

Accessibility at Barclays

Mark McLane

Global Head of Diversity and Inclusion,
Barclays



Our goal: to become the most accessible and inclusive company in the FTSE100

“Listening to and learning from our customers and colleagues is fundamental to our business approach to accessibility. Thinking about how to meet specific needs often enables you to find solutions that help the widest range of people.

In our experience, when we get things right for people with disabilities, we improve life for everybody. Our focus on disability is core to our business and the business decisions we take.”

Ashok Vaswani
CEO, Barclays UK

Customers and clients

It's about ensuring that we do not deny access to any of our products or services.

Sometimes this is about introducing new technology ...



Such as Sign Video for British Sign Language (BSL) users



Or 'high vis' debit cards for people with visual impairments and/or dyslexia



Or voice recognition for telephone banking customers

Customers and clients..

...but sometimes it's about **thinking differently** about the current services, and finding ways to break down historical barriers...



We're focused on making day-to-day banking easier for all.



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Such as Talking ATMs developed with the RNIB, or our bPay products

Customers and clients...

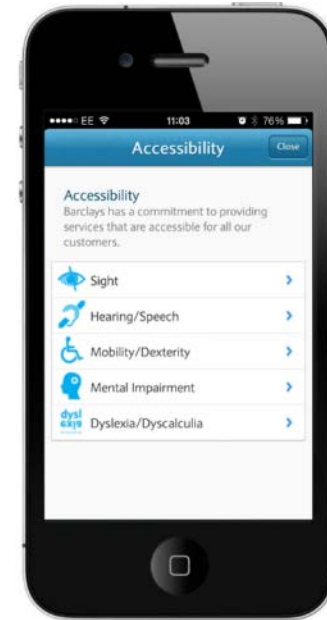
Then it's about finding the best ways to tell our customers about these services, in the place best for them:



In-branch, with our
interactive
roadshows



via social media
(@BarclaysAccess)



or via the mobile
banking App
accredited by
AbilityNet

Colleagues



Inclusive Hiring
- 'Reach into Barclays' student careers day; Able to Enable internships

Workplace Adjustments
- including a Workplace Adjustment Passport

Colleague Training
- development days and Disability Confident online module

Employee Networks
- All diversity agendas; This is Me campaign ...and more



Colleagues..

And finding innovative ways to bring colleagues on the journey too...



Barclays' This is Me campaign raises awareness of colleagues' mental health and wellbeing



Simulation equipment helps staff understand some of the physical challenges colleagues may face

Colleagues...

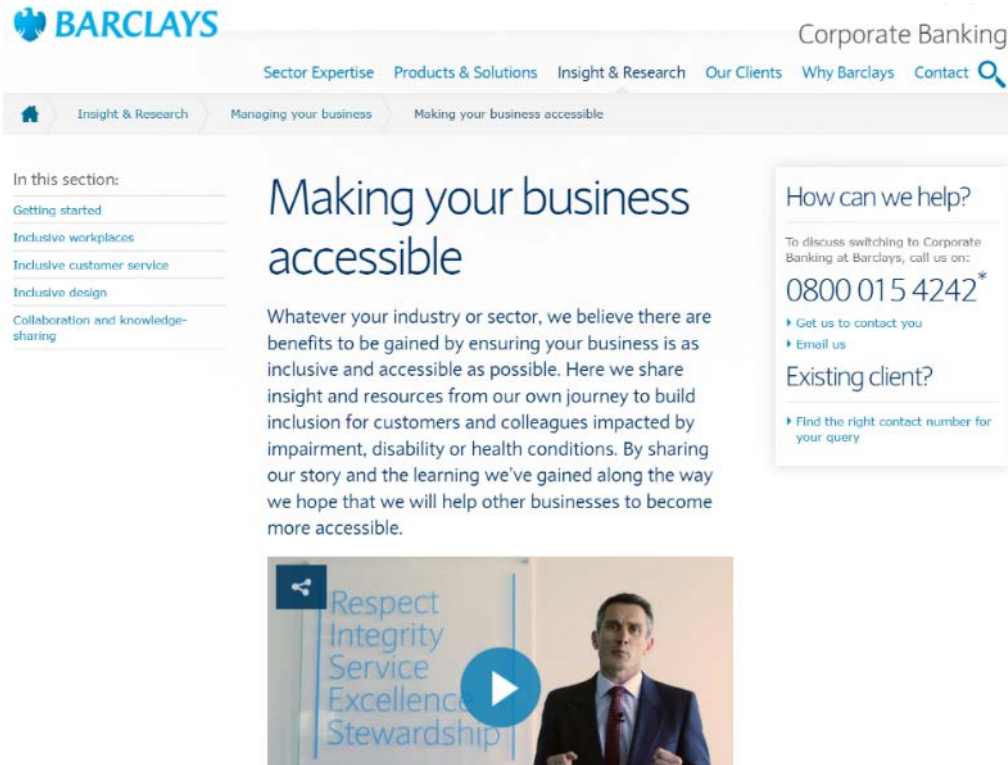
... and addressing their needs to ensure an inclusive and accessible work environment

- Workplace Adjustment Passport
- Dynamic Working
- Wellbeing Programme

Think Well Circle of Support



Sharing our journey – This is me



The screenshot shows the Barclays Corporate Banking website. The header includes the Barclays logo and navigation links for Sector Expertise, Products & Solutions, Insight & Research, Our Clients, Why Barclays, and Contact. Below the header, there are three main sections: 'In this section:' with links for Getting started, Inclusive workplaces, Inclusive customer service, Inclusive design, and Collaboration and knowledge-sharing; 'Making your business accessible' with a sub-header and a paragraph of text; and 'How can we help?' with contact information (0800 015 4242*) and links for 'Get us to contact you', 'Email us', and 'Existing client?'. A video player is visible at the bottom of the main content area, showing a man in a suit speaking in front of a screen with the text 'Respect Integrity Service Excellence Stewardship'.

BARCLAYS

Corporate Banking

Sector Expertise Products & Solutions Insight & Research Our Clients Why Barclays Contact

Insight & Research Managing your business Making your business accessible

In this section:

- Getting started
- Inclusive workplaces
- Inclusive customer service
- Inclusive design
- Collaboration and knowledge-sharing

Making your business accessible

Whatever your industry or sector, we believe there are benefits to be gained by ensuring your business is as inclusive and accessible as possible. Here we share insight and resources from our own journey to build inclusion for customers and colleagues impacted by impairment, disability or health conditions. By sharing our story and the learning we've gained along the way we hope that we will help other businesses to become more accessible.

How can we help?

To discuss switching to Corporate Banking at Barclays, call us on:

0800 015 4242*

- Get us to contact you
- Email us

Existing client?

- Find the right contact number for your query

Respect Integrity Service Excellence Stewardship



Partnering with the City of London Lord Mayor's Appeal to launch This is Me in the City – businesses working together to change the culture of mental health in the workplace

www.barclayscorporate.com/accessibility



LORD
MAYOR'S
APPEAL
CHARITY

The Lord Mayor's Appeal 2017

**Educate
Support
Inspire**

Sharing our journey and what we've learnt



Let's get to work

Benefit from the diverse range of skills that colleagues with disabilities and mental health conditions can bring to your business. Learn more about the support you can offer – and the support you can receive – to help turn your workplace into a successful, accessible and inclusive business.

Employer and employee support
employ.co.uk/for/2013/support_my_employees_disabilityrightsuk.org
bar-net.co.uk/help

Reasonable adjustments
gov.uk/reasonable-adjustments-for-disabled-workers

Access to Work scheme
gov.uk/access-to-work

Diversity and inclusion in the workplace
home.barclays/citizenship/our-approach/diversity-and-inclusion.html



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We've launched 'Employable' - A toolkit to help employers with recruitment

www.employablemagazine.co.uk

A Founder Leader of BDF with 98% benchmarking score and Winner for

This is Me in the City

