

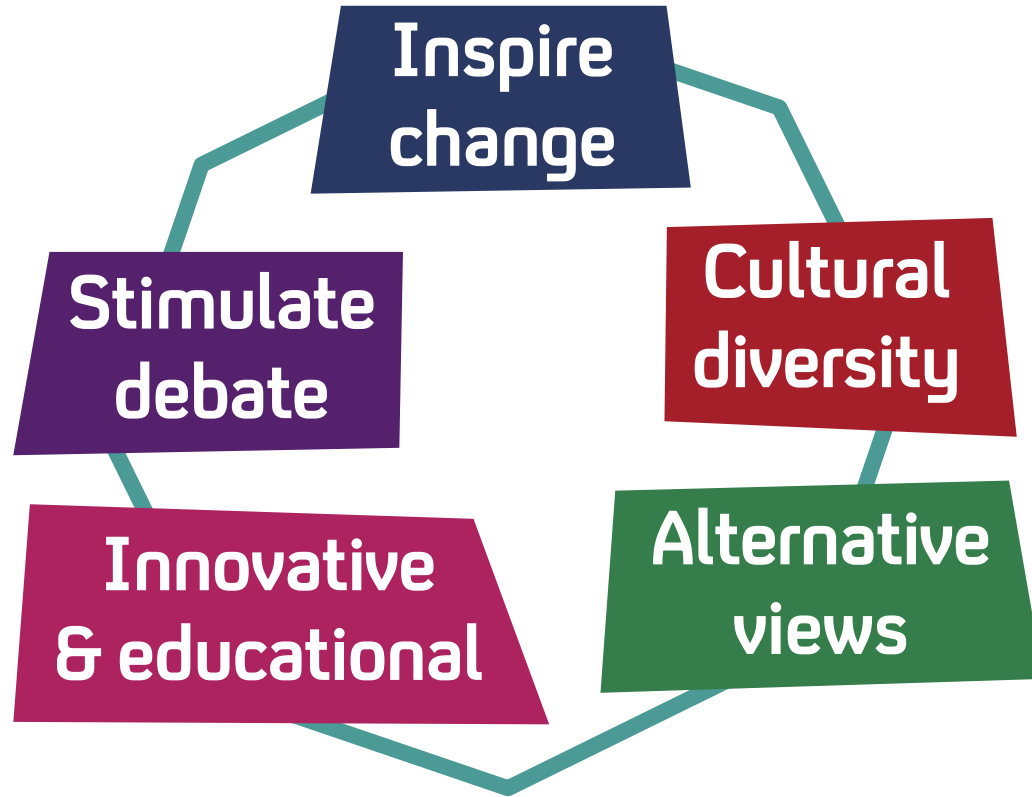
Employing disabled people - Why and How

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Disability Workplace Specialist
Channel 4

23rd March 2017



Diversity is in our DNA



Diversity is critical



We must have the best talent

Diversity drives creativity

We can't afford to exclude
disabled people

Changing industry perception



ON-SCREEN

Double the number of disabled people in 20 of our biggest shows

OFF-SCREEN

Progress the careers of 20 mid-level disabled people within our 20 biggest suppliers

OUR OWN BACKYARD

Target of 50% of apprenticeships & 30% of work experience places for disabled people

A photograph of three men in suits against a dark background with blue and red lighting. The man on the left has curly hair and a surprised expression. The man in the center has short hair and a serious expression. The man on the right has short hair and a wide, happy smile.

Changing public
perception

#isitok



The Secret Life of 5 Year-olds #SL05YO

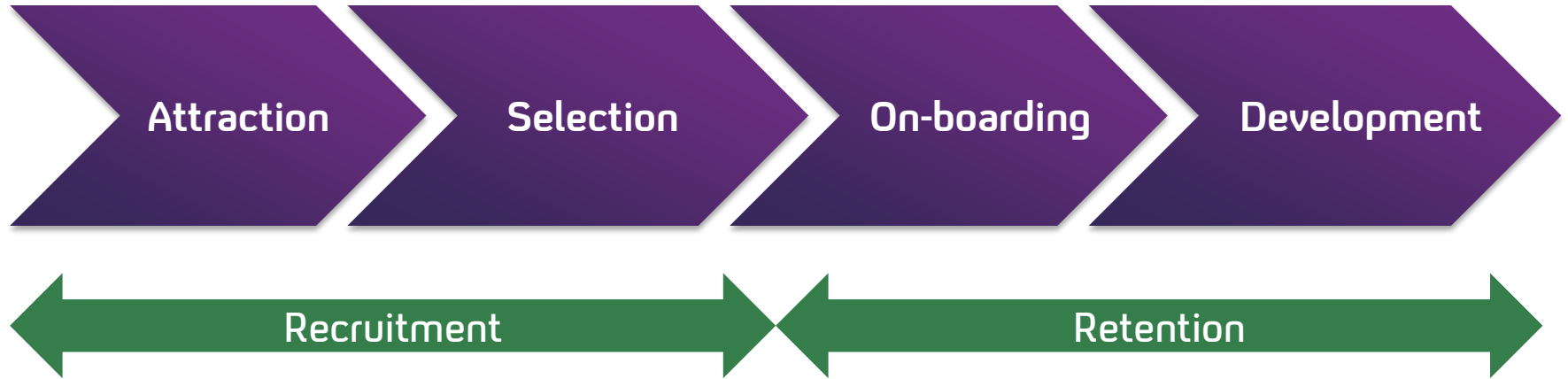


Disability & Employment

Think end-to-end



“How can we recruit more disabled people?”



C4 Disability 2020 Strategy



VISION

To become a best employer in the UK for disabled people by the end of 2020

This vision will be achieved by having:

1

BEST CULTURE

- Top down leadership
- Stigma-free
- Understood
- Embraced

2

BEST CAPABILITY & ENGAGEMENT

- Managers have skills to support and develop
- Disabled people have confidence & tools

3

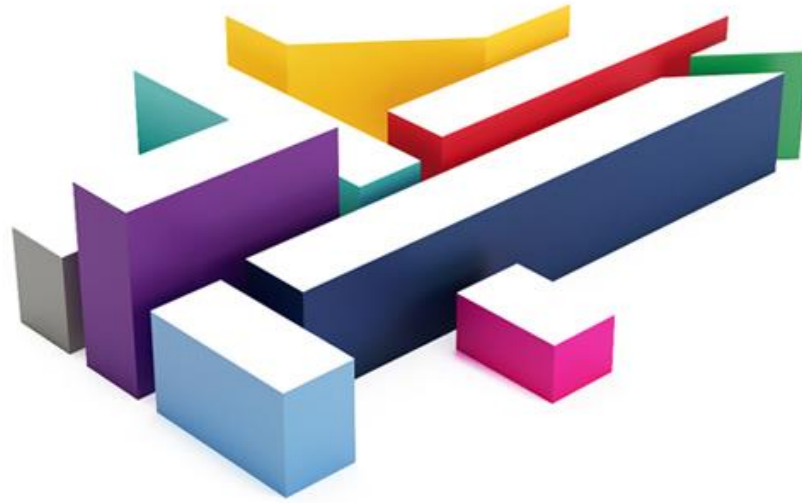
BEST INFRASTRUCTURE

- Embedded best practice
 - Policies
 - Processes
 - Standards & guidelines

Tell us... campaign







**Changing perceptions.
Championing inclusivity.**