

Purple Flag scheme



Presentation for Newcastle Town Centre Partnership



What is Purple Flag and what does it do?

- Accreditation scheme for the EEE and NTE
- Governed by the ATCM
- Aims to raise the standard and broaden appeal
- Over 30 towns and cities in UK have PF status

Purple Flag

purple flag
for a better night out

Purple Flag Map

HALIFAX
"The Purple flag application process has allowed stronger ties to be forged between partner agencies, and has led to excellent publicity about the safety and future plans for Halifax. This will lead to a stronger night time economy for businesses in Halifax Town Centre and provide a safe environment for families and individuals to enjoy their leisure time."
Dix Hartley, Safety Stronger Communities, Halifax

BRISTOL
"One of the most significant achievements for Bristol is realising Purple Flag's catalytic nature, and its ability to enhance partnership work around the management of the NTE. Multiple self-assessments, using the Purple Flag methodology, are now a permanent feature and have proved invaluable for addressing issues and identifying new opportunities to improve the NTE offer for both residents and visitors. In a time of shrinking public sector funding, this partnership pooling of resources is probably the only sustainable way to ensure that standards in the night-time economy are maintained and developed, and therefore, in many ways, Purple Flag is more relevant than ever."
Nick Carlin, Enforcement & Regulatory Services Manager, Bristol City Council

WINCHESTER
"Winchester City Council and Winchester BID have led local partners through the Purple Flag process. It has been a great opportunity to examine the evening period in Winchester holistically, rather than looking solely at one aspect or another. Colleagues from a number of disciplines within and outside the Council have been brought together and have contributed to an overview of the city centre, and are now working together to drive up standards and create new opportunities for all age groups in the city centre."
Kate Clowd, Head of Economy and Arts, Winchester City Council

Other cities shown on the map include: DUBLIN, LONDON, MANCHESTER, SHEFFIELD, LEEDS, BIRMINGHAM, NOTTINGHAM, CARDIFF, GLASGOW, EDINBURGH, ABERDEEN, DUNDEE, INVERNESS, PERTH, STIRLING, DUMFRIES, ABERDEEN, DUNDEE, INVERNESS, PERTH, STIRLING, DUMFRIES.

Purple Flag has strengthened the night time economy, increased partnership working and improved performance on safety, crime reduction and cleanliness

Spirit Marketing Group Survey 2011

Vision – Raise the standard and broaden the appeal

“Our vision is of town centres where everyone should be able to go out at any hour – young & old, families & children”

Greater safety, accessibility & choice =
increased custom & use

A good mix of clientele = less intimidation &
improved perceptions

Greater choice & diversity = economic viability
long term

Purple Flag – cornerstones

WELLBEING

Welcoming and Safe

MOVEMENT

A secure pattern of arrival, circulation and departure

A BROAD APPEAL

A vibrant choice, a rich mix of entertainment and activity

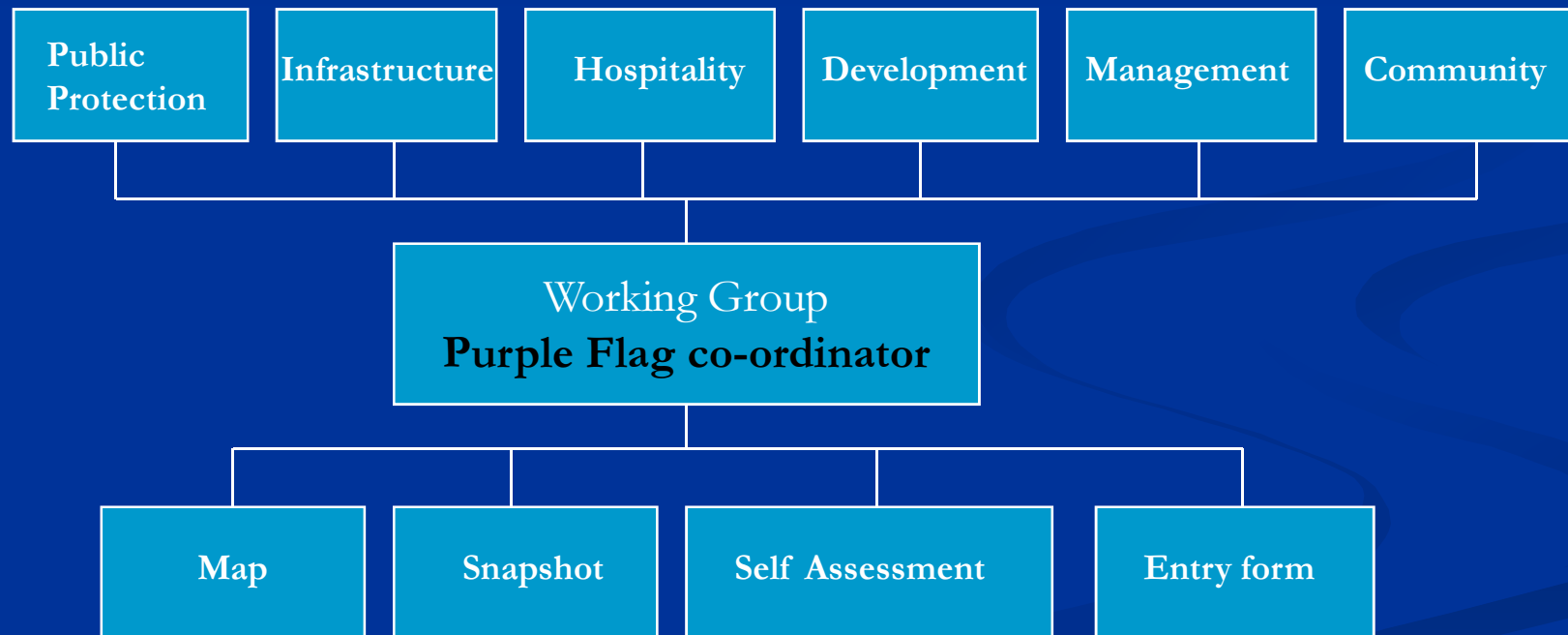
PLACE

A stimulating destination and a vital place

Purple Flag - process

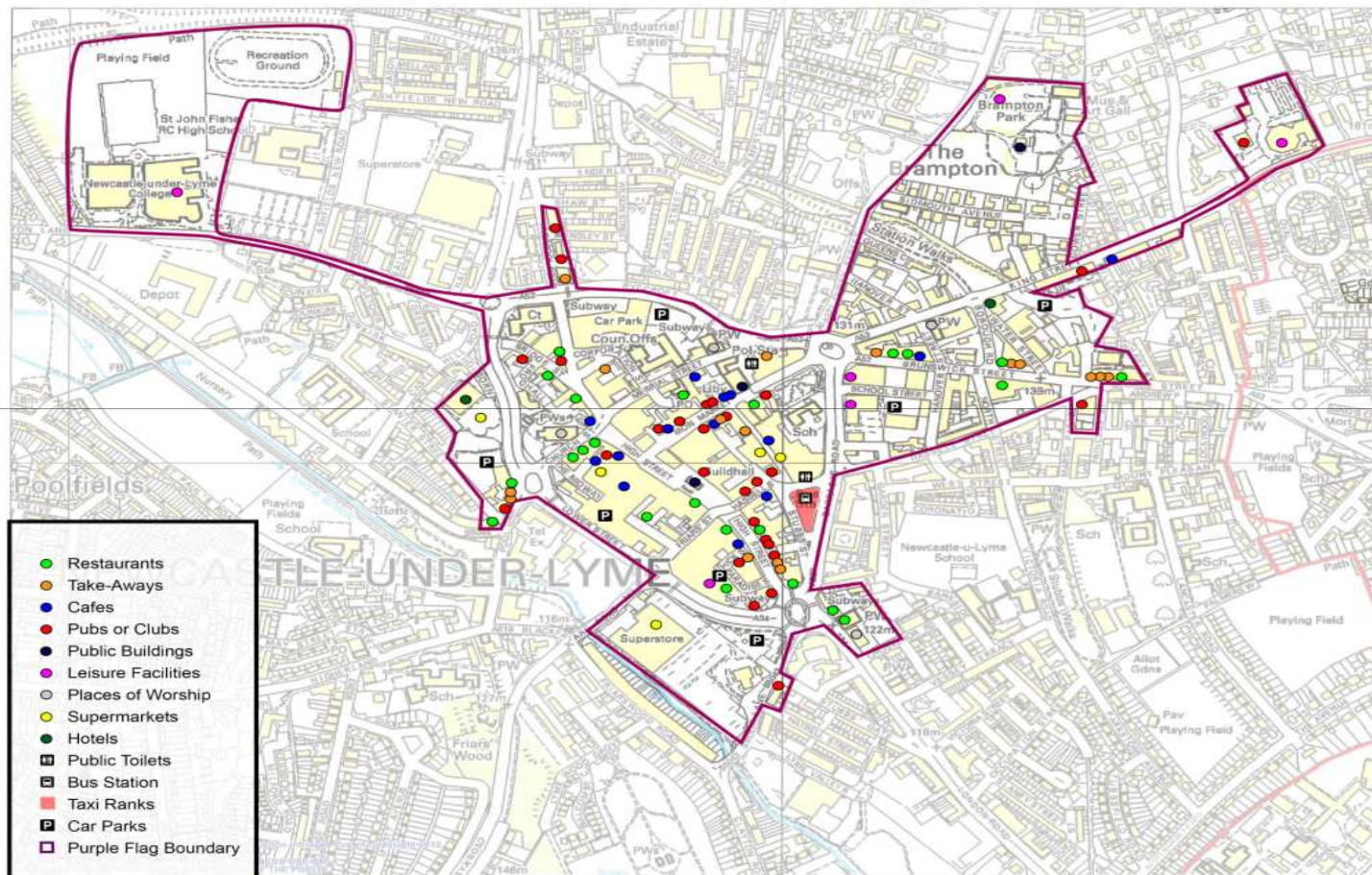
3 key initial elements

Mapping → Snapshot → Self-Assessment



Purple Flag - Mapping

Proposed area for Purple Flag status



NEWCASTLE-UNDER-LYME
BEEHIVE COUNCIL

Plan Produced
6.8.2013
Scale 1:5,900

Purple Flag Snapshot

‘Tells the story of our area, what it offers, who partners are, progress made and how to build on this success in the future’

CORE AGENDA THEME 1. WELLBEING

DESCRIPTION	SUPPORTING DATA
<p><i>How is Minimum Threshold Met?</i></p> <p>The area has a low and reducing level of crime, given the large number of visitors, and is in the top quartile nationally</p>	<p>2003/4: 63,876 crimes 2007/8: 49,849 crimes (<i>British Crime Survey</i>)</p>
<p><i>Current Standard of Area</i></p> <p>There are strong systems in place to deliver high standards and positive perceptions of public safety:</p> <ul style="list-style-type: none"> • An innovative Civic Watch programme • 24 hour services, including policing, cleansing and toilets • Risk based regulation of licensed premises. • Late night inspections every Friday/Saturday nights 	<p>81% of visitors in 2009 said they never felt unsafe in the city centre (<i>2009 Perception Survey</i>).</p> <p>75% of respondents to the <i>CLG Place Survey</i> in 2008 said the area felt clean and safe</p>
<p><i>Key Achievements in Last three Years</i></p> <p>A significant improvement has been made in security, perceptions, lighting and cleansing</p> <ul style="list-style-type: none"> • Operation B Safe launched by the mayor in 2007 with support of TCM, business and industry. 	<p>A reduction in crime by 22% (<i>British Crime Survey</i>) An increase in positive perceptions by 10% (<i>Council Perception Survey</i>) 82 CCTV cameras installed in 2007 26 Street Crime Wardens operating in 2009</p>

Purple Flag – Self Assessment

- Venues and management
- Policing and security
- Public realm and operation
- Transport and management
- Four time bands:
 - 5-8pm Early Evening
 - 8-11pm Late Evening
 - 11pm-2am Night
 - 2-5am Late Night



5-8pm - Early Evening	Observe late night shopping, patterns of arrival for a night out, early or pre-theatre dining, street events, entertainment, the condition of the public realm
8-11pm – Late Evening	See the arrival of the late crowd, the opening of late night venues, departure of diners and theatre-goers, behaviour on the streets, degree of inebriation, CCTV coverage, policing and customer care
11pm-2am - Night	Observe people leaving venues, crowd behaviour, queue management, the journey home, public transport, policing, customer advice and care, overnight/late night cleansing, health care and triage
2am-5am – Late Night	See the venues that are still open, the movement between venues, late night takeaways, cleansing, transport, policing, health care, customer care.

Self Assessment Conclusion Chart

	Core Agenda and Attributes	Your Conclusions	Significantly Below Standard	Below Standard	Met Standard	Above Standard	Excellent/Outstand'g
	WELLBEING. (Welcoming, Clean and Safe) Threshold Standard. Per capita crime and anti- social behaviour rates that are at least average and show an improving trend – taking both residents and visitors into account (See KPIs).						
1	Safety. Visible, effective policing and active surveillance						
2	Care. Responsible guardianship, customer care and concern for community health						
3	Regulation. Positive and proactive licensing and regulation						
4	Services. Appropriate levels of public utilities						
5	Partnership. The active involvement of residents in driving up standards						
6	Perceptions. A valid and positive presence of the area to customers						

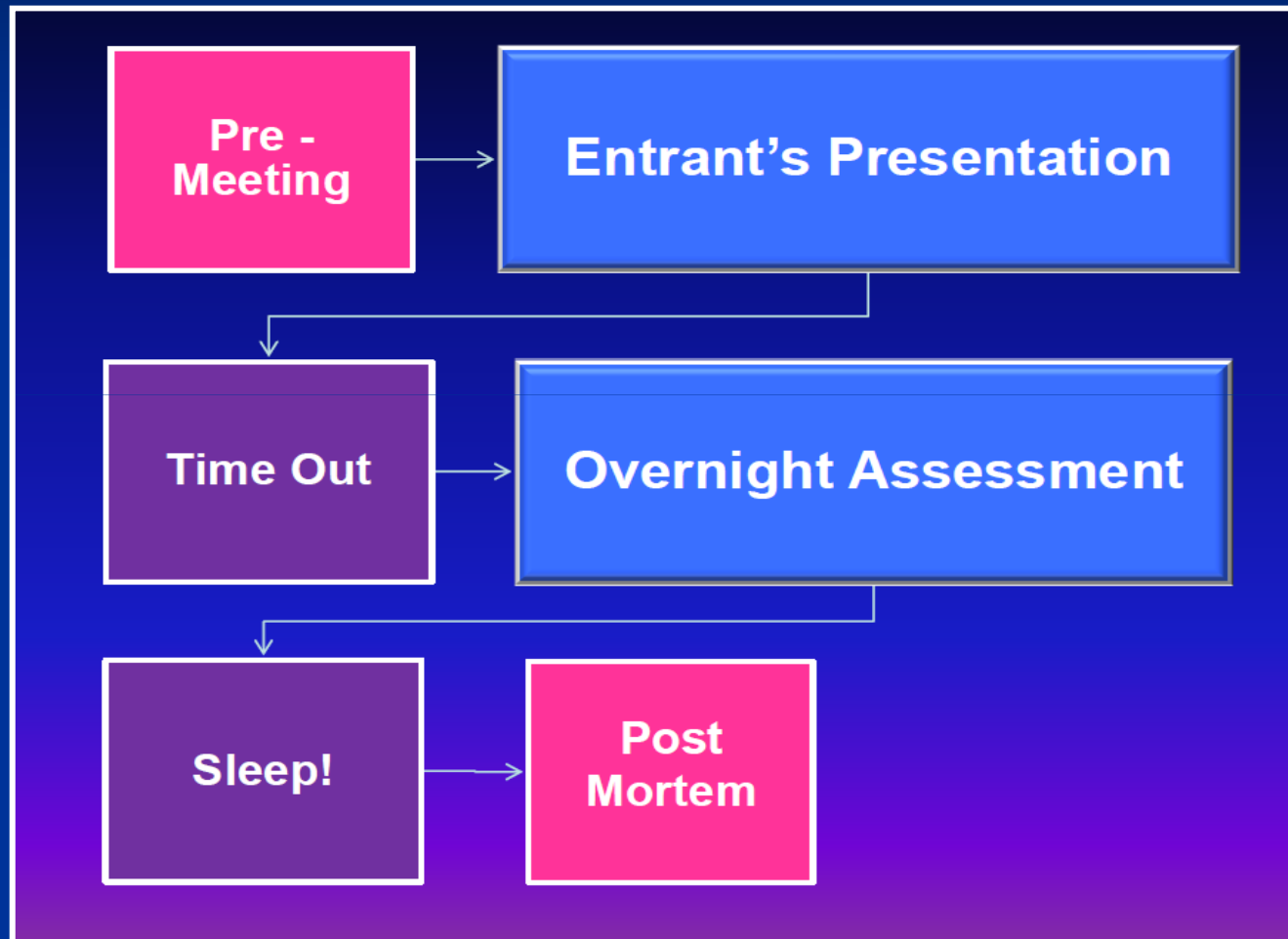
Conclusions on the performance of your centre

Assess standard for each Attribute

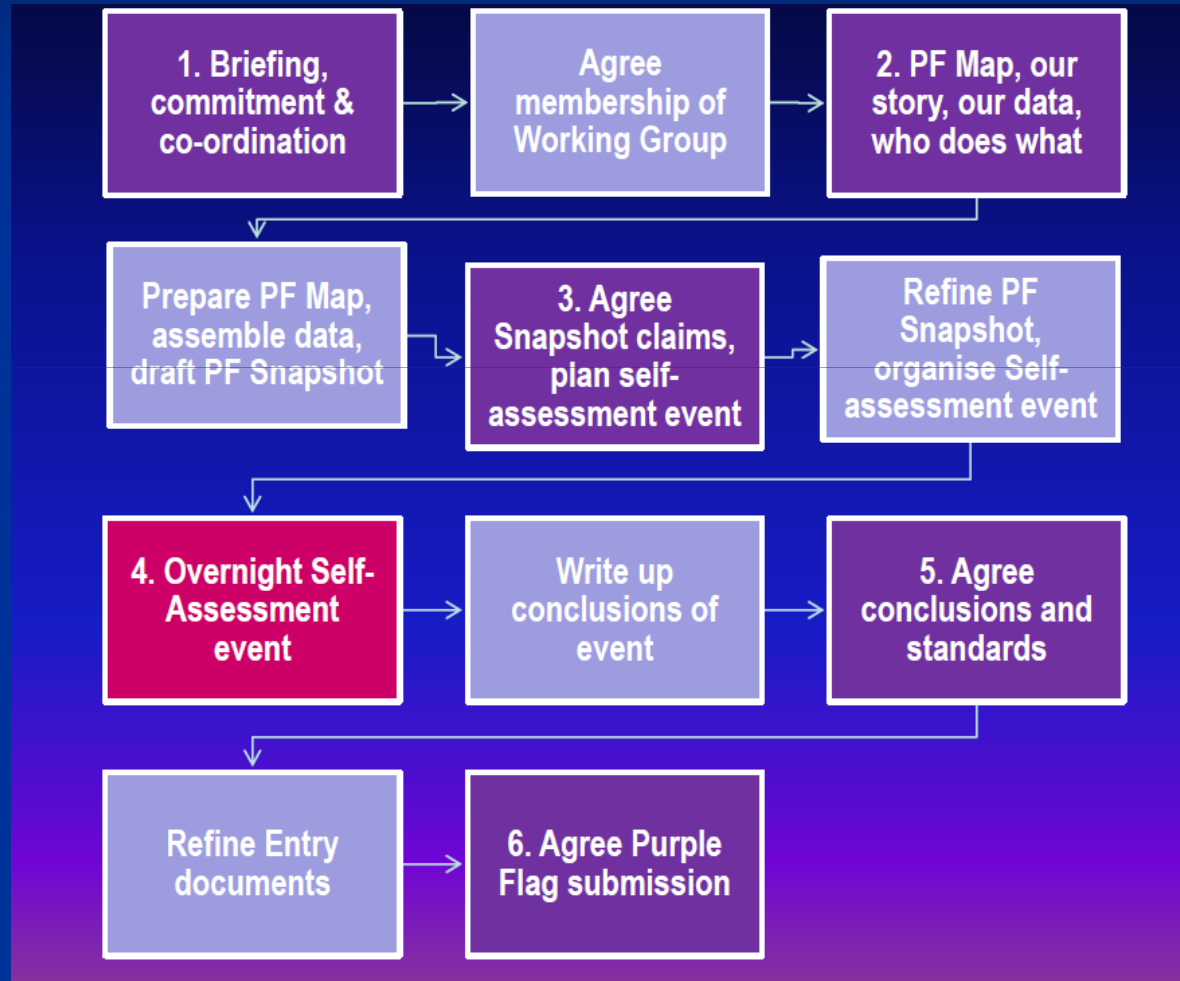
Tips

- Its *your* overall conclusion on performance
- Based on *both* snapshot & overnight assessment
- A starting point for assessors
- leave the detail for the snapshot
- A *consensus* view

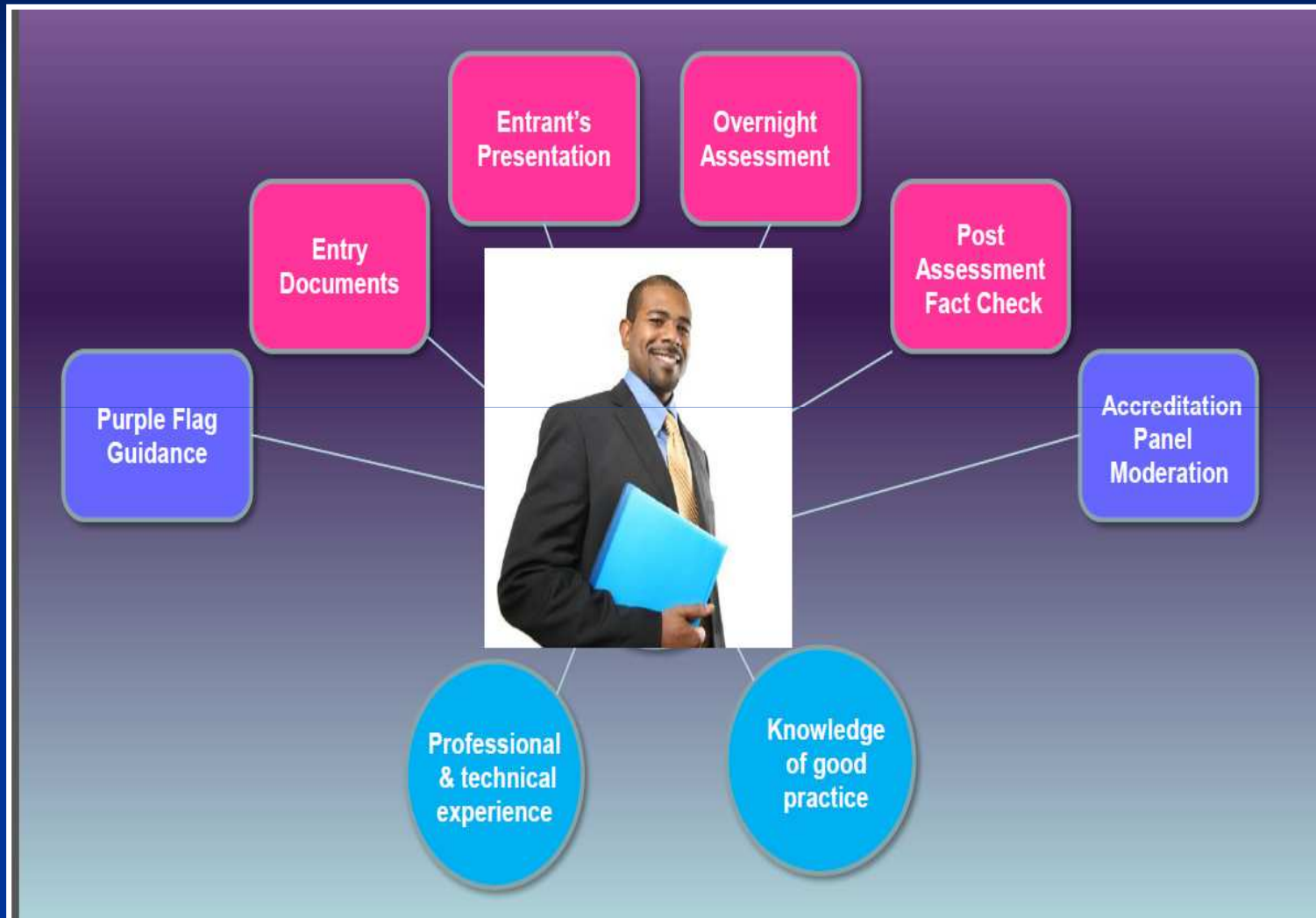
Assessors visit



Bringing it all together



Assessors Visit



Questions

