



2024-2027 Strategy on a page

VisionPK Overview & Purpose

VisionPK was established as the Perth and Kinross Society for the Blind in 1866. Its services, name and scope have changed and developed over time. Today, VisionPK is a registered charity providing a range of specialist services for people with sight and hearing loss. These include rehabilitation services, specialist equipment and assessment, practical and emotional support, activities, groups and peer support, education and awareness.

We have a sensory hub in Perth which allows people to access support, assistive technology and activities. We also have outreach groups and support in the wider community.

Vision

This is our goal – the difference that we want to create for people living with sight and hearing loss.

To have an inclusive and supportive community across Perth and Kinross where people with sight and hearing loss can fully participate and enjoy a high quality of life.

Mission

How we work towards achieving our vision

We do this by providing and continuously developing a wide range of person-centred and inclusive services for people with sight and hearing loss across Perth and Kinross. We work in partnership with appropriate statutory, voluntary and business sector organisations.

Values

Empathy and Compassion: We value empathy and compassion in our interactions with individuals experiencing sight and hearing loss, recognising the unique challenges they face.

Inclusivity: We believe in creating an inclusive and accessible environment that respects the diverse needs of individuals with sight and hearing loss, ensuring everyone feels welcome and valued.

Encouraging Independence: We are committed to empowering individuals with sight and hearing loss by providing them with the tools, resources and support needed to lead independent and fulfilling lives.

Collaboration: We value collaboration with individuals, communities, and organisations to enhance our impact and create a network of support for those affected by sight and hearing loss.

Respect: We value and respect the dignity, autonomy, and individual choices of those affected by sight and hearing loss, promoting a culture of respect in all our interactions.

Strategic Aims

We have identified six strategic aims to provide focus and direction for the next three years.

Strategic Aim 1: To create a positive and supportive work environment that fosters employee satisfaction, engagement, and well-being. To ensure that our staff and volunteers are committed to our vision and their work and approach reflect our values.

Strategic Aim 2: To promote independence for people with sight and hearing loss. Ensuring our services are person centred and inclusive.

Strategic Aim 3: To increase awareness of VisionPK across Perth and Kinross.

Strategic Aim 4: To improve VisionPK's financial sustainability over the next three years, with a view to fully covering operational costs by year three.

Strategic Aim 5: To ensure that our systems and processes are robust and up to date and we have an evidence-based approach to monitor and evaluate our work and impact.

Strategic Aim 6: To engage with communities across Perth and Kinross to grow services and support for people with sight and hearing loss that are accessible, inclusive and sustainable.