



The UK's
accessible
shopping day



FAQ

#PurpleTuesday

What is 'Purple Tuesday'?

Purple Tuesday is the UK's first accessible shopping day, established to recognise the importance and needs of disabled consumers and promote inclusive shopping.

When is it?

Tuesday 13th November 2018.

What's it all about?

Nearly one in every five people in the UK has a disability or impairment, and over half of households have a connection to someone with a disability. Their collective spending power – the Purple Pound – is worth £249 billion to the UK economy.

However, this potential is not being fully realised. There are still real (and perceived) barriers that make it harder for disabled people to find work, spend money online and in store, and enjoy a drink or meal out.

The aim of Purple Tuesday is to make customer-facing businesses more aware of these opportunities and challenges and inspire them to make changes to improve the disabled customer experience over the long term.

Who's behind it?

Purple Tuesday is being co-ordinated by disability organisation Purple, with the endorsement of the Department for Work and Pensions and support from a steering group of Purple Tuesday launch partners.

Launch partners include Argos, Barclays, British Retail Consortium, Contacta, Landsec, Marks & Spencer, Revo, Sainsbury's, and The Crown Estate.

Continued overleaf

What are participants being asked to do?

As well as endorsing and promoting Purple Tuesday, every participant must make at least one long-term commitment aimed at improving the experience for their disabled customers going forward.

The exact nature of the commitment is up to each individual business, depending on their specific resources and needs. However, examples include introducing regular 'quiet hours' for those with sensory issues, improving store wayfinding, or introducing more inclusive marketing and product photography.

What will be happening on the day?

Participating retailers will be promoting their involvement on the day, with events taking place on high streets and in shopping centres.

The Purple Tuesday logo and branding kit will be available to all participating organisations to produce their own posters, customer information, etc.

Who can get involved?

Any business or organisation that interacts with disabled customers – either at a physical location or online – the more the merrier!

However, we are strongly encouraging retailers to consider signing up.

Does my business need to be Disability Confident?

No, you just need to be committed to becoming more accessible. However, we would encourage participants to consider signing up to the government's Disability Confident scheme as part of their Purple Tuesday commitments.

What one, simple, commitment can businesses make if they want to sign up?

For bricks-and-mortar retailers: provide your staff with disability-focused customer service training. Purple Tuesday training resources will be available, so you don't have to start from scratch.

For online retailers: take the Purple Tuesday e-accessibility audit and implement any 'quick win' changes you identify.



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How can businesses sign up?

Go to purpletuesday.org.uk,
email info@purpletuesday.org.uk,
or Tweet [@purpletuesdayuk](https://twitter.com/purpletuesdayuk)