

## PURPLE FLAG ASSESSOR SPOT CHECK REPORT

DETAILS OF ENTRY	OVERNIGHT ASSESSMENT	
<b>Location of Entry</b> Leamington Spa	<b>Date of Assessment</b> 23 <sup>rd</sup> July 2016	<b>Night of the Week</b> Saturday <b>Anomalies</b> : None
<b>Name of Assessors</b> Nigel Marston (Lead) Mark Foxley	<b>Times Covered</b> (Please tick) <input type="checkbox"/> Entrant's presentation <input type="checkbox"/> Early evening: 5-8pm <input type="checkbox"/> Late evening: 8pm-11pm <input type="checkbox"/> Night: 11pm-2am <input type="checkbox"/> Late night: 2-5am	<b>Members &amp; Roles of Local Partnership Present</b> Cllr Moira-Ann Granger – Portfolio Holder for Health & Community Protection (WDC) Faz Chisty – Temporary Chief Inspector, Warwickshire Police Sgt Paul Calver – Warwickshire Police David Dedman – Warwick University Students' Union Gerry McManus – Royal Priors Shopping Centre Manager Stuart Poole – Business Support Team Leader (WDC) Marianne Rolfe – Head of Health & Community Protection (WDC) Emma Dudgeon – Licensing Enforcement Officer (WDC) Cadelle Hill – CCTV Manager (WDC) Peter Cutts – Safer Communities Manager (WDC) Jayne Bailey – Public Places & Projects Team Leader & Purple Flag Co-ordinator (WDC)
<b>Author of Report</b> Nigel Marston		
<b>Date of Report</b> 30 <sup>th</sup> July 2017		

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<b>Documents Reviewed</b> (Please tick)  <input type="checkbox"/> Entry Form <input type="checkbox"/> Map of Area <input type="checkbox"/> Purple Flag Area Snapshot <input type="checkbox"/> Self Assessment Chart		<b>Guidelines</b> <ul style="list-style-type: none"> <li>• Attach the itinerary for the assessment</li> <li>• 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.</li> <li>• 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?</li> <li>• Please show entrant’s and your recommended standards on the same chart:            <input type="checkbox"/> Your recommended standards            <input checked="" type="checkbox"/> The entrant's standards         </li> </ul>	

	Core Agenda and Attributes	Assessment	Significantly Below Standard	Below Standard	Standard Met	Above Standard	Excellent/ Outstand'g
	<b>WELLBEING. (Welcoming, Clean and Safe)</b>  <b>Threshold Standard.</b> 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).						
1	<b>Safety.</b> Proportionate level of visible, effective policing and active surveillance	<p>The crime stats show an interesting picture and it is suggested that this may be as a result of changes to the way that crimes are being recorded.</p> <p>Anti-Social Behaviour (ASB) incidents taken on their own show a downward trend since 2010/11.</p> <p>CCTV recorded incidents show a 4.05% increase in total</p>					

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		<p>incidents and a 12.73% in major incidents compared to last year. This is felt to be as a result of the following factors:</p> <ul style="list-style-type: none"> <li>A) Officers being more vigilant</li> <li>B) Premises being more proactive in reporting due to the good working relationship with the Council/Police</li> <li>C) Improved CCTV coverage and digital help points</li> <li>D) Improved recordings.</li> </ul> <p>Violence with injury and without injury also show an increase in comparison to last year. This is as a result of changes to crime recording figures, however going forward comparison for future submissions will be on a like for like basis.</p> <p>Policing levels were good with high visibility, the briefing for the evening was excellent. Officers were on the ground as much as possible rather than in vehicles..</p> <p>Extensive use of the town radio system enabled issues to be raised quickly and appropriate responses were quicker as a result.</p> <p>Excellent CCTV coverage and very skilled and knowledgeable operators. Liked the use of better bulbs “white golden” within street lighting to enhance CCTV picture quality.</p>					
2	Care. Responsible guardianship, customer care and concern for community health	<p>Excellent engagement with street pastors, who were very visible within the town centre.</p> <p>Rough sleeping and begging strategy in place “killing with kindness “ and “Think before you Give “campaign is a significant step in dealing with this issue. Little evidence of begging or rough sleeping seen on the night.</p> <p>Street and Student Marshalls were effective, having accredited police powers ensures that they can make a difference.</p> <p>Cycle parking provision was excellent.</p> <p>Many initiatives such as “Going Out – Staying Safe” and</p>					

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		"Your Town – Your Choice" are really making a difference, particularly with the student and younger age groups.					
3	<b>Regulation.</b> Positive and proactive licensing and regulation	<p>Multi-agency meetings are regularly taking place, the police have a desk within the Council offices to aid the facilitation of joint working.</p> <p>Licensing inspections are risk based.</p> <p>Regular taxi enforcement checks undertaken both by WDC and also multi-agency operations.</p> <p>All door staff SIA trained and Licensing Enforcement team are authorised by the SIA to carry out enforcement checks on SIA staff</p>					
4	<b>Services.</b> Appropriate levels of public utilities	<p>Plenty of on-street and paid parking available and this was evidently well used.</p> <p>Buses and trains available until approximately midnight, after that provision is by taxi. There appeared to be enough taxis to cope with demand and ranks were well marshalled.</p> <p>Public toilets available until 9pm, however there was no evidence to show that this was a problem later in the evening.</p>					
5	<b>Partnership.</b> The active involvement of business in driving up standards	<p>A very well attended initial welcome presentation, although it would have been nice to see more representation from local business, the BID or pubwatch.</p> <p>It was clear during the evening that businesses have an awareness of "Purple Flag" and its benefits. Many of the businesses we spoke to are clearly setting their own standards very high, this was mirrored across the town.</p> <p>Pubwatch appears to have gone through a transition phase and is currently in the throes of regeneration. Attendance at the AGM was good, especially from within the PF area. It is suggested that quarterly meetings may be too infrequent.</p>					

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6	<b>Perceptions.</b> A valid and positive presentation of the area to customers	<p>The town had a very nice feel to it, and it was evident that much work had been done to promote the image of the town centre.</p> <p>It was very clean and gave a good impression to locals and visitors alike.</p> <p>Recent surveys have shown that people feel safe visiting Leamington Town Centre and the perception is that it is becoming a safer place for a night out, due to the various initiatives across the NTE</p>					
	<b>Core Agenda and Attributes</b>	<b>Assessment</b>	Significantly Below Standard	Below Standard	Met Standard	Above Standard	Excellent/Outstanding
	<b>MOVEMENT (A Secure Pattern of Arrival, Circulation and Departure)</b>  <b>Threshold standard:</b> Some form of appropriate late- night public transport provision (See KPIs).						
1	<b>Public Transport.</b> Safe, affordable, well-managed late night public transport	<p>Little “late night” bus or train provision means that customers have to rely on taxis for late night transport or walk home.</p> <p>Taxi provision was good with marshalled ranks. However there was a concern that many of the street lights are switched off late at night making the journey home potentially hazardous for pedestrians.</p>					
2	<b>Car Parking.</b> An appropriate provision of secure late night car parking	A number of well-lit car parks were observed and these were well used. There was also an abundance of free on-street parking after 18.00hrs.					
3	<b>Pedestrian Routes.</b> Clear, safe and convenient links within the centre and homewards	<p>Whilst general signage in the Town centre was adequate, there was a reliance on finger posts, these were not particularly clear at night, although were generally in areas where borrowed light was available.</p> <p>There were a number of help points within the town</p>					

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		centre, which link directly to CCTV control.					
4	<b>Crowd Management.</b> Measures to deal with overcrowding, congestion and conflict between those on foot and moving vehicles	<p>Police and partners plan for “busy nights” and ensure that there are adequate resources available, this includes police, pcso’s, street pastors, street marshals and taxi marshals.</p> <p>SIA staff in venues were monitoring numbers and capacities within the premise and smoking areas.</p> <p>There was excellent liaison between CCTV and venue SIA staff when issues were spotted, such as glassware outside the venue. These were dealt with swiftly and professionally.</p> <p>Some streets around the busier venues have been made one –way to reduce the potential for pedestrian and vehicle conflict.</p>					
5	<b>Information.</b> Provision of practical information and guidance to town centre users	Guidance and information is available from a number of sources, such as BID website, TIC, Royal Spa Centre and Warwick DC website.					
6	<b>Partnership.</b> Business and operator commitment and participation	The working group has really good cross agency representation, however it would be nice to see more pubs, clubs and restaurants on the working group, particularly Pubwatch.					
	<b>Core Agenda and Attributes</b>	<b>Assessment</b>	Significantly Below Standard	Below Standard	Standard Met	Above Standard	Excellent/Outstand'g
	<b>A BROAD APPEAL (A Vibrant Choice and a Rich Mix)</b>  <b>Threshold standard.</b> An evening and late night offer that is broader than youth-oriented and alcohol-based activity (See KPIs).						
1	<b>Food and Dining.</b> A choice of eating venues and a commitment to good food	A real diverse mix and variety of food and dining to choose from. Lots of chains represented but also a wide variety of					

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		independent operators. The Regent Court area was well worthy of note with a relaxed atmosphere that had appeal the many families that were dining there.  Stylish cafes and bars in abundance.					
2	<b>Pubs and Bars.</b> Well-managed venues, to meet varied tastes, and offering more than just alcoholic beverages	A wide variety catering for a varied client base. The town had a buzz about it and people were happy milling around the various venues.					
3	<b>Late Night Venues.</b> A late-night offer that complements the diverse appeal of the centre as a whole	Again the late night venues were an eclectic mix of different styles that would ensure that there was something to cater for everyone. Altoria was one of several venues that had different offers within the one establishment.					
4	<b>Early Evening Activity.</b> An active early evening period, including late opening shops	Shop opening hours in the major retail centres have changed to encourage more people to stay in town during the early evening period. This appears to be working well although it would be beneficial to the offer to encourage the independent retailers to extend their hours too.					
5	<b>Public Buildings.</b> Creative and imaginative use of public/civic buildings in the evening and at night	The Royal Pump Rooms and the Town Hall are available for private hire, however they were both closed during our visit.  The Jephson & Pump Room gardens were open until 9pm and were well used by families during our visit					
6	<b>Arts and Culture.</b> A vibrant, inclusive arts and cultural scene	The 2 theatres had packed programmes and were obviously very popular. The programmes had everything from dance classes to comedians and pantomime.  There were many venues providing live music and entertainment during the assessment.					
	<b>Core Agenda and Attributes</b>	<b>Assessment</b>	Significantly Below Standard	Below Standard	Met Standard	Above Standard	Excellent/Outstanding
	<b>PLACE (A Stimulating Destination and a Vital Place)</b>  <b>Threshold standard.</b> A diversity of land uses. A convenient and attractive destination at night (See KPIs).						

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1	<b>Location.</b> Appropriate location, clustering and capacity of venue types	Good, no concerns noted				
2	<b>Diversity.</b> A successful balance of uses and brands	A really good mix of national and local brands				
3	<b>Clarity.</b> Well-designed links and visible signs	Adequate signage, but requires some improvement. It was not clear where the various entertainment areas, taxi ranks were unless you were familiar with the town. Some signage needs to be illuminated for the evening period.				
4	<b>Animation.</b> Attractive, well-used public places, active streets and building frontages	Streets were busy and public parks and communal areas were very well used				
5	<b>Design.</b> Thoughtful and imaginative design for the night	Good, no concerns noted				
6	<b>Identity.</b> The appropriate use of natural and built features to reinforce appeal	Leamington has a lot of appeal with its pretty Georgian buildings. New buildings which contain modern facilities fit seamlessly against the old and achieve a great balance. The Town Centre parks are used to enhance the offer available within the town centre and widen the family appeal.				
	<b>Core Agenda and Attributes</b>	<b>Assessment</b>	Significantly Below Standard	Below Standard	Met Standard	Above Standard
	<b>THE POLICY ENVELOPE. (A Clear Aim and a Common Purpose)</b>  <b>Threshold Standard.</b> A momentum of collaboration between sectors, agencies, service providers and policy-makers (See KPIs).					



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1	<b>Data.</b> A sound statistical base for policy-making and action	Excellent data gathering and data quality, it was clearly demonstrated that this is used to inform decisions and generate new ideas and initiatives.					
2	<b>Strategy.</b> Positive strategic objectives and targets	Town Centre Management, BID, Licensing Group and the Community Safety Partnership are clearly working together with key objectives and targets in mind.					
3	<b>Coordination.</b> Public policy coordination and focus	Clearly demonstrated and much excellent partnership/multi-agency work displayed.					
4	<b>Leadership.</b> Clear responsibilities for policy and action	Clear leadership from the top of the various organisations involved. It was excellent to see these leaders committed to the Purple Flag and indeed present at the initial presentation.					
5	<b>Partnership.</b> Multi-sector endorsement and commitment	Clearly demonstrated throughout the submitted documentation and on the visit. It would be nice to see Pubwatch more involved on the PF working group.					
6	<b>Community.</b> A dialogue with consumers and residents	Clearly talking with consumers and stakeholders. The recent night time surveys show that people are willing to come into Leamington for a night out as they consider it to be a safe environment. Engagement with the student community is excellent and paying dividends.					

## PURPLE FLAG SUMMARY CHART

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

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

## ASSESSORS CONCLUSIONS

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<b>Recommendation</b>  <div style="display: flex; align-items: center;"> <div style="border: 1px solid black; width: 60px; height: 40px; margin-right: 10px;"></div> <div> <p><b>Purple Flag Accreditation</b></p> <p>Standard met or exceeded on all five Core Agenda Themes</p> </div> </div>	<div style="display: flex; align-items: center;"> <div style="border: 1px solid black; width: 60px; height: 40px; margin-right: 10px;"></div> <div> <p><b>Not Yet Ready for Purple Flag Accreditation</b></p> <ul style="list-style-type: none"> <li>Standard not met on one or more Core Agenda Themes</li> </ul> </div> </div>
<p><b>Any Matters to be Referred to Accreditation Panel before a Final Decision is Made:</b></p> <ul style="list-style-type: none"> <li>None</li> </ul>	
<p><b>Guidance to Applicant on Any Priority Issues to Address prior to Purple Flag Renewal:</b></p> <ul style="list-style-type: none"> <li>The crime statistics will need to be carefully monitored, particularly now that the recording method has changed, future inspections will need to ensure that the downward trend is continuing, once the new recording methods have settled down.</li> <li>Enable more involvement from Pubwatch and local businesses in the PF Working Group. <b>Priority within 1yr to be shown at interim renewal 2017</b></li> </ul> <p><b>Guidance to Applicant on Any General Issues to Address:</b></p> <ul style="list-style-type: none"> <li>Street signage requires improvement, particularly for the NTE.- <b>Progress report at Interim renewal</b></li> </ul> <p><b>(Please note that any issues noted will be reviewed in the next interim Renewal Assessment).</b></p>	
<p><b>Specific Policies and Actions that are Excellent or Outstanding, and Especially Worthy of Note:</b> There were many excellent initiatives' and policies, particularly worthy of note were the following:</p> <ul style="list-style-type: none"> <li>Going Out, Staying Safe</li> <li>Enhanced Police Initiatives (EPI)</li> <li>Your Town, Your Choice</li> <li>Street/Taxi Marshals</li> </ul>	
<p><b>Accreditation Panel Review Date; 08/09/2016</b></p>	<p><b>Decision: PF Accreditation awarded</b></p>

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<b>Panel Comments</b>	<p>The panel felt that having two anti-begging campaigns may be a bit harsh, 1 is all that should be needed. Suggestion to look at other processes to deal with begging problems.</p>
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