

**Report to the Cleaner, Greener and Safer
Overview and Scrutiny Committee
24th march 2014
Purple flag briefing Report**



Report Author: *Trevor Smith*
Job Title: *community Safety Officer (Alcohol Lead)*
Email: *trevor.smith@newcastle-staffs.gov.uk*
Telephone: *01872 742256*

What is Purple Flag?

- Purple Flag is an accreditation scheme governed by the Association of Town Centre Managers (ATCM) designed to improve the early evening and night time offering in the Town Centre
- The scheme is similar to awards given out to the best beaches (Blue Flag) and parks (Green Flag). Purple Flag looks holistically at the Town centre including policing, parking, lighting, entertainment, leisure and retail
- There are around 80 cities and towns who have gained this status and the feedback suggests that it increases footfall, revenue, inward investment and prestige. It is also proven to reduce anti-social behaviour and alcohol-related crime.

Background

- In May 2010 there was a series of meetings to discuss Purple Flag culminating in a 'Kickstart Workshop' facilitated by the ATCM. At that time it was considered that Newcastle was not in a position to successfully obtain the accreditation.
- In April 2013 it was decided to resurrect Purple Flag as partners believed that Newcastle was in a position to acquire Purple Flag status. There is now a Town Centre Partnership and Manager who are working very hard to increase the daytime and early evening offering. The Public Realm work has also re-invigorated the town in a variety of ways

Current position and Next Steps

- In April 2013 a working group was formed to kick start the Purple Flag process. There have been 5 meetings so far, the last one taking place on 4th October. The first phase has been completed which is to select a coordinator to establish a working group and identify the geographical boundaries

- We are collating relevant information and data to incorporate in the 'Area Snapshot' which essentially documents what the Town centre offer the public and how the partnership links into this. As part of this Snapshot information and data are required relating to the 4 key Core Agenda Themes which are Wellbeing, Movement, Appeal and Place. There is a number of KPI's relating to these themes.
- An Overnight Self-Assessment of the town based on the 4 key themes was undertaken on Friday 1st November.
- The ATCM will undertake their own overnight self-assessment and compare the results from their findings against the results from our findings
- Trevor Smith with input from the working group and the Town Centre Partnership (TCP) is writing up the application which needs to be submitted between April and June 2014