

# Comfortable about Disability?

## Why Focusing on Disability Equality Makes Good Business Sense



Centre for  
Independent  
Living CIC

- Would you like your business to increase its share of the '**Purple Pound**'- the **£212BN** purchasing power of Disabled People, and therefore increase your businesses performance, turnover and profits?
- Would you like to understand how to attract more Disabled Customers to your business?
- Would you like to attract and retain talented Disabled Employees?
- Is your business attractive to Disabled People? (who comprise 15% of the UK population)

SPECTRUM CIL invites you to a free event to help you find answers to the above questions, and discuss ways to improve customer throughput by up to 15%

According to the Harvard Business School, customers who have the best experiences spend 140% more than customers who say they had poor experiences. So, providing products and services that are inclusive, in an accessible environment for customers and enabling all employees to work to their full potential can help businesses thrive.

### What we can do to help with Businesses and Employers

As an organisation entirely focused on Disabled People; our unique insight based directly on the lived experiences of Disabled People can help you to identify ways to increase your profits, unlocking Disabled People's spending power in your business and increasing your customer base by up to 15%. We can also help you attract and retain talented Disabled staff and show you the benefits of a loyal, diverse and multi-talented workforce to maximising your productivity.

We offer consultancy and training on a wide range of issues for businesses and employers including:

- Making products and premises accessible for Disabled customers
- Effective marketing to Disabled People
- Accessible work environments, policies and working practices
- Support for Disabled employees and their managers
- Disability related provisions for providers of goods and services and employers required by the Equality Act

**Want to find out more? See information & booking details overleaf:**

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## Event Details:

Date: Tuesday 7<sup>th</sup> November 2017  
Time: 2:30pm - 4:30pm  
Venue: Southampton City Council Office, Civic Centre Road, SO14 7LY

## To register your place:

[www.eventbrite.co.uk/e/disability-equality-attracting-customers-and-talents-for-your-business-tickets-38579977752](http://www.eventbrite.co.uk/e/disability-equality-attracting-customers-and-talents-for-your-business-tickets-38579977752)

## For further information:

Or to book your space via email: contact our training and consultancy team:

Gerry Zarb: Email: [gerry.zarb@spectrumcil.co.uk](mailto:gerry.zarb@spectrumcil.co.uk)

Event organised with  
the support of:

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