

## Leicester Square, Westminster

Leicester Square is one of London's most recognised locations, a host to numerous film premieres as well as acting as a backdrop to cultural and theatrical events.

It is a compact area with a green garden at its heart where the Shakespeare statue and fountain act as the physical and visual centrepiece of the garden scheme. Surrounding the gardens are hard landscaping and nine streets where pedestrians have priority.

This entertainment location, in the heart of the West End makes it a natural meeting place for an evening out. It is bordered by Chinatown and Soho, Covent Garden, The National Gallery and Trafalgar Square, and Piccadilly Circus. The many different entertainment and food and drink venues contribute to its status as the entertainment gateway to the West End's vibrant evening and night-time economy.

2,300,000 people a week use the square, and much of this is at night; on an average Saturday night 225,000 people use the square between 8pm and 4am, rising to 400,000 on New Year's Eve. The sheer numbers of people in the Square is a challenge for delivering public services such as cleansing, policing and crowd management.

### **The Assessors and Panel were impressed by particular strengths, including:**

- » The extremely high standards in the cleansing regime and the dedicated team
- » Mix and range of attractions
- » The effective licensing enforcement
- » Level of reduction in crime and highly valued Guardians
- » Extensive partnership and businesses engagement

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