

Vista's Strategic Plan 2025 to 2028

1st April 2025 until 31st March 2028

Leicester, Leicestershire and Rutland is a place where anyone with sight loss can reach their aspirations.

Our work has never been more vital. As incidents of sight loss are expected to rise, and barriers to a happy and fulfilling life have been made worse, driven by a cost of living crisis, lack of investment in social care and our local environments. We also know children with sight loss are less likely to do well than their fully sighted peers. Sight loss, when combined with other sensory impairments or other health conditions, puts many people across the region at additional disadvantage too. This is unacceptable.

Since 1859, Vista has been at the forefront of good practice, constantly adapting and reaching new groups of people, delivering support in new ways.

Across everything we do, we ensure:

- Everyone is welcome and heard
- We are open and honest
- We learn, adapt and find solutions
- We are responsive, caring and committed

As we've reviewed our work, we can see that we make a meaningful difference across three key areas of people's lives, under pinned by the Biopsychosocial Model of Disability:

- Physical health – work to encourage behaviours so more people keep their sight for longer
- Mental health – building resilience and confidence as people are diagnosed and live with sight loss
- Social support – we improve the accessibility of local services, reducing barriers to a meaningful life

Taking this approach is supported by the [World Health Organisation](#).

People with sight loss, and their loved ones tell us speaking to others in the same situation, learning from experts and practical help and support are vital to living a life with confidence. We provide a supportive network to build knowledge, resilience and confidence to live well with sight loss.

Sight loss is the largest age related cause of disability in the UK, but we know 50% of sight loss is preventable. We educate and raise awareness to keep people's sight for longer.

We understand the biggest barriers to leading a happy and meaningful life is other people's attitudes and the physical environment. Facing prejudice and bullying as well as being physically injured from bumping into things, near misses and falling over, drive people with sight loss to the safety of their own homes. Going out less erodes people's confidence and physical and mental health. We advise and advocate to remove barriers so that Leicester, Leicestershire and Rutland is an accessible place where people with sight loss are valued and included.

Vista has gone through massive change over 2023 to 2025. To ensure Vista is here for the long term we must:

- Continue with a strong focus on Vista's financial sustainability through accurate financial reporting, reduce our loss making initiatives and invest in fundraising and awareness
- Ensure people with lived experience of sight loss are at the heart of everything we do
- Support our staff, volunteers and supporters through change, ensuring our talented team share in Vista's successes

There is no doubt, that tough times lie ahead, not just for Vista, but the charity and health and care sector too. Vista has much work to do to ensure it thrives, confident in its long term plans. But it is clear, that without Vista, life for thousands of people affected by sight loss would be much worse. In fact, some people tell us that they wouldn't be here if it wasn't for Vista.

Thank you for your support. We wouldn't be here without you.