



PICCADILLY PARTNERSHIP PRESS RELEASE

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Piccadilly Partnership appoints new head

Cityco, Manchester's city centre management company, has announced today that Alex King (Miss), previously deputy chief executive of Urbis, has been appointed Partnership manager of Piccadilly Partnership; the jointly run public/private partnership charged with driving forward the regeneration of the Piccadilly area. Alex has over 10 years senior operational and business management experience in Manchester, working in the public, charitable and private sectors.

Alex will take responsibility for the strategic direction of the Partnership and the delivery of a number of projects and events on behalf of its members. One of her primary objectives will be to steer a priorities plan for Piccadilly, focussed on public realm, safety and maintenance across the area.

Speaking about her appointment, Alex King, Piccadilly Partnership's new manager, said: "This is a great time to be joining the organisation. There is already a fantastic summer ahead with a myriad of exciting, fun, family friendly activities taking place across Manchester, with Piccadilly at the very heart. However, I'm here to make sure events and activities don't just end with the summer; I want to see Piccadilly busy and buzzing throughout every year.

In addition to developing and delivering the innovative events programme, I want to see the partnership continue to represent and support the needs and aspirations of our members, the Piccadilly businesses. Despite the challenging times we are currently experiencing, my aim is to help Piccadilly continue to grow in reputation as the vibrant heart and soul of the city." Alex added.

Richard Lewis, Chairman of Piccadilly Partnership and Property Director for Town Centre Securities said: "Alex brings with her a wealth of experience and will help take the partnership to the next stage. We are entering a new and important phase and Alex has the ability to make a real difference, particularly in these challenging times".

Vaughan Allen, Chief Executive of Cityco, Manchester's city centre management company said: "Back in April we announced that Piccadilly Partnership and Cityco had joined forces, bringing together two forward thinking organisations with shared objectives for Manchester City Centre. The merging of Cityco and Piccadilly Partnership has already resulted in closer working relationships and Alex's appointment signals a strengthening between ourselves and the Partnership. The Partnership itself will continue to promote the area and Alex will be at the helm in setting a clear direction; a direction that will ensure both consumers and businesses get the most from Piccadilly, a key area in Manchester city centre. I know she'll be a real asset to the team".

For more information on Cityco visit www.cityco.com.

Ends

For further information please contact Roz Hughes on T: 0161 838 3256 or 07967 800395

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.