

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.

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.

RECOMMENDATION

- 2.1 To note the update.

REASONS FOR RECOMMENDATION

- 3.1 The purpose of this report is to update the board on progress.

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

4.2 **Progress so far – (Stages 3 & 4)**

A map of the Purple Flag area has 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.

Derby has formally commenced work on the Purple Flag Snapshot. 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.

Members of ATCM joined Derby's Purple Flag Project Team on 5 September to discuss progress so far and were satisfied that we had achieved our objectives to date. Feedback on our draft snapshot was also positive.

4.4 **Minimum threshold standards**

Minimum threshold standards have been identified for all 5 Core standards and have been evidenced in the snapshot.

Wellbeing - 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

Movement - An appropriate form of late-night public transport

Appeal - An evening and late-night offer that is broader than youth oriented and alcohol-based activity

Place - A diversity of land uses. A convenient, functional and attractive destination at night.

Policy Envelope - A momentum of collaboration between sectors, agencies, service providers and policy-makers.

Work is also in progress to draw together baseline information and data on composition, perceptions and patronage. We anticipate being able to use some of the information from these surveys to support the claims we have identified in our snapshot document.

- Business Survey to look at composition and the representation of activities available
- Consumer Survey to look at patronage and perceptions of the City Centre between 5pm – 6am
- Consultation with Voices In Action (young people's forum)

4.6 **Self Assessment Audits**

27/04/12

An overnight self assessment audit took place on 27 April. This was facilitated by a

Purple Flag Assessor who accompanied Derby's multi sector audit 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.

The ATCM delivered 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.

Findings were as follows:

Positive factors:

- Partnerships and commitment to Purple Flag
- Westfield was clean and self contained but did not seem to draw away from outdoor shopping & NTE. They appeared to compliment each others offer.
- Pro-active licensing
- Multi-use market Place
- Night time art and cultural offer was very impressive
- Car parks, very positive from a safety perspective especially Bold Lane
- Wayfinding system
- Safety, including Taxi Marshalls / Street Pastors
- Real Ale Capital Status
- Derby Feste

Issues:

- Loud music spilling out of venues later in the evening (Wardwick and Sadler Gate)
- Crowd management outside venues was not up to standard mainly due to smokers congregating outside
- Traffic around the Wardwick area was an issue in relation to vehicular/pedestrian conflict as this prevented a "safe route"

These issues are currently being addressed.

28/09/12

Members of the Purple Flag Project Team will carry out a further self assessment audit on Friday 28 September.

An additional session will take place in December 2012 prior to the submission of our application. Date to be confirmed.

4.8 Communication

Derby Telegraph published an article on the purple flag audit on 11 July 2012.

<http://www.thisisderbyshire.co.uk/Inspection-takes-place-ahead-Purple-Flag-bid/story-16515581-detail/story.html>

An article has been included in the next copy of “Your Derby” which will be circulated to residences from 3 September.

A web page has been set up on the Derby.gov website explaining the Purple Flag agenda

<http://www.derby.gov.uk/business/town-centre-management/purple-flag/>

A communication plan has been produced and discussions with corporate communications to establish new promotional and media campaigns are ongoing.

4.9 **Next Steps - Stage 5 – 8**

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. (February 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. (Spring 2013)

7) Submit Entry to ATCM

The entry will be made electronically to ATCM and the Purple Flag assessment will commence. (Spring 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	N/A
Financial officer	N/A
Human Resources officer	N/A
Service Director(s)	Tim Clegg – Director of Partnerships and Streetpride
Other(s)	N/A

For more information contact:

Background papers:

List of appendices:

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None

Appendix 1 - Implications

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

