

Purple Tuesday

Changing the customer experience

**Top Tips:
Post Lockdown Guidance**

As lockdown restrictions ease in the UK, the government has been outlining their advice and guidance on what organisations and the public should do to stay safe. Purple has adapted and extended this advice to help your organisation maintain the the needs of your disabled customers.

At Purple, we believe that incorporating accessibility into your recovery plans is essential to a healthy business, in a post Covid-19 world.

Purple have identified three fundamental standards needed to ensure economic and social recovery plans are inclusive. There are:

- Ensuring social distancing measures of the built environment are accessible for disabled employees, customers, residents and visitors.
- Ensuring all digital communications, including websites, have a foundation level of accessibility in place as a minimum.
- Including inclusive approaches to customer service as part of all new training programmes for staff.

These standards are not a panacea for disability inclusion but the foundation blocks for ensuring the minimum accessibility is in place, creating a platform for further ambition and development.

Purple's Recommendations:



The built environment

- Where Plexiglas or transparent shielding is used:
 - ensure this is not located in direct sunlight as this can cause difficulty for people who lip read
 - ensure the screen has markers through the middle and at the edges to make this more visible to people with visual impairments
- Ensure signage is clear. [View our top tip signage document for guidance on this.](#)
 - Signage should be attached to walls rather than A boards as these cause an obstruction
- Floor stickers should be:
 - high contrast between the floor and label
 - anti-slip – if in doubt, ask the supplier
 - keep clear and visual
- consider having a fast track to accessible toilets to avoid disabled people having to queue. Some visitors may carry a 'can't wait card' to highlight their need to use a disabled toilet



The digital environment

- Undertake a digital diagnosis of your website to understand how you can improve your website accessibility. [View our guidance on this.](#)
- When using hashtags on social media, ensure to capitalise the first letter of each word to make them easier to read. For example instead of #disabilityinclusion, display this as #DisabilityInclusion
- Use alt tags so people with visual impairments can use screen readers to tell them what your images are displaying
- All video content should have subtitles or captions included. There are many companies which provide this service, at Purple, we use [Rev.com](#).



Service delivery

It is likely that with ongoing new guidelines being set out by the government, your staff will need updated training to help them adjust to the new ways of working. This is the perfect opportunity to include one or more of the following to help your disabled customers:

- Introduce the Sunflower Lanyard scheme to help staff identify those who may need extra support
- Offer a shopping buddy service to help those customers who might find it more difficult to navigate the premises or collect items from the shelves.
- Introduce a text service or online chat as an alternative to telephone communications to help those who may have hearing impairments.
- Where queuing takes place, it is advised to place seating to enable those who may need to rest to take a seat while they wait.

For more information

If you have any questions or would like to discuss how Purple can support your Inclusive Economic and Social Recovery Plans please contact:

Charlene Overend Head of Partnerships
coverend@wearepurple.org.uk

Purple Tuesday

Changing the customer experience

Get in touch:

Phone: 01245 392 319

   : @PurpleTuesNov

#PurpleTuesday

Email: Info@PurpleTuesday.org.uk

www.PurpleTuesday.org.uk

Created by:

