

Andrew Thomas



Andrew Thomas, Market Development Director for Contacta Systems, has over 25 years' experience in assistive listening systems. Through his work, Andrew has developed a unique understanding of the needs of people with hearing loss, particularly in the way that they interact with assistive listening systems. In recent years, Andrew has gained extensive knowledge of the requirements within the industry, focusing on the specialty of the customer journey for people with hearing loss in many areas of their daily lives. This has led to him being involved in the revision of the BS8300 standard as a BSI Committee member. As chairman of IHLMA (International Hearing Loop Manufacturers Association) one of his objectives is to improve the standards of hearing loop and assistive listening systems in the UK. Within this role Andrew has access to a great depth of knowledge that can be drawn upon to compliment what is already available to him, both technically and practically, in all fields of assistive listening systems and new any technologies that are developing

UK development of 'Lets Loop' campaign and subsequent progression to the 'Let's Hear' initiative

The presentation will explain how the 'Lets Loop' campaign has evolved into 'Let's Hear', a wider initiative about better hearing. By embracing the wider issues around hearing access, the campaign's reach has increased which has produced more opportunities for assistive listening solutions.

The initial Let's Loop the UK campaign was launched in 2012 and has shown that, with the right set up, local communities can initiate change for the better and improve access to better performing hearing loops. The presentation will look at group structure, what has worked and what hasn't, the step-by-step guide and results from the campaign. It will also look at how closer links with other bodies (Age UK & the Dementia Society) help to raise awareness and ultimately bring about change for the individual and improve community hearing accessibility and inclusion