



Press release

Manchester's summer garden festival announces headline sponsor

NCP returns to support Dig the City 2015



Manchester's award winning summer garden party has announced major backing from headline sponsor NCP.

Returning for a second year to support the city's 7-day festival, NCP will be offering visitors to the UK's biggest urban gardening festival offers and discounts during the festival dates of **Friday July 31st – Thursday August 6th**.

Dig the City transforms Manchester's city streets into a week-long garden party, at the heart of which are over 30 spectacular show gardens and installations on this year's theme of 'Interact and Innovate'. Many of the city centre retailers including Harvey Nichols, Selfridges, House of Fraser, Manchester Arndale, Jigsaw and LK Bennett, will also celebrate the summer in style by staging events and offers during the festival.

The festival also offers free events and fun things to do for the whole family from the National Trust, visits from CBeebies' Mr Bloom, and a spectacular festival finale called Run Wild Child from Wild Rumpus, creators of the Just So Festival and recent Lost Carnival. Run Wild Child encourages children and their families turn wild detectives for the day and explore and discover the city centre like never before.

Dig the City is produced by CityCo on behalf of the Heart of Manchester Business Improvement District (BID) which is a consortium of over 380 city centre retailers. The festival is tasked with increasing footfall into the city centre, supporting urban greening and creating a longer-term green legacy. In its first year alone Dig the City saw over 1 million visitors.

Sean Fenney, Head of Operations at NCP Manchester commented, "NCP is delighted to be sponsoring Dig the City again this year. Manchester's garden party brings the whole community together to celebrate summer in the city and we can't wait to experience this year's Show Gardens and installations. We are looking forward to it with immense pride in having a part to play in this incredible community experience."

Dig the City's Festival Producer Nelson Beaumont-Laurencia added, "It's great to have NCP onboard. Dig the City is blossoming and 2015's the biggest yet, with more show gardens and installations than ever before. There is something for everyone this year. Visitors can enjoy the festival after work with bars and retailers offering fabulous Dig the City menus and cocktails, music and events; daytime fun for the whole family with free events and activities and gardening talks and experts including TV's Diarmuid Gavin. We're thrilled NCP have decided to support Dig the City for the second year."

NCP has created a Dig the City deal of a 25% discount when drivers prebook their parking online using the promo code "**Dig15**", during the festival dates (31st July 15 to 6th August 15) at the selected car parks below:

- Arndale
- Printworks
- Great Northern 1
- Great Northern 2
- Manchester Central
- Piccadilly Plaza

More information on the offer can be found at www.ncp.co.uk/dig15

Ends

For further programme announcements visit www.digthecity.co.uk

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[ENDS]

For further information please contact :

Jennifer Middleton – jennifer@lemonzestpr.co.uk or 01757268283 / 07708155501

Lucy Allen – lucy@lucyallenpr.co.uk / 07968145611

Ellen Howells – ellen@lemonzestpr.co.uk or 01757268283

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 and the National Trust, alongside event partners and sponsors.

More information can be found at 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

NCP

NCP Manchester Limited (NML) was formed in 1999 as a joint venture between NCP and Manchester City Council. NML has allowed the city to change the way parking services are delivered, serving as a gateway to the city whilst integrating with the city's various transport systems. NML delivers many cutting edge innovations to ensure that Manchester enjoys the finest car park facilities, including our pre booking system, where customers can book their parking at selected car parks in Manchester through www.ncp.co.uk to guarantee their space at all times.

For more information please contact: pressoffice@ncp.co.uk