
Dyslexia Cornwall



Strategic Plan

2026–2031



Strategic Priorities at a Glance

Defining the 5 Year Vision	01 	02 
	Sustainable Growth and Organisational Resilience	Expanding Access and Developing a Program of Outreach
03 	04 	05 
Strengthening Our Core Service: Helpline and Volunteer Infrastructure	Raising Awareness and Driving Dyslexia- Friendly Practice	Screening and Mentoring Service (Adults 18+)

Executive Summary

Dyslexia Cornwall's vision is of a dyslexia-friendly Cornwall and Isles of Scilly where people of all ages can reach their full potential.

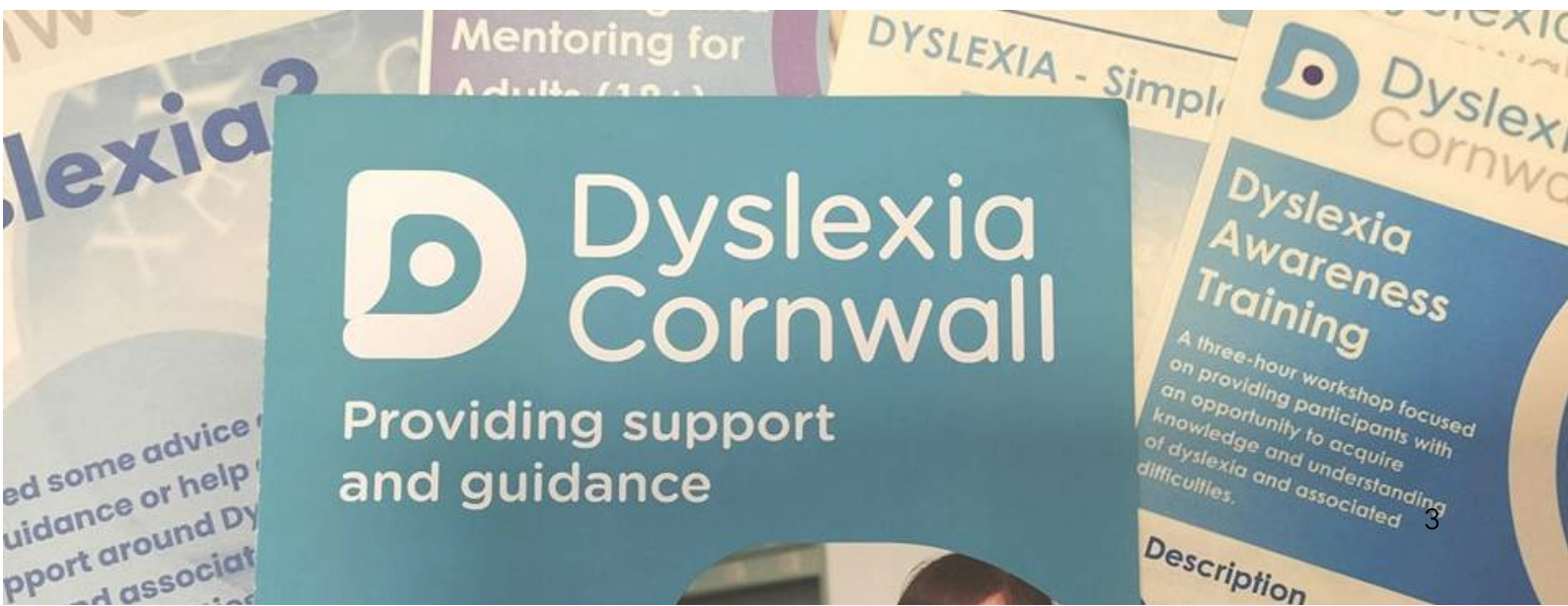
This five-year strategy sets out how we will strengthen and grow our organisation while keeping people with dyslexia and other neurodivergent needs at the centre of everything we do.

Key Focus Areas

Focuses on improving access to support, strengthening our core helpline service, expanding outreach into underserved communities, increasing awareness and understanding of dyslexia, and developing specialist screening and mentoring support for adults.

Building Resilience

Alongside this, we will build a more resilient, sustainable organisation with stronger systems, diversified income, and a supported volunteer workforce.



Strategic Priorities 2026–2031

01 Sustainable Growth and Organisational Resilience

Our aim is to build a sustainable, well-governed organisation that delivers consistent, high-quality support to people with dyslexia across Cornwall and the Isles of Scilly, while growing our reach, impact, and resilience over the next five years.

Objectives

- Strengthen leadership, governance and operational capacity through clear roles and future workforce planning.
- Diversify income streams to reduce reliance on grant funding.
- Grow and engage a sustainable membership community.
- Improve internal systems, processes and digital infrastructure.
- Build financial resilience through improved budgeting and reserves planning.

Key Actions

- Strengthen governance, reporting and compliance processes.
- Review and develop staffing capacity to support sustainable organisational growth.
- Explore and develop a range of sustainable income generation opportunities.
- Grow and strengthen our membership base.
- Invest in digital systems to improve membership management, communications and financial management.
- Strengthen financial planning, budgeting and reserves management.

Success Measures

- Maintain unrestricted reserves equivalent to six months' operating costs.
- Increase unrestricted and earned income to from **7%** to **20%** of total income by 2031, reducing reliance on short-term grant funding.
- Membership reaches **3000** members by 2031
- Digital systems are implemented to streamline membership management, communications and financial management.
- A sustainable staffing structure is established, including dedicated Operations Manager and Administrator roles.



02 Expanding Access and Developing a Program of Outreach

Our aim is to increase access to Dyslexia Cornwall's services across Cornwall and the Isles of Scilly, particularly for people who may not actively seek support. Many people with dyslexia do not self-refer because accessing support often relies on the very skills they find most challenging. Reading information on websites, completing forms, writing emails or making phone calls can all present significant barriers, particularly when combined with low awareness of dyslexia or digital exclusion.

This priority focuses on reaching people earlier, in more accessible and trusted settings.

Objectives

- Identify gaps in geographic and demographic coverage.
- Increase the visibility of services within local communities.
- Improve access to services through community outreach and accessible information.
- Develop and strengthen partnerships to increase awareness and extend our reach.

Key Actions

- Map current service reach and identify gaps, including the Isles of Scilly.
- Deliver outreach in trusted community settings, including libraries, schools, colleges, foodbanks, community larders and community hubs.
- Develop and strengthen partnerships with organisations to increase awareness of and access to Dyslexia Cornwall services.
- Improve the visibility of Dyslexia Cornwall services in everyday community spaces.

Success Measures

- Increase the number of outreach sessions delivered from 27 sessions in 2025 to **45** by **2031**.
- Increase the number of people supported through outreach from 455 in 2025 to **750** by **2031**.
- Service mapping demonstrates improved geographic and demographic coverage, with identified gaps addressed by 2031.
- Partnerships are established with a diverse range of organisations across Cornwall and the Isles of Scilly to increase awareness of and access to Dyslexia Cornwall services.



03 Strengthening Our Core Service: Helpline and Volunteer Infrastructure

Our aim is to strengthen and modernise our helpline service, building on the dedication and commitment of our volunteers by providing the systems, training and support needed to ensure the service remains accessible, consistent and sustainable, while enabling it to grow and support more people.

Objectives

- Increase the capacity and consistency of the helpline service.
- Build a skilled, supported and sustainable volunteer workforce.
- Improve volunteer training, supervision and communication.
- Improve digital systems to support helpline delivery and record keeping.
- Ensure safe, high-quality and consistent volunteer-led support.

Key Actions

- Recruit and develop a larger volunteer workforce with clear role descriptions, induction and ongoing support and training.
- Introduce a structured volunteer management approach, including consideration of a Volunteer Coordinator role.
- Review and modernise the helpline systems and technology, including the telephone system and digital tools for call recording, monitoring and reporting, to improve the experience for volunteers and service users.
- Enhance volunteer communications and organisational support to ensure volunteers feel informed, connected and valued.
- Develop clear escalation and referral pathways to other Dyslexia Cornwall services.

Success Measures

- Increase helpline capacity from 187 enquiries supported in 2025 to **350** by **2031**.
- Increase the number of trained helpline volunteers from 5 in 2025 to **10** by **2031**.
- **90%** of helpline volunteers feel confident and supported in their role through regular feedback.
- Digital systems are implemented to improve call recording, reporting and reduce administrative workload.
- All helpline volunteers' complete induction, safeguarding and ongoing training appropriate to their role.



04 Raising Awareness and Driving Dyslexia-Friendly Practice

Our aim is to increase understanding of dyslexia, reduce stigma, and embed dyslexia-friendly and inclusive practice across Cornwall and the Isles of Scilly.

This priority positions Dyslexia Cornwall as a trusted voice in shaping inclusive environments in education, employment and the wider community.

Objectives

- Increase public and professional understanding of dyslexia.
- Strengthen Dyslexia Cornwall's role as a trusted voice and source of expertise.
- Promote inclusive practice across education, employment and community settings.
- Reduce stigma and barriers experienced by dyslexic individuals.
- Increase engagement through accessible and inclusive communications.

Key Actions

- Deliver awareness campaigns across digital and community platforms.
- Develop accessible website and social media content, including video, audio and bite-sized learning formats.
- Deliver awareness workshops, talks and training for schools, colleges, employers and organisations.
- Strengthen partnerships with employers, education providers and community organisations.
- Increase lived-experience involvement in campaigns, communications and service design.
- Develop a consultancy and advisory offer for organisations and explore opportunities for future accreditation or recognition schemes.

Success Measures

- Increase annual website visits from 6,021 in 2025 to **10,000** by **2031**.
- Increase annual social media engagement from 1,355 in 2025 to **2,500** by **2031**.
- Website accessibility is improved through the introduction of accessible content formats, including video, audio and easy-read resources.
- Increase the number of awareness sessions and talks delivered from 9 in 2025 to **18** by **2031**.
- Provide dyslexia awareness information and resources to at least **100** education providers, employers and community organisations by **2031**.
- Increase demand for Dyslexia Cornwall's expertise through training, consultancy and partnership opportunities.



Mentoring

05 Screening and Mentoring Service (Adults 18+)

Our aim is to provide accessible screening and mentoring support for adults aged 18+ who suspect they may be dyslexic, reducing financial barriers and helping them develop self-understanding, confidence and access opportunities in employment, education and everyday life. This service supports individuals who may have struggled for years without diagnosis or support, helping them better understand their strengths and access appropriate adjustments and opportunities.

Objectives

- Deliver accessible screening for adults who suspect dyslexia.
- Provide structured mentoring to support self-understanding, confidence and personal development.
- Improve outcomes for adults in employment, education or seeking work.
- Strengthen referral routes into the screening and mentoring services.
- Ensure services remain affordable and accessible for priority groups.

Key Actions

- Develop clear eligibility criteria and referral processes.
- Increase trained staff capacity to expand screening and mentoring provision.
- Strengthen partnerships and referral routes with employment, skills and community organisations.
- Develop a structured mentoring framework with consistent outcomes tracking.
- Improve awareness, accessibility and affordability of screening and mentoring services.

Success Measures

- Increase the number of adults receiving personalised screening and mentoring support from 25 in 2025 to **50** by **2031**.
- Increase the number of trained screening and mentoring practitioners to support service growth.
- Develop and implement an outcome monitoring framework to measure changes in confidence, self-understanding and awareness of strengths.
- **90%** of adults completing mentoring report improved confidence and understanding of their dyslexia.
- Increase referrals from partner organisations from 3 in 2025 to **7** by **2031**.

Looking Ahead

Over the next five years, Dyslexia Cornwall will build on its strong foundations to become a more resilient, sustainable and influential organisation. We will continue to place people with dyslexia at the heart of everything we do, ensuring that our services remain accessible, responsive and shaped by lived experience.

Delivering this strategy will require collaboration with our volunteers, members, partners, funders and the wider community.



Together, we will work to remove barriers, increase understanding and create more opportunities for people with dyslexia across Cornwall and the Isles of Scilly. By 2031, we want more people to recognise Dyslexia Cornwall as the trusted place to turn for information, support and advocacy.