



SaferMK Partnership Discussion and Decision Report

Subject: Purple Flag Scheme

Report Authors:

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1. Purpose of report

SAFERMK PRIORITIES

- | | |
|--|-------------------------------------|
| Improving road safety by reducing the number of accidents and the severity of the collisions to individuals. | <input type="checkbox"/> |
| Reducing the number of violent incidences | <input type="checkbox"/> |
| Tackling and enforcing substance misuse | <input type="checkbox"/> |
| Enhance community engagement to reduce fear of crime | <input checked="" type="checkbox"/> |

OTHER STATUTORY RESPONSIBILITIES

- | | | | |
|---|-------------------------------------|--|--------------------------|
| Anti-Social Behaviour | <input checked="" type="checkbox"/> | Reducing Reoffending | <input type="checkbox"/> |
| Prevent | <input type="checkbox"/> | Police and Crime Commissioner Priority | <input type="checkbox"/> |
| An item under Section 17 of the Crime and Disorder Act 1998 that supports the delivery of crime reduction and addressing community safety concerns (please state below) | | | <input type="checkbox"/> |

1. Brief introduction

- 1.1 This report provides an overview of the Purple Flag scheme and application process for Milton Keynes.
- 1.2 The report has been brought to the partnership to summarise the process of the Purple Flag application and its aims for raising standards of Milton Keynes at night. The application process should receive endorsement and support of application from the SaferMK

Partnership as it is best placed to support the application due to its wide benefits to partners.

- 1.3 The SaferMK Partnership is asked to note and discuss the report and the benefits the scheme will have for the night time economy in the Central Milton Keynes area.

2. Recommendations

- 2.1 That senior support will be needed in order to commit the time and resources to the entry.
- 2.2 That the development of the action plan be supported.
- 2.3 That the application funding process be agreed.
- 2.4 That regular updates via the Business Management Group be provided to the Partnership.

3. Comments/Recommendations from the Scrutiny Management Committee

- 3.1 There are no specific comments in relation this report. However it is a statutory obligation for the Committee to hold the activities and performance of the Partnership to account.

4. Background

- 4.1 The Purple Flag core agenda describes 5 broad themes key to developing and managing successful centres at night. It captures the full experience people expect from a city or town at night. These 5 key areas are already addressed by local authority, police, town centre management, business or health partnerships.

- 4.2 The 5 key areas and their thresholds are as follows:

- Wellbeing – per capita crime and ASB rates that are at least average and show an improving trend, taking both residents and visitors into account.
- Movement – some form of late night public transport provision.
- Appeal – late night offer that is broader than youth-oriented and alcohol based activity.
- Place – a diversity of land uses. A convenient and attractive destination at night with low fear of crime and community safety concerns.

- Policy Envelope – a momentum of collaboration between sectors, agencies, service providers and policy makers.
- 4.3 Successful applicants will be those that are safe, vibrant, appealing, well-managed and give a positive experience to consumers. The framework will assess the quality and appeal of the centre and will be used by the Partnership when completing the entry.
- 4.4 The entry requirements include an entry fee and form, development of the Purple Flag map, Purple Flag snapshot covering the composition and performance of the 5 key areas, Purple Flag self-assessment Conclusions Chart and digital photographs for publicity.
- 4.5 Surrounding areas that have already successfully received Purple Flag status include Kettering, Oxford and Aylesbury.
- 4.6 Purple Flag renewal assessments will take place every 12 months as part of a 24 month cycle following successful entry. The method of assessment changes each 12 months and is a combination of assessor visits and Purple Flag Team reviews.

4.7 **Timeline**

- Friday 30 October 2015 – first Purple Flag late night assessment was completed.
- Thursday 21 January 2016 – Official support will be sought from members, partners and agencies at the Safer MK Partnership meeting.
- Friday 29/Saturday 30 April 2016 – Purple Flag overnight performance assessment to be completed.
- Friday 14 October 2016 – official deadline for Purple Flag application.
- November/December 2016 – Purple Flag accreditors to assess Central Milton Keynes.
- January/February 2017 – successful awards granted to towns and cities around the UK and Northern Ireland.
- Purple Flag renewal assessments will take place every 12 months as part of a 24 month cycle following successful entry. The method of assessment changes each 12 months and is a combination of Assessor visits and Purple Flag Team reviews.

4.8 Success and Case Studies

Market testing shows that stakeholders believe Purple Flag status can bring the following benefits:-

- Raised profile and improved public image
- Wider patronage
- Increased expenditure
- Lower crime and anti-social behaviour
- A more successful mixed-use economy

Case studies for a number of towns and cities around the United Kingdom and Northern Ireland are available to view on the Purple Flag website. <https://www.atcm.org/> - (follow the Purple Flag link). (Annex C)

5. Implications to SaferMK Partnership

5.1 Fees:

Population of Local Authority Area	Fee to accompany initial entry	Annual renewal fee to retain status
50,001 - 200,000	£2,250 + VAT	£750 + VAT

6. Other considerations / Key Partnership Involvement

6.1 Purple Flag are looking for entries to be supported by partnerships representing the following stakeholder groups:

- (1) Public protection: health, licensing, police, security and safety.
- (2) Infrastructure: transport, lighting and cleansing.
- (3) Hospitality: restaurants, the licensed trade, hotels, retail, cinema, culture and late night entertainment.
- (4) Development: investment and planning.
- (5) Management: town centre management and BIDs.
- (6) Community: residents and consumers – including those consumers who would go out if things were better.

6.2 The Purple Flag working group will be broadly representative of the six stakeholder groups detailed above. The members will contribute their time and knowledge to the entry. They should support the project Coordinators (Sophie Ward & Laura Chapman) in information and data collection. They will need to reach a consensus, the definition of the area, the contents of the Snapshot, the results of the Overnight Self-Assessment and the standards claimed in the Self-Assessment Conclusions Chart.

7. Attachments/Background Papers

- 7.1 Purple Flag Entrants Resource Pack (Link: [https://www.atcm.org/programmes/purple flag/apply for purple flag/pf resourcepack](https://www.atcm.org/programmes/purple%20flag/apply_for_purple_flag/pf_resourcepack)) (Annex B)
- 7.2 Assessment summary (Annex)
- 7.3 Association of Town & Country Management <https://www.atcm.org/> (Annex C)