Disability Confident Scheme
What are your barriers?
What is the DCAG

Board Constitutes of
Employers
Council
DWP
Councillors
Disabled People
Support Services
Training Providers

Action Plan
1. Awareness and events
2. Work with schools and Transitions
3. Work with employers & organisations
4. Intelligence of local demography
5. Implement solutions for employment opportunities

Presentations
Matthew Taylor - Taylor Review
Liz Sayce – Switching Focus
Hammersons
Books Beyond Words
Matt Wood – CEO @ Millwood

Events
Reverse Jobs Fairs
Training
Conferences
Supported Self Employment
Take Over the Council
How has the DCAG helped an employer?
It gave us a foundation or a ‘base’ to start our unknown journey from.

It allowed us to grow and to ask for help along the way.

It inspired us to reach for the Summit but encouraged us to ask for help too (just like the Sherpas).
Time Line

- **July 2017**
  - Disability Awareness Training for employers

- **Nov 2016**
  - 1st Reverse Jobs Fair

- **Feb 2016**
  - Raising Aspiration Event

- **Oct 2015**
  - 1st Event for employers
Time Line

Feb 2018
Yes I Can initiative with DWP

Nov 2017
DWP Proof of Concept

Oct 2017
2nd Reverse Jobs Fair

Sep 2017
Supported Self employment Academy
Dec 2019
Turn Town Hall Purple

Nov 2019
4th Reverse Jobs Fair

Oct 2019
Supported Self Employment Academy

Sep 2019
All About Me
How would you build a DCAG?

Time
Budget
Passion
Innovation
So, what have we done?
Case Study: Croydon Disability Confident Action Group

Croydon Council signed up to the Disability Confident scheme that supports employers to realise the potential of disabled people. They developed a Disability Confident Action Group made up of public, private and voluntary sector organisations, service providers and the DCAG with the aim of increasing the number of disabled people in employment by providing a coherent offer to employers.

They ran a series of events for employed and disabled people, the most recent one being a "reverse job fair" where employers approached potential candidates. Many employers attended the event and five job offers were made on the day, one of which was an apprenticeship as well as other offers of internships and work experience.

Values - why is this important?
Disability Confident action scheme is one of the Department of Work and Pensions' (DWP) efforts to reduce the number of disabled people who are not in work. More and more businesses are signing up to Disability Confident every week, and there are now over 5,000 employers signed up.

The scheme helps employers think differently about disability, and improves how they attract, recruit and retain disabled workers.

Disability Confident helps business to realise the benefits of a diverse workforce which includes disabled people. These include:
- Breaking the vicious circle of lower pay
- Recruiting and retaining high-quality staff who are flexible, hard-working and reliable
- Making the most of the skills and experience of disabled people
- Reducing the levels of absence and staff turnover
- Improving the health and safety of disabled people
- Improving the working environment for all employees
- Improving the business outcomes for all employees

The scheme has 3 levels designed to support employers with employment programmes to become Disability Confident employers. They run a Disability Confident employer event in 2015 to working towards achieving a disability employment standard.

What are the challenges?
The employment rates for disabled people in the UK are very low (24%) despite the capacity existing; the highest levels of employment for comparison are for people with no limitations; and 32% of people with moderate disability (32%) and 24% of people with severe disability (24%)

Croydon Council has a Disability Confident Action Group (DCAG) that is made up of public sector organisations with a number of employers in the community.

The group developed an active plan to ensure they are co-ordinating their activities, sharing information and working in partnership to provide a coherent offer to employers to support them in employing more disabled people in the organisation. They ran a series of successful events resulting in an increase in employment rates of disabled people in the borough.

The DCAG organised their first Disability Confident event in May 2015, which was highly successful. It was expected to attract 50-60% of employers, with the DCAG offering employers the opportunity to volunteer for a set period and outcomes agreed in advance. It was also expected to attract 50-60% of employers, with the DCAG offering employers the opportunity to volunteer for a set period and outcomes agreed in advance.

The next event is an innovative approach to running a series of events where people call a number set line instead of potentials volunteering employers for positive jabs, the process was turned on to a hard drive, with employers seeking to roll out positive and long-term solutions. Twenty employers attended the event, and five job offers were made on the day, which was an unprecedented level of success, as well as other events of interviews and work experience. Several positive responses were received.
What have Croydon done well?

• An ‘Excellent’ Supported Employment team that scored 95.8% at audit, which is quality driven
• The creation of Disability Strategy Lead for Employment role
• Referrals for the service from many sources
• The ‘Network’ held monthly
• Two awards in 2018
• Highest amount of disabled people into employment in 2018/19
• BASE Associate for supported Employment
• A strong sense of focus on having more structured and meaningful conversations with employers

• New signups from employers and contractors (due to procurement obligations).

• Employers feel more encouraged to have conversations around employing disabled people and less nervous about starting up an initial conversation.

• A real sense of inclusion for applicants during the recruitment process.

• Employers actively wanting to support disabled people into employment utilising the resources the DWP supply
What do we intend to do next?

- Virtual Reality for vocational profiling
- Mental Health First Aider training for local employers
- Disability Leadership Programme
- Disability Proud
- Learn from what employers want from the survey
TakeAways

Pizza Hut
Domino's Pizza
Burger King
Subway
McDonald's
KFC
Sonic
American's Drive-In
Friendly's

KFC
McDonald's
Taco Bell
Wendy's
Johnny Rockets
Hardee's
Pizza Hut
We would love to hear from you..

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