

## Report of the Chief Executive

**PURPLE FLAG ACCREDITATION SCHEME**1. Purpose of report

To advise Committee of the Purple Flag scheme in respect of evening and night time economies and how this may apply in Broxtowe.

2. Detail

Purple Flag is an accreditation scheme similar to the Green Flag award for parks and the Blue Flag award for beaches. It was developed in 2006 following a Civic Trust report "Night Vision", launched in 2012 and is managed by the Association of Town and City Management (ATCM). It is recognised and supported by the Home Office, Ministry of Housing, Communities and Local Government, Department for Digital, Culture, Media and Sport, National Police Chiefs Council and many other national bodies involved in the safe management of the evening and night time economy (ENTE).

A successful application leads to Purple Flag status for town centres that meet or surpass the standards of excellence in managing the ENTE.

Areas awarded the Purple Flag are recognised as providing a vibrant, entertaining, diverse and enjoyable night out while promoting the safety and wellbeing of visitors and local residents. There are currently 70 towns and cities that have achieved the award. Further details are given in the appendix.

Broxtowe Borough Council's Licensing Officer is an assessor for Purple Flag applications.

While the towns in Broxtowe Borough are not large enough to support a Purple Flag application, there are a number of best practices that have been demonstrated which could be emulated by the Council and its partners. Further details are given in the appendix.

In order to look at areas of the Purple Flag Scheme which could be implemented in Broxtowe, it is suggested that a small task and finish group be created from officers of relevant departments and partner organisations. This group would identify appropriate actions in Purple Flag which could be adapted and undertaken in our borough, with a further report being brought to a future meeting of this committee.

**Recommendation**

**The Committee is asked to NOTE the report and APPROVE the setting up of a Task and Finish Group**

Background papers

Nil