

 HEALTH SCRUTINY SUB COMMITTEE Tuesday 22nd November, 2016		Agenda Item No. 6
Title: Purple Flag Accreditation		
For further information about this report please contact	Jayne Bailey Public Places & Projects Team Leader jayne.bailey@warwickdc.gov.uk 01926 456742	
Wards of the District directly affected	Clarendon	
Is the report private and confidential and not for publication by virtue of a paragraph of schedule 12A of the Local Government Act 1972, following the Local Government (Access to Information) (Variation) Order 2006?	No	
Date and meeting when issue was last considered and relevant minute number	n/a	
Background Papers	Hard Copy - Purple Flag Submission Document Appendix 1 Purple Flag Assessor & Panel Report	

Contrary to the policy framework:	No
Contrary to the budgetary framework:	No
Key Decision?	No
Included within the Forward Plan? (If yes include reference number)	No
Equality Impact Assessment Undertaken	No
There is no assessment for the accreditation but it will be a consideration in the Improvement Action Plan.	

Officer/Councillor Approval		
Officer Approval	Date	Name
Chief Executive/Deputy Chief Executive	28/10/16	Andrew Jones
Head of Service	27/10/16	Marianne Rolfe
CMT		
Section 151 Officer		
Monitoring Officer		
Finance	28/10/16	Mike Snow
Portfolio Holder(s)	28/10/16	Cllr Moira-Ann Grainger
Consultation & Community Engagement		

As part of the bid preparation we conducted two surveys in the town centre of Royal Leamington Spa. The first was a Public Perception Survey conducted by Warwickshire Police and the second was conducted by the stakeholder Group on the Night Time Economy. NHS data used from Fingertips tool.

Final Decision?

Not a decision item

Suggested next steps (if not final decision please set out below)

Going forward, in order to keep our accreditation, we have to maintain the standards achieved and work towards focussing on areas highlighted in the panel's report and monitor our performance in key Purple Flag areas and act on any patterns seen (positive or negative). Regular meetings will be held with the working/stakeholder group throughout the year leading up to renewal. One PF KPI relates to health and NHS hospital admissions – We aim to continue to work with Public Health Warwickshire to obtain reliable and relevant data which can be monitored to identify trends.

1. Summary

This report sets out the bid process, the benefits and action plan resulting from the Purple Flag Assessment which lead to accreditation.

2. Recommendation

- 2.1 For the Committee to be informed of the Purple Flag (PF) accreditation and that we need to work on continuing the success going forward to ensure success on renewal in order to maintain the PF accreditation. Specifically we need to monitor data vs PF health KPI.
- 2.2 For the Committee to recognise the purpose of the PF accreditation and how it links in with Health and Wellbeing.

3. Reasons for the Recommendation

- 3.1 To raise awareness of the PF scheme and what it means and what the benefits are.

4. Policy Framework

- 4.1 **Policy Framework** - The scheme promotes safety and well-being to the community. In doing so this assists the Council's strategy of making Warwick District a great place to live, work and visit especially in respect of its policy priorities around night time economy, community safety and health and well-being. PF accreditation provides a benchmark for the authority's progress in this regard. Of particular relevance here is the PF KPI on health.
- 4.2 Ongoing auditing in order to maintain accreditation would act as a constant check point for improvement, regardless of whether change is derived from the scheme or elsewhere. The measurement tools provide validity and the assessment process is vigorous yet supportive. This relates directly with maintaining the vision set by the Council. Work in tackling crime, disorder and substance misuse is a significant part of the council's vision for Safer Communities:

Protecting our communities from harm with an emphasis on the prevention of incidents, whilst focusing on the most vulnerable to make them feel safer.

It is necessary to review NHS data on admission by time and age and ensure that appropriate data is available.

5. Budgetary Framework

- 5.1 The annual renewal to maintain accreditation is currently £900 + vat. This will be paid from the existing 4360 budget code.

6. Fit for the Future –Tackling crime, disorder and substance misuse impacts significantly on the quality of life of residents, businesses and visitors. The level of crime and disorder is cited as the top consideration when deciding on where to live.

7. Impact Assessments – none

8. Risks

8.1 Risks of having accreditation:

- The PF scheme becomes more onerous with cost of compliance outweighing benefits.
- Some licensees may not be in favour of the accreditation.
- Insufficient funding for the annual renewal.
- The effort of accreditation could outweigh the benefit.
- Funding for the taxi marshals may not be able to be secured each year.
- Loss of accreditation could have a negative impact on the reputation of the town.
- Data either is not available, or the data available shows a negative trend leading to issues meeting PF standards.

8.2 Risks of not having accreditation:

- We fall behind other towns and could end up being in the minority of not having accreditation which could be perceived negatively.
- PF provides ongoing auditing this would act as a check point for improvement, regardless of whether change is derived from the scheme or elsewhere. Without these measurement tools, we cannot be certain we are providing a safe, welcoming and vibrant town and cannot be sure which areas we need to improve on or are working well.
- Could mean a higher rate of Crime & Anti-social behaviour, higher levels of alcohol abuse and harm, decrease of choice and balance of provision for customers and decrease in footfall without the scheme.

9. Alternative Option(s) considered

- 9.1 Not to submit a renewal application and not to have PF accreditation in Royal Leamington Spa town centre.

10. Background

- 10.1 Purple Flag is a programme which has been developed by the Association of Town Centre Managers, working alongside Purple Flag Advisory Committee, which recognises excellence in the management of the evening and night-time economy (ENTE).

- 10.2 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 centres that meet or surpass the standards of excellence in managing the ENTE.
- A comprehensive set of standards, management processes and good practice examples designed to help transform town and city centres at night.
- A research, training and development programme, to help towns and cities improve their evening and night-time economy.
- A positive initiative that indicates an entertaining, diverse, safe and enjoyable night out.
- Part of the PF assessment involves monitoring the effect of alcohol on health by monitoring hospital admissions.

- 10.3 PF is designed to provide recognition that the town centre is managing its night time experience, (between the hours of 5pm and 5am), and help overcome any negative public perceptions that may exist. It provides the opportunity for successful centres to present themselves in a positive light to town centre users, operators, residents, tourists and visitors.
- 10.4 The surveys undertaken to assist with our data enable us to find out more about the wellbeing of the public, what aspects of the town make them feel safe and those that do not make them feel so safe – giving them an opportunity to make suggestions on improvements in addition to the improvement suggestions made by the Purple Flag assessors.
- 10.5 NHS data show the effects of the ENTE on health through hospital admissions.
- 10.6 Accreditation could also generate a wider patronage and encourage more people from a range of age groups and interests to want to live and work in Leamington while creating a feeling of well-being for people already doing so.
- 10.7 It could increase expenditure, lower crime and anti-social behaviour and generate a more successful mixed-use economy which will in turn assist businesses to be more lucrative enabling them to invest in their business and be able to afford good quality responsible staff, creating a virtuous cycle.
- 10.8 Involvement with licensees would take place which will encourage the promotion of best practices aligned to achievement of PF objectives.
- 10.9 It provides a central point of information of what Royal Leamington Spa town centre has to offer to the community and visitors.
- 10.10 It has been shown that PF towns are less susceptible to dips in footfall than non PF areas which is a useful safeguard given current economic uncertainties.
- 10.11 PF is yet to see the same profile and benefits as Blue or Green Flag schemes, but with rapidly growing participation and Sweden now joining the process, it is timely to begin work on PF accreditation.
- 10.12 A PF working group was set up in 2015 in order to pull together data and information necessary to produce a submission in the format required by PF, (this document is available as a hard copy consisting of a report, map and data).

10.13 The application was submitted in June 2016, the assessment took place on 23 July 2016 and the results were announced in September.

10.14 The report from the PF assessors and panel contained many positive comments in wide ranging areas – 4 main areas which were considered to be outstanding or excellent were the following initiatives;

- **Your Town, Your Choice**
- **Enhanced Police Initiatives (EPI)**
- **Going Out, Staying Safe**
- **Street/Taxi Marshals**

10.15 Some of the activities involved in the events we hold highlighted above contain the following;

- Warwickshire Ambulance Association demonstration and participation in the recovery position with students at the beginning of term,
- the harmful effects of alcohol and
- advice on Psychoactive Substances (previously called legal highs) working with the Recovery Partnership team at Warwickshire County Council which has been included in the last two year's events.

10.16 Plans to take the events into schools and colleges are being considered.