Nottinghamshire Police and Crime Commissioner – Notice of Decision

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DECISION OR INFORMATION:	Decision
DATE RECEIVED:*	21.10.21
REF:* (to be inserted by the OPCC)	2021.097

TITLE:	Funding for Nottingham Purple Flag Profile

EXECUTIVE SUMMARY:

Purple Flag is an accreditation process similar to Green Flag Award for parks and Blue Flag for beaches. It leads to Purple Flag status for town centres that meet or surpass the standards of excellence in managing the evening and night-time economy. Nottingham has held Purple Flag status for its city centre since 2010.

Every two years there is an external assessment process in order to ensure that standards have been maintained and that previous recommendations have been acted upon. The previous external assessment in 2019 highlighted that Nottingham needed to improve the way that it markets its Purple Flag status.

The latest assessment is due in the last quarter of 2021 and Nottingham Business Improvement District have asked the PCC to provide £3,500 to support activities to promote the city's Purple Flag status. Activities will be carried out under the joint branding of the organisations involved. The BID will provide all resource for completion of the Purple Flag application and promotion and the PCC will provide funding to resource and execute the marketing strategy. The £3,500 will be paid from the Nottingham Late Night Levy fund.

INFORMATION IN SUPPORT OF DECISION: (eg report or business case)

The investment is required because Purple Flag marketing was an area highlighted as being in need of improvement at the last external assessment

This year a full assessment is required to maintain Purple Flag status. Research indicates that Purple Flag can bring a range of benefits which include:

- A raised profile and an improved public image for the location
- A wider patronage, increased expenditure
- Lower crime and anti-social behaviour
- A more successful mixed-use economy in the longer term
- Increase visitors to our leisure industry
- Make the NTE safer and more inclusive for citizens and visitors

** See guidance on non-public information

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Part of the assessment criteria focusses on the profile of Purple Flag in Nottingham. This includes the scale of publicity, awareness and public involvement generated for Purple Flag, how it was promoted and plans going forward. The aim of the programme is to educate both businesses and the public regarding Purple Flag and to highlight how safe and well managed the Night Time Economy in Nottingham is as a result.

The intention is to host two Purple Flag stalls and offer flyers with QR codes linking to the BID website, which will have more information on Purple Flag. Planned expenditure is as follows:

Activity	Cost	Funder
Stalls + dressing	£1,500	OPCC
Flyers	£500	OPCC
Staffing	In kind	Nottingham BID
Design time	In kind	Nottingham BID
Social Media	£1,000	OPCC
Posters, beer mats etc.	£500	OPCC
PR	In kind	Nottingham BID
Magazine promotion	In kind	Nottingham BID
Total	**£3,500**	

Nottingham BID have not been able to budget for Purple Flag promotion events this year due to difficulties with levy income from businesses during the pandemic causing a consequent reduction in activities. The resource required for this project is substantial and the BID already commits a large amount to the project, including the application delivery and write up, PR, communications and videographer.

In addition to the activities funded by the PCC Purple Flag will also be promoted through social media and digital channels, for its City Centre since 2010.

FINANCIAL INFORMATION	
£3,500 to be paid from existing Late Night Levy funds. This will cover the activities described above.	
Signature: **Chief Finance Officer**	[redacted]
Date:	7th October 2024

** See guidance on non-public information

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Is any of the supporting information classified as non-public or confidential information?**	Yes	☐	No	☒
If yes, please state under which category from the guidance**				

DECISION:

The Commissioner is asked to confirm funding of £3,500 to be provided to Nottingham BID to support work to improve the marketing of Purple Flag. This will address concerns raised in the previous external assessment of the city's Purple Flag status.

OFFICER APPROVAL:	
I have been consulted about the proposal and confirm that the appropriate advice has been taken into account in the preparation of this report. I am satisfied that this is an appropriate request to be submitted to the Police and Crime Commissioner.	
Signature: Chief Executive	Kevin Dennis
Date:	22/10/21

DECLARATION:	
I confirm that I do not have any disclosable pecuniary interests in this decision and I take the decision in compliance with the Code of Conduct for the Nottinghamshire Office of the Police and Crime Commissioner. Any interests are indicated below: The above request has my approval	
Signature: Nottinghamshire Police & Crime Commissioner	CEMy
Date:	26/10/21

** See guidance on non-public information