

South West Success: Delivering Innovative and Accessible CPD

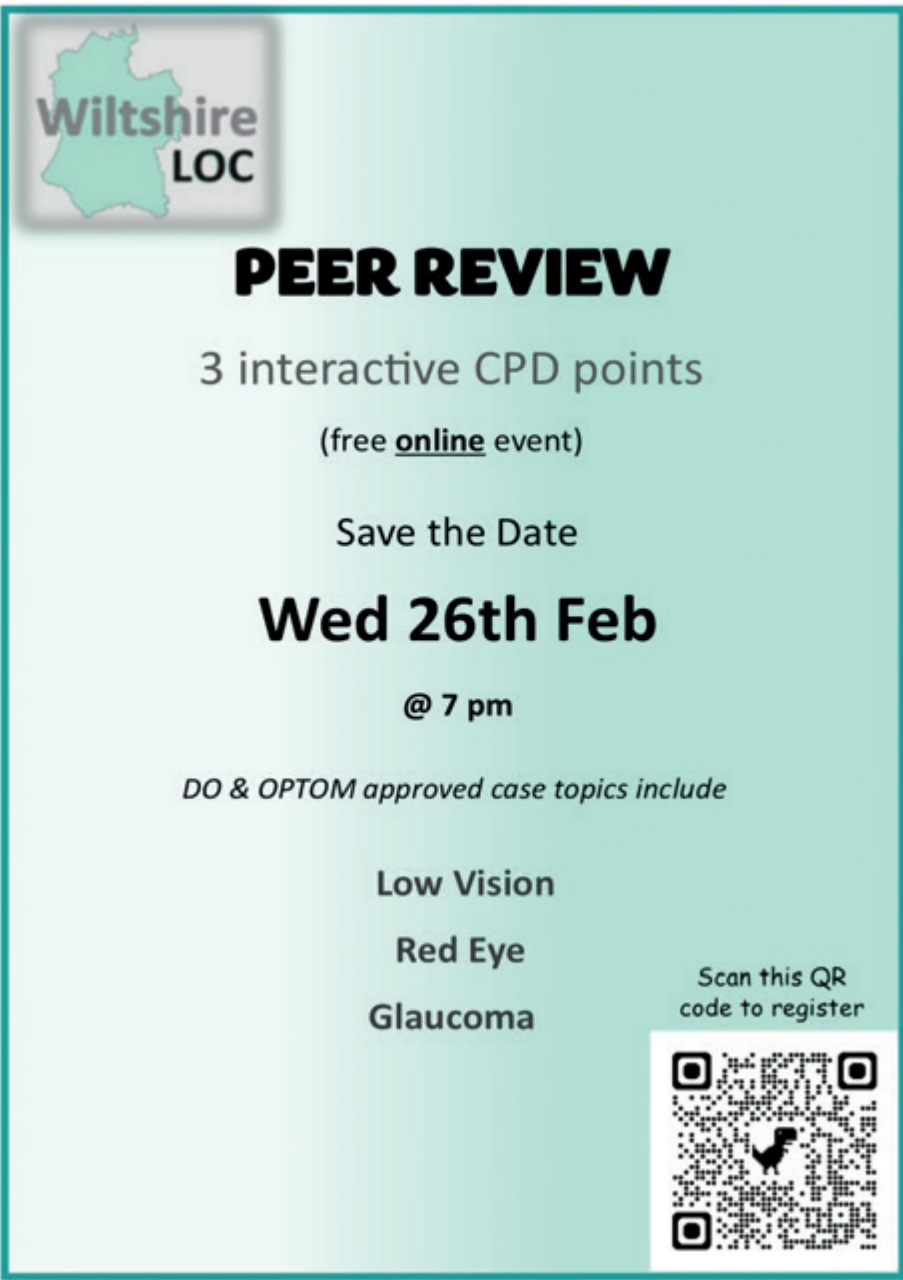


Background

In the South West of England, LOCs have built a strong reputation for delivering high-quality CPD day events, often featuring hands-on workshops that attract attendees from afar. However, with a widely spread geography and a dispersed practitioner base, the region also faces significant access challenges. In response, LOCs have embraced innovation – also offering virtual CPD sessions that have seen record levels of attendance. Recognising the increasing demand for accessible, relevant, and high-quality professional development, LOCs collaborated with LOCSU to pool ideas and resources. This joint effort has ensured that contractors and performers, despite busy schedules and travel constraints, can stay clinically up to date, meet CPD requirements, and remain connected to their professional community.

What We Did

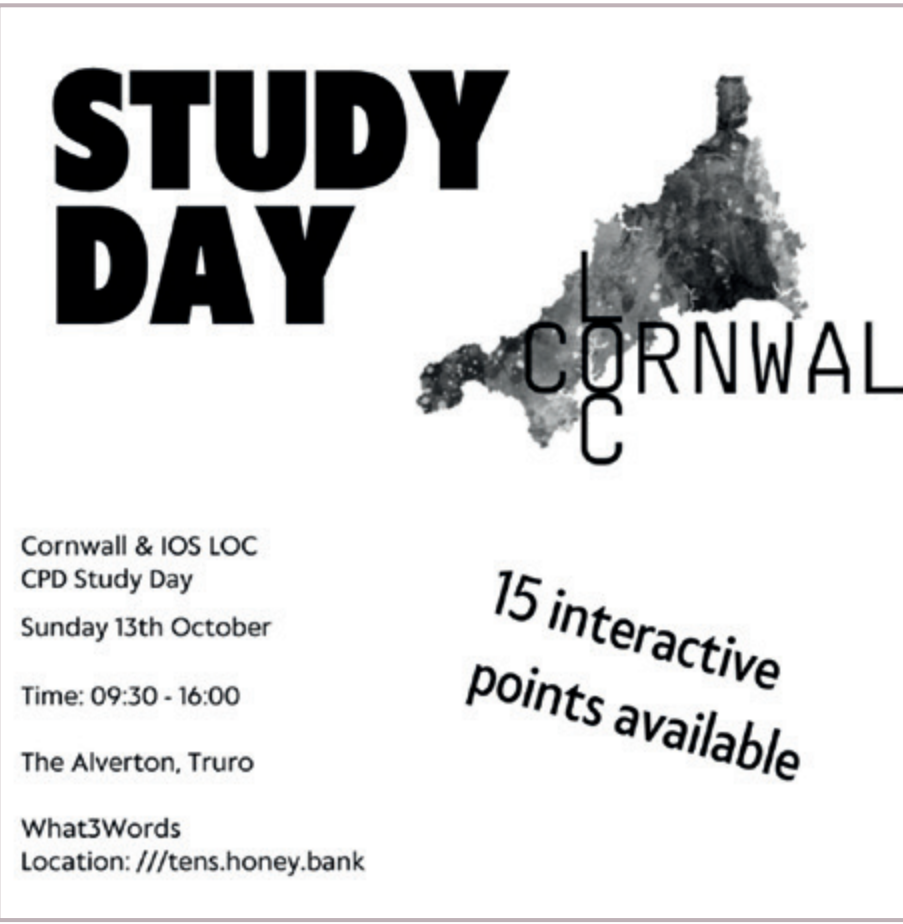
Each LOC in the South West has contributed to a calendar of local and regional CPD events. Events have ranged from Foreign-Body workshops, Peer Review cases including Low Vision and PDP support amongst traditional CPD topics. Sessions are often discussed and promoted across the region via the South West Forum, with attendance open to neighbouring LOC areas. Feedback has been collected from attendees to guide future planning. Some LOCs have used levy funds and partnered with sponsors to make events free or low-cost. Through this cooperative model, we've increased both the quality and quantity of CPD opportunities across the South West.



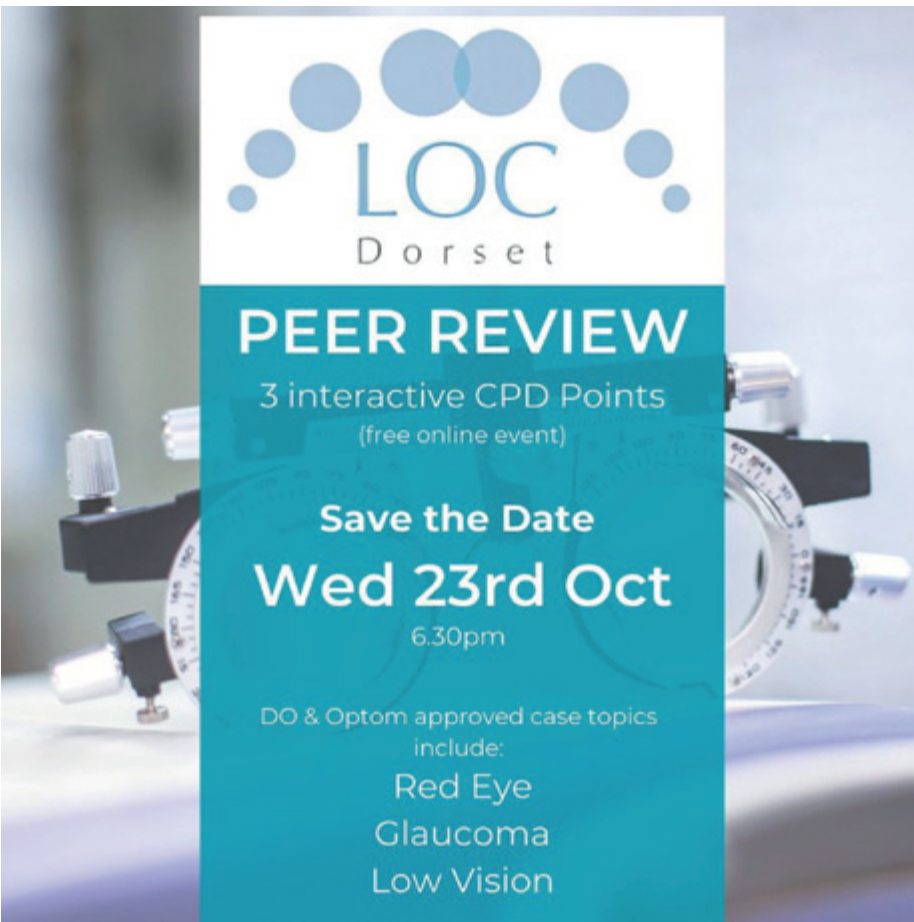
Wiltshire LOC were thrilled to share the success of their recent virtual CPD event in February 2025, which focused on Glaucoma, Red Eye, and Low Vision. The event was well attended by optometrists from Wiltshire and beyond, eager to enhance their clinical skills and stay up to date with the latest advancements in eye care. Attendees particularly appreciated the interactive discussions and peer review points available as a result. The feedback was overwhelmingly positive, with participants praising the relevance of the content, the laid back nature, and the practical insights gained. Many expressed enthusiasm for future Wiltshire LOC CPD sessions. Thank you to all who attended and contributed to making this event a success!



Gloucestershire LOC organised a successful WOPEC-accredited Foreign Body workshop as part of their annual CPD Day in October 2024, which received positive feedback from attendees.



Cornwall LOC held a successful Study Day with 15 CPD points on offer. Speakers included The Brain Tumour Charity, and Plymouth University.



Dorset LOC held a innovative virtual Peer Review CPD session to influence attendance across a wide-spread practitioner base in the county.



Avon LOC have a great relationship with the University of West England and regularly engage with Optometry students, introducing the work of the LOC.



Devon LOC hosts a popular annual study day, offering a range of CPD and networking sessions. The event attracts over 100 attendees every year. In 2023, an exhibition area was introduced attracting sponsorship from local and national optical suppliers. Delegates are encouraged to interact with sponsors throughout the day, using initiatives such as a bingo card where delegates collect stamps from each sponsor stand to enter a raffle for a hamper. The sponsorship partially subsidises the event for performers and contractors. Since 2024, Devon has combined the study day with their AGM, increasing AGM attendance and interaction.

Outputs and Impacts

The consistent regional approach to CPD events has established engagement among optical professionals in the region. Attendance numbers continue to rise with the increase in virtual events and clinicians have appreciated the variety and relevance of the content. Offering cross-county access to events has broken down geographical barriers, reduced duplication, and strengthened the sense of a regional community. LOCSU support from a locally based Advancement Lead has increased the sharing of ideas and improved the efficiency of event planning.

Acknowledgements

- Avon LOC
- Cornwall & Isles of Scilly LOC
- Devon LOC
- Dorset LOC
- Gloucestershire LOC
- Wiltshire LOC

Further LOC case studies can be found here

