



Heart of London Business Alliance  
The Business Improvement Districts

# INTOUCH

## Business



Heart of London Business Alliance

Dear Colleague

## Leicester Square achieves Purple Flag award

Heart of London Business Alliance have helped Leicester Square achieve a Purple Flag, awarded by the Association of Town Centre Management.



Purple Flag is the new "gold standard" that recognises great entertainment and hospitality areas at night. Places that achieve the standard will be those that offer a positive experience to night time visitors and users. Just as Blue Flag is an indicator of a good beach and Green Flag a good park, Purple Flag is the indicator of where to go for a good night out, aiming to bring positive publicity to successful city centres.

The scheme assesses an area's crime rates, hygiene standards and range of visitor attractions; a panel of independent judges agree the area to be a clean, safe and attractive place to visit.

**[Click here to find out more about the criteria needed to achieve a Purple Flag.](#)**

Kind regards

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