



ANNUAL REPORT 2024/25

# Action, collaboration and impact



Introduction  
and  
Forewords



The year in  
numbers



Education and  
professional  
development



Defining and  
inspiring  
excellence  
in optometry



Representing  
and amplifying  
the expert  
voices of  
optometrists



Advancing  
knowledge and  
celebrating  
achievement  
in optometry



A robust and  
responsible  
organisation



Council  
Members  
and Trustees



Financials



The College operates at the highest level to champion the profession and support optometrists to deliver the very best in patient care.

# President's foreword

This year has been an exciting year of action, collaboration and impact to support optometrists, the profession, and the public's eye health.

As the professional body, the College is at the forefront of education, research and clinical excellence. The Clinical Learning in Practice (CLiP) programme is enabling the biggest change in education for decades, bringing together universities, employers and students, and supporting students from the first 8 of our 12 partner universities into placements.

We launched the UK Eye Care Data Hub, a significant tool to model the current and future workforce and prevalence of eye conditions over the next 15 years. This interactive dashboard was a collaboration co-funded by the College, the Association of British Dispensing Opticians (ABDO), the British and Irish Orthoptic Society (BIOS), the Federation of Ophthalmic and Dispensing Opticians (FODO), Health and Social Care Northern Ireland, and the Royal College of Ophthalmologists.



## WELCOME

Our Clinical Advisers, policy and communications teams worked in partnership with Baroness Hayter and the RAC to raise the issue of headlight glare at the highest level, culminating in the agreement of the Westminster government to conduct more research into the issue.

In addition, our guidance has been widely referred to by each nation's health system, often underpinning national policy and third sector clinical frameworks. The role of primary care optometrists is recognised in Westminster's 10-Year Health Plan, and more enhanced eye care services were commissioned in primary care in Scotland and Wales.

While all of our work seeks to influence and impact the future of eye care, this year we also specifically focused on the College's priorities by preparing our next five-year strategic plan. The strategy was formed through extensive consultations with members, stakeholders and patients to ensure that it was fit for the future and would deliver real change where needed. We have an ambitious vision, **to eliminate preventable sight loss.**

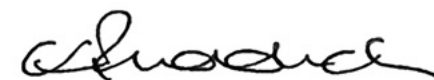
We can't do this alone, so working in collaboration remains at our core. We come together on research, for education, professional learning and development and in our outreach and communication to the government and public.

Our purpose is **to champion optometrists as essential eye care professionals and inspire them to improve eye health and vision for all.** Of course, this work is not new and our manifesto for England clearly outlined the necessity of enabling optometrists to provide more care to patients closer to home, and supporting the optometry workforce to develop specialised skills. We were pleased therefore to see this reflected in NHS England's 10-Year Health Plan. We have been working with our members, the sector and government to support the shift of outpatients eye care from hospital to the community, make the full transition from analogue to digital, to prevent avoidable sight loss and its impacts.

The foundations of our members, our values, our people and our resources underpin everything we do and support our four strategic pillars to deliver our new strategic plan:

- Optometrists are inspired, enabled and equipped to deliver high-quality services
- Optometry is recognised in all healthcare pathways, trusted and valued by all
- Patients get the eye care they need, when they need it, where they need it
- The public are aware of the benefit of maintaining good eye health

I truly believe that our new five year strategy is the right one to drive the profession forward, support optometrists and wider eye care professionals, and deliver real knowledge and impact for the public's eye health. I look forward to the College continuing its collaboration with all relevant stakeholders to make this happen.



**Dr Gillian Rudduck**

MCOptom

**President of The College of Optometrists**

# Chief Executive's foreword

The College, its members and stakeholders have delivered another exceptional year with milestones and activities not only met, but surpassing previous years.

Membership continues to grow year on year. Members' engagement with our products and services has also risen across the board.

The College Learning Management System (LMS), which delivers the majority of our CPD, saw a rise of over 20% in course completions compared to the same period in the CPD cycle three years ago. We have also formed an internal Learning Development Group, meaning that the e-learning is now integrated with other learning assets such as events, publications and podcasts.

The 2024/25 Scheme for Registration saw the highest number of enrolments ever, reaching over 1,000. In addition, we continued our outreach regarding supervision, enabling more pre-registration optometrists to be supported in practice, and taking the whole sector on the journey to meet the new GOC Education and Training Requirements.



## WELCOME

95% of OSCE passers joined the College, continuing the upward trend of new optometrists recognising the benefits of College membership over the last four years. More employers than ever are now committed to financially supporting College membership for their newly qualified staff, demonstrating the importance that employers place on their optometrists belonging to their professional body.

Our Clinical Management Guidelines (CMGs) continue to be the go-to resource for practice, with almost 50% of respondents to our member survey accessing them once a month or more, and 91% citing them as excellent. Our CMGs continue to get updated every two years. This year we published two new CMGs on idiopathic epiretinal membrane and pseudophakic cystoid macular oedema. We also updated guidance on clinical governance and developed sector-endorsed guidance on artificial intelligence (AI).

Engagement with our communication channels has also been strong. Our social media channels showed a positive year-on-year growth, and our member emails continue to outperform industry standards.

Our media presence is vital to reach outside of our membership and influence the public and stakeholders alike. We rely on the expertise of our Clinical Advisers and College members to be the voice of the College on national and regional media. This year our coverage more than doubled and our potential reach grew by over 200%, demonstrating that we are the trusted and evidence-based organisation that the media turn to for eye health stories and information.

Furthering the profession through research and knowledge is a core part of the College, and we continue to be a partner in many research projects focusing on conditions such as myopia, attitudes to contact lens use by children, and improving the accuracy of referrals from primary care for papilledema and pseudo-papilledema.

Publication and dissemination of research has been a long-standing commitment of the College. 2025 marked the centenary of Ophthalmic and Physiological Optics (OPO), our leading international and interdisciplinary research journal for contemporary vision science and optometry.

With over 400,000 readers worldwide, our members' support and submissions have been instrumental in advancing optometric science.

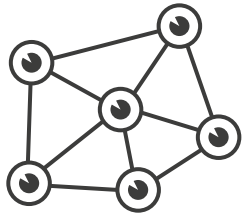
And finally, our library and museum continue to be vital in understanding eye health and contribute to further research into the science of eye health and eye care. This year, we were delighted that Baroness Hayter formally reopened our museum in September. A culmination of a five-year project to refurbish the College building, welcoming members and the public to explore the wealth of artifacts and knowledge.

These are just a snapshot of our action, collaboration and impact over the past year to support members, the profession and public eye health. And this is only possible with the continued support of our members.



**Ian Humphreys**  
Chief Executive of The College of Optometrists

# The year in numbers



**2,000**

optometrists and dispensing opticians met us at employer professional development events

**100%**

of 1st year students met either in person or online, across all four nations, during our student roadshows



**400**

visitors to our College stand at 100% Optical

**8,580**

Pre-reg stage 1 and stage 2 visits



**990**

candidates passed their OSCE



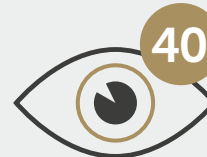
**GOLD**

Gold Award given to Docet's Immunology and the Eye course



**800**

placements offered by employers through the CLiP programme



Over 40 eye conditions included in the UK Eye Care Data Hub



**50%**

of members\* access our CMGs once a month or more



12 optometrists awarded the OptPE affix

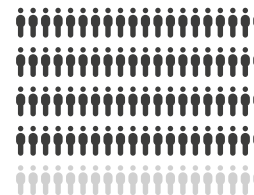


**1,500**

diplomates and other attendees celebrated at the Diploma Ceremony

**80%**

of users very satisfied or satisfied with the Clinical Advice Line



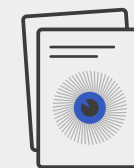
**50,000**

Our online and face-to-face courses and events continue to be rated excellent by over 90% of members engaging with them, and this year attracted nearly 50,000 activities undertaken.



**827 million**

Media audience reach increased by 250%, delivering 827 million opportunities to see



**710,000**

free patient resources ordered by members



**53%**

of members now use the College App



# Education and professional development

# Enabling optometrists to maximise their skills and develop their careers

The College continues to play a central role in developing and delivering high-quality clinical and professional development that enables and inspires optometrists to meet the evolving needs of patients across the UK.

This year has been one of significant delivery, alongside change, maintaining excellence within establish qualifications, while engaging with the whole sector to ensure a smooth transition for the new route to registration.



# GOC approved qualifications

### Delivering at scale and in line with standards

We have continued to deliver the Scheme for Registration and the Therapeutic Common Final Assessment (Independent Prescribing) at scale and in compliance with General Optical Council (GOC) requirements. We continue to develop and request formal adaptations from the GOC to allow us to align our "GOC Handbook" provision, with the 2022 GOC Education and Training Requirements (ETR) to simplify arrangements and help members navigate the changes taking place.

This year marked the highest number of Scheme enrolments in our history, alongside 8,580 stage one and stage two visits - the largest volume ever delivered. A total of 990 candidates successfully passed the OSCE, representing a 6% increase on the previous year. These achievements, which also included an improved pass rate at all stages, reflect the impact of our continuing enhancements to trainee and supervisor support, as well as the resilience of our systems and the dedication of our assessor network.

The introduction of an earlier face-to-face visit and the refinement of assessment rubrics have strengthened clarity, consistency and fairness across the Scheme. These changes have enhanced trainee experience while maintaining rigorous standards.

Our Lead Assessor team has been focused on ensuring that the experience for all involved with the Scheme continues to improve, whilst we also prepare the whole sector to deliver Clinical Learning in Practice (CLiP). CLiP is the College's programme to facilitate, oversee and assess 44 weeks of workplace learning integrated into the new ETR Master's degrees. We are proud of the exceptional professionalism and commitment displayed by assessors and supervisors throughout this preparatory year. We are continuing to introduce wider support and measures to recognise their expertise and commitment.



▲ College Examiners at the OSCE exams, July 2025

# Education and Training Requirements (ETR): enabling the transition to the new route to qualification



### Sector Partnership for Optical Knowledge and Education (SPOKE)

SPOKE has been funded by the GOC for a further three years, reinforcing our leadership in collaborative implementation of the GOC's ETR. SPOKE will continue to develop resources to support the whole sector during the transition to ETR.

### Clinical Learning in Practice (CLiP)

The transition to the new route to qualification represents the most significant change to optometric education in a generation.

The College has continued to lead collaborative partnership development with universities, supervisors, students and now, for the first time, employers.

During the year, we have achieved major milestones in developing Clinical Learning in Practice (CLiP), including developing the IT infrastructure, assessment design and stakeholder engagement.

- 550 students applied for nearly 800 placements through the CLiP portal
- Assessments have been fully developed ready for delivery
- Stakeholder engagement across universities, employers and assessors to agree operational details of delivery

The successful delivery of placement applications via the CLiP portal at this scale represents a significant operational achievement and demonstrates sector confidence in the programme.

### New route to registration for optometrists qualified outside the UK

As part of revisions to our qualifications in the light of ETR, the College is developing a new route to full GOC registration for optometrists qualified outside of the UK. This requires Ofqual recognition and GOC five-stage approval. The qualification is designed to utilise the CLiP experience, in combination with additional assessment, to ensure that all GOC outcomes are addressed at the correct level. Applicants will need to meet the College entry requirements (matched to those used to start CLiP) before undertaking the course. The qualification specification has been developed, and work continues on documenting College governance, development and delivery infrastructure processes to meet Ofqual Conditions of Recognition, in parallel with mapping to GOC standards, with the aim of achieving approval in Autumn 2026.

### Post-registration education

Supporting lifelong learning is central to enabling optometrists to maintain and maximise their skills and adapt to expanding scopes of practice.

#### **Integrated, career-spanning learning**

This year saw the establishment of a new College Learning Development Group, providing integrated planning and delivery of member and externally funded learning. The group ensure that the CPD and other learning activities provided by the College include hot topics and key developments, in multiple engaging and accessible formats.

Our suite of learning, spanning events, webinars, podcasts, publications and online courses, continue to receive exceptionally high satisfaction ratings, with members consistently describing the learning as excellent or very good. Our learning includes CPD points across all GOC domains, and supports development in educating others, leadership and practice-based research, as well as the more traditional clinical topics.

A particular highlight was Docet's Immunology and the Eye course which won Gold in the Independent Medical Education category in the Pharmaceutical Marketing Innovation and Impact (PMi) Awards, reflecting the quality and impact of our externally funded CPD provision.

#### **Higher qualifications**

We continue to accredit a range of qualifications at Certificate, Higher Certificate and Diploma levels, with new providers applying for approval each year. Glaucoma and Medical Retina continue to be the most popular qualifications, underpinning enhanced community eye care services across the UK. During the year we worked with stakeholders to review the Glaucoma curricula and the revised expectations will be published soon, alongside recommendations for CPD on newer topics for members holding legacy qualifications.

#### **Celebrating success**

Welcoming and celebrating the newest members of the profession at the Diploma Ceremony is always a highlight in the College calendar. It continues to reach maximum capacity with a dual ceremony for 1,500 diplomates, friends and family. We were also delighted to recognise our members who successfully completed Profession Certificates, Higher Professional Certificates and Diploma and Independent Prescribing qualifications. In addition, we congratulated our members who received Life Fellowships in recognition of the outstanding contribution they have made to the optometric profession, and those who received Fellowships by Portfolio in recognition of their outstanding contributions to furthering excellence in the practice of optometry, entitling them to use the affix FCOptom. We also recognised individuals, who not eligible for College membership, with Honorary Fellowship for their significant contribution to eye healthcare.

# Supervision: placing the supervisor at the heart of learning

Great supervision is foundational to all clinical and professional learning, particularly during pre-registration experience on the Scheme or CLiP. Everyone who contributes to supervision is expected to be trained, approved and supported to assure the best possible learner experience. Over the year the College has delivered more initial supervisor training, via our Irvine Aitchison Memorial Fund and FODO Educational Charity-supported online training, which is free to all on the College website. We have now added a CLiP-specific module ready for delivery. Supervisors now benefit from new supervision-specific CPD courses and peer review sessions, as well as the opportunity to gain recognition for the commitment they have made to high-quality supervision through the new Optometric Practice Educator (OptPE) affix. We have also been developing our systems to manage training and the approval of several thousand supervisors, including associate members who have qualified as task supervisors, so they are enabled to support CLiP students, and we can ensure that all who supervise meet GOC requirements.


### Strengthening the supervisor community

We are keen to inspire and enthuse registrants with supervision, and have continued to develop our support through drop-ins, and an ongoing programme of supervisor CPD. This included our first Supervisor Peer Review, alongside our AGM in April, presenting the first 12 optometrists with certificates to recognise their achievement of the OptPE affix.

We have also revamped our Supervisor webpages to explain the changes in registerable qualifications, and reflect the shift in GOC expectations, and have been spreading the message in person at employer and sector events across the country. The College's visible presence has reinforced our leadership role and ensured that supervision remains central to discussions about workforce development.



▲ The first cohort of Supervisors receiving the OptPE affix



Defining and  
inspiring excellence  
in optometry

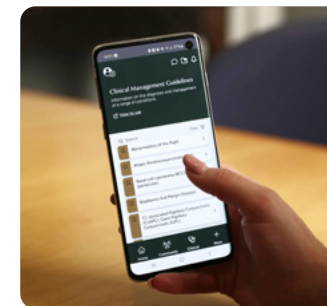
# Setting the standards for clinical and professional guidance

The College remains the authoritative voice on clinical and professional standards in optometry, providing trusted guidance to members and shaping practice across the UK.

## Providing expert leadership

This year, we published updated guidance on clinical governance and Mpox IPC preparedness, alongside continuing updates to our Clinical Management Guidelines (CMGs), and two new CMGs on idiopathic epiretinal membrane and pseudophakic cystoid macular oedema.

Our evidence-based College guidance is underpinned by national recommendations and activities. This includes Advertising Standards Authority (ASA) rulings on tinted lenses; written and oral evidence on driving and vision standards at the HRH Coroner Lancashire Court Inquest on driving and vision standards, and a Westminster MPs roundtable on the Safer Phones Bill.



- ▲ Westminster MPs debate on the Safer Phones Bill with College Clinical Adviser Daniel Hardiman-McCartney MBE FCOptom
- ◀ The Clinical Management Guidelines (CMGs) can be accessed via the College app

## DEFINING AND INSPIRING EXCELLENCE IN OPTOMETRY

Members use the CMGs, Guidance for Professional Practice and Clinical Advice Service on a weekly basis to support their practice and decision-making. These benefits are consistently rated as excellent, highlighting the clarity, depth and authority of advice provided. This reinforces our position as the definitive professional voice in the sector.

Our clinical advice team featured prominently across national television, radio, print and online media, with guidance widely cited across all four nations. Requests for broadcast interviews rose by 50% with our Clinical Advisers being the public face for all eye care stories.




▲ Clinical Adviser Dr Paramdeep Bilkhu MCOptom, with presenter Rav Wilding on BBC Morning Live



▲ Clinical Adviser Daniel Hardiman-McCartney MBE FCOptom on BBC Breakfast



▲ Clinical Adviser Denise Voon MCOptom on Channel 5 News



Representing and  
amplifying the  
expert voices of  
optometrists

## Your voice at the highest level

The College continues to champion the role and expertise of optometrists across governments, healthcare systems and the public arena. Through sustained policy leadership, influence and collaboration, we ensure the profession's voice is heard where decisions affecting eye care are made.

Our evidence-based policies ensure we remain the trusted authority on optometry. In January 2025, we launched the UK Eye Care Data Hub, working with partners to fund the York Health Economics Consortium to develop a model of the expected changes in the UK's eye care workforce and prevalence of eye conditions to 2038. This provides commissioners and designers of eye care services, in each of the UK nations, with the data they need to identify future population eye care needs and optimise the existing eye care workforce.



▲ Juliet Leach, Director of Membership, Marketing and Communications, and Neal Suchak, Policy & Public Affairs Manager at the NHS Confederation: Primary & Community Care Conference



This year has seen a significant increase in visibility of the College's influencing work across the UK...



We developed sector-endorsed recommendations on the use of artificial intelligence (AI) in eye care and published a comprehensive review of the evidence on the safety and effectiveness of urgent/emergency eye care services in primary care across England.

This year has seen a significant increase in visibility of the College's influencing work across the UK, strengthening our leadership profile among policymakers, healthcare leaders and the public.

The publication of our first Manifesto for England ahead of the 2024 Westminster General Election positioned optometry at the centre of discussions on healthcare reform. We supported the Department of Health & Social Care (DHSC) to develop proposals to extend the range of medicines that all optometrists and contact lens opticians can supply.

Our advocacy also contributed to the Westminster Government commissioning an independent study into headlight glare, following a campaign led by Baroness Hayter in collaboration with the College and the RAC. Joint work with the Association of Optometrists led to us launching a campaign highlighting the need for driver sight tests, particularly in older drivers.

We have strengthened policy communications through improved digital platforms. We also set up a new College Policy Advisory Panel with members who meet regularly to inform and shape our work.



## REPRESENTING AND AMPLIFYING THE EXPERT VOICES OF OPTOMETRISTS

### In addition:

- In **England** we welcomed Shockat Adam MP's Bill proposing a nationally consistent, optometry-led glaucoma testing service to safely move more care from hospitals to community practices. In December 2025, we responded to The DHSC's confirmation of the NHS sight test fee, highlighting that the 2.5% uplift remains below inflation and continues to increase pressure on practices, training, and supervision costs. We urged the DHSC to recognise the value of optometry and provide fair and sustainable funding for these services.
- In **Northern Ireland** we helped secure a significant success with the reinstatement of automatic entitlement to free sight tests for eligible Universal Credit (UC) recipients. This followed sustained advocacy by members including Sam Baird, supported by the College, Kathryn Saunders, and partners including RNIB Northern Ireland. We also worked with Optometry Northern Ireland, along with ABDO, AOP and FODO, on a joint response to the Department of Health's Neighbourhood Model of Care consultation.



▲ Sarah Cant, Director of Policy and Strategy, Shockat Adam MP and Ian Humphreys, CEO

## REPRESENTING AND AMPLIFYING THE EXPERT VOICES OF OPTOMETRISTS

- In **Scotland** we responded to the Scottish Government's proposal to merge NHS Education for Scotland (NES) and NHS National Services Scotland (NSS) into a single, unified delivery organisation. We support the creation of a national body to coordinate digital transformation, workforce planning, and service improvement. The College also endorsed Optometry Scotland's Manifesto. We will publish its own manifesto ahead of the May 2026 elections.
- In **Wales** we welcomed the Welsh Parliament's inquiry report into ophthalmology services which highlights the significant impact that reforms in primary care optometry have had in releasing capacity in secondary care. We are also preparing a manifesto for Wales, both in English and Welsh, ahead of the May 2026 elections.

Covering all countries: England, Ireland, Northern Ireland, Scotland and Wales, we organised and hosted an in-person Five Nations meeting in January and an online meeting in July 2025. These events are essential to strengthening collaboration and learning across borders.



▲ Five Nations meeting at The College of Optometrists January 2025



Advancing knowledge  
and celebrating  
achievement in  
optometry

# Evidence shaping the future of eye care

The advancement of optometric knowledge through education and research remains central to improving patient outcomes and strengthening the profession's evidence base.

## Optometric research

We are a founding partner in the UK National Eye-Health and Hearing Study (UKNEHS), with the aim to provide vital data for the eye and hearing health research communities in the UK, for health policy makers and those developing and commissioning health services.

It will allow for appropriate health services and delivery models to be implemented more effectively, and provide a critical data baseline to support future impact assessment of novel eye care interventions and service delivery models.



▲ Members of the UK National Eye-Health and Hearing Study (UKNEHS)

## ADVANCING KNOWLEDGE AND CELEBRATING ACHIEVEMENT IN OPTOMETRY

This will help governments efficiently and effectively target spending and ensure that vulnerable groups are accessing the services they need to reduce preventable sight and hearing loss and enable people to participate fully in society. The College has been a member of the UKNEHS's core project team since the start of the project, and we have continued to support the project in its pilot stage data collection, engagement events, and by building and hosting the project's website: [uknehs.org.uk](https://uknehs.org.uk)

Collaboration continued with the 2025 Scope of Practice of Hospital Optometrists in the UK survey with results set to be delivered in 2026.

A paper based on data from our 2023 Clinical Practice Survey added to the evidence relating to glaucoma services (Mapping glaucoma higher qualifications within UK optometry, Ellek ; 2025; Ophthalmic and Physiolo).

Our work on AI, and the opportunities and risks for the optometric sector continues. We formed an AI Expert Advisory Group, which included members across all of the eye health professions, experts in computer science and AI, industry representatives, ethicists, legal experts and patient and public representatives.

In April 2025, we also convened an AI Summit in London, bringing together delegates and their insight from across the sector and additional medical fields. Following the summit, we gathered data on the key issues associated with the development and use of AI in eye health. All learning was used to develop an action plan with deliverables including an AI webinar and paper.

Continuing our support for research related to the use of AI in eye health, we worked with researchers at Anglia Ruskin University (ARU) to support their investigation into the impact of AI on how patients with diabetic retinopathy behave around follow-up appointments.

2025 marked the centenary of The College's leading international and interdisciplinary research journal for contemporary vision science and optometry, Ophthalmic and Physiological Optics (OPO). For 100 years OPO has been at the forefront of publishing research that shapes clinical practice and advances knowledge in optometry and eye health, and has provided a key resource for optometrists seeking high quality evidence to support their clinical practice, and a vital route for clinical and academic researchers to publish their work.



▲ The AI in Eye Care Summit



The mix of stakeholders, people and experience was excellent and led to a thought-provoking discussion.



AI Summit attendee

## ADVANCING KNOWLEDGE AND CELEBRATING ACHIEVEMENT IN OPTOMETRY

The College was very pleased to have provided a formal letter of support for the funding application for the Centre for Vision Services Research.

Our Research team continues to provide secretariat support for the UK Myopia Consortium, an important academic collaboration to further develop UK research into myopia. This adds to the College history of funding and supporting research into children's eye health and development over more than two decades. Optometrists wishing to offer myopia management interventions, or provide more data-driven monitoring for children with myopia can access and use the PreMO app ([myopiaonset.com](http://myopiaonset.com)), which is founded on world-class research by Ulster and Aston, funded by the College.

Also in the children's eye health space we supported work with researchers at the University of Bradford to investigate how attitudes toward contact lens use by children have changed since our last research on this in 2015. [sciencedirect.com](http://sciencedirect.com)

Our research team also carried on their work as a partner in the DIPP study, led by

Professor Denize Atan at Bristol Eye Hospital, which investigated the barriers and enablers to improving the accuracy of referrals from primary care for papilledema and pseudo-papilledma. This project will enable improved guidance, patient and clinician information and support service pathway development. [bmjopen.bmj.com](http://bmjopen.bmj.com)

### Supporting research capacity

We have continued to support collaborations between optometry schools, practitioners and research partners in securing external funding opportunities. Satisfaction among PhD scholars and supervisors remains high, reflecting the strength of our academic support environment.

Progress has been made in developing local links between practising optometrists and clinical research networks, enabling greater participation in practice-based research. While the number of formally appointed research leads within NHS infrastructure remains stable, these networks provide a strong foundation for future growth.



▲ In 2025, Ophthalmic and Physiological Optics (OPO) the College's flagship international research journal, marked its centenary through special commemorative events

## ADVANCING KNOWLEDGE AND CELEBRATING ACHIEVEMENT IN OPTOMETRY

### Museum and library

The College's museum and library services continue to preserve the heritage of optometry, while supporting contemporary evidence-based practice.

Our library provides members with access to world-class resources that underpin clinical excellence and professional development. This includes free membership access to e-resources in optometry, ophthalmology and vision science via OpenAthens.

The Museum continues to engage audiences with the history and evolution of the profession, strengthening public understanding of optometry's contribution to healthcare. We were delighted to formally reopen our museum on 4 September 2025. Baroness Hayter performed the ribbon cutting and joined David Baker, the then Renter Warden of the Worshipful Company of Spectacle Makers, to unveil the memorial plaque to long-term museum volunteer Frank Barraclough FCOptom. This was the culmination of a five-year project to refurbish the College building, which is now complete and welcomes members and the public to explore the wealth of artifacts and knowledge at 42 Craven Street.

To improve accessibility to our collection, and have a little fun, we also launched the Virtual Try-On (VTO) facility whereby visitors to the museum, or to the museum's website, can try on antique and vintage spectacle frames from our collection, courtesy of generous sponsorship-in-kind by Cosium UK: [college-optometrists.vto](https://college-optometrists.vto)



▲ Baroness Hayter of Kentish Town pictured with The British Optical Association Museum's curator, Dr Neil Handley, at the museum's official re-opening

A photograph of two people in professional attire. In the foreground, a woman with dark hair tied back is smiling and looking towards the left. She is wearing a dark blue blazer over a teal top. In the background, a man with short dark hair and a beard is also looking to the left. He is wearing a dark blue suit jacket over a white shirt and a dark tie. The background is slightly blurred, showing a green door with a white star-shaped emblem.

A robust and  
responsible  
organisation

# Delivering value for members, the profession and patients

Maintaining a strong, resilient organisation is essential to delivering our mission and supporting optometrists throughout their careers.

Guided by our values:

- **We act with integrity and transparency**
- **We listen and learn**
- **We demonstrate respect & professionalism**
- **We achieve high quality**
- **We champion diversity and inclusion.**



## Member insight and benefits

### Growing membership and satisfaction

Membership numbers grew by 4.8% for full members. Conversion of OSCE passers to membership reached 95%, reflecting the strong value placed on College affiliation by new registrants.

Member satisfaction continued the upward trend over the past three years. Our Net Promoter Score (indication how likely it is for a member to recommend the College) reached +42. Particularly encouraging is a score of +53 among members under 30, highlighting strong engagement with early-career professionals. For reference, the average score for membership bodies is +33, so we are delighted to be tracking well above this.

We remain committed to championing and supporting all of our members across the UK. The majority of our insight and learning is available online for access wherever our members are, and either on-demand or scheduled to be when our members are not in practice. Face-to-face interaction is important, and we are always keen to meet our members, learn from their experiences and answer any questions. To facilitate this we are invited to and attend many employer learning events and other organisations' events relevant to our membership. We welcomed over 400 visitors to our College stand at 100% Optical in 2025.



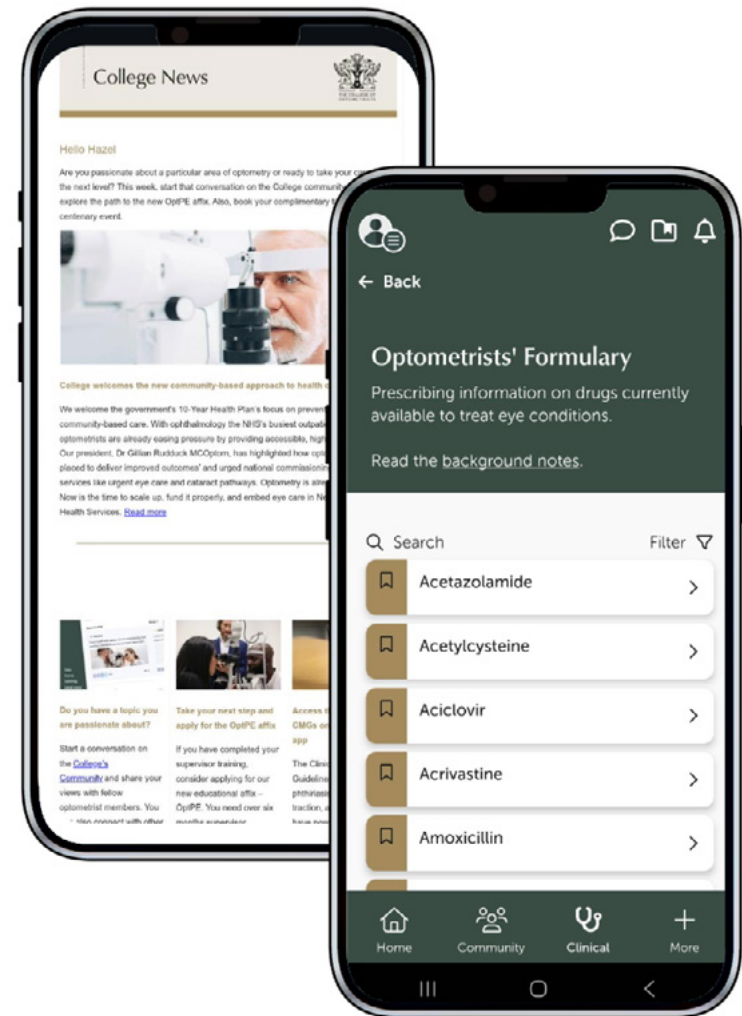
◀ The College team welcomes attendees to our stand at 100% Optical

### Expanding reach and engagement

Work continues at pace to ensure that our marketing and communications, both promoting the College's benefits and activities to members, and championing the role of optometrists to the wider public, reaches the right audience, with the right message at the right time.

We know that our members have different interests, specialities and needs. We have been focusing on our database and messaging to ensure that it remains concise, targeted and informative.

The College App is growing in popularity and usage, with 53% of members now signed up. The App is an essential tool for our members, giving them easy access to CMGs and formularies while with patients. It alerts them to updates and changes, or new products or services that have been launched. The communities section is also gaining traction as members can have peer-to-peer discussions directly on the App.



▲ Fortnightly email newsletter College News and the Optometrists' Formulary on the Member App

## A ROBUST AND RESPONSIBLE ORGANISATION

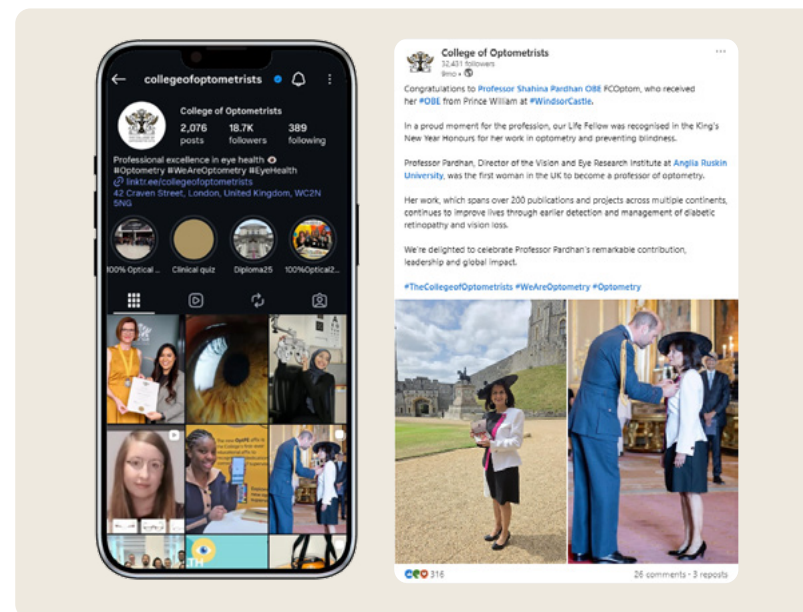
Media performance has grown significantly, with coverage more than doubling and audience reach increasing by 250%, leading to 827 million 'opportunities to see' for the year.

The volume of College articles published also increased by 33%, averaging eight news articles a month, and the volume of media articles in which we were mentioned rose to 1,200, which is a growth of 116% on the previous year. This has been largely driven by an increased focus on outreach from our press colleagues and swift responses to media enquiries. This demonstrates our insight and knowledge in this area, and our value as a resource for journalists. By enabling more public relations training for our Board and Council, we can offer more opportunities and voices to speak on behalf of the College, especially for regional press requests.

Our Clinical Advisers continue to be our primary spokespeople on national media and the reactivity in which they respond and their professionalism on broadcast television is an absolute asset to the College and the profession more broadly.

Across our social media channels, overall performance showed positive year-on-year growth, driven especially by LinkedIn and Facebook. Total impressions rose by +8%, (2.95 million), engagements (likes, shares, clicks) by +15%, reflecting stronger reach and interaction across platforms. LinkedIn continued to drive the highest levels of engagement, with top-performing posts featuring our presence at 100% Optical, the Research Team at ARVO, and the Museum reopening.

▼ The College's social media and LinkedIn post with Professor Shahina Pardhan OBE FCOptom receiving an OBE from Prince William



▲ Daniel Hardiman-McCartney MBE FCOptom on LBC

▲ Trustee & Council Member Hassnain Safdar MCOptom on BBC Radio Leicester

## A ROBUST AND RESPONSIBLE ORGANISATION

The #EyesOnDiploma campaign in November 2024 was a standout success, generating 13,300 engagements and 242,000 impressions, the highest results in our history outside of the pandemic. It strengthened member pride and connection across generations.

Over the past year, we have showcased more of the College at events and meetings with members, helping us connect more closely with the optometry community. This has complemented our clinical, educational, research and policy updates, giving a fuller picture of the College's role, community and impact across the eye care sector.

There were some sizeable shifts across websites in 2024/25, the largest being the fact that Google launched their AI overview research results in August 2024. All websites have experienced a drop in organic visitors because of this tool. However, as a trusted website, the College appears regularly as the first and second result, and we reference our material so that we are acknowledged as a reputable source on Google. Although overall website visits have declined due to these changes in search behaviour, the time spent on the site has increased by 30%, indicating higher-value engagement.

Effective communication relies on understanding our members and the sector overall. To support this an extensive research project began in 2025 to better understand members' interests and intentions.



▲ The College welcomes over 500 new optometrists to the profession at the 2024 Diploma Ceremony

# Knowledge management

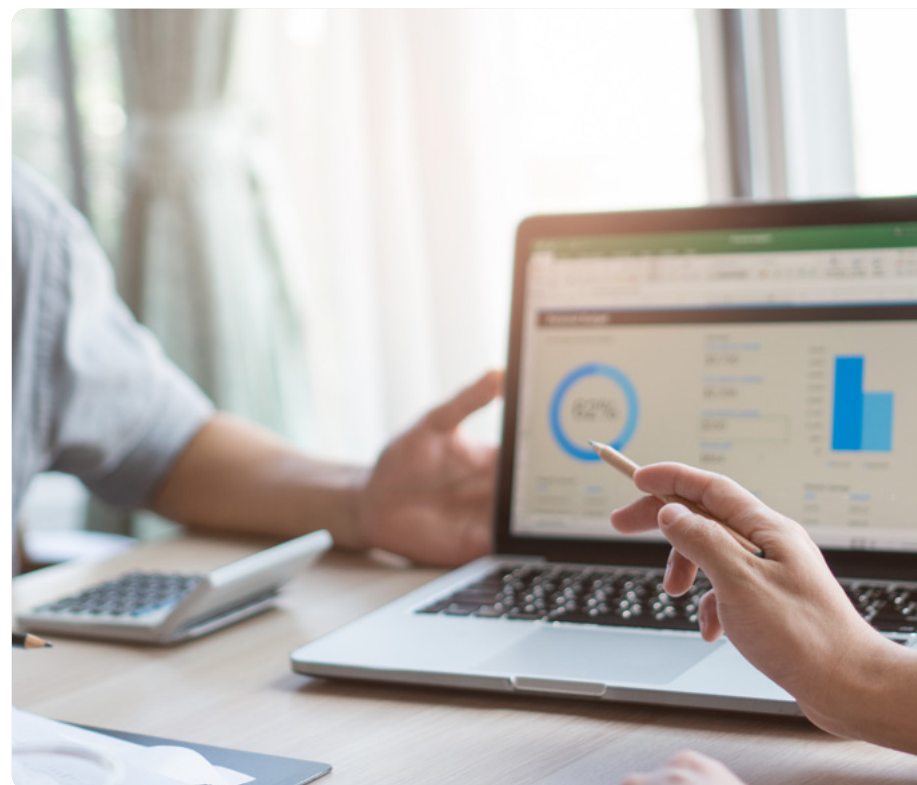
### Strengthening systems and data

Significant progress has been made in modernising the College's digital infrastructure.

The transition to SharePoint has been successfully implemented, enabling improved collaboration and document management. Staff training programmes help to adopt new systems, including SharePoint, Power BI and CRM platforms.

Work to map business processes and data flows is enhancing organisational efficiency and supporting evidence-based decision-making.

Large cross-College projects require careful coordination and sustained staff engagement. Mapping complex processes and systems has taken longer than anticipated but will deliver long-term benefits.



## A ROBUST AND RESPONSIBLE ORGANISATION

### Staff development

Investment in staff wellbeing, development and communication continues to strengthen organisational culture.

An Internal Communications Framework and People Hub have been introduced to improve information sharing and support staff in their roles. Staff satisfaction has increased, with strong retention rates and low absence levels compared with sector benchmarks.

Our Staff Engagement Committee (SEC) and Equality, Diversity and Inclusion (EDI) Working Group are committed to championing wellbeing and diversity of ideas and perspectives within our workforce, and are indicative of our culture of listening, learning and respect.

The College has also implemented changes to employment practices to enhance staff employee experiences and alongside evolving legislation.



▲ College staff members at the annual Away Day 2025

## LOOKING AHEAD

Across all areas of activity, the College remains committed to action, collaboration and impact, supporting optometrists to deliver excellent patient care and shaping the future of eye health across the UK.



THE COLLEGE OF  
OPTOMETRISTS

# Council Members and Trustees

## COUNCIL MEMBERS AND TRUSTEES

### Trustees

---

#### President

##### Dr Gillian Rudduck

MCOptom DipTp(IP) Higher  
Cert Glauc

#### Vice President

##### Professor Irene Ctori

PhD FCOptom PGDip  
PFHEA

#### Immediate Past President and Chair of the Board

##### Professor Leon Davies

PhD FCOptom Prof Cert  
Med Ret FAAO SFHEA

#### Treasurer

##### Dr Aleksandra Mankowska

MCOptom FHEA

##### Kyla Black

MCOptom

##### Kathryn Trimmer

MCOptom DipTp(IP)

##### Matt Roney

MCOptom DipTp(IP)  
Dip Glauc

##### Professor Kathryn Saunders

PhD FCOptom

##### Hassnain Safdar

MCOptom DipTp(IP)

##### Professor Joy Myint

PhD FCOptom Prof Cert LV

##### Mark Redhead

MA MBA FRSA

##### Andrew Kitchen

BSc (Hons) ACMA MBA

##### Lewes Hambrey

MCOptom Prof Cert Glauc  
Prof Cert Med Ret

### Council

---

#### Eastern



##### David Hill

MCOptom DipTp(IP) FBDO  
Prof Cert Paed Eye Care



##### Professor Keziah Latham

PhD FCOptom Prof Cert LV



##### Seema Rauniar

MCOptom



#### East Midlands



##### Reena Rani Anand

BSc (Hons) MCOptom



##### Hassnain Safdar

BSc (Hons) MCOptom  
DipTp(IP)

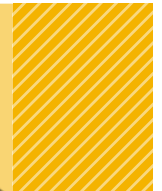


#### London



##### Professor Irene Ctori

PhD FCOptom PGDip  
PFHEA



# COUNCIL MEMBERS AND TRUSTEES

## North East



**Yuan Gao**  
BOptom MCOptom  
MBCLA



**David Jameson**  
MCOptom



**Meera Shah**  
MCOptom



**Jay Varia**  
MCOptom DipTp(IP) Prof  
Cert Glauc



**Chris Froment**  
MBA MCOptom FBDO  
MBCLA



**Madeleine Mould**  
MCOptom DipTp(IP) Prof  
Cert Glauc

## Northern Ireland



**Dr Katie Curran**  
MCOptom DipTp(IP)



**Professor Kathryn  
Saunders**  
PhD FCOptom



**Matt Roney**  
MCOptom DipTp(IP) Higher  
Cert Glauc



**Dr Gillian Rudduck**  
MCOptom Prof Cert Glauc  
DipTp(IP) Higher Cert Glauc



**Ian White**  
MCOptom DipTp(IP) Prof  
Cert Glauc Prof Cert Med  
Ret



**Dr Janis Orr**  
MCOptom DipTp(IP)  
Higher Cert Glauc  
PGCertHE FHEA

## North West

## Scotland

## South East



**Kathryn Trimmer**  
MCOptom DipTp(IP)



**Dr Laura E Sweeney**  
MCOptom DipTp(IP)



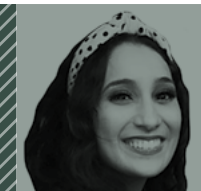
**Lucy Blown**  
MCOptom Prof Cert Glauc



**Kiren Hayre**  
MCOptom, Prof Cert Glauc,  
Prof Cert Med Ret, PgCert  
(Clinical Optometry)



**Michael Horler**  
FCOptom DipTp(IP) Higher  
Cert Med Ret Vert Oc  
Pharm Therapeutics



**Hafsah Raja**  
MCOptom Prof Cert Glauc  
Prof Cert Med Ret

# COUNCIL MEMBERS AND TRUSTEES

## South West



**Lewes Hambrey**  
MCOptom Prof Cert Glauc  
Prof Cert Med Ret



**Benjamin Harris**  
MCOptom



**Keval Sejar**  
MCOptom



## Wales



**Angela Whitaker**  
MCOptom DipTp(IP)  
DipOC DipTp(AS) DipTp(SP)  
DipGlauc Prof Cert Med Ret



**Nkosi Yearwood**  
BSc (Hons) MCOptom  
DipTp (IP) ProfCerts  
Glauc/LV



**Professor Leon Davies**  
PhD FCOptom Prof Cert  
Med Ret FAAO SFHEA



## Yorkshire and Humber



**Hamza Mussa**  
MCOptom Prof Cert  
Med Ret



**Irfan Razvi**  
MCOptom, Prof Cert  
Glauc, PG Cert (Clinical  
Optom)



**Dr Aleksandra Mankowska**  
MCOptom FHEA



**Barbara Watson**  
FCOptom DCLP DipTp(IP)  
Higher Cert Glauc



## Early Careers representatives

**Samia Ryatt**

**Katheryn Rees**  
MCOptom  
FBDO

**Zak Saleem**

## Lay Advisory Panel representatives

**Andrea Clerk**  
MBA CIPD FILM

**Iain McMillan**

**Katie Engel**  
LLB

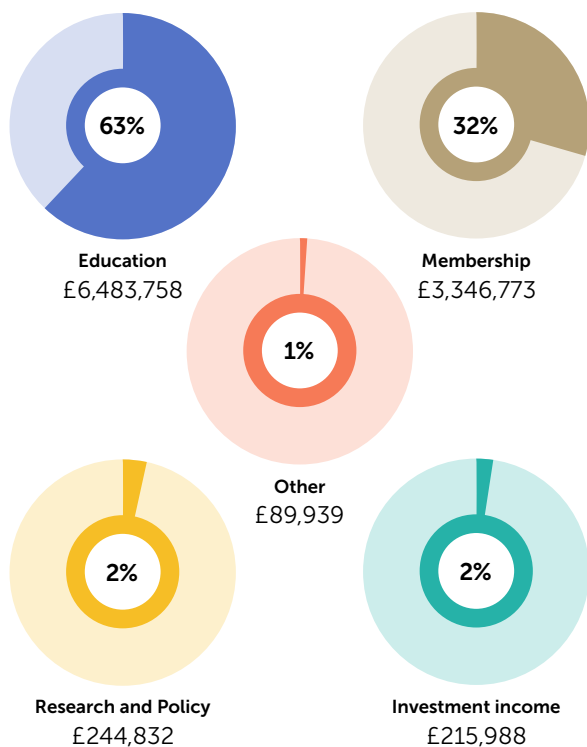
**Richard Lee**

## Optometry Schools Council nominee

**Professor Joy Myint**  
PhD FCOptom Prof Cert LV

# Financials 2024-25

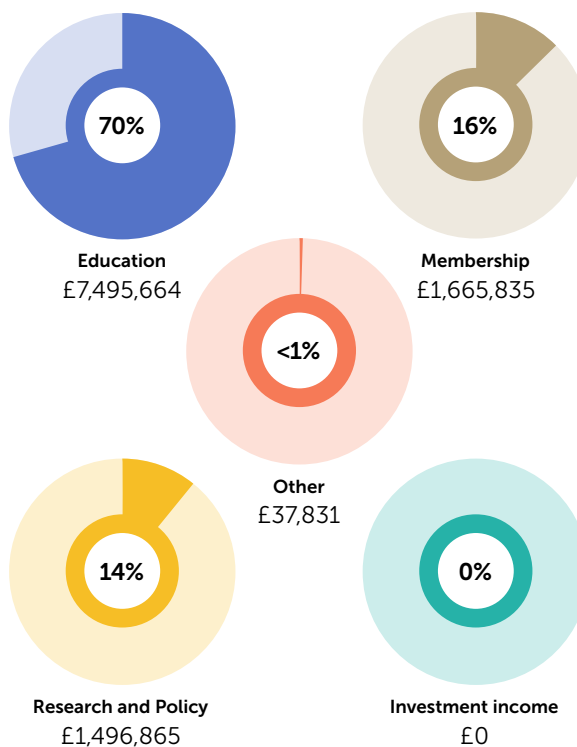
## Income



**Total Income** £ 10,381,290

Surplus on Investments 308,960

## Expenditure



**Total Expenditure** £ 10,696,195

## Balance sheet

<b>Fixed assets</b>	
Intangible	1,829,213
Tangible	3,139,568
<b>Total fixed assets</b>	<b>4,968,781</b>
Investments	5,352,949
<b>Current assets</b>	
Debtors	2,134,306
Cash at bank and in hand	937,191
<b>Total current assets</b>	<b>£ 3,071,497</b>
<b>Liabilities</b>	
Creditors due within one year	(5,807,810)
<b>Net current liabilities</b>	<b>(2,736,313)</b>
<b>Total net assets</b>	<b>£ 7,585,417</b>
<b>Restricted funds</b>	
Docet	-
Other	6,926
<b>Total</b>	<b>£ 6,926</b>
<b>Unrestricted funds</b>	
Designated funds	4,913,662
General funds	2,664,829
<b>Total</b>	<b>£ 7,578,491</b>
<b>Total charity funds</b>	<b>£ 7,585,417</b>

Stay up to date with the  
College and profession  
throughout the year by  
following us on social media

 [collegeofoptometrists](https://www.instagram.com/collegeofoptometrists)

 [collegeofoptometrists](https://www.facebook.com/collegeofoptometrists)

 [college-optometrists.org/linkedin](https://www.linkedin.com/company/college-optometrists.org/)

 [collegeoptomuk.bsky.social](https://bsky.app/profile/collegeoptomuk.bsky.social)