



## **PRESS RELEASE**

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### **Cityco's new City Hosts hit the streets**

Eighteen City Hosts, managed by Cityco, the city centre management company, hit the streets of Manchester on Monday (26 July). As ambassadors for the city, they will offer visitors information on events, attractions, shops and restaurants and will give directions and helpful advice on what to do, especially for families.

The new recruits, all aged between 16 and 24 years, have just completed an intensive training course organised by Cityco with the support of Manchester City Council, Greater Manchester Police, Visit Manchester and Manchester Arndale.

Throughout the summer the City Hosts, in teams of two, will be based around Piccadilly Gardens, St Anne's Square, New Cathedral Street and Spinningfields between 10am and 6pm. They will wear specially designed T shirts with 'city centre information – please ask' written on the back.

Ten of the recruits are funded through the Future Jobs Fund and the other eight are graduates from the Urbis Reclaim Project.

Vaughan Allen, Cityco's chief executive said: "This is yet another initiative aimed at making Manchester a more family-friendly destination. The city centre has changed beyond all recognition over the past decade or so, with areas such as Spinningfields still relatively new additions. Those people that don't regularly come into town may struggle to orientate themselves, so a friendly face to point them in the right direction is always welcome. We want to create a pleasant and safe environment for all our visitors so they get the most out of their day out, and the City Hosts will play a vital part in this."

Paul Simpson, managing director of Visit Manchester, the tourist board for the city-region, said: "The City Hosts will complement the service provided by the Manchester Visitor Information Centre, ensuring a consistent message and high level of customer service for all visitors to the city. The locations in which they will spend most of their time are clear visitor hotspots and they will be a great addition to the city's tourism offer."

Councillor Pat Karney, City Centre Spokesperson for Manchester City Council said: "Some of these young people will have been out of work for six months or more and this scheme is giving them, particularly the recruits from the Future Jobs Fund, a great opportunity to build their skills and confidence and boost their future job prospects. As ambassadors for the city they are playing a very important role in the impression that visitors will have of their trip Manchester."

For more information on Manchester city centre summer activity and to download a map visit [www.visitmanchester.com](http://www.visitmanchester.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.