

# Improving the lives of people with sight loss

Our strategic direction from 2014

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## Introduction



Paul Bott  
Chief Executive  
Vista

Vista exists to improve the lives of people with sight loss in Leicester, Leicestershire and Rutland, and everything that we do is focused on this goal.

**We make a difference** to the lives of people with sight loss and have been since 1858 but our distinguished history of innovation does not mean that our future is guaranteed.

**We are ambitious**, we already reach 6,500 people a year, but there is more to do, working alongside people with sight loss to provide the support they need when they need it.

**We are clear** about the challenges that people with sight loss face, and the positive impact that they can have on their communities. We will be there to work with people who lose their sight to develop new skills so that they can continue to do the things they love.

**We are working** to reduce the numbers of people who lose their sight loss from avoidable conditions, targeting communities to make little changes that deliver a big impact.

**We know** that this is a challenging time, and a time of change but what we do is important and we are resilient.

This strategy provides the framework for how we will show our resilience and how we will change to continue to improve the lives of people with sight loss

## **Our purpose**

To prevent avoidable sight loss

To reduce the impact of sight loss

To support and care for people with sight loss

# Our approach

Sight loss does not discriminate; it affects the old and young, the rich and the poor, and people from every community. We recognise that we are an important part of the picture but to have the most impact on the lives of people with sight loss we need to work and learn together.

## **We work as an ally of people with sight loss**

We work with people with sight loss, using their skills and talents to benefit their communities

## **We work in partnership**

We work with and support local organisations that are best placed to provide the best possible support to people with sight loss.

## **We learn together**

We focus on what works, testing new ideas and working in new ways. We share what we learn with others.

## **We use all of the tools available**

We embrace technology as an enabler in the lives of people with sight loss

## Supporting local people

**We believe** that the best people to support local people are local people.

- **We will increase** the range of support to people with sight loss; supporting more people, in the ways that they want to be supported.
- **We will increase** the reach and engagement in all communities through working in partnership with other organisations
- **We will increase** the provision of technology and training to people with sight loss
- **We will increase** the provision of quality information, advice and guidance
- **We will increase** the diversity of our staff and volunteers to reflect and better serve the communities we support
- **We will increase** the numbers of volunteers and further improve the support and training they receive
- **We will increase** the number of people with sight loss that we employ
- **We will increase** employee rewards for our staff team so that we can hold on to great staff in a strengthening jobs market.

## Tackling loneliness and isolation

**We support** some of the most vulnerable people in our communities, tackling loneliness and isolation

- **We will build** more services across the region, including emotional support, employment and support to carers
- **We will build** on the success of our children and families services
- **We will build** on the success of our services targeting social isolation
- **We will build** on our presence in counties of Leicestershire and Rutland
- **We will build** on the success of our services to older people with sight loss, people with dementia and sight loss, and people with sight loss and learning disabilities.
- **We will build** on the successes that working in partnership with other organisations brings.

## Promoting quality

**We think** that everyone deserves the best quality care and support. That's why we do what we do, in the way we do it.

- **We will continue** to embrace technology as an enabler of quality, investing to deliver economic and social returns
- **We will continue** to demonstrate the positive impact that Vista has in the lives of people with sight loss
- **We will continue** to provide services only where we are able to provide a high level of quality
- **We will continue** to provide quality living environments for people with sight loss, and commission new services where necessary



## Being here for the long term

**We believe** that there is still a role for Vista to play in improving the lives of people with sight loss

We **have** been here for the last 155 years, and intend to be here as long as we are needed.

- **We will successfully develop** the diversity of our income streams across the life of this plan to make sure that Vista is here for the long term
- **We will successfully develop** our fundraising capacity and grow our income so we can reach more people and provide more benefit
- **We will successfully develop** our presence across Leicester, Leicestershire and Rutland to make sure that people can access our information, advice and guidance in their communities

## Talk to us

Please tell us if you would like this information bigger, as an audio copy or in braille

Call us on **0116 249 8839**

Contact us at [helpline@vistablind.org.uk](mailto:helpline@vistablind.org.uk)

For more try [www.vistablind.org.uk](http://www.vistablind.org.uk)