

PURPLE FLAG ASSESSOR SPOT CHECK REPORT

DETAILS OF ENTRY	OVERNIGHT ASSESSMENT											
Location of Entry Melton Mowbray	Date of Assessment 19 th August	Night of the Week Friday Anomalies Week before pay day Poor Weather Olympics										
Name of Assessors Keith Rundle Mark Dempsey	Times Covered (Please tick) <table border="0" style="margin-left: 20px;"> <tr> <td style="border: 1px solid black; padding: 2px;">4-5</td> <td>Entrant's presentation</td> </tr> <tr> <td style="border: 1px solid black; padding: 2px;">x</td> <td>Early evening: 5-8pm</td> </tr> <tr> <td style="border: 1px solid black; padding: 2px;">x</td> <td>Late evening: 8pm-11pm</td> </tr> <tr> <td style="border: 1px solid black; padding: 2px;">x</td> <td>Night: 11pm-2am</td> </tr> <tr> <td style="border: 1px solid black; padding: 2px;">x</td> <td>Late night: 2-5am</td> </tr> </table>	4-5	Entrant's presentation	x	Early evening: 5-8pm	x	Late evening: 8pm-11pm	x	Night: 11pm-2am	x	Late night: 2-5am	Members & Roles of Local Partnership Present SHELAGH CORE - TOWN CENTRE MANAGER (MBC) AND BID MANAGER PAUL APPLEBY - CCTV/PUBWATCH COORDINATOR IAN MCGRATH - MELTON POLICE JUSTINE WARNER - LICENSING OFFICER MARK HALLAM - AMICI AND VICE CHAIR SAM ELLIS - KINGS HEAD HOTEL AND PUBWATCH ROGER BANNISTER – DCC LEICS POLICE DAN MACALLUM & ZOE TUFFS WETHESPOONS MALISE GRAHAM - COUNCILLOR MICHAEL HARRIS (MELTON THEATRE)
4-5		Entrant's presentation										
x		Early evening: 5-8pm										
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x	Late night: 2-5am											
Author of Report												
Date of Report												

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<p>Documents Reviewed (Please tick)</p> <p><input type="checkbox"/> Entry Form</p> <p><input type="checkbox"/> Map of Area</p> <p><input type="checkbox"/> Purple Flag Area Snapshot</p> <p><input type="checkbox"/> Self Assessment Chart</p>	<p>Guidelines</p> <ul style="list-style-type: none"> • Attach the itinerary for the assessment • To achieve an overall Standard Met no standards should fall within the grey shaded boxes and no two attributes in any theme must be below standard. • Please can you explain any significant differences in scoring between yourself and the centre e.g. if a Town/City scores themselves “Excellent” and you score a “Standard Met”, why there is such a margin? • Please show entrant’s and your recommended standards on the same chart: <p><input checked="" type="checkbox"/> Your recommended standards</p> <p><input type="checkbox"/> The entrant’s standards</p>
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Core Agenda and Attributes	Assessment	Significantly Below Standard	Below Standard	Standard Met	Above Standard	Excellent/Outstand'g
<p>WELLBEING. (Welcoming, Clean and Safe)</p> <p>Threshold Standard. 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 (See KPIs).</p>						
<p>1 Safety. Proportionate level of visible, effective policing and active surveillance</p>	<p>There were sufficient visible police for the area and the population – they were visibly engaging with public and staff in a positive and effective way. The CCTV Control Room (staffed by a trained volunteer) was linked to both the police and the venues in the town by radio and also to the Central Police Control Room. There is an effective Pub Watch that runs a banning scheme – currently c.12 individuals are excluded Closed circuit TV was a clear partnership between police/venues and CCTV volunteers. There were 62 NTE incidents in 2015 –reasonable for the size and area. Effective licensing liaison with licensees were outlined which were effective early intervention projects designed</p>				X	●

[Type text]

		to tackle the root causes. The issue of body cams to door staff was highlighted in detail and is an excellent scheme to engage door staff in proactive manner which makes incident investigation speedier and improves the behaviours of all parties.					
2	Care. Responsible guardianship, customer care and concern for community health	Safeguarding is a key element of the CCTV usage with active interventions being made where appropriate. This was demonstrated by including Wilton park and sections along the riverside which were engaged in promoting healthy lifestyles and sporting activities into the evening period with the leisure centre being open until 10 p.m. and tennis and football pitches and an outside gym being available until 9 p.m. during the summer.				X •	
3	Regulation. Positive and proactive licensing and regulation	During the assessment visit it was demonstrated that there is a proactive engagement policy and dialogue between council officers and licence premises which was then backed up by light touch revisit's and checks The issue of a register to all premises and the checking of that folder by the regulators was an effective instrument in regulation.				X •	
4	Services. Appropriate levels of public utilities	The lighting and general care of the area was acceptable the cleaning regime addressed the litter etc that could be generated over the NTE period. The placement number and quality of bins was good as was the level of litter within them.			X •		
5	Partnership. The active involvement of business in driving up standards	The Pubwach scheme was the most obvious representation fo this but the additional personal relationships wbetween the PF team and the operators demonstrates a great commitment to improving the area.				•	X
6	Perceptions. A valid and positive presentation of the area to customers	There is good use of the use themed colours in blue and gold throughout the town and park's throughout the night it felt comfortable and safe walking around the town centre areas –good feedback was given by public and businesses to the assessment team and police officers of improvement that have been to perceptions of public safety and visits over the last few years'				X •	
Core Agenda and Attributes		Assessment	Significantly Below Standard	Below Standard	Met Standard	Above Standard	Excellent/Outstand'g

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MOVEMENT (A Secure Pattern of Arrival, Circulation and Departure) Threshold standard: Some form of appropriate late- night public transport provision (See KPIs).						
1	Public Transport. Safe, affordable, well-managed late night public transport	Readily available taxis at two ranks that are sufficient to deal with the numbers in the NTE at particular times. There are no evening buses due to demand levels at present although an initiative is planned for the period Oct to Dec to test the early evening demand.			X •	
2	Car Parking. An appropriate provision of secure late night car parking	It was adequately demonstrated by identifying Good car parking within town centre areas and transport links during the assessment visit that there was ample car parking facilities within the identified Purple Flag area				X •
3	Pedestrian Routes. Clear, safe and convenient links within the centre and homewards	Good standard of cleanliness bit of weed under floral display on high street however key eye-catching prominent areas are let down by weed growth under planting schemes which are good quality and look well this would be solved by opening up gaps so that the block paving can be mechanically swept, removal of weed by hand possible project for in bloom group or spraying frequency increase by timing of application using appropriate and approved pesticide No evidence of graffiti Good signage Town Centre Springboard Footfall Counter has been used to identify footfall patterns which can be used to monitor spikes in town centre activities particularly useful on Tuesday nights after 11 pm and Saturday's after themed events				X •
4	Crowd Management. Measures to deal with overcrowding, congestion and conflict between those on foot and moving vehicles	During the assessment good working practice was observed in proactive manner in the door management of venues within the town centre. Good partnership arrangements and quality management systems were also evident. Door staff and police team appeared highly engaged and committed.				X •
5	Information. Provision of practical information and guidance to town centre users	The signs and directions are appropriate for a town of this size. The heritage is highlighted with the heritage trial leaflet downloadable application and information boards there is potential scope to improve how good the history of Melton			X •	

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		Mowbray is and did seem to be undersold, this could resolved by additional signage lighting and possibly guided tours by interested partners and volunteers					
6	Partnership. Business and operator commitment and participation	Good evidence of commitment to Purple flag steering and working group. Excellent partnership between the Britain in bloom garden group and the purple flag showcasing and facilitating good care of green space within town centre areas. Also BID and Pubwatch evidence the engagement of business and all within the town in securing success. The church is used to facilitate and host a wide variety of events				X	•
	Core Agenda and Attributes	Assessment	Significantly Below Standard	Below Standard	Met Standard	Above Standard	Excellent/Outstand'g
	A BROAD APPEAL (A Vibrant Choice and a Rich Mix) Threshold standard. An evening and late night offer that is broader than youth-oriented and alcohol-based activity (See KPIs).						
1	Food and Dining. A choice of eating venues and a commitment to good food	The town has a wide range of diverse restaurants with a mainly European and Asian feel, whilst the Town is selling itself rightly so as the centre for traditional English food with the strapline 'Rural Capital of Food' and being a pilot for a Food Enterprise Zone. there's a gap and opportunity to develop a high end traditional English eating experience to residents surrounding areas of catchment areas and visitors to Melton Mowbray showcasing traditional local products There is an aspiration to develop an underused part of the centre with a further hotel and restaurant development and this would undoubtedly enhance the available offer.				X	•
2	Pubs and Bars. Well-managed venues, to meet varied tastes, and offering more than just alcoholic beverages	There is a diverse cross section of independent café bars, public houses and clubs within the Purple flag zone all contributing their own style and influence to the town centre character which is really good to see This spreads across the traditional through music venues to cocktails and clubs. There remains an offer other than alcohol into the later evening period.			X		•
3	Late Night Venues. A late-night offer that complements the diverse appeal of the centre as a whole	There was a diverse range of venues such as the Half Moon and Cutting room Kings head and Tubes nightclub with a throughput towards the nightclub after midnight			X	•	

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		The offer is appropriate for a town of this size and the venues are welcoming and effectively managed.					
4	Early Evening Activity. An active early evening period, including late opening shops	First impressions small clean market town Good floral display. There is limited retail opening in the evening period and this is to be expected with the available demand in the area. Within this period the theatre and the cinema are open and attract good numbers – the cinema is part of a small independent chain and offers a traditional quality experience in a small venue.			X ●		
5	Public Buildings. Creative and imaginative use of public/civic buildings in the evening and at night	The lighting of public buildings such as the church is effective and its use as a venue for events increases the offer of the town. The theatre complex (within an FE college) is well used and puts on a diverse range of local and national acts and performances.			X ●		
6	Arts and Culture. A vibrant, inclusive arts and cultural scene	Great historical features in old pubs such as Anne of cleaves and good examples of sensitive integration between the new and old with Pizza express as an example The assessment visit observed the monthly vintage car gathering and 60 s musical performance in the market square. Theatre and cinema comments earlier equally apply here			X ●		
Core Agenda and Attributes		Assessment	Significantly Below Standard	Below Standard	Standard Met	Above Standard	Excellent/Outstand'g
PLACE (A Stimulating Destination and a Vital Place)							
Threshold standard. A diversity of land uses. A convenient and attractive destination at night (See KPIs).							
1	Location. Appropriate location, clustering and capacity of venue types	Examples of good interaction in living spaces between residential properties, pubs and restaurants business and public realm spaces The development of a restaurant area helps to brand part of the PF area and the clustering works – the same is true of other venue types with the proximity of the two late opening venues making it easy for patrons and also for the management of the area.				X ●	

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		Proactive management of empty properties by decking out with in bloom information and floral displays					
2	Diversity. A successful balance of uses and brands	The area has a large variety of types of venue with brands from Pizza Express and Wetherspoons through to local independent businesses and some in between. The mix works for the town and its attractiveness to customers. Development of additional bed capacity would benefit the area and this is at the forefront of the BID and others in developing the town centre. The completion of the Cattle Market development in early to mid 2017 will undoubtedly help with this development and expansion of capacity.			X	•	
3	Clarity. Well-designed links and visible signs	There are good clear finger posts in easily identified positions at key intersections within the town centre area. The number and variety are appropriate for Melton Mowbray			X	•	
4	Animation. Attractive, well-used public places, active streets and building frontages	The town centre areas within the Purple flag zone were well presented and generally of an acceptable quality throughout. The town square was being used for vintage cars on our visit and other activities are done there and elsewhere			X	•	
5	Design. Thoughtful and imaginative design for the night	The design and layout of the town centre public pedestrian shopping areas is good, well thought out the identified town centre zone Lighting strategy enhancements such as Argos corridor improvement would further benefit the town centre			X	•	
6	Identity. The appropriate use of natural and built features to reinforce appeal	The town has managed to retain a unique individual character and is making good use of its USP the Melton Mowbray pie. There are a variety of building styles and all fit well – as development opportunities arise some unattractive buildings are being removed. Significant parts of the town are owned by a body called ‘the Town Estate’ – there is considerable development opportunity for this working relationship to be expanded to mutual benefit.			X	•	

[Type text]

	Core Agenda and Attributes	Assessment	Significantly Below Standard	Below Standard	Met Standard	Above Standard	Excellent/Outstanding
	THE POLICY ENVELOPE. (A Clear Aim and a Common Purpose) Threshold Standard. A momentum of collaboration between sectors, agencies, service providers and policy-makers (See KPIs).						
1	Data. A sound statistical base for policy-making and action	There is sufficient data available on which decisions can be made and this is available to appropriate parties.				X ●	
2	Strategy. Positive strategic objectives and targets	There is a clear vision for the town to develop as a destination and a thriving business area. There is wide commitment in both the private and public sectors to that vision and the planned development opportunities for the cattle market should be of benefit to all – one to watch at renewal.			X	●	
3	Coordination. Public policy coordination and focus	The development of the BID and the commitment to PF together with the strong Partnership team assembled for the initial briefing demonstrates in a wholly practical sense the co-ordination evident in our assessment.			●	X	
4	Leadership. Clear responsibilities for policy and action	The Leadership for this and the development of the town sits clearly with the BID. There is a clear buy-in from businesses to this and evident support for the actions planned			X	X ●	
5	Partnership. Multi-sector endorsement and commitment	The opening presentation highlighted very well the commitment from the wider community and higher corporate council official representatives and police officers.				X ●	
6	Community. A dialogue with consumers and residents	The purple flag process identified in the supporting documentation identified adequately in the consultation process which had been met by the management team and community partner's ,this was also backed up with clear commitment during the opening presentation by the police and council officials and representatives			X ●		

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PURPLE FLAG SUMMARY CHART

Ref	Purple Flag Core Agenda	Significantly Below Standard	Below Standard	Standard Met	Above Standard	Excellent/ Outstanding
1	Wellbeing. Welcoming, Clean and Safe				X •	
2	Movement A Secure Pattern of Arrival, Circulation and Departure			X	•	
3	A Broad Appeal A Vibrant Choice and a Rich Mix			X	•	
4	Place A Stimulating Destination and a vital Place				X •	
P	Policy Envelope. A Clear Aim and a Common Purpose			X	•	

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NOTE. All five Themes must be at least Standard Met if the area is to be recommended for a Purple Flag

ASSESSORS CONCLUSIONS

<p>Recommendation</p> <table border="0"><tr><td data-bbox="239 392 383 475" style="text-align: center;"><input checked="" type="checkbox"/></td><td data-bbox="421 408 1016 528"><p>Purple Flag Accreditation</p><p>Standard met or exceeded on all five Core Agenda Themes</p></td></tr></table>	<input checked="" type="checkbox"/>	<p>Purple Flag Accreditation</p> <p>Standard met or exceeded on all five Core Agenda Themes</p>	<table border="0"><tr><td data-bbox="1155 392 1299 475" style="text-align: center;"><input type="checkbox"/></td><td data-bbox="1330 408 2007 528"><p>Not Yet Ready for Purple Flag Accreditation</p><ul style="list-style-type: none">• Standard not met on one or more Core Agenda Themes</td></tr></table>	<input type="checkbox"/>	<p>Not Yet Ready for Purple Flag Accreditation</p> <ul style="list-style-type: none">• Standard not met on one or more Core Agenda Themes
<input checked="" type="checkbox"/>	<p>Purple Flag Accreditation</p> <p>Standard met or exceeded on all five Core Agenda Themes</p>				
<input type="checkbox"/>	<p>Not Yet Ready for Purple Flag Accreditation</p> <ul style="list-style-type: none">• Standard not met on one or more Core Agenda Themes				
<p>Any Matters to be Referred to Accreditation Panel before a Final Decision is Made:</p>					
<p>Guidance to Applicant on Any Priority Issues to Address prior to Purple Flag Renewal:</p> <p>Continue to develop the Purple Flag Steering Group priorities and to develop a Purple Flag Action Plan – actioned for Interim renewal, 1yr (2017)</p> <p>Guidance to Applicant on Any General Issues to Address:</p> <p>(Please note that any issues noted will be reviewed in the next interim Renewal Assessment).</p>					
<p>Specific Policies and Actions that are Excellent or Outstanding, and Especially Worthy of Note:</p> <p>The issue of the bodycams to the doorstaff at identified venues is a useful intervention – the key element in this is the reviewing of footage and its availability to police officers on the evening to speedily resolve incidents at venues.</p>					

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Accreditation Panel Review Date: 08/09/2016	Decision: PF Accreditation Awarded
Panel Comments	The panel feel it would be an achievement to work towards now removing the cumulative impact zone area now that PF has been awarded. Guildford have achieved this and it would be worth talking to them about how things were managed. Progress report at Interim renewal 2017. Guildfords contact details: Stuart Craggs, 07711408139, stuart@experienceguildford.com