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.
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!

- Negative
  - Crime & Health
  - Environment

- Positive
  - Turnover
  - Jobs
  - GVA
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.
What have towns done with Purple Flag?
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
# Purple Flag Core Agenda

## Policy Envelope
- Data
- Strategy
- Coordination
- Leadership
- Partnership
- Community

## Purple Flag Core Agenda

### Policy Envelope

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

#### Place
- Location
- Diversity
- Clarity
- Animation
- Design
- Identity

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

#### Wellbeing
- Safety
- Care
- Regulation
- Services
- Partnership
- Perceptions
Six Steps to Success

1. Organise
2. Map
3. Snapshot
4. Overnight Self Ass.
5. Conclusions Chart
6. Assessors Visit

Bringing together available information
Academy Overview

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

Application fee for year 1
ATCM helpdesk and support
## 2016 Timeline for Purple Flag Academy Ireland

**Expression of interest deadline – 16th December 2015**

<table>
<thead>
<tr>
<th>Jan-March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>Aug-Sept</th>
<th>October</th>
<th>Nov/Dec</th>
<th>Jan/Feb</th>
<th>March/April</th>
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</thead>
<tbody>
<tr>
<td>KickStart Workshops</td>
<td>Firm Foundations Workshop (group)</td>
<td>Best Practice Overnight/Self Assessment</td>
<td>Participants Self-Assessments</td>
<td>Entry Reviews</td>
<td>Application deadline for Academy Participants</td>
<td>Assessors visits</td>
<td>Purple Flag Accreditation and Award Ceremony</td>
<td>Life After Accreditation</td>
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</tbody>
</table>

**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)
THANK YOU!