

# Inclusion, Disability, Equality and Action for Small and Medium-sized Enterprises (IDEA for SMEs)

Leonard Cheshire's IDEA for SMEs works with for Small and Medium-sized Enterprises in the West of England area to increase their capacity, knowledge, and understanding of disability, supporting them to proactively employ disabled people more actively, confidently, and successfully.

## Client testimonial: Life Cycle UK

### The client

Founded in 1999, Life Cycle UK is a registered charity that engages with over 9,000 people a year to encourage cycling in the west of England. They do this by increasing access to bicycles and providing training to develop skills and improve confidence. They also train bike mechanics and cycling instructors, as well as partner with Local Authorities, businesses and other charities looking to boost cycling levels.

### The brief

Leonard Cheshire met with Life Cycle UK's Inclusive Cycling Manager to discuss how to help them meet their developmental goals. Life Cycle UK expressed the organisation's desire to increase their inclusivity and review their existing policies.

Life Cycle UK had not yet become a Disability Confident Level 1 employer as part of the Government's Disability Confident scheme but aimed to achieve this. They wanted to increase awareness and confidence within the team, focus on strategies to make their recruitment practices more inclusive, and build awareness on neurodiversity in the workplace.

### The solution

Leonard Cheshire provided training on Disability Means Business and Disability Confident Managers. Through the partnership we also supported Life Cycle UK to achieve accreditation for Level 1 of the Disability Confident scheme.

### The outcome

"The facilitator was very knowledgeable and communicated in a clear and accessible way. Having a clearer understanding of the legislation, what my responsibilities are as a manager to support someone who is disabled or is showing signs that they are not ok, what 'reasonable' adjustments are. Really useful and a fantastic free offering to our charity. Thank you."