

Supporting Disabled Employees: A Media Perspective



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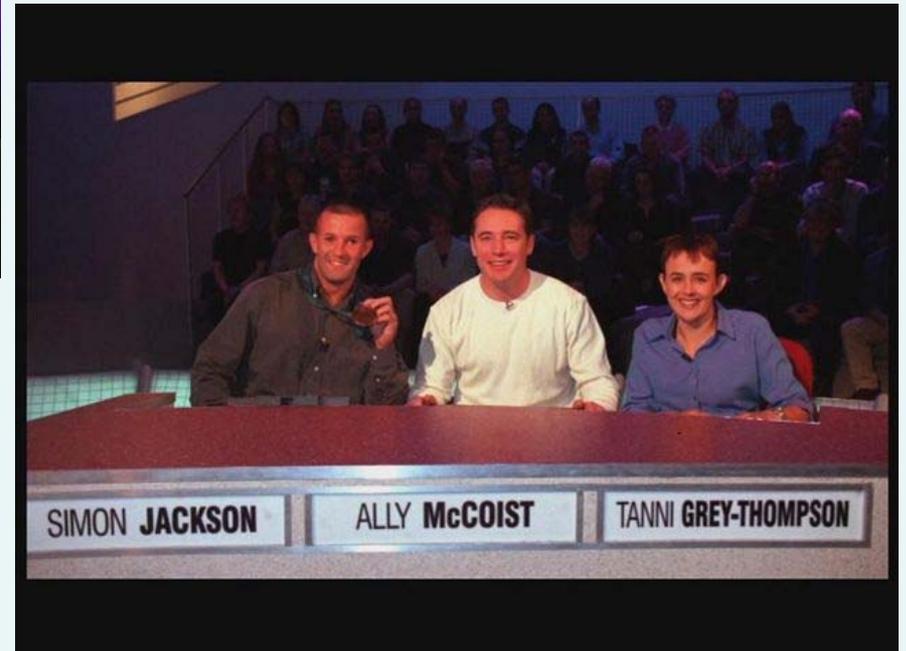


Workshop Outline

- Disability and the media industry
- Accessibility as an organisational imperative
- Business case for providing a high level of support for disabled employees
- BBC Access Service



A Question of Disability



A Question of Disability

Q. How well are disabled employees represented in the media industry?

- A. Under 1% of employees have a disability**
 - B. Less than 5% of employees have a disability**
 - C. Between 5% and 8% of employees have a disability**
 - D. Over 8% of employees have a disability**
- B. Less than 5% - disabled employees make up just 2.3% of the media industry (Dec 2010). The BBC has a disabled employee representation of 3.4%**



A Question of Disability

- Q. What makes disabled audiences more likely to watch a TV programme?**
- A. If there is a character with an illness, impairment or disability as I have in it**
 - B. Its about one of my hobbies or interests**
 - C. If the programme is specifically about disability**
 - D. If there is a family like mine in it**



A Question of Disability

Q. What makes disabled audiences more likely to watch a TV programme?

- | | |
|---|------------|
| A. If there is a character with an illness, impairment or disability as I have in it | 21% |
| B. Its about one of my hobbies or interests | 56% |
| C. If the programme is specifically about disability | 9% |
| D. If there is a family like mine in it | 20% |



A Question of Disability

- Q. Which of the following do disabled audiences think most influence attitudes to disabled people in society?**
- A. News and Current Affairs**
 - B. Reality TV**
 - C. Soaps**
 - D. Documentaries**
 - E. Sports**



A Question of Disability

Q. Which of the following do disabled audiences think most influence attitudes to disabled people in society?

- | | |
|------------------------------------|------------|
| A. News and Current Affairs | 33% |
| B. Reality TV | 15% |
| C. Soaps | 53% |
| D. Documentaries | 46% |
| E. Sports | 28% |



A Question of Disability

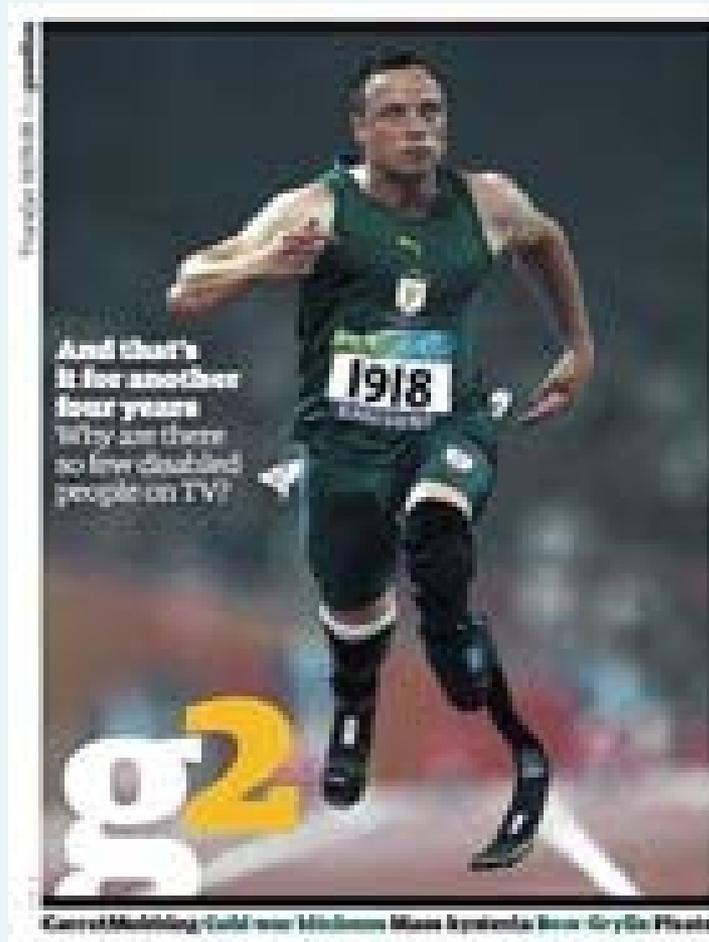
Q. Disabled male employees are better represented in the media industry than disabled female employees?

A. True

B. False

B. False - Disabled women make up 49.6% of all disabled employees in the media industry.





Guardian G2
Supplement
18th Sept 2008



A Question of Disability

Q. Which BBC division has the highest percentage representation of disabled employees?

- A. Technology**
- B. BBC People**
- C. BBC Vision**
- D. Audio & Music**

A. Technology – 6.7%



A Question of Disability

- Q. How many BBC divisions have senior managers who have identified themselves as disabled?**
- A. Under one quarter of all divisions**
 - B. Less than one half of all divisions**
 - C. Over one half of all divisions**
 - D. Over three quarters of all divisions**
- D. Over three quarters of all divisions have senior managers who have identified themselves as disabled**



BBC Diversity

Everyone has a Story: BBC Diversity Strategy

–5 Strategic objectives: Workforce, Access, Audiences, Authentic Portrayal, Strategy & Delivery

“Build in accessibility from the start when developing new products and services, ensuring sustainable ongoing accessibility”.



Accessibility: Organisational Imperative



Support for Disabled Employees

- **BBC Ability**

- To provide a voice to disabled staff at the BBC
- Work with Diversity Centre on workforce & portrayal
- Meet every 6 months with Director- General
- Attend Diversity Board at least once a year
- Regularly organise events for disabled staff and wider staff population to raise awareness
- Joint working with other BBC Staff Forums

- **Staff Forum Video**



Access Services

- Provides assistance to disabled employees, managers and visitors
- Services available to both potential and current employees
- Services include:
 - Access Assessments
 - Workplace / working practices reasonable adjustments
 - Support with funding arrangements (e.g. AtW applications)
 - Comms Support & Facilitation
 - Access assessments for BBC Events
 - Hold a small stock of equipment available for loan



But – what is reasonable?



or



Both do the same job.
Or do they?



Approaches to Reasonableness

- **What is the need / substantial disadvantage?**
 - Who determines the need?
 - How do you assess the level of need?
- **What possible solutions are available that meet all needs?**
 - Have you considered all options?
 - Have you sought expert advice?
- **Which solution(s) best suit the environment context in which the employee is expected to perform as well as any other employee?**
 - Have you done all that can reasonably be done?
- **Financial Considerations**



For Discussion

1. What are the top 3 benefits and challenges for your organisations of working with host companies with established access support processes?
2. What are the challenges for you in supporting host companies to determine which adjustments are reasonable?





Any Questions?

Thank you!

