



## PRESS RELEASE

ISSUED JOINTLY BY MANCHESTER CITY COUNCIL AND CITYCO

22 January 2010

### **Manchester is first city in the north to get safe night-life award**

Manchester is one of six places to be awarded a new accreditation by the Association of Town Centre Management. Along with Bath, Birmingham, Kingston-upon-Thames and London's Covent Garden and Leicester Square, the city is one of the first places in the country, and the only one in the north of England, to be given a Purple Flag Accreditation for 'A Better Night Out'.

Manchester's application for the prestigious status took a 'whole city centre' approach, holding up the entire city centre as an example of best practice rather than focussing on particular areas.

The assessors and judging panel, who visited Manchester last month, were particularly impressed with how well managed and clean the concentrated areas of nightlife, including The Printworks, Peter Street, The Gay Village and Deansgate Locks, were. They also commented on the cosmopolitan atmosphere to the city, the feeling of safety and the range of cultural activities on offer. Another plus was the taxi marshal scheme that operates at six taxi ranks in the city centre including Albert Square, The Printworks and Deansgate Locks.

The assessors also thought the partnership working between agencies including Greater Manchester Police, Manchester City Council and Cityco, the city centre management company, Marketing Manchester, Visit Manchester, GMPTE and the night-time business community was particularly good.



Councillor Pat Karney, city centre spokesperson for Manchester city Council said:  
"Manchester is widely regarded both nationally and internationally as a fantastic city for nightlife. This accolade is further welcome acknowledgement that we lead the way when it comes to vibrant nights out with a huge choice of venues and a real buzz. We pride ourselves in providing people with a pleasant experience and ensuring the city remains clean and safe, so it's great to be one of the first places in the country to get this award."

Gary Ellis, director of operations for Cityco, Manchester's city centre management company, added: "The evening and night-time economy is very important to Manchester. Over half a million people enjoy Manchester's night-life every week, visiting more than 650 bars, restaurants and clubs. It's crucial that the city centre is well managed at night so visitors feel safe and have an enjoyable experience. To be recognised in this way is a credit to the hard work and commitment of all the agencies involved."

Simon Quin, Chief Executive of the Association of Town Centre Management, said:  
"It's a real pleasure to be awarding a Purple Flag to Manchester. The city has experienced a generational change in the way it looks and feels, with great public spaces, cultural attractions and a unique identity."

The evening and night-time economy is a vital ingredient in the appeal of town centres. Get it right and town centres will enjoy a welcome income from tourism, visitors and leisure. But get it wrong and the reputation and image of the centre can plummet overnight – sometimes taking years to recover."

For more information on Cityco visit [www.cityco.com](http://www.cityco.com) or for more information on Manchester City Council visit [www.manchester.gov.uk](http://www.manchester.gov.uk).

**- Ends -**



For further information please contact Roz Hughes at Cityco on T: 0161 838 3262 or on M: 07967 800395 or Roger Williams at Manchester City Council on T: 0161 234 1010.

### **Notes to editors**

Cityco is Manchester's city centre management company. It is an independent not-for-profit company working in partnership to promote and enhance Manchester city centre. Cityco's central aim is to improve and promote the city centre, to create the conditions for businesses to prosper and to develop the city centre's role as the hub of a world-class region. The company plays a coordination role in; strategic initiatives to benefit the economy; promoting the city as a primary retail and commercial location; and to facilitate quality management of the external environment.

The Purple Flag is a way of raising standards, inspiring effort, developing good practice and acknowledging and celebrating success.

The Purple Flag accreditation panel members included senior practitioners from the areas of licensing, police, town centre management, planning and urban design, regeneration, economic development and licensees and restaurateurs.

The Purple Flag came out of a three-year research project called Night Vision examining evening and night-time economies. It concluded that more people would use town centres at night if they were safer, more accessible and offered more choice. A good mix of clientele and a wider range of attractions were also seen to be beneficial.