

RNIB's Strategy

RNIB

See differently



Our 150th year is a unique moment in time for RNIB

It's a time to look back and celebrate how the lives of blind and partially sighted people have been transformed over the last century and a half.

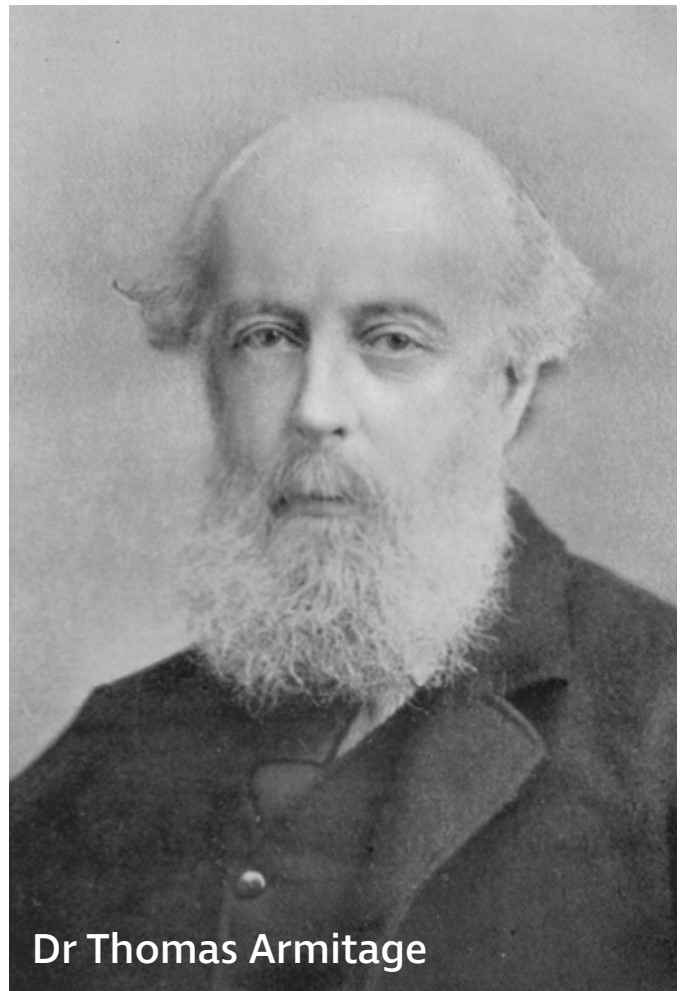
Our founder, Victorian philanthropist Dr Thomas Armitage, made it his crusade to break down the barriers society put in front of blind people. He saw the key to unlock opportunities – for education, employment and better living conditions – was to be found in Louis Braille's revolutionary reading format. His tireless promotion of Braille reflects our mission today, which has always been to change society for the better and open up opportunities for blind and partially sighted people.

It's also a time for us to take stock.

To acknowledge the fundamental challenges that still remain for blind and partially sighted people. And to renew our commitment to overcoming them.

Around two million people live with sight loss in the UK today. And it can be tough. From difficulty accessing treatment and services, to a lack of emotional and practical support, blind and partially sighted people each face their own set of challenges every day. Feelings of isolation are unacceptably high, and only one in four blind or partially sighted people of working age have a job.

And we know the numbers will increase dramatically. By 2050, around 500 people could start to lose their sight every day – that's one every three minutes.



Dr Thomas Armitage

The barriers people with sight loss face every day, that already create such deep injustice, will become a national catastrophe unless we do something radical.

The world is changing rapidly. Our customers and their expectations are no different and we have to keep pace with this change.

The charity sector faces serious new challenges too: changes in giving trends, increased regulation and public scrutiny of how charities operate. And an increasingly crowded charity landscape and economic uncertainty are raising deep concerns about the future.

We need to find new solutions, new ways to build a world where the equal participation of blind and partially sighted people is the norm.



Our vision

The world we want to create

Imagine a world where people say: 'I can live the life I want to lead' and 'I'm valued for who I am, not identified by the disabilities I've overcome'.

We'll lead the creation of a world where there are no barriers for people with sight loss.



Our purpose

To be a catalyst for change

We'll be a catalyst for change – inspiring people with sight loss to transform their own personal experience, their community and, ultimately, society as a whole. Our focus is on giving them the help, support and tools they need to realise their aspirations.

We'll stand together with blind and partially sighted people, empowering and facilitating individual change, growing a self-sustaining community and transforming society.

Our values

What we believe

Our values drive the way we work, how we interact with each other, and how we achieve results together. They underpin our behaviour, help us make decisions and are the standards to which we hold ourselves to account.



1. Led by blind and partially sighted people

Blind and partially sighted people are at the heart of RNIB and they influence everything we do.

2. Collaborative

We work together to make the biggest difference.

3. Creative

We understand the challenges we face and find creative and innovative ways to overcome them and move forward.

4. Inclusive

We include and value people with diverse experience, abilities and backgrounds.

5. Open

We're honest, candid and transparent, continually challenging ourselves and others.

What we'll do

Our work

We have ambitious plans – our work will focus on four priority areas:

Priority 1:

Equip people so they can thrive

Our expert information and advice will equip blind and partially sighted people, and those that care about sight loss, so they're ready to take on the world.

How we deliver this:

Universally and at scale through the RNIB Sight Loss Advice Service; RNIB Products; and RNIB Reading Services.

Our goals:

- Develop the Sight Loss Advice Service to deliver a full range of relevant information, advice and (where relevant) specialist support for people at all stages of their sight loss journey.
- Deliver innovative and sustainable solutions to give people access to reading content and useful products. Work in partnership with other organisations – charities, public and private sector organisations – so the needs of blind and partially sighted people can be met, wherever they live and work.

Priority 2:

Mobilise the community

We'll create a platform that makes it easy for blind and partially sighted people to connect and build a self-sustaining community.

How we deliver this:

Through peer-to-peer connection (digitally, by telephone, and face-to-face in local networks), putting customer involvement plans in place, and by transforming the sight loss charity sector.

Our goals:

- Grow our online, telephone-based and locally-networked Connect Community.
- Involve customers at the heart of RNIB's decision-making.
- Work with partners to transform the sight loss charity sector.

Priority 3: Change society

We'll do this by increasing the public's understanding of sight loss. At the same time, we'll work to systematically remove the barriers to equal participation in society of blind and partially sighted people.

How we deliver this:

By influencing decision makers in government and business, educating the public and campaigning nationally, regionally and locally.

Our goals:

- Educate the public on the full spectrum of sight loss.
- Raise awareness of RNIB, what we do and what we stand for.
- Develop a clear framework for change, focused on campaigning about the issues that have most impact on the lives of blind and partially sighted people.
- Develop our expertise in innovation to develop new solutions that will help blind and partially sighted people participate in society on an equal basis.

Priority 4: Create a fit-for-purpose organisation

By developing a customer-centred, knowledge-based and agile organisation that drives change.

How we deliver this:

By getting the basics right, then focusing on embracing new ways of working that will move us from being another traditional charity service provider to a knowledge-led community facilitator.

Our goals:

- Continue our financial turnaround and embed those principles as 'business as usual'.
- Renew our infrastructure to deliver more cost effective and sustainable ways of working, including sharing knowledge more efficiently.
- Inspire a diverse workforce with a culture of accountability, performance and recognition.



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