



ATCM  
**Purple Flag**<sup>TM</sup> Ireland





Purple Flag's aims are to raise the standard and broaden the appeal of town centres at night. **Purple Flag is the benchmark for good evening and night-time destinations.** Town centres that achieve a Purple Flag will be those that are **safe, vibrant, appealing, well-managed** and offer a positive experience to consumers.







# Purple Flag Map



## HALIFAX

*"The Purple Flag application process has allowed stronger links to be forged between partner agencies, and has led to excellent publicity about the safety and future plans for Halifax. This will lead to a stronger night time economy for businesses in Halifax Town Centre and provide a safe environment for families and individuals to enjoy their leisure time."*

Diz Harley, Safer Stronger Communities, Halifax



DERRY

BELFAST

BANGOR

ENNISKILLEN

DUBLIN

ENNIS

LIVERPOOL

PRESTON

HULL

WARRINGTON

MANCHESTER

SHEFFIELD

LINCOLN

DERBY

NOTTINGHAM

ABERYSTWYTH

BIRMINGHAM

AYLESBURY

VALE

OXFORD

HIGH WYCOMBE

COLCHESTER

CHELMSFORD

WATFORD

IPSWICH

SOUTHEND

LONDON

BASINGSTOKE

MAIDSTONE

CANTERBURY

TORQUAY

BATH

SALISBURY

BOURNEMOUTH



## WINCHESTER

*"Winchester City Council and Winchester BID have led local partners through the Purple Flag process. It has been a great opportunity to examine the evening period in Winchester holistically, rather than looking solely at one aspect or another. Colleagues from a number of disciplines within and outside the Council have been brought together and have contributed to an overview of the city centre, and are now working together to drive up standards and create new opportunities for all age groups in the city centre."*

Kate Cloud, Head of Economy and Arts, Winchester City Council

## BRISTOL

*"One of the most significant achievements for Bristol is realising Purple Flag's catalytic nature, and its ability to enhance partnership work around the management of the NTE. Night-time self-assessments, using the Purple Flag methodology, are now a permanent fixture and have proved invaluable for addressing issues and identifying new opportunities to improve the NTE offer to both residents and visitors. In a time of diminishing public sector funding this partnership pooling of resources is probably the only sustainable way to ensure that standards in the night-time economy are maintained and developed, and therefore, in many ways, Purple Flag is more relevant than ever."*

Nick Carter,  
Enforcement & Regulatory Services  
Manager, Bristol City Council

Over 70 towns and cities in UK/Northern Ireland and Ireland have Purple Flag accreditation

18 in Ireland since 2013 Including

- Ballina
- Dublin Creative Quarter
- Ennis town
- Galway City
- Killarney
- Mullingar
- Waterford
- Westport

Plus 5 in Northern Ireland

# Special Commendations

## **Galway**

The city's *Alcohol Strategy* was recommended to others applying as a good example of joined up strategic work.

## **Mullingar**

*The town's great range of dining venues were praised and the built environment combining old with new received a special mention.*

## **Sligo**

*Diversity of venues* outlined as being able to compete with many larger urban areas.

## **Waterford**

The *Early Evening Activity* in Waterford was described as thriving and the town being serviced by excellent taxi operators.

## **Westport**

*Substantial partnership* working across the membership of the group and supported by a highly committed Tidy Towns Team.

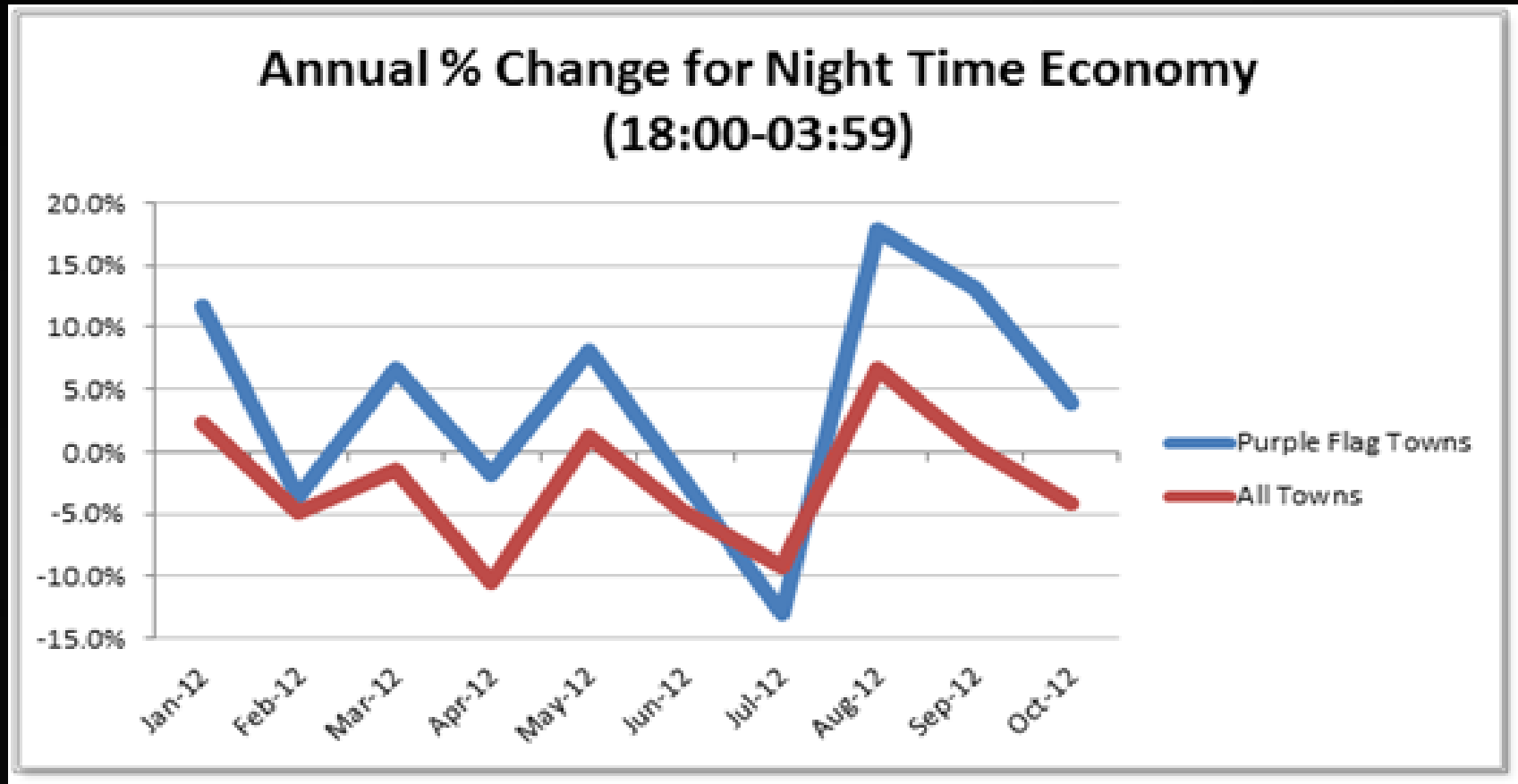
# What is ENTE Worth?



It's worth taking seriously!



# Economic Growth - Higher Footfall



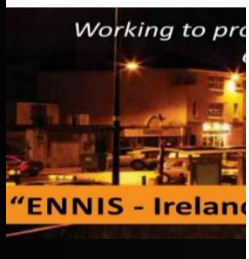
- Footfall was higher than average in Purple Flag places in 2012
- Participants in Purple Flag Week showed a 13% increase versus a national decline of 2.8%
- **In Dublin's Creative Quarter** a footfall increase in the double-digits and a significant reduction in vacancies have been recorded.

## Comm

- What activities
- Do you feel safe
- Do you solic

A study by Univers  
<https://www.s>

Working to pro



"ENNIS - Ireland

## Good New

Purple F  
 has 'reap

KIERAN FOLEY REPORTS

WATERFORD Garda  
 welcomed a reduci  
 public order offences  
 year to date.

There have been  
 instances of public  
 offences for the year



lina  
 Purple  
 er

ht out  
 ballina  
 lina.ie



possibilities



# PURPLE FLAG CORE AGENDA

## POLICY ENVELOPE

### WELLBEING

Welcoming, clean  
and safe

### MOVEMENT

A secure pattern of arrival,  
circulation and  
departure

### A BROAD APPEAL

A vibrant choice and  
a rich mix of  
entertainment and  
activity

### PLACE

A stimulating destination  
and a vital place

A clear aim and a common purpose



## POLICY ENVELOPE

- Data
- Strategy
- Coordination
- Leadership
- Partnership
- Community

# PURPLE FLAG CORE AGENDA

## WELLBEING

- Safety
- Care
- Regulation
- Services
- Partnership
- Perceptions

## MOVEMENT

- Public transport
- Car parking
- Pedestrian routes
- Crowd management
- Information
- Partnership

## APPEAL

- Food and dining
- Pubs and bars
- Late night venues
- Early evening
- Public buildings
- Arts and culture

## PLACE

- Location
- Diversity
- Clarity
- Animation
- Design
- Identity

# Six Steps to Success

Organise

1.

Map

2.

Snapshot

3.

Overnight  
Self Ass.

4.

Conclusions  
Chart

5.

Assessors  
Visit

6.

Bringing together  
available  
information



## Purple Flag Academy *Ireland 2016*

Excellence in Evening and Night-time  
*Know your town at Night*

*How to make the most out  
of your evening and night  
time economy*



[www.atcm.org](http://www.atcm.org)

## Academy Overview

### 5 Modules

- KickStart
- Firm Foundations
- Best Practice Assessment
- Entry Review
- Life After Accreditation

Application fee for year 1  
ATCM helpdesk and support



# PURPLE FLAG Academy

## 2016 Timeline for Purple Flag Academy Ireland

*Expression of interest deadline – 16th December 2015*

Jan-March	April	May	June	Aug-Sept	October	Nov/Dec	Jan/Feb	March/April
KickStart Workshops	Firm Foundations Workshop (group)	Best Practice Overnight-Self Assessment	Participants Self-Assessments	Entry Reviews	Application deadline for Academy Participants	Assessors visits	Purple Flag Accreditation and Award Ceremony	Life After Accreditation
Module 1	Module 2	Module 3	Module 4			Module 5		

\*All timesframes are subject to change.

## Evening & Night Time Economy (ENTE) Development Programme



### ENTE Development KickStart Workshop

- Introduction to the ENTE Core Themes (presentation),
- Best practice examples from Purple Flag destinations,
- Practical session for each town
- Practitioners insight and advice
- Strategies to improve ENTE offering
- Town walk with ENTE focus (full day only)
- Individual advice for towns (full day only)



ATM  
**Purple  
Flag™ Ireland**

[www.purpleflagireland.org](http://www.purpleflagireland.org)

 **PurpleFlagIreland**

 **PurpleFlagIE**

purple  
flag

cy and Safety for  
ening and Night

