

End of Project Impact Report

Selby District Vision Southern CEF

Grant Awarded: £3,919

Date Awarded: January 2017

Project Details

Project Title / Description:
Vision on Tour

Outreach project; taking the eye health, sight loss prevention message and visual awareness out to the Eastern villages

Contact Name: Emily Havercroft

Tel:

Organisation Details

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Selby District Vision
Society for the Sight Impaired

Southern Area
Community Engagement Forum
Your Community

Yorkshire energy doctor

Free Advice Coming to You

Check your Vision	Check your energy prices
Reduce your risk of blindness	Reduce your heating costs
Learn about visual impairment	Learn to 'switch' easily
Bring your glasses	Bring your utility bills

On Tour Locations

We'll be near you...

Balne Beal Burn Camblesforth Carlton Chapel Haddlesey Cridling Stubbs Drax Eggbrough Gateforth Heck Hambletton Hensall	Hirst Courtney Kellington Kirk Smeaton Little Smeaton Long Drax Newland Temple Hirst Thorpe Willoughby Stapleton Stubbs Walden West Haddlesey Whitley Womersley
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ON

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Free & impartial advice from local community organisations.
Funded by the Southern Community Engagement Forum

Q1 In no more than 500 words please outline the key outcomes of your project.

This has been an incredibly successful outreach project and genuinely enabled services to be taken out into some of the hardest to reach areas of the Selby District. Over the course of this project we have delivered directly and diversely to all 24 villages in the Southern CEF area. For SDV this has been an awareness project, getting our services out to the most isolated villages and reaching individuals in new and practical ways.

Working in collaboration with the Yorkshire Energy Doctor has massively strengthened this project and given us both a brilliant working partnership. Together we have been able to tackle such a huge area with shared ideas and structure. Running the two projects together also opened us up to new avenues of clients, who could benefit from one or the other but may not otherwise have been engaged. We also worked together on the publicity for the project, creating a poster/flyer which ensured we were able to advertise when we attended specific venues or events.

We quickly realised that reaching each and every village was going to be a challenge. Some are so tiny that there were no community events, or groups which we could tag on to. Set up time for each stage of our 'tour' was lengthy and sometimes frustrating, trying to contact the right people and access the most suitable opportunity to maximise impact in each village.

We have been very flexible with both our approach to this project and our delivery. This enabled us to appropriate each time with delivered, reaching villages in a variety of ways, realising that we had to be varied with our approach, dependant of size, location and learning about the movement and community drive of each location.

Ways we have reached these communities have included:

- Social and recreational clubs and groups
- Primary school summer and Christmas fairs
- Information leaflets delivered directly to households
- Age UK groups
- Mobile Library service
- Local churches and pubs
- Horton Housing Community Cafes
- Over 50s/60s groups
- Community cafes, coffee mornings and afternoon tea groups
- Parish Councils
- Home visits



Delivering a talk to Hensall Over 60s Group

"I have been really worried about my most recent pair of glasses. It has been fantastic to be able to speak to you today and I shall be going back to my optician to discuss it further now."

Hensall Over 60s Club Member

We have reached a vast number of people and have no doubt that, by being in these villages, this project will not only have helped individuals to gain valuable information, but also been a wonderful way to promote the work of SDV, YED and the Southern CEF.

We have had excellent feedback from individuals and groups, who have been impressed that this service has been delivered directly to them, removing the many issues surrounding transport and rural isolation.



On board the Mobile Library

“I had no idea that I was supposed to take the children for a sight test, I thought they had them at school. I’ll get that booked in now I know.”

A Mobile Library customer

Q2 In no more than 500 words please demonstrate how the project has met the Community Development Plan objectives that were identified in the original application for funding.

Isolation and Loneliness

Reducing isolation and loneliness is something that SDV are constantly striving to do. Sight loss can be hugely isolating and lead to terrible loneliness. This project was also about providing opportunity and direct information to some of the most isolated communities in our district, by reaching out to people and taking our services to them.

This project has had a direct impact on reducing loneliness and isolation by educating the local community in how to reduce their own risk of unnecessary sight loss. We have also talked to communities about how they can best support those with sight loss, to improve the quality of life for those living in the Southern CEF area with a visual impairment.

We have tried to identify where support is needed, working with members of each local community to support those needs further when necessary. Offering opportunities for residents to come along to an event locally; ask questions, embrace new information and meet with other people has worked well. Working in partnership with other service providers, we have also been able to ensure that each event or outreach approach was accessible.

Transport

At SDV we know first-hand that transport is a big issue for many parts of our district, especially the Southern CEF area. By taking this service out into the community and making it truly local, we were able to remove the barrier that lack of sufficient transport can cause and provide a service which was easily accessible for residents.

We worked incredibly hard to ensure that we maximised the potential of each location, providing contact in the most suitable way for each village. Working with the local community to make the most of any already established events or opportunities, as well as thinking out of the box for those more tiny community pockets.



Some members of the Carlton Wednesday Club

Promoting the Southern CEF

'Vision - On Tour with the Southern CEF' was exactly that for us. We not only promoted our own work and the prevention message we wanted to get out to people, but also used every outreach event as an opportunity to raise the profile of the Southern CEF.

When giving talks or presentations we would explain how our visit had been funded and go on to talk about the work of the Southern CEF, how to get involved with it and when appropriate helped or signposted other groups towards how to apply for funding themselves.

This project has placed the work of the Southern CEF very much into each and every village.

Selby District Vision

How can you reduce the risks of unnecessary blindness?

- 1 Visit an optician regularly**
Sight tests are free for anyone over the age of 60, under the age of 16, age 16 to 18 if in full time education, for anyone with diabetes or anyone on a means tested benefit. A sight test is a vital check on the health of the eyes and includes the detection of eye conditions and can also help to detect many other health conditions.
- 2 Safe in the sun**
Ultra violet rays can damage your eyes. Always wear sunglasses when outside in the sun, even on cloudy bright days or when the sun is low.
- 3 Healthy eating for healthy eyes**
A poor diet can put your sight at risk. The freshest fruits and vegetables have the most antioxidants and nutrients, which are great for your eyes. Fresh fruit and vegetable juices are also an excellent way to boost your eye health. Drinking excessive amounts of alcohol can also lead to sight loss and particularly affects the absorption of vitamins in the liver, vitamins needed to maintain healthy eyesight.
- 4 Screen breaks**
Take at least one break each hour if you use a computer, tablet or smartphone. Resting your eyes can avoid eyestrain, headaches and double vision.
- 5 Don't smoke**
Smoking has been directly linked to blindness. Smokers are four times more likely to develop age related eye conditions.
- 6 Be safe**
Wear protective eye glasses when you are carrying out DIY or other activities which could put your sight at risk. Don't guess about the severity of any eye injury, especially if you have pain, blurred or loss of vision. If you are ever at all concerned, always seek medical advice.
- 7 A healthy lifestyle**
Regular exercise, where possible and safe, is essential to stay fit and healthy, but also very important for eye health. Boosting blood flow around the body increases oxygen levels to the eyes.

Selby District Vision is your local charity, supporting people with their vision
Phone: 01757 709800
Email: info@selbydistrictvision.co.uk
Website: www.selbydistrictvision.co.uk

Registered Charity Number: 1149391
Selby District Vision Official

'On Tour with the Southern CEF'
Funded by The Southern Community Engagement Forum
www.selby.gov.uk/cef



Yorkshire Energy Doctor C.I.C.

How can you save money on your utility costs?

- 1 Apply for the Warm Home Discount**
Are you in receipt of means tested benefits or have a household income of under £16,190 per year with young children, someone with a long-term health condition or an elderly resident in the home? If so, you may be eligible to apply to your electricity supplier for a one-off payment of £140 to help with your winter energy bills.
- 2 Change your energy supplier**
The average household can save over £200 per year by changing their energy company or even just their tariff. If you have never switched it could be more than this.
- 3 Insulate your loft and walls**
25% of heat is lost through the walls and 25% through the loft. If you own your home or rent privately there are schemes that offer free insulation to homeowners.
- 4 Upgrade your boiler**
If you have an old LPG or oil boiler, or old storage heaters, and you receive means-tested benefits then you may be eligible for a replacement that could be free or partly subsidised (owner occupiers/private rented).
- 5 Turn down your thermostat**
The thermostat turns the boiler off when the house reaches the temperature you have set on the thermostat - it should be set at 16-21°C.
- 6 Don't leave appliances on standby**
The average household wastes £20 per year by leaving electrical items on standby.
- 7 Have a water meter fitted**
If you have more bedrooms than people in your home then it is usually cheaper to have a water meter - Yorkshire Water fit these for free. Call them on 0345 124 2424.

If you want further help or advice on any of these then contact Kate at the Yorkshire Energy Doctor CIC on 01757 249100 or kate@yorkshireenergydoctor.org.uk. All advice is free and independent thanks to grant funding from the Southern Community Engagement Forum.

'On Tour with the Southern CEF'
Funded by The Southern Community Engagement Forum
www.selby.gov.uk/cef



For those smaller villages, we hand delivered this double-sided information flyer to every household. Hitting the streets, roads and lanes, chatting to people as we went. This was a great way to reach the most isolated communities, as well as promoting our own messages and the work of the Southern CEF.

Q3 In no more than 250 words please give details of any additional benefits or objectives that the project has met that were not anticipated/ outlined in the original application for funding.

One of the great added-benefits of this project was the use of volunteers for delivery at some of our events. We have some wonderful visually impaired volunteers, who are keen to support the work that we do and get out and about, helping to promote our work and educate residents.

Having visually impaired volunteers helping to deliver at community events gave this project more weight and allowed individuals to talk to those with visual impairments, learn from them and become all the more engaged with our work and message. The volunteers themselves thoroughly enjoyed being involved and gained experience by helping to deliver information sessions and stalls.



“I have really enjoyed being involved with this project. Meeting new people and talking to them about visual impairment is something I hadn’t realised I had the courage to do. But it has been great fun and has really helped to build my confidence.”

SDV Volunteer

Chapel Haddlesey School Summer Fair

It is important to emphasise how pleased we have been with the impact of this project. One of the most positive outcomes has been the sharing of our prevention message. With 50% of sight loss in the UK being avoidable, we know that as a sight loss charity it is our responsibility to try and promote eye health. This project has allowed us to do this by giving people realistic tools and knowledge on how to protect their vision, hopefully having a lasting impact on local eye health.

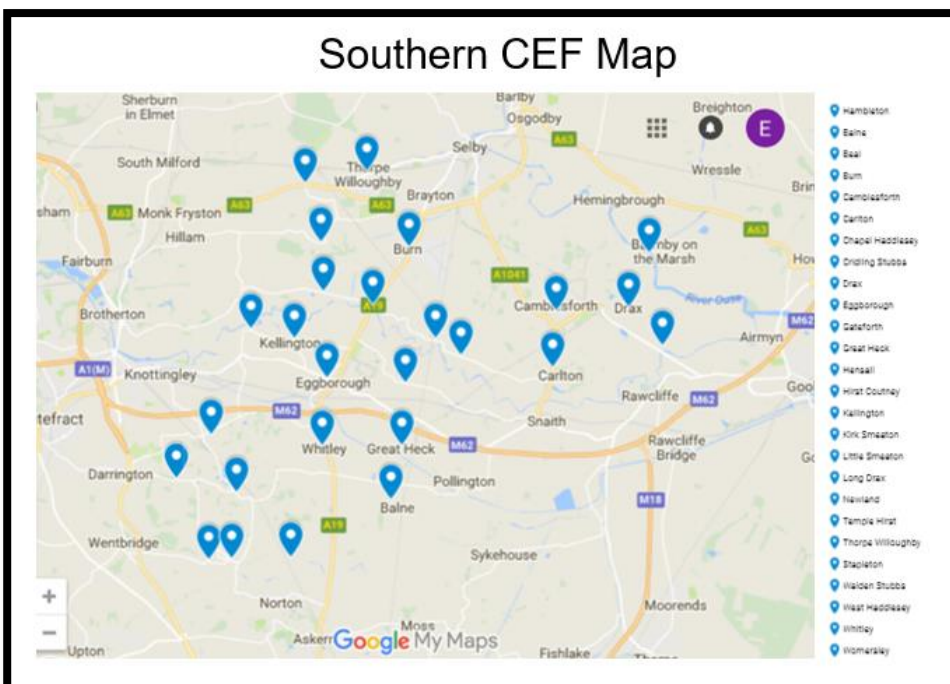
“I didn’t realise eye tests were free now that I am over 60. That is great to know, as I haven’t been for a lot of years, but I don’t really have an excuse now do !!”

Community Café customer

Any other comments on the project and its success:

The villages of the Southern CEF and activities we have carried out:

Village	Activity
Balne	Mobile Library
Beal	Community Café
Burn	Local Pub, Church & gliding club promotion
Camblesforth	Social Club & home visits
Carlton	Wednesday Club & home visits
Chapel Haddlesey	Primary school summer fair
Cridling Stubbs	Leaflets to all households
Drax	Age UK group
Eggbrough	Mobile Library & Horton Housing Community Café & home visits
Gateforth	Leaflets to all households
Hambleton	Horton Housing Community Cafe & home visits & home visits
Heck	Leaflets to all households & home visits
Hensall	Over 60s group & home visits
Hirst Courtney	Leaflets to all households
Kellington	Community Café & home visits
Kirk Smeaton	Mobile Library
Little Smeaton	Mobile Library
Long Drax	Leaflets to all households
Newland	Leaflets to all households
Stapleton	Leaflets to all households
Stubbs Walden	Leaflets to all households
Temple Hirst	Leaflets to all households & home visit
Thorpe Willoughby	Over 50s group, school fair & home visits
West Haddlesey	Primary school summer fair
Whitley	Coffee morning/PC meeting/targeted leaflets & home visits
Womersley	Afternoon tea group
All	Information sent to all Parish Councils



Reaching all the villages through a diverse and varied mix of activities has been a real achievement throughout this project. Covering such a rural area and finding ways to maximise the potential of the project has taught us such a lot about getting our services out into the community and how to be truly district-wide.