



Dear Business Manager,

Purple Tuesday – 12th November 2019

I am delighted to let you know that Dial West Cheshire has signed up to be a participant of Purple Tuesday 2019. Taking place on 12 November, the initiative emphasises the importance of the customer experience for disabled people. At Dial West Cheshire, we have made a commitment to send more of our front line staff on disability awareness courses, to perform a website accessibility audit and to raise awareness of Purple Tuesday by inviting local businesses like yourself to join in and **Paint West Cheshire Purple this Tuesday 12th November.**

Last year, Purple Tuesday focused on the retail sector. The event quickly became a nationwide success with mainstream broadcasters and print media getting behind it. This in turn gave the event tremendous publicity and saw over 750 organisations take part. Purple Tuesday 2019 will be building on these foundations to become an international call to action for all organisations of all sizes and across all sectors to identify areas that can be improved for their disabled customers.

There is great commercial value to be gained from taking part in this initiative. It is estimated that the purple pound – the collective spending power of disabled people and their families – is worth £2.25 trillion worldwide, but on average only 10% of organisations have a plan in place to access this market. This provides a huge opportunity for you to grow your customer base of disabled people and their families. Around 1 in 5 people have a disability and of those people, 80% have a hidden disability, whether this be dyslexia, a mental health condition or a mild to moderate learning difficulty. This means that on average 20% of your customers are likely to have a disability and the majority of those people will need additional customer care, but you would not be aware who those individuals are at first glance, if at all.

Purple Tuesday is organised by Purple, a disability organisation which aims to support businesses to develop their products and services for disabled people. Purple Tuesday is a call to action to organisations like us to better understand the needs of our disabled customers and to put in place the right solutions.

This year Dial West Cheshire, a West Cheshire disability charity, is supporting them by raising awareness of their cause and inviting you to **Paint West Cheshire Purple**. The lights on the Chester Clock and Town Hall will be turned purple on the week commencing the 11th November and businesses across West Cheshire are invited to join in with the movement.

How to participate

Taking part in **Paint West Cheshire Purple** is free for all organisations.

- Let Dial West Cheshire know you are going to take part by sending an email to j.mcandrew@dialwestcheshire.org.uk
- Encourage your team to wear purple on Tuesday 12th November
- Take photos of your teams wearing purple
- Share these on your social media and tag Dial West Cheshire or use the hashtag #DialPurple
- Alternatively, email photos to j.mcandrew@dialwestcheshire.org.uk

Promotion of the event – We have provided posters and leaflets which can be printed and used in staff and customer areas in the lead up to Purple Tuesday 12th November.

When you confirm you are taking part, you will be sent resources for use on the day.

I think this is the right thing to do both ethically and commercially and we would be delighted if you would join us in creating the opportunity to expand our customer bases by opening our businesses / services to a wider audience.

If you have any questions regarding Purple Tuesday, please let me know or email the Purple Tuesday team directly at info@purpletuesday.org.uk.

Yours sincerely,

Jen McAndrew

Marketing & Communications Officer, Dial West Cheshire

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