

Diversity in Action!

A conference on Disability and Employment



Tuesday 28th May 2002

The Village Hotel and Conference Centre, Bury.

What is Bury EST?

Bury Employment Support & Training has been supporting disabled people to find sustainable work since 1993. During this time, we have secured hundreds of permanent jobs and many hundreds of training placements. We are a section of BuryMetro Social Services, established in response to demands of local people with disabilities to be more involved in employment.

Bury EST has worked with hundreds of companies in the Bury area, including ASDA Stores, B&Q Ltd, McDonalds Restaurants, Senior Hargreaves, BuryMetro, Advantage Packaging, The Village Hotel, Co-operative Bank, TGI Fridays, United Norwest Co-operative, Chadwicks of Bury Ltd, Bankfield Premier Care, BP and Loot Enterprises Ltd.

Embracing Diversity...

We have extensive experience of European funded projects and are about to launch a major transnational project, 'Embracing Diversity', in collaboration with Stockport Employment Services.

This three-year project will focus on a wider cross-section of society and in Bury we will be working with the Asian community and with young people leaving residential care.

What exactly is diversity?

When we talk about a diverse workforce, we mean that it is made up of people from a wide variety of backgrounds. Each member of staff brings their own qualifications, experience, knowledge and temperament to the company. But, in addition, we all bring our own perspective on life – this may be because of the age that we are, our gender, ethnicity or religion. Sometimes, people have been through difficult personal experiences such as long term

illness. For others, they may have to contend with a lifelong disability which can make life more complex. Diversity is this melting pot of experiences, knowledge and background – it makes our environment richer and more varied, bringing with it different perspectives on life. Remember – the things we have in common are much more than the things that separate us!

Why should business care about diversity?

There are some things that are probably common to most companies. All would like to make a profit. Most would like to be well respected. Many want stability within their workforce. Most fear a downturn in business.

Managing diversity is about treating all employees as individuals so that costly turnover is reduced, your workplace prospers and becomes a company that people want to work for and do business with. The business case suggests that disabled people have a better attendance record, fewer accidents and higher productivity than their non-disabled peers. Why should this be the case? The conference will explore some of these issues.

There have been dramatic changes to the policy context within which Supported Employment agencies such as Bury EST operate. We have seen the introduction of national strategies such as Connexions and Joint Investment Planning, New Deal, the merger of key Government departments, and changes to welfare benefits. The remodelling of WORKSTEP sees mainstream services coming ever closer to our model of Supported Employment. And yet, few agencies are supporting employers to manage this process independently.

Bury Employer Forum on Diversity

Bury EST is facilitating a local Employer Forum on diversity issues.

The Forum will meet regularly to identify and exchange best practice

in the area of Human Resources and Diversity Management.

If you would like to join the Forum, please contact us on **0161-253 6588** or email **enquiries@buryest.org.uk**

Full details of the forum will be available at **www.buryest.org.uk** and **www.embracingdiversity.org**

Programme for the day

9.00 Registration & refreshments

9.30 Welcome by Mark Saunders, Chief Executive Bury MBC

9.40 Introduction by Huw Davies, Bury EST

10.00 Keynote Presentation: Philip Friend, Churchill & Friend Ltd

Despite everyone's best efforts unemployment among disabled people remains stubbornly high. During this presentation Phil Friend will suggest that part of the problem stems from outdated thinking on the role and performance of disabled people in a modern, technological society.

He will offer thoughts and ideas on how this might be changed and provide practical examples of the ways in which employers and support organisations have approached the issue using innovative approaches to solving the problems. Phil will also draw on his experience from the USA using examples of how some US organisations have tackled the issue.



10.50 Refreshments

11.15 Parallel Workshops

A) Best practice & reasonable adjustments - **Philip Friend**

B) Developing HRM capacity - **Huw Davies**

C) Recruitment that works! - **Margaret Tullett**

D) DDA – Implications and implementation - **Vivienne Stone**

12.15 Lunch

1.30 Parallel workshops repeated

2.30 Refreshments

3pm Presentation: Lee Salad & Fred Bowen, Bury EST

Lee and Fred will discuss the establishment of the Employer Forum on Diversity; a new network to exchange best practice and innovative solutions in the field of diversity management.

3.30 Plenary session

4.00 Close



jobcentreplus

Disability Rights Commission

Conference Application:

Please return to Bury EST, 24 Ribchester Drive, Bury BL9 9JT

Please reserve places for the Diversity in Action! conference on May 28th.

Name(s):

Organisation:

Address:

Telephone:

E-mail:

Do you have any particular requirements (Diet, access, communication)?



Diversity in Action!

A conference on Disability and Employment

Workshop preferences:
please choose one workshop each session.

Morning	Afternoon
<input type="checkbox"/> A	<input type="checkbox"/> A
<input type="checkbox"/> B	<input type="checkbox"/> B
<input type="checkbox"/> C	<input type="checkbox"/> C
<input type="checkbox"/> D	<input type="checkbox"/> D

The workshops:

A Best Practice and Reasonable Adjustments

Phillip Friend – Churchill & Friend Ltd

- Defining what is “reasonable”
- Dealing with the issue of costs
- Recruitment and retention using reasonable adjustments
- Using the support available
- Examples of best practice

B Developing HRM capacity

Huw Davies – Bury EST

- Diversity: Specialism or good HR practice?
- Managing diversity or managing people?
- Changing the culture
- The ‘Embracing Diversity’ project

C Recruitment that works!

Margaret Tullett – Employment Service

- This is a pro-active framework for employers who want to build their capacity to employ people with disabilities and others significantly disadvantaged in the labour market.
- The Workshop includes an outline of the process, news of success stories and time for questions.

D Disability Discrimination Act

Vivienne Stone – Disability Rights Commission

- What is the DDA about?
- What the new legislation will mean to employers
- Examples of meeting requirements



Philip Friend OBE

Phil Friend is acknowledged as the UK's foremost consultant on disability matters. A powerful and highly popular communicator, his company - Churchill & Friend - provides both consultancy and training to many of the country's best-known companies. In addition to his professional activities, he is also a tireless champion for equity in general, where his special blend of humour and direct speaking has won admirers from around the world.

Through his wide knowledge and experience of disability matters both in the UK and abroad, Phil has created and delivered speeches, seminars and workshops on a wide range of disability-related topics. These include the Disability Discrimination Act (1995), the employment of disabled people, delivering high-quality services to disabled customers, disability etiquette, and disability and diversity - the business case.

He is also a regular contributor and broadcaster for television and radio, and has appeared in several video productions.

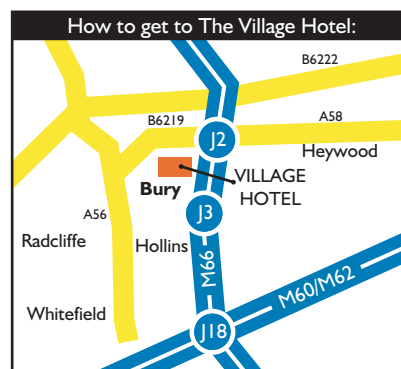


The Village Hotel

Heap Bridge, Bury

Perfect for business and pleasure, the Village Hotel is conveniently situated by Junction 2 of the M66. The hotel has its own fitness club, HealthWorks, and a range of bars and restaurants.

For more information on the Village Hotel, Contact them on **0161 764 4444**



There is no charge to local employers for attending this conference.

The costs for the event have been met by Bury MBC and the European Social Fund.

