



Ashby de la Zouch Celebration guide

Celebrate the town achieving Purple Flag status
Saturday 25 November from 9am



What is Purple Flag?

Purple Flag is an accreditation for town centres that is similar to Green Flag Award for parks and Blue Flag for beaches.

Purple Flag is awarded to towns and cities that show excellence by offering a varied, lively evening experience and managing the evening economy well.

Ashby de la Zouch did just that! Our application showed low crime figures, and a diverse, entertaining, safe enjoyable night out.

Thanks to everyone who helped steer the Purple Flag application to success which includes, North West Leicestershire District Council, Leicestershire Police, Safer North West Community Safety Partnership, Ashby de la Zouch Town Council, Ashby Street Pastors and Ashby Pubwatch Scheme.

Many local businesses also helped to contribute to the successful application.



Purple Flag celebratory cake raffle at Little Bettys Café in Pass's Courtyard.

Let's celebrate Ashby de la Zouch!

Attractions and activities for all ages, budgets and tastes

Steeped in history, cultural, heritage attractions

Safe, friendly, welcoming, clean, attractive and fun

A fantastic choice of bars, restaurants, clubs, pubs and leisure facilities

Easily accessible from local towns and on foot

This is a massive achievement for Ashby de la Zouch and we want to celebrate our success.

Event timetable

All day on Saturday 25 November 2017 we are painting the town purple and spreading the word that Ashby is a fabulous place to live and visit during the evening. We are publicising events that are happening on this day but also promoting Purple Flag celebration.



Events happening across the town

Location	Event / Offers	Time
Hood Park Leisure Centre North Street	Purple Flag freebies for customers who attend in purple workout gear	7.30am – 8pm
Little Bettys Café Pass's Courtyard	Purple Flag celebratory cake raffle Proceeds to Ashby Street Pastors	8am – 4pm
Suzu Q's Coxons Mews	Purple cocktails and cakes available all day	8am – 4pm
Rose Cottage Tea Rooms Mill Lane Mews	Purple cupcake and any regular drink £3.50	8am – 4.30pm
PC Clinic Huntingdon Court	10% off service charges and selected items in-store (excluding laptops, computer systems and printers). Quote "Purple"	9am – 5pm
The Attic Record Shop Market Street	1000 plus records at £1	Doors open at 9am
Rebound Smisby Road	Purple Flag Fun Day Lucky dips, name the bear, trampoline treasure squares. Free ticket giveaways throughout the day, raffle. Fun for all the family. All proceeds go to Olivia's Journey	9am – Last bounce 7pm – 8pm
Blue Water Clothing Bath Street	Official new store opening Free glass of prosecco Offers on selected items	9pm – 5pm
Toolbox Coxons Mews	Free tape measure with every purchase over £25	9am – 5pm
Fair2All Bath Street	Buy one item get one half price (£15 minimum spend) 10% taking given to water and sanitation projects Free fair trade chocolate with every purchase	9.15am – 5pm
Lizzies Tea Room North Street	10% off everything for one day only	10am – 5pm



The Bench That Rocked playing at The White Hart.

Cocktail Bar, Rushtons Yard.



Rebound, trampoline park.

Location	Event / Offers	Time
Ashby Table Top Gamers Ashby Library North Street	The Big Christmas Board Games Day Fun for all the family, try out new games, stay and play all day. Refreshment available 10% discount on games purchased at the event	3pm - late
Zamanis Restaurant Rushtons Yard	Dine at Zamanis during the day or evening on the 25 November and automatically enter our Purple Flag draw Win a two course lunch and a bottle of wine for two people	
The Shoulder of Mutton Market Street	Purple Cocktails	All day
The Cocktail Bar Rushtons Yard	Buy a cocktail from the Purple Flag range and receive a free shot	5pm – 8pm
The Wine Bar Rushtons Yard	Buy a colour changing gin and top it up with a free Fever Tree Tonic	5pm – 8pm
The White Hart Market Street	The Bench That Rocked	9pm – late
Ciros / The Loft Market Street	Purple Flag Party in the Loft Purple Flag cocktails available Wear something purple and get a free shot	9pm - late
Manhattan's / Budda Market Street	Free Purple Flag merchandise giveaway throughout the night Purple Flag cocktails available	Free before 11pm

Launch celebration is also support by

Sweet Memory Lane | Venture Theatre | Ashby Castle | The Shoebox | Norths Deli | Wong Kwei

**Look out for more special offers across the town
in bars, restaurants and pubs.**