



*West Lincolnshire Community Safety Partnership*  
**Lincoln City Purple Flag Submission**  
**January 2012**



# Lincoln City Purple Flag Submission

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# Introduction

## Area Snapshot

Although Lincoln is steeped in Roman and Medieval history, today it is a modern, vibrant city with an increasingly diverse population with differing demands and aspirations. The city centre area spans approximately 0.41 square miles in both uphill and downhill Lincoln, including areas alongside the River Witham and parts of the Brayford Wharf. It takes into account both small independent businesses and large national and multi-national companies.

## Our Partnership

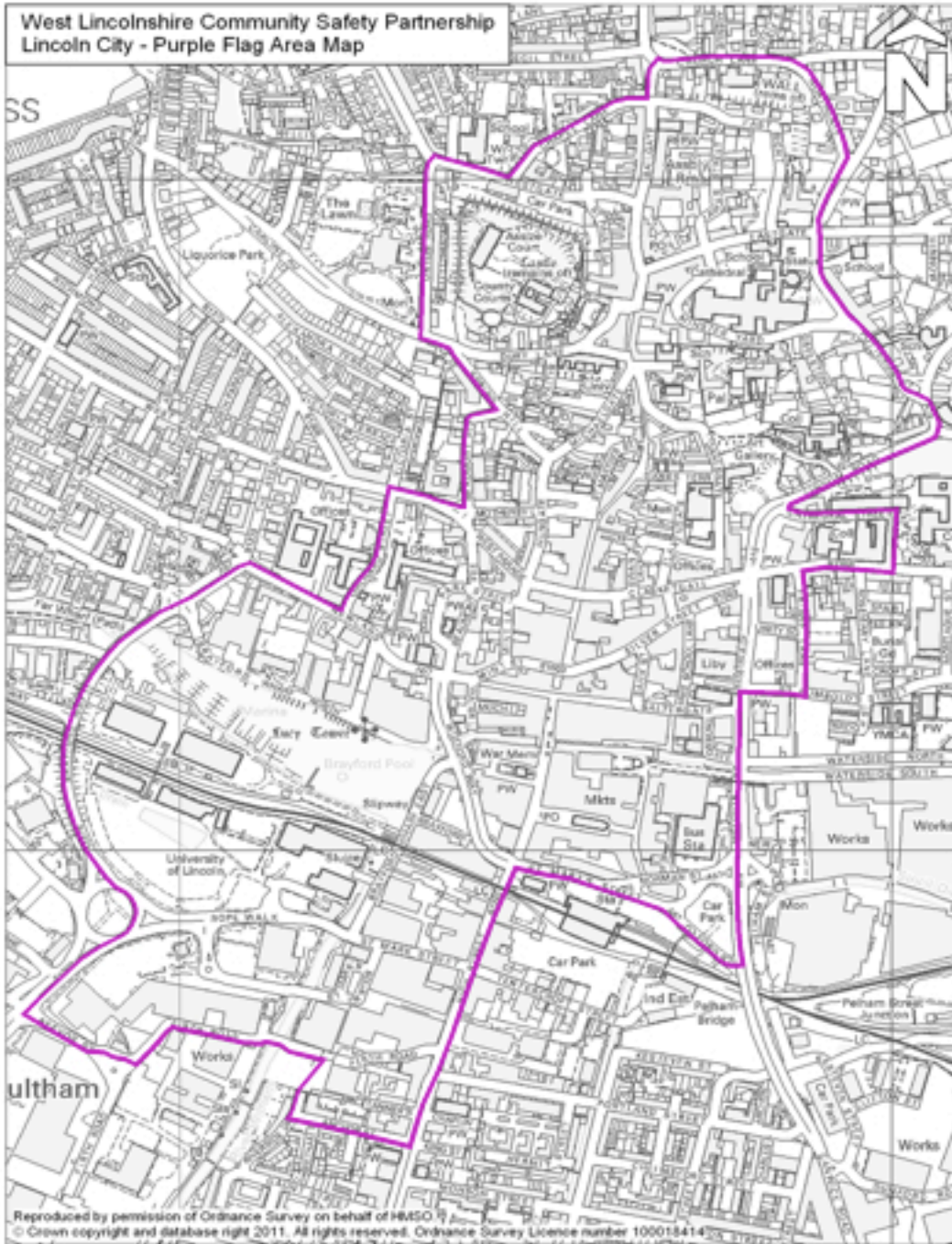
The West Lincolnshire Community Safety Partnership is the partnership with the statutory responsibility for the reduction of crime, disorder and anti social behaviour within the City of Lincoln.

The Purple Flag working group was established as a partnership sub group bringing together partners and local stakeholders to develop the purple flag application. Members of the Purple Flag working group are as follows:

- City of Lincoln Council
- Lincolnshire Police
- Lincoln Business Improvement Group
- Lincoln Street Pastors
- University of Lincoln
- Lincolnshire County Council
- Lincoln Uphill Pubwatch
- Lincoln City Centre Pubwatch



# Purple Flag Area Map



Scale: 1:7200 at A4





## Core Agenda: Wellbeing Welcoming, Clean & Safe

### How is the Purple Flag minimum requirement met?

Lincoln's evening economy has been at the forefront of investment in terms of time and resources in ensuring the safety and wellbeing of those accessing the city centre.

Partnership activity has been co-ordinated through the community safety partnership and a number of initiatives have contributed to significant reductions in violent crime and alcohol related crime in the city over the past few years, including Operation Hornet, Evening Safety Wardens, Street Pastors and the Pubwatch schemes.

Since April 2007, violent crime has reduced by 18% in the city with year on year reductions. Incidents of violence against the person have also reduced by 21% with alcohol related crime reducing by 5% and alcohol related violent crime by 6%.

### Current standard of the area



#### *Operation Hornet*

Operation Hornet is the city centre policing operation delivered on a Friday and Saturday nights and other designated evenings throughout the year. The operation runs from 8pm until around 4am with four phases including briefing, meet greet and engage, robust response and evening conclusion. The operation works closely with the Evening Warden's, Street Pastors, CCTV and evening economy trade through the radio link scheme. Since introducing the operation in 2004, violent crime has reduced significantly within the city.



### *Evening Safety Wardens*

The evening safety wardens are run by Lincoln Big and they patrol the city centre on a Friday and Saturday nights working alongside the Police and Street Pastors.

The wardens patrol in pairs and are equipped with high visibility uniforms and specialist equipment, including first aid with radios to communicate with CCTV, Police and Premises within the city centre. They are directed to provide highly visible uniformed reassurance; acting as a deterrent and breaking up anti-social behavior before it escalates into crime.

The wardens also try to identify disorder and deal with minor issues. Where incidents become more serious or where offences are committed, they will call police to attend so offenders can be arrested and dealt with.

The wardens concentrate on patrolling specific areas, including secondary hotspots and routes out of the city centre. This provides reassurance to those walking home.



### *Lincoln Street Pastors*

Street Pastors is an inter-denominational church initiative to urban problems, engaging with people on the streets to listen and to help. In Lincoln over 20 churches are involved in Street Pastors. Teams of Pastors go out into the city centre every Friday and Saturday night, from 10.30pm until 4.00am the next morning.

Lincoln Street Pastors started in October 2007 and are now very much regarded as an integral part of the Evening Economy.

A Street Pastor's role is to listen, to care and to help those who are vulnerable when out on the streets on a Friday and Saturday night.

- 448 volunteer hours given by the Street Pastors during 2010.
- 2,403 bottles collected during 2010.
- 518 pairs of flip-flops distributed during 2010.
- 120 space blankets distributed during 2010.
- 353 bottles of water distributed during 2010.
- Over 2,830 revellers supported during 2010.



### *Pubwatch Schemes*

Lincoln City operates Pubwatch schemes in the city centre and uphill areas of the city.

Pubwatch is a proactive scheme between licensees working in partnership with the Police and the Local Authority to help combat crime, disorder, public nuisance and anti-social behaviour.

The key aims are to promote a safe, secure drinking environment in all licensed premises and to help reduce alcohol related crime.

Pubwatch also aims to improve the relationship between the licensed trade and the Police by better identifying problems relating to violence, criminal activity, anti-social behaviour or disorder in and around licensed premises and increasing communication between licensees and the Police.

Pubwatch aims to reduce offences in and around licensed premises by the use of Exclusion Orders or by banning offenders or customers who have not behaved in an acceptable manner.



### *Radio Link Scheme*

A radio link scheme is run in the city by Lincoln BIG. The radio scheme connects the licensed premises with Police, CCTV, Evening Wardens and Street Pastors. The scheme has proved integral to the management of the Evening Economy and enables the staff to effectively respond to early signs of disorder and deal effectively with any emerging issues.

### *CCTV*

The City of Lincoln Council CCTV Service provides a 24/7 staffed Control Room which receives images from 140 Council and third party owned cameras, and audio signals from 200 radios located around the city. Control room staff communicate directly with Lincolnshire Police to report incidents as they are occurring so that the Police response is directed to incidents and to suspects who have left the scene. CCTV can also be used to search for suspects, and to ensure that incidents are recorded in accordance with Police wishes.

In addition to involvement in monitoring anti-social behaviour and criminal activity, CCTV helps in other ways which are not necessarily crime-related, but are matters of public and environmental health and safety: for example helping to find missing persons and calling emergency services to accidents and incidents.

### *Public Toilets*

There are nine public toilet facilities in the city centre area, and a further four outdoor urinals on the edges of the city centre. Three of our city centre toilets have been awarded the maximum 5 stars in the Loo of the Year awards: Tentercroft Street, Lucy Tower Street and Castle Square. In the most recent awards our attendants were also named as National Cleansing Team of the Year.

The Council has adopted a vision for the city centre which includes the creation of a new facility which would be fully accessible and available 'out of hours'. This plan is dependent on finding the right location and the necessary funding, or working with partners to provide a facility.

### *Street Cleansing Services*

The Street Cleansing Service is operated by the City of Lincoln Council. The operations are delivered every day (apart from Christmas Day) and are based around two main zones. These zones are identified as high intensity use and medium intensity use.

Cleaning takes the forms of mechanical sweeping, blowing (in order to move debris from behind and beneath furniture, or from between cobble stones for example), litter picking and litter bin emptying. Once the daily cleanse has taken place, staff remain in the area to pick litter and empty litter and dog bins until around 6pm.

In the most recent Clean Britain Awards, Lincoln was again awarded the maximum 5 stars for cleansing (city wide, not just city centre) and also the bronze award in the City category.

In the most recent Citizens' Panel survey, 78.9% of respondents were very satisfied or fairly satisfied with the cleanliness of the Council's public land and highways (city wide).

### *Cumulative Impact Area*

A Cumulative Impact Area (CIA) was created in 2005 by the Licensing Authority following a representation made by the Police and full consultation process. The CIA is an identified area where there is the potential for crime and disorder or public nuisance to impact on a town or city centre with a large concentration of licensed premises.

The policy is such that there will be a presumption that applications for licensees will normally be refused, if the applicant cannot demonstrate that there will not be an adverse impact on the people living in the CIA.

### *Meet & Greet Licensing Visits*

Meet and Greet Licensing Visits have been established as joint visits between the Police and Licensing Authority to assist new licence holders and DPSs in running pubs and licensed premises in accordance with their licences and to integrate them within the larger licensed community. It is intended to introduce them to the facilities within the city such as the CCTV and radio link, the Evening Wardens, Street Pastors, Pubwatch and the licensing officers from both the Police and the Licensing Authority. To date the Licensing Authority has met with several high profile applicants/DPSs.

### *Evening Economy Manager*

Lincoln BIG employs an Evening Economy Manager for the city whose role it is to co-ordinate the management of the Evening Economy. The co-ordinator brings together partners with an interest in the Evening Economy and co-ordinates a range of activities to ensure a safe, vibrant and accessible city at night. Key initiatives managed by the Evening Economy Manager include the Evening Safety Wardens



and Pubwatch schemes.



## Key achievements in last three years

### *Evening Economy Codes of Practice*

Evening Economy Codes of Practice were developed by the Community Safety Partnership in 2009 and are designed to encourage best practice across all sectors involved in the running of the Night Time Economy.

The Codes of Practice lay down common sense principles for each sector of the Night Time Economy with the aim of:

- encouraging all those involved in the Night Time Economy to engage in a more constructive manner in order to achieve a more co-ordinated approach
- reducing risks for all involved in the Night Time Economy, by equipping them to deal with problem situations in a more effective manner
- reducing opportunities for crime, disorder and violence, ensuring visitors to Lincoln and Gainsborough enjoy a trouble-free and safe evening
- protecting vulnerable members of the community, and helping to prevent them from becoming victims of crime
- reducing the fear factor surrounding the Night Time Economy by raising the standards of day to day practices across all sectors of the Night Time Economy
- reducing the fear factor of the Night Time Economy by reassuring the public of the measures put in place to prevent, deter and deal with problem individuals and to protect the public
- supporting the licensing objectives as defined under the Licensing Act 2003: prevention of crime and disorder, public safety, prevention of public nuisance and the protection of children from harm

The Codes of Practice have been adopted by the two Pubwatch schemes within the city and all partner agencies involved in the Evening Economy.

### *Codes of Practice Accreditation*

The Community Safety Partnership is keen to develop the Codes of Practice further and implement an accreditation scheme to recognise those that adhere to the Codes of Practice and have embedded them into everyday businesses. The partnership is looking to develop an accreditation using the Best Bar None principles to accredit the bars, pubs and late night venues within the Codes of Practice. The restaurants and take-aways are already accredited through the City Council star scheme.

### *Freshers Week Engagement*

During Freshers' Week, a multi-agency team is developed to engage with and provide new students with advice and information around safety and alcohol awareness. The team is made up of colleagues from the City Council, Police, Addaction, Lincoln BIG, Evening Wardens and the Street Pastors who provide the majority of the advice and information during Freshers' Week. The team also provides messages around anti-social behaviour, noise nuisance and how to integrate into the local community.

A survey of Evening Economy revellers during 2009 indicated that an increase of 18% of revellers stated that they used safer drinking techniques following advice given during Freshers' Week.

## Future commitment

### *Designated Public Place Order (DPPO)*

The City of Lincoln Council has recently undergone consultation with partner agencies and interested parties around the implementation of a Designated Public Place Order for the city centre. The DPPO has subsequently been approved by the City Council and will be put into place during 2012 covering the Purple Flag area.

### *A&E Data Collection*

NHS Lincolnshire and the County Council have commenced the implementation of a model similar to the Cardiff Model, of data capture and sharing with Lincoln County Hospital A&E Department including information on alcohol related admissions. The model introduces the IPM patient administration system to collect data on the assault and alcohol data fields. This will enable greater data sharing between A & E, Police, Primary Care Trust and the Community Safety Partnership.



## **Core Agenda: Movement**

### **A secure pattern of arrival, circulation and departure.**

#### How is the Purple Flag minimum requirement met?

Lincoln City benefits from extensive transport provision during the evening including the bus station, train station and secure car parking provision. A comprehensive 24 hour taxi service is also delivered across the city by four main operators, with two of the operators employing evening taxi marshals.

#### Current standard of the area

##### *Car Parking*

The City of Lincoln Council operates 20 Pay & Display car parks throughout the city, offering 2,500 car parking spaces. Parking is available within the historic uphill district of the city, known as the Cathedral Quarter, offering easy access to both Cathedral and Castle; and in the city centre for motorists visiting the shopping centres, market area, Brayford Waterfront and Lincoln Marina.

The City of Lincoln car parks are operated as Pay & Display, with CCTV coverage at some sites and are patrolled by City Council car parks patrol personnel. The City Council also operates a mobile security patrol that patrols City Council car parks with an evening car park charge.

Park Mark is an award given by the Police to twenty of the Council's car parks, which have achieved the standards under the Safer Parking Scheme. This scheme is designed to reduce crime and the fear of crime in car parks. Lincoln car parks now also operate a Pay by Cell Phone scheme. The Council was also awarded the Off-Street Team of the Year British Parking Award in 2010.

### *Taxis*

There are four main operators that work 24-hours, two of which are located within the main area of the city centre (and have marshalls working or a tannoy system depending on demand) where the pubs/clubs/take-aways are located and the other two operate from the edge of the city centre with an office and waiting rooms. On a busy night, there would be up to 200 cars available for hire plus a few black cabs. The black cabs are the only ones that can rank up and they are located in front of the Railway Station, in St Mary's Street and a small one beside Ritzy/Pulse/JJs on Silver Street.

### *Lincoln City Bus Station*

The Bus Station is situated in the city centre just off Broadgate, very close to the Railway Station. There are 17 stands at the Bus Station. Stagecoach is the main operator, both across the city and throughout the county. The buses operate during the early evening.

### *Central Railway Station*

The Railway Station is located within the city centre on St Mary's Street and is well used by visitors travelling to the city in the evening. The station is located close to the Bus Station and the black cab rank. Services operate until 22:40 at night. Cycle storage is also available at the station.

### *City Centre Information Points*

City Maps are sold from a number of dispensers and information points across the city. The maps provide hand-drawn 3D illustrations of the city's streets and tourist attractions. The maps are designed to be useful not only for visitors but also to shoppers, residents and local businesses.

## **Key achievements in last three years**

### *Cycling City*

Alternative transport has developed significantly within the city over the last few years and the city now incorporates cycle lanes within the major routes including down High Street and Tritton Road. Lincoln BIG is also keen to ensure the security of cycles within the city and has cycle lockers at Lucy Tower Car Park and under Pelham Bridge.

### *Footfall Counters*

Footfall counters were introduced to the city by Lincoln BIG in 2005 and have since developed significantly with six cameras covering the Purple Flag area. The cameras are located in the Cornhill, Brayford Waterfront, Cathedral Quarter, High Street, St Mark's and the Upper High Street.



## Future Commitment

### *City Centre Masterplan - Movement Strategy*

The Movement Strategy of the City Centre Masterplan was implemented in 2007 and aimed to provide better connections between neighbourhoods; increase the east-west permeability across the city centre to the north and south of the Railway Station; and improve the legibility of the links between the Railway Station and the Cathedral. The creation of a new public transport terminus combined with major public realm improvements has significantly uplifted the face of the city.

### *Signage and Visitor Management Strategy*

The Signage and Visitor Management Strategy was developed with the aim of improving the visitor movement around the city and enjoyment of the city, using simple co-ordinated signage and interpretation that reflects the corporate identity and character of the different city areas. The strategy is not purely based on signs, it is also concerned with understanding the city, in terms of landmarks, art, streetscape, views, etc which make it more readily navigable.



## **Core Agenda: Appeal**

### **A vibrant choice and a rich mix of entertainment and activity**

#### How is the Purple Flag minimum requirement met?

The city has a vibrant choice of entertainment attractions that cater for a wide range of ages, lifestyles and interests reflecting the diverse make up of the city. There is a rich mix of entertainment on offer ranging from the Castle and Cathedral within the Cathedral Quarter to the state of the art multiplex cinema and Engine Shed live music facility. There is an extensive range of restaurants and eateries and a wide range of brand name bars and clubs.

#### Current standard of the area

##### *Restaurants & Dining*

Lincoln offers a wide variety of restaurants and dining options from award- winning, intimate local eateries to national chain restaurants. These include French, Italian, Indian, Chinese, Thai, Brazilian, Mexican, fast food, fine dining, eat-in or take-away. The Brayford Waterfront area includes the city's only floating restaurant in the 'Barge on the Brayford' and the historic Bailgate area provides a perfect setting for fine dining restaurants.

##### *Lincoln Drill Hall*

The Lincoln Drill Hall opened in March 2004 and is a new multi-purpose arts & community venue for the city. The Drill Hall provides a full programme of music, theatre, dance, comedy, literature events, dramas and workshops.

##### *The Engine Shed*

The Engine Shed, opened in 2006, is the largest live music and entertainment facility within the city. The Engine Shed has played host to some of the biggest artists and comedians over recent years.

### *Theatre Royal*

The Theatre Royal is Lincoln's oldest theatre. This intimate 481 seater venue plays host to a wide spectrum of performing arts including ballet, opera, drama, comedy, tribute bands, pantomime and more. The theatre is located on Clasketgate within the city centre and is open until 10pm in the evening.

### *The Collection*

Visitors to historic Lincoln can enjoy a fabulous, free-to-enter, museum, embracing the region's premier art gallery, the Usher. The buildings sit side by side in the centre of the city close to Steep Hill and enjoy spectacular views of Lincoln Cathedral.

### *University of Lincoln & Lincoln College*

Both the University of Lincoln and Lincoln College Campus fall within the Purple Flag boundary. Both institutions offer evening classes which attract a diverse group of people into the city centre.

### *Lincoln Christmas Market*

Lincoln brought the first traditional German Christmas market to the UK as part of its friendship and twinning with the town of Neustadt. The market grows annually, constantly adding new attractions to excite the senses of visitors from near and far. From its beginnings in 1982 with just 11 stalls in Castle Square, the market now takes over most of the Cultural Quarter of the city, with well over 250 stalls.

For some, the Christmas Market is the most important event in the city's calendar as it brings over 160,000 visitors to Lincoln. These visitors often return at other times in the year when they realise what Lincoln has to offer.

### *Accommodation*

The City of Lincoln provides a wide range of accommodation for visitors including a number of guest houses and hotels within the Bailgate and City Centre including the new Double Tree Hilton Hotel on the Brayford.

### *Best Bar None Awards*

The Best Bar None Awards Scheme was introduced to the city in 2008 and is aimed at promoting responsible management and operation of alcohol licensed premises with the ultimate intention of offering and maintaining a safer, more welcoming, attractive and lively social experience.

Best Bar None rewards licensees who: provide good management; provide a safe and enjoyable environment for customers; discourage binge drinking and prevent alcohol related crime. It encourages licensees to act responsibly and take pride in their premises and surroundings and, in doing so, put something back into the city and their local community.

### *Events*

Lincoln BIG offers a wide-ranging programme of city centre events and activities with the purpose of raising the awareness of Lincoln as a major regional centre for retail and tourism. These events include farmers' markets, craft fairs, continental breakfasts, street events, road shows and exhibitions. Over 100 events are held every year to bring vitality, vibrancy, colour and excitement to the city centre.



## Key achievements in last three years

### *Food Business Star Awards*

The City of Lincoln Council has developed a five star award scheme for food businesses within the city. All businesses receive a rating between zero and five stars, following inspections carried out by the Food, Health and Safety Team. The scheme enables the public to make informed decisions about where they choose to eat, as well as encouraging poorly performing businesses to make improvements.

### *Lincolnshire - Britain's Favourite Food Spot*

Lincolnshire has recently won the title of Britain's Favourite Food Spot.

The poll was held by Love British Food, and people could select their favourite food spots around the UK by county.

Lincolnshire won the poll with 39.6% of the vote, with Cornwall following closely in second place (35.4%) and Hampshire in third with 6.8%. A total of 22,677 votes were cast

## Future commitment

### *Early Evening Shopping*

Lincoln launched Thursday late night shopping during July 2011. The city has joined seven other UK destinations in sending out a message that they are 'alive after 5'. Over 100 stores, both national and independent, including all the retailers in St Mark's Shopping Centre have recognised the changing trends, by staying open until 8pm on Thursdays. Parking and late night transport deals have also been negotiated to support the scheme and free parking is available at St Mark's Shopping Centre. Lincoln BIG is seeking to develop longer term arrangements with retailers for early evening shopping within the city centre.





## **Core Agenda: Place**

### **A stimulating destination and a vital place.**

#### How is the Purple Flag minimum requirement met?

Lincoln is blessed with a variety of stimulating destinations from the historic Cathedral Quarter and Bailgate area to the Cultural Quarter, city centre area and the Brayford Waterfront. Each area provides varied and diverse attractions for visitors and residents to enjoy within both the day time and evening economy. The historic Cultural Quarter also includes the Castle, Cathedral and award winning Steep Hill.

#### Current standard of the area

##### *Cathedral Quarter*

Lincoln Cathedral Quarter contains one of the greatest concentrations of independent retailers in the East Midlands and is home to an abundance of specialist retail, art, craft and gift shops and a range of elegant restaurants and bars. All these are clustered within a truly magical setting: some enjoy the benefits of the magnificent backdrop of Lincoln Castle or Lincoln Cathedral, others are a stone's throw away from Roman remains, and many are fronted by ancient cobbled street.

### *Steep Hill*

Steep Hill has been named the best street in Britain by the Academy of Urbanism. The accolade was bestowed upon Lincoln's most famous two thousand year-old street at an awards ceremony in 2011, seeing off competition from Cockburn Street, Edinburgh and Byres Road, Glasgow.

Steep Hill forms part of the Roman route from the River Witham to Bailgate and is home to two Norman houses – the Jew's House and Norman House.

### *Lincoln Castle*

Originally built by William the Conqueror, Lincoln Castle is one of the finest remaining Norman Castles in the country. It houses one of only four remaining original copies of Magna Carta and has been used as a castle, a prison and a court for over 900 years. The still operational Crown Court, along with the only Victorian prison chapel of its kind, provide a haunting reminder of its past. During the summer months, the Castle holds numerous events including medieval jousting, historical re-enactments, children's fun days, open-air theatre and concerts.

### *Lincoln Cathedral*

As you approach the City of Lincoln, from any direction, you are drawn to the magnificent silhouette of the Cathedral stretching to the sky. As one of the finest Gothic buildings in Europe, Lincoln Cathedral towers above the city as a prominent landmark visible up to 25 miles away. With its awe-inspiring Romanesque West Front the Cathedral has been a place of worship for almost 1,000 years and it provides an area of peace and contemplation for all. The Cathedral has a rich and varied history, with two very different love stories commemorated there and visitors are encouraged to try and spy the famous Lincoln Imp while visiting.

### *Cultural Quarter*

Lincoln's Cultural Quarter is located near the Cathedral Quarter and the city centre and is an area of multi-million pound investment over recent years with the construction of The Collection, and the new creative industries workspace building, The Terrace. The Cultural Quarter has also undergone a Public Realm Improvement Scheme which has improved the pedestrian links around the area and provides a vibrant feel to the streets, reflecting the cultural activity carried on there and encourages better interaction to the commercial centre of Lincoln. The area has a contemporary design that complements the historic setting.

### *Brayford Waterfront*

The Lincoln Townscape Heritage Initiative was a "by-invitation" grant programme for work on historic buildings and the public realm. The programme worked with other initiatives to regenerate the Heritage Area and its aim was to help create a vibrant, economically sustainable and attractive mixed-use Cultural Quarter in Lincoln. The programme secured the repair and enhancement of key historic buildings and a high quality, pedestrian friendly public realm. The programme physically covered Lincoln's emerging Cultural Quarter and complemented other developments e.g. The Collection, The Creative Industries Managed Workspace –The Terrace- and a comprehensive public realm programme. Its development has also been in line with the City Centre Masterplan.

## Key achievements in last three years

### *Lincoln Townscape Heritage Initiative*

The Lincoln Townscape Heritage Initiative was a "by-invitation" grant programme for work on historic buildings and the public realm. The programme worked with other initiatives to regenerate the Heritage Area and its aim was to help create a vibrant, economically sustainable and attractive mixed-use Cultural Quarter in Lincoln. The programme secured the repair and enhancement of key historic buildings and a high quality, pedestrian friendly public realm. The programme physically covered Lincoln's emerging Cultural Quarter and complemented other developments e.g. The Collection, The Creative Industries Managed Workspace –The Terrace- and a comprehensive public realm programme. Its development has also been in line with the City Centre Masterplan.

### *Lincoln Gateway Project - Tackling vacant shops in Lincoln*

The Gateway Project was formulated in April 2010 as a measure to counter the number of vacant retail premises in Lincoln City Centre. Funding was secured via a £53k Government Grant together with matched funding from the European Regional Development Fund. The priorities of the project board were to support the needs of those businesses which continued to trade and attract new businesses to vacant units. Since the project began, all of the businesses which were trading when the project commenced continue to trade and an additional seven businesses have started-up in premises which were formally vacant.

## Future commitment

### *City Centre Masterplan*

The City Centre Masterplan was commissioned by the City of Lincoln Council and its partners (Lincolnshire County Council, Lincolnshire Enterprise and Emda) in 2005 to provide a vision to guide development of the city over the next 30 years.

The plan lays out the principles which should be applied to any proposed future development and regeneration of Lincoln City Centre; and gives examples, but not blueprints, of how that development could be achieved.

### *Vision of the Masterplan*

- A strong and vibrant City Centre
- A well connected City Centre
- A well managed City Centre
- A mixed use City Centre

### *Principles of the Masterplan*

- Movement Strategy and Street Hierarchy – “Restitching” the City Centre to its wider context
- The City Centre Built Structure – Urban Blocks consolidated
- The City Centre Uses – Achieving a good mixed use
- The City Centre Retail Strategy – A Strategic Merchandising Plan
- Cultural Strategy – Enhancing Lincoln’s Character Areas



## **Core Agenda: Policy Envelope**

### **A clear aim and a common purpose.**

#### How is the Purple Flag minimum requirement met?

The West Lincolnshire Community Safety Partnership is the statutory partnership that has the responsibility for crime, disorder and anti-social behaviour within Lincoln City. The partnership is structured in a way that provides clarity, structure and accountability through its Strategic Group, Performance Group and Thematic delivery groups. The partnership combines expertise of both statutory and non-statutory partners in addressing issues within the community.

#### Current standard of the area

##### *West Lincs CSP - Partnership Plan*

The Partnership Plan of the Community Safety Partnership sets out the partnerships priorities in tackling crime, disorder and anti social behaviour within Lincoln City. The plan is delivered following a compressive assessment of community safety within the City. The partnerships priorities for 2011-12 are as follows:

- Anti Social Behaviour
- Violent Crime
- Domestic Burglary
- Offender Management

The priorities and indicators within the plan are continually monitored through the partnerships performance management systems.

##### *Alcohol Communications Strategy*

The West Lincolnshire Community Safety Partnership has developed an Alcohol Communications Strategy to improve the way in which the partnership communicates how it addresses alcohol related<sup>20</sup> issues within Lincoln. This strategy was developed with the support of the Home Office.

### *Lincoln BIG Evening Economy Strategy*

The Lincoln BIG Evening Economy Strategy sets out the proposals for the improvement of peoples' experience of the evening economy in Lincoln City Centre over the next two years. The aims of the strategy are as follows:

- *To work in partnership in order to reduce alcohol related crime, alcohol abuse and promote Lincoln as a safer city centre*
- *To alter the public perception of the city centre environment during the evening. with a view to extending the number and age profile of visitors to the city centre at night*
- *To work in partnership with leisure businesses, pubs and nightclubs to provide a professional approach to the management of the evening economy*

The strategy is co-ordinated and set by the businesses within the city.

### *Our City Our Future*

Our City, Our future was launched in 2002 and is a partnership between the City of Lincoln Council and the Local Strategic Partnership. The partnership is working towards a shared vision for the future of Lincoln, through the Sustainable Community Strategy, Local Development Framework, and the strategies of the partner organisations.

## Key achievements in last three years

The West Lincolnshire Community Safety Partnership has achieved key reductions in violent crime and alcohol related violent crime over the last three years as follows:

- ABH offences reduced by 28% from 2009-10 and by 49% from 2006-07.
- Common Assault offences reduced by 17% from 2009-10 and by 27% from 2006-07.
- Public Order (violent crime) reduced by 41% from 2009-10 and by 50% from 2006-07.
- Alcohol related violent crime offences reduced by 6% since 2007-08.

## Future commitment

### *Visit Lincoln Partnership*

The Visit Lincoln Partnership (VLP) is a private public sector collaboration established to deliver coordinated destination management and marketing for the city of Lincoln. A partnership within the Tourism and Hospitality Chamber, the VLP is a Lincolnshire Chamber of Commerce initiative and supported by Lincoln Business Improvement Group, Lincoln University and the City of Lincoln Council alongside a range of other key city centre stakeholders.

VLP was launched in July 2011 and aims to create a flourishing and sustainable visitor economy, maximising the contribution of the sector to economic prosperity, employment and quality of life in Lincoln. Through a coordinated marketing effort around themes of Tourism, Talent and Trade, we aim to put Lincoln firmly on the map, raising the profile of the destination as a place in which to live, work, visit and invest. Working with partners to ensure effective destination management of the city to maintain, enhance and develop product and the public realm that are pivotal to the visitor experience.

### *Designated Public Place Order (DPPO)*

The City of Lincoln Council has recently approved a Designated Public Place Order (DPPO) covering the purple flag area which will be put into place during 2012.



West Lincolnshire Community Safety Partnership

Purple Flag Working Group

### **Overnight Assessment – Saturday 17<sup>h</sup> September 2011**

Meet and Briefing: 5.00pm at Lincoln BIG Offices, St Swithin's Square, Lincoln.

#### **Schedule: Time Observations Area**

5 - 8pm	Late night shopping, patterns of arrival, early or pre-theatre dining, street events, entertainment, condition of the public realm. Train Station / Bus Station, Lower High Street area, Brayford.
8 - 11pm	Arrival of the late crowd, opening of late night venues, departure of diners and theatre-goers, behaviour on the streets, inebriation, CCTV coverage, policing and customer care. Brayford, High Street, City Centre, Up Hill.
11-2am	People leaving venues, crowd behaviour, their journey homewards, public transport, policing, surveillance, overnight cleansing. Up Hill, High Street, City Centre.
2-5am	Venues still open, movement between venues, takeaways, cleansing, transport, policing and customer care. High Street, City Centre, Lower High Street

Assessment Team: Ben Barley, Dave Jones, Marion Cooney, Joy Liddle, Fay Smith.

# Core Theme: Wellbeing

## Welcoming, Clean & Safe

### Safety, Care, Regulation, Services, Partnership & Perceptions

<p><b>Potential key issues</b></p> <p><i>Early Evening</i></p> <ul style="list-style-type: none"><li>- Cleanliness &amp; efficient clearance of trade waste</li><li>- Underage drinking and early evening inebriation</li><li>- Customer care / welcome for evening clientele</li></ul> <p><i>Late Evening</i></p> <ul style="list-style-type: none"><li>- Public lighting</li><li>- Queue management at venues</li><li>- CCTV, Policing, radio links &amp; customer care</li><li>- Cleaning and trade waste</li></ul> <p><i>Night / late night:</i></p> <ul style="list-style-type: none"><li>- Last hour/terminal hour management</li><li>- Visible policing</li><li>- Lighting, litter, cleansing, etc</li></ul>	<p><b><u>Early evening</u></b></p> <ul style="list-style-type: none"><li>- Streets clean and litter free. Bins emptied.</li><li>- Street drinkers at St Swithins Square, Bus Station and St Mary Le Wigford.</li><li>- Male night toilet open at Lucy Tower Car Park.</li><li>- Bus station toilets poor.</li><li>- City centre signage and maps well used.</li><li>- Debris and rubbish visible in the corner of Brayford pool.</li></ul> <p><b><u>Late evening</u></b></p> <ul style="list-style-type: none"><li>- Westgate toilets closed due to vandalism.</li><li>- The Lawn toilets poor.</li><li>- No light above information board at Castle Car park.</li><li>- Arrival of Police, Evening Wardens and Street Pastors.</li><li>- Additional lighting required on Prymark building on Water Lane.</li><li>- Additional lighting required at the Glory Hole.</li><li>- Queues well managed by Door staff.</li><li>- Radio link between CCTV, door staff, police, wardens and pastors.</li><li>- Attractive lighting around the Castle and Cathedral.</li></ul> <p><b><u>Night / late night</u></b></p> <ul style="list-style-type: none"><li>- Positive presence provided by Police, Evening Wardens and Street Pastors.</li><li>- Numerous flyers discarded within the city centre.</li><li>- Large groups of people congregating outside venues within the upper High Street area.</li><li>- Street urination witnessed within the city centre.</li><li>- Taxi Marshall's in operation at Handsome and Direct cabs.</li><li>- Trade waste (confidential shredding) left outside The Money Shop on Silver Street.</li><li>- Potential safety issues with people leaving Tokyo's. Possibility of additional railings.</li><li>- Street cleansing due to start around 6am.</li></ul>
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# Core Agenda: Movement

**A secure pattern of arrival, circulation and departure.**

**Public Transport, Car Parking, Pedestrian Routes, Crowd Management & Partnership**

<b>Potential key issues</b>	
<p><u>Early evening:</u></p> <ul style="list-style-type: none"> <li>• Convenient and secure car parking</li> <li>• Well-managed bus hub or station</li> <li>• Safe, signed pedestrian routes to city centre</li> </ul>	<p><u>Early evening</u></p> <ul style="list-style-type: none"> <li>• Bus station clean, well lit and secure. Well used. No sign to city centre.</li> <li>• Taxi's waiting at Train Station.</li> <li>• Train station well used with visitor information. No sign to city centre.</li> <li>• Steady flow of shoppers and people leaving work.</li> <li>• Visitor maps on the Brayford, town centre, and Bailgate.</li> <li>• Cars parked within pedestrian area on Brayford.</li> <li>• Brayford – pedestrian-vehicular conflict.</li> <li>• Secure car parking at Lucy Tower, Broadgate, Flaxengate, City Hall, St Marks, Westgate and The Castle.</li> <li>• Cycle lockers at Waterside South and Lucy Tower.</li> </ul>
<p><u>Late evening:</u></p> <ul style="list-style-type: none"> <li>• Convenient public transport hubs</li> <li>• Secure car parking</li> <li>• Clear pedestrian links &amp; visible signs</li> <li>• Management of congestion</li> </ul>	<p><u>Late evening</u></p> <ul style="list-style-type: none"> <li>• Broadgate car park well lit.</li> <li>• Hungate to Mint Lane – pedestrian-vehicular conflict.</li> <li>• Potential pedestrian-vehicular conflict outside Handsome Cabs – addressed by Taxi Marshall.</li> <li>• Taxi Marshall's in operation at Handsome and Direct cabs.</li> <li>• Pedestrian areas of Braford and the Bailgate.</li> </ul>
<p><u>Night / late night:</u></p> <ul style="list-style-type: none"> <li>• Behaviour &amp; congestion outside venues</li> <li>• Taxi management and marshalling</li> <li>• Late night buses</li> <li>• Pedestrian-vehicular conflict on street</li> </ul>	<p><u>Night / late night</u></p> <ul style="list-style-type: none"> <li>• Taxi Marshall's in operation at Handsome and Direct cabs.</li> <li>• Police and Wardens manage congestion outside venues.</li> <li>• Pedestrian-vehicular conflict on Silver Street.</li> </ul>



# Core Agenda: Appeal

**A vibrant choice and a rich mix of entertainment and activity.**

**Food and dining, Pubs and bars, Late night venues, Early evening shopping, Public buildings, Arts & culture**

<p><b>Potential key issues</b></p> <p><u>Early evening:</u></p> <ul style="list-style-type: none"> <li>• Later opening shops</li> <li>• After work socialising &amp; early dining</li> <li>• Active public buildings</li> </ul> <p><u>Late evening:</u></p> <ul style="list-style-type: none"> <li>• Mix of ages and family types in venues and on the streets</li> <li>• Choice of entertainment, including non-alcohol based</li> </ul> <p><u>Night / late night:</u></p> <ul style="list-style-type: none"> <li>• Late dining</li> <li>• Music and entertainment</li> <li>• Takeaways</li> </ul>	<p><b><u>Early evening</u></b></p> <ul style="list-style-type: none"> <li>• Brayford very busy with a good mix of families and ages.</li> <li>• Restaurants busy on Brayford, City centre and Bailgate.</li> <li>• Late night shopping sporadic. (Thursdays – late night shopping).</li> <li>• Various hotels and guest houses within the city.</li> </ul> <p><b><u>Late evening</u></b></p> <ul style="list-style-type: none"> <li>• Castle lights on and signage promoting castle events.</li> <li>• Activity around the Cathedral.</li> <li>• Mix of restaurants within Bailgate, City Centre, Brayford and St Marks.</li> <li>• Cinema, Drill Hall, Theatre Royal.</li> <li>• Mix of pubs and late night venues.</li> <li>• Brayford and Bailgate busy and vibrant.</li> <li>• Public buildings attractive but not all used (i.e. The Collection/Usher Gallery).</li> </ul> <p><b><u>Night / late night</u></b></p> <ul style="list-style-type: none"> <li>• Late evening cafés.</li> <li>• Mix of late drinking venues and entertainment.</li> <li>• Predominantly younger age range using city centre.</li> <li>• Fast food and take-aways throughout the city.</li> </ul>
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# Core Agenda: Place

**A stimulating destination and a vital place.**

**Location, Diversity, Clarity, Animation, Good design & Identity**

<p>Potential key issues</p> <p><u>Early evening:</u></p> <ul style="list-style-type: none"> <li>• Active public spaces</li> <li>• Empty, bleak shopping streets</li> </ul> <p><u>Late evening:</u></p> <ul style="list-style-type: none"> <li>• Attractive outdoor spaces</li> <li>• Active edges to key streets and spaces</li> <li>• Use of light, floodlighting and colour</li> </ul> <p><u>Night / late night:</u></p> <ul style="list-style-type: none"> <li>• Outdoor smoking areas</li> <li>• Pavement/cafe culture</li> </ul>	<p><u>Early evening</u></p> <ul style="list-style-type: none"> <li>- Attractive University buildings, Engine Shed, and Great Library House on Brayford Wharf East.</li> <li>- Young people playing within the Cornhill area.</li> <li>- Pavement cafés on the Brayford.</li> <li>- Attractive floral displays.</li> <li>- Plenty of outdoor public spaces but under-used.</li> <li>- Relaxed feel within the city.</li> </ul> <p><u>Late evening</u></p> <ul style="list-style-type: none"> <li>- Creative hoardings promoting the city at the bottom of the Strait.</li> <li>- Activity around the Cathedral.</li> <li>- Use of light at Engine Shed, New Life building, Ritz and St Marks.</li> <li>- Brayfod sculpture – turbine blades.</li> <li>- Brayford clock.</li> <li>- Attractive beer gardens within the Bailgate.</li> <li>- Unique and distinctive feel within the Bailgate area.</li> <li>- Lighting out on ‘wording’ on the bridge at Brayford Wharf East over the Brayford pool.</li> </ul> <p><u>Night / late night</u></p> <ul style="list-style-type: none"> <li>- Outdoor smoking areas well managed by door staff.</li> <li>- Pavement cafés not open during late night.</li> </ul>
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## Purple Flag Self Assessment Chart

<p><b>Guidance to entrants:</b></p> <ul style="list-style-type: none"> <li>• This chart should contain your partnership's <i>conclusions</i> on the standards reached by your area</li> <li>• The boxes in the <i>Conclusions</i> column provide space for a main claim or conclusion, plus brief supporting text or bullets</li> <li>• Your conclusions should be based principally on your first-hand experience of the area in the evening and at night, gained from the Overnight Self-Assessment</li> <li>• The conclusions should be agreed and endorsed by your Purple Flag Working Group</li> <li>• The chart will be used by Assessors in comparing your standards with their own assessment and by the Accreditation Panel in coming to a final decision</li> <li>• Please note, areas will not normally be considered for a Purple Flag if any of the Themes or Threshold Standards are below Standard Met and if the standard of any of the 30 Attributes falls within the shaded areas in the chart.</li> </ul>	<p><b>Location: Lincoln City</b></p> <p><b>Date of Overnight Self-Assessment:</b></p> <p>Initial assessment – 25<sup>th</sup> June 2011          Formal assessment – 17<sup>th</sup> September 2011</p> <p><b>Night of the Week Chosen</b> (This should normally be one of the busiest nights):</p> <p style="text-align: center;">Saturday</p>		
<p><b>Members of Purple Flag Working Group:</b></p> <p>Ben Barley – West Lincs CSP          Sam Barstow – City of Lincoln Council (ASB Team)          Simon Colburn - City of Lincoln Council (ASB Team)          Kev Barron - City of Lincoln Council (Licensing)          Nigel Denham – City of Lincoln Council (CCTV)          Cllr Fay Smith – City of Lincoln Council          Mark Garthwaite – Lincolnshire Police          Matt Corrigan – Lincoln Big          Marion Cooney – Lincoln Big (Eve Economy Manager)          Joy Liddle – Lincoln Street Pastors          Jeanne Gibson – Lincs County Council (Highways)          Michael Kheng – Lincoln Uphill Pubwatch          Paul Oloo – Lincoln City Centre Pubwatch          David Jones – West Lincs CS</p>	<p><b>Members of Overnight Assessment Team:</b></p> <p>25<sup>th</sup> June:          Ben Barley          Sam Barstow          Kev Barron          Simon Colburn          Joy Liddle          Matt Corrigan          Marion Cooney          Tom Charlesworth</p> <p>17<sup>th</sup> September:          Ben Barley          Marion Cooney          Joy Liddle          Fay Smith          David Jones</p>	<p><b>Times Covered</b> (Please tick)</p> <p>√ Early evening: 5-8pm</p> <p>√ Late evening: 8-11pm</p> <p>√ Night: 11pm-2am</p> <p>√ Late night: 2-5am</p>	

## Over Night Assessment

**Key:** Please use the colour key to determine the standards.

	<p style="text-align: center;"><b>Core Agenda WELLBEING</b> (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 style="text-align: center;"><b>Your Conclusions</b></p>	Significantly Below Standard	Below Standard	Standard Met	Above Standard	Excellent / Outstanding
1	<p><b>Safety.</b> Visible, effective policing and active surveillance</p>	<ul style="list-style-type: none"> <li>■ Operation Hornet Policing Patrols</li> <li>■ Evening Wardens</li> <li>■ Street Pastors</li> <li>■ Door Supervisors</li> <li>■ Taxi Marshall's</li> <li>■ Radio Scheme</li> <li>■ CCTV</li> </ul>					
2	<p><b>Care.</b> Responsible guardianship, customer care and concern for community health</p>	<ul style="list-style-type: none"> <li>■ Evening Wardens (First Aid Trained)</li> <li>■ Street Pastors (First Aid Trained)</li> <li>■ Door Staff</li> <li>■ Ambulance located within Brayford area</li> <li>■ Evening Economy Codes of Practice</li> </ul>					
3	<p><b>Regulation.</b> Positive and proactive licensing and regulation</p>	<ul style="list-style-type: none"> <li>■ Compliance with licensing conditions</li> <li>■ Visible Best Bar None plaques at venues</li> <li>■ Visible Pubwatch plaques and stickers at venues</li> <li>■ Evening Economy Codes of Practice</li> <li>■ Multi agency visits (pro-active licensing activity)</li> </ul>					
4	<p><b>Services.</b> Appropriate levels of public utilities</p>	<ul style="list-style-type: none"> <li>■ Sufficient public toilets at Lucy Tower and Castle Square</li> <li>■ Poor public toilets at other locations within the city</li> <li>■ Sufficient lighting within the city</li> <li>■ Sufficient litter bins</li> <li>■ Excellent street cleansing service</li> </ul>					
5	<p><b>Partnership.</b> The active involvement of business in driving up standards</p>	<ul style="list-style-type: none"> <li>■ Business Improvement District area (Lincoln Big)</li> <li>■ Evening Economy Manager</li> <li>■ Business led Pubwatch schemes</li> <li>■ Radio Scheme</li> <li>■ City Centre strategy set by the businesses</li> </ul>					
6	<p><b>Perceptions.</b> A valid and positive presentation of the area to customers</p>	<ul style="list-style-type: none"> <li>■ Restoration of the Cultural Quarter, Danesgate and High Street</li> <li>■ Positive ambience and perception amongst customers</li> <li>■ Partnership communications strategy in place</li> </ul>					

	<p style="text-align: center;"><b>Core Agenda MOVEMENT</b></p> <p style="text-align: center;">(A Secure Pattern of Arrival, Circulation and Departure)</p> <p style="text-align: center;"><b>Threshold standard:</b> Some form of appropriate late- night public transport provision (See KPIs).</p>	<p style="text-align: center;"><b>Your Conclusions</b></p>	Significantly Below Standard	Below Standard	Standard Met	Above Standard	Excellent / Outstanding
1	<p><b>Public Transport.</b> Safe, affordable, well-managed late night public transport</p>	<ul style="list-style-type: none"> <li>■ Effective and regulated private hire provision</li> <li>■ Taxi Marshall's employed by the two main private hire companies</li> <li>■ Train station and Bus station active early evening</li> <li>■ Cycle paths and cycle lockers</li> </ul>					
2	<p><b>Car Parking.</b> An appropriate provision of secure late night car parking</p>	<ul style="list-style-type: none"> <li>■ Extensive parking available at a range of car parks within the city</li> <li>■ 24 hour secure parking including CCTV at various car parks</li> <li>■ Park mark standard awarded to the majority of car parks</li> </ul>					
3	<p><b>Pedestrian Routes.</b> Clear, safe and convenient links within the centre and homewards</p>	<ul style="list-style-type: none"> <li>■ Pedestrian routes well lit and covered by CCTV</li> <li>■ Pedestrian routes patrolled by the Evening Wardens</li> <li>■ Clear routes between the Bailgate, High Street and Brayford area's</li> <li>■ Pedestrianised areas including Bailgate, High Street and the Brayford</li> </ul>					
4	<p><b>Crowd Management.</b> Measures to deal with overcrowding, congestion and conflict between those on foot and moving vehicles</p>	<ul style="list-style-type: none"> <li>■ Taxi Marshall's</li> <li>■ Door Supervisors</li> <li>■ Evening Wardens</li> <li>■ Pedestrianised areas</li> <li>■ Concerns over crowd management on Silver Street</li> </ul>					
5	<p><b>Information.</b> Provision of practical information and guidance to town centre users</p>	<ul style="list-style-type: none"> <li>■ Information points – Castle Square, Brayford, High Street &amp; Bailgate</li> <li>■ Visitor map points</li> <li>■ Evening Wardens</li> </ul>					
6	<p><b>Partnership.</b> Business and operator commitment and participation</p>	<ul style="list-style-type: none"> <li>■ Taxi Marshall's</li> <li>■ Radio link system</li> <li>■ City Centre Masterplan</li> <li>■ Signage and visitor management strategy</li> </ul>					

## Over Night Assessment

**Key:** Please use the colour key to determine the standards.

<b>Core Agenda APPEAL</b> (A Vibrant Choice and a Rich Mix of Entertainment and Activity)  <b>Threshold standard:</b> An evening and late night offer that is broader than youth-oriented and alcohol-based activity (See KPIs).		<b>Your Conclusions</b>	Significantly Below Standard	Below Standard	Standard Met	Above Standard	Excellent / Outstanding
1	<b>Food and Dining.</b> A choice of eating venues and a commitment to good food	<ul style="list-style-type: none"> <li>■ Variety of restaurants including Italian, Indian, Chinese, Thai, Brazilian &amp; Mexican.</li> <li>■ National chain restaurants</li> <li>■ Fine dining eateries</li> <li>■ Fast food restaurants and take-aways</li> <li>■ Food business star awards scheme</li> <li>■ National best food award given to Lincolnshire</li> </ul>					
2	<b>Pubs and Bars.</b> Well-managed venues, to meet varied tastes, and offering more than just alcoholic beverages	<ul style="list-style-type: none"> <li>■ Evening Economy Codes of practice</li> <li>■ Best Bar None Plaques</li> <li>■ Mix of venues including music, real ale, comedy and dining.</li> </ul>					
3	<b>Late Night Venues.</b> A late-night offer that complements the diverse appeal of the centre as a whole	<ul style="list-style-type: none"> <li>■ Odeon Cinema</li> <li>■ Theatre Royal</li> <li>■ Drill Hall</li> <li>■ Late opening coffee shops</li> </ul>					
4	<b>Early Evening Activity.</b> An active early evening period, including late-opening shops	<ul style="list-style-type: none"> <li>■ Early evening shopping on Thursday evenings</li> <li>■ Restaurants</li> <li>■ Coffee Shops</li> <li>■ Odeon Cinema</li> <li>■ Early evening productions at the Theatre Royal and Drill Hall</li> <li>■ L-Pac</li> </ul>					
5	<b>Public Buildings.</b> Creative and imaginative use of public/civic buildings in the evening and at night	<ul style="list-style-type: none"> <li>■ Drill Hall &amp; Engine Shed events</li> <li>■ Occasional events and concerts at the Castle</li> <li>■ Attractive and well lit Cathedral</li> </ul>					
6	<b>Arts and Culture.</b> A vibrant, inclusive arts and cultural scene	<ul style="list-style-type: none"> <li>■ Bailgate Cultural Quarter including the Castle &amp; Cathedral</li> <li>■ Steep Hill – Street of the Year</li> <li>■ Theatre Royal, Drill Hall, Engine Shed &amp; Odeon Cinema</li> <li>■ Brayford pool</li> <li>■ Brayford Clock and Turbine Blades</li> <li>■ Bailgate Ghost Walks</li> </ul>					

	<p style="text-align: center;"><b>Core Agenda PLACE</b> (A Stimulating Destination and a Vital Place)</p> <p style="text-align: center;"><b>Threshold standard:</b> A diversity of land uses. A convenient and attractive destination at night (See KPIs).</p>	<p style="text-align: center;"><b>Your Conclusions</b></p>	Significantly Below Standard	Below Standard	Standard Met	Above Standard	Excellent / Outstanding
1	<p><b>Location.</b> Appropriate location, clustering and capacity of venue types</p>	<ul style="list-style-type: none"> <li>■ Bailgate cluster – Restaurants / bars / cafés</li> <li>■ High Street / Silver Street cluster– Bars / night clubs</li> <li>■ Brayford cluster – Restaurants / bars / cinema</li> </ul>					
2	<p><b>Diversity.</b> A successful balance of uses and brands</p>	<ul style="list-style-type: none"> <li>■ A good mix of national and independent brands</li> <li>■ Use of city centre for Festivals, etc</li> </ul>					
3	<p><b>Clarity.</b> Well-designed links and visible signs</p>	<ul style="list-style-type: none"> <li>■ Visitor management strategy</li> <li>■ Visitor management signs and maps</li> <li>■ Cultural quarter information and signage</li> </ul>					
4	<p><b>Animation.</b> Attractive, well-used public places, active streets and building frontages</p>	<ul style="list-style-type: none"> <li>■ Creative use of vacant buildings i.e. creative hoardings at the bottom of Steep hill / The Strait</li> <li>■ Good use of lighting in the Bailgate surrounding the Cathedral</li> <li>■ Public realm improvements</li> <li>■ Use of shop frontages for adverts</li> </ul>					
5	<p><b>Design.</b> Thoughtful and imaginative design for the night</p>	<ul style="list-style-type: none"> <li>■ Imaginative use of lighting at venues i.e. Engine Shed, Ritz, Cathedral</li> <li>■ Cultural quarter</li> <li>■ Brayford Wharf East – Great Library building &amp; new student buildings</li> </ul>					
6	<p><b>Identity.</b> The appropriate use of natural and built features to reinforce appeal</p>	<ul style="list-style-type: none"> <li>■ Historical artefacts</li> <li>■ Stonebow</li> <li>■ Bailgate area – Castle &amp; Cathedral</li> <li>■ Steephill</li> <li>■ Brayford pool</li> </ul>					

## Over Night Assessment

**Key:** Please use the colour key to determine the standards.

	<p><b>Core Agenda</b>  <b>THE POLICY ENVELOPE</b>                      (A Clear Aim and a Common Purpose)</p> <p><b>Threshold Standard.</b> A momentum of collaboration between sectors, agencies, service providers and policy-makers (See KPIs).</p>	<p><b>Your Conclusions</b></p>	Significantly Below Standard	Below Standard	Standard Met	Above Standard	Excellent / Outstanding
1	<p><b>Data.</b> A sound statistical base for policy-making and action</p>	<ul style="list-style-type: none"> <li>■ Community Safety Partnership Strategic Assessments &amp; Performance Reports</li> <li>■ Police and Council data analysts</li> <li>■ Evening economy perception surveys</li> </ul>					
2	<p><b>Strategy.</b> Positive strategic objectives and targets</p>	<ul style="list-style-type: none"> <li>■ Strategic objectives and performance indicators set within CSP Partnership Plan</li> <li>■ Lincoln BIG Evening Economy Strategy</li> <li>■ City Centre Masterplan</li> <li>■ City Council Strategic plan</li> </ul>					
3	<p><b>Coordination.</b> Public policy coordination and focus</p>	<ul style="list-style-type: none"> <li>■ Evening Economy Manager Post</li> <li>■ Pubwatch Schemes</li> <li>■ Substance Misuse &amp; Violent Crime Theme Group</li> <li>■ Licensing Policy</li> </ul>					
4	<p><b>Leadership.</b> Clear responsibilities for policy and action</p>	<ul style="list-style-type: none"> <li>■ West Lincs CSP Strategic Group and Performance Groups</li> <li>■ Lincoln Big evening economy plan</li> </ul>					
5	<p><b>Partnership.</b> Multi-sector endorsement and commitment</p>	<ul style="list-style-type: none"> <li>■ West Lincs CSP &amp; Substance Misuse and Violent Crime Theme Group</li> <li>■ Pubwatch / Shopwatch involvement in partnership meetings</li> <li>■ Pubwatch schemes</li> </ul>					
6	<p><b>Community.</b> A dialogue with consumers and residents</p>	<ul style="list-style-type: none"> <li>■ Engagement through Neighbourhood Panels</li> <li>■ Evening Economy surveys</li> <li>■ Pubwatch / Shopwatch engagement</li> <li>■ Brayford Business Forum</li> <li>■ Steep Hill residents association</li> <li>■ CSP elected member involvement</li> </ul>					



## PURPLE FLAG SUMMARY CHART – SELF ASSESSMENT

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

## Over Night Assessment

**Key:** Please use the colour key to determine the standards.

### Key Performance Indicators

Heading	Purple Flag Aim	KPI	How Stated	Sources of Data	Detail
<b>1. Crime &amp; Anti-Social Behaviour</b>	<b>A reducing incidence of NTE-related crime and disorder</b>	Recorded crimes in the town centre at peak times for NTE	<ul style="list-style-type: none"> <li>Recorded crimes on Friday and Saturday nights between 8pm and 5am</li> <li>Similar figures for 12 months earlier</li> <li>Positive/negative change over 12 months</li> </ul>	Police statistics	See Purple Flag KPI Toolkit
<p>Crime and anti social behavior has reduced significantly in Lincoln over recent years with key reductions seen in evening economy related crime such as ABH, common assault and public order offences as seen in the table below:</p> <p style="text-align: center;"><b>Crime Statistics Lincoln Business Improvement District (Purple Flag area)</b></p> <p style="text-align: center;"><b>Category 2006-07 2007-08 2008-09 2009-10 2010-11</b></p> <p style="text-align: right;">ABH 351 275 210 250 179</p> <p style="text-align: right;">Common Assault 162 159 140 142 118</p> <p style="text-align: right;">Public Order (Violent Crime) 339 362 328 292 171</p> <p style="text-align: right;">Total 852 796 678 684 468</p> <ul style="list-style-type: none"> <li>ABH offences reduced by 28% from 2009-10 and by 49% from 2006-07.</li> <li>Common Assault offences reduced by 17% from 2009-10 and by 27% from 2006-07.</li> <li>Public Order (violent crime) reduced by 41% from 2009-10 and by 50% from 2006-07.</li> </ul> <p>Alcohol related violent crime offences for the whole City have also reduced by 6% since 2007-08. Alcohol related crime data has started to be collated for the Purple Flag area from April 2011.</p>					
<b>1. Alcohol &amp; Health</b>	<b>Reducing levels of alcohol abuse and harm</b>	Alcohol-attributable hospital admissions at peak NTE times	<ul style="list-style-type: none"> <li>Alcohol-attributable hospital admissions on Friday and Saturday nights between 8pm and 5am</li> <li>Similar figures for 12 months earlier</li> <li>Positive/negative change over 12 months</li> </ul>	Local hospital statistics	See Purple Flag KPI Toolkit

Currently in the process of installing an IPM patient management system within the A&E Department of Lincoln County Hospital to record alcohol related A&E admissions.

Current hospital admissions data includes all alcohol related hospital admissions, of which the majority would be for long term alcohol issues rather than direct evening economy related alcohol issues. Please see table below:

Lincoln City - Number of alcohol-related hospital admissions (all alcohol related hospital admissions)

Year	Number	% Change
2008-09	1,817	
2009-10	1,958	8%
2011-12	2,241	14%

The increases in all alcohol related admissions are similar to that seen at a national level.

<p><b>1. Composition</b></p>	<p><b>Increasing choice and balance of provision for consumers</b></p>	<p>Progress away from an <i>over-dependence</i> on alcohol-based venues targeting the under 25s and takeaways</p>	<ul style="list-style-type: none"> <li>• Representation of activities regularly open during Purple Flag hours</li> <li>• Proportion of alcohol-based venues targeting the under 25s and takeaways</li> <li>• Positive/negative change over 12 months</li> </ul>	<p>Composition survey and analysis, using the 4 Purple Flag categories and 12 sub-categories</p>	<p>See Purple Flag KPI Toolkit</p>
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The purple flag area has a good variety of provision for customers including cafe & tea rooms, restaurants, fine dining, fast food & takeaways, pubs & night clubs, cinema and theatres.

The composition of the provision is broken down as follows:

<b>Property Category: Leisure</b>	
<b>Sub Category Count %</b>	
Café & Tea Rooms	29 17%
Entertainment (Cinema / Theatres & Membership Clubs)	9 5%
Restaurants & Dining	41 25%
Fast Food / Takeaways	22 13%
Pubs & Night Clubs	65 40%
<b>Total 166</b>	

The Purple Flag working group also identified that a number of pubs and bars also offer food and dining during the evening economy hours.

## Over Night Assessment

**Key:** Please use the colour key to determine the standards.

<b>1. Footfall</b>	<b>Increasing the use of the town centre between 5pm and 11pm</b>	Increase in footfall in the town centre at peak NTE times	<ul style="list-style-type: none"> <li>• Footfall counts 5pm to 11pm on Friday and Saturday nights</li> <li>• Similar figures for 12 months earlier</li> <li>• Positive/negative change over 12 months</li> </ul>	Commercial surveys	See Purple Flag KPI Toolkit																				
<p>Footfall data is gathered by the Lincoln Business Improvement Group through five footfall counters located within the Purple Flag area. The table below provides overall footfall data for the city:</p> <p>Lincoln City Centre – Footfall data &amp; national trends:</p> <table border="1" data-bbox="253 730 1149 909"> <thead> <tr> <th>Year</th> <th>Yearly Footfall</th> <th>Yearly % Change</th> <th>National average % change</th> </tr> </thead> <tbody> <tr> <td>2007-08</td> <td>19,593,833</td> <td>-5.8%</td> <td></td> </tr> <tr> <td>2008-09</td> <td>20,281,208</td> <td>4%</td> <td>-6.3%</td> </tr> <tr> <td>2009-10</td> <td>19,097,409</td> <td>-6%</td> <td>-3.5%</td> </tr> <tr> <td>2010-11</td> <td>17,547,010</td> <td>-8%</td> <td></td> </tr> </tbody> </table> <p>The increase in footfall during 2008-09 was significantly above the national average but reductions in footfall since 2008-09 fall into line with the national trends.</p> <p>The Purple Flag working group also identified that a change in demographics within the city may mean that the footfall counters may not reflect the true footfall within the city. This could account for the reduction during 2010-11.</p>						Year	Yearly Footfall	Yearly % Change	National average % change	2007-08	19,593,833	-5.8%		2008-09	20,281,208	4%	-6.3%	2009-10	19,097,409	-6%	-3.5%	2010-11	17,547,010	-8%	
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<b>1. Perceptions</b>	<b>More positive perceptions of the town centre by users</b>	Increase in those who feel safe in the town centre in the evening and at night	<ul style="list-style-type: none"> <li>• Proportion of consumers who say they feel safe in the town centre between 5pm and 8pm and between 8pm and 11pm</li> <li>• Similar figures for 12 months earlier</li> <li>• Positive/negative change over 12 months</li> </ul>	Consumer surveys	See Purple Flag KPI Toolkit																				

Perception Surveys were carried out by the Community Safety Partnership as part of their evening economy operations during December 2008, August 2009 and September 2009. Over 1,540 people were surveyed during the three operations.

The main findings from the surveys were as follows:

**December 2008**

- 49% of respondents would be using safer drinking techniques.
- 14% had recently been injured or got into trouble due to their alcohol consumption
- 18% had been a victim of assault while out in Lincoln city centre
- 51% knew where to get help in Lincoln if they or a friend had an alcohol or drug problem

**August 2009**

- 38% of respondents would be using safer drinking techniques.
- 20% had been injured due to alcohol consumption in the last year
- 17% had been a victim of assault while out in Lincoln city centre
- 51% knew where to get help in Lincoln if they or a friend had an alcohol or drug problem

**September 2009**

- 46% of respondents would be using safer drinking techniques.
- 19% had been injured due to alcohol consumption in the last year
- 16% had been a victim of assault while out in Lincoln city centre
- 64% knew where to get help in Lincoln if they or a friend had an alcohol or drug problem

What factors affect feeling of safety when out at night in Lincoln?

1. Other agencies support
2. Personal experience
3. Police presence
4. pub/club management
5. Personal attitude

How the respondents rated what actually occurs within the evening economy:

- Police presence – Good / average
- Pub / club management – Good / average
- Other agency support – Good / average

<p><b>1. Volume &amp; Value</b></p>	<p><b>An increase in business prosperity and local benefit</b></p>	<p>Rising levels of economic activity &amp; value in NTE businesses</p>	<ul style="list-style-type: none"> <li>• Volume of NTE business GDP</li> <li>• Employment in sector</li> <li>• Ranking against other centres</li> <li>• Change over 12 months</li> </ul>	<ul style="list-style-type: none"> <li>• Local estimates</li> <li>• NightMix Index</li> </ul>	<p>See Purple Flag KPI Toolkit</p>
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## Over Night Assessment

**Key:** Please use the colour key to determine the standards.

Vacant premises data has been gathered since June 2011 as part of the Lincoln Gateway project to tackle vacant premises within the city.

Vacant Premises data – June-November 2011 (Lincoln City Centre)

	<b>Month</b>	<b>Number of premises</b>	<b>Number of vacant premises</b>	<b>Percentage of vacant premises</b>
June 11	947	68	7.2%	
July 11	947	66	7.0%	
August 11	949	70	7.4%	
September 11	943	77	8.2%	
October 11	943	73	7.7%	
November 11	943	62	6.6%	

The table above demonstrates a reduction in vacant premises within the city centre over the past six months since the project began.

<b>1. Patronage</b>	<b>Widening consumer representation</b>	Increase in use of centre during peak NTE times by families with children & by those over 25 yrs.	<ul style="list-style-type: none"> <li>Representation of these categories in the town centre on Friday and Saturday nights between 5pm and 11pm</li> <li>Similar figures for 12 months earlier</li> <li>Positive/negative change over 12 months</li> </ul>	<ul style="list-style-type: none"> <li>Consumer survey, potentially as part of No 5 above</li> </ul>	See Purple Flag KPI Toolkit
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The Purple Flag overnight assessment's held on the 25<sup>th</sup> June and 17<sup>th</sup> September 2011 identified a fair representation of consumers within the evening economy. This was supported by the age demographics of those completing the perception surveys in 2008 and 2009 as follows:

Age Demographics – CSP Perception Surveys:

**December 2008**

<b>Age</b>	<b>%</b>
16-25	48%
26-35	25%
36-45	17%
46+	9%

**August / September 2009**

<b>Age</b>	<b>%</b>
16-25	44%
26-35	29%
36-45	15%
46+	12%

The surveys undertaken during 2009 saw an increase in the percentage of 16-25 and 46+ age ranges, providing a more equal representation of consumers within the city centre.

# Purple Flag Entry Form

Please return this completed form to:  
 Purple Flag, c/o Association of Town Centre Management  
 1 Queen Anne's Gate, Westminster, London SW1H 9BT  
 T: +44 (0)20 7222 0120 T: +44 (0)300 330 0980  
[office@atcm.org](mailto:office@atcm.org)

<b>1. please supply us with your contact information:</b>		
Title: MR	Initials: BR	Position: Partnership Co-ordinator
Forename: Ben	Surname: Barley	
Organisation: West Lincolnshire Community Safety Partnership		
Address: City Hall, Beaumont Fee		
City: Lincoln	County: Lincolnshire	Postcode: LN1 1DF
Direct Tel: 01522 873454	Switchboard:	Fax:
Email: <a href="mailto:ben.barley@lincoln.gov.uk">ben.barley@lincoln.gov.uk</a>	Website: <a href="http://www.westlindseycdrp.net">www.westlindseycdrp.net</a>	
<b>2. please tell us the type of organisation you are (tick more than one if needed):</b>		
<input type="checkbox"/> Town/city centre management initiative <input type="checkbox"/> Retail/Business Crime Initiative <input type="checkbox"/> BID/prospective BID <input type="checkbox"/> County Council	<input type="checkbox"/> Unitary/Borough/District Council <input type="checkbox"/> Town/Parish Council <input checked="" type="checkbox"/> Other - Community Safety Partnership	
<b>3. Please indicate the type of AWARD you are applying for:</b>		
Population of Local Authority Catchment Fee to accompany entr Under 50,000 £1,500 +vat 50,001 – 200,000 £2,250 + vat <input checked="" type="checkbox"/> Over 200,001 £3,000 + vat		
<b>4. NAME OF AREA TO BE ASSESSED: Lincoln City</b>		
<b>5. INVOICE ADDRESS DETAILS (IF DIFFERENT FROM ABOVE)</b>		
Address: Claire Seabourne, Safer Communities Team, Lincolnshire County Council, Witham Park House, Waterside South, Lincoln, LN5 7JN.		
Purchase Order Number: West Lincs CSP 1		
<input type="checkbox"/> If you would like to receive an ATCM Membership enquiry pack please tick here	How did you hear about the Purple Flag Programme? ATCM	
<b>Signature:</b>		
<b>Ben Barley</b>	<b>Date: 05/12/11</b>	