

Agenda Item 7: Cambridge Purple flag status (Jenny Granshaw, Leisure & Night-time Project Manager at Cambridge BID)

Background paper:

- *The Purple Flag Flyer that highlights night-time services. (This is circulated to venues, colleges and universities, and will be in the next issue of Cambridge Matters.)*

Purple Flag is a national award (held by Cambridge since 2019) accrediting a vibrant, safe, and well-managed night-time economy in towns and cities. There are over 70 Purple Flag cities in the UK and Ireland and the award is managed by the ATCM (Association of Town Centre Management). The Cambridge Purple Flag initiative is co-managed by Cambridge BID (Business Improvement District) and CAMBAC (Cambridge Business Against Crime), with support from a wide range of influential partners, including Cambridge City Council, Police, CCTV, and night-time venue operators.

In 2022 Cambridge will have an in-person assessment to renew our Purple Flag status. This item is being presented to the Equalities Panel as part of the initiative's resident engagement, which is a priority area of the assessment. Cambridge BID and its partners are seeking to promote Purple Flag more widely within the community and take feedback about experiences in the night-time economy of different equality groups.