

# Looking Forward Together



SeeAbility has made great progress in recent years and continues to evolve and grow as a charity.

Our ambition is to keep improving and expanding, to reach more people with combined sensory and other disabilities and improve the quality of their lives.

By 2013, I expect SeeAbility to be operating more nationally. We will have broadened our specialist expertise, while continuing to focus first and foremost on visual impairment.

It is an exciting time to be involved with the charity.

**David Scott-Ralphs**  
Chief Executive



Seeing **beyond** disability

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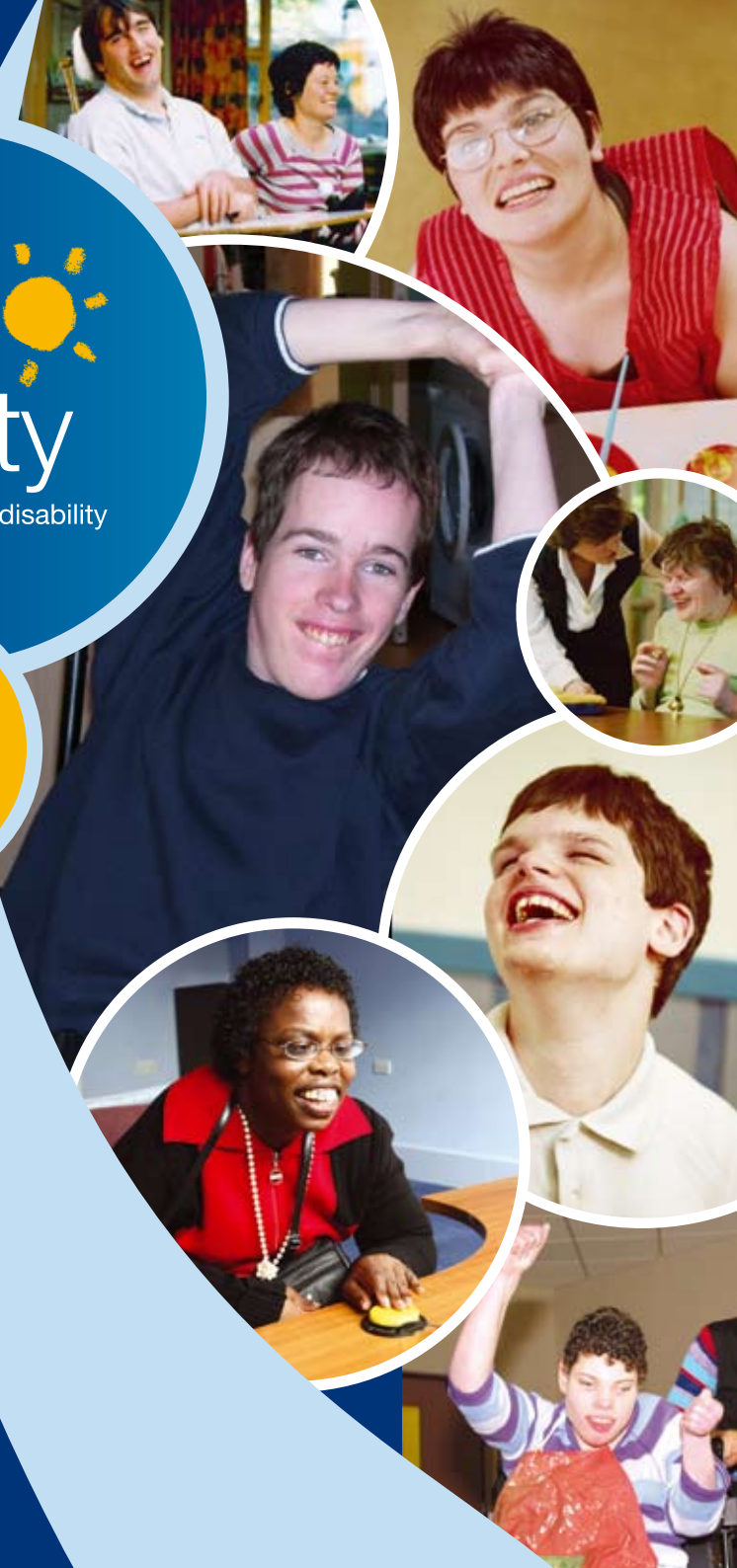
**See Ability**

Seeing **beyond** disability

**LOOKING FORWARD**

**2008-2013**

**SeeAbility's Plans**



# SeeAbility has 4 key priorities over the next 5 years:

**1**

Supporting people with multiple disabilities more effectively.

**2**

Providing more personalised direct support services to more people across a wider area.

**3**

Growing our information, advice and consultancy activity to operate nationally.

**4**

Increasing our income to allow us to fulfil our ambitions.

# LOOKING FORWARD



# Key Priorities

## 1 Supporting people with multiple disabilities more effectively, by broadening and deepening our specialist knowledge of a range of impairments



We are seeing referrals of people with increasingly complex needs. In addition to visual impairment or dual sensory loss, they have severe learning disabilities combined with cerebral palsy, autism, brain injury and a range of other conditions.

### We will focus on:

- **Training** – putting more staff through our intensive Social Inclusion Programme and extending our training repertoire.
- **Rehabilitation** – growing our rehabilitation capacity through more rehab support workers and sponsoring some of these to acquire the full rehab qualification.
- **Enhanced therapeutic services** – recruiting or contracting in speech and language therapists, physiotherapists and other specialists.
- **Professional practice groups** – setting up knowledge groups for specific impairments or needs.
- **Professional links** – developing links with other specialist agencies.
- **Specialist workers** – recruiting specialist workers for the mix of people requiring a service.

## 2 Providing more personalised direct support services to more people across a wider area, with a target of over 350 people by 2013



We expect the move to more personalised services to gather pace and to see much greater use of individual budgets and a 'mix and match' approach to choosing service providers.

We aim to remain the provider of choice in this new environment, offering a flexible range of options across a wider geographical area.

### We will focus on:

- **Flexible services** – remodelling services from a 'one size fits all' offering to more flexible packages with differentiated pricing.
- **User empowerment** – involving people using our services more in staff recruitment, training and quality monitoring; ensuring that all have access to independent advocacy; setting up a User Council.
- **Direct payments support** – helping people to employ their own personal assistants using direct payments.
- **Just 4 You Fund** – offering added charitable financial support to people receiving contracted-for services to enjoy new experiences.
- **New service growth** – offering further choice in housing-related and daytime support services in both existing and new regions; investing in new property ourselves and working with other housing providers; offering tenancies and shared ownership opportunities.
- **Volunteers** – increasing the number of volunteers and the range of activities in which they offer support.

### 3 Growing our information, advice and consultancy activity to operate nationally

SeeAbility's eye 2 eye Campaign, to improve the eye health of people with learning disabilities, has taken our expertise to a much wider audience.

We have established outreach services in mainly new geographical areas and launched the Look Up information service, funded by a successful £2 million fundraising campaign. Our plan is to take this work wider still and to work more with other agencies, so that people with learning disabilities across the country get better eye and also hearing care.

#### We will focus on:

- **Regional coverage** – expanding the current eye 2 eye outreach work.
- **Maximising impact** – refining the way our outreach workers operate to maximise outcomes in eye and hearing health for people with learning disabilities.
- **Consultancy services** – developing a portfolio of paid-for training and advice services.
- **Look Up** – continuing to expand the content, accessibility and audience reach of Look Up; delivering online training via the website.
- **Campaigning** – developing a stronger campaigning profile.



### 4 Increasing income to allow us to fulfil our ambitions

We have been successful in generating income for specific activities. Going forward, we recognise that we must foster the financial health of SeeAbility by growing both restricted and unrestricted income. This needs a long term plan to safeguard our commitment to create a better future for more disabled people who also have sight loss.

#### We will focus on:

- **Fully-funded services** – securing full cost recovery in direct services and reinvesting surpluses in future development.
- **Diversified property funding** – funding new property acquisition and development through a combination of mortgage finance, shared ownership equity, capital fundraising and reserves.
- **More unrestricted income** – investing some of our reserves to grow unrestricted fundraising income, to generate £2 million annually by 2013.
- **Brand profile** – continuing to invest in developing the SeeAbility brand and profile.
- **Collaboration** – looking for opportunities to achieve growth and efficiencies through collaboration and more formal partnerships or mergers.

