

All about Action for Blind People's Mobile Sight Loss Information Service



Supporting blind and partially sighted people across the UK

About Action for Blind People

Action is an expert national organisation providing free and impartial support to visually impaired people in all aspects of their lives, irrespective of where they live.



Action in the community

Many visually impaired people aren't aware of the range of support available in their area.

Action's Mobile Service is a great way to reach these people in a comfortable and informal environment where everyone is welcome.

Last year we gave advice and support to over 10,000 people, working in partnership with other service providers.

What is the Mobile Sight Loss Information Service?

Action has three Mobile vehicles which travel to locations around the UK with the latest aids, equipment, information and advice. Visitors to the Mobile are greeted with a warm welcome from our fully trained team who provide useful information about the latest products available, where they can try for themselves the latest technology and gadgets to improve daily life.



Bank note detector and easy to use mobile phone



Working together

The Mobile Service always attracts a great deal of attention, so it's a great way for you to promote your organisation and raise awareness of your services.



Working in partnership is key to the success of any visit and helps to provide a comprehensive service for visually impaired people.

We also visit schools, providing an interesting, interactive and enjoyable visual awareness programme to complement Key Stage 2, which is aimed at 7 to 11 year old children.

Come and join us



We value your expertise and invite you to join us on the Mobile to provide advice and support on local services for visually impaired people. You're also encouraged to supply us with any materials you would like us to distribute.

When is the Mobile available?

We generally travel to the location on a Monday and return on the Friday, which makes Tuesdays, Wednesdays and Thursdays available for you to make full use of the Mobile Service.

Our usual opening times are 10am until 4pm for a full day (we don't close for lunch) or we can open 10am until 12pm and 2pm until 4pm if covering two venues in one day.

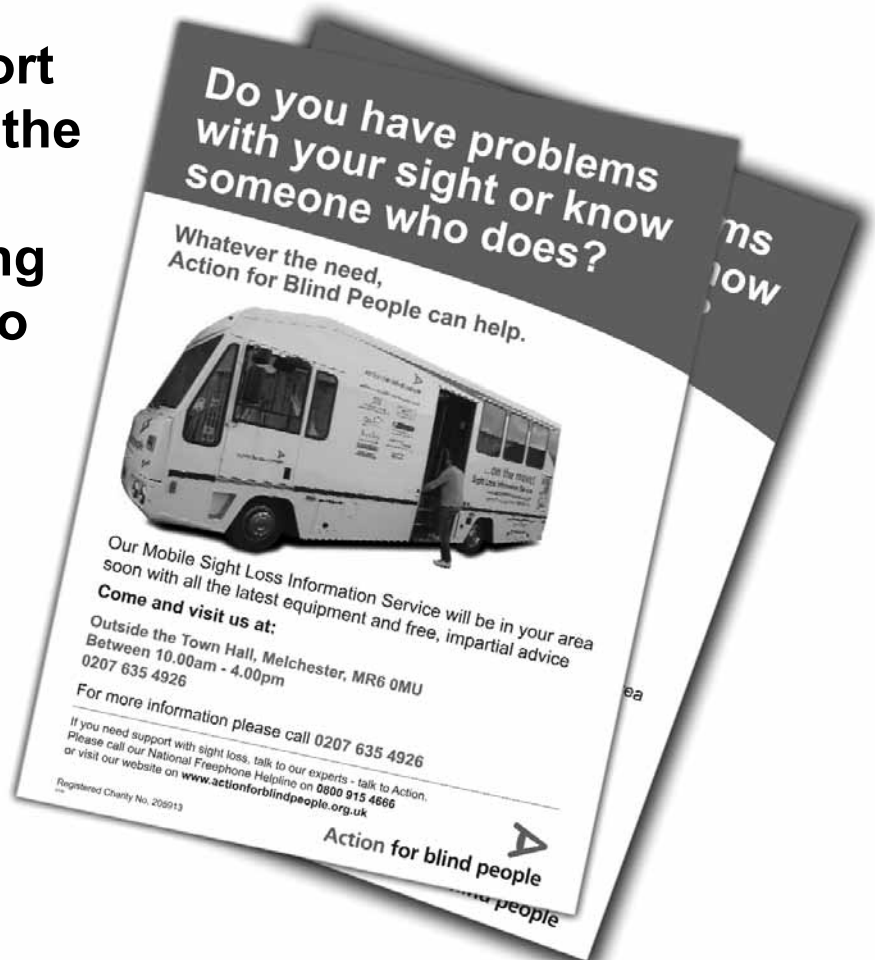
We have suggested these times and days as we have found them to work well, however, we are really flexible and can tailor the visit around your requirements.

How is the event publicised?

So that we can gain maximum coverage for a visit and attract as many people as possible, it is essential we discuss and agree the venue at least three months before our visit.

Once the locations are confirmed, we send a press release to local newspapers, radio, television stations and talking newspapers to promote the event.

We can also support you in publicising the event locally by providing marketing materials for you to distribute prior to the visit.



What makes a good venue?

In short, high profile places where there is easy access and plenty of space, due to the size of the vehicles.



Good venues are where the Mobile can easily be seen by visually impaired people, their friends and families, which can include:



Town centres

Pedestrian areas in town centres allow the Mobile vehicle to be easily located and usually have a large number of people passing by who may call in. Such areas also allow local people to visit us in a place with which they are already familiar.

Community centres and libraries

These can be ideal venues, as people with sight problems may already be visiting and the staff there are usually keen to help.

Car parks

Supermarket and other public car parks can be good sites if they are centrally located and we can secure a good position.

The above are just a few suggestions; please call to discuss ideas for your local area.

Working together to transform lives

We would like to work with you to make a difference to visually impaired people in your area.

Call us today to find out more about this free service, or to book a visit.



The Mobile team welcomes its 70,000th visitor

Please contact:

Telephone: 0207 635 4926

Email: mobile.team@actionforblindpeople.org.uk

Website: www.actionforblindpeople.org.uk

Mobile Sight Loss Information Service

Action for Blind People

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If you need support with sight loss, talk to our experts - talk to Action.

Please call our National Freephone Helpline on **0800 915 4666**

or visit our website on **www.actionforblindpeople.org.uk**