Changing the storyline: disability led recovery and the purple pound

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Today is our first contribution to a palette of new ideas

- Positive storyline
- why do non-disabled people need disabled people and what is their interest or gain from greater inclusion
- capabilities framework
- resilience planning
- liberation technology
- psychological first aid
What is the current storyline?
The truth


Public accounts committee report on DWP from March 2011 admits to £1.3 billion of underpayment

Time to stop spitting poison
A capabilities approach

• The **human development approach** does not see human beings as merely the means of expanding production.
• We need to espouse ‘**capability equality**’.
• Importance of social factors in converting resources into a good life.
What is the untold story?
Part 1 - volunteering
The strength of disabled people’s volunteering

• 35% of disabled people participate in formal volunteering and an equivalent percentage in civic participation (England, 2007-08 to 2009-2010) Citizenship Survey 2010

• It is estimated that volunteering as a whole adds in the region of £21.5 billion to the UK economy (NCVO, 2009)
Disabled people do work and do pay tax

- At the end of 2010, 46.8% of the 7.1 million disabled people of working age were working that's 3.32 million people.
- Average weekly pay is £432 so that represents some £16.02 billion per annum, in tax
They also generate VAT receipts
Many disabled people work self-employed

• 18% of disabled men and 8% of disabled women are self-employed compared to only 14% of non-disabled men and 6% of non-disabled women (Boyland and Burchardt, 2002)
Many disabled people run businesses and in turn employ people

- 3.6% of businesses have one or more disabled owner, representing roughly 10,700 companies employing 78,000 people (Leonard Cheshire Disability, 2007)
These businesses in turn pay tax

For the year 2009/10 these businesses would have contributed some £154.6 million in corporation tax
Disabled people are often very resourceful

- Human echolocation

A question we want to come back to is can resilience be taught and are disabled people well placed to do the teaching?
Many disabled people have been amongst our most famous inventors

- Alexander Graham Bell - learning difficulties
- Thomas Alva Edison - hearing impaired
- Henry Ford - dyslexia
- Dr Temple Grandin - autism
- Stephen Hawking - motor neurone disease
- Issac Newton - epilepsy
The entrepreneurs who invent products for disabled people are creating new markets

A talking tactile tablet
A word on liberation technology

• Technology that is affordable and adaptable by its users e.g. open source software or the Reprap printer shown in this photograph
British Assistive Technology Association

837 businesses based in the UK linked to the emptech website
450 businesses signed up to their Code of Practice
In 2010 the medical technology sector comprised 3,034 companies, employing 55,625 people and with a turnover of some $13 billion. There was expected to be a 4% increase in turnover (2009/10) led by ophthalmic devices and implantable technology
“Strengths and Opportunities” HM Government, Dec 2010
Disability Living Foundation

1600 suppliers in their online directory
14,000 products
Disabled people are consumers too - the purple pound

Maria Eagle then Minister of Disabled People put the consumer spend of disabled people at £80 billion (Hansard, 3/12/04)
Some businesses have adapted to capitalise on that spending power

- Shopmobility schemes
- Store improvements for disabled customers e.g. Asda
- Staff training to support disabled customers e.g. Intercontinental Hotel Group
Disabled people are increasingly becoming the commissioners of services

- Personal budgets mean that disabled people can become commissioners of services and even employers of care staff.
Individual budgets

• A third of all people eligible for social care support are now receiving a personal budget.

• More than 338,000 people are now managing their own support, double this time last year (ADASS, 14/06/11) representing some £1.5 billion

• A fifth of personal budgets have a value of less than £1,000 per annum but a quarter are for £10,000 or more.
More people will become employed in the care sector

• In 2006/07 some 1.39 million people were employed in adult social care in England alone (Skills for Care of the Adult Social Care Workforce, 2008). The taskforce has estimated that to meet future adult social care the workforce will have to grow to over 2.2 million by • 2025
Time to stop thinking like a minority

- Disabled people represent just over 20% of the UK population (EHRC, 2009)
- Add in the families and carers of disabled people who also share their aspirations
- Based upon US census data that’s held to be 53% of the world population (see www.returnondisability.com).
- Almost everyone who lives long enough will be a disabled person too e.g. 96% of people over 75 wear glasses
Disabled people may well be net contributors already to society but what is their potential contribution from greater levels of inclusion?
Bringing disabled people up to the same levels of employment

• In 2007 a paper produced by the Social Market Foundation (SMF) presented a clear case for action to improve skills and employment for disabled people. Their analysis suggested that closing the employment rate gap between disabled and non-disabled people would boost economic growth by £13 billion.
Increasing the numbers self-employed

- One third of disabled people wish to work
- If 10% were to move into self employment
- In the North-West alone this has been estimated to result in an additional 14,000 people contributing a net £280 million to the regional economy. Adding in benefit savings would increase this figure to 339 million per annum (Wealth Bringers, Thomas and Bichard, 2008)
The factors that could produce disability led recovery

• TRUST - praise don’t demonise and go public with it

• Inclusive recruitment and retention labour market practices - double the Access to Work budget and not just the numbers of recipients and instigate an Access to Volunteering programme

• Invest in individuals with adaptability strategies so that we better understand human resourcefulness - the Resilience Foundation
Questions for our audience?

• What additional facts and research are you aware of that illustrate the contribution of disabled society to our economic recovery?

• Are there other attributes we have overlooked and how do we raise their profile?

• Who would be interested in joining us in a new approach to promoting the greater inclusion of disabled people?
Thank you

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