

## **Our Vision:** A world in which people living with sight loss can access the services they need where and when they need them.

Visionary facilitates a whole sector collaborative approach that enhances local service provision for communities of blind and partially sighted individuals throughout the UK. It provides the vital conduit between local and national service provision and condition-specific organisations.

### **Our members**

The number of local sight loss organisations in Visionary membership is now two-and-a-half times more than it was in 2015. We estimate that our members now represent approximately 60% of all local sight loss organisations in the UK.

**March 2015**  
**48**  
members

**March 2019**  
**121**  
members

**15**  
associate  
partners



**7**  
national  
partners



### **Beneficiaries**

No other sight loss organisation in the UK directly reaches and serves as many blind and partially sighted people as the collective force of our member organisations.

**229,948**  
beneficiaries



# Our **three** strategic priorities

# 1

## identify

**identify the unmet needs of blind and partially sighted people.**

### Mapping services

We have started to map the wide variety of services provided by local sight loss organisations across the UK. The information Visionary will be able to provide the sight loss sector will help everyone to prioritise developments and collaborations while providing credible evidence to help focus funding or lobbying efforts.

In 2019/20 we are uniquely placed to:

- identify areas of expertise that exist throughout the UK in specific areas
- provide greater clarity for the sector around the needs of blind and partially sighted people
- articulate where there are gaps in services
- identify trends in service delivery cuts.

#### Most provided service

All members provide information, advice and guidance and over three-quarters provide social and leisure activities.



#### Technology

We have seen an increase in the number of local societies running a technology service – half of our members now do.



#### Rehabilitation

The number of member organisations employing rehabilitation workers has reduced to just 25% in 2018/19.



#### ECLO\* funding

Most members still do not receive funding to employ an ECLO.

\*Eye Clinic Liaison Officer

# 2

## develop

support the development of the roles of local sight loss charities in meeting these needs.



Visionary's belief in our project through its Development and Innovation fund has meant that we have been able to meet an identified need and help young people with VI realise their potential."

**Caroline Page, Improving Lives, Plymouth**

### Development and Innovation

- We supported member innovation through our Development and Innovation (D&I) fund, designed to offer small grants to local organisations to fulfil an identified need.

### Member support

- We visited as many members as we could despite reduced workforce to help identify trends in service delivery, share and provide one to one support as required.



**£55k**

**Development and Innovation fund available for individual, impactful member projects**



**85%**

**of our members received an annual visit**

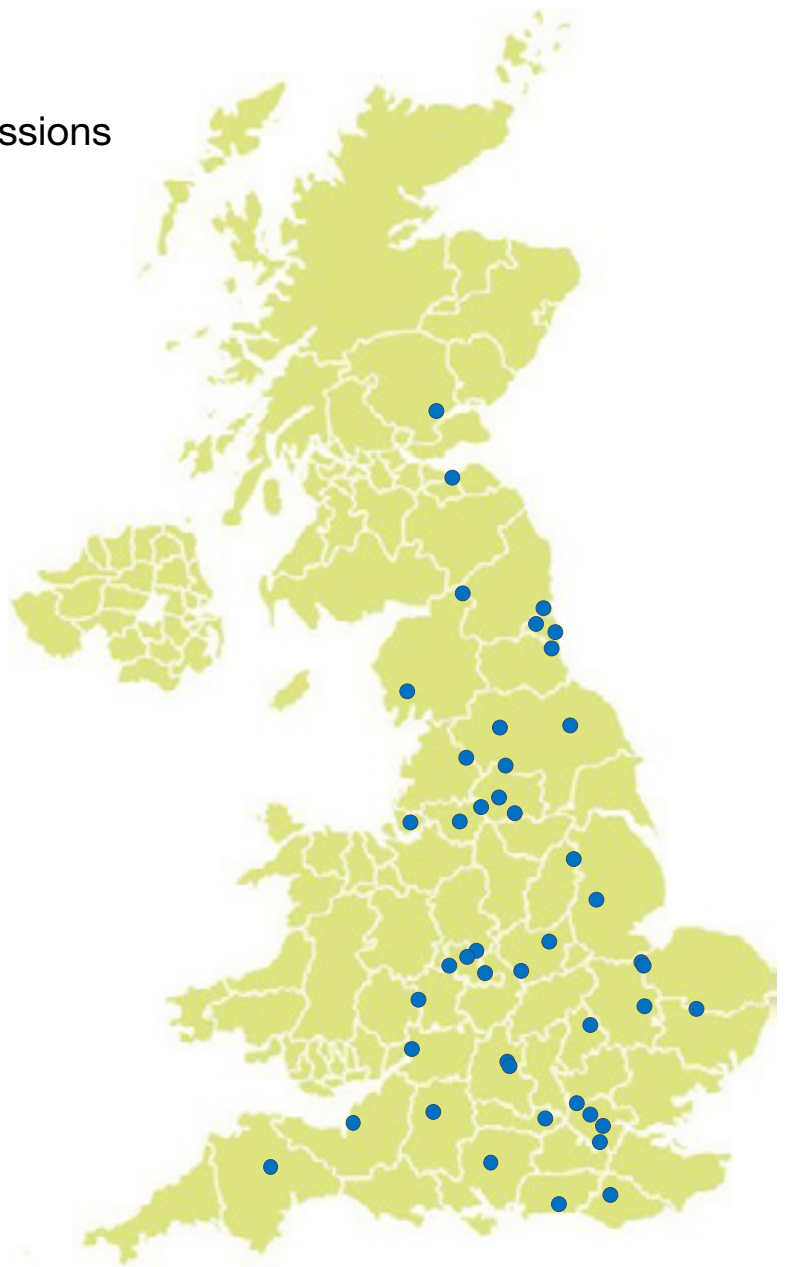
**46**

**individual member requests supported**

# Member support requests

We responded to 46 specific individual requests for support from members in over 20 different areas of work.

- Data protection and GDPR training
- Service bid development and submissions
- Organisational restructuring
- Social media planning and support
- Outcomes and impact workshops
- Mergers advice
- Crisis management
- Salesforce development
- Cross-network learning sessions
- Evidence planning
- Interim CEO provision
- Governance
- Partnership and influencing support
- Communications planning
- Legacy planning
- Business and strategic planning
- Tenders and lottery support
- Income development workshops
- Web development
- Brand development
- Skills auditing
- Services review





# 3 share

develop a strong national network, working with partners to support the effective delivery of consistently high quality services for blind and partially sighted people.

## Leadership conferences

In London, Leeds and Birmingham 65 local sight loss leaders attended from 54 organisations.

## Annual conference

In 2018, we saw our most successful annual conference, with more delegates than ever before attending and our highest post-conference rating.

A total of 204 delegates, representing 81 different organisations came along to the two day conference, with 28 workshops to choose from, inspiring speakers to listen to, and an opportunity to network and learn from each other.



“It improves my skills, knowledge and confidence as the CEO and that has an immediate impact on the organisation I work for.”



“Lots of new learning coupled with strengthening of existing knowledge and understanding.”

**2015**  
Annual  
Conference  
**110**  
delegates

**2018**  
Annual  
Conference  
**204**  
delegates

Rated  
**8.9**  
out of **10**

**33%**  
of delegates  
said it was their  
first Visionary  
conference

**98%**  
of delegates  
learnt  
something  
new

## Regional and national groups

- We supported all eight Visionary regional groups throughout the year and re-established the group in the East of England.
- We redeveloped the member consultancy group (made up of a member from every region) into a more strategic group that will provide Visionary trustees with a collective voice from the membership to aid decision making.

## National sector projects

We worked with our national and associate partners to add the voice of local sight loss organisations to national planning.

- We jointly developed Sight Service FAQ, a cross sector project between Visionary, the RNIB, Guide Dogs, Victa and Fight for Sight to provide a single point of access 'one stop shop' for visually impaired individuals wanting help and advice.
- We continued to link our associate partner network of site-specific conditions to local level service delivery to strengthen the local offer.

## Sharing best practice

- We re-engaged with nine Visionary members to test resources for the Inspiring Impact project (a pilot shared outcomes framework that all local organisations could potentially adopt.)
- We shared local organisation examples of best practice across our network.



The image shows a screenshot of a search interface for 'Sight Advice FAQ'. At the top left is a green circular logo with a white eye-like shape inside. Below the logo, the text 'Sight Advice FAQ' is displayed. A search bar is positioned below the title, with a green background on the left containing the text 'Search for your answer' and a white background on the right containing the text 'Type your question here'. A black 'Go' button is located at the end of the search bar. At the bottom of the interface, there are logos for the partner organizations: 'Brought to you by' followed by 'RNIB See differently', 'GUIDE DOGS', 'Visionary', 'VICTA', and 'FIGHT FOR SIGHT The Eye Research Charity'.

# What our members say



“The information and support Visionary provided us around GDPR/Privacy Policy was extremely useful. We could not have got ourselves in order without it.”

**Kingston Association for the Blind**



“When faced with a difficult decision we asked Visionary for help. Visionary stepped in and supported myself and our Board through a difficult process. The charity is now in a much stronger position and despite the difficulties the feeling now is very positive for the future.”

**Non-attributed**



“Visionary’s support has been incredibly useful. The advice and discussion points surrounding our strategic direction has enabled The Vision Foundation CIC to move forward with focus and direction to achieve our vision, mission and overall aims and outcomes. Through Visionary, The Vision Foundation CIC has connected with other local sight loss organisations which are beneficial to our future plans.”

**Joanne Mason, The Vision Foundation**



“Thanks a million for our Strategy Development workshop. It went really well and I have heard nothing but positive words from everyone I have spoken to. Trustees extremely positive, which is great.”

**Alex Lohman, Northamptonshire Association for the Blind**



“The Visionary team were very quick to respond and get to grips with the business needs and challenges of this unique opportunity presented to us. Their business acumen and knowledge of the network allowed them to contribute real value and innovative thinking to allow the Trustee Board to make their investment decisions providing sustainability for the charity.” **David McKeigue, Chief Executive, Open Sight Hampshire**



“Through its well-supported regional forums, Visionary connects and elevates us from local issues to national issues, from individual problems to shared problems and most importantly, from individual challenges to collective solutions. There’s always a bigger world out there in our sector and thanks to being members of Visionary, we’re part of it.”

**Nik Demetriades, 4Sight Vision Support**



# Our future direction

Visionary continues to strengthen the capacity of local organisations to do more for blind and partially sighted individuals in local communities. We will continue to do this through ongoing support, resource development and sharing, as well as events development and other networking opportunities. We

will also continue our ongoing work around our service mapping.

In addition to our existing portfolio of work we hope to develop subject-specific, peer to peer networks and explore our potential to create more confidence among funders in local organisation bids.



**Visionary**

linking local sight loss charities

Find us online [visionary.org.uk](http://visionary.org.uk)

 [@visionary\\_uk](https://twitter.com/visionary_uk)

Putting local service delivery and blind and partially sighted people at the heart of the sight loss sector