



# Disability Inclusion Support for Business

For further information and to discuss the package  
of support to suit your needs please contact:

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# Who are Purple?

Purple has over **30 years** of experience in supporting organisations across public and private sectors with disability, inclusion, accessibility, and recruitment related issues.

By engaging with our **expert consultants** to discuss the future of your disability inclusive journey, we will build the disability capacity of your people and senior management team to support you in developing a truly inclusive business culture.

Our highly specialised team will provide **extensive insight** into areas such as digital and physical accessibility, inclusive recruitment, policy and process, accessible communications and recommend actions to support your disability inclusion journey.

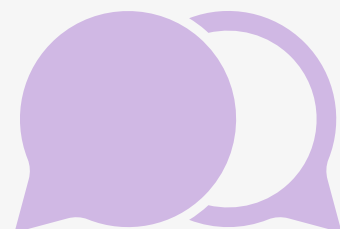
We can design and deliver **bespoke training sessions** for your Board and line managers on disability and accessibility related matters to ensure further inclusion at all levels of your business.

Our activities will provide added value to your **disability engagement** and form part of future employee investment, Diversity and Inclusion initiatives and talent acquisition, engagement, and development.

Outlined in this brochure is a synopsis of our offer to support business on their **Disability Inclusion journey**.

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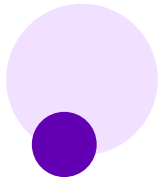


# Expert Consultancy

Our team of consultants have considerable experience and range of expertise to help you with your concerns or support needs. If you're unsure how inclusive you are, our team can provide evaluations, reviews and advice to find the answer.

Our consultancy can include but not limited to:

- Disability inclusion strategy
- Inclusive recruitment
- Web accessibility
- Assistive technology use, installation and troubleshooting
- Accessible communication and documentation
- Disability policy creation
- Disability at work
- Equality Act 2010



## Digital Services

Purple's digital solutions include accessible building advice and audits, through to accessibility testing for Web, software and mobile technologies; helping companies to comply with UK and worldwide disability laws and addressing organisational corporate responsibilities.

We offer a range of digital services to support you in developing and producing fully accessible online platforms and mobile technologies.

### Services Include:

- **Digital Diagnosis** – a high-level user led investigation of your customer-facing website with an analysis report offering practical and realistic advice on how issues can be fixed.
- **Comprehensive Digital Audit** – an in-depth assessment against Web Content Accessibility Guidelines (WCAG) 2.1 AA and other industry standards. We take a real-life approach with disabled user testing. For organisations that meet WCAG 2.1 AA standards we award the **Purple Approved – Accessible Website** badge, so that they can proudly demonstrate their accessibility credentials to customers and employees.
- **Mobile Accessibility Test** – Using a variety of modern mobile devices including Android and iOS, your content is checked against Mobile Web Best Practices guidelines. Similarly, for those organisations we assess and meet Mobile Application best practice guidelines will be awarded with a **Purple Approved – Accessible Application** badge.



# 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.

We offer two audit options:

- 1. Walk-Through Audit** – includes a pre-agreed set of journey sequences of an area taken alongside a client representative. Purple auditors will highlight from sight some of the physical, cognitive and sensory barriers to the environment and record areas of concern. Purple will produce a high-level recommendations report highlighting areas that need further investigation providing a sample of photographic evidence and reference to legislative requirements.
- 2. Comprehensive Access Audit** – Purple auditors will undertake a full and detailed audit of an agreed space and produce a full report and key priorities plan of the access issues found. The report and recommendations will adhere to existing best practice guidance relating to the specific needs of disabled people and the overall development of inclusive environments.



We adopt a **practical approach** when compiling audit reports and resulting action plans in order to produce feasible, real-life solutions to barriers and hazards identified during the access audit.

**The audits and reports are based upon best practice guidelines contained within:**

- Equality Act 2010
- Disability Discrimination Act Audit standards
- Equality & Human Rights Commission Statutory Code of Practice 2010
- BSI Standards 8300: 2018: Design of an accessible and inclusive built environment. Part 1 External Environment: Code of Practice
- BSI Standards 8300: 2018 Design of an accessible and inclusive built environment Part 2 Buildings: Code of Practice
- Guidelines for Providing for Journeys on Foot, CIHT 2000
- Designing for Accessibility, Centre for Accessible Environments 2012
- Design Manual for Roads and Bridges: HD42/05 Non-motorised User Audits RNIB Wayfinding Report, RNIB 2010

# Inclusive Recruitment Audit

Working alongside the HR team, we will identify barriers disabled candidates may face through the entire recruitment journey. Our **inclusive recruitment** audit will encompass a wide range of areas surrounding the recruitment process, ranging from the **preliminary reputation and preparation stages**, through to attraction, recruitment, and selection.

## We undertake the following:

- Conduct a full and detailed audit of the existing process from attraction, recruitment, and on boarding
- Carryout focus groups with a range of hiring managers and personnel involved in recruitment, to gain a first-hand perspective
- Carry out focus groups with new recruits representing teams across the business to gather insight of candidate experience
- Review the information publicly available relating to recruitment.
- Undertake a digital audit of online careers website
- Review documentation, including a sample of job descriptions/ adverts, and person specifications etc
- Produce a recommendation report highlighting suggested improvements to an end to end recruitment process

# Disability Inclusive Jobs Board

We want to tackle the disability employment gap by **changing the conversation** around disability inclusivity. There is a huge talent pool of disabled people out there that will add value to your business, and we want to marry this talent with organisations that have a public commitment to disability.

Working in partnership with **Evenbreak**, we are providing the UK's most accessible jobs board so that inclusive employers can be confident that they will attract disabled candidates that they may not find through any other recruitment channels.

Our platform highlights inclusive organisations that have **support systems** in place and those that are receptive to creating reasonable adjustments for each disabled individual employed.

We offer organisations an **annual subscription** with **unlimited job postings** or an annual credit limit, depending on your package, to keep the recruitment process as simple as possible.





# Bespoke Training Solutions

We offer a range of **training options** for organisations to suit different learning styles and schedules, including classroom style sessions, webinars, e-tutorials and one to one coaching.

**We work with our clients to tailor each training programme to meet the needs of their organisation and cover topics including:**

- Disability Awareness
- Inclusive Recruitment
- Inclusive Environments and Reasonable Adjustments
- Disability Confident Line Managers
- Disability Confident Leadership and the responsibilities of the Board
- Disability Inclusive Customer Service
- Accessible Communications
- Digital Accessibility Testing
- Unconscious Bias in Talent Acquisition
- Mental health and well-being in the workplace

Our programmes are designed and delivered with time for **practical activities, videos, shared knowledge** and **understanding** over a half or full day session.

We always put real life situations at the heart of our learning. There are opportunities throughout the programmes to practice and enhance skills in a safe and constructive learning environment.

**Our approach to training is distinct and unique from other providers in several ways including:**

- **Evidence-led workshops/webinars** – we always draw on the most up-to-date research and current best practice in disability inclusivity and beyond.
- **Practical Programmes** – Through the range of teaching methods and tools (case studies, micro teach and sharing experiences), our training will be applicable to your people
- **Facilitative and engaging** – We use breakout groups, plenary sessions and one to two coaching and support to support your participants to absorb the principles of our content
- **Competitively priced** – we always aim to provide our clients with the most cost-effective training solutions



# Disability Confident Support Packages

**Disability Confident** is a nationally recognised **accreditation scheme**, which encourages businesses to recruit and retain disabled employees, and people with long-term health conditions, for their skills and talent. There are three levels of accreditation: Committed, Employer and Leader.

Purple offers support to organisations across the UK to help them achieve **all three levels** of the Disability Confident accreditation. Purple also administers an international register for organisations based outside of the UK who have met the standards in line with the UK's Disability Confident accreditation scheme.



## Disability Confident Premium Package (Onsite/Remote Options)

Purple will guide you **through all three levels** of the Disability Confident accreditation scheme, supporting your organisation from Level 1 Committed to Level 3 Leader via an approach, which is bespoke and personalised to your organisation.

**This can be delivered:**

- in timeframe to suit you,
- and through a programme of consultancy, training and workshops.

Our support will take your organisation from where it is now, to a Disability Confident Leader, **embedding the thinking and action planning** at all levels of your organisation.

## Disability Confident L3 Validation

Full commentary and validation of your Level 2 self-assessment enabling you to become Level 3 Disability Confident Leader accredited. We will also work with you to produce an action plan for the implementation of your commitment to a disability confident culture across your organisation.

# Purple Member and Partner Recognition

We believe recognition should be given to organisations that invest in disability inclusion, their people and customers. As an added value of working with Purple in providing training, consulting and auditing services, we will recognise organisations as a Purple Member or Partner based on the investment they have made in a year.

As a Purple Member, you will receive a **Purple Member badge** and **certificate** to proudly display on your premises and communications. In addition, you receive a **personalised video message** from Mike Adams OBE, CEO of Purple that can be used across internal and external communication channels to demonstrate your alignment with Purple and commitments to disability inclusion.



Organisations that have invested and delivered more disability activities will be recognised as a Purple Partner. In addition to receiving a **Purple Partner Badge, certificate** and **personalised video message** from Mike Adams OBE, organisations will benefit from a **co-branded Top Tips for Disability Inclusion tutorial** as a valuable training resource.





# Purple 365

**Purple Tuesday** is our internationally recognised initiative that calls on organisations to improve the customer experience for disabled people and their families, in turn benefiting in accessing the **£274bn UK Purple Pounds** and gaining loyal customers.

Purple Tuesday is about creating a step change improvement in the awareness of the value and needs of **disabled customers**. It is about making the customer experience accessible. Participating organisations make public commitments (a minimum of one new activity or initiative) to ensure **sustainable changes** are made. For organisations, this will result in the opening up of products and services to the disability market.

“Would love it if all businesses would shine a light on providing a good customer experience for disabled people all year round, not just on Purple Tuesday.” – **A Purple Tuesday 2020 participant.**

Purple agrees and this is the reason why we have introduced **Purple 365**, a subscription service supporting organisations and their staff to access knowledge, understanding and **practical approaches** to provide a better everyday customer experience for disabled people and their families.

As part of **Purple 365** organisations, receive:

1. A **monthly exclusive webinar** covering contemporary disability related topics to align with other national awareness events e.g. Mental Health Awareness Day, Autism Awareness Month, Global Accessibility Awareness Day. All webinars are recorded and shared.
2. **Resources** throughout the year to help you engage and communicate with your customers and guide your staff.
3. Use of **Purple 365 logo** and **marketing assets** to demonstrate your commitment to disabled customers and Purple Tuesday, the #1 brand for improving the disabled customer experience.

Purple 365 is for **organisations across all sectors** who may not have access to large budgets, communication and marketing departments or a customer experience lead.



# Purple 365

Purple 365 is a disability training and development resource for organisations, giving your staff access to training on disability related topics to build knowledge, understanding and practical approaches to provide a better experience for disabled customers.

## What's included:

- A monthly exclusive webinar covering a disability related topic to align with national awareness events e.g. Mental Health Awareness Day, Autism Awareness Week, National Inclusion Week etc. All webinars are recorded to share with all your staff. Previous webinars will be made available to new subscribers.
- Resources throughout the year to help you engage and communicate with your customers and guide your staff, including top tip guides and practical case studies.
- A bitesize tutorial of each webinar to enhance on demand learning.
- Certificates of attendance for all who participate in the live webinars.
- Use of Purple 365 logo and marketing assets to promote your commitment to disabled customers and improving their customer experience.

**//** Lumo is committed to disability inclusion – each month we provide all of our staff access to disability training provided by Purple Tuesday through their Purple 365 Programme. We are learning so much. **//**

– Barry Hoffman, Group Human Resources Director at Landsec



# Pricing

## Purple Member Annual Investment

Medium (50–249 Employees)	>£3,000
Large (250–999 Employees)	>£5,000
Corporate (1000+ Employees)	>£8,000

## Purple Partner Annual Investment

Medium (50–249 Employees)	>£5,000
Large (250–999 Employees)	>£8,000
Corporate (1000+ Employees)	>£12,000

## Purple Services

### Purple Tuesday 365 Subscription

Small (1–49 Employees)	£365
Medium (50–249 Employees)	£1,825
Large (250–999 Employees)	£3,650
Corporate (1000+ Employees)	£3,650

### Disability Confident Premiership Package (Including Onsite Training)

Small (1–49 Employees)	£1,795 (1x Consultancy/Training +Validation)
Medium (50–249 Employees)	£4,795 (2x Consultancy/Training +Validation)
Large (250–999 Employees)	£7,795 (4x Consultancy/Training +Validation)
Corporate (1000+ Employees)	£11,795 (6x Consultancy/Training + Validation)

### Disability Confident Level 3 Validation Only

Small (1–49 Employees)	£495
Medium (50–249 Employees)	£795
Large (250–999 Employees)	£995
Corporate (1000+ Employees)	£1,450

### Digital Diagnosis

Small (1–49 Employees)	£495
Medium (50–249 Employees)	£795
Large (250–999 Employees)	£995
Corporate (1000+ Employees)	£1,450

### Accessibility Audits

Comprehensive Access Audits	From £2,345
Walk-Through Access Audits	From £1,545

### WCAG Digital Audit & Disabled User Test

From £2,545

### Training

1 Day / ½ Day Workshops	£1,545 / £1,125
Webinar / Tailored Webinar	£675 / £795
Virtual Training (2 Hour / 3 Hour)	£795 / £895
E-Learning Tutorials	From £2,245