



### **Flying the flag for city's evening offer**

Leeds city centre awarded Purple Flag status for excellence in managing its evening and night time economy.

The accreditation recognises Leeds city centre's strong provision of entertainment, food, drink and culture between the hours of 5pm-5am. The evening and night time economy covers arts, cultural, entertainment and leisure provision – pubs, clubs, music venues, restaurants, theatres, cinemas, evening retail and public events.

Purple Flag status celebrates the city's offer as vibrant, diverse, clean, safe, well managed and providing a positive experience to customers.

Purple Flag is an accreditation process run by the Association of Town and City Management (ATCM) – a not for profit, mutual organisation, which focusses on the creation, development, and management of vibrant and viable town and city centres. Purple Flag is similar to the Green Flag award for parks and the Blue Flag for beaches, and is the benchmark for good night time destinations. It is a positive initiative that indicates an entertaining, diverse, safe and enjoyable night out throughout the UK and Ireland, and is now being taken up internationally.

**Leeds is one of the largest places in the UK to be awarded Purple Flag status and only the second place in West Yorkshire to be awarded a Purple Flag.**

Leeds' Purple Flag application was funded by LeedsBID, Leeds City Council and NHS Public Health in conjunction with several integral key partners, who all play a vital role in the evening economy - West Yorkshire Police, Safer Leeds, BACIL (Businesses Against Crime in Leeds), Leeds Pubwatch and British Transport Police, with support from a number of venue owners.

Leeds to officially receive its Purple Flag accreditation and flag at the Purple Flag Awards Ceremony in Southern Ireland in February. The accreditation lasts a year, with the city's renewal due in October 2017.