

REPORT FOR DECISION

DECISION OF:	LICENSING & SAFETY PANEL
DATE:	17th JULY 2014
SUBJECT:	OPERATIONAL REPORT
REPORT FROM:	ASSISTANT DIRECTOR (LOCALITIES)
CONTACT OFFICER:	W A JOHNSON
TYPE OF DECISION:	N/A – Report for information only
FREEDOM OF INFORMATION/STATUS:	This paper is in the public domain
SUMMARY:	A report to advise members on operational issues within the licensing service.
IMPLICATIONS:	
Wards Affected:	N/A
Scrutiny Interest:	Internal Scrutiny Panel

1.0 BACKGROUND

1.1 The report advises Members on operational issues within the licensing service.

2.0 BURY PURPLE FLAG

The Council is seeking Purple Flag accreditation for Bury town centre. Purple Flag is a national accreditation scheme for the management of town centres and the night time economy and aims are to raise the standard and broaden the appeal of town centres at night. It is similar to Blue Flags for beaches and Green Flags for parks. Purple Flag Town centres that achieve Purple Flag are considered to be those that are safe, vibrant, appealing, well managed and offer a positive experience to consumers.

Progress to date:

- Bury "Purple Flag" multi agency workshop was held on 29th January 2014 to gauge the level of support for Purple Flag in Bury. An application

was registered with the ATCM (Association of Town Centre Managers) on 3rd March

- A Purple Flag Board has been established comprising key representatives and stakeholders from the Council and our Night Time Economy.
- Visit to Halifax Town Centre who have achieved Purple Flag status to find out more and learn best practice
- Collection and collation of the necessary supporting information and KPIs for our application e.g. statistics relating to health and crime
- Commissioning of additional KPI benchmarking information - night time footfall and perceptions surveys

Next Steps:

- Finalise submission information
- Overnight self assessment of Bury Town Centre. Friday 18th July 5pm to 5am. Aim is to compare the policy and data in the snapshot with the reality on the ground.
- Complete Self Assessment conclusions chart (a key element of the application) via assessment team.
- Submit application by 15th September 2014.

Assessment process (via assessors appointed by ATCM)

- Initial screening and document review
- External overnight assessment (likely to be October) preceded by afternoon presentation with key officers
- Fact check and assessors report
- Decision by Accreditation Panel (November) three possible decisions: more information, Purple Flag awarded, not ready for Purple Flag
- Awards ceremony (December)

If successful **future actions** will include:

- Preparation and implementation of marketing and promotions strategy
- Preparation of action plan arising from the key issues identified in the snapshot and from the overnight assessment
- Renewal process: operates on a two year cycle, with a light touch renewal after 12 months and a full renewal with external assessment after two years

Marketing and Promotion:

Bury could become the first Greater Manchester Town Centre to achieve Purple Flag which would be a fantastic achievement and bring lots of benefits and promotional opportunities. (Pt of Manchester City Centre already has accreditation).

3.0 HOME TO SCHOOL CONTRACTS

The licensing service is currently working with the Home to School Contract section to assist with the processing of PSV drivers. The service will take over the issuing of the Public Service Vehicle (PSV) driver badges. The process will mirror what is currently being undertaken for Hackney Carriage and Private Hire licensing.

Should any convictions/issues come to the attention of the Council; the PSV applicant/driver will be referred to this Panel for consideration in accordance with the Council's conviction guidelines. Should Members decide that the

applicant/driver is not suitable (fit and proper) to work on a home to school contract then the matter will be referred to the Home to School Contract team. They will apply sanctions through the conditions of the contract.

4.0 RECENT APPEAL

On the 3rd July 2014, an appeal was considered by Bury and Rochdale Magistrates Court in relation to the Licensing and Safety Panel's decision to revoke a driver's hackney carriage and private hire driver licences for inappropriate behaviour. The appeal was dismissed and the Council has been awarded £2025 towards our costs.

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