



# City Centre Initiative

“CLEAN, SAFE AND VIBRANT”

# Our role within the city centre

- ▶ Promote a clean, safe and vibrant shared space
- ▶ Deliver promotional projects
- ▶ Eyes and ears for city centre issues/problems
- ▶ Manage access to public realm
- ▶ Manage regeneration projects
- ▶ Manage city centre CCTV
- ▶ Guardians of the Walls
- ▶ Deliver Purple Flag



# Derry~Londonderry – A Purple Flag destination



# Working together to achieve Purple Flag

- ▶ Raising the appeal and standard of our city centre evening time economy
- ▶ Increasing footfall
- ▶ Promoting the city as a clean, safe and vibrant place to be

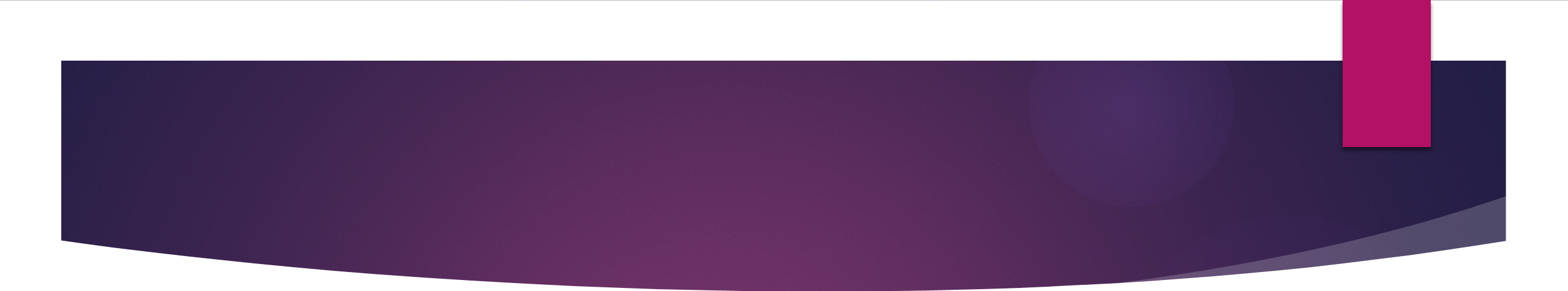
# CCTV

- ▶ CCTV – monitored 24/7
- ▶ Pub link radio - £30 per month
- ▶ Partnership with other agencies



# Trader Liaison

- ▶ Trader awareness
- ▶ Assisting with trader issues
- ▶ Managing access to Public Realm

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- ▶ Partnership working to ensure our city centre is a welcoming place to be for all