



# Let's Loop Swindon



Dear Manager

Over the past few months we have audited Pharmacies, Supermarkets, Banks & Building Societies and we have more places planned in the coming months. Staff awareness and training is paramount to help in supporting your customers and our aim is to help you with this by inviting representatives from your business or organisation to this event.

## Invitation to Let's Loop Swindon Launch & Awareness Event Wednesday 25th February 2015

at the **National Trust Heelis Building**,  
Kemble Drive, Swindon, SN2 2NA

**Programme to include:**

- Information about Let's Loop Swindon
- How Hearing Loops work and help
- The Rotary Community Corps volunteer team sharing their experiences from around the town

To book a place please detach the form below giving your contact details and time preference and send to Tim Mason, LLS, c/o 23 Britten Road, Swindon, SN2 2HQ or email the relevant details to [tim.mason@1100rotaryclub.org](mailto:tim.mason@1100rotaryclub.org)

**RSVP by Monday 23rd February 2015**

Most people take hearing for granted and do so without much thought or effort. For those who develop hearing loss, everyday communication can be far less easy. The challenges are both practical and emotional, and there can be much to overcome to simply be understood.



Let's Loop the UK is an initiative of the charity Hearing Link, campaigning for greater use and awareness of hearing loops.

Let's Loop Swindon, one of the five Hearing Link projects in the UK, knows how beneficial hearing loops are. The group wants to ensure more hearing loops are made available and that they work throughout Swindon.

Volunteers in the Rotary Community Corps act like 'mystery shoppers' to check what's available and what isn't. The results are gathered and then passed back to the service provider so they know what improvement, if any, is needed. It is a simple but effective piece of community action.

The Let's Loop Swindon Steering Group is made up from a partnership of supporting organisations: Voluntary Action Swindon, Swindon Borough Council, Swindon Equality Coalition, Zurich Community Trust, Click 4 Action eRotary, the National Trust, as well as Hearing Link.

**Statistics:**

- 10 million people in the UK have hearing loss
- 3.7 million are of working age
- 6.5 million are aged 60 and over
- 2 million people use hearing aids
- 800,000 are severely or profoundly deaf

I would like to book ..... places at the Let's Loop Swindon Awareness event on 25 Feb '15.

Contact Name ..... Organisation .....

Contact email ..... Contact Telephone .....

Preferred time of awareness session time (please indicate number of people per session if more than one):

10.30 - 11.15

11.30 - 12.15

1.30 - 2.15