



Call us.
01245 392 300

Charter for Change

Purple creates opportunities to transform futures by bringing together disabled people and business for a single purpose.



We call on businesses across the UK to actively engage in helping us achieve that mission, eradicating barriers and transforming lives. By signing up to our Charter for Change, you are stating your intention to:

Become Disability Confident

- Register your commitment to become a Disability Confident employer within the next 12 months

Increase disability employment opportunities within your business

- Ensure disabled candidates with the right skills have an equal opportunity for employment as non-disabled candidates
- Use Purple Jobs recruitment portal and others like it alongside traditional avenues of recruitment
- Use Purple Works Placement Scheme and others like it to provide work placement, training and mentoring to at least one disabled person each year

Recognise that employee retention is cost-efficient and depends upon your business' ability to adjust

- Provide tailored support to disabled employees in order to remove conscious discrimination and reduce unconscious discrimination
- Actively encourage 'conversations without fear' within your business and among employees to remove barriers and challenge misinformed and outdated attitudes
- Adapt your business and workplace to accommodate disabled employees and empower them to maximise their potential

Realise and promote the Purple Pound

- See disabled people as valuable consumers of your products and services and put in place plans to increase your share of the disability market



Sign up to Purple's Charter for Change

Help us bring about a lasting revolution and secure 20,000 permanent jobs for qualified and talented disabled people by 2020