



**SaferMK Partnership
Discussion and Decision Report**

Subject: Purple Flag Scheme

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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.
- Reducing the number of violent incidences
- Tackling and enforcing substance misuse
- Enhance community engagement to reduce fear of crime

OTHER STATUTORY RESPONSIBILITIES

- Anti-Social Behaviour Reducing Reoffending
- Prevent Police and Crime Commissioner Priority
- 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)

1. Brief introduction

- 1.1** This report provides an update of the Purple Flag scheme and application process for Milton Keynes which was agreed at the January 2016 SaferMK Partnership meeting.
- 1.2** The report has been brought to the partnership to summarise the current position and process of the Purple Flag application and its aims for raising standards of Milton Keynes at night.

1.3 The SaferMK Partnership is asked to note and discuss the current position of the application.

2. Recommendations

2.1 Senior support will be needed in order to commit the time and resources to the entry.

2.2 To endorse and agree the final bid for Purple Flag and support the application for the 14 October deadline.

3. Comments/Recommendations from the Overview and Scrutiny Management Group

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 endorsement from SaferMK Partnership
- 1 July 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)

5. Implications to SaferMK Partnership

5.1 Fees:

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 are 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 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 Bid application to follow