

## **Salisbury Area Board 5<sup>th</sup> July 2012**

### **Information Items**

#### **Purple Flag Update**

Purple Flag is an indicator of where to go for a safer and well managed night out. It aims to raise standards and improve the quality of our towns and cities between the hours of 1700 and 0500.

Endorsed by the Home Office and managed by the Association of Town Centre Management, it is an accreditation scheme based on a unique set of standards. Since the launch in October 2009 sixteen city & town centres have been awarded Purple Flags.

Salisbury has formed a strong steering group, which consists of around 20 members including Wiltshire Council, Salisbury City Council, Salisbury City Centre Management, Wiltshire Police, Pub Watch, Visit Wiltshire, Tourist Information, private businesses including shops, restaurants, pubs and clubs, Street Pastors, local media and sport and entertainment providers. The group meet on a monthly basis and have undertaken an overnight self assessment to ensure that the required standard was met,

The group has the support of the Wiltshire Community Safety Partnership who has funded the £1,500 application fee. Thereafter there is a nominal light touch fee, which will be sought to ensure we continue to secure the status.

The Purple Flag area covers the City Centre within the Ring Road, the Railway Station, Churchill Gardens and Wiltshire College.

There are many positive outcomes associated with Purple Flag; other successful areas have seen the following improvements:

- Lower crime and anti-social behaviour
- A raised profile and improved public image
- Increased visitors
- Increased expenditure
- A more successful mixed-use economy

The deadline for Purple Flag submissions was the 30<sup>th</sup> June. An initial sift will then determine whether or not our application meets the necessary criteria. This will be followed by an overnight assessment in September to decide if we should be awarded the accreditation.