



“

Everyone has talents,  
strengths,  
and potential.

”

Sharon Salihu, Enterprises Resources  
Development Manager, National Theatre



# Finding new pathways into the Creative Industries



Supported using public funding by  
**ARTS COUNCIL  
ENGLAND**

**LONDON  
COMMUNITY  
RESPONSE FUND**



# Inclusion London's Making it Work project

## Inclusion London

Inclusion London ([www.inclusionlondon.org.uk](http://www.inclusionlondon.org.uk)) promotes equality and inclusion for Deaf and Disabled people by supporting the development of Deaf and Disabled People's Organisations (DDPOs) across London.

We run 'Making it Work', a five year programme which aims to improve young Disabled people's chances of employment and remove barriers to getting into work. It is delivered in partnership with Deaf and Disabled People's Organisations (DDPOs) across London and is funded by the City Bridge Trust.

The programme builds the capacity of DDPOs to deliver employment support, using a rights-based and social model approach. We challenge old ideas about employment support and assumptions made about Disabled people, test out new models and support changes to policy and practice to remove barriers to employment.

## Pilot programme

In September 2019 we began a pilot programme called **Supported Pathways into the Creative Industries**, due to run for one academic year. Its aim was to prepare young people with learning difficulties (18-30yrs) to compete for paid work in mainstream and inclusive workplaces. It provided an opportunity for young people with learning difficulties to learn new skills on the job, to understand workplace culture and to find out what level of support they need at work and how to ask for it. Trainees were encouraged to be ambitious, expect career progression and ask for training and promotion opportunities.



## Supported Pathways

**Supported Pathways** consisted of employability skills sessions, followed by work placements with different employers to get a range of work experience. Our host employers included the British Film Institute, Royal Opera House, National Theatre, Shakespeare's Globe, the Roundhouse and the Natural History Museum. Work placements included:

- Customer service roles in bookshops and cafes, and as ushers
- Technical placements (sound, video and lighting) – preparing equipment and maintaining it
- Visitor Experience, such as working in the Box Office

These opportunities supported the trainees to develop their independence, confidence and self-esteem, learn about workplace culture and gain the skills and experience needed to get a paid job in a real work setting.

During the last term trainees would have used their newly developed job search techniques, work experience, references and transferable skills to get jobs with other employers. Much of their time would have been taken up with job hunting, speculative emails or phone calls, interviews and work trials.

## Covid-19: A time to prototype online outreach

Unfortunately Covid-19 brought **Supported Pathways** to an abrupt end, half-way through the spring term. We had to find alternative ways to engage with employers. During February – March 2021 we prototyped some online outreach sessions. This brochure will share what we learnt, the successes and challenges, and hopefully encourage your organisation to join us on this alternative journey.

### STATISTIC

**Before COVID-19 Disabled people were less likely to be in employment than non-Disabled people. The barriers to work that Disabled people already encountered have been made worse by the crisis.<sup>1</sup>**

<sup>1</sup> SOURCE : 'The financial impact of COVID-19 on disabled people and their carers', Joseph Rowntree Foundation, pg. 3, 3 Dec 2020

## Piloting Making it Work online outreach

We set up these sessions for young Disabled people (mostly 18-30 yrs old) to find out what goes on in various creative industries, the wide range of jobs in these settings and how these organisations recruit their staff. We also explored how our clients could get experience that would be valuable when applying for jobs in these types of organisations.

## Session 1: Royal Albert Hall

23 February 2021, 11am - 12.30pm

Attended by 16 Disabled people



### What did Making it Work clients want to get from the event (11 respondents)?

- To learn how the Royal Albert Hall (RAH) operates and what goes on there (73%)
- To understand what sort of jobs there are at the RAH (73%)
- To find out about entry level roles at the RAH (45%)
- To get top tips for interviews (73%)

### What did Making it Work clients most like about the event?

- 10 of 11 respondents said the event increased their knowledge of how to get a job at the Royal Albert Hall and 9 said they feel more confident about the recruitment process
- All 11 respondents said they want more events like this one

## What did the Making it Work clients say

“ Most of all I enjoyed learning about the Royal Albert Hall – what they did there, as I did not know much about them before. **I found it really useful and interesting**, the variety of different jobs and skills that employees have and what employers are looking for. I hope to have a job like this in the future. ”

“ I liked the fact that it was easy to understand, and **learning from different people who worked there** for a long time and sharing their job roles and experiences and probably getting top tips on interview skills... ”

“ I wish there was more time as it did feel a bit speedy at times. ”

“ Only that I was very impressed with this event. I have taken part in similar events but your one definitely stands out. ”

## ROYAL ALBERT HALL: CAREERS

Join us for a [FREE online session](#) to learn more about careers within the Arts. In association with Inclusion London's *Follow-on* programme, Royal Albert Hall staff will offer an insight into their iconic venue and advice for gaining employment.



### CAREERS MASTERCLASS | Zoom

Tuesday 23 February, 11.00am – 12.30pm

Join Royal Albert Hall staff for a friendly, online careers talk.

- Learn about the Hall's operations and what goes on at one of the nation's most famous venues.
- Listen to and join in with a Q & A with Hall staff to understand what their jobs entail.
- Receive top tips about interview skills and information on entry level roles from the Hall's HR team.

For further information and to register your interest, please contact **Sian Williams** (Inclusion London): [sian.williams@inclusionlondon.org.uk](mailto:sian.williams@inclusionlondon.org.uk)



*Engagement at the Royal Albert Hall creates memories, changes lives and provides inspiration through music for all, regardless of age or background.*



[royalalberthall.com/engagement](https://royalalberthall.com/engagement)

## What did Royal Albert Hall staff think about the event?

“ I’d say personally it was a very positive experience reflecting on the adjustments and measures we have in place throughout our recruitment process, but also **thinking about what we don’t do and could explore more to ensure we have a better understanding of the barriers disabled people face**. It was also helpful hearing how different departments in the Hall make adjustments, to generate ideas of how the Hall can have a unified approach to these areas. ”

“ The workshop was a fantastic opportunity for staff from different teams at the Hall to engage with young people who have an interest in arts careers. **It also provided a prompt for us to reflect on and examine our own approach to disability and accessibility within the workplace, which is invaluable.** ”

“ **It was an honour to be part of the careers session with Inclusion London**, not only did it make me think more about our current recruitment processes but it was also interesting to see what questions came up from the group and how we could work together in the future. ”

“ It was a wonderful opportunity for us to think about our workplace and practices and **how we could communicate the key elements in an informative and inclusive way, particularly over Zoom!** It was also really interesting to hear some of the questions the group asked, and I look forward to another session in the future! ”



## Session 2: Attitude is Everything

Wednesday 10 March, 11.30am - 1pm

Attended by 11 Disabled people



### What did Making it Work clients want to get from the event (8 respondents)?

Clients wanted to:

- Learn about what Attitude is Everything does (50%)
- Find out about jobs and entry level roles in the music industry and what they involve (87%)
- Understand why volunteering experience can be useful if you want a paid job (50%)
- Find out about opportunities that Attitude is Everything can provide Disabled people with to get experience (for example, the Mystery Shopping scheme and Stewarding) (75%)





## What did Making it Work clients get from this event?

- 'I learnt about what Attitude is Everything does' (63%)
- 'I learnt about jobs and entry level roles in the music industry and what they involve' (75%)
- 'I understand why volunteering experience can be useful if you want a paid job' (75%)
- 'I know about the opportunities that Attitude is Everything can provide Disabled people to get experience (for example, the Mystery Shopping scheme and Stewarding)' (50%)
- 5 respondents said the event has increased their confidence about getting a job in the music industry
- All attendees want more events like this one and want to be kept informed of further opportunities



### Attitude is Everything: Live music is for everyone...

Join us for a FREE online session to learn more about how Attitude is Everything improves access to live music for Deaf and Disabled People, by working in partnership with audiences, artists and the music industry

#### CAREERS MASTERCLASS | Zoom

**Wednesday 10th March, 11.30am – 1pm**

*Join staff from **Attitude is Everything** for a friendly, online careers talk*

You will find out about:

- what Attitude is Everything does
- jobs and entry level roles in the music industry and what they involve (in music venues and at festivals)
- why volunteering experience can be useful if you want a paid job
- opportunities that Attitude is Everything can provide Disabled people to get experience (for example, the Mystery Shopping scheme and Stewarding)

**For further information and to register** your interest, please contact Sian Williams (Inclusion London): [sian.williams@inclusionlondon.org.uk](mailto:sian.williams@inclusionlondon.org.uk) or call Jon Rees on 07388 946254.

**attitude**  
is everything

[www.attitudeiseverything.org.uk](http://www.attitudeiseverything.org.uk)

**Inclusion London**  
Supporting London's Deaf and Disabled People's Organisations



**dasl**  
Deaf and Sign Language

**action on disability**

**LONDON COMMUNITY RESPONSE FUND**



## Session 3: Wellcome Collection

Monday 22 March, 11am - 12pm

Attended by 11 Disabled people

wellcome  
collection



### What did Making it Work clients want to get from the event (4 respondents)?


- 75% of clients wanted to learn about the Wellcome Collection, about its Visitor Experience team and its Operations team
- We asked clients what they liked most about the event: 'I learnt about Museums'; 'Lots of information'; 'To know what it is like to work in a museum'; 'Hearing from all the guests about their roles and work'
- All the respondents want Inclusion London to organise more events like this one and keep them informed about its other events and services related to employment
- 3 respondents found the session too complex, highlighting the diverse access needs of the participants



## The invitation email

### What did people who support young Disabled people to access training and find paid work think about the event (3 respondents)?


- A Supported Employment Coordinator felt that the session was too complex for her students
- All respondents felt the session increased their knowledge about how to support their clients / students to try and get a paid job in a museum
- All staff were interested in having more events like this one

 Mon 15/03/2021 13:13  
Sian Williams <Sian.Williams@inclusionlondon.org.uk>  
The Wellcome Collection: A museum and library in central London

Message

Dear All

We would very much like you to join us for another free online careers event, in partnership with the Wellcome Collection. It will take place on Monday 22 March, 11am – 12 midday.



The Wellcome Collection is a free museum and library that aims to challenge how we all think and feel about health. Through exhibitions, collections, live programming, digital, broadcast and publishing, it creates opportunities for people to think deeply about the connections between science, medicine, life and art.

The session will consist of different staff talking about the following things and there will be time for questions after each presentation:

- An introduction to the Wellcome Collection: what it is, where it is and its activities
- The Visitor Experience team: The roles involved in this team and the skills needed
- The Operations team: Different roles, for example, security, retail, cleaning, portering and catering
- The Youth Programme

Please let me know if you would like to join us. I will send out another email later this week with the Zoom link. Many thanks.

Best Wishes,  
Sian Williams  
Making It Work Project Manager, Inclusion London

# Learning from our pilot sessions and next steps

Inclusion London wants young Disabled people to believe the creative industries are for them and are full of interesting and fulfilling job opportunities. We acknowledge that we are engaging Disabled people with a wide range of access needs so we are devising ways to pitch and design these interventions to ensure that their level of complexity meets the access needs of our clients.

We believe that these sessions with creative industry employers have the potential to build the ambitions and aspirations of young Disabled people, show them what the creative industries can offer and create cultural change within the organisations we work in partnership with. This will contribute to embedding diversity and inclusion across the arts and heritage sectors. We are also confident that these events will open conversations and create opportunities for further collaboration with Deaf and Disabled People's Organisations (DDPOs) across London, including the development of resources and training initiatives.



## STATISTIC

1.5 million people in the UK have learning difficulties (approx. 2% of the population).<sup>2</sup> However, only 6% of them are in paid employment.<sup>3</sup>

<sup>2</sup> <https://www.nhs.uk/conditions/learning-disabilities/>

<sup>3</sup> <https://www.learningdisabilitytoday.co.uk/number-of-people-with-learning-disabilities-in-paid-employment-falls-to-just-6>

## Young people with learning difficulties face multiple and complex barriers to employment:

- They do not have access to the same opportunities that their non-Disabled peers do
- They are excluded from many activities that help to prepare young people for work
- Society as a whole has low expectations of people with learning difficulties
- Many jobs have inaccessible recruitment processes, which are often unnecessary and unrelated to the job
- Workplaces can present multiple barriers, such as poor physical access, document-heavy induction processes, and a lack of time to break down complex tasks into simple steps, etc.

This is why we have developed services to change attitudes and workplace barriers which, we hope, will create a range of pathways for young people with learning difficulties to enter the creative industries.

## The Making it Work Follow-On service

Follow-On is a free employment support service that helps Disabled people in London to find and stay in paid work. Our partners (Action on Disability and Disability Advice Service Lambeth) provide young Disabled people with support to:

- find out what jobs would suit them best
- find the right employers and opportunities
- approach employers they would like to work for
- ask for reasonable adjustments when they apply for jobs
- prepare for every stage of the recruitment process (including job applications, interviews and work trials)

## How can you work with us and what can we offer you?

We also work with employers to remove the barriers that Disabled people face in the workplace. We can support you in a variety of ways, such as:

- provide guidance on designing an intervention you would like to make (please see opposite for examples)
- support you to set the scope / boundaries of a placement or learning opportunity
- support you to create targets and goals to measure the impact of your intervention
- support your staff to access Disability Equality Training and Employment Rights Training

## Interventions (activities & opportunities) you can provide that will complement our Follow-On service:

- Shortterm placements
- Volunteering roles
- Talks and Q&As about your organisations and entry roles into your organisation
- Talks about how to get into specific job markets
- Signposting to useful opportunities, resources and activities
- A review of all aspects of your organisation's recruitment process
- Using social media to engage clients in specific artforms
- Training opportunities
- Shadowing opportunities
- Guided tours of your venues, etc.



## The benefits of working with Inclusion London

- Your staff will learn a social model / rights-based approach to removing barriers in the workplace by developing inclusive policies, practices and procedures, thus supporting social change
- You will identify barriers to recruitment and employment within your organisation and find creative solutions to removing them
- You will improve staff morale and attendance
- We can provide you with 'lived' experience and expertise around recruitment and employment issues concerning Deaf and Disabled people (e.g. Access to Work, Equality Law and 'reasonable adjustments')

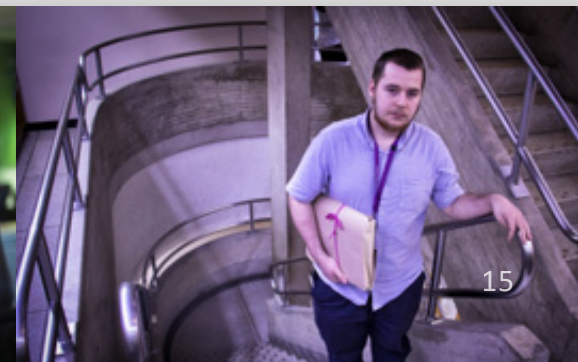
## For further discussion on how we can work together, please contact:

### Sian Williams

Making It Work Project Manager  
Inclusion London

*Please note: I work parttime, usually Monday and Wednesday and Thursday*

- 336 Brixton Road, London, SW9 7AA
- Mob: 07703 715130 (text only)
- [Sian.Williams@inclusionlondon.org.uk](mailto:Sian.Williams@inclusionlondon.org.uk)



“ I always wanted to work in theatres so, when I got the job, I was so happy and I was relieved because it’s nice to work in a field that you always wanted to work in and a lot of people tell you that you can’t work in those fields because of your disability.

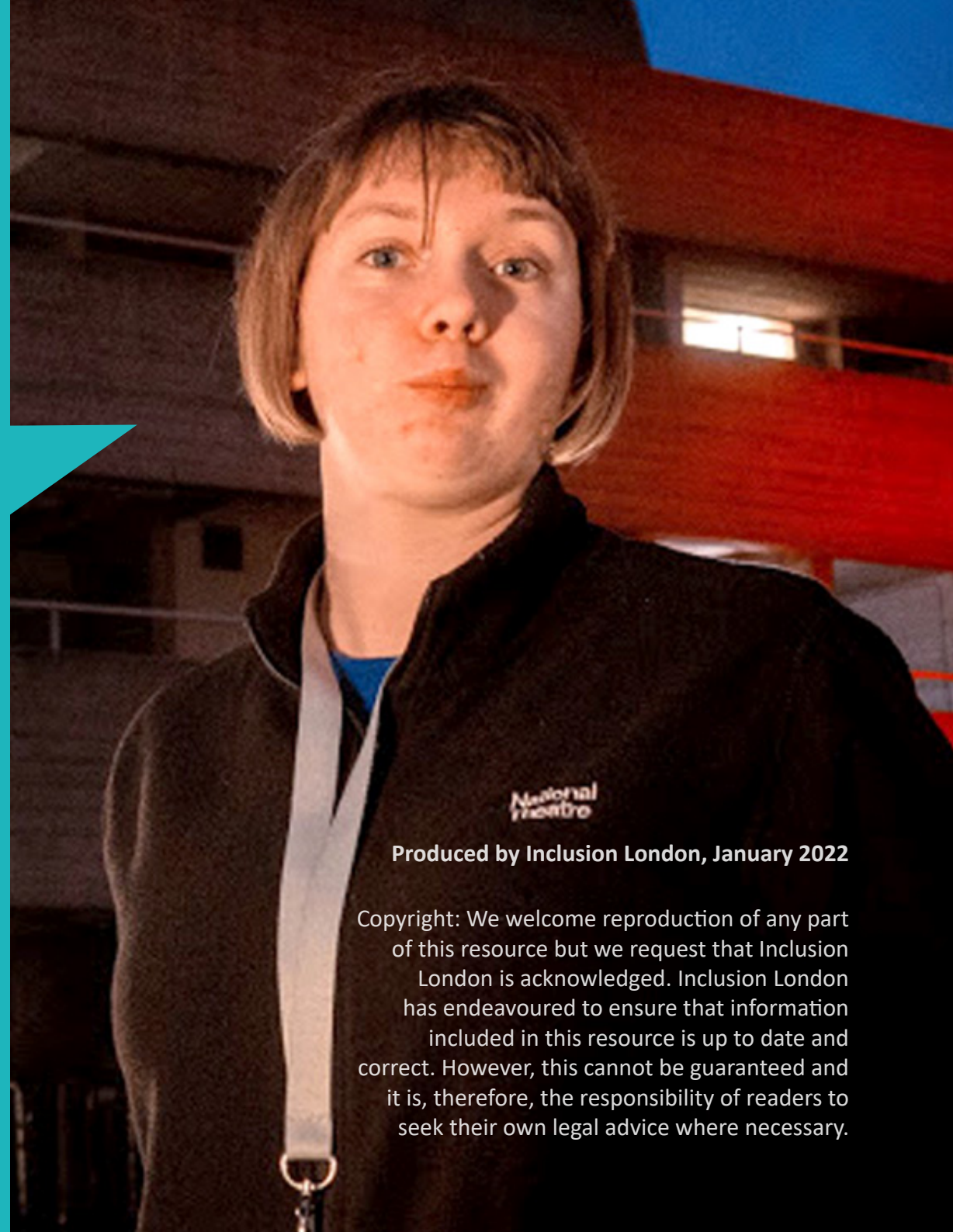
When I first started here I was very nervous.

I didn’t know what to do half the time and I was scared to come out of my comfort zone and ever since I worked here I became more confident.

I have pushed myself to step up .... say, ‘Look, I can do this. Bring it on and have fun with it.’

It spoke a message: **‘Look, we might be disabled but it doesn’t stop us working. We are very hard working people.’**”

Paige, National Theatre employee



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