

**Update for Cleaner, Greener and Safer Communities  
Overview and Scrutiny Committee  
3 September 2013**

**Purple Flag**

**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 and beyond.

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 over 50 cities and towns who have gained this status and it increases footfall, revenue, inward investment, prestige and is proven to reduce anti-social behaviour and alcohol-related crime.

**Background**

There was a series of meetings in 2010 to discuss Purple Flag culminating in a Kickstart Workshop facilitated by the ATCM. At that time it was felt that Newcastle was not in a position to successfully obtain the accreditation and plans were put on hold for a later date. In April 2013 we decided to resurrect Purple Flag purely based on where we are at in this moment in time. We now have a Town Centre Partnership and Town Centre 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**

Since April we have had four meetings, the last one taking place on 31 July. We have completed the first phase which is to select a coordinator (myself), to establish a working group and complete the initial phase which is to define the boundaries for Purple Flag and to create a Map.

We are now working on collating information and data to incorporate in the Snapshot Chart which essentially is a document detailing where we are at. It also asks us to provide information and data for the four key Core Agenda Themes which are Wellbeing, Movement, Appeal and Place (see presentation attached).

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The next stage is to undertake the Self-Assessment of the town based on the four key themes over three key time bands from 5pm until 3am. This is similar to an internal audit and will take place on Friday 4 October.

### **Next Steps**

Once we have completed the Snapshot and Self-Assessment the ATCM will undertake their own overnight self-assessment to see if their information matches ours. Once this has been done we will use the information to form the heart of our main application.

### **Timescales and Costs**

The date for submitted applications is 10 January 2014. The cost for the submission is £2,250.

### **Trevor Smith**

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