



Tinnitus UK Strategy
2025 to 2035

**A world without
tinnitus**

Introduction

Can there be a world without tinnitus?

Our new strategy sets out very clearly our intention to be driven by the hope that there can be a world without tinnitus, pushing for answers and helping to create more research and building on our knowledge and understanding to search for cures while, in the meantime, working tirelessly to ensure people with tinnitus get the care and support they deserve.

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1. Vision

A world without tinnitus.

2. Mission

We will work towards achieving our vision through:

- Ensuring that people with tinnitus have immediate access to high quality support
- Working with the research community to find a cure or cures, and better treatments for people with tinnitus
- Providing high-quality training and information, advice and guidance on tinnitus
- Ensuring that people with tinnitus have a voice in decisions and changes which affect them
- Influencing and lobbying policy makers to ensure that tinnitus and people with tinnitus are given the priority they deserve
- Raising awareness of the dangers and risks to help prevent people from getting tinnitus

3. Values

Our organisational values are the fundamental building blocks for how Tinnitus UK will operate. Our RISE Values together represent how we will work, and what we consider to be essential to the fabric of Tinnitus UK and everyone associated with us.

Respect

Diversity

Individuals

Inclusion

- We respect and value every individual, from our employees to our service users, and communities we serve.
- We cultivate an inclusive environment that honours diverse perspectives, fostering open communication, mutual respect and empathy.
- By recognising each person's unique contributions, we create a supportive culture that empowers our team to drive meaningful change for the tinnitus community.

Integrity

Accountable

Trust

Transparency

- Integrity is the foundation of our commitment to each other, our services users and our mission.
- We prioritise transparency, accountability and ethical practices in every aspect of our work, building trust both within our team and with the people we serve.
- Our dedication to accuracy and credibility upholds the high standards that ensure our long-term impact and reputation as a trusted leader in tinnitus support and research.

Support

Encouragement

Empathy

improving quality of life

- Support is at the core of everything we do both for our service users and within our team.
- We are dedicated to providing our team with resources, encouragement and opportunities for growth to help each individual reach their full potential.
- Externally, we stand by our service users offering empathy, guidance and resources to enhance their quality of life, their wellbeing and their support ecosystem.

Evolve

Growth & learning

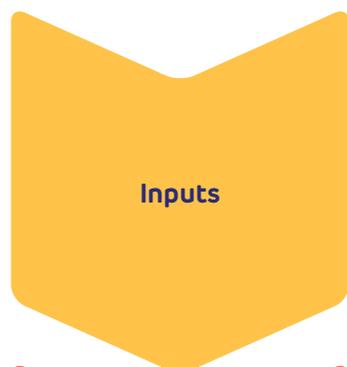
Innovation

Empowerment

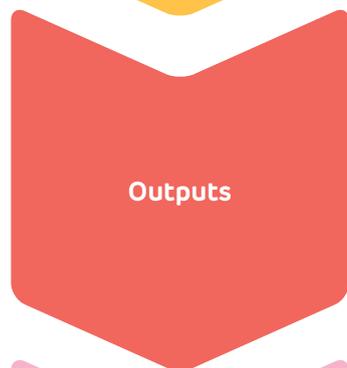
- We are committed to evolution; continuous learning and growth, individually and about the impact we have on the world.
- By fostering innovation and empowering our team to bring forward fresh ideas, we drive sustainable progress in our mission to change the global understanding of tinnitus.
- Our commitment to scientific research and the expansion of awareness and treatment options underpins our goal of working towards a better understanding of tinnitus, including working towards finding cures, and ensuring we remain at the forefront of tinnitus advocacy and support.

4. Theory of Change

Our Theory of Change identifies our social impact and what we should be measuring to determine and measure the outcomes of our work.



- Investment
- Technology and infrastructure
- Staff time
- Volunteers time
- Knowledge
- Central resources



- Information
- Knowledge and understanding
- Personal support
- Professional training and CPD
- Influence



- Increased awareness of tinnitus and the risks of getting tinnitus
- Improved understanding of tinnitus
- Emotional reassurance
- Empowerment
- Stronger support networks
- Enhanced mental health and wellbeing
- Improved ability to manage tinnitus
- Improvements in patient experience and care



- Less people getting tinnitus
- Improved quality of life
- Stronger support system for people
- Reduced stigma
- Reduced burden on health system

The key areas of our Social Impact are therefore:

Fewer people getting tinnitus

- A cure or cures
- Prevention messages/avoiding risks

Improved quality of life

- Improvements in the reduction of anxiety and other mental health issues
- Improved social networks (reduction in social isolation)
- Happiness and wellbeing improvements
- Reassurance about tinnitus

Stronger support system for people

- More immediate support (reduced waiting times)
- Better experiences reported from the health system
- A nearby support group
- Personal support where wanted

Reduced stigma

- Improved awareness and understanding of tinnitus
- Changes in national policy
- More engagement with core audiences
- Better experiences reported from information, advice and guidance

Reduced burden on the health system

- Fewer people accessing ongoing ENT and Audiology appointments
- Fewer people accessing GP appointments
- Fewer people requiring additional support such as mental health services
- Cost savings as a result of the above

5. Strategy

Stakeholders

Our new strategy focused on three core aims for our key stakeholders

We will ensure that people with tinnitus receive the service and support they deserve; timely, person centred, evidence-based support including in-person, such as a regional / community presence

We will lead on improving and maintaining quality of tinnitus services across the UK including supporting professional CPD

Evidence of need and key points

- People are waiting too long for appointments
- There is a postcode lottery aspect relating to tinnitus support
- Personal support is very impactful
- Support Groups are high impact
- Our services help with reassurance and mental health
- Some areas report low-quality care and support
- There are more private companies in the hearing sector where tinnitus is a low priority
- Some services are brilliant and should be shared across the sector

Outputs

- Regional structure providing more local personal support (such as drop-in clinics, tinnitus centres etc.)
- More support groups with a more established connection to Tinnitus UK in some cases
- Creation of up to date, expert information on tinnitus and treatments
- More use of our helpline and other support services
- Expanded volunteer-led tinnitus buddy programme
- Review and embedding of the NICE guidelines
- Quality mark system developed for UK tinnitus services
- Improving the immediate response to people with tinnitus from front line health services
- Delivering more CPD to more professionals
- Inspiring the next generation of hearing health professionals
- Collaborating with universities and other training enterprises to create innovative curricula

We will create a global research and innovation strategy for tinnitus; to find cures, enable better understanding and to improve treatments and support

Evidence of need and key points

- There is not enough research being undertaken
- Breakthroughs in working towards cures are very rare
- Breakthroughs in better support and treatments are few and far between
- Tinnitus is a global problem

Outputs

- Cures for tinnitus
- A clear research strategy, which inspires more PhD students, more academics and pharmaceutical companies to undertake more research
- Secure more Government support and funding
- More breakthroughs in overcoming tinnitus
- Join and participate in the global coalition of research

We will prevent as many people as possible from getting tinnitus in the first place through campaigning, education and training

Evidence of need and key points

- People are damaging their hearing through noise which is causing tinnitus
- There is very little awareness of the dangers and risks associated with contracting tinnitus
- More litigation is taking place due to tinnitus

Outputs

- A reduction in the number of people getting avoidable tinnitus
- A UK wide comprehensive programme of awareness raising aimed at industries, schools and the general public
- Collaboration with high profile people and organisations, other sector organisations etc to create a better understanding of the risks

Internal Processes

To achieve these goals for our stakeholders, we will need to do the following exceptionally well

We will be the global trusted expert and source of information on tinnitus

Evidence of need and key points

- There is a lot of misinformation and misleading information available
- People need a credible and reliable, trusted source of information

Outputs

- Thought leadership in the area of tinnitus
- Involved in global and UK research initiatives
- Involved in global and UK collaborations to further the knowledge and understanding of tinnitus
- Regularly creating content and information to help people with tinnitus

We will embrace technology; gathering and creating the database for tinnitus, using AI and other systems to help us provide more and better support

Evidence of need and key points

- Health service is diminishing and stretched
- AI and cloud technology is advancing rapidly, and especially in the healthcare and support world
- Our audience should be becoming more used to technology and digital solutions

Outputs

- Where appropriate, a self-care model where information and support is available through digital methods
- Information collection and dissemination is a personalised experience
- Data on tinnitus (through sensors, wearable tech etc.) is gathered to bring insight and developments in tinnitus care and support

We will communicate and engage effectively with each of our specific audiences, building a community and a common sense of purpose

Evidence of need and key points

- Tinnitus impacts millions of people, many of whom want to engage with us
- Systemic change is required, such as health and social care and funding policies
- There are a wide variety of stakeholders involved and therefore sophistication in communications is required

Outputs

- A clear, coherent communications plan for each stakeholder group
- A growing, engaged and dynamic membership scheme
- Changes in policy to improve referral pathways, reduce waiting times and provide more and better training, etc
- Working to engage young people through schools and colleges, reducing avoidable tinnitus and inspiring the next generation of tinnitus researchers, audiologists and ENT Drs
- Listening to and advocating for people with tinnitus

Development

To do this we will need to strengthen and develop in the following areas

We will raise our profile and build our brand in order to increase our reach and impact as a leading international charity

Evidence of need and key points

- Our brand awareness is low
- Our rebrand and new brand are not very well understood
- There are inconsistencies in our language and tone
- We do not have a set of embedded values
- Many people with tinnitus do not know about Tinnitus UK

Outputs

- An internationally recognised brand
- World leading authority on tinnitus
- More engagement with people with tinnitus
- Increased impact and reach throughout the UK
- Clear and strong brand built on clarity of message and purpose
- Identity known for positivity and embracing our RISE values

We will form strategic partnerships and collaborations with like-minded organisations and people who share our mission and values, helping us to create systemic change and influence policy makers

Evidence of need and key points

- Systemic change is required in many areas and working collaboratively is more likely to be successful
- The tinnitus market is large and therefore has the potential to attract key strategic commercial partnerships

Outputs

- A thriving organisational membership scheme
- Strategic partnerships with large and influential organisations with the ability for us to further our mission
- Lobbying for change in policies related to tinnitus
- Involvement in government level conversations and decisions on tinnitus
- A key voice in the global fight against tinnitus
- Key NHS partnership
- Universities, in particular those with thriving tinnitus and audiology programmes

We will tell stories and compelling, positive messages about tinnitus to reduce the fear and anxiety which exists, articulating the impact of tinnitus and the impact of Tinnitus UK with the voice of people with tinnitus at the heart of what we do

Evidence of need and key points

- Information on the outcomes and impact of services is in short supply
- Impact information is used to shape future services
- Theories of change should be co-constructed with our communities
- The voice of people with tinnitus can be disjointed and not heard
- There can be a tendency to focus on negatives, reinforcing stigma

Outputs

- An internationally recognised Theory of Change, updated and reviewed continuously
- A robust monitoring and evaluation framework producing evidence of our social impact
- Regular monitoring of our Social Return on Investment
- An annual report on our social impact
- Significantly more people benefitting from our services
- Strong and clear key messages
- Engagement with people with tinnitus

Capability and Resources

For which we will need the following resources and capabilities

We will create an industry leading function with expertise across all the connected fields of tinnitus including audiology, ENT and psychology to help inform our work

Evidence of need and key points

- Tinnitus UK currently has no hearing health professional in the team
- Although we have access to world leading figures, we cannot expect them to always volunteer their time and be responsive

Outputs

- Creation of an internal hearing health professional function, leading the development of our services
- Ongoing development of our Professional Advisory Committee and Trustees, to provide world class tinnitus expertise

We will strive for volunteers to be a central and core part of our organisation, especially those with lived experience, to help us shape and deliver our mission

Evidence of need and key points

- Small team of very committed volunteers proves what can be achieved
- Organisational expansion is an opportunity for volunteers
- Lived experience and expert skills within our volunteer team

Outputs

- UK coverage and expansion of support services will rely on our ability to recruit and manage a large team of volunteers
- Industry leading training and support for volunteers
- A healthy pipeline of volunteers from our strategic partners (Universities, companies, NHS, etc.)
- Volunteers become embedded into the operation at every level
- Volunteers support significant positive personal outcomes and impact

We will improve our financial stability through diversifying and growing our revenue and surplus, generating an increased impact and ability to invest in developments for the benefit of people with tinnitus

Evidence of need and key points

- Financial hardship
- Limited ability to invest in new initiatives and services
- Stress related to lack of buffer and financial micro-management

Outputs

- Improved financial position including reserves in line with policy
- Improved ability for research and development, new initiatives and investing in people
- Commercial income through entrepreneurial activities and partnerships with commercial organisations
- Stable fundraising revenue from a wider variety of income streams
- Increased legacy income

This map outlines those 12 strategic goals for Tinnitus UK for the next 10 years

Stakeholder

What do we need to do for our stakeholders to achieve our impact?

We will ensure that people with tinnitus receive the service and support including in-person, such as regional / community presence.

We will lead on improving and maintaining quality of tinnitus services across the UK including supporting professional CPD.

We will create a global research and innovation strategy for tinnitus; to find cures, enable better understanding and to improve treatments and support.

We will prevent as many people as possible from getting tinnitus in the first place through campaigning, education and training.

Internal Process

What do we need to do really well to satisfy our stakeholders?

We will be the global trusted expert and source of information on tinnitus.

We will embrace technology; gathering and creating the database for tinnitus, using AI and other systems to help us provide more and better support

We will communicate and engage effectively with each of our specific audiences, building a community and a common sense of purpose.

Development

Where do we need to develop and strengthen in order to be excellent?

We will raise our profile and build our brand in order to increase reach and impact as a leading international charity.

We will form strategic partnerships and collaborations with like-minded organisations and people who share our mission and values, helping us to create systemic change and influence policy makers.

We will tell stories and compelling, positive messages about tinnitus to reduce the fear and anxiety which exists. articulating the impact of tinnitus and the impact of Tinnitus UK with the voice of people with tinnitus at the heart of what we do.

Resources

What capabilities and resources are needed to help us develop?

We will create an industry leading function with expertise across all the connected fields of tinnitus including audiology, ENT and psychology to help inform our work.

We will strive for volunteers to be a central and core part of our organisation, especially those with lived experience, to help us shape and deliver our mission.

We will improve our financial stability through diversifying and growing our revenue and surplus, generating an increased impact and ability to invest in developments for the benefit of people with tinnitus.



Support • Research • Prevent



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