

NINE NEW BRITISH TOWNS AND CITIES AWARDED AT PURPLE FLAG CEREMONY

** Bournemouth hosts award ceremony where nine newly awarded Purple Flag towns and cities officially received their 'good night out' accreditation **

LONDON, 24 NOVEMBER: Last night, representatives from nine towns and cities across the UK attended the 2011 Purple Flag award ceremony in Bournemouth to officially receive their new Purple Flag status. The ceremony, held at the Victorian Russell Cotes Museum, saw the towns and cities officially recognised for the quality of their night-time experience by being awarded the prestigious Purple Flag. The winning towns and cities – Torquay, Belfast, Canterbury, Enniskillen, Aylesbury, Bangor, Victoria (Westminster), Stockton Heath (Warrington) and Derry – have all been recognised for meeting high standards in showing night time visitors an entertaining and safe and night out.

Purple Flag is an award for town and city centres, backed by Government, police and business, and funded by Diageo GB. In order to receive the award, towns and cities are required to be welcoming to all visitors and provide a diverse mix of leisure and entertainment facilities, restaurants and bars which accommodate people of all ages. They must also offer safe ways for visitors to travel home after a night out. Purple Flag accredited towns and cities can expect to receive more visitors and benefit from reduced crime and anti-social behaviour levels.

Philip Kolvin QC, Chairman of the Purple Flag Board said: "Purple Flag status is a cause of celebration, and the nine new Purple Flag towns and cities are deserving recipients of the award. They have worked hard to meet and maintain the high standards required and I am delighted that they are joining the other sixteen community centres who have achieved Purple Flag status".

Mark Baird, Head of Industry Affairs and Alcohol Policy, from Purple Flag sponsor Diageo GB said: "Supporting the Purple Flag initiative is something that Diageo is really proud of, as we actively promote enhancing the night-time environments of our communities. This award ceremony was a great opportunity to celebrate the towns and cities which have done so much to improve both the perceptions and the environment of their night-life, and was a



fantastic chance to see what can be done when the support and dedication is there. I look forward to next year's Purple Flag awards when we hope that an ever-increasing number of towns and cities up and down the country can get involved."

Last night marked the official addition of the nine new towns and cities to the existing sixteen Purple Flag holders across the UK. These towns and cities have met and continue to maintain the high standards required to be recognised as a *Purple Flag* holder. They include Birmingham, Liverpool, Bristol, Preston and Nottingham. They all deliver a range of activities, initiatives and services in their centres as part of a committed partnership with Purple Flag.

The Purple Flag initiative is led by the Association of Town Centre Management (ATCM), alongside supporters including Diageo GB, the Home Office, Association of Chief Police Officers, Local Government Regulation and many other high profile national bodies, who all contribute to industry wide commitment to this important initiative.

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Notes to Editors

About Purple Flag

The Purple Flag programme was developed following the Civic Trust Night Vision report in 2006, and is now run by the Association of Town Centre Management, London.

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 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.

Current Towns with Purple Flag Status:

- Bath



- Birmingham
- Bournemouth
- Bristol
- Clerkenwell, Islington, London
- Covent Garden, Westminster
- Halifax
- High Wycombe
- Kingston upon Thames
- Leicester square, Westminster
- Liverpool
- Manchester
- Nottingham
- Oxford
- Winchester
- Preston

For more information, please visit:

www.purpleflag.org.uk

About Purple Flag sponsors Diageo

Diageo is the world's leading premium drinks business with an outstanding collection of beverage alcohol brands across spirits, beer and wine. These brands include Johnnie Walker, Crown Royal, J&B, Windsor, Buchanan's and Bushmills whiskies, Smirnoff, Cîroc and Ketel One vodkas, Baileys, Captain Morgan, Jose Cuervo, Tanqueray and Guinness. Diageo is a global company, with its products sold in more than 180 countries around the world. The company is listed on both the New York Stock Exchange (DEO) and the London Stock Exchange (DGE). For more information about Diageo, its people, brands, and performance, visit us at Diageo.com.

Visit www.drinkaware.co.uk and Diageo's own global resource www.DRINKiQ.com for information and guidance on responsible drinking. In Great Britain, Diageo is a member of The Portman Group and supports The Drinkaware Trust.

Celebrating life, every day, everywhere.

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