



The UK's
accessible
shopping day

Introducing

#PurpleTuesday

The UK's
first accessible
shopping day
Tuesday 13th
November 2018



Thank you for expressing your interest in joining the growing number of organisations committed to being actively involved in Purple Tuesday. This document sets out what to do next and provides some suggestions about approaches and activities you can undertake as part of the day.

What is Purple Tuesday?

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

Taking place on 13th November 2018 to coincide with the run up to the peak Christmas period, Purple Tuesday has been created and co-ordinated by disability organisation Purple. It would not be possible without the endorsement of the Minister of State for Disabled People, Health and Work, and the support of some of the UK's biggest retail brands and retail property groups, including Argos, Asda, Marks & Spencer, Sainsbury's, Landsec and Hammerson.

What Purple Tuesday isn't

Purple Tuesday isn't just a one-day shopping event (like Black Friday, for example). The aim of the day is to increase awareness of the value and needs of disabled consumers and encourage sustainable changes in business practices that improve customer experience over the long term. For retailers, this will result in the opening up of their products and services to the widest customer base possible.



Further information

Please get in touch if you have further questions by emailing info@purpletuesday.org.uk

Signing up

We are asking all organisations who sign up to:

1. Support and promote Purple Tuesday before and during the day itself
2. Consider the steps they can take to improve their accessibility over the long term
3. Make a minimum of one pledge aimed at improving the experience for disabled customers going forward (see next section for suggestions)

You can sign up using our simple online form – it only takes a few minutes:

<https://www.surveymonkey.co.uk/r/purpletuesday>

Taking action – some suggestions

We recognise that every organisation is unique and will have different accessibility challenges. We also acknowledge that you will already have a level of experience, expertise and practice in accessibility. So, we're not asking for any one specific action to be taken, instead we're very open to your ideas!

If you are just starting on your accessibility journey, here are four straightforward pledges to choose from:

1. Conducting an accessibility audit of your organisation (we can provide checklists for you to follow)
 2. Providing disability-focused customer service training to your staff (training guides will be available through Purple Tuesday)
 3. Signing up to the government's Disability Confident scheme to demonstrate your commitment to becoming an inclusive workplace
 4. Appointing a member of your board or senior leadership team as your organisation's 'disability champion' to take ownership of accessibility issues. (For more information on this topic, please refer to Purple's joint guide with KPMG - *Leading from the front: Disability and the role of the board.*)
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If you want to go further (great!), here are some further suggestions:

- More active promotion, and possible expansion, of your current accessibility initiatives
- Introducing regular 'quiet hours' (this could be on a weekly/fortnightly/monthly basis)
- Introduction - or expansion of - personal shopping and gift-wrapping services and promoting those services to disabled customers
- Providing the option to buy now, collect later, or buy in store for home delivery
- Committing to employ more disabled people so your workforce better reflects the diversity of your customer base
- Improvements to the physical accessibility of your locations (this could include exploring the feasibility of a Changing Places facility).
- Improving store wayfinding
- More inclusive marketing and product photography (e.g. using disabled models)
- Improving the e-accessibility of your websites and apps
- Ensuring information on hidden impairments is available
- Introducing 'not all disabilities are visible' signage for accessible toilets, changing rooms, etc. (also known as 'Grace's sign')
- Including specific accessibility questions in customer feedback surveys
- Recruiting disabled 'mystery shoppers' to give feedback on the customer experience

We will continue to update this list to include the innovative ideas pledged by registered organisations, and make it available on our resources page: <https://purpletuesday.org.uk/resources>

What will happen on the day?

Just as we don't want to be prescriptive with the accessibility activities supporting organisations take, we are encouraging participants to consider the most suitable ways they can show support on the day.

However, we would encourage you to:

1. **Go Purple for the day** – whether it's posters, bunting, shop windows, t-shirts, your social media and website, or even your products (who could say no to purple cakes?!). Our Purple Tuesday branding pack is freely available for you to use.
2. **Get social** – share your support for the day, your commitments and what you're up to. Don't forget to tag us - [@purpletuesdayuk](#) and [#PurpleTuesday](#)
3. **Educate your staff and customers** – take a minute to explain why you're participating and why it's important

We are planning a number of awareness-raising events and media coverage to promote Purple Tuesday as widely as possible. We will keep you updated with all the necessary links for you to view and share across your networks.

What Purple Tuesday will provide to support you

We want to help you turn the UK Purple. To make things as easy as possible, we will provide a package of support materials, including:

- Purple Tuesday logos, social media images and branding guidelines
- A digital template 'not every disability is visible' sign
- A physical accessibility self-assessment
- An online accessibility self-assessment and 'quick wins' guide
- A guide to disability confident customer service
- A short Purple Tuesday briefing video

We are asking all participating organisations and supporters of Purple Tuesday to consider sharing their accessibility resources for all through a portal held on the Purple Tuesday website.

We will also be hosting a suggestions box to encourage disabled people and representative disability organisations to provide feedback on the current challenges related to peoples 'shopping experience' and suggest practical solutions. In this way Purple Tuesday will bring together everyone who can play a part in creating long term business and societal change.

We will also list all participating organisations on the Purple Tuesday website and sharing as many of your stories as we can through social media.

We can't wait to work with you to turn the 13th November Purple!