

## Purple Flag for Waterford City



The Purple Flag earned by the Waterford team who made such a strong case for winning this status over the past nine months.

Waterford has been awarded a Purple Flag, the first city in the South East to earn such an accolade, joining 50 towns and cities across Ireland and the UK that now possess such a status.

The city went through the 'Purple Flag Academy', which started last May. This included workshops, self-assessment and final application by the end of last year and were in turn assessed independently in December.

Waterford was particularly commended for the warm welcome the assessors received, citing it was the best reception they had ever experienced.

Speaking on behalf of the assessment panel, Association of Town and City Management (ACTM) Programme Manager Jonny Birkett said: "It is fantastic for the local community and for Waterford to be awarded a Purple Flag.

"Waterford has worked very hard to create a safe and well-managed evening and night time environment, with a variety of social activities on offer for residents of all ages.

"The panel was particularly impressed with the city's early evening activity, its Winterval market was commended and the city is being serviced by excellent taxi operators."

According to Nick Donnelly, Waterford's Purple Flag Co-ordinator: "We are delighted that Waterford has been awarded the Purple Flag status in recognition of our dedicated efforts and investment in the creation and enhancement of our evening and night time economy.

“We are very proud to fly the Purple Flag, reflecting the strength of ongoing partnerships and engagement activities with all key stakeholders. This was very much a team effort and we will promote the Purple Flag, using it as a stepping stone in our continuing development of a vibrant evening and night time environment which is safe and well managed.”

Metropolitan Mayor Lola O’Sullivan, expressed her delight at the city receiving Purple Flag status.

“This award will be of huge benefit to the City and is an endorsement of the excellent work undertaken by the Working Group and Steering Committee, who will continue to ensure that Waterford maintains the high standards of the Purple Flag,” she said.

The Purple Flag is a town and city centre award – similar to the Blue Flag for beaches – which aims to raise the standard and broaden the appeal of town and city centres in the evenings and at night.