



Subject:	Request to Present - Purple Flag Designation
Date:	4th December, 2019
Reporting Officer:	John Greer, Director of Economic Development
Contact Officer:	Lisa Toland, Senior Manager: Economy

Restricted Reports	
Is this report restricted?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
If Yes, when will the report become unrestricted?	
After Committee Decision	<input type="checkbox"/>
After Council Decision	<input type="checkbox"/>
Sometime in the future	<input type="checkbox"/>
Never	<input type="checkbox"/>
Call-in	
Is the decision eligible for Call-in?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

1.0	Purpose of Report or Summary of Main Issues
1.1	The purpose of the report is to seek approval for a presentation to be delivered at a future meeting on our City partners' application for "Purple Flag" designation for the city centre area.
2.0	Recommendation
2.1	The Committee is requested to agree to receive the presentation.
3.0	Main Report
3.1	Over the last nine months, Belfast's three Business Improvement Districts, in conjunction with a multi-agency steering group from the public and private sectors, have been working to develop an application for Purple Flag.

3.2	<p>This is a UK and Ireland-wide scheme that accredits cities deemed to have a well-managed night time economy. In October 2019, the partners submitted an application to the Association of Town and City Management (ATCM) who run the scheme. ATCM will now conduct an external assessment on 29 November, and a decision on the accreditation will be made in February 2020.</p>
3.3	<p>Purple Flag is an intensive process that covers safety, transport, the sense of place, appeal, and policy. It also includes a public perception survey, a scored self-assessment, and detailed mapping. Organisations from across the city - including the council, PSNI, Translink, Taxi firms, DFI, DfC, the Charitable Sector, Belfast Chamber, Visit Belfast, Tourism NI, Hospitality Ulster, BCCM and the 3 BIDs have all been closely involved.</p>
3.4	<p>The process has identified a number of strengths and weaknesses around Belfast's night time economy. Highlights include our sense of place, policing and partnerships, and the quality and uniqueness of the core offer. Areas to develop include late night transport, our evening family and cultural activities, the sense of connection / wayfinding between evening hubs, and wider policies and long term strategy to support our night time economy. Developing a more cohesive approach will require sustained and co-ordinated effort across both the public and private sectors.</p>
3.5	<p>The Purple Flag process aligns with the commitments set out in the Belfast City Centre Regeneration and Investment Strategy. It also complements and supports the activity that is currently under way to consider a "Sundays in the City" programme, focusing on driving new footfall and spend in the city centre, and the research has identified some of the weaknesses that have also been flagged as part of our development work on this programme.</p>
	<p><u>Financial and Resource Implications</u></p>
3.6	<p>There are no specific financial or resource implications at this time.</p>
	<p><u>Equality or Good Relations Implications/Rural Needs Assessment</u></p>
3.7	<p>There are no specific equality or good relations implications/rural needs impacts. Any specific issues arising will be considered as part of the application process.</p>
4.0	Documents Attached
	None

