



The Purple Pound Foundation Manifesto: A Vision for Economic and Social Empowerment

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The Purple Pound Foundation CIC

Company number 15753838

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Introduction

Disability impacts our entire society, shaping the lives of 1 in 5 individuals—around 13 million people in the UK alone. This diverse group includes:

1. 15% of the population with learning difficulties
2. 1.5 million people with learning disabilities (2% of the population)
3. more than 1 in 7 who are neurodiverse, and many more with hearing and sight impairments.

Despite their significant numbers, disabled individuals frequently encounter barriers that prevent full participation in social and economic life. The Purple Pound Foundation is dedicated to breaking down these barriers and demonstrating the immense economic value of the "purple pound"—the collective spending power of disabled people.

We also recognise the importance of considering the needs of future generations in our work, in line with the principles set out in the Well-being of Future Generations Act. This manifesto also aligns with the UN Sustainable Development Goals (SDGs), promoting inclusive, sustainable economic growth, employment, and decent work for all (Goal 8), reducing inequality within and among countries (Goal 10), and ensuring healthy lives and promoting well-being for all at all ages (Goal 3).

Our commitment extends beyond current practices to ensure sustainable, inclusive growth that benefits everyone, today and tomorrow.

Our Vision

We envision a world where everyone, regardless of disability, enjoys equal access to the built environment in a welcoming and inclusive atmosphere.

This vision is not only a matter of social justice but also represents a substantial economic opportunity. By embracing accessibility, businesses can unlock the potential of the purple pound, leading to increased revenue and customer loyalty.

Our vision is guided by the principles of the Well-being of Future Generations Act, ensuring that our efforts contribute to a prosperous, resilient, and globally responsible society. We aim to promote a

healthier, more equal society where everyone can participate fully in social, economic, and cultural life.

Accessibility is a Fixable Problem

Addressing accessibility requires leadership, political will, investment, and reform.

The benefits of these efforts are unequivocally worth the investment and hard work. Accessibility is not just a legal requirement; it is a pathway to economic growth and societal inclusion. By focusing on sustainable solutions that benefit future generations, we align our efforts with the UN SDGs, particularly those aiming to build resilient infrastructure (Goal 9) and foster innovation that includes all members of society.

Alignment with the UN Convention on the Rights of Persons with Disabilities (CRPD)

The Purple Pound Foundation aligns with the UN Convention on the Rights of Persons with Disabilities (CRPD), which promotes, protects, and ensures the full and equal enjoyment of all human rights and fundamental freedoms by all persons with disabilities. Our work supports the Convention's principles, including respect for inherent dignity, non-discrimination, full and effective participation, and inclusion in society.

These efforts also contribute to the UN SDGs, supporting goals related to reducing inequalities (Goal 10) and ensuring healthy lives and promoting well-being for all at all ages (Goal 3).

Establishing Standards

The Purple Pound Foundation is committed to setting an auditable standard of accessibility for public spaces, including hotels, venues, and other aspects of the built environment. This standard will evaluate both physical spaces and the cultural attitudes of the people working within them, ensuring comprehensive accessibility.

This approach supports the creation of inclusive and sustainable cities (Goal 11) and decent work and economic growth (Goal 8).

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Audit Services

We will establish a rigorous auditing system to ensure compliance with our accessibility standards. These audits will be conducted by accredited professionals who are fully engaged with the Foundation's philosophy and standards.

By maintaining high standards, we contribute to the development of resilient infrastructure (Goal 9) and promote inclusive, sustainable industrialisation that benefits all members of society.

Consultancy: Bridge That Gap™

Our bespoke consultancy service, Bridge That Gap™, will assist organisations in understanding and meeting the requirements of our accessibility standards. This service will include coaching and mentoring to help organisations implement necessary changes effectively and sustainably.

This consultancy will help create environments that support the well-being of current and future generations, in line with the principles of the Well-being of Future Generations Act.

Co-Production with Disabled People

Central to our methodology is the principle of co-production with disabled people. This approach ensures that those who are directly affected by accessibility issues are actively involved in designing and implementing solutions. By integrating the insights and experiences of disabled individuals, we can create more effective, inclusive, and sustainable accessibility standards.

Co-production aligns with the goal of fostering inclusive decision-making (Goal 16) and ensuring that marginalised communities are represented and empowered.

Transport: A Key to Economic Prosperity

Accessible transport is crucial for the economic prosperity of disabled people. Reliable and inclusive transport options enable disabled individuals to access employment, education, and social

opportunities. The Purple Pound Foundation will work to improve transport accessibility, advocating for changes that ensure disabled people can travel independently and with dignity.

Improving transport systems supports the UN SDGs by ensuring sustainable cities (Goal 11) and promoting inclusive economic growth (Goal 8).

Building Communities and Inclusive Housing

We recognise the importance of creating communities and places where disabled people can flourish. This involves advocating for inclusive housing policies that ensure accessible homes are available and affordable. By building communities that prioritise inclusivity, we can foster environments where disabled individuals can live, work, and participate fully in society.

These efforts are in line with the UN SDGs to ensure access to adequate, safe, and affordable housing (Goal 11) and to build resilient communities.

The 12 Pillars of Independent Living

The Purple Pound Foundation embraces the 12 Pillars of Independent Living to support disabled people in living fulfilling and autonomous lives:

1. Appropriate and Accessible Information: Ensuring all communication is accessible and understandable.
2. An Appropriate and Accessible Environment: Creating physical spaces that are accessible to everyone.
3. Adequate Income: Promoting financial independence and security for disabled individuals.
4. Equality of Opportunity: Advocating for equal access to education, employment, and social activities.
5. Justice: Ensuring that disabled people have equal access to legal rights and protections.
6. Personal Assistance: Supporting individuals in accessing the personal assistance they need to live independently.
7. Health and Wellbeing: Promoting access to appropriate health care and wellness services.
8. Housing: Ensuring accessible and affordable housing options.

9. Education and Training: Providing access to education and training opportunities.
10. Transport: Ensuring accessible and reliable transport options.
11. Peer Support: Fostering communities of mutual support among disabled people.
12. Advocacy: Empowering disabled individuals to advocate for their rights and needs.

These pillars reflect the goals of the Well-being of Future Generations Act and the UN SDGs by promoting health, well-being, and inclusive societies.

Lobbying for Change

Real and lasting change requires government action at both central and regional levels, including all sections of the UK with devolved administrations and legislative frameworks. The Purple Pound Foundation will advocate tirelessly to ensure that policymakers understand the urgent need for improved accessibility. We will apply pressure to embed a sense of urgency in government planning and amplify the voices of disabled individuals in the decision-making process.

Our advocacy efforts will support the realisation of the UN SDGs, particularly those related to reducing inequality (Goal 10) and promoting peaceful and inclusive societies (Goal 16).

Education

We will engage with further and higher education institutions to shift the perspectives of future leaders regarding disability and accessibility. By changing the lens through which disability is viewed, we can foster a culture of inclusivity and equality.

Educational initiatives will help achieve the UN SDGs by ensuring inclusive and equitable quality education (Goal 4) and promoting lifelong learning opportunities for all.

The Ultimate Portal: Search and Book

The Purple Pound Foundation will create a definitive portal for booking accessible venues. This platform will provide detailed, verified information about the accessibility offerings of various venues, including customer service levels, pricing, and availability. It will be a one-stop shop for

individuals planning business meetings, holidays, or weddings, ensuring they can find venues that meet their needs.

This initiative supports the UN SDGs by fostering inclusive economic growth and promoting tourism that creates jobs and promotes local culture and products (Goal 8).

Circular Economy

The Purple Pound Foundation is committed to promoting a circular economy in the public sector and throughout society. This approach emphasises the reuse, repair, refurbishment, and recycling of materials to create a closed-loop system that minimises waste and maximises resource efficiency. By adopting circular economy principles, we can contribute to sustainable development and reduce our environmental impact.

Supporting a circular economy aligns with several UN SDGs, including responsible consumption and production (Goal 12), climate action (Goal 13), and sustainable cities and communities (Goal 11).

Conclusion

The Purple Pound Foundation is dedicated to creating a world where accessibility is the norm, not the exception. By highlighting the economic value of the purple pound, we aim to show that inclusivity is not just a moral imperative but also a smart business decision.

Through our standards, auditing, consultancy, co-production, transport advocacy, community building, alignment with the CRPD, and incorporation of the 12 Pillars of Independent Living, we will bridge the gap between current practices and a fully inclusive future.

We also emphasise the importance of a circular economy, recognising that sustainable practices are essential for the well-being of future generations. By committing to these principles, we aim to foster a society that is resilient, inclusive, and environmentally responsible.

Join us in this mission to unlock the potential of disabled individuals as fully rounded citizens and vital contributors to our economy. Together, we can build a more inclusive and sustainable future for all.