


ridi AWARDS 2015

WINNERS

Awareness,
action,
measurement



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Ministerial Foreword

Assisting disabled people into work is firmly on the political agenda, and the government is successfully working with businesses to achieve its objective through its Disability Confident campaign. The past year has seen nearly 240,000 more disabled people in work - the equivalent of 650 more disabled people experiencing the financial, social and mental health benefits of having a job each and every day. This means that there are now more than 3.2million disabled people in employment.



JUSTIN TOMLINSON MP
Minister for Disabled People

However, despite this success, for disabled people wishing to enter the workforce - or progress their careers - the recruitment process itself can often be a challenge.

Disabled people make up nearly one fifth of the population and we are committed to ensuring that they have the same opportunities as anyone else. With employment levels close to record highs, companies looking for skilled staff should open their eyes to the amazing opportunity of hiring disabled people. Time and again employers have told me that making changes has been worth the investment.

I am delighted that the Recruitment Industry Disability Initiative (RIDI) is simultaneously working towards removing barriers, increasing understanding and ensuring that disabled people have every opportunity to fulfil their potential and realise their aspirations.

The RIDI Awards are not only about celebrating the progress being made by companies in engaging with disabled talent, they are also about sharing learning and setting out best practice so that other in-house recruiters or agencies will be inspired to do things differently.

With this in mind, the government's Disability Confident campaign is proud to support the RIDI Awards for the second consecutive year and to be sponsoring the Disability Confident award.

This year's entries showcase inspirational examples from not only big business, but also smaller organisations, which, when you consider almost half of the working populations is employed by SMEs, are key to achieving the government's ambition of halving the disability employment gap.

It is worth remembering that the spending power of disabled households, the Purple Pound, is estimated at over £200 billion - and many employers have found that a good representation of disabled staff is the key to connecting with disabled customers. This initiative isn't just about doing what's right, it's about realising that diverse workplaces are stronger workplaces and that means stronger businesses to drive our economic growth.

Justin

Foreword by Chair of the Judging Panel

Welcome to the 2015 Recruitment Industry Disability (RIDI) Awards – the event that celebrates the recruitment profession's commitment to removing barriers faced by disabled jobseekers. The number of disabled people in work is climbing. In fact the past year has seen 240,000 more disabled people enter the workforce. Your attendance represents the fact that your organisation is at the forefront of making this change.



KATE HEADLEY
Development Director,
The Clear Company

Submissions across all categories have increased by 44 per cent year-on-year, with entries received from not only large multi-nationals, but also smaller companies, public sector organisations and not-for-profit groups. The diversity of organisations getting involved is indicative of a shifting tide in attitudes towards disability across the employment spectrum, which is having an immediate and tangible effect on the outlook of disabled candidates.

With increasing support available, it is clear that workplace culture is changing. We are seeing the formation of effective partnerships that not only give organisations access to a more diverse talent pool,

but make a powerful difference at a personal level – for candidates with a disability that are able to find work – this shift in culture can be truly life changing!

Reform lies in the power of collaboration, and although it feels daunting, the reality is that it is often simple changes in recruitment process and practice that make the most difference.

This year's awards showcase the power of small steps - and this should encourage people still nervous of the agenda to get involved.

Once you've made the case for change – whether that be a need to widen your existing talent pool, become more reflective of your client base, or simply be ahead of the curve – go back to basics. Review each stage of the recruitment process – from job adverts to on-boarding – and strip it down. Make sure your recruiters are confident on disability, and then work in partnership with trusted and disability confident suppliers to seek out candidates. Finally, make reasonable adjustments. Be sure of what adjustments you should make, when these will need to be put in place, and how they will be funded.

The Government's *Access to Work fund* may be able to help employers cover costs of adjustments that remove barriers in recruitment and at work.

I'd like to take this opportunity to thank the RIDI team for their tireless work in promoting the awards, as well as our sponsors, judges and entrants – without whom this event would simply not be possible.

The standard of entries this year once again exceeded expectations and caused a great deal of debate and discussion at the judges' panel. This year's winners demonstrate real progress in removing barriers in even the most high-pressure recruitment environments, and their case studies show that they're succeeding in becoming disability confident. I hope that you will join with us in celebrating the progress and exceptional case studies shared tonight and find inspiration which will feed into your own organisations' recruitment strategies and processes.



Insights from disabled jobseekers

At the heart of the Recruitment Industry Disability Initiative (RIDI) are disabled people looking for employment or their next career opportunity. So that RIDI can continue to advise and support impactful change, we needed to better understand the impact the recruitment process has on disabled people in real terms. This summer we surveyed 300 disabled jobseekers* about their recent experiences of recruitment. Our survey shows without question the power employers and recruiters have to make job-seeking a positive experience for disabled jobseekers.

COMMON THEMES

Some common themes emerged from our survey respondents, which characterise what can and at times does go wrong, and they provide us with a valuable insight:

- There is a lack of disability confidence among recruiters
- Recruiters do not ask the right questions
- Reasonable adjustments do not get made
- There is a lack of understanding and support

KEY FINDINGS

85% Our research reveals that nearly 85% of disabled people find that their disability or long-term health condition has an impact when job-hunting.

3% Only 3% of respondents believed that their disability had no noticeable impact on their job hunt at all.

56% From the start of the recruitment process, irrespective of disability, over half of respondents (56%) found the first hurdle – the job application stage – to be challenging.

57% The face-to-face interview stage is also a challenging time, with 57% of respondents saying that meeting a potential employer has impacted their chances of finding a job.

*The disabled candidate survey was conducted for RIDI by the Clear Company, Guidant Group, Diversityjobs.co.uk and Evenbreak in June 2015.

WHAT DISABLED JOBSEEKERS SAID

"I was working for a housing association on a three month contract, but when they found out I had depression they ended my contract a month early as they said, they felt I was a risk to the business, even though I hadn't had a single day off work ill and I had worked really hard."

"I was being recruited for a temporary role, but when I asked for adjustments in the workplace, I was asked to leave... The agency then took me off their books."

MOVING TOWARDS DISABILITY CONFIDENCE

We want to progress from here and continue as an industry to become more disability confident. RIDI is actively engaging with recruiters that are making those small adjustments, investing in the confidence of our recruiters and working in partnership with the right organisations. Collaboration, communication and confidence are key components for success.

A MORE POSITIVE PICTURE EMERGES

"My current employer arranged an interpreter for my interview and allowed for extra time for communication."

"I was offered a telephone interview as an alternative to having to travel to the venue."

"I have flexible working hours and with such a simple initiative I can fit my health related appointment around my work without any problems."

SUMMARY

Kate Headley, Director of Consulting at the Clear Company and Chair of the RIDI Awards judging panel said:

"RIDi is a celebration of the work and commitment from recruiters, employers and their expert partners to create a modern, inclusive and positive candidate experience for disabled job seekers. This years RIDi candidate survey shows that we still have a long way to go, but that it is within our collective power to access this rich and diverse talent pool."



This survey was conducted for RIDI by:



Our Sponsors

The RIDI Awards would not have been possible without the commitment and generosity of our sponsors:



Northern Trust



Judges Panel

RIDI has a remit to extend the reach of the support and motivation to remove barriers across the recruitment industry. RIDI 2015 has benefited from exceptional support and hard work from our team of marketing and communications experts generously provided by members of the executive board. In particular we would like to thank Guidant Group, Blue Sky Communications, Big Voice Communications and The Clear Company for their marketing support which has enabled RIDI to reach an additional 600,000 disabled Job seekers in 2015.

Executive Board / Judges:

Our thanks go to the members of executive board who have been the driving force behind the RIDI Awards 2015. Every member of the board has worked hard personally, providing inspiration, leadership and resources to enable RIDI to happen.



KATE HEADLEY
Director of Consulting,
the Clear Company



PAUL AWCOCK
Head of Talent
Sourcing, Lloyd's



MELANIE FORBES
Managing Director,
Guidant Group,
UK and Europe



JANICE HENSON
Managing Director,
de Poel Community



JANET HILL
Director,
Diversity & Inclusion,
Civil Service



SUE LAVERNE
Director Talent,
Executives and
Organisational
Design – Outside
Europe, E.ON



MARDI SMOUHA
Head of Eversheds
Agile, Hong Kong

Judges:

The judges had a significant task at this year's judging panel with a 44% increase in submissions from last year, we thank them for the fantastic set of finalists and winners for 2015.



DAN BIDDLE
NRAC Consultant,
ACIOB, FRSA



JUDY GREEVY
RIDI Champion



PAMELA HUTCHINSON
Chief Diversity Officer
for EMEA, APAC,
Northern Trust



TRACY M. KANTROWITZ PH.D
Vice President
of Research &
Development at
CEB's SHL Talent
Measurement Solutions



DENISE KEATING
CEO, Employers
Network for
Equality & Inclusion



MORGAN LOBB
CEO,
DiversityJobs.co.uk



DAWN MILMAN-HURST
CEO, Equal Approach



BRIDGETTE WILCOX
Head of Eversheds'
International
Commercial Team



Working together around the world

A combination of strengths

Diversity is more than a goal at international law firm Eversheds; it's a daily practice for everyone who works here. As an increasingly global firm, we are passionately committed to encouraging diverse thinking and fostering a culture where the best people want to work.

The result? A powerful mix of talents and new ideas that supports our own vision on diversity and inclusion - and allows us to meet the expectations of our clients and the communities we belong to. Over the years our diversity programme has continued to gain recognition from the legal industry and other business communities. But we don't do it to win awards. We do it because it is the right thing to do. Simple really.

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Most Progress

Changing our policies and procedures and keeping up with evolving best practice takes time, determination and perseverance. This award recognises the different stages organisations are on when they commence their journey towards inclusive recruitment best practice and celebrates the small, as well as the large steps taken over recent years.

The judges were looking for:

- 1 Evidence of knowing the starting point;
- 2 Evidence of change;
- 3 Improved candidate experience and/or recruiter confidence.

Winner: Lloyds Banking Group

LLOYDS BANKING GROUP



“The winning submission is a great example of how knowing your starting point and bringing in the right expertise sets a firm foundation for the journey towards inclusion. This organisation embarked on an 18 month plan of practical interventions to remove known barriers, including technology changes, supply chain engagement, review of job descriptions and education for recruiters.”

Judges' Comments

Lloyds Banking Group's vision is to be the Best Bank for our Customers and to Help Britain Prosper. Our Helping Britain Prosper Plan contains seven commitments; one of the commitments is that: 'we will better represent the diversity of our customer base and our communities at all levels of the Group.

This overarching commitment to diversity is particularly evident when it comes to disability; the Group strives to be a “disability smart” organisation that recognises the importance of taking practical measures to remove barriers that can affect our ability to attract and employ disabled talent and serve disabled customers. In 2014 we achieved a Gold standard in the Business Disability Forum's Disability Standard which, whilst being an outstanding overall result, did highlight some areas that had further opportunities for improvement, one of these being attraction and recruitment.

This reinforced evidence obtained in 2012 when we had engaged a leading independent organization to undertake a detailed audit of the recruitment process at all levels. The combination of the Clear Audit and Disability Standard provided the impetus for an 18 month change programme delivering the following key initiatives:

- Barrier free recruitment and on boarding
- Technology changes supporting a disabled guaranteed interview scheme
- Supply chain engagement
- Candidate experience programme
- Recruiter, line manager and supplier Education programme
- Job descriptions review
- Improved candidate attraction channels
- Disability work experience programme
- Dedicated disability suppliers in the supply chain
- Barrier free application process

The success of these initiative has resulted in increased representation of disabled colleagues, increased engagement scores, increased membership of Access (our colleague disability network), and recognition from the third sector and Government led initiatives.

Sponsored by:



A diverse and inclusive employer



We are the first legal business in the UK to be awarded Clear Assured status for removing barriers to the employment and retention of disabled people. We are also the first legal business to adopt Clear Talents in our recruitment process to help us identify any reasonable adjustments disabled candidates need, to make the experience of applying for a job with us a positive one.

Our Diversity Steering Group provides strong and visible leadership which is helping to embed diversity into the way we do business. We are committed to promoting inclusive best practice and to encouraging others to improve the employment experience of disabled people.

Please visit www.dwf.co.uk/joinus to view and apply for our vacancies. You can also contact our recruitment team via phone **0161 838 0387** or recruitment.enquiries@dwf.co.uk

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championing
opportunities for all

de Poel Community offers a unique combination of employment support, training and volunteering solutions; occupying a truly unique space between both businesses and the community.

de Poel Community is working to bring about change in our communities by using our knowledge, skills and technology to engage communities whilst increasing employment and volunteering opportunities, to create a more inclusive society.

- ✓ Social Enterprise
- ✓ Volunteering Solutions
- ✓ Diverse Recruitment
- ✓ Employment Support
- ✓ Community Impact



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Employers Choice

Employers have a powerful role to play in changing how we recruit disabled talent. This award is for employers to recognise the contribution of a third party which has enabled them to achieve their overall objective of becoming more inclusive for disabled people.

Winner:

Clear Talents – Nominated by AbilityNet

cleartalents

“The Judges selected this winning entry due to the significant and lasting impact the nominee has had on them as an employer. This organisation has embedded a software solution that provides a helicopter view of the organisations health and wellbeing. The results have taken disclosure levels from less than 5% to 65%, adjustments in recruitment and at work are being confidently addressed and sickness absence rates have dropped by nearly 50% in a single year.”

Judges' Comments

As a charity that exists to change the lives of disabled people by helping them to use digital technology at work, at home or in education, we at AbilityNet continually strive to ensure that we have a diverse workforce.

Since the start of 2014 we have gone from being a Charity trying to address diversity in our recruitment and in our workforce to being an example of market-leading best practice through the implementation of a unique online wellbeing management solution; Clear Talents (CT).

With the implementation of CT we were able to introduce a confidential, streamlined and easy to use process for our staff and all candidates applying for AbilityNet vacancies to disclose any disabilities or needs they may have.

Prior to the implementation of CT, HR and Line Managers spent significant time encouraging employees to disclose their disability but had minimal success with an employee disclosure rate of less than 5%.

Since implementation of the CT diversity management solution, however, there has been a seismic shift in our entire approach to, and success in, diversity and wellbeing management.

After having invited, encouraged and supported our entire workforce through the process, we now have a disclosure rate of 65% of our entire workforce and applicant base in all areas of need (across all nine protected characteristics) and every

candidate and employee is able to use the same process to report any developments as their circumstances or role changes.

At the end of 2013 we had an average sickness rate of 6.2 days per employee per annum, following the introduction of the CT tool this fell to 3.9 days by the end of 2014.

Highly Commended:

Marks & Start Programme – Nominated by M&S

“This submission deeply impressed the judges for its innovative and far reaching program. There was excellent evidence of barriers being removed and good conversion rates.”

Judges' Comments

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The **BIG I.D.E.A.**

Agency Choice

The judges were looking for:

- ① Evidence of setting clear expectations on inclusion to suppliers;
- ② Evidence of KPI's being in place to measure results;
- ③ Leading by example and setting clear standards.

Recognising the need for all stakeholders to be aligned, this award gives recruitment agencies the opportunity to recognise the contribution of an employer, which has enabled the agency to support them in the recruitment of disabled talent. Remplo's five year goal is to deliver 250,000 people into employment (compared to 100,000 previously), through penetrating local authority markets and by expanding its portfolio, through offering services such as vocational rehabilitation and disability consultancy expertise.

Not only will this project deliver enhanced growth and profitability for its employee owned workforce; it will help thousands more disabled people to transform their lives. This passion to make a difference remains at the heart of Remplo and will continue to drive its success.

Winner:

Remplo – Nominated by Equal Approach



Putting ability first

"The judges selected this entry due to the significant impact they are having as an employer as well as a service provider. As an employer they live by their values for disabled people with a barrier free recruitment process that sets a minimum objective of 25% of every shortlist declaring a disability."

Judges' Comments

Equal Approach has been the sole recruitment supplier for Remplo since 2006, and Equal Approach Director, Stephen Lemmon once again nominates Remplo for the RIDI Awards Agency Choice Award for the second year running, after Remplo won the award last year.

"Remplo continues to evolve and develop towards its aim of being an exemplar employer of disabled people, and new developments over the last year have are further proof why Remplo deserve to be nominated again for the Agency Choice award."

STEPHEN LEMMON,
Director at Equal Approach.

Established 70 years ago to provide training and employment after the Second World War for injured and disabled ex-service personnel and miners, Remplo has evolved into an organisation that supports disabled people into mainstream employment.

Since 2010 it has supported almost 100,000 people with a range of disabilities and health conditions into work and places an emphasis on recruiting candidates with disabilities in order to be reflective of its client base.

Remplo's own recruitment process is designed to be as inclusive as possible for disabled candidates with a target for 25% of candidates shortlisted for interview having declared a disability. This target was surpassed in 2014 achieving 27% for the calendar year, with an ambitious working target of 30-35% set for 2015.

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No barriers to talent.

At E.ON we're serious about diversity. And it's not just that it's fairer: for us it's a way of succeeding, because we believe our differences make us stronger. That's why we're working hard to build a more inclusive culture at E.ON, where everyone – no matter what their background – can achieve their full potential.

We've signed up to the government's Disability Confident campaign, and implemented a whole host of initiatives to make our recruitment process more inclusive.

Meet Helen, a member of our Disability Employee Network (DEN). Two years ago she was diagnosed with blepharospasm, a rare eye condition. In severe cases like Helen's, it can cause functional blindness for certain periods.

"The support I received from E.ON was fantastic. They took the time to assess my work environment to help me as much as possible. So many disabilities are subtle and not obvious – we want to give people the courage to speak up".

Helen, HR Administrator

To find out more, visit eon-uk-careers.com

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The award-winning Disability Confident campaign is entering its third year. Promoting work between the government and employers to remove barriers to work for people with disabilities, the campaign aims to raise awareness and ensure that disabled people are empowered to fulfil their potential. Employers are crucial to improving employment opportunities and outcomes for disabled people and we work in partnership with businesses to help disabled people realise their aspirations.

Make it your business!

- Sign up to support the campaign today and find out how to become a Disability Confident partner
- Sign a pledge to make a difference
- Support a local MP-led event

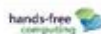
Contact the team at: dwp.disabilityconfident@dwp.gsi.gov.uk

Already a campaign partner?...

Join the debate!

- Help us spread the word via your digital channels!
- Join the debate via #DisabilityConfident on Twitter
- Follow the new Disability Confident LinkedIn Showcase Page
- Sign up to our LinkedIn group and discuss how you can make the most of the talents of your disabled employees

the clear company



The UK's leading employer network covering all aspects of equality and inclusion in the workplace.

Working together with Members we make change happen. Our Strategic Themes are pan Diversity and include:

- **Unconscious Bias:**
Its impact on attitudes, behaviours and decision-making.
- **Inclusive Leadership:**
Creating inclusive cultures through behaviour change.
- **Agile Working:**
Changing the way people work & improve organisational effectiveness.
- **Workforce Representation:**
Driving competitive advantage by attracting and retaining diverse talent.
- **Access to Opportunities:**
Promoting social mobility and opening up work opportunities.
- **Managing Diversity & Inclusion in a Global Marketplace:**
Maximising business performance through the development of talented people working across cultural and geographical boundaries.

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Big Voice provides strategic advice, training and consultancy on diversity & inclusion in communications, marketing & PR.



1/5 people have a disability, that's around 12 million people



1/30 are blind or have a visual impairment, that's around 2 million people



1/7 are deaf or have a hearing impairment, that's around 9 million people

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Individual Choice

Disabled job seekers were invited to nominate the agency that has provided them with the most positive candidate experience recognising that actions speak louder than words.

Winner: **BCL Legal**



This category is what tonight is all about, the impact of disability confidence on individuals.

The winner is a main-stream agency whom, "have not once considered my disability to be a hindrance of any sort" ...they have instead "provided an environment where I am comfortable and my disability is a natural part of any discussion."

Judges' Comments

The nature of my disability means that for the purposes of interview there are often a number of arrangements to be made to ensure access together with suitable support on site. Throughout my time as a candidate with BCL Legal they have done more than I could expect to improve my experiences.

As a candidate it's difficult to ever feel fully prepared for an interview and it can be an added concern if coupled with the simple exercise of preparing that one has to also be concerned with matters relating to access and any accommodations required for interview. No matter how much research you do there is a natural element of doubt and fear which can often manifest itself as nerves. BCL Legal tackle this head on, right from the beginning of the process and have not only made me feel at ease but helped me prepare. Not simply by talking through the standard interview questions, but taking the time to understand what I am looking for and making sure that the opportunities they are presenting to me match with that. I think this is something quite unique to BCL Legal and it allows them to offer me thorough guidance and support with my applications.

To compliment this, before making an application they have always taken extra steps to ensure that the firm's building has the right access for disabled candidates and my specific needs, they have made sure to arrange parking and on several occasions Gishan Abeyratne has met me before and after interviews to help and make sure I have assistance getting in and out of the offices without any problems. On one occasion where access to the firm's car park was hindered by road works, I had contacted Gishan who had no hesitation in leaving the office to come and meet me and guide me in.

The judges were looking for:

- 1 Access to guidance and support throughout the process;
- 2 The disability confidence and competence of the recruiter;
- 3 The positive impact and outcome for the candidate.

Highly Commended:

Inclusion Cornwall

"The submission by Inclusion Cornwall showed the value that employment has for both the employer and employee – After being out of work for 11 months prior to the interview, the candidate was supported throughout the recruitment process, was successful and is still happily employed."

Judges' Comments

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INCLUSION. DIVERSITY. EQUALITY. ACCESSIBILITY WHERE IT MATTERS

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- » WE DON'T GET DIVERSE JOB APPLICANTS
- » WE'RE NOT SURE HOW PEOPLE VIEW OUR BRAND
- » TRADITIONAL DIVERSITY INITIATIVES HAVEN'T MADE A DIFFERENCE

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This course has been developed for individuals with dyslexia who use Assistive Technology in the workplace. It is also advantageous for any Assistive Technology user currently seeking employment as it provides knowledge, confidence and an SQA approved qualification. The course is delivered online with full support from our Assistive Technology trainers.

- Full ASN support provided throughout the course duration
- SCQF Level 5 worth 14 credit points
- Gain a recognised SQA qualification
- Improve your employability

If you would like to know more please contact Alan Taylor via email at: alant@conceptnorthern.co.uk or telephone 01355 573 173.



hyphen
WORKFORCE SOLUTIONS

hyphen are proud to sponsor Inclusive Partnerships and would like to congratulate all the Winners at the RIDI Awards 2015

Bridging the Gap

As an equal opportunity employer hyphen is committed to providing fair access to employment opportunities across all our Workforce Solution Programmes. Through strategic partnerships with diversity and inclusion organisations, we continue to educate, both our workforce and our customers in the benefits of engaging a fully diverse workforce.

We believe that everyone should have the opportunity to develop to their full potential and that

unlocking this potential in all talent groups is key to successful organisations. Nowhere is this more important than at the beginning of someone's career. At hyphen, our Next Generation programme specialises in graduate, apprentice and intern solutions. We offer entry level talent, equal access to opportunities that will help them develop work place skills and discover their potential, both through training contracts with hyphen and assignments directly with our customers.

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Extending the Reach

Opening your doors to the widest possible talent pool is a key component to finding the right person for the job. This award recognises excellence in candidate sourcing and is looking for organisations that have a proactive and inclusive candidate sourcing strategy to attract disabled candidates.

The judges were looking for:

- 1 Knowledge of the target market and how to reach them;
- 2 A sustainable approach to candidate attraction;
- 3 Increased numbers of disabled candidates declaring a disability or requesting reasonable adjustments.

Winner: **de Poel Community**



“Once again we see the power of collaboration and partnership to be at the heart of the winning submission. This organisation has worked tirelessly to extend the reach to disabled job seekers via partnerships ranging from the obvious JCP and work choice, to housing associations and niche experts and specialists. The result is over 1750 candidates placed in 2014/15 with an increase in levels of disability disclosed rising by 37%.”

Judges' Comments

Established in 2010, de Poel Community champions opportunities for all by not only acting as a recruitment specialist employing people with disabilities and barriers to work, but also by nationally engaging employers in the effort to encourage and support them to attract a diverse workforce. We do this by ensuring they have the widest possible pool of candidate attraction.

As an intermediary sitting between the employer and a wealth of referral partners including though not exhaustive of Job Centre Plus, Work Choice, Work Programme providers, Housing Associations, local councils and numerous charities such as Business in the Community, de Poel Community offers a unique proposition, attracting disabled talent ultimately giving employers access to an extensive talent pool at every level.

Although the national partnerships developed since 2010 give us a strong base from which to ensure we reach the widest possible talent pool for our employer network, we continually strive to grow and review this base.

de Poel Community's national reach of referral partners, built since 2010 now forms a base of understanding, trust and ongoing support in an aligned effort to make the best possible employer/candidate match. Our work is done through a variety of projects and services.

“Over recent years, Remploy and de Poel have forged a strong national relationship that has identified an increasing numbers of opportunities for disabled people. We have developed strategic links that connect employers with disabled talent creating sustainable and inclusive working environments.”

ANDREA YOUNGMAN,
National Business Development Manager

Highly Commended:

Evenbreak

“The judges felt that it was important to celebrate this amazing social enterprise specifically working to provide access to jobs for disabled people on line.”

Judges' Comments

Sponsored by:



Overall Candidate Experience

Getting the overall candidate experience right is crucial for your reputation. This award recognises the achievements of organisations that have put in place changes to improve the candidate experience for all and, in particular, disabled job seekers.

The judges were looking for:

- 1 A commitment to disabled people as part of the recruitment proposition;
- 2 Guidance and support available for candidates throughout;
- 3 High levels of accessibility at every stage;
- 4 Reasonable adjustments pre-empted, planned for and implemented.

Winner: **Leonard Cheshire Disability**



“The deserved winner is focussing on a programme to address inequalities for disabled graduates and students. By matching promising disabled talent with prestigious employers for PAID internships they are changing lives and realising potential on a grand scale. This year alone 50 interns will have been placed with ambitious goals to extend the scheme.”

Judges' Comments

Leonard Cheshire Disability (LCD) is the UK's leading charity supporting disabled people. LCD believes that disabled people should have the opportunity and support to live independently, contribute economically and participate fully in society. We place our candidates' values and experiences at the heart of our charity, aiming to provide guidance for all, in the delivery of employment practices. The support we provide goes far beyond providing social care. We deliver innovative services to help disabled people find and remain in employment, provision of information to help build confidence, continuous advice and guidance, and access to computers and adapted IT equipment to help break down societal barriers.

To further support our aim of diversity and inclusiveness, in conjunction with Vanilla Ventures we launched the Change100 programme in 2013 with the goal of changing the employment landscape for disabled students and graduates. Change100 aims to address the under-representation of disabled people in the workplace and kick-start the careers of a growing population of talented disabled students by matching promising young disabled talent to paid internship placements within prestigious companies.

Launched at DWP's Disability Employment Conference in July 2013, the programme was piloted over the summer of 2014 with impressive results for both interns and employers. The programme has since expanded significantly for 2015, working closely with partner employers to help them become more disability confident and recognise the untapped talent pool of disabled graduates. This year we are working with employers including Barclays, BBC, Taylor Wimpey, SAB Miller and Thomson Reuters.

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Northern Trust is proud to sponsor the Recruitment Industry Disability Initiative Awards. For 125 years we've been meeting our clients' financial needs whilst nurturing a culture of caring for our people. Because some things can't be measured on a balance sheet.

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Reasonable Adjustments in Recruitment

Making adjustments to all aspects of the recruitment process is not only the law, it is vital to the successful attraction and selection of disabled talent. This award recognises innovation in the provision of reasonable adjustments.

Winner:

Clear Talents

cleartalents

“Inspired by the RIDI Survey where 74.1% of disabled candidates said they would not declare a disability for fear of not getting the job, this winning entry has changed the way organisations approach reasonable adjustments, using technology to keep the individual at the heart of the adjustment process, the judges were particularly impressed with the fact this unique approach does not require the traditional ‘declaration’ focusing on impact rather than cause.”

Judges’ Comments

In a 2011 survey conducted by the Clear Company, 74.1% of disabled candidates said they would not declare a disability for fear of not getting the job as a result.

In addition, employers are not allowed to ask health or disability related questions unless they can explicitly evidence that they do not form part of the candidate assessment.

The Clear Company has now released Clear Talents®, an online system providing candidates with an environment within which they can explore the support that’s available, without having to ‘declare’ a disability. By identifying only the impact that a disability or health condition (as well as many other protected characteristics) has on their ability to perform well throughout the process.

Focusing on the tasks involved including, communicating, using pen and paper, using computers and other equipment, travelling to and from assessments or interviews and meeting people face to face enables the system to provide reports, for the benefit of recruitment stakeholders, that provides guidance and support at each stage of the recruitment process, ensuring that the most appropriate reasonable adjustment is put in place every time.

The results are incredible, with clients now

The judges were looking for:

- 1 An environment of trust that encourages declaration;
- 2 Competent and confident recruiters who can respond to requests;
- 3 An effective and efficient delivery of adjustments during the recruitment process.

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Proud Marketing and PR Sponsor of the 2015 RIDI Awards



A message from our CEO, Mel Forbes



As a leading specialist in outsourced recruitment services Guidant Group works with many respected UK organisations. We are proud to support an initiative that is not only improving prospects for disabled people - but also providing new talent pools for employers with skills shortages.

As well as undertaking our own Clear Assured journey, we also wanted to take steps to positively influence the approach of the wider recruitment industry towards disability. And so began a pro-active campaign of press releases, presentations, videos, blogs, info-graphics, events, social media and much more. Every single element of our campaign has sought to promote the work of RIDI and to encourage more recruiters to become disability confident.

We have worked in close collaboration with RIDI, our other sponsors and our media partners Blue Sky PR throughout, and I hope you'll agree that together, we have turned up the heat on this issue within our sector.

Collectively we can all make a huge difference and I'd therefore like to personally invite you to help share tonight's stories of best-practice far and wide, in the belief that we can inspire even more employers and recruiters to do things differently.

Thank you for your support
and good luck to all of this
evening's entrants!

Join the conversation:

#RIDI2015



@GuidantGroupMD



@RIDI Awards

Disability Confident

The judges were looking for:

- ① Evidence of how organisations have supported the disability confidence campaign;
- ② Confirmation of their pledge to the Government as part of that campaign;
- ③ Progress against achievement of that pledge.

Prime Minister, David Cameron, said: “This isn’t just about doing what is right for disabled people. Employing disabled people makes business sense too. We need to break the myth about the complexities of employing disabled people, or to put it more simply – to give employers confidence.” This award recognises organisations that can demonstrate their support of the Government’s Disability Confident Campaign and have worked to dispel myths and increase disability confidence in their own organisation.

Winner:

Delsion

Delsion

“A huge call to action was met in this submission and amazing progress has been made to date. All of the judges felt that this small employer facing personal challenges exceeded the goliath task of creating a Disability Confident Swansea event from scratch.”

Judges’ Comments

The Swansea Disability Confident initiative was a personal endeavour to engage as many employers within the Swansea area around the campaign and the benefits of employing disabled people.

We targeted key employers that represented a large percentage of the workforce in the area to become stakeholders and proactively support and promote the campaign.

These organisations included Swansea Council, DVLA, the Welsh Government, the local health board and the universities. We also sought engagement from supporting organisations such as Remploy, the Institute of Directors and the Chartered Institute of Personnel and Development.

It was intentionally a non-commercial or sponsored event with all costs borne by our consultancy as part of our social impact objectives.

We consciously focused on a business centric format that allowed us to engage with the local business community.

The event which saw over 120 people attending and representatives from 70 employers. As planned that represented a significant percentage of local employment and the greatest number of employers to attend any Disability Confident event to date.

Due to this Swansea has been recognised as the First Disability Confident employer city by the Minister for Disabled People.

As part of the ongoing activities and legacies surrounding the initiative we have formed the Swansea Disability Confident Network, are planning disability confidence training workshops and a recruitment fair specifically for disabled people.

We are also working closely with key stakeholders including Swansea Council, the Welsh Government and Remploy to ensure further activities facilitate the recruitment of disabled people within Swansea.

In Partnership with:



Innovation in Assessment

Many employers use formal assessment techniques as a routine part of the recruitment process. This award recognises how alternatives and adjustments to assessments are often so simple and yet have such an impact for disabled candidates.

Winner: **SEQOL**



“The Judges selected this winner as a great example of how often the simple things make the biggest difference. This social enterprise has limited resources but plenty of passion. By removing the traditional interview and replacing with a less formal assessment method they have trebled the number of job outcomes for disabled people.”

Judges' Comments

SEQOL is a social enterprise and community interest company, whose social purpose is supporting people to make the most of their lives. We have created an alternative recruitment process for our supported placements, to minimise stress and disruption, and help them relax and feel more confident, and maximise the likelihood of a mutually rewarding placement. Instead of a competency-based interview, we introduced an informal meeting between the applicant and the employer, at premises that would be his/her normal place of work, so employer and employee can discuss the role requirements, and explore any adjustments that are needed and how they might be made.

We believe both employers and trainees should have realistic expectations, and feel free to be very honest. We try to involve other staff in the conversation too, and rather than talking about “disabled people”, focus on the challenges, perceptions and/or anxieties that the trainee might have.

We approach the subject of reasonable adjustment with the candidate in the positive context of the legal framework, equality of access to work, and reinforce the fact that once trained and experienced the candidate will be a valuable asset to the employer. We provide ongoing support throughout to encourage performance improvement and personal growth.

Our outcome-orientated focus is proving successful, and in the last six months we helped 11 individuals with disabilities into unsupported employment – against a figure

The judges were looking for:

- 1 Overall accessibility of the assessment process;
- 2 Reasonable adjustment options and how they are communicated;
- 3 Improved candidate experience.

Highly Commended:

CEB

“A detailed submission consisting of practical reasonable adjustments and an absolute understanding of the approach for disability; a good research based approach to their developments including a full-blown dyslexia study. CEB have shown progress in improving the overall accessibility of the assessment process by providing a series of reasonable adjustment options and taken care as to how they are communicated.”

Judges' Comments

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AbilityNet

AbilityNet's expert workplace services help employers and employees use digital technology to address a wide range of disabilities and impairments, including:

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Helpline: 0800 269 545

**www.abilitynet.org.uk/workplace
workplace@abilitynet.org.uk**



AbilityNet is a registered Charity in England No. 1067673 and in Scotland No. SC039866

Technology for Inclusion

Modern technology, used successfully, should be a great enabler for disabled talent. This award recognises the power of technology in removing barriers in recruitment for disabled people and celebrates what organisations have done to achieve greater inclusion via adjustments to existing technology, or the implementation of new.

The judges were looking for:

- 1 Use of technology to remove barriers;
- 2 Increased levels of inclusion via technology;
- 3 Improved candidate experience of the recruitment process.

Winner: AbilityNet / Clear Talents



clear talents

“The judges felt that Clear Talents was dedicated and purpose built to deliver making it a frontrunner in this category. There was an obvious impact upon sickness rates and confidence in declaration.”

Judges' Comments

At AbilityNet we were looking for a solution that would help us identify and understand the unique and individual needs of our workforce and of every candidate applying for an AbilityNet vacancy.

As a result we implemented Clear Talents, which is not only good at identifying and encouraging disclosure of needs across all areas of diversity, it also provides the tailored advice needed to help resolve those issues. This means that the vast majority of adjustments identified are implemented by the individual's managers (99%+) which takes us from a position of low disclosure to one of full disclosure and resolution in one seamless process.

For example, the typical profile of a Clear Talents user can include details of:

- Disability (e.g. mobility, Specific Learning Difficulties, Sensory impairments)
- Health (long term)
- Culture (religion, belief system)
- Dietary requirements (Cultural e.g. Halal, vegetarian, Kosher; or physical e.g. a nut allergy)
- Sexuality, Sexual Orientation or Transgender
- Age
- Race and ethnicity
- Pregnancy & maternity
- Caring responsibilities outside of work
- Stress and Anxiety

From a starting level of below 5% AbilityNet now has a 65% overall level of disclosure. The system was able to identify, analyse and prioritise the severity of all required reasonable adjustments of each employee. The overall disclosure rate was found to comprise; minor 29%, moderate 20% and substantive 16%. The vast majority of these (99%+) were able to be resolved by managers with little or no assistance from anything other than the information and resources found within Clear Talents – even though a large proportion of these cases had moderate or even substantive requirements.

On a much larger scale, the system also provides organisations with a 'helicopter view' of the overall 'health' and wellbeing of their organisation, highlighting any common issues.

With regards to Clear Talents, there is literally no other product like it on the market and AbilityNet are extremely proud to be leading the way in implementing this innovative and uniquely effective solution to the challenge of identifying and addressing the rich and varied needs of a diverse workforce both present and future.

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Inclusive Partnerships

Working together and in partnership often requires a smarter way of working. This award recognises the contribution by employers and/or first tier suppliers in making the recruitment industry an inclusive environment for disabled job seekers by embedding best practice through their talent supply chain.

The judges were looking for:

- 1 Evidence of going beyond the 'ask' and putting in place a clear expectation with measurable outcomes;
- 2 Recognition of good practice, as well as repercussions for non-compliance;
- 3 Getting the basics in place with legal requirements monitored and reviewed;
- 4 Evidence of an improved experience and greater numbers of disabled job seekers sourced and placed.

Winner: Equal Approach and Remply



Remply

Putting ability first

"Winners at last years RIDI awards, the judges were impressed that this partnership is by no means complacent. Providing statistical evidence month by month of over 25% of shortlisted candidates declaring a disability, this is a true example of both parties demanding disability confidence from each other."

Judges' Comments

Equal Approach has been the sole recruitment supplier for Remply since 2006, during which time they have provided us with an inclusive recruitment service which has enabled Remply to attract and recruit large numbers of employees with disabilities.

"Remply continues to evolve and develop towards its aim of being an exemplar employer of disabled people. Equal Approach is proud to partner Remply as their inclusive recruitment supplier, supporting them to champion disabled candidates in order to allow them to recruit a workforce that is reflective of their client base."

STEPHEN LEMMON,
Director at Equal Approach

"Equal Approach are a critical supplier to our Welfare to Work Business where the quality and speed of recruitment has a massive impact on our effectiveness competitiveness and commerciality. As a rapidly expanding business working with responsive suppliers is critical.

In the years I have worked with Equal Approach, they have demonstrated exceptional commitment to building a partnership relationship which has enabled both our businesses to flourish."

BETH CARRUTHERS,
CEO, Remply

"Throughout the time Equal Approach have worked in partnership with us, we have been able to collaboratively develop and refine many aspects of the recruitment process, thus ensuring an excellent recruitment experience for our applicants."

JEAN CABENA,
HR Director, Remply

In addition to inclusive recruitment services, Equal Approach has also delivered Diversity and Inclusive Recruitment Training to all of Remply's Regional Recruiting Managers, in order to remove barriers from Remply's internal processes and decisions, which included raising awareness of Unconscious Bias within the organisation.

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Helping talent shine through

At the Clear Company we enable people and organisations to make the most of their talent.

Through a range of best-practice tools, we help recruiters and employers to create better opportunities for people who find themselves facing unnecessary challenges at work or when applying for a job.

Clear Audit



A review of your policies, process and practice to help identify and remove barriers to diversity.

Clear Talents



An online platform to help organisations identify and manage reasonable adjustments for job candidates and employees

Clear Kit



An online toolkit, full of tips, checklists and expert guidance to help you become diversity confident.

Clear Assured



An online assessment and development framework to help organisations and their talent suppliers become diversity confident recruiters

Find out more at

theclearcompany.co.uk

Training and Development

It's essential that your recruitment team are trained on what is expected of them by your clients, or the law. This award recognises the contribution that good training can make to the level of confidence of recruiters and how that can contribute to the candidate experience.

Winner: **E.ON**



"This winning submission showed how, even in times of change, it is possible to keep diversity and disability competence high on the agenda. This 'licence to hire' approach has trained over 1000 managers across 52 locations. Importantly, they have tackled known barriers, taken feedback from disabled colleagues and measured the impact."

Judges' Comments

E.ON is one of the UK's leading power and gas companies. When our diversity survey highlighted fair recruitment as an opportunity to both increase our penetration into untapped talent pools and build an organisation that is more reflective of society, E.ON responded by redesigning the entire recruitment and selection training programme. Our objectives:-

- Improve confidence, calibre and competence of hiring managers
- Increase inclusivity within the talent pool
- Embed principles of fair recruitment
- Focus on unconscious bias
- Improve application to hire ratio of disabled colleagues

'Licence to Recruit' is the new E.ON recruitment and selection training programme. It represents significant investment from the UK and is one of only a few mandated training roll-outs within the last two years.

The training consists of:-

- Six e-learning modules
- One day workshop delivered by Hemsley Fraser
- Additional support via the Global Recruitment Services team and the E.ON Recruitment portal page.

This training has been available since 2014. Since April 2015 it has been company policy that at least one manager present at an interview must be 'licensed to recruit'.

The judges were looking for:

- 1 Objectives for the training;
- 2 How the training met those objectives;
- 3 Improved levels of disability confidence in recruiters/assessors, as a result.

Definitive outcomes

- By March 2015, 40% trained (23% in same timeframe for previous initiatives)
- 72% Managers now trained – other global initiatives have attracted c11%
- Managers from 52 locations and 10 E.ON divisional areas trained
- 1,040 managers trained by end of 2015
- Reduction in application to hire ratio from disabled colleagues from 70% to 12.5%
- Threefold increase in conversion rate

Highly Commended:

Access Ability CIC

"The judges were impressed with specialist nature and holistic approach of this organisation and tipped them as 'ones to watch' as the organisation grows."

Judges' Comments

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5 steps to disability confidence:



1

Make a case for change



2

Back to basics



3

Recruiters are confident on disability

Disabled talent



4



5

Reasonable adjustments

For the full guide including tips and advice please visit ridiawards.com




LLOYD'S


Lloyd's and Lara

When Lara left university, she wasn't just looking for a stimulating career; she was also looking for an employer who could accommodate her needs as a blind person. In Lloyd's she found both. "They didn't always have the answers, or the perfect solution on-hand, but they were great listeners and keen to improve their working environment for disabled employees. That's why I chose Lloyd's over other offers."

Right from the start, when Lara was still going through the assessment process, she found Lloyd's worked hard to make the necessary adjustments, "including human support, extra time for written work and braille copies of the group exercises." Then as soon as she joined, HR, Health and Safety and IT held a number of meetings to find long-term ways to accommodate her and make "appropriate adjustments so I could do my job". Just one example are braille labels on the filing cabinets next to her workspace, which help her identify her desk.

Now Lara is a leading advocate for accessibility and disability awareness at Lloyd's. She was part of the launch team for the Workability Programme, which "encourages design teams to consider the organisational benefits of having inclusive design processes." She has also been a panellist at the diversity Learning Week and played a key role in Dive In, the first market-wide festival for diversity and inclusion in insurance. "We hosted speakers from the Chartered Insurance Institute and Mind, the mental health charity. We also had iPads with accessibility software and used simulation glasses to demonstrate different types of visual impairment."

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Overall Winner

Sometimes tiny interventions at critical stages in the recruitment process can enable candidates to fulfil their potential. This award recognises the contribution of organisations that ensure disabled candidates can maximise their potential and make a full contribution in their new role.

Winner: de Poel Community



“This was a unanimous decision from the judging panel for both the quality and extent of the work and impact as well as commenting on the professional and thorough submission”

Judges' Comments

Established in 2010, de Poel Community was founded under the ethos of generating positive and effective change for inclusive recruitment throughout communities in the UK.

As an intermediary sitting between the employer and a wealth of referral partners including though not exhaustive of Job Centre Plus, Work Choice, Work Programme providers, Housing Associations, local councils and numerous charities such

as Business in the Community, de Poel Community offers a unique proposition, attracting disabled talent ultimately giving employers access to an extensive talent pool at all levels.

Diverse recruitment practices are the driving factor for de Poel Community as a business. As a values driven organisation, it strives to demonstrate its commitment inclusivity in the workforce.

“Business in the Community is delighted to have de Poel Community as a valued member and commends the organisation on its ongoing performance and achievements. The impact of supporting over 1764 people into work in 2014 alone is a testimony in itself.

“BITC looks forward to supporting de Poel Community in the future as they continue to deliver life changing work, as a member of the Princes Responsible Business Network.”

GARY FOX,
Head of Membership North,
Business in the Community

de Poel Community's national reach of referral partners, built since 2010 now forms a base of understanding, trust and ongoing support in an aligned effort to make the best possible employer/candidate match.

The judges were looking for:

- 1 Support and expertise in place pre and post offer;
- 2 Timely and effective adjustments as required;
- 3 Improved candidate/employee experience.

OPPORTUNITIES FOR ALL

One element of our offering includes facilitating employability training to open up employment opportunities to a wider talent pool. Working with a national network of training providers, this comprehensive sector-specific training can be tailored and adapted to suit individual's needs. Through our continued efforts we actively encourage candidates to disclose a disability if they feel making any necessary adjustments would make a positive impact on the training and recruitment process. Throughout our continued engagement with JCP and other referral partners we have seen the number of disclosures from candidates entering our employability programmes increase by 37% in the past 12 months.

Examples of adjustments made to allow all candidates opportunity to progress with training and employment opportunities include –

- 1-2-1 support
- British Sign Language interpreter
- Providing alternative formats to paper based information if required
- Ensuring all training locations are fully accessible
- Providing extra tutorial support to extend learning hours
- Replacing an interview with a work trial

Such adjustments are arranged through de Poel Community and our delivery training partners who support us to ensure all necessary adjustments are effectively made -

"As a national training delivery partner for de Poel Community, E Response facilitate sector specific employability courses. With an aligned interest to create opportunities for all, we embrace the inclusive candidate pool de Poel Community seek to attract. Through joint collaboration we ensure any necessary adjustments are made to give all candidates the best possible chance to achieve"

SAM MORGAN,
Commercial Director, E Response

Ensuring individual's needs are met wherever possible is instrumental in our candidate attraction pull, allowing us to continually attract from the widest possible talent pool and level the playing field to ensure equal opportunity is given to all.

In 2014 alone, over 1,764 job seekers completed employability courses with de Poel Community, 72% of which successfully secured a job offer at the end. We ran 190 courses nationally with 80% of employers rebooking a second course.

"The partnership is hugely beneficial for all parties, promoting safe working practices and providing job-specific training prior to employment in the local area. The courses and candidate attraction de Poel Community offer help us as an employer to tap into talent pools we may not have ordinarily reached, and substantially grow our talent base."

STEVE LANAGAN, ALS Managed Services

Our employability training ensures that candidates are helped to realise their full potential and build on and identify their transferable skills, which is very attractive to future employers. We are supporting candidates into work, who may have ordinarily not been able to showcase their skills and qualities in a 'standard' recruitment process.

JOB CENTRE PLUS

Along with our ongoing work with JCP we also set individual projects to meet local needs and candidate cohorts. Most recently we are working on a partnership with the North West Cluster to increase more employment opportunities for people with disabilities. By developing a close working relationship with Work Coaches to gain an understanding of the jobseekers employment wishes and requirements we then proactively source employers and employment opportunities from our employment network to create the best possible employment match.

"DWP is proud to be working with de Poel Community, an advocate of championing employment for all. de Poel Community work with Jobcentre Plus to provide employment opportunities and support for Jobseekers facing barriers to work. In partnership we are able to ensure that all candidates are given an equal opportunity to enter the world of work. In our shared vision to open doors to the widest talent pool we are able to support Jobseekers in securing fulfilling and sustained employment which makes a difference to their lives."

DEBRA JONES,
Senior Partnership Manager, DWP

HOUSING ASSOCIATIONS

In 2013 we began a journey to extend our reach of candidate attraction by engaging with Housing Associations in an attempt to attract of further talent pool we may not have ordinarily have reached, including those who are categorised as economically inactive. To date we are working with nearly 20 housing associations to attract their tenants into employment through both our employability training opportunities and through direct projects targeted at helping individuals.

An example of collaborative work is a recent project working with Trafford Housing Trust and Making Space, to engage tenants who had previously not considered a career in adult health and social care to participate in a training course to give adult health and social care qualification and a guaranteed job interview.

"Working with de Poel Community has resulted in a number of successful employment opportunities for our residents. By assisting with the interviewing process and providing support and coaching, de Poel Community has helped a number of our residents return to work. We could not recommend de Poel Community enough to other organisations and employers for the work they do."

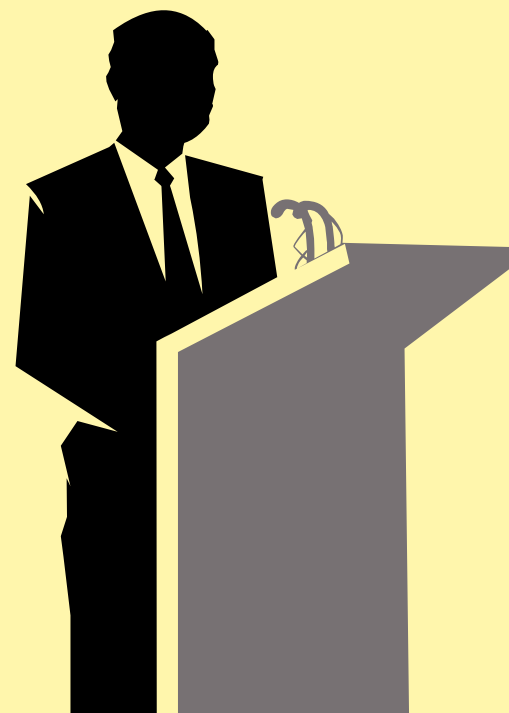
CHLOE CALLAGHAN-CLARKE,
Trafford Housing Trust

This work is replicated with housing associations across the UK; working with housing associations has ultimately strengthened and enhanced our candidate reach.

Extending the reach for diverse recruitment to employers across the UK remains the focal point of de Poel Community long term goals.

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