

Working Together

vista 

Improving lives of people with sight loss



Vista is the leading local sight loss charity.

We have a long history of providing high quality services. We have grown substantially over the past 5 years, reaching more people than ever, but there is more to do.



People tell us that sight loss is a barrier in accessing health, education, employment and social networks. We want to change that.

It is why we have written this strategy.

This is for our staff, volunteers and those close to us, so that we all understand how we will work together to prevent sight loss, reduce its impact and support those affected by it.

Together we can change lives.

Our purpose

Vista's purpose is unchanged; to prevent avoidable sight loss, reduce the impact of sight loss and support and care for people affected by sight loss.

Vista changes lives.

We work alongside children and adults affected by sight loss, removing barriers to health, education, employment and social networks.



We understand that people want to regain and maintain their independence and be a part of their communities.

Losing your sight can be a barrier to this but Vista is there every step of the way.

Our mandate

People affected by sight loss tell us . . .

"We want to be better served by an enabling and facilitative organisation supporting us to achieve"

"We want an organisation that helps to amplify our voices through raising profile and increasing influence."

"There is more to be done and there are more people to reach"

Enabling & facilitating

Vista works alongside people affected by sight loss.

We work with people affected by sight loss to identify and deliver the tools they need to support them in their daily lives. Technology is an important enabler of people with sight loss. Vista is not a developer of technology but we work to facilitate access to it and provide tailored training to enable people to utilise technology that others develop.

People with sight loss are competent and capable. We use our reach and our networks to connect people so they can share their skills and knowledge and build both social networks and communities of mutual support.

We recognise that Vista is a changing and learning organisation, with an aim to meet the needs of the person in front of us.

We are changing to a “How can we help you today?” approach rather than “What service can we give you?” so that we can better support people through key transition milestones in life.

Building profile and influence

Vista is ambitious for people affected by sight loss. We listen to their challenges, hopes and aspirations and use our expertise to amplify their voices to people with influence.

Our aim is that Vista has a unified and clear voice both within and outside the organisation, so that our prospective funders, supporters and volunteers know what we do and how they can help realise our ambition.

Everyone should know how to look after their eyes in order to prevent avoidable sight loss. Through existing and new projects we continue to deliver this message, across diverse communities and to all ages, from primary school children to parents and older people.

We recognise that to achieve this ambition Vista needs to celebrate our successes better, engaging people both inside and outside Vista to build recognition as an organisation for all communities.

Expanding reach

We work to change the lives of all people affected by sight loss, but we also strive to prevent people from losing their sight.

With regular eye checks and early diagnosis of sight conditions, we can achieve this.

We know we can better achieve this through working together across all communities.

With a history of building effective partnerships we will actively seek new and innovative ways to share this message, and to increase the reach of our support so that we can be of more benefit to more people.

