



Report to: Communities Committee, 8th June 2022

Report of: Corporate Director, Operations, Homes and Communities

Subject: PURPLE FLAG STATUS APPLICATION FOR WORCESTER CITY CENTRE

1. Recommendation

That the Committee:

- 1.1 Note the intention for a Purple Flag Status Application to be submitted in respect of Worcester City Centre, led by Worcester Business Improvement District (Worcester BID) and supported by Worcester City Council; and**
- 1.2 Note the preference for the inclusion of streets and businesses on The Tything and Lowesmoor in the application area which sits outside of the Worcester Business Improvement District.**

2. Background

- 2.1 The Purple Flag Status signifies excellence in the Evening and Night-Time Economy. It is an international accreditation programme that aims to reward those who achieve this in their destinations after dark. Purple Flag strives to help create safe and thriving locations at night for all users.
- 2.2 The accreditation process takes towns and cities through a comprehensive set of standards, management processes and good practice examples all designed to help transform the evening and night-time economy (ENTE) and provide a research, training and development programmes.
- 2.3 Research to date indicates that Purple Flag can bring real benefits including:
 - A raised profile and an improved public image for the location
 - A wider patronage, increased expenditure
 - Lower crime and anti-social behaviour
 - A more successful mixed-use economy in the longer term.
- 2.4 The Purple Flag is administered by the Association of Town and City Management (ATCM) which is a not-for-profit membership organisation, one of the largest dedicated to promoting the vitality and viability of urban centres across the UK and the Republic of Ireland. This includes nearly 500 practitioners and partnerships.
- 2.5 As the governing body, ATCM has set out the core agenda at the heart of Purple Flag which represents the standards that must be achieved and maintained for accreditation. These five core standards are:
 - i. An after-hours policy that shows a clear strategy based on sound research, integrated public policy and a successful multi-sector partnership.

- ii. Safe and welcoming destination that is safe and welcoming with all sectors playing their part in delivering high standards of customer care.
- iii. The ability to move around on foot and to get home safely after an evening out.
- iv. A vibrant choice of leisure and entertainment for a diversity of ages, groups, lifestyles and cultures
- v. A destination during the day, as well as in the evening. That there is a blend of overlapping activities that encourage people to mingle and enjoy the place. Activities will reinforce the character and identity of the area as well as flair and imagination in urban design for the night.

3. Worcester Business Improvement District (BID)

- 3.1 Worcester Business Improvement District (BID) will be applying for Purple Flag status by 24th June 2022. Once submitted assessments will be carried out in the summer months with expected confirmation of the result in September 2022.
- 3.2 A successful application will require Councillor engagement and support, and officer time from a wide range in services such as Economic Development, Environmental Operations, Communications, Worcestershire Regulatory Services, Guildhall staff and Community Services.
- 3.3 The Worcester application consists of relaunching the Best Bar None scheme, building on existing stakeholder engagement networks and running flagship events and a campaign to raise awareness of the Purple Flag scheme.
- 3.4 Worcester BID have allocated £25,000 to the plan. It is recognised that Worcester's evening and night-time economy extends beyond the Worcester BID boundary, specifically properties on The Tything and Lowesmoor. As a major stakeholder in the success of Purple Flag and to include these two additional areas; Worcester City Council and Worcestershire Regulatory Services will be required to allocate resources to engage with premises in these areas.

4. Preliminary Third-Party Assessment - 18th March 2022

- 4.1 Part of the route to application and judging is an initial assessment from a qualified judge to see how you score against the judging criteria. This was arranged and carried out on 18th March. The assessors carried out 3, 3-hour assessments between the hours of 5-8pm, 8-11pm and 12pm-3am. As summary table extracted from the assessment can be seen at **Appendix 1**.
- 4.2 The initial assessment shows that "on the night" Worcester either met or exceeded all the criteria for Purple Flag. The assessor did identify areas for improvement specifically:
 - i. Locations where lighting was either poor or non-existent
 - ii. Couple of premises had fallen into poor custom and practice around storage in the public realm.
 - iii. Couple of localised cleansing issues.
 - iv. Graffiti.

5. Worcester Purple Flag application

- 5.1 Worcester BID is co-ordinating regular steering group meetings with stakeholders to collate information towards an application, with a deadline of 24th June 2022.
- 5.2 Worcester City Council officers are providing supporting information and reviewing the feedback from the prelim assessment to put in place improvements where possible in advance of the judging visit later in the summer.

6. Implications

6.1 Financial and Budgetary Implications

Worcester BID have budgeted £25,000 in financial year 2022-23 as well as providing officer time and resources.

Worcester City Council will need to provide officer time from a wide range in services such as Economic Development, Communications, Worcestershire Regulatory Services, Guildhall staff and Community Services.

In the event that the City is successful in its bid, the Guildhall will be the venue for a celebratory awards event.

City council costs will be covered by existing revenue budgets.

6.2 Legal and Governance Implications

There are no legal or governance implications related to this report.

6.3 Risk Implications

There are no risk implications associated with this report.

6.4 Corporate/Policy Implications

This report supports all the themes in the new City plan

- Stronger and connected communities
- A prosperous city
- A healthy and active city
- A heritage city with a 21st Century culture
- Enhancing and sustaining our beautiful city for future generations.

6.5 Equality Implications

An equality impact assessment has not been carried out in association with this report. However, the assessment criteria for Purple Flag includes the following areas of focus which ensure equality of access and safeguarding is implicit:

- An after-hours policy that shows a clear strategy based on sound research, integrated public policy and a successful multi-sector partnership.
- Safe and welcoming destination that is safe and welcoming with all sectors playing their part in delivering high standards of customer care.
- The ability to move around on foot and to get home safely after an evening out.
- A vibrant choice of leisure and entertainment for a diversity of ages, groups, lifestyles and cultures

6.6 Human Resources Implications

There are no additional human resource implications resulting from this current report. City council officers will be required to support the application process as part of their current duties.

6.7 Health and Safety Implications

There are no health and safety implications associated with this report.

6.8 Social, Environmental and Economic Implications

Research to date indicates that Purple Flag can bring real benefits including:

- A raised profile and an improved public image for the location
- A wider patronage, increased expenditure
- Lower crime and anti-social behaviour
- A more successful mixed-use economy in the longer term

Ward(s): Cathedral

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Background Papers: N/A

APPENDIX 1: Prelim Overnight Assessment 18th March 2022

	Core Agenda and Attributes	Evidence	Significantly Below Standard	Below Standard	Standard Met	Above Standard	Excellent / Outstanding
WELLBEING (Welcoming, Clean and Safe)							
	A prerequisite for successful destinations is that they should be safe and welcoming. Some services may need to be up rated and extended to cope with specific needs late at night and after dark. All sectors have a part to play in delivering high standards of customer care	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.					
1	Safety. Visible, effective policing and active surveillance	Excellent CCTV coverage of city centre. Help Points. Mobile police station Visible policing on foot as well as in transport for late night economy					
2	Care. Responsible guardianship, customer care and concern for community health	BBN Scheme Defibrillators					
3	Regulation. Positive and proactive licensing and regulation						
4	Services. Appropriate levels of public utilities	Accessibility to all venues without purchasing for use of toilet provisions					
5	Partnership. The active involvement of business in driving up standards	Businesses working with BID, local authority and joint agencies to promote feelings of wellbeing and safety within the city					
6	Perceptions. A valid and positive presentation of the area to customers	A safe, clean and well managed feel to areas within the city centre					
MOVEMENT (a Secure Pattern of Arrival, Circulation and Departure)							
	Getting home safely after an evening out is a prime requirement. So too is the ability to move around the centre on foot with ease. A comprehensive approach may be needed for all types of movement, if centres are to function properly and be appealing after hours	Threshold Standard. Some form of appropriate late-night public transport provision					
1	Public Transport. Safe, affordable, well-managed late night public transport	Good bus and train services through to Late evening 11pm					
2	Car Parking. An appropriate provision of secure late night car parking	Secure well lit, late night parking provision around city centre					
3	Pedestrian Routes. Clear, safe and convenient links within the centre and homewards	Well lit, clean and safe pedestrian routes linking areas. Well covered by CCTV					

	Core Agenda and Attributes	Evidence	Significantly Below Standard	Below Standard	Standard Met	Above Standard	Excellent / Outstanding
4	Crowd Management. Measures to deal with overcrowding, congestion and conflict between those on foot and moving vehicles						
5	Information. Provision of practical information and guidance to town centre users	Good wayfinding throughout city centre					
6	Partnership. Business and operator commitment and participation						
A BROAD APPEAL (A Vibrant Choice and a Rich Mix)							
	Successful destinations should offer a vibrant choice of leisure and entertainment for a diversity of ages, lifestyles and cultures. They should contain a rich mix of public and private attractions. They should be vital places for the day as well as the night.	Threshold Standard. An evening and late-night offer that is broader than youth-oriented and alcohol-based activity					
1	Food and Dining. A choice of eating venues and a commitment to good food	Wide range of venues from high end restaurants to cafes and bars offering food and drink for varied tastes. Great number of independents					
2	Pubs and Bars. Well-managed venues, to meet varied tastes, and offering more than just alcoholic beverages	Good mix of pubs and bars offering live music, food and drinks catering for all palettes and budgets and ages					
3	Late Night Venues. A late-night offer that complements the diverse appeal of the centre as a whole	Wide range of late night venues including theatre, cinema, clubs, pubs and bars on offer throughout the city centre					
4	Early Evening Shopping. Flexible trading hours that help to keep the centre alive 5-8pm	Retail open until 5.30pm weekdays and 6pm Saturdays. Good range of coffee shops chain and independent until 6pm Very busy and alive during the 5-8pm early evening					
5	Public Buildings. Creative and imaginative use of public/civic buildings in the evening and at night	Well-lit buildings around the city just the Guild Hall that requires some lighting					
6	Arts and Culture. A vibrant, inclusive arts and cultural scene						
PLACE (A Stimulating Destination and a Vital Place)							
	Successful hospitality areas are alive during the day as well as in the evening and/or night. They contain a good blend of	Threshold Standard. A diversity of land uses. A convenient and attractive destination at night					

	Core Agenda and Attributes	Evidence	Significantly Below Standard	Below Standard	Standard Met	Above Standard	Excellent / Outstanding
	overlapping activities that encourage people to mingle and attractive places where spending and being are in balance. They demonstrate flair and imagination in all aspects of design for the night						
1	Location. Appropriate location, clustering and capacity of venue types	Worcester has a range of small independent pubs and cafes through to larger theatres, restaurants, bars and clubs all in walking distance from public transport and car parks spread around the city					
2	Diversity. A successful balance of uses and brands	A good mix of and diverse offer of both national chains and independents offering a wide range of shopping and entertainment					
3	Clarity. Well-designed links and visible signs	The city centre has good links between venues with excellent well-lit pedestrian routes and good wayfinding provision					
4	Animation. Attractive, well-used public places, active streets and building frontages						
5	Design. Thoughtful and imaginative design for the night						
6	Identity. The appropriate use of natural and built features to reinforce appeal						

