

Report

Cabinet

Part 1

Date: 20 March 2017

Item No:

Subject Purple Flag Accreditation- City Centre Night Time Economy

Purpose To appraise Cabinet of the Purple Flag: a national accreditation scheme run by the Association of Town and City Management for Britain's town centres at night and propose that, working with our partners, we seek Purple Flag accreditation for Newport City Centre's evening and night time economy.

Author Public Protection Manager

Ward City wide

Summary Purple Flag is a national accreditation scheme run by the Association of Town and City Management to establish national standards and raise the image of Britain's town centres at night. It covers all aspects of evening and night-time economy management into a comprehensive framework for local partnerships to aspire to. Obtaining Purple Flag will bring positive publicity for Newport City Centre and would reflect the on-going work of the Council, Police and local businesses to make the City Centre a desirable night-time destination for people of all ages. In the last two years, much effort has been put into increasing and developing the diversity of the evening and night-time offer and in ensuring the safety of visitors in the city centre. A Purple Flag partnership working group has been established to progress work towards accreditation. This includes key council services, Gwent Police, South Wales Fire, AB Health Board, Street Pastors, the Business Improvement District, Pub-Watch, Newport Live. This report seeks support from Cabinet to further this work with a view to obtaining the Flag as early as possible, ideally in 2017.

Proposal That Cabinet agrees to and supports the work towards Purple Flag Status for Newport City Centre's evening and night time economy, with a view to obtaining the Flag as early as possible, ideally in 2017.

Action by Strategic Director- Place, Head of Law and Regulation

Timetable Forthwith

This report was prepared after consultation with:

- Strategic Director- Place
- Head of Law and Regulation
- Head of Finance
- Head of People and Business Change
- Regeneration Manager
- Partnership Manager
- Planning Manager

- Street Scene Managers
- ASB Manager
- Licensing Manager

Signed

Background

1. What is Purple Flag?

- 1.1 Purple Flag is a national accreditation scheme run by the Association of Town and City Management (ATCM) to establish national standards and raise the image of Britain's town centres at night. By meeting the standards set by Purple Flag, a good evening and night-time offer can be promoted and recognised. Purple Flag aims to raise standards and improve the quality of our towns and cities between the hours of 6pm and 6am by incorporating all aspects of evening and night-time economy management into a comprehensive framework for local partnerships to aspire to.
- 1.2 Purple Flag recognises excellence in the management of town and city centres at night - entertainment areas that achieve the standard will benefit from an improved night time environment and a reputation that offers 'a better night out' to visitors.
- 1.3 Just as a Blue Flag is an indicator of a good beach or Green Flag an excellent park, Purple Flag is the indicator of where to go for a good night out and will bring positive publicity for town and city centres that meet the standard. Obtaining Purple Flag shows that a town's night-time economy offers clean and safe environments, great bars and clubs, a variety of arts and cultural attractions and excellent transport links. Around 65 towns and cities across the country have achieved Purple Flag status and it is hoped that Newport could soon become a member of this select group. It reflects the work of the Council, Police, and local businesses to make Newport City Centre a desirable night-time destination for people of all ages. Presently there is only one other Welsh location with PF status; Swansea.

2. Why do we want applied for a Purple Flag?

- 2.1 Newport city centre already provides a wide range of activities however, achieving the Purple Flag status would bring positive publicity to the city, encourage more footfall and further diverse activities. In the last two years, much effort has been put into increasing and developing the diversity of the evening and night-time offer and in ensuring the safety of visitors in the city centre.

3. Building on Success

- 3.1 In Nov 2015, the Council enacted a Public Space Protection Order to control certain anti-social behaviour and the Business Improvement District *Newport Now* has introduced ambassadors who patrol into the early evening. The Council CCTV has improved its coverage; now monitoring Friars Walk and Admiral Plaza.
- 3.2 We have set up two City Centre groups: the *One Newport* Safer city centre group chaired by Gwent Police with Council, BID, street pastor and business representation and a council officer internal city centre management group, chaired by the Head of Street Scene and City Services.- see 6.1 below.
- 3.3 Applying for Purple Flag status is a natural progression of this process and if successful, will be recognition of this work. At the same time, the application process will enable us to identify areas where further improvement can be made and stronger links developed between partner agencies and the hospitality trade.
- 3.4 We would like to encourage more people to come into Newport City Centre in the evenings, not just the young, but people of all ages and families with their children. We want to make sure that people visiting feel safe in a city that is clean, attractive and accessible: where they can have a good night out, not just in the local pubs and bars, but enjoying a wide range of activities, including arts and culture, leisure, sports, eating and dining.

4. What area would the Purple Flag cover?

We propose to cover the City Centre extending across the River Usk so as to include the sports and entertainment venues in Rodney Parade and Clarence Place. As part of the submission, we have to produce a map detailing the attractions, facilities, transport links etc.

5. What are the benefits of having Purple Flag status?

5.1 For local businesses

- A raised profile and an improved public image and perception
- Opportunity to promote on the Purple Flag website
- A more successful mixed-use economy
- Increased visitors
- Increased expenditure
- longer term economic viability

5.2 For everyone

- A wider range of attractions
- Lower crime and anti-social behaviour
- Supporting services maintained
- A vibrant city.

Places that have been awarded the Purple Flag have shown that by encouraging a wide range of people into the centre at night, crime and anti-social behaviour rates are lower.

6. Who should be involved in Applying for the Purple Flag?

6.1 We have two City Centre Groups:

1. **One Newport Safer City Centre Group**- part of the single integrated Plan –Public Service Board “Safe and Cohesive communities” theme Comprising Police (Chair), Fire, Health, Street Pastors, BID, Pub-watch and Council (Public Protection –Licensing, Street Scene, Regen);
2. The recently formed **Council City Centre Management Group**- comprising Street Scene (Head of Street Scene chairs), Public Protection, Licensing, Tourism, Public Relations, Regeneration, Events.

6.2 Accordingly, we have decided to make the “**Purple Flag Working Group**” an off-shoot of the **One Newport Safer City Centre Group**, but with extra representation from the Council City Centre Management Group such as Tourism, Public Relations and Events. We do recognise that we need more business and community representation and an invitation has been sent to Newport Live and to the University.

7. What do we have to do to get a Purple Flag?

7.1 As part of the application, we have to show that there is a clear aim and a common purpose to make sure that Newport city centre is:

- Is welcoming, clean and safe
- Is supported by good transport links, with an appropriate form of late-night public transport provision as well as good accessible car parking
- Has clear, safe and convenient pedestrian links within the centre and homewards
- Has a vibrant choice and a rich mix of entertainment and activities

- Is a stimulating destination and a vital place to be
- Is appealing at night for all age ranges
- Is convenient, functional and attractive at night as well as during the day
- Is alive after five

7.2 Purple Flag Themes and Attributes

There are five themes which provide a framework for assessing quality and appeal: all within a wrapper of Policy.

1. **Wellbeing**
Safety, Care, Regulation, Services, Partnership, Perceptions
2. **Movement** Public Transport, Car Parking, Pedestrian Routes, Crowd Management, Information, Partnership
3. **Appeal** Food and Dining, Pubs and Bars, Light Night Venues, Early Evening Activity, Public Buildings, Arts and Culture
4. **Place**
Location, Diversity, Clarity, Animation, Design, Identity
5. **Policy**
Data Strategy, Co-ordination, Leadership, Partnership, Community

We have to demonstrate our current standing with respect to these five themes and their attributes; our improvements in the last three years and our plans for future improvement.

8. The Process for Accreditation

8.1 What we've done so far

- Secure support from Council Senior Management
- Organise a PF Group- and ensure good representation
- Appoint a PF organiser (Public Protection Manager) and a Champion (Strategic Director – Place)
- Decide on a boundary for the application
- Started drawing up a map with colour coded attractions/ transport hubs, public facilities etc.
- Start collecting performance indicators- police data, perceptions and footfall.

8.2 Next:

Obtain Cabinet Approval to enter for PF accreditation- (this report) then:

- Via a group workshop- identify strengths and gaps and try and plug these;
- Carry out a Group self-assessment of the city centre evening and night time economy. We envisage in mid April.
- Decide whether we should enter in June 2017, or wait.
- Complete a submission under five PF Themes and Attributes

8.3 What happens to our Submission?

- A desktop assessment of our application
- A team of assessors (2-3), audit on a pre-arranged Friday or Saturday night from 6pm to 6am, which we host and guide.
- Assessors' findings are sent to the PF panel
- Decision announced.
- Awards night

9. Financial Summary

	Year 1 (Current) £	Year 2 £	Year 3 £	Ongoing £	Notes including budgets heads affected
Costs	Application fee £2,400 + vat	Interim Renewal Fees: £900 + vat	Full Renewal Fees: £1000 + vat	Alternating Interim Renewal Fees: And Full Renewal Fees: £1000 + vat	Application fee and year 2 fee already paid for by a grant from One Newport partnership

10. Risks

Risk	Impact of Risk if it occurs*(H/M/L)	Probability of risk occurring (H/M/L)	What is the Council doing or what has it done to avoid the risk or reduce its effect	Who is responsible for dealing with the risk?
That insufficient resources are given to the PF project	H	L	Supporting the setting up/ continuance of PF working group with capacity to see the project through to completion.	Strategic Director- Place Head of Law and Regulation
That we fail to achieve PF accreditation	H	L	The working group will ensure our submission is as good as it can be. If it felt that compliance against some PF attributes are lacking, our submission will be delayed until they are addressed.	Strategic Director -Place

* Taking account of proposed mitigation measures

11. Links to Council Policies and Priorities

This work will support the following Council Policies and Strategies:

- Newport City Council's Corporate and Improvement Plans (Relevant priorities: A Working City and A Safer City).
- Public Service Board- *One Newport's* themes of Economic Growth and Safer City Centre.

It will also assist the Council to meet its 'wellbeing goals' under the Well-being of Future Generations (Wales) Act 2015; in particular the 'prosperity' and "Cohesive Communities" goals.

12. Options Available and considered

1. That Cabinet agrees to and supports the work towards Purple Flag Status for Newport City Centre's evening and night time economy, with a view to obtaining the Flag as early as possible, ideally in 2017.
2. That Cabinet does not support the work towards Purple Flag Status.

13. Preferred Option and Why

Option no 1

For the reasons stated in paragraphs 2 and 3 above, achieving the Purple Flag status brings positive publicity to the city, increases footfall and encourages further diverse activities. In the last two years, much effort has been put into increasing and developing the diversity of the evening and night-time offer and in ensuring the safety of visitors in the city centre. This furthers our “Pride in Newport” campaign to be a good, safe and welcoming place to visit and enjoy.

Comments of Chief Financial Officer

The financial costs of the achieving the Purple flag status are minimal over the next few years and will be funded out of existing budgets, however, achieving Purple Flag status could provide a positive financial impact on Newport through increased visitors and expenditure in the City.

Comments of Monitoring Officer

There are no specific legal issues arising from the Report. Obtaining Purple Flag status would demonstrate that the City Centre now provides an attractive and safe environment for a thriving night-time economy. As such, it is entirely consistent with the strategic objectives of the Council’s Corporate Strategy and Improvement Plan and also the work being carried out in partnership with other agencies, such as the Police and the BID Company, to make the City Centre a safer and more welcoming place to visit, work and live. These critical themes are also pivotal to the work of the PSB and demonstrate the improvements that have been made within the City Centre in recent years. This accreditation would greatly enhance Newport’s reputation in terms of destination management and would assist the Council in meeting its well-being goals and objectives under the Well-being of Future Generations (Wales) Act 2015. There is still some work to be done in order to meet the necessary accreditation criteria, but significant progress has been made already, following the impact of Friars Walk and various crime and disorder strategies, such as the City Centre PSPO. Therefore, the proposal to proceed with this preparatory work and pursue an application for Purple Flag status later in the year is to be supported.

Comments of Head of People and Business Change

The Purple Flag scheme could contribute to the achievement of duties under the Wellbeing of Future Generations Act 2015. For instance the scheme involves a strong collaborative and integrated approach between the public services, the third sector and the business community to improve wellbeing, movement, place and policy. In terms of wellbeing goals the scheme could also have multiple benefits, particularly in terms of prosperity, resilience, health and culture. The required move towards a more mixed night time economy which attracts a broader age range and appeals to families would build on evidence of improved public perception noted since the opening of the Friars Walk development. Improved perception and good publicity, not least by achieving only the second Purple Flag in Wales can help create the vision for a “vibrant and thriving city centre” set out in key strategies and sustain regeneration over the longer term. This proposal is fully supported.

Wellbeing of Future Generations (Wales) Act 2015

It will also assist the Council meet its ‘wellbeing goals’ under the Well-being of Future Generations (Wales) Act 2015; in particular the ‘prosperity’ and “Cohesive Communities” goals.

Crime and Disorder Act 1998

Improving safety and reducing crime and disorder is an integral part of the Purple Flag’s aims.

Consultation

The Following external groups were represented at the City Centre Purple Flag workshop on 27 Feb 2017 (in addition to Council Officers):

Gwent Police, South Wales Fire, AB Health Board, Street Pastors, the Business Improvement District, Pub-Watch, Newport Live.

Background Papers

[https://www.atcm.org/programmes/purple flag/WelcometoPurpleFlag](https://www.atcm.org/programmes/purple_flag/WelcometoPurpleFlag)

Dated: