



## Purple Flag Kickstart Workshop



### Get Off to a Flying Start!

*Are you thinking of going for Purple Flag? If so a Kickstart Workshop can help you get up to speed fast.*

#### Why Go For a Kickstart

Participants have found Kickstart helpful in:

- Bringing people together
- Generating enthusiasm
- Analysing good practice
- Defining steps to success

#### What is Purple Flag?

Purple Flag is the “gold standard” for town centres at night. It is an accreditation scheme based on a unique set of standards – the Purple Flag Core Agenda. Town centres that meet the standards can fly the flag. Since the launch in October 2009 sixteen centres have been awarded Purple Flags - and interest is growing.

#### What Are the Benefits?

These can include:

- A more successful partnership
- A positive vision for future success

- A brighter public image
- Improved consumer perceptions
- Wider patronage
- More choice
- Increased prosperity
- A self-regulating environment

## Who is the Kickstart Workshop For?

ATCM has delivered more than a dozen Kickstart Workshops in city centres, seaside towns, coastal towns and market towns in England, Wales and Northern Ireland. All workshops are delivered by senior and experienced facilitators from ATCM's core team and associates. Kickstarts can be tailored to meet local need e.g.

- A practical helping hand for partnerships, leading to a stronger Purple Flag entry
- A senior briefing on Purple Flag for policy-makers to pave the way
- A "meeting of minds" on the night time economy generally - a valuable precursor to detailed analysis and concerted action

## What do the Events Look Like?

Events usually last between 2 and 3 hours. The basic structure is:

- **Our Area, our Vision:** an examination of the proposed Purple Flag area, aspirations, issues and opportunities
- **Purple Flag Crash Course:** a quick overview of the whole programme and its key distinctive features
- **Six Steps to Success:** the steps and techniques involved in preparing a strong Purple Flag entry
- **Our Town Centre and Purple Flag:** a break-out group session to relate the theory to the location
- **The Way Forward:** conclusions on who to involve, how to move ahead, what information to draw together and key dates to aim for.

## How Much Does it Cost?

The cost is £500 (plus VAT). This includes ATCM time in designing and preparing the event, travel costs, presentations and paperwork. Participants receive a Kickstart Workshop Pack, Powerpoint presentation, Purple Flag Entrants Resource Pack and Purple Flag Core Agenda Charts.

## How Do I Get Involved?

For further information and advice on how to prepare for a Kickstart Workshop please contact:

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Visit our website for further information on Purple Flag:

[www.purpleflag.org.uk](http://www.purpleflag.org.uk)

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