

## Embracing Diversity Finale

continued on page 2 & 3

After a very successful 3 years, the Embracing Diversity project finished this September. Significant results have been achieved against our original objectives: transferring the model of supported employment to a range of jobseekers from disadvantaged backgrounds; increasing the capacity of employers to recruit and retain a diverse workforce; and influencing policy...



### Referrals on hold

Unfortunately we are unable to take any more referrals to our service. This is due to a number of factors including a very long waiting list and a lack of resources to meet the growing demand for supported employment services in Bury. This is something we will be bringing to the attention of local commissioners in order to resolve the situation. We are unsure when we will be able to reopen the waiting list.

However we will announce it on our website and in a future edition of Connect.

In the meantime we run a drop-in facility on Tuesday afternoons between 1.00pm and 4.00pm. This provides the opportunity to call in for an informal chat about accessing alternative services in the area or developing work prospects.

### In This Issue

Age Discrimination  
Pages 4 & 5

Bury EST Update  
Page 6

Events Update  
Page 7

News in Brief  
Page 8

# Embracing Diversity Finale

continued from cover

...We'd like to thank everyone involved in making the project such a success over the last few years.

We are of course disappointed that some elements of the project will not be continued, particularly our work with young people leaving care and the job retention services offered from Redbank health centre. It's a difficult time for funding new initiatives as local authorities and Government departments struggle to maintain existing essential services but we are sure that the pilot work undertaken during the project will prove useful in the future as funding becomes available again and the benefits of this sort of support are realised by policy makers both local and national.



## Disability Discrimination Act Update

The existing legislation of the Disability Discrimination Act (DDA) 1995 gives disabled people rights in the areas of employment, education and access to goods, facilities and services. A further extension of the Disability Discrimination Act was passed by parliament in April this year and will come into force by December 2006. The additions to the act include:

- public sector to be covered by discrimination law
- requiring all public bodies to promote equality of opportunity for disabled people
- making it easier for disabled people to rent property and make disability-related adaptations
- making sure that private clubs cannot discriminate because of disability
- broadening the legal protection for people who have HIV infection, cancer and multiple sclerosis

- ensuring that operators of transport vehicles treat disabled people equally

The law will make local authorities have to prepare strategies for consulting with and acting in the interests of disabled people. This will mean that as public authorities carry out their activities, they need to have 'due regard' to the need to:

- eliminate discrimination against and harassment of disabled people;
- promote equality of opportunity for disabled people;
- promote positive attitudes to disabled people; and
- encourage disabled people to take part in public life.



### **Benefits demonstrated**

The project demonstrated the benefits of multi-agency working, with our staff co-located at the Asian Development Association (ADAB) and NCH's Extra Mile. The job retention service also had exceptional results with many clients receiving support to go back to work after long term absence. During a recent visit by a project evaluator he commented that the job retention project was the most innovative scheme he had ever visited that was funded by the European Social Fund.

We are glad to confirm that both the Employer Forum on Diversity and our ethnicity service will continue to be funded for the next two years. Employers have found the forum to be a useful platform to network and keep up-to-date with employment and diversity issues. Through the forum we have made invaluable links with many local and national employers from both the public and private sectors all with the same goal of achieving diversity in their own workplaces. We now have a membership of over 30 employers from the Bury area which we hope to extend further still.

### **Embracing Diversity on the Road**

We have attended many exhibitions and policy events both in the UK and abroad and been invited to speak at numerous conferences on the issues surrounding supported employment. We have been involved in the CIPD Annual Exhibition, the Mind, Learning Disability Today, European Union of Supported Employment and Diverse Cultures Conferences. We have been involved in policy debates across the diversity spectrum and been acknowledged as experts in our work.

### **The Future**

Although the Embracing Diversity project has come to an end, Bury EST will continue to operate as it always has. We will continue to promote our model of supported employment to employers both locally and nationally and help local people to get the sorts of jobs that they aspire to.

**For information on the project please visit the dedicated website [www.embracingdiversity.org](http://www.embracingdiversity.org)**

Through the forum we have made invaluable links with many local and national employers from both the public and private sectors...

This includes a requirement for a Disability Equality Scheme that sets out:

- how disabled people have been involved in drawing up the scheme;
- how the public authority will assess the impact of existing and proposed policies and activities on disabled people;
- the steps the public authority will take to improve outcomes for disabled people;
- the way the public authority will gather evidence on whether outcomes are improving for disabled people; and the way the public authority will use the evidence they have gathered.

**For further details on the Disability Discrimination Act please visit the Disability Rights Commission website at [www.drc.org.uk](http://www.drc.org.uk)**

### **Invest to Save Update**

As reported in the last Connect newsletter, Bury MBC has secured funding through the Government's Invest to Save budget, a joint Treasury and Cabinet Office initiative which aims to improve the quality and cost effectiveness of public services. The project is due to start in October of this year. Under the title "Routeways to Work in Bury", Bury EST and a number of other agencies in the Bury area will work together on initiatives to improve the employment rates of minority ethnic communities. Bury EST has been awarded 2 year funding to provide a supported employment service for people from these communities who have additional support needs so we will be recruiting two staff to deliver this project. Fred Bowen, our Employer Consultant, has also been given funding to further develop our Employer Forum on Diversity.

# Age Discrimination

In October 2006, new legislation will be introduced which will make it illegal for employers to discriminate against anyone on the basis of age.

## **What is age discrimination?**

A working definition would describe age discrimination in employment as an action that disadvantages an individual because of their age or on the basis of assumptions, misconceptions or stereotyping about age and ability, and hinders the proper consideration of an individual's talents, skills, potential and experience. It can be used to the detriment of people of any age and occurs across all aspects of human resource management.

*Source: Chartered Institute of Personnel and Development*

## **What will this mean for you?**

All employers from October 2006 will need to ensure that they are compliant with the new legislation. Age discrimination or ageism can affect anyone, at any stage of life. It is not just an issue affecting the older workforce but all employees. The new legislation will cover many employment issues within your workplace including retirement; recruitment; training; promotion; pay and service related benefits; redundancy and occupational pensions to name but a few.

Below is a guide looking at some key areas you need to consider when looking at the employment policies and procedures within your organisation.

## **Retirement**

The default retirement age set by the Government will be 65 by October 2006 however there will also be a 'Duty to Consider' allowing an employee to work beyond this age. If a company wants to retire someone before the age of 65 there will be a procedure the Government calls

'planned retirement' which an employer will need to follow. However, any early retirement must be justified as well as the 'planned retirement' procedure followed.

## **Recruitment**

Recruitment policies are one area with potential pitfalls. Consider your job advertisements; are there any references to age? If so, your job advert could be deemed as discriminatory. For example if an advert says, 5 years experience required or graduated in the last 2 years, both of these are evidence of age discrimination. Even asking for candidates to apply who are young, mature, dynamic or fresh, again indirectly discriminates against people who would not necessarily feel they fit into these categories.

## **Training, promotion, salaries and benefits**

Opportunities for training and promotion must be open to everyone and not based on age. Older employees may need to be encouraged to take up these chances. Everyone within an organisation should have access to training and areas such as salaries, benefits and promotions should not be linked to age or years of service.

## **Redundancy**

Again, redundancy based on age will not be acceptable. Redundancy payments will also be affected in such a way that an older employee offered redundancy will no longer be automatically offered more payment than an employee 10 years junior. Also the policy of first in, first out will no longer be admissible because it will more than likely indirectly discriminate against younger employees.

# Did you know?

The 2001 Census highlighted that for the first time there are more people aged over 60 than under 16 in the population.

55% of managers say that they used age as a criterion for recruitment (Chartered Management Institute survey).

Absence through sickness is not higher amongst older people (Employers Forum on Age).

80% of the population think employing older people is good for the company image and that age is no barrier to learning new skills (NOP survey for FiftyOn).

The economy would be 10% larger today if employment patterns for over-50s were the same as 20 years ago (Lombard Street Research).

The cost of age discrimination to the economy is £5.5 billion to Government tax and benefits and £31 billion in lost production (Cranfield School of Management for EFA).

Three-quarters of UK Companies have no employees over 60 (Norwich Union research).

25% of over-50s want full-time work and looked for it when first out of work: a year later only 2% were looking for work as a result of the barriers they experienced (Sheffield Hallam University)



## The Business Case

You've now seen how the changes in legislation may affect you. There are however a number of advantages to employing a more diverse workforce especially one that reflects the demographics of the community in which it operates. There is a skills shortage in the UK which is compounded by our older workforce not being encouraged to stay on at work.

People are living longer and the number of younger people is on the decline. When you are looking to recruit this has a direct impact on the number of candidates that will apply. If you actively target candidates of all ages, this will provide you with a larger pool of candidates for jobs. There are other advantages to recruiting an older workforce:

- Greater source of skills, expertise and ideas.
- Employees capable of multitasking due to greater work experience and life skills.
- An older workforce can attract older customers who without dependants and mortgages have an enormous spending power.

- Staff retention will be improved leading to lower recruitment and training costs.
- Company reputation enhanced as you become known as an employer of choice for diversity.
- A diverse workforce can help you understand your customers better in areas such as language, accessibility for disability and religious beliefs.

Compliance with the new legislation on age discrimination is not only essential but can also be beneficial to an organisation. With the possibility of enhanced profits and talent within your work team it makes good business sense to address age discrimination in your own workplace.

**If you would like further information on age discrimination you may find the following websites useful:**

**The Employers Forum on Age**  
[www.efa.org.uk](http://www.efa.org.uk)

**Age Positive**  
[www.agepositive.gov.uk](http://www.agepositive.gov.uk)

# Bury EST Update

## Employer Engagement Training Success



Fred Bowen  
Employer Consultant

Following the success of our Embracing Diversity project and in response to numerous requests we have developed a training programme specifically aimed at

supported employment providers. If your service relies on the successful engagement of employers you will benefit from our unique two day training course. So far, the training has been a huge success, with courses taking place as far afield as Wigan, Flintshire and Budapest!

The course is suitable for any organisation involved in engaging with employers, including: supported employment services; work-based learning providers; further education colleges and Jobcentre Plus contractors.

Delivered by a trainer with direct business experience, the programme is based on Bury EST's many years of working in partnership with employers across a

range of sectors. It has been designed to develop the ability, skills and confidence of your staff when canvassing and maintaining the support of employers. The training will consist of presenting to your staff a variety of procedures and methods which have been designed, developed and tested to encourage the engagement and support of employers. It also provides the opportunity for skills rehearsal and problem solving.

Delegates on the course will receive a selection of supporting information and guidance facts sheets to support their individual and continuous development. Following on from completion of the programme we include a half day review of how the training has influenced practice.

**If you feel that this training programme could be what your organisation is looking for or would like further details please contact Fred Bowen on 0161 761 4662 or by email at fred@buryest.org.uk**

**Please read the feedback we've had from previous course delegates:**

"Rediscovered skills I thought I'd lost, in a supportive learning environment"

"I felt the course was very informative and will assist me in my future development"

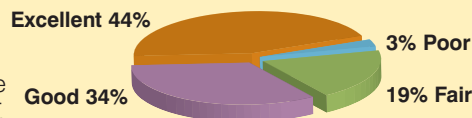
"Thoroughly enjoyed the course and thought it was very relevant to my job role"

## WHAT DO YOU THINK? Client Questionnaires

From time to time we ask our clients if we are providing them with the quality of service they want and expect.

During July this year we sent questionnaires to over one hundred people who are receiving a service from Bury EST. Don't worry if you did not receive one - we will be doing it again in the future and you will probably be sent one then!

The replies have given us some really good information about what clients think of the service provided by Bury EST.

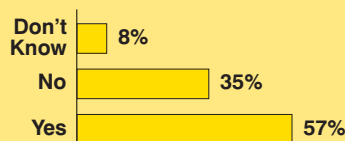


The response about development plans is not as good as we had hoped and we will be looking at improving this situation in the future.

**Did your placement officer take time to get to know you and your skills?**



**Do you have a development plan?**



**If you are a client of Bury EST and would like the opportunity to join in a discussion group, planned to take place in early October please telephone Rod Goodwin on 0161 761 4662.**

(The meeting will include a buffet supper)

## Improved Support for Client Welfare



Rod Goodwin

We have further improved the service we offer our clients with the creation of a dedicated Client Welfare Officer. This role has been taken on by Rod Goodwin who featured in a previous edition of Connect magazine when he managed our successful Job Retention Service.

This new role has been created to help resolve benefits problems and work related or personal issues that our clients face. All discussions will be confidential. If Rod cannot resolve problems himself he will assist clients to make contact with the most appropriate services.

Rod is a qualified counsellor and mediator with many years of experience and we expect significant numbers of clients to benefit from this new service. Any clients wishing to access this support should first discuss it with their Bury EST support worker.

# Events Update



Peter White, Disability Correspondent speaking at the conference

## AFSE 21st to 22nd April – Swansea

The first combined conference of AfSE and NASE took place in Swansea on 21/22 April 2005. Bury EST attended along with over 300 delegates to hear keynote presentations from Peter Little OBE, who is leading the independent review of LSC funded provision for people with disabilities, and Peter White, the BBC's Disability Correspondent. A programme of 19 workshops was offered on a wide variety of themes. Two workshops were presented by Bury EST on 'Working with Employers on Diversity Management' and 'Service Standards and Quality Improvement' both of which were very well attended.

**Please visit the AFSE website for further details [www.afse.org.uk](http://www.afse.org.uk)**

## EUSE 15th to 17th June – Barcelona

In June both Stockport Employment Services and Bury EST were selected to give presentations at the biennial conference of the European Union of Supported Employment in Barcelona.

Rod Goodwin, Client Welfare Officer, and Huw Davies, Manager at Bury EST, gave a presentation on job retention and how to prevent dependency which was a huge hit with the delegates. As a result of this Rod has been invited to speak at the Irish Association for Supported Employment Conference in November this year.

Fred Bowen, Employer Consultant for Bury EST and Steve Mason from Greater Manchester Police spoke about Bury EST's Employer Forum on Diversity, looking at it from an employer's perspective.



Huw Davies and Rod Goodwin pictured third and fourth from left

## Bury EST hosts visit from the Czech Republic

Bury EST recently hosted a week long visit by a delegation from the Czech Republic. The visit, funded by the European Union, featured a range of visits to local facilities including Bury College, the jobcentre and the



The Mayor, Cllr Treadgold, welcomes the Czech delegation to Bury with Deputy Chief Executive, Mike Kelly.

local Connexions office. The six delegates included Mr. Tomáš Jelínek (Deputy Mayor of Ústí nad Labem), Mrs. Soňa Mudrochová (Project manager, CKP), Mrs. Jitka Blažková (CKP), Mrs. Helena Hebstová (Head of the Social Services Department), Mr. Josef Turek (Head of Career Choices and Requalification Division at the Employment Office in Ústí nad Labem) and Mr. Martin Sklenář (Project manager, CKP).

The aim of the visit was to discuss community planning and social inclusion so the delegation met with representatives of a wide range of local agencies including Manchester

Enterprises, Connexions, Business Solutions, Bury MBC, GM Chamber, the North West Development Agency, Bolton Bury Education Business Partnership and Jobcentre Plus. Our thanks go to everyone who contributed their time generously to make the visit such a success.

Bury EST will be hosting a second visit during November and we hope that it will mark the start of a long term collaboration with the city of Ústí nad Labem which is the north west of the Czech Republic and has a population of around 100,000.

## Learning Disability Today 22nd June – Manchester



Bury EST staff pictured on the stand

Away from the glamour of Barcelona, the annual Learning Disability Conference and Exhibition took place at Manchester's International Conference Centre in June. With over 1500 visitors to the one day event we were extremely busy on the stand. For this event we had linked in with a number of supported employment providers from the Greater Manchester area. The event was a huge success with a lot of inquiries about our service.

# News in brief

## British Association for Supported Employment (BASE)

**base**  
british association for supported employment

BASE is to be formed following the forthcoming merger of the Association for Supported Employment (AfSE) and the National Association for Supported Employment (NASE). BASE is a membership organisation for supported employment agencies and supported businesses in the UK. The Association lobbies for improved policies and funding and Huw will be meeting with Disability Minister, Anne McGuire, in November. For further details please visit [www.afse.org.uk](http://www.afse.org.uk)

## New Deal for Disabled People Extended

The government has announced that it will be extending the programme until 31st March 2007. Originally planned to end in March 2006, Margaret Hodge, Minister for Employment and Welfare Reform said, "This extension will give us time to take considered decisions about the help we need to provide disabled people in order to support them to stay in their jobs or return to work elsewhere." More details can be found on the Department for Work and Pensions website [www.dwp.gov.uk](http://www.dwp.gov.uk)



## Black and Asian Employment highest rate for 7 years

The TUC have circulated a briefing stating that the numbers of black and Asian people in employment is

higher than it was 7 years ago. Although encouraging, unemployment still stands at 11 per cent among black workers, compared to five per cent for white workers. For further details please visit [www.cesi.org.uk](http://www.cesi.org.uk)

## Accession Countries - What Employers Need to Know

On 1st May 2004 10 countries known as the accession countries joined the European Union. They are the Czech Republic, Estonia, Hungary, Latvia, Lithuania, Poland, Slovakia, Slovenia, Malta and Cyprus. From this date citizens from these countries were free to live and work in the UK. Employers need to be aware that if they employ anyone from these countries (excluding Malta and Cyprus) they must have registered with the Home Office within one month of starting employment. If not registered then the employer may be guilty of a criminal offence and be fined up to £5000 per illegal worker. For further details on this please visit the Foreign and Commonwealth Office website: [www.fco.gov.uk](http://www.fco.gov.uk)

## Team Expands

Thanks to funding secured by Bury EST, we are recruiting 3.5 new placement officers who we hope to be in place by the end of the year. This will ensure that we are able to continue the service we provide to both our clients and employers.

## GM Police Staffing Changes

Steve Mason, HR Manager for Greater Manchester Police has left the police to take up a new position as HR Manager for the Cambridgeshire Fire and Rescue Service. Steve has expressed his wish to remain a member of the Employer Forum. Steve has been a member for two and a half years and during this period has made a considerable contribution to the Forum and the Embracing Diversity project.

## Thank-you

We would like to thank all of our clients and employers for their patience with the staff restructuring which has taken place at Bury EST. There have been a number of staff losses which has meant we have had to operate with a skeleton staff at times. We hope that the service you have received hasn't been too badly affected and we expect that service will return to normal once we have the new staff members in place.

## National Employment Panel

Bury EST has had discussions with the Manchester office of the National Employer Panel and will be working closely with them on a range of work areas including the distribution of materials to a wider range of companies in the Manchester area.

## Website redesign on the way

Bury EST's website has been showing its age and is being given a makeover. The new site is expected to go live by the end of October. We'd welcome your comments and feedback.

## Client Photography

With the help of a professional photographer Bury EST went on location to take pictures of some of our clients and employers at work. We would like to thank The Village Hotel, Fairways Lodge, Tesco, Cameron House, and McDonald's for all of their help as well as our clients who kindly volunteered to be photographed.



## Trip of a Lifetime

Bury EST Project Co-ordinator Lee Salad will be leaving the service for 10 months to realise his dream of travelling around the world. Fully vaccinated and with a years supply of Immodium we wish him all the best and look forward to his return next year.

## CIPD article published

Bury EST had an article on diversity published in the regional magazine of the Chartered Institute for Personnel and Development and will be speaking at the next network meeting on 27 September.

## The North Will Rise Again!

Bury EST manager, Huw Davies, has been involved in discussions with regional development agency staff and jobcentre Plus on the social inclusion actions to be incorporated into the Northern Way, the regional economic strategy for the north of England.

How are we doing?

We are currently writing our self assessment report and we want to know what you think of our services. Please write or email us with your thoughts – we know we can always do better! You can also use the feedback form on our website.

Bury EST, 24 Ribchester Drive, Bury, BL9 9JT.

Tel: 0161 761 4662 Fax: 0161 761 4612

Email: [enquiries@buryest.org.uk](mailto:enquiries@buryest.org.uk)

Web: [www.buryest.org.uk](http://www.buryest.org.uk)

Equal



Bury EST is funded by BuryMetro, the Department of Health and the European Social Fund.