

Purple Flag

Benefits

Benefits listed in the Purple Flag entrants resource pack include:

- Strong partnership working
- Raised profile and improved public image
- Lower crime and antisocial behaviour
- Wider patronage with increased footfall and expenditure
- Positive perceptions.

How does it work?

The Purple Flag methodology and standards are based on the Purple Flag Core Agenda which consists of five broad themes that are seen as key to developing and managing a successful Evening and Night Time Economy (ENTE).

1. Well being:
Welcome. Clean and safe
2. Movement
A secure pattern of arrival, circulation and departure
3. A broad appeal
A vibrant choice and rich mix of entertainment and activity
4. Place
A stimulating destination and a vital place
5. Policy Envelope.
A clear aim and a common purpose

Each of the themes has a minimum threshold and attributes.

There are also a number of Key Performance Indicators (KPIs) which can be used to support any claims made in the initial Purple Flag application.

The application process includes:

- Preparing and producing a map of the Purple Flag area to be assessed.
- Preparing an initial snapshot
- Undertaking an overnight self-assessment. This will validate the data contained within the snapshot
- Drawing up an itinerary for the actual assessment which will include an initial welcome and briefing, visits to venues such as late night shops, libraries, museums, transport hubs, CCTV centres, police briefings before late shifts, and licensed venues across the spectrum from pubs to late night venues. Assessors will have an opportunity to appraise the area in terms of lighting, cleanliness, signage, and management of the clientele

The assessment should go through to the early hours allowing assessors to observe late night activity. Assessors will have copies of the snapshot and self-assessment to view.

- Completing the entry form and paying the relevant fee.

The Purple Flag Applicants Resource pack has greater detail on the process.

<https://www.atcm.org/img/Entrants%20Resource%20Pack%20V5%202016.pdf>

It is important to note that this is not just a paper exercise. Applications are sifted by the Association of Town Centre Management (ATCM) to ensure that the application is in order. The documents are then reviewed by the assessors. An overnight assessment takes place with two assessors visiting the Purple Flag area. A report is compiled by the assessors following the visit and a decision is made by the ATCM Accreditation Panel. Successful applicants are then presented with the award at an Awards Ceremony.

Regionally, Nottingham, Derby, Ashby and Leicester have been awarded Purple Flag status and, following renewal assessments, have retained that status.

Mansfield were awarded Purple Flag status in 2014 but following a successful renewal, decided recently not to renew at present. It is understood that they are considering re-applying in the future.

As mentioned in the report, the towns in Broxtowe Borough are not large enough to support a Purple Flag application. However there are a number of best practices that have been demonstrated during assessments which could be emulated by Broxtowe Borough Council and its partners and are listed below. Some of these, for example CCTV and police patrols and engagement, will already be in place to some extent.

Town Centre Ambassadors

A number of towns and cities have employed ambassadors or officers as advisors to the public, not in an enforcement role but a more people friendly role. Whilst not enforcers they can also be the eyes and ears of the council, picking up issues before they become problematic.

Street Pastors

Street Pastors have been a feature of many Purple Flag towns, in particular, those with a busy and diverse licensed economy. They come into their own later in the evening when people become more vulnerable due to differing circumstances and their trademark lollies and bottles of water together with a sympathetic ear are always welcomed.

Taxi Marshals

In many larger towns and cities with a busy taxi trade, the ranks can become flashpoints for disagreements and scuffles. Taxi marshals, sometimes just by their very presence, are able to defuse many volatile situations.

Regular Police patrols

A busy night time economy needs a watchful eye and a visible police presence demonstrates that overview. Police should engage with licensed premises and door-staff to assist with the safe and effective management of the licensed economy.

CCTV

Effective CCTV coverage assists with policing and crime prevention.

Training

A number of local authorities have provided training, in particular for licensed premises. Trading Standards officers in some towns have provided training in underage sales, counterfeit notes, false ID. Child Sexual Exploitation training has been provided along with counter terrorism and knife/acid attack training. Drug awareness training for licensed premises has also been provided.

Town Centre assessments

Undertaking regular evening assessments of the town centre looking at such things as lighting, signage, etc. This can be coordinated with Town Centre organisations

Resident Associations

Town Centre living has increased in recent times and many councils have strong relationships with Residents Associations to assist with any issues which might arise through the close proximity of the ENTE and residential properties.