

Purple Flag Core Agenda

The Purple Flag Core Agenda describes five broad themes which are key to developing and managing successful centres at night. It is the framework for assessing the quality and appeal of each centre. It is used by cities and towns in compiling their entries and by the Purple Flag Assessors and Accreditation Panel in reaching their decisions. For each Core Agenda theme there is a simple 'Minimum Threshold Requirement' and several 'Purple Flag Attributes'.

The five themes are:

1. **Wellbeing** – welcoming, clean and safe.

A pre-requisite for successful destinations is that they should be safe and welcoming. The Purple Flag minimum threshold in respect of this theme is "*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*"

The Purple Flag attributes are:

- **Safety** - Proportionate levels of visible, effective policing and active surveillance
- **Care** - Responsible guardianship, customer care and concern for community health.
- **Regulation** - Positive and proactive licensing and regulation.
- **Services** - Appropriate levels of public utilities.
- **Partnership** - The active involvement of business in driving up standards
- **Perceptions** - A valid and positive presentation of the area to customers.

2. **Movement** – A secure pattern of arrival, circulation and departure

Getting home safely after an evening out is prime requirement. So too is the ability to move around the centre on foot with ease. The Purple Flag minimum threshold in respect of this theme is "*some form of appropriate late-night public transport provision.*"

The Purple Flag attributes are:

- **Public Transport** - Safe, affordable, well-managed, late-night public transport.
- **Car Parking** - An appropriate provision of secure late night car parking.
- **Pedestrian routes** - Clear, safe and convenient links within the centre and homewards.

- *Crowd Management* - Measure to deal with overcrowding, congestion and conflict between those on foot and moving vehicles.
- *Information* – Provision of practical information and guidance to town centre users.
- *Partnership* – Business and operator commitment and participation

3. Appeal – A vibrant choice and a rich mix of entertainment and activity.

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 the both the day and the night. The purple flag minimum threshold in respect of this theme is “*a late night offer that is broader than youth oriented and alcohol based activity*”.

The Purple Flag criteria for success are:

- *Food and Dining* - A choice of eating venues and a commitment to good food.
- *Pubs and Bars* - Well-managed venues, to meet varied tastes, and offering more than just alcoholic beverages.
- *Late night venues* - A late night offer that complements the diverse appeal of the centre as a whole.
- *Early evening activity* - An active early evening period including late opening shops.
- *Public Building* - Creative and imaginative use of public/civic buildings in the evening and at night.
- *Arts and Culture* - A vibrant, inclusive arts and cultural scene.

4. **Place** – A stimulating destination and a vital place.

Successful hospitality areas are alive during the day 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 display flair and imagination in all aspects of design for the night. The purple Flag minimum threshold requirement in respect of this theme is “*A diversity of land uses. A convenient and attractive destination at night*”

The Purple Flag criteria for success are:

- *Location* - Appropriate location, clustering and capacity of venue types.
- *Diversity* - A successful balance of uses and brands.
- *Clarity* - Well-designed links and visible signs.
- *Animation* - Attractive, well-used public places, active streets and building frontages.
- *Good Design* - Thoughtful and imaginative design for the night.
- *Identity* - Appropriate use of natural and built features to reinforce appeal.

5. **Policy Envelope** – A clear aim and a common purpose

After hours policy crosses many professional, budgetary and sectoral boundaries. The challenge is to bring clarity and focus to a complicated field. The Purple flag minimum requirement is “*A momentum of collaboration between sectors, agencies, service providers and policymakers.*”

The Purple Flag criteria for success are:

- *Data* - A sound statistical base for policy making and action.
- *Strategy* - Positive strategic objectives and targets.
- *Coordination* - Public policy co-ordination and focus.
- *Leadership* - Clear responsibilities for policy and action.
- *Partnership* - Multi-sector endorsement and commitment
- *Community* - A dialogue with consumers and residents