



PURPLE FLAG: LIVERPOOL

Liverpool is a different place - a proud, passionate city with a unique personality and unmistakable attitude and accent. City recently named the best place for nightlife in the UK 2011, in poll conducted by tourist website Tripadvisor. With its World Heritage waterfront, internationally renowned museums and galleries and unique musical heritage, the city is one of the UK's fastest growing visitor destinations attracting millions of tourists every year. Liverpool was voted the UK's friendliest cities by readers of the prestigious tourism publication, Conde Nast Traveller and also placed in the top four favourite UK visitor destinations for the third successive year.

Linked to the amazing waterfront Liverpool ONE, with 42 acres in the heart of Liverpool's city centre has reinvented the City's retail & leisure offer between 5 and 8pm 6 nights a week. It's one of the UK's most chic and ultra-modern retail and leisure centres. Liverpool also offers authentic, boho chic in the independent Rope Walks Quarter and vibrancy in the quirky yet inclusive, Stanley Street Quarter.

Liverpool has something for every taste and budget. With cuisine from every corner of the world, award winning delis, a late night café culture and a multitude of bars, pubs and venues Liverpool is a city that never stops living. With The Empire Theatre, The Playhouse, The Philharmonic, Royal Court, and The Arena & Convention Centre, the Albert Dock, 3 cinemas, an annual programme of major outdoor evening events, as well as the City's Light Night, Liverpool is a key night time destination for all.

Great public transport with 4 city centre based rail stations a night bus network as well as marshalled taxi ranks, street pastors and 24 hours secure car parking provision, help visitors get in & out of the City easily at night. This City is easy to navigate around on foot as it's compact and well lit & sign posted.

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

- The excellent Partnerships between police, city council and city centre management.
- Liverpool's continued efforts to keep the centre safer and cleaner.
- The on-going support of stakeholders; and
- The city's passion and pride in being a global city.



ATCM Contact

Daniel McGrath

Website: www.purpleflag.org.uk

Tel: + 44 (0)20 7222 0120

Email: daniel.mcgrath@atcm.org

Centre Contact

Contact

Mike Cockburn

Liverpool City Centre Manager

0151 233 5327

Mike.Cockburn@liverpool.gov.uk