

# Disability Confident Employer campaign

September 2017



# Background

17.3% of people of working age in the UK are disabled or have a health condition...

**but only 11.4% of people in work are disabled or have a health condition.**

56% of employers said they see clear business benefits in employing people from disadvantaged groups...

**but a 2013 study revealed only 8% of employers had recruited someone with a disability or long-term health condition in the previous year.**

**So why are employers less likely to  
employ disabled people?**

# Why is there a problem?

The employment rate for disabled people or those with a health condition has been significantly lower than for non-disabled people for many years.

The causes of this 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

# Creating opportunities

- The Government is committed to supporting disabled people and those with health conditions to find and stay in work.
- Sustainable 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

- Disability Confident was launched in 2013 to replace the 'Two Ticks – positive about disabled people' scheme. It 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.

# 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

# What is Disability Confident?

## The Disability Confident scheme:

- 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

# 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 for 12 months (Level 1); 24 months (Level 2); or 36 months (Level 3).

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



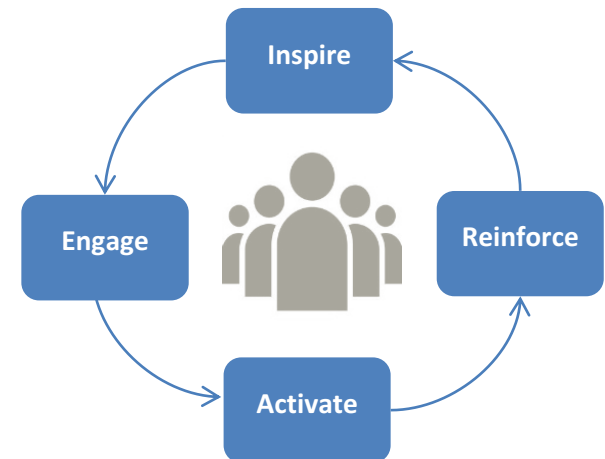
# Disability Confident employer campaign

## Campaign objective

Encourage employers to sign up as Disability Confident, to help them 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](#) (BLG).

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.

**BLG members**  
Arsenal FC  
Barclays  
BT Group  
Channel 4  
GlaxoSmithKline  
John Lewis  
KPMG  
Mars UK  
Microsoft Royal  
Mail Sainsbury's  
Whitbread

# How can you help?

**Sign up:** Employers can become Disability Confident by signing up on the [GOV.UK website](https://www.gov.uk/disability-confident).

**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?