

# Blue Badge Access Consulting



## Blue Badge Access Consulting-Employment (BBAC-E)

*Beyond 'the right thing to do'*

*"The hospitality industry can 'lead the way' in helping disabled people to flourish"*  
*UKHospitality 2022*

### The Problem

The UK Government's goal is to see one million more disabled people in work between 2017 and 2027. While that number is rising there is still a significant disabled employment gap. Official figures state that 52% of disabled people of working age are employed compared to 81% for non-disabled people (Q2 2021).

There have been employment initiatives. Yet none is industry-wide or focuses on both employment and retention.

We recognise the disability employment initiatives of certain hospitality companies and the willingness of this sector to employ disabled people, and think the time is right to offer a **'tailored' recruitment and retention** solution that is accessible and inclusive across the sector.

We also recognise it's not just about 'wheelchairs and ramps' or 'digital desk jobs'. We want to help you overcome perceived barriers and experience the benefits of employing disabled people.

The Manifesto from the Valuable 500 states

'The travel and tourism industry must do better to recruit people with disabilities. Employees with lived experience of a disability understand the impact of exclusion and how to initiate real change from within a business.'

### The Opportunity

- Disabled people are loyal employees with lower absenteeism.
- Showing that you are an inclusive employer improves staff wellbeing and provides positive PR for investors and customers.
- Disabled people are problem-solvers. The Harvard Business Review reported that, within the disabled employee population, “75% report having an idea that would drive value for their company (versus 66% of employees without disabilities).”
- The report, Getting to Equal: The Disability Inclusion Advantage, looked at 45 companies in the USA that have embraced disability inclusion and found that on average these businesses outperformed their peers with:
  - 28% higher revenue
  - double the net income
  - double the likelihood of total shareholder returns outperforming competitors

## The Solution

**Blue Badge Access Consulting** is an offshoot from the successful **Blue Badge Access Awards**. Our Awards concentrate on the hospitality sector, and so too does our consulting.

We’re now offering the following very targeted solutions for work, accessibility and inclusion, combining lived experience and hospitality-specific expertise. We aim to improve the recruitment and retention of disabled employees, for the hospitality sector, by providing structure and support for everyone involved:

## BBAC \*Toolkit Deliverables

**A discovery engagement of 2 days** delivers inclusive foundations, best practice and the way forward. This is tailored to the organisation.

We then identify the following specific packages:

1. **Funding**, Policy, Procedures.
  - a. Identification of grants and other sources of funding.
  - b. Legislation – reasonable adjustments, disclosure requirements, Access to Work
  - c. Analysis of current procedures & policy
  - d. Business case

**Included in Discovery**

2. **Introduction to BBAC-E ‘matchmaking’ hub - access to a larger employee talent pool.**
  - a. Identify ideal roles and job opportunities for disabled people. Produce appropriate job applications.
  - b. Produce different hiring guidelines for different disabilities.
  - c. Identify appropriate candidates with local support from established partnerships. Linking colleges, disabled organisations and trained interns to specific employers.
  - d. Advise on interviewing techniques, job applications, remove bias etc.

**2 Day + Documentation  
+ Search Fees.**
  
3. **Support.** For all disabilities, physical and cognitive. This is modified according to the employee’s requirements to enable mutual success.
  - a. Identify & support senior manager as **Disability Champion** with accountability for the success of the disabled employee.
  - b. Recommend an external job mentor for each candidate.
  - c. Recommend and implement physical adjustments to the work environment. Occupational Therapy and the BBAC-E Gold Standard in Accessibility is at the core of this activity.
  - d. Ongoing support for disabled people and the employer until skills are transferred. Tailored according to the specific disability.

**3 Day + Access  
Document +  
Support Fee**
  
4. **Education.** Of staff, specific to disabled persons employed.
  - a. Companywide disability training
  - b. Individual training for immediate staff (to Disabled employee)
  - c. Ongoing program with regular check-ins
  - d. Tailored from C-Suite to all levels of employed.

**1to2 Day +  
Training Guide**
  
5. **Digital audit.**
  - a. Of website to ensure disabled people can apply for jobs easily.
  - b. Recommend technical adjustments. Assistive technology needed e.g., screen readers, induction loops, keyboards etc.
  - c. Audit internal software for use by disabled employee.



**2 Day**

6. **Internship programmes.** We can develop programmes that lead to actual employment.

a. Creation and management of a bespoke internship

**1 Day**

## Why BBAC-E

The [BBAC-E solution](#) is based on lived experiences, both from an employer and employee perspective. We use disabled consultants, where possible and have extensive experience and networks within hospitality and the disabled community. We are authors of the [Gold Standard for Accessibility in Hotels](#) based on the award winning Hotel Brooklyn brand, amongst others.

Our solution is unique and is available now to help you realise the bottom-line benefits of employing disabled people.

We provide a proprietary toolkit for delivery and ongoing support. This includes both the recruitment, sourcing and retention of disabled employees.

For more information contact [info@bluebadgeaccessawards.com](mailto:info@bluebadgeaccessawards.com)

*\*Deliverables are estimates and may change after Discovery*