

British Dyslexia Association

Ten percent of the UK population are dyslexic and the British Dyslexia Association (BDA) is committed to ensuring that every individual with dyslexia is able to fulfil their potential, across all age ranges and sectors of society. The BDA is the voice of dyslexic people. It aims to influence government and other institutions to promote a dyslexia friendly society. The BDA works to ensure there are opportunities for dyslexic learners to learn and also works with employers, parents and local dyslexia associations to raise awareness and appropriate support for individuals who experience dyslexia and co-occurring difficulties.

Our Brief

As a leading dyslexia charity the BDA's website is predominately used by people that are dyslexic. In line with the BDA's dyslexia friendly guidelines and its vision, it needed to ensure that everyone using its website can do so with ease. That's why when the BDA developed a new website it wanted to include tools that would offer a wide range of options to suit individuals' needs.

Our Solution

We added the Recite Me custom tool bar to the BDA's new website so that anyone who visits the website can quickly and easily adapt the website to the way they need it to work for them. Users can also now translate the content into over 100 languages at the click of a button.

15%

of people worldwide have dyslexia or learning difficulties

8%

of people living in the UK have English as an additional language

3%

people in the UK have significant sight loss

Cloud Based

Our suite of tools is run from the Cloud so there is nothing for you to install or download.

Legal Compliance

Our software helps you anticipate the needs of all your website visitors.

Customisation

Our software gives users the ability to customise the website to best suit their needs.

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“As dyslexia is a spectrum no two people will be affected in the same way. And Recite Me enables people who visit our website to tailor their view and experience to suit their needs. Whether that is via audio, or through changes to the way the screen looks and feels, such as changing background colours, font types and sizes to mitigate visual stress. We felt Recite Me also fitted well with the new CMS system for our new website and the team we worked with at Recite Me understood the issues we were looking to overcome. Recite Me also helps position our charity as an organisation that listens to, respects and meets the needs of its community: the dyslexic population. We are keen to set the standard and lead the way for other like minded organisations.”

Phil Wormley,
Head of Fundraising and Marketing,
British Dyslexic Association

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