

## BRADFORD-BASED CONFERENCE FACILITY AIMS FOR POLE POSITION

After a promising first six months which has seen bookings far exceed expectations, Bradford-based venue, Speedmaster Conference Centre has launched its latest package to appeal to businesses across the region.

The motor racing themed conference centre, in Greengates, Bradford, is the first venue in the region to introduce two motor-inspired initiatives, bringing even more added value to conferences and meetings across Yorkshire.

Andrea Calvert, manager at Speedmaster Conference Centre said: "The current economic downturn has meant that facilities across the region are having to work smarter to provide quality, value for money packages to the business sector. We have a unique theme here and wanted to introduce some new, innovative initiatives that would appeal to businesses looking for that added value element."

The Formula 1 simulator and interactive Pit Stop Challenge exercise have both been a huge success in the exhibition sector and for the first time they're being offered as a corporate package at Speedmaster Conference Centre.

The F1 simulator is an exact replica of an F1 racing car and provides a hair-raising experience racing around famous circuits from around the world. The Pit Stop Challenge gives delegates the chance to compete as a team against their colleagues in a time trial to change the four tyres.

The interactive programmes add to Speedmaster Conference Centre's unique motoring theme which has proven popular with many clients, including Yorkshire Water. The venue boasts a spectacular showroom presenting a collection of prestige, high performance and classic cars such as: Ferrari 456 M, Jaguar XK 120 Roadster, Bugatti Royale and Chevron B16.

Andrea added: "We chose to have the simulator because it represents the venue's theme and approach to business and has been in demand around the world at major exhibitions and Grand Prix. It's the same simulator used by the Williams Formula 1 team to familiarise themselves with circuits from across the world to prepare themselves for the Grand Prix.

Because it's not widely available, people get really excited when they can actually have a go in one of the cars as well as admiring the collection."

Shirley Murgatroyd, finance manager at Yorkshire Water said: "We use Speedmaster for our meetings because it's unusual and has that 'wow factor'. Our last meeting was quite large, and

we used the F1 simulator which proved a great success. It really broke up the event and provided an interesting way for colleagues to interact with each other during the break."

Speedmaster Conference Centre is located between Leeds and Bradford and offers a high quality bespoke conferencing and meeting service tailored to the needs of each customer. Its flexible motor racing themed rooms house up to 150 delegates.

The conferencing venue's motoring theme was influenced by the racing success of company chairman, John Hanson; a former racing driver, who saw that certain motivational qualities in sport can be effectively transferred to the corporate world.

The venue's luxurious racing cars evoke qualities of passion, excellence, and high performance which can help challenge and inspire delegates and businesses alike.

**For media enquiries, call Jessica Davenport or Sally Barr, Brahm PR on 0113 2200505 / 0113 2200536.**