

Sight Loss and your organisation

How NOT to alienate one in five customers, and potential employees.



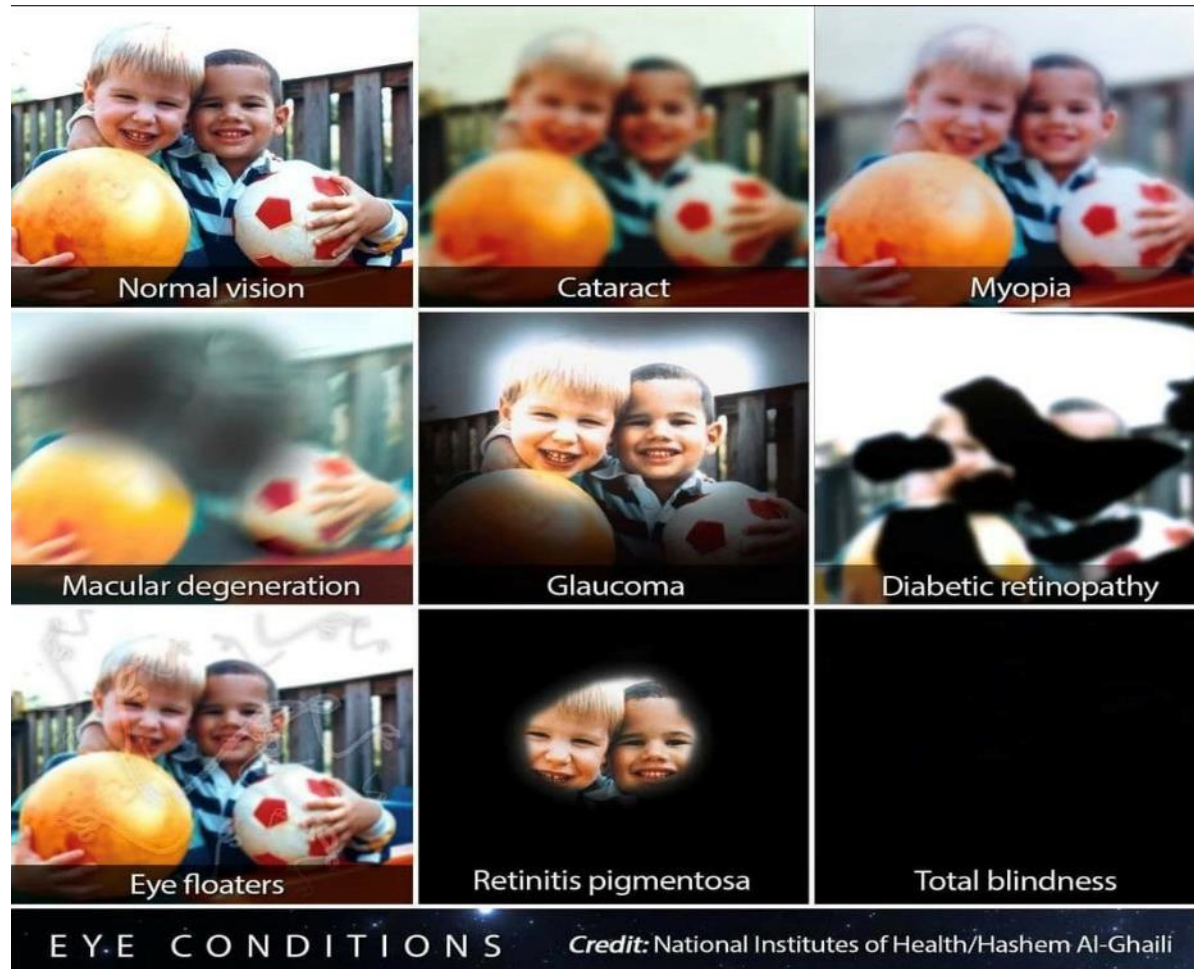
Do you see the problem?

- One in five people will experience sight loss in their lifetime.
- It affects over two million people in the UK.
- That figure will more than DOUBLE by 2050.
- Only 7% of people who are registered as blind or partially sighted, have zero vision.



Myths are widespread

Sight loss types and degrees vary hugely.



Accessibility and the Purple Pound

- It's not just about COMPLIANCE.
- The Purple Pound's estimated worth = £274 billion a year.
- Excellent employees could be lost to your workforce.
- Making YOUR venue or business more inclusive may well involve little investment.



In other words..... a fresh look is vital

Fylde coast organisations need to:

- Improve understanding.
- Build staff awareness and confidence.
- Audit venues/customer service.



Our unique VIEW!

- Provided local sight loss support since 1910.
- Currently helping 2,700plus clients.
- Staff and volunteers who are registered blind.

Using the latest technology

.....including in

TRAINING AND CONSULTANCY services.



What's included in TRAINING?

- Full day at our Low Vision Centre.
- Simulation equipment.
- Activities and tasks.
- Guided support training.
- Hot lunch and refreshments.
- Discussion with blind staff and volunteers.

COST - £25 per delegate and a charity donation.



THE WIDER PICTURE

Making the Fylde Coast more **inclusive and accessible** benefits everyone.

That includes our clients and YOUR customers, visitors and workforce.

Your support for our charity would be much appreciated, as demand for our services DOUBLES in the coming years.

THANK YOU

