



Wedi ei ariannu gan
Llywodraeth y DU
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LLAN DUDNO
FOR A BETTER NIGHT OUT!



PURPLE FLAG AT A GLANCE

Quick facts

WHAT IT IS	An internationally recognised accreditation for town and city centres delivering an evening and night-time economy.
MANAGED BY	The Association of Town and City Management (ATCM).
COMPARABLE TO	Blue Flag for beaches and Green Flag for parks.
FOCUS	Places that work well between 5pm and 5am.
WHAT IT SIGNALS	A place that is safe, welcoming, vibrant and well-managed between 5pm-5am.

Why it matters

FOR BUSINESSES	Builds confidence in Llandudno as a high-quality destination.
FOR VISITORS	Supports a safer, more welcoming and enjoyable experience between 5pm-5am.
FOR THE TOWN	Helps increase footfall, dwell time, repeat visits and positive reviews.
FOR GROWTH	Encourages investment, collaboration and long-term resilience.

tourism@conwy.gov.uk

[#PurpleFlag](https://twitter.com/PurpleFlag)

[#BetterNightOut](https://twitter.com/BetterNightOut)

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What assessors look for

WELLBEING	A town centre that feels safe, inclusive and easy to enjoy by all users, including visitors and businesses.
MOVEMENT	Good accessibility, movement, transport coordination and town centre management.
APPEAL	A strong mix of evening and night-time activities and experiences.
PLACE	The overall look and feel of the area and the successful management of busy outdoor spaces.
POLICY	Visible collaboration between businesses, services and partners.

Remember...

Purple Flag is about partnership. Businesses, public services and the wider community all have a part to play. By getting involved, Llandudno can strengthen its reputation, support local trade and create a better night out for everyone!

