

As someone who has spent over ten years developing, selling and delivering programmes that enable managers and executives to develop successful, innovative solutions and make better decisions, faster, I know that the success of any project starts with an aim that all parties can buy into. You declare,

“The overall aim of this project is to remove barriers and improve outcomes for disabled people.”

This is not an aim that will gain the support of either the disabled or the able-bodied or [small] business. It derives from a culture of individualism and has no regard to the responsibilities of the intended beneficiaries. Inevitably, this aim will lead a faulty analysis which, in turn, will lead to simplistic solutions, e.g., throwing money at the problems; demanding resources that [small] businesses can ill-afford and, ignoring the costs of such solutions to [small] businesses (or government or charities) and to the UK economy.

As a result, many disabled people will feel patronised; most [small] businesses will feel imposed upon and resentful and seek ways of avoiding these impositions, and the UK economy will suffer. Great! There are bound to be other unintended consequences.

I suggest that the aim should be reworded as follows:

To enable disabled people to make a positive economic and social contribution thereby causing barriers to be removed and improve the outcomes for disabled people.

I am aware that this aim will demand more creative solutions (which may well include some of those already proposed) but they are much more likely to deliver something that all the stakeholders can support - isn't this what the Prime Minister wants?

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