

Appendix C

PURPLE FLAG FULL RENEWAL CHART			(V8 2019)
NAME OF CENTRE:		DATE:	
PURPLE FLAG COORDINATOR:	JOB TITLE:	CONTACT:	
<p>HOW TO COMPLETE THIS CHART</p> <p>This chart is divided into seven sections. This is what we are looking for:</p> <ol style="list-style-type: none"> Purple Flag Highlights. A summary of your year's activities, highlighting particular successes Purple Flag Profile. The scale of publicity, awareness and public involvement generated for Purple Flag over the year Purple Flag Partnership. How your partnership developed and strengthened Key Aim for Purple Flag. Your priority for how you will use Purple Flag to improve your town centre at night (See <i>Purple Flag: Performance Management</i>) Purple Flag Standards and Activity. Actions and changes during the year that affect Purple Flag Themes and Attributes Purple Flag Data Dashboard. Measurable data to support your claims on progress and standards (See <i>Purple Flag: Performance Management</i>) Assessors' Report & Recommendation (Not for use by Purple Flag Holders) <p>In this revised chart space is provided for our Assessors to put their commentary alongside your own against each Purple Flag Attribute. They are asked to consider whether any changes should be made to the standards assessed last time, taking your commentary and evidence into account, as well as their visual inspection.</p>			



1. **PURPLE FLAG HIGHLIGHTS.** Your year at a glance, highlighting particular successes: Civic achievement, events, heritage openings, Cultural achievements

2. **PURPLE FLAG PROFILE.** The scale of publicity, awareness and public involvement generated for Purple Flag over the past year:
How you promoted PF in your area to include plans moving forward, media/social media packages

3. PURPLE FLAG STATUS. How has the composition of your partnership & Working Group evolved? (student union and on trade must be represented on the working group)

OUR PARTNERSHIP NOW
(The agencies & interests backing your renewal)

OUR PURPLE FLAG WORKING GROUP NOW
(Members' names and the interests they represent)

HOW HAS THE PARTNERSHIP CHANGED OVER THE YEAR?

HOW HAS THE WORKING GROUP CHANGED OVER THE YEAR?

4. KEY AIM FOR PURPLE FLAG . Your priority for how you will use Purple Flag to improve your town centre at night

Your Priority Aim for Purple Flag

Why Chosen?

Your Measurable Objective

Please enter the appropriate data in the Purple Flag *Data Dashboard*

CORE AGENDA THEME 1. WELLBEING

Purple Flag Attribute	Significantly Below Standard	Below Standard	Standard Met	Above Standard	Excellent/ Outstanding	Purple Flag Holders' Commentary on Progress & Standards (50 words max suggested)	Assessors' Commentary	Assessors' Standard Now	Significantly Below Standard	Below Standard	Standard Met	Above Standard	Excellent/ Outstanding
1. Safety. Proportionate levels of visible, effective policing and active surveillance													
2. Care. Responsible guardianship, customer care and concern for community health													
3. Regulation. Positive and proactive licensing and regulation. Please highlight as to whether certified for the Surveillance Camera Code of Practice as per guidelines													
4. Services. Appropriate levels of public utilities													
5. Partnership. The active involvement of business in driving up standards													

6. Perceptions. A valid and positive presentation of the area to customers														

CORE AGENDA THEME 2. MOVEMENT														
Purple Flag Attribute	Significantly Below Standard	Below Standard	Standard Met	Above Standard	Excellent/Outstanding	Purple Flag Holders' Commentary on Progress & Standards (50 words max suggested)	Assessors' Commentary	Significantly Below Standard	Below Standard	Standard Met	Above Standard	Excellent/Outstanding		
1. Public Transport. Safe, affordable, well-managed late night public transport														
2. Car Parking. An appropriate provision of secure late night car parking														
3. Pedestrian Routes. Clear, safe and convenient links within the centre and homewards														
4. Crowd Management. Measures to deal with overcrowding, congestion and														

conflict between those on foot and moving vehicles													
5. Information. Provision of practical information and guidance to town centre users													
6. Partnership. Business and operator commitment and participation													

CORE AGENDA THEME 3. APPEAL													
Purple Flag Attribute	Significantly Below Standard	Below Standard	Standard Met	Above Standard	Excellent/Outstanding	Purple Flag Holders' Commentary on Progress & Standards (50 words max suggested)	Assessors' Commentary	Significantly Below Standard	Below Standard	Standard Met	Above Standard	Excellent/Outstanding	
Previous Standard Attained													
1. Food and Dining. A choice of eating venues and a commitment to good food													
2. Pubs and Bars. Well-managed venues, to meet varied tastes, and offering more than just alcoholic beverages													
3. Late Night Venues. A late-night offer that complements the													

diverse appeal of the centre as a whole													
4. Early Evening Activity. An active early evening period, including late-opening shops													
5. Public Buildings. Creative and imaginative use of public/civic buildings in the evening and at night													
6. Arts and Culture. A vibrant, inclusive arts and cultural scene													

CORE AGENDA THEME 4. PLACE

Purple Flag Attribute	Significantly Below Standard	Below Standard	Standard Met	Above Standard	Excellent/Outstanding	Purple Flag Holders' Commentary on Progress & Standards (50 words max suggested)	Assessors' Commentary	Significantly Below Standard	Below Standard	Standard Met	Above Standard	Excellent/Outstanding
Previous Standard Attained							Assessors' Standard Now					
1. Location. Appropriate location, clustering and capacity of venue types												
2. Diversity. A successful balance of uses and brands												

3. Clarity. Well-designed links and visible signs														
4. Animation. Attractive, well-used public places, active streets and building frontages														
5. Design. Thoughtful and imaginative design for the night														
6. Identity. The appropriate use of natural and built features to reinforce appeal														

CORE AGENDA THEME 5. POLICY ENVELOPE												
Purple Flag Attribute						Purple Flag Holders' Commentary on Progress & Standards (50 words max suggested)	Assessors' Commentary					
	Significantly Below Standard	Below Standard	Standard Met	Above Standard	Excellent/Outstanding			Assessors' Standard Now	Significantly Below Standard	Below Standard	Standard Met	Above Standard
Previous Standard Attained												
1. Data. A sound statistical base for policy-making and action												

2. Strategy. Positive strategic objectives and targets														
3. Coordination. Public policy coordination and focus														
4. Leadership. Clear responsibilities for policy and action														
5. Partnership. Multi-sector endorsement and commitment														
6. Community. A dialogue with consumers and residents														