



Ways into Work and LEGOLAND - Supported employment working with and supporting employers

In 2008, the Royal Borough of Windsor and Maidenhead established the '*Leading by Example*' programme, in which the Council developed a model of best practice in employing people with a learning disability.

The Council's supported employment team, Ways into Work, collaborated with the Human Resources team at LEGOLAND Windsor to identify roles that could either be job carved or created for people with a learning disability.

After eighteen months, seventeen people with a learning disability are in paid employment at LEGOLAND, six of whom are working sixteen hours or more per week, and many others working towards this.

How did it work?

Ways into Work used the successful working model developed in the Council, to promote the employment of people with learning disabilities to other employers, as a way to meet their business needs as well as change the lives of people with learning disabilities.

LEGOLAND was one of the first employers to be contacted, and after their HR representatives met with Ways into Work they began to look at areas where they found it difficult to recruit and retain staff, or which could benefit from job carving.

Ways to Work presented the business case to the recruiting managers and the response was extraordinary: they could clearly see the benefit to their areas of business and were reassured by the support that would be offered by Ways into Work.

Working jointly with Human Resources and the recruiting managers, 12 posts across the Park were identified, in the Attractions, Environmental Services, Retail, Warehouse, Admissions, Marketing and Wardrobe departments. Ways into Work and LEGOLAND worked together to adapt the recruitment and induction process, ensuring that reasonable adjustments were made, including a bespoke induction, and working interviews instead of assessment centres.

Twelve people went forward for working interviews and at the end of the work trials, 11 were offered paid work ranging from four hours to 37 hours a week, with the Ways into Work team offered job coaching support, modelling and advice. Following the success of the recruitment process, the food and

beverage department joined the programme and resulted in 11 more people with learning disabilities moving into paid employment with LEGOLAND.

Ways into Work are now working to identify additional individuals as well as other areas of the organisation that would benefit from their approach. Managers have reported that their involvement in the scheme has improved communication within their teams, boosted motivation and improved the quality of the service provided to guests. For many of the individuals involved this has been their first experience of employment and Ways into Work has put together a travel- training programme to support individuals to be more independent.

The success of the partnership demonstrates that with collaborative working, the right approach and the right people, supported employment works for businesses and for individuals.

Martin Green, LEGOLAND Windsor's Human Resources Assistant Manager said, 'Ways into Work has proved to be extremely successful for LEGOLAND and we've recruited over 17 members of staff through Ways into Work, we're very excited about taking part in 2011.'



Chris and John, who work in Environmental Services, with The Mayor Cllr Catherine Bursnall on a visit to LEGOLAND Windsor in August 2010



Belinda, who works in Wardrobe, with The Mayor Cllr Catherine Bursnall on a visit to LEGOLAND Windsor in August 2010

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