# Guide Dogs Futures: Leading the way (accessible slides)

## Introduction

### Slide 1 (title slide): Guide Dogs Futures: Leading the way

Leading the way

Guide Dogs Futures webinar series

28th June 2021

Hosted by: Damion Afflick

Panellists: Emma Foulds, Kirstie Bowers, Marie Orpen, Leah Hampton-O’Neil, Molly Wyatt, Simon Goodwin

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### Slide 2: Welcome to ‘Guide Dogs Futures: Leading the way’

We’ll cover:

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4. How we’re helping more people with digital content
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## Sight loss and support services

### Slide 3 (new section): An overview of sight loss and support services

An overview of sight loss and support services - Damion Afflick, Volunteering Communications Manager

### Slide 4: Sight loss can affect anyone, at anytime

1. Every six minutes in the UK, one more person loses their sight
2. Every day, 250 more people join the 2 million already living with sight loss
3. And this number is set to double by 2050

### Slide 5: Everyone’s sight loss journey is different, including their support needs

[Images of a girl sat in a field, a man sat in a darkened room, an older couple kissing on the beach, and a mother cradling her child]

### Slide 6: In the last 50 years, sight loss support services have grown in response to the wide-ranging needs of people with a visual impairment

* Isolation
* Independence
* Reading materials
* Information and advice
* Mobility skills
* Digital inclusion
* Support groups
* Entertainment
* Reasonable adjustments
* Emotional support
* Mental health and wellbeing
* Assistive technology

### Slide 7: In recognition of people’s various support needs, sight loss organisations have diversified their services and improved the ‘customer’ experience

* [Image of an ear icon] Person-centred approach
* [Image of a menu icon] Options for different services
* [Image of a mobile, table and laptop icon] Accessible information & guidance
* [Image of two people with two arrows icon] Connections or companionship
* [Image of two arrows forming a circle icon] Ongoing support

## Guide Dogs

### Slide 8 (new section): The different ways in which Guide Dogs helps people with sight loss

The different ways in which Guide Dogs helps people with sight loss – Emma Foulds, Director of Marketing and Strategy

### Slide 9: We’ve been helping people with sight loss for 90 years - introducing new services and ways of providing support

[Images of a guide dog partnership, our 90th anniversary logo, a Guide Line member of staff answering the phone, a service user being trained to use a long cane, a My Sighted Guide volunteer with their partner, a young boy with his Buddy Dog, and a screenshot of the information and advice section of the Guide Dogs website]

### Slide 10: It’s now easier than ever before to get in touch with us and find out about our services

[Image of ‘Our services’ - a visual representation of how people can access our help divided into three columns. The first column represents ‘Information and advice - phone, online, email’. The second column is labeled ‘Help for adults’ and the third column is labeled ‘Help for children and families’]

### Slide 11: We’re helping more people with sight loss than any time in our history but we still need to do more

[Image of a composite black and white archive and contemporary colour photograph of a guide dog trainer with a guide dog in training]

To help people with sight loss to live the life they choose, we must continually improve and innovate:

* Operations
* Services
* Volunteering

## Guide Dogs Academy

### Slide 12 (new section): Introducing ‘The Academy’

Introducing ‘The Academy’ – Kirstie Bower, Academy Director

### Slide 13: The Academy is our new initiative to revolutionise how we enable and create guide dog partnerships

The Academy’s mission is to:

* Transform and accelerate the way we recruit, retain, and develop our technical staff.
* Modernise recruitment and learning at Guide Dogs.
* Introduce a more modern, agile and accessible way of delivering training, digital learning and virtual support.

### Slide 14: It’s an investment in technical staff, our guide dog service and in reducing waiting times

[Image of a guide dog trainer with a golden retriever waiting to cross the road]

The Academy will:

* Underpin our targeted growth in the guide dog service over the next five years.
* Reduce waiting times for a guide dog.
* Support our By My Side strategy goal /ambition of creating 1,000 new guide dog partnerships per year.
* Recruit and develop more than 200 new Guide Dog Trainers and Guide Dog Mobility Specialists.
* Future-proof our organisation.

### Slide 15: We’ve started recruiting and will be adding more roles in the near future

[Image of a screenshot of the jobs board from the Guide Dogs website with Academy roles circled]

Recruitment started last week - w/c 21 June 2021.

Please visit our website to find out more or to share these opportunities with friends and family.

## Digital

### Slide 16 (new section): How we’re helping more people with digital content

How we’re helping more people with digital content – Marie Orpen, Chief Digital Officer

### Slide 17: We’re increasing our digital information and advice content to reach more people with sight loss

More and more people are going online first to find information and advice.

* What is digital information and advice (and what it’s not).
* Our work to date.
* Upcoming content areas for development.

### Slide 18: For adults with sight loss, we have four main content areas

[Image of a service user sat on a sofa]

We currently have 4 main sections for adults on the website

1. Eye conditions,
2. Making the most of your vision,
3. Life skills,
4. How technology can help me

### Slide 19: We also have a range of content for parents, carers and key professionals to use with Children and Young People

[Image of a child with sight loss colouring in]

Light touch - activities that didn't need specific habilitation input.

Purpose - to help develop new skills and consolidate new learning.

Early years activity sheets

* Linked to development journal.
* babies with VI (visual impairment).

My Time To Play

* Song book.
* Yoga videos.

### Slide 20: We’re also expanding our Children and Young People content to meet more of their support needs

[Image of a parent with their child reading]

* Diverse content to meet the broad spectrum of children's different sight loss conditions and experiences

## Voice activated technology

### Slide 21 (new section): Making it easier to ‘ask’ for help online

Making it easier to ‘ask’ for help online – Lea Hampton-O’Neil, Technology Business Partner

### Slide 22: We know that using 'voice' to access information is a growing trend, especially for people with sight loss

[Image of an Amazon Echo]

* Our research tells us that a major pain point for people with sight loss is finding information, advice and guidance.
* Voice is a growing channel for accessing info
* People with sight loss already familiar with/use voice activated technology
* Voice activated information will help us to extend our help and support to more people with sight loss

### Slide 23: We’ve already made progress in developing technology to provide information using voice activation

Thanks to funding from the People’s Postcode Lottery, we’ve worked on:

* Content mapping and Audit - the full Guide Dogs user lifecycle – from application through to retirement.
* Knowledge base - to serve more use cases and user groups.
* Machine learning (AI) - testing the voice skill so it grows in scale and smartness with each use.
* Developed a production-ready prototype and Minimum Viable Product.

### Slide 24: With the use of artificial intelligence, we’ve developed a useful source of information that’s accessible by voice

[A video demonstration plays showing how the chatbot works on the Guide Dogs website]

### Slide 25: Our chatbot is just the beginning of our exciting exploration into voice activated services

In the future, we hope to:

* Increase chatbot/website integration.
* Hand off to human support when needed.
* Accept Donations.
* Integration with our database for personalised approach.
* Integration with social media.

## Digital inclusion for visually impaired children

### Slide 26 (new section): Coming soon: Tech for All - accessible technology for every child in the UK

Coming soon: Tech for All - accessible technology for every child in the UK – Emma Foulds, Director of Marketing and Strategy

### Slide 27: Many families with visually impaired children don’t know about our range of services and we need to change this

Every six minutes in the UK, one more person loses their sight and there are 28,000 children (under 18) who are blind or partially sighted in the UK.

Guide Dogs exists to help people with sight loss, and their families, from the day they’re born.

We are the number 1 provider of services and the largest sole employer of specialists dedicated to helping children and young people with a vision impairment.

But our range of services only reach approximately 4% of children and young people today – we must reach more.

### Slide 28: Many families with visually impaired children don’t know about our range of services and we need to change this

[Image of a parent and son sat together using an iPad]

We know from our research that technology can completely transform the ability of children with sight loss to live independently and well.

We will pilot a new service to provide free accessible technology to all children with vision impairment aged 3-18 in the UK to use outside of school.

In partnership with BT and Apple, devices will be purchased on-demand and at a discount.

### Slide 29: Tech for All will help children to learn invaluable digital skills, connect with others and more Guide Dogs services

[Image of a Guide Dogs habilitation specialist teaching a young girl mobility skills]

All products are by Apple, the leaders in accessible technology.

A digital learning programme to ensure they get the most out of their technology.

The service will allow us the opportunity to also let families know about the other life-changing services we can provide to children beyond a guide dog.

### Slide 30: But don't take our word for it, here's Will whose life changed since receiving an iPad

[A video plays of Will, a young boy, and his mum who talk about the impact of having an iPad outside of school has had on both their lives]

### Slide 31: The pilot launches in July 2021 and will be supported by a marketing campaign

[Images of a series of Tech for All posters in different locations and publications]

Raise awareness in professional magazines, hospitals and online.

[Images of a smartphone, tablet and laptop displaying the Tech for All webpage]

Visit the Guide Dogs website for more information and to apply. Applications will open in July and close in December 2021.

### Slide 32: In the meantime, we’ve published a Q&A video which we hope will answer some of your questions at this time

[A video plays a snippet of the Tech for All Q&A with Emma Foulds, Director of Marketing and Strategy]

### Slide 33 (new section): Kallidus: an online learning platform for Puppy Raisers

Kallidus: an online learning platform for Puppy Raisers - Molly Wyatt, Volunteering Learning Administrator

### Slide 34: Puppy Raising for Excellent Partnerships is our new standard way for raising puppies and will be supported by e-learning

[Image of a PREP learning material entitled ‘Your first week’]

PREP is based on four key principles which bring together new and existing learning and techniques into an easy-to-follow programme of e-learning (Kallidus) and puppy classes.

### Slide 35: So, what does Kallidus look like? Here’s a short demonstration

[A video demonstration plays showing how to login and navigate Kallidus]

### Slide 36: There’s now a wealth of information and resources available on Kallidus for Puppy Raisers

[Images of PREP materials entitled ‘Your garden’ and ‘What happens if my puppy has a career change?’]

The benefits of using Kallidus for raising puppies:

* Receive the latest information.
* A flexible and accessible approach to learning.
* Focused resources that provide person-centred learning.
* Tracked learning, enabling relevant and timely support.
* Video support available (step-by-step) alongside guidance.

### Slide 37 (new section): Exploring how we can better nurture our volunteering community

Exploring how we can better nurture our volunteering community - Simon Goodwin, Volunteering Development Lead

### Slide 38: To help bring volunteers closer, we’re developing a more nurturing, supportive and community-based way of volunteering

[Image of a volunteer having a coffee with another volunteer]

Our community hub pilot is looking at how to:

* Create a volunteer-centric and volunteer-led style of volunteering.
* Create closer links between volunteers, staff support and volunteer-led services.

### Slide 39: Our community hub pilot is exploring how to improve the volunteer experience and the use of technology between volunteers

[Image of a volunteer using a computer]

* Develop and improve our range of volunteering opportunities.
* Provide different ways to get involved with us.
* Improve our support and recognition of volunteers.
* Test direct communications between volunteers by using Microsoft Teams.

## Comments and Questions

### Slide 40 (new section): Comments and questions

## Close

### Slide 39 (end slide): Thank you for joining us today!

Details of the next Guide Dogs Futures webinar will be published on the Volunteer Information Point and in The Guide e-newsletter.

Any questions?

Email: GuideDogsFutures@guidedogs.org.uk

## Document Ends.