

# Business

with  
Antony  
Clay



Does your firm have a story to tell? Contact Antony Clay at [yep.businessdesk@ypn.co.uk](mailto:yep.businessdesk@ypn.co.uk)

telephone 0113 238 8772 fax 0113 238 8525 advertising Phil Hall 0113 238 8853

## Jobs created from disaster restoration

TEN jobs are set to be created by the formation of a new disaster restoration service in West Yorkshire.

A new branch of Rainbow International will cover homes and businesses in Castleford, Pontefract, Rothwell and Wakefield from a rapid response centre based in Featherstone.

The business specialises in restoring homes and businesses following fire, flood or accidental damage, as well as providing a commercial and domestic cleaning service.

The new franchise has been set up by Shaun Doherty, a former managing director of ISS Damage Control, who is projecting a £1m turnover for the business.

He said: "There is a real need for our services in this area especially at this time of year when so many householders and business owners have been devastated by flooding from burst pipes.

"We have the skills to repair and restore so that people can get their lives back on track as quickly as possible."

Rainbow International managing director Phil Else said: "It is fantastic to have a franchisee of Shaun's quality working with us."

# Tourism conference set for city theatre

## 1,000 people are expected to attend

AN agency created to boost Yorkshire's tourism industry has plenty to sing about, thanks to Opera North.

Welcome to Yorkshire is set to stage Y 11, the biggest tourism conference in the UK, at The Grand Theatre and Opera House in Leeds in April.

Since the launch of Welcome to Yorkshire the regional visitor economy has increased from £5.9bn to almost £7bn and visitor numbers have increased to 216 million.

The agency's primary aim now is

to work with the industry to build on the success and increase visitor numbers to Yorkshire even more.

Welcome to Yorkshire's chief executive, Gary Verity, said: "We are very grateful to Opera North for enabling us to host Y 11 at The Grand Theatre, the home of Opera North.

"It is a wonderful setting for the event.

"Y 11 is our annual big reveal where we highlight our achievements to date and our ambitious campaigns and initiatives for the new season.

"I hope everyone who is involved in the county's tourism industry will be there.

"Now more than ever the industry needs to really come together as one to ensure we maintain and exceed

Yorkshire's position as a top UK destination."

More than 1,000 people from across the tourism industry and the wider business community are due to attend Y 11 on April 11.

Richard Mantle, general director of Opera North, said: "Hosting Welcome to Yorkshire's annual conference as we open our spring season with much loved operas Carmen and Fidelio is a wonderful opportunity to share our performance space.

"Opera North is one of the UK's leading arts organisations and adds great cultural depth to the region of Yorkshire, so we are delighted to welcome key members of the tourism sector to our inspirational home."

Welcome to Yorkshire is the of-

ficial tourism agency for Yorkshire, working to boost the county's visitor economy.

The organisation is funded by Yorkshire Forward, the regional development agency set up to improve the Yorkshire and Humber economy.

Coun Adam Ogilvie, chair of The Grand Theatre and Opera House, said: "I am delighted that Welcome to Yorkshire is holding Y 11 at The Grand Theatre and Opera House. We have staged hit shows from the Sound of Music to Evita and having a conference here is something slightly different. We are delighted to welcome more than a thousand people from the tourism industry to see what we believe is one of the finest theatres in the region."

## We're honoured

AWD Chase de Vere, the independent financial and corporate advisers, has been named as one of the Top 25 Most Admired professional services firms by Private Client Practitioner magazine. AWD Chase de Vere is a national firm with 13 offices across the UK, including one in Leeds.

## City-based firm buys out digital agency specialist

LEEDS-BASED Callcredit Information Group has bought Latitude Digital Marketing Ltd.

Latitude Digital Marketing is a digital marketing agency specialising in search engine optimisation, pay-per-click, online display advertising, social media optimisation and analytics.

Latitude's digital experience will now combine with Callcredit's consumer data and marketing insight to create and deliver targeted digital marketing solutions.

Chris Savage, managing director of Callcredit Marketing Solutions, said: "We provide our clients with a wide range of innovative marketing solutions and this acquisition helps us to deliver an even more comprehensive range of digital services.

"By combining our extensive consumer data with Latitude's digital services we're confident that we can offer groundbreaking, highly targeted integrated campaigns."

Latitude is the third acquisition by Callcredit Information Group since the management buyout of the business in 2009.



## It's well fit! Gym facilities at development prove to be a hit

A CITY gym has proved a big hit - and its owners are delighted. Motive8's first mixed-use development installation at the Gateway in Leeds has proved to be one of the most successful motive8 gyms in the country. The Gateway development is home to in excess of 500 residents, 20 commercial units and the 1,200 square foot gymnasium featuring state-of-the-art equipment.

Since it opened three years ago, motive8 has delivered over 850 inductions to new tenants and purchasers and many residents have said that their decision to live in the Gateway was heavily influenced by the fact they would have access to a residents-only gym facility. Stephen Holman, pictured, development director for Scotfield Ltd, the owner of the Gateway,

said: "motive8 understands the importance of quality customer service, is experienced in the residential market, provides quality, experienced staff and offers a fantastic aftercare fitness package for residents." Nick Sadler, managing director of motive8, added: "Schemes offering this level of added value are instantly better placed in what is currently a highly

competitive housing market. "The inclusion of motive8's gym facility has already proven invaluable in attracting new tenants and purchasers to the Gateway over neighbouring schemes. "A number of other developments have since opted to follow suit as they realised the all-round benefits that this kind of onsite resource can provide."