

Guildford Flies the Purple Flag Award in 2023

We are proud to announce that Guildford has officially been awarded the prestigious Purple Flag accreditation for our evening and night-time economy (ENTE).

The Purple Flag aims to raise the standard and the appeal of town and city centres between the hours of 5pm and 5am. It is awarded to towns that meet or exceed standards of excellence in managing the evening and night-time economy. Towns awarded the Purple Flag are recognised for providing:

- a vibrant and diverse mix of dining
- entertainment and culture
- the safety and wellbeing of visitors and local residents

Lead Councillor for Economy, Cllr John Redpath, said:

“Huge congratulations to all those that make Guildford town centre such a great place for our evenings and nights out. It is exciting to see residents and visitors to our town enjoying our ever-growing range of restaurants, pubs and bars.

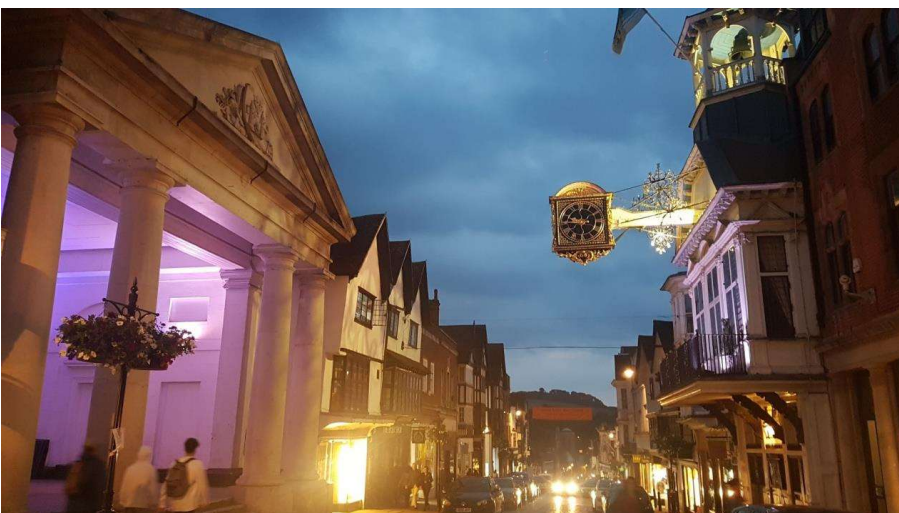
“The Purple Flag is one of the ways that we and our colleagues at Experience Guildford promote our exciting town, ensuring visitors and residents continue to choose Guildford.”

Highlights from the Guildford submission include:

- the range of engaging events
- the strength of our Purple Flag PR
- the work of the SOS bus, a safe space first aid point

Amanda Masters, Chief Executive at Experience Guildford, said:

"We are really proud to gain the Purple Flag accreditation for the eighth year running. Our evening and night-time economy continues to face many challenges. Every venue in Guildford works really hard to ensure that our town continues to be a safe, attractive and vibrant place to visit. Receiving this prestigious award is a great way for us all to celebrate our efforts."



To show us your support for Guildford's evening and night-time economy share your experiences with us by using #SaferGuildford

The Guildford Town Purple Flag Partnership Group (GTPFP) is led by Guildford Borough Council and Experience Guildford (the town's Business Improvement District). It includes a broad range of town and

county organisations including Surrey Police, the Safer Guildford Partnership, Street Angels and Guildford Pub Watch.

The Purple Flag accreditation is similar to Blue Flag for beaches or Green Flags for parks. It's a mark the public can trust when choosing where to visit. Purple flag for nights out, Blue for the seaside and Green for parks and countryside.

The Safer Guildford Partnership is committed to developing and implementing strategies for reducing crime, disorder and anti-social behaviour.