

# Purple Flag Briefing

## Overview and Scrutiny Committee

**Monday 30<sup>th</sup> January 2023**

### **What is Purple Flag?**

Purple Flag – similar to the Blue Flag for beaches – is an international award to raise the standards and broaden the appeal of town and city centres from early evening until late. The accreditation process is run by the Association of Town and City Management (ATCM) and is the benchmark for good night-time destinations. Cities and towns awarded with a Purple Flag are recognised for providing a diverse and vibrant mix of dining, entertainment and culture while promoting the safety and well-being of visitors and local residents.

### **Process of achieving Purple Flag status**

As the governing body, ATCM has set out the core agenda at the heart of Purple Flag which represents the standards that must be achieved and maintained for an accreditation, which in turn will lead to a successful evening economy. These five core standards are outlined as follows:

- **THE POLICY ENVELOPE** - An after-hours policy that shows a clear strategy based on sound research, integrated public policy and a successful multi-sector partnership.
- **WELLBEING** - Successful destinations are all safe and welcoming with all sectors playing their part in delivering high standards of customer care.
- **MOVEMENT** - Getting home safely after an evening out is crucial, as is the ability to move around the centre on foot with ease.
- **APPEAL** - Successful destinations offer a vibrant choice of leisure and entertainment for a diversity of ages, groups, lifestyles and cultures.
- **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.

As part of the bid/application, participating cities are expected to:

- Decide the area of the City (known as Purple Flag zone) they wish to be assessed (see map of Gloucester PF Zone, marked as **Appendix A**).
- Carry out an overnight 12-hours self-assessment (5pm to 5am) by members of the PF Working Group (see self-assessment form, marked as **Appendix B**)

- Develop an itinerary for the actual assessment (5pm to 5am) by independent Purple Flag judges
- Complete the entry form (See PF application and KPIs data template, marked as **Appendices C and D**)

### **Why achieving Purple Flag is important for Gloucester**

Obtaining Purple Flag status demonstrates that Gloucester now provides an attractive and safe environment for a thriving night-time economy. This accreditation enhances Gloucester's reputation in terms of destination management and assists the Council in meeting its objectives of building a sustainable city of diverse culture and opportunity and growing Gloucester's economy.

Purple flag accreditation also confirms that Gloucester is not only a great night out, but also a safe and diverse city.

### **Purple Flag partners**

In Gloucester, the following organisations and agencies have endorsed and play important roles in ensuring that we retain our Purple Flag status as a City:

- Gloucester City Council
- Gloucester Licensed Victuallers Association
- Gloucester BID
- Citysafe
- Gloucestershire Constabulary
- Office of Police & Crime Commissioner
- Street Pastors
- University of Gloucestershire
- Student Union
- Best Bar None participants
- Gloucestershire Fire & Rescue Service
- Gloucester Cathedral
- Hartpury College
- City Heart (Student Accommodation)
- Street Medics
- MP's Office

### **Gloucester Purple Flag track record**

Gloucester applied for and was awarded a Purple Flag for the first time in 2018. We have since successfully apply for and retain the status in every subsequent year.

The following are some of the observations made by members judging panel in relation to Gloucester's 2022 Purple Flag bid:

- *The rebranding and development of the Taxi Marshals into 'Night Safe Officers' will provide a strong support to the ENTE, it's positive to see the theme of partnership and engagement*

*through the connected working with various sectors and agencies. The addition of the Purple Flag logo on the vests also adds additional awareness to the accreditation.*

- *Gloucester has demonstrated a clear strategy for re-opening support, providing businesses with a multitude of tools and advice to reassure them during the lift of lockdown measures. The combination of various actions, for example licensing officers visiting premises, assistance with risk assessments, to the creation of social distancing aids helps cover many of the concerns faced by businesses.*
- *The submission highlights an active response to the concerns around drink spiking with the provision of testing kits and training for staff to create a robust procedure.*
- *The introduction of the knife search pole is a real standout feature, with Gloucester Police being the only force in the UK currently using it. It is excellent that this can be installed in-street rather than over the door of a venue like traditional knife arches, which are often not very positively received by premises in an area because of the perception they give that there is a weapons issue in a specific venue.*
- *The in-house private hire scheme is an excellent innovation which provides a seamless and safe end of night experience for customers, which no doubt reduces vulnerabilities and enhances perceptions.*

## **Going forward**

As part of the process to renew our Purple Flag status for 2023, the Purple Flag Working Group, which consists of representatives of partner organisations and agencies, carried out its 12-hours self-assessment on 16<sup>th</sup> December 2022 and a full renewal application will be lodged with ATCM on 20<sup>th</sup> February 2023.

Once the application is assessed by the Purple Flag judging panel in March 2023, Gloucester will be informed of the comments made by the judges and may be asked to provide further information or data (as may be requested by the judges).

We will then be given a date by ATCM for when the Purple Flag judges will be visiting Gloucester (likely to be in April 2023) for their 12-hour assessment (5pm to 5am).