

AGENDA ITEM 10

RURAL, ECONOMIC & ENVIRONMENTAL AFFAIRS

8th June 2016

REPORT OF HEAD OF COMMUNITIES & NEIGHBOURHOODS

PURPLE FLAG APPLICATION

1.0 PURPOSE OF REPORT

1.1 To advise members on the Purple Flag application.

2.0 RECOMMENDATIONS

2.1 **That members of the Rural, Economic and Environmental Affairs Committee agree to support and approve the Purple Flag application.**

3.0 KEY ISSUES / BACKGROUND

3.1 Purple Flag is an accreditation managed by the Association of Town Centre Management working alongside the Purple Flag Advisory Committee - a partnership of key stakeholder groups, including central and local government, police, business and consumers.

3.2 Purple Flag is the “gold standard” for town centres at night, it aims to raise standards and improve the quality of our towns and cities between the hours of 1700 and 0600. It is an accreditation scheme based on a unique set of standards and towns and cities that meet the standards can fly the flag.

3.3 The Purple Flag area will cover the town centre boundary, as indicated on the attached map, **Appendix A.**

3.4 Melton already provides a wide range of activities during the day and in the evenings; however, achieving a Purple Flag will bring positive publicity to the town and encourage greater diversity. We would like to encourage more people to come to Melton in the evenings, not just young people, but older people and families with young children.

3.5 We want to ensure that people visiting Melton feel safe and that they are in a town that is clean, attractive and accessible. A town where they can have a good night out not just in the local pubs and clubs but at a wide range of activities including arts and culture, leisure, food and dining, education and events.

3.6 The application is broken down into 5 key areas, which form the basis for the core agenda and is the heart of the application:

- Wellbeing
- The Policy Envelope
- Movement
- Appeal
- Place

3.7 For each of the areas we need to identify:

- We meet the minimum threshold
- Provide information to show the current standard
- Identify Key achievements
- Propose future improvements.

Full Details of the application process can be found in **Appendix B**.

3.8 As part of the application those working on the scheme will have to show that there is a clear aim and a common purpose to ensure that Melton:

- Is welcoming, clean and safe
- Is supported by good transport links for arrival, circulation and departure, 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.

3.9 The benefits to local businesses are:

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

3.10 The benefits to local residents and visitors are:

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

3.11 In order to facilitate the application a steering group has been set up which comprises; Safer Melton Partnership Melton Borough Council representatives, Melton Police, Pub Watch, Melton BID, private businesses including shops, restaurants, theatre, cinema, pubs and clubs, local charities, local media, sport and entertainment providers, Street Pastors and Transport.

Next Steps

3.12 The application will be submitted in June 2016.

3.13 The application will be assessed by the Association of Town Centre Management (ATCM) who are supported by the Home Office and working alongside the Purple Flag Advisory Committee. Upon acceptance a date will be given in order to conduct an

assessment of the Purple Flag Area, likely to be during October 2016. Following a successful assessment the Purple Flag Status will be awarded.

3.14 If a Purple Flag is awarded, the area has to be reassessed annually to ensure that standards are being maintained.

4.0 POLICY AND CORPORATE IMPLICATIONS

4.1 There are clear links to priorities within the corporate plan:

- Promoting a vibrant and sustainable economy, focused on growth and prosperity
- Developing a thriving Melton Mowbray town centre that is at the heart of the Borough
- Creating a well-connected Borough
- Promoting equality of opportunity and encouraging strong, healthy and resilient neighbourhoods

5.0 FINANCIAL AND OTHER RESOURCE IMPLICATIONS

5.1 There is an annual renewal of the application which currently carries a fee of £750, which will be met from existing budgets.

6.0 LEGAL IMPLICATIONS/POWERS

6.1 No direct legal implications have been identified.

7.0 COMMUNITY SAFETY

7.1 The Purple Flag award will continue to work with stakeholders to deliver projects and initiatives that support a safer and more welcoming town centre.

8.0 EQUALITIES

8.1 No equality impact assessment has been carried out. However, based upon initial analysis there are no negative implications at this stage.

9.0 RISKS

L I K E L I H O O D	A	Very High				
	B	High				
	C	Significant				
	D	Low		2		
	E	Very Low		1		
	F	Almost Impossible				
			Negligible 1	Marginal 2	Critical 3	Catastrophic 4

IMPACT

Risk No	Risk Description
1	Members do not approve support for the Purple Flag application.
2	Purple Flag status is not awarded
3	

10.0 CLIMATE CHANGE

10.1 There are no climate change implications arising from this report.

11.0 CONSULTATION

11.1 Town Centre User Surveys have been conducted in regard to the perception of the town centre evening economy. As per section 3.11, the Purple Flag steering group consists of a variety of stakeholders who are all supportive of this initiative.

12.0 WARDS AFFECTED

12.1 All wards are affected.

Contact Officer: Justine Warner/Shelagh Core
 Appendices A – Purple Flag Boundary
 B – Purple Flag Resource Pack
 Date: 19th May 2016