

NOTICE OF MOTION – PLEDGE TO BE SEEN CAMPAIGN

To consider the undersigned Notice of Motion standing in the name of County Borough Councillor Philippa Marsden and supported by the Members listed.

We the undersigned Elected Members request that Caerphilly County Borough Council join Welsh Government (the first UK public body to make the pledge) and sign up to the Pledge To Be Seen Campaign to ensure equal representation for people with visible differences and disfigurements across Wales.

Almost, one in five people in the UK identify as having a visible difference such as a scar, mark or condition that affects their appearance. A research report from Changing Faces, My Visible Difference, found that one in three (29%) people say that they feel depressed, sad or anxious as a result of having a visible difference. Six in ten (58%) people with a visible difference report they have experienced hostile behaviour from strangers. Whilst two in five (40%) say that they have felt judged by potential employers and that they have not applied to certain roles because of their appearance (41%).

Pledge to be Seen was launched to ensure that people with visible difference such as a scar, mark or condition that affects their appearance, are seen and heard across mainstream culture and in the workplace.

In signing up to the pledge Caerphilly County Borough Council will increase awareness and improve representation of people with visible differences in our communications, celebrate difference and challenge stereotypes so people with scars, marks and conditions, no longer experience discrimination and prejudice, by making a commitment to:

- Publicly sharing news of our pledge.
- Represent more people with a visible difference in our campaigns (advertising, PR and recruitment) in the next 12 months.
- Communicate our pledge internally as part of our commitment to an inclusive workplace.

Signed:



Cllr Philippa Marsden

Confirmation of support sent by email: L. Phipps, N. George, C. Gordon, J. Pritchard, E. Stenner, R. Whiting, A, Whitcombe.