



# Purple

## Membership Information Pack





# Why is Disability a Business Issue?

Organisations are missing out on the business of disabled consumers due to poor accessibility (both physical and digital) and not being disability confident in their customer service approach. They are also missing out on talented potential employees, and the retention of valuable skills, by not having inclusive recruitment practices and disability confident HR policies and processes.

## **£249 billion**

The spending power of disabled people and their household continues to increase and is currently estimated to be worth £249 billion per year to UK businesses.

## **13.3 million**

The number of disabled people is increasing; From 11.9 million (2014) to 13.3 million (2017).

## **1 in 5**

Nearly 1 in 5 working adults have a disability.

## **75%**

75% of disabled people and their families have walked away from a UK business because of poor accessibility or customer service.

## **31%**

31% of the UK workforce have been formally diagnosed with a mental health issue.

## **13%**

Just 13% of staff felt able to disclose a mental health issue to their workplace.

## **80%**

80% of disabled people have hidden impairments.

## **£11.75 billion**

Estimates show that the 4.3 million disabled online shoppers who click away from inaccessible websites, have a combined spending power of £11.75 billion per year in the UK.

# Why Join Purple?

## **Purple see the world differently**

We believe in order to create true, sustainable change and break down inequalities, the conversation on disability cannot be one-sided. For too long the conversations have either been with disabled people or with business, but we think only by bringing the two together can we truly change the conversation on disability.

Alongside working with business, Purple support over 4,500 disabled people to lead independent lives, from employing their own PAs and carers instead of using an agency, to supporting those who are not yet ready for work to gain the skills and confidence they need to enter the labour market.

**By becoming a Purple Member you will be a part of this new and different conversation.**

## **We understand disabled people, and we understand business**

Our offer to business is about working with you and your organisation, whatever your starting point, to strengthen your knowledge and approach to disability. We believe it is of course about the more traditional aims of recruiting disabled people into your workforce, and retaining staff who acquire an impairment, but we also believe it is about developing strategies which impact your bottom line. Disability is a commercial opportunity.

**The Purple Pound, the consumer spending power of disabled people and their families, is worth £249 billion per year and your organisation can access it.**

## Our history, experience and expertise

Established in 2016, Purple is the successor organisation to leading disability charity **ecd**, which provided support services to disabled people.

Mike Adams OBE, led **ecd** for 10 years before becoming Chief Executive Officer of Purple. Mike has 25 years' experience of the disability world across the public, private and third sector both nationally and internationally. Alongside Mike, Purple has a strong management team who bring their own experience and skills across different disability-related areas such as HR, web accessibility and communications.

With a Head Office in Chelmsford, offices in Cambridge and Leicester, and a plan for further bases, Purple is a rapidly growing organisation with a reach across the UK.



# What is Purple Membership?

As a Purple Member you will join a network of organisations who are committed to disability.

**Become a Member and be part of Purple's vision to break down inequalities for disabled people.**

Your Purple membership is a demonstrable way of showing this commitment to potential employees, current employees, customers and wider stakeholders.

Purple membership will support you to ensure you are doing the right thing by your current disabled staff and customers; build a realistic plan of improvement or a new approach; begin your Disability Confident accreditation journey; upskill your staff to create an inclusive culture; and explore how to tap into the Purple Pound disabled consumer market.

## **Purple's Commitment to Small Organisations**

Purple is committed to small organisations as we know they are at the heart of UK business.

We also know that, while the intent to be confident about disability is there, the funds and resources may not be, and we do not believe this should stop small organisations from developing disability confidence. Therefore, Purple's offer to small businesses is discounted by our membership prices to medium and large organisations to ensure the participation of all.

**Our membership is designed to be inclusive for organisations of all sizes, whether you are public, private or third-sector we want to work with you all to change the conversation on disability.**

# Our Membership Packages

All Purple Members receive a monthly e-bulletin, a quarterly business magazine, discounts on training, an exclusive Purple Member logo for use on promotional material, and a Purple Member certificate for you to display in your workplace. You will also benefit from brand alignment with Purple through promotion on our website and social media channels.

Small (0-49 staff) £299 per year	Medium (50-249 staff) £1,999 per year	Large (250+ staff) £2,999 per year
Digital Diagnosis	Digital Diagnosis	Digital Diagnosis
Half-Day Consultancy	Half-Day Consultancy	Full-Day Consultancy
Disability Confident Accreditation Guide and Level 1 Submission	Disability Confident Accreditation Guide and Level 1 Submission	Disability Confident Accreditation Guide and Level 1 Submission
20% discount on all Purple's services including access audits, training and Jobs Board	20% discount on all Purple's services including access audits, training and Jobs Board	20% discount on all Purple's services including access audits, training and Jobs Board

# Our Membership Products and Services

## Consultancy

### **Bespoke, expert support**

Time with our experts on a topic of your choice such as developing an inclusive customer service strategy for your organisation, developing your web accessibility, or support with your Disability Confident accreditation submission. You tell us what you want our support with, and our expert in that area will work with you to achieve your goals.

## Digital Diagnosis

### **Ensure your website is accessible to all**

Access is about more than ramps and lifts. It's about being accessible to the widest customer base possible across all the ways you interact and communicate. We will assess the accessibility of your website, providing you with a top line report of findings and recommendations to support your organisation to take the next steps.

## Disability Confident

### **Receive formal accreditation for your work**

Our Disability Confident Guide supports you to navigate the three levels of the Government's accreditation scheme, providing prompts on best practice and advice on each level. For those new to the scheme, we will process your Level 1 submission on your behalf and the guide provides you with the forms required for this submission.

## Purple's Job Board

### **Access talented disabled people**

Advertise your roles on our Job Board and reach disabled job seekers, enabling you to widen your pool of potential applicants and increase the chances of finding talented future employees. Our research shows the best organisations reflect their customers in their workforce and promoting your roles on our Job Board enables you to do this.



# Other Purple Services

Purple offer a variety of other services which complement our membership packages.

## Knowledge Bank

Here you will find resources offering key statistics and information on disability-related issues. Purple aims to support organisations to build their confidence on disability, as well as ensuring they meet their obligations under the Equality Act 2010. Our Knowledge Bank provides the fundamental information all organisations need, as well as practical solutions for your workplace, and research data for you to use when building any business case for a targeted disability strategy.

## Disability Confident

Purple offers support to organisations to achieve all three levels of the Government's Disability Confident accreditation. Level 1 is included as part of all of our membership

packages, as well as a guide to the whole accreditation scheme with accompanying templates. We also offer an exclusive Disability Confident Premium Package for Members, providing them with support to achieve Levels 2 and 3 of the scheme. For non-members, we can support organisations through all three levels with our Disability Confident Premium package.

## Training Workshops

All Members receive 20% off our external and in-house training sessions. Our workshops currently cover topics such as Disability Awareness, Disability and Customer Service and Disability and Line Management. Over the next year, we will be listening to our Members and increasing our training offer in response to what organisations need.

**We will also be launching our online training modules later this year.**

# Join the Conversation

We invite you and your organisation to connect with our disability experts and network with other like-minded organisations. We know from our research fear of doing or saying the wrong thing to a disabled person is still one of the biggest barriers to engagement. Only by having the conversation can we truly change the narrative on disability.

**Purple provides that 'safe' place for you to ask the questions you really need answers to, but have been too afraid to ask for fear of causing unintentional offence.**

## Conversation Hub

Network, ask questions, share thoughts, information and good practice on disability-related topics. We regularly ask questions of our Members based on our webinars or current issues in the news, seeking their views and answering questions and queries they have. You are also invited to start your own threads on topics you need answers or advice on, and to share your own experiences and thoughts on questions other organisations are asking.

## Webinars

Access our disability experts through regular webinars. View the live action and ask any questions you may have on the topic being discussed. You can also access our archive of recordings and watch them at a time which works for you. We also regularly send polls to our Members asking what topic they want to see a webinar on next, to ensure we are talking about the topics you want to talk about.

**In 2018, Purple will also be announcing its first calendar of events where our Members will be able to come together and network, whilst sharing good practice, and building on their disability-related knowledge.**

## Connect with us now:

**Twitter:** @wearepurpleorg

**Facebook:** [www.facebook.com/wearepurple](http://www.facebook.com/wearepurple)

**LinkedIn:** Purple CIC

# Sign up now!

Join Purple today and be part of our exciting journey to create real and sustainable change for disabled people and business.

## Online

Go to our website: [www.wearepurple.org.uk/membership](http://www.wearepurple.org.uk/membership), to sign-up, pay online or request an invoice.

## By Phone

Call 01245 214023 and speak to our Membership Team today who can sign you up, take payment for your membership fees over the phone, or request an invoice for you.

## By Email

Write to [membership@wearepurple.org.uk](mailto:membership@wearepurple.org.uk) requesting to become a Member and we will guide you through the simple process.

If you would like further information, please do not hesitate to get in touch with us at:

[hello@wearepurple.org.uk](mailto:hello@wearepurple.org.uk)





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