

# Purple Tuesday



Accessibility Everyday, Everywhere for Everyone

4<sup>th</sup> November 2025



# Contents

## About Us

Find out more about the driving force behind Purple Tuesday



An overview of our company's background, achievements, and services. We also outline our vision and mission statements, along with our key brands and services.

## About Purple Tuesday

What is Purple Tuesday? And how can I get involved?



Learn all about the Purple Tuesday celebration day, as well as the other events we host throughout the year including our Disabled Customer Summit and Purple 365 Webinars.

## Purple Tuesday Impact

Purple Tuesday 2024's impact statistics facts and figures



Learn about the reach of Purple Tuesday 2024, meet the Purple Tuesday Team and our dedicated team of ambassadors for the disability community.

# Background

- We established our organisation in the UK in 2002.
- Over the years, we have provided support to 50,000+ disabled people.
- In 2018, we launched the Purple Tuesday initiative to promote accessibility and inclusion across industry.
- By 2021, Purple Tuesday had expanded its reach and became an international movement.
- As of 2024, Purple Tuesday had gained recognition in nine different countries.





# What we do

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- **We support organisations to access the \$13 trillion disability market.** Partnering with us helps organisations tap into this significant economic opportunity and improve their accessibility and customer service for disabled people.
- **We improve the life experiences of disabled people.** Through initiatives like Purple Tuesday and Purple 360, we inspire organisations to enhance their accessibility, benefiting millions of disabled people worldwide.



# Purple Brands & Services

- **Purple Tuesday** – a global awareness initiative that is driving changes to the customer experience for disabled people, connecting brands with the disability community.
- **Purple 360** – supporting organisations on an accessibility and disability inclusion journey
- **Purple Direct Payments** – supports disabled people to have choice, control and independence at home
- **Purple Surfers** – digital skills development for disabled people, improving access to information, services and opportunities
- **EnableAll** – offering an accessible online shopping experience for all





# About Purple Tuesday

Purple Tuesday is a global initiative that champions accessibility advancements to improve the customer experience for disabled people.

## Initiative Goals:

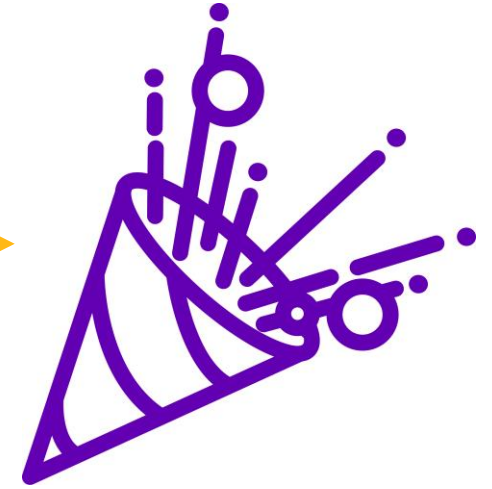
- Raise awareness of the commercial and social value of the disability market
- Connect organisations with their current and prospective customers with disabilities
- Share examples of good accessibility practices in action

## Target Audience

- Business leaders across industry and geographies
- The disability community that represents 1/3 of the world population



# Participating in Purple Tuesday



## Register your Business:

Its completely free to get involved. Just register your organisation and we'll follow up with an email at: [purpletuesday.co/Get-Involved/Overview](https://purpletuesday.co/Get-Involved/Overview)

## Make a Commitment:

This could be your first step towards accessibility, or if you're already taking action to be more inclusive, it could be your next major intervention on your journey.

## Deliver your Changes:

Follow through on your commitment to change, educating and supporting your staff so they can provide a better customer experience for disabled people.

## Celebrate with us!:

Join us on Purple Tuesday on the 12th of November 2024 by turning your organisation Purple and sharing your stories and celebrations across our socials and yours!

# Commitment Inspiration



## Inclusive Customer service training

Training to help your staff confidently communicate with disabled people without fear of causing offense.



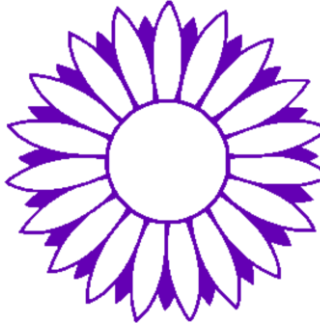
## On-Site Access Audits

To help identify where improvements can be made to your physical space to improve your businesses accessibility.



## Formalise Quiet Hours

To support customers who have sensory needs such as autism, ensuring all loud noises are reduced or removed (e.g music)



## Implement Hidden Disabilities Sunflower

This scheme makes it easier for employees to know when they are supporting those with hidden disabilities.



## Digital Access Audits

Identifying where you can make improvements on your website and overall digital presence to improve your online accessibility.



## Sign Language Training

Training your staff in some key words and phrases in sign language to enable basic conversation with customers with hearing or speech related disabilities.



# Purple Tuesday Global Celebration day



## 4<sup>th</sup> November 2025

Purple Tuesday Global Celebration Day is a time to recognise the accessibility improvements made by organisations across the globe and their impact on customers with disabilities to share good practice and connect the disability community with brands. To get involved in Purple Tuesday, participating organisations must commit implementing at least one accessibility improvement each year which is then, recognised and celebrated each year in November.

“Being the Global disability Partner for Purple Tuesday is an integral part of helping us inspire organisations, across all sectors, make positive changes to the shopping, travel, work and leisure experience for disabled people.”

**Paul White**

CEO – Hidden Disabilities Sunflower



# Purple Disability Summit

## September 2025 – London

Our annual Disability Summit is an opportunity to bring the disability and business communities together to find solutions and innovations to improving experiences for customers with disabilities. The summit features panel discussions, collaborative workshops, thought-provoking keynotes, and networking opportunities. It enables businesses to gain insights into issues they may not be close to and provides the disability community a platform to address daily barriers with businesses.

“We know there are millions of consumers and colleagues with disabilities who want access to services, information, and products... We know we’re on a journey, and there is plenty more to do, but Purple Tuesday are the best possible guides.”

**Peter Hamilton**

Disability & Access Ambassador – Zurich UK Life





# Purple Tuesday 365

## Monthly

Purple 365 is a learning and development resource for organisations, providing their employees access to live or on-demand training webinars alongside a library of resources in the Purple 365 Portal. This ensures staff at all levels gain the knowledge, understanding, and practical approaches needed to deliver a better everyday experience for disabled people as customers and employees.

“Purple's trainings have found the right balance of awareness raising with expert insights into a range of Disability topics. My colleagues and I have found these regular sessions really engaging, informative and perfect for raising the skills of the wider team. I would recommend Purple Tuesday training to any organisation wanting to build the Disability knowledge of their people.”

**Steven Foster**

Shopping Centre Director – Landsec





# Purple Tuesday

2024 Impact Statistics



7,000

Organisations Participating

9 Countries  
Celebrating



52

Disabled  
Ambassadors

8,000<sup>+</sup>

Commitments to  
Accessibility



36  
Million

2024

29  
Million

2023

Reach across social  
and legacy media



99%

Positive Social Sentiment

# Purple Tuesday's Ambassadors:



With a worldwide reach of 5 million!



Dr Sani Dhandha



Nick Wilson



Amy Pohl



Martyn Sibley



Victoria Jenkins



Fred Maahs, JR



Jessica Smith



Andy Stevenson



Anne Wafula-  
Strike



Mark Esho MBA



Isaac Harvey



Tanzila Khan

**+50**  
**Community**  
**Ambassadors**



# Recognised Countries

UK  
UAE  
Oman  
Jersey  
Germany  
Pakistan  
Malaysia  
Hong Kong  
North America





# Call to Action:

Participation in the UK has plateaued since 2022. We need your support to increase engagement and the number of accessibility improvements being made:

- 1) Identify a Disability Inclusive Organisation in your sector and make an introduction to Purple Tuesday
- 2) Host a Purple Tuesday information session for your sector with a call to action to get involved and make changes
- 3) Work with us to create a case study of good practice for your industry to share on our website to inspire others



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