



BIGGER, BOLDER, BRIGHTER

A strategy to support our charity
between 2025 / 2030

A MESSAGE FROM OUR CHIEF EXECUTIVE

As Beacon marks its 150th year, we are taking a bold step forward. For a century and a half, we have been here for people impacted by sight loss, offering support, advice, and opportunities to live independent, fulfilling lives.

But the world is changing, and so are the needs of the blind and partially sighted community. That's why we have developed a new strategy – one that will guide us into the future with energy, determination, and purpose.

What makes this strategy special is that it has been built with the voices of our community at its heart. We have listened to people living with sight loss and other disabilities – from our beneficiaries to our staff and volunteers – and heard about the challenges they face every day. We have also worked closely with our partners and stakeholders to understand how, together, we can make a real difference. This plan is shaped by lived experience, guided by collaboration, and driven by a shared vision of change.

As we enter this exciting new chapter, we are ready to tackle the big issues head-on. Our strategy will help create a brighter future where everyone understands the importance of eye health, where services are accessible and inclusive, and where those affected by sight loss feel supported at every stage of life.

Lisa Cowley



THE BIG ISSUES

Our strategy is designed to address the big issues that Beacon and our communities face.

1 The financial sustainability of the charity and health and care sectors as well as Beacon's specific financial position.

2 Increased financial pressure on individuals. This will impact a person's ability to support themselves and the charitable sector as well as reducing their individual choice for health provision.

3 The lack of integration across the health and social care system makes it difficult for individuals to navigate it. A specific issue is the lack of an embedded eye health pathway.

4 Those with lived experience are not always heard within the development and delivery of services in all sectors and therefore provision is not relevant or accessible for them.

5 The lack of inclusive accessible services for those impacted by sight loss, both sight loss specific and generic. Specific areas identified include social activities for adults, children, and young people, services at key transition points, and parent / carer support and guidance.

6 There will be more people impacted by sight loss, especially in the working-age population, resulting in an increased need focused on a different generation. This is influenced by generational differences in attitudes which will become apparent in all our audiences including our workforce.

7 At least 50% of sight loss in the UK is preventable and it is estimated that 90% of sight loss worldwide is preventable. However, many people do not take action to protect their eye health.

A BRIGHT NEW FUTURE

By addressing these issues, Beacon will build a bright new future for our charity and communities.

Eye Health is a priority for all

Our communities understand the importance of eye health and take action for themselves and others.

Accessible Health Pathways


Those impacted by sight loss and vision issues can easily navigate the health and care system and receive appropriate and beneficial support at every stage of their journey.

Inclusivity for all

Those impacted by sight loss and vision issues can access inclusive activities, employment, learning, and services wherever they want.

A system for our communities

There is an efficient, effective, resilient, and collaborative system of organisations working together to benefit our communities.



BOLD ACTIONS

We will achieve this bright new future by taking bold actions.

1. Eye health is a priority for all

Strategic performance measures

Targeted eye health messaging resulting in increased engagement.

Collaboration with national sight loss awareness campaigns to raise awareness in our communities.

Partnerships at a place and system level to increase engagement with eye health services.

Community engagement with preventative eye health actions.

BOLD ACTIONS

2. Accessible health pathways

Strategic performance measures

The Black Country and Staffordshire Eye Health Pathway is embedded and beneficial in all places.

Clear referral routes that enable more people to access appropriate support at the right time.

Priority condition pathways are made accessible for those with sight loss.

Health facilities in the Black Country and Staffordshire are accessible for those with sight loss.

BOLD ACTIONS

3. Inclusivity for all

Strategic performance measures

Partnerships result in increased accessibility to mainstream provision for all ages.

A clear transition pathway supports movement from children to adult provision.

Black Country and Staffordshire employers embrace the opportunities for those impacted by sight loss.

Beacon provides accessible and beneficial provision for our communities.

BOLD ACTIONS

4. A system for our communities

Strategic performance measures

Beacon is a financially resilient charity within an interconnected system of organisations.

Collaboration results in increased financial investment and viability for the system as a whole.

The team of staff and volunteers across our system are engaged, trained, and supported to develop.

BUILDING A SYSTEM FOR SUCCESS

Our strategy will only succeed if we have a culture that supports and enables it. As such, alongside our strategic review, Beacon has reviewed our organisational values and developed an organisational pledge.

Our pledge:

We place those with lived experience at the centre of everything we do and all our decisions are informed by their views and experience.

Our values:

We are **Approachable**


We are **Compassionate**

We are **Innovative**

We are **Professional**

Tracking our progress

Beacon will create annual operating plans with performance measures to contribute to each strategic performance measure and ultimately our bright new future. These will be agreed upon as part of our annual planning cycle with progress reviewed each quarter.



CELEBRATING 150 YEARS OF BEACON

From our beginnings as the Wolverhampton Society for the Blind in 1875 to becoming a leading sight loss charity, Beacon has been making a difference for a century and a half.

Key Milestones:

1875 - Founded as the Wolverhampton Society for the Blind.

1899 - Opened one of the first charity shops in the UK, selling wicker baskets made by blind and partially sighted people.

1963 - Our Sedgley centre opens its doors. It included a concert hall, craft centre, braille library, offices, and workshops.

1991 - We become Beacon Centre for the Blind, as well as increasing the range of services on offer.

2009 - The new Beacon Centre opens up to the public.

2025 - Beacon celebrates its 150th anniversary.



OUR COMMUNITY

For 150 years, Beacon has been at the heart of the community, supporting people with sight loss to live fuller, more independent lives. However, we can't do it alone – we rely on the generosity of individuals, businesses, and organisations who share our vision.

WAYS YOU CAN GET INVOLVED

Fundraise for us – Take part in a challenge event, organise a coffee morning, or run your own fundraiser.

Donate to our charity shops – Your pre-loved items can help fund life-changing services.

Volunteer your time – Whether in our shops, at events, or supporting our services, every hour makes a difference.

Corporate Partnerships – Work with us to make your business more inclusive while supporting our vital services.

Leave a legacy – A gift in your will can help shape the future of sight loss support.

No matter how you choose to support us, you'll be helping people in your community live well with sight loss.

Visit www.beaconvision.org to find out more.



KEEP IN TOUCH

We are here to support people living with sight loss and to work with businesses, communities, and partners to create a more inclusive future.

Whether you need advice, want to get involved, or would like to support our work, we would love to hear from you.

HOW TO CONTACT US

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Call us: 01902 880 111

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