The
Purple Pound

The 'Purple Pound' is worth in the region of £240 billion, in the UK. How can Guernsey businesses ensure they are as Inclusive and Accessible as possible to our 13,000 disabled islanders, 4,000+ carers and visitors?

1. Over 80% of disabled consumers choose to shop with retailers that support disabled people. Many will pick a store that is less accessible than others but has more helpful staff. **Source:** www.wearepurple.org.uk

2. 75% of disabled people and their families say they have left a shop because of poor customer service. **Source:** www.wearepurple.org.uk

3. Over 60% businesses didn't provide staff with any disability awareness training. **Source:** DisabledGo.

5. Some 45 per cent of UK businesses are nervous about hiring a disabled person, Purple's research found, citing concerns about the interview process, not knowing whether to help with tasks such as opening doors or pulling out chairs, and falling foul of discrimination law. **Source:** www.wearepurple.org.uk

6. The most commonly stated enablers for employment among adults with impairments are modified hours or days or reduced work hours. **Source:** www.remploy.co.uk

7. The 2 most common barriers to work among adults with impairments are a lack of job opportunities (43%) and difficulty with transport (29%). **Source:** www.remploy.co.uk

8. 65% of people actively avoid engaging with disabled people because of the fear of doing or saying the wrong thing. This is the crux of the issues that many businesses face. You could have a lovely modern building, with fully accessible toilets. Everything is physically tailored to suit wheelchair users, but only 7% of disabled people are wheelchair users. What about the other 93%?

   Take a look at our change cards to improve your customer service:
   • Disability awareness training
   • GET best practice guide

We are looking for a sponsor for this change card, please contact matter@gda.org.gg if you are interested in supporting Inclusion

Think differently about disability
#MakeAChange

Who are we?

The Guernsey Disability Alliance LBG (GDA) is a member organisation with over 40 member groups locally, individuals and carers. We work to encourage the Guernsey community to 'Think Differently about Disability'.

We All Matter Eh? is the voice of disabled islanders and carers and runs campaigns to raise awareness in the community and encourage greater inclusion. By doing this we hope to remove many of the barriers that exist for disabled islanders taking a full and active role in Guernsey: in education, employment, arts, sport, social life, etc.

GDA is a Guernsey Registered Charity, number CH041 and AGC member No. 306. We All Matter Eh? is a brand of the GDA.

Disability in Guernsey

Disability is very diverse including physical conditions, mental health, visual & hearing impairments, learning difficulties and many more. In Guernsey there are 13,000 disabled islanders, 4,000 of which have complex needs and 4,000 carers.

Why this campaign?

The UN has an observance day in early December entitled the International Day of Persons with Disabilities (IDPwD). This provides an opportunity to raise awareness and fundraise.

In Guernsey there is no legislation or central body providing information on equality and inclusion, including disability. We wanted to enable a discussion and provide the answers to many people's questions in relation to disability and access by developing Change Cards. Each card is intended to answer a query or issue that someone has faced.

Where do I go?

The We All Matter, Eh? website lists all of the Change Cards as PDFs, which contain hyperlinks to other information. They can also be printed off (double sided) www.matter.gg Please follow us on Facebook and Twitter

How do we get involved?

You can get involved by completing and/or sponsoring one of the Change Cards We actively encourage you, your staff or group to fundraise on Friday 1st December. Sign up for our fundraising pack with ideas and links to information on fundraising www.matter.gg

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guernseydisability alliance