

Purple Tuesday

Changing the customer experience



Welcome

- Introduction to Purple Tuesday
 - Customer Service
 - Site Accessibility
 - Web Accessibility
- Take aways
- Meet the team for One to One



Karen Blanchford

Purple Tuesday lead,
Access for All



Gill Evans

States Disability Officer,
Access for all



Ben Jones

Refresh,
Access for all

Karen Blanchford

Purple Tuesday lead



15%

of the global population have
a disability.



States Disability Survey 2012

In Guernsey and Alderney there are:

- 13,700 with long term condition/impairment*
- 4,000 Carers

* Note: This is not a definition of disability

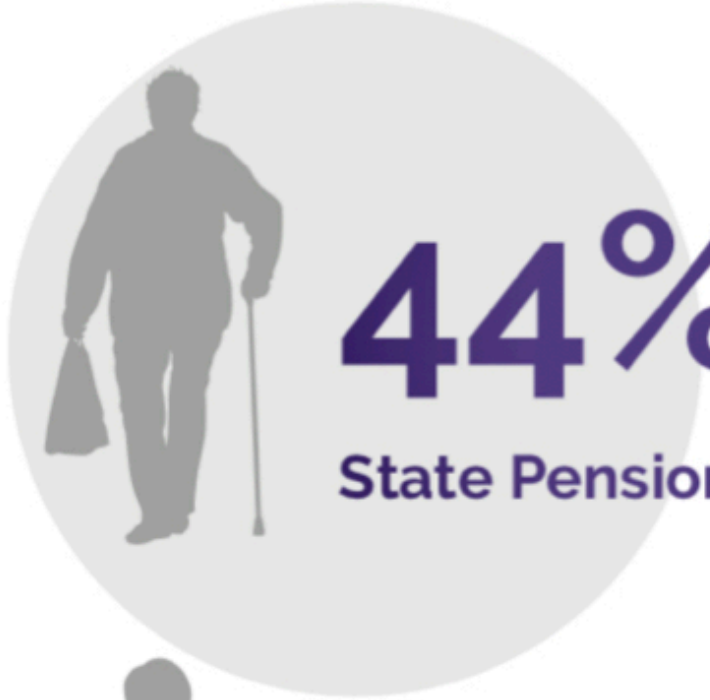
Source:

Guernsey Facts and Figures Booklet 2013
Disability Needs Survey 2012



Diversity of Disability

Multiple sclerosis
Respiratory disease
Facial disfigurement
Dyslexia
Learning disability
Brain injury
Mobility impairment
Diabetes
Down Syndrome
Fibromyalgia
Cerebral palsy
Heart disease
Motor Neurone Disease
Autism
Cancer
Visual impairment
Spinal injury
Hearing impairment
Bi-polar disorder
Eczema
Depression
HIV - AIDS
Dementia
Amputation
Epilepsy



44%

State Pension age adults



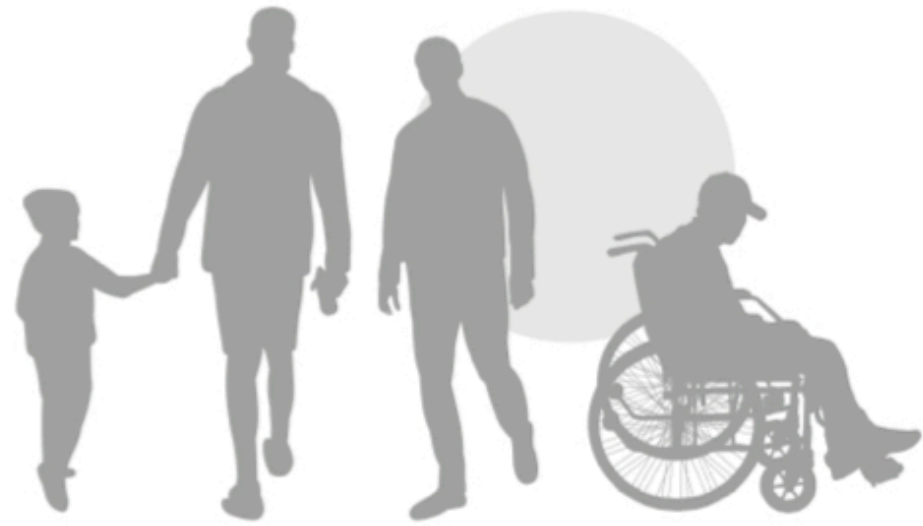
18%

Working-age adults



8%

Children



21%

of all people

Introduction to Purple Tuesday



Purple Tuesday 2019 is:

- an international call to action, focused on changing the customer experience for disabled people
- all about making the customer experience accessible

Purple Tuesday 2019 is:

- Part of Purple's vision for organisations to see disability as an opportunity – both in terms of existing and potential employees and customers
- A celebration of the purple pound - the spending power of disabled people and their families

**Across the UK, The
Purple Pound is
worth £249 billion...**

...and is rising by an average of 14%
per annum.



£249,000,000

Per Year in Guernsey



Disabled People

- Are more brand loyal
- Make more shopping trips
- Spend more per trip

Nielson study, 2016



Barriers

Inaccessible buildings

Inaccessible transport

Indirect discrimination

Cost of equipment

Panel interviews

Prejudice

Access to Education

Level of education

People's attitudes

Complex wording

People's assumption

High kerbs

Institutional Discrimination

Small Print Sizes

Inaccessible Services

No alternative info systems

Online-only recruitment processes

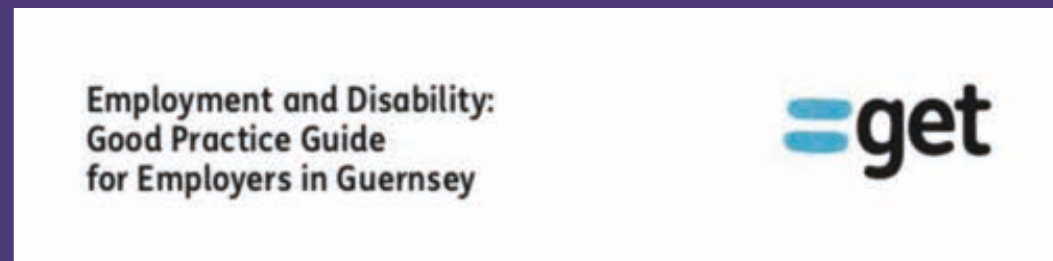
Stereotyping & Stigma

Poor design (not universal)

No appropriate adjustment

Customer Service

- Hello, Can I help you?
- Hidden Disability training
- Online training
- Guernsey Employment Trust – best practice guide



Elaine Strapinni

Guernsey Employment Trust





Guernsey Employment Trust

Our aim is to support disabled and disadvantaged people to secure and maintain work in Guernsey.

Resources for Employers

- Assist with filling vacancies with suitable applicants
- Good Practice Guide
 - Recruitment and Selection
 - Induction and Initial Training
 - Policies and Practices
 - Disability Etiquette
 - Advice and Support for Employers
- Employment and Disability Training- next event TBC
- Employers' Disability Charter





Employers' Disability Charter

Signed up so far....



Guernsey Care Homes



Language and Etiquette

Using the right language and etiquette with disabled customers is a key concern for staff



99%

of customers say it is all about context rather than what is said



Some practical hints and tips for you

There is a range of little things you can do which would have a big impact on the disabled customer's experience.

- ❖ If you are talking to a wheelchair user, **talk to them directly** and make eye contact with them rather than the floor, or the person they are with.
- ❖ **Let a blind person reach out for your arm** to guide them around rather than you giving them your arm.
- ❖ In a noisy environment, when you approach a customer **ask them if they want to step to a quieter place to start the conversation.**
- ❖ **Teach yourself hello and goodbye in sign language.** It makes such a difference to a deaf person, and you might find you want to learn even more useful phrases.
- ❖ When talking to people with autism and/or Asperger's stick to clear facts rather than providing information that then needs interpreting.

Hints and Tips

Wheelchair users

Talk to wheelchair users directly and make eye contact with them rather than the floor, or the person they are with.

Hints and Tips

Blind people

Let a blind person reach out for your arm to guide them around the store rather than you giving them your arm

Hints and Tips

Mental health conditions

In a noisy shop, ask customers if they want to step to a quieter place to talk.

For a person with mental health conditions (and plenty others as well!) it might be the difference between staying, or walking out.

Hints and Tips

Deaf people

Teach yourself hello and goodbye in sign language.

It makes such a difference to a deaf person, and you might find you want to learn even more useful phrases.

Kitty Stewart

Senior Speech and
Language Therapist



Committee for
Health & Social Care



Hints and Tips

Teach yourself Sign Language



Catherine Hall

Autism

(National Autism Society)



Hints and Tips

Autism and Asperger's

Stick to clear facts rather than providing information which needs interpreting.

For example: “we have this jumper in red, navy and black” rather than “we have this jumper in lots of colours.”

Sandra's videos



Sandra Robilliard
Asperger's Syndrome

I have Asperger's syndrome, which part of the package is high anxiety levels, and sensory issues,

Home : Campaigns : Quiet Hour

Quiet Hour

Quiet Hour

In conjunction with local charity Autism Guernsey, and as part of an initiative from the National Autistic Society, we are proud to have a 'QUIET' HOUR in Grand Marché St Martin and Grand Marché St Sampson.

Every Monday, between the hours of 3pm and 4pm, these stores will:

- turn off music
- make no tannoy announcements
- provide an autism-friendly checkout (the bleeps of machines will be set to the lowest volume)
- have colleagues available who have undergone autism awareness training

The aim is to make it an easier shopping environment for adults and children who are on the autism spectrum, but those who feel that they would value the hour are more than welcome to come along.

Gill Evans

States Disability Officer



The Office of the
Committee for
Employment & Social Security



80%

Of disabled people have invisible or hidden impairments



1 in 5

Of your customers and clients will have a disability.



75%

Of disabled people and their families have left a store or website because of poor customer service or accessibility issues



Hidden Disability Lanyard



Co-Operative Society



Home : Campaigns : Hidden Disabilities Sunflower Scheme

Hidden Disabilities Sunflower Scheme

**Not all disabilities
are visible.**



Our scheme offers islanders with hidden disabilities the option to wear a Sunflower lanyard or pin badge while shopping at our stores.

The lanyard/pin badge helps Co-op colleagues to recognise, reassure and respond to members and customers with unseen disabilities, who may need additional support while shopping.

As a community retailer we are passionate about supporting our local communities. We worked with Guernsey Disability Alliance and Enable Jersey to launch this initiative in Grand Marché stores in June 2018. After an initial trial period, the scheme is now a permanent service across all of our stores in Jersey and Guernsey.

Hidden Disabilities Lanyard

Just say:

- How can I help you?
- Make them feel at ease
- Speak clearly and slowly
- Be patient
- Explain in simple and easy language
- Listen to them

Online training



Disability Awareness Training

Free Online Training

www.














.gg

6 Modules

- Different impairments and disabilities
- Practical advice about helping people with different disabilities
- Why it is important to use the correct language to describe disability

AccessibleAble

- Online guide
- Updated annually
- Factual information
- Access and facilities
- Available as an app
- Over 600 venues on Guernsey
- Assist when planning visits

 Introduction	
 Opening Times	>
 Location	>
 Parking	>
 Outside Access (Main Entrance)	>
 Other Floors	>
 Lift	>
 Reception	>
 Inside Access	>
 Computer Area	>
 Accessible Toilet (Second Floor)	>
 Accessible Toilet (Third Floor)	>
 Standard Toilet(s)	>



1



2

Parking

- The venue does not have its own car park.

[Collapse all](#) [Expand all](#)

Public Car Parks

[View](#) 

Blue Badge On Street Parking

[View](#) 

- On street marked Blue Badge bays are available.
- The dimensions of the marked Blue Badge bays are 160cm x 680cm (5ft 3in x 22ft 4in).
- On street Blue Badge parking is located on Market Street.

Site Accessibility

- Access for All – local charity
- Lead: Tony Yates places@access.gg
- 47 Access Auditors trained including James Barker, Create



James Barker

Design Director &
Chartered Architect
create.



Ensuring the best experiences for our customers by creating safe, healthy and secure destinations where everyone is valued, and diversity and equality is respected.

Access Audit course



- Access awareness
- The Equality Act 2010, other legislation and design standards
- Principles of inclusive design, design guidance and access strategies are brought to life by our experienced trainers
- Appraisal and auditing methodologies are explored, formats for reports and making priorities and recommendations.

Accessible Parking video

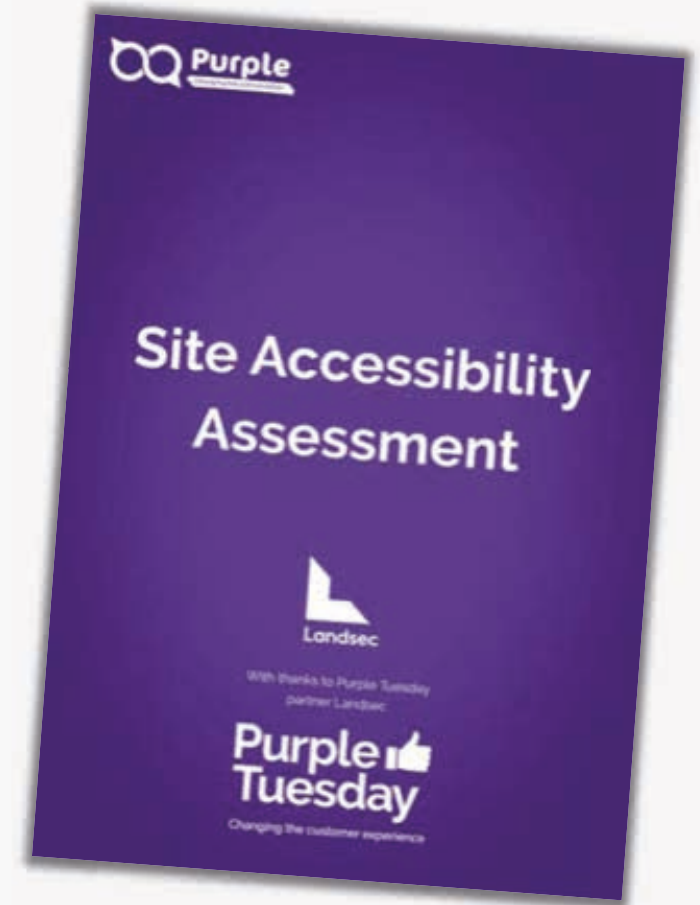


James Barker
Create Architects

So, now we're going to have a look at some accessible parking spaces at Le Grand Courtil.

Site Accessibility

1. Prior to site visit - website
2. Approach to the site/car parking
3. Entrances to the site
4. Customer service/reception areas
5. Communication to visitors and customers



Site Accessibility

6. Vertical movement, level changes, lifts and escalators
7. Toilets and changing facilities
8. Means of escape/emergency/refuge
9. Capability of our people/training/understanding
10. Promotional events, temporary events and children's play areas

Ben Jones

Digital Accessibility






Why make your website accessible?


- 1 in 5 people in the UK have a disability.
- 1 in 30 people in the UK is blind or visually impaired
- Around 15% of the UK population has dyslexia
- Online spend of UK disabled people is estimated at **£16 billion**.

You will improve your site for

Everyone



Telephone number


Skip to content Accessibility   


 **Guernsey Disability Alliance**


Call us to support the GDA
07781 467316
or you can contact us

[Home](#) [Support us](#) [About](#) [News](#) [Campaigns](#) [Members](#) [Contact](#)

Price Range  Categories 

St Peter Port

CHRISTMAS LIGHTS

3 December
International Day of Persons with Disabilities

take action disability-inclusion
women with disabilities understanding disability mobilize action
promote dignity plan events mainstream disability
organize forums ensure equality
develop mental policies employment inclusive education
social segregation


Purple The UK's accessible




Keyboard Navigation


The screenshot displays the website's interface with the following elements:

- Utility Bar:** Includes "Skip to content" and "Accessibility" links on the left, and social media icons for Facebook, Twitter, and Email on the right.
- Header:** Features the "10 Years 2008-2018 Guernsey Disability Alliance" logo on the left and contact information on the right: "Call us to support the GDA 07781 467316 or you can contact us".
- Navigation Menu:** A green bar with links for "Home", "Support us", "About", "News", "Campaigns", "Members", and "Contact".
- Filtering:** Two dropdown menus for "Price Range" and "Categories".
- Content Area:** Includes a "Clear all filters" link and three promotional banners: "St Peter Port CHRISTMAS LIGHTS", "3 December International Day of Persons with Disabilities" (with a word cloud), and "Purple The UK's accessible" (with a hand icon).

support.disabilityalliance.org.gg


Label Images

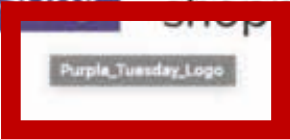
Skip to content Accessibility   

 **Guernsey Disability Alliance**

Call us to support the GDA
07781 467316
or you can contact us

[Home](#) [Support us](#) [About](#) [News](#) [Campaigns](#) [Members](#) [Contact](#)

 **Purple Tuesday**
The UK's accessible shopping day



Sponsor Purple Tuesday

£5,000 Sponsorship

We are looking for a sponsor for our 1st Purple Tuesday – Accessible Shopping Day
Purple Tuesday is the UK's first accessible shopping day, established to recognise the importance and needs of disabled consumers and promote inclusive shopping.
We will celebrate this day by providing businesses with an introduction to accessibility in Guernsey through a series of workshops and a forum for increasing disability confidence.

Support Us: We are currently seeking a sponsor for this day to support the survey of business needs, develop the workshops and the delivery of the sessions by a wide range of charities, members and partners.

find out more at <http://accessibletown.gg/purple-tuesday/>

If you are able to support us, please complete the form below

Colour Contrast

**THIS
IS GOOD
CONTRAST**

**THIS
IS BAD
CONTRAST**

(not so) Clear Links

LINGSCARS.COM
Leader of the Pack - Guardian, UK top car leasing site from Newcastle!
Ling Valentine and LINGSCARS.com

I AM LING YOU CAN TRUST ME

Menu

- Home
- Cars
- Vans
- Customers
- About Ling
- Fun stuff
- Free stuff
- Live staff

CARS A-Z

ABARTH
124 Spider
Convertible
595 Convertible
595 Hatchback

INTRODUCING YAJIN AS BETTY

LINE AS JIMMY

Stop

"Believe it or not, this Gateshead-based website, featuring Mrs Ling jiggling on her motorbike, is one of the biggest online drivers of car sales in Great Britain" **25th July 2017**

Leader of the Pack

"[Ling Valentine is] Britain's **BIGGEST** individual seller of new cars."

February 2017 **theguardian**

25 DELIVERIES IN LAST WEEK

- BMW X2
Peter
MILTON KEYNES, MK2
- VW Golf
Maxy Boy
NEWCASTLE UPON TYNE, NE
- VW Touareg Estate
Dominic
GLASGOW, G45
- Ford Ranger Pick-up
Hanley Di...
ROTTERHAM, S66
- Renault Koleos Estat...
Phil
CHESHIRE, CW8
- Nissan Qashqai
Clive Smi...
ANDOVER, SP11
- Volvo XC40 Estate
Karen
SLOUGH, SL14
- Nissan Qashqai
Dave
STOCKPORT, SK45
- Mercedes GLC Coupe
Anon
NINEATON, CV11
- Mercedes GLC Coupe
Driver Fo...
NINEATON, CV11
- BMW 1 Series
Euan

...BOOKIN' HELL! LINGSWINGS

MY BEST SELLING CAR LEASING DEALS!

500 IDEAS! **500 IDEAS!** **JAZZ IT UP!**

Clear Links

The screenshot shows the top navigation bar of the Mencap website. On the left, there are logos for 'mencap' (The voice of learning disability) and 'LONDON MARATHON' (money OFFICIAL PARTNER 2020). On the right, there is a red 'Make a donation' button, a 'Stories' link with a circular icon, and a 'Login' link with a padlock icon. Below the navigation bar is a dark teal menu with the following items: 'Advice and support' (highlighted with a white dropdown arrow), 'Learning disability explained', 'Get involved', 'About us', 'Online Community', and 'Search...' with a magnifying glass icon. The main content area features a section titled 'Which local groups are near me?' with a red 'Search' button. To the right of this section is a list of links, each with a right-pointing chevron and a horizontal line underneath:

- > Wills and Trusts Service
- > Services you can count on
- > Health
- > Relationships and sex
- > Children and young people
- > Social care
- > Housing
- > Benefits
- > Local groups
- > Diagnosis



Fonts to avoid

Upscale

Casual, Friendly

Elegant

Old Style

Grunge

Why?

- Serifs fonts, like Times New Roman, are more difficult to read when projected on a screen.
- *Italicized type is also difficult to read on the screen.*
- Small fonts won't show up at the back of the room.

Fonts to use

Arial

Helvetica

Open Sans

PT Sans

The Nan test



Making websites accessible

- Add Telephone number
- Keyboard Navigation
- Label your images
- Colour Contrast
- Clear links
- Text styles
- The “Nan” Test

Hints and Tips

We encourage you to consider

1. 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
2. Committing to provide **disability customer service training** to your staff through face to face, online or blended forms of delivery
3. Training your staff to **learn some key words** and phrases in British Sign Language
4. Improving your **organisation's wayfaring signage**

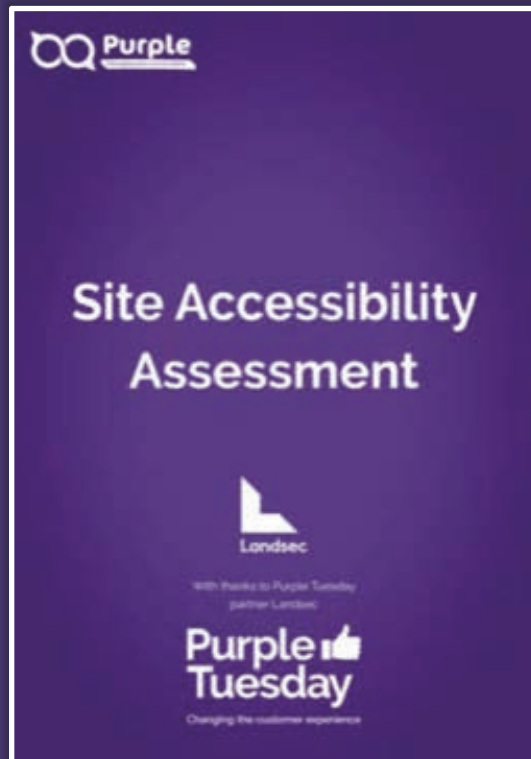
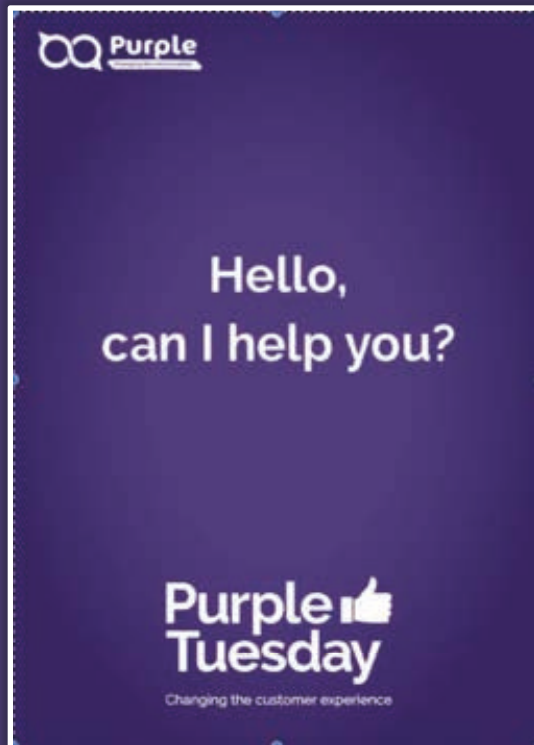
Hints and Tips

We encourage you to consider

5. 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
6. Formalising **quiet hours** to support people with autism as well as others with sensory needs
7. **Promoting awareness of hidden disabilities** through the adoption of the 'Not every disability is visible' signage and local training
8. Undertaking a **physical access audit** to identify where you can make improvements

Hints and Tips

Purple Tuesday free resources



Hints and Tips

Practical next steps – local

- Good practice Guide
- Employers Charter
- Training events



Hints and Tips

Practical next steps – local

- Free online training
- Hidden Disability lanyard training
- AccessAble website
- Disabilityofficer@gov.gg



The Office of the
Committee for
Employment & Social Security

Hints and Tips

Practical next steps – local

- We All Matter, Eh?
- Purple Tuesday website
- Hidden Disability videos



Hints and Tips

Practical next steps – local

Access for All

- Web page with videos
- Fact sheets
- Partners

