

Superpeople



Bournemouth-based charity Superpeople, made up of co-founders Natalie Betts, Hannah White and Jake Atkins, an Educator, NHS staff member and Film Maker respectively, run projects and create film to create social change for disabled people. The charity's Activate projects aim to help disabled people who are struggling to find work, to gain employment, by creating video CVs. This creative platform allows employers to get to know the character of a person and how their disability is a positive part of who they are which does not affect their ability to work. The team recognise the immense barriers that disabled people face when looking for work. The video CV process is an effective way to make disabled jobseekers stand out from the crowd.



Superpeople worked with Luke, who had been out of work for a number of years despite having a University degree and applying for jobs every day. Luke was interested in working in IT and business but was worried he wouldn't find employment because of his disability and because he has support from a personal assistant. Superpeople worked with Luke to plan and film a personalised video CV using the BBC's Apprentice as inspiration. The charity use their online supporters on Facebook to share the video CVs they create, so that the wider community can play a part in generating awareness and changing perspectives on disability. Luke's video has now been viewed over 50,000 times. He found employment a couple of months after the CV release and Luke is loving his new full-time role and being part of a work team.



Superpeople also worked with Scott, who has quadriplegic cerebral palsy and is non-verbal. Scott's CV was predominantly filmed at Bestival 2018 to show off his passion for live music. Natalie from the charity said: "We wanted to get across Scott's personality in the video CV, so we thought why not film him doing what he enjoys most. We have been able to produce something that really gets across what he's about". As well as presenting Scott's interests and hobbies, the video CV shows prospective employers his educational background and features references from two of his friends. It also shows Scott using his iPad with his nose as a communication aid. Scott said: "Making the video CV was very exciting for me. I enjoyed the fun process of making a video about me and getting to know Natalie, Hannah and Jake."

Scott's video gained 20,000 views in a week and reached out to employers all around Dorset and he said: "It has been amazing, the response from everyone who has watched it. I'm so glad it seems to be opening so many doors for me." Scott has since been offered the role of Ambassador for The Dorset Children's Foundation, where he will be writing blogs about disability and fundraising. Scott worked as a steward at Glastonbury Festival in 2019, which was a dream come true. The CV process with Superpeople has given Scott the self-confidence to follow his ultimate passion and he now gigs at live music events as DJ Nose It.

Superpeople believe that it is because people are not educated about different disabilities that they often fail to see the person behind the disability. Natalie said: “Our real aim is to shine a light on disability. If someone is different or does things differently to you, it doesn’t matter. We are all people who can help and learn from each other”.

Superpeople are looking for new CV candidates in the South of England. You can view all their videos on their website: www.superpeople.co.uk, via their Facebook page www.facebook.com/superpeopleuk and email them at contactsuperpeople@gmail.com.