

Introduction to Neurodiversity Awareness and attracting the “Purple Pound”

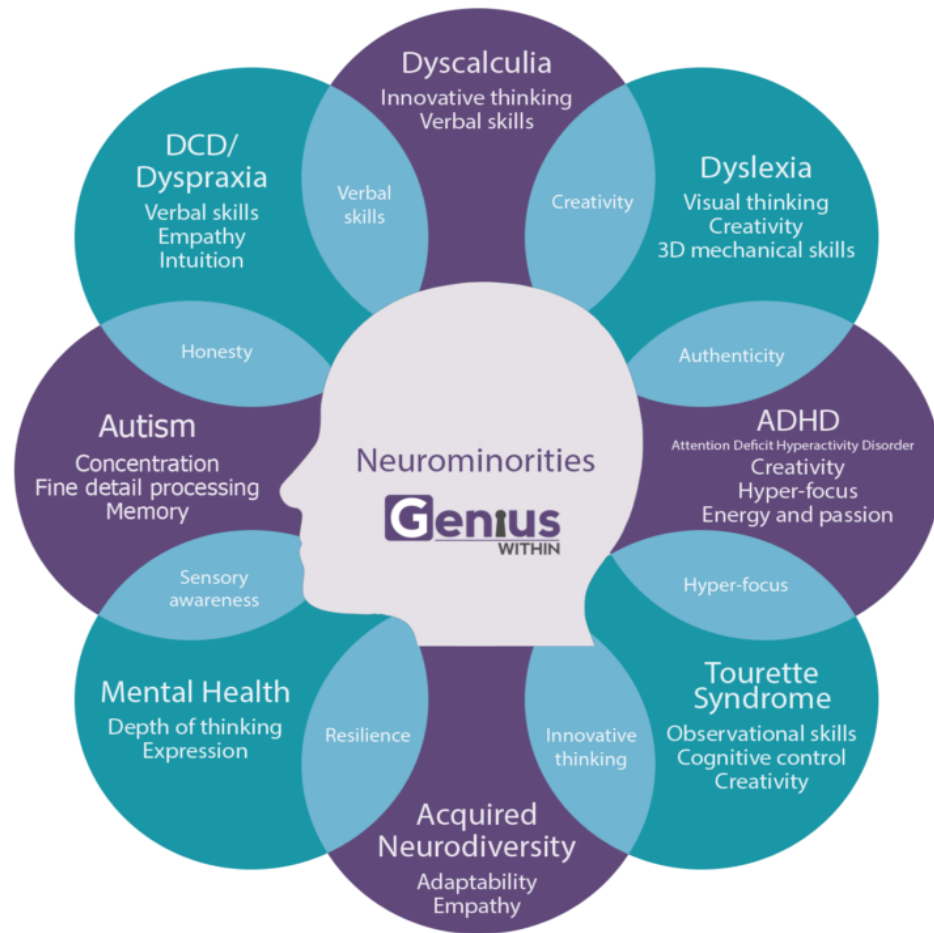


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What is Neurodiversity?

Neurodiversity in numbers.....



- 1 in 7 people are neurodiverse / 1 in 5 people have a disability
- 50% of these people don't even know they are neurodiverse
- 91% of people who are neurodiverse have felt discriminated against
- 64% of employers still admit to having 'little' or 'no' understanding.
- Lived Experience and out-dated understanding
- Inclusion benefits everyone! Not just neurodiverse individuals

Medical Model – numbers of neurodiversity

Mental Health 25%

Speech, Language and Communication Needs 20%

Dyslexia 10%

ADHD 2%

Autism 1%



Has anyone heard of the Purple Pound?

- The Purple Pound refers to the spending power of disabled households.
- A disabled household is a household in which at least one of the members has a disability.
- Organisations are missing out on the business of disabled consumers due to:
poor accessibility (both physical and digital)
not being disability confident in their customer services approach.
- Poor Inclusion and Diversity knowledge

73% – 73% of potential disabled customers experience barriers on more than a quarter of websites they visited.

The online spending power of disabled people is estimated at over £16 billion.

75% – 75% of disabled people and their families have walked away from a UK business because of poor accessibility or customer service.

1 in 5 – Nearly 1 in 5 working adults have a disability.

Starting points to creating an “Inclusive” company

- Culture always beats Strategy
- Don’t Inclusion Wash
- Create an inclusive employee steering group
- Ask for open feedback on the accessibility of your business
- Ask for an “accessibility mystery shop”
- Take part in valuable training for staff
- Actively recruit and support diverse groups and celebrate cognitive diversity



Support Available



CONSCIOUS INCLUSION TRAINING

1 DAY WORKSHOP FOCUSING ON THE FUNDAMENTALS OF CONSCIOUS INCLUSION

SUPPORTING EMPLOYERS TO LISTEN TO LESSER KNOWN VOICES

PROGRAMME

- LGBTQ+ INCLUSIVE LANGUAGE
- ANTI-RACISM
- TRAUMA INFORMED APPROACHES
- SENSORY DIFFERENCES
- REFLECTION AND PLEDGE

📅 **£99 PER PARTICIPANT**

🕒 **9:30AM - 4:30PM**

📅 **19 OCTOBER 2023**
29TH FEBRUARY 2024
9TH MAY 2024

ENQUIRE TODAY AT: EMPLOYERS@WESTON.AC.UK

(Please note this training will cover sensitive content and material that might be difficult to discuss)



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EDUCATION & TRAINING CENTRES FOR EXCELLENCE IN SEND

UNDERSTANDING NEURODIVERSITY AND AUTISM IN BUSINESS

As one of two national Centres for Excellence in SEND, we are delighted to launch a brand-new and innovative training workshop which is aimed to help you recruit, retain and understand the aspect of neurodiversity positive adjustments you may need for your business:

Understanding Neurodiverse Minds - what is Neurodiversity?
The concept of neurodiversity aims to reduce stigma around learning and thinking.

Inclusive Recruitment and retention of staff
Inclusive recruitment minimises barriers and presents your organisation as inclusive to learning or neurodiversity needs and welcoming, enabling you to attract anyone with the right skill set, regardless of need.

Reasonable Adjustments and Ongoing Support
Employers have a duty under the Equality Act 2010 to make 'reasonable adjustments' in the workplace where a person could otherwise be put at a substantial disadvantage compared with their colleagues.

Signposting and Q&A
On completion of the course we encourage employers to sign up to the Disability Confident scheme and change behaviour and cultures in their own businesses.

There will be an opportunity for Q&A where specialist staff can provide answers to further enhance your business.

Following this we can arrange for training to be carried out on a range of specialist areas including: Communication, Dyslexia, Dyscalculia, Physical disabilities, Language, Autism, Mental Health, British Sign Language and many, many more.

£99 per person
10am-4pm, University Centre Weston, Tea and Coffee will be provided
Includes a complimentary and bespoke consultation with our experienced team.



SCAN THE QR CODE TO BOOK NOW OR CONTACT US AT: employers@weston.ac.uk

How to reach us



SENDenquirers@weston.ac.uk

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