

Purple Flag Core Agenda Chart

Theme and Attributes	Potential Evidence
1. WELLBEING	
<p>Minimum Threshold Standard Per capita crime and anti-social behaviour rates that are at least average & show an improving trend – taking both residents and visitors into account.</p>	<ul style="list-style-type: none"> • Police crime statistics at ward level e.g. in London <i>Metropolitan Crime Figures</i> • Neighbourhood Statistics on residential population • Footfall counts and time series graphs on visitors • Results of consumer perception surveys
<p>1.1 Safety Visible, effective policing & active surveillance</p>	<ul style="list-style-type: none"> • Score based on BRE <i>Safe and Secure Town Centres at Night Toolkit</i>. BRE Crime Risk Management Consultancy. Free download. • CCTV operators work effectively with police identifying potential flash points etc.
<p>1.2 Care Responsible guardianship, customer care and concern for community health</p>	<ul style="list-style-type: none"> • Positive change following implementation of Local Alcohol Strategy e.g. Best available <i>alcohol harm-related hospital admissions</i> for the PF area • Public Service Agreement suggested route would be: (PSA) 25 – <i>reducing the trend in alcohol-related hospital admissions</i> • Prevalence of harmful and hazardous drinkers and figures on night time-related accidents and injuries • Local Alcohol Profiles
<p>1.3 Regulation Positive and proactive licensing and enforcement</p>	<ul style="list-style-type: none"> • Clear strategy for implementation of Licensing Policy, with evidence of collaboration working (IOCSUK) http://community-safety.net/institute-community-safety/ • Evidence of effective collaboration with local authority planning decisions • Town/city centre CCTV scheme complies with the Surveillance Camera Code of Practice and Protection of Freedoms Act – CCTV is certified against the code https://www.gov.uk/government/publications/surveillance-camera-code-of-practice-self-assessment-tool

<p>1.4 Services Appropriate levels of public utilities</p>	<ul style="list-style-type: none"> • Street lighting to meet BS 5489 standard • National Indicator 195 & 196 - <i>cleanliness</i> • Local Environmental Quality Survey of England - http://www.keepbritaintidy.org/Documents/Files/Surveys/KBT_LEQSE_report_2013_webFINAL.pdf • British Toilet Association & Loo of the year awards - http://www.britloos.co.uk/wp-content/uploads/2014/01/BTAAwayFromHomeToiletCharter.pdf • CCTV systems are certified against the Surveillance Code of Practice or meet relevant British Standards
<p>1.5 Business Partnership The active involvement of business in driving up standards</p>	<ul style="list-style-type: none"> • Trade representation on PF Working Group • Achievements of Best Bar None scheme • Active Pubwatch/Business Crimewatch etc.
<p>1.6 Perceptions A valid and positive presentation of the area to customers and investors</p>	<ul style="list-style-type: none"> • British Crime Survey - http://www.crimesurvey.co.uk/ • To carry out own local perception survey to include users, stakeholders and residents. To include cross analysis of day, ENTE and NTE
<p>2. MOVEMENT</p>	
<p>Attributes</p>	<p>Potential Evidence</p>
<p>Minimum Threshold Standard An appropriate form of late-night public transport provision</p>	<ul style="list-style-type: none"> • A <i>plan & schedule</i> of provision after 5pm • Results of consumer perception survey
<p>2.1 Public Transport Safe, affordable, well-managed late night public transport</p>	<ul style="list-style-type: none"> • <i>Plan and schedule</i> as above, itemising where appropriate: <ul style="list-style-type: none"> ○ Marshalled taxi ranks ○ Private hire pick- up points, offices, operator links ○ Number, hours, frequency & coverage of late night bus routes and rail routes ○ Late night transport hub ○ CCTV is used to monitor transport hubs/taxi ranks – keeping them safe • Clear strategy for implementation, with evidence of a Local Transport Plan • Safer travel programmes/sustainable travel initiatives.

	<ul style="list-style-type: none"> • Performance against National Indicator 175
<p>2.2 Car Parking An appropriate provision of late night car parking</p>	<ul style="list-style-type: none"> • <i>Plan</i> to show where appropriate: <ul style="list-style-type: none"> ○ Conveniently located car parks ○ Membership of Safer Parking Scheme/Park Mark accredited ○ Incentives to encourage parking
<p>2.3 Pedestrian Routes Clear, safe and convenient links</p>	<ul style="list-style-type: none"> • <i>Plan</i> to show where appropriate: <ul style="list-style-type: none"> ○ Key links with the PF map on foot ○ Safe routes home e.g. with good lighting, public transport, help points and minimising vehicular conflict at crossings and intersections ○ CCTV is used to monitor known 'bad/hot spots'
<p>2.4 Crowd Management Policies to deal with overcrowding, congestion and conflict between moving vehicles and pedestrians</p>	<ul style="list-style-type: none"> • Venue control, surveillance and advice at transport pinch points • Exit strategy within the PF area • CCTV is used to aid crowd management and operators advise on areas of congestion
<p>2.5 Information Provision of practical information and guidance to town centre users at night</p>	<ul style="list-style-type: none"> • Cabwise or similar schemes • Web-based journey planner/night bus maps/find a ride service • Hand out showing town centre map & late night services • Wardens, Street Pastors, night time TCM and Rangers • CCTV is well signposted and information is made available on use (on request)
<p>2.6 Business Partnership Business and operator commitment and participation</p>	<ul style="list-style-type: none"> • Operator-funded and supported transport • Travel information/inset booking facilities in venues

3. APPEAL	
Attributes	Potential Evidence
<p>Minimum Threshold Standard An evening and late-night offer that is broader than youth-oriented and alcohol-based activity</p>	<ul style="list-style-type: none"> • Schedule of attractions in relation to markets served • Consumer perception survey
<p>3.1 Food and Dining A choice of eating venues and a commitment to good food</p>	<ul style="list-style-type: none"> • Numbers and range of fine dining, family-friendly, fast food, gastro - pub outlets • Distinctive or individual cuisine • Listings in good food guides • Food markets and festivals • National food hygiene rating
<p>3.2 Pubs and Bars Well-managed venues, to meet varied tastes, and offering more than just alcoholic beverages</p>	<ul style="list-style-type: none"> • Analysis of choice available and markets served • Quality and choice e.g. real ale, good food, entertainment. Listings in good pub guides • Participation in music/arts festivals • Participation in Best Bar None scheme/Pubwatch
<p>3.3 Late Night Venues A late night offer that complements the diverse appeal of the town centre as a whole</p>	<ul style="list-style-type: none"> • Responsibly managed venues with good community relations • Music and entertainment development events, programmes & partnerships
<p>3.4 Early Evening Shopping An active early evening period, including late-opening shops</p>	<ul style="list-style-type: none"> • Weekly late shopping night offer • Christmas late shopping offer, numbers and spend • A “shoulder period” promotional campaign • Early evening markets or food festivals • ATCM offer

<p>3.5 Public Buildings Creative and imaginative use of public/civic buildings in the evening and at night</p>	<ul style="list-style-type: none"> Venues and events as part of Culture 24 Venues open late as part of Local Events/Festivals/Heritage Open Days
<p>3.6 Arts and Culture A vibrant, inclusive arts and cultural scene</p>	<ul style="list-style-type: none"> An arts/cultural activity programme with evening/night time economy component
<p>4. PLACE</p>	
<p>Attributes</p>	<p>Potential Evidence</p>
<p>Minimum Threshold Standard A diversity of land uses. A convenient, functional and attractive destination at night</p>	<ul style="list-style-type: none"> Plan to show diversity of evening/night time destinations by land uses Consumer perception survey
<p>4.1 Location Appropriate location, clustering and capacity of venue types</p>	<ul style="list-style-type: none"> Specific Planning for entertainment district or quarter, suggested DPPO (Designated Public Places Order) Area Action Plan or cumulative Impact Zone
<p>4.2 Diversity A successful balance of uses and brands</p>	<ul style="list-style-type: none"> A complimentary mix of activities 24/7 – An appealing blend of commercial activities & brands that offers consumer choice and also enhances the public realm Perception survey
<p>4.3 Clarity Well-designed links and visible signs</p>	<ul style="list-style-type: none"> An implemented signage strategy with visible or illuminated signs

<p>4.4 Animation Attractive, well-used public places, Active streets and building frontages</p>	<ul style="list-style-type: none"> • Locations and policy for pavement and alfresco dining • Public realm strategy
<p>4.5 Design Thoughtful and imaginative design for the night</p>	<ul style="list-style-type: none"> • An implemented lighting strategy • Development design for entertainment district or quarter • Public art for the night • Award-winning buildings and spaces for night time use
<p>4.6 Identity The appropriate use of natural and built features to reinforce appeal</p>	<ul style="list-style-type: none"> • Historic buildings and features in use in the evening and at night • A place identity strategy that works at night
POLICY ENVELOPE	
Attributes	Potential Evidence Sources
<p>Minimum Threshold Standard A momentum of collaboration between sectors, agencies, service providers and policy-makers</p>	<p>An appropriate multi sector and multi disciplinary partnership, engaging the five Purple Flag stakeholder groups</p>
<p>5.1 Data A sound statistical base for policy- making and action</p>	<ul style="list-style-type: none"> • A list of key data sets used regularly by the partnership and policy makers to inform policy and to monitor performance
<p>5.2 Strategy Positive strategic objectives and Targets by all stakeholder</p>	<ul style="list-style-type: none"> • List of references to key strategy and policy documents which have specific policies for the evening and night time economy.

<p>5.3 Coordination Public policy coordination and focus</p>	<ul style="list-style-type: none"> Organisational diagram or text to links between individuals and agencies for the evening and night time economy as a cross-cutting priority
<p>5.4 Leadership Clear responsibilities for policy and action</p>	<ul style="list-style-type: none"> Specific project officers, politicians businesspeople, voluntary sector individuals who are driving the initiative forward Purple Flag Coordinator
<p>5.5 Partnership Multi-sector endorsement and commitment</p>	<ul style="list-style-type: none"> The principal partnership vehicle e.g. town centre management, BID, Crime and Disorder Reduction Partnership/CSP, Pubwatch, Residents Association etc. Membership of the Purple Flag Working Group
<p>5.6 Community A dialogue with consumers and residents</p>	<ul style="list-style-type: none"> Consultation forum Consumer survey results



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