



December 2015

Beacon is a charity dedicated to helping local people with sight loss live a fuller more independent life by providing the finest facilities and support.

Beacon is based in the Black Country. It is working towards a new strategy of developing a stronger enterprise base to underpin the core charity.

As with many charities, traditional funding sources are dwindling, yet demand for services is increasing. Resolving this dilemma requires new thinking and a commitment to innovation and investment that is immensely challenging and Beacon engaged the services of Sharon Turnbull of Caplor Horizons to help the process.

The energy and processes Sharon Turnbull brought to a development day proved very effective in breaking away from current thinking and perception of the organisation and its services, and then stimulating a new view of the future that could be developed into a longer term ten year strategy.

That thinking has enthused Trustees and staff alike and given a boost of confidence that says despite the difficult trading environment in which we are working, there are significant and achievable opportunities available that make for a sustainable future for the organisation and its customers.

Our passion and commitment, coupled with the support from Sharon will help make that a reality.

Arwyn Jones
CEO,
Beacon.