



# Bespoke Consultancy Services

# Asking the right questions

In any modern, progressive and effective organisation it is vital to demonstrate a commitment to equality.

At Disability Rights UK we ask the right questions to help you identify key areas for improvement, whether you are aiming to employ more disabled people, to better support your existing employees work to their full potential, or to reach more disabled customers.

Our consulting services are independent and delivered by disability equality experts with personal, lived experience of disability or long term health conditions.

We combine unique insight with a professional approach, always tailored to your organisation's objectives.

We help organisations develop policies and practices that make best use of their talent pool and engage more effectively with disabled members of the public and customers.

When developing or implementing a strategy on disability, input from experts is crucial. As a pan-disability, national charity DR UK has unrivalled knowledge and experience in disability equality best practice, welfare rights and legislation making the charity a well placed partner on research, policy, analysis and consulting work. In addition, and as the voice of disabled people in this country, DR UK has an unparalleled reach and engagement platform.

Our approach is solutions-based, so we will work with you to understand what you want to achieve, and to help you achieve it.

## **Policy & Review**

We review existing policies and practice in order to build an unbiased picture of how your organisation engages with disability.

## **Access Audit**

An access audit should of course involve looking at premises—but it should also examine the customer journey, communications and usability.

## **Research & Analysis**

Disability Rights UK has a significant research capability. As the largest pan-disability organisation in the country, we have the reach to build data and intelligence of a unique quality. Our expertise in desk review, conducting in-depth interviews and focus groups adds qualitative insight. We can research internally, externally or both to provide you with a multifaceted and comprehensive overview of your organisation.

## **Campaigns & Projects**

We are always interested in discussing how we can participate in bespoke projects and specific campaigns that aim to dynamically tackle challenges and issues as expert leaders in disability issues

# Case study: public sector

## **Task: research and review ‘blockages to progression’ in the civil service**

The project at a glance:

- > 4 month process
- > 3 part study undertaken
- > comprehensive qualitative review and recommendations developed

We met with senior civil servants to discuss their concerns relating to progression and equality within the organisation. From this meeting we developed a tripartite study and review process which we then deployed across the organisation in order to make a series of qualitative recommendations.

- 1. Policy review**
- 2. Data review**
- 3. Interviews and focus groups**

Our investigation was typified by

- Impartiality
- Expert knowledge
- Ability to turn our data into a series of recommendations

## Outcomes

We produced a 36-page report detailing the context of the study, methods and analysis, findings and recommendations. This was adopted by the Civil Service as part of their Refreshed Talent Action Plan, a companion piece to the Leadership Statement that aims to tackle under-representation across all staff with a particular emphasis on senior management positions. This work will affect the whole of the Civil Service workforce of some 439,000 people in the UK and overseas and as such will form an example of good practice to other public sector and private companies.

4.1%

Declared a disability  
in 1998

while

8.8%

Declared a disability  
in 2014

However, only

3.4%

Declared a disability  
in the Senior Civil  
Service

From the Civil Service report:

“we know that difference of thought, background and culture leads to improved decision-making and innovation in organisations. Without drawing fully on the talents of all, we are selling ourselves short.”

Our recommendations will go a long way towards improving the leadership prospects for disabled people within the Civil Service, and towards making the Civil Service a more representative workplace.

# Case study: private sector

## **Task: review accessibility for a technological product**

The project at a glance:

- > 1 week process
- > in-house study undertaken
- > recommendations developed and deployed

A technology company approached us with a view to developing the accessibility of a particular product they were creating for market.

We were able to deploy our significant in-house knowledge to review the product, cross-reference against industry best practice and make recommendations for improvement.

Our expertise meant we were able to turn the product round within a week, not impinging on time-to-market and assisting in the creation of a significantly more sustainable and accessible product.

Our knowledge and experience covers a range of disabilities so we can determine accessibility and user-friendliness with speed and ease. Organisations can be confident that we have the breadth of understanding to ensure that all user groups will be taken into consideration and recommendations will be made in line with your requirements and the needs of your target demographics in all their variety.

In this instance, we delivered at speed for a fast turnaround at a late stage in the product cycle. However, we can also work with you from the design stage to widen access and market your organisation to potentially untapped customer bases.

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# £80 billion

Combined spending power of disabled people in the UK

# 83% or over 8 million

disabled people 'walked away' from making a purchase for accessibility-related reasons

# 1/3

Disabled people cited good disability service as a primary factor for choosing a provider or product

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Whether you are a national organisation or a local one, whether you are looking to improve a particular product or service or you are developing your internal structure, we can help you become a beacon of good practice. Not only will this put you in a strong position when it comes to setting the market standard, it will also allow you to tap into the huge potential spending power of disabled people. With over 4/5 of disabled people choosing not to make a purchase on the basis of accessibility issues, there is an obvious case to be made for addressing access and maximising reach.



For more information or to discuss your business needs, please contact the Head of Business Development, Jason Jaspal, at [jason.jaspal@disabilityrightsuk.org](mailto:jason.jaspal@disabilityrightsuk.org)