


## Why did Beckenham want the Purple Flag and why does it matter ?

### What is the NTE & Why Does it Matter?

An Opportunity or a "Cause of Distress"

- ✓ 5pm-5am
- ✓ £66bn = Value of NTE
- ✓ 1.3m employed
- ✓ 5-10% % of all UK employment
- ✓ 27% of the town centre turnover
- ✓ Centres with NTE management are doing better



Beckenham has achieved prestigious Purple Flag status following the submission of a portfolio and an assessment carried out in December 2015 on a Saturday night, between the hours of 17.00 and 03.00 Sunday morning.

The award is similar to that of a Green Flag for a park and recognises excellence in the management of the night-time economy. Towns that achieve the status must demonstrate that they have a diverse evening offer for visitors.

The assessors and the awarding panel were very impressed with Beckenham. During the evening they visited and talked to staff at The Spa Leisure Centre, Venue 28, the Odeon Cinema, many restaurants and public houses as well as St George's Church to discuss the programme of events held there.

The assessors also met with Street Pastors, members of our Street Services Team and licenced door staff and the Police. They also considered arrangements for the late night dispersal of visitors.

The assessors were keen to learn about the TfL project and were particularly keen on the proposals for lighting in the High Street and the alleyway project.

The crime figures were presented and showed a promising downward trend.

The Purple Flag status is for two years with an interim review at the end of the first year, they will be looking for continuous improvement, so it is important to keep the momentum.

The range of key performance indicators include crime statistics, hospital admissions during specific time frames that are alcohol related, footfall and business takings.

The assessors highlighted great partnership work--particularly with the involvement of the Residents Associations and asked that we write a case study for them on this aspect so that it can be posted on the Association of Town and City Management Web Site.

The Flag was presented at an awards ceremony in February attended by Members of the Purple Flag Working Group and Councillor Peter Morgan.

The Beckenham Town Centre Team will be considering ways of promoting the Purple Flag over the coming year.