



NORTHAMPTON BOROUGH COUNCIL

OVERVIEW AND SCRUTINY

SCRUTINY PANEL 3 – KEEP NORTHAMPTON TIDY

15 JANUARY 2015

BRIEFING NOTE: PURPLE FLAG SCHEME

1 INTRODUCTION

- 1.1 At its October 2014 meeting, Scrutiny Panel 3 (Keep Northampton Tidy) received the findings of desktop research detailing best practice elsewhere. Details of the Purple Flag Scheme were contained within this briefing note; the Scrutiny Panel asked that further details of the Purple Flag accreditation be provided together with examples of towns and cities that have been accredited the Purple Flag are provided to a future meeting.

2 PURPLE FLAG AWARD

- 2.1 The Purple Flag Award is similar to the Green Flag scheme for Parks and Green Spaces. The scheme assesses each areas crime rates, hygiene standards and a range of visitor attractions.
- 2.2 The Purple Flag initiative was developed by a team of industry experts in 2003 and is an accreditation process that helps tackle prominent issues associated with night-time economy. It is supported the Home Office, Association of Chief Police Officers, Local Government Regulation (LACORS), NOCTIS, Diageo and many other high profile national bodies.
- 2.3 The reported aim of the initiative is to improve perceptions of places, address imbalances in activities, tackle anti-social behaviour, and encourage a diverse evening offer; providing significant recognition for Councils and partnerships who deliver key services associated with the night-time economy.
- 2.4 It is reported that the Purple Flag scheme, run by the Association of Town Centre Management, is the gold standard for city and town centre hospitality and entertainment after dark. Benefits of being awarded the status are reported to include more spending, a better image and less

crime and anti-social behaviour. Purple Flag accreditation is based on factors like the cleanliness and safety of a town or city centre at night as well as its mix of entertainment and activities.

- 2.5 There is an entry fee to apply for Purple Flag accreditation. The entry fee covers the cost of processing of the application including the visit by the Assessors, fact checking with the applicant, preparation of the report to the Accreditation Panel, guidance and feedback to applicants, and attendance for two people at the Purple Flag Awards Ceremony and subsequent spot checks. The fee is non-returnable but any applicant who is not successful will be entitled to re-apply within a 12 month period at 50% of the relevant prevailing rate. The entry fee depends on the population of the Local Authority within which the designated centre of is situated.

Population of Local Authority	Fee to accompany entry	12 month 'light touch' fee to maintain status
Under 50,000	£1,500	£ 500
50,000 - 200,000	£2,250	£ 750
Over 200,001	£3,000	£1,000

- 2.5 Since the launch of Purple Flag in October 2009 thirty five centres have been accredited Purple Flags.
- 2.6 It is highlighted that accreditation of Purple Flag is dependent on 30 key factors and street cleansing is only one small part of this. The cleanliness of the centres would be assessed under the well-being section of the criteria.
- 2.7 There are five core standards and each contains further detailed criteria, contained in the entrants resource pack.

The Policy Envelope:

After-hours policy crosses many professional and budgetary boundaries. The challenge is to bring clarity and focus to a complicated field. A clear strategy is needed based on sound research, integrated public policy and a successful multi-sector partnership.

Wellbeing:

A prerequisite for successful destinations is that they should be safe and welcoming. All sectors have a part to play in delivering high standards of customer care.

Movement:

Getting home safely after an evening out is crucial. So too is the ability to move around the centre on foot with ease.

Appeal:

Successful destinations should offer a vibrant choice of leisure and entertainment for a diversity of ages, lifestyles and cultures; including families and older people.

Place:

Successful areas are alive during the day, as well as in the evening. They contain a blend of overlapping activities that encourage people to mingle and enjoy the place. They reinforce the character and identity of the area as well as flair and imagination in urban design for the night.

3 SALISBURY

- 3.1 Salisbury has been accredited the Purple Flag. It is reported that the Purple Flag status highlights Salisbury as a vibrant place to visit at night time with clean and safe environments, great bars and clubs, a variety of arts and cultural attractions and excellent transport links. Salisbury was accredited Purple Flag status in October 2012 following the overnight assessment on 29 September 2012. It was then re-accredited in September 2013. Salisbury is currently re-applying for accreditation.
- 3.2 It cost Salisbury £1,500 to apply which was covered by the Wiltshire Community Safety Partnership.

4 DERBY

- 4.1 It is reported that Derby City Centre has the fifth highest concentration of licensed premises in the country with over 105 bars. The majority of these bars are located within the Purple Flag area of the city. The city centre contains three distinct areas, the Cathedral Quarter, the St Peters Quarter and Westfield Shopping Centre, the latter controlled by the Westfield Group. The purple flag map incorporates all three areas with the exception of part of the south west section of St Peters Quarter which does not have a significant night time offer at the moment.
- 4.2 It is further reported that Derby's early evening offer provides an eclectic mix of art and culture, restaurants, cinema, and bars and attracts a

diverse clientele. The Quad, Deda and the Assembly Rooms are examples of the diverse range of art and culture on offer in the city centre with events such as Derby Feste, and Derby Folk Festival being a highlight on the calendar.

4.3 The Assessors and Accreditation Panel were particularly impressed with:

- There has been a continued development of the night time economy with reduction of crime for the 10th year running and hospital admissions have stabilised over the last few years. This has been achieved by building on the environmental projects that have improved the town, and the partnership has maximised on this by working with the businesses, trades and residents.
- The USP for real ale, micro-breweries, and Derby's beer king is of particular note.

5 NOTTINGHAM

5.1 Nottingham has been accredited the Purple Flag for four years. It is reported that Nottingham's Purple Flag success is down to a collaborative effort between We Are Nottingham Leisure, Nottingham City Council, Nottinghamshire Police, Nottingham Businesses Against Crime and the Nottingham Crime and Drugs Partnership Team, as well as other city centre partners.

5.2 Initiative such as the following have reported to have enhanced the town centre:

- Higher levels of cleanliness have been achieved with 130 new solar powered self-compacting litter bins installed.
- An iPhone app launched to enable people to report issues of littering and vandalism.
- A specialist deep cleansing machine, which is jointly funded by Nottingham City Council and the BID, is already having a major impact on addressing the issue of chewing gum in particular.
- The two organisations are also funding the late night opening of the public toilets on Greyhound Street just off the Old Market Square which are now open until 1am on Fridays and Saturdays.

5.3 It is reported that the highways and public realm spaces within the city centre have also been improved.

6 HULL

- 6.1 Hull was recognised for the safety, quality and diversity of its city centre evening economy with the award of a Purple Flag.
- 6.2 The Association of Town Centre Management (ATCM) confirmed the award after assessing their findings from an inspection of the city centre
- 6.3 Hull is only the third Purple Flag recipient in Yorkshire, along with Halifax and Sheffield.
- 6.4 The Purple Flag assessment report details that Hull exceeded the standard required in 17 out of 30 criteria studied by the inspection team and the accreditation panel which followed. The city met the requirements in the remaining 13 categories.
- 6.5 The full ATCM report praises the partnership efforts of the various organisations who worked jointly to secure the accreditation, including Hull BID, Humberside Police, Hull City Council, Hull Citysafe and the Primary Care Trust.
- 6.6 The document highlights the public safety role carried out by the volunteer Street Angels and by crime prevention initiatives including CCTV and the Pubwatch radio system. Private businesses are recognised for the part they play in creating an evening economy which is described as "vibrant" and "varied" in terms of food and dining, pubs and bars, late-night bars and nightclubs and art and culture. The ATCM also reports positively on public transport, with the interchange found to be clean and accessible and with "an abundance" of taxis.

7 CONCLUSIONS

- 7.1 The main conclusions from this desktop research exercise:
 - The Purple Flag Award scheme assesses each areas crime rates, hygiene standards and a range of visitor attractions.
 - The reported aim of the initiative is to improve perceptions of places, address imbalances in activities, tackle anti-social behaviour, and encourage a diverse evening offer; providing significant recognition for Councils and partnerships who deliver key services associated with the night-time economy.
 - Accreditation of Purple Flag is dependent on 30 key factors and street cleansing is only one small part of this. The cleanliness of

the centres would be assessed under the well-being section of the criteria.

- There are costs for towns and cities to apply to be accredited with the Purple Flag. Costs vary dependent upon the population. Costs for Local Authorities with a population of over 200,000 are £3,000 and £1,000 for a 12 months light touch fee to maintain standard.
- Nottingham reports that higher levels of cleanliness have been achieved with 130 new solar powered self-compacting litter bins installed. An iPhone app launched to enable people to report issues of littering and vandalism. A specialist deep cleansing machine, which is jointly funded by Nottingham City Council and the BID, is reported to have a major impact on addressing the issue of chewing gum in particular.

8 RECOMMENDATIONS

- 8.1 It is recommended that the information from the desktop research exercise informs the evidence base of this Scrutiny review.

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