



**Disability**jobsite   
Supporting people with a disability

# Media Pack

The [www.disabilityjobsite.co.uk](http://www.disabilityjobsite.co.uk) unites disabled jobseekers with employers who are committed to diversity in their recruitment practices. The website does this through extensive, easy-to-use sections specifically designed to deliver an effective online recruitment tool.



## Disability Equality Duty

The Disability Equality Duty (DED) - part of the Disability Discrimination Act - became law on 4th December 2006. As a result organisations are legally obliged to promote equal opportunities for the 10m disabled people in the United Kingdom.

The DED legislation, as reported by the Disability Right Commission (DRC), covers 45,000 public bodies across the country - including central and local government, schools, health trusts or emergency services - to ensure adherence to the promotion of equality for disabled people in every area of their work.

The DRC has published employment guidance on the DED for organisations and copies can be downloaded from the DRC website: <http://drc.org.uk>.

## What does your organisation need to do?

There are four key elements to the legislation:

- To promote equal opportunities for disabled people, taking into account the person's disability.
- To eliminate unlawful disability discrimination and disability-related harassment.
- To promote positive attitudes within your organisation.
- To encourage disabled people to take part in every aspect of the organisation.

Companies must produce a Disability Equality Scheme (DES), which outlines how they will implement the duty to promote equality for disabled people.

## How will this affect HR?

It is vital to be familiar with 'due regard'. Put simply, this is where authorities should give due weight to the need to promote disability equality in proportion to its relevance.

Duty is not the only thing to consider. It's important that an employer should only fill positions with appropriately qualified candidates, and to encourage disabled people to participate in public life outside the workplace.

HR departments should consider what steps they might make to ensure the accessibility of the appointment process to disabled candidates.

In order to fairly advertise a relevant position you must consider:

- where disabled people will see it
- is the application process accessible to disabled applicants.

It's important to encourage applications and actively seek applications from disabled people.

## What happens if organisations do not comply?

If an organisation fails to undertake its specific duties, enforcement action can be taken by the DRC, which can serve a compliance notice. If the organisation still fails to comply, or to supply requested information to the DRC within a reasonable time, the DRC can apply to the county court or sheriff court for an order requiring the organisation to comply.

In order to fulfil the duty, equal opportunity must be given to disabled persons.

## What difference will it make?

Taking responsibility for change and leading by example will challenge negative attitudes and prejudice. By promoting equality for disabled staff - and encouraging disabled people to apply for jobs - are just two examples of how HR can help to promote equality.

With 10 million disabled people in the United Kingdom, this legislation will not only broaden the pool of potential applicants, but will also ensure organisations do not lose the valuable skills of existing staff who become disabled.

## Removing barriers

The Disability Equality Duty is about removing the often unintentional barriers that disabled people face. Promoting equality is the next step to ensuring the disabled a better - and fairer - future.

It's not only disabled people that benefit from the initiative; businesses gain too as public image improves greatly.

## Everyone benefits

Employers who lead the way in implementing the requirements of the DED will enhance their ability to recruit and retain the best quality people. The Disability Jobsite enables managers to reach people with disabilities who are seeking employment. Our team offers a competitively priced, expert package of advertising and recruitment options tailored to help meet the challenge of building an effective, successful and diverse workforce.

OVER **722,000** PAGE IMPRESSIONS EACH MONTH

AROUND **166,000** NEW VISITORS EVERY MONTH

PLUS **97%** OF OUR CLIENTS WOULD RECOMMEND US

**No.1**  
choice for your online  
DED campaign!



Move forward with the [www.DisabilityJobsite.co.uk](http://www.DisabilityJobsite.co.uk)

At [www.disabilityjobsite.co.uk](http://www.disabilityjobsite.co.uk) we not only provide information on job vacancies for the disabled, but also clear guidelines for employers wishing to learn more about DED.

To find out more about advertising with Disability Jobsite **Tel:** 020 7631 1533 **Email:** [anuar@disabilityjobsite.co.uk](mailto:anuar@disabilityjobsite.co.uk)