

Case Study
25th | April | 2022
seescape

Diane Wilson
Head of Operations and
Development

Ronnie Young
Development Officer

seescape Case Study

Background

In 2021 Impact Funding Partners (IFP) was commissioned by seescape to design, carry out and report on a survey of seescape staff, clients, volunteers, and client family members/carers.

seescape is the operational name of Fife Society for the Blind, based in Kirkcaldy, Fife. Fife Society for the Blind was founded as an independent charity over 150 years ago and adopted the name seescape in 2018. It offers a range of services to blind and partially sighted people in Fife including Sight Support, Community Engagement, Assistive Technology, and an optician.

Our Process

IFP supported seescape to design separate surveys for use with clients, family/carers, staff, and volunteers. We worked closely with seescape to understand what they wanted to achieve and liaised with them throughout, keeping them updated from start to finish. In order for us to obtain accurate and honest feedback, all responses were anonymised and respondents were given a clear explanation of why the survey was being carried out

Approach - Clients

seescape has 3,500 registered clients, and the evaluation consulted with a sample to include all ages, gender, and both current clients and those who were previously engaged in their services. More than 75% of clients are over 70 years old, and this age factor combined with visual impairment meant that telephone interviews were most effective for engagement. seescape and IFP developed questions to understand:

- Are clients' needs being met fully?
- Is the level of contact adequate, right?
- Is the service making a positive difference?
- Are there other services they would be interested in accessing?
- How has the change to a remote service affected them?
- Are there barriers to accessing the services?

In October 2021, seescape provided Impact Funding Partners with details of 139 people with sight loss who had used their services at some point in the past, or who are still actively using one or more service. These people were contacted by telephone and, where possible, asked if they would like to complete a telephone survey on their experiences of using seescape.

Responses were anonymised and entered into a database for recording and analytical purposes.

Family/Carers

seescape wants to ensure they are providing the best services possible for their

clients. A representative sample list of clients' family members and/or carers of clients was supplied to IFP. They were contacted through email and provided with details and a link to an online survey. Responses were anonymous.

Volunteers

All volunteers and staff were contacted, as seescape wanted to take their views into account to help ensure that seescape is a great place to work and provides positive outcomes for clients. They were contacted through email and provided with details and a link to an online survey. Responses were anonymous.

Outcome

A full detailed report was produced analysing individual question responses from across the four surveys. Themes and trends were identified leading to key findings, conclusions and recommendations. These were illustrated with the use of quotes from research participants. A set of seven clear and practical recommendations were made in the final report which was submitted to seescape in January 2022.

“We engaged Impact Funding Partners (IFP) to carry out a major evaluation piece for our charity. This involved surveying clients, staff and volunteers, IFP staff were immensely helpful in providing information and support that helped to shape our project. The final report was comprehensive and fulfilled our requirements. A lovely team to work with that I have no hesitation in recommending”.

Referee:
Sally Cameron
Fundraising Manager
seescape
Wilson Avenue,
Kirkcaldy,
Fife
KY2 5EF
info@seescape.org.uk

 info@impactfundingpartners.com

 01383 620780

impact | FUNDING PARTNERS



www.impactfundingpartners.com

Impact Funding Partners

Robertson House, 152 Bath Street, Glasgow, G2 4TB

Scottish Charity Number: SC035037

Company Number: SC261186

@Impact_Funding

