



PREPARING YOUR BUSINESS FOR PURPLE FLAG

... For a welcoming night out

Make outside areas inviting

Enhance your frontage to create a warm and welcoming atmosphere in the evening. Simple additions like flowers, heaters, blankets, comfortable seating, good lighting and keeping the exterior clean and tidy can encourage people to stop, stay and enjoy the space.

Use social media to showcase the evening offer

Regularly post about what's happening after 5pm - events, atmosphere, live music, or special menus - to build awareness that Llandudno is vibrant and active at night.

Run events that make the most of evening footfall

Plan activities and experiences that attract visitors during peak evening hours and encourage people to stay longer.

If staff are customer-facing, consider Conwy Tourism Ambassador training

Support staff to become tourism ambassadors for Conwy County. Strong local knowledge and recommendations will enhance the visitor experience (email tourismambassador@conwy.gov.uk).



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LLAN DUDNO

FOR A BETTER NIGHT OUT!



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... For a vibrant night out

**Register your events for
FREE on the Visit Conwy
'What's On' guide**

Promote your events for free through the **Visit Conwy What's On** listings. This helps increase visibility, attract more visitors and build a stronger, joined-up evening offer across Llandudno.

**Work with other partners to
create a unique offer after
5pm**

Collaborate with nearby businesses to develop engaging evening activities, for example, reading groups, quizzes or creative workshops like glass design or flower arranging.

**Offer small evening
incentives or 'after 5pm'
deals**

Introduce limited-time offers such as early evening discounts, meal bundles, or 'late shopper' perks to encourage people to stay in town longer.



PREPARING YOUR BUSINESS FOR PURPLE FLAG

... For a safer night out

Play a role in passive surveillance

Keep an eye on the street and report concerns where necessary - being visibly open and attentive helps create a safer environment (consider joining PubWatch, ShopWatch).

Provide additional welfare and safety training for staff

Support teams, particularly in hospitality, with initiatives such as Ask for Angela, Safe Space, Pubwatch, and Shopwatch to help create a safer environment.

Display a stock of Purple Flag 'Useful Numbers' cards

Keep a supply of Purple Flag 'Useful Numbers' cards in a visible place for the public to take away. These include key emergency contacts and local taxi numbers, helping people access important information quickly and plan a safe journey home.

Engage with recognised safety initiatives and partnerships

Demonstrate your commitment to safe and responsible alcohol management practices by joining schemes such as Best Bar None, PubWatch, or Shopwatch, and supporting campaigns like Ask for Angela. These initiatives help build trust, improve standards, and create a safer environment for everyone.



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LLANDUDNO
FOR A BETTER NIGHT OUT!



PREPARING YOUR BUSINESS FOR PURPLE FLAG

... For a sustainable night out

Actively promote safe travel options

The Purple Flag Zone map displays information about local taxis, bus times, helping visitors plan their journey home and feel confident staying later (email tourism@conwy.gov.uk for the toolkit).

Consider extending or adjusting opening hours

Align your opening times with the evening economy, for example, shifting from a traditional 9am–5pm schedule to 10am–6pm or later to capture customers travelling home from work and encourage additional footfall after 5pm.

Display Purple Flag materials to show your support

Showcase posters such as *Shhhh! Respect Our Neighbours*, *Naaaa! Make Memories Not Mess*, and the Purple Flag Zone map in visible areas (email tourism@conwy.gov.uk for the toolkit).

Want to know more?

Join the Purple Flag mailing list and get involved!

Stay informed about working group activity, share your ideas, and help shape the future of Purple Flag in Llandudno by contacting tourism@conwy.gov.uk.

tourism@conwy.gov.uk

#PurpleFlag

#BetterNightOut