

NEWMARKET'S PURPLE GUIDE- CALL TO ACTION

Purple Tuesday is an international call to action, focused on changing the customer experience for disabled people. It involves organisations of all sizes and from all sectors taking decisive, practical actions to meet the needs of disabled customers resulting in the opening up of products and services to the disability market.

As a Purple Tuesday participant, we've pulled together some useful information and top tips to help you, your staff, and store prepare.

"Hello, can I help you?"

Research shows that the fear of unintentionally offending a disabled customer by saying or doing the 'wrong thing' is the biggest barrier for frontline staff. To help put this fear at ease, here are some things you and your staff should say:

- 👍 Refer to disabled people with a disability rather than the disabled or handicapped person.
- 👍 Avoid phrases like 'suffers from' which suggests discomfort, constant pain and a sense of hopelessness. Sometimes there is chronic pain, but the preference is 'living with' dementia or a health condition, etc.
- 👍 Try to avoid associating negative stereotypes with disability. For example, 'deaf to our pleas' or 'blind drunk'. People with mental health issues have a condition rather than being 'crazy', 'mad' or 'sad'.
- 👍 If you are talking to a wheelchair user, talk to them directly and make eye contact with them rather than the floor, or the person they are with.
- 👍 Let a blind person reach out for your arm to guide them around rather than you giving them your arm.
- 👍 In a noisy environment, when you approach a customer ask them if they want to step to a quieter place to start the conversation.
- 👍 Teach yourself hello and goodbye in sign language. It makes such a difference to a deaf person, and you might find you want to learn even more useful phrases.
- 👍 When talking to people with autism and/or Asperger's stick to clear facts rather than providing information that then needs interpreting. For example, "we have this jumper in red, navy and black" rather than "we have this jumper in lots of colours".

Basic Greetings in British Sign Language



Good



Morning



Afternoon



Night



How are you?

Five things you'll be pleased to know:

- 👍 Blind people will 'see you later'.
- 👍 Deaf people do 'hear what you are saying'.
- 👍 Wheelchair users love to 'go for a walk' and often 'have to run' if they're busy.
- 👍 People with mental health conditions know we live in a crazy world.
- 👍 Amputees have 'got to hand it to you' and sometimes 'need a leg up'.

Did you know?

- 👍 15% of the global population (over a billion people) have a disability - that's a lot of disabled customers!
- 👍 80% of disabled people have 'invisible' or hidden impairments. So, four in every five disabled customers that come into your store or visit your company website may need additional support from you, but this might not be obvious immediately.
- 👍 Only 5% of disabled people use a wheelchair.
- 👍 75% of disabled people and their families have left a shop or website because of poor customer service and/or accessibility issues.
- 👍 The collective spending power of disabled people and their families (known as the 'Purple Pound') is valued at £2.25 trillion worldwide per year. That is a lot of disposable income to be spent in your store or online.
- 👍 Health conditions and disabilities can fluctuate, so the support a person might need on one day could be different on another!



1 in 5

1 in 5 of your customers and clients will have a disability and 80% will have a condition which is not visibly apparent.

How to prepare your shop to make a difference:

- 👍 Shoppers with cognitive impairments, like dementia or autism, can find loud, busy and bright environments overwhelming. Retailers should consider creating quiet zones or holding a 'Quiet Hour' once a week. This involves turning down music, dimming lights and reducing the amount of noise in store as much as possible.
- 👍 Implement a lanyard scheme so staff can identify those who may need additional support.
- 👍 Allow individuals to skip queues if necessary.
- 👍 Ensure there is wheelchair access throughout the store, for example by installing ramps.
- 👍 Do not clutter the shop floor and impede access.
- 👍 Where possible, include lowered till points or more accessible areas in which transactions can take place.
- 👍 Adapt for the blind by providing braille signs.
- 👍 Ensure you are guide dog friendly and having trained staff on hand to guide passengers through the store if needed.
- 👍 Help those with hearing loss by ensuring that all messaging announced over speakers – for example, promotions or customer notices – are clearly communicated in other ways.
- 👍 Allow caregivers into fitting rooms to help those who struggle with dressing themselves. Ask whether assistance is welcomed.
- 👍 Make your marketing materials and product presentation more inclusive.
- 👍 Educate your staff with disability-focused customer service training.
- 👍 Introduce regular 'quiet hours' for shoppers with sensory issues, including but not limited to autistic and other neurodiverse people.
- 👍 Employ more disabled people so your workforce better mirrors the diversity of your customer base.
- 👍 Place 'not all disabilities are visible' signs on accessible facilities like changing rooms or toilets.
- 👍 Ask for feedback from disabled people, for example by including accessibility questions in your customer feedback survey or by hiring disabled mystery shoppers.

We support

Purple Tuesday

E-commerce tips for your online store!

- 👍 Assess and improve the online accessibility of your website and apps.
- 👍 Write detailed product descriptions for your online shop so that visually impaired shoppers can make informed purchase decisions.

THANK YOU for participating in Purple Tuesday, let's turn the town purple and make Newmarket a more accessible place!



Newmarket
TOWN COUNCIL



Love
Newmarket
Business Improvement District

TheGuineas
SHOPPING CENTRE