



## **Update on Purple Flag and the Evening and Night Time Economy Plan**

### **SUMMARY**

- 1.1 A partnership group is working towards submitting an application to the Purple Flag award to demonstrate that Derby is clean, safe and attractive for all age groups including families with young children and older people and not just young people. The development of the scheme has been affected by restructuring of Council Departments.

### **RECOMMENDATION**

- 2.1 To consider and comment on the progress on the Purple Flag and the Evening and the Night Time Economy Plan.

### **REASONS FOR RECOMMENDATION**

- 3.1 Achieving the Purple Flag scheme will support evening and night time economy policies whilst lowering crime and anti-social behaviour activities.

### **SUPPORTING INFORMATION**

- 4.1 Purple Flag is a new accreditation scheme managed by the Association of Town Centre Management (ATCM) which helps to improve entertainment and hospitality areas at night and offer night time visitors and users a positive experience. The Purple Flag is an indicator for a good night out location, similar to Blue Flag as an indicator of a good beach and Green Flag for a good park.
- 4.2 The Purple Flag requires authorities to put the right framework in place for the city centre at night to raise standards and broaden the appeal between 5pm and 6am. The scheme is considered to provide amongst other benefits to lower crime and anti social behaviour and bring positive publicity for the successful town and city centre scheme. Achieving the Purple Flag gives recognition that the centre is managing its night time experience and helps to combat negative image.
- 4.3 In response to concerns that Derby's night time economy was becoming dominated by a drinking culture for 18-30 years olds with limited offer for other age groups to bring them in to the city that a multi agency group was established to address these

concerns. In 2007/08 Civic Trust was jointly commissioned by the council, City Centre Management and Westfield Shopping to develop an Evening and Night Time Economy Strategy and Action Plan. The strategy and action plan was completed in October 2008 and funding approved for an Evening Economy Co-ordinator. The post was filled in May 2010 and the action plan is expected to be implemented by June 2012. Application for the Purple Flag is to be submitted in September 2012 and the city is expected to attain the Purple Flag status in May 2013.

- 4.4 However, the progress on the Purple Flag has been affected by the restructure of Departments and a request has been made to Derby Community Safety Partnership Team to provide the latest position.

## OTHER OPTIONS CONSIDERED

- 5.1 None.

This report has been approved by the following officers:

<b>Legal officer</b> <b>Financial officer</b> <b>Human Resources officer</b> <b>Service Director(s)</b> <b>Other(s)</b>	
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<b>For more information contact:</b> <b>Background papers:</b> <b>List of appendices:</b>	Name 01332 255597 e-mail mahroof.hussain@derby.gov.uk None Appendix 1 – Implications
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## Appendix 1

## IMPLICATIONS

### Financial

- 1.1 None arising from this report.

### Legal

- 2.1 The Commission has the statutory Crime and Disorder Committee responsibilities.

### Personnel

- 3.1 None directly arising from this report.

## **Equalities Impact**

- 4.1 None Directly arising from this report.

## **Health and Safety**

- 5.1 None arising from this report

## **Carbon commitment**

- 6.1 None arising from this report

## **Value for money**

- 7.1 None.

## **Corporate objectives and priorities for change**

- 8.1 Our aim is to work together so that all people in Derby will enjoy being safe and feeling safe.

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