

**Decision Maker:** PUBLIC PROTECTION AND ENFORCEMENT PDS COMMITTEE  
RENEWAL, RECREATION AND HOUSING PDS COMMITTEE

Wednesday 26 June 2019

**Date:** Tuesday 2 July 2019

**Decision Type:** Non-Urgent                      Non-Executive                      Non-Key

**Title:** UPDATE ON THE PURPLE FLAG ACCREDITATION IN  
BECKENHAM TOWN CENTRE

**Contact Officer:** Lorraine McQuillan, Town Centres & BID Development Manager  
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**Chief Officer:** Joanne Stowell, Assistant Director Public Protection  
Colin Brand, Director of Regeneration

**Ward:** Clock House; Copers Cope

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1. Reason for report

This report updates Members on the progress to date of the Purple Flag accreditation for Beckenham Town Centre and requests ongoing support for further applications to renew the accreditation.

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2. **RECOMMENDATION(S)**

2.1 **Members note the update on progress to date of the Purple Flag accreditation for Beckenham Town Centre.**

2.2 **Members support further applications to renew the Purple Flag accreditation.**

### Impact on Vulnerable Adults and Children

1. Summary of Impact: N/A
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### Corporate Policy

1. Policy Status: Existing Policy:
  2. BBB Priority: Safe Bromley Vibrant, Thriving Town Centres:
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### Financial

1. Cost of proposal: Not Applicable:
  2. Ongoing costs: The cost of the renewal will be met by the Beckenham Together BID
  3. Budget head/performance centre: N/A
  4. Total current budget for this head: N/A
  5. Source of funding: N/A
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### Personnel

1. Number of staff (current and additional):
  2. If from existing staff resources, number of staff hours:
- 

### Legal

1. Legal Requirement: None:
  2. Call-in: Not Applicable:
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### Procurement

1. Summary of Procurement Implications: N/A
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### Customer Impact

1. Estimated number of users/beneficiaries (current and projected): There are approximately 150 businesses within the Beckenham Purple Flag area.
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### Ward Councillor Views

1. Have Ward Councillors been asked for comments? Yes
2. Summary of Ward Councillors comments:  
Councillor Tickner "It is important that Members are kept informed of developments and have the opportunity to discuss and hopefully support efforts to keep Purple Flag going through the newly set up BID company, Beckenham Together. This initiative encourages the local economy and lays down high standards for public safety at night"

### 3. COMMENTARY

- 3.1 Purple Flag 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 and city centres that offer an entertaining, diverse, safe and enjoyable night out.
- 3.2 The Association of Town and City Management (ATCM) manage the 'Purple Flag' standard, which was launched in 2012. As the governing body for the award the ATCM set out the Purple Flag standards that must be achieved and maintained for accreditation. These core standards include:
- **Movement:** successful destinations offer appropriate options for getting home safely after an evening out and the ability to move around the town on foot with ease
  - **Appeal:** successful destinations offer a vibrant choice of leisure and entertainment for a diversity of ages, groups, lifestyles and cultures
  - **Place:** successful areas are vibrant 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.
  - **Wellbeing:** successful destinations are safe and welcoming with all sectors playing their part in delivering high standards of customer care.
  - **Policy Envelope:** an after-hours policy that shows a clear strategy based on sound research, integrated public policy and a successful multi-sector partnership.
- 3.3 There are now over 70 Purple Flag towns and cities in the UK. The benefits of Purple Flag are a raised profile and an improved public image for the location, a wider patronage, increased expenditure, lower crime and antisocial behaviour, and a more successful mixed use economy in the longer term.
- 3.4 Beckenham Town Centre was awarded the prestigious Purple Flag accreditation in 2015. The application for the award was initiated by the Town Centre Management team who formed a group of key stakeholders. This group included the Licensing Department, Police, Businesses, Ward Councillors, Residents, Churches, Transport Providers, Town Team, Business Association and Street Pastors. This group worked in partnership and was instrumental in introducing a number of projects to improve the evening economy of Beckenham Town Centre. The award was celebrated by the unveiling of a Purple Flag outside Beckenham Junction Train Station. Some of the projects that have been introduced as part of the Purple Flag accreditation are as follows:
- Taxi Marshals
  - Coordinated Police Operations targeting the night time economy
  - Street Pastors providing free water, flip flops and care to members of the public
  - Street Marshals
  - Pub Watch Meetings
  - Footfall monitoring
  - Perception Surveys
  - 'Clock House Celebrates' events
  - Radio scheme

- 3.5 As part of the Council's investment into Beckenham Town Centre the area has also benefitted from upgraded CCTV cameras, wider pavements enabling more outdoor seating, better lighting, better signage, and improved pedestrian crossings which all help to meet the core standards for the Purple Flag accreditation.
- 3.6 The application to renew the Purple Flag in 2018 was co-led by the voluntary sector. The majority of the Purple Flag group were there in a voluntary capacity representing a Residents' Association, business community or church. The Purple Flag accreditation was successfully renewed in 2018, however concerns were raised by the volunteers about sustainability and the difficulties associated with Beckenham continuing to apply for Purple Flag under the current structure.
- 3.7 In response to this the Beckenham Together Business Improvement District (BID) included the retention of the Purple Flag accreditation as one of their key aims in their Business Plan. The Beckenham Together Business Improvement District (BID) was established in 2018 and works on behalf of the businesses to improve and enhance Beckenham Town Centre. Therefore the Beckenham Together BID has recently taken over the responsibility for Purple Flag and will now lead on the interim renewal of the accreditation this summer.
- 3.8 The interim renewal will continue to require support from volunteers and also from the Council where available. Specifically the Council will assist with providing data relating to the performance of the town centre, such as footfall and vacancy rates. They will also provide data from partners relating to crime statistics and alcohol related calls to the London Ambulance Service.
- 3.9 The cost to renew the Purple Flag accreditation is £750. Previously this cost has been met by the Council. The cost to renew the Purple Flag accreditation will now be met by the Beckenham Together BID.
- 3.10 Beckenham continues to be the only town centre in the borough with the Purple Flag accreditation with the next full renewal of the accreditation taking place in the summer of 2020. Further update reports will be provided to future meetings regarding the status of the Purple Flag accreditation.

#### 4. POLICY IMPLICATIONS

- 4.1 The Purple Flag is awarded to town centres that offer an entertaining, diverse, safe and enjoyable night out assisting with the Council's ambition to encourage Vibrant Thriving Town Centres and a Safe Bromley

Non-Applicable Sections:	Impact on Vulnerable Adults and Children, Financial, Personnel, Legal and Procurement Implications
Background Documents: (Access via Contact Officer)	