



NEWS RELEASE

9th October 2009

MULTI-MILLION POUND VENUE OPENS THE DOOR TO A NEW STANDARD IN HOSPITALITY

After a bumper summer season at the 5-star holiday village, Potters Leisure Resort has even more reason to celebrate with the opening of 'Zest', their new state-of-the art multi functional hospitality venue.

The official launch took place Thursday 8th October, when local guests and dignitaries gathered to view the contemporary building which has cost over £2million and taken nine months to construct.

Styled around a centre-piece 'pyramid' framework, reclaimed from a local landmark known as 'Charlie Chalks', the new two-storey venue features a suite of inter-connected rooms boasting the latest technology and high end design – perfect for corporate events, conferences, hospitality and exhibitions, accommodating from 60 to over 280 people.

Jane Potter, who oversaw the venue's construction and who had a clear vision of the design, from conception through to completion and development, describes it as the jewel in the Potter's crown: "As the region's only 5-star leisure resort, Potter's already has an enviable reputation for the levels of quality, service and facilities on offer to visitors. The addition of 'Zest' will allow us to extend that offering further into the corporate hospitality and private function markets. It has been a carefully considered decision – especially in these economically challenging times – but we believe in staying ahead of the game and are immensely proud of what we've created. It really is a top class venue, unrivalled in the region, particularly in terms of design, facilities and technical capability."

Zest construction has been managed by local firm GRS Ltd, using a team of 20 builders, craftsmen and technicians (including Paul Firminger, Potters Leisure Resort Technical Manager). As well as the spectacular pyramid apex, the venue features a state-of-the art lighting and AV system and boasts panoramic views across the east coast. More than 90 bookings are already confirmed – before the doors are officially open.

In addition to the hospitality rooms, the venue features an innovative 'Black Rock Grill' dining experience with a spectacular roof terrace, headed by professional master chef Paul Jackson, who has previously worked on the QE2, for Abella Airlines (catering for VIPs inc the Sultan of Brunei) and for the Michelin starred 'Gravetye Manor'. The 100-seat restaurant will be available as part of an event from the opening date and be available for individual bookings from February next year.

Brian Potter, owner and chairman of Potters Leisure, says he's delighted at the Resort's latest addition and believes it will provide a real boost to the local economy: "The facilities at Zest match anything you'll find in London or elsewhere. We hope it will encourage local businesses to hold their corporate events here, rather than looking further afield - and, equally, attract custom from neighbouring regions. Of course, guests can take advantage of all the on-site facilities of the Potters Resort too which makes it a very unique and attractive offering. For any type of corporate function, Zest offers unrivalled facilities in a beautiful, accessible setting and we look forward to welcoming a wide range of new visitors."

Some key facts & figures:

- £2.5 million invested
- 48.5 miles of internal cable
- 50,000 LED lights
- 140 speakers generating 32,000 watts of sound
- 3 state-of-the art projection systems plus 4 plasma screens

ENDS