

Impact Report

Insight
Gloucestershire

“I have realised that I am not on my own. There are people who understand and want to help”

We are really proud of our work. This report uses outcome data and service user feedback to show some of our achievements for the year 2024/25.



We hope it helps you see why our services are valued so much by the people we support and by the wider sector.

We continue to see increased demand. More people are coming to us while waiting for statutory services. A growing number of people are losing their sight. And whilst it is great that people are hearing about our services, it means the numbers needing our support are higher than ever. Our challenge is to meet this rise in demand against a background of rising costs and increasing competition for funds.

Through our innovative collaborative working model with Wiltshire Sight and Sight Support West of England, we are determined to meet this challenge. We are so grateful to our many volunteers and supporters who, alongside our dedicated staff team, help to make this possible.

“I can’t believe there is somewhere that I can just walk into off the street to get help and advice. The day I came in had been one of the worst days I’ve had, but the advice and support I was able to get has given me so much hope and confidence.”

In partnership

Insight
Gloucestershire

WILTSHIRE
Sight

Sight
SUPPORT 

We work in collaborations with two other local charities: Wiltshire Sight and Sight Support West of England (covering Bristol, BANES and South Glos).

We now have an integrated service meaning that people can access support at one of 44 different locations across the region. Sight loss advisors from our three charities work as a coherent and integrated team to offer high quality and comprehensive services through our shared sight loss assessment process and our hub model.



**of clients felt better able
to manage day to day
after working with us**



**863 new clients
+25% from last year**



**of clients rated
our services as
good or excellent**

We share a central team, including fundraising, finance, governance and admin, IT and HR, meaning a significant reduction in costs. Working together means that we have been able to do more to ensure people hear about the support available, we are better able to share lessons and experience. And our evaluation data shows that this is working - our satisfaction ratings remain very high, and our outcomes demonstrate the real impact we have on people's daily lives.

Our impact

In Gloucestershire

737 one to one sessions held with clients - a 38% increase in the number of people attending our hubs

176 new clients, we now have 1,556 registered with us

55% increase in the number of sight loss assessments we undertook

256 people attended one of our hub social groups, averaging 3 visits each

181 people attended 508 social events including theatre trips, lunch clubs and coffee mornings.

208 people attended our Eye Can event in Gloucester. 100% of people who completed an evaluation rated the event as Good or Excellent

“It was perfect, the advice from Insight was really amazing.”

Measuring outcomes

We measure outcomes as a group of charities.

89% of people made progress in at least one area that they had struggled with previously.

82% of people progressed in all of the areas they were previously not confident in.

89%

**of people
made progress**

This includes three quarters of people who told us at their first appointment they didn't have enough information to understand their eye condition and how to manage it. Through our support, we have been able to reduce this number to just 10%. And only 3% of people who come to us for support were comfortable with communication and technology. The support of our sight loss team and digital skills advisors means this increases to 87% by the time people finish working with us.

Social connections

“Experiencing adventures and going out into the world with other individuals, whether it is for coffee, audio-described theatre, or trying the ski slopes in Gloucester, that joy should be available to all, and Insight can help make it happen”

508 people attended social events including theatre trips and lunch club. This is twice as many social events as last year. Plus, we support people to keep doing the things they love, or to try new things. We introduce people to groups, or even help them find a “buddy”. We helped an artist to get back into painting after losing most of their sight and helped local bowls clubs to welcome new visually impaired members.

91%



**feel less
isolated**

Our What's On newsletter tells 1300 people every month about things going on across the area - including audio described performances and exhibitions, audio-book groups, and accessible activities including sailing, driving, bowls and table tennis.

We've had a
53% increase
in attendances at
our social groups
from the previous
year



Finances

As a group, we spent £863,174 on our Sight Loss Support Services and £74,396 raising this money and securing pledges for future years. This is a brilliant return on our fundraising.

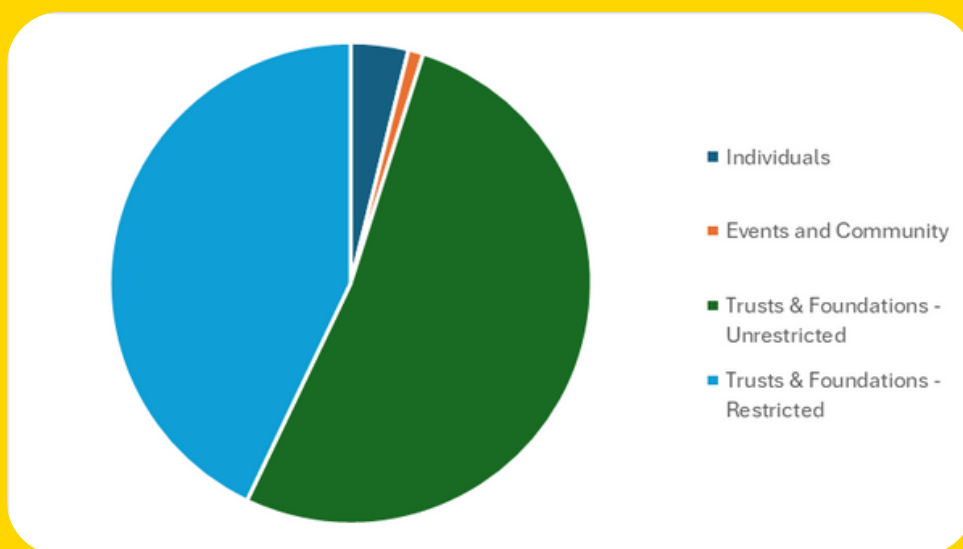
By working together as a group, we make savings on running costs such as IT, our service user database, postage, accounting, utilities and more. We have worked out that this saving is about

£1,387 per month - or £16,500 per year. The chart below shows our Insight Gloucestershire income.

Fundraising costs were

8.6%

of our total spend



Our fundraising strategy is to keep growing income from individuals, community groups and corporates to ensure a broad base of support and improve our resilience. We are hugely grateful to individuals who choose to leave a gift in their will. Legacies are a vital source of our income and we continue to steward those people who are considering this way of giving.

Trust funders remain - and will always remain - vital to our services.

Volunteering



“The volunteering I have done has given me a greater appreciation of the valuable work Insight does.”

We are so grateful to the 53 people who volunteered for us in the last year. Volunteers across our charities gave an incredible 8,000 hours. Volunteers work in our offices, at our social groups, make our exhibitions run smoothly (pictured above - a volunteer guide walking to ensure our exhibition was accessible to everyone). Volunteers run our popular audio library, selecting and sending CD audiobooks to local blind and partially sighted people. We have new office volunteers now, who send our welcome packs to all our new service users, and carry out catch up calls to find out how blind and partially sighted people are getting on and whether they need any further support. We really couldn't do without them and are so grateful. We work hard to make sure they feel the impact of what they do too.

- 100% of volunteers who responded to our survey this year said they are proud to volunteer with us.
- 91% said they would recommend volunteering with us to others



What's next?

At a time when several of the large national sight loss charities are undergoing restructuring and reducing their direct services, we continue to step up.

Technology

There are exciting new developments in technology to support visually impaired people and next year we will launch a new digital training services, to make sure that everyone in our area has access to new technology and support to understand and use it. These courses have been trialed in Bristol and Wiltshire, where they are quickly fully booked.



Face to Face, local support

Our aim is to ensure our network of hubs provide local support accessible to everyone living with sight loss in our region. Our commitment is to ensure that 95% of potential clients live within a 5-mile radius of one of our hubs. We are currently very close at 94%, but know that rural transport is a huge challenge and under threat. And we also know that we need to increase our presence in the Forest of Dean. We will keep reviewing our locations and make sure they are accessible by everyone - and meet that target of 95%!



Reaching more people

We have recently launched new social groups, including in the Cotswolds area. We continue to see more and more people needing our support than ever before. We are also happy to have launched virtual (online) hubs for parents and working age people to get peer support.

Diversifying our Fundraising

We know the fundraising environment will continue to be tough. We are impacted by national changes such as the new rate of National Insurance.

We are working on improvements to our website, including more opportunities for funders to read stories about our work, and get even more information about how they can help. We are also developing more videos - especially short clips that funders can share on their social media accounts. We know the huge impact these can have, and want to ensure that funders can hear directly from our service users.

“Thank you so much for all your help today, we really didn't expect to get the service you have given us and I am so amazed at the amount of information and help.”

It is vital that we keep working on diversifying our income to ensure our resilience in the future. This year, we have already started attending community events. We are starting to build relationships with local companies. And excitingly, we have just opened our first ever charity shop, to generate money and to help spread the word of our great services. Our Stroud shop includes a resource centre so that people can get support on the high street.

Developing income from a range of sources is key to our long-term success. Trusts and Foundations will remain a vital part of that picture and we will continue to develop great relationships with funders.