



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**p, which provided support services to disabled people.

Mike Adams OBE, led **ecd**p 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, 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) £500 per year	Medium (50-249 staff) £2,000 per year	large (250 - 999 staff) £4,000 per year	Corporate (1,000+ staff) £8,000 per year
Digital Diagnosis	Digital Diagnosis	Digital Diagnosis	Digital Diagnosis
Consultancy session to address 1 topic of choice	Consultancy session to address 2 topics of choice	Consultancy session to address 3 topics of choice	Consultancy session to address 5 topics of choice
Disability Confident Accreditation Guide and Level 1 Submission	Disability Confident Accreditation Guide and Level 1 Submission	Disability Confident Accreditation Guide and Level 1 Submission	Disability Confident Accreditation Guide and Level 1 Submission
Subscription to JoinedTo, Purple's inclusive jobs board and engagement platform	Subscription to JoinedTo, Purple's inclusive jobs board and engagement platform	Subscription to JoinedTo, Purple's inclusive jobs board and engagement platform	Subscription to JoinedTo, Purple's inclusive jobs board and engagement platform

Other Purple Services

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

Access Audits

Purple's access audits work to identify any physical, cognitive and sensory barriers to the external environment for people with all disabilities combined with advice on inclusive practice to benefit and increase participation in these spaces and to utilise the built environments. Our Access Audits can form the basis of a plan of action to enable you to improve the accessibility of your building, environment or service over time.

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 a Disability Confident Premium Package which provides support to achieve Levels 2 and 3 of the scheme through a programme of workshops, consultancy and training.

Training Workshops

We offer a range of training options for organisations to suit different learning styles and schedules, including classroom style sessions, innovative virtual training and one to one coaching. We work with you to tailor each training programme to meet the needs of your organisation and cover topics including; Disability Awareness, Disability and Customer Service and Supporting Disabled Employees for Line Managers.

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, 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 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





Produced by Purple, 2019

