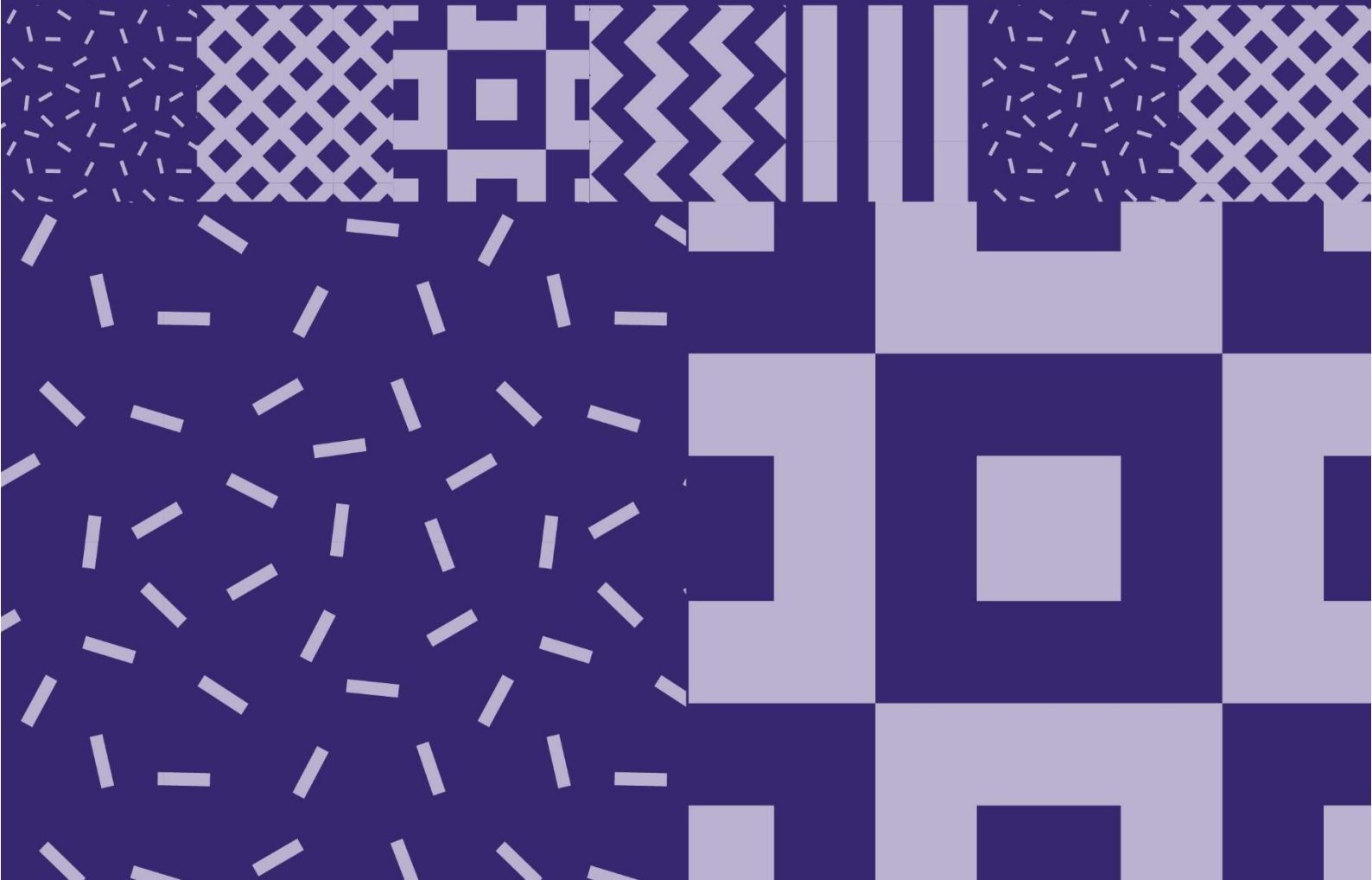


Disability & Inclusion Strategy

End of year report 2021



Foreword

Despite several challenges during 2021 significant progress has been made in delivering the Disability and Inclusion Strategy.

Working with a wide range of key stakeholders and experts by experience the Disability and Inclusion Team are involved in several key strategic and operational developments to improve how we as an island community become more inclusive.

The embrace our difference campaign provided a local understanding of some of the challenges we face and where we can positively make improvements. The key to success is an all-island approach to Disability and Inclusion and this requires partnerships built on shared values and trust. Inspired by the Rt Honourable David Blunkett, who was the keynote speaker at the embrace our difference event in October, we need to listen, educate, and empower all sections of our community to become inclusive.

Jersey has a unique community spirit through Parishes, charities, funders, volunteers, faith, and non-faith organisations as well as both the public and private sector which makes our island so special. We are committed to making Jersey an exemplar for inclusion by working in a positive way to instigate and drive change while always listening to the voice of our partners and islanders.

I would like to thank all those stakeholders who have supported the delivery of the Disability and Inclusion Strategy, without your dedication, expertise, experience, and passion we would not have made the progress that we have to date. Delivering such a wide-ranging strategy is not easy, it is very complex and has several key dependencies to deliver success. Sometimes it can be frustrating, or the pace of change does not appear to be quick enough, however, we can look back on 2021 as a positive year and one that we can continue to build upon.

As well as delivering the strategy in 2022 we also need to reflect on how the pandemic has impacted our approach and if we need to consider any changes to the strategy and how it is delivered.

We have made progress in 2021, despite the challenges that we have faced, and we will carry this momentum into 2022.

Paul McGinety

Director of Local Services

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- 4.2 Establish a reference group of disabled volunteers to advise on the accessibility of buildings. Train group to provide advice, guidance, and support for an Island access audit
- 4.3 Introduce a community-based post of volunteer driver co-ordinator to set-up and manage an island-wide volunteer driver scheme.
- 4.4 Promote opportunities for disabled Islanders to be active citizens - for example as jurors, board members, elected representatives
- 4.5 Establish working group to promote disability awareness Island wide, including working closely with media outlets
- 4.6 Co-ordinate an annual event where disabled Islanders can share their experiences with elected members

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1. Introduction, the strategy, timelines values and principles

This report provides an overview of current progress in delivering the Disability & Inclusion Strategy (2017). The report highlights the values and principles embedded within the Strategy and how that has been interpreted in the way implementation is taken forward.

The key highlights from the ‘embrace our difference’ campaign reflect the key perceptions and realities for persons with disabilities in Jersey which has shown that prejudice is still a significant issue with underlying social attitudes remaining a significant barrier to inclusion.

The reality for many islanders is that they still face barriers to participation and equality. Organisations supporting and representing islanders with disabilities have been disappointed with delays in the delivery of the disability and inclusion strategy. The Disability & Inclusion team (D&I team¹) have spent time listening, building relationships, and acknowledging struggles whilst providing an open door to participate in change.

The work undertaken in 2021 by the Disability Strategy Working Groups has been nothing short of outstanding – the people at the centre of this are people with lived experience and organisations working with and for persons with disabilities – this should be celebrated and encouraged. The Strategy working groups are agents of change in our community. We are at a turning point in terms of knowledge and ‘change-making’ that is centred around full participation and involvement of persons with disabilities in delivery, review and production of services and what this should look like.

The “embrace our difference” event in October 2021, brought disability into the mainstream. It tied into the Paralympics #WeThe15 that focused on the 15% of the global population being disabled. It focused on breaking down barriers and seeing disabled people not as ‘special’ or an ‘inspiration’ but as just people. This cultural shift is something the D&I team are continuing to strive for, to ensure that persons with disabilities can access services and facilities independently and successfully.

1.1 Timelines and building capacity to deliver the strategy

The Strategy was completed and published in May 2017. The project manager for the Disability & Inclusion team (D&I) team started in March 2021 complementing the two inclusion officers who commenced at the end of 2020.

The Strategy is broken down into 5 priority areas. A set of action plans were articulated in the Strategy

Priorities and action plans

The strategy is grouped into five priorities:



to be delivered within the following timeframe:-

Short-term (up to 2019)

Medium-term (2020 to 2023)

Long-term (2024 onwards)

The delay in delivering the strategies action plan has meant that the above timeline has had to be reviewed with some goals no longer relevant. The D&I team were assigned six projects from the short-term plan to deliver this year, which are reported in section 4 of this report. However, the D&I team also worked on

¹ The D&I team refers to the project manager, 2 disability and inclusion officers and the working group leadership

additional short-term projects where possible as documented in section 5.

1.2 Values and principles

It is important to put the strategic action plans in context, within the overarching strategic outcome which is **to ensure people living with disability in Jersey enjoy a good quality of life**. As quality of life is the notion of **human welfare** (well-being) its measurements are within social indicators rather than by “quantitative” measures of income and production. Therefore, the importance of engagement of disabled people, carers and the wider lived experience community is critical in everything that is undertaken. To achieve this, in a meaningful way is challenging, time consuming but essential. The participation section below highlights the framework to facilitate this.

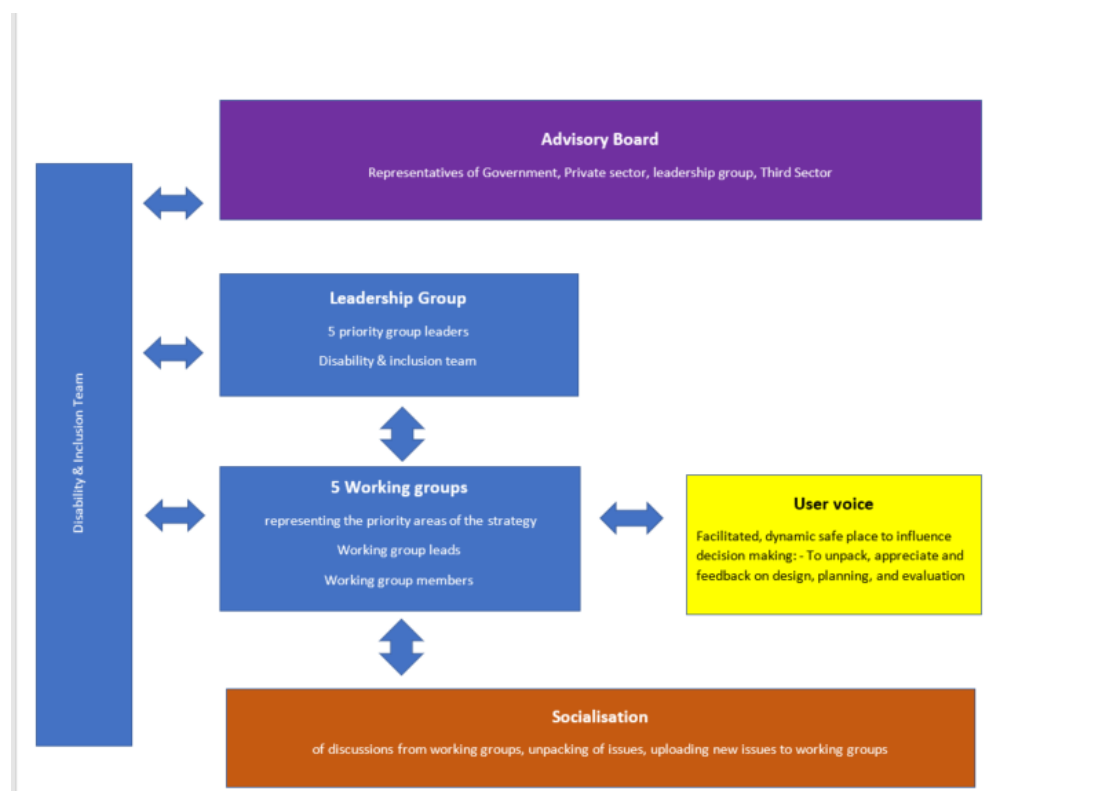
The framework for meaningful engagement incorporates the four principles of the Strategy that must be adhered to throughout the project delivery cycle.

- **Ownership through partnership and meaningful participation**
- **Endorsing the principles of the UN convention on the rights of persons with Disabilities**
- **Open dialogue that is straightforward and encouraged**
- **Accessibility at the heart of everything**

2. Meaningful participation stakeholders

2.1 Facilitating the meaningful participation of stakeholders

Significant time has been spent in creating a structure to allow for meaningful engagement of stakeholders in an organised and productive way. The five working groups are the main engagement function, where a range of stakeholders influence implementation and are facilitated by a group leader. The Leadership Group also attend additional meetings to ensure cross-fertilisation of information across the working groups.



In addition, the Advisory Group will provide input from a range of high-level influencers and gatekeepers that will be chaired by the Minister for Social Security supported by an additional elected member.

The user voice forum is to compliment the working groups by providing a safe space for people with a range of conditions to engage in the discussions. The socialisation platform provides opportunities for the wider community to be involved.

2.2 The Advisory Group

A high-level Advisory Group chaired by the Minister responsible for Disability Strategy is being set up to oversee the strategic direction and prioritization of the implementation of the Disability Strategy for Jersey.

The Advisory Group will provide periodic reviews of the implementation of the Strategy and provide guidance to the D&I team, to ensure that implementation is effectively contributing towards its objective, of responding to the needs of people with disabilities in a timely and predictable manner. The Advisory Group will periodically review how the D&I team are performing against plans and assess the extent to which implementation is meeting latest priorities and addressing gaps in the response.

This guidance will cover overall strategic objectives and linkage of the D&I team to other resources, interventions, and financing mechanisms. The group will also advise on approaches to enhance coordination through engagement with all stakeholders.

2.3 Main functions and focus of the Advisory Group

- Advise on direction and priority of implementation as identified by the Disability Strategy process and subsequent engagement with the disability community and wider population.
- Advise the D&I team on ways to improve linkages with other interventions supporting people with disabilities.
- Advise on the most efficient and effective use of available resources for implementation.
- Help secure additional funding where required to support implementation.

2.4 The structure of the Advisory Group

The Advisory Group is made up of members from organisations and bodies representing a holistic and balanced cross section of society. Each member will represent a specific aspect of society as reflected below.

Political (Chair - Minister with responsibility for disability) Public services Tourism, Entertainment & Hospitality Media Legal Sport Criminal Justice	Additional Political representation Retail Health & Wellbeing Education, Children Young People Education Skills Finance & Private Business Funding Faith groups
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2.5 The working groups

The working groups were set up in 2020 (based on the involvement of individuals and organisations in the development of the Disability Strategy in 2017).

There are five groups each representing one priority area from the strategy

The role and purpose of the groups

- to focus on the design and review of the Strategy work.
- Inform decision making.
- Map out all organisations that operate in their respective working group area and are aware of significant activities (this can be enhanced by organisations giving presentations of their activities to the working group)
- To champion the Disability Strategy work and wider disability inclusion in Jersey
- To review time frames and reports to ensure that the Strategy stays on track and the projects stay true to the ethos of the Strategy and that there are tangible outcomes that benefit the community.
- Each working group sets out to achieve real and meaningful progress on the Strategy resulting in measurable and tangible positive outcomes for disabled people and the wider island community.
- Each group to focus on an area of Priority set down by the Strategy.



Central to this is the representation and participation of people with lived experience of disability in areas of strategy development, design, implementation, and review.

2.6 The user voice (forum) and socialisation platform

The forums, will be managed and facilitated by **Enable Jersey** and will be ‘pan-disability’, seeking to capture the feedback and experience of any person living with or affected by a disability of any kind, in any way, currently or in the past. The forums’ role will be to provide an opportunity for those with lived experience to come together to discuss their own experiences of living with disability and have an input into the planning, provision, and management of services in Jersey that affect them on a day-to-day basis.

Members may share their own experiences of living, of how services function, what is working well and what may need to improve. **Enable Jersey** will engage through managed discussions of specific and general themes and issues via social platforms with responses and comments captured for further discussion. In addition, facilitated engagement will take place focussing on specific issues discussed more formally and in more detail via small and large group meetings, in person and using video for example.

3. Current perceptions and realities on the island

The reality for many islanders is that they do still face barriers to participation and equality. This is what persons with disabilities and our stakeholders have told us. To explore this, the D&I team commissioned independent research which included:

- exploring islanders awareness of disability discrimination legislation
- identifying islanders attitudes to disabilities, accessibility, the legislation and inclusivity

The research, which utilised a survey, focus groups and interviews with the general public, highlighted barriers and inequality and provided statistics that can be compared to both UK and Global research and best practice.

The survey, conducted by independent researcher 4insight, gave a statistically representative sample, with a mix of islanders across a broad range of social demographics.

Strikingly,

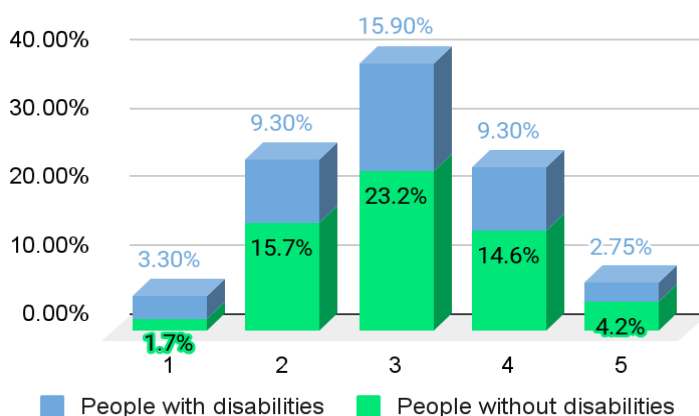
- 81% believe that there is prejudice in Jersey against people with long term health conditions / disabled people in general, which is higher than the equivalent findings from the UK.
- Almost half of all respondents with a disability said there was a lot of prejudice against people with disabilities; there was a significant difference between those with and without a disability:

45% of people with a disability answered 'Yes a lot' compared to 28% of people without a disability.

- More than 70% of islanders perceive that people are disabled by barriers and inaccessible locations, services and daily activities due to the attitudes of society and the way things **are designed** – *this shows that many people are aware of the values and principles within the disability Strategy and reflected in Jersey law*
- **Despite an understanding of the social model of disability – that people are disabled by barriers due to attitudes and design** – individuals still largely focused on the design of the physical environment - discussing physical design of buildings, primarily focusing on accessibility for people who have a mobility impairment or are wheelchair users:

61 people mentioned specifically "Shortage of Disabled Access in Retail Buildings"

On a scale of 1-5 how accessible are the following aspects in Jersey? With 1 being 'completely inaccessible' and 5 being 'completely accessible'?



Shopping and Retail had the least amount of difference when comparing the views of people with disabilities to people without.

Many shops/retail outlets in Jersey are inaccessible due to steps, overcrowded aisles, lack of appropriate changing room facilities (to try clothes etc), bathroom facilities and people who understand and can assist shoppers with a disability.

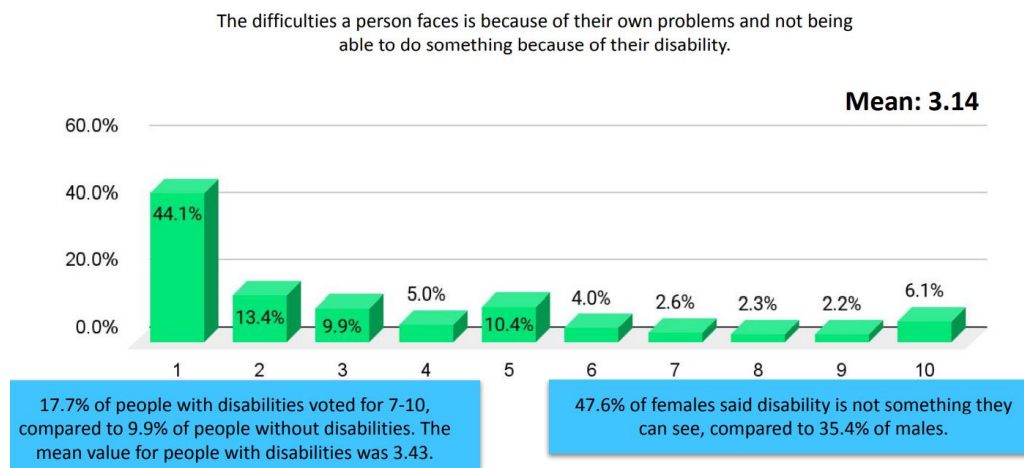
- **77.6% of people thought health impairments/disability was covered under the Jersey Discrimination Legislation, but there was variability on understanding of what the law already covered, an example of this was a direct quote:**

“The law should cover invisible conditions e.g. long term chronic pain as people don't understand about long term conditions.”

The current discrimination law **does cover** any long-term condition that has a significant impact on daily living and day to day activities – long term chronic pain will be one of many conditions which, depending on the impact it has on a person, is covered under the law. This perception was visible throughout the research and with discussions with the general public - including people with disabilities.

- **44% heavily disagreed that the difficulties a person faces are their own problems.**

Regarding your views on disability, use the slider to score out of 10 how you think these statements match your understanding, 1 being 'completely against my understanding', 10 being 'completely matches my understanding'



Our focus groups explored attitudes and understanding of disability

In addition to the survey several focus groups were held exploring accessibility through different lenses including retail, finance and public organisations.

The reflections from the focus groups were:-

There were areas for improvement within every area, which is to be anticipated as we are always improving, there are continuing changes and we never stop learning.

Positives:

- Employees appreciate that training would greatly benefit their understanding of accessibility and inclusion and are happy to undergo it. Employees who have already done training agree that it is extremely important and beneficial.
- Companies are actively looking into introducing accessibility options for everyone.
- Even employees of companies who regard themselves as ahead of the curve [in regard to accessibility] agree that there is still plenty of work to be done in the area.
- Companies that actively worked on inclusion and diversity, have disabled role models in their business, who are seen as leaders in the local community or globally as leaders in Diversity

and Inclusion used positive words to describe their first words when thinking of their company's approach to persons with disabilities such as 'proactive' & 'feeling welcome'

- Identification that getting inclusion right and ensuring that organisations understand the range of needs of disabled customers and staff was something we should be working together to improve through partnership and having people with disabilities involved in improving things.

What we need to work on

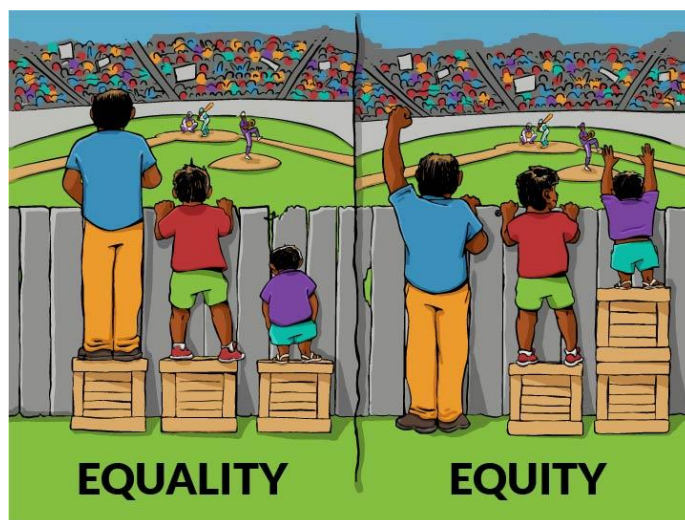
- Many people were not very aware of current issues, this increased around hidden disabilities, however, most agreed that mental health has become more apparent recently.
- Attitudes which can lead to prejudice against persons with disabilities were subconsciously shown by some and there was an occasional quite direct prejudicial attitude shown by participants, *"If I can't see it then I don't think you are disabled"*
- Temporary fixes and solutions should include a plan for resolving systemic issues: *"Many of the changes done are seen as a temporary fix and is never finished"* *"people doing the best they can with the resources they've got"*
- A lack of awareness, particularly around the discrimination legislation, was shown by some participants
 - Wanting to ask about disability and illness at interview stage
 - Language, not just around disability, but other protected characteristics
 - Not considering reasonable adjustments
 - Describing accessibility and good practice as something that was done for customers but less well for staff
- Some participants used inappropriate language and microaggressions when describing others:- *"someone who associates themselves as a they/them"* rather than 'knowing someone with they/them pronouns'. Talking about mental health: *"I think the younger ones take advantage of it"* [to have time off] Describing disabled people as 'suffering'



Equality versus Equity in terms of disability

In terms of inclusivity, all focus group participants "agree that employers are not excluding anyone with a disability and are taking into consideration people of all different ethnicities, age, sexes and disabilities."

The strive for equality and the fair and equal treatment of everybody was seen as the same treatment for all - which missed out the important distinction that some people do need to be treated differently to other people in order for them to receive equal and the same access to a service or product



"Interaction Institute for Social Change | Artist: Angus Maguire."

The knowledge and findings give us the opportunity to provide tailored solutions for Jersey and the community. Identifying:

- To do things right we must involve people with disabilities in all that we do “nothing about us without us”
- Participation can take longer than doing things ‘for people’ but participation and inclusion is essential to make sure that we target the right things rather than what we think people need or who needs to know what.
- That many people focus on the accessibility of buildings and concerns over costs – rather than considering how things can be done differently and that many solutions involve change in attitudes which can be free or even no cost.
- That we need to ensure that everybody – not just people with disabilities – understand the law relating to discrimination. This improves everyone’s lives and can reduce the significant view that there is a great deal of prejudice against people with disabilities.
- That some direct actions and planned activities have had to adapt and change in response to the communities needs, the findings of research and to offer value and meaningful change.
- COVID has provided a learning curve in terms of accessibility.

4 2021 Deliverables - Delivering the Strategy

The priorities for delivery within 2021 are documented in the Disability Strategy report (2020) as per the Government plan for 2020 and 2021. There are six targets for the year and updates on progress are as follows: -

4.1 Ensure that discrimination legislation is provided in accessible formats - incl. BSL (British Sign Language)

The accessibility & understanding of the discrimination legislation for all Islanders has been a larger piece of work than expected and to do properly will require investment and commitment from a range of stakeholders over several years. A ‘know your rights’ project has been started by the Safeguarding Partnership Board, which the D&I team is already involved with and working groups will be able to feed into the co-design of this. Part of this will include one’s rights under several laws.

- The discrimination law is currently in an accessible format in its original form and can be viewed on www.jerseylaw.je
- Information provided by Jersey Advisory Conciliation Service (JACS) on discrimination relating to employment is currently being produced in association with Royal Association for Deaf people (RAD) and will provide information about the law in British Sign Language (BSL) – this will be in the form of videos.
- A summary of the Law is in production, which will be available in plain English, Easy Read and BSL.

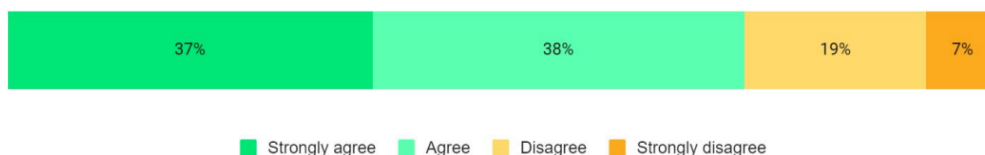
- We are working with RAD and the local community to ensure that we can provide information about the law, we are in the planning stage of what this will look like, as RAD have just begun their interim support for the Island and will be led by islanders needs. This includes:
 - ensuring that their advisors are aware of the differences between our laws and the UK
 - how to access assistance and support for a range of situations
 - what the law is in Jersey and the support available around your rights and the law – interactive sessions, drop-in clinics, and Q&A sessions with a variety of experts are all options that are currently being explored. These will all be accessible
- We have spoken with the public about accessibility and our survey results have shown an encouraging desire to make things accessible and that where there is cost to this, it is generally accepted that we should fund this.



75% agreed that we should make everything accessible.

How much do you agree with the following sentences?

We should make everything accessible to all regardless of cost.



“More needs to be done on this and it should be a requirement by law if not already. I do however feel for businesses with respect to cost - there could be help for funding from the States.”

The anecdotal information around understanding and knowledge, led the team to determine that there needed to be research undertaken before the final product was provided, as we were concerned what was originally proposed would not meet people’s needs and improve participation and inclusion within all areas of Jersey life. Whilst delaying the final finished product, this does mean that this is not a one-off piece of work or resource, but something that the community can own and develop. This research has proved invaluable, and we have changed our approach based on what is needed, what people want, and to have people involved in its creation.



Step one - is complete – we now know more about what people think and know about the law.

Step two – what information is out there – we have seen what is already available.

Step three - identify examples of global good practice.

Step four – we have a group of specialists in the D&I “Equality and Equal Rights” working group who will be able to co-design and co-produce this information.

We have:

- Delivered an event where our keynote speaker presented to a wide range of stakeholders about what legislation should be doing, providing actual examples of good practice and what reasonable adjustments can look like.
- Developed positive language regarding disability within government communications teams, including how to make documents accessible, promoting Easy Read versions of documents, and subtitling and captioning in our videos.
- raised awareness and shared free resources to make things accessible.
- Reframed conversations and language around disability in a positive and empowering way – opening conversations around adjustments and awareness raising with the community, showing individuals and businesses that discussion on disability can be part of everyday language rather than - this is the law, you must do this – focusing more on the why and the attitudes needed for positive change makers to succeed.
- Created usable metrics around understanding of the law.
- Commenced in-depth research to explore attitudes, knowledge and behaviour regarding disability and accessibility in a variety of areas. There is a much broader understanding about how skills and knowledge impact on attitudes towards disability.

Short videos of areas of the law and knowledge gaps are due to be produced (this has been delayed due to departmental pressures, illness, and difficulties with having existing video content available in accessible formats.)

- What is disability?
- Who does the law apply to (including people who might not see themselves as disabled)?
- Hidden disability – including the sunflower lanyard.
- Reasonable adjustments – discussion with legal experts.
- How can you use the law to get things changed – focusing on asking for the adjustments.

- General Data Protection Regulation (GDPR) and information held about your disability and health.
- Who can help support you around your rights.

Our plans to support GoJ upskill and audit areas and deliver change have been designed and we hope that this will complement improved knowledge about the law and ensure that all GoJ staff can identify and mitigate any potential noncompliance.

4.2 Establish a reference group of disabled volunteers to advise on the accessibility of buildings. Train group to provide advice, guidance, and support for an Island access audit

Liberate have established and trained an effective team to undertake audits on the island. Liberate have also developed an online training programme to support staff in making reasonable adjustments in their workplace to improve accessibility.



They have conducted 70 audits including 44 individual GoJ buildings audits. Departments are taking a pragmatic approach to resolving issues, making relevant reasonable adjustments, adapting, and repurposing systems as required.

The D&I priority **Working group 2** is responsible for physical accessibility and considering public buildings and spaces, social housing, and transport.

The group is facilitated by the CEO of liberate, as mentioned above, specialists in accessibility audits. Negotiations to design ‘locally owned’ access guides are ongoing between the UK company ‘AccessAble’, a leader in online and app orientated accessibility information, and local organisations including Enable and Liberate. If negotiations are successful, these guides will provide information about the access into and around all kinds of venues for users on the island. This initiative will also resolve the short-term action to [Enhance online information about tourism and hospitality](#)

The initiative would survey and create Access Guides for over 300 different venues across the Bailiwick. The Guides could be focused on any venue, including the following.

<ul style="list-style-type: none"> • Beaches • Food and Drink • Government buildings • Hotels • Libraries • Leisure Centre • St Helier Town Centre (key streets, up to 100 shops, cafes, restaurants) 	<ul style="list-style-type: none"> • Sports venues • Transport Hubs (Jersey Airport is already a partner of AccessAble) • Visitor Attractions • Visitor Hubs
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All venues would be provided with a window sticker with a specific QR code that would enable a visitor to immediately download the Access Guide to that venue. This also enables the venue an opportunity to promote their role in the programme and how they value accessibility. See link: - [Home | AccessAble](#)

facilities

‘Note that this action ties into all 5 Government Common Strategic Policy (CSP) areas – Particularly 3. Create a sustainable, vibrant economy and 4. Reduce income inequality and improve the standard of

living, all areas of our common themes of the CSP are supported – particularly number 8 - nurture a diverse and inclusive society’.

4.3 Introduce a community-based post of volunteer driver co-ordinator to set-up and manage an island-wide volunteer driver scheme.

It’s widely acknowledged that there are too many minibuses in Jersey for the size of the Island. There are approximately 300 registered to charities, sports clubs, schools and travel operators, many of which are not being used on a regular basis. At the same time there are voluntary and community organisations that are in desperate need for a minibus but are struggling with the financial impact of purchasing and running a vehicle.

A shared community transport scheme would help tackle this inefficient approach and would also have further significant benefits – examples but not limited to – mental and physical health and wellbeing, community and disability accessibility and inclusion, through Active and Opportunity Jersey Schemes, plus Governmental Sustainable transport and Environmental Policies and Strategies. The cost of a new minibus can range from £20k to £60k and with the added costs of upkeep, servicing, insurance, and garaging, this can become a very expensive resource. The Community Minibus Scheme would reduce this financial pressure as well as the problem of securing and retaining suitable trained drivers.

The scheme would be run like a community club where you would pay an annual membership fee and then hire fees for when you wanted a vehicle. We are currently working with organisations to donate their minibuses to the scheme to build up a pool of vehicles. We’re also recruiting for volunteer drivers who would receive relevant training, including being MIDAS trained.

The concept is that any charity or community group that needs a minibus for a couple of hours or a full day would just book one through the scheme. We would have various pick up and drop off points around the Island and a dedicated co-ordinator to manage the booking process. The scheme has already attracted a lot of interest from several voluntary organisations looking at the possibility of donating their vehicles and sharing volunteer drivers.

A specialist logistician has been recruited to explore opportunities to take this initiative forward with partners. Attempts to undertake a short trial before Christmas had to be postponed to a time when COVID19 is not as prevalent.

4.4 Promote opportunities for disabled Islanders to be active citizens - for example as jurors, board members, elected representatives

The D&I team have engaged ‘Board Apprentice’ after decisions were made by working group members on how we should encourage and support individuals with disabilities to get into leadership positions on Island.

Developing Tomorrow's Directors: collaboration with Board Apprentices

GLOBAL GOVERNANCE GROUP

Course outline
Online modules - Workshops - Masterclasses

Online course:

- Module 1 Director information
- Module 2 Directors personal review
- Module 3 Strategy
- Module 4 Workings of the board
- Module 5 Risk Management and control
- Module 6 Cyber Risks
- Module 7 Performance Management
- Module 8 Shareholder and stakeholder communication

Workshops and Masterclasses subjects:

- Data ethics
- Boardroom2030
- Climate Change and Net zero
- Challenges in the board room
- Sustainability
- Strategy
- Activism in the 21st century
- Equality, Diversity and Inclusion

Online Exam in the content of above modules

Certificate in Applied Governance on completion

GLOBAL GOVERNANCE GROUP

The group made the decision that this should be into senior roles in business and organisations, rather than focusing solely on third sector, which are already taking active steps to ensure that people with lived experience form part of the decision making and running of organisations that support them. During the year we confirmed what this would look like, have provided funding for 10 individuals to be able to engage in the training Board Apprentice offers and been exploring how we can provide meaningful opportunities to take up placements. Board Apprentices have enabled us to be able to offer local organisations who have not previously been part of the Board Apprentice Scheme, the opportunity to take part and host our Apprentices.

Working with the Diversity Network we will be launching this in the new year and are planning to promote this through an event discussing the benefits of disabled talent in senior leadership and at board level. This will include insights from boards who already have used Board Apprentices and Board members with disabilities themselves.

The IoD Diversity & Inclusion Committee are hosting an event in February and we will be part of a panel discussing untapped talent – specifically focusing on employees with disabilities (including long term health conditions).

4.5 Establish working group to promote disability awareness Island wide, including working closely with media outlets

embrace our difference
Use your voice for change

We want you to join the conversation. We know that disability rights are more than just ramps and accessible toilets – but does the general public?

To take part in our survey, which should take no more than a few minutes to complete, please go to [gov.je/disability](#) where you will find the survey link in addition to further information and contact details. Alternatively you can call 01534 859300 or pop into your local parish hall and complete the survey.

We want to hear from you – whether you have a disability, see yourself as disabled or not – we need to hear from everyone.

GLOBAL GOVERNANCE GROUP

The Disability & Inclusion Strategy **Working group 1** is responsible for communication and information and building understanding and awareness of disability. The team have been working with the Greffe to consider the levels of accessibility of information for the upcoming elections in 2022.

A campaign ‘**embrace our difference**’ promoting the ambition of the Disability and Inclusion Strategy and the requirements of the discrimination legislation was launched on the 24th of August 2021. The campaign which was implemented over three phases raised

awareness of the Disability Strategy and discrimination legislation and explored islanders' responsibilities, attitudes, and behaviours in relation to them.

Phase 1 and 2 of the 'embrace our difference' campaign worked to increase the level of awareness of disability across the island. The campaign when launched was picked up by many media platforms on the island. The campaign encouraged islanders to use their voice and engage in dialogue on disability. The start of the campaign tied in with the commencement of the International Paralympics and the IP committees, WeThe15 campaign. Fort Regent was one of over 250 building around the world that was draped in purple to celebrate the event



4.6 Co-ordinate an annual event where disabled Islanders can share their experiences with elected members

Phase 3 of the campaign was very well attended with elected members and key stakeholders from government, the third and private sector. Stuart Penn presented the initial findings of the survey which the Right Honourable Lord Blunkett reflected on in his speech. Many third sector organisations were represented at the event utilising stalls to show aspects of their work. There was artwork supplied by Eyecan, a choir from the deaf and hard of hearing community and graffiti art sessions held in the street. Delta productions provided a direct link for those unable to attend allowing them to follow the live proceedings.



5. Additional activities undertaken in the period

The D&I team has worked to implement additional targets from the strategies action plan, which are described below.

5.1 Develop and promote diversity training for customer – facing staff

There have been opportunities for the D&I team to work with several departments and teams building awareness on inclusive practice: -

- Diversity, Inclusion & Belonging training is now part of the Team Jersey programme.
- The Induction programme for all new staff includes diversity training (focused on the law and how not to discriminate) and this may be extended to provide virtual training on disability.
- CLS have undertaken Disability Etiquette training – Slides and resources are available for future training.
- Welcome Hosts at CLS have been given disability awareness training.
- Joint working with CLS Customer experience (CX) Team means that any future work will automatically include the needs of all customers regardless of their requirements – embedding that value.

This work is building the foundation for us to address the medium-term strategy actions that include full participation, employers of choice, good customer service for all and adhering to our values.

The D&I Team, provide subject matter expertise for a variety of employer and employee developments:

- Rewriting of GoJ HR policies – consultation for new policy development providing examples of good practice and guiding considerations on compliance and reasonable adjustments.
- Consultation on new Flexi hours policy ensuring it meets the needs of disabled employees.
- Subject matter expertise for the Manager Espresso sessions which has a specific section on the Disability Strategy and disability inclusion and accessibility.
- Assistance with P&CS Diversity & Inclusion Strategy and framework which will include a website and videos.
- Discussions around Employee Resource Groups and participation with 'Our People'.



'Note that this ties into CSP areas and particularly initiative 2 "a modern, innovative public sector that meets the needs of Islanders effectively and efficiently" & Priority 4- "Reduce income inequality and improve the standard of living" by becoming an employer of choice for people with disabilities and demonstrating to Jersey that greater diversity in the workforce (particularly disability) makes good business sense'.

5.2 Develop a communication plan to raise awareness of individual appointments available to islanders at customer facing departments

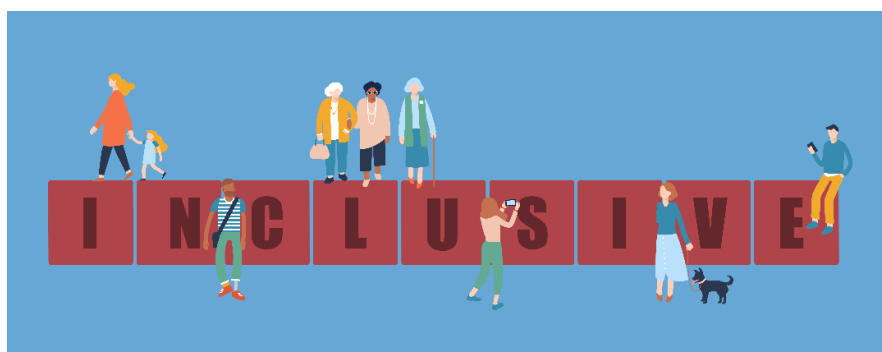
The D&I team worked with the CLS CX team on resolving communication issues with members of the disability community, which had arisen during covid when many services transferred to telephone.

A screenshot of a web form titled "Do you require additional assistance?". The form includes a "Yes/No" selection, a list of assistance options with checkboxes, and a text input field for a description of support. A navigation menu at the top right lists "Our sites" with links to Blog, Culture Jersey, Digital Jersey, Jersey Business, Locate Jersey, m.gov.je, Open Data, and Parishes. Below the menu, there are social media icons and a "Find us on social media" link. The "Contact us" link in the footer is circled in blue. The form also includes a "Do you need a reply?" question at the bottom.

Existing tools were adapted to ensure that people who needed to access a service in a different way, could do so. We worked with the team to highlight the unseen barriers and to design an easy-to-use tool to enable people to highlight their specific needs and what the department needed to do to assist.

There is now an ongoing joint working plan in place to ensure that all new policies and processes are inclusive. Examples of personas with disabilities are available to assist with mapping of customer journeys - personas developed for use in global accessibility improvements form part of this.

Joint working with CLS CX Team means that any future work will automatically include the needs of all customers regardless of their requirements. We have ensured that the replacement CLS IT system design is carried out using inclusive design, having participated in focus groups, discussions, feedback and collecting information about how accessible our current services are and what we need to do in the future.



In 2022 we will be linking our team with our partners and strategy working groups to link members of the public who have disabilities with the team to ensure that we are designing what people need and what they may need in the future. We will also be able to explore longer standing accessibility issues which can be designed into the new system enabling a better service – this will include people’s communication requirements and to have information and support tailored to them.

Note: Connected to CSP Priority 1,2 & 4

5.3 Establish group to examine the communication support needs of disabled islanders when accessing healthcare, including BSL

A full review by the Royal Association for the Deaf (RAD) has been undertaken, with two on island assessments already completed. The report is currently being reviewed.

The RAD review will provide meaningful and practical ways to embed understanding of communication needs and support.

The Health and Community Services PALS Team have set up a service for people unable to use phones, to have access to other communication mediums. Health and Community Services have also directly engaged the D&I team on issues and client support.

Note: Connected to CSP 3 & 4

5.4 Review availability of disabled parking spaces

An audit of parking spaces has been undertaken by Liberate. Of six major parking facilities in St Helier accommodating parking for 2807 vehicles, 56 of those spaces have been allocated as disabled. Whilst this is below the recommended number of spaces this will be reviewed in line with the design of major construction projects on the island to consider the future parking needs for St Helier.

Note: Connected to CSP 3.

5.5 Ensure that there are appropriate policies in place to help disabled islanders access accommodation

Engagement with the Policy team and the new Housing Advisory Service is ongoing to ensure it meets the needs of disabled islanders.

Further work with the Connect Me and Homelessness Strategy Board will also help this to move forward.

Note: connected to CSP 4

5.6 Strategic housing unit to review barriers to accessing accommodation in the private sector and establish process for identifying (and dealing with) accessibility hotspots

The Strategic housing unit is no longer in place as this is now under the policy team. Environmental health legislation is in place on residential housing.

Engagement with the Policy team and new Housing Advisory Service will take place to ensure it meets the needs of disabled islanders.

Note: connected to CSP 4

5.7 Ensure that services and organisations which offer support, including counselling, are on the Jersey online directory

There is a mental health hub website - Mental Health Network [Mental Health Network \(gov.je\)](https://www.gov.je/mental-health-network) which now brings together information on the government webpage as a one-point contact to meet these needs.

We will be reviewing the trauma care pathway development (COVID delayed this going forward, although training of staff has started).

CLS have sponsored through Fiscal Stimulus a new web offering for Citizens Advice Jersey which will go live in early 2022.

5.8 Identify accessibility of sports clubs in Jersey for disabled islanders

The D&I team have engaged with Jersey Sport who are designing a service on how we can help support more young people who experience challenges in daily life to access sport. The recent **Lions Tour Dinner** has generated over £100K to support work in this area. Inspiring an Active Jersey with a focus on those who are least active. Move More Jersey run a wide range of activities for adults and children living with disability to help encourage and support them to become more active. This includes multi-sport sessions, 'Superhero series challenges', Boccia and the adapted cycle centre.

A Disability & Inclusion officer started in August 2021 enabling Jersey Sport to review current provision with a view to developing and working with sports clubs to start building pathways into sports, whilst understanding the need for training to upskill existing volunteers in clubs. A plan is in place to hold focus groups for existing service users but also workshops for sports clubs.

Meetings have been held with the representatives of the Commonwealth Games to consider enhancing talent identification on the island alongside pathways into high performance sports for

people with a disability. Jersey Sport will be looking to develop a buddy system into programmes and then potentially working with clubs as this programme develops.

Note: CSP 2. Improve Islanders' wellbeing and mental and physical health

5.9 Promote accessibility of current sports facilities

Working group 3 is working with GoJ Infrastructure regarding access to Les Quennevais sports centre.

A review of the disability policy for active centres was started, to include work with Social Security to 'redefine' who would be considered as 'disabled' in order to be able to then agree a way forward. This will be revisited next year.

Linking with the Customer Experience action plan - feedback processes within the Transform Project are enabling the D&I team to actively submit ideas (So far input includes inclusive by design, educating on what disables someone and accessibility best practice).

In addition, using the 365 ideas app to input into the project has been welcomed and facilitates ongoing engagement without being too resource heavy.

The lead for working group 3 is in liaison with key personnel on new facilities ensuring all will have disabled access built into design.

Note: All areas of CSPs are in play here – particularly 2. Improve Islanders' wellbeing and mental and physical health

5.10 Set up a working group with key organisations to maximise accessibility to cultural experiences

Working group 3, which now also includes representation from Arthouse Jersey will consider how this can be taken forward.

Note: CSP theme 1 - enable Islanders to lead active lives and benefit from the arts, culture and heritage.

5.11 Review special educational needs code of practice

The results of the inclusion review undertaken by Nasen have been released. An action plan will now be developed to address the findings of the review.

Note: CSP 1 – Put Children First

5.12 Establish a disability champion within all schools

The Education team highlighted that this action was a request from an individual during the strategy development process and may not be appropriate at this time. The inclusion review will provide a more structured assessment to inform a decision on the best course of action to promote inclusion within schools.

Note: CSP 1 – Put Children First

5.13 Encourage young people with disabilities to participate in the annual youth assembly

We now have a Youth Parliament which is engaged in all areas of young people's lives – especially the Inclusion Project. We hope that further engagement will naturally come with the State's Assembly desire to ensure the elections are fully inclusive and accessible and their wish to work with the Disability Strategy working groups to achieve this. The D&I team are working with the Greffe on three areas.

- To improve the accessibility of voting on all platforms
- To increase the number of people with lived experience standing for election
- Provide guidance and support to encourage all candidates to develop inclusive manifestos

Note: CSP 1 – Put Children First: This will also fit within Current CSP initiatives: States Assembly and Council of Ministers that work together for the common good; a modern, innovative public sector that meets the needs of Islanders effectively and efficiently; and an electoral system which encourages voter turnout and meets international best practice

5.14 Changing places

Enable Jersey was successful in a bid to secure Fiscal Stimulus Funding to build a new and much needed changing place in St Brelade's Bay. With the help and support of several local businesses the new changing place is now complete and will be officially opened to the public and handed over to the Government on the 23rd of February 2022.

It is widely understood that there is a shortage of changing places in Jersey. At present there are only five on the island with two of these having limited opening hours. As part of the project **Enable Jersey** will be monitoring the usage of the new facility and if possible, the other four Changing Places on the Island. If the changing places are fully utilised, **Enable Jersey** will explore the feasibility of building a new changing place in Grouville.



5.15 Inclusive Justice and Citizenship Pilot Project

People with disabilities face additional barriers to participation in the institutions of justice and citizenship: physical and online courts, law firms, law reform bodies, access to legal materials, becoming a jurat, judge or magistrate, or studying law as a degree or short course. Larger jurisdictions have succeeded in creating one-to-one mentoring, training, and support programmes to enhance inclusion in such contexts, and Jersey's more compact size should facilitate a pilot project pairing individuals with aspirational and supportive mentors, in person or online, to identify key barriers to inclusion and solutions to address them. There is some existing research on youth justice which is relevant, but nothing focussing on inclusive justice re disability. The Jersey Law Commission is already undertaking work on online courts, and **Enable Jersey** has relevant expertise to create a benchmarked and certificated programme, including a training package, which could then be launched island-wide and, potentially, of interest to other small and larger jurisdictions. Overall, the focus is to measure aspirational roles in the justice system against inclusion benchmarks, and to examine how barriers may be removed. The research part of the project has progressed well, with a scoping report on the barriers to inclusion due in February 2022 in multiple formats.

5.16 Assessment of Deaf Community and Hard of Hearing Needs

The Royal Association for Deaf People (RAD) undertook an assessment of need for the dDeaf community. The report will provide recommendations for a new support service going forward. In the interim RAD are providing remote and on island support.

6. Next steps

The D&I team will utilise the findings from the campaign research to develop plans for next year, considering levels of engagement, budgets and other priorities.

The D&I team will continue to move forward on the above short-term actions where possible, ensuring that any outstanding actions are carried over into next year's planning.

6.1 Jersey 2022 elections

To ensure that disability is considered in the priorities of candidates running for elections next year, the D&I team, working with the Greffe and the secretaries of the Comité des Connétables, will be developing tools, communications and support mechanisms to facilitate this.

6.2 Transition (pathway to adulthood)

The disability and Inclusion team will facilitate the meaningful engagement of stakeholders to input into the design of the pathway to adult project.

6.3 Island plan

Based on the Disability Strategy teams feedback, the Minister approved a number of changes to the Bridging Island Plan, in order to ensure that disability in its broadest sense was recognised.

It has been highlighted that there are some knowledge gaps within the GoJ, which the Disability Inclusion Team can help with in order to ensure that the overriding objectives of the Island Plan make a real and sustainable positive impact on islanders with disabilities.

We will aim to bring specialists, existing skilled professionals and Islanders with disabilities together to ensure a framework for consultation and design of policies through the Disability Strategy Working Groups.

What this will hopefully look like:

- Upskilling and knowledge building of professionals within GoJ and wider industry professionals, using existing resources. Such as lunch and learn, co-creation of learning opportunities and presentations from UK and international accessibility and design professionals.
- Providing and supporting opportunities for disabled islanders to participate in regulation and approval of events – such as sitting on the Bailiff's Chambers Events Panel (something that has been discussed with the Chief Officer).
- Supporting Access Audits undertaken by Liberate.
- Showcasing of good practice and easy adaptations that have taken place locally or elsewhere.
- Regular communications with a range of people and organisations in Jersey – rather than a single point of contact – increased participation and consultation -that the Strategy group can facilitate if made aware of the need.

What we will not be suggesting is bringing in consultants or specifically upskilling one person or providing a subject matter expert as a resource or secondment. We hope to provide the support to help the department and the local community build their own knowledge and provide a structure for where there is a recognised lack of information and/or data (such as how many people will need accessible homes in the future and what do accessible homes look like?).

6.4 GoJ reasonable adjustments (D&I corporate strategy) inclusion champions (set up disability user group)

The importance of the inclusion champions is key to refining GoJ departmental engagement and facilitating change, to enhance working environments for people with disabilities and improve the inclusivity of services. The D&I team will continue to work with departments to review, plan and monitor change programmes going forward.

6.5 Capacity building of group members & departments to be able to work with them – consultation process

The Government has progressed on the journey to excellent customer service and accessibility using ACE+², we are on the right path with recognition that different people have different needs and how we act, dependant on why the person has needs. From the findings of the wider survey and focus groups (including one with CLS staff) accessibility in terms of disability is an areas that we can improve to give the best service to all of our customers. There is also confusion around reasonable adjustments for disability and making things equitable, rather than treating everyone the same. This focus needs to move to fully understanding and knowing what the obligations are to remove or reduce barriers for people with disabilities in accessing goods, services and places.

Currently, consultations are not engaging enough people with disabilities and when individuals are attempting to engage they may only have one voice that may not represent everyone, or the information and consultation is not provided in an accessible format and there is not an opportunity when asked to provide this in a different way.

Working with Government Departments through the Customer Experience Team to understand what Disability means from a discrimination law and best practice for customer service. Co-design and upskill staff and enable audits and review on what is currently accessible and what we should be aiming for. Move away from only seeing change when it brings – the value for the most – in decision making and adding values based decisions and the different decisions we must make to make it accessible for people with disabilities.

The move to working with all departments includes:

- Recording and recognising in accessibility or someone not being able to access a service or building due to disability as a recordable risk and placing these on the Risk Register.
- Reviewing understanding of the discrimination law and the positive obligations of reasonable adjustments within leadership of GoJ – to see if there are any knowledge gaps which can quickly be resolved – reducing the likelihood of risk if our leaders know what to look for and how to manage these – which needs to be consistent and values based – this will link in with the D&I Strategy and framework with PCS.

² The Advanced Customer Engagement operating model integrates human + machine talent, work orchestration and customer intelligence to improve employee experience, meet targeted customer outcomes and fuel business performance.

- Assist L&D (within CLS, Team Jersey and GoJ wide) to design and roll out training that will enable all to understand disability inclusion and our obligations as service providers, employers and employees. This goes further than ‘don’t discriminate’ and ‘treat everyone with respect’ to empowering individuals and teams to actively be able to recognise and adapt practice. To know what to do if a person is unable to access a service and how to resolve it then and there and also change for the future.

Embedding change - seeing the disability Strategy not just as a document but as an opportunity – and how this could work:

- This has started - working with the CX team and Web Services Team around accessibility of information already produced and the role our Strategy groups can provide in terms of sense checking, providing real and meaningful feedback and capturing historical problems (which are often outstanding) that are not captured by regular feedback channels as it has been something that has gone on for many years.
- Accessibility checking and customer journey exploration. We have a group focusing on access to information with over 10 people who have lived experience of disability (and some participants who work in our partner organisations). Positive news stories around how engaging with this group (or one of the other Strategy groups) gives a richer feel and provides insight that is often missing as it has historically been difficult to get people with disabilities (including health conditions) to share their experiences of interacting with government or services we provide.

This will hopefully mean that the Inclusion Champions programme will be able drive change - the expanded knowledge and skills building around accessibility and reasonable adjustments will be the foundations within the business which will make this a success. It will drive embedded change and best practice rather than just pockets of best practice.

6.6 New hospital, JDC waterfront, sustainable transport policy, new office.

A working group will review major construction projects to maximise improvements in accessibility.

6.7 Accessible Jersey

The D&I team will facilitate the engagement of specialists and local organisations to improve the level and detail of information available on local financial, hospitality and retail premises to allow persons with disabilities to make more informed decisions.

6.8 Embrace our difference – historical reflections of progress

We will continue to focus on ‘**embrace our difference**’ with a number of smaller events throughout the year and tie in with national and international celebrations and campaigns. There has been significant change in attitudes and knowledge of disability – we would like to show how far we have come – experiences in Jersey over the years – unseen history. Part of our 2021 campaign and public engagement had a number of individuals say ‘we’re almost there’ as they see more changes happen. These changes are good, but we are only part way on our journey. We have a strong will and desire to be part of the change – but not everyone knows how they can play a part in it – showing past progress and where we are and what is coming up is a good way to give people the capacity to act independently. This ties in with the ethos of VOTE 22 to become involved with our island and that you can be part of the change for good.

6.9 Community Transport scheme

Finalising the design of the scheme, formalising the partnerships as well as piloting and reviewing the process and systems and tools will be undertaken in the year.

6.10 Meaningful participation of stakeholders

The D&I team will continue to improve the meaningful participation of stakeholders, working to refine the forums and structures to facilitate this. The ToR for the advisory board, user forum and socialisation platform are completed, and meetings started.
