



Accessibility Considerations for Cheshire Businesses



Purple Tuesday

The term 'equality' relates to ensuring that everyone can access the same opportunities. Purple Tuesday is a change programme for organisations of all sizes and all sectors with the common goal of improving the customer experience for disabled people. The campaign is a call to action to not only recognize the barriers people with disabilities face but also to share and showcase the incredible solutions that are out there.

Purple Tuesday is held annually, falling on Tuesday 4th November in 2025. Cheshire West & Chester businesses and organisations are encouraged to support the #PurpleTuesday change programme by reviewing the accessibility of their venues and services. If you have a fully accessible business, then please highlight this fantastic achievement by completing the self-declaration on page 3 and returning it to equalities@cheshirewestandchester.gov.uk. However, if you haven't considered the accessibility of the services you provide, or you face barriers then that's what Purple Tuesday is about; please complete and return the declaration on page 4 and the Council will be happy to support you. The theme for 2025 is "Think Accessibility" with businesses encouraged to 'keep on aiming higher'.

A recent UK disability survey reported that 78% of disabled people find shops and shopping centres inconvenient with 66% reporting the same feelings about pubs, clubs and bars. Visit England has undertaken significant research into value of the purple pound (the spending power of disabled households), which shows that 18.2% of all staying visitor spend is generated by disabled people. In addition, 20% of day visitors spend is generated by people and their families with a disability. Assuming that CW&C disability tourism numbers are statistically similar this means that disabled people benefit our local economy by at least £441million, with the disability survey previously cited stating 70% of disabled people will NOT return to a business after receiving a poor customer service.

Cheshire West & Chester Council want to help promote accessibility and inclusion across the borough, whether you are a large employer or sole trader this starts with you. Please read through the **accessibility considerations on page two** of this document and complete the self-declaration on page 3. A little time can make a big difference and effect substantial change for both disabled people and individual businesses.



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Physical Disabilities

Try and treat people as you would if they did not have a physical disability and respect their physical boundaries. Venues can help physically disabled people by:

- Advertising access arrangements at the entrance or in a window
- Having ramped or level access.
- Having a portable ramp and advertising how to request assistance of that nature.
- Having an accessible toilet.
- Having handrails that contrast visually with the background at all steps / stairs.
- Having long, shallow steps with visible nosing rather than steep & short steps.
- Having a service desk/counter in view of the entrance or a buzzer for assistance.

Neurodivergent People

Brain functioning is different to the neuromajority. People can excel in some areas and find others challenging. All neurodivergent people are unique. Some strategies which may be useful to support neurodivergent people are:

- Being clear, direct, and concise and avoid ambiguous statements.
- Where appropriate, using closed rather than open questions.
- Having an alternative quiet space with natural light that is less overwhelming to the senses.
- Allowing extra time for people to process information, particularly when given verbally. If necessary, repeat the information in a calm manner, using visual aids where possible.
- Respecting different communication strategies.
- Being mindful that repetitive behaviours and interests can serve as a coping mechanism to a neurodivergent person.
- Recognising that non-verbal aspects of communication may be nontypical, such as eye contact, gestures, body language and tone of voice.

Sensory Disabilities

Businesses can help people with a sensory impairment by:

- Having a fixed or portable hearing induction loop and appropriate staff training.
- Having good and consistent lighting both externally and in the premises.
- Ensuring that Guide dogs are welcome, and passages are clear of obstructions.
- Having good signage to reduce having to ask questions.
- Having an alternative quiet space.
- Providing tactile warnings where there is a hazard (such as a step or beam).
- Having a service desk/counter in view of the entrance or a buzzer for assistance.

Initiatives for Participating Organisations to consider

- Become a disability confident employer [Disability Confident employer scheme - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/collections/disability-confident-employer-scheme)
 - Quiet hours - acknowledging the needs of the neurodivergent spectrum community.
 - Adopting the Hidden Disabilities Sunflower lanyard scheme.
 - Mental health awareness training.
 - Access audits, promoting both physical access and / or digital inclusion.
 - Frontline staff learning hello and goodbye in sign language.
 - Providing disability awareness training for staff.
- For more information on the Purple Tuesday change programme please visit <https://purpletuesday.co> or contact eqalities@cheshirewestandchester.gov.uk



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Accessibility Considerations – Self Declaration 2025

Thank you for showing an interest in improving the accessibility of your service or premises. The completion of the self-declaration is free and completely voluntary, although consent must be provided by completion of this form.

Cheshire West & Chester Council has a responsibility to ensure the data we hold about you is up to date and relevant. Before completing this form, please read the privacy notice information below, if you need any assistance understanding the content of this form then please contact the Senior Access Officer and he can help you: peter.grime@cheshirewestandchester.gov.uk

Privacy Notice

The Council's Equality & Diversity Team will only collect and use the minimum amount of personal information required when communicating with you. It may use some or all the personal information provided including information about you such as your name, job title and contact details.

It is possible that information you share in this declaration may be used when communicating with you. The Council will only collect information from you and will not collect data from other agencies. The information you provide will only be used to provide information and support to you when looking to improve the accessibility and inclusion of your business and services.

The Equality & Diversity Team will not share your information with other external agencies or organisations. If a potential benefit is identified from sharing your information, we will only do so by obtaining prior written consent via email or where it is required by law.

Your information will be securely stored electronically and will not be accessible by persons other than those authorised. Your information will be kept for a period of two years or until such point that you request it is deleted in writing by emailing equalities@cheshirewestandchester.gov.uk



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Please complete the following.

Please include me in meeting invitations, activities, updates and email communications relating to improving the accessibility and inclusion across Cheshire West & Chester.

I consent to my information being processed and confirm I have read and understand the Privacy Notice & Data Sharing Agreement detailed above.

Yes		No		
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Please provide the following information

Your Name	
Your Job Title	
Your role and responsibilities in relation to premises and services	
Your email address	
A secondary email address	
Your telephone number	
Name of the business or organisation you represent	
Address of the business or organisation you represent	

If you are completing and signing this on behalf of someone else, please give their details above and also provide the following information.

Name	
Contact details	
Contact email	
Your relationship to the above	
Additional Information	



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Would you be interested in accessibility-based webinars?	Yes		No	
Would you be interested in accessibility in person events?	Yes		No	
Would a website for supporting Accessibility be of interest to you?	Yes		No	
Tell us about your business, organisation or service for example what have you been able to do to showcase accessibility, or alternatively what are the challenges or barriers.				

Name	
Date	
Signed	



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Accessibility feels complex and can be complicated

Access can feel complex and complicated; however, you may know more than you realise and already be doing a lot. This engagement is the start or continuation of your journey in becoming informed.

At its simplest, think about four key things that result in a warm welcome, great customer service and a memorable visitor experience.

1. **Information** – ensure you provide accessibility information on your website and at the entrance to your premises.
2. **Customer** – ensure that staff have relevant training to serve your customers with understanding and confidence.
3. **Employment** – become a more inclusive employer.
4. **Place** – make low cost / no cost improvements to the built environment, amenities and services you offer to make your premises as accessible and safe as possible.

To support you with these four key things you can also consider:

Becoming a 'You're Safe Here' venue



'You're Safe Here', is a pioneering safe space accreditation scheme, launched across Cheshire West and Chester in October 2025 following 12 months of investment and training with local businesses - [Join – You're Safe Here](#)

Reading the **Visit England Accessible and Inclusive Tourism Toolkit for Businesses**



An exceptional document produced with access specialists providing guidance on the legal, commercial and ethical importance of accessibility.

[VisitEngland Accessible and Inclusive Tourism Toolkit for Businesses | VisitBritain.org](#)