

Purple Tuesday

2021 Brochure

Purple Tuesday

2 November 2021



14 Million

Disabled People in
the UK

22%

of people in the UK are
living with a disability

£274 Billion

The spending power of
disabled people a year in the
UK alone

5,000

Organisations
already taking part

“As the Board Sponsor for Disability, Carers and Age at Sainsbury's, I am proud that we were the official partner of Purple Tuesday 2020. At Sainsbury's we have supported Purple Tuesday for the past three years and accessibility to services and products has never been more important for customers than it is now. I would encourage other businesses to get involved in this conversation and think about how they can become more accessible.”

- Tim Fallowfield – Board Sponsor for Disability, Carers and Age at Sainsbury's

Purple 
Tuesday

About Purple Tuesday

Purple Tuesday is the #1 UK Brand for improving the disabled customer experience. It engages with organisations across all industries and of all sizes to promote understanding, put in place the right solutions, and equip staff to provide quality customer experience 365 days a year. Over 5,000 companies are already taking part, and you can join them today.

Purple Tuesday has been created by Purple a leading disability organisation working with businesses to create awareness and improve the experiences of disabled people they employ and serve.

For further information about Purple go to [www. wearepurple.org.uk/](http://www.wearepurple.org.uk/)

Call to Action



1. **Register** your organisation at PurpleTuesday.org.uk/Get-Involved. It is free to participate.
2. **Commit** to making at least one change, that will improve the customer experience for disabled people. If your organisation is already taking actions to improve the customer experience for disabled people, tell us about these changes. If this is a new journey, think about the commitments you can make. Purple Tuesday can support you throughout this process.
3. **Deliver** on your committed changes, educate and support your staff so that they can better serve your disabled customers.
4. **Celebrate** Purple Tuesday with us on 2nd November 2021 by sharing your story on Social Media and urging those in your network to get involved in Purple Tuesday too.

Commitment ideas

Your commitments need to be completely tailored to your organisation. See below options that others have chosen to implement



Complete an online Accessibility Audit

To identify where you can make improvements on your website to improve online accessibility



Complete a site Access Audit

To identify where you can make improvements in your physical space to improve accessibility



Provide Customer Service Training

For your staff through face-to-face, online or blended forms of delivery to help your staff confidently communicate with disabled people, without fear of unintentionally offending them



Recognise Hidden Disabilities

Implement the Hidden Disability Sunflower Lanyard Scheme to make it easier for employees to know when they are supporting a disabled customer. As well as putting up Not Every Disability Is Visible signage



Learning British Sign Language

Training your staff to learn some key words and phrases in British Sign Language to enable basic conversation with customers who use this as their main form of communication



Formalising Quiet Hours

To support customers who may have sensory needs such as Autism, ensuring all usual loud noises are either reduced or removed during this period, such as till beeping and music

What Purple Tuesday can do for you



1.5 million

The number of times
our ITV advert was seen



3, 4 & 5

Trended at #3, #4
and #5 worldwide
on Twitter



13m+

Reach on social media
of #PurpleTuesday on
Twitter



4,000+

Participating
organisations



5,500+

Commitments to
change practice



8,400

social media
conversations that
included
#PurpleTuesday

270+

Items of media coverage including
extensive national broadcast slots
on BBC 2, BBC News, ITV News
and BBC Radio 5 Live

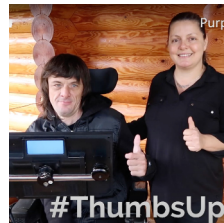
Purple Tuesday top Achievements

Over the last 3 years, Purple Tuesday has become a national brand. Here are some of our top achievements:



Piccadilly Lights

For the last 3 years, Purple have lit up Piccadilly Lights for 30 minutes at 8am which is the peak time for footfall.



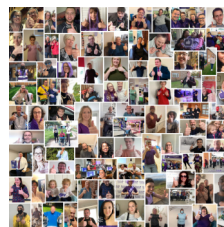
ITV Advert

In 2020, Purple worked with ITV SignPost to create the first Purple Tuesday Advert which was aired in the week leading up to Purple Tuesday.



National Interviews

National media has been a large part of Purple Tuesday, taking part in interviews with BBC, Victoria Derbyshire, Sky News, Financial Times and more.



Community Support

With Purple Tuesday growing as a brand, the general public are getting more involved, sharing on social media, and holding awareness events in support of the initiative.

Purple Tuesday

Changing the customer experience

Get in touch:

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#PurpleTuesday

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