



## Where There's a Wheel There's A Way

Autumn 2015



### Dear Members,

We are happy to report that we have enjoyed our most successful summer yet in spite of a rather wet August but we forget very quickly that June, July and September were really rather nice. We had over 100 usages of the chairs which is up by about 25% on the previous year and the distribution was almost equal between local and visiting users. Our visitor users went up from five to over fifty which was very pleasing. Visitors are always so effusive in their appreciation of the service and have often said that it 'has just made their holiday'.

### Seasonal Administrator

We were delighted when Adam Heyes accepted our offer to become our first Seasonal Administrator. We needed someone who was able to work on their own initiative, be proactive and willing to turn their hand to a variety of tasks. In Adam we found our man and we had many positive reports of his helpful attitude and demeanour. As well as basic service provision, Adam made a massive marketing contribution through leaflet distribution, visits to tourist attractions and hotels and to over twenty of the Island's residential care facilities. Adam visited Maison des Landes each week to meet new visitors and was able to make bookings on the spot. He also increased our profile through the social media.



### Shed Locations

We had brought two locations in service this summer at La Mare Slip and at West Park. Channel TV attended the 'opening' of the La Mare shed with representatives from the Cheshire Home who purchased the chair and the Rotary Club who had funded the shed. We were really disappointed that West Park was so poorly used and we feel sure that this was because of the crop of sea lettuce on the beach. Hopefully that will not be a problem next year or we will have to consider moving the shed to another location.

## BeachAbility Supporters

With Adam in post we did not have so much call on our Supporters during the summer, but there still were occasions when we had multiple bookings or when Adam was geographically stretched at the other end of the Island. The Committee is conscious of the need to keep our Supporters motivated when they are not often called upon and appreciate that it is the quality not quantity of the need that is important.

## Publicity and Website

Funds made available to us from the Tourism Development Fund allowed us to produce a promotional video clip, rebrand our leaflets, and employ the services of a professional PR company to help promote our service off Island. The PR advice was extremely valuable in many respects, but what we valued most was the contacts they made for us at the senior management level. In addition, and at our own expense, we re-built our website and this is now live. We are very pleased with the result and the improved presentation and navigability will provide a more professional interface with our public.

## Fundraising



We again participated in the Collas Crill Island Walk and seven beach wheelchair users completed the section from La Haule slip to the Waterfront where they received their medals.

We hope our volunteers from the Jersey Cheshire Home and the L'Hermitage Care Home enjoyed their day.

This event was made extra special by having been selected as a "potter" beneficiary of the event's proceeds for which we received a cheque for a stunning £5,000 - a wonderful surprise.

## JRFC Beach Rugby

Staff from the Channel Island Travel Group joined us at St Brelade's Bay and helped rake the pitches and shake buckets. Thank you to CITG for very generously donating a raffle prize of 2 tickets to Tenerife which was a very popular prize.



Thank you too to JRFC for supporting us again at this action packed festival. We benefitted from £600 and received an invitation from the Jersey Rugby to a match game on 27 February next year to help raise funds for us.

### Welcome

Sarah Stevens and Anne Carolan to the Committee.

### And Thank You!

To all our members for their support in many different ways, your comments and suggestions are always valued.