



PRESS RELEASE

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Cityco expands Child Safe scheme across city centre

Cityco, the city centre management company, has rolled out the Child Safe Zone scheme across Manchester city centre. The scheme, which has been operating successfully in Manchester Arndale Centre since 2005, is part of a national initiative to help venues and parents keep children safe and found quickly if they get lost.

If a child is lost or found in a Child Safe Zone, members of the public (both parents and finders) can go to 16 Help Points across the city in locations including Market Street, Albert Square and Lever Street, or ring the CCTV control room managed by NML (NCP Manchester Limited). The telephone number -08700 622797- will be displayed on Child Safe Zone stickers or street banners and enables direct contact with Manchester City Centre CCTV and Greater Manchester Police. The stores' radio network will also be alerted which will help extend the search quickly. Parents and guardians can also write their mobile number on the band.

Shops including House of Fraser, Primark and Waterstones on Deansgate will display Childsafe stickers in their windows and give out free wristbands. In addition free wristbands are also available for children from the Visitor Information Centre in Piccadilly Gardens, Manchester Arndale, Manchester Art Gallery, MOSI (Museum of Science and Industry), Triangle, Manchester Craft Centre, Afflecks Palace and Printworks.

Sharon Dawson, NML client support manager, said: "NCP is continually looking at ways to improve the safety and security of communities in and around our car parks and throughout the City in general. We are happy to support this worthy scheme with the use of our state of the art control room."



Vaughan Allen, chief executive of Cityco said: “Every parent understands the fear of losing a child in a busy shopping area. Extending this scheme makes Manchester city centre more family friendly and an even safer place for people to bring their children when they want to shop or enjoy the other attractions. This is a simple, effective free service that works for everyone.”

Glen Barkworth, General Manager for the Manchester Arndale said: “We’ve been operating our Child Safe Zone for more than five years and give out over 5,000 wristbands a year. The uptake and the positive feedback we receive from our shoppers really demonstrate how worthwhile it is. I believe it offers families a huge amount of reassurance when they are planning to shop in our city and I’m pleased to hear that it is now a city-wide initiative.”

City Centre Neighbourhood Inspector Jo Marshall, from Greater Manchester Police, said: “The Child Safe Zone scheme is a great way of making sure that the police, businesses and partners in the city can ensure it is a safer place for everyone to enjoy. I would urge parents to use the system so we are able to put it to use in the event that a child is separated from their family.”

For more information on Cityco visit www.cityco.com

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Notes to editors

Cityco works in partnership to manage and market city centre Manchester. It is an independent, not-for-profit, company funded by both public and private sector.

