



**Promoting an Inclusive Workforce:
*The advantages of employing staff with
disabilities and additional needs***

Mr Daniel Wood
Assistant CEO

New Bridge Multi-Academy Trust

Wednesday 15th January 2020



Daniel Wood About Me...





Learning Objectives

1. To understand the positive impact that a fully inclusive workforce can have on a business.
2. How to adapt your workplace and recruitment processes to create an inclusive work-force and environment.
3. To understand job carving and evidence based recruitment.



New Bridge Group currently consists of:

- Hollinwood Academy (ASD specific)
- New Bridge School (generic secondary special school)
- New Bridge Learning Centre (Post 16)
- New Bridge Pathways (Post-16)
- Hawthorns School (generic primary special school)
- Horizons (Post 19 – 60 young adults)
- Spring Brook Primary & Secondary/Springboard Project (SEMH schools)
- Future Finders Post-19 Supported Internship (up to 20 young people per year)
- 2 off site Pre-19 Supported Internships at Manchester Metropolitan University and Royal Oldham Hospital (10 students)

The Business Case

- 65% of people with a learning difficulty would like a job
- 46% of people with a physical disability are in employment
- Only 6% of adults with a learning disability are in any kind of paid employment.
- As many as 2.5million disabled men and women are without work in Britain.
- Research by the Department of work and Pensions concluded that it would not be possible to support oneself on earnings alone if a person is working less than 16 hours per week.
- Nearly one in five people of working age (7 million or 18.6%) in Great Britain has a disability.



Key advantages

- It can save your company time and money.
- It provides motivated employees who will be committed to your company.
- It improves morale and team working. It can enhance your company's reputation, both internally and with customers.
- It can lead to innovation in products and services
- It demonstrates corporate social responsibility
- Reduced recruitment costs
- Reputation to employees and customers





**Promoting an Inclusive Workforce:
*The advantages of employing staff with
disabilities and additional needs***

Kyle Caldwell- Ex New Bridge Student
ICT Apprentice- Manchester Metropolitan University

Disabled people as consumers

Understanding the impact of disability on an organisation makes good business sense.

- There are 10 million people with disabilities in the UK with a combined annual spending power of £220 billion (*DWP December 2015*)
- There are 33% of people aged 50 – 65 that have a disability and 42% of people over 65 have a disability (*Labour force survey – Autumn 2005*)
- In the next 25 years the 50 + generation is estimated to grow by more than 6 million.

Consumer spending for the 50 – 69 was £300 billion a year purchasing designer fashions, premium cars and other expensive goods at a higher rate than any other age group. The average spend for 50 – 69 households is £213 per week compared with £135 per week for all other age groups.

(Mintel research quoted in the Guardian)

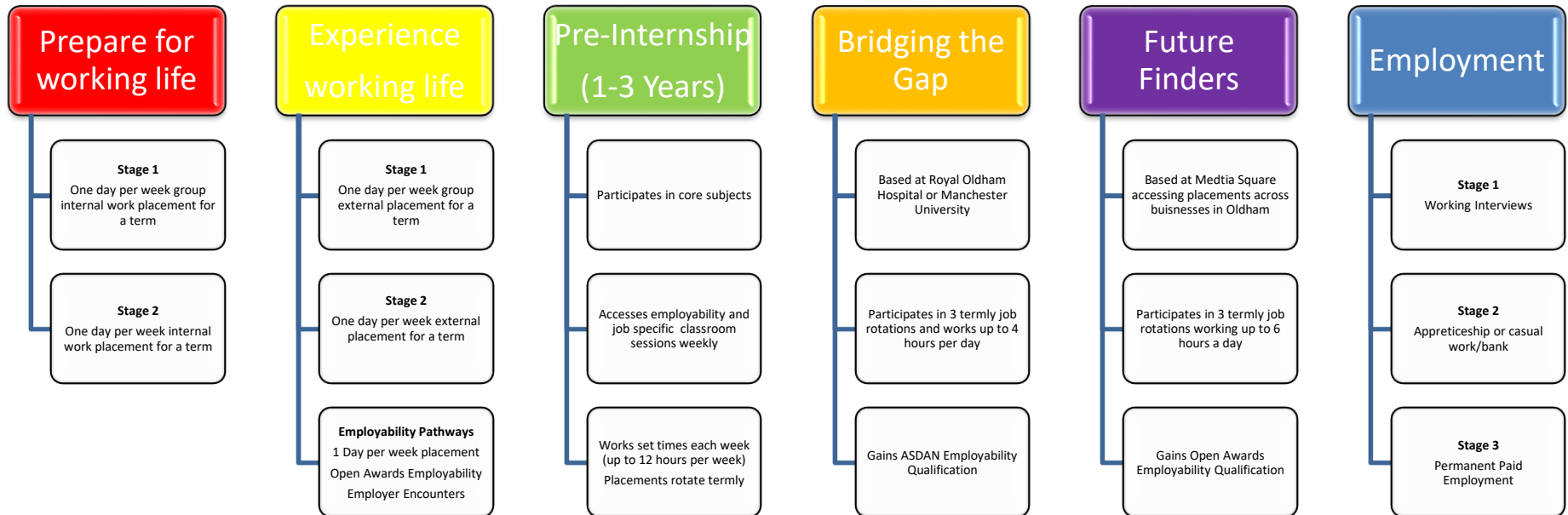


**Promoting an Inclusive Workforce:
*The advantages of employing staff with
disabilities and additional needs***

Louise Henstock-Aspinall
Team Leader- NSL (Local Government)

Kyra McCullough- Ex New Bridge Student
Admin Assistant NSL

Employability Matrix



How?

- Partnering with specialist education providers
- Internships/extended work placements
- Ringfencing roles
- Job carving
- Working interviews
- Working with a job coach
- Access to work support (DWP)
- Entry Level Apprenticeships
- Job shares



Top Tips

- Move to core competency based job specifications and interviews.
- Look for people who can do that job, not something more complicated.
- Do not ask for qualifications not directly relevant to the tasks of the job.
- If you must request wider information about the person's disability on application than is needed for the job, use this for monitoring, not employment decisions and tell applicants you are doing this.
- Make materials accessible: - Application forms should also be available in large print or provide information on tape – be prepared to accept several submission routes such as written, tape, email, video. - Use simple language and pictures to aid understanding. - Consider accepting a CV rather than an application form.
- Tell people what the process is and when things will happen.
- Provide someone to help the person through the recruitment process (from inside or outside the organisation).
- Be able to have a dialogue with an applicant to see what adjustments will help.
- Take wider experience into account such as volunteering, work experience, hobbies and interests, not just previous job experience.


TOP TIPS


- Invite the applicant to briefly look around the work area and to have an informal interview.
- Consider offering work taster sessions.
- If the applicant wants to proceed, consider offering a work trial, or a 'working interview', for a week. This gives both the employer and applicant the chance to see if there is a suitable match between them.
- Ensure that the staff working with the applicant give them clear instructions.
- Provide disability awareness training for all the staff.
- Help the person feel part of the team.

Employer Experiences

 *It's not just a shortlist and interview. We invite people on work trials or working interviews and make a decision based on that. There are lots of options for managers in our Recruitment Policy. It's more about making reasonable adjustments within the spirit of the Law. We have 28 people working successfully all over the Council. I just know people wouldn't have got in by traditional routes."*
Carmel McKeogh, Head of Resourcing, Stockport Metropolitan Borough Council

 *It is very hard to recruit for administrative roles in the BBC as everybody wants to be a programme maker. Diane is genuinely happy to do her job. We need more people like Diane, people who are committed to doing the job they are appointed to do."*
Belinda Storrs, Recruitment Consultant, BBC North, North East & North West

 *By giving Linda work experience we were able to break down the job into smaller tasks for her, in different stages. Once she had learned one stage she went on to the next and so on, until she could finish the whole job in one go. The fact she had learned the job in an initial period before applying for employment put her in good stead for getting a permanent job."*
Lynn Herbert, Senior Employment Resource Worker, Royal Mail, Plymouth

 *You learn together. You find a way forward. It's been nothing but beneficial. She keeps the library going."*
Caroline Spencer, Assistant Library Manager, Camden Council



**Promoting an Inclusive Workforce:
*The advantages of employing staff with
disabilities and additional needs***

Lee Adiar

Sales Manager- Oldham Plastics

Aisha Munir- Ex New Bridge Student

Admin Assistant- Oldham Plastics

Points of reference:

- 'Valued in Public'- [Helping people with a learning disability to work in public bodies. \(2005\)](#)
- Business Disability Forum- www.businessdisabilityforum.org.uk/
- Need2Know – [Employers guide to employing people with a learning disability- A celebration of what works](#)
- Maria Statham- Work Placement Co-Ordinator for The New Bridge MAT- mstatham@newbridgegroup.org
- Daniel Wood- Assistant CEO for The New Bridge MAT- dwood@newbridgegroup.org
- Sandra McDonald, Head of Client Services, Mclarens/Enterprise Advisor to the New Bridge MAT- sandra.mcdonald@mclarens.com
- Bridge GM – [Greater Manchester Combined Authority](#)



Roman Rd, Oldham, OL8 3PT

T. 0161 883 2401

W. www.newbridgegroup.org

