



## Press release

### PwC dig deep to boost city centre growth

On Friday 16th May, 24 volunteers from PriceWaterhouseCoopers (PwC) took part in a Manchester Garden City Tidy Up event on Victoria Street, organised by environmental regeneration charity Groundwork and funded by CityCo, Manchester's city centre management company and PwC.

A high profile city centre project, the site on Victoria Street was initially created at the inaugural 'Dig the City' in 2012. This urban garden, which is home to the city centre's first children's playground and more than 20 'Grow Boxes' planters, is part of a prime piece of public realm outside Manchester Cathedral.

Organisers of the event, Groundwork, work alongside local communities, public bodies, private companies and other voluntary sector organisations to support communities in need. It also helps people and organisations make changes in order to create better neighbourhoods, build skills and job prospects and live and work in a greener way. PwC has a national partnership with Groundwork, with the Victoria Street volunteering project just one of their CSR activities across the country. Sean Harkin, National Trust Gardener in Residence in Manchester, also attended the day's events.

The event was run as part of the Manchester Garden City initiative, formed by Manchester-based architects BDP in partnership with CityCo, as a real grass roots movement involving residents and businesses to realise the vision of Manchester city centre as a truly green, healthy and vibrant place to live and work. In addition to the Victoria Street site, a number of schemes have been completed in Piccadilly Basin, Northern Quarter, Castlefield and by the River Irwell.

The Victoria Street project relies on volunteers to help get things done, with PwC's involvement enabling a much needed overhaul of the urban garden. Volunteers performed a multitude of tasks, including raising shrub beds, weeding, raking, replanting and a general tidy up of the area.

Rachael Stoney, Senior Project Officer at Groundwork Manchester, Salford, Stockport, Tameside and Trafford: "It's brilliant to be working with PwC on this project; we know that by working together we can make a real difference in Manchester's city centre. The Victoria Street garden has become a recognised treasured space by local residents. Whether it's a bench or a place to grow vegetables, Groundwork believes that everyone needs places like this to enjoy."

Vaughan Allen, chief executive at city centre management company CityCo, said: "Victoria Street has the potential to be a great piece of public realm within the city centre and our Manchester Garden City Tidy Ups demonstrate what a difference volunteers can make to an area in just a few hours. This initiative not only enables us to improve the appearance of public spaces but also help bring city centre communities together. The work PwC and Groundwork have done today is invaluable and we're looking forward to several more volunteering projects taking place throughout the year."

Matthew Pymm, Associate at PwC, said: "PwC Manchester are proud to work alongside Groundwork MSSTT and Manchester Garden City at Victoria Street, to help on their mission to improve local conservation areas and support sustainable enterprise in the North West."

Sean Harkin, National Trust Gardener in Residence for Manchester, said: "There is a real movement to improve the green space within Manchester. Working together this is happening. Whether it is volunteer days on temporary pop-up green areas such as today or influencing what green space in permanent developments will be in future years, these are exciting times for our city."

Ends

For more info, please contact Kat or Lynn at Echo PR; [kat@echo-pr.co.uk](mailto:kat@echo-pr.co.uk) or 0161 827 1711.

#### **Notes to editors**

City centre management company CityCo is an independent, not-for-profit, membership organisation funded by the private and public sector. It strives to make city centre Manchester a better place to work, visit and live. It connects businesses with each other, and public agencies, bringing together the people, ideas and energy to make great things happen.

Its business network of over 100 members covers all sizes, sectors and locations across the city centre. It helps businesses expand activities and connect with the right people at the right time. CityCo also manages Manchester's first Business Improvement District, the Heart of Manchester BID.

For more information go to [www.cityco.com](http://www.cityco.com)

Manchester Garden City is an independent initiative supported by CityCo, Manchester's city centre management company and Manchester based architect and design practice BDP. It aims to increase the amount of temporary green space on brownfield sites and encourage gardening and sustainable eating.