



Date: 16 February 2017

Title: Purple Flag Award

Purpose of the Report: To provide information on the award scheme which focuses on town centres

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Corporate Objective/s	LLTC Three Year Plan – objective 22	
Implications:		
Financial	√	To set aside £1,650 from EMR for Purple Flag application/ entry fees.
Human Resources		
Operational/Service delivery	√	Requires partner organisation's buy-in to enter the scheme – to be sought pending endorsement of recommendations set out below.
Procedural/Legal		
Risk/Health and Safety		

1. RECOMMENDATION/S

Should members be minded, the proposals are to:

- 1.1 To consider the merits of further exploring the potential of working towards Purple Flag status.
- 1.2 To endorse officers to approach potential partner organisations and gauge interest and commitment to enter into the pre-application processes and delivery of actions prior to any final agreement to proceed.
- 1.3 To receive a future report on the outcome of officer research as per recommendation 1.2, to guide Committee's final decision on whether to proceed.
- 1.4 To ring fence the sum of £1,650 from Ear Marked Reserves 970/9027, pending future endorsement from Committee to proceed with the scheme.

2. INTRODUCTION

- 2.1 At its meeting on 11/02/16, Committee received a report in respect of the Purple Flag award scheme, which aimed to recognise a standard of excellence in managing the evening and night-time economy in cities and larger towns. It was resolved to note the report and to consider the merits or otherwise of the Purple Flag scheme again in a further twelve months' time. (ref. 069/LLP)
- 2.2 Over the next few months Committee will be reviewing its work focus and actions with an aim of working at a more strategic level. Should Committee confirm interest in securing Purple Flag accreditation, it will need early strategic buy-in of partners to ensure resources are committed for the work.
- 2.3 At this point of revisiting the proposal to secure Purple Flag accreditation, Committee is asked to consider the larger picture of potential change around the High Street, i.e. the anticipated use of Land South of the High Street, as well as other work underway, e.g. architectural up lighting in the High Street, community safety initiatives such as Best Bar None and joint work on community safety issues such as street drinking and anti-social behaviour which at present are being addressed positively and would benefit from a wider coordination that sees the greater impact on the town centre. All of which do and will, build on our local evening and night-time economy (ENTE).
- 2.4 The Purple Flag, like the Green Flag scheme for our parks, is a public declaration and validation of the good work that Councils and partner agencies already deliver and go on to deliver as a result of coordinated working. A partnership approach is a pre-requisite of the Purple Flag process. Partnership Committee has an aim to work more strategically with its partners to influence budget spend and allocation of resources for shared work remits/ goals. The Purple Flag scheme would give a structure for collaborative working with the potential of public recognition.

3 PURPLE FLAG

- 3.1 Purple Flag is a town and city centre award – similar to the Blue Flag for beaches – which aims to raise the standard and broaden the appeal of town and city centres between the hours of 5pm and 5am. Areas awarded the Purple Flag are recognised for providing a vibrant and diverse mix of dining, entertainment and culture while promoting the safety and wellbeing of visitors and local residents. Purple Flag is the benchmark for good night time destinations that are well-managed, etc, and offer a positive experience to consumers.
- 3.2 Since 2007, the programme has awarded the Purple Flag status to approximately 70 towns and cities in the UK and Ireland. Purple Flag accredited areas have all reported a consistent increase in footfall and a decrease in crime within the evening and night-time economy (ENTE).

3.3 The Purple Flag methodology includes an independent assessment of performance based on a unique set of standards - the Core Agenda. Town and City centres that reach or surpass these standards can fly the flag, so providing a golden opportunity to present them in a positive light and in their true colours to consumers, residents, and visitors alike.

Market testing shows that stakeholders believe a Purple Flag can bring the following benefits:

- Strong partnership working relationships
- A raised profile and an improved public image
- Wider patronage
- Increased expenditure
- Increased footfall
- Lower crime and anti-social behaviour
- A more successful mixed-use economy
- Stronger diversification (enticing a wide and varied consumer offering)
- Regeneration and development to an area
- Positive perceptions

3.4 In order to apply for Purple Flag, the applicant must have a legitimate stake in the evening and night time economy of the town centre. In addition, applicants must be working in partnership with other key organisations and interested parties, e.g.

- Health, licensing, security and safety
- Late night transport and public realm management
- Hospitality and entertainment
- Planning and development
- Residents and consumers

Other town centre based organisations such as business improvement districts (BIDs), crime and disorder reduction partnerships and PubWatch partnerships for example, can also take part.

3.5 There are Purple Flag KPIs which provide partners with a shared approach to measure joint working which has been identified as needed during past committee discussions. KPIs cover the work areas below:

<p>1. Crime and Anti-Social Behaviour A reducing incidence of alcohol-related crime and disorder</p>	<p>Number of recorded crimes between 8pm and 5am on Friday and Saturday nights. Change over 12 months</p>
<p>2. Alcohol and Health Reducing levels of alcohol abuse and harm</p>	<p>Alcohol-related admissions between 8pm and 5am on Friday and Saturday nights. Change over 12 months</p>

<p>3. Composition Increasing choice and balance of provision for consumers</p>	<p>Extent of representation of 16 Purple Flag venue categories. Change over 12 months away from over-domination by alcohol-led venues</p>
<p>4. Footfall Increasing use of the town centre after hours</p>	<p>Increase in footfall 5-8pm over 12 months</p>
<p>5. Perceptions More positive perceptions of the area by users</p>	<p>% of visitors who feel safe in the centre in the four Purple Flag time bands</p>
<p>6. Volume and Value Increasing business prosperity and local benefit</p>	<p>Annual turnover of NTE businesses. Employment in sector. Gross Value Added. Change over 12 months</p>
<p>7. Patronage Widening consumer representation</p>	<p>Use of centre in the four time bands by families, women and those 25yrs plus. Change over 12 months</p>

3.6 The above KPIs reflect the “Core Agenda Chart” attached in **Appendix A (attached)** which provides the breadth of themes to be considered for the Purple Flag accreditation.

3.7 There are costs associated with undertaking an application and in maintaining the award, i.e. ‘full’ or ‘light touch’ renewal. Current costs are set at:

Population of Local Authority	New Submission Entry Fee	Light Touch Renewal Submission Fee	Full Renewal Submission Fee
Under 50,000	£1650.00	£650.00	£750.00

3.8 There are two remaining opportunities in 2017 to submit an application:

- Round 19 – 30 June 2017
- Round 20 - 13 October 2017

4 CONCLUSION

4.1 Partnership Committee will be reviewing its role over the next year with the aim to influence strategic budget and resource allocation to the benefit of concentrating on local issues. This review would be supported by using a structured approach that is offered by the Purple Flag scheme to secure regular collaborative working, shared goals based on local data and commitment of resources.

4.2 Partnership buy-in and proactive support will be essential prior to formally agreeing to undertake Purple Flag accreditation. Preparatory discussion with potential and exiting partner organisations is needed.