



Painting the town purple

Excellence in managing the evening & night-time economy



The Purple Flag is a UK accreditation programme in which people seek independent recognition of their town centres as safe and welcoming night-time destinations.

Gary Holmes and **Gill Plume**, *pictured*, told September's BID networking meeting about their experience seeking NZ's first Purple Flag accreditation for Dominion Rd.

Gary Holmes

Gill Plume

DOMINION RD

For a better night out

From Westminster to Southend, there are some 70 urban centres across the UK which have met the criteria for Purple Flag accreditation.

Gary and Gill's **presentation** explained what's involved with the burgeoning programme and highlighted the international trend towards promoting a thriving night economy.

The New Zealand Initiative think tank recently released **Living After Midnight** – a research report accentuating the positives: *"Nightlife comes with its challenges. Tackling them head-on is smarter than limiting everyone's fun."*

The recent Dominion Rd Moon Festival, *pictured*, which attracted 20,000 people over three nights was proof, if it were needed, that 'the world within a street' can attract Aucklanders to come out at night to this international precinct.

For the Dominion Rd Business Association, its investigation and investment in Purple Flag (supported by the Albert-Eden Local Board), is part of a "grunty, strategic project", explained Gill.

With major infrastructural works and business disruption looming large in the road ahead, the need to transform and diversify is pressing. It's a shrewd and timely move for sure.

Come to 'Kickstarter Workshop'

Monday 14 October [1pm to 4pm]

Gill recommends this to BID managers keen to see is planned for Dominion Rd – and watch how that business community responds. It's an interactive session designed to gauge and build the buy-in from locals. [EMAIL GILL](#)



In promoting collaboration between the business community, local government and Police, the Purple Flag programme promotes economic development, community cohesion and civic pride.

For those interested in learning more about the night economy and how to assess, British Purple Flag Trainers will be in NZ from October 14 -18. There are limited opportunities to attend the training, contact: Dominion Road Purple Flag Coordinator (Gill), purpleflag@dominionrd.co.nz or 021 253 4210.