



# **Disabled People's Employment Champions**

---

## **Partner Toolkit**



# Contents

<b>2</b>	<b>Introduction</b>
<b>3</b>	<b>The Offer</b>
<b>4</b>	<b>The Champions</b>
<b>7</b>	<b>Communication resources:</b> <b>Social media messages</b> <b>Social media assets</b>
<b>15</b>	<b>E-zine copy</b>
<b>16</b>	<b>Website copy</b>
<b>17</b>	<b>Brochure and Guides</b>
<b>18</b>	<b>Useful contacts</b>



## Introduction

Traditionally employment rates are significantly lower for disabled people than non-disabled people. Figures for the year ending December 2020 show the employment rate for disabled people in Wales was 48%, compared with 73% of non-disabled people.

Yet employing disabled people makes good business sense. A diverse workforce can create better solutions to business challenges, helping you boost productivity. It gives you access to a wide and varied talent pool, a diverse skillset and can lead to increased productivity, creativity and profitability. It will also help you to attract new customers and staff.

We want to help employers to positively change attitudes, behaviours, and culture towards impairments in the workplace and are asking our partners to help us get that message out. Removing barriers for disabled people and those with long-term health conditions in their working environment ensures everyone has the opportunity to fulfil their potential and realise their aspirations.

This toolkit contains everything you'll need to communicate with your stakeholders and networks about the benefits of employing disabled people, the steps they can take to recruit and retain disabled staff and the support that's on offer from our Disabled People's Employment Champions.



## The Offer

The Welsh Government has employed a network of Disabled People's Employment Champions to create a culture shift in the way employers in Wales think about disabled people's employment.

The Champions' aim is to increase awareness of the availability of talent and skills provided by disabled people and the benefits this can bring. They are able to work with employers to help them take action to create the conditions where disabled people can gain access to, and thrive in, the workplace.

The Champions, supported by Business Wales Disabled People's Employment Advisors, can provide advice and help on issues such as:

- inclusive recruitment;
- accessing financial support;
- staff retention; and
- accreditation.

And ensure businesses are accessing the relevant support which is available to both them and their employees.

The Champions can work with employers in a way which suits them i.e. on a 1:1 basis or are able to attend meetings/ events etc. The Champions will be working in partnership with dedicated Disabled Peoples' Employment Advisors within the Business Wales service who can provide employers with a tailored approach to further their journey to inclusivity. These Advisors can provide practical help and advice on issues such as policies and procedures, help with recruitment, adapting job descriptions, and even undertaking a diagnosis of the organisation's position to advise on the steps they can take to improve their current approach.

**All of this is free and unique to employers in Wales.** Whether an employer is looking to inject new talent into their team, retain or retrain existing staff who have become disabled, or want to ensure their workplace and HR policies are inclusive the Champions can help.

Any business in Wales interested in increasing the diversity of their workforce and finding out more about the many benefits of and support available for employing disabled people can contact the Champions at [DPEC@gov.wales](mailto:DPEC@gov.wales).

# The Champions



## Huw Chance

Huw, from Newbridge-on-Wye in mid Wales, is the founder of a property consultancy, a business entrepreneur and an ex-wheelchair rugby player for Wales.

Huw has experience of communicating with business leaders on their level. Having set up three companies, two of which he still manages in a non-executive role, he has first-hand experience of working to ensure that all the businesses he has run have been inclusive and supportive. As part of his drive to always promote an inclusive agenda he committed to recruiting disabled apprentices and supporting them into his workforce. As a disabled person himself he has experienced discrimination first hand. He has challenged decisions to successfully gain employment, and has used this experience to champion the cause.



## Holly Macdougall-Corbin

Holly's background is in social care and she has many years of experience of working with disabled people and supporting them to develop their skills and enter employment. Having worked with disadvantaged people from all backgrounds, Holly has a keen interest in inclusivity for all people. Holly acquired an impairment during her working life and often describes how, even though she was working in the field of supporting disabled people and knew the theory, it wasn't until she became visually disabled herself in 2017 that she truly understood the discrimination and barriers that disabled people face. Holly wants to use her personal and professional background to encourage inclusion in the workplace, especially recognition of intersectionality and individuality.

# The Champions



## Terry Mills

Terry, from Milford Haven, is a strong advocate of supporting disabled people in the workplace. Terry has worked as Chief Executive of Prime Cymru and as an advisor and board member of Disability Wales. He has also held senior level roles in the disability sector at Pembrokeshire People First and Age Cymru Pembrokeshire.

Terry developed severe arthritis and sleep apnoea later in life, experiencing first-hand what it's like to become a disabled worker. He has extensive knowledge of the social model of disability as well as Equality legislation and how it relates to employment. He has worked with stakeholders in local government, employer member organisations and third sector organisations.



## Sara Pickard

Prior to joining Welsh Government, Sara worked as a Project Officer for Mencap for 13 years, campaigning to improve the lives of those with learning difficulties and their families. Sara is a very experienced public speaker having attended events all over the world, including speaking on behalf of the Down's Syndrome Association at the House of Commons and the United Nations Headquarters in New York.

In October 2010 Sara received the 'Promoting Tolerance Award' from the Welsh Assembly Government and in March 2018, to coincide with International Womens' Day, was recognised as one of the '100 Brilliant Welsh Women' by the Western Mail. In 2019 Sara was recognised as one of the UK's 'Women of the Year' at a special awards ceremony in London.

# The Champions



## James Wilkinson

James has extensive experience in helping people with impairments access employment during his time at the Big Issue, and is focussed on demystifying misconceptions employers have of disabled workers.

Drawing on his own experiences, he has championed inclusivity within his own workplace and influenced change to HR policies. He worked at The Big Issue for a whole year before he realised that he could claim funding via Access to Work for voice assistive technology which really helped him to do his written work. This led to him influencing at a senior level to review policies relating to disabled staff and carrying out a review at an organisational level.



# Communication Material

## Social media messages

### Twitter

Want practical advice on how to attract, recruit, develop and retain disabled employees? @WelshGovernment's Disabled People Employment Champions can offer support to help employers create a representative workforce that's open to all.

[businesswales.gov.wales/skillsgateway/disabled-peoples-employment](https://businesswales.gov.wales/skillsgateway/disabled-peoples-employment)

Having a diverse workforce can:

- Increase the number of high-quality applicants
- Bring additional skills to the business
- Create a workforce that reflects the diverse range of customers it serves

For more info, visit

[businesswales.gov.wales/skillsgateway/disabled-peoples-employment](https://businesswales.gov.wales/skillsgateway/disabled-peoples-employment)

? Did you know ? Most disabled people become disabled within their working life. Supporting them to adapt means you're not just following the law, you're ensuring your business can continue to benefit from the experience and abilities of all.

Visit [businesswales.gov.wales/skillsgateway/disabled-peoples-employment](https://businesswales.gov.wales/skillsgateway/disabled-peoples-employment)

Access to Work can support you to recruit more disabled people. Disabled employees may be eligible for a grant for the extra costs of aids, adaptations, or travel that are beyond standard reasonable adjustments.

[businesswales.gov.wales/skillsgateway/disabled-peoples-employment](https://businesswales.gov.wales/skillsgateway/disabled-peoples-employment)

"It's too expensive to recruit disabled people." Wrong! Did you know many reasonable adjustments cost very little or are even free? And you can get support to recruit or retain disabled people from @WelshGovernment's Disabled People Employment Champions. [businesswales.gov.wales/skillsgateway/disabled-peoples-employment](https://businesswales.gov.wales/skillsgateway/disabled-peoples-employment)

# Communication Material

## Social media messages

### Twitter

A diverse workforce can help attract new customers and lead to increased profitability. Disabled people can broaden your pool of talent and give you a competitive edge. Find out how @WelshGovernment's Disabled People's Employment Champions can help: [businesswales.gov.wales/skillsgateway/disabled-peoples-employment](https://businesswales.gov.wales/skillsgateway/disabled-peoples-employment)

When you think of disability you might think of someone with a physical impairment. But impairments aren't always visible. It's good practice to be aware of the support available in case your employees need any adjustments in the future.

[businesswales.gov.wales/skillsgateway/disabled-peoples-employment](https://businesswales.gov.wales/skillsgateway/disabled-peoples-employment)

The @WelshGovernment's Disabled People's Employment Champions are there to make businesses aware of the talent and skills provided by disabled people and encourage them to adapt their recruitment practices and access the support which is available. [businesswales.gov.wales/skillsgateway/disabled-peoples-employment](https://businesswales.gov.wales/skillsgateway/disabled-peoples-employment)

The @WelshGovernment has employed a network of Disabled People's Employment Champions to increase awareness of the talent provided by disabled people, help employers adapt their recruitment practices and access the support available.

Visit [businesswales.gov.wales/skillsgateway/disabled-peoples-employment](https://businesswales.gov.wales/skillsgateway/disabled-peoples-employment)

? Did you know Disabled employees are just as productive as their non-disabled colleagues, have less time off sick, fewer workplace accidents and stay with their employers longer, increasing retention and saving money on recruiting and training.

[businesswales.gov.wales/skillsgateway/disabled-peoples-employment](https://businesswales.gov.wales/skillsgateway/disabled-peoples-employment)

Recruiting and retaining disabled employees makes good business sense. Not convinced? @WelshGovernment Disabled People's Employment Champion Terry Mills discusses how employers can attract, recruit and retain disabled workers to build a diverse workforce.

[www.insidermedia.com/online-forums/a-more-equal-wales](https://www.insidermedia.com/online-forums/a-more-equal-wales)

# Communication Material

## Social media messages

### Facebook

Want practical advice on how to attract, recruit, develop and retain disabled employees? The Welsh Government's Disabled People's Employment Champions can offer support to help employers create a workforce that is diverse, representative and open to all.

For more information, head to:

[businesswales.gov.wales/skillsgateway/disabled-peoples-employment](https://businesswales.gov.wales/skillsgateway/disabled-peoples-employment)

? Did you know ? Most disabled people become disabled within their working life. Supporting them to adapt means you're not just complying with the law, you're retaining their skills and experience, saving time and money on recruitment and ensuring your business can continue to benefit from the experience and ability of all. For more information on the advice and support available, visit

[businesswales.gov.wales/skillsgateway/disabled-peoples-employment](https://businesswales.gov.wales/skillsgateway/disabled-peoples-employment)

Access to Work provides grants towards the additional costs associated with addressing the barriers faced by a disabled person in work. It provides individuals and employers with advice and support for the extra costs of support workers, aids and adaptations, or travel that are beyond standard reasonable adjustments. Disabled employees may be eligible for a grant. For more information on Access to Work and other Welsh Government support. Visit [businesswales.gov.wales/skillsgateway/disabled-peoples-employment](https://businesswales.gov.wales/skillsgateway/disabled-peoples-employment)

Get support to help staff with mental health or musculoskeletal problems return to work through the In-Work Support Service. It provides rapid access to tailored occupational therapy, physiotherapy and psychological therapy as well as free support and training to businesses in the private and third sector. For more information, visit

[businesswales.gov.wales/skillsgateway/disabled-peoples-employment](https://businesswales.gov.wales/skillsgateway/disabled-peoples-employment)

# Communication Material

## Social media messages

### Facebook

"It's too expensive to recruit disabled people."

We hear that a lot. But did you know many reasonable adjustments cost very little or are even free, and you can get support from the Welsh Government's Disabled People's Employment Champions to help you recruit and retain disabled people in your workforce. For more advice on how they can help visit

[businesswales.gov.wales/skillsgateway/disabled-peoples-employment](https://businesswales.gov.wales/skillsgateway/disabled-peoples-employment)

A diverse workforce can not only lead to increased productivity, creativity and profitability, it can help to attract new customers and staff. Disabled people can broaden your pool of talent and give you a competitive edge. Find out what help you can get here:

[businesswales.gov.wales/skillsgateway/disabled-peoples-employment](https://businesswales.gov.wales/skillsgateway/disabled-peoples-employment)

When you think of disability you might think that someone's impairment or health condition is what places them at a disadvantage. The Social Model of disability tells us that it's not the person's impairment that's the source of the disability, it's the barriers that we as a society put in place. Poor design, inaccessible services and other people's attitudes are the things that disable people and prevent their inclusion and participation. It also means they can't fulfil their potential. By thinking about disability in this way, you as an employer can start to think about how you can take action to remove obstacles and ensure everyone can thrive. Visit [businesswales.gov.wales/skillsgateway/disabled-peoples-employment](https://businesswales.gov.wales/skillsgateway/disabled-peoples-employment) for more information.

Welsh Government's Disabled People's Employment Champions are there to make businesses aware of the talent and skills provided by disabled people and encourage them to adapt their recruitment practices and access the support which is available.

[businesswales.gov.wales/skillsgateway/disabled-peoples-employment](https://businesswales.gov.wales/skillsgateway/disabled-peoples-employment)

# Communication Material

## Social media messages

### Facebook

The Welsh Government has employed a network of Disabled People's Employment Champions who will support employers across Wales to increase awareness of the availability of talent and skills provided by disabled people, help employers adapt their recruitment practices for their workforce, and demonstrate how to effectively access the support which is available to them and their employees.

Visit [businesswales.gov.wales/skillsgateway/disabled-peoples-employment](https://businesswales.gov.wales/skillsgateway/disabled-peoples-employment) for more information.

Disabled employees are just as productive as their non-disabled colleagues (sometimes more so), have less time off sick, fewer workplace accidents and stay with their employers longer, increasing retention and saving money on recruiting and training.

Visit [businesswales.gov.wales/skillsgateway/disabled-peoples-employment](https://businesswales.gov.wales/skillsgateway/disabled-peoples-employment) to see how you can benefit from this pool of talent.

Recruiting and retaining disabled employees makes good business sense? Not convinced? Listen to employers and experts, including Welsh Government Disabled People's Employment Champion Terry Mills, discuss how employers can attract, recruit and retain disabled workers to help build a diverse workforce.

[www.insidermedia.com/online-forums/a-more-equal-wales](http://www.insidermedia.com/online-forums/a-more-equal-wales)

## Social Media Assets

### Employment costs GIF

<https://wales.assetbank-server.com/assetbank-wales/action/viewDownloadSharedAsset?download=744f786f5961614e45694f70614d4e35536858394f673d3d&asset=31785248304d327677753331472f655547584e6f6d413d3d>

### Legal requirement GIF

<https://wales.assetbank-server.com/assetbank-wales/action/viewDownloadSharedAsset?download=6f6374526a6d4d7944584336644a59495634565771773d3d&asset=53673768664f616d2b71494e76416772336c4a366a773d3d>

### Social model GIF

<https://wales.assetbank-server.com/assetbank-wales/action/viewDownloadSharedAsset?download=79504c5a2f3163517a584c36744872636852344751513d3d&asset=4a6f75764830324d586e7939302f35415653387842773d3d>

### Recruitment GIF

<https://wales.assetbank-server.com/assetbank-wales/action/viewDownloadSharedAsset?download=69575443365a482f444e444f705a7a65646e365035673d3d&asset=45722f764250544637306d536869736c4771735756413d3d>

### Bridgend case study video

<https://wales.assetbank-server.com/assetbank-wales/action/viewDownloadSharedAsset?download=3473466a6f6f7450704a5653313766663139744650673d3d&asset=486a6c644256653857394f734d683779326a466576673d3d>

## Social Media Assets

### **Sparkles Cleaning case study video**

<https://wales.assetbank-server.com/assetbank-wales/action/viewDownloadSharedAsset?download=69575443365a482f444e444f705a7a65646e365035673d3d&asset=45722f764250544637306d536869736c4771735756413d3d>

### **Inclusive Explainer video**

<https://wales.assetbank-server.com/assetbank-wales/action/viewDownloadSharedAsset?download=384f61484d376c376a417a567049734e6379797578773d3d&asset=494166506e69614c476332786152314f335637434c413d3d>

### **Benefits image**

<https://wales.assetbank-server.com/assetbank-wales/action/viewDownloadSharedAsset?download=56712f4c735347545461696347763849697748564b773d3d&asset=67644e6a467958436e7936712b744368337377597a773d3d>

### **Attracting disabled applicants image**

<https://wales.assetbank-server.com/assetbank-wales/action/viewDownloadSharedAsset?download=725237775a635a5533615335757247444344622f51673d3d&asset=706d75536a3436496f4d74352f6936764774544541513d3d>

## Disabled People's Employment Champions branded images

### **Terry Mills**

<https://wales.assetbank-server.com/assetbank-wales/action/viewDownloadSharedAsset?download=38762b7253596e586e4771383043324c78492f566b673d3d&asset=69726f42575770687142384a37496a547432484454673d3d>

### **James Wilkinson**

<https://wales.assetbank-server.com/assetbank-wales/action/viewDownloadSharedAsset?download=6a6845684a647a3441395063634758353048725469413d3d&asset=7645344e6f6c797172524f647843666a646b4e5537673d3d>

### **Holly MacDougall-Corbin**

<https://wales.assetbank-server.com/assetbank-wales/action/viewDownloadSharedAsset?download=383633726b2b584c6d4663372b4f5952364771652f413d3d&asset=49334c6677354c64664d7537396a764c454e384d51513d3d>

### **Sara Pickard**

<https://wales.assetbank-server.com/assetbank-wales/action/viewDownloadSharedAsset?download=696e6a614d38466d47797669636f68307250556475673d3d&asset=4e486c6863366a5049415062396939796634506159413d3d>

### **Huw Chance**

<https://wales.assetbank-server.com/assetbank-wales/action/viewDownloadSharedAsset?download=437036466b44434e67794c7a42484974342f676335413d3d&asset=4253626e7a72434331704e6a42366a68692b774256773d3d>



## E-zine Copy

There were 420,000 disabled people aged between 16 and 64 living in Wales in 2020.\* This equals a huge amount of untapped talent for business owners with vacancies to fill.

The Welsh Government has employed a network of Disabled People's Employment Champions who will work with employers across Wales to increase awareness of the talent and skills provided by disabled people.

Working in partnership with Business Wales specialist advisors, the Champions can help you adapt your recruitment practices to make sure you're getting the right people for your business. They can also help you access the support which is available to you and your employees.

All of this is free and unique to employers in Wales. Whether an employer is looking to inject new talent into their team, retain or retrain existing staff who have become disabled, or want to ensure their workplace and HR policies are inclusive the Champions can help.

Any business in Wales interested in increasing the diversity of their workforce and finding out more about the many benefits of and support available for employing disabled people can contact the Champions at [DPEC@gov.wales](mailto:DPEC@gov.wales).

**\* Data taken from the Annual Population Survey, which collects data on disability as defined by the Equality Act 2010.**



## Website Copy

Given there were 420,000 disabled people aged between 16 and 64 living in Wales in 2020\* there's a huge amount of untapped talent for business owners with vacancies to fill.

The Welsh Government has employed a network of Disabled People's Employment Champions who will work with employers across Wales to increase awareness of the talent and skills provided by disabled people. The Champions come from a range of backgrounds but they all have experiences of working as a disabled person and supporting businesses, and it's often not as expensive or challenging as businesses fear.

Working in partnership with Business Wales specialist advisors, the Champions are there to help employers adapt their recruitment practices for their workforce, and access the support which is available to them and their employees. You will get back just as much as you put in and the benefits to you as an employer are endless.

All of this is free and unique to employers in Wales. Whether an employer is looking to inject new talent into their team, retain or retrain existing staff who have become disabled, or want to ensure their workplace and HR policies are inclusive the Champions can help.

Any business in Wales interested in increasing the diversity of their workforce and finding out more about the many benefits of and support available for employing disabled people can contact the Champions at [DPEC@gov.wales](mailto:DPEC@gov.wales).

**\* Data taken from the Annual Population Survey, which collects data on disability as defined by the Equality Act 2010.**

## Brochures and Guides

The following are available to download and can be widely shared online.

### **A More Equal Wales: A practical guide for employers to employing disabled people**

<https://businesswales.gov.wales/skillsgateway/sites/skillsgateway/files/documents/Employers%20Guide%20to%20Employing%20Disabled%20People%20-%20EN.pdf>

### **Brochure: Skills and recruitment support for employers**

<https://www.dropbox.com/sh/9pvpd06seu1g4g9/AACnOTWPBKykdH3UAtXNRpCwa?dl=0&preview=Employers+brochure+-+Support+to+help+you+train+and+recruit.pdf>

### **Disabled People's Employment Champions leaflet**

<https://wales.assetbank-server.com/assetbank-wales/action/viewDownloadSharedAsset?download=5063686f5a2b506a6854736f6435766b6358517445513d3d&asset=3063316e4b78494673577a2b513471723642396264413d3d>



## Useful Contacts

For advice on recruiting or retaining disabled people, contact the Disabled People's Employment Champions at [dpec@gov.wales](mailto:dpec@gov.wales)

For information on the Welsh Government's action to increase the number of disabled people in work, contact [shane.williams@gov.wales](mailto:shane.williams@gov.wales)

For information on the copy and assets provided in this toolkit, contact [bethan.jones5@gov.wales](mailto:bethan.jones5@gov.wales)