

Supporting local businesses to access the Purple Pound

The Purple pound, the spending power of disabled people, is estimated at £274 million for Guernsey.

Tuesday 2nd November 2021 at the Chamber of Commerce

- 12:00** Drop in open for a light lunch. A chance to meet our experts: hear their case studies and insights followed by a panel discussion on supporting businesses to access the Purple Pound
- 2:00** Close



Kenny McDonald
Co-Op and
Guernsey Retail
Group



Sally Rochester
Deloitte



Nikki Ioannou
Droushiotis
Guernsey
Employment Trust



Karen Blanchford
We All Matter, Eh?
Access for All

How to Book

Book online by visiting [eventbrite.com](https://www.eventbrite.com)

[Book Now](#)

Top tips

Purple Tuesday in Guernsey is led by the disability member organisation the GDA; Access for All and We All Matter, Eh?



Online Accessibility Audit

Identify where you can make improvements to your website to improve online accessibility with an online audit



Complete a site Access Audit

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



Customer Service Training

For your staff through face-to-face and online delivery, to support your staff to confidently communicate with disabled people, without fear of unintentionally causing offence.



Recognise Hidden Disabilities

Implement the Hidden Disability Sunflower Lanyard Scheme to make it easier for employees to know when they are supporting a customer with disabilities.

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