



Removing Barriers to Inclusion

Would attitudes towards disability be different if people remembered that it could affect them in the future?



Disability encompasses health conditions and mental health conditions

The most common types of impairment for adults in Britain are those associated with a difficulty in

mobility, lifting & carrying



Disabled children are more likely to have a mental condition like learning or communication difficulties, rather than a physical impairment

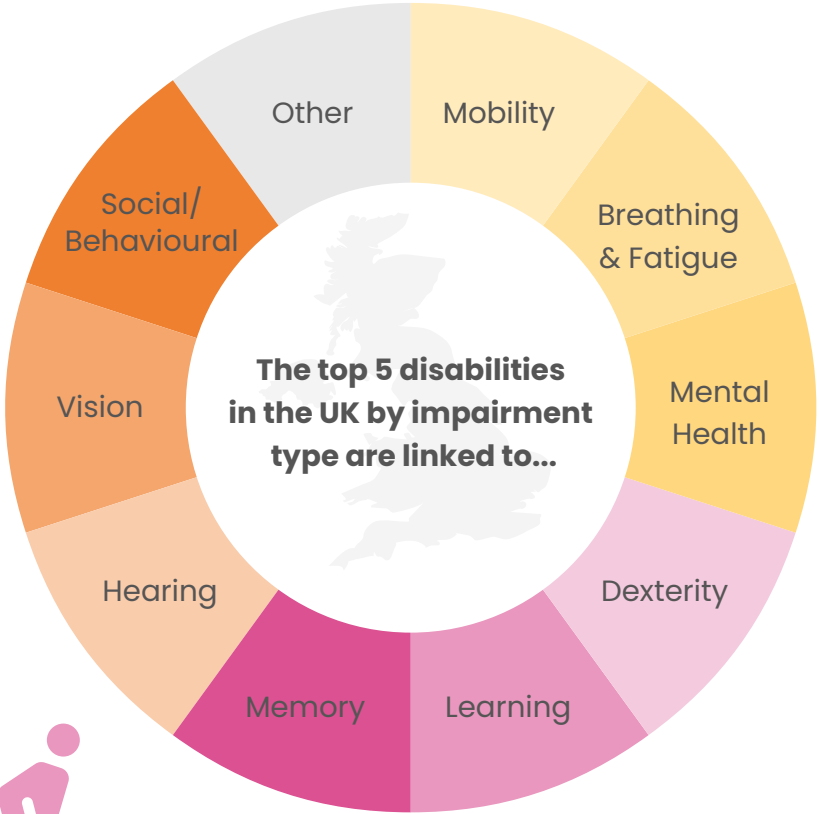
The latest estimates from the Department for Work and Pensions' Family Resources Survey indicate that

16 million

people in the UK had a disability in the 2021/22 financial year.



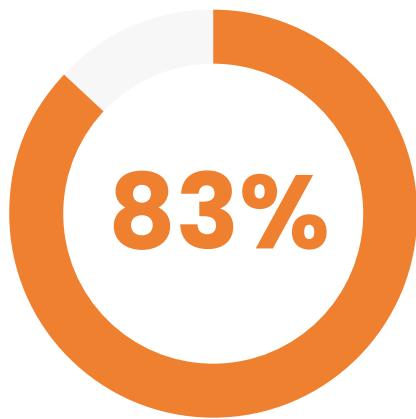
This represents **24%** of the total population.



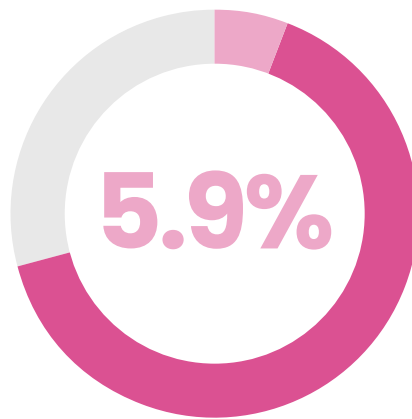
7% of disabled people use a wheelchair

Less than **>10%** of organisations have a dedicated strategy for targeting disabled customers

Anyone can become disabled by any point in their life.



of disabled people acquire their health condition during working age



of adults with a learning disability are in paid employment even though over **65%** want a job.

(Mencap)



£17.1 billion

Estimates show that the **4.3 million** disabled online shoppers, who click away from inaccessible website, have a combined spending power of £17.1 billion in the UK

Anyone can acquire a condition or impairment at some point in their life. And even if they don't – they'll likely know someone who will.



The spending power of disabled people and their household continues to increase and is currently estimated to be worth

£274 billion

per year to UK businesses.

It's important to remember the effect negative attitudes can have on disabled people. Whether that's in the supermarket, the workplace, or even online.



Basic understanding, support, and respect can go a long way. That's what we'd all want, right?



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inclusion within the workspace