

PURPLE FLAG ASSESSOR SPOT CHECK REPORT

DETAILS OF ENTRY	OVERNIGHT ASSESSMENT	
Location of Entry - Chippenham	Date of Assessment - 5th December 2015	Night of the Week - Saturday
Name of Assessors Stephen Dunlop Catherine Ridgeway	Times Covered (Please tick) <input checked="" type="checkbox"/> Entrant's presentation <input checked="" type="checkbox"/> Early evening: 5-8pm <input checked="" type="checkbox"/> Late evening: 8pm-11pm <input checked="" type="checkbox"/> Night: 11pm-2am <input checked="" type="checkbox"/> Late night: 2-5am	Members & Roles of Local Partnership Present Cllr David Powell – Mayor Cllr Pete Hutton – Wiltshire Council Sue Wilthew – Chief Executive Chippenham TC Chris Bonson – Chippenham CoC Stuart Baker – PubWatch Melody Thompson – Chippenham BID Chris Cook – Chippenham BID Wiltshire Community Protection Officer Michael Weeks – Street Pastors
Author of Report		
Date of Report		
Documents Reviewed (Please tick) <input checked="" type="checkbox"/> Entry Form <input checked="" type="checkbox"/> Map of Area <input checked="" type="checkbox"/> Purple Flag Area Snapshot <input checked="" type="checkbox"/> Self Assessment Chart	Guidelines <ul style="list-style-type: none"> • Attach the itinerary for the assessment • To achieve an overall Standard Met no standards should fall within the grey shaded boxes and no two attributes in any theme must be below standard. • Please can you explain any significant differences in scoring between yourself and the centre e.g. if a Town/City scores themselves “Excellent” and you score a “Standard Met”, why there is such a margin? • Please show entrant's and your recommended standards on the same chart: <input checked="" type="checkbox"/> Your recommended standards <input type="checkbox"/> The entrant's standards 	

	Core Agenda and Attributes	Assessment	Significantly Below Standard	Below Standard	Met Standard	Above	Excellent/Outstanding
	<p>WELLBEING. (Welcoming, Clean and Safe)</p> <p>Threshold Standard. Per capita crime and anti social behaviour rates that are at least average and show an improving trend – taking both residents and visitors into account (See KPIs).</p>	<p>It was unfortunate that the senior police officer wasn't able to attend any of the assessment period. Whilst police were visible on the ground during the night there was no opportunity to engage with them. This doesn't compromise the assessors view that strong partnership working exists but is merely an observation.</p>					
1	<p>Safety. Proportionate level of visible, effective policing and active surveillance</p>	<p>This was self-evident throughout the night. The assessors witnessed an altercation at the dispersal of a nightclub and there was clear strong communication between police, doormen and cctv. The situation was attended very quickly and eventually lead to the arrest of two young men. CCTV control room was visited during the evening and it was evident that the camera and the hours of coverage was sufficient for the town.</p>				X ●	
2	<p>Care. Responsible guardianship, customer care and concern for community health</p>	<p>The street pastors work with professional efficiency and commitment with a very clear insight into local dynamics e.g. meeting the last train from London and Bath to ensure any compromised individual is assisted to a means of getting home safe. On selective busy evenings a temporary medical centre is located in the local church and patients are treated by St John's Ambulance volunteers from the community.</p>				X ●	
3	<p>Regulation. Positive and proactive licensing and regulation</p>	<p>Chippenham operate thier own data sharing shceme and are in the process of switching to Disc. Pubs were well connected with policing and they regularly actively socially excluded individuals from participating in the evening economy.</p>				X ●	
4	<p>Services. Appropriate levels of public utilities</p>	<p>Provision of clean, well- lit public toilets was above standard given the size of the town and all services were appropriately located with thought applied.</p>			●	X	
5	<p>Partnership. The active involvement of business in driving up standards</p>	<p>The introduction of Chippenham BID has strengthened the partnership working and ensured an ongoing agenda of work. The partnership between Town Council and District Council is exemplary.</p>				X ●	

6	Perceptions. A valid and positive presentation of the area to customers	The town presents itself to its best and at all times felt safe and welcoming.			X	●	
Core Agenda and Attributes		Assessment	Significantly Below Standard	Below Standard	Standard	Above	Excellent/Outstanding
MOVEMENT (A Secure Pattern of Arrival, Circulation and Departure) Threshold standard: Some form of appropriate late- night public transport provision (See KPIs).							
1	Public Transport. Safe, affordable, well-managed late night public transport	The town has excellent connections to Bath, Bristol to the west and London to the east. At a local level there is an excellent supply of appropriately located taxi's.			X	●	
2	Car Parking. An appropriate provision of secure late night car parking	Car parks are well lit and in good locations. There is good provision of spaces. Consideration as to the provision of further car parking is a priority in the near future.			X	●	
3	Pedestrian Routes. Clear, safe and convenient links within the centre and homewards	Some alleyway's could be better lit but are short and there was no evidence of any loitering at any time.			X	●	
4	Crowd Management. Measures to deal with overcrowding, congestion and conflict between those on foot and moving vehicles	Staggered closing times assisted with the dispersal and there was no evidence of long queues or clustering.			X	●	
5	Information. Provision of practical information and guidance to town centre users	Town plans were evident and there are plans to develop this further. In the early part of the day the assessors witnessed the new ambassadors funded and managed by the BID. This was welcoming and informative.			X	●	
6	Partnership. Business and operator commitment and participation	There was clear evidence of a strong partnership and joined up thinking.			X		

					●		
	Core Agenda and Attributes	Assessment	Significantly Below Standard	Below Standard	Standard	Above	Excellent/ Outstanding
	A BROAD APPEAL (A Vibrant Choice and a Rich Mix) Threshold standard. An evening and late night offer that is broader than youth-oriented and alcohol-based activity (See KPIs).						
1	Food and Dining. A choice of eating venues and a commitment to good food	There was clear evidence of a strong independent hospitality culture which is a positive selling point offering a distinctive range of restaurants for all ages and incomes.				X	●
2	Pubs and Bars. Well-managed venues, to meet varied tastes, and offering more than just alcoholic beverages	Strong range offering good choice. There was evidence of premises which hoted organised party nights in hotes, live music venues and also modern music venues., which catered for all ages.				X	●
3	Late Night Venues. A late-night offer that complements the diverse appeal of the centre as a whole	For a town centre of this size the late night offer was strong and about to expand.				X	●
4	Early Evening Activity. An active early evening period, including late opening shops	Always difficult to fulfil but there was evidence of activity being encouraged and planned for the summer months.			X	●	
5	Public Buildings. Creative and imaginative use of public/civic buildings in the evening and at night	The use of public buildings was exceptional. The refurbishment of the town hall was the best example but others existed. The quality of the works and the use of space for a multi-purpose venue was commendable.			●	X	
6	Arts and Culture. A vibrant, inclusive arts and cultural scene	This sector is recognised as having been played down over the past years and with the refurbished town hall offering a quality venue much is planned for the future that could help connect the town centre to the residents of the outer areas.			X	●	

	Core Agenda and Attributes	Assessment	Significantly Below Standard	Below Standard	Standards	Above	Excellent/ Outstand'g
	PLACE (A Stimulating Destination and a Vital Place) Threshold standard. A diversity of land uses. A convenient and attractive destination at night (See KPIs).						
1	Location. Appropriate location, clustering and capacity of venue types	The town centre is compact and presents a strong mix of venues and attractions.				X	
2	Diversity. A successful balance of uses and brands	The town centre has a mix of brands but also a strong independent offer which could be further encouraged.				X	
3	Clarity. Well-designed links and visible signs	There are clear routes and strong attractive landmarks throughout the town. The river could be enhanced in future years as budget permits. There are future plans to improve and invest in the current tourist information signage.			X		
4	Animation. Attractive, well-used public places, active streets and building frontages	There is some level of animation and this is challenging the partnerships agenda at the present. The future possibility of pedestrianisation and public realm works will need considerable consultation but offers new opportunities for street markets and events.			X		
5	Design. Thoughtful and imaginative design for the night	Good use of lighting and design that respects the historic nature of many old buildings is self-evident. Bars and resutaurants are thoughtfully located which encourages users to walk a short distance through the town centre to each location.				X	
6	Identity. The appropriate use of natural and built features to reinforce appeal	The river running through the town centre does give it added attraction although in future years more thought as to how the river is respected and presented should be at the heart of new development.				X	

	Core Agenda and Attributes	Assessment	Significantly Below Standard	Below Standard	Standard	Above Standard	Excellent/Outstanding
	THE POLICY ENVELOPE. (A Clear Aim and a Common Purpose) Threshold Standard. A momentum of collaboration between sectors, agencies, service providers and policy-makers (See KPIs).						
1	Data. A sound statistical base for policy-making and action	Whilst the absence of a senior police officer restricted verification of crime stats the figures presented present a very safe and welcoming town. Stats were at the heart of all actions.				X	
2	Strategy. Positive strategic objectives and targets	The different partners all clearly understood their own agendas and the nature of partnership working.				X	
3	Coordination. Public policy coordination and focus	The two councils held the role of co-ordinating policy and did so in a professional and committed manner. Having a number of key politicians strengthened this partnership.			X		
4	Leadership. Clear responsibilities for policy and action	This was very evident.				X	
5	Partnership. Multi-sector endorsement and commitment	Strong and well presented with commitment to the future implementation of a change culture.				X	
6	Community. A dialogue with consumers and residents	The Chief Executives plans (with politicians support) to take a gazebo presence at all local community events from coffee mornings to tea dances was commendable and will help share the message with residents and inform council agenda for the future.				X	



PURPLE FLAG SUMMARY CHART

Ref	Purple Flag Core Agenda	Significantly Below Standard	Below Standard	Standard Met	Above Standard	Excellent/ Outstanding
1	Wellbeing. Welcoming, Clean and Safe				X •	
2	Movement A Secure Pattern of Arrival, Circulation and Departure			X •		
3	A Broad Appeal A Vibrant Choice and a Rich Mix				X •	
4	Place A Stimulating Destination and a vital Place			•	X	
P	Policy Envelope. A Clear Aim and a Common Purpose				X •	

NOTE. All five Themes must be at least Standard Met if the area is to be recommended for a Purple Flag

ASSESSORS CONCLUSIONS

<p>Recommendation</p> <div style="display: flex; align-items: center; margin-bottom: 10px;"> <div style="border: 1px solid black; width: 40px; height: 40px; display: flex; align-items: center; justify-content: center; margin-right: 10px;">X</div> <div> <p>Purple Flag Accreditation</p> <p>Standard met or exceeded on all five Core Agenda Themes</p> </div> </div>	<div style="display: flex; align-items: center; margin-bottom: 10px;"> <div style="border: 1px solid black; width: 60px; height: 40px; margin-right: 10px;"></div> <div> <p>Not Yet Ready for Purple Flag Accreditation</p> <ul style="list-style-type: none"> Standard not met on one or more Core Agenda Themes </div> </div>
<p>Any Matters to be Referred to Accreditation Panel before a Final Decision is Made:</p> <p>None noted – this was a strong submission not necessarily in the format required but contained all the information needed and more. Critically all information submitted was evidenced and overall an attractive town that feels safe and welcoming and has strong leadership that is focused and committed.</p> <p>I was disappointed that there was no representation made by the police during the whole assessment. The reason was that they had been undergoing a restructure. However all police officers! – The panel agree with the assessors here in that a representative from the police should have been present at the assessment. Ownership by the police is to be evidenced at interim renewal but will need to be seen by assessors at full renewal. Even if they are only able to attend the opening meeting with the assessors at full renewal. 1yr to be reported at Interim renewal, 2yrs to be evidenced and seen by assessors at full renewal.</p>	
<p>Guidance to Applicant on Any Priority Issues to Address prior to Purple Flag Renewal:</p> <p>None noted.</p>	
<p>Guidance to Applicant on Any General Issues to Address:</p> <p>In future developments and public realm plans please give more focus to the river as an attractive asset offering distinctiveness and character. - 1yr</p> <p>(Please note that any issues noted will be reviewed in the next interim Renewal Assessment).</p>	
<p>Specific Policies and Actions that are Excellent or Outstanding, and Especially Worthy of Note:</p> <p>The Street Pastors were incredibly committed and well professionalised. At all times they acted as good Samaritans to all persons on the street.</p>	

The refurbishment of the town hall for the benefit of the residents and visitors was well executed and especially commendable.