

Circuit named best conference venue

Silverstone is top of the pile

SILVERSTONE has been voted the number one conference and meeting venue in the country.

The circuit, often called the "home of British motor racing", headed a league table of approximately 150 venues, including many specialist conference centres, analysed by a leading independent research organisation.

The venue achieved an average overall performance score of 96.2 per cent and was particularly praised for its understanding of clients' objectives, its flexibility and responsiveness, and the overall meeting, greeting and helpfulness of staff.

The ranking comes just weeks after 310,000 spectators celebrated the biggest attendance to the British Grand Prix for 15 years and the venue played host to international music stars including the Pussycat Dolls, Calvin Harris, Paul Weller and Carlos Santana.

Richard Phillips, managing director, said: "Diversification is key to the success of Silverstone. We are not just a race

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circuit but a centre for business, a music venue, a base for performance manufacturers and much more.

"The model we have now will only improve. We run 57 promoted events here throughout the year, which includes events like the Adidas Silverstone Half Marathon, as well as hiring out the circuit and our various services."

Silverstone was ranked first in a national league table put together by Business Development Research Consultants VenueVerdict, which provides post-event feedback from visitors.

As reported in the *Chronicle & Echo* last month, the venue is about to embark on delivering its "master plan" to redevelop the 760-acre site to include hotels, a manufacturer test facility and expanded conference centre and leisure facilities.

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