Please indicate who the company’s stakeholders are; how the stakeholders have been consulted and what action, if any, has the company taken in response to feedback from its consultations? If there has been no consultation, this should be made clear.*

Individuals with face blindness, or their partners or parents make up ninety five percent of our stakeholders or members. Face Blind UK counts a small number of researchers, students and professionals among its membership, all of whom have a particular interest in the condition.

In November 2022 Face Blind UK was successful in a bid for funding from ‘Awards for All’ for a project entitled ‘Exploring Together’ which aims to develop the organisation’s ability to work with members, consulting via Zoom meetings, conducting surveys and interviews to identify members’ needs and priorities, and developing new resources in response.

The first part of this work involved reviewing and restructuring the membership data to enable the organisation to communicate with members more effectively, for example by identifying specific audiences (such as parents of children with face blindness, or members with acquired prosopagnosia).

We are looking forward to rolling out the next stages of this project throughout 2023.