

Report of: Head of City Centre Management

Report to: Licensing Committee

Date: 6th September 2016

Subject: Leeds Purple Flag Accreditation

Are specific electoral wards affected? If relevant, name(s) of ward(s): City and Hunslet	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Are there implications for equality and diversity and cohesion and integration?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Is the decision eligible for call-In?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Does the report contain confidential or exempt information? If relevant, access to information procedure rule number: Appendix number:	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

Summary of main issues

1. In March 2016, Licensing Committee received a report of the Head of city centre management on the progress being made by the Leeds Business Improvement District (BID) organisation, with a particular emphasis on the night time economy, alongside a presentation by the Chief Executive of Leeds BID. The report highlighted the successful partnership working with Leeds BID and the city council. It cited a proposal which would enable city centre stakeholders to work together towards the achievement of a national accreditation scheme called Purple Flag. The accreditation is awarded to places that can demonstrate a well-managed, safe, clean and diverse Evening and Night Time Economy (ENTE) offer.
2. This report provides Licensing Committee with an update on progress since March, on the development of a Purple Flag application, the proposed timeline for achieving the accreditation, details of continued partnership working and the outcome that is sought by working together to achieve Purple Flag status for Leeds.
3. The report is accompanied by a short presentation on the Purple Flag scheme to enable Licensing Committee to gain a good understanding of how the scheme works and the benefits to Leeds city centre's night time economy of achieving the accreditation.

Recommendations

4. Licensing Committee is recommended to:

- (i) Note the update on the progress being made towards achieving Purple Flag for Leeds;
- (ii) Further note the continued partnership working and engagement with Leeds BID and other stakeholders to examine the issues that affect how the night time economy operates, with a view to improving our offer;
- (iii) Support the approach being taken by the city council and the BID, as well as key partners who are determined to attain the national accreditation for Leeds.

1.0 Purpose of this report

1.1 This report provides members of Licensing Committee with an update on the development of the Purple flag accreditation, since March 2016. Key milestones are covered in the purple flag work plan attached as appendix 1.0. Additionally, a presentation attached as appendix 2.0 provides an overview of Purple flag as a scheme and how it will benefit Leeds city centre with regards to the Evening and Night Time Economy (ENTE). Licensing committee will also receive an update on the progress of the Leeds BID from the organisation's Chief Executive, who are working with the city council as joint partners helping to deliver this national accreditation for the city centre.

2 Background information

2.1 In 2011, The Council and major stakeholders in the city centre agreed to develop a Business Improvement District (BID) to achieve a step change in the ability of Leeds to improve and promote its city centre as a leading European business location, a top UK retail destination, and a source of new jobs and economic growth. In 2014, the private sector, supported by the Council, formed the BID4Leeds company to develop proposals for a BID for Leeds City Centre. This would generate around £2.3million investment annually from business contributions into a singular pot of investment.

2.2 A BID is where businesses vote to levy additional business rates on occupiers to create funds earmarked for improvements to an area. The Leeds BID proposals put forward a levy of 1.25% of rateable value. Occupiers of premises with a rateable value of below £60,000 would be excluded from paying the levy, ensuring most small firms would not incur additional costs.

2.3 One of the areas that city centre stakeholders and businesses wanted the BID to support and help manage was the night time economy in the city centre. As well as helping to promote its advantages, there was consensus that it should also help to create a safer and more welcoming environment for the night time economy and for promoting Leeds. This ambition is reflected in the BID business plan under the main theme of Leeds Experience; and referenced as:

- 2.4 “Acting as a one stop shop for businesses to ensure a clean and safe city centre. Working with the various existing initiatives such as Radio Link, Pub Watch, Taxi Marshalls and Street Angels that are run through partners including Leeds City Council, the Police and BACIL (Business Against Crime in Leeds) to ensure a well-managed city both day and night.”

3 Main issues

- 3.1 Consideration had been given to the Late night levy as one of the potential tools to help manage night time economy issues. The Council after due consideration, concluded that the BID will be its preferred route, as applying both models together would involve duplication, and businesses would not pay twice. Scrutiny Board (Resources and Council Services) held an inquiry in late 2013 into a possible Late Night Levy on licensed premises. The report of Scrutiny Board (Scrutiny Inquiry Report: Late Night Levy, Scrutiny Board – Resources and Council Service, November 2013) recommended “that the Executive Board reiterates its openness to support a BID which includes an element of initiatives to manage the night time economy.” The Feasibility Study into a city centre Business Improvement District recommended that licensed premises are included as levy payers, and that a BID could include initiatives to manage the night time economy.

3.2 Purple Flag

Purple Flag’s aims are to raise the standard and broaden the appeal of town centres at night. It is the benchmark for good night time destinations internationally. It will assure visitors that Leeds is a safe, vibrant, appealing, well-managed location that offers a positive experience.

- 3.3 This in turn helps to promote a good image and supports our local economy. It is a tried and tested scheme that good cities already have, with a track record of success. Purple Flag is the only UK scheme focussed on the ENTE that sees it in the round; both the negative impacts that need to be addressed and the potential for promoting the positive impact on economic growth and jobs that the sector provides.
- 3.4 The process of attaining Purple Flag is intended to be practical and supportive, and shows the standards and methodology to help in drawing partners together, in establishing a baseline, taking stock of performance on the ground and developing a strategy for the future.

4 Corporate considerations

4.1 Consultation and engagement

- 4.1.1 The Purple Flag process has enabled the formation of a partnership to deliver the accreditation. This has brought together West Yorkshire Combined Authority, Leeds City Council city centre management, Leeds BID, Public Health, Businesses Against Crime in Leeds (BACIL), LCC Taxi Licensing, Leeds Pubwatch, LCC Premises Licensing, LCC highways Safer Leeds and West Yorkshire Police. Officers and partners are engaged and working together as one

team for Leeds bringing together appropriate and related services to ensure the issues are examined and proposals put into place.

4.2 Equality and diversity / cohesion and integration

4.2.1 There are no specific implications for equality and diversity as a result of the city's plan to achieve purple flag. Purple flag accreditation supports the growth of the city centre's economy and will enable us to showcase our diversity of offer in ENTE.

4.3 Council policies and best council plan

4.3.1 The Leeds city centre BID supports the delivery of the best Council Plan 2013-17 objective of "Promoting sustainable and inclusive economic growth" and the city Priority Plan objective, "Best city for business" by raising the profile of Leeds nationally and supporting the sustainable growth of the Leeds economy.

4.3.2 Specifically, it will support the delivery of the following City Priority Plan priorities and Core Strategy Objectives: Support the sustainable growth of the Leeds' economy; Raise the profile of Leeds nationally; Support the continued vitality, economic development and distinctiveness of the City Centre as the regional centre.

4.4 Resources and value for money

4.4.1 Partners have come together to provide both staff resource and financial support to deliver Purple Flag successfully. As well as creating a task force to deliver the accreditation, Leeds city council, Leeds BID and Public Health have jointly funded the application fee of £3,500. This relatively small investment will deliver significant financial return for the city centre in economic activity.

4.5 Legal Implications, access to information and call In

4.5.1 There are no legal implications in working together for Purple Flag. Partners will continue to work jointly to reduce any negative impact of night time economy issues. We will be committed to annual renewal of the accreditation to maintain our status

4.6 Risk management

4.6.1 The award of purple flag to Leeds is not a foregone conclusion. The process for attaining success is a rigorous one. Independent assessors conduct a full assessment of our night time economy offer, involving a full night time visit to the city. There are no guarantees of a successful accreditation, if a city has not worked hard to meet the stringent requirements of the scheme.

5 Conclusions

5.1 Partners and stakeholders in the city centre led by the city council and Leeds BID have made good progress towards achieving purple flag. Businesses in both the day time as well as night time economy as well as statutory agencies have demonstrated their support for achieving this accreditation.

5.2 We have conducted a detailed assessment of the Leeds night time economy offer and visited locations that already have purple flag, including Liverpool and Halifax. We are working in partnership with West Yorkshire regional transport authority, Highways, public health, Safer Leeds and businesses on delivering success for Leeds.

5.3 Success of Purple Flag will ensure that we highlight the gaps in the night time economy and set out proposals to resolve them. It is also a recurring assessment, so it ensures continuous monitoring and resolution of issues for the accreditation to be sustained. This will enable all partners to be galvanised towards one approach, work on agreed solutions and join up thinking on how we best target our limited resources.

6 Recommendations

Licensing Committee is recommended to:

- (iv) Note the update on the progress being made towards achieving Purple Flag for Leeds;
- (v) Further note the continued partnership working and engagement with Leeds BID and other stakeholders to examine the issues that affect how the night time economy operates, with a view to improving our offer;
- (vi) Support the approach being taken by the city council and the BID, as well as key partners who are determined to attain the national accreditation for Leeds.

7 Background documents¹

7.1 Appendix 1.0 Purple Flag work plan

7.2 Appendix 2.0 Purple Flag Presentation

¹ The background documents listed in this section are available to download from the Council's website, unless they contain confidential or exempt information. The list of background documents does not include published works.