



Derby City Council

SAFER COMMUNITIES COMMISSION
21 MARCH 2012

ITEM 7

Report of the Strategic Director of
Neighbourhoods

Evening and Night Time Economy – Purple Flag

SUMMARY

1.1 Purple Flag is a new accreditation scheme managed by the Association of Town Centre Management (ATCM) that recognises excellence in the management of town and city centres at night. Purple Flag aims to raise standards and improve the quality of our towns and cities at night between 5pm and 6am.

1.2 **The Benefits of Purple Flag Status are:**

- A raised profile and an improved public image.
- Increased visitors.
- Increased customer expenditure.
- Lower crime and anti-social behaviour.
- A more successful mixed-use economy.

1.3 **5 Core Standards**

The Purple Flag agenda covers 5 Core Standards which Derby needs to work towards in order to achieve the accreditation:

Wellbeing, Movement, Broad Appeal, Place and Policy Envelope. (See appendix A)

1.4 **Vision**

Purple Flag links in with Derby's vision that "Derby will be a place which is clean, safe, vibrant and attractive to people of all ages and walks of life who want to enjoy the city at all times of the day and night".

Outcomes

Purple Flag will directly contribute towards 4 of the city's key outcomes:

- A thriving sustainable economy
- Being safe and feeling safe

- A strong community
- An active cultural life

RECOMMENDATION

2.1 To note the update.

REASONS FOR RECOMMENDATION

- 3.1 The purpose of this report is to update the Commission on progress.
- 3.2 Since the previous presentation in 29 March 2011 an Evening and Night Time Economy (ENTE) Officer has been appointed and commenced the role on 23 January 2012.

SUPPORTING INFORMATION

4.1 **Purple Flag Process.**

The process to obtaining Purple Flag has been broken down into 8 stages as follows:

- 1) Register for Purple Flag
- 2) Organise Stakeholders
- 3) Prepare Purple Flag Map
- 4) Prepare Purple Flag Snapshot
- 5) Overnight Performance Assessment
- 6) Self assessment Conclusions Chart
- 7) Submit Entry to ATCM
- 8) Formal Award

A Timeline has been agreed for the above and can be found at appendix B.

4.2 **Progress so far – (Stages 1 – 3)**

1) Derby has now officially registered for Purple Flag.

2) Stakeholders have been engaged. A Project Board and Project Team are now in place with the introduction of an Evening and Night Time Economy (ENTE) Officer. The Strategy and Delivery Plan has been agreed and signed off by all partners.

3) A map of the Purple Flag area has also been agreed. The map defines the area we will submit for Purple Flag accreditation. It aims to capture relevant activity where information is readily available to complete the application and allows the partnership to tell the story of past achievements and future commitments. It includes:

Restaurants, pubs and bars and nightclubs
Late night shopping
Hotels and tourist/visitor attractions
Leisure, Arts, educational, civic and cultural venues,
Transport hubs and late night parking
Approach routes and gateways to the area by vehicle or on foot

It is important to note that as we re-apply for renewal of the Purple Flag accreditation each year new areas can be included in the map if they represent significant improvements for which we want to seek recognition.

4.3 Benchmarking

So far 25 Cities have achieved Purple Flag status. To date, approximately 75% of all Purple Flag applications are refused so only the best applicants of the highest quality receive recognition.

The ENTE Officer has carried out research on the success of other authorities in achieving Purple Flag status. It was noted that the highest proportion of praise for good practice was allocated to City's for successful partnering and the presence and response of Police, support of crime reduction and commitment to safety.

A visit to Nottingham took place on 10 March 2012 to observe the early evening and night time economy. A tour of the city with key stakeholders highlighted the strength of their purple flag application which will prove to be useful with our own submission in 2013.

A similar visit to Preston has been arranged for 1 June to meet with their Purple Flag Team.

4.4 Key Performance Indicators (KPI's)

Linked to the 5 Core Standards mentioned in 1.3 are a number of key attributes which the team will use as a benchmark against which to evidence current practice and aspirations.

The overall Purple Flag assessment will look for evidence that:

- The minimum quality thresholds have been achieved and preferably surpassed
- All 5 Purple Flag Themes are at least standard met in aggregate
- A track record of positive change and real progress over time
- Standards that are appropriate to the centre and its role
- A strong commitment to a continuing momentum of improvement
- Innovation and / or replicable good practice in at least one aspect.

Work has commenced in starting to draw together information and data to support these requirements.

4.5 Development Plan

The Project Team have engaged ATCM's Purple Flag Assessment team to establish a support package to help kick-start the process and maximise the prospects of success.

Purple Flag Kick-start Workshop

On 16 March A Purple Flag Assessor delivered a workshop to Purple Flag partners. This was an in-depth, three hour session which looked at the detail of Derby's area and vision, the Purple Flag Process, NTE Metrics and KPI's and the next steps.

Night Time Performance Audit

An overnight self assessment audit has been arranged for 27 April. This will be facilitated by a Purple Flag Assessor who will work with Derby's multi sector audit team to design an itinerary. He will then accompany the team on a tour of the City Centre between 5pm and 2am guiding them through the self assessment process using Purple Flag tools and templates.

Purple Flag Conclusions Session

Purple Flag will deliver a follow up conclusions session to look at the outcomes of the performance audit in order to reach a consensus on performance against Purple Flag standards, prospects for success and any priority issues to address before entering.

4.6 Self Assessment Audits

Members of the Purple Flag Project Team carried out a "self assessment audit" on 28 November. The key findings were:

- The audit was held on payday and proved to be a busy weekend.
- There was limited diversity after 7pm.
- Sadler Gate was lively and successfully demonstrated a broad appeal.
- The gateway from the bus station on to Morledge was vibrant and welcoming.
- High numbers of drunk people were evident at around 2am, specifically around the Wardwick area.
- The aesthetics of the city were of a high standard in most areas.
- Friargate felt the safest area of the city.
- Morledge has seen big improvements, roads were clean and lighting was good.
- Irresponsible and inconsiderate parking was an issue in certain areas.

Self Assessment Audits are now planned to take place every 3 months as follows:

27 April 2012 (with Purple Flag Assessor)

July 2012

October 2012

January 2013

April 2013 (Official Overnight Performance Assessment with Purple Flag)

The ENTE Officer will also be operational during Purple Flag hours and will carry out regular audits of the City centre purple flag area.

The results of all self assessment audits will be recorded using the Purple Flag self assessment checklists and will be discussed with relevant partners where necessary.

The Purple Flag Baseline Document contains “business as usual” information and evidence of good practice which will be fed into the Purple Flag Snapshot. This will be submitted to the Purple Flag team in December 2012.

The Purple Flag Delivery plan is used to capture issues which need to be addressed with members of the Purple Flag Working Group or various partners discussed in 4.7. It is anticipated that any added value materialising as a result of these issues being addressed will be transferred to the Baseline document.

4.7 Partnering:

Purple Flag looks for entries to be supported by partnerships representing the following 6 stakeholder interests:

Public Protection (health, licensing, police, security and safety)

Infrastructure (transport, lighting and cleansing)

Hospitality (restaurants, licensees, tourism and hotels, retail, cinema culture and late night entertainment, design and investment)

Development (investment and planning)

Management (city centre management and BIDs)

Consumer and Community (city centre users, potential users and residents/host community)

The Purple Flag Working Group was established in August 2011 and includes representation from all of the above.

The Working Group contribute both time and knowledge to the entry and are responsible for helping with data collection and agreeing the Purple Flag map, snapshot, overnight assessment and standards.

Operational and strategic partnerships are taking place with the above stakeholder groups to address any issues arising and help to ensure maintenance and development of current areas of good practice. For example:

- The Head of Service for Crime Reduction and the Partnership Manager attend the City Centre Vibrancy meetings.
- The Partnership Manager and ENTE Officer are both attendees at the Responsible Authorities Meeting (RAM).
- The ENTE Officer has attended Home Office Licensing training and networking has commenced with both police and DCC licensing team members. Plans are being made for the ENTE Officer to Shadow key members of the environmental services department and a police licensing officer.
- Links have been established with the Tourism Cluster Group and the ENTE Officer has arranged a meeting to discuss a consultation project in partnership with Derby University and Derby Marketing to look at the Early Evening Offer.
- The Partnership Manager and ENTE Officer have carried out a daytime audit with members of the Business Improvement Districts (BID) teams.
- The ENTE Officer now has access to both Storewatch and Pubwatch radios and is actively using these to monitor activity & interact with others during Purple Flag hours.
- A meeting has been arranged with Civil Enforcement to explore the prospect of Officers patrolling extended hours on a regular basis to address parking problems between 8pm and Midnight.

4.8 **Communication and Consultation**

The team have met with Corporate Communications to discuss communication opportunities including the use of the Big Screen, Derby Evening Telegraph, DCC Intranet, In Touch and Derby.gov.

The ENTE Officer is in the process of compiling a communication and consultation plan.

The team has also requested support from the consultation team to discuss the following and to establish whether they have knowledge of any previous consultation work which may be of assistance in gaining baseline information and data.

- Business Survey to look at composition and the representation of activities available
- Footfall Survey
- Consumer Survey to look at patronage and perceptions of the City Centre between 5pm – 6am

4.9 **Next Steps - Stage 4 – 8**

4) Prepare Purple Flag Snapshot

Derby should be in a position to formally commence work on the Purple Flag Snapshot in April 2012 following the Night time performance audit and conclusions session with Purple Flag.

The snapshot is a succinct document covering the composition and performance of the area, supported by statistical and other evidence. It gives Purple Flag assessors and the Accreditation Panel the facts on which to base their assessment.

Work on the Snapshot will coincide with and develop around the consultation process in the early stages and the Purple Flag Snapshot will be complete and in a position to submit in December 2012.

5) Overnight Performance Assessment

This is a street level appraisal of the performance of the City Centre during the hours it is active. Purple Flag assessors will be present and will compare our assessment with their own findings and observations to establish broad areas of agreement or any inconsistencies after the visit. (April 2013)

6) Self assessment Conclusions Chart

This sets out the conclusions on the standards of our centre against each of the purple flag Core agenda themes and attributes. It is the agreed view of the working group and will be used by Purple Flag Assessors in reaching their own conclusions and, where there are major inconsistencies, it will be a basis for a follow up fact check. (April 2013)

7) Submit Entry to ATCM

The entry will be made electronically to ATCM and the Purple Flag assessment will

commence. (May 2013)

8) Formal Award

An Awards ceremony where accredited centres receive their Purple Flag. (June 2013)

OTHER OPTIONS CONSIDERED

5.1 None

This report has been approved by the following officers:

Legal officer Financial officer Human Resources officer Service Director(s) Other(s)	N/A N/A N/A
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For more information contact: Background papers: List of appendices:	Name 01332 256877 e-mail emma.muddiman@derby.gov.uk None Appendix 1 Implications Appendix 2 Purple Flag Core Standards Appendix 3 Purple Flag Timeline
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IMPLICATIONS

Financial and Value for Money

1.1 None directly arising from this report

Legal

2.1 None directly arising from this report

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 directly arising from this report

Environmental Sustainability

6.1 None directly arising from this report

Asset Management

7.1 None directly arising from this report

Risk Management

8.1 None directly arising from this report

Corporate objectives and priorities for change

9.1 None directly arising from this report

