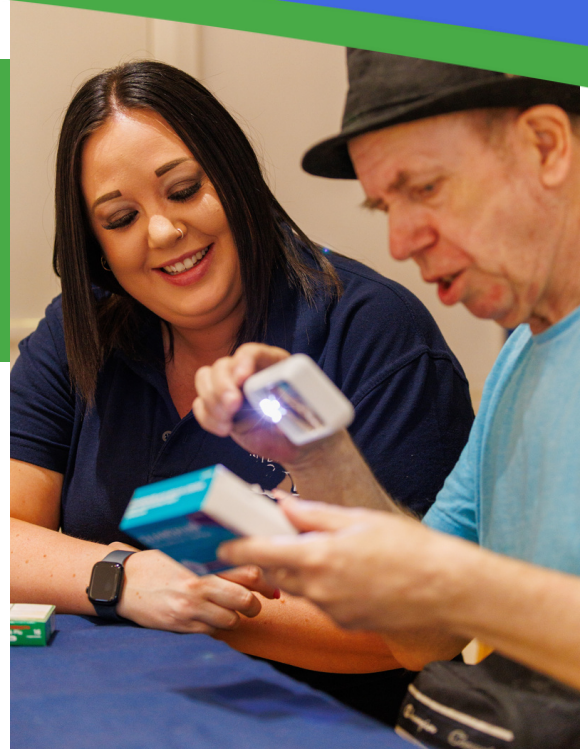


Impact Report

“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 shows 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 Insight Gloucestershire 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.

“All the little things have added up to make a huge difference.”

In partnership

Insight
Gloucestershire

WILTSHIRE
Sight

Sight
SUPPORT



We work in collaborations with two other local charities: Insight Gloucestershire 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 Wiltshire

- 1,827 one to one sessions held with clients - an increase of 52% on last year
- 327 new clients, we now have 1,480 registered with us - up 11% on last year
- 347 people attended one of our hub social groups

“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.”

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.

“I feel there is a way forward now. I was facing a brick wall before.”

Social connections

“I used to hate coffee mornings but here, at these hubs, nobody judges. I guess they are all in the same boat.”

453 unique individuals attended one of our social groups. Each person attended four times on average.

We held 961 social events including audiobook reading group and our socials. 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.

Our What's On newsletter tells 1600 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.

91%



**feel less
isolated**

We've had a
47% increase
in people attending
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.

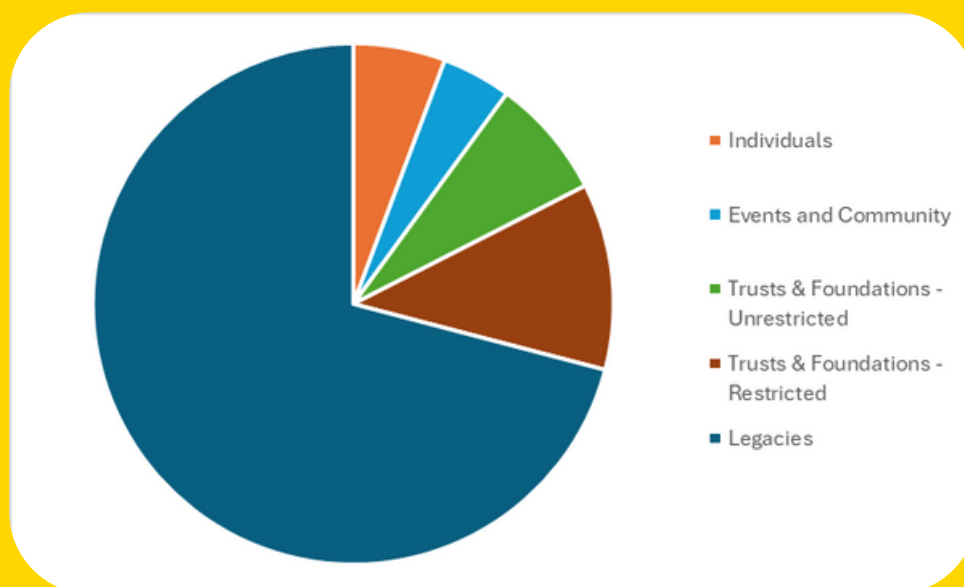
By working together as a group, we make savings on running costs such as IT, our service user database, postage, accounting, utilities and more. We have worked out that this saving is about

£1,387 per month - or £16,500 per year. The chart below shows our Wiltshire Sight 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 befriending service is brilliant. I always feel happier after speaking to my befriender Jasmine. Even though I am 90 and she is in her 30s, it doesn’t matter, we can talk for ages. A befriender is a beautiful thing, and that’s what she, Jasmine, is to me.”

We are so grateful to the 128 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, and ensure our shops stay open. Volunteers run our popular audio library, selecting and sending CD audiobooks to local blind and partially sighted people. 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.

- 26% of our regular volunteers have a visual impairment themselves
- 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

“I have enjoyed volunteering so much and found the work of the charity so interesting. I have now taken on a role as Trustee for Wiltshire Sight.”

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 this year we have launched 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 are launching this autumn, and are already 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 meeting this commitment in Wiltshire, but know that rural transport is a huge challenge and under threat. We will keep reviewing our locations and make sure they are accessible by everyone.



Reaching more people

In Autumn 2025 we launched another new hub and social group in Swindon. 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.

Fundraising under pressure

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.”

Whilst legacies are vital to us, we also keep working on diversifying our income to ensure our resilience in the future. We are at more community events than ever before. We hope to announce a new corporate partnership by the end of 2025. We are strengthening our partnerships with trusts and foundations to ensure we can work with them to deliver great outcomes.

The fundraising environment is tough. But feedback from funders and service users shows that we're doing the right things to meet these challenges.