

# Preparing for Purple Tuesday

In conversation with  
Mike Adams OBE and  
Rose Stuart of M&S

Tuesday 26 October 2021



Deborah Clark, Senior  
Social Sustainability  
Manager

The Crown Estate



# Agenda

**10.05 Welcome** Deborah Clark, Senior Social Sustainability Manager, The Crown Estate

**10.10 Purple update** Mike Adams OBE, Chief Executive Officer, Purple

- What is Purple Tuesday?
- Personal account of why is accessibility and inclusion important
- Commercial and social opportunities for a business, using real life business cases and statics
- How to access the purple pound
- What and how you can improve the experience and accessibility of your customers

**10.25 Retail perspective** Rose Stuart, Customer Experience Manager, Marks and Spencer

- An opportunity to hear about some real life accessibility initiatives

**10.30 Discussion** chaired by Deborah Clark

**10.45 Close**

# A brief overview of our approach to a very big topic

Corporate/colleagues

Customer and supply chain

Communities and our places

Awareness

Education

System Change

Partnerships



Mike Adams OBE, Chief  
Executive Officer

Purple



# Purple Tuesday

Improving the disabled  
customer experience

# Why this is important to me



# Purple Tuesday

- Purple is the creator of Purple Tuesday  
[www.PurpleTuesday.org.uk](http://www.PurpleTuesday.org.uk)
- A change programme to enable organisations access the **£274 billion Purple Pound**
- **A commitment** by participating organisations to improve the customer experience for disabled people and their families
- A milestone awareness moment for an issue that is relevant **365 days a year**
- A free initiative for organisations of **all sizes across all sectors**







**4,000+**

Participating organisations



**5,500+**

Commitments to change practice



**13m+**

Reach on social media of #PurpleTuesday on Twitter



**8,400**

social media conversations that included #PurpleTuesday



**3, 4 & 5**

Trended at #3, #4 and #5 worldwide on Twitter



**1.5 million**

The number of times our ITV advert was seen



**270+**

Items of media coverage including extensive national broadcast slots on BBC 2, BBC News, ITV News and BBC Radio 5 Live



# Commitment Suggestions



Web Accessibility



Site Accessibility



Customer Service



Training



Recruitment Audit



Sign Language



Quiet Hours



Hidden Disabilities

# Why is disability important to business

- Disability is becoming recognised as a social and commercial opportunity
- Innovative and growing organisations recognise the value of disabled talent and disabled consumers and have embedded people at the heart of their operations.
- Disability inclusive organisations reap the rewards of empowered and enabled employees, improved retention rates, an enhanced reputation and improved financial performance.
- Research shows organisations that have embraced disability inclusive practices have outperformed their peers over the past four years.



# The Disability Equation

## Disability Statistics



## Business Statistics



# How Purple can support you

- Disability Training and Consultancy
- Purple 365
- Access Audits – digital and environment
- Disability Confidence Scheme
- Purple Approved Accreditation & Toolkit (PACT)



# Good practice tips

Make everyone  
feel welcome  
and included

Ask before you  
help.  
Don't assume the  
person needs it

If you're not sure  
what to do, ask your  
customer/colleague,  
"How can I help you?"

Use appropriate  
language

Listen carefully  
and ensure you  
can be seen

Show sensitivity  
and respect

# Good practice tips

Don't speak too quickly  
and slow down if  
requested to do so

Provide information in  
an accessible formats  
including website

Ask where and how a  
blind person would like  
to be guided

If someone is in  
wheelchair, place  
yourself at their eye  
level

Give the disabled  
person time to explain  
fully - don't interrupt  
and be patient

Be prepared to repeat  
or rephrase



@PurpleTuesNov



PurpleTuesday.org.uk

# Next steps

- **Sign up** to participate in Purple Tuesday by registering on [PurpleTuesday.org.uk](https://PurpleTuesday.org.uk)
- **Make one commitment** to change and improve the experience for your disabled customers.
- **Show your support** and celebrate on Purple Tuesday 2<sup>nd</sup> November.
- Share your thumbs up photos and tag using **#ThumbsUp for #PurpleTuesday**. Most creative photos will be in with a chance to win 1 year's subscription to Purple 365
- **Implement your commitments** you have made over the next 12 months
- **Involve disabled people** and disability experts to support you on your journey



@PurpleTuesNov



[PurpleTuesday.org.uk](https://PurpleTuesday.org.uk)

Purple   
Tuesday

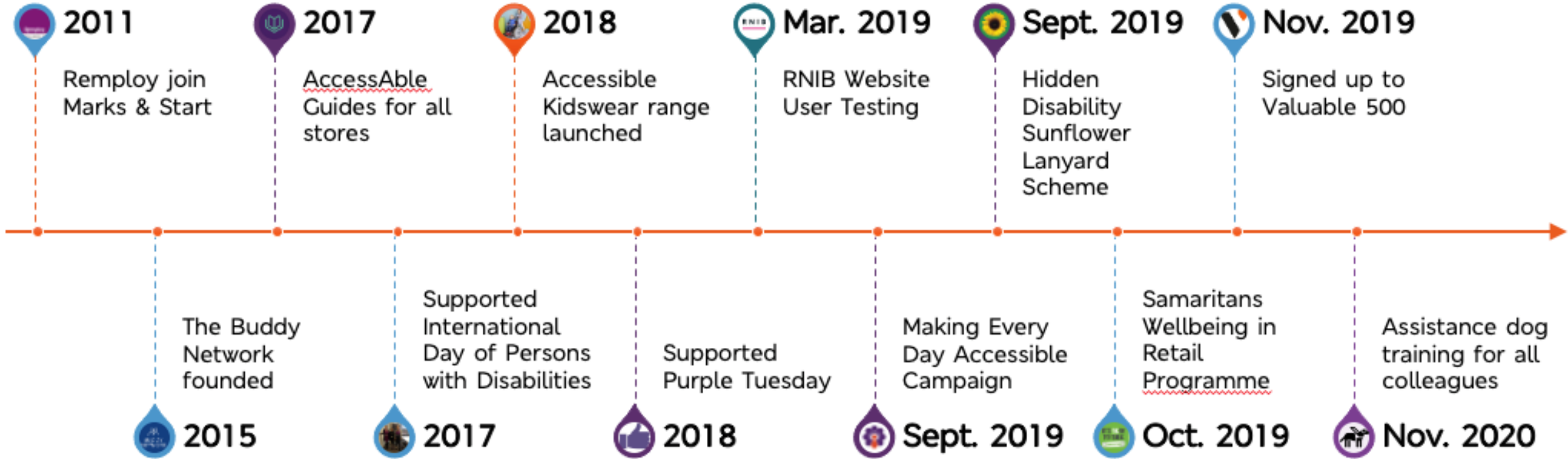


Rose Stuart, Customer  
Experience Manager

Marks and Spencer



# PREPARING FOR PURPLE TUESDAY ACCESSIBILITY AND WELLBEING AT M&S



Led by:



D&I



R&P



C&H



.com



FREQUENTLY  
ASKED QUESTIONS



LEARN MORE ABOUT  
SUNFLOWER  
LANYARDS



YOUR GUIDE TO  
SETTING UP  
SENSORY FRIENDLY  
SHOPPING



YOUR GUIDE TO  
DEAF AWARENESS



HARD OF HEARING  
UNIFORM



HEARING LOOP  
LEARNING CARD



CAN'T WAIT  
LEARNING CARD



LEARN MORE  
ABOUT YOUR  
ACCESSABLE GUIDE



LIVING AND  
WORKING WELL AT  
M&S

## GO BIG OR GO HOME



**Not every disability is visible**

A Sunflower Lanyard will let us know you may need some additional support

**What is a Sunflower Lanyard?**  
The Hidden Disabilities Sunflower Lanyard has been designed to act as a discreet sign that the wearer or someone in their party has a hidden disability and may need additional assistance or time.

**What can I do if I see a customer wearing a Sunflower Lanyard?**  
Say hello and ask how you can help. The customer may need more time at the checkout, or help packing their bags. They may need you to speak face-to-face to allow lip reading, or help reaching high or low products.

**How can customers get a Sunflower Lanyard?**  
They can pick one up from the Food Order or Click & Collect desks in any of our stores (excluding hospitals, airports, train stations, BP and Moko stores), and from the 423 points in our outlet stores. Alternatively, they can email [SunflowerLanyardRequests@customer-support.uk.marksandspencer.com](mailto:SunflowerLanyardRequests@customer-support.uk.marksandspencer.com) with their address, and we'll post one to their home.

**Can colleagues wear Sunflower Lanyards?**  
Colleagues with hidden disabilities are welcome to wear one if they feel it would help. Please don't wear one as a way of showing support for people with hidden disabilities, though, as this would cause confusion.

M&S 

First retailer to roll out the **Hidden Disability Sunflower Scheme** nationwide – for customers and colleagues

## LISTEN

NEWS

25th March

### M&S in Worcester introduce 'sensory friendly' shopping hour

By Joseph Forte | [Twitter](#) JoeforteNQ

Reporter



Support stores to implement **Sensory Friendly Shopping** (or quiet hours) for customers with sensory needs

## LEARN FROM YOUR MISTAKES

INDEPENDENT

NEWS INDEPENDENT TV CLIMATE SPORT VOICES CULTURE PREMIUM INDY LIFE INDYBEST INDY100 MY INDEPENDENT VOUCHERS COMPARE

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Introduced **training for colleagues**, when a customer was mistakenly told his assistance dog was not allowed into our Charing Cross branch

# Any questions?

Register your interest to join the new Disability Confident journey group being set up by The Crown Estate - email [social@thecrownestate.co.uk](mailto:social@thecrownestate.co.uk)

**Purple**   
**Tuesday**



**THE CROWN**  
 **ESTATE**