



Department  
for Work &  
Pensions



Fulfilling Potential  
Making It Happen

inspired  
by 2012

This document refers to a wide variety of policies, some applicable across the whole of the UK and many to England only. The devolved administrations have their own policies with regard to devolved matters.

## Foreword



Shortly after I became Minister for Disabled People, we published 'Fulfilling Potential – the Discussions So Far' and 'Next Steps'. That was last September, and since then I have worked closely with disabled people to understand how together we can create the best possible opportunities for fulfilling their potential.

I have been inspired by the achievements and aspirations of those I have met, and now want to set out our plans for action.

We stand firmly by the principles of the UN Convention on the Rights of Disabled People, and I am proud that the Joint Committee on Human Rights sees us as a world leader on both disability rights and independent living.

But I know there is still a long way to go, and I have set myself clear priorities. I want all disabled people, whatever their age or background, to have the opportunity to fulfil their potential – to lead full and active lives that are valued by society. We cannot achieve this unless we have modern and responsive public services to support all disabled people, their carers and families.

It is clear that we need to overhaul the outdated systems we inherited to ensure that the UK stays at the forefront of equality and independent living and acts as a role model to support the aim of fulfilling potential.

The need to get the very best start in life as soon as possible is something that resonates with me, and the incredible and inspiring Paralympic Games last year had a positive impact on many of us. I want

to build on this legacy and have been working with young disabled people – inspirational role models – so disabled children, their families and young disabled people can see that high aspirations can be achieved for every aspect of life, including employment.

We are all aware of the difficult and challenging economic situation. In the 2013 Spending Round, the Government has made choices, at a time of spending restraint, which target resources on the needs of disabled people. For example, £3.8 billion has been allocated for a pooled budget for health and social care services for older and disabled people; £350 million for employment programmes and support for disabled people moving into work; and £335 million for local authorities to prepare for capping people's care costs.

We also believe that there is a new way of doing things, a way that aims to involve, inspire and support all citizens to share in the shape of our future.

It is not for Government alone to bring about change – we all have a role, especially disabled people's user-led organisations. Dynamic and creative partnerships across sectors are essential for innovation, and can bring about the changes needed in communities that will have a real and lasting effect on the day-to-day lives of disabled people.

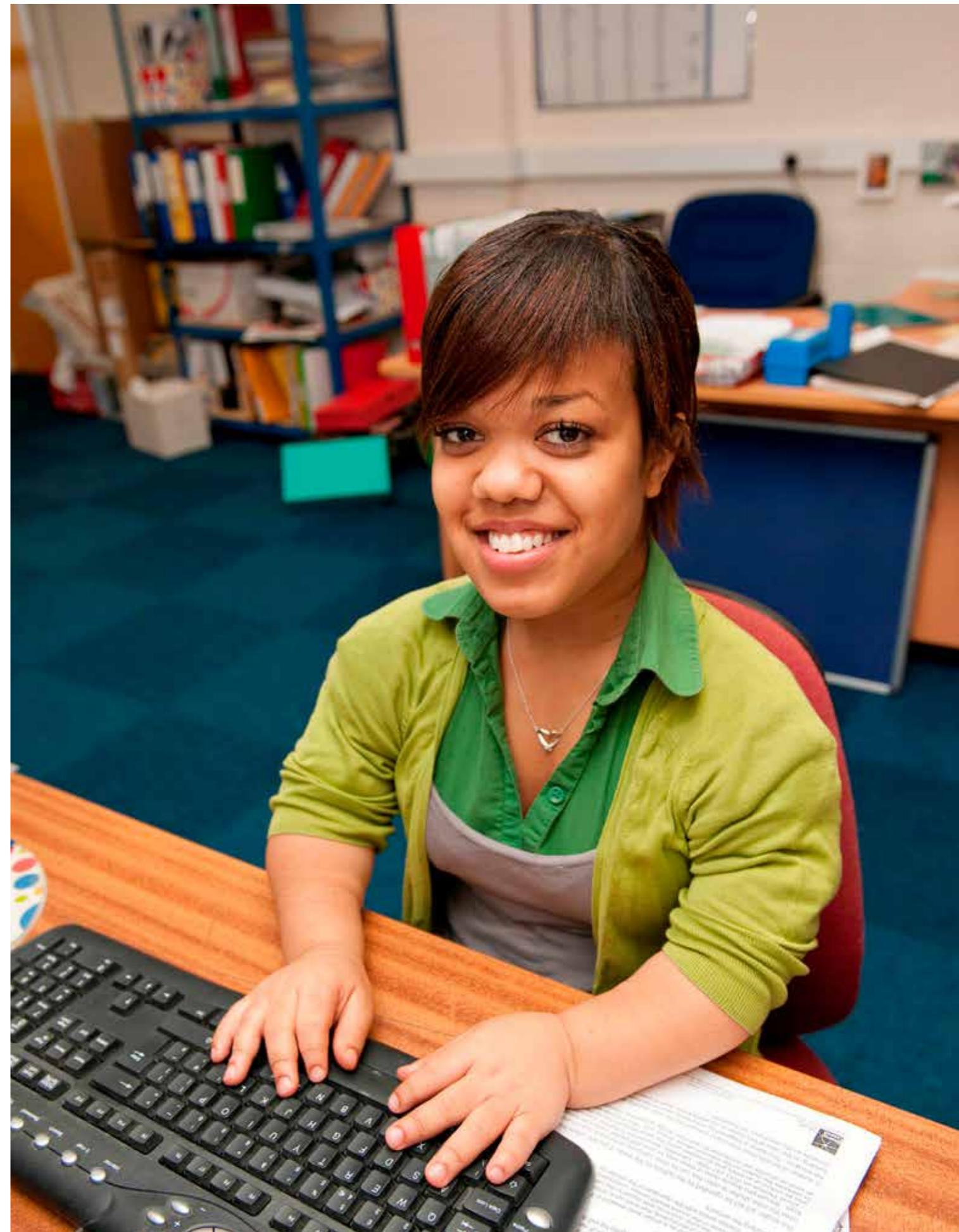
Disability is about every one of us – there are now almost 12 million disabled people in the UK, many of us have disabled people as friends or family, and in an ageing society we are all increasingly likely to live to an age when we may well experience multiple impairments and disability. So we all need to be involved in making the changes that are needed.

A handwritten signature in black ink that reads "Esther McVey".

**Esther McVey, MP**  
Minister for Disabled People

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## 1. The Government's approach

- 1.1 The UK has a proud history of furthering the rights of disabled people, but we know more needs to be done to support disabled people to participate in every aspect of society. Equality is at the very heart of the Coalition Government. It is fundamental to building a **strong economy and a fair society** where everyone has opportunities to realise their aspirations and fulfil their potential.
- 1.2 Major reforms to public services and welfare are underway – our plans are set out in the Action Plan in part 2 of this publication. These aim to:
- support disabled people to live independent lives;
  - personalise services;
  - give more choice and control; and
  - improve opportunities to work and play a full part in society.
- 1.3 Our welfare system is one of the most supportive in the world. However, we also need to recognise its faults. Compared to other countries, our system is overly complicated – our customers tell us as much. They find it difficult to understand what they are entitled to. We also need to ensure support is affordable – we spend 2.4 per cent of our Gross Domestic Product (GDP)<sup>1</sup> on disability benefits, a fifth more than the European average, and significantly more than Germany, France, Italy and Spain, our major European competitors<sup>2</sup> – and our spending grew by a third between 2005 and 2009.<sup>3</sup>
- 1.4 For these valuable services to continue and prosper, they must be sustainable and keep pace with the needs of disabled people today. Our reforms are essential to these aims.
- 1.5 The Government will act as a **catalyst and advocate for wider change**, promoting opportunity, equality, and changes to attitudes to disability, working in **partnership** with business, the voluntary sector and wider civil society, as well as with disabled people's organisations, individual disabled people and those that support them.

1 Organisation for Economic Co-operation and Development (OECD) Social expenditure database

2 Source OECD

3 The OECD estimates spending on disability benefits in 2009 in France at 0.8 per cent of GDP, Germany at 1.1 per cent, Spain at 1.3 per cent and Italy at 0.8 per cent. The OECD estimates UK spending on disability benefits at 1.8 per cent of GDP in 2005 and 2.4 per cent in 2009, an increase of around a third

- 1.6 We have worked with disabled people, a wide range of disability and other organisations, and colleagues across Government to develop ‘Fulfilling Potential’. This has ensured we are focusing on the issues most important to disabled people and that our approach is transparent and open.
- 1.7 We are not simply concentrating on short-term actions, but **taking a long-term view**: supporting choice and control to enable disabled people to live independently, have greater opportunities to work and be more active members of society.
- 1.8 This must all be consistent with the longer-term work to **change attitudes and behaviours** – of the public, professionals, those involved in service delivery and employers – and the aspirations of disabled people themselves.
- 1.9 So we know that **partnerships** are key to delivery. This is a dynamic new approach and a vibrant and responsive way of working: action-based policy making involving everyone and constantly checking what works.
- 1.10 As well as reiterating the Government’s commitment to supporting disabled people to realise their aspirations, this document sets out to show what we have done since the last ‘Fulfilling Potential’ publications and how we have sought to fulfil the commitments we made in ‘Fulfilling Potential – Next Steps’.



**Paul Ntulila,  
aspiring politician  
and role model**

## Role Models Campaign

The Department for Work and Pensions' (DWP) Role Models campaign was launched on the International Day of Disabled People in December 2012, to raise the aspirations of young disabled people and help them to fulfil their potential.

The campaign was produced in co-production with some amazing young disabled people, who provided advice and suggestions about the people who inspired them. As a result DWP filmed some of their role models and produced short video clips which we've published on YouTube.

So far, over 50 role models from a wide range of backgrounds have taken part in the campaign. They talk candidly about their aspirations, the barriers they've faced, and what advice they have to offer young disabled people who are just starting out.

**Here's a taster of what some of the role models have told us:**

**Paul Ntulila, aspiring politician:** "The best achievement is my degree because it was really tough and I struggled studying politics [as] high level English language for me is really hard to understand. I was pretty confident at dealing with these issues in my first year, second year more so and third year absolutely – my confidence skyrocketed and I got my first class degree."



I think the main barrier for most things is independence and just being able to do as much as you can as easily as you can. Finding the most efficient and straight forward way of achieving something is the challenge. It's kind of enjoyable at times to be able to just work around a problem, solve it and then be able to do it yourself.

**Dominic Hyams, TV producer and role model**

Find out more about Dominic and his role as an assistant producer for a TV production company which makes programmes covering a wide range of sports activities on [YouTube](#)



## **Sophie Christianson, Paralympic equestrian gold medallist:**

“My greatest achievement would be winning three gold medals at a home Games, but it’s about the whole process of getting there.

The advice I would give to young disabled people who are thinking about what to do in the future is to follow your dreams. Do what you really enjoy doing. I think that’s what life is all about. If the end result is harder than you think it’s going to be, it’s even more rewarding when you get there.”

## **Vidar Hjardeng MBE, journalist and diversity advisor:**

“Based on my experience, if I was starting out again as a young person who happens to have a disability, I would say be yourself, be very aware of what you can do and also pragmatic about what you can’t do – and if you can convince yourself about your own ability then you have got a good chance of convincing other people.”

## **Dominic Hyams, TV producer:**

“I think the main barrier for most things is independence, and just being able to do as much as you can as easily as you can. Finding the most efficient and straightforward way of achieving something is the challenge. It’s kind of enjoyable at times to be able to just work around a problem, solve it and then be able to do it yourself.”

## **2. Fulfilling Potential – the cross Government strategy**

- 2.1 This is the fifth document in the ‘Fulfilling Potential’ series. You can find all previous documents on our website at [www.odi.gov.uk/fulfilling-potential](http://www.odi.gov.uk/fulfilling-potential)



## **Co-production**

- 2.2 Throughout the process we have taken a phased approach to ensure transparency, and that we are taking our stakeholders’ views into account in what we do.

- 2.3 Disabled people can still face significant barriers to fulfilling their potential and playing a full part in society. We have a real opportunity to build on the legacy of the **2012 Paralympic Games** – which has dramatically changed the public's awareness and attitudes to disability (81 per cent of people said that it had changed attitudes to disabled people in a positive way<sup>4</sup> ). And we can draw on new information from the 'Life Opportunities Survey'<sup>5</sup> and other sources to understand those barriers, and identify options for change.
- 2.4 Now is the time for action, with disabled people and their organisations at the heart; developing and implementing change. We have committed to a new way of working – forming partnerships across sectors to make a real and tangible difference to disabled people, their families and communities, and to wider society. Innovation and action are key – and the new **Disability Action Alliance** is at its forefront.



4 Ipsos Mori, September 2012, Paralympics Poll

5 Office for National Statistics, November 2012,  
Life Opportunities Survey

### 3. Working together for change

#### Disability Action Alliance

- 3.1 Responses from disabled people to the ‘Fulfilling Potential’ discussion document stated that many barriers faced by disabled people could only be overcome by public, private and third sector organisations working together with disabled people’s organisations. The Office for Disability Issues therefore supported the setting up of the Disability Action Alliance, which brings together disabled people’s organisations with other organisations from the public, private and third sector to work in partnership. It aims to **identify and deliver actions at a national and local level** that will make a real difference to the lives of disabled people. Disability Rights UK agreed to convene the Alliance to ensure disabled people’s voices and experiences drive change locally and nationally.
- 3.2 Some early projects are focusing on outcomes, for example:
- **improving** disabled people’s **travel experience** by working with transport providers to help develop common approaches to ensuring good journeys;
  - increasing understanding of what makes an **inclusive community** and identifying and spreading good practice;
  - improving joined up **financial advice and support** for disabled people, specifically around getting access to relevant financial information and managing a budget;

- expanding the **mentoring and advocacy services** available for offenders and ex-offenders with learning disabilities and/or mental health conditions, to build their confidence and esteem, helping them to resettle back into their community, get a job, and participate in society – thereby reducing the risk of re-offending; and
- making sure the **commissioning** of local services takes full account of disabled people’s **aspirations for independent living**, and increasing the opportunity for Disabled People’s User-Led Organisations (DPULOs) to **compete for and win contracts**.

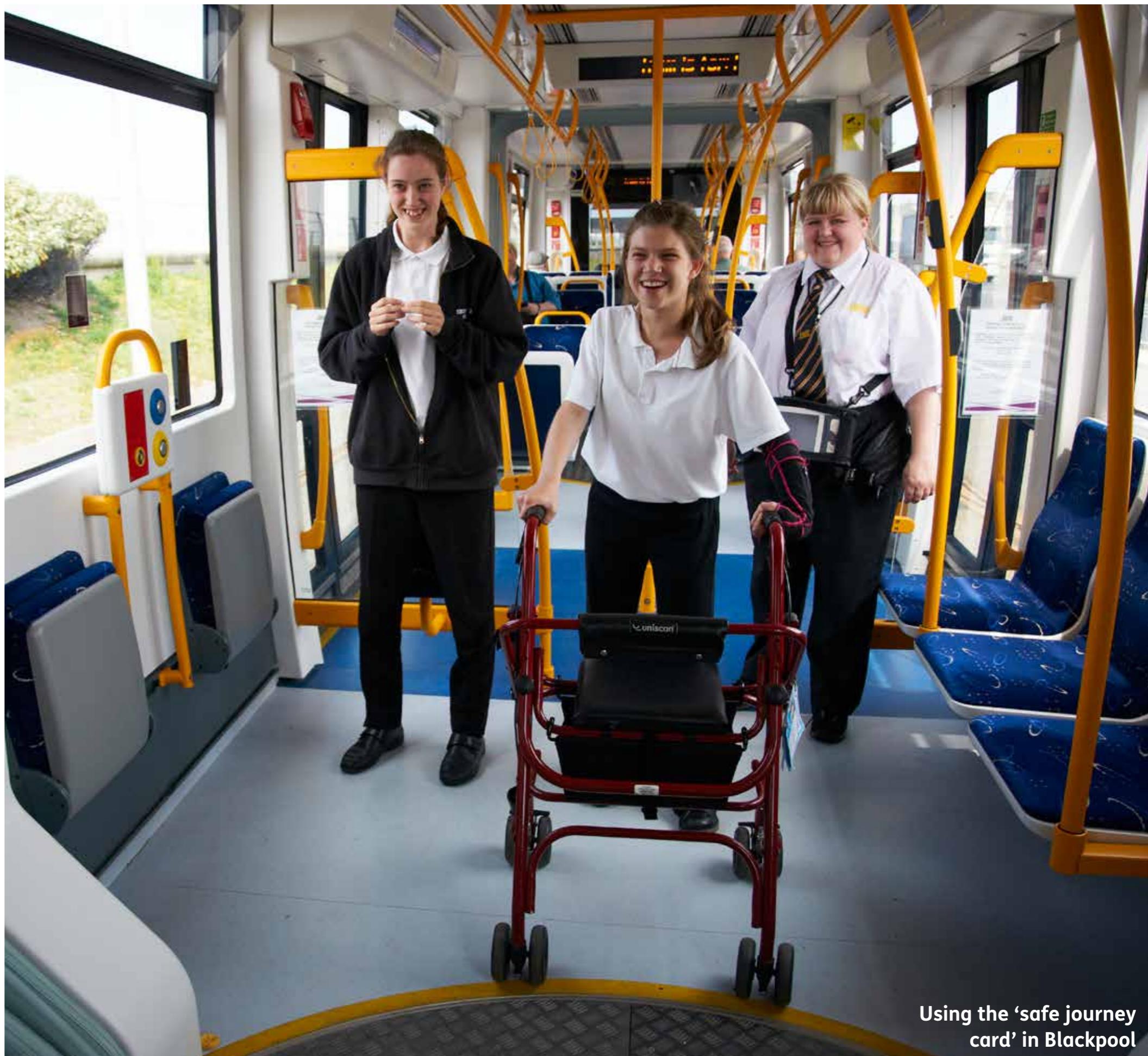
- 3.3 The Alliance is **open to all organisations**. We hope to get the widest possible membership, of national and particularly local, organisations, to make sure we have strong partnerships to take forward actions that deliver real change.
- 3.4 Most Disability Action Alliance projects will draw on the resources of member organisations. The Office for Disability Issues is providing a secretariat function for the Alliance and they will also advise on how to access new and existing funding such as the Big Lottery Fund, UK Community Foundations and the new Innovation Fund.
- 3.5 There is more information on the Alliance in Annex B.

## Disability Action Alliance

Blackpool Transport got the idea for their 'safe journey card' from the first Disability Action Alliance meeting in November 2012, when First Group proposed that the Alliance could adapt their older people's card. Blackpool Transport felt it had great potential for improving customer service and enhancing disabled people's travelling experience, especially for those with hidden impairments.

After talking to a number of local community groups and being met with an enthusiastic and positive response from everyone, they decided to adopt and customise the card and introduce it for bus users in Blackpool.

**Blackpool Transport** has said: "The simplicity of the scheme is one of its greatest strengths along with the modest cost involved to achieve it. The enormous benefits to our staff were also perceived to be one of the instant gains from such a system, and having had the information printed, and produced wallets for the cards to be carried in, we will shortly be providing training information packages for all our drivers in order to ensure that they fully understand the system, enabling them to maximise the value of the scheme."



Using the 'safe journey card' in Blackpool

**Stephen Brookes MBE Disability First:** “Being an active disabled person I see that membership of the Disability Action Alliance in so many ways provides a great opportunity to make a real difference to the lives of disabled people.

From the start we have seen some great partnerships emerge, and already we have some good outcomes, such as the Alliance involvement with Blackpool Transport who are taking forward the ‘safe journey card’.

It is great to have so many disabled people and major organisations coming together in increasing numbers to make a difference.

There is much to do and I look forward to seeing what we can achieve together.”



*There is much  
to do and I look  
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what we can  
achieve together.*

**Stephen Brookes, MBE  
Disability First**

## Disabled People's User-Led Organisation

- 3.6 We have long recognised the **value and need for strong Disabled People's User-Led Organisations** (DPULOs). Organisations run by, and for, disabled people play a vital role in making sure disabled people have their voices heard at every level, and that their needs are recognised throughout the development and implementation of policies and services that affect them. We believe this is fundamental to helping achieve our aim of supporting disabled people to fulfil their potential.
- 3.7 We set up the Strengthening Disabled People's User-Led Organisations Programme to promote and encourage the growth of DPULOs, and to support their work in building their capacity. We have already provided more than £2 million to over 130 organisations across the UK to take forward a variety of projects, to build the sustainability of these unique organisations and enable stronger outcomes for disabled people. You can find out more about the Programme or access the DPULO **Facilitation Fund** by completing the application form on our website.<sup>6</sup>
- 3.8 In addition we have recruited 15 DPULO Ambassadors to provide advice and support to DPULOs across the UK to help them expand the DPULO network. We recognise there is a need to work with, and listen to, young disabled people. To widen the reach of DPULOs and support young disabled people in moving from education into work, we have recruited six DPULO Young Ambassadors aged 16–24 years of age.
- 3.9 We are working with partner organisations to develop new funding opportunities for projects addressing the issues identified by disabled people in 'Fulfilling Potential'.

**Creating personalised services for disabled people marks a real commitment to building services around the needs of the individual.**

**Mike Adams OBE, Chief Executive Officer,  
Essex Coalition of Disabled People**

<sup>6</sup> [www.odi.dwp.gov.uk/odi-projects/user-led-organisations.php](http://www.odi.dwp.gov.uk/odi-projects/user-led-organisations.php)

## **Disabled People's User-Led Organisations Ambassadors**

The DPULO Ambassadors were recruited through highly competitive nationwide open competitions. The successful candidates were selected for their strong interpersonal skills and expertise in the field of disability.

The Ambassadors cover all the geographical areas of the UK including Northern Ireland, Scotland and Wales.

They use their skills to inspire DPULOs and encourage them to build their capacity to deliver services to disabled people. They also work with local authorities and across the wider public sector to encourage new thinking about how services can be delivered more effectively.

The six DPULO Young Ambassadors are working closely with Paralympian gold medallist Sophie Christiansen to help DPULOs engage more with young people, including looking at how they can do more to support young disabled people through the move from school into further education or work.



**Lynne Turnbull,  
DPULO Ambassador  
and Rachael Johnston,  
Young Ambassador**

### Louise Ann Hunt, Young Ambassador:

"As a young disabled person I don't feel I have had easy access of where to find information of how I can get advice and support with my daily life. I am extremely ambitious in terms of eventually wanting to live on my own, whilst maintaining my desired career and have always relied on family or friends for support. It wasn't until I became a DPULO Young Ambassador that I was aware of how and where to find both advice and guidance and a social network (such as DPULOs), to discuss and find solutions to live a fully independent life as a disabled person. I think an improvement in this area would see a significant difference to many disabled people's lives, as sometimes basic emotional support can make a huge difference."



### 4. Disabled people fulfilling their potential – improving outcomes

- 4.1 Disabled people of all ages and backgrounds, including older people, have told us they aspire to participate in every aspect of life – home and family life, community life, education, training, employment and volunteering. They want to have the opportunity to participate fully in society and to be valued for their contribution.
- 4.2 Our vision is of a society that enables all disabled people to fulfil their potential and have equal opportunities to realise their aspirations.
- 4.3 We need to be clear what this looks like and how we will measure progress. We will need to work towards **long-term change in society**: changing the way we all think about disability and the way we ensure disabled people have the right opportunities.
- 4.4 Using the information we obtained during the 'Fulfilling Potential' discussions and data from our analysis to build a picture of disability in the UK today<sup>7</sup>, we have worked with disabled people, their organisations and other experts to **propose six high level strategic outcomes** (outlined below) with a supporting indicator framework.

<sup>7</sup> Department for Work and Pensions, February 2013, 'Fulfilling Potential – Building a deeper understanding of disability in the UK today'

Education	Disabled people told us that education is fundamental, not just in school but in higher and further education, and in lifelong learning.
Employment	Being in employment is a key life outcome, but also a driver for many of the other strategic outcomes.
Income	Disabled people are more likely than non-disabled people to experience material deprivation.
Health and well-being	Health outcomes are very important for everyone. Disabled people can experience poor health outcomes either as a direct or indirect result of their condition. Well-being presents an overarching indication of how satisfied disabled people feel with their life overall.
Inclusive communities	Communities that are inclusive to all people enable everyone to participate in and access all aspects of society. Particularly important to disabled people are transport; housing; social participation; friends and family; information and access; and attitudes.
Choice and control	To achieve independent living, disabled people should have the same choice and control in their lives as everyone else.

- 4.5 Annex A has details of the indicators which support these outcomes. More details, including data sources, can be found on our website.<sup>8</sup> **We welcome comments on the framework.**
- 4.6 Achieving the outcomes we seek is not a short-term activity; it will require an ongoing effort from all of us. Our aim is wide ranging – disabled people have told us that the barriers that need addressing affect every area of life. So we need to address the full range of issues summarised in ‘Fulfilling Potential – The Discussions So Far’. The **outcomes and indicators** framework has been put in place to help track progress in doing so.
- 4.7 It will do this by enabling a clear and transparent method for:
- **tracking progress** towards the outcomes and vision;
  - **spotting gaps**; and
  - **identifying actions** that will directly support the outcomes and the vision.
- 4.8 It has been designed to help identify where progress has been made, where further action is required and the direction of travel. Achievement against these outcomes, including indicator information and trends, will be published annually.

<sup>8</sup> [www.odi.dwp.gov.uk](http://www.odi.dwp.gov.uk)



The best achievement is my degree because it was really tough and I struggled studying politics as high level English language for me is really hard to understand. I was pretty confident at dealing with these issues in my first year, second year more so and third year absolutely - my confidence sky-rocketed and I got my first class degree.

Paul Ntulila, aspiring politician and role model

Find out more about Paul and his role as a Youth Representative on the London 2012 Diversity and Inclusion Board on [YouTube](#)



4.9 Within Government, the work and actions to make our aim a reality will be driven by the **Fulfilling Potential Strategy Group** – a senior level cross-Government senior officials group, and overseen and reviewed by the **Social Justice Cabinet Committee** chaired by the Secretary of State for Work and Pensions. The Government will develop **new arrangements for engaging disabled people and disability organisations** in this process.

#### **Influencing change – a new approach to supporting the voice of disabled people**

4.10 But this in itself is not enough. We understand that the lives of disabled people, their families and carers, are diverse, and local services and situations will vary too. What is an issue for some groups may not be so important for others – for example, the priorities for black and ethnic minority disabled people in an urban area will be different to the priorities for disabled children and their families and carers, or older disabled people in rural communities.

4.11 Disability organisations have told us that they **want flexible, timely and responsive information** that can help them concentrate on potential gaps and target action, often in local areas. They may want to know about a particular issue in more detail, in a particular locality, or for a particular impairment group.

4.12 So we will work with disability and other organisations to develop a **community action toolkit** to complement national level data. This will include pointers to local data sources, survey questions and good practice, which will help disability groups or local organisations to identify the most significant local issues, as well as potential ways forward.

4.13 This approach will ensure **greater transparency**, and support local organisations to have a **stronger role in their communities**. It will give them the information they need to plan their course of action and influence local decision making. Openness and transparency has the potential to transform government and public services – it can build trust and encourage greater public participation in decision making.

4.14 Transparency is also a key part of this Government's efficiency and reform agenda. Freeing up public data and putting it in people's hands can help them have more of **a say in the reform of public services**. We will continue to co-produce our reform programme with disabled people and their organisations.

## Influencing change – a new approach to supporting the voice of disabled people

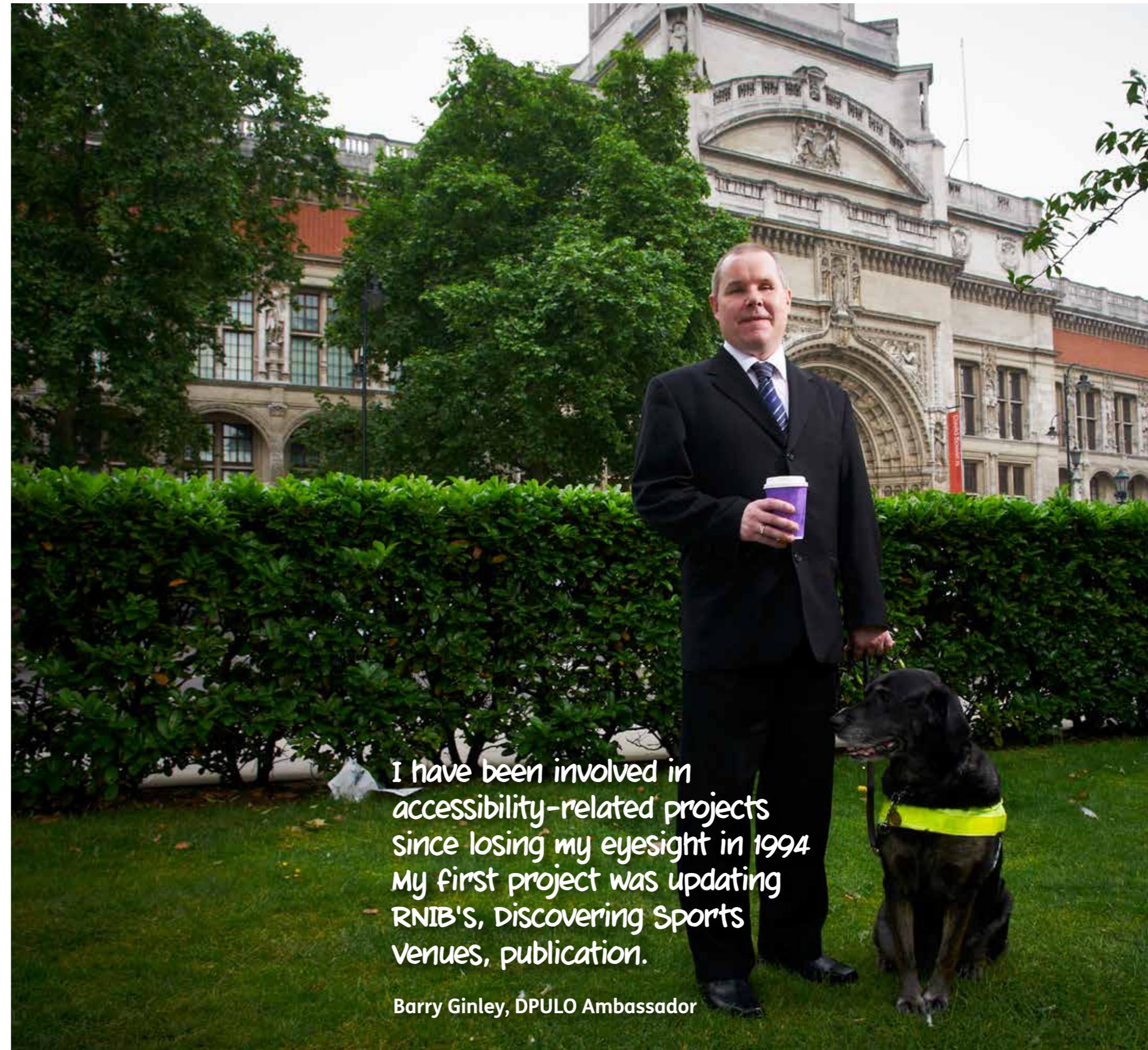
**Barry Ginley**, one of the DPULO Ambassadors, speaks about some of his experiences of influencing decision making:

“I have been involved in accessibility-related projects since losing my eyesight in 1994. My first project was updating RNIB’s ‘Discovering Sports Venues’ publication. Recognising the lack of provision for disabled sports supporters, I began campaigning for improved access to sports venues.

After gaining a Master of Science degree in Inclusive Environments Design and Management, I became Head of Disability and Social Inclusion at the Victoria & Albert Museum in London in 2002, working to ensure that the Museum is an inclusive place for everyone to work and visit. This role has given me the opportunity to speak about my work at conferences all around the world.

I have also used my accessibility skills to benefit my local community, by advising Maidstone Council on several projects, including the redevelopment of Maidstone High Street. My aim for the High Street was for it to be accessible to everyone and to prevent the council making a big mistake by designing a shared space. The street has now been built with a small curb and a defined carriageway which enables everyone to use the space safely.

Working with the council on access projects has given me a taste for politics and I have been a candidate in three recent local elections and am hoping to stand as a Member of Parliament in the 2015 General Election.”



**I have been involved in accessibility-related projects since losing my eyesight in 1994  
My first project was updating RNIB's, Discovering Sports Venues, publication.**

**Barry Ginley, DPULO Ambassador**

## 5. Making it happen now

5.1 The Action Plan at Part 2 shows how we are:

- reforming public services to better support the principle of independent living, giving disabled people greater choice and more control over the way services are delivered. This means more ‘joined up’ provision aimed at improving outcomes for disabled people, with greater focus on early intervention and prevention;
- reforming welfare and removing the barriers to work to promote independence and reduce the risk of dependency;
- making sure that disabled people can play a full role in society through the development of inclusive and accessible communities, by removing barriers to participation in public life and by ensuring an effective framework of rights and duties;
- building on the strong positive effect of the 2012 Paralympics by supporting disabled people to have and achieve their aspirations, by working to promote positive attitudes and behaviours; and
- finding new ways to work in partnership with disabled people and their organisations, those that support or care for them, and those in other sectors.

5.2 We have made a lot of progress since we published ‘Discussions So Far’. For example, since September 2012:

- The **Children and Families Bill** which will transform the system for children and young people with special educational needs so that services consistently support the best outcomes for them, is making its way through Parliament. Royal Assent is expected in 2014.
- The **Care Bill**, which aims to transform the social care system to focus on prevention and the needs and goals of adults and their carers who require care and support, has been open to public scrutiny and comment.
- We have made a range of improvements to **Access to Work**. For example, extending provision to young disabled people undertaking voluntary work experience under the Youth Contract, and to eligible disabled people undertaking business start-up activity on the New Enterprise Allowance scheme. Recognising that DfE understand the needs of disabled people, we are also funding them to take forward a variety of peer support projects which provide advice and support and help disabled people navigate the Access to Work services.
- Fifteen colleges began trialling the **Supported Internship** programme in September 2012, and are progressing well. So far, 154 young people have been recruited.
- In December 2012, we published **‘Transport for Everyone’**: an action plan to improve accessibility for all’. It sets out the priorities for improving disabled people’s experience of public transport by building on the success of the Olympic and Paralympic Games.

- We listened and acted on the consultation on the proposed assessment for **Personal Independence Payment** (PIP) and have made changes as a result. For example, we will reassess people receiving Disability Living Allowance (DLA) on a slower timetable, and an independent review will report in 2014 before the majority of DLA recipients claim PIP. We have also started a further consultation on the “Moving around” activity.
  - The **Disability Action Alliance** has been established and membership is growing daily. It has already seen some good partnerships emerge, and is working on five initial projects on travel, inclusive communities, financial advice, commissioning services and mentoring and advocacy for ex-offenders.
  - The **DPULO Programme** has published the **‘Making a Difference – Disability Hate Crime’** document. This publication brings together a collection of case studies to share best practices, and provide practical advice on how DPULOs can provide support to disabled people to report hate crime.
- 5.3 There are also **new areas of action** taking place. Some by members of the Alliance and some across Government, in partnership with disabled people and their organisations and other disability and carers' organisations. One of the most significant is the work building on the Sayce review of specialist disability employment programmes that reported in June 2011: ‘Getting in, staying in, getting on’.
- 5.4 The formal evaluation of the **Right to Control** pilot was published on 1 July 2013. The legislation that introduced the Right to Control has allowed us to test new ways of working and learn how the principles of choice and control have given disabled people greater flexibility over how their funding is spent by them, or on their behalf. Now is the time to use what we have learned as further personalisation initiatives across Government are delivered, making a real difference to the daily lives of disabled people. The evaluation findings, together with a range of evidence, views and advice are being considered, and will be used to inform future decisions on Right to Control, which will be announced in due course.
- 5.5 There is also a major programme of activity to build on the **legacy of the 2012 Olympic and Paralympic Games**, not only on sport but also to change attitudes and behaviours, and increase participation and community engagement.
- 5.6 Part 2 of this document contains the **full programme** of action taking place, organised by the outcomes that are most important to disabled people. It includes details of timelines and which organisations have lead responsibility for action.
- 5.7 **We will monitor the actions** in the plan and report on them. Updates will be published on our website to **ensure transparency**.
- 5.8 We will also **publish progress** on our outcomes framework annually.

## **Whizz-Kidz Child in a Chair in a Day Programme**

Whizz-Kidz is a national charity that provides mobility equipment, including powered and lightweight wheelchairs, life skills training and advice and support for disabled children, young people and their families. Whizz Kidz are a member of the Disability Action Alliance.

Whizz-Kidz Child in a Chair in a Day Programme transforms the lives of disabled children and young people, giving them the right mobility equipment, which is not always available on the NHS, as early as possible, moving their life forward and setting them on the path to independent lives.

This is achieved in collaboration with NHS partners. As well as providing huge benefits to the children and families who receive a wheelchair in this way, there are also important benefits for the NHS, including significant efficiency savings and better clinical outcomes.



'When William's parents learned that he had a condition that would affect his growth, they were determined not to hold him back or wrap him up in cotton wool. He's a real character and wanted to keep up with his older sister and his friends. William's family applied for a chair from Whizz-Kidz, and when the ball started rolling, were surprised at how quickly things happened.

Mum had a detailed conversation with their local Whizz-Kidz therapist, and filled out a form with information on what they liked to do as a family, William's measurements and hobbies, and the nature of his condition. When Whizz-Kidz turned up with just the right powered wheelchair for him – he was able to get in it right away and whizz around.

William says "Now - I can do whatever I want!", and thanks to Whizz-Kidz he can.'

## **NOW - I can do whatever I want!**



### **Employment for disabled people**

- 5.9 Disabled people tell us that employment is one of their most significant issues. Many have successful jobs and careers, and **only nine per cent of disabled people of working age have never had a job**. However, there is still a large **gap in the employment rate** between disabled and non-disabled people, with 46 per cent of working-age disabled people employed compared with 76 per cent of working-age non-disabled people<sup>9</sup>. Also:
- if disabled people's employment rate matched that of the rest of the population, an extra two million disabled people would be in work.
  - employment rates for disabled people in some parts of the country are below 20 per cent.
  - employment rates differ by impairment group. For example employment rates for particular impairments such as mental health conditions are very low, at less than 15 per cent.
  - disabled people are more likely to work part-time and, on average, earn less per hour.<sup>10</sup>

9 A review of the analytical evidence around disability employment was published as part of 'Fulfilling Potential – Building a deeper understanding of disability in the UK today' in February 2013.

10 Office for National Statistics, April 2013, Labour Force Survey Q1 2012 Appendix Table 42.3.

5.10 Young disabled people fare particularly poorly in the labour market, with:

- lower employment and educational attainment rates than their non-disabled peers; and
- employment rate gaps widening quickly – from 28 percentage points at age 23 to 36 percentage points at age 24, once young people finish their full-time education.

5.11 In the responses to the ‘Fulfilling Potential’ discussion, disabled people were clear that the low employment rate for disabled people needed to be addressed. Some of the ideas suggested were:

- more **support** for specific groups;
- more support for **self-employment**;
- improving **job retention**, especially for people who acquire impairments as adults;
- improving **career progression**;
- improving **workplace accessibility**;
- addressing **negative attitudes of employers** towards hiring disabled people;
- more **flexibility in employment**, such as more part-time jobs and alternative working practices; and
- Government **working more closely with employers** to encourage them to recruit more disabled people.

5.12 We are currently developing a **cross-Government employment strategy for disabled people and for those with a health condition** to address these issues.

The strategy will set out actions to improve the position of disabled people in the labour market and how best to support disabled people to prepare for, get into, stay in and progress in work.

5.13 The strategy will cover:

- improving the **transition of young disabled people from education to work**;
- innovative approaches to **employer engagement**;
- **employment support** for disabled people;
- increasing **self-employment**;
- **mental health** and employment;
- **job retention** following the acquisition of an impairment;
- examining **local delivery** of services and **partnership working**;
- raising the **aspirations** of disabled people who are economically inactive; and
- career **progression**.

5.14 The employment strategy for disabled people and for those with a health condition represents **an important opportunity to enable disabled people to realise their employment aspirations** and through this **achieve greater economic independence**.

In developing the strategy we are building on what disabled people told us about employment issues during the ‘Fulfilling Potential’ discussion, as well as working with disabled people, disability charities, DPULO Ambassadors and other experts.

## Employment for disabled people

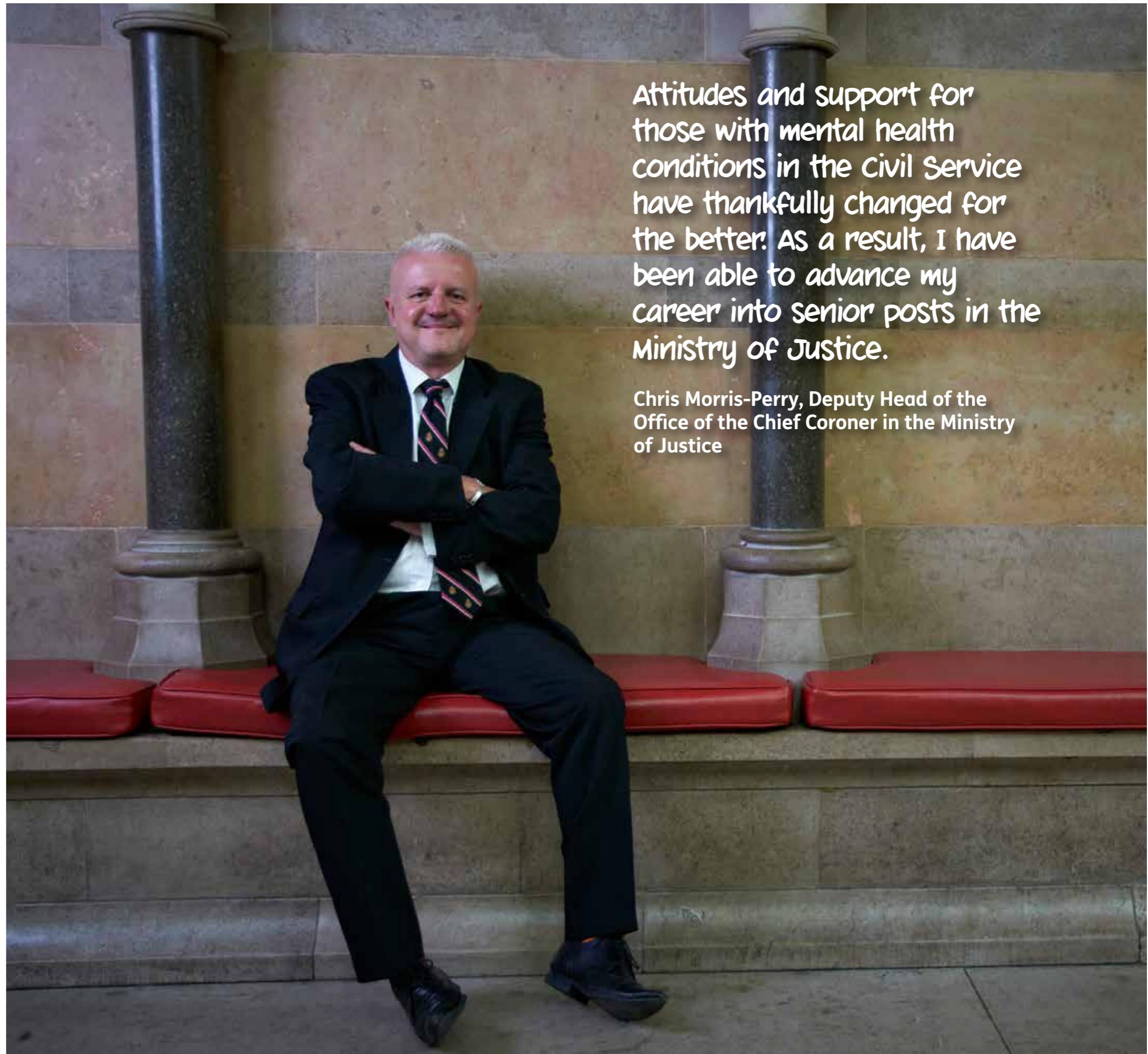
Across Government work is being done to raise awareness and increase support for disabled colleagues, including those with mental health conditions.

Chris Morris-Perry, Deputy Head of the Office of the Chief Coroner in the Ministry of Justice speaks of his experiences:

"I was diagnosed with Bi-Polar Disorder over ten years ago. Back then, there was a lack of knowledge about and great stigma attached to mental health conditions in the Civil Service. I experienced discrimination in the workplace resulting from my chaotic behaviour, which is not uncommon for those battling with mental health conditions.

Over recent years however, attitudes and support for those with mental health conditions in the Civil Service have thankfully changed for the better. As a result, I have been able to advance my career into senior posts in the Ministry of Justice such as my current one, as Deputy Head of the Office of the Chief Coroner, which would previously have been out of my reach.

As a leader of the Ministry of Justice Disability Network, I hear of cases of staff experiencing discrimination who feel that they can't disclose their condition to their manager; fearing for their jobs. The Ministry is taking steps to improve the situation through mental health awareness raising events, including around International Day of Disabled People and the Time to Change initiative. I am involved in these campaigns and sit on a number of advisory groups supporting those with mental health conditions. But there is still much to do."



**Attitudes and support for those with mental health conditions in the Civil Service have thankfully changed for the better. As a result, I have been able to advance my career into senior posts in the Ministry of Justice.**

**Chris Morris-Perry, Deputy Head of the Office of the Chief Coroner in the Ministry of Justice**

## 6. Conclusion

6.1 In the ‘Fulfilling Potential’ discussions disabled people told us they wanted:

- Government demonstrating leadership, with a long-term vision for disabled people;
- specific actions, accountabilities and measurable outcomes; and
- disabled people involved at every stage.

This document addresses those issues.

6.2 We have developed a **new way of working**.

One that brings together a strong evidence base, informed by disabled people, but moving away from traditional policy making, developing policy as we take action, all **in partnership with disabled people**.

6.3 More than ever we are working and consulting with the widest possible range of disability groups, and doing so transparently.

6.4 We continue our discussions with stakeholders and disability organisations, and welcome any comments and ideas. Please get in touch with us, particularly if your organisation is interested in becoming a member of the Alliance. You can contact us using the contact details on the back cover of this document.

**The advice I would give to young disabled people who are thinking about what to do in the future is to follow your dreams. Do what you really enjoy doing. I think that's what life is all about. If the end result is harder than you think it's going to be, it's even more rewarding when you get there.**

Sophie Christiansen, Paralympic equestrian gold medallist

My greatest achievement would be winning three gold medals at a home Games, but it's about the whole process of getting there.



Find out more about Sophie and her inspiration to become a Paralympian on YouTube



## Annex A – Outcomes and indicators framework

Education	Employment	Income	Health and Well-being	Choice and Control
<p><b>Headline Indicator</b> The gap in educational attainment between disabled and non-disabled young people at three key stages – GSCE, A-Level (or equivalent), and degree level.</p> <p><b>Supporting Indicators</b></p> <ul style="list-style-type: none"> <li>• Unauthorised absence from school</li> <li>• Achievement at Key stage 2</li> <li>• Proportion of 16 year olds in full-time education (in development)</li> <li>• Proportion of young people in higher education at age 19 (in development)</li> <li>• Students who do not continue in higher education after their first year</li> <li>• Satisfaction levels with higher education course</li> <li>• The destination of graduates 6 months after graduating</li> <li>• Not in Education Employment or Training (NEET) status</li> <li>• Confidence in A Levels and GCSE (in development)</li> <li>• Lifelong participation in education and training (in development)</li> <li>• Apprenticeships</li> </ul>	<p><b>Headline Indicator</b> The employment rate gap between disabled and non-disabled people</p> <p><b>Supporting Indicators</b></p> <ul style="list-style-type: none"> <li>• Individuals in high-level (managerial, professional or skilled-trade) employment</li> <li>• Working age people who have never worked</li> <li>• Working age people who would like to work more hours</li> <li>• Hourly wage rates</li> <li>• Highest educational qualifications in the working age population</li> <li>• Individuals not in work who would like to work</li> <li>• Retention in employment for those aged 50 or over</li> <li>• Employers attitudes</li> <li>• Work colleagues attitudes</li> <li>• Economic activity</li> </ul>	<p><b>Headline Indicator</b> The gap between the proportion of individuals in families where at least one person is disabled living in low income, and individuals in families where no-one is disabled living in low income.</p> <p>The gap between the proportion of children living in families in low income with a disabled member, and children living in families in low income where no-one is disabled.</p> <p><b>Supporting Indicators</b></p> <ul style="list-style-type: none"> <li>• Children living in low income and material deprivation</li> <li>• Households living in fuel poverty</li> <li>• Individuals living in persistent poverty</li> </ul> <p><i>We may supplement these indicators in due course to reflect the outcomes of the Child Poverty Unit's consultation on measuring child poverty.</i></p>	<p><b>Headline Indicator</b> The gap between the proportion of disabled and non-disabled people reporting medium or high satisfaction with their life.</p> <p><b>Supporting Indicators</b></p> <ul style="list-style-type: none"> <li>• Management of own health condition</li> <li>• People with long-term health conditions supported to manage their condition</li> <li>• Having good general health</li> </ul>	<p><b>Headline Indicator</b> The gap between the proportion of disabled and non-disabled people who believe that they frequently had choice and control over their lives.</p> <p><b>Supporting Indicators</b></p> <ul style="list-style-type: none"> <li>• Personal budgets (in development)</li> <li>• Take up of direct payments</li> <li>• Influence on decisions</li> <li>• Advocacy (in development)</li> <li>• People supported to live independently through social services</li> <li>• Rights (in development)</li> </ul>
<p><b>Actions</b> Actions taking place on Education can be found in Section 1 of the Making it Happen action plan.</p> <p>Actions taking place on Employment, including those on qualifications and training can be found in Section 2 of the Making it Happen action plan.</p>		<p><b>Actions</b> Actions taking place on Income can be found in Section 3 of the Making it Happen action plan</p>	<p>Actions taking place on Health and Well-being can be found in Section 4 of the Making it Happen action plan</p>	<p>Actions taking place on Choice and Control can be found in Section 5 of the Making it Happen action plan</p>

## Annex A – Outcomes and indicators framework

Inclusive communities					
Housing	Transport	Social participation	Friends and Family	Information and access	Attitudes
<p><b>Headline Indicator</b></p> <p>The gap between the proportion of disabled and non-disabled people who are able to access all parts of their home without difficulty.</p> <p><b>Supporting Indicators</b></p> <ul style="list-style-type: none"> <li>• Decent accommodation</li> </ul>	<p><b>Headline Indicator</b></p> <p>The proportion of disabled people who do not experience difficulties using transport.</p> <p><b>Supporting Indicators</b></p> <ul style="list-style-type: none"> <li>• Number of trips</li> <li>• Satisfaction with bus and rail journey experience</li> <li>• Full size buses accessible to disabled people<sup>1</sup></li> </ul>	<p><b>Headline Indicator</b></p> <p>The gap between the proportion of disabled and non-disabled people who participate in various activities – arts, museums and galleries, sport, heritage sites, cinema, and libraries.</p> <p><b>Supporting Indicators</b></p> <ul style="list-style-type: none"> <li>• Civic involvement</li> <li>• Voting (in development)</li> <li>• Volunteering</li> <li>• Neighbourhood belonging</li> </ul>	<p><b>Headline Indicator</b></p> <p>The gap between the proportion of disabled and non-disabled people who have acquaintances they are close to.</p>	<p><b>Headline Indicator</b></p> <p>The proportion of disabled people reporting problems accessing goods or services, specifically public services.</p> <p><b>Supporting Indicators</b></p> <ul style="list-style-type: none"> <li>• Access to the internet</li> <li>• Adults without saving and bank accounts</li> </ul>	<p><b>Headline Indicator</b></p> <p>The gap between the proportion of people who reported that they thought of disabled people as the same as everyone else and those who did not.</p> <p><b>Supporting Indicators</b></p> <ul style="list-style-type: none"> <li>• Hate crime</li> <li>• Risk of being victim of crime</li> <li>• Confidence in the Criminal Justice System</li> <li>• Fair treatment (in development)</li> <li>• Unfair treatment at work (in development)</li> <li>• Public opinion on whether disabled people are as productive as non-disabled people</li> </ul>
<p><b>Actions</b></p> <p>Actions taking place on Housing can be found in Section 6.1 of the Making it Happen action plan</p> <p>Actions taking place on Transport can be found in Section 6.2 of the Making it Happen action plan</p> <p>Actions taking place on Social Participation can be found in Section 6.3 of the Making it Happen action plan</p>					<p><b>Actions</b></p> <p>Actions taking place on Friends and Family can be found in Section 6.4 of the Making it Happen action plan</p> <p>Actions taking place on Information and Access can be found in Section 6.5 of the Making it Happen action plan</p> <p>Actions taking place on Attitudes can be found in Section 6.6 of the Making it Happen action plan</p>

<sup>1</sup> By full size accessible buses we mean the percentage of local and scheduled bus/coach services holding a PSVAR certificate.

## Annex B – Aims, priority areas and members of the Disability Action Alliance

### Vision

1. The Disability Action Alliance is a cross-sector network of organisations committed to making a difference to disabled people's lives by designing and delivering innovative changes and identifying and spreading good practice, especially at local level.

### Background

2. Disabled people told us that they need to be more influential in how local services are designed and delivered, and that all those involved in developing services needed to work much more closely together to improve outcomes for disabled people. During discussions with disabled people, their organisations and other stakeholders, the idea of a **new way of working in partnership** emerged, and led to the proposal of a **Disability Action Alliance**.
3. Disability Rights UK convened the Alliance, and the Office for Disability Issues provides secretariat support. This includes providing support to project groups and managing communications to ensure the Alliance members and other interested organisations are kept informed of any new or existing projects and actions, including promoting successful case studies and good practice.

4. Disabled people are at the very heart of the Alliance, and the aims and priority areas have been developed based on what disabled people said during the 'Fulfilling Potential' discussion period.
5. A steering group of around 11 organisations provides light touch leadership to the Alliance, helping project groups to get set up, promoting the Alliance and making sure communication is effective.
6. The Disability Accessibility Centre, members of the Alliance, developed a website for the Alliance which went live in February 2013. You can find out more at that website: [www.disabilityactionalliance.org.uk](http://www.disabilityactionalliance.org.uk)
7. The Alliance is open to all organisations and we hope to get as wide a membership as possible from all sectors.

### Aims and priority areas

9. The Alliance's aims and priority areas have been developed from the issues and ideas raised during the 'Fulfilling Potential' discussions. These are:

### Supporting and encouraging early intervention

1. Education
2. Employment (including training and work experience)
3. Transitions (including the importance of family life)

## **Enabling disabled people to have increased and informed choice and control**

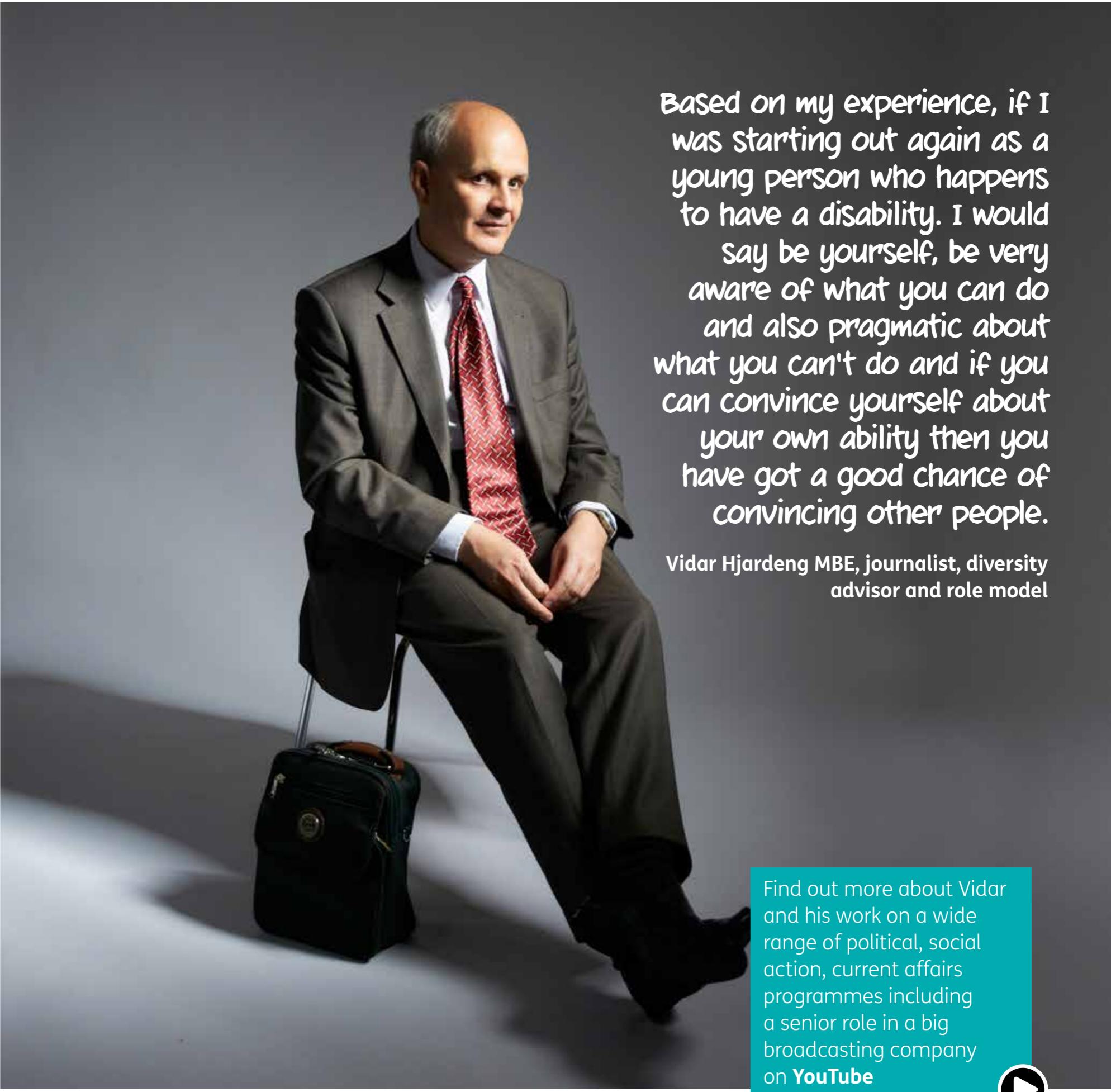
4. Independent living (including personalisation and financial control)
5. Access to services and information (including advice, support and advocacy, and making their voice heard)

## **Promoting inclusive communities, including changing attitudes and behaviours**

6. Accessible communities (including housing and transport)
  7. Participation (including participation in social life, public life, sport and leisure)
  8. Rights (including access to justice)
  9. Positive awareness (including understanding of diversity and disability and fair portrayal)
  10. Attitudes (including hate crime and harassment)
10. The aims and priority areas provide a framework for action which will steer the Alliance in taking forward actions that will have a real impact on disabled people's lives.

## **Members**

The list of members changes daily as more organisations join. The up to date list of members is on the Disability Action Alliance website, [www.disabilityactionalliance.org.uk](http://www.disabilityactionalliance.org.uk). You can also find out more about the Alliance there and sign up to join.



**Based on my experience, if I was starting out again as a young person who happens to have a disability. I would say be yourself, be very aware of what you can do and also pragmatic about what you can't do and if you can convince yourself about your own ability then you have got a good chance of convincing other people.**

**Vidar Hjardeng MBE, journalist, diversity advisor and role model**

Find out more about Vidar and his work on a wide range of political, social action, current affairs programmes including a senior role in a big broadcasting company on [YouTube](#)





# Department for Work & Pensions

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