



Charity plan 2011 - 2014



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Our Purpose

The Eyecare Trust's charitable objects are to promote improved ocular health in the primary care sector and educate the public about ocular health, good vision, and the ways of achieving this.

The Trust is a registered charity. Charity number 1086146.



Chairman's Statement

After more than half a century dedicated to providing independent eye health information to the public the Eyecare Trust has embarked upon a radical modernisation programme designed to help make eyecare relevant and important in today's society.

The first step on this journey was the creation of a new identity, which we launched in November 2010 and now we hope this plan will provide an effective framework for delivering a significant improvement in public eye health.

In order for us to make eyecare relevant to everyone we will have to tackle the issue of our ageing population and the growing incidence of conditions such as diabetes and obesity. We will also have to use innovative methods to communicate our key messages so they achieve real cut-through, get noticed and, of course, get acted on!

Our messages will have to be personalised so that they resonate with our target audiences and we will have to harness the power of social media platforms like Facebook, Twitter and You Tube.

With more than eighty per cent of us admitting that we regularly use the internet to look for health advice we have committed to creating the most comprehensive eye health resource available on the net.

"... this plan will provide an effective framework for delivering a significant improvement in public eye health."



Dharmesh Patel,
Chairman, Eyecare Trust

We cannot achieve our ambitious plans on our own so we will seek to create powerful strategic alliances with organisations and individuals who share our vision.

We also hope to work more closely with the ophthalmic profession and industry and build links with other eye health intermediaries most notably GPs and pharmacists.

This is an exciting point in the Trust's history and I hope you will join us as we strive to make eyecare a public health priority and help Britain see better.

A handwritten signature in dark ink, appearing to be 'Dharmesh Patel'.

Dharmesh Patel
Chairman, Eyecare Trust

Our Thematic Priorities

Information helping Britain see better

Income funding a sustainable future

Involvement working together to
eliminate avoidable sight loss

Infrastructure building strong foundations
upon which to grow

Independence providing an objective
and credible voice for optics

Information

Helping Britain see better

Strategic Objectives

To extend the reach of the Trust's public information campaigns by 40 per cent between 2011 – 2014.

To make a significant contribution to increasing the number of people who have regular sight tests – our aim is to encourage one million more Brits to get their eyes examined regularly (currently 20 million of us fail to have regular sight tests).

To help the public make informed decisions about caring for their sight and general eye health through the provision of clear, impartial and accessible advice and information.

Challenges

How do we reach those most at risk of sight loss?

How do we facilitate a change in public behaviour and prompt people to be proactive in caring for their sight?

How do we make eyecare a public health priority? And, be heard alongside other emotive health issues such as cancer and dementia.

How do we minimise the effect that an ageing population and the growing incidence of conditions such as diabetes and obesity will have on the number of people living with sight loss?

How do we reduce statistics such as ...

- One in five school children has an undetected vision problem,
- A third of all sight loss in over 75s is due to an uncorrected refractive error,
- Five million drivers on our roads admit their vision is not roadworthy?

How do we breakdown common barriers to the uptake of sight tests? Barriers include...

- Lack of knowledge
- Apathy
- Cost (worryingly, fifty per cent of Brits think that an NHS sight test will cost them £20 or more, when, in fact, it is free.)
- Mobility
- Language

How do we harness the opportunities presented by a fragmented media landscape?

We don't yet know what effect the proposed move towards GP commissioning will have on the availability and uptake of eyecare services both on a national and local level. Does this provide us with an opportunity or a threat?

Intentions

We will develop a far-reaching public engagement strategy that uses new and innovative ways to connect with people at points where they are most likely to be receptive to messages about their eye health and the importance of regular sight testing.

We aim to create the most comprehensive public eye health resource available on the net and make www.eyecaretrust.org.uk an invaluable first port of call for people seeking advice on eye health matters.

We will seek to understand what motivates people to take positive steps towards caring for their eye health and visiting their optometrist for regular sight tests. We will then use this information to inform our campaigns and help us make eyecare germane!

We will develop engaging and educational content for distribution across the national, regional and specialist media.

We'll build a programme of public information campaigns targeting specific life stages and social or ethnic groups.

Whilst PR and media relations will remain our primary communication tools we will seek to augment this activity with an increase in other above and below-the-line marketing and promotional activity.

We will work with industry bodies, ophthalmic practitioners, and other healthcare professionals, as well as our network of supporters and corporate partners, to disseminate inspiring eye health advice.

Our actions will help people make well-informed decisions about caring for their sight and general eye health.

We will maintain the highest possible quality of information ensuring that it is clear, up-to-date, accurate and accessible.

We will invest in our public information line.

We will embrace opportunities to communicate using social media spaces such as You Tube, Facebook and Twitter.

We will investigate new channels for distributing our literature.

We will broaden our portfolio of public information materials and practitioner resources.

We will anticipate and identify new and emerging trends in eyecare.



Income

Funding a sustainable future

Strategic objectives

To achieve a six-fold increase in earnings over the next three years.

To decrease the proportion of income spent on administration and support costs by 12%.

Challenges

The current fiscal climate presents a challenging environment in which to seek a substantial increase in funding. However, the board is confident that the charity is financially strong enough to sustain its current operations in the short-term, whilst planning and implementing a comprehensive programme of new fundraising initiatives designed to achieve an exponential growth in income as confidence returns and the economy begins to strengthen.

Intentions

The Trust will rethink its fundraising strategy and create a robust income model that encompasses a broad and diverse range of income streams.

We will launch 'EuroVision' – a major new charity collecting scheme.

We will attract new corporate investment by developing of a series of 'saleable' campaigns and re-launching the charity's patron scheme.

We plan to boost subscriber income by consolidating our membership base, retaining fee-paying Friends and embarking on a fresh recruitment campaign.

We will explore new ways of promoting and accepting legacies and donations, as well as seeking out opportunities to benefit from charitable grants.

We will increase the profits generated from the sale of our patient information leaflets and POS materials and investigate other potential retail opportunities.

We will engage more closely with our supporters and make our partnership programmes and donor schemes more accessible.

We will make our income work harder for us by making better use of tax relief schemes (such as gift aid) and maximising the return on our investments.

We will ensure that our supporters can give with confidence and be reassured that every penny they pledge is spent wisely in pursuit of our charitable objects.

The charity will continue to uphold a prudent financial management policy.

Involvement

Working together to eliminate avoidable sight loss

Strategic objectives

To develop a membership retention and recruitment strategy that delivers double-digit growth per annum over the next three years.

To treble the number of corporate and professional organisations who pledge support for the Trust.

To create a series of exciting opportunities for the public and local communities to participate in our campaigns.

To form powerful strategic alliances that facilitate a deeper understanding of eye health issues and emerging trends; provide access to broader range of new and trusted communication channels, and, that clearly demonstrate public benefit.

To build strong relations with opinion leaders, industry stakeholders and other key individuals.

Challenges

There is currently a good deal of cross-over in the work being conducted by other leading optical bodies.

How do we cut through industry politics?

Intentions

We will work with a wide-range of organisations, groups and individuals, both within and outside of optics, to deliver improved public eye health.

We will seek relevant and credible endorsements and affiliations with other not-for-profit organisations and commercial enterprises.

We plan to re-connect with the profession and commit to maintaining regular contact, being responsive to its issues and concerns, enhancing our range of practitioner resources, and, ensuring that it is kept informed about the Trust's work.

We hope to appoint a select group of brand ambassadors to champion the work of the Trust.

We will ensure the main board continues to reflect a broad range of interests from across the ophthalmic industry and profession.

We will create new and inspiring ways for the public, schools, and community groups to get involved in eyecare initiatives.

We will proactively support public information campaigns managed by other optical bodies.

We will embrace opportunities resulting from GP commissioning and build closer relations with the pharmacy community.

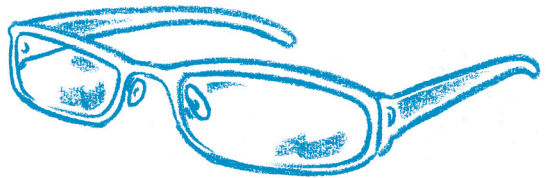
We will develop platforms such as 'Friday' that encourage joint ventures with individuals and organisations who share our ambition to improve public eye health.

We will freely share our own insights into innovations in eye health and consumer behaviour.

We will endeavour to make eyecare personal.

We will establish an advisory panel to counsel the main board.

We will promote a culture that encourages creativity, knowledge transfer and participation.



Infrastructure

Building strong foundations upon which to grow

Strategic objectives

To build an effective and efficient organisational structure that supports and enables our future expansion plans.

Challenges

Ensuring our short-term needs and long-term ambitions are met.

The Trust operates on very limited resources.

Intentions

We will create a structural model that reduces bureaucracy, simplifies work and nurtures talent.

We will deliver strong leadership and good governance.

We will minimise administrative overheads.

We will ensure our limited resources are dedicated to areas that drive greatest public benefit.

We will attract and maintain high levels of expertise and experience.

We will implement an ongoing review cycle that monitors the performance of both the charity and individuals.

Independence

Providing an objective and credible voice for optics

Strategic objectives

To maintain our independent status at all times

To amplify the Trust's profile and reinforce its position as a provider of ethical information.

Intentions

We will create and abide by a set of guiding principles designed to uphold our independent status.

We will act with absolute integrity and transparency.

We will verify all information before placing it in the public domain.

We will maintain financial autonomy.

We will provide objective commentary on topical eye health issues.

The Eyecare Trust (Charity Number 1086146) is proud to be a member of the Fundraising Standards Board.



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