

**— milton  
keynes**

BUSINESS  
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# Purple Tuesday

**Tuesday 12th  
November 2024**



# Introduction

**Purple Tuesday is a global movement aimed at improving the customer experience for disabled people, encouraging businesses and organisations to adopt more inclusive practices. In 2024, Milton Keynes took this initiative to new heights, becoming the UK's first-ever "Purple City." Driven by MyMiltonKeynes BID (MyMK) and its Marketing Steering Group, this milestone activation was designed to raise awareness, foster collaboration, and create lasting change across the city centre.**

In June 2024, the MyMiltonKeynes BID Marketing Steering Group identified accessibility as a key area for development within Milton Keynes City Centre. Recognising the need to enhance inclusivity in retail, leisure, and hospitality sectors, as well as recognising what the City Centre already has to offer in terms of accessibility, the group committed to delivering an impactful, large-scale activation for Purple Tuesday on 12th November 2024 in a bid to become the UK's first 'Purple City'.

This decision was made in collaboration with major stakeholders, including centre:mk, Milton Keynes Theatre and Midsummer Place, who recognised the importance of fostering a welcoming environment for all visitors. Their participation, alongside other City Centre businesses, helped to create an immersive, engaging event that was both celebratory and educational.



MyMK collaborated with Purple Tuesday to develop a distinct Purple City visual identity, leveraging resources from the initiative. In partnership with centre:mk and Midsummer Place, the BID played a key role in organising and coordinating the event, ensuring businesses had the opportunity to participate meaningfully. As part of this effort, free pop-up spaces were offered across both shopping centres, allowing businesses to showcase their accessibility initiatives in an informative, educational, and engaging way.

MyMK actively secured commitments from businesses across the City Centre to 'light up Purple' in support of the initiative. By leveraging its Marketing Steering Group and key stakeholder relationships, MyMK engaged major landmarks and prominent sites, ensuring a unified and impactful visual statement that reinforced Milton Keynes' dedication to accessibility and inclusivity.

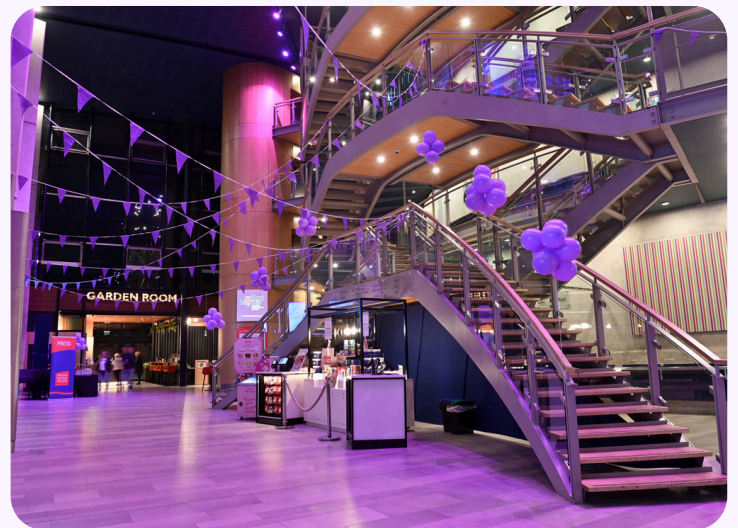
# Purple Tuesday Activation Day



The Purple Tuesday event transformed Milton Keynes City Centre into a hub of accessibility-focused activities, bringing together businesses, community groups, and residents. The day was anchored by high-footfall destinations such as centre:mk and Midsummer Place, which played a crucial role in amplifying the initiative's impact.

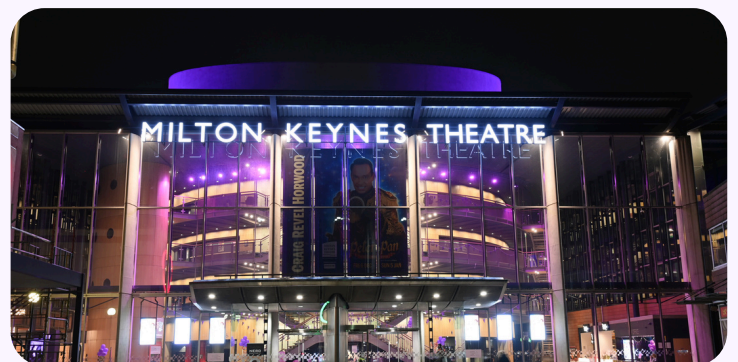
## Key Highlights of the Event:

- **Experiential Sensory Dome** – A unique installation that simulated the experience of an autistic individual in a busy retail environment.
- **17 Interactive Pop-Ups** – Hosted by local businesses and organisations such as MK Snap, Carers MK, The Spinal Injuries Association, Parks Trust, Medical Detection Dogs, Camphill Communities, and Milton Keynes Theatre, providing practical resources and showcasing accessibility initiatives.
- **A Sign-Language Performance by "What's The Drama"** – Engaging musical performances incorporating British Sign Language, ensuring an inclusive cultural experience.
- **Business Engagement** – City Centre businesses embraced the campaign by offering Purple Tuesday-themed promotions, integrating purple branding into their storefronts, and sharing accessibility commitments on social media.

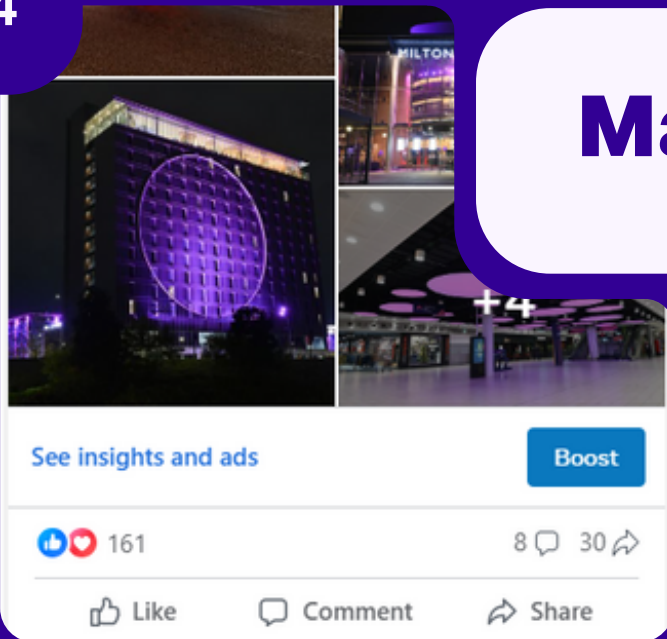


To further emphasise Milton Keynes' commitment to accessibility, MyMiltonKeynes BID engaged businesses and key city centre stakeholders to take part in a coordinated "Light Up Purple" campaign.

This initiative saw Milton Keynes Theatre, Hotel La Tour, Unity Place, Xscape, 12th Street and other prominent landmarks illuminated in Purple, creating a striking and unified visual representation of the City's dedication to inclusivity.



# Marketing and PR

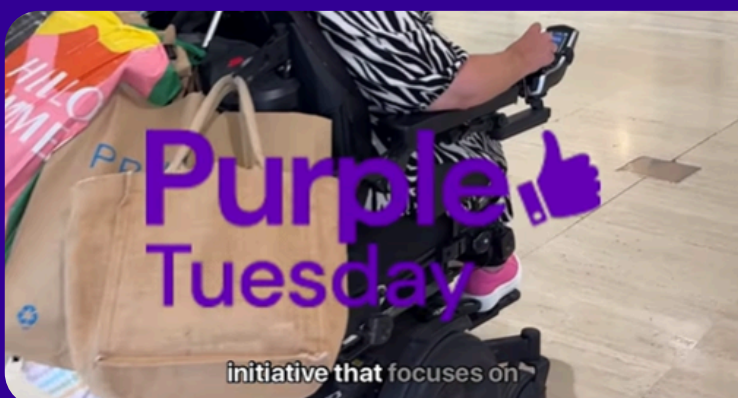


The marketing and PR campaign around Purple Tuesday played a critical role in amplifying its reach and impact.

MyMK strategically collaborated with local disability influencers and Purple Tuesday Ambassadors, who helped share real-life experiences and raise awareness through their social media platforms. These partnerships alone generated over 27,000 views, ensuring the message of accessibility and inclusivity extended far beyond the City Centre.

In addition to influencer engagement, the campaign secured widespread media coverage, with over 5.7 million media impressions across BBC Look East, Heart Radio, MKFM, and MSN News, equating to a PR value of £8.6 million. Businesses and community members actively contributed to the conversation, using the hashtag #OurPurpleCity, which trended locally on the day.

Engaging visual content, infographics, and video highlights from the day further amplified the movement, ensuring that Purple Tuesday's message of inclusivity resonated across multiple audiences with now over 30k views of MyMK organic content having been viewed across Facebook and Instagram.



#DisabilityAwareness #Accessoriesshopping #disabilitylife #disabledwomen

1w



fashionbellee Video Description - Video starts with Sophie in her wheelchair with lots of shopping bags on the back, wording shows the Purple Tuesday logo. It moves to show clips of shop fronts and ends with Sophie speaking to the camera, she has shorter brown hair with a bright coloured stripe jumper & in the background is a white door & stripe wallpaper

1w 2 likes Reply

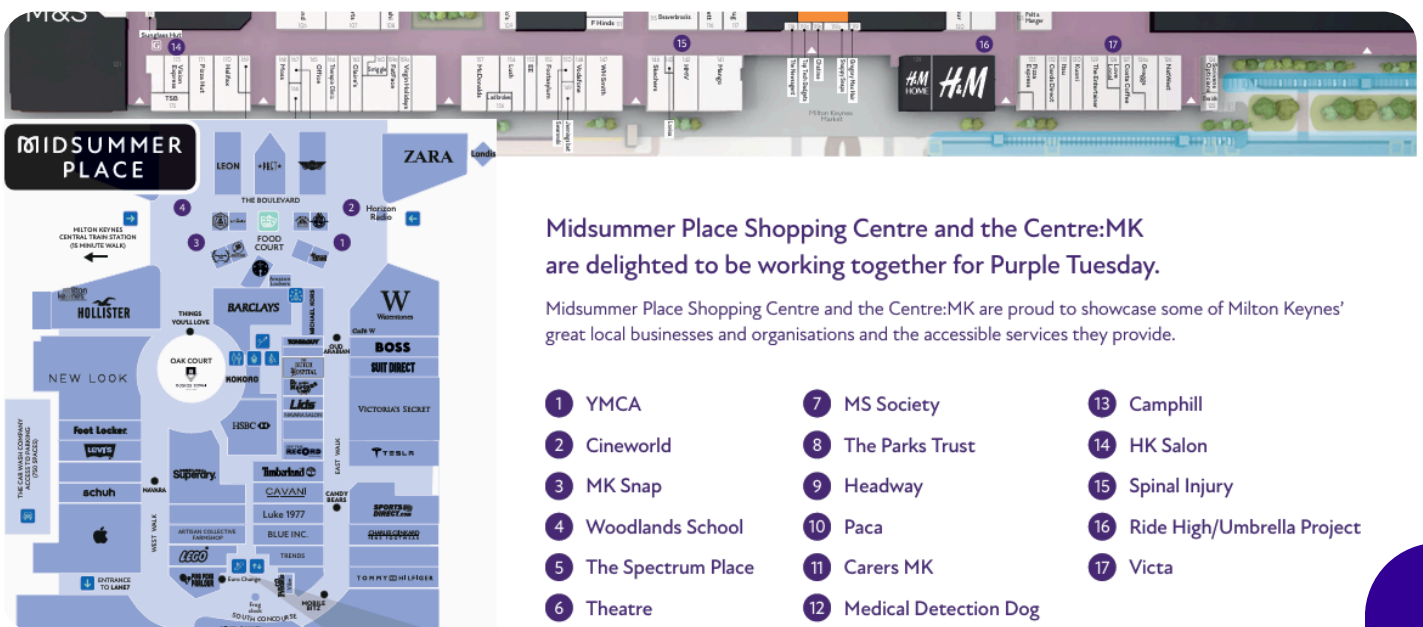
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# Legacy Initiatives: Beyond Activation Day

Purple Tuesday in Milton Keynes was not just a one-day event; it was a catalyst for meaningful, long-term change.

## Key Ongoing Commitments:

- **Purple 365 Accessibility Training Programme** – Over 400 businesses will receive specialist training to improve accessibility awareness and service standards.
- **Milton Keynes City Centre Accessibility Survey** – Delivered in partnership with AccessAble, this initiative will map accessibility features across the City, informing an annual report to guide improvements.
- **Permanent Sensory Room at centre:mk** – Officially launched on Purple Tuesday, providing a dedicated quiet space for individuals with sensory sensitivities.
- **Summer Accessibility Activation (Launching 2025)** – A new initiative to maintain the momentum of Purple Tuesday, providing a dedicated platform for accessibility solutions, innovations, and networking opportunities.
- **Commitment to Future Purple Tuesday Activations** – MyMiltonKeynes BID has pledged to make Purple Tuesday an annual event, with even greater collaboration and city-wide engagement in 2025 and beyond.



Midsummer Place Shopping Centre and the Centre:MK are delighted to be working together for Purple Tuesday.

Midsummer Place Shopping Centre and the Centre:MK are proud to showcase some of Milton Keynes' great local businesses and organisations and the accessible services they provide.

- |                      |                          |                               |
|----------------------|--------------------------|-------------------------------|
| 1 YMCA               | 7 MS Society             | 13 Camphill                   |
| 2 Cineworld          | 8 The Parks Trust        | 14 HK Salon                   |
| 3 MK Snap            | 9 Headway                | 15 Spinal Injury              |
| 4 Woodlands School   | 10 Paca                  | 16 Ride High/Umbrella Project |
| 5 The Spectrum Place | 11 Carers MK             | 17 Victa                      |
| 6 Theatre            | 12 Medical Detection Dog |                               |

# Conclusion

Purple Tuesday 2024 was a landmark moment for Milton Keynes, demonstrating how businesses, organisations, and the wider community can work together to create a more accessible and inclusive city centre. MyMiltonKeynes BID's commitment to sustaining this impact through year-round initiatives ensures that Milton Keynes remains a trailblazer in accessibility, setting a benchmark for other cities across the UK.

By prioritising accessibility, fostering collaboration, and committing to long-term improvements, Milton Keynes has proven that inclusivity is not just an initiative—it's a permanent, integral part of the city's identity.

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Thursday, 21 November 2024 10:08

**Olney Mayor wants towns and villages to be more like Milton Keynes for disabled shoppers.**


The Mayor of Olney has called on local towns and villages to be more like Milton Keynes when it comes to making their shops more accessible to disabled people.

Debbie Whitworth, who is also an MK City ward councillor, says that making it easier for people with accessibility issues to go shopping could increase annual takings for businesses.

And she has outlined a list of simple ways in which shops, restaurants and public areas can make life easier for people with accessibility needs.

Debbie, who is a wheelchair user, says it's estimated that high street shops in the UK lose out on £267 million by failing to make their services accessible, and a further £163 million is lost by inaccessible restaurants, pubs and clubs.

"Accessible customer service is when businesses provide services that will enable or empower individuals with disabilities to engage with them, and the decisions they make can have a significant impact," said Debbie. "So instead



**Emily Darlington MP** · 2nd + Follow  
Labour's Member of Parliament for Milt...  
19h · 🌐

Lots of reasons why I'm proud to be from Milton Keynes, but seeing businesses come together to establish the UK's first "Purple City" to champion accessibility and inclusivity for disabled people tops the list this week!



**Emily Darlington MP**  
Labour, Milton Keynes Central

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