



## Coronation Street Tour Teams Up with Dig the City to create Show Garden



**Pictured:** Coronation Street's Jennie McAlpine, who plays Fiz

Coronation Street The Tour have teamed up with Manchester City Council to create a show garden at Dig the City, the UK's biggest urban garden festival, in Manchester.

The inspiration for the garden comes from the famous ginnel behind Corrie's iconic pub the Rover's Return, creating a 'green alleyway,' designed to promote neighbourliness and community cohesion through gardening.

Working with the Coronation Street The Tour team, Manchester City Council's Customer and Community Engagement team will build a 'model' alleyway greening scheme installation; to create a back alley effect and demonstrate the many benefits of alleyway greening in creating shared community spaces.

Coronation Street actress and Manchester local Jennie McAlpine, who owns city restaurant Annie's, said, "As a city centre resident and a business owner in Manchester, I think Dig the City is a wonderful event for locals and visitors. It's great to encourage more people to consider alleyway greening– if we can turn a ginnel into a green space we can do it anywhere!"

Sarah Hawkins, Customer & Community Engagement Lead explains, "The mock up alleyway is designed to illustrate how alleyway greening can transform a public

space; simultaneously engaging a community in a gardening project and making it lovelier to look at."

"There are some brilliant funding opportunities available from Manchester City Council for Manchester residents and communities who would like to adopt the greening scheme, and the Coronation Street The Tour Show Garden will provide a platform to promote this to locals and the many improvements projects the scheme offers."

As part of the exhibit Coronation Street The Tour will be bringing a delivery from Newton and Ridley – in the form of a real prop brewery delivery van, beer crates and barrels from the street and planted pots to promote Coronation Street The Tour as the perfect Manchester attraction to visit this summer.

After Dig the City, the installation will be used to green up a new alleyway in central Manchester.

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For further programme announcements visit [www.digthecity.co.uk](http://www.digthecity.co.uk)

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### **About Dig the City**

Dig the City is Manchester's summer garden festival and newest summer attraction. The event transforms the city's shopping streets – taking in Market Street, New Cathedral Street, St Ann's Square, King Street, Deansgate and Greengate Square. There are Show Gardens, horticultural talks and workshops, children's activities, live music, entertainment, fine food – and special shopping events and promotions. The 2014 festival won 'Outstanding' recognition at the 2014 RHS Britain in Bloom Awards – following a 'Gold' award in 2013. The 2013 festival won a Commendation at the 2013 UK Events Awards.

Dig the City is produced by CityCo on behalf of the Heart of Manchester Business Improvement District (BID) – a consortium of over 380 city centre retailers.

The festival is supported by Manchester City Council, Manchester Cathedral, Salford City Council, Visit Manchester, Metrolink and the National Trust, alongside event partners and sponsors.

More information can be found at [digthecity.co.uk](http://digthecity.co.uk)

### **About the Heart of Manchester BID**

The Heart of Manchester Business Improvement District (BID) is an independent not-for-profit company governed by a Board of retailers and city centre stakeholders.

A Business Improvement District is a successful management model operating in most towns and cities in the UK, and across the USA and Europe. Manchester's BID is a specific geographical area encompassing over 380 retailers spanning King Street, St Ann's Square, New Cathedral St, Exchange Square, Market St and part of Deansgate.

The BID is financed by a levy made on the basis of rateable value – meaning over £1 million per year will be invested for a period of 5 years. Agreement to launch was made through a successful legal ballot. The BID is focused on delivering customer service and promotional initiatives aimed at increasing footfall and retail spend in city centre Manchester.

More information about the Heart of Manchester BID can be found at [www.heartofmanchester.com](http://www.heartofmanchester.com)

### **About Coronation Street The Tour**

Coronation Street The tour is operated by Continuum Attractions and opened initially on 5<sup>th</sup> April 2014 for a six month period but due to public demand, extended planning was granted by Manchester City Council, allowing visitors to continue enjoying the unique experience until 31<sup>st</sup> December 2015.

Since opening, the attraction has welcomed over half a million visitors to the former site where Coronation Street was filmed before its move to MediaCityUK. All remaining tickets have now been released and are available from [www.ticketmaster.co.uk/coronationstreet](http://www.ticketmaster.co.uk/coronationstreet). More information can be found at [www.coronationstreettour.co.uk](http://www.coronationstreettour.co.uk).

For enquiries and more information about the tour contact Cassie Greaves at Coronation Street The Tour (e) [cgreaves@continuumattractions.com](mailto:cgreaves@continuumattractions.com) (t) 0161 414 0782. Interviews and broadcast opportunities are available.