

PURPLE FLAG KICK-START WORKSHOP

Get off to a good start!

Purple Flag is the new accreditation scheme for better town centres at night.



Are you thinking of entering Purple Flag or improving your evening economy? If so, a Kick-start Workshop, facilitated by a Purple Flag Advisor, can save you time and generate the momentum you need by bringing the right people together at the beginning.

Its aims are to raise the quality and broaden the appeal of town centres after hours. At its heart is an innovative system of standards and values together with a practical methodology that all stakeholders can use. Town centres that meet the standards can fly the flag!

The benefits of being a Purple Flag centre may include:

- » an independent, authoritative acknowledgement of success
- » an improved profile and a positive public image
- » a collaborative advantage from successful partnership working
- » wider consumer patronage
- » lower crime and anti-social behaviour
- » increased expenditure
- » a more successful mixed-use economy in the long term.

The programme is run by the Association of Town Centre Management (ATCM) and is supported by central government, local authorities, the police, professional groups, trade and industry. It is based on eight years of research and development.

www.atcm.org/purple-flag



KICK-START WORKSHOPS

ATCM will supply trained **Purple Flag Advisors** with first-hand experience of managing, entering or assessing Purple Flag to give you an inside track on how to prepare for a strong entry. ATCM will also supply Purple Flag materials, including agendas, presentations and hand-outs.

You will be responsible for supplying a Purple Flag leader or coordinator, a representative working group of town centre stakeholders, the venue, refreshments, maps and supporting data on the town centre. To make the best use of the time available the working group should complete a simple Purple Flag basic “health check” of the town centre in advance of the meeting, using a template provided by ATCM.

The workshop is run over an intensive two and a half hours. It can be structured around a breakfast or lunchtime meeting or in the early evening, so that all interests can be represented.

You will learn:

- » About Purple Flag’s Core Agenda of standards and values and why these are relevant to your centre.
- » How your centre compares to these standards and values, using your own basic health check as a starting point.
- » How to use Purple Flag guidelines, tools, templates and resources in evaluating your centre, developing a partnership and improving policy.
- » How to go about making the best case for your centre in the Purple Flag entry documents and what you can learn from previously-successful entrants.
- » How the Purple Flag assessors will carry out their assessment and what they will be looking for when they visit your town centre.

The Kick-start Workshop is just that – a first step in the right direction. You may wish to follow this up with an ATCM Purple Flag Development Project. You can choose from a flexible menu of events and services designed to support your development work and help you prepare a strong entry to Purple Flag.

HOW TO TAKE PART

ATCM is able to offer Kick-start Workshops at a highly advantageous price as a result of valuable support from the Home Office and Diageo.

The cost will be £500 (+ VAT). This covers ATCM staff time, a Purple Flag Advisor, background materials, presentations, paperwork and a brief summary report.

FOR FURTHER INFORMATION CONTACT:

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