

Gloucester City Council

Meeting:	Cabinet	Date:	10th January 2018
Subject:	Purple Flag Application		
Report Of:	Cabinet Member for Communities and Neighbourhoods		
Wards Affected:	All		
Key Decision:	No	Budget/Policy Framework:	No
Contact Officer:	Ismael Rhyman, City Improvement and Environment Officer		
	Email: ismael.rhyman@gloucester.gov.uk	Tel:	396784
Appendices:	1. Purple Flag Core Agenda		

FOR GENERAL RELEASE

1.0 Purpose of Report

- 1.1 To request Cabinet approve an application for Purple Flag status for the City of Gloucester.

2.0 Recommendations

- 2.1 Cabinet is asked to **RESOLVE** that a Purple Flag application for Gloucester be lodged before 30th January.

3.0 Background and Key Issues

- 3.1 The Purple Flag Scheme has been developed and is awarded by the Association of Town and City Management (ATCM) to cities and towns that have met the scheme core agenda (see appendix).
- 3.2 In the same way that the Green Flag Scheme is used to assess the quality of parks and open spaces, Purple Flag is the 'gold standard' for city and town centre hospitality and entertainment areas at night.
- 3.3 The aim of scheme is to raise the standard and broaden the appeal of commercial and city centres as of 5:00 pm. The scheme is managed by the ATCM working alongside the Purple Flag Advisory Board; a partnership of key stakeholders including central and local government, police, business and consumer groups.
- 3.4 Purple Flag has been designed as an objective assessment process which evaluates the effectiveness of an area across five core themes.
- 3.5 Locations that reach or surpass the required standard can be promoted as Purple Flag destinations and research carried out on Purple Flag sites, shows that achieving Purple Flag status is beneficial, including:

- A raised profile and an improved public image

- Wider patronage
- Increased consumer expenditure
- Lower crime and anti-social behaviour
- A more successful mixed-use economy

- 3.6 For a number of years, members and officers at Gloucester City Council, along with key stakeholders and partners have developed multiple initiatives to support and improve the management of the night time economy.
- 3.7 Applying to obtain Purple Flag Status for Gloucester will provide the Council with an opportunity to highlight all the progress that has been made to date in relation to the night time economy and address any gaps in the current offer and learn from the best practices adopted by other cities and towns that are holders of the Purple Flag Status. If Gloucester is successful in achieving this status, it can then be used to promote Purple Flag as part of a wider programme of improvements to help overcome any negative perceptions.

Foundation for Application

- 3.8 The Nightsafe Group is a strategic group, chaired by Justin Hudson, the Chair of the LVA, with responsibility for Community Safety and to improve the night time economy.
- 3.9 The Group is made up of key Council Officers and external partners, including the Police, licensed sector, BID, Marketing Gloucester and other key stakeholders.
- 3.10 The group has delivered several projects including the introduction of the road closure of Lower Eastgate Street on Friday and Saturday night by way of a Traffic Order, the introduction of the Taxi Marshall Scheme and the Best Bar None Scheme.
- 3.11 The working group set up to deliver Purple Flag status for Gloucester is a sub group of the Nightsafe Group.
- 3.12 As part of the preparation to start working towards an application for Purple Flag, Sarah Walker, the Purple Flag Scheme Manager (ATCM) was invited to spend a whole day in Gloucester in July 2017. The purpose of this invitation was for the working group to obtain an objective view of all the gaps that are required to be met before a successful application can be lodged.
- 3.13 Following Sarah Walker's visit to Gloucester and two City Council Officers attending an ATCM meeting in September 2017, an assessment of the feasibility of attaining Purple Flag was undertaken and the Purple Flag Working Group has been meeting on an 'as and when' basis.
- 3.14 As part of the application process, a 12-hour self-assessment, based on the Core agenda (see 4.0), has to be carried out and the results/data should be included in the application form.

- 3.15 In Gloucester, the self-assessment was carried out by the Working Group on 24th November 2017 (5:00pm to 5:00am). This have shown that the minimum standard in most, if not all of the categories would be met if the night time economy was to be assessed by Purple Flag official assessors.
- 3.16 A Purple Flag Action Plan has also been devised by the Working Group to capture the key elements of the Purple Flag process and ensure that the required standards are met.

4.0 Asset Based Community Development (ABCD) Considerations

- 4.1 One of the key elements that the assessors would look at when considering an application is sustainability, i.e. what happens if the lead Local Authority Officer for Purple Flag is not in post or the scheme is no longer a priority for the Local Authority. In the case of Gloucester, the Working Group consists of members of the LVA, the BID board and Higher Educational Institutions, all of which have Purple Flag as an objective for their respective interest group and are contributing directly or indirectly to assist Officers to address any the gaps that have been identified. As an example, the Street Pastors will be highlighted in our application as an invaluable service provided by volunteers residents.

5.0 Alternative Options Considered

- 5.1 Not to apply for Purple Flag and to continue to work with partners and stakeholders, as part of the Nightsafe Working Group to improve the vitality of the night time economy and make Gloucester a safe city for residents to enjoy. However, the applying for Purple Flag status for the City is one of the current administration's commitments and the BID's board has since endorsed this initiative. Submitting an application in the January window would ensure that, if successful, Gloucester City would be able to use this status to promote it's night time economy as welcoming, clean and safe to the influx of students expecting to move into the city as of September 2018.

6.0 Reasons for Recommendations

- 6.1 Having Purple Flag status could bring benefits to the City such as a raised profile and improved public image, a wider patronage with increased consumer expenditure, lower crime rate and anti-social behaviour and more successful mixed use economy in the longer term

7.0 Future Work and Conclusions

- 7.1 Once Purple Flag status is obtained, it has to be renewed annually.

8.0 Financial Implications

- 8.1 The entry fee for making an application to Purple Flag is £3000. This fee covers the cost of processing the application, including the visit by the Assessors, fact checking with the applicant, preparation of the report to the Accreditation Panel, guidance and feedback to applicants and attendance for two people at the Purple Flag Awards Ceremony and subsequent spot checks. The fee is non-returnable but

any applicant who is not successful will be entitled to re-apply within a 12 month period at 50% of the relevant prevailing rate.

8.2 Purple Flag status is dependent on 12 month renewals from the date of accreditation. This is subject to a 'light touch fee of £1,000.

(Financial Services have been consulted in the preparation of this report)

9.0 Legal Implications

10.1 One Legal have been consulted in the preparation of this report.

10.0 Risk & Opportunity Management Implications

10.1 See table below:

Risks	Opportunities
Fail to obtain Purple Flag status	The Nightsafe Working Group would receive valuable and objective feedback on how to improve the night time economy, which can then be developed into an Action Plan for improvements.

11.0 People Impact Assessment (PIA):

11.1 N/A at this stage

12.0 Other Corporate Implications

Community Safety

12.1 N/A

Sustainability

12.2 N/A

Staffing & Trade Union

12.3 N/A

Background Documents: None