



# Let's Loop Swindon



Working in Partnership with GWH Audiology Department

## NEWSLETTER

No 1 May 2015

### Message from Dr Reed, Consultant Audiological Scientist and Head of Audiology Services at the Great Western Hospital



“It’s so important that services are accessible to everyone, including those with hearing difficulties. We are therefore supporting *Let’s Loop Swindon*, which aims to raise awareness of hearing loops and encourage the use of them by local organisations and businesses in the town.

“We know that hearing loops make coming into hospital so much easier for many of our patients and visitors. Many organisations have loops in place, but staff aren’t trained how to use them, so awareness and training is equally important.

“Hearing loops are so simple, but so effective. They dramatically improve the experience of any service and make life much easier for people with hearing difficulties. I hope we inspire other local organisations and businesses to take up the mantle!”

I'd like to share with you my experience at Costa in the West Swindon Centre this morning. It was really noisy in there, a lot of people chatting and all their machines were rattling and whooshing. I saw their portable loop on a shelf at the back of the counter and I spent a few minutes whilst waiting in the queue, wondering whether I should ask for it to be switched on. There were a few people in the queue behind me and even though my confidence has grown since joining Let's Loop Swindon, I felt the same old feeling of should I ask and run the risk of the staff not knowing how to use the portable loop or of it not working.

Anyway, when it was my turn to be served, although I could guess what the barista was saying I couldn't hear her because of the background noises. I bit the bullet and told her I couldn't hear and asked if the loop could be switched on. She took the portable loop off the shelf and switched it on but then put it back on the shelf. I explained that it needed to be placed on the counter as it only had a short range. This she did and she then made sure she spoke directly towards it and her colleague who was at the till also spoke towards the loop. It worked really well and I could hear them both clearly. The staff members made no fuss over using the loop and I felt no embarrassment at all. And just to complete the experience, another of their colleagues carried the tray over to the table. What a wonderful place!! I'll certainly be going back there. Thank you Costa.



## Contact us with your ideas, suggestions and for volunteering

Please see articles overleaf for more details.

Email:  
[rcc.communityact@1100rotaryclub.org](mailto:rcc.communityact@1100rotaryclub.org)

Hearing aid users often ask what a loop system is and how it works. Put simply, a hearing loop consists of a physical loop of cable or an array of looped cables, which are placed around a designated area, usually a room or a building. The cable generates a magnetic field throughout the looped space which can be picked up by a hearing aid or cochlear implant.

However, what patients may not know is that hearing aids use the same technology that was developed by the Royal Navy for submarine detection during World War I.

A submarine indicator or induction loop was a submerged cable laid on the sea bed and used to detect the passage of enemy submarines. The submarine's magnetism induced a current in the cable as the submarine passed across it. The first recorded use of indicator loops was at Dumpton Gap, Broadstairs on the Kent coast in April 1918.

So, when you access a loop system you are accessing the same technology that saved lives during both World Wars – not quite so simple after all. *To be continued.*

## Let's Loop Swindon News



November  
2<sup>nd</sup> – 8<sup>th</sup>  
**Hearing  
Loop  
Awareness  
Week**

Let us know your ideas of what we can do in this week.

## GWH Audiology News

**Helping You: Battery Collection Point** – learn more about how Hearing Loops work: we are putting in place volunteers who will help you understand how Hearing Aids can work better if used with a Hearing Loop.

Please let us know if you feel specific training workshops would be beneficial.

## What is Let's Loop Swindon?

Rotary, working in partnership with the charity Hearing Link, have developed a team of volunteers who are hearing aid wearers and others who want to make a difference in their community. By getting involved with **RCC Community Act** in Swindon they can use their skills, talents and experience to do good and change lives in the **Let's Loop Swindon** project.

The volunteers as part of the Rotary Community Corps are working with others to promote the use of hearing loops in the town and create greater awareness of these loops, particularly in shops and public buildings. With the success of the project, we are looking for more volunteers.



The partners involved in the Let's Loop Swindon Steering Group include Voluntary Action Swindon, Swindon Borough Council, Swindon Equality Coalition, The National Trust, GWH Audiology Dept., SEQOL and Zurich Community Trust.

## Helping Us:

So far the Let's Loop Swindon team have audited:-

- Banks and Building Societies
- Supermarkets
- Pharmacies
- The Designer Outlet Shopping Centre
- Department Stores

## Good hearing loops can be found at:

Lloyds pharmacies      Lloyds banks  
Costa Coffee              House of Fraser

You can help by letting us know where you discover Hearing Loops.

**Helping Everyone: Creating demand around Swindon** – we need everyone to help with creating the demand in Swindon, so please when you go to shops, public buildings or other places, help us by looking out for the sign and ask specifically to use the Hearing Loop. The more people that do this will help get over the message that we want these places to have them working and staff knowing how they work.

Please let us know your positive stories and perhaps where you have found difficulty, by emailing [rcc.communityact@1100rotaryclub.org](mailto:rcc.communityact@1100rotaryclub.org)