



# PURPLE HOUND

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ACCESS YOUR POTENTIAL

<https://youtu.be/Vm6ZvE3euDU>

*The Accessibility  
champion*

**Purple Hound** is:

A consumer brand dedicated to  
**championing** improvements  
in accessibility...

# Purple Hound:

-Maximises the collective buying power of the 'Purple Pound'

-**Rewards positive change**, effort and innovation

-Encourages businesses to take part at zero cost and

**offers** them **training** to **improve standards**

-Encourages accessibility improvements

-**Raises awareness** of disability access issues and effects physical , positive change

# Accessibility Pitfalls:

- When should staff offer help?
- Is a staff member nearby lift to offer assistance?
- Is the ramp too steep?

• **Do not tie up the red emergency cord!** Allow it to touch the ground

- Is the door too heavy to open ?
- Are there enough lifts for the number of people in attendance?
- How many accessible toilets are available?

• **Not all disabilities are visible**

- How close is parking?
- Is there a suitable amount of parking near the front entrance?
- Not everyone wants to travel with a carer

# Size of the market/ business case:

-Over **10 million 'disabled people'** in Britain

-Over 6.9 million disabled people of working age, which represents **19%** of the working population

-The Purple Pound – a **£249 Billion** a year  
untapped economy

“Almost **two-thirds** of the attractions said they were not fully wheelchair accessible, and a **quarter** had **no spaces** for disabled people’s cars. Only 13 per cent gave staff training on **disability awareness.**”

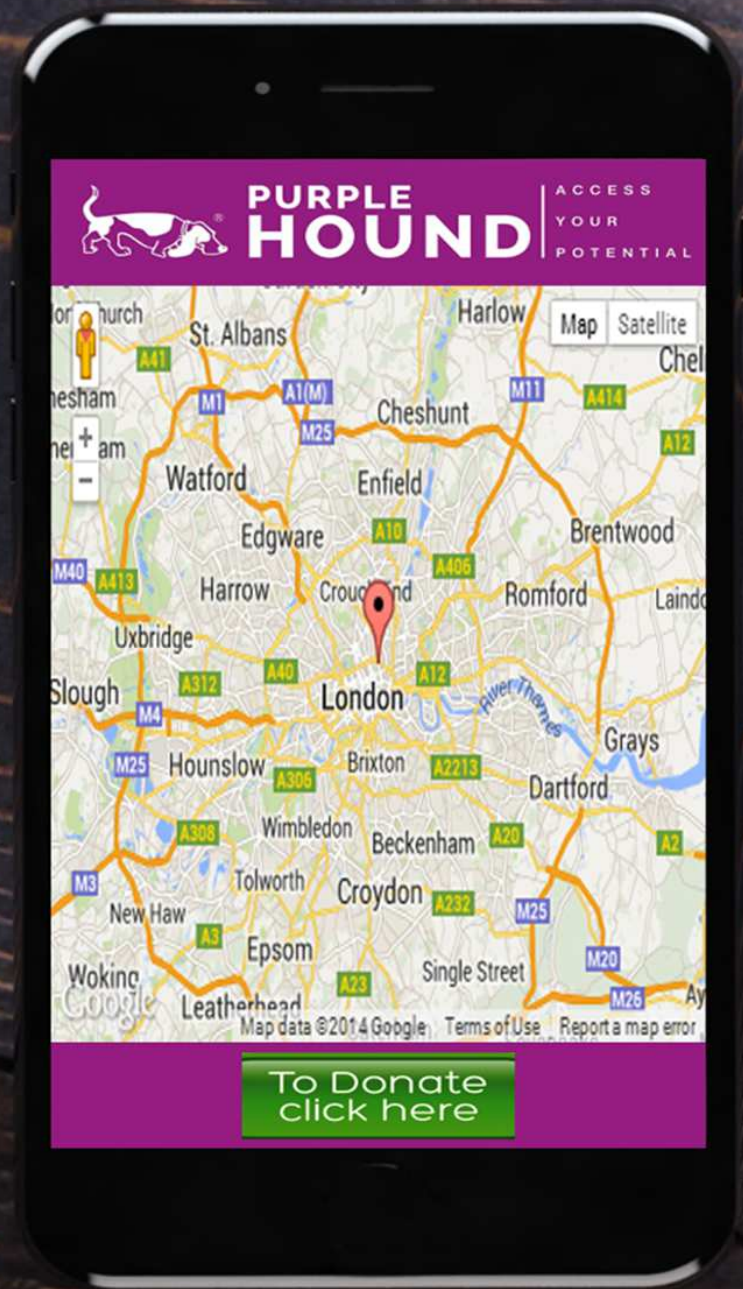
**The Standard, 14 November 2014**

**“I was astonished,”** said Ted Hill, CEO of the British Polio Fellowship, (commenting on the **lack of accessibility** of the UK’s top visitor attractions). **“I would like to call on these venues to make themselves completely accessible for all.** I believe the UK to be among the leaders in equal opportunities and diversity, but clearly (some attractions) do not get the message.”



Almost 70% of  
'disabled' people in the  
UK think they are  
poorly represented by  
the mainstream  
consumer brands





**A multi-  
platform  
app that  
identifies  
easily  
accessible  
locations**

# A Call to Action

Ways you can contribute:

- Encourage membership to display our

**stickers**

- Go to our website and **show** your

**support** <http://www.purplehound.org.uk/>

- Contact us at

<http://www.purplehound.org.uk/contact/>

to make a **donation**



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