



Department
for Work &
Pensions

Minister for Disabled People, Health
and Work
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Dear Councillor,

26 October 2018

Purple Tuesday

I am writing to ask for your support to promote a new day dedicated to accessible shopping in the run up to Christmas 2018. '**Purple Tuesday**' will take place on **Tuesday 13 November**. The aim is to enable and encourage retailers across the country, and online to introduce new measures to make the shopping experience more inclusive and accessible for disabled customers. The initiative is being co-ordinated by the disability organisation Purple and has been endorsed by the government.

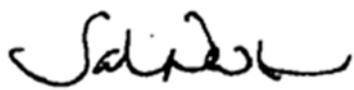
We have already received pledges of support from leading brands including Argos, Asda, Sainsbury's, Barclays, the British Retail Consortium, Contacta and Marks & Spencer. Owners of some of the UK's busiest shopping destinations such as Bluewater in Essex, Birmingham Bullring and Drake Circus shopping centre in Plymouth will also be part of the day.

Why do we need a Purple Tuesday? We know that some disabled shoppers can be worried by overcrowding in shops, and they will walk away from a shop that is not accessible, or the customer service is poor.

We need to improve the disabled customer experience not only because it is the right thing to do but because there is a commercial reason for making sure that shops, and restaurants, pubs and clubs are inclusive and accessible. Estimates put the spending power of disabled people and their families (the ‘Purple Pound’) at £249bn.

Disabled People are vital contributors to the economy and businesses need to understand that they don’t just lose the custom of the disabled person if don’t cater for disabled customers. They will also lose their families, and their friends as well. Can any high street afford to ignore the purple pound?

I would ask you to join with me and work with your local council, retailers, BID and town centre managers to take up the Purple Tuesday challenge and help make Tuesday 13 November an accessible and inclusive success. You can find more information about Purple Tuesday at <https://purpletuesday.org.uk/>.

You sincerely,


Sarah Newton MP

Minister for Disabled People, Health & Work