

SEE ABILITY

Live. Love. Thrive. Belong.



**Our strategic vision
2022-2027**



Introduction from our CEO

We won't settle for a future without change.

Our strategy is centuries in the making. 200 years ago, our founders were ambitious for disabled people and we continue to build on those motivations. With our extensive history in mind, a five-year strategy can feel somewhat insignificant, but we build on the work of those who came before us and hope to leave an even brighter future for those who come after. We are driven by a desire to do more, achieve more, and accomplish what's positive and possible for our charity, our colleagues and people we're here to support.

This strategy was co-produced across 2021 with people we support and their families, as well as colleagues from across the charity. We started in the right place - with people we support - asking what we can do to support them to achieve their goals, which might previously have felt impossible. We've worked hard to make sure that everyone had their say, because we know that this great charity belongs to all of us.

Listening to everyone's voices has led us to our new ambitions, focusing on four key areas - **Excellence, Community, Transformation** and **Voice**.

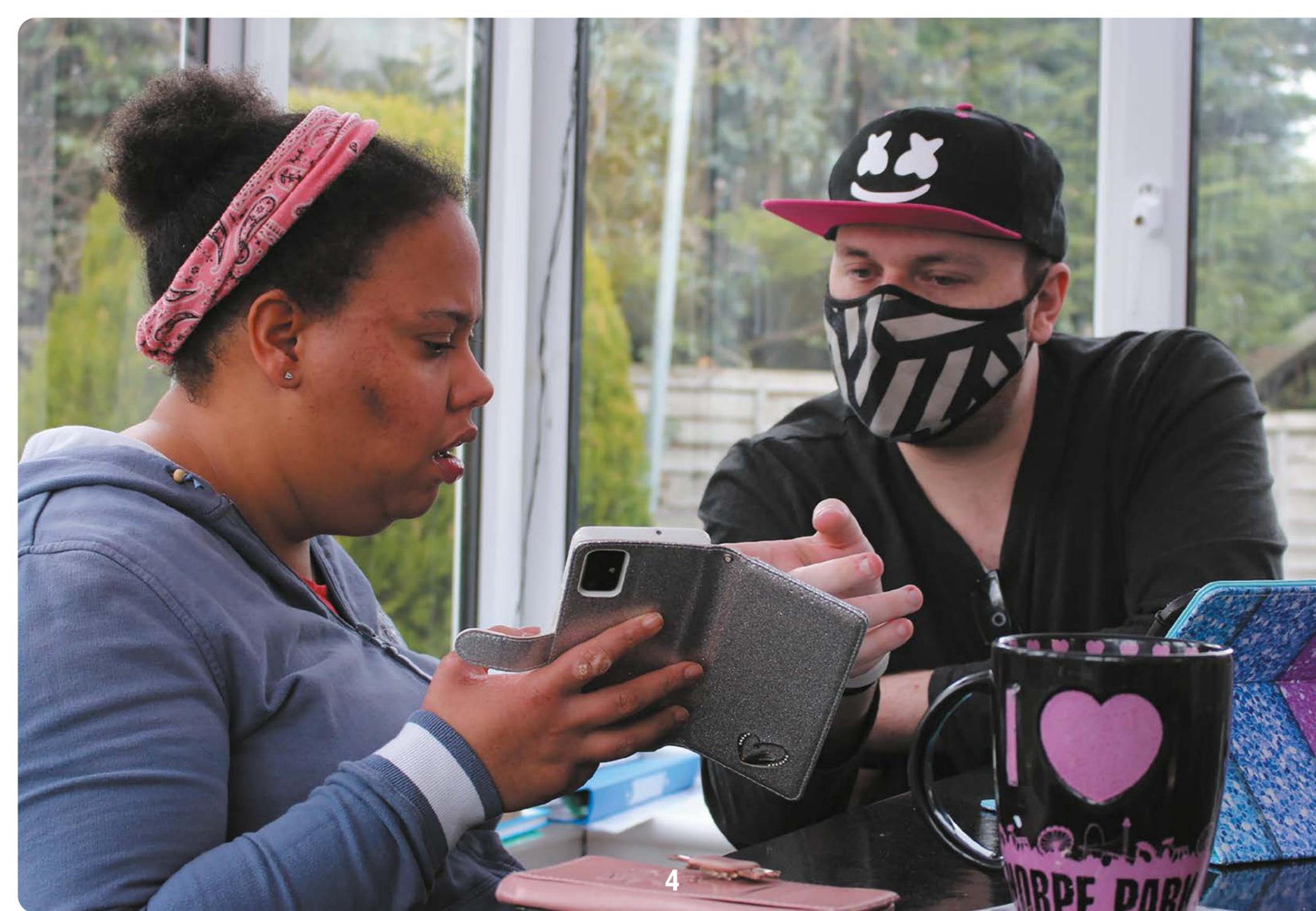
This strategy calls for three important changes:

- A shift in power.
- A shift in ambition.
- A shift in decision making.

As part of this work, we reconsidered our values as a charity. We are more than just an eye care or social care provider. We want to continually evolve to be an example of excellence, a voice of principle and force for innovation. Even in these uncertain times, we are confident that we will overcome adversity and thrive, as we have done for over 200 years.

We have so much to be proud of and so much to work towards. We refuse to give up on a world that needs to change and SeeAbility wants to drive that change to ensure an inclusive, welcoming world for everyone.

Lisa Hopkins
SeeAbility CEO



Our vision, mission and values

Vision

Our vision is for inclusive communities where people with sight loss, autism and learning disabilities participate as equal citizens.

Mission

Our mission is to champion and deliver ambitious support and preventative services alongside people with learning disabilities, autism and sight loss, enabling them to realise their goals each and every day.

Values

We have co-produced a new set of values with people we support, families, colleagues and trustees. They will help us work towards a 'people first' culture that will support us as we work to achieve this strategy.

These values represent people being at the heart of the charity and being the driving force for change.

Our values



Respect is our starting point.



We spark imagination.



We learn together to be our best.



We believe in each other.

We have developed our new 'Theory of Change', which will support us to see the impact of our new strategy and the difference it's making for people we support. Read more at www.seeability.org/TOC or scan the QR code.



Excellence



We will support people to live their best life.

We are committed to exploring what a good quality of life looks like for everyone we support. This starts with ensuring excellent social care that goes beyond compliance.

Excellence doesn't stop at top-quality support. We recognise that people we support are individuals with personal hopes and ambitions. They want to have meaningful careers, make new connections, try new things, learn new skills and have every opportunity to thrive in life.

To achieve this, we need to look beyond what we can achieve within SeeAbility. We need to amplify voices, influence society and enact system change.

Over the next five years, we will collaborate to create new opportunities for people with learning disabilities, autism and sight loss and tackle inequalities together.

Ultimately, it's about supporting people to have the best life possible, and to live, love, thrive and belong in inclusive communities.

Over the next five years, to support people to live their best lives, we will:

- Support people to live in their chosen community, rather than in institutions
- Expand 'Ready, Willing and Able' to support more people into ambitious careers
- Deliver programmes that support digital and in-person skills, confidence and connection
- Drive system change to make eye care accessible for people with disabilities
- Deliver top quality specialist support, putting people in control of their lives
- Learn from research and experience to adapt and improve our support

Community



We will create a community where people love to live and work and are supported to do their best. Together we will achieve more.

Our toughest challenges mirror those of the UK's social care sector as a whole. There are over 100,000 vacancies across the care sector in the UK on any given day.

In order to deliver the support that people deserve, we need to be able to attract and retain a diverse workforce of top-quality colleagues and volunteers.

Over the next five years, we will strive to make a career in social care more attractive and accessible, where people feel rewarded and valued.

We'll encourage a 'people first' culture where we value people's experiences and wellbeing as essential to being happy and fulfilled at work. We'll take more time to celebrate colleagues' successes and how they make a difference for people we support through their work.

We're developing supportive plans for more flexibility at work, financial help, peer-to-peer mentoring, personal and career development opportunities, and much more.

Our inclusive community culture will become what we are known for as an employer, a reason why people want to work for us and stay. Together, we will provide outstanding support.

Our success for Community is shaped around knowing people are bringing their best selves to work.

Over the next five years to create a supportive community, we will:

- Increase pay and benefits to be one of the top 25% of employers in our sector
- Invest in every colleague's personal development, training and progression
- Celebrate learning and success as teams and individuals
- Put decision-making in the hands of those who know the people we support best
- Nurture and grow our team of volunteers
- Prioritise the wellbeing of every person at SeeAbility

Transformation



We imagine a future full of opportunity for people we support, for our colleagues and for SeeAbility. We will keep evolving as we work towards that future.

We will conduct research and innovate to create new models of support that meet the needs of the people we support. We'll also use new technologies to be more efficient, cut costs and share information more quickly and easily. Another key benefit of using more technology is in increasing accessibility for people we support and colleagues, so we can build skills, connections and independence.

Part of the next five years is about growing our provision to reach more people with our support, which puts the person first and encourages ambition. We plan to enable more people to live rewarding lives and will support more people to live in places they are proud to call home. We will help more people to do the things they enjoy with the people they love to be with.

We will also be considerate of our environmental impact. We want to achieve a big impact for people we support, while having a small impact on the planet.

Our success for Transformation comes back to our core focus of providing greater and better support and for people with disabilities to be valued as equals.

Over the next five years to shape a future full of opportunity, we will:

- Support more people to live in the homes they choose with people they choose to live with
- Embrace technology to improve how we work
- Innovate and share new models of support
- Conduct research and test new innovative ways of helping people achieve their goals
- Invest in fundraising and volunteering to increase our income and create opportunities
- Limit the environmental impact of what we do

Voice



People with learning disabilities, autism and sight loss will be heard as equals across society and throughout SeeAbility.

The people we support are at the heart of everything we do. We want to ensure that their voices, as well as the voices of their families and our colleagues, are heard loud and clear, no matter how they communicate. Their goals and dreams will drive the direction of our work.

We also want to support people to have their voices heard not just within SeeAbility, but also in their communities and wider society. We'll support people with lived experience to call for the changes they want to see, and use our platforms to raise their voices louder.

Our success for Voice will be determined by how much we champion lived experience. This has always been important at SeeAbility and will continue to be a focus over the next five years.

We'll create a positive, inclusive, diverse and rewarding place to work for all our colleagues. It's so important that everyone feels they belong, that their opinion matters and they can bring their best self to work, no matter their background or identity.

Over the next five years to ensure people's voices are heard, we will:

- Hire more people from diverse backgrounds, abilities, and identities at all levels
- Support people to develop the skills and confidence to advocate for themselves
- Amplify the voices and stories of people with disabilities across our platforms
- Champion inclusion and accessibility for all within SeeAbility and across other organisations
- Ensure that everything we do is shaped by the lived experience of people we support



“ I like trying new things. It can be scary at first, but once you get going it is okay. ”

We encourage people with disabilities to challenge what they expect from life, from themselves and from wider society.

Our broad range of support enables people to live full lives and achieve things they never thought possible.

We specialise in supporting people with learning disabilities, autism and sight loss. Through our support, people live ambitious lives and achieve things they never thought possible, whether that is forming more friendships and relationships, enjoying new experiences or finding employment.

Registered as The Royal School for the Blind, SeeAbility is one of the oldest disability charities in the UK and has pioneered specialist support for over 220 years.

SEEABILITY

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