



Purple Flag Status: How It Fits Place Management Policy

As a place manager finding ways to clearly distinguish your town and city centre's strengths is an ongoing challenge. The Purple Flag standard, launched in 2012, is an accreditation process similar to the Green Flag award for parks and the Blue Flag for beaches. It allows members of the public to quickly identify town & city centres that offer an entertaining, diverse, safe and enjoyable night out.

Reinvigorated over the past three years by the ATCM, there are now 70 Purple Flag towns and cities and the positive response both by place managers, local businesses and venues, and the public is testament to the difference that this great initiative can make.



How do I apply?

Access the Purple Flag Documentation. This contains practical step by step guidance on how to prepare your entry, supporting charts, templates and details of good practice.

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How Does It Work?

By meeting or surpassing the standards of excellence in managing the evening and night time economy (ENTE), Place Managers throughout the UK and Ireland - and now being taken up internationally – are enjoying the benefits of Purple Flag status.

Those already accredited have reported positive feedback from local businesses, a clear message for improved communications and a platform from which to promote their night time economy.

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 ENTE and provide a research, training and development programme.

Why should you apply for Purple Flag?

Our research indicates that Purple Flag can bring real benefits which include:

- 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

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 a accreditation, which in turn will lead to a successful evening economy. These five core standards are outlined here.

- **The Policy Envelope:** An after-hours policy that shows a clear strategy based on sound research, integrated public policy and a successful multi-sector partnership.
- **Wellbeing:** Successful destinations are all safe and welcoming with all sectors playing their part in delivering high standards of customer care.
- **Movement:** Getting home safely after an evening out is crucial, as is the ability to move around the centre on foot with ease.

The submission deadlines dates are as follows:

- Round 21:

31 January 2018

- Round 22:

30 June 2018

- Round 23:

13 October 2018

Purple Flag Locations

- **Appeal:** Successful destinations offer a vibrant choice of leisure and entertainment for a diversity of ages, groups, lifestyles and cultures.
- **Place:** Successful areas are alive during the day, as well as in the evening. They contain a blend of overlapping activities that encourage people to mingle and enjoy the place. They reinforce the character and identity of the area as well as flair and imagination in urban design for the night.

If you believe your city or town has safe and vibrant night time economy, then you are encouraged to apply for Purple Flag accreditation. Local authorities, town centre partnerships, business improvement districts, crime and disorder reduction partnerships, Pubwatch partnerships, civic societies and others can all take part. In our experience it is the Local Authority or Police who take the lead in most cases.

If you would like to order any Purple Flag merchandise you can do this [here](#).



Contact Information

For more information about Purple Flag programme please contact

Sarah Walker, Purple Flag Programme Manager
Email: sarah.walker@atcm.org

Contact

PO Box 242 Westerham TN16 9EU

Phone: 0300 330 0980

Email: info@atcm.org