

UNSEEN
AWARE

How many people have a hidden disability?

1 in 4

...people in the UK report a disability (24%) ¹

80%

...of disabilities are hidden²

...so around **13 million** people
in the UK

SOURCES:

1: [UK Government Disability and Accessibility statistics 2024](#)

2: [80% of disabilities are hidden](#)

But what about in the workplace?

40%

...of those with a disability, chronic health conditions or neurodivergence reported experiencing bullying at work in 2024¹

23%

... Of respondents said people had made negative assumptions about their competence in the past year¹

3.2%

... of white-collar, college-educated employees disclosed their hidden disability, whilst actual number that had a disability was **30%** ²

SOURCES:

1: <https://www.deloitte.com/uk/en/about/press-room/deloitte-first-disability-inclusion-at-work-report.html>

2: <https://www.refinery29.com/en-us/2017/10/176601/center-for-talent-innovation-study-employees-with-disabilities>

What would your employees...



think?



say?



do?

...when engaging with others who have a hidden disability?

"I'm embarrassed"

"I don't know what to do!"

"I don't know what to say!"

"I'm scared to say the wrong thing!"

"I don't want to embarrass them!"

"I don't want to insult my colleague!"



Your image and reputation



employee productivity

UNSEEN AWARE

...a social enterprise that helps organisations to create a truly inclusive experience for the millions of employees with disabilities you just don't see...

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**...creating long-term behaviour change:
not through *training*, but through a *sustained
awareness & impact programme, focusing on “little
and often”...
meaning higher retention and less overwhelm for
employees***

Our purpose?

**To remove the fear of talking
about hidden disabilities***

*So that the organisation reputation is enhanced, employee productivity is maximised, and a more inclusive workplace is created for all

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With a multitude of pathways, there is something for everyone in your organisation...



Customer-Facing

(For retail/hospitality employees)



Colleague-Facing

(For 'back office' teams)

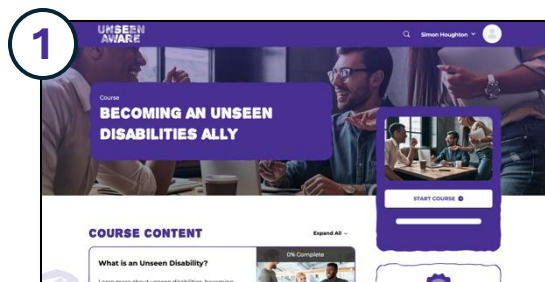


Patient-Facing

(For clinicians)

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How it works...



1 Employees learn the principles of becoming an **Unseen Disabilities Ally**



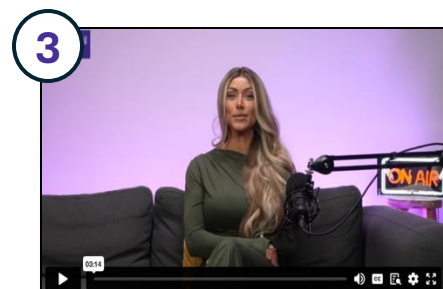
2 They wear a badge that tells others that they are an Ally



3 Employees have access to **lived experience interviews** and other resources in **bite-sized chunks each week to maintain awareness**



4 Those who have an unseen disability then feel safe to engage with these Allies should they need to



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ON AIR

ON AIR

Lived experience interviews to
develop employee's empathy skills

01:18

18:42

09:42

37:27

Benefits of Unseen Aware to organisations

1. Better Customer Service

- Staff trained to recognise and support hidden disabilities leads to more inclusive, empathetic, and effective service.
- Customers feel seen and respected, increasing loyalty and repeat business.

2. Improved Employee Wellbeing and Retention

- Employees with hidden disabilities feel safer disclosing their needs and are more likely to stay and thrive.
- Builds a workplace culture based on psychological safety, respect, and inclusion.

3. Enhanced Reputation and Brand Trust

- Being part of Unseen Aware signals your business as ethically responsible and inclusive.
- Aligns with public expectations and growing social awareness—especially important in public-facing or service sectors.

4. Tools and Training designed to develop empathy and understanding

- The drip-feeding of lived experience interviews, articles and other resources means developing understanding and empathy, without overwhelming staff.
- Helps teams build confidence without needing expensive D&I consultants or lengthy internal processes.

Benefits of Unseen Aware to SMEs (cont.)

5. Competitive Edge in Procurement and Partnerships

- Demonstrating inclusion practices—especially around hidden disabilities—can help you stand out in public sector or council tenders, or with larger suppliers/partners prioritising ESG or social impact.

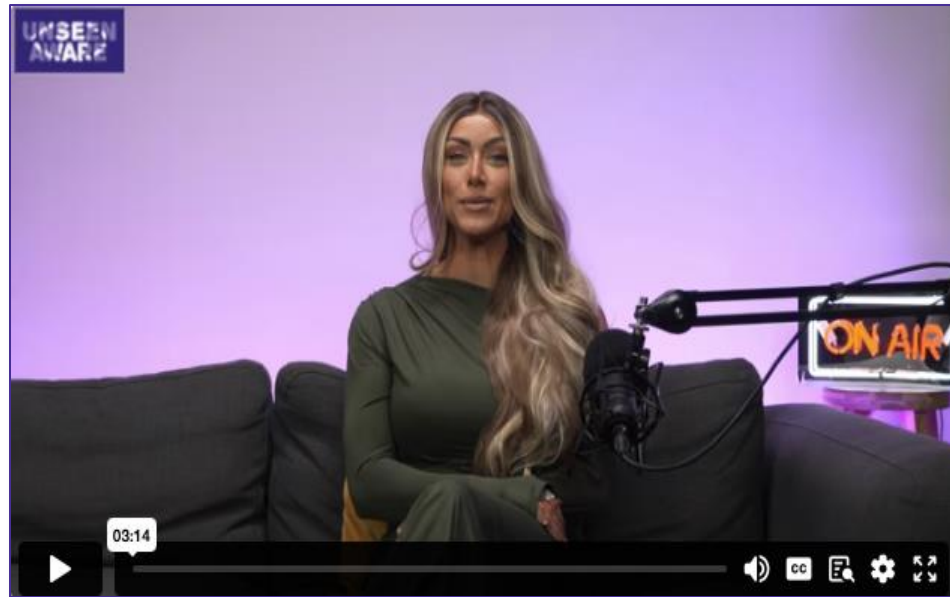
6. Supports Compliance with Equality Duties

- While not a legal requirement, participating in Unseen Aware helps businesses demonstrate proactive engagement with the Equality Act 2010, especially around reasonable adjustments and inclusive practice.

7. Low-Cost, High-Impact Culture Change

- Unlike expensive training programmes, Unseen Aware is designed for small teams with limited time and budget, offering easy integration with day-to-day operations.

Don't just take our word for it! Check out an example lived experience video, and a testimonial...



[Click to watch lived experience snippet](#)



[Click to watch retailer testimonial](#)

“I’ve noticed my staff are now a lot more confident in talking to customers. **We have some regulars that have disabilities** and before they might have been a little bit scared or unsure or scared to say the wrong thing, but **now my staff are way more confident in speaking to them, looking after them, whatever they need.**”

- Meghan, Wimpy Store Manager, Festival Place





“Three girls came into the store on Saturday and noticed myself and another member of staff wearing our badges. They approached us and struck up a conversation about how 'cool' it was that we were going the extra step to give support to those with hidden disabilities. All 3 girls had autism and explained that they find shopping quite overwhelming but are happy to know that they can shop with us at a pace that's comfortable for them and ask for additional help if needed. It was a feel-good feeling for these customers, myself and the team!”

- Jazz, Lush Store Manager, The Oracle

What employees say about Unseen Aware...

"Everyone should strive to be an Unseen Disabilities Ally to help make the world a better place"

"Simple and easy message where I understood I'm not required to be an expert but the basic actions I could adopt would make a difference to those with unseen disabilities."

"This an excellent gateway through which to view of the lives of those we may not always see around us: it's empathetic, efficient and compassionate."

"I thought the course was Brilliant :)"

"The Unseen Aware movement course should be a consistent in all workplaces. As we embark into the world we will meet the most wonderful human beings who deserve to be held to same respect and treatment as everyone else."

"Unseen Aware is a great tool for staff learning. The course was extremely clear and informative and helped me increase my knowledge on unseen disabilities. I will take what I have learnt with me into my work place and improve my customer interactions."

"This is a great movement to get behind. I myself suffer from two unseen disabilities visual impairment and autoimmune hypothyroidism. It has been difficult for people to understand the complexities that these disabilities have on everyday life. **This course will broaden understanding and empathy for these unseen conditions"**

But wait!

Isn't this what the Sunflower Lanyard is all about?

The Sunflower lanyard is an amazing initiative, and helps individuals to alert others that they have a hidden disability.

But not everyone feels comfortable wearing one – for fear of being judged, and discriminated against.

We believe Unseen Aware is the **perfect partner** to the Sunflower Lanyard, helping those who are not yet ready to wear a lanyard, or who prefer not to do so, to still identify allies that can help them if, and when, needed.



Our social impact

We are passionate about changing the way society views those with disabilities. We are on a mission to get the badge in all aspects of society and educate individuals about hidden disabilities.

We offer free access to charities and not-for-profits with less than 25 employees, and we are working to create **Unseen Aware 4 Kidz** – for Year 6 schoolchildren...an animated video with workbook to show that kids with hidden disabilities can be cool, even if they have some differences - helping to make a better society from an early age.

Get in touch if you'd like to learn more, or to become a corporate sponsor.

**To find out how your organisation can benefit from
joining Unseen Aware, please contact:**

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