

# CIC 34

## Community Interest Company Report

Company Name in full	Face Blind UK Community Interest Company
Company Number	09142377
Year Ending	31/12/2024

### 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 2024 has continued to work on its three main aims, to:

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

In 2024 Face Blind UK welcomed 90 new members, taking our total membership to 675 by the end of year.

#### 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](http://www.faceblind.org.uk) received 44,000 visitors in 2024 (compared to 16,600 in the previous year). The most popular pages remain as the 'quiz' and other pages related to diagnosis, with 'coping strategies' also a popular area of enquiry.

In addition, in 2024 Face Blind UK sent out 84 resource packs to individuals with prosopagnosia, more than double the total sent out 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.

In May 2024 we completed the work on an 'Awards for All' grant for a project entitled 'Exploring Together', launching the final stage of the revamped website, with FAQs, links to podcasts and videos, and new sections for Acquired Prosopagnosia, Childhood Traits, Prosopagnosia in the Workplace and Neurodiversity, plus a series of downloadable factsheets.

Newsletters in June and November 2024 updated members on publications, online resources and articles exploring prosopagnosia. Members were also invited to participate in surveys for students and for the Neurological Alliance.

In 2024 we moved the production and distribution of the book 'What it's Like to be Face Blind' inHouse to ensure it continued to be available to members and at a reasonable cost.

### Support

Face Blind UK aims to go beyond simply providing information. Enquiries are received via email and each enquiry receiving a tailored response.

In 2024 we answered over 60 enquiries including coping strategies for teachers in schools and doctors in hospital settings with the additional challenge of masks. Links with autism and ADHD and genetic patterns. Routes to diagnosis and the validity of self-diagnosis.

### Raising awareness

Face Blind UK aims to raise awareness of prosopagnosia across a wide audience. At present, this is primarily achieved through the website.

Face to face and Zoom based talks also help to raise awareness. Six talks were provided to groups in 2024, reaching a total of 337 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.

**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 May 2024 we added a field to the initial enquiry form to establish how people came across the website. This information will be used to review, develop and then monitor our approach to raising awareness of the organisation across different platforms.

The results of a survey to which 40 members responded was shared in June 2024, showing that in terms of Zoom meetings they were particular keen to have specialist speakers, Q&A sessions with an expert and topic specific meetings. The next step will be to see how such sessions can best be provided.

*This template illustrates what the Regulator of Community Interest Companies considers to be best practice for completing 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. For further guidance see chapter 8 of the Regulator’s guidance notes and the alternate example provided for a more complex company with more detailed notes.*