



Making all abilities count

Our journey to becoming
a disability, neurodiverse and
mental health confident business



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Finding a language and tone for all

We're conscious that disability, neurodiversity, mental and emotional health and wellbeing are understood and discussed in different ways around the world. In this report, we've worked hard to use language that's clear, appropriate and positive for all of the regions and cultures that we serve. As awareness, attitudes and language vary, it's easy to let the fear of saying the wrong thing hold you back. However, our experiences have shown us the importance of taking action and making commitments to inspire positive change.

Making all abilities count

Introduction

Businesses large and small, local communities, individuals and governments all have a role to play in building an inclusive society. Barclays is committed to driving change and levelling the playing field for disabled people, and people with mental health or neurodiverse conditions.

Our ambition is to become one of the most accessible and inclusive companies in the world. It makes good commercial sense, and it is also the right thing to do. We believe that people with disabilities, or mental health and neurodiverse conditions are a hugely under-represented pool of talent for employers, as well as being an often overlooked group with substantial spending power.

We recognise that people are disabled by barriers in society, and in the workplace, not by their condition. It is therefore vital that all employers increase their understanding of this agenda and the multiple ways in which they can support their colleagues. As employers, we can work collaboratively and share best practices with one another, and policymakers, in order to remove barriers to employment.

At Barclays, we have developed some great initiatives for our customers, clients and colleagues, but recognise there is always more we can do. We are proud to share our own story so far and examples that we hope provide the inspiration for you to start or continue your own journey in this area.

Matt Hammerstein
CEO, Barclays UK and Accountable Executive for the Disability Agenda

Barclays commitment to The Valuable 500

Being a disability confident leader is important to Barclays because it enables us to broaden our understanding of the needs of all stakeholders – customers, clients and colleagues – and as a result, work to create opportunities and improve life for everybody.

1 in 5
people

live with a disability or
mental health condition¹

Barclays – creating opportunities for people of all abilities to join us

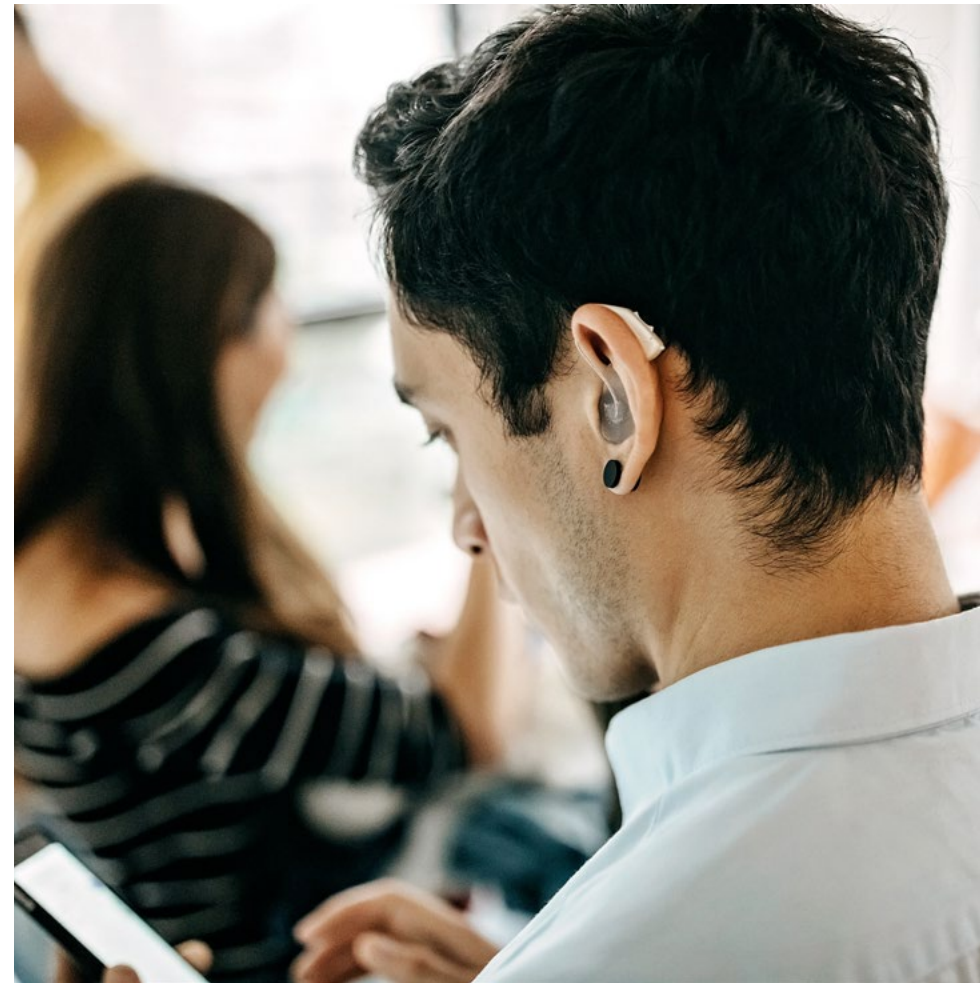
We are committed to fostering a safe, inclusive environment where we make the most of the exceptional talents disabled people can bring to our organisation. We aim to ensure that all colleagues feel supported and have the adjustments they need to work productively.

Governments around the world understand the importance of building an inclusive society. Although there are still sensitivities around disability and mental health in some cultures and countries, we are encouraged to see the agenda being more openly discussed – with the public, in the media and, importantly for all of us, in business.

Our experience shows that a more proactive approach towards disability, neurodiversity and mental health can have a positive impact on our organisational culture, creating opportunities for people of all abilities to join us, grow and fulfil their potential (more detail on pages 08–15).

This belief has also inspired us to develop better business solutions and outcomes for our clients and customers (find out more on pages 17–20).

What we have realised through our journey so far, is that one of the most effective ways to make change happen comes from the confidence of combining a ‘top down’ and ‘bottom up’ approach.



Making all abilities count

By becoming disability, neurodiverse and mental health confident, we've opened up a wider talent pool, and with it more diverse ways of thinking and innovating. It has increased awareness and understanding, enabling our business to better reflect the reality of our client and customer base. And as a result, it creates ever more diverse opportunities for people of every ability.

We are committed to sharing insights from our diverse range of programmes, initiatives, partnerships and campaigns. These are the ways we believe can, and do, drive change for organisations, customers, and clients, as well as for colleagues and communities.

"What we're trying to do at Barclays is build a culture where it's fine to take care of yourself. We want it to be a safe environment, where there are diverse people, where it's okay to admit vulnerability."



Peter Toal
MD and Co-Chair
Reach Americas

"In APAC, we are creating huge awareness through sign language sessions which have received promising response from 400+ colleagues. We have also had interactive sessions with Industry experts around how to adapt for colleagues with disabilities, and accessible and inclusive tech design practice to create opportunities for our colleagues with disabilities – all in line with the Barclays commitment to create an inclusive environment and promote access."

Rajesh TK
MD and Chair Reach APAC



"We focus on what people can do, not what they can't. We know some may be wary about sharing their disability but the more we bring disability, neurodiversity and mental health into the open, the better."



Liz Bailey
Director and
Co-Chair
Reach UK

Barclays journey towards making sure all abilities count

In many countries, the rights of disabled people and people with mental health or neurodiverse conditions in the workplace are protected by law. Barclays has taken a proactive approach, and made a long-term commitment to fostering a safe, inclusive environment where we can make the most of the talents those with a disability, mental health or neurodiverse condition bring.

1991

Barclays becomes a Founder Member of the **Business Disability Forum**.

2012

Barclays is the first major high street bank to introduce **talking ATMs** in the UK.

2013

Barclays launches **This is Me**, an internal campaign to improve awareness of mental and emotional health and wellbeing.

Barclays joins the UK Government at the launch of the **Disability Confident** campaign.

Barclays is the first UK bank to launch **instant digital sign language interpretation** for customers.

2015

Barclays introduces the **Workplace Adjustments Passport** to help colleagues with disabilities and mental health conditions record their agreed workplace adjustments.

2016

Barclays launches the **Corporate Accessibility Portal**, sharing insight and resources to help other businesses become more inclusive.

Barclays creates the pilot scheme **Able to Enable**, which aims to help people with disabilities and mental health conditions into employment.

Barclays is awarded **Gold status in BDF's Disability Standard**, with a score of 98%.

This is Me is adopted by the **Lord Mayor's Appeal** charity scaling the campaign to other businesses.



Making all abilities count

Barclays journey towards making sure all abilities count



2017

Barclays launches its **'Becoming disability confident'** training module.

The UK Department for Work and Pensions names Barclays as a **Disability Confident Leader**.

This is Me is launched in the **North West** of England.

In the US, Barclays is awarded the **Leading Disability Employer Seal** by the National Organization on Disability.

2018

This is Me is launched in **Scotland**.

The Mindful Business Charter is launched in partnership with law firms Pinsent Masons and Addleshaw Goddard.

Reach, Barclays disability, mental health and neurodiversity ERG, develops a mentoring programme.

2019

This is Me is launched in the **West Midlands** in the UK.

This is Me in India is launched.

Barclays signs up to the **Mental Health at Work** commitment.

Barclays is one of the first signatories of **The Valuable 500**.

Mental health training at Barclays becomes mandatory.

2020

Barclays scores **90%** on the **US Disability Equality Index**.

Barclays once again scores **98%** and achieves **gold status with the UK Business Disability Forum**.

Disability and mental health charities benefit from **Barclays COVID-19 Community Aid Package**.

2021

Barclays retains **Disability Confident leader status** with the UK's DWP.

Barclays opens its **new campus in Glasgow**, Scotland designed with **neurodiversity** in mind.

This is Me marks five years with the Lord Mayor's Appeal with over **400 organisations registered**.

Barclays scores **100%** on the **US Disability Equality Index**.

Building a disability, neurodiverse and mental health confident workplace for colleagues

At Barclays, we recognise that people are disabled by barriers in society, and in the workplace, not by their condition. Our aim is to remove the barriers and look beyond the statistics to identify the opportunities that exist for us to make a difference as an employer.

We have done this by changing our approach to attracting and recruiting diversely abled people. As a result we're learning how to unlock the potential of a vast pool of exceptional talent that is currently under-represented and often unaware of opportunities.

And at the same time, we have also recognised the importance of supporting our disabled colleagues and those with neurodiverse and mental health conditions. We do this by collaborating with, and empowering, our own colleagues to develop innovative ways to create a true sense of belonging at work, so that they feel valued, fulfilled, and choose to stay with us.

The benefits this brings are huge and have a positive effect across the organisation:

- Helping to inform the way we develop our workplaces, processes, products and services
- Diversifying our creativity and problem-solving
- Enhancing morale and improving attitudes to teamwork and openness
- Positively impacting loyalty, attendance and engagement
- Reinforcing our brand reputation and values



Making all abilities count

A forum to support colleagues with disabilities and health conditions

Josh Levine heads up Barclays Reach Employee Resource Group in New York, providing an open forum to support colleagues with disabilities, caring responsibilities or mental health conditions. Each year Barclays marks the International Day of Persons with Disabilities. Joshua, who has a hearing impairment and wears hearing aids, first connected with Reach on joining Barclays in 2008. He talks about Reach and why it has changed colleagues' perspectives:

"I think there are three things that made it compelling to get involved. One, there's networking, with so many people from across the bank at all levels. Secondly, there are leadership opportunities," he adds, describing the cross-industry groups he has become involved with because of Reach. *"But thirdly, it's fulfilment. Every day, you do your job and you walk away. What's great about these networks is that you give back to the community. It makes Barclays a more well-rounded firm where you're just happier to be an employee."*

"Over the last decade, I've learnt so much about people with disabilities, especially the challenges they face with employment. It's changed my perspective on life and on people and made me a better and more patient parent and friend."



Josh Levine
Business Manager and Chair
Reach Americas

15%

of the global population lives with a disability – that's over 1 billion people²

374million

people globally live with a mental health condition, such as anxiety or depression³

83%

of people who have a disability acquire it while they are in work⁴

73%

of employers who made work-related adjustments for employees said it was easy to do⁵

86%

of people with a mental health condition say work is important to protecting and maintaining their mental health⁶

Accessible workspaces

In 2019, Barclays began work to build a new campus for 5000 colleagues in Glasgow city centre. The top priority was to create a beautiful and accessible workspace, which exceeded the minimum standards to be a welcoming, inclusive environment for people with physical, cognitive and sensory disabilities, incorporating design for neurodiversity and people on the autism spectrum.

The project team commissioned accessible design specialists, Motionspot, and embarked upon a two-year partnership with Scottish Autism, to ensure they met this crucial objective. The project was delivered under the deft management of project director, Ron Coghill. She ensured that the building was designed with neurodiversity in mind. Little things are the key, she explains. *"It's about being careful about the choice of finishes, the acoustics and the light quality – they're all very important."*

The project has been deeply personal on more than one level for Ron. Born and raised in Glasgow, she not only trained at the city's renowned Mackintosh School of Architecture, but also has first-hand experience of the need for inclusivity.

Mother to two young children, Grace and Daniel, Ron previously used a wheelchair following an accident, and her son is autistic – so she knows better than most how considered design can enhance wellbeing and improve quality of life. *"Inclusive design isn't something I do as an afterthought," she says. "It's fundamental to my work."*

The site opened in October 2021.



Ron Coghill
Project Director

Making all abilities count

Recruiting with confidence

When you consider that people with disabilities are less likely to find a job⁷, a key focus of our commitment is to create better ways of ensuring that people of all abilities are able to access career opportunities with Barclays and achieve their full potential with us.

To do this, we have adapted our approach to recruitment and developed a range of different recruitment programmes around the world. These include running focused career days in partnership with specialist charities, and providing mentoring on CV writing and interview skills, through to innovative bespoke programmes such as our award-winning Able to Enable internship, with the aim of removing barriers to employment.



Initiatives include:

- Our AFTER programme (Armed Forces Transition, Employment & Resettlement) offers opportunities for military veterans to transition into financial services, with specific support for candidates with not only physical disabilities, but also mental and emotional challenges such as post-traumatic stress disorder (PTSD). For more information about the AFTER programme, please see page 13.
- In India, we run focused hiring initiatives in partnership with specialised vendors to reach untapped disabled talent. This has resulted in colleagues joining the business with a wide range of impairments. We ensure all relevant colleagues are trained to meet the needs of diverse candidates.
- Students with disabilities join our Tokyo office as part of a drive to enable them to gain business experience and network opportunities to build their own skills – for example, by taking part in mock interviews.
- In Singapore, Barclays was a founding member of the 'Singapore Business Network on DisAbility', partnering with other businesses to help students with special needs transition into the workforce.
- In the US, we supported colleagues to provide mock interviews for college graduates on the autism spectrum and mentoring them through the recruitment process. They also initiated mental health awareness groups, enabling colleagues to talk openly about mental health, a concept that was subsequently rolled out globally.

Making all abilities count

Supportive apprenticeships

We work with external partners to identify eligible candidates to increase diversity through Barclays Apprenticeships. Building on our Able to Enable channel, we have created a high-touch support system for people on the autism spectrum who want to join Barclays as an apprentice.

We developed the process in our main technology hubs in Radbroke and Glasgow, in the UK, including developing training for assessors, pre-briefing material for candidates and autism-friendly guides to ensure visits to our sites were as anxiety-free as possible.




Making all abilities count

Barclays AFTER Programme: helping veterans forge new careers

More than 12,000 people leave the armed forces each year and for many, it can be a struggle to adjust to civilian life. Matt Weston – who lost both his legs and an arm in an explosion whilst serving in Afghanistan – understands just how dramatic that transition can be. Through his work with the Barclays AFTER programme (Armed Forces Transition, Employment and Resettlement) for military veterans he supports veterans making the transition back into civilian life.

The AFTER programme supports people leaving the armed forces. Since being established in 2010, it has supported more than 7,000 military veterans and Barclays has directly hired around 700 of those on the programme to work with the bank.

Back in 2010 when the AFTER programme began, many of those leaving the forces had been injured while in service. Only about 5% of veterans who join the programme have sustained injuries. *"I've seen the AFTER programme evolve over the years,"* says Matt.



"I was a non-graduate and left the army as a private soldier with serious injuries and then had mental health issues, but I've forged a career in a field I never thought I'd end up in. When service personnel I work with see what I've achieved, it makes them more positive about what they can do. If I can do it, anyone can."

Matt Weston
AFTER Programme
Project Manager

Making all abilities count

Supporting and nurturing

How colleagues are gaining the confidence to stay, and grow

We know it's not enough to simply recruit more people with disabilities, neurodiversity and mental health conditions; what really matters is how we support every individual, providing the adjustments, specialist equipment and support that can help them succeed and excel.

We have developed a range of programmes, initiatives and campaigns to provide colleagues of all abilities with the tools, support and confidence they need to have a long and fulfilling career at Barclays.

Training

We have a range of modules on our Learning Lab to help build confidence around issues of disability. Our mental health awareness training module is mandatory for all colleagues, and there are further training resources available for those who want to build their confidence. We provide access to online resources to help line managers build a supportive culture for people of all abilities.


Working flexibly

We equip colleagues with the ability to work flexibly. It's a powerful enabler in terms of levelling the playing field for colleagues with a wide range of conditions. It empowers every individual to adapt their work life, and work more flexibly in ways that best suit their individual needs.

Workplace Adjustments

Barclays believes adjustments allow colleagues not just to survive, but to thrive in their working environments and in their careers. If their needs and stories are not shared with line managers and colleagues, it becomes much harder to improve working lives.

We enable colleagues to keep a record of their agreed adjustments through a Workplace Adjustments Passport as they progress through their career in Barclays. We see this as an important step for both colleagues and their line managers in creating an inclusive working environment for people of all abilities.



*We also regularly check in with all line managers to ensure they are supporting colleagues' wellbeing. In our most recent Your View survey of colleague sentiment, **83% told us that Barclays supports their efforts to enhance their wellbeing.***

Making all abilities count

Reach, Barclays disability, neurodiversity and mental health Employee Resource Group

Reach is dedicated to supporting and driving change for colleagues with disabilities, and neurodiverse and mental health conditions. With a significant and active membership across the UK, Asia Pacific and the Americas, it is a powerful community that has originated many initiatives, including the global campaign, This is Me, and the introduction of mental health peer support groups across the UK and US.

This is Me

Our campaign encourages colleagues to share their stories about disability, neurodiversity, mental health and wellbeing. It's part of our ongoing commitment to challenge stigma and create an open, welcoming environment. From the application stage onwards, we encourage candidates to open up about their conditions, adjustments and experiences.

Peer support groups

Before COVID-19, creating a safe environment where colleagues could talk openly about what they're feeling and experiencing – particularly in terms of mental health – had been very powerful. We found a way for colleagues to still access that support from home, while making sure it sat alongside the more formal care provision colleagues can expect from Barclays. The mental health peer support groups are now a really important part of our toolkit.

Mentoring

Initiated by Reach in the UK, and now global, the Mentoring Scheme sees traditional and reverse mentoring initiatives combined. The programme partners a senior leader with a more junior colleague who identifies as having a disability, mental health or neurodiverse condition. Colleagues learn from their mentor's experienced insights, who in turn grasp the challenges, experiences and remarkable strengths their mentee's condition brings. It supports colleagues who wish to develop their career, and helps senior leaders build confidence to talk to their teams about these issues.

Reach Purple Champions

This scheme was launched in 2017 for colleagues to pledge their support to the agenda. Reach Purple Champions are important allies in helping build disability and mental health confidence within Barclays. It means more than just wearing a green and purple ribbon to show support – they drive our ambition to create a truly open and inclusive culture where colleagues can bring their whole selves to work.

Additional support during the COVID-19 pandemic

The effects of the COVID-19 pandemic posed some additional challenges for many of our colleagues with a disability, mental health or neurodiverse condition.

"I had applied for a job in many companies but was declined due to my disability. Barclays gave me the opportunity to be a part of the family and my life has changed since then. It has been a great experience – the infrastructure has been really excellent – even the cab drivers we use and the fire marshals have been trained in supporting wheelchair users.

"I am also part of the Tamil Nadu Wheelchair Basketball Team. When I attend tournaments, my managers and colleagues support me. This has given me the confidence to be self-sufficient as well as chase my dream in the sport."



Malathi Raja
Process Advisor,
Barclays, Chennai

We responded by increasing the focus on our global BeWell programme, making more mental health training available and running online courses. For colleagues needing workplace adjustments, and for new joiners, we established a dedicated IT helpdesk for support.

Making all abilities count

Driving disability confidence and positive change

Naqi was born with a condition that left him blind at the age of seven. He did not let that deter him and graduated with two engineering degrees. In his time at Barclays he has become a champion for improving accessibility for colleagues.

His recommendations have fed into the global design standards and have been reflected in the Workplace Adjustment Passport. He is also involved in driving disability confidence, in line with the UK government's scheme that supports employers to make the most of the talents disabled people can bring to the workplace, ensuring they have the opportunities to fulfil their potential and realise their aspirations. Naqi continues to actively drive positive change.

"Occasionally there are processes that don't work very well, but that's great because it means we have a chance to improve them. I want to make sure every colleague in Barclays is disability confident."

"Having a team that's a bit more understanding, a bit more empathetic, that's willing to listen to you, can actually make the world of difference."

Naqi Rizvi
Digital Product Manager



Making all abilities count

A confident business makes for better business

Our commitment to be the most accessible and inclusive business goes much further than providing entrance ramps; it means putting our clients and customers at the heart of everything that we do.

To be truly disability, neurodiversity and mental health confident, we must make sure that our products, services and workplaces can be used by the widest range of customers and colleagues, whatever their abilities.

The Disability Market influences over \$13 tn⁸ in annual disposable income. In the UK the annual spending power of disabled people and their families is worth around £274bn⁹ (\$490 billion in the US)¹⁰. We recognise that we have to be flexible and open to adapting our products and services so that people of all abilities will want to bank with us. A solution for one person is often a solution for many more.

"We need to embed an accessibility and inclusive design mind-set into everything that we change, build or buy. Embracing accessibility leads to better experiences for a broader range of customers and colleagues, including those with disabilities. As well as being good for business, accessible design bolsters our brand, reduces legal risks and drives more innovative products and more inclusive workplaces."



Paul Smyth MBE
Head of Digital Accessibility,
Barclays



Inspiring clients to build their confidence

This approach is not new to Barclays – it's something we've been doing for many years – it's integral to our Purpose and reflects our Values. Everything we do is designed to help our clients, as well as our customers, colleagues, shareholders and society.

This goes beyond simply understanding and adapting; it requires empathy and a willingness to share and learn.

By committing to the continual development of collaborative programmes and initiatives, we hope to add significant value and make a difference to the businesses of our corporate clients.

Partnering with Guide Dogs

The Guide Dogs charity has been supporting blind and partially sighted people for over 80 years. Having been with their previous bank for over 30 years, the thought of switching seemed onerous. And despite being a long-standing relationship, it went little beyond transactional processing. Barclays simple four-step process, single point of contact

and dedicated Switching Team ensured the move to Barclays was seamless. We have an established accessibility agenda, with high visibility debit and credit cards, talking ATMs and contactless donation buckets. With a strong understanding of the charities industry and mutual ambition to make the world more accessible, Barclays offered a partnership beyond banking.

Barclays Eagle Labs

Barclays Eagle Labs, a UK network of incubators that provide mentoring and co-working space for ambitious high-growth businesses, has supported the East London Inclusive Enterprise Zone. This is an accessible, specially designed community for entrepreneurs, business leaders and design thinkers who are disabled or whose work



"One of the key things was that really strong sense that both organisations actively want to make the world a more accessible place for people. That shared value of saying each individual is valued, each individual has worth, that was critical to us."

Samantha Aarvold

Head of Financial Control, Guide Dogs

focuses on disabled people. It supports the development of innovative and accessible products and services, created by people with disabilities with first-hand accessibility challenges. It brings together government, industry, large tech corporates and academia to help these businesses to scale and succeed.

Making banking accessible to all customers

We are committed to inclusive design and creating new products and services that address the needs of the widest audiences, irrespective of age or ability. Live chat and high-visibility debit cards are just some of the services we've developed to break down barriers for people with sight, hearing, speech, dexterity and mobility impairments.

We design for difference, and that means designing for everyone, developing a suite of accessible products and services for all of our customers.

As a business, we aim to see accessibility differently. To us, it's not just meeting the needs of disabled customers; everyone can benefit from new ideas and inclusive designs, bringing strong commercial benefits.

We continue to improve the experience for all of our customers, including those with disabilities or access needs. In 2021, our main digital channels, including Barclays Mobile Banking app and Online Banking website, were accessibility accredited by AbilityNet, a leading UK accessibility charity.

As a consequence of COVID-19, millions more customers use our online and mobile banking channels and take advantage of the accessible features. These include paying in cheques through our mobile banking app or the live chat or video banking features to connect with a Barclays colleague. We've also created simpler guides for those new to digital banking. To help encourage and educate our suppliers, partners and corporate clients we've published a supplier guide to accessibility which has added additional accessibility requirements to procurement processes.

We've committed to making our UK branch network fully accessible. 99% of our retail banking operation branches now have level access, and all of our standard ATMs have audio output via headphones.

Our accessible services

Here are some of the key services that we offer:



Accessible PIN entry device

With a large display and audio functionality



Lipspeaker service

For deaf people who lip read



SignVideo BSL interpretation

This service supports customers who use British Sign Language (BSL) and enables them to get instant access to on-screen interpretation



High-visibility debit cards

With 12 designs, all with tactile notches and a larger security number on the back



Talking cash machines

Allows customers to respond to audio instruction using a pair of headphones plugged into a connection in the cash machine



Alternative-format literature

Including large print, Braille, and audio CD

Making all abilities count

Our successes

- We have issued 19,859 high-visibility debit cards since their launch in 2013.
- Our SignVideo service supports customers who use British Sign Language (BSL) and enables them to contact us easily and quickly via a tablet, in-branch or from their home PC via webcam.
- Our audio cash machines and high-visibility debit card designs have won Technology 4 Good Awards for accessibility.
- Our audio cash machines were recognised by the Royal National Institute for Blind People with an Exemplar Service Award in 2013.
- The Barclays Mobile Banking App was the first in the UK to receive official external accreditation for its accessibility.



"The Barclays applications have improved vastly. When you go to pay someone you can type the first two letters and it takes you straight to that person. It's more concise and allows you to do what you want quickly and easily – it's brilliant."

Barclays customer with a visual impairment

Collaboration and partnership

We have been committed to moving the disability, neurodiversity and mental health agenda forward for many years, and have seen the impact that businesses can have by working in partnership with others.

We are proud of our role as a disability confident leader and are keen to share the insights we have gained. These are some of our key partnerships and collaborations.

Business Disability Forum (BDF)

We've been supporting BDF for over 30 years, and were the first company to be named a BDF Founder Leader. We sit on the BDF Board contributing to its strategic direction. We are active members of their Technology Taskforce, Retail Working Group and Global Taskforce. In 2020 we were awarded Gold status once again by BDF, scoring 98%. We were commended for deepening our commitment to accessibility and inclusivity, and our systemic approach to driving improved performance across all areas of the business, specifically our customer products and services, as well as our accessible technology.

Disability:IN

We also scored 100% on the Disability Equality Index (DEI). The DEI is the US' most comprehensive annual benchmarking tool, facilitated by leading non-profits Disability:IN and the American Association of People with Disabilities (AAPD). This reinforces our status as a leader in this area.

Disability Confident Leader

We are proud to be a 'Leader' in the UK Government's Department of Work and Pensions Disability Confident scheme and we remain committed to making the most of the talents disabled people bring to our organisation. In line with our commitment to equal opportunity for all, we want to make sure we are doing everything we can to open up opportunities for progression.



Making all abilities count

Partners in mental health

Barclays was one of the first businesses to sign up to the UK Mental Health at Work Commitment and, in 2020, our Mental Health Awareness e-learning became mandatory for our entire workforce.

Partnering with the Samaritans

In 2020, colleagues came together to support the mental health charity Samaritans to continue to deliver their life-saving work in a virtual environment through the pandemic and beyond. Colleagues offered their virtual call centre expertise to help the Samaritans team to understand the steps to provide their services virtually and to procure the technology required. Funding through Barclays COVID-19 Community Aid Package allowed them to deliver this work. In addition, a team of Barclays senior leaders supported the senior management team and trustees of Samaritans to brainstorm ways to ensure their longer-term resilience.

Mindful Business Charter

We developed the Mindful Business Charter in partnership with law firms Pinsent Masons and Addleshaw Goddard. This charter creates a shared agenda in financial services and the legal sector for supporting mental health and wellbeing.

Lord Mayor's Appeal

In 2016, Barclays partnered with the Lord Mayor's Appeal in the City of London, along with charities Mind, Business Health and the City Mental Health Alliance, to launch This is Me in the City. This encourages other businesses to build on our This is Me campaign and change attitudes towards mental health in the City. Along with PwC, Barclays and the Lord Mayor's Appeal have since scaled the campaign to other regions in the UK and APAC.

Partnering with suppliers

Our principle of working together to create opportunities is reflected in our Supplier Code of Conduct, through which we commit to do business with the most innovative, responsible, cost-competitive, and diverse suppliers. The Supplier Code of Conduct encourages our supply chain partners to help us deliver products and services that meet the accessibility needs of our diverse customers and stakeholders. And, we encourage our suppliers to demonstrate their commitment to the disability and mental health agenda in their own workplaces.



The confidence that comes from sharing a story

When Barclays colleagues started sharing their own stories around mental health and wellbeing in 2013, they didn't anticipate the wider impact their campaign, This is Me, would have both within Barclays and in other businesses.

This is Me set out to challenge the stigma around disability and mental health in the workplace. The goal was to create an environment where colleagues can comfortably speak out about their own personal experiences.

The response to the campaign has been overwhelmingly positive, and in Barclays, the campaign grew to encompass all disabilities and conditions. From nine colleagues sharing their stories in 2013, over 250 have now shared their personal experiences. We have seen some tangible results: the number of colleagues sharing that they have a disability, neurodiverse or mental health condition has increased from 3% to 11%.

This is Me continues to be a driving force for challenging the stigma around disability and mental health and improving awareness and understanding. In 2016, Barclays shared its experience of This is Me with the City of London's Lord Mayor's Appeal and by the end of 2021, over 400 organisations were taking part.

Barclays continues to co-chair the This is Me steering committee under the auspices of the Lord Mayor's Appeal charity. We have also been instrumental in partnering with other businesses like PwC and United Utilities to scale up the initiative outside of London. Since 2018, This is Me North West, West Midlands, Scotland, and Yorkshire, have been launched within the UK. In Asia, This is Me India has been set up, led by Community Business,

The power of story-telling

"We understand the balance between sharing a story and at the same time not being defined by your condition.

This way of thinking lies at the very heart of 'This is Me'. It is fundamentally the single most powerful way of us bringing to life what we're here to try and do. So when anyone shares their story, we encourage them to do it in a certain way – which is to talk about you, your family, where you live, your personal life and your working life, before describing the condition you identify with," says Liz Bailey, co-chair of Reach in the UK.



"We want to make sure that all mental health conditions are actually talked about – including the ones you don't hear about as often, like bipolar, schizophrenia and obsessive-compulsive disorders. A year ago, we did a similar thing with neurodiversity. And that has really taken off; there's a massive appetite for discussions around neurodiversity now, because many more adults are being diagnosed."

a non-profit focusing on diversity and inclusion in the Asia region.

This is Me has had an impact in Barclays offices across the world. As a result of This is Me, Barclays has launched mental health peer support groups in the US and every major Barclays centre in the UK.

Seven steps to making all abilities count

We recognise there's no single formula to building a disability, neurodiverse and mental health confident business, but often the fear of starting can hold you back. We would like to share seven insights based on our own experiences to support you in moving forward.



1

Make a commitment

We've found that making a commitment in our D&I strategy, stating this ambition publicly and being prepared to be accountable has helped us to orientate our business – individuals, teams, networks and partners – towards this common goal. And it could help yours to as well.

3

Build competency

No individual can be an 'expert' on disability, neurodiversity and mental health as there's so much this agenda covers. We've realised it's important to continually develop competency, and that there are many people happy to share their experience – just ask!

2

Be courageous

It's tempting to only deliver 'reasonable' accommodations, or meet basic compliance, for fear of 'getting it wrong'. But the worst thing to do is nothing. Despite the sensitivity of this agenda, we've learned that having the courage to try something for the first time really drives positive change.

4

Empower colleagues

One of the most effective ways to make change happen comes from encouraging and empowering colleagues to 'own' and drive initiatives. Engaging internal communities and networks, especially Employee Resource Groups, really does help to bring ambitions to life.

Seven steps to making all abilities count

5

Communicate clearly

Making the commitment can be a powerful 'rallying cry' for a business, its colleagues and its partners. But to create a common dialogue around disability, neurodiversity and mental health, it's vital to communicate regularly and clearly, and in ways that are down to earth, relatable and accessible.

7

Be willing to collaborate

While there are business benefits to becoming disability, neurodiverse and mental health confident, the wider impact comes from tackling the challenge in a way that benefits everyone. That's why we openly share what we've learnt and collaborate with external partners.

We actively encourage others to do this too.

Conclusion

We hope this report demonstrates that, while we aren't experts, we have built some experience and developed a competency that we've committed to share. We want to work together with other confident leaders, with aligned ambitions, strong tactics, openness and a shared commitment.

Together, we can use our 'power to convene' to drive change for people of all abilities.

6

A long-term approach

No single campaign or programme can deliver the change needed to level the playing field for those with a disability, neurodiverse or mental health condition. We've learnt you need to take a long-term, consistent approach in order to change attitudes, cultures and behaviours. So be prepared to do something once, and then repeat, repeat, repeat.



Contact us to know more

Whatever your business's size, location or industry, an effective diversity and inclusion strategy could set you apart from the competition. And no strategy is complete without considering disabled people and people who are neurodiverse or who have mental health conditions. If you need guidance, advice or inspiration and ideas on how to effectively engage people of all abilities, our experienced team can share a wealth of resources and insights.

For more information please contact our Global D&I Team at: barclaysdiversityandinclusion@barclayscorp.com

Find out more at Barclays.com/diversity



Sources: ¹World Report on disability health data, World Health Organisation. ²World Report on disability health data, World Health Organisation. ³World Report on disability health data, World Health Organisation. ⁴UK Government Department of Work and Pensions (DWP). ⁵UK Government Department of Work and Pensions (DWP). ⁶Unum, Mental Health Foundation and Oxford Economics. ⁷UK ONS. ⁸World Federation of Advertisers to Return on Disability. ⁹Purple. ¹⁰Diverseability Magazine

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