

## Waterford – the only location in the South East to have been awarded the prestigious Purple Flag

The Purple Flag is international recognition of Waterford's successful, well-managed city centre and public acknowledgement that our city centre is a vibrant place to visit and enjoy in the evening and night time.



The Purple Flag accreditation recognises excellence in the management of town centres at night. It can be seen as the equivalent of the Blue Flag awarded to good beaches.

The Purple Flag is awarded for good quality **evening & night time economy**, where people can enjoy a safe night out in a pleasant environment. ***It is not about alcohol or anti social behaviour – it is holistic and caters for all ages, families, entertainment, culture, food, pubs and nightclubs.***

In Waterford, the award has been given in recognition of the wide choice of the city's entertainment and leisure attractions, the range and quality of restaurants, hotels, bars and clubs and the strong partnership working towards making the city centre safer and continuing to drive standards forward.

Purple Flag status has been shown to generate increased visitor numbers and investment and reduce crime levels and antisocial behaviour. Major retail brands look for purple flag accreditation when choosing where to invest. Securing this Purple Flag enhances Waterford's reputation and generates pride of place.

The award follows a recent inspection (Dec'14) of the city centre which established that Waterford meets ACTM's stringent standards. A wide range of criteria was assessed including:

- ✚ Cleanliness of the city centre open spaces
- ✚ Ease of getting into and out of the city centre
- ✚ Diverse appeal of entertainment, arts and culture
- ✚ How welcoming the city feels
- ✚ How safe the city is to visit
- ✚ The strength of the partnership between agencies and business who operate in the evening & night-time economy in the Purple Flag area.

Purple Flag status will be of huge benefit to Waterford; the positive publicity and increased visitors that are expected to result will help sustain jobs and an increased vibrancy in Waterford. The flag will celebrate the evening & night-time economy as a lever of economic and social prosperity for Waterford.

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