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# actions

Annual Review 2006–2007

**Dyslexia  
Action**

Assessment • Education • Training

# Our impact

**In 2006–07:**

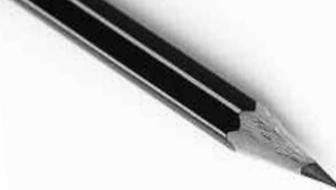
**8,000** **individuals** benefited from assessment or screening, the first step to finding help and support.

**2,500** **free surgeries** were delivered, providing advice and guidance.

**1,500** **students** took part in our many general dyslexia awareness courses and **1,200** parents went on a parent awareness course.

**17,000** **people** visited our website every month and around **65%** of these were new visitors.

We provided direct support to over **12,000** people and indirectly helped close to **500,000** people.



## **Our vision is**

That individuals with dyslexia and specific learning difficulties should be able to reach their potential and make a contribution to society.

## **Our mission is**

To ensure that individuals with dyslexia are identified and educated to allow them to fulfil their potential by:

- providing accurate assessment and the most appropriate teaching
- working to influence and improve the practice of mainstream educational services for children and adults with dyslexia through: specialist teacher training; the development of high-quality teaching tools; the evaluation of teaching methods to achieve better practice; and by improving awareness and understanding of dyslexia.



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# Over the pa

## Chairman's introduction

2006-07 has been another productive and challenging year at Dyslexia Action, with an increase in both the number and variety of people benefitting from our services across the country. I am delighted that we have been able to expand the range of our services to support people with dyslexia of all ages as well as developing new tools and materials to widen access to our expertise. With the creation of new partnerships and collaborations we have been able to deliver screening, assessment and teaching in new locations and to more diverse groups of people.

Dyslexia is not a minority issue. We know that it costs the UK around £1 billion a year to support the longer-term challenges associated with failure to learn to read – problems at school and in gaining employment, antisocial behaviour and even crime. Through our education services, partnerships with others and our campaigning voice, we are aiming to improve the support for people with literacy problems at any age and in any place.

I was delighted that we were able to support more than 2,000 disadvantaged children and adults through our programmes this year – more than ever before. Without our help many of these people, some of whom have very severe dyslexia, would have been left to fail. We are literally their lifeline in terms of education and opportunity. But there are many more who urgently need our help so we must increase our capacity to raise funds for bursaries and for our innovative projects.



*Our Chairman*

# st year



The need for our support is great and during the year ahead we will have a sharper focus on our fundraising. Our small fundraising team has done a wonderful job and we need to build our capacity in this area to meet the needs and ambitions of Dyslexia Action. I also want to thank the Development Committee and in particular Judy Bloomer, our energetic Chair of the Awards dinner, our president Ken Follett for his foresight and leadership, and our patron HRH The Countess of Wessex.

I am pleased to report that we have been swift to respond to the continual media interest in our issue, making sure that accurate and important information about dyslexia/specific learning difficulties is widely available. I want to see the voice of Dyslexia Action strengthened so that it is heard louder and further afield. This requires funding, partnership, hard work and commitment. I have no hesitation in recommending Dyslexia Action to any supporter as an organisation full of passion, expertise and energy.

As a result of last year's Governance Review we have now implemented many changes to improve Board effectiveness. I am indebted to my colleagues on the Board for their enthusiasm in taking this forward. Our new processes for recruitment will ensure that we continue to have the skills we need on the Board to govern the organisation over the next critical years. I want to take this opportunity to thank them for their many contributions to Dyslexia Action.

**Barry Coupe**  
Chairman

# €1 billion

It costs the UK around **£1 billion** a year to support the longer-term challenges associated with failure to learn to read.



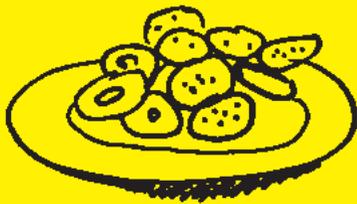
# A time of tr

## Chief Executive's overview

2006–07 saw significant changes in the dyslexia sector as well as to our internal structure and services in Dyslexia Action. We have worked hard to seize each opportunity to help more people with dyslexia.

The foundation of our work is the difference that we make in the lives of individuals. The ethos of our expert teachers and psychologists is geared to changing lives: Tom came to us at 19, with poor literacy skills and demoralised about his future. After six months of teaching support he has just been accepted into the Royal Air Force to train as a chef. He is now on his way to achieving his potential. People like Tom are the reason we exist. I am pleased to report that over this year we have provided direct support to over 12,000 people and indirectly helped close to half a million people.

This report tells you about our achievements in 2006–07, the impact of our work and our plans for the year ahead. I have picked out some highlights on the next three pages.



# ransition

# 6,500

**individuals** had a psychological assessment.

## **Modelling excellence in literacy teaching**

We received the first evaluation from the University of Durham of our early intervention programme, Partnership for Literacy. The results show that by working across the whole primary school, identifying and teaching children with the poorest literacy skills, training the teachers and building expertise, we can make a real difference for the most vulnerable youngsters. Not only were we able to improve significantly the reading of the 20% of children with the lowest skills in all the schools, we developed the confidence and ability of teachers and teaching assistants.

We are now partnering with a further 13 schools during 2007-08 with the goal of extending the programme to 50 schools by 2010. I am so grateful for the financial support from individuals, trusts and companies which has made this innovative programme possible. I believe this project shows a successful model for improving literacy which, if established across the country, would dramatically reduce the number of children leaving primary school unable to read.

## **Teacher training opportunities for today's lifestyles**

A great deal of time, energy and investment was spent this year re-engineering our specialist training arm to make it fit the needs of today's professionals. Recognising that flexible delivery is key to professional training, we invested in a new online approach for our Postgraduate Diploma in Dyslexia and Literacy, which is validated by the University of York.

For the first time we delivered the Diploma through 'blended learning' combining the face-to-face element of training that makes our courses so popular, with online study at times and in locations to suit students. I want to pay tribute to the hard work of my Training colleagues in making these important changes in such a short amount of time. We are now in a position to put all our training courses online, making them more accessible. We expect that our investment will be returned through increased efficiency and a growing training service. The more high-quality training we can provide, the more expertise will be available to help people with dyslexia.



Chief Executive

# Growing st

## Chief Executive's overview continued

### Partnering with others to maximise reach and impact

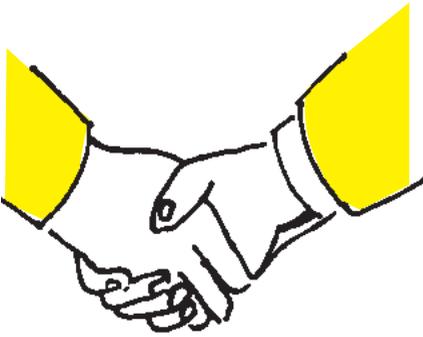
A nationwide organisation like ours benefits from partnerships with others: we are able to reach more people. In 2006–07 we worked with The National Strategies, I CAN, Rathbone, Shaw Trust, Remploy, RNIB, the Prison Reform Trust, CfBT (Centre for British Teachers) CTAD (Cambridge Training and Development), The University of Westminster, Campaign for Learning, and Barnardo's as well as schools, colleges, prisons, probation services, JobCentre Plus and many others. These relationships enable us to reach more people affected by dyslexia than we could on our own, and our cause benefits by association with their expertise, reach and reputation.

We also coordinate with the other leading dyslexia charities. It is our mission to help the sector provide the very best service possible for people with dyslexia. During the year we worked closely on our media and policy messages with the British Dyslexia Association. Since our key messages are the same, it makes sense for us to have a stronger shared voice.

Our outreach team plays a vital role in developing our partnerships and making sure that we can replicate our services in all our 25 centres and 160 teaching outposts. We know that undiagnosed dyslexic people are over-represented in all areas of disadvantage and we have focused in our partnerships this year on supporting the long-term unemployed back into work, identifying dyslexic young people in Pupil Referral Units and working with offenders to ensure that they have the skills they need to get a job. Through our work we are able to give second chances to hundreds of adults with dyslexia.

### Influencing the policy makers

We had a very active year representing the needs of dyslexic people to Government and influencers. As I write, SEN provision is still a postcode lottery in the UK with many frustrated parents and failing children. However there has been a political focus on the one in five children who leave school with few literacy skills and we are making progress in convincing policy makers that many of these youngsters have specific learning difficulties.



### Reaching more people

A nationwide organisation like ours benefits from partnerships with others to reach more people affected by dyslexia and literacy problems.

# ronger



## **Close to policy**

Dyslexia Action acts as secretary to the All Party Group for Dyslexia and Specific Learning Difficulties launched in May 2007.

It's very satisfying to be able to report on the launch of the All Party Group for Dyslexia and Specific Learning Difficulties in May 2007 followed by the first meeting in the autumn. Under the leadership of Ian Liddell-Grainger, with David Blunkett, Christopher Fraser and Mark Oaten lending their support, we have drawn up a list of challenges for the Government that the APG will take forward. Dyslexia Action acts as secretary to the Group.

We have been advocating for substantial change in the education system so that children with literacy difficulties and dyslexia get the help and support they need. We have been part of the Government's Inclusion Development Programme, a national initiative to transform understanding of SEN and disability in schools by strengthening the expertise of mainstream staff. We worked with the Department for Children, Schools and Families, the National Strategies and children's communications charity, I CAN, to produce basic training materials for all schools in England. To promote the need for more specialist teachers we have joined with the Government and other dyslexia organisations to create 'No to Failure' a two-year project to demonstrate the difference specialist training can make in raising standards and school expertise.

Thank you to all those who have given and continue to give their time, money and support to Dyslexia Action. With your help, we are making significant progress in improving the lives of dyslexic children, adults and their families.

**Shirley Cramer**  
Chief Executive

# Responding

**Our aim was, and is, developing flexible and responsive teaching and consultancy.**

## For children

As the leading provider of dyslexia services, and support, we think it's our responsibility to model the very best in terms of intervention and teaching for schools for their children learning to read and write. We need to demonstrate that early intervention works for both individuals and for society.

Hence our Partnership for Literacy, set up to ensure that children 'at risk' of literacy failure are identified and provided with appropriate help and support as early in their education as possible. Dyslexia Action experts work in primary schools, complementing the curriculum and mainstream teaching, improving literacy levels and leaving behind a body of knowledge and skills among teachers and teaching assistants as well as parents and governors.

Evaluation of the first two cohorts (nine schools) showed remarkable improvement in literacy in just six months, as well as improving emotional health, well-being and behaviour. We have now secured charitable funding for 27 schools in the partnership programme over the next two years.

Our aim is for Partnership for Literacy to extend into 50 primary schools across the UK over the next two years to develop evidence of the efficacy and cost-effectiveness of early intervention practices for struggling children. We are presenting our evidence to the Government with a view that this programme should be rolled out across the UK.

"...then there were the children.  
They loved it!  
They would ask –  
Is it dyslexia today?  
Is the dyslexia woman  
here today?  
Are we doing dyslexia today?"

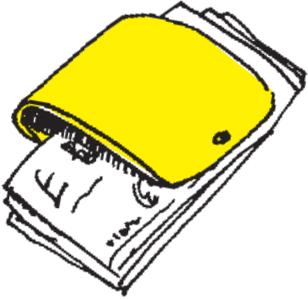
**Linda Dale, SENCO,**  
Whitegate Primary School

"...we are now seeing children who have much more confidence with literacy skills and therefore with all aspects of the curriculum. They are continually making progress and enjoying the success that they are achieving."

**Kate Hall, Head Teacher,**  
Scotholme Primary School, Nottingham



# g to demand



## Helping businesses

Appropriate training and 'reasonable adjustments' – which make it possible for dyslexic employees to succeed in the workplace – are much less costly than expenses which result from high staff turnover.

## For adults

Since December 2006 there has been a requirement under the Disability Discrimination Act (DDA) 2005 for employers to develop an Employer Engagement Strategy to ensure that employers understand their responsibilities under the Act.

Helping organisations meet the obligations of the DDA makes sound economic sense. We know dyslexia affects 10% of the population and therefore touches people in every work environment. We know that appropriate training and 'reasonable adjustments' – which make it possible for dyslexic employees to succeed in the workplace – are much less costly than expenses which result from high staff turnover. Under the DDA these 'reasonable adjustments' to support staff in the workplace are now required by law.

Having developed our workplace services last year, we were in an excellent position this year to deliver our specialist services to employers across the country. During the year our teachers delivered 450 workplace consultations, which help employees to get the best out of their job, and employers to see increased productivity.

"Through working with Dyslexia Action, trade union reps in the Northern Region now understand much more about how dyslexia can affect workers and can be a real barrier to progressing at work.

The first key challenge was to raise dyslexia awareness among trade union reps and employers; it is not always obvious when people have dyslexia. Then, individuals concerned, trade union reps and the employer can develop strategies that ensure those who have dyslexia get the right support to be able to do their job and progress in work. This does not mean huge extra burdens on employers, but it does mean that more workers are treated fairly."

### Kevin Rowan

Regional Secretary  
Northern TUC

# Experts of

**Our aim for this critical area was to increase access to our training programmes and to develop more flexible delivery and enhanced support for them.**

A lack of specialist teachers remains a major barrier to success for individuals with dyslexia and we are committed to offering a full range of courses to ensure that expertise is available at every level in the education system. We have training for those in further, higher and adult and community education as well as people working in schools.

In recent years, teachers have found it increasingly difficult to take time out of school to attend training courses, but the need for more professional development for all teachers is increasing. More flexible training is therefore needed. In 2006–07 our Training Department spent time enhancing our course offer. The aim is a model, combining e-learning study, personal tutorial support, discussions online amongst peers, and attendance at tutorials and summer schools. E-learning is very popular and this new model has the potential to increase student numbers both from the UK and abroad.



## **Flexible learning**

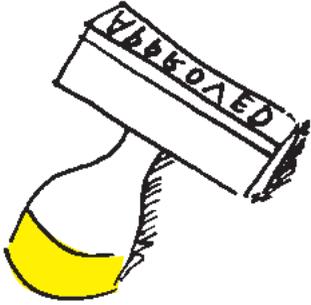
E-learning has the potential to increase student numbers from the UK and abroad.

In 2006–07 we bought into the University of London's virtual learning network to enable us to deliver these e-learning opportunities and support to all students online.

We completely restructured our flagship postgraduate course, validated by the University of York. It was relaunched as a blended learning course during the year. We ran our first induction school for the postgraduate course for 50 students in April 2007 and student evaluation was overwhelmingly positive.

Though we face competition in provision of training courses from many UK universities, we believe that our particular expertise lies in applying theory to practice in teaching our students effective, structured, multisensory teaching techniques. We expect to see the benefits from this remodelling start to flow through from 2007–08.

# the future



## Accreditation

is vital to ensure our qualifications stand up in the marketplace.

As for accreditation, which is vital to ensure our qualifications stand up in the marketplace and can be linked to the continuing professional development requirements for all teachers and tutors, we are working with Open College Network and the Open University so that our shorter courses can be accredited.

Dyslexia Action's specialist training is highly regarded by external bodies and during the year we collaborated with the Department for Children, Schools and Families, the National Strategies and children's communications charity I CAN on the Inclusion Development Programme which launched in October 2007. This Government-funded programme aims to improve teachers' basic knowledge and understanding about all special needs. Speech and language, and dyslexia are the two areas covered in the first year, and we were commissioned to write the training materials during 2006–07. We expect this to be a major contribution to improving knowledge and understanding about dyslexia in mainstream schools.

### Student comments

"I really enjoyed this module. Very informative. I also found the activities and quizzes very useful"

"Discussion forums are useful for learning from others"

"I have a wonderful tutor; she has been supportive through the whole course"

"References and web-links were useful and relevant"

"Feedback and support from my tutor has been invaluable"

# Reaching o

**In 2006-07 we aimed to build on current alliances and to develop new partnerships with public, private and voluntary sector bodies to influence services and practices to support more dyslexic people. We also sought to develop new models of working to increase our support for vulnerable young people with dyslexia.**

## Developing partnerships

Our partnership with Remploy, a leading provider of employment services for disabled people, extended from eight Centres in 2005-06 across all our Centres during 2006-07. This partnership aims to help people with dyslexia or literacy problems achieve their full potential at work. Dyslexia Action has provided training to 70 Remploy employment advisers across the country helping them identify job seekers with reading, writing and learning problems. Clients are referred to our Centres for specialist help.

We also worked with Rathbone, a national charity that supports young people who are disadvantaged. Our work with them in Yorkshire and Humberside helped young offenders gain and retain employment in the construction industry.

Our PALS (Positive Action through Learning Support) programme with Nottinghamshire Probation Service has gone from strength to strength and worked with 1,125 probation clients in 2006-07. We were delighted that 283 students achieved awards at Levels 1 and 2. In April the programme had a successful Ofsted inspection, where they reported that "individual learners benefit from some very effective teaching and learning and initial assessment is thorough and well established". Inspectors commented on the wide range of opportunities for students and the good links with external agencies.

"Here at BT we take the issue of dyslexia in the workforce very seriously. With 107,000 BT people, as many as **10,000** could have dyslexia themselves, not to mention those people who have dyslexic friends or family, or our dyslexic customers.

We ran a knowledge call for BT people during Dyslexia Awareness Week and were joined by Helen Boyce from Dyslexia Action to share her professional experience. This was very well received. We feel it's important and good practice to support staff in this way."

**Helen Chipchase**  
Equality and Diversity  
Manager for BT Retail



# ut



In all, **over 8,000 individuals** benefitted from understanding the nature of their learning difficulty; the first step to finding help and support.

## **Into the wider community**

Our outreach strategy is created and monitored at a national level and ideas and activities are shared across Dyslexia Action.

Our small outreach team seeks to identify and create key partnerships in order to set up projects that will reach disadvantaged adults and young people with dyslexia and literacy difficulties. We are grateful for funding from The JJ Charitable Trust and The Paul Hamlyn Foundation who have supported this initiative by funding our National Outreach Manager and Youth Outreach Coordinator. Our National Adult Coordinator is responsible for ensuring that we have standard, quality practices in teaching adults across the organisation and for piloting new programmes and ways of working to meet the needs of some of our most vulnerable clients.

Dyslexia Action has made huge inroads over the years into supporting disadvantaged young people and important work has been going on in prisons and Pupil Referral Units. We aim to reach many more disadvantaged young people including those excluded from school, young people in or leaving care, young offenders, young homeless people and NEETs (not in education, employment or training). Statistics show that it is amongst these groups that dyslexia and literacy difficulties are often prevalent.

Through 'Awards for All' in 2007, our **Leeds Centre** was able to support staff in two Pupil Referral Units in a deprived area of Leeds. We are passionate about helping children and adults in projects such as these, since the link between poor literacy and social disadvantage is well documented.

Our **Bath** and **Bristol Centres** worked with JobCentre Plus to help get those with learning difficulties back into work by providing assessments and specialist teaching geared to their employment needs. We were pleased to have a successful Ofsted inspection of our work in this area, where inspectors commented on the high quality of teaching and learning.

# Doing things

## High standards

Dyslexia Action puts a high priority on research in dyslexia and literacy and exploring ways to improve our services.

Highlights in this area in 2006–07 included:

- The start of a three-year research project with European Union partners to develop technology to enable dyslexic people to access information and to support their learning.
- A research project commissioned by Lewisham College and funded by the Learning and Skills Council to determine the incidence of dyslexia in eight London prisons. The identification of hidden disabilities can have a positive effect on offenders' engagement with study and work.
- A successful proposal for 2007–08 to deliver an advanced undergraduate module on the application of psychology in educational practice at University of York.
- The culmination of a three-year collaboration with the Serpentine Gallery in London, NEVERODDOREVEN, brought together artists and people with dyslexia to collaboratively explore language learning, ordering and visual appreciation in relation to dyslexia. The resulting website and artworks were on display at the Gallery.

"The Serpentine Gallery collaborated with Dyslexia Action to realise NEVERODDOREVEN, a unique, creative forum in which to investigate issues surrounding dyslexia within the context of the arts.

It was a pleasure to work with Dyslexia Action and the positive relationship allowed both organisations to break new ground in the field with the resulting website, conference and presentation. We look forward to many more fruitful collaborations in the future."

**Julia Peyton-Jones**  
Director, Serpentine Gallery



# Jobs better

## Fit for purpose

“Working in the voluntary sector has always been very important to me. It’s great to feel you are making a difference when you are at work. I like to think that the events I organise and the money I raise has a real impact on those we aim to reach.

I’m sure there are many jobs out there where you can’t really say that.”

### **Allyson Revan**

Fundraising/Events Manager  
Dyslexia Action

A cross-organisational database was introduced during the year, enabling us to share data across our Centres and improve our knowledge management. We introduced a new accounting system and a new payroll system, and developed interfaces between them to avoid duplicated inputting. The systems have now bedded in and we are starting to develop management processes around them to enhance the efficiencies they can deliver. We appointed our first in-house IT Manager who is now working to develop an IT strategy in conjunction with the senior management team.

After widespread consultation through a committee set up for the purpose, we introduced differential pay increases for the first time this year and this allowed us to target scarce resources on the areas where anomalies have developed over several years. This was the first step in a wider structural review that aims to improve staff retention rates.

We introduced a well-received Employee Assistance Programme, providing professional support to our staff and their families where needed. This complements our other staff benefits, such as low-cost medical insurance and free eye care.

In September 2007 we were reassessed and successfully retained our IIP status.

We were delighted to set up a pro bono arrangement with Eversheds who now provide legal advice to Dyslexia Action. We are very grateful to Eversheds for their commitment and support and particularly to David Levin, senior partner, who was instrumental in establishing this relationship.



## **INVESTOR IN PEOPLE**

**In 2007** we were reassessed and **successfully retained** our Investor In People status.

# Expanding

## Trading on our good name

Our Trading arm supports our work by marketing and distributing the best resources to support dyslexic learners and teachers.

Trading had an 8% increase in turnover for the year, contributing its £30,330 of profit to Dyslexia Action.

To increase our portfolio of products and to keep abreast of the ever-expanding market in educational resources, we have set up a panel of specialists – teachers, trainers and psychologists – to call upon during the year to evaluate new products. We have already added a new range of assessment tools and teaching resources.

Our catalogue for 2006-07 contained 38 new products and a total of around 400 all together.

The home-use version of the popular Units of Sound was launched for sale in January 2007. Units of Sound: Literacy that Fits is the natural progression route for parents and children who have completed our DIY Pack, or for older students brushing up their skills for GCSEs. It adds greater flexibility to the delivery of teaching and enables individuals to develop their own skills with guidance from the CD-ROM.

The new edition of the Alpha to Omega handbook and activity pack on CD-ROM were also launched for sale. This key resource was updated by the Education Development Department and published by Heinemann.

Trading saw an increase in online sales, which made up 16% of 2006-07 sales compared to 11% in 2005-06. Work has been progressing on the new website which will provide increased functionality and allow for a more tailored marketing approach. Our overseas market, already steadily increasing, will benefit from this improved site.



400

Products

38

New products for 2007

five

New suppliers

30

Orders from  
30 countries





# markets



## Looking abroad

We can see through traffic to our website, purchases through our online shop and the range of nationalities on our distance learning training courses that Dyslexia Action has a steadily growing reputation overseas.

Both research and educational practices in dyslexia are more advanced in the USA and the UK than in other countries. It is therefore critical that we are able to help professionals abroad improve their practice. We aim to create acceptance and support for dyslexic people wherever they live and learn.

On our postgraduate teacher training course we now have students from 13 countries in time zones as far apart as Singapore, Hong Kong, Thailand, Sri Lanka, India, Dubai and Argentina, with Europe in between. All can participate on an equal footing with UK students through our e-learning programme.

Our senior training principal made our first foray into the massive Indian market when she presented at a TATA Interactive Systems Conference in Mumbai in November 2006. This was followed up by a research trip to Delhi by our sales and marketing head in October 2007 to forge links with dyslexia NGOs and promote our brand and sales through our website.

Our head of educational development visited Mauritius in 2006 to deliver training in some of our specialist products to SPES, an NGO of over 30 years' standing, and research other opportunities for Dyslexia Action on the island. There is a proposal with SPES and the Mauritian Government to set up 50 community learning teaching centres in the poorest districts on the island. Teaching staff would require training from us which could then be cascaded.

**Sonya Philips** has set up SEN support charity Learning Matters in Delhi, serving local expats whose children have needs that are not being met by the international schools, plus as many local children as she can. "There's an ocean of need here in India and if the UK is on step 6, India is on step 1" she says.

We'll be working with Learning Matters in 2008.

# Raising our

This was a year of vigorous media relations, forceful marketing of all our services and an increasing focus on campaigning and advocacy.

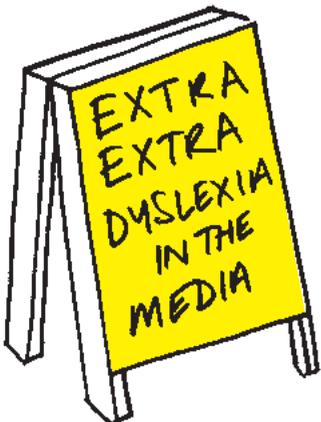
2007 kicked off with a media frenzy following then-Education Secretary Ruth Kelly's decision to educate her son privately because he has dyslexia and his needs could not be met in his mainstream school. The story broke in the Sunday Times and Mail on Sunday at the beginning of January. The heated discussions that followed were featured across all major national publications and news channels, including Sky, BBC and ITN. Since we consider it our responsibility to speak on behalf of the SEN sector about special needs policy and practice in the UK, we didn't hesitate to comment.

"Commenting on the Ruth Kelly story, **Mark Sherin**, a teacher at Lyndhurst Primary School, South London: 'The real issue is that it's not a part of initial teacher training. Much of the workforce would love to have the skills to support this. There should be ways for provision to be made to help teachers and whole schools. It's not an issue of special schools, but of special teaching.'"

The Guardian, 16 January 2007

Before and since this furore, we dealt with a steady flow of media attention which allowed us to get our name out in the public domain, but also occasionally required a firm rebuttal of the usual range of miracle cures and dyslexia deniers.

In addition to this media work, our public affairs activities – which aim to raise awareness and understanding at Westminster and Whitehall of us and of dyslexia – have got off to a flying start. Our efforts have included speaking to key Ministers and their opposition counterparts, as well as helping to set up an All Party Group for Dyslexia and Specific Learning Difficulties, which launched in May 2007. Dyslexia Action acts as the secretary to the group.



# voice

We have a strong and fruitful relationship with booksellers Waterstone's and, in October 2006, ran with them a marketing campaign for Dyslexia Awareness Week including in-store promotion of ten stickered 'dyslexia-friendly' books, promotional literature and signage including our logo. Nine Waterstone's branches worked with our Centres to host dyslexia awareness events. In addition there was a media campaign which resulted in terrific coverage: 22 regional and local press features and 25 radio features reaching a total audience of approximately 2,750,000 and costing the equivalent in paid-for advertising of over £100,000.

"We worked closely with Dyslexia Action in 2006–07 to encourage our staff and customers to support the charity's excellent services. It's a great partnership for both of us. We earn a lot of customer support by promoting Dyslexia Action and endorsing its work. It's a reality that nowadays consumers like to feel good about the places they are buying from."

**Fiona Allen**

Head of Communications, Waterstone's

**100**  
**countries**  
 Each month our website receives visitors from around 100 countries, in addition to the UK.



We developed our stakeholder newsletter – Action Speaks – and two editions communicating information about our professional activities, partnerships and campaigns were distributed to a broad group of partners, funders and influencers. We didn't ignore the stakeholders closer to home and began an initiative to communicate more frequently with our independent educational psychologists. We are surveying their opinions and the results will be published in 2007–08.

We were present, as usual, at the big four education trade fairs: BETT; The Education Show; Special Needs; and Special Needs North.

Statistics for visitors to our website show a steady interest in the site over the year – averaging 17,000 visitors per month. Each month the site receives visitors from around 100 countries, in addition to the UK. The USA, Australia, Canada, Ireland, Singapore, UAE, Netherlands and Germany are usually in the top ten.

# Good with

"Partnership for Literacy allows the funder to see his/her money at work among children, parents, teachers, even governors. I believe passionately that this project can influence – become part of – education policy in this country if it is allowed to grow and to prove itself to an even greater extent."

**Ken Follett**, founding funder of Partnership for Literacy

As a charity, we are heavily reliant on voluntary income to support our work and extend it to children and adults who might not otherwise receive the support, guidance and help that we can provide.

In 2006-07 Dyslexia Action raised over £850,000 from fundraising which enabled us to directly support over 2,000 children, young people and adults. By giving to our Fulfilling Potential Bursary appeal, donors are making a positive impact on young lives by helping us to provide assessments and teaching for disadvantaged children. Through the Bursary appeal, we were able to support 168 pupils this year (127 in 2005-06).

Our model of literacy excellence, Partnership for Literacy, is funded by generous and visionary private donors. This year our patron, HRH The Countess of Wessex, hosted a luncheon at St James' Palace to highlight the programme's early achievements and to support our drive for future funding. It was exciting and rewarding to get news from the trustees that the Man Group plc Charitable Trust had agreed to award us a grant of £100,000 each year for three years (2006-09) towards Partnership for Literacy.

We raised funds from the Equitable Charitable Trust to evaluate our new specialist resource, Units of Sound: Literacy that Fits. Donations also helped to make a huge difference to other aspects of our work around the country through Centre refurbishment, new computers, after-school programmes, our new management information system and awareness courses.

Our famous Awards Dinner goes from strength to strength and raised over £130,000 this year. Those honoured were a mixture of well-known figures from the dyslexia industry and household names from the world of entertainment including architect Lord Richard Rogers, actress Zoë Wanamaker, and former Olympic athletes Alan and Della Pascoe. Presenting the awards were The Rt Hon David Blunkett MP and comedienne Jo Brand.



# money



In the words of our supporters:

**“Geraldine Jeffrey’s**

experiences of trying to get support for her dyslexic daughter were brought to mind when she saw a Dyslexia Action collecting tin in her local Waterstone’s. She was moved to make a donation to help others avoid the same struggles.

As she got more involved with us she was further inspired by our work and made a donation of £25,000 to support a school through our Partnership for Literacy project. ‘I wholeheartedly agree with its commitment to early intervention as the way of providing the best support for dyslexic children’ she said.”

Barbara Foster received the Jill Radnor Award. She was one of the first teachers to be employed by the Dyslexia Institute after it was founded in Staines in 1972. She became a Centre principal, trained teachers throughout the country and served the Dyslexia Institute for many years before retiring as Deputy Director. Former Executive Director Liz Brooks, who was herself trained by Barbara, called her “the backbone of Dyslexia Institute teaching”.

We plan to develop more events in 2008 and the help of our Young People’s Committee, which is enlisting new members, will boost our fundraising efforts.

Our relationship with booksellers Waterstone’s as their chosen charity continues to grow. They support our work by helping us to raise funds and increase awareness. The partnership generated around £50,000 in 2006–07 including Christmas cards sold by Waterstone’s which raised over £19,000. We are able to contribute advice and content to relevant pages on the Waterstone’s website and promotional literature to customers, loyalty card holders and trade customers. There was a Waterstone’s team of runners in the Flora London Marathon including managing director Gerry Johnson and booksellers and managers Martin Davies, Greg Eden, Philip Stone, Mico Van Den Berg and Tim Watson. We are very grateful to them for the miles they put in and their valuable fundraising.

We also continued to secure valuable funding from gifts in wills in 2006–07 and Dyslexia Action is extremely grateful to those who chose to support our work in this way.

Our fundraising activity is led by our Development Committee and its active Chair, our President, Ken Follett. We are grateful to all members of this committee for their dedication and hard work over the year.

# Spreading

## Advocacy and campaign increases

**In 2006-07 we worked hard to ensure that influencers and stakeholders beyond our traditional customer base are aware of our work and in a position to help us influence the public agenda.**

We aimed to get close to key influencers in all political parties and various researchers and officials, and by the end of 2007 had achieved bi-partisan support for early intervention. We held an event at Westminster in June 2007 to raise awareness of dyslexia and early reading problems to MPs and peers.

The reshuffle late in 2007 led to the launch of the Department for Children, Schools and Families and Innovation Universities and Skills, both of relevance to us and replacing the Department for Education and Skills. An early meeting with Ed Balls in October 2007 revealed a keen interest in the issues surrounding the needs of dyslexic students. We are therefore more optimistic about the positive developments for dyslexic students in both primary and secondary schools.

The All Party Group for Dyslexia and Specific Learning Difficulties developed a long and demanding list of changes and improvements in policy and practice. We will be actively supporting the Group in 2007-08 to work through these issues.

Board member Anna Tylor works closely with us on our policy agenda and we are pleased that Anna has taken over as Chair of the Right to Read campaign for 2007-08, pressurising the Government to improve accessibility of information in the UK. This is an informal collaboration of voluntary groups – including Dyslexia Action – committed to the vision of “the same book, at the same time, at the same price” in a format that is accessible to those who don’t read print, or for whom print is a difficult format – including people with dyslexia.



“Our work with other charities is vital, taking us to new markets and more people.

Our aim is for an equal chance for people with disabilities to live, learn and work free from disqualification and with equal opportunities and rights.”

### **Anna Tylor**

Chair, Right to Read  
Board member, Dyslexia Action

# the word

## **Extending professional services**

**Our aim, through our development work and our Guild, is to maximise and extend the benefits of our expertise to teachers and professionals.**

For the Dyslexia Guild, the year's highlights included the annual symposium in November 2006 where Jim Rose delivered the keynote speech on the Rose Review of Reading. The event was so successful, with 310 attending at Imperial College, that we repeated it in March 2007.

The Dyslexia Guild has been authorised by the National Committee for Standards in Specific Learning Difficulties Assessment, Training and Practice to issue Practising Certificates for teachers. The Certificate allows teachers to assess students for the Disabled Student's Allowance. This is an important new service for teachers which will also create a demand for our professional development training. From the summer of 2008, the Certificate will be a requirement for those involved in the Disabled Student's Allowance.

Dyslexia Action continued to work with CReSTeD, the register of schools for dyslexic children, as a member of the council, and entered into discussions with them for joint kite marking of our Partnership for Literacy schools.

The Supporting Dyslexic Learners in Different Contexts project ended its third year with four pilots to see how the course could be delivered in different ways. Dyslexia Action was responsible for two of the pilots in the City of Westminster College and with Essex Community Learning. During the year more than 2,000 teachers and support staff were trained using the materials.

The AchieveAbility project with the University of Westminster continued as AchieveAbility Network. Dyslexia Action continues to be an active participant in this project to help widen access to further and higher education for individuals with dyslexia.



### **The Dyslexia Guild**

is our professional body, welcoming individuals with an interest in dyslexia, including teachers, psychologists and speech and language therapists. It aims to keep members up to date with developments in the field and to encourage networking. At the end of 2006–07 membership totalled 1,300.

# Looking ah

## **We have set ourselves the following objectives for 2007–08.**

# 1

To continue to develop and maximise our quality improvement programme for our services for children and adults, by:

- expanding our Partnership for Literacy programme to more schools, extending our reach and adding to the body of evidence of the effectiveness of our literacy teaching model.
- further contributing to the knowledge and evidence base about assessment, teaching and training in dyslexia/specific learning difficulties through externally funded research initiatives.

# 2

To increase income in both traditional and new areas and to continue to review our cost base to enhance our effectiveness, by:

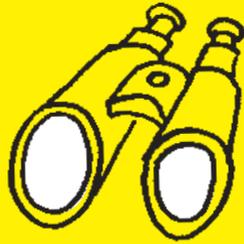
- expanding our services for employers, in particular in relation to Disability Discrimination Act requirements.
- marketing Practising Certificates for the Disabled Students Allowance and associated continuing professional development training.
- extending national projects including working to support the 'Gifted and Talented' national academy.
- developing early year's services across the country, through the centres.
- expanding our national/regional partnerships with companies, the public sector and the voluntary sector to increase the number of national contracts and service level agreements for a wide variety of specialist dyslexia services (including Pathways to Work project).
- undertaking a strategic review of our property portfolio to maximise efficiencies.

# 3

To consolidate the changes in the Training Department, by:

- embedding the new Training Department structure and learning models.
- gaining Open University accreditation for more of our training courses.

# Lead



## 4

To increase our fundraising capacity, by:

- recruiting a new Head of Fundraising and refreshing the objectives and direction of the department.

## 5

To improve recruitment and retention of our staff, by:

- introducing an improved method of monitoring retention rates.
- further improving our salary structure and performance measurement system.

## 6

To develop our public affairs work and to maintain our involvement in the decision-making process around UK public policy in our sector, by:

- supporting and aiding the strategic direction of the new All Party Group for Dyslexia and Specific Learning Difficulties.
- developing the ongoing contact building programme for the CEO and the principals in Centres and regions.
- communicating Dyslexia Action messages to relevant opinion leaders at Westminster and Whitehall.

## 7

To continue to develop our management information system, by:

- improving our data analysis tools as a result of the new systems.
- creating new and more timely reports to inform management decision-making.

## 8

To continue to develop and exploit our marketing and communications function to support our brand reputation and our services, by:

- strengthening our marketing programme for all services and developing targeted marketing campaigns.
- developing a new online shop.
- developing the website to become the most important point of contact for Dyslexia Action in terms of information and marketing and for internal and external communication.

# The account

## Report by the Trustees on the summarised financial information

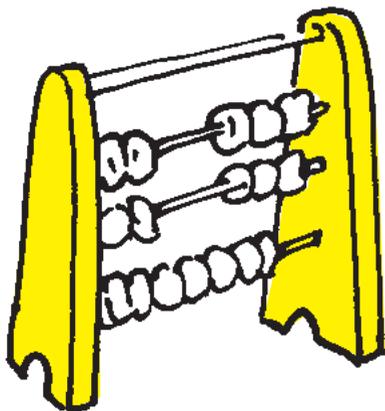
This summarised financial information is extracted from the full Trustees' annual report and statutory financial statements which were approved by the Trustees and signed on their behalf on 12 December 2007. The statutory financial statements, on which the auditors Menzies gave an unqualified audit report, will be submitted to the Registrar of Companies and the Charity Commission.

The auditors have confirmed to the Trustees that this summarised financial information is consistent with the statutory financial statements for the year ended 31 August 2007.

This summarised information may not contain sufficient information to gain a complete understanding of the financial affairs of the charity. The full Trustees' report, statutory financial statements and auditors' report may be obtained from the Company Secretary or the Dyslexia Action website.

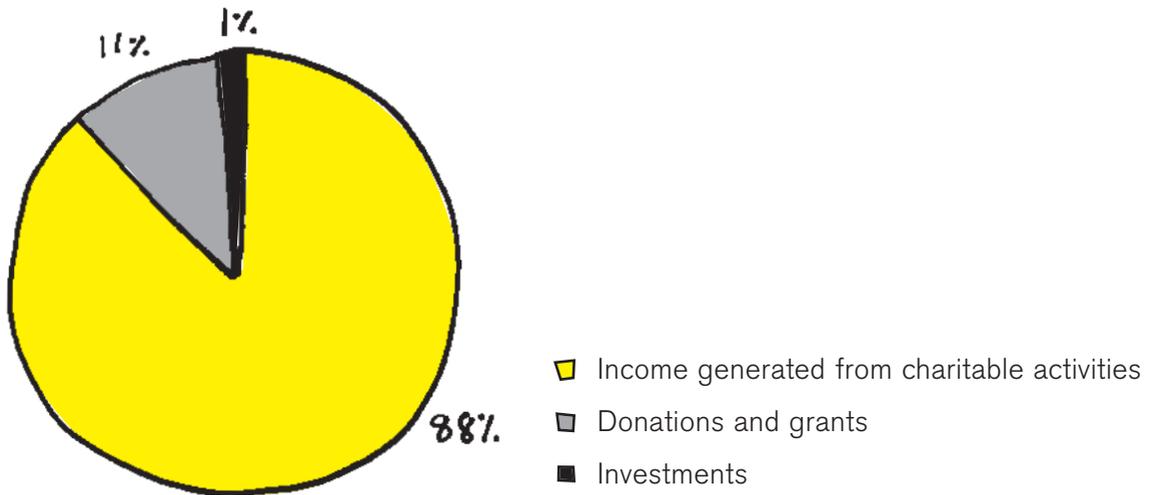


**Barry Coupe** Chairman  
Signed on behalf of the Trustees

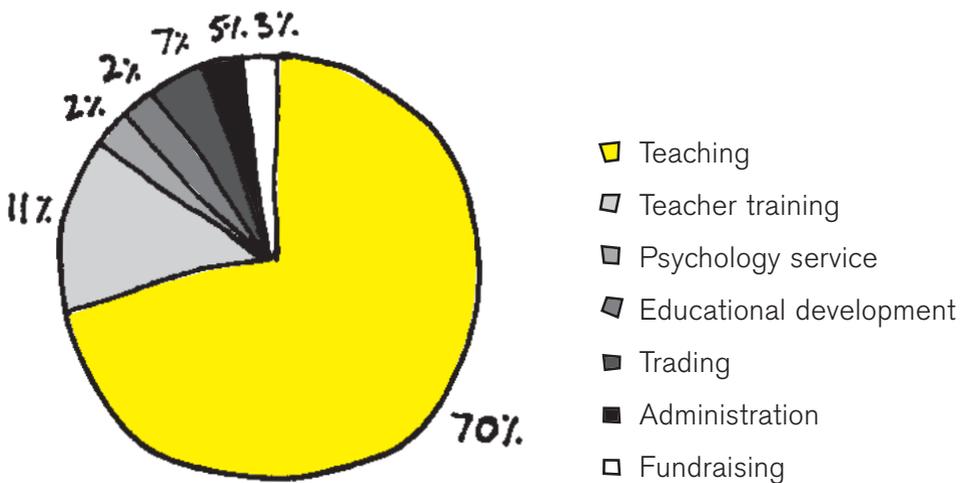


# nts

How we raised our £7.6m of income



Where we spent our £7.9m of expenditure



# Thank you

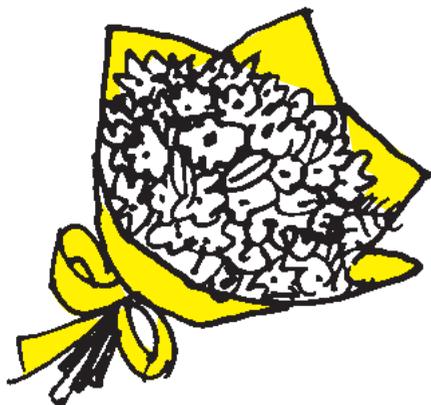
We would like to thank the many people and organisations who have supported our work this year. We are extremely grateful to the UK Government, the companies, trusts and foundations who have funded us, and the many individuals who have given their time and money. You have all made a vital contribution to our work and helped many adults and children.

We also want to thank our Development Committee, whose hard work and commitment have steered our fundraising efforts during the year.

## In particular, we would like to thank:

Adam Maberly  
 Alan and Della Pascoe  
 Andrew and Hilary Stirling  
 Andrew Day  
 Anglo Irish Bank  
 Ann Watson Trust  
 Armour Systems Limited  
 Audrey and Stanley Burton  
 1960 Charitable Trust  
 Audrey Bury  
 Avery Weigh-Tronix  
 Avonmore Developments Ltd  
 Barbara Foster  
 Barry Coupe

Bob Cowell  
 Bob Seale  
 Bramble Charitable Trust  
 BSKyB  
 Cadbury Schweppes PLC  
 Calleva Foundation  
 Carl Cramer  
 Carpetright PLC  
 Celia Blakey  
 Cerberus UK Advisers, LLP  
 Ceridian Centrefile Ltd  
 Charles Dunstone  
 Church Burgesses  
 Educational Foundation  
 City Parochial Foundation  
 Clare Maberly  
 Clive and Nicola Bouch  
 Combe Bank School  
 D E and H L Button  
 David and Vanessa Clinton  
 David Levin  
 David Webb  
 Derby City Primary Care Trust  
 Duncan Stirling  
 Elena Lavagni  
 Eli Lilly and Company Ltd  
 Eversheds LLP  
 F G Woodger Trust  
 Frédéric Dormeuil  
 Friends of Sutton Coldfield  
 Gallagher UK Ltd  
 Geraldine Jeffrey  
 Goldsmiths  
 Grimwade Charitable Trust  
 Guy and Julia Hands  
 Hawkstone Management  
 Services  
 Helena Bloomer  
 Help A London Child  
 Ian Coleman  
 Ian Karten Charitable Trust  
 Ian Smith





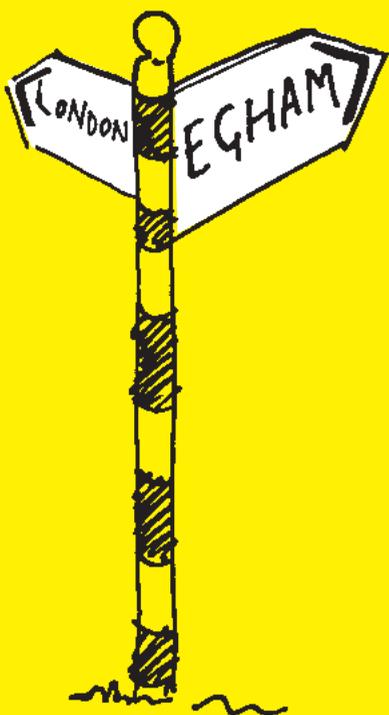
Jeff Lubin	Richard Kingston and Amra Balic Kingston	The Joicey Trust
Jo Brand	Richard Wilcox	The Joseph and Annie Cattle Trust
John Cullinane	Rod Kenyon CBE	The Joseph Strong Frazer Trust
Johnny Bull	Ron and Vee Shaw	The Kingly Club
Jonathan and Judy Bloomer	Rotary Club of Stone	The Ministry of Defence
Jörn and Karin Rausing	Rt Hon David Blunkett	The N and P Hartley Memorial Trust
Julian Knott	Ruth Anderson	The N Sethia Foundation
Jurek and Vicky Piasecki	Scottish Bursary Fund for Dyslexia	The Northern Rock Foundation
Ken and Barbara Follett	Sheffield Bluecoat & Mount Pleasant Educational Foundation	The Oakley Charitable Trust
Kent County Council	Sheffield Town Trust	The Peacock Charitable Trust
King/Cullimore Charitable Trust	Simon Gibson Charitable Trust	The Pears Foundation
KPMG	Sir James Reckitt Charity	The Peter Beckwith Harrow Trust
Land Rover Group Ltd	Sir Richard Branson	The Portishead Nautical Trust
Laurence and Patsy Blunt	Steven and Wendy Gillette	The Rainford Trust
Lawrence Bailey	Steve Oliver	The Robert and Evelyn Maud Hall Charitable Trust
Lehman Brothers	Susan Hampshire	The Robert Barr's Charitable Trust
Linda Hayes	Terra Firma	The Rowlands Trust
Lindka Cierach	The Big Lottery Fund, Awards for All – Yorkshire and Humber	The Sir James Roll Charitable Trust
Lord and Lady Harris of Peckham	The Birmingham Bodenham Trust	The Sandra Charitable Trust
Lord Richard and Lady Ruth Rogers	The Coutts Charitable Trust	The Thomas Farr Charity
Lucida PLC	The Cruden Foundation Limited	The Whitaker Charitable Trust
Makinson Cowell	The D G Lynall Foundation	The William Webster Charitable Trust
Mervyn Davies CBE	The Earl Of Radnor	The Worshipful Company of Chartered Accountants in England & Wales
Michael Blakey	The Equitable Charitable Trust	The Worshipful Company of Dyers
Michael Crawford Children's Charity	The Estate of the late Diana Anderson Goodland Flood	Theo Fennell
Michael Maberly	The Estate of the late Thelma Murphy	Thomas H Glocer
MLM Group	The George Fentham Birmingham Charity	Tim Norkett
Mr and Mrs J A Pye's Charitable Settlement	The Hadrian Trust	Todd Stitzer
One & Only Resorts	The Hands Trust	Tom Tempest Radford
Orr Mackintosh Foundation Ltd	The Hesslewood Children's Charity	Vice Admiral Rory McLean
Pat and Kate Butler	The J J Charitable Trust	W C L
Paul Hamlyn Foundation	The J K Stirrup Deceased Charitable Trust	Waterstone's Booksellers Ltd
Peter Thompson		Wentworth's Tennis & Health Club
Piers and Caroline Clark		Zoë Wanamaker
Raymond Blanc		
Reed Elsevier (UK) Ltd		
Research Machines PLC		
Reuters		

# About us

## The organisation

Dyslexia Action's Head Office and National Training and Resource Centre are based at Egham, Surrey. Our 25 assessment and teaching Centres are spread across the UK and our Research Office is based at the University of York. In addition, Dyslexia Action has over 160 teaching locations, including many units in schools.

Dyslexia Action is the working name for Dyslexia Institute Limited, an educational charity registered in England and Wales (no. 2685020) and in Scotland (no. SC039177). It is also a company limited by guarantee, registration number 01179975. Two separate companies, Dyslexia Institute Limited, and DI Trading Limited, have been established for the sale of educational materials.



**Patron**

HRH The Countess of Wessex

**President**

Ken Follett

**Chief Executive Officer**

Shirley Cramer

**Past Presidents**The Earl of Radnor  
Susan Hampshire OBE**Vice Presidents**Wendy Fisher  
Duncan Goodhew MBE  
Roy Goddard**Chairman of the Board**

Barry Coupe

**Members of the Board**Geoff Armstrong CBE  
Lawrence Bailey (from 25/7/07)  
Caspar de Bono (until 23/8/07)  
John Friel  
Rod Kenyon OBE  
Melinda Nettleton  
Christine Ostler (until 25/7/07)  
Ken Piggott  
Professor Peter Pumfrey  
(until 29/3/07)  
Peter Sedgwick (from 10/10/07)  
Peter Thompson  
Anna Tylor**Registered Office**Park House  
Wick Road  
Egham  
Surrey  
TW20 0HHRegistered charity number  
268502 (England and Wales)  
SC039177 (Scotland)  
Company registration number  
01179975

We provide a range of specialist training courses for teachers, parents and others. Through blended learning delivery, they are accessible around the globe. Shorter specialist courses for teachers, teaching assistants, adult tutors and parents are offered at a range of UK Centres and tailor-made courses can be provided on request.

We have used the expertise acquired over the past 35 years to develop a number of teaching materials which have proved highly successful. These, as well as a wide range of assessment materials, can be purchased through DI Trading.

The Dyslexia Action Board, all of whose members are non-executive and unpaid, is our governing body and is responsible for the overall financial and professional viability of Dyslexia Action and for its effectiveness in delivering its services to those who need them. There are currently ten Trustees on the Board.

The Board meets four times a year and on such other occasions as the business dictates. In addition the Board participates annually in a Strategy Day at which the mission and direction of Dyslexia Action is explored and tested for continuing suitability in the context of current developments.

The Board has four committees: Finance Committee; Governance Committee; Development Committee; and a Bursary Allocations Committee. We are currently recruiting national dyslexia specialists and experts from a wider special needs field for a new Education Committee, to oversee educational standards and practices.

During the year we said goodbye to Christine Ostler, Professor Peter Pumfrey and Caspar de Bono, who between them had served Dyslexia Action for 26 years. We are very grateful for all their time and work over the years.

The Board has delegated responsibility for the efficient and effective management of the organisation to the Chief Executive Officer though a contract of employment.

# Get in touch

## Addresses and locations

### Website

[www.dyslexiaaction.org.uk](http://www.dyslexiaaction.org.uk)

### Head Office

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**F** 01784 222333

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**F** 029 20481177

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**F** 01325 483798

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**F** 01332 365359

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**F** 01784 222333

### Glasgow

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**F** 0141 3398879

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**F** 01423 521393

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**F** 0113 2888155

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**F** 0116 2623515

### Lincoln

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**F** 01522 568842



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Beaconsfield Road  
Liverpool L25 6EE  
**T** 0151 4286987  
**F** 0151 4287090

### **London**

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**T** 020 7730 8890/6620  
**F** 020 7730 0273

### **Newcastle**

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6 Lambton Road  
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**T** 0191 281 8381  
**F** 0191 281 3059

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5 Eldon Chambers  
Nottingham NG1 2NS  
**T** 0115 9483849  
**F** 0115 9418265

### **Peterborough**

c/o RNIB  
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Bakewell Road  
Orton Southgate  
Peterborough PE2 6XU  
**T** 01733 234956  
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8-10 Broomhall Road  
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**T** 0114 2815905  
**F** 0114 2491125

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**F** 01785 815920

### **Sutton Coldfield**

1st Floor  
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69 South Parade  
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**F** 01732 369173

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**F** 01625 533199

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University Road  
York YO10 5ZF  
**T** 01904 328460  
**F** 01904 328465





### **Credits**

Design: **35** Communications  
Photography: Bill Robinson  
Illustrations: Ben Stephens  
Print: Beacon Press  
Printed on Cyclus Offset  
140gsm and 250gsm,  
kindly donated by the  
James McNaughton Group  
and Dalum Papir. Cyclus Offset  
is 100% recycled.