

Seeing sight loss differently

RNIB's strategy

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See differently





RNIB's strategy

We have an ambitious new strategy in place for 2022 and beyond which marks the start of an exciting chapter for RNIB and for blind and partially sighted people across the UK.

We've commissioned extensive research and have listened to thousands of people to help us identify the areas that are going to make the biggest difference for the most people. We've channelled this insight into a streamlined and focussed strategy to deliver sustainable, positive change. This will propel us further than we've ever gone before in tackling misconceptions and negative attitudes.

Our new strategy at-a-glance

Priority 1: Change public perceptions and behaviours		Priority 2: Innovate a sight loss pathway	
<p>Objective 1: See Sight Loss Differently Reverse inaccurate perceptions and change public behaviours to expect equitable participation from people with sight loss.</p>	<p>Objective 2: Design for Everyone, Better for Anyone Make standards for design of mainstream environments and solutions accessible by default.</p>	<p>Objective 3: No Diagnosis Without Support Enable all people experiencing sight loss to move quickly from diagnosis to confidence and expect equitable participation in society.</p>	<p>Objective 4: Close the Gap Eradicate the differentials for digital inclusion, educational attainment, and employment.</p>
<p>Objective 5: Drive income growth and increase supporter and customer engagement.</p> <p>Objective 6: Increase effectiveness, efficiency and impact of existing business as usual services and activity.</p> <p>Objective 7: Develop the maturity of existing, and implement new, core business capabilities within RNIB to enable the successful delivery of the strategy.</p>			

We'll use our impact framework to measure and report on progress towards our strategic priorities and objectives in a clear, transparent way.

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