Purple Tuesday
Changing the customer experience

12 November 2019

#PurpleTuesday
PurpleTuesday.org.uk
Welcome to Purple Tuesday

Thank you for taking an interest in Purple Tuesday and reading this brochure. Purple Tuesday is an international call to action to celebrate the purple pound - the spending power of disabled people and their families. As a disabled person, I am passionate about disabled people having an equal customer experience to everybody else. I am equally passionate in supporting businesses; working with their staff and environment to create a positive difference for disabled people.

Delivering a good customer experience is in the DNA of most, if not all, organisations across the globe. Implementing the changes needed for disabled customers is often perceived to have a large price tag but there are many ways you can do this for little to no cost and still provide a positive customer experience; some of which will be outlined in this brochure.

Last year, Purple Tuesday had over 750 organisations participate, making a collective 1,500 commitments to change. All the commitments have already been implemented or are in the process of being delivered.

Purple Tuesday can change lives by providing a positive customer experience to disabled people. We invite you to join us on this journey and be a part of it.
Purple Tuesday is part of Purple’s vision for organisations to see disability as an opportunity – both in terms of existing and potential employees and customers – and to be part of addressing the stubborn inequality that exists for disabled people through increasing the accessibility of everything they do.

Purple are working with a wide range of organisations to turn intent and ambition into impactful changes to services and products.

Purple Tuesday Founding Partners
Purple Tuesday 2019 is an international call to action, focused on changing the customer experience for disabled people. It will involve organisations of all sizes and from all sectors taking decisive, practical actions to meet the needs of disabled customers. Across the UK, the Purple Pound – the consumer spending power of disabled people and their families – is worth £249 billion and is rising by an average of 14% per annum. Worldwide, the Purple Pound equates to a staggering £2.25 trillion, yet less than 10% of businesses have a targeted plan to access this disability market. Purple Tuesday is taking place on 12 November 2019.

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Purple Tuesday is about creating a step change improvement in the awareness of the value and needs of disabled customers. It is about making the customer experience accessible. Participating organisations will make public commitments (a minimum of one new activity or initiative, see page 7) to ensure sustainable changes are made. For organisations, this will result in the opening up of products and services to the disability market.

Purple Tuesday is:

- An opportunity for all organisations across all sectors to improve their customer experience for disabled people. Last year Purple Tuesday focused on the retail sector only.
- For organisations of all sizes, from large multinational corporates to small, family-run businesses. It includes national and local governments, trade bodies, trade unions, Business Improvement Districts (BIDs), charities and not for profit organisations. Whatever your size, improving your customer experience is central to what you do.
- An international event with activities planned in; Australia, the Middle East and countries in continental Europe.
- About changing the customer experience for disabled people all year round, not just for one day.
- Supported in the UK by a Planning Group involving leading brands and property groups, including Landsec, Marks and Spencer, The Crown Estate, Hammerson, Sainsbury’s, intu and Asda.
- A working partnership between disabled people and organisations. An Advisory Group of disabled people is being established in order to ensure disabled customers’ needs are fully understood.
Purple Tuesday will showcase to the world the importance of the disabled customer and provide practical ways to improve their experience. As a participating organisation you can:

- Turn your own building purple or even your online logo purple for the day. There will also be the opportunity to purchase your Purple merchandise, such as t-shirts, vinyl decals, pin badges, bunting and more, from the Purple Tuesday online shop.

- Get involved on social media. Use your social platforms to publicly declare the commitment(s) your organisation is making. You could also use your social platforms on Purple Tuesday to show your community the awareness you are building around the event. Remember to use the official hashtag #PurpleTuesday.

- Use the opportunity to tell your staff why Purple Tuesday is so important for disabled customers and your organisation. Resources will be available to share with staff.

- Arrange events to encourage your disabled customers to get involved and be part of the initiative with you.

- Involve your local media to spread the word and increase the impact. A Purple Tuesday media pack will be available for you to use.

Sign up today at www.PurpleTuesday.org.uk

Purple Tuesday reached 824,855,043 people in 2018.
Call to action

Purple Tuesday is free to all participating organisations. Sign up, and you’ll receive a wide range of practical resources to help you get started. To participate, we require:

- A minimum of one commitment to make your organisation’s customer experience more accessible (see page 7 for ideas on potential activities).
- Authorisation to place your organisation’s name and logo on in the ‘Participants’ section on the Purple Tuesday website.
- Participation in Purple Tuesday (12 November 2019) itself, including activities to engage your staff. Promotional merchandise will be available to purchase from the Purple Tuesday online shop.
- An opportunity to engage with your existing and potential disabled customers to demonstrate that Purple Tuesday is an all-year-round commitment and not just about one day.

To get involved and receive the Purple Tuesday starter pack, go to www.PurpleTuesday.org.uk

‘Purple Tuesday provided the catalyst for delivering training to over 3,300 of our staff across 280 SPAR convenience stores. The impact has been visible, giving knowledge and confidence to staff to support disabled people in the communities in which we operate’

Matt Teague, Acting Head of Blakemore Retail
Purple Tuesday recognises that every organisation is unique, with different levels of experience, expertise and existing skills in addressing disability issues. Equally, all organisations will have different challenges as they commit to improve their customer experience for disabled people.

Building on ideas and actions from last year, your organisation might want to consider implementing one or more of the following:

- Undertaking an online accessibility audit. Your organisation’s website is a gateway to what you do, but often has unnecessary barriers which prevent disabled people from accessing information. Often the solutions are quick to resolve at little to no cost.
- Formallyising quiet hours to support people with autism as well as others with sensory needs.
- Committing to provide disability customer service training to your staff through face to face, online or blended forms of delivery.
- Training your staff to learn some key words and phrases in British Sign Language.
- Working with your organisation’s mystery shopping provider to support them to utilise disabled people (including those with hidden impairments) in their service, to reflect your customers and their experience.
- Undertaking a staff audit to better understand your organisation’s confidence and knowledge in disability issues, and use the information to agree an action plan for improvement.
- Promoting awareness of hidden disabilities through the adoption of the ‘Not every disability is visible’ signage.
- Improving your organisation’s wayfaring signage.
- Undertaking a physical access audit to identify where you can make improvements.
- Running a marketing campaign to raise awareness of your organisation’s disability credentials.

This list is not exhaustive and you may have ideas that better suit your organisation. Our commitment is to share with you what others are doing in the run up to Purple Tuesday 2019.
Making a positive impact

Purple Tuesday 2019 builds on the enormous success of the inaugural event in November 2018, which focused on the retail sector and where over 750 organisations registered an interest and participated. The key headline indicators include:

- A reach of 824,855,043 people
- A combined total of over 325 pieces of broadcast and print coverage; generating more than 11 million views online alone. Live and pre-recorded feature interviews with BBC News 24, BBC Breakfast, ITV News, Radio 5 Live Wake up to Money and Channel 5 News.
- More than 10,500 unique visits to www.PurpleTuesday.org.uk across Purple Tuesday week (7th – 14th November), peaking at more than 5,500 unique users on 13th November 2018
- #PurpleTuesday top-trending at number 4 on Twitter
- 17 bespoke resources made available to participating organisations, including an access audit template, customer service advice, top tips for the run-up to Christmas and a short staff training film
- 99% positive or neutral sentiment
- 245 Editorial mentions in the trade press, such as Retail Week – including an opinion piece from the Executive Editor of Retail Week, the Executive Editor noting “a blessing not only for disabled people but for consumers in general”

There was significant interest from organisations right across the world to be involved in Purple Tuesday.

‘Following Purple Tuesday our Security Officer, Allan, put his dementia training into action to support a shopper, who had previously been seen as disruptive, to make a purchase. The customer was so happy he cried’

Geraldine El Masrour, Centre Manager of Motherwell Shopping Center

11m
Online views
99%
positive or neutral sentiment
17
Bespoke Resources
325+
Pieces of broadcast or print coverage
245
Editorial mentions in the trade press
#4
#PurpleTuesday Number 4 on Twitter
Involvement of disabled people

Purple Tuesday is a call to action focused on improving the customer experience for disabled people. The involvement of disabled people is crucial to achieving success.

**Purple Tuesday will:**

- Create an Advisory Group of disabled people to support all activities associated with Purple Tuesday.
- Establish a mechanism for disabled people to make practical solutions to organisations to improve the customer experience.
- Reach out to disabled people and their representative organisations to support organisations on Purple Tuesday, both in the lead-up to and after the day.

A resource pack for disabled people to reflect the above call to action will be available.

'Purple Tuesday supports shops to remove barriers that disabled customers face, so they can live life without challenges when shopping'

Alexandra Lucas, Birmingham Sight Loss Council Member
Support from Purple

Purple Tuesday is free for participating organisations. However, Purple has created a bespoke package from as little as £299 for those organisations wanting some expert advice and support in preparing for Purple Tuesday and their ongoing disability journey. The package will include:

- Up to 3 hours of consultancy support to assist your Purple Tuesday plans, including the commitments to be made.
- A personal recorded video message for your organisation from Mike Adams, CEO of Purple and creator of Purple Tuesday, to inform all your staff about the day.
- A digital diagnosis of your key website with a report identifying the no-cost, low-cost changes to be made to improve accessibility.
- A comprehensive guide for your organisation to become a Government accredited Disability Confident organisation in terms of attracting, recruiting and retaining disabled employees.
- Your logo being placed on the Purple member webpage as well as the Purple Tuesday ‘Partners’ and ‘Participants’ sections on the website, giving your organisation a greater opportunity to promote your disability commitment.

For further information about becoming a member today go to www.WeArePurple.org.uk/business/ or email info@wearepurple.org.uk
What Purple Tuesday will give you

Once your organisation has submitted their commitments, you will gain access to a comprehensive digital starter pack to help you get going. This will include:

• A digital Purple Tuesday information flyer and fact sheet for senior managers and staff
• A template letter to send to Head Office or equivalent leadership team
• A template letter for your organisation to send to your suppliers to encourage them to get involved
• A template press release for your organisation to share with local media to promote awareness of your involvement
• A set of key infographics making the case for disability
• A detailed list of the type of commitments your organisation could make building on activities undertaken last year and suggestions made by participating organisations since Purple Tuesday 2018

Over the coming weeks we will then send you the following:

• A pack to support your organisation’s PR/Comms/Marketing team in understanding Purple Tuesday and how to maximise the opportunity
• A list of the free resources your organisation will receive to be available in the lead-up to 12 November 2019
• Information on the online Purple Tuesday shop, where your organisation will be able to purchase a wide range of merchandise ready for 12 November 2019