

# Cardiff's the place for a great night - it's official

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CARDIFF has received a special award in recognition of the city centre's safety for people enjoying a night out.

The capital has become one of two locations in Wales to receive a Purple Flag award thanks to its night marshal and street pastor schemes.

The transformation follows less than a decade after Cardiff made international headlines after being described as the "Night of the Living Dead" in a Wall Street Journal article.

The Purple Flag status, which is similar to the Blue Flag scheme

for beaches, is awarded to towns and cities based on its safety, diversity and accessibility during a night out.

Cardiff will now join 70 towns and cities across the UK involved in the scheme since its launch in 2012.

During an assessment visit on December 1, the city centre was commended for its initiatives helping students and members of the public to get home safely.

The success follows after the introduction of night marshals at taxi ranks and a CityNet Radio system providing a direct line between pubs and clubs to a police officer monitoring city CCTV.

The initiative, funded by business



improvement district FOR Cardiff, now has 102 businesses involved.

A Club Crew system has also helped nearly 600 students separated from friends or who have drunk too much.

The award comes three years after a report presented to Cardiff Council suggested a rising number of visitors to the city, combined with fewer police officers, increasing drug use and more anti-social behaviour, could impact

safety within the capital city's main streets.

Adrian Field, executive director for scheme applicants For Cardiff, said: "Our mission at For Cardiff is to make sure the city centre is a welcoming and safe environment that can be enjoyed by everyone. That includes the Purple Flag hours of 5pm-5am.

"Cardiff can now officially be recognised for its varied cultural offering and its safety.

Linda Thorne, Cardiff Council cabinet member for housing and communities, said: "It's very important for residents and visitors alike to know the capital city of Wales offers both a safe and enjoyable night out by providing a vibrant and diverse range of entertainment to be enjoyed by people of all age groups and backgrounds."

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