

PURPLE FLAG



PURPLE FLAG FOR BETTER TOWN CENTRES AT NIGHT

Purple Flag will be the new “gold standard” for entertainment and hospitality zones at night. It builds on the experience of The Civic Trust’s NightVision programme and Green Flag scheme for green open spaces. Purple Flag is a fresh approach to nightlife. It is linked to the standards that people expect from their town centres at night.

Aims of Purple Flag

- To improve the experience of going to town at night
- To raise the quality and broaden the appeal
- To bring all interests together in pursuit of a common objective
- To inspire, acknowledge, and celebrate success

It is distinctive

- It is from the point of view of those who visit, use and live in town centres
- It features venues, public spaces and the activities within them
- It concerns both short term vibrancy and an enduring viability
- It is a collaborative approach

Our Market Testing research shows that stakeholders believe Purple Flag can bring real benefits:

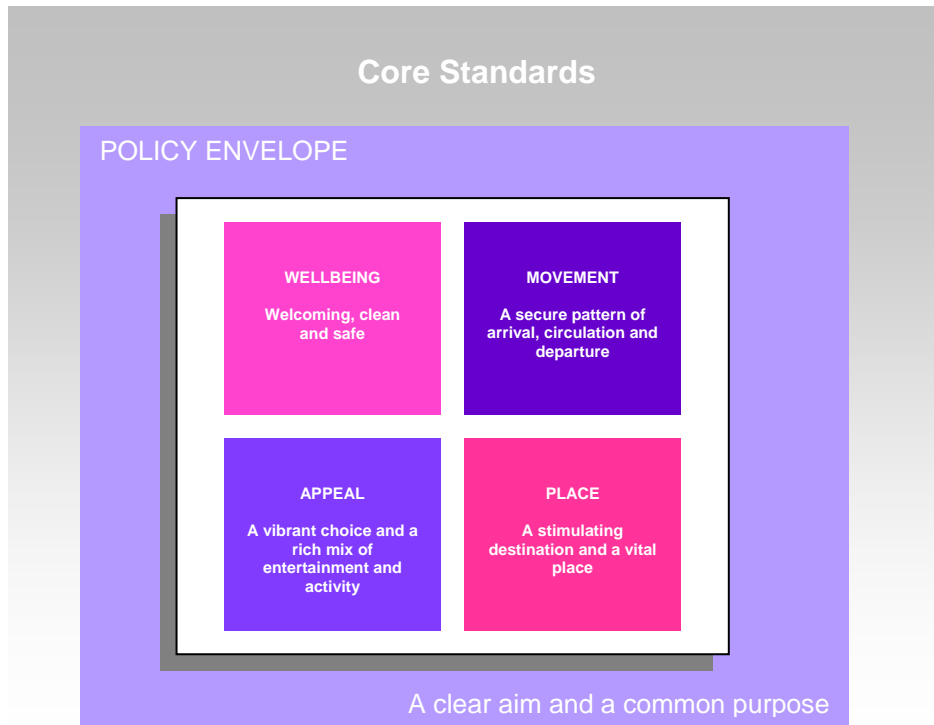
- A raised profile and an improved public image
- Wider patronage
- Increased expenditure
- Lower crime and anti-social behaviour
- A more successful mixed-use economy long term

In 2008 we will:

- Design Purple Flag with the help of national experts
- Pioneer Purple Flag with local champions in a series of Pathfinder Projects
- Publish our Purple Flag Handbook
- Win support from all who care about the future of town and city centres, leading to...
- The launch of Round One of Purple Flag in early 2009.

For further information contact the Purple Flag Team: Paul Davies/Hannah Mummary
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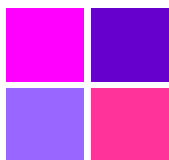


RAISE THE STANDARD – FLY THE FLAG!

These standards are the bedrock of Purple Flag. They are what people want from their town centres at night – whatever the size of town. But there are many ways of meeting them – depending on the place and its potential. The Purple Flag Handbook will show how these standards can be applied to different locations and how they can help towards the achievement of Government targets. It will feature examples of good practice from which to draw inspiration.

Purple Flag is flexible and dynamic. It will evolve as fashions and tastes change, as experience grows and as town centres become increasingly vibrant and appealing.

WELLBEING <ul style="list-style-type: none"> ▪ Active policing & surveillance ▪ Responsible customer care ▪ Proactive licensing and regulation ▪ Addressing alcohol abuse ▪ Public utilities after hours ▪ Active involvement of business ▪ Good public engagement and presentation 	MOVEMENT <ul style="list-style-type: none"> ▪ Safe, affordable public transport ▪ Secure late night car parking ▪ Well-designed pedestrian links ▪ Business participation in journey home ▪ Practical information for travellers 	Purple Flag Handbook The handbook will: <ul style="list-style-type: none"> ▪ Indicate some of the ways in which the standards can be met ▪ Identify sources of data to demonstrate achievement and monitor progress ▪ Set out examples of good practice ▪ Cross refer to the important work of others e.g. Pubwatch, Best Bar None, BRE Toolkit, Safer Socialising Award
APPEAL <ul style="list-style-type: none"> ▪ A choice of eating venues and a commitment to good food ▪ Licensed venues to suit varied ages, tastes & lifestyles ▪ A vibrant arts & cultural scene ▪ Retail hours to meet customer choice and preference ▪ Active public buildings ▪ A programme of inclusive events 	PLACE <ul style="list-style-type: none"> ▪ Successful density/ juxtaposition of venues & attractions ▪ A lively & viable mix of day and night time uses ▪ Active streets & frontages ▪ Respect for location/identity ▪ Good design for the night 	



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APPRAISAL MATRIX

Standard					
1. Wellbeing					
2. Movement					
3. Appeal					
4. Place					
5. Policy envelope					

Key

- Excellent
- Above average
- Average
- Below average
- Poor

PURPLE FLAG APPRAISAL

Respect for Purple Flag will depend upon the credibility of its standards and the integrity of the assessment. But it must also be accessible, fair, informative and beneficial to participants. The appraisal will rigorous, but can be set out simply in the “traffic light” format illustrated above.

Which Areas?

Purple Flag aims to strengthen the roles of town and city centres. It is for:

- Central entertainment districts within cities and large towns
- Whole town centres for market, country and coastal towns
- Specific central destinations forming a part of a central area, but having a critical mass of appeal

What Standard?

Purple Flag areas should;

- Be average, or above average/excellent in all five topics
- Have at least one aspect in which they are excellent

The Accreditation Panel will look for:

- Minimum quality thresholds to be achieved or surpassed
- Real progress and change over time
- Equivalence with comparable good practice
- Flair and innovation

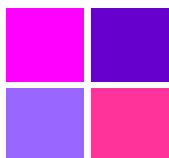
Who Decides?

The Accreditation Panel will comprise experienced and well-respected experts drawn from four key stakeholder interests

- Hospitality
- Cleanliness & Safety
- Development
- Community

The Panel will be responsible for deciding on accreditation, based on a written submission and the report of Purple Flag Assessors.

The Panel may also carry out unannounced spot checks.



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PURPLE FLAG PATHFINDERS AND CHAMPIONS

During 2008 The Civic Trust team will work with selected local Champions in a series of Purple Flag Pathfinder initiatives, to prove and refine the Purple Flag process. Purple Flag Champions will be at the forefront in pioneering and reaching new and better national standards. Champions will receive a performance assessment and policy appraisal and the help of the team in strengthening policies, improving area management and reinforcing partnerships.

PURPLE FLAG PROCESS AT A GLANCE

- Management Plan to include strategy and partnership
- Application to Purple Flag Panel
- Performance audit and policy appraisal by assessors
- Feedback and review with local partnership
- Review and decision by Panel
- Accreditation and/or advice on priority issues to address
- Light touch ongoing review to maintain accreditation.

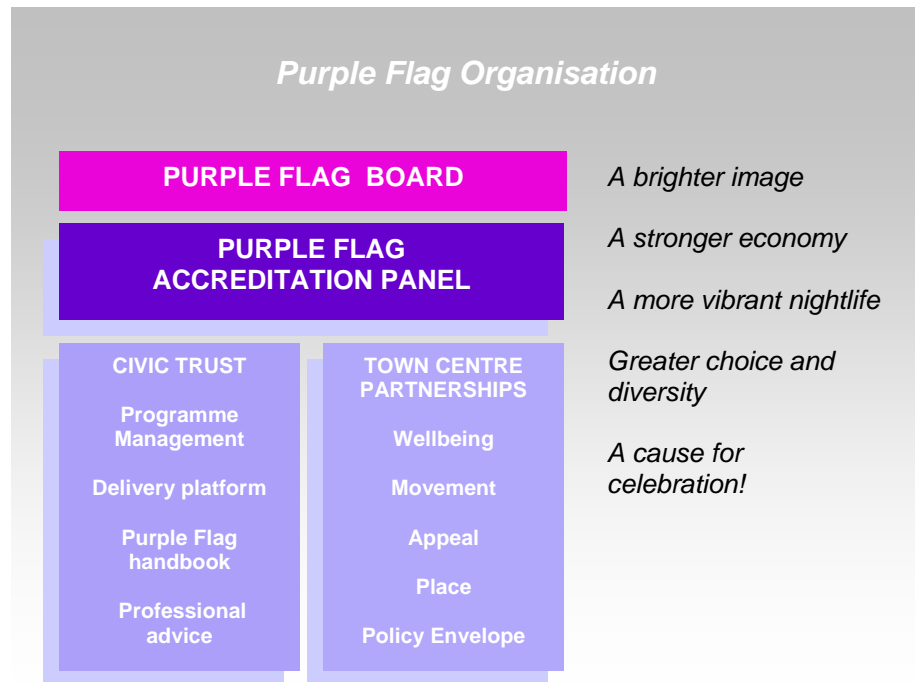
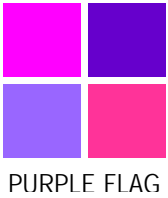
BECOMING A PURPLE FLAG CHAMPION AND PATHFINDER

Champions are likely to have partnerships and areas that can already demonstrate success against at least some of the core standards – they don't have to be perfect! The Civic Trust team will work with Champions in:

- Relating Purple Flag standards to local needs, opportunities and identity
- Developing a Management Plan for the selected area
- Carrying out a Purple Flag Night time Audit and Policy Appraisal
- Offering a confidential briefing and moderating the results to take account of seasonal and other factors
- Running a Seminar with expertise from the four key stakeholder groups
- Preparing a Purple Flag Champion's Report with standards, benchmarks, good practice conclusions and priority issues to address
- Identifying external grant support and investment
- Ongoing support, if appropriate, in meeting agreed standards and objectives

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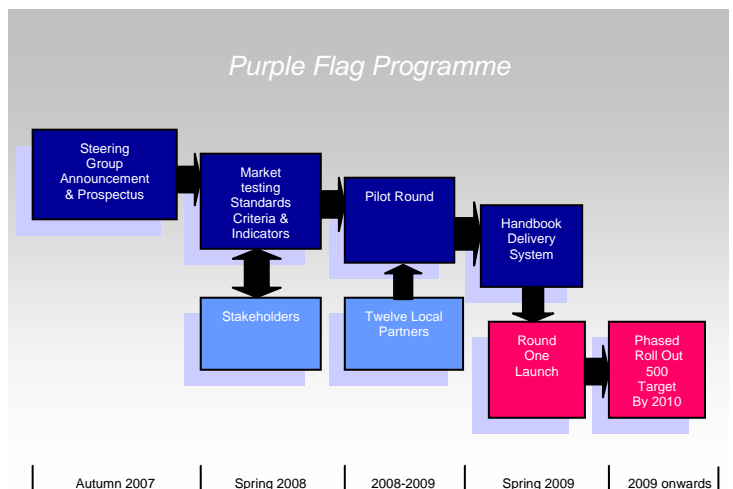


THE CIVIC TRUST'S COMMITMENT TO PURPLE FLAG

Many people need to come together to create and enjoy a successful evening and night economy. The Civic Trust is fully committed to making Purple Flag a success. It will bring all the key interests together, drawing on its traditional role as "honest broker".

The Civic Trust's Commitment to Purple Flag

- Programme management
- Delivery platform and IT
- Liaising with stakeholders, expert participants and coordinating their input
- Training/briefing of Assessors and Panelists
- Production and maintenance of Purple Flag Handbook
- Product research and development
- Professional advice from NightVision team.

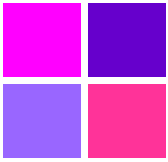


How Much Will it Cost?

There will be a scale of registration fees, based on the size of the town or city, ranging from £500 to £2,500. The Civic Trust will be looking for sponsorship to raise the profile and help to make Purple Flag a success.

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WHAT DOES SUCCESS LOOK LIKE? NIGHT VISION AWARD

The Civic Trust's First *Night Vision* Award for London's Royal Festival Hall

The Civic Trust Awards is one of the longest-running built environment awards in Europe. It is special in that it is for a wide category of design – new buildings, conservation of historic buildings, public spaces, landscaping, roads, bridges – all come within its scope. The Civic Trust Awards celebrates its 50th anniversary next year.

Owner: Royal Festival Hall, Southbank Centre
Entrant and Architect: Allies and Morrison
Access Consultant: David Bonnett Associates
Developer: Southbank Centre
Landscape Designer: Gross Max
Main Contractor: ISG Interior Exterior
Quantity Surveyor: Davis Langdon
Services Engineer: Max Fordham and Partners

The 2008 Civic Trust NightVision Award is for the refurbishment of the Royal Festival Hall, together with the reshaping of the waterfront.

The scheme has made a fantastic contribution to the public realm, bringing new life and activity to the South Bank area.

Queen's Walk has been transformed into a highly successful animated public promenade, which is now in use both day and night.

New shops, restaurants and cafes spill out onto the terraces –all offering a stunning view of London at night.

The scheme has reshaped the entire environment surrounding the Royal Festival Hall - providing a world class public space.

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