



# Purple Partner

## Information Pack





# Why is Disability a Business Issue?

Disability is a commercial opportunity. Organisations are currently 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. Organisations 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 families continues to increase (14% per annum) 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.

## **1 million**

The number of disabled people actively looking for employment and who could add value to a business today.

## **31%**

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

## **80%**

80%

## **£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. Our aim is to support over 20,000 disabled people in the next 5 years

**By becoming a Purple Partner 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 wider 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 we can support your organisation to access it.**

## Our history, experience and expertise

Established in 2016, Purple is the successor organisation to leading disability charity **ecdip**, which provided support services to disabled people for over 20 years.

Mike Adams OBE, led **ecdip** for 10 years before becoming Chief Executive Officer of Purple. Mike has almost 30 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, e-accessibility, organisational development and communications.

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

# Why Become a Purple Partner?

Purple Partner is our premier package - a three-year relationship with Purple, providing brand alignment and establishing you as a leader in the disability field.

**Set yourself apart in your sector, giving you a competitive advantage in this untapped employee and consumer market.**

Being a Purple Partner provides you with consultancy time with our experts, offering an independent, expert perspective on current and future accessible practices and access to upskilling opportunities for your leadership team and staff. You can tailor your package to what you want and need, and how you want it delivered from sessions with your Board or Senior Management team, to line manager training or staff workshops.

It will build confidence, skills and experience in your organisation to support current disabled employees and customers, but also

enhance your organisational performance going forward by opening up access to a new pool of people who **want to work** for you and **want to buy** your products and services.

## **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 Partner prices to medium and large organisations to ensure the participation of all.

**Purple Partner is designed to be inclusive for organisations of all sizes and across all sectors; whether you are public, private or third-sector we want to work with you all to change the conversation on disability.**

# Our Purple Partner Packages

As our premier package, we will create a true partnership with you, providing:

Small (1-49 staff) £6,000 per year	Medium (50-249 staff) £9,000 per year	Large (250-999 staff) £12,000 per year	Corporate (1,000+ staff) £19,500 per year
Discovery Workshop	Discovery Workshop	Discovery Workshop	Discovery Workshop
Consultancy and Training (4 days )	Consultancy and Training (6 days )	Consultancy and Training (8 days )	Consultancy and Training (12 days )
Subscription to JoinedTo with sponsored job adverts	Subscription to JoinedTo with sponsored job adverts	Subscription to JoinedTo with sponsored job adverts	Subscription to JoinedTo with sponsored job adverts
VIP Invite to a Purple event (1 representative)	VIP Invite to a Purple event (2 representatives)	VIP Invite to a Purple event (3 representatives)	VIP Invite to a Purple event (4 representatives)

All Purple Partners also receive our full Purple Membership offer, including:

- Disability Confident Accreditation Guide and Level 1 Submission
- Digital Diagnosis
- Monthly E-bulletin

You will also receive an exclusive Purple Partner logo for use on promotional material, and a Purple Partner certificate for you to display in your workplace. You will also benefit from brand alignment with Purple through promotion on our online channels.

# Our Purple Partner Products and Services

## Consultancy

### **Bespoke, expert support**

Time with our experts on topics of your choice, and delivered how you choose. This could be building the disability capacity of your senior management team on developing an inclusive customer service strategy, our digital experts working with your web team to ensure your online channels are accessible, or training sessions for your line managers on disability-related matters. Our activities can provide added value to your disability work, or form part of a new initiative.

## Digital Diagnosis

### **Ensure you are e-accessible**

e-accessibility is crucial to both your engagement with customers or engaging with your own staff and wider supply chain. We will develop and execute a plan with you to address all aspects of your digital agenda.

## JoinedTo, 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 increasing customer base in their workforce and promoting your roles on our Job Board enables you to do this.

## Disability Confident

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

We can work with you to achieve all three levels of Disability Confident accreditation. If already achieved we will build and deliver a strategy with you for your wider stakeholders to enhance your Leader status.



## Our Approach

### Choosing what works for you

Each Purple Partner will want something different and our approach will enable this to happen. Purple will agree with you a set of activities to cover the first six days of support. These will be refined and evolve as they are delivered to constantly meet your needs. We can then agree with you the activities for the remaining days.

## VIP Invites

### Connect, share and network

Exclusive, free invitations to Purple events, enabling you to connect with senior business leaders, share best practice, and network with like-minded organisations.

## Promotional Opportunities

### Brand development and profile raising

Establish yourself as a leader in the disability field through advertising and features in our quarterly business magazine, and marketing opportunities at Purple events – to both our business clients and disabled customers – raising your profile to new potential stakeholders, employees and consumers.

## Performance Metrics

### Providing measurable impact

Purple understand the importance of value for money. We will agree with you some key performance metrics so we can measure the impact being a Purple Partner has made to your business.

# Other Purple Services

Purple offer a range of other disability services which dovetail our Purple Partner 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 combines with advice on inclusive practice to benefit and increase participation in these spaces and to utilise the built environment. 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

and Purple Partner 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

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 such as:

- Disability awareness
- Disability and customer service
- 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/business/purple-partners](http://www.wearepurple.org.uk/business/purple-partners), to sign-up, or request an invoice.

## **By Phone**

Call 01245 214 023 and speak to our Business Service Team today who can sign you up, take payment for your Purple Partner fees over the phone, or raise an invoice for you.

## **By Email**

Write to [membership@wearepurple.org.uk](mailto:membership@wearepurple.org.uk) requesting to become a Purple Partner 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.**



Produced by Purple, 2018

