

Disability Confident Employer campaign

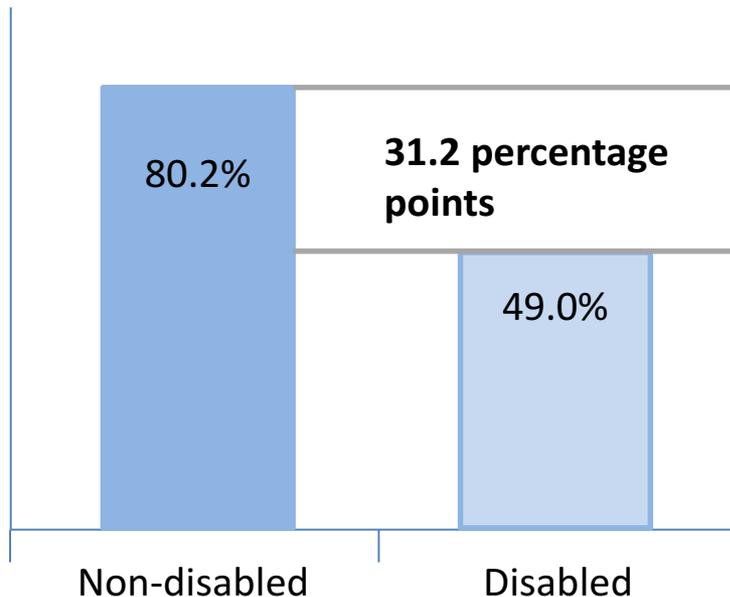
22 May 2017



What is the disability employment gap?

There has historically been a large gap between the percentage of disabled and non-disabled people in work.

The disability employment gap is too wide



- Over 7 million people of working age (17.5%) in the UK are disabled or have a health condition.
- Currently, 49.0% of disabled people have a job compared to 80.2% of non-disabled people.
- A study revealed only 8% of employers had recruited someone with a disability or long-term health condition in the previous year.

Why is there a disability employment gap?

The disability employment gap has persisted over many years and its causes are long-term, systemic and cultural.



Issues include:

- Some disabled people struggle to find suitable employment opportunities
- Many employers may be reluctant to recruit disabled people, and have misconceptions about what this would mean for their business
- Some employees are not provided with adequate support for their physical or mental health whilst in the workplace

Reducing the disability employment gap

- The Government is committed to halving the disability employment gap.
- Bringing about such a huge change will require society-wide action, including efforts from government, employers, disabled people themselves and others.
- Many organisations are already creating inclusive workplaces and we want this to become normal practice for all employers.

Disability Confident

- The Disability Confident scheme plays an important role in helping employers make the most of the opportunities provided by employing disabled people.
- We need more employers to sign up as Disability Confident and improve their disability employment practices.
- We need your help to encourage more employers to sign up.



What is Disability Confident?

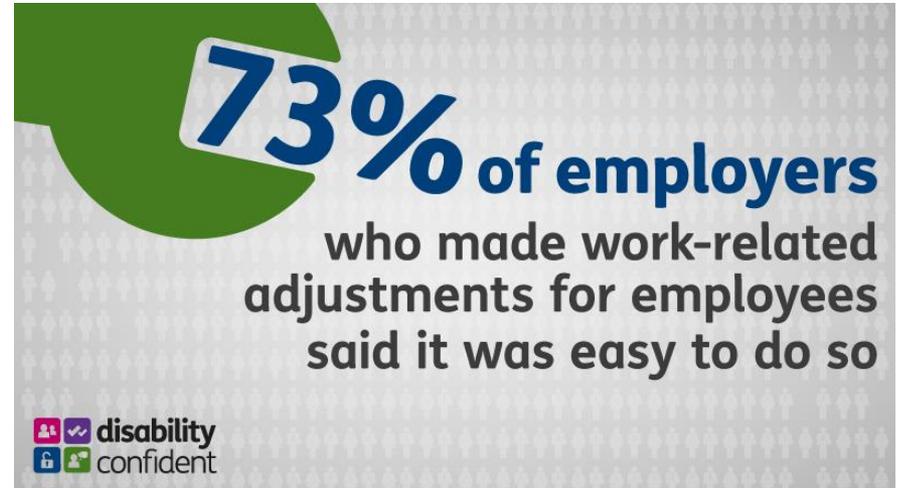
Disability Confident:

- provides employers with the confidence, skills and tools they need to help them recruit and retain disabled staff as they progress in their careers
- challenges misconceptions towards disability and employment
- increases understanding and awareness of disabilities, both mental and physical
- supports employers to make the most of the talents and insights disabled people can bring to the workforce

Why become Disability Confident?

Being Disability Confident is an opportunity for employers to lead the way in their community and to discover skills and talents they can't do without.

It can help *all* your people fulfil their potential and contribute fully to your team's success.



Benefits to your business include:

- Enabling you to draw from the widest possible pool of talent
- Helping you secure high quality staff who are skilled, loyal and hard working
- Improving your reputation by demonstrating your commitment to fair employment practices.

How to become Disability Confident

The Disability Confident scheme has three levels. You must complete each level before moving on to the next.



Level 1: Disability Confident Committed

Sign up to the Disability Confident commitments and identify at least one thing you'll do that will make a difference for disabled people.



Level 2: Disability Confident Employer

Self-assess your business against the themes of getting the right people for your business, and keeping and developing your people.



Level 3: Disability Confident Leader

Be seen as a champion in your local and business communities.

When you complete each level you will receive a certificate in recognition of your achievement, a badge to use on your website and other branding materials.

You can start your Disability Confident journey by signing up on the [website](#).

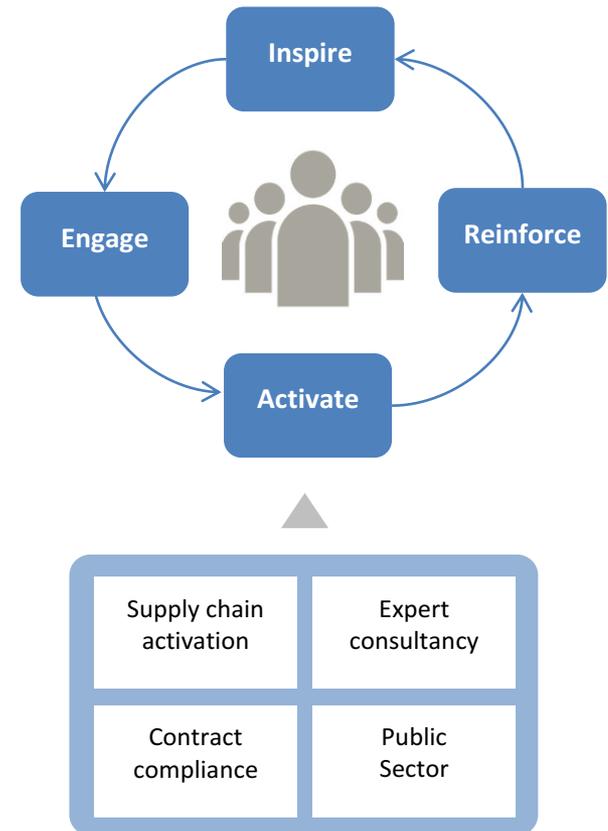


Disability Confident employer campaign

Campaign objective: Reduce the disability employment gap by encouraging businesses to create more employment opportunities for disabled people.

The campaign aims to:

- Raise employers' awareness of the Disability Confident scheme
- Engage employers on disability employment and show them how they can get involved
- Inspire employers to demonstrate their commitment to disability employment and sign up to Disability Confident



Disability Confident employer campaign

Business led

- The campaign is being led by a new [Disability Confident Business Leaders Group](#) which will have high profile figures from a range of sectors as members.
- The support of senior, widely respected business leaders is essential in demonstrating to employers the many business benefits that can come from recruiting, retaining and supporting disabled people to thrive in work.

Sector focused

- Our sector-based approach will involve sector and trade bodies, peer-to-peer engagement and messages relevant to that industry.
- It will use a wide range of channels and voices to engage employers, including case studies from each business sector.

How can you help?

Sign up:

Employers can become Disability Confident by signing up on the [Disability Confident website](#).

Progress:

Employers who are already signed up at Level 1 can consider what they need to do to progress to Level 2 and beyond.

Influence:

Employers who are already Disability Confident can use their influence to help to positively change attitudes, behaviours and cultures in their networks, supply chains and communities.

Support:

We need strategic delivery partners to support and extend the reach of the campaign.

Who can you help to become Disability Confident?