



**SightSupport**  
Hull & East Yorkshire

Formerly known as HERIB  
(Hull and East Riding Institute for the Blind)

# Annual Report

## 2017/2018



[www.sightsupport.org](http://www.sightsupport.org)

Charity Registration Number : 223668

# Officials

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|                            |  |
|----------------------------|--|
| <b>President</b>           | The Hon. Mrs Susan Cunliffe-Lister   |
| <b>Vice President</b>      | Valerie Wood   |
| <b>Chairman</b>            | Hollie Haeney  |
| <b>Trustees</b>            | Robin Russell, Eric Harrod, Carol Winter,<br>Enid Adams, Michael O'Grady,<br>Debbie Rosenberg, Stephen Alltoft,<br>David Longman, James Houston,<br>Ann Massam |
| <b>Chief Executive</b>     | Sandra Ackroyd   |
| <b>Solicitors</b>          | Gosschalks   |
| <b>Auditors</b>            | Garton Graham & Co. Hull   |
| <b>Investment Advisors</b> | Investec Wealth & Investment Ltd   |

## About us

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Sight Support Hull and East Yorkshire is a UK registered charity which provides support for people with sight loss in Hull and the East Riding.

### Our vision

We believe no one in Hull & East Yorkshire should have to face sight loss alone and every visually impaired person can enjoy the same opportunities and quality of life as those who are fully sighted.

### Our mission

Our mission is to improve and enrich the quality of life for local people at any and all stages of sight loss, through the provision of a wide range of support services, enabling them to reach their full potential and lead independent lives.

# Introductions and welcomes

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## A Word from our President

Sight Support Hull and East Yorkshire (HEY) continues to be very busy with the continued delivery of a wide range of services for people with visual impairments which are enjoyed by many; reducing social isolation and improving physical and mental wellbeing.

It's especially pleasing this year to see the Charity getting involved in the activities as part of the Hull City of Culture year, 2017.

We continue to be very grateful for all the volunteer support we receive in a variety of ways including, service delivery, fund raising and administration.

I would also like to offer my thanks to all the Trustees at Sight Support for giving up their time and their commitment in ensuring the charity is run effectively and continues to go from strength to strength.



**The Hon.  
Mrs Susan Cunliffe-Lister**

## Chairman's Introduction

I am very pleased to report another successful year for Sight Support HEY with further improvements and additions to our facilities and services.

'Balancing the books' is a challenge for all charities, but this year we have been very fortunate to receive some exceptionally generous legacies for which we are extremely thankful and which will help secure our services for some years to come.

As ever, we remain enormously grateful for the hard work and dedication of all our staff, trustees and volunteers and I thank them all for their part in another successful year for our charity.



**Hollie Haeney  
Chair**

# Chief Executive's Welcome

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Welcome to our annual review of 2017/2018 which I hope you find an interesting and informative read. We have had a wonderful and very busy year and have enjoyed enormously our involvement in some of the Hull 2017 City of Culture celebrations. It's important to point out that this year was also a special one as we started our process of rebranding and although this annual review refers to Sight Support Hull & East Yorkshire, which is our new and current name, in fact the year we are referring to in the review is 2017/2018 and during this time we were actually still Hull and East Riding Institute for the Blind (HERIB). The important thing being, however, that we continue to be here to support visually impaired people in a variety of ways as and when people need us.

Our involvement in the City of Culture activities saw close working relationships develop with the City of Culture team and staff at Sight Support. Members of our SocialEYES group accessed audio described performances and touch tours for a number of new and innovative

projects including experiencing angels flying through the air and covering the large crowd in feathers falling from the sky at the 'Place Des Anges'.

Working in partnership with other regional sight loss charities to develop a unique tactile sculpture which is now permanently on display at the Hull Eye Hospital, thanks to funding from the City of Culture Creative Communities fund, was also a very proud moment for all involved.

I continue to be full of admiration for our wonderfully dedicated team of staff and volunteers and would like to express my personal thanks to each and every one of them for all their hard work. We receive some wonderful feedback from the people we support and it is much appreciated.



**Sandra Ackroyd**  
**Chief Executive**



# Supporting people with sight loss

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Sight Support HEY continues to deliver a wide range of services to thousands of visually impaired people living in Hull and East Yorkshire.

## Resource Centre

Our Resource Centre in Hull allows people to try out an extensive range of equipment designed to help people with sight loss from magnifiers to lighting, talking watches to digital radios and much more.

Our staff are on hand to offer advice and guidance on which equipment might best suit each individual's needs as well as to signpost people to other services which may be of assistance.

**504 visits were made to our Resource Centre in the last year.**

***"The service we received was fantastic. The help we received was instant, professional, personal, knowledgeable and generous. It's good to know that there is a place we can go where the staff know how we feel and what we are going through"***

***Family of Alfred B.***

## Mobile Resource Service

Our Mobile Resource Service regularly visits local venues across Hull and East Yorkshire to offer advice and information as well as equipment demonstrations to offer support for people who are unable to visit our Resource Centre.

**383 visits were made to our Mobile Resource service in 2017/18.**



## Focus Days and Exhibitions

Our exhibitions and focus days offer an opportunity for people to meet with equipment and service suppliers on an informal basis to ask questions and find out about the latest visual aids on the market.

**72 people visited our exhibitions and focus days in 2017/18.**

# Supporting people with sight loss

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## Home Visiting

Our team of five Community Advice Officers visit people at home to offer advice about services, equipment and assistance with completing forms and paperwork with a view to enabling them to live an independent life.

**3,273 visits were made by our Community Advice Officers during the year**

***“The support I have received from my Community Advice Officer has been so good and attentive, I am overwhelmed by this.”***

**Lily W.**

## Telephone Befriending

Not having someone to talk to regularly can be lonely and isolating, particularly if you're used to sharing your home and time with others. A friendly chat on the phone can make all the difference.

Whilst we would love to be able to visit all our members regularly, the level of demand on our Community Advice Officers makes this impossible so our Telephone

Befriending service allows trained volunteers to make regular calls to people who may find it difficult to visit our centre or attend our day groups. If anyone requires further support, our telephone befrienders can arrange for a visit from one of our Community Advice Officers.

**119 people are regularly receiving calls from 7 Volunteer Befrienders as part of our Telephone Befriending service.**



***“I’m so grateful for my call, it’s nice to know I am still being thought of and it makes me feel less isolated. These calls mean so much to me.”***

**Maureen**

# Supporting people with sight loss

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## Day Groups

Sight Support HEY operates nine weekly Day Groups providing social opportunities for some of the most isolated visually impaired people in the region. Transport is provided door-to-door, plus a subsidised lunch followed by a range of activities including quizzes, musical entertainment, games and more.

Sight Support HEY would like to thank Hornsea District Lions for their continued support of our Hornsea based Day Group.

**5,698 visits were made to our Day Groups in the last year.**



***“I am really liking coming to the day group. Good company, nice people and lovely meals. “***

***Norma M.***

## Supported Housing

As managing agents for Places for People, Sight Support HEY continues to support visually impaired tenants of all ages, who wish to live independently in twenty three flats at Beech Holme Court.

In early 2018, the charity was able to undertake further improvements to the facilities at Beech Holme Court aimed at improving security on site to give tenants an increased sense of security and reassurance.

The improvements included the installation of new perimeter fencing and the resurfacing of the car park. A new CCTV system with additional cameras covering external areas will also be installed later in 2018.

Sight Support HEY is extremely grateful to the Albert Hunt Trust and the Liz and Terry Bramall Foundation for funding the above

**23 homes providing supported housing.**

# Supporting people with sight loss

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## SocialEYES

Having a visual impairment need not stop anyone from having fun, and doing the things they want to do.

SocialEYES is our leisure and activity programme which aims to provide a safe, supportive environment to enable visually impaired people to achieve things they would not be able to otherwise. Regular activities include walking football, singing, tenpin bowling, walking, golf and acoustic shooting.

As well as regular activities, our monthly outings group has proven popular and in the last year members have enjoyed a variety of excursions around the area including trips to Jorvik centre in York, Ferens Art Gallery, and Burnby Hall Gardens at Pocklington.



*“I’m really enjoying life at the moment with all the new activities I am taking part in. I’ve always liked to keep busy with housework and such but to have something different to do makes a real difference to the way I feel.”*

**Sheila D.**

The group has also worked closely with the Hull UK City of Culture team and attended a number of events and performances where touch tours and audio description were available.

Sight Support HEY would like to thank all the venues and partner organisations who have supported our SocialEYES programme during 2017/18 and in particular the Anna Maria Charitable Trust who have offered funding for the role of the SocialEYES Coordinator for the next three years helping us to develop and expand the programme.

**Some 82 local people are currently SocialEYES members i.e. attending at least one or more activity each week.**



# Supporting people with sight loss

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## Annual Holiday

Our annual holiday at the Delmont Hotel in Scarborough. Highlights included a trip to Scarborough Fair, Wold Lavender Farm and day trips to Filey and Whitby.

**28 guests joined us on our annual holiday.**



***“The holiday has done me the world of good. It is such a homely atmosphere and everyone is so helpful and friendly. I’ve never slept so well”.***

**JP**

## Transcription Service

Sight Support HEY continues to offer transcription services to local companies and organisations to assist them in complying with the Disability Discrimination Act. Our service offers audio, Braille and large print formats as well as advice on producing accessible materials. In 2017 this included transcription services for the Hull 2017 City of Culture marketing team which ensured all information about the year’s activities was accessible to people with visual impairments.

## Children’s Pantomime

Sight Support HEY would like to say a huge thank you to the Make A Difference Together charity who once again kindly sponsored our annual pantomime outing where some 85 children, their parents and their brothers and sisters attended the Sunday matinee performance of Peter Pan. Ahead of the performance, the children were introduced to the stars of the show including Darren Day.

**85 guests joined us on our annual family outing to the pantomime.**



# Supporting people with sight loss

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## Assistive Technology

Significant recent advances in technology have created many new opportunities for people to overcome everyday problems and challenges associated with sight loss.

From using a smart phone to a tablet, magnification software to screen readers, our assistive technology tuition sessions can demonstrate how these can be of benefit to people with sight loss. They are free to any one with a visual impairment.

We offer one to one training both in our Assistive Technology suite as well as in people's homes. Sessions cover aspects ranging from emails and word processing to using tablets and smartphones.

In 2017 the charity linked up with the O2 store on St Andrews Quay, Hull to offer free monthly one-to-one tuition sessions with their O2 Guru.

These sessions are open to all visually impaired people who have devices (not just on O2 networks). Sessions can help with

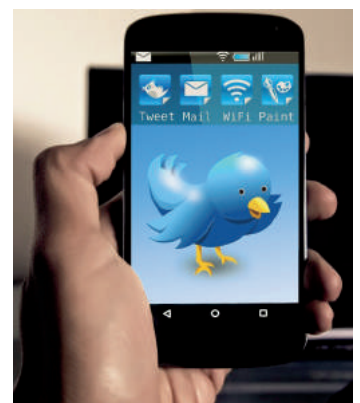


troubleshooting on devices, learning how to 'do more' with apps, overcoming potential barriers to using such technology .

Sight Support HEY would like to thank O2 St Andrews Quay for their continued support of our technology programme.

***“Thank you so much for coming this afternoon. It was really beneficial to experience the Synaptic phone with you explaining and demonstrating all the functions. This made it so easy to decide to buy one.”***

***Cheryl.***



# Supporting people with sight loss

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## Clubs and Groups

In addition to its own services, Sight Support HEY supports a number of clubs and groups for local people with sight loss.

The Beech Holme Tandem Club goes from strength to strength enabling visually impaired riders to enjoy the pleasures of cycling through the countryside with sighted front riders. The weekly rides and weekends away not only offer a safe opportunity for exercise in the outdoors, but friendship links which are so important for both mental and physical health.



Sight Support HEY's centre in Hull also continues to host regular meetings of the Macular Society (Hull) and a local Glaucoma Support Group both of which offer fellowship, information and support for people with these specific eye conditions.

## Information Days and Training

Our Information sessions are specifically aimed at people who have been newly registered as being Sight Impaired or Severely Sight Impaired and their family/ carers. The sessions explain the process of registration and is aimed at helping people to cope with the trauma of being diagnosed with sight loss. It offers a relaxing and informal opportunity to meet others who are in a similar position.

### **57 people attended our information days in 2017/18**

We all encounter people living with sight loss, even if we are not always aware of it. Sight Support HEY has over 150 years of expertise and specialist knowledge with which to offer Visual Impairment Awareness Training to local companies and organisations to improve their customer service including Hull City of Culture volunteers and Junior Doctors at Castle Hill Hospital.

### **221 people received visual impairment awareness training in 2017/18**



# Supporting people with sight loss

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## Hull 2017 UK City of Culture

Last year Sight Support HEY was delighted to be awarded a grant from the Creative Communities Fund as part of the Hull 2017 UK City of Culture celebrations. The funding was used to commission an artist to work with the charity and a number of other regional sight loss charities including Sheffield Royal Society for the Blind, Selby District Vision, South Lincs Blind Society and York Blind and Partially Sighted Society. The groups came together in a series of arts and crafts workshops run by Artlink to create a lasting tactile sculpture which is now on display at the Hull Eye Hospital.



The project came to a conclusion with a fabulous unveiling event at the Hull Eye Hospital in October 2017 attended by visually impaired participants from across the region with special guests including



Martin Green, director of Hull UK City of Culture.

The final design was a culmination of ideas from all participants and the project has been a really positive experience for all concerned, allowing visually impaired people across the region to develop new skills, share experiences, form new friendships and collectively develop a unique piece of art, which forms a lasting legacy of City of Culture.

Sight Support HEY was also contracted via a tendering process to produce all Hull 2017 City of Culture literature in alternative formats including large print, braille and audio as required. Both these projects offered opportunities not only to blind and partially sighted people within Hull and East Yorkshire but also to the visually impaired community on a regional and national scale.



# Our volunteers

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## Thank You

Our volunteers work within all areas of the charity, including: fundraising; sports and leisure activities; telephone befriending, drivers, special events and administration. They have a positive impact on and bring added value and happiness to the lives of those we support. Their loyalty and dedication is a gift for which we are extremely grateful, and thankful for their commitment.

Throughout the year our volunteers dedicated an amazing 3,070 hours of their time.

In line with our strategic plan to increase our volunteer base, the charity appointed a Volunteer Coordinator in July 2017 to develop our Volunteer Recruitment, Induction & Training Plan and to maximise the volunteering legacy from Hull UK City of Culture.

In 2017 Sight Support HEY was delighted that Trustee Robin Russell received the award as Viking FM Awards Volunteer of the Year.

Robin was nominated for his work with the Beech Holme Tandem Club where he has been heavily involved in raising funds to purchase additional tandems to encourage more people to be involved as well as leading an annual one week holiday allowing visually impaired people to "get back something they've lost".



***"I feel at home at here, volunteering at HERIB gives me a feeling of independence and helps me with my confidence. I can talk to people here, we have a laugh and a joke whilst getting on with my jobs."***

***Mark W.***

# Your support

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Sight Support HEY receives no ongoing government funding and relies on donations and gifts in wills to continue its work.

There is no way to fully express our thanks and gratitude to our supporters whose donations help us to provide support to so many local people with sight loss. We are continually inspired by their dedication and generosity and their commitment to our work.

We are very proud that every penny donated remains in Hull and East Yorkshire and improves the quality of life for local people who are blind or partially sighted.

## Donations

In 2017/18 the charity received general donations totalling £53,201.

Donations may be given through regular standing orders or simple one off payments either in cash, by cheque and also online.

Other supporters literally do go that extra mile to raise funds taking on a variety of sponsored challenges from sky dives to

half marathons, marathons to cycle rides, cake sales to garden parties and much more.



## Charity of the Year

In the last year Sight Support HEY was also thankful to be chosen as the recipient charity by several individuals/organisations including: Lesley Wadforth (Health in Harmony), the Rotary Club of Humberside , Tina Whiteley and her colleagues at Hull Eye Hospital and the Dharma Foundation.

## Events

Sight Support HEY organised a variety of events throughout the year to raise both funds and awareness. From lunches to craft fayres, store collections to flag days, casino nights to raffles and much more. Together these events raised £23,600

# Your Support

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## Corporate Support

Local businesses continue to provide vital support to the charity from fundraising to donations, volunteering to gifts in kind.

For example, a team of four employees from Forrester Boyd Robson ran the Hull 10K Corporate Challenge to raise over £600 whilst Armadillo Storage allow us to store equipment and donations of soft toys at their facility.

Plus more than fifty local business men and women attended our business lunch with guest speaker television sports presenter Damian Johnson with more business ladies joining us for our annual Ladies Luncheon with GB Paralympic Gold Medallist Naomi Riches MBE whose appearance was sponsored by Thomas International.



## Trusts

Sight Support HEY was also fortunate to receive the support of a number of charitable trusts and foundations in 2017/18 totalling £37, 999 including the Joseph Rank Benevolent Fund, Hull Aid in Sickness, Hull City Council, the Dixie Rose Findlay Charitable Trust , Creative Communities Hull City of Culture, the Sir James Reckitt Charity, the Paul Lunn Rockcliffe Charitable Trust, the RS Brownless Charitable Trust, the Inman Charity, the Liz & Terry Bramall Foundation, the Albert Hunt Trust and the Sydney Smith Trust

## Gifts in Wills

Remembering Sight Support HEY in your Will not only allows us to continue our current activities but also helps us to plan for the future. In 2017/18 we received £658,000 from such bequests.

Gifts in wills don't need to be worth millions. Every penny has the power to make a huge difference to someone's life and by naming Sight Support HEY in your Will, you could help a lot of people.

# Branding Review

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In 2017 the charity linked up with local marketing agency Jenko to undertake a review of the charity's existing name and branding.

The charity is keen to reach out to more people, whatever their degree of visual impairment, because it believes no one should have to deal with sight loss alone and un-supported.

Many people had told us that sight loss is a more inclusive term than blind and we want to broaden the appeal of our services so that in future more people will benefit. We also wanted to differentiate ourselves from other national organisations with a similar name so that we can attract the funding and partnerships necessary to safeguard and expand our services for the benefit of everyone who needs them.

As part of the review, Jenko coordinated several Focus Groups as well as undertaking a survey of patients at Hull Royal Infirmary Eye Hospital and an online survey to gain vital feedback from a wide range of members, supporters and the general public.

Sight Support HEY would like to once again thank everyone who took part in the research. Your feedback was very much appreciated.

The information provided was analysed and the findings presented to the charity's Board of Management in Autumn 2017 before a final decision was made to progress with a rebrand. Further consultation was then undertaken on a series of suggested names and logos with the word "support" being strongly favoured; and the charity's new name Sight Support Hull and East Yorkshire and its new branding was set to be launched on 1st May 2018.

Since the charity's formation in 1864, it has been through many changes and we are extremely proud of our long history of providing support to local people with visual impairment. By reviewing our brand and our existing name we are seeking to present the charity in a way that is more appropriate for the modern day, however our vital support services will remain unchanged.



# The Future

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## Strategic Review

Sight Support HEY will continue to pursue its core objective of supporting visually impaired people in the Hull and East Riding area.

We will seek to consistently improve and innovate the services we provide to meet the changing needs of our members to the extent that our financial resources permit.

Sight Support HEY's existing Strategic Plan up to 2020 is aimed at ensuring the charity's future sustainability and ensuring that it is providing the right services at the right time for visually impaired people across the Hull and East Yorkshire area.

The Strategic Plan identified three key aims for the next three years and during 2017/18 has taken strategic action towards achieving these goals including:

**Aim: To increase the number of service users we support**

### Action:

Sight Support HEY undertook a review of its existing branding (see page 16 for more details) and the charity launched its new name and branding on 1st May 2018 in an effort to engage more visually impaired people.

**Aim: To increase the number of volunteers**

### Action:

Sight Support HEY appointed a Volunteer Coordinator in July 2017 to develop the charity's Volunteer Recruitment, Induction and Training Plan and to maximise the volunteering legacy from Hull UK City of Culture.

**Aim: To increase income from fundraising**

### Action:

The charity has decided to appoint a Community Fundraiser from April 2018 to focus on developing links with the wider community to assist with awareness of the rebrand and to increase fundraising income.

## Our Finances

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The financial summary opposite is extracted from our audited accounts for the year ended 31st March 2018, a full version of which is available on request.

Total income increased by 64% to a little over £1million, driven by legacies received. Legacy income is highly unpredictable and this year's figure of £658k, including an individual bequest of £550k, was more than three times the amount received last year. Excluding legacies, income from other sources was down 8.6% compared to last year.

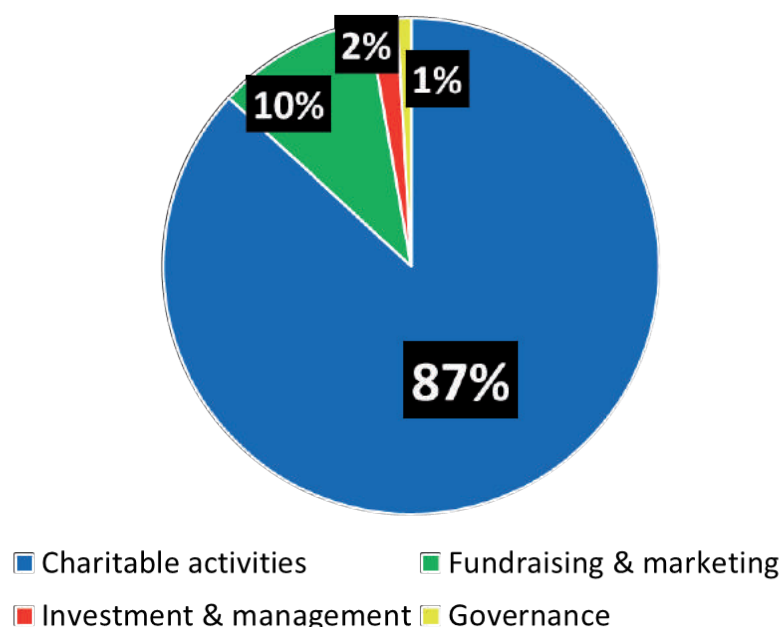
During the year management have continued to target expenditure on improving our services and facilities, including a major upgrade of our minibus fleet and some refurbishment of our Beverley Road centre. As a consequence, total expenditure increased by 4.1% to £665k.

These movements together with a decrease in the value of Sight Support HEY's investments of £136k (2017: increase of £146k) provided an overall net increase in charitable funds of £289k

Our investment portfolio continues to be managed by Nicholas Darke at Investec and the Board would like to thank him for his continuous efforts on behalf of the charity.

The Board is satisfied that the current level of Sight Support HEY's reserves is sufficient for it to continue its activities for the foreseeable future.

## Where your donation goes



## Financial summary

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|                                     | 2018         | 2017        |
|-------------------------------------|--------------|-------------|
|                                     | £000         | £000        |
| <b>Incoming Resources</b>           |              |             |
| Donations, legacies and grants      | 749.2        | 316.7       |
| Fundraising events                  | 23.6         | 28          |
| Resource Centre income              | 9.4          | 13.5        |
| Room hire, training & sundry income | 12.1         | 13.1        |
| Transcription services              | 10.4         | 6.2         |
| Investment income                   | 87.3         | 81.6        |
| Catering income                     | 18.7         | 17          |
| Attendance charge                   | 27.8         | 31.3        |
| Beech Holme Court rental income     | 148.5        | 154.1       |
| Service Level Agreements            | -            | -           |
| Other                               | 3.2          | 2.9         |
|                                     | <hr/> 1090.2 | <hr/> 664.4 |
| <br><b>Resources Expended</b>       |              |             |
| Fundraising and promotion           | 65.5         | 66.3        |
| Resource Centre                     | 6.0          | 12.7        |
| Investment management               | 13.8         | 11.9        |
| Welfare & services                  | 424.5        | 391.2       |
| Beech Holme Court                   | 149.4        | 150.7       |
| Governance                          | 5.7          | 5.7         |
|                                     | <hr/> 664.9  | <hr/> 638.5 |
| <br><b>Net income</b>               | <br>425.3    | <br>25.9    |
| (Loss)/profit on revaluation of     | (136.1)      | 146.5       |
| <b>Increase in funds</b>            | <hr/> 289.2  | <hr/> 172.4 |

# **Sight Support Hull and East Yorkshire**

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**This publication is available in  
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