

Purple Flag Update for Area Board 12th September 2013.

Salisbury was awarded national purple flag status, in September 2012. This is indicative of a safe night out and a city alive after 5 pm. There is a rigorous renewal programme in place to ensure standards are maintained and improved on an annual basis. There were a number of key points which the purple flag group have been working on to ensure we are successful in retaining this sought after accolade, these include:

- **Increased opening hours of the NHS drop in clinic** – *A funding bid has been submitted and the outcome should be known September 2013.*
- **Concerns over the pedestrian versus traffic outside some bars along Fisherton Street near to Moloko Bar** – *working with Licensees to address this through the new late night economy group.*
- **Street cleaning along Fish Row needs to be looked at after 10pm as litter was very evident in some streets in the centre of the city** – *schedule has been reviewed and is working well with the new Contractors Balfour Beatty. Follow up assessments showed very little litter after 10pm and the centre of Salisbury is the first to be cleaned in the morning.*
- **The transport hub is very central, but extra services late at night could be reviewed** – *local services continue until after midnight and there are a number of taxi firms operating within the vicinity offering a safe mode of transport out of the city.*
- **Some areas need better lighting** – *A list of locations has been collated and passed to the relevant service area for action.*

There were some key points to note which have been subject to continued development over the 12 month period:

- Excellent Pub watch and Street Pastor schemes in place of great credit to all who participate and run these ventures.
- Salisbury is a fantastic City with so much history and old buildings that have been kept fresh and appropriate for its inhabitants and tourists.
- The Art and Youth offer at both the Playhouse Art centre and at the Skate park are exceptional and well worthy of note.
- Both Assessors felt that the coming together of the various councils to form the Purple Flag working group and to focus so determinedly on achieving status is of great credit to them all.

The Group have a robust action plan in place made up of short, medium and longer term action points, in compassing the above actions: Including:

- **The implementation of a night cafe** – *this has been piloted for a period of 6 months with good results, this has been extended for an additional 6 month period, and it will continue to be managed by the Street Pastors and will offer a safe place for people to go late at night.*
- **Purple Flag Charter** - *where businesses from both daytime and night time economies are being asked to sign up to show their support for the Purple flag initiative. The Charter seeks to promote and build on the links that already exists between businesses and to further highlight Salisbury as a fantastic city.*

- **No Parking Milford Street** – *Vehicles are being asked not to park in the area in the evening from 7 – 7am Saturday nights to ensure there are limited obstructions when driving through the area at night.*
- **Late night economy group** – *attended by all venues open after midnight to discuss collectively how best to manage night time economy issues.*
- **Other projects include;** *a full list of restaurants which has been collated showing the full range of eateries on offer, work has begun with taxi firms to reduce the number of people carrying alcohol on board, sign up of late night venues to the safe places scheme. Work on the early evening offer and a review of the Purple Flag boundary area.*

Renewal process

The renewal application will be submitted on the 3rd October. The focus will centre on the above information. This will be supported by statistical evidence from various partner agencies.

We will know the results of the re-assessment by the start of December.

Update on National purple flag week celebrations.

Salisbury will be celebrating Purple Flag week 21st -29th September. This is a great opportunity to promote our beautiful city as a safe place to visit after 5 pm.

There are a number of activities and events which have been organised throughout the week including:

Treasure hunt around the city—this easy and fun family competition is to encourage movement around the city centre and is being held 12th August to 9th September. A number of businesses have kindly offered to house the treasure (a large alphabetical letter) in their shop window and there are some fantastic prizes for the lucky winners and runners up. The winner will be drawn live on Spire Fm at 5pm on Friday 27th September outside the Guildhall.

Purple Envelope Voucher Scheme —another simple and easy competition for you to participate in and we provide the purple envelopes! Amanda Newbery of the Chapel Nightclub will drop off a number of purple envelopes into you which you can add a discount or money off voucher (you may have other ideas) and then you hand them out to your customers who reach a certain spend, come in wearing purple, every third customer or other as chosen by you during Purple Flag Week.

Vintage Market - We are pleased to announce on the 27th September there will be a Vintage Market in the Guildhall Square from 2 – 8pm, which is seen as a great opportunity to build on our early evening economy offer. The Market is being organised by Salisbury City Council and Wiltshire Council and will conclude with a drinks reception at the Guildhall.

There are a number of ways that local businesses can be involved, for further information visit - www.allaboutsalisbury.co.uk