

## Appendix B

PURPLE FLAG SELF ASSESSMENT CHART		Location:
<p><b>Guidance to entrants:</b></p> <ul style="list-style-type: none"> <li>• This chart should contain your partnership's <i>conclusions</i> on the standards reached by your area</li> <li>• The boxes in the <i>Conclusions</i> column provide space for a main claim or conclusion, plus brief supporting text or bullets</li> <li>• Your conclusions should be based principally on your first-hand experience of the area in the evening and at night, gained from the Overnight Self-Assessment on an average Friday or Saturday night</li> <li>• The conclusions should be agreed and endorsed by your Purple Flag Working Group</li> <li>• The chart will be used by Assessors in comparing your standards with their own assessment and by the Accreditation Panel in coming to a final decision</li> <li>• Please note, areas will not normally be considered for a Purple Flag if any of the Themes or Threshold Standards are below Standard Met and if the standard of any of the 30 Attributes falls within the shaded areas in the chart.</li> <li>• Please use relevant colour code on standards shown as the key throughout your standards claimed.</li> <li>• Please reference what is required under the core agenda and attributes against the Core Agenda Chart Guide</li> </ul>		<p><b>Date of Overnight Self-Assessment:</b></p> <p><b>Night of the Week Chosen</b> (This should normally be one of the busiest nights on an average Friday or Saturday):</p> <p><b>Anomalies</b> (Things to be taken in account for i.e. Weather, Seaside Town):</p>
<p><b>Members of Purple Flag Working Group</b> (student union and on trade to be represented on the working group) (Please list)</p>	<p><b>Members of Your Overnight Assessment Team</b> (Please list)</p>	<p><b>Times Covered</b> (Please tick)</p> <p><input type="checkbox"/> Early evening: 5-8pm</p> <p><input type="checkbox"/> Late evening: 8pm-11pm</p> <p><input type="checkbox"/> Night: 11pm-2am</p> <p><input type="checkbox"/> Late night: 2-5am</p>



## PURPLE FLAG SELF-ASSESSMENT CHART

	Core Agenda and Attributes	Your Conclusions	Significantly Below Standard	Below Standard	Standard Met	Above Standard	Excellent/ Outstanding
	<b>WELLBEING. (Welcoming, Clean and Safe)</b>  <b>Threshold Standard.</b> 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 (See KPIs).						
1	<b>Safety.</b> A proportionate level of visible, effective policing and active surveillance						
2	<b>Care.</b> Responsible guardianship, customer care and concern for community health						
3	<b>Regulation.</b> Positive and proactive licensing and regulation Please <b>highlight</b> as to whether certified for the Surveillance Camera Code of Practice as per guidelines						
4	<b>Services.</b> Appropriate levels of public utilities						
5	<b>Partnership.</b> The active involvement of business in driving up standards						

6	<b>Perceptions.</b> A valid and positive presentation of the area to customers						
	<b>Core Agenda and Attributes</b>	<b>Your Conclusions</b>	Significantly Below Standard	Below Standard	Standard Met	Above Standard	Excellent/ Outstanding
	<b>MOVEMENT (A Secure Pattern of Arrival, Circulation and Departure)</b>  <b>Threshold standard:</b> Some form of appropriate late- night public transport provision (See KPIs).						
1	<b>Public Transport.</b> Safe, affordable, well-managed late night public transport						
2	<b>Car Parking.</b> An appropriate provision of secure late night car parking						
3	<b>Pedestrian Routes.</b> Clear, safe and convenient links within the centre and homewards						
4	<b>Crowd Management.</b> Measures to deal with overcrowding, congestion and conflict between those on foot and moving vehicles						



## PURPLE FLAG SELF-ASSESSMENT CHART

5	<b>Information.</b> Provision of practical information and guidance to town centre users					
6	<b>Partnership.</b> Business and operator commitment and participation					
	<b>Core Agenda and Attributes</b>	<b>Your Conclusions</b>	Significantly Below Standard	Below Standard	Met Standard	Above Standard
	<b>APPEAL (A Vibrant Choice and a Rich Mix of Entertainment and Activity)</b>  <b>Threshold standard.</b> An evening and late night offer that is broader than youth-oriented and alcohol-based activity (See KPIs).					
1	<b>Food and Dining.</b> A choice of eating venues and a commitment to good food					
2	<b>Pubs and Bars.</b> Well-managed venues, to meet varied tastes, and offering more than just alcoholic beverages					
3	<b>Late Night Venues.</b> A late-night offer that complements the diverse appeal of the centre as a whole					
4	<b>Early Evening Activity.</b> An active early evening period, including late-opening shops					



# PURPLE FLAG SELF-ASSESSMENT CHART

5	<b>Public Buildings.</b> Creative and imaginative use of public/civic buildings in the evening and at night						
6	<b>Arts and Culture.</b> A vibrant, inclusive arts and cultural scene						
	<b>Core Agenda and Attributes</b>	<b>Your Conclusions</b>	Significantly Below Standard	Below Standard	Met Standard	Above Standard	Excellent/ Outstanding
	<b>PLACE (A Stimulating Destination and a Vital Place)</b>  <b>Threshold standard.</b> A diversity of land uses. A convenient and attractive destination at night (See KPIs).						
1	<b>Location.</b> Appropriate location, clustering and capacity of venue types						
2	<b>Diversity.</b> A successful balance of uses and brands						
3	<b>Clarity.</b> Well-designed links and visible signs						
4	<b>Animation.</b> Attractive, well-used public places, active streets and building frontages						
5	<b>Design.</b> Thoughtful and imaginative design for the night						



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6	<b>Identity.</b> The appropriate use of natural and built features to reinforce appeal						
	<b>Core Agenda and Attributes</b>	<b>Your Conclusions</b>	Significantly Below Standard	Below Standard	Standard Met	Above Standard	Excellent/ Outstanding
	<b>THE POLICY ENVELOPE. (A Clear Aim and a Common Purpose)</b>  <b>Threshold Standard.</b> A momentum of collaboration between sectors, agencies, service providers and policy-makers (See KPIs).						
1	<b>Data.</b> A sound statistical base for policy-making and action						
2	<b>Strategy.</b> Positive strategic objectives and targets						
3	<b>Coordination.</b> Public policy coordination and focus						
4	<b>Leadership.</b> Clear responsibilities for policy and action						
5	<b>Partnership.</b> Multi-sector endorsement and commitment						
6	<b>Community.</b> A dialogue with consumers and residents						



## PURPLE FLAG SELF-ASSESSMENT CHART

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## PURPLE FLAG SUMMARY CHART



# PURPLE FLAG SELF-ASSESSMENT CHART

Ref	Purple Flag Core Agenda	Significantly Below Standard	Below Standard	Standard Met	Above Standard	Excellent/ Outstanding
1	<b>Wellbeing.</b> Welcoming, Clean and Safe					
2	<b>Movement</b> A Secure Pattern of Arrival, Circulation and Departure					
3	<b>A Broad Appeal</b> A Vibrant Choice and a Rich Mix					
4	<b>Place</b> A Stimulating Destination and a vital Place					
P	<b>Policy Envelope.</b> A Clear Aim and a Common Purpose					