

NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL**LICENSING COMMITTEE – 24 FEBRUARY 2016**

Title of report	PURPLE FLAG ACCREDITATION – ASHBY DE LA ZOUCH
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Purpose of report	To inform Members of Licensing Committee of an application for accreditation to the Purple Flag Scheme
Council Priorities	Business & Jobs Homes and Communities
Implications:	
Financial/Staff	See body of report
Link to relevant CAT	Not applicable
Risk Management	No significant risks identified
Equalities Impact Screening	Not applicable
Human Rights	None
Transformational Government	None
Comments of Head of Paid Service	The report is satisfactory
Comments of Deputy Section 151 Officer	The report is satisfactory
Comments of Deputy Monitoring Officer	The report is satisfactory

Consultees	Safer North West Partnership, Ashby de la Zouch Town Council, Community Focus Team, Licensing Team, Business Focus Team, Community Safety Team
Background papers	www.100ways.org.uk/purple-flag
Recommendations	THAT LICENSING COMMITTEE AGREE TO ACTIVELY SUPPORT AN APPLICATION FOR PURPLE FLAG ACCREDITATION WITHIN ASHBY DE LA ZOUC BY ELECTING A MEMBER TO REPRESENT THE LICENSING COMMITTEE AT THE WORKING GROUP

1.0 BACKGROUND

- 1.1 Purple Flag is an accreditation process similar to Green Flag Award for parks and Blue Flag for beaches. It leads to Purple Flag status for town and city centres that meet or surpass the standards of excellence in managing the evening and night-time economy.
- 1.2 Purple Flag recognises excellence in the management of town and city centres at night time. 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 Towns and cities are assessed on their core agenda and key attributes such as:

Wellbeing	How safety issues are addressed, regulations that are in place and the perceptions of local people.
Movement	How transport works, parking, pedestrian routes, how crowds are managed and information available.
Policy	How local data is collected and used, coordination between local partners and the inclusion of the local community.
Appeal	The choice of different activities on offer including a wide range of bars, restaurants, shops and public buildings.
Place	The layout of the town centre looking at its design, identity and diversity of local activities.

- 1.4 Gaining Purple flag accreditation could bring benefits to Ashby de la Zouch such as a raised profile, improved public image, increased visitors, increased expenditure by visitors, lower crime and anti-social behaviour and a more successful mixed-use economy.

2.0 ENGAGING PARTNERS & APPLICATION PROCESS

- 2.1 The application process will be led by the Community Focus Team. A partnership approach has always been promoted in Ashby de la Zouch and it is important that a strong partnership approach continues throughout the application process.
- 2.2 The following have already committed to membership of the working group:
- 2 Ashby de la Zouch Pubwatch scheme members
 - 1 Police
 - 1 Street pastor
 - 1 NWL Community Safety team

- 1 NWL Licensing Officer
- 3 Ashby Town Council Councillors

2.3 The Community Focus Officer will engage the following partners to ensure attendance at the working group.

- local residents
- local businesses
- Tourist Information

2.4 Ashby de la Zouch Town Council agreed to support Purple Flag accreditation by electing 3 named Councillors at it's Licensing Committee on 14 December 2015.

2.5 The Safer North West Partnership agreed to support this initiative at the partnership meeting on 21 January 2016. The partnership will be represented at the working group by the Community Safety team and the police.

2.6 Assessment Process:

- Submission of entry form
The entry must include a map of the area, details of the town centre offer (snapshot), a self assessment report
- 2 Purple Flag assessors will carry out a 12 hour assessment of the town centre. The assessment will involve:

5pm-	Meet and greet Presentation
6pm-	Accompanied tour of the town centre – meeting and questioning of key people / venues (theatre, restaurants, pubs, night clubs, street pastors, taxi operators)
Midnight-	Assessor observations
5am-	Close
8am-	Street inspection (cleanliness)

3.0 RESOURCE IMPLICATIONS

3.1 A member of the Licensing Committee will be required to join officers from North West Leicestershire District Council to actively participate in the working party/steering group and to greet the Purple Flag assessors on the evening of the overnight assessment at the presentation stage of the evening. The Licensing Committee representative does not necessarily have to be an Ashby Ward.

3.2 The working party/steering group will be required to meet in a central location.

4.0 FINANCIAL IMPLICATIONS

4.1 Implementation and self assessments will be carried out by district council officers.

4.2 The cost of the application (£2,250 + VAT) shall be sourced from within North West Leicestershire District Council existing budgets together with partnership funding.

4.3 Should Ashby de la Zouch meet the required standard and achieve Purple Flag accreditation, there is an ongoing annual cost associated to retaining Purple Flag status.

This current cost is £750 + Vat per year. NWLDC will commit to a financial contribution to be met within existing budgets and the ongoing funding (if Ashby de la Zouch is successful in being awarded Purple Flag status) will be a matter for discussion with partners.

- 4.4 There will be a small budget required for publicity should Ashby de la Zouch be successful in gaining the accreditation. This will be met within existing budgets.

5.0 NEXT STEPS

Indicative Date	Action
02/02/2016	Pubwatch presentation
March 2016	Overnight assessment exercise
March 2016	1 st Working Party meeting (monthly meetings)
30 June 2016	Submission Option 1 – deadline for Purple Flag application submission
September 2016	3 rd Overnight assessment for application submission
14 October 2016	Submission Option 2 – deadline for Purple Flag application submission
December 2016	Assessment by Purple Flag assessors