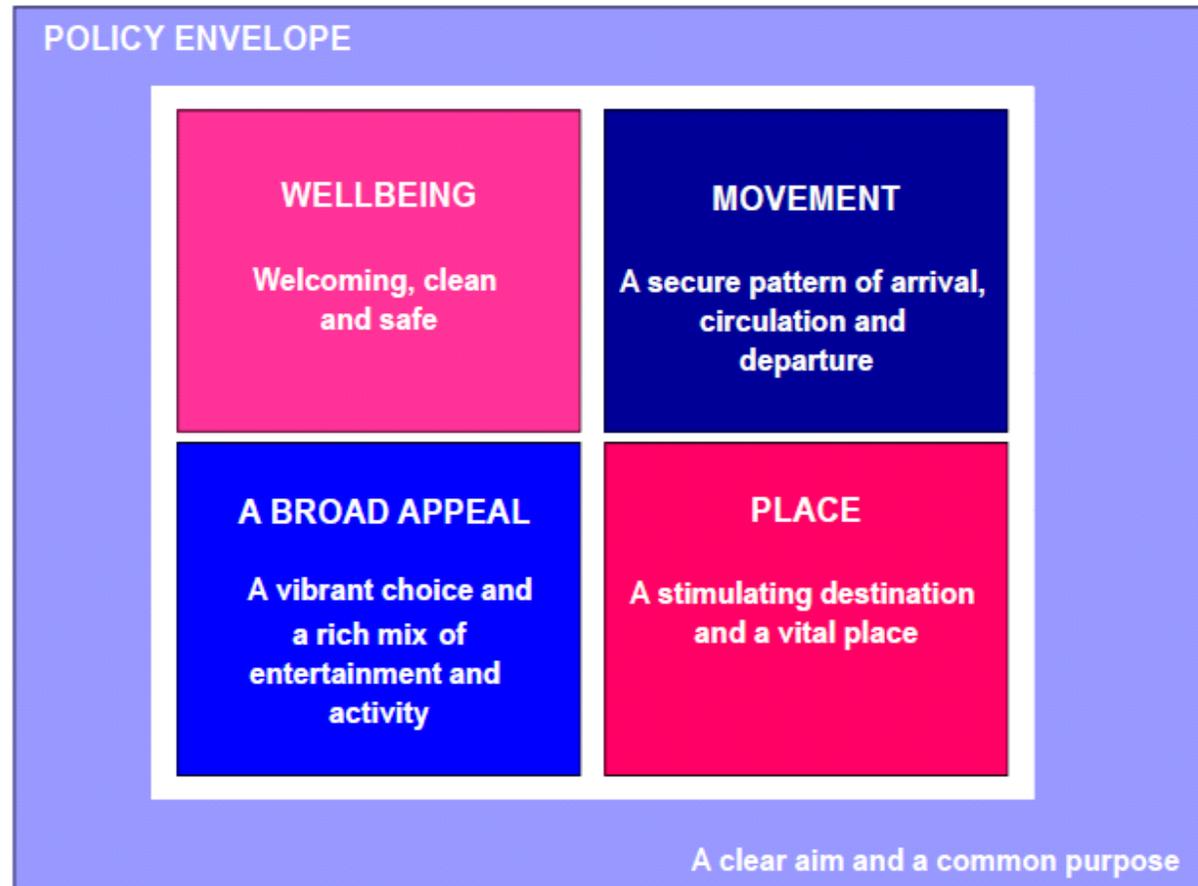


## Purple Flag Core Agenda



# Wellbeing

Welcoming, Clean and Safe

**Purple Flag Aspiration.** A prerequisite for successful destinations is that they should be safe and welcoming. Some services may need to be up-rated and extended to cope with specific needs late at night and after dark. All sectors have a part to play in delivering high standards of customer care.

**Minimum Threshold Standard.** 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

Purple Flag Attributes	Potential Evidence	Potential Outcomes Sought
<b>1. Safety.</b> Proportionate levels of visible, effective policing & active surveillance	An appropriate police and CPSO presence. A swift response in dealing with incidents. Good radio/ other coordination with CCTV and premises door supervisors.	Reduced levels of alcohol-related crime, noise, nuisance and anti-social behaviour. A reduction in alcohol-related hospital admissions
<b>2. Care.</b> Responsible guardianship, customer care and concern for community health	Presence of “capable guardians” on street. Provision for the vulnerable and distressed. Quality customer care by operators. Good integration with Local Alcohol Strategy	Speedy support for the confused, sick and injured. Fewer emergency incidents on the street. Care for the young, under-age and others. Improving levels of alcohol abuse/dependency.
<b>3. Regulation.</b> Positive and proactive licensing and enforcement	Policy commitment to high standards. Joint working with police and other regulators including planning. A positive/effective dialogue with businesses.	High standards of venue management. A balance of venue types & day & night- time land uses. Business investment leading to improved quality and diversity.
<b>4. Services.</b> Appropriate levels of public utilities	A good standard of street and public lighting. After-hours street cleansing and waste collection. Public toilet provision for men and women.	Avoidance of “no go” areas after dark. Clean, well-maintained streets at night. Absence of street fouling.
<b>5. Partnership.</b> The active involvement of business in driving up standards	Adoption of voluntary codes by operators. Existence of Pubwatch, Best Bar None, Responsible Host etc. Integration with town centre management and BIDs.	Higher standards of venue management. Added value from collaborative working. Active multi-sector involvement in town centre strategic policy.
<b>6. Perceptions.</b> A valid and positive presentation of the area to customers and investors	Positive and accurate media coverage. Positive results from consumer feedback and market research	Positive perceptions of the area leading to increased patronage and sustained investment.

# Movement

A Secure Pattern of Arrival, Circulation and Departure

**Purple Flag Aspiration.** Getting home safely after an evening out is a prime requirement. So too is the ability to move around the centre on foot with ease. Improvements may be needed for all types of movement, if centres are to function properly and be appealing after hours.

**Minimum Threshold Standard.** An appropriate form of late-night public transport provision.

Purple Flag Attributes	Potential Evidence	Potential Outcomes Sought
<b>1. Public Transport.</b> Safe, affordable, well-managed late night public transport	A late night bus service to key destinations. Marshalled hackney carriage ranks/private hire pick-up points. A late night transport hub. A well-managed private hire facility.	Safe, convenient and efficient means of arrival and departure, including at peak times. On-street management and coordination to meet transport needs in the evening and at night.
<b>2. Car Parking.</b> An appropriate provision of late night car parking	Car park(s) with Park Mark/Secure by Design status. Allocated bays with surveillance for potentially-vulnerable groups, including single women. Car park times that cater adequately for late-night use	Patronage of town centre car parks in the evening and at night by a range of users e.g. cinema/theatre-goers, late diners, families and older customers.
<b>3. Pedestrian Routes.</b> Clear, safe and convenient links within the centre and homewards.	Well-lit, uncluttered links within the centre connecting points of arrival and departure to entertainment quarters, clusters of venues and key attractions.	A pattern of movement that works as well at night as during the day. Consumer safety and appeal resulting from good coordination and integration of all modes of movement.
<b>4. Crowd Management.</b> Policies to deal with overcrowding, congestion and conflict between moving vehicles and pedestrians.	Management of queues and external smoking areas to minimise conflict. Traffic management that allows space for night-time pavement use and deters anti-social drivers.	A safe pedestrian environment, including outside busy venues at peak times.
<b>5. Information.</b> Provision of practical information and guidance to town centre users at night	A system of signage that is visible to customers at night. Hand-outs showing key venues, bus, taxi and train hubs Supply of travel information e.g. on posters, leaflets and in electronic form.	A strong awareness by all town centre users of safe and convenient routes home.
<b>6. Partnership.</b> Business and operator commitment and participation	Provision of travel information to clientele by operators. Taxi/private hire booking facilities within venues. "Last hour" dispersal policy, providing cooling off period.	Clientele and patrons leaving pubs, clubs and other venues safely and in a fit state to make their way home

# Appeal

A Vibrant Choice and a Rich Mix of Entertainment and Activity

**Purple Flag Aspiration.** Successful destinations should offer a vibrant choice of leisure and entertainment for a diversity of ages, lifestyles and cultures, including families. They should contain a rich mix of public and private attractions. They should be vital places for both the day and the night.

**Minimum Threshold Standard.** An evening and late-night offer that is broader than youth-oriented and alcohol-based activity.

Purple Flag Attributes	Potential Evidence	Potential Outcomes Sought
<b>1. Food and Dining.</b> A choice of eating venues and a commitment to good food.	Fine-dining venues e.g. listed in good food guides. Venues where families and children are welcome. Venues favouring locally-sourced/organic produce or innovative cuisine – including ethnic specialisms. Venues offering live music.	Centres that demonstrate a commitment to quality. Centres where eating out is a pleasure – for visitors, residents, old and young, families and singles etc.
<b>2. Pubs and Bars.</b> Well-managed venues, to meet varied tastes, and offering more than just alcoholic beverages.	A responsible attitude to promotional campaigns and price discounting. Venues where all are welcome, including families. Venues that serve good/ imaginative food and/or offer live music and entertainment.	A choice of licensed venues where all can find a welcome. Venues that are committed to good premises management and high standards of customer care.
<b>3. Late Night Venues.</b> A late night offer that complements the diverse appeal of the centre as a whole.	Vibrant late night entertainment including live music and entertainment. Venues that are also open during the day e.g. multi-purpose arts venues. Venues that have a positive impact on the image and appeal of the centre.	Venues that are committed to high quality music and entertainment. Venues that are good neighbours and are socially responsible. Venues that show high standards of customer care.
<b>4. Early Evening Activity.</b> An active early evening period, including late-opening shops.	A cluster or critical mass of late-opening shops & services. Promotions & events that attract and retain shoppers.	Centres that are alive after 5pm to serve office workers, pre-theatre and pre-dining shoppers, tourists & residents
<b>5. Public Buildings.</b> Creative and imaginative use of public/civic buildings in the evening and at night.	Late-opening libraries, museums, public markets, sports/leisure centres and art galleries. Events/exhibitions that attract the public after hours.	The management of public buildings and assets that adds to the appeal of town centres after hours.
<b>6. Arts and Culture.</b> A vibrant, inclusive arts and cultural scene.	Cinema: commercial and/or art house A lively theatrical tradition: amateur and professional. Inclusive public events and festivals.	After-hours cultural attractions that cater to tourists and visitors as well as local people. Town centres that are part of a flourishing local culture. Public events that are open to all.

# Place

## A Stimulating Destination and a Vital Place

**Purple Flag Aspiration.** Successful hospitality areas are alive during the day, as well as in the evening and night. They contain a blend of overlapping activities that encourage people to mingle and attractive places where spending and being are in balance. They respect and reinforce the character and identity of the area - its buildings, structures and features. They demonstrate flair and imagination in all aspects of design for the night.

**Minimum Threshold Standard.** A diversity of land uses. A convenient, functional and attractive destination at night.

Purple Flag Attributes	Potential Evidence	Potential Outcomes Sought
<b>1. Location.</b> Appropriate location, clustering and capacity of venue types.	Functional location of attractions in relation to points of arrival and departure and key night time services. Location of noisy venues that takes care to respect others, including residents. An appropriate distribution, density & capacity of venues	Avoidance of over-domination of area by a single venue type e.g. “vertical drinking establishments” Location, numbers, density and capacity of venues which are appropriate to the area, its infrastructure and the needs of others.
<b>2. Diversity.</b> A successful balance of uses and brands.	A complementary mix of activities 24/7. An appealing blend of commercial activities and brands that offers consumer choice and also enhances the public realm.	Evening/night time destinations which are also alive and vital during the day. A successful mix of activities and outlets that sustains the centre long term
<b>3. Clarity.</b> Well-designed links and visible signs.	Functional and attractive pedestrian routes that link key attractions, clusters of activity and transport hubs. Visible/illuminated information signs, directional guidance and interpretation.	Centres that work well at night, are easy to navigate and are appealing.
<b>4. Animation.</b> Attractive, well-used public places, active streets and building frontages.	Public places and spaces designed for the night. Well-designed and located on-street dining areas & cafes. Active building uses on key corners, spaces and streets.	The avoidance of “no go” areas at night and intimidating dark spaces. The passive surveillance of the public realm. Appealing places outside for informal and semi-formal dining.
<b>5. Design.</b> Thoughtful and imaginative design for the night.	Mixed-use developments that work well at night. Creative use of light, art and sculpture to enhance the public realm.	Built developments that are designed to protect residents and others from noise and nuisance. Centres that exploit the potential for visual delight.
<b>6. Identity.</b> The appropriate use of natural and built features to reinforce appeal.	Landmarks and other features that are floodlit. Waterfronts, parks and gardens which are open at night. Heritage features open to the public after hours.	Destinations which are attractive, distinctive and display “civic pride” after hours.

# Policy Envelope

A Clear Aim and a Common Purpose

**Purple Flag Aspiration.** After-hours policy crosses many professional, budgetary and sectoral 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.

**Minimum Threshold Standard.** A momentum of collaboration between sectors, agencies, service providers and policy-makers.

Purple Flag Attributes	Potential Evidence	Potential Outcomes Sought
<b>1. Data.</b> A sound statistical base for policy-making and action.	Incidence, trends, location, times of crime & anti-social behaviour. Patterns of alcohol abuse. Related hospital admissions. Overnight performance appraisals. Consumer market analysis and surveys	Focused intervention based on good data. Polices that are informed by relevant research. A sound understanding of consumer perceptions and market opportunity.
<b>2. Strategy.</b> Positive strategic objectives and targets by all stakeholders	Crime, health and safety, including Community Safety Partnerships & Local Alcohol Strategies. Economic development and business support. Town planning, licensing, TCM and BIDs, tourism Arts and cultural strategies etc.	A shared vision for the future of the town centre. A commitment by all parties to raising the standard and broadening the appeal.
<b>3. Coordination.</b> Public policy coordination and focus.	Ownership of topic by appropriate senior committee(s). Priority allocated in relation to need and opportunity. Integration of all relevant public sector skills and agencies.	Adoption at senior level as a cross-cutting priority issue. Added value through collaboration & avoidance of uncoordinated policies acting against each other.
<b>4. Leadership.</b> Clear responsibilities for policy and action.	Committed political leadership. Senior officer and private sector leadership. Committed & experienced project officers.	Champions committed to a vision for the centre after hours and the realisation of that vision.
<b>5. Partnership.</b> Multi-sector endorsement and commitment.	Licensee endorsement and engagement. Business support, including daytime operators. An appropriate partnership mechanism to bring the interests together.	A collaborative advantage through partnership. A rounded understanding of the topic resulting from multi-sector engagement.
<b>6. Community.</b> A dialogue with consumers and residents.	A track record of successful engagement with the host community, tourists and visitors, consumers and potential consumers.	A mature dialogue with stakeholder groups, including those who would go out if standards were higher, or if there was more choice.