



# Annual Review 2008



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The Eyecare Trust is a registered charity (No.1086146). This review has been compiled to communicate the progress of, and changes to, the charity for the period 1 October 2007 – 30 September 2008.

# Chairman's statement

## The charity's independent status, innovation, initiative and sheer hard-work helped deliver a higher public profile for optics in 2008.

I'm pleased to report on another successful year for the Trust.

### A Year of Change

This year has been marked by extensive change and a degree of uncertainty for the optics sector.

The launch of the UK Vision Strategy provided us with a unified framework for creating a positive shift in public attitudes and behaviour towards eyecare whilst the prevailing economic climate has brought challenging conditions for high street practitioners.

It has never been more important for us to raise the profile of optics and keep the public well informed about the importance of regular sight tests, healthy eyes and the benefits of good vision.

### Eye Health Promotion

Once again the Trust demonstrated its ability to deliver high impact public information campaigns on a low budget – more than 250 million opportunities to see and hear positive eyecare messages were generated in the media alone during this reporting period.

### Independent Voice

As an independent voice for optics the Trust was also able to take full advantage of opportunities to work with the *BBC* on a prime-time consumer affairs documentary looking at the nation's eye health as well as a 'Vision' supplement published in *The Guardian*.

### Accessible Eyecare

The Trust's website, public information line and provision



of resources for the profession continued to provide the public with accessible advice and information on a wide-range of eyecare and eyewear topics.

### A Positive Financial Position

The Trust's financial position remained positive with reserves carried forward into the current financial year up 7% year-on-year.

Finally, on behalf of the board I would like to thank our friends and patrons for their continued support.

A handwritten signature in blue ink that reads "Iain Anderson".

Iain Anderson, Chairman  
**Eyecare Trust**

## GOVERNANCE

### Board of Trustees

01	02	03
04	05	06
07	08	

- 01 Iain Anderson
- 02 Nigel Burnett Hodd
- 03 Vivien Freeman
- 04 Rosie Gavzey
- 05 Stuart Hornsby
- 06 Ian McDermott
- 07 Derek McLaren
- 08 Kelly Playhay



\* Vivien Freeman was appointed as a Trustee of the charity in February 2008.

Stuart Cole represented the AOP as a co-opted board member during the reporting period.

During the year ending September 2008 the charity was governed by a board of eight Trustees representing a broad range of interests from across the ophthalmic industry and profession.

The Trustees are responsible for setting the strategic direction of the Trust. Day-to-day running of the charity is delegated to the Administration Secretary.

#### **01 Iain Anderson** BSc FCOptom DipCLP

Iain is Chairman of the Eyecare Trust. He is also a Past President of the College of Optometrists; Optometric Advisor to the Sunderland Primary Care Trust and an Independent Optometrist.

#### **02 Nigel Burnett Hodd** BSc FCOptom DipCLP

Nigel is a Contact Lens Practitioner working in his London W1 practice. He is also a Director of No7 Contact Lens Laboratory. Previously he was Chairman of the AOP and President of the BCLA and currently sits on the Council for both Associations. He is also President of the International Society of Contact Lens Specialists.

#### **03 Vivien Freeman** BSc (Hons)

Vivien is the Secretary General of the British Contact Lens Association (BCLA).

#### **04 Rosie Gavzey** BA BSc MCOptom

Rosie has over 25 year experience as a practicing Optometrist. She is an Honorary Life Member of the Association of Optometrists (AOP) where she was Chairman between 2000 - 2001. Rosie is also Optometric Advisor for Enfield & Haringey PCTs.

She has also been involved with the World Council of Optometry for a number of years and is one of only two optometrists in the UK who are Specialist Fraud Advisors (optical).

#### **05 Stuart Hornsby**

Stuart qualified as a Dispensing Optician, going on to specialise in Low Vision services as a practitioner and then with a national development remit working at the Royal National Institute of the Blind (RNIB).

Stuart decided to focus his career in the third sector and is now Area Manager for the MS Society.

#### **06 Ian McDermott**

Ian has a wealth of experience across the optical industry. He is currently the franchisee for Boots Opticians in Newcastle Under Lyme. Prior to this he worked as Sales Director for soft contact lens

manufacturer – Cooper Vision and was the Managing Director for Aspect Vision Care.

#### **07 Derek McLaren** FBDO F Inst D.MCMI

Derek was Managing Director of Silhouette UK LTD – the company he formed in co-operation with its Austrian parent company in 1980. He is also an Executive Council Member of the Optical Frame Importers and Manufacturing Association and a Council Member for Optra Exhibitions UK.

#### **08 Kelly Plahay** BSc (Hons) FBDO

Kelly is a Dispensing Optician and owns a practice in Wakefield. She is a member of the General Optical Council Fitness to Practice Committee and sits on the ABDO Board of Directors.

Kelly graduated with a degree in Ophthalmic Dispensing with computer sciences and is continuing her professional education.

## FINANCIAL OVERVIEW

During the year ending 30 September 2008 the Trust continued to develop its activities and partnerships within industry and the ophthalmic profession and as a result maintains a solid financial position.

	Note	Unrestricted Funds 2008 £	Restricted Funds 2008 £	Total Funds 2008 £	Total Funds 2007 £
<b>INCOMING RESOURCES:</b>					
<b>Incoming resources from generated funds</b>					
Voluntary Income	2	108,104	-	<b>108,104</b>	106,512
Activities for generating funds	3,5	2,410	30,000	<b>32,410</b>	4,540
Investment income	4	2,124	-	<b>2,124</b>	2,415
<b>TOTAL INCOMING RESOURCES</b>		<b>112,638</b>	<b>30,000</b>	<b>142,638</b>	<b>113,467</b>
<b>RESOURCES EXPENDED</b>					
Costs of generating funds	5	102,241	-	<b>102,241</b>	99,461
Charitable activity	6	60	32,405	<b>32,465</b>	42,576
Governance costs	7	1,000	-	<b>1,000</b>	3,230
<b>TOTAL RESOURCES EXPENDED</b>		<b>103,301</b>	<b>32,405</b>	<b>135,706</b>	<b>145,267</b>
<b>NET INCOMING/ OUTGOING</b>		<b>9,337</b>	<b>(2,405)</b>	<b>6,932</b>	<b>(31,800)</b>
<b>RECONCILIATION OF FUNDS</b>					
Total funds brought forward		69,066	28,969	<b>98,035</b>	129,835
<b>TOTAL FUNDS CARRIED FORWARD</b>		<b>78,403</b>	<b>26,564</b>	<b>104,967</b>	<b>98,035</b>

Accounts audited by Streets LLP, Tower House, Lucy Tower Street, Lincoln, LN1 1XW

Incoming resources for the period increased 21 per cent year-on-year, primarily driven by an increase in sponsorship income.

This is a trend that the Trust expects to maintain as encouraging sponsorship and third party partnership opportunities emerge for the financial year 2008/09.

Patronage and membership income for the period remained largely flat (+1.5%) reflecting loyalty from existing patrons and new members.

Direct contributions to campaign costs from patrons and third parties (not detailed here) are estimated to be worth in excess of £100K.

A solid financial position was preserved through rigorous cost controls. Total expenditure for the year fell seven per cent.

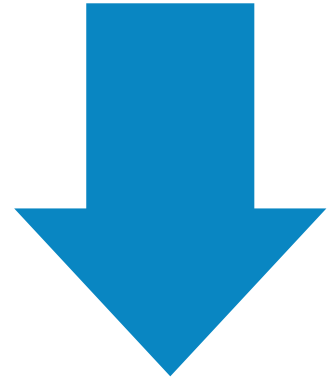
Prudent financial management saw administration costs reduce 27 per cent year-on-year; banking costs decrease 21 per cent and governance expenditure cut from £3,230 in 2006/07 to £1,000 in 2007/08.

No provision was required for doubtful debt in this period.

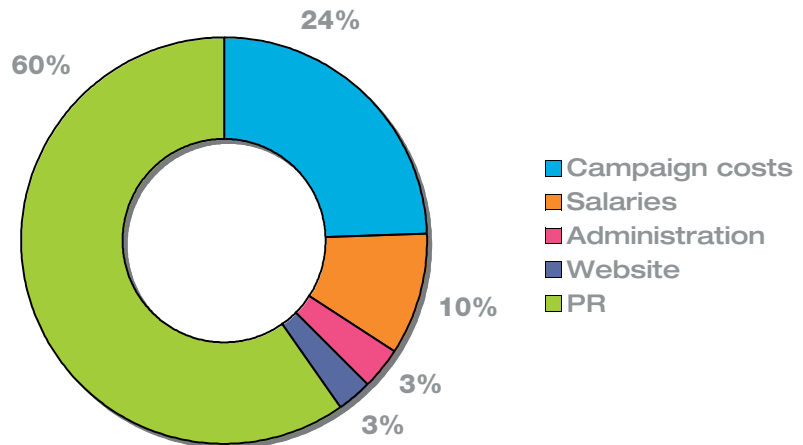
Modest rises in PR expenses (6%) and web development costs (16%) reflect an increase in resources dedicated to disseminating public eye health messages.

Cash in the bank rose eleven per cent to £83,867. Balances carried forward to the next financial year total £104,967 a level that the trustees feel is appropriate in sustaining the activities of the Trust.

### Administration costs down 27% year-on-year



### Expenditure by type



During 2008 the Trust focused on six key thematic priorities

**communication, the  
profession, involvement,  
administration and  
organisation, research  
and funding** – as it worked towards

transforming public attitudes and behaviour towards eyecare through improved understanding of the benefits of caring for our eyes and the impact that poor vision can have on our social and physical well-being.

### Public Information Campaigns

The Trust's public information campaigns help ensure that eyecare is kept high on the public's health agenda and provide valuable advice and information through the media, advertising and other marketing activity.

Over the past year the Trust's publicity campaigns have covered a diverse range of topics including drivers' eye wear, nutrition and the eye, Sight after Sixty, AMD, and UV protection.

These campaigns generated more than 250 million opportunities for the public to see positive eyecare messages. Here are just a couple of highlights...

#### **Sight After Sixty**

The Sight after Sixty National Eye Week campaign, run in association with the Central Fund, demonstrated how poor vision is not an inevitable



consequence of ageing.

Nanette Newman (pictured above) fronted the campaign.

A series of news releases based on our 'Sight after Sixty' research generated more than 68 million opportunities for the public to see positive eyecare messages.

More than 170 pieces of coverage across print and broadcast media provided advice and information on the over 60's entitlement to free NHS sight tests and the important role early diagnosis plays in the

effective treatment of age-related eye conditions.

Radio (a key medium for communicating with the grey market) accounted for a significant proportion of the press coverage – 65 per cent.

An outdoor poster campaign was run in 20 UK towns and cities identified as 'pensioner hot spots'; whilst a promotion directed at 2,000 care homes and GP surgeries ensured that the campaign reached even the most vulnerable OAPs.

To help the profession participate in the week marketing toolkits were sent to more than 3,500 optician practices.

A website was also published ([www.nationaleyeweek.co.uk](http://www.nationaleyeweek.co.uk)) providing advice and information on common age-related eye conditions and an interactive vision simulator.

## COMMUNICATION

### Vanity over vision

The Trust teamed up with car insurance provider, Sheilas' Wheels, to highlight how nearly four million fashion-conscious female motorists could be putting themselves and other drivers at risk by failing to wear their prescription eyewear when behind the wheel.

In fact, one in ten (11 per cent) of those surveyed admitted to being involved in an accident or near-miss in the last year as a result of poor eye sight.

The campaign highlighted motorists' legal responsibility to ensure that their vision is roadworthy and provided tips on how to ensure you stay 'legal-eyed' on the roads.

Radio coverage generated over 15 million opportunities to hear advice and information about drivers' vision, whilst print coverage included articles in *The Express*, *The Daily Mail*, *The Sun* plus a

host of motoring and regional publications.

### SOS (save our sight)

The Trust joined forces with Rubicon Exotic Juice Drinks to run a sunglass recycling scheme.

The public were invited to recycle their old and unwanted sunglasses in collection boxes located in optician practices.

Four thousand practices were sent recycling boxes and marketing material to support their involvement in the campaign. See left for example of a window sticker.

Distribution of the recycling boxes and toolkits was kindly sponsored by The DX.

Donated sunglasses were then checked to ensure they provided adequate UV protection before being redistributed through specialist eye clinics in India,



where 77 percent of all blindness is due to cataracts.

The campaign also highlighted the need for adequate UV protection in the UK – everyone should protect their eyes when the UV index rises above three.

A high profile media relations campaign was launched to promote the SOS scheme.

Articles and features appeared in national newspapers and magazines including the *Sunday Express* and *OK!*

The scheme was also supported with a national print advertising campaign.

Advertorials appeared in *YOU* magazine, *The Sunday Times* and *The Guardian* as well as weekly magazines including *Hello*.

The SOS website ([www.saveoursight.co.uk](http://www.saveoursight.co.uk)) also provided information about how the public could donate their sunglasses and the importance of protecting your eyes from the damaging effects of UV light.

The website also provided a link to the Met Office site so visitors could check daily UV levels.

The campaign has collected over 40,000 pairs of sunglasses to-date.

### **Dom's on the case of eyecare**

The Trust worked with the BBC on an eyecare documentary presented by Dominic Littlewood (pictured right with the Rosie Gavzey, Trustee of the Eyecare Trust).

The documentary, which was

first broadcast on BBC1 on 25 September, highlighted the importance of regular sight tests at a vision screening clinic hosted by the Trust and provided advice and information about how to access NHS eyecare services.

### **Parents put on UV alert**

saw the Trust issue a stark warning to parents to protect their children's eyesight from the sun or put them at risk of damaging their sight.

### **Media relations**

As an independent voice for optics the charity also manages a busy press office responding to scores of media enquires every month.

### **Online eyecare**

The Trust's website continues to provide a valuable first port of call for people seeking advice and information about

a range of eyecare topics.

The site is also a vital channel for communicating with the profession and the media.

### **Public information line**

The Trust manages a busy information line for members of the public who have questions about their eye health.

The number of calls to the line inevitably peak during times when eye health issues are high on the media news agenda.



## THE PROFESSION

### Supporting the Profession

The charity reinforced its commitment to providing practitioners with a range of benefits designed to enhance and support patient care and assist in the promotion of eye health issues in their local community with the launch of a range of new benefits during 2008.

These included marketing materials – template press releases, posters, events guides, photography – to support the promotion of seasonal and topical eye health campaigns such as UV protection, firework eye safety, children’s eyecare and sight after sixty.

More than 4,000 optician practices across the UK received materials and advice on promoting positive eyecare messages during the reporting period.

Newly designed clinical fact sheets were also published on topics

including: Presbyopia, AMD, Glaucoma, Cataracts and Dry Eye.

Regular contact was maintained with our subscribers and the wider profession through the charity’s quarterly e-newsletter, Vista, and a programme of trade media relations.

The Trust also showcased how it planned to continue to support the profession and industry in communicating important eye health messages to the public at ‘eyedentity - making eyecare personal’ – an industry event hosted by the Trust at Tate Modern.

Industry leaders and eyecare professionals were invited to attend a keynote presentation which demonstrated how the Trust proposes to raise eyecare up the public health agenda through the creation of powerful eye health campaigns that resonate with every sector of society and build upon the



framework for change that has been created by the launch of the UK Vision Strategy.

**See left for images taken at the event.**

### **Administration and Organisation**

During the year 1 October 2007 – 30 September 2008 the Trust continued to look for ways in which it could maximise its efficiency and effectiveness.

The Board of Trustees was augmented with the appointment of Vivien Freeman, Secretary General of the British Contact Lens Association in February 2008.

New internal reporting procedures for our members were also implemented.

The Trust continued to promote an internal culture of creativity, knowledge transfer and participation.

A solid financial position was maintained through rigorous cost controls, competitive tendering and maximising income generating opportunities.

### **Involvement**

The Trust built upon the foundation that it has established over the last four years working with existing supporters and patrons and created new relationships that helped extend the reach and impact of its public health campaigns.

During this year the Trust was delighted to welcome the Birmingham Optical Group as a new corporate patron.

The Trust enjoyed the support of nine corporate patrons during 2008. These include: the Association of British Dispensing Opticians (ABDO), Birmingham Optical Group, Central Fund, HealthSure, Hoya Lens UK Ltd, Norville Group Ltd, Rubicon Exotic Juice Drinks,

Specsavers Opticians and Transitions Optical.

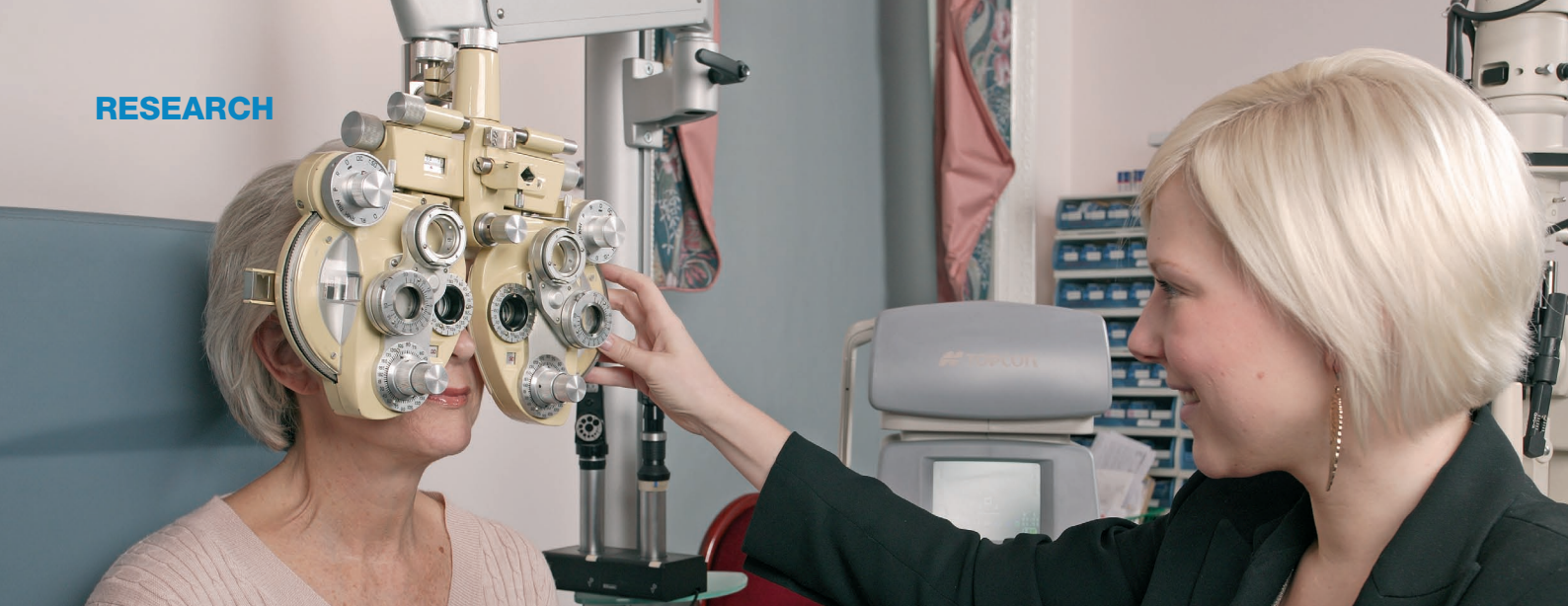
In addition to working with our patrons the Trust teamed up with other organisations and institutions to promote positive eyecare. These included:

- Sheilas' Wheels
- Peugeot
- BUPA
- The Guardian
- The BBC
- The DX Group

The Trust also continued to support campaigns managed by other optical bodies and institutions eg: World Sight Day and World Glaucoma Day.

### **Research**

Successful campaign messaging relies on a deep understanding of the issues that affect your audiences and the triggers that motivate a change in behaviour.



The Trust's research strategy sought to provide intelligence that allowed us to create a real connection with our target audiences and bring about a change in attitudes and behaviour towards better eyecare and an understanding of the importance of regular sight tests.

Research undertaken during the reporting period that helped to shape our public information campaigns:

**Sight after Sixty** – eyecare for the over sixties

**'Eyedentity'** – provided a snap shot of the current state of the nation's eyes.

Some consumer insights from our research includes:

- Every year four million pensioners miss out on vital sight tests – despite the fact that eye examinations for people aged 60+ have been free on the NHS since April 1999.
- One in three OAPs who miss out on regular sight tests say the quality of their vision causes them to feel depressed and vulnerable.
- Twenty million Brits risk avoidable sight loss because they fail to have regular sight tests – every two years as recommended.

- One in ten British adults has NEVER had an eye examination.
- Eighty five per cent of us admit to having problems with our vision.
- Fifty five percent of people living in the South East believe that an NHS sight test will cost the patient £20+.

### **Funding**

The Trust's funding strategy focused on the development of 'saleable' public health campaigns designed to attract external investment whilst delivering relevant, timely and engaging eye health messages.

**For general enquiries please contact:**

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**For information about the Trust's operating plan, sponsorship opportunities and public information campaigns please contact:**

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## **PATRONS**

Association of British Dispensing Opticians

Birmingham Optical Group

Central Fund

HealthSure

Hoya Lens UK Ltd

Norville Group Ltd

Rubicon Exotic Juice Drinks

Specsavers Opticians

Transitions Optical