

Invitation to Tender

Coaching and Workplace Support Services for Adults with Dyslexia

British Dyslexia Association, September 2026

Introduction

The British Dyslexia Association (BDA) is inviting proposals from organisations or individuals who deliver high-quality coaching and workplace support services for adults with dyslexia.

We are seeking to establish a partnership with one or more providers who share our commitment to enabling dyslexic people to thrive in work. The successful provider(s) will deliver person-centred support that is informed by evidence and underpinned by clear coaching frameworks, methodologies or recognised professional standards, helping individuals develop confidence, identify effective strategies and achieve their full potential in the workplace or seeking work.

The partnership will complement the BDA's existing services by providing specialist individual coaching and workplace support for dyslexic adults, while the BDA continues its work with organisations or individuals to improve workplace inclusion and accessibility.

The BDA is the UK's leading charity for dyslexia, working to create a society where everyone with dyslexia can fulfil their potential. We are committed to improving awareness, promoting early identification, and ensuring that people with dyslexia can access the support they need throughout their lives. As part of our 2026–2030 strategy, we aim to make it easier for dyslexic adults to access the support and adjustments they need to thrive at work, develop confidence and self-belief, understand and advocate for their strengths, remain in employment, and progress in their careers without discrimination.

Purpose

The purpose of this invitation to tender is to appoint a partner(s) who can provide high-quality coaching and workplace support services for employees that complement the BDA's wider information, advice and support offer.

The successful provider will demonstrate:

- expertise in dyslexia;

- experience of workplace coaching informed by recognised coaching frameworks, methodologies, professional qualifications or relevant quality standards;
- excellent customer service;
- evidence of positive outcomes for dyslexic individuals, including improved confidence, workplace strategies and progression outcomes; and
- commitment to continuous improvement and learning.

Working together

As a charity, the BDA relies on fundraising, grants and a sustainable income generation model to continue delivering its charitable objectives and wider information, advice and support services for people with dyslexia. This includes income generated through services such as the Dyslexia Friendly Workplace Pledge, bespoke training, and workplace needs assessments as well as donations.

We are seeking to establish a signposting model that strengthens the support available to dyslexic adults, particularly dyslexic individuals seeking coaching and workplace support to help them thrive in employment. The BDA will continue to work directly with organisations or individuals to improve workplace and employer awareness, accessibility and inclusion through our existing programmes and services.

We welcome relationships with providers who can offer specialist coaching and support for individuals signposted by the BDA. We would like to receive proposals for arrangements that recognise the value of reciprocal referrals and supports the sustainability of both the partnership and the BDA's charitable work, including through regular donations reflecting the value of the relationship and/or reduced prices for customers accessing services via the BDA.

In return, successful organisations will benefit from association with the BDA's trusted brand and reach within the dyslexia community. This may include referrals from individuals seeking specialist workplace support, as well as opportunities to raise awareness of their services through relevant BDA communications channels, including our website (approximately 6 million visits per year) and social media platforms.

We are also keen to work with organisations who wish to support the BDA's charitable mission, whether through awareness-raising, fundraising, campaigning activity or other mutually beneficial initiatives.

We welcome proposals from providers that demonstrate how they would work collaboratively with the BDA to raise awareness of these services. This may include contributing content, case studies, blogs, guidance, social

media content or other communications that help employers and dyslexic adults understand the benefits of coaching and workplace support.



We would expect the relationship to be reciprocal, with partners recognising the BDA's wider role in supporting organisations to become more inclusive workplaces. Where appropriate, providers should encourage individuals and employers to engage with the BDA's organisational services, including the Dyslexia Friendly Workplace Pledge, bespoke training and workplace needs assessments.

We would also welcome organisations who would consider promoting the BDA's wider resources, services and campaigns, helping to ensure that individuals and organisations can access the full range of support available through the BDA.

Potential referral pathways

We are looking for the successful provider(s) to work collaboratively with the BDA to establish clear referral pathways. This may include referrals from individuals, employers and BDA services. Providers should have processes in place to assess suitability, identify support needs and signpost or refer individuals to alternative services, including those offered by the BDA, where appropriate.

Service specification

Scope of service

The provider should be able to offer one or more of the following services with a focus on dyslexia:

- one-to-one workplace coaching for dyslexic adults, tailored to the individual's goals, strengths, challenges and workplace context.
- small group workplace coaching where participants are dyslexic adults with shared goals, experiences or support needs. Group sessions should provide a safe, supportive and inclusive environment that enables participants to share strategies, build confidence and learn from others' experiences
- strategy coaching
- executive function coaching
- assistive technology coaching
- reasonable adjustment advice
- guidance sessions for leadership and management Return-to-work support
- career development coaching

Target clients

Services are intended primarily for adults with dyslexia who require coaching and workplace support. This may include:

- individual employees
- Access to Work customers
- universities
- self-employed adults
- adults actively seeking employment, career change or career progression

Expected outcomes

The service should support individuals to:

- understand their dyslexia
- develop effective workplace strategies
- improve confidence
- work to their potential improve organisation and planning
- manage workload
- improve communication
- identify appropriate adjustments
- maximise assistive technology
- remain in employment or advance in employment

Service standards

Providers should demonstrate:

- qualified practitioners with appropriate accreditations
- supervision arrangements and CPD requirements
- experience of supporting those with dyslexia
- complaints process
- GDPR compliance and relevant insurance
- equality and diversity
- accessible communications
- clear boundaries between coaching/support services and diagnostic assessment, with appropriate referral pathways to the BDA where formal assessment or diagnostic advice is required.
- providers must have appropriate safeguarding policies and procedures for supporting adults, including processes for identifying and responding to concerns.

Delivery

Services may be delivered:

- online
- face to face
- hybrid

We are interested to hear from providers how they will ensure flexibility and accessibility for clients.

Reporting

The provider should supply to the BDA on a frequency agreed between the parties:



- referral data, including referral source, uptake, completion rates and any barriers to engagement
- client feedback
- outcome measures demonstrating the impact of the service (e.g. measures of confidence, progress towards goals etc)
- complaints/safeguarding concerns and actions taken (where relevant to the BDA)

Evaluation criteria

Submissions will be evaluated against:

Criteria	Weighting
Experience	25%
Coaching methodology	15%
Dyslexia expertise	25%
Accessibility	10%
Outcomes	10%
Contribution to the BDA's charitable mission	10%
Joint working approach	5%

Submission requirements

Please submit:

- completed tender response
- organisation profile
- qualifications
- examples of previous work delivering workplace coaching/support for adults with dyslexia
- anonymised case studies demonstrating outcomes achieved.
- pricing proposal
- references
- any other supporting documentation

Submissions should be sent electronically in PDF or Word format.

Indicative timetable

Activity	Date
Tender issued	25 September 2026
Deadline for clarification questions	16 October 2026
Responses to questions published	21 October 2026
Submission deadline	30 October 2026
Evaluation period	2 November to

	2 December 2026
Supplier demonstrations (if required)	10 November 2026 & 16 November 2026
Preferred supplier notified	15 December 2026
Signpost arrangements in place	TBC

Conflicts of interest

Bidders must declare any actual, potential or perceived conflicts of interest that could affect the impartiality of this procurement process. This includes any financial, personal or organisational relationships with the BDA, its trustees, employees or contractors.

The BDA reserves the right to request further information regarding any declared conflict and may exclude a submission where a conflict cannot be satisfactorily managed.

Evaluation process

All submissions will first be checked to ensure they meet the mandatory requirements set out within this tender. Compliant submissions will then be assessed by an evaluation panel against the published criteria.

The panel may seek clarification, request additional information or invite shortlisted providers to demonstrate their services before making a final recommendation.

The BDA reserves the right not to appoint a supplier if no submission sufficiently meets the requirements of this tender.

Contact for queries: Megan Jarvie, Head of Development and Learning, meganj@bdadyslexia.org.uk.