



PURPLE FLAG SECURED AGAIN FOR WATERFORD CITY

Waterford has again been awarded the prestigious Purple Flag award. This is a renewal of the status for the city with the Purple Flag Zone holding this accolade since 2015. The Purple Flag accreditation is awarded by the Association of Town and City Management (ATCM) who assessed the Zone against strict criteria.

Purple Flag is the 'gold standard' for town and city centres in the early evening and at night from 5pm to 5am. This accreditation recognises Waterford as an 'area of excellence, especially in the evening economy' – making it the ideal place to explore possibilities.

It is similar to the Blue Flag for beaches and the Green Flag for schools – but the purple means it's an area recognised as a place to go 'for a better night out' – that the Zone offers the highest quality in shopping, dining, pubs, culture and entertainment, ensuring that the Zone has all we need for a great evening out in Waterford.

The current major investment in the city centre as part of the Urban Renewal Works will modernise and revitalise the city – with the roofing of The Apple Market, the repaving and resurfacing of the street surfaces, new street lighting and street furniture etc. This strengthening of our city centre core will have positive economic and social benefits for the city centre.

Nick Donnelly, Purple Flag Coordinator outlined "The award is not just about safety, but also the vibrancy and diversity of the evening and night-time offer — this can only be achieved by everyone working together and in Waterford we are seeing some great examples of partnership working in a very positive way."

Eric O'Brien, Chair of the Purple Flag Working Group said "Waterford is proud to renew the Purple Flag status; areas achieving this status are recognised for providing a vibrant and diverse mix of dining, entertainment and culture while promoting the safety and wellbeing of visitors and local residents. Purple Flag is an ideal platform to get that message across and to promote all that Waterford has to offer. The Purple Flag committee is the conduit to drive standards up in Waterford."

NOTES TO EDITORS

About Purple Flag

The Purple Flag programme was developed following the Civic Trust's "Night Vision" report in 2006, and is now managed by the Association of Town & City Management.

Purple Flag is:

- An accreditation process similar to Green Flag Award for parks and Blue Flag for beaches. It leads to Purple Flag status for town centres that meet or surpass the standards of excellence in managing the evening and night-time economy.
- A comprehensive set of standards, management processes and good practice examples designed to help transform town and city centres at night.
- A research, training and development programme, to help towns and cities improve their evening and night-time economy.
- A positive initiative that indicates an entertaining, diverse, safe and enjoyable night out.

For further information please contact Nick Donnelly, Purple Flag Coordinator nick.g.donnelly@gmail.com

(Image: Purple Flag mascot Hoot promoting Purple Flag in Omniplex on the night of the assessment)

