

Llandudno is on its journey towards **Purple Flag** - building a night-time offer where people feel safe, supported and inspired to enjoy the town in the evening for a better night out.

Through collaboration, creativity and careful curation, we're shaping a destination that thrives from 5pm through to 5am.

What is Purple Flag?

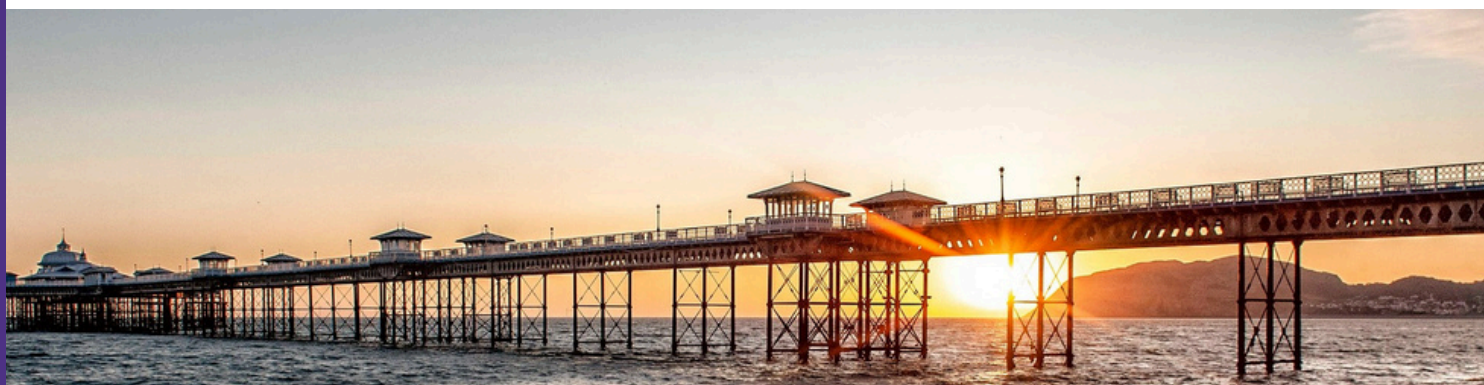
Purple Flag is an **internationally recognised accreditation scheme**, similar to the Green Flag Award for parks and the Blue Flag Award for beaches. It recognises towns and cities that are committed to creating **safe, welcoming and vibrant destinations at night** for everyone. Launched in the UK in 2009, the scheme is managed by the Association of Town and City Management (ATCM).

Great night-time economies don't happen by accident. They are shaped through innovation, purposeful planning, careful curation and strong partnership working - creating places that work for people **between 5pm and 5am**.

Purple Flag for Llandudno

Llandudno is recognised as one of North Wales' leading visitor destinations, welcoming residents and visitors throughout the day and into the evening. As the town works towards Purple Flag status, it is building on this strong foundation to deliver a safe, welcoming and vibrant night-time offer.

Achieving accreditation will demonstrate a shared commitment between businesses, partners and the local authority to develop **a well-managed, inclusive and high-quality evening and night-time economy** - supporting local businesses, enhancing the visitor experience and reinforcing Llandudno's reputation as a place for a better night out.





How is Purple Flag judged?

Purple Flag accreditation is **assessed across a range of factors** that shape Llandudno's evening and night-time economy, and what better way to evaluate this than in person? **Assessors from the ATCM will visit Llandudno to experience the town between 5pm and 5am**, seeing first-hand how it performs as an evening and night-time economy.

During their visit, they will assess how successfully Llandudno delivers a town centre after 5pm that:

- Feels safe and welcoming ✓
- Offers a broad mix of activities and experiences ✓
- Is well-managed and accessible ✓
- Encourages partnership working ✓
- Promotes wellbeing and inclusivity ✓

If successful, Llandudno will be awarded Purple Flag status and **earn the right to proudly fly the Purple Flag** - an internationally recognised accolade with status extending as far as Australia and New Zealand.



How will Purple Flag benefit my business?

Purple Flag brings a **wide range of benefits for businesses and stakeholders** in Llandudno, helping to:

- **Improve the town's reputation** as a high-quality, well-managed destination
- **Increase visitor confidence**, footfall and dwell time
- Encourage **repeat visits** and positive reviews
- Support a **safe, welcoming and enjoyable atmosphere**
- **Strengthen** the local evening and **night-time economy**
- **Unlock new opportunities** for investment and partnership working

Whether you are already part of Llandudno's evening and night-time offer, considering extending your opening hours, or have not yet seen a role for your business after 5pm, Purple Flag provides a framework for growth and collaboration.

By working towards the accreditation, businesses can contribute to a stronger, more coordinated town centre - one that attracts a broader range of visitors, encourages longer stays and supports a more diverse mix of activity. This not only enhances the overall experience for customers but also creates the conditions for increased spend, improved footfall and a more resilient local economy

Importantly, Purple Flag is not just about the evening - it is about how businesses, partners and the wider community work together to shape a positive and sustainable destination. From improving safety and inclusivity to strengthening connections between sectors, it offers a practical and recognisable way for businesses of all types to play their part in making Llandudno a place for a better night out.

The Llandudno Purple Flag working group

Purple Flag activity in Llandudno is supported by a multi-agency partnership, reflecting the diversity and vibrancy of the town after dark. The group includes representatives from Conwy County Borough Council, North Wales Police, Betsi Cadwalader Health Board, local hospitality and tourism businesses, retail and licensed premises, transport operators, community groups and more.

Together, the working group is responsible for preparing Llandudno's Purple Flag submission and promoting the scheme to residents and visitors, drawing on their shared knowledge and experience of the town. If you'd like to get involved, we'd love to hear from you.

Purple Flag toolkit

Our Purple Flag Business Toolkit has been developed to support businesses play an active role in shaping Llandudno's evening and night-time economy. It provides practical guidance, simple actions and ready-to-use resources to help create a safer, more welcoming and vibrant destination between 5pm-5am.

Whether you're already part of the night-time offer or exploring new opportunities, the toolkit is designed to help you get involved and make a difference. To request your copy and stay updated, sign up or get in touch via email tourism@conwy.gov.uk.

