

# Visionary Highlights

## 2016/2017

### Our Vision

A world in which people living with sight loss can access the services they need at a local level where and when they need them.

### Our Mission

To develop a strong national network of good quality local sight loss charities covering all parts of the UK to achieve this.

### Our Three Strategic Priorities

**1** To identify the unmet needs of blind and partially sighted people

**137**  
full and associate members



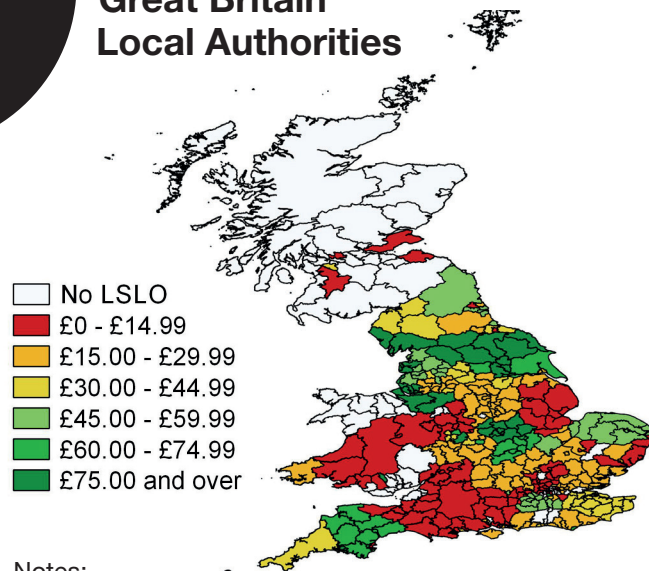
- Heat maps produced showing service provision across the country in terms of spend per blind and partially sighted person by local sight loss charities by local authority area; and
- Members and team contributed to the UK Vision Strategy Evaluation work with representation on the steering group.



“You have already proved the value and the worth of a body such as Visionary. Sometimes it feels like we’re struggling along on our own, so to have a fount of knowledge we can turn to when we need to is reassuring, to say the least.”

**General Manager, full member**

### Spend per VIP by Local Sight Loss Organisations across Great Britain Local Authorities



Notes:

1. Phase 1 completed for England
2. Phase 2 in progress for Scotland, Wales and Northern Ireland
3. All results subject to validation with members on a regional basis
4. Based on financial data available for 2014-15

**We are a locally led movement of national significance – Visionary is its members**

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## 2 To support the development of the roles of local sight loss charities in meeting these needs

We have supported members in many areas:

- Queries on governance, finance and infrastructure issues;
- Developing numerous resources and guidelines with and for the network;
- Working with members, commissioners and funders to promote the work of local sight loss charities and influence design and procurement of services;
- Increasing member trustee engagement starting with Trustee Survey;
- Developing tools for outcome and income measurement including successful grant under Inspiring Impact programme; and
- Funding and resource support on Development & Innovation Fund projects.



“Visionary helped us with the design of a localised business plan. This plan was a requirement from one of our local authority council areas who were retendering our joint sensory service level agreement. I am delighted to report that we retained our contract for a further 5 years.”

**CEO, full member**

## Sample resource from Knowledge Hub

### Measuring Success in Legacy Giving: Key Metrics

This table sets out communications objectives which are based on the legacy donor journey as explained in the rest of the document.

Communications Objective	Key performance indicator	Metric
Raise Awareness	Volume of communication	<ul style="list-style-type: none"> <li>• Number of visits to legacy website pages</li> <li>• Reach / engagement in social media on legacy giving</li> <li>• Number of articles on legacy giving</li> <li>• Number of people receiving legacy mailing</li> <li>• Number of face to face conversations about legacy giving</li> </ul>
Encourage Consideration	Expression of interest	<ul style="list-style-type: none"> <li>• Number of requests for legacy information</li> <li>• Number of people in attendance at legacy event</li> <li>• Number of hand raisers 'considering'</li> </ul>
Prompt Action	Number of gifts	<ul style="list-style-type: none"> <li>• Number of pledges</li> <li>• Number of completed wills</li> <li>• Number of people in legacy club</li> </ul>



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

- Full and associate membership numbers increased from 103 (March 2016) to 137 (March 2017);
- Strengthened relationships with our 6 national members including Wales Council of the Blind and Scottish Council for Visual Impairment;
- Visited 79 full members and attended 22 regional and country meetings and events;
- Held our most successful annual conference with 170 delegates (110 prior year) and increased the number of leadership conferences from 2 to 4;
- Worked with blind and partially sighted people as part of a cross sector group to produce the “Sight Loss –What We Needed to Know” booklet;
- Represented members on the UK Vision Strategy Leadership Group, EVS Executive Committee and RNIB Partnership Group;
- Led workstreams on Quality and Coverage for the UK Charities Forum (Vision 2020 UK) and supported the Employment workstream;
- Worked with sector partners to initiate work on new sector operating models, particularly re national vs regional and local delivery; and
- Launched our new CRM system.

**8.7/10**

average annual  
conference  
feedback score



“The help we received from Visionary this year was valuable not only in terms of the expertise and knowledge we were able to access but also in the approach. We felt supported because the person working with us understood what we wanted to achieve.”  
**CEO, full member**

**8/10**

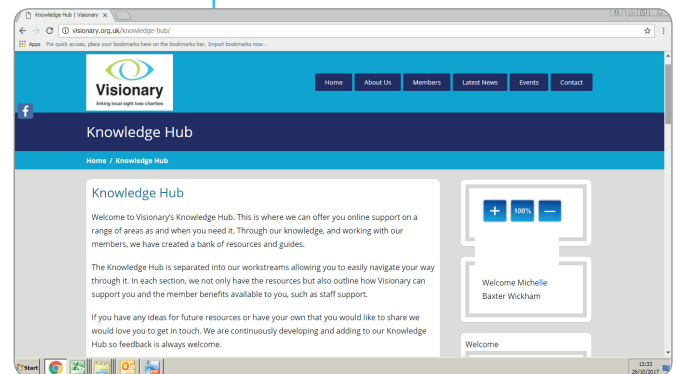
average leadership  
conference  
feedback score

## 2017/2018 and Beyond

- Over 135 renewed and new full and associate members after the reintroduction of membership fees;
- Further work on the quality framework and guidelines;
- Key participator in cross sector project with national organisations to develop new operating models for the sector;
- Representing members on the new Vision UK boards;
- Work to review regional development plans and see how we can better support members at a regional level;
- Development and delivery of more training and work underway to support members on GDPR requirements;
- New website launched with improved accessibility, functionality and resources including our new Knowledge Hub;
- More work with members on “Measuring Up” and theories of change as part of the Inspiring Impact programme;
- Launch of the new Trustee Briefing and free legal helpline;
- Member support on bid reviews, contract opportunities, Local Authority/CCG engagement, strategic planning and fundraising;
- Next round of Development & Innovation Fund launched; and
- Continued member engagement with visits and attendance at regional and country events and new member survey to be issued soon.



“Since my first Visionary Conference I’ve been able to fast-track my knowledge, develop my contacts and find out what really matters in our sector. Without doubt, becoming part of the growing Visionary membership has been one of the best decisions I’ve made as CEO.”  
**CEO, full member**



**Over  
185  
delegates from  
76  
organisations at  
this year's annual  
conference**