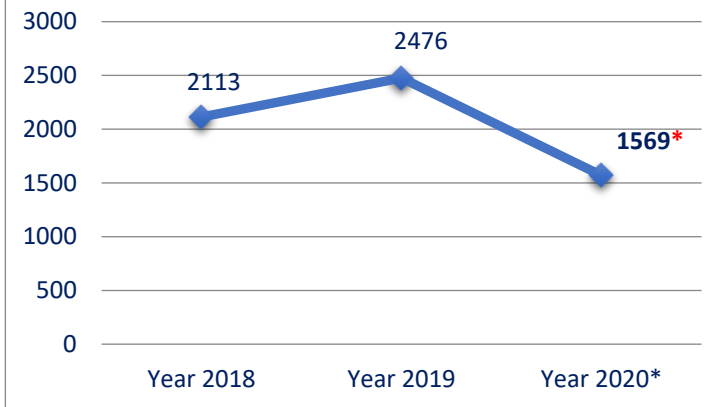




## **Annual statistics 2020**

## Total number of Helpline calls 2018 - 2020



## THE HELPLINE

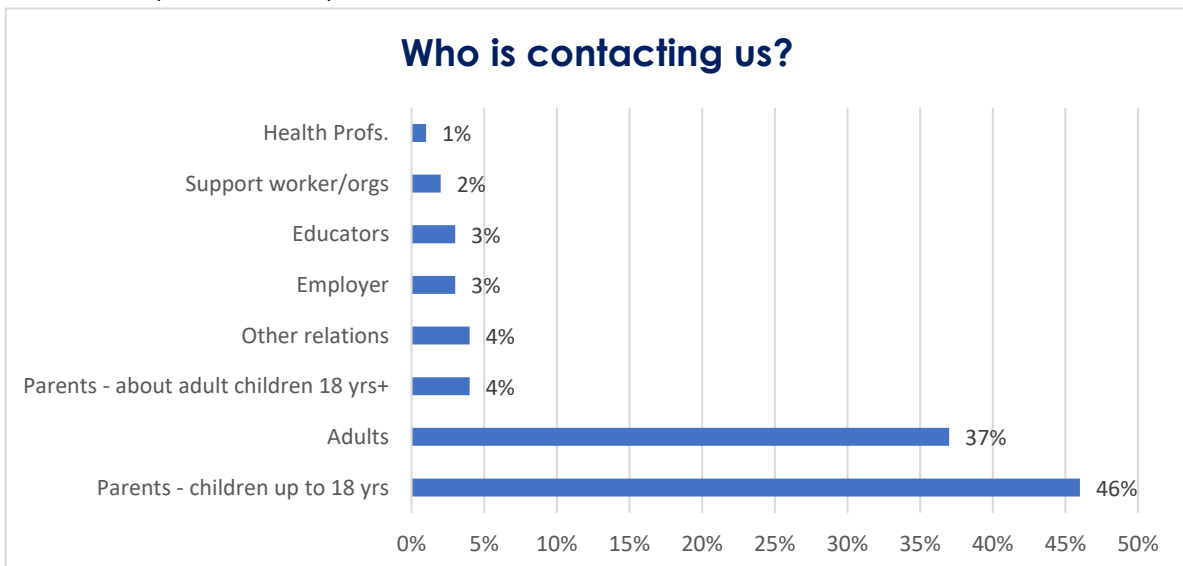
### TOTAL NUMBER OF ENQUIRIES

Dyslexia Scotland aims to inspire and enable everyone to reach their full potential. This is achieved through a range of support and services, one of which is its flagship service, the Dyslexia Helpline.

In 2020, helpline enquiries came in the form of telephone calls and email enquiries.

\*In 2020, the number of enquiries recorded was 1569, which is a drop on the number recorded in 2019. The reason for this reduction in helpline enquiries is likely to be because of the first Covid-19 lockdown in March 2020, when people focused on adapting to working and learning from home. In the first month of the Pandemic, helpline advisers reported that enquiries dropped dramatically although the numbers did pick up again as the year progressed. Another reason for the reduction is that tutor enquiries are now been recorded separately from helpline enquiries – see page 7 for details. This too will have had an impact on the number of reported enquiries for 2020.

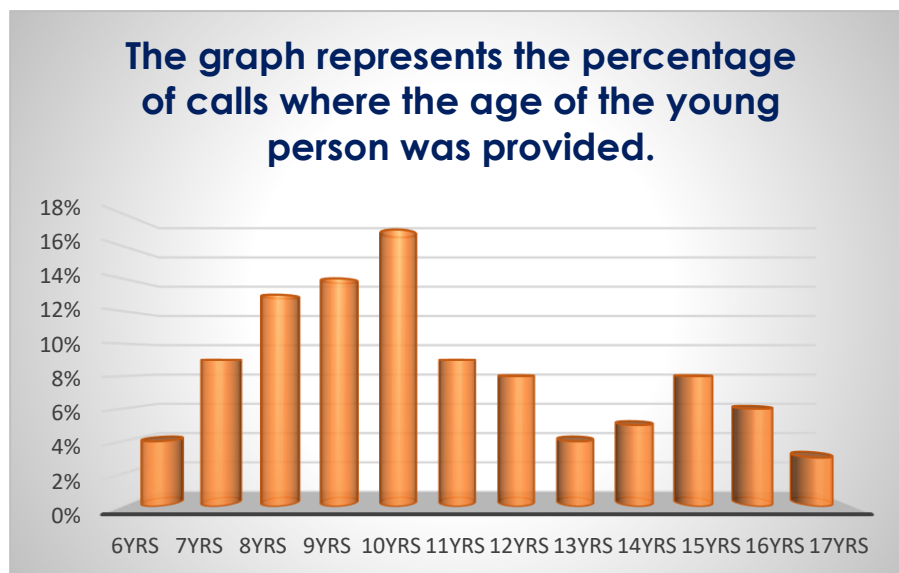
## Who is contacting us?



Enquirers come from all walks of life. Above, the chart indicates that parents continue to dominate with a 43% share of the total number of enquiries. Adult enquiries continue to increase (37% compared with 27% in 2019).

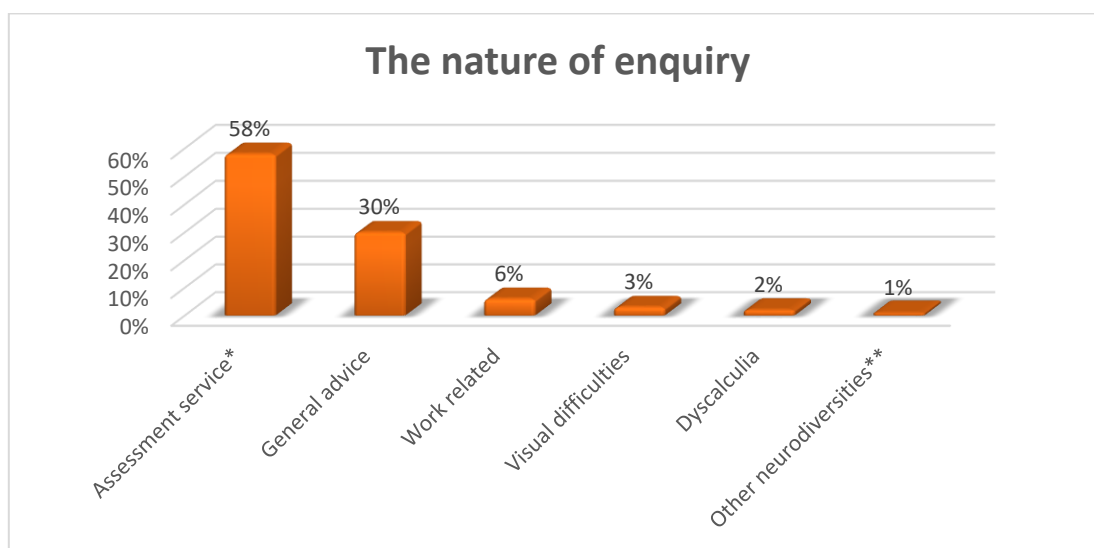
## WHAT AGE IS MOST ASKED ABOUT?

In 2020 the most common age of the young person being discussed was 10 years old (17%). The next largest group was about young people aged 9 years old (14%).



When we look at the number of calls taken from parents who called about their children, we have noted that 19% of these calls requested Dyslexia Scotland's template letter. This template letter supports parents who wish to formally request the school to begin the assessment process.

## THE NATURE OF THE ENQUIRY



**\*Assessment Service** – indicates the number of requests for Dyslexia Scotland's list of assessors from people wishing to book appointments. The number of requests increased by 9%, from 49% in 2019, to 58% in 2020.

**General advice** enquiries remain the same as 2019, at 30%.

**\*\*Other Neurodiversities** represent enquiries asking for advice about Auditory Processing Disorder, Autism and Dyspraxia.



## MEMBERSHIP

People join Dyslexia Scotland at different times of the year. This means that membership runs annually from the date of joining and that membership numbers fluctuate throughout the year. The figures opposite show an increase in members registered at 31<sup>st</sup> December 2020.

## RAISING AWARENESS

### Social Media

- At the end of 2020, Dyslexia Scotland's **Facebook** page had 12,069 followers compared to 10,777 at the end of 2019.
- We had 11,636 followers on **Twitter**, compared to 10,056 at the end of 2019.
- The Dyslexia Scotland **YouTube** channel had 25,330 views (24,259 at the end of 2019).

### Branches and other events

- During 2020, our branches adapted their events online and 28 events were held on a variety of topics.
- Ellie's Dyslexia Blue Ribbon campaign saw Dyslexia Scotland distribute over 20,000 ribbons during Dyslexia Awareness Week. Four special online events were held, attracting over 100 people.
- We held a Youth Day for 10 – 12-year-olds, which was attended by 42 young people.
- We held DyslexiFest Stirling, which was attended by over 200 people.

### Our information leaflets

The following information leaflets were the 5 most popular downloaded leaflets from our website during 2020:

1. What is dyslexia?
2. Dyslexia and visual issues
3. Tips to help with spelling
4. Dyslexia friendly formats
5. Mindmaps

## CAREER COACH SERVICE

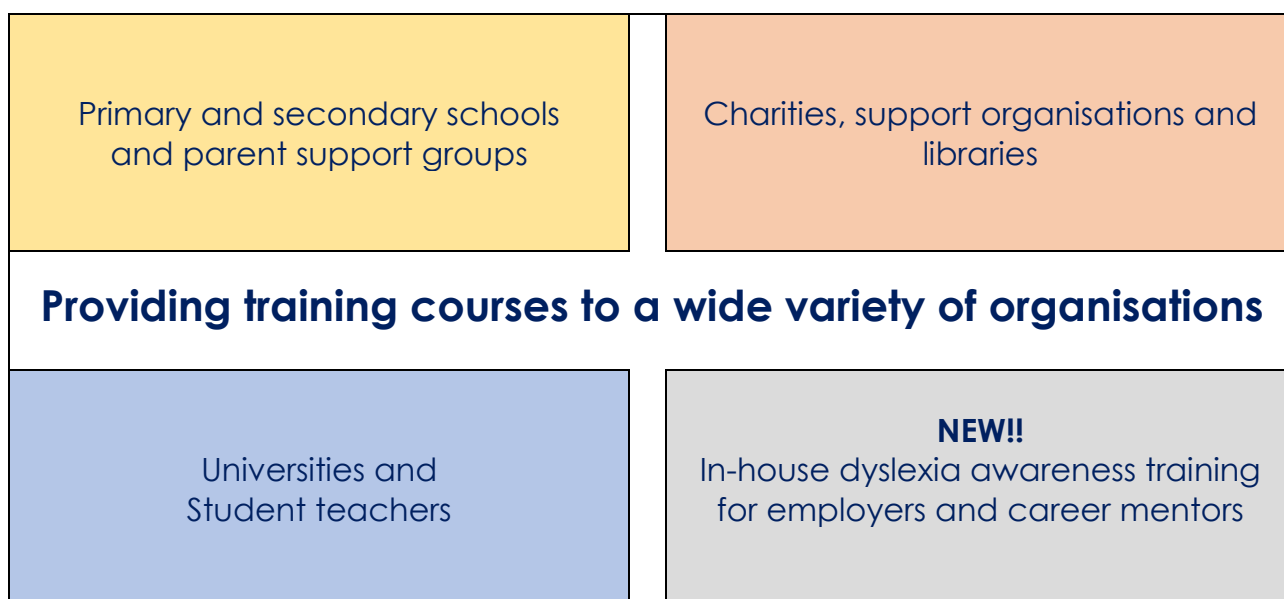
In this time period:

- 35 people were provided with career guidance and/or employability support (16 clients were supported intensively in the core service and there were 19 brief career interventions).
- 52 Arts Awards certifications were attained by children and young people.
- 1100 people signed up to our Udemy course for the career guidance sector, rating it 4.5 stars out of 5.
- We were awarded Champion Status for the second year in a row by Trinity College London: [Dyslexia Scotland – making a difference with Arts Award](#)
- We added Crest Science Awards to our career development offer to children and young people and developed the STEAM home learning resource pack, to enable young dyslexic people to work to their strengths in lockdown. [Team STEAM | Dyslexia Unwrapped \(dyslexiascotland.org.uk\)](#)
- LinkedIn gained 372 new followers

## BESPOKE TRAINING EVENTS

In 2020, Dyslexia Scotland delivered **12 training sessions** for which we were paid. **Four** trainers delivered the different sessions (from our larger bank of available trainers).

- **Overall number** of participants = 297



## NATIONAL VOLUNTEERS AND BOARD MEMBERS

From January to December 2020, 51 active national volunteers and 10 (two retired at our AGM in November) Board Directors gave a total of **1385 hours** of their valuable time to the work of Dyslexia Scotland - approximately 115 hours per month!

This past year has been an unusual one, as since March 2020 many of our usual events and activities have had to either be delivered online or be cancelled.

Our five Helpline volunteers have been volunteering from home since March 2020. Two volunteers who would normally help with general administrative tasks have been helping us with other tasks that they could do from home. Our Resource Centre has been closed since March, but our volunteer has been working on another project with us instead. Our two Adult Network Facilitators have been running our adult networks online via Zoom since April 2020.

Most of our dedicated six Events volunteers have been unable to support face to face events this year, although a few were involved in DyslexiFest Stirling just before lockdown in March. We have three Media volunteers and they were largely able to continue to volunteer online. Eleven active Young Ambassadors and one Young Ambassador Mentor raised awareness about dyslexia online with young people. Six active Careers Mentor volunteers supported our clients online in the Career Development Service.

In addition to the national volunteers and Board figures above, our President, Vice-President, Ambassadors, Council and Branch Volunteers contributed a considerable amount of time and energy (largely online) to the work of Dyslexia Scotland across the country, all on a voluntary basis. We thank each and every one of them.

## TUTOR SERVICE

In 2020, the total number of lists of tutors sent out was 401. The dominant sector is Primary. Looking at that sector alone, the top 3 regions for requests are:

1. Edinburgh City (56)
2. East Renfrewshire (33)
3. Glasgow City (24)

In addition to the 401 requests that we were able to action, another 18 requests were unmet; we were unable to provide a list of tutors. Reasons for this can range from not having a tutor in the area to existing tutors being full.

