

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



# *Painting the town purple*

Excellence in managing the  
evening & night-time economy



## **Purple Flag Programme**

**Sarah Walker**

**Purple Flag/ENTE Programme  
Manager**

**ATCM**

association of town & city management



initiated technology group

**DIAGEO**

GREAT BRITAIN



## What is Purple Flag?

- Purple Flag – Blue flag, Green Flag
- Standards, Processes and best practice
- Research, training and development programme
- Over 70 Purple Flag locations in England, Ireland, Scotland and Wales
- Internationally – Canada & Sweden





## The Benefits

- Strong Partnership working
- A raised profile and an improved public image
- Wider patronage Increased expenditure
- Increased footfall
- Lower crime and anti-social behaviour
- A more successful mixed-use economy
- Stronger Diversification (enticing a wide and varied consumer offering)
- Regeneration and Development to an area
- Positive perceptions





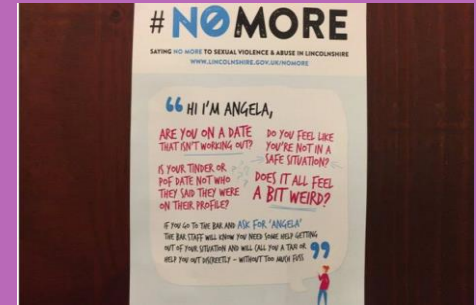
Something to be proud of.....

- A beautiful and vibrant city
- 5 Years retaining Purple Flag
- BID
- Stronger Business Involvement
- Work with the University
- Local ENTE Conference
- 46% of business is Independent
- Empty premises at less than 6%
- Food & drink represent 23% city business





# Other Initiatives





## National Partnerships

- To name just a few.....
- LAPG
- Surveillance Camera Commissioners Office
- Home Office - Departments
- NUS
- ICS





## Future Plans

- ENTE Conference – Belfast, 14 March 2017
- PFU
- Have a Heart give Smart Campaign
- ENTE Network Showcase - Suspicion Awareness Training, 04 May 2017
- ATCM BIDs Conference – May 2017
- ATCM Awards Night & Summer School - June 2017
- To possibly explore residential





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For further information on Purple Flag please contact:

Sarah Walker

ATCM Purple Flag Programme Manager

[Sarah.walker@atcm.org](mailto:Sarah.walker@atcm.org)

07584 660189

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