



### Text only version

The strategic direction of Support 4 Sight is defined by its overarching impact:

**The improved ability of blind and partially sighted people to lead the lives they want to lead.**

This is underpinned by four further outcomes towards this end.

1. Informed choices and improved control for people living with sight loss
2. No-one faces sight loss unsupported
3. An equal world without barriers for blind and partially sighted people
4. Quality services sustainably delivered to vision impaired people in Essex

Which are upheld by our 4 Values

1. **Enriching:** We provide people with practical and emotional support and information to enable them to live confidently with sight loss
2. **Person-centered:** People with sight loss are at the heart of what we do and are what drives us each day
3. **Inclusive:** We strive to bring about an environment of equal opportunity for all people living with sight loss
4. **Quality:** We are dedicated to delivering high quality, holistic services, based on best practice and continual improvement.

Four strategic areas have been identified, which encapsulate the working practice of Support 4 Sight. Each one identifies immediate priorities for the next two years (2023-2025) which form the focus of this 3year strategy

1. **Support**
2. **Services**
3. **Safeguarding**
4. **Sustainability**

### Strategic Areas: Outputs and immediate priorities

#### 1. Support

- Outputs:
  - Information, Advice & Guidance (IAG) – including newsletters and Talking News
  - Assistive Equipment & Technology
  - Low Vision Exhibitions
- Immediate Priorities
  - Maximise diverse comms platforms: in line with our Marketing and Communications Plan
  - Maximise Roaming Resource Centre: to ensure that access to assistive equipment is readily available across the region
  - Increase client base in line with VI population increase (which is estimated to increase by 20% in Essex by 2032<sup>i</sup>).

#### 2. Services

- Outputs:
  - ECLO/LV Clinic
  - Support 4 Employment
  - Social Activities & Befriending
- Immediate Priorities
  - Increase community based service delivery across the region: to provide diverse and convenient points of contact
  - Embed & build Chelmsford Centre: our new permanent base which lies in the city centre, at the heart of the county.
  - Increase Volunteer base: to build delivery of volunteer led services such as Befriending, social groups and outings, as well as administrative and practical support

### 3. Safeguarding

- Outputs:
  - Client Assessment
  - Influencing
  - Awareness Raising & Advocacy
- Immediate Priorities
  - Ensure individual needs are recorded and met, and database is current
  - Ensure VI people and their needs/services are heard and planned for
  - Increase lived experience in staff and trustees to 40%

### 4. Sustainability

- Outputs:
  - Monitoring & Evaluation
  - Fundraising Strategy implementation
  - Comms & Marketing Strategy implementation
- Immediate Priorities
  - Board Development
  - Annual Needs Evaluation: service user consultations
  - Stabilising income generation as outlined on our Fundraising Strategy: Trusts & Foundations funding (70%) / Donations & Sales (30%)
  - Increase S4S profile in line with our Marketing & Communications Plan
  - Maximise opportunities for collaboration

### Determining Factors

**Consultations with Support 4 Sight stakeholders:** consultations held in 2021, as the charity emerged from the pandemic and welcomed a new CEO, highlighted a universal call for Support 4 Sight to:

- Provide opportunities for social interaction via social clubs and coffee mornings (especially face-to-face, but also online)
- Distribute regular communications in various accessible formats (providing service updates and developments)
- Promote our services more proactively to increase awareness of S4S and ensure that those in need benefit from our services
- Re-engage with volunteers to enable them to return to volunteering after the pandemic and build our volunteer led offer

**The post pandemic landscape:** Covid 19 produced unforetold ways of working, engaging and delivering services. Out of this both opportunities and issues have emerged, necessitating a rescoping of organisational practice.

- Opportunities: hybrid working, and the diminishing need for an admin hub
- Issues: reduced income from community fundraising due to a wariness of people to engage in fundraising events, followed by the cost-of-living crisis impacting on individual giving

**The new S4S service delivery model:** a community based model which was instigated in March 2020 when the resource centre in Saffron Walden closed, but was impeded from being fully realised due to the subsequent Covid lockdowns. Having now emerged from the pandemic this model is proving ideal; it realises the ability to bring our services to where they are most needed without the burden of costly premises overheads, whilst our new base in Chelmsford provides a cost-effective focal point in the heart of the county.

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<sup>i</sup> RNIB Sight Loss Data Tool 2022 <https://www.rnib.org.uk/professionals/health-social-care-education-professionals/knowledge-and-research-hub/sight-loss-data-tool/>