



NORTH  
**Place**  
NORTH WEST    YORKSHIRE    NORTH EAST

The voice of property in  
**the North.**



MEDIA PACK 2024



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# Why the North

The **North** of England has changed radically over the past two decades. The evidence is clear to see, whether the rise of Leeds as a professional services base, the media **powerhouse** at Salford Quays, Liverpool's thriving docks, the **innovation** labs of Newcastle, and off-shore energy expertise in Hull.

Mega projects are now coming forward to further **turbocharge** the economy for the next 20 years from York Central and South Bank in Leeds to Mayfield in Manchester and Wirral Waters to the west.

An increasingly **powerful** and **cohesive** collection of Metro Mayors, civic leaders, and businesses is driving ever-greater **investment** to help close the national productivity gap and deliver on the North's potential - not only for its residents but for the benefit of the **whole UK**.

Meeting the economic potential of the North in the future will depend on **improved connectivity**, along with maximising devolution and taking advantage of fiscal instruments such as **freeports** and **investment zones**. The North of England benefits from enhanced **international** acclaim due to its top-rated universities, along with **world-famous** cultural and sporting assets. These range from Manchester's Aviva Studios to Newcastle's The Glasshouse, as well as football clubs and music venues.

**Leaders** from across the political divide and all sectors of commerce must come together to raise the call for **investment** in transport, telecoms, and science research to accelerate growth.

**88% OF PLANNING APPLICATIONS BETWEEN JANUARY AND MARCH 2023 WERE GRANTED IN THE NORTH WEST**

**YORKSHIRE RECEIVED £169M IN THE LEVELLING UP FUND ALLOCATIONS**

**AN INVESTMENT PIPELINE OF £30BN ACROSS THE NORTH EAST**



INDUSTRIAL & LOGISTICS

LIFE SCIENCES

FUTURE

PLACEMAKING

BUILD-TO-RENT

DEVELOPMENT

TRANSPORT &  
INFRASTRUCTURE

RESIDENTIAL

OFFICES

DEVOLUTION

PLANNING

INVESTMENT

LOCAL PLANS

HOTSPOTS

FREEPORTS

REGENERATION

MASTERPLANS

COMMUNITIES



NORTH EAST

NORTH WEST

YORKSHIRE

We pride ourselves on producing **quality** news and events that keep the property market **informed** and **connected**.

Nearly 90% of our reader's choose *Place North* as their **first choice** property news and 47% choose us as their **only property news source**.

# About us



*Place North is woven into the fabric of the Northern property market.*

For more than 16 years, *Place North* has been the **leading** publishing house dedicated **solely** to covering the Northern built environment.

Based in the North ourselves, we understand the region's **challenges and opportunities**. Our exceptional team of journalists are at the forefront of industry-specific news, ensuring you stay informed with insights that **drive** the property industry forward daily.

Using our expertise, network, and in-depth platform, we can help position you to create **valuable partnerships**, generate high-quality business contacts, and gain significant exposure – all while contributing to the **positive transformation** of towns and cities in the North.

We excel at bringing industry **professionals together** in person. Our calendar of events not only expands your network but also positions you among the **industry experts** with whom you want to exchange knowledge and create partnerships with.

We are **committed** to the Northern built environment, and that is why we are the **respected** and **trusted** voice of the Northern property industry.

**NORTH**  
**Place**

**NORTH WEST**   **YORKSHIRE**   **NORTH EAST**

# Readership

300,000+ read *Place North* each month

|                     |            |
|---------------------|------------|
| <b>OWNER/CEO</b>    | <b>18%</b> |
| <b>DIRECTOR</b>     | <b>21%</b> |
| <b>MANAGER</b>      | <b>38%</b> |
| <b>INTERMEDIATE</b> | <b>18%</b> |
| <b>GRADUATE</b>     | <b>4%</b>  |
| <b>STUDENT</b>      | <b>1%</b>  |

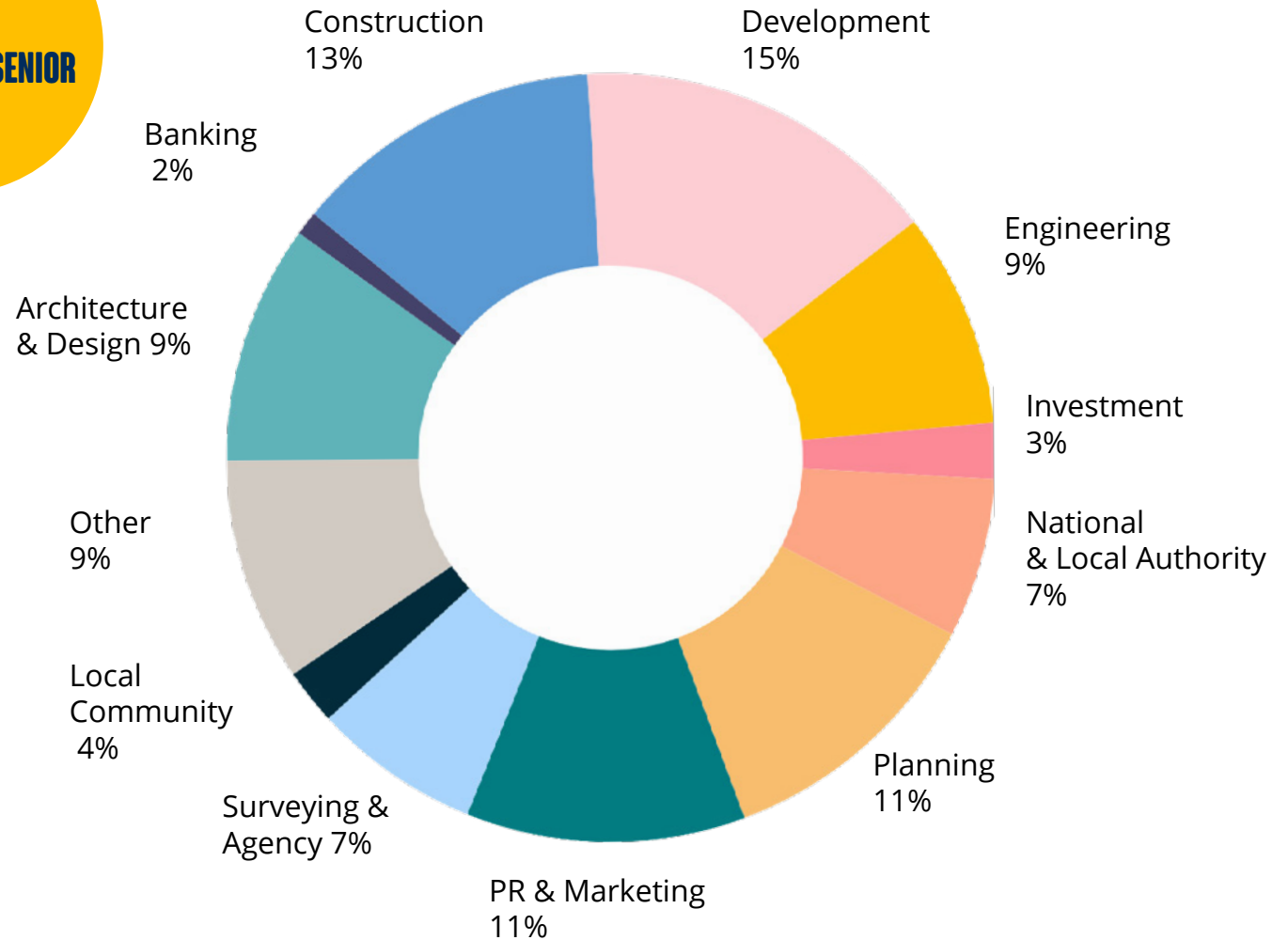
**500,000 PAGES READ EACH MONTH ON PLACE NORTH WEST, YORKSHIRE, & NORTH EAST**

**95% OF READERS RATE OUR NEWS COVERAGE 'EXCELLENT' OR 'VERY GOOD'**

**40,000+ FOLLOWERS ACROSS OUR SOCIAL PLATFORMS**

**14,000+ NEWSLETTER SUBSCRIBERS**

**77% OF OUR AUDIENCE IS SENIOR LEVEL**



'The value of **Place North's** commitment to not only delivering a breadth of networking events, but also facilitating **extensive introductions, media production, brand exposure and tackling industry problems** head on is **second to none**. Close collaboration between our teams has delivered **tangible benefits, unlocked significant opportunities** across the North and **opened doors** to key stakeholders to **add real value to the business!**

Kirsty Jolley, head of marketing

placefirst



# Business generation

## How we help grow your bottom line

As a **free-to-read** publication based in the North and **exclusively** covering this region, we know what it takes to win business here.

We understand the **dynamics** of complementing a strong regional profile with a **tangible business return**.

We know that marketing alone doesn't win business and that **influence** and **reputation** don't come solely from an online profile.

**Creating** and **engineering** opportunities for business leaders to start, build, and maintain positive, **profitable relationships** is how *Place North* exists.

Our **respected position** and commitment to **quality** have made *Place North* a trusted introducer of people and businesses for more than **16 years**.

Our network is senior, our reach is **extensive**, and our track record is **enviable**.

We know that business leaders want to connect with the **right people**, understand the unique geography, and remain constantly aware of a changing political landscape.

We are *Place North*, and we're here to **help**.



Dino Moutsopoulos  
Managing partner and  
head of commercial







## WE KNOW YOU WANT TO

- Connect with top decision-makers
- Boost your profits
- Secure the best projects
- Impress existing clients and win new ones
- Enhance your brand and profile in the industry
- Network with influential businesses in the North
- Drive investment
- Attract new business
- Elevate the profiles of key individuals

# Become a *Place* partner

Build your own 12-month package to **significantly boost** your profile and gain access to your target audience.

After a consultation with our editorial and production team, you will have a bespoke campaign of activities specific to your business needs.

You will also receive **unique business development** opportunities throughout the duration of the partnership.

**LEVEL UP YOUR  
POSITION IN THE  
MARKET**



**Simon Arnott, managing director - North**

**Morgan Sindall Construction**

*'The collaborative work we have been undertaking with Place North for a number of years stands out as a testament to our commitment to brand elevation, strategic positioning, and fostering enduring client relationships.'*

*'Our continued partnership has been instrumental in showcasing our endeavours across the North West, amplifying our presence on and off-site through things like interactive site tours and exclusive events.'*

*'Looking ahead to 2024, this partnership will be a pivotal part of our business development and marketing plan, aligning seamlessly with our North West business ambitions, steering us toward sustained growth, greater industry recognition and strong relationships.'*

**Lucy Johnston, head of marketing  
Close Brothers**

*'We have collaborated with Place North for seven years, two of which as proud partners. Working with them has been an absolute pleasure. The Place North team is exceptionally knowledgeable and well-connected and our collaborative efforts on events, communications, and various media activities have been valuable and enjoyable. We look forward to continuing our successful partnership with Place North.'*

# Our partners

## The exclusive *Place* Partner benefits you would receive:

- Invitations to **private dinners** throughout the year
- Your company added to our editorial news list for **comment** on breaking news, policy changes, and industry reaction
- **Invitations** to exclusive off-book VIP events
- General closer **working relationship** with editorial team through regular and organic communication
- **First view** of events and marketing opportunities before they are launched to the wider market / competition
- Invitations to **exclusive** industry events at MIPIM and UKREiiF
- A **dedicated** editorial announcement on *Place North* websites and newsletters regarding your partnership. Includes quote from a director and company logo
- Social media **promotion** of your partnership on all relevant *Place North* **social media channels**
- Inclusion of the Place Partners logo reel on the website and in our annual **printed** and **digital** media packs (updated periodically)
- Kick off meeting with **senior editorial** and **delivery team** - ability to share plans and strategy that our team can help **communicate** through news and associated activities

Investment starts at £25,000+ per year for *Place North West*, £15,000+ per year for *Place Yorkshire*, and £15,000+ per year for *Place North East* - get in touch to discuss the right option for your business.



# Driving growth with Hydrock now Stantec

## HYDROCK NOW STANTEC HAVE ...

- Collaborated with *Place North* to create high-quality content and exercised influence across the Northern property industry, effectively raising their profile across all three regions
- Become the Insight expert on transport and shared specialist commentary with 14,000+ *Place North* subscribers
- Produced two podcast episodes, showcasing expertise and elevating the profiles of company individuals
- Sponsored multiple *Place North* events including the UKREiif drinks reception, where Hydrock now Stantec gained access to a guest list of 180+, full branding, and extended reach via a website write-up, resulting in thousands of additional reads
- Been approached by our editorial team for comments in news stories
- Received exclusive analytics of news articles that mention Hydrock now Stantec

## AND MUCH MORE.



WE CAN RAISE  
YOUR PROFILE AND  
HELP YOU INFLUENCE  
THOUSANDS

As with every client, our in-house team crafted a **comprehensive** and **bespoke** campaign, ensuring a 360-degree perspective in all our activities with Hydrock now Stantec.

Our track record speaks for itself; we are trusted to deliver and our results consistently demonstrate our commitment. With every activity, we aim not just to **retain** but to **continually** impress our clients.



Let us help **elevate** your profile as industry experts across all three of our publications, alongside in-person events and expos. Achieve **fantastic results** like Hydrock now Stantec and allow us to **grow** your bottom line.

*'Hydrock now Stantec is proud to partner with Place North. Our relationship has proved a resounding success. Forged over the last eight years, it continues to help us to achieve our business goals and gain valuable exposure in the region.'*

*Place North's extensive reach and influence within the property sector and across the built environment has been invaluable to us, and we're now benefitting from being a supporter of Place North's growth into the North East and Yorkshire. Their platform has provided room to showcase our expertise and services to a highly targeted audience of decision-makers.*

*Over the last 12 months, our bespoke package of activities has spanned online and offline content, including event sponsorship, thought leadership, positioning on influential panels, filmed coverage at UKREiiF, and superbly-curated roundtables tackling some of the biggest challenges facing the industry.*

*Ultimately, as a result of our partnership, we've been able to increase brand awareness, build relationships, and generate new business.*

*In addition to the tangible benefits, we've also enjoyed the collaborative relationship we've built with the Place North team — Dino, Kirsty, Paul and all members of the editorial and events teams. What would we do without you?*

*Everything taken care of. That's the Place Difference.*

*The Place team sets a high bar. It's why we partnered with Place North and commissioned a series of filmed roundtables. The team pulled together the perfect group of professionals, evidenced by the obvious chemistry during the conversation, the format of the event was superbly organised, and the final production perfectly met our original brief.*

*The biggest compliment I can give is that the team make those things that are often so challenging behind the scenes but look easy on the surface, actually really easy.'*

*We're confident that our partnership with Place North will continue to be a success in the years to come.'*

**Danny Hope, regional director for the North West,  
Hydrock now Stantec**



# In good company



SHOOSMITHS



Blackpool Council

Curtins



together.

BDP.



MORGAN SINDALL CONSTRUCTION

L&Q

Onward

kuits solicitors



CAVENDISH



jmw



Salford City Council

HOLLIS



ARUP



bruntwood SciTech

Peel L&P REALISING POSSIBILITY



BroadwayMalyan<sup>BM</sup>

muse

Harworth



cowgills



MILLS & REEVE

H B D



# Event production

Thinking of hosting a **conference, social, private dinner, or drinks reception?** *Place North* can help.



## **Full Day Conference**

Breakfast networking, panel discussion and presentations, a drinks reception in the evening, and add-ons such as video production.

## **Half Day Conference**

Includes presentations and panel discussions, plus networking opportunities during breakfast, a coffee break, and lunch.

## **Breakfast Events**

Looking to host a shorter event to promote your new service or product? Our breakfast events offer networking and content for up to two hours.

## **Drinks Reception**

Host an intimate evening reception for VIPs and prospective clients with plenty of networking, drinks, canapés, and speaking opportunities.

## **Filmed Roundtable**

We will source guests, secure an appropriate venue, and provide video coverage of the discussion, promoted via our website, and YouTube channel.

*Place North*  
has delivered  
bespoke events  
for the following  
companies



# Amplify your expo presence

## Reach more people than just those attending.

Make the most of your attendance at national and international conferences. Associate your brand with a **leading** property event, **maximise** your business development, drive **footfall** to your stand, and raise the **profile** of your staff.



### Opportunities can include

- Editorial sponsorship
- Video content from your stand with key staff
- Social media promotion
- Online advertising
- Timed publishing of comment pieces
- Breakfast event
- Video roundtable
- Drinks reception

### Cost dependent on activity

We also offer a variety of **supporting services** including copywriting, event chairing, consultancy advice, campaign planning, and graphic design.

TAKE A LOOK AT OUR  
WEBSITE FOR MIPIM  
OPPORTUNITIES





# Event sponsorship



**4500+ GUESTS  
ATTENDED OUR  
EVENTS IN 2023**



We have a **wide variety** of social events and conferences available for sponsorship. Here are some of our previous sponsors...

**HOLLIS**

**Lanpro»**

**Hearthstone**  
Finance

**enzygo**

**EK** **EvanKellie**  
PROPERTY SOLUTIONS

**ALLIANCE**  
INVESTMENTS

The **interactive** nature of our events provides sponsors with the opportunity to **connect** with potential clients, while simultaneously raising company profile.

Take advantage of our network of key decision-makers to establish lasting, **high-quality relationships**, and capitalise on business development opportunities.

We work **collaboratively** with clients to **identify** and **attract** potential clients to events, as well as assist with following up on leads afterward.

**Maximise** your event with additional supporting materials that will **elevate** your brand during a busy conference or social.

## Product seat drop

- Distribute your leaflets, flyers, and branded merchandise at one of our busy events.

## Exhibition stand

- Table and two pop-up banners
- Four tickets to the event
- Opportunity to distribute literature
- Delegate list in advance of the event
- Screen available at additional cost

# Filmed podcasts



*'The Place Podcast was a great opportunity to promote the brand and discuss key issues relating to the built environment and, as host, Julia had clearly done her research and was ready to question and challenge to ensure listeners gained a good insight into the subject matter.'*

**Katrina Davis, director of communications & culture**

**CIVIC**  
ENGINEERS

## NEW FOR 2024 - FILMED PODCAST

Make your content go **even further** and increase your reach by opting for a filmed podcast. This allows your audience to **engage** with your content in the way that suits them best, whether it's through video or audio only. This option is also ideal for those looking for a **versatile way** to repackage content for social media.

**10,700+ PODCAST  
STREAMS IN 2023**

Hosted on leading podcast platforms including Spotify, YouTube, and Apple Podcasts.



Share your knowledge, personality, and understanding of the property industry in a **creative** and **engaging** manner. We will produce your entire podcast from start to finish, including sourcing guests, recording, and editing. We will then publish and share it with our readers and social media following of more than 40,000 professionals.

- Position senior figures as thought leaders in the industry
- Voice your expertise and passion on a topic or theme
- Become a regional voice
- Promotion of your podcast on our social media channels
- Voice your expertise and passion on a topic or theme
- Web links and written overview of your company alongside your podcast video on our website

# Video services



*'Place North worked closely with us on our video, helping to create an engaging piece of content that we were able to share with our contacts and clients. The team at Place North are really easy to work with, they are fast and professional. The entire process from start to finish was a breeze.'*

**Alan Robson,**  
managing director



Grow your online profile, **showcase** your new development, and **maximise** your event presence with a filmed roundtable, site tour, or commentary piece. We will take care of the entire production process, from sourcing guests and venues to filming, editing, and even online **promotion** across our website and social media.

## **Video commentary**

A one-to-one interview with the leader of your business discussing a hot topic of your choice. This is a great way of showcasing your knowledge and status in the industry.

## **Video fireside chat**

Draw in audiences and tackle important topics on camera with filmed interview between a moderator and one or two guests.

## **Filmed site tour with editorial host**

Upgrade your site or building video with a senior journalist joining on-site as presenter and interviewer.

## **White label services**

Do you have something specific in mind? Share a brief and leave it to us to create and promote a video project tailored to your goals.

Our in-house team works at a **fast pace**, consistently delivering **high-quality** videos and promotions within a short turnaround.

According to Sprout Social's 2023 report, video content is the **most engaging** across social platforms.

Make sure your business isn't missing out on **engagement**.

# Market research

We are **integrated** into the property market in the North. We are able to contact business leaders, identify key trends, track sector opinion, and produce an in-depth independent report that is important to you.

Create a **bespoke** tool crafted for targeted marketing and business development.

Benefit from a **full-service package**. Your report will be designed, produced, and promoted to our entire readership.

# Jobs board

**Enjoy unlimited job listings with no restrictions.**

**Effortlessly** connect with the right candidates. Showcase your job advertisement with a single fee - we'll feature your job vacancies prominently on our website, in our newsletter, and within our weekly Jobs Bulletin.

# Event listings

**Boost** your event's visibility and increase attendees by featuring on our popular events board.

Your event details will be sent directly to an extensive network of property professionals. **Elevate** your event's visibility and ensure it stands out in the industry.

**REACH  
THOUSANDS OF  
PROFESSIONALS  
EFFORTLESSLY**

**25% of readers say they have transacted with a company as a result of advertising they've seen on Place North.**

# Banner advertising

Drive traffic to your website with attention-grabbing banner ads that are displayed across our websites, visited by **300,000** property professionals a month.

- Website
- Regional news briefings
- Website and briefing combo
- Events, Jobs, Insight bulletins

# Email marketing

Boost **business leads** by spotlighting the launch of your new services, products, reports, and more through a direct email to our engaged subscribers. We have more than **13,500** subscribers at *Place North West*, **11,500** for *Place Yorkshire*, and **11,000** at *Place North East*.

**Maximise** impact with images, videos, website links, and downloads.

- Receive a comprehensive analytical review to track and measure the success of your campaign
- Follow up emails available



Boost website visits and reach engaged audiences, as seen with our client Walker Sime, who achieved an impressive 210 advertisement clicks to its website through 10 *Place Yorkshire* briefings

# Insight & Comment pieces

**Improve** your brand's content strategy with *Place Insight*. Upload **unlimited** content on our websites over 6 or 12 months focusing on your chosen topic or sector.

Alternatively, produce a **one-off**, fixed-price thought leadership *Comment piece* on your chosen topic.

Enjoy prime visibility in our email bulletins, on the website, and across our social media channels.

**Limited on time and resource? Let us take the pressure off with our additional copywriting service.**

# Ethics & views



At *Place North*, our mission is to **champion** the property industry by providing **reliable** news coverage and supportive and **inclusive** events.

We celebrate growing commitments to equality, inclusivity, and diversity within the built environment. We seek to foster supportive communities at our events, where voices with different perspectives, backgrounds, and ideas are heard in a respectful environment. We also recognise the crucial role the built environment plays in combating climate change.

We strive to empower and encourage those who are making a difference in the sustainability realm by amplifying their stories. Learning from each other is a key part of the *Place* experience. Together, we will champion the industry, celebrate its achievements, and push for continual improvement.



## REGENERATION BRAINERY

Championing a **diverse** and more **modern** built environment has always been a focus for *Place North*. We are proud to partner with Regeneration Brainery who accelerate change to make our industry more **representative** of the world in which it operates.

Regeneration Brainery is a not-for-profit organisation that addresses both the skills gap and the need for diversity in the property industry by working with young people from under-represented backgrounds to encourage them to pursue careers in the built environment. It does this through a mixture of workshops, networking sessions, and site visits.





'Sponsoring *Place North* events gives Kuits exceptional visibility and brand recognition as well as the opportunity to network with a high-calibre audience that aligns perfectly with our target market.'

*Place North* events are highly regarded within the industry, attracting key decision-makers and influential professionals from across the property and construction sectors. The team at *Place* make the sponsorship process seamless and are committed to ensuring that we find it beneficial.'

**George MacMillan**  
Head of banking & real estate finance,  
Kuits Solicitors

# Costs

We believe in **transparency**, which is why we don't hide our prices. These will remain **fixed** for 2024. We prioritise ease of use and **convenience** for our clients, offering the option to build your own package. *Prices do not include VAT.*

| <b>OPPORTUNITY</b>                                | <b>PACKAGE SPECIFICS</b>                                  | <b>COST</b>                      |
|---|---|----------------------------------|
| <b>Event Sponsorship</b>                          | Conference (includes 8 tickets)                           | £3,950                           |
|   | Social (includes 10 tickets)                              | £2,000 - £10,000                 |
| <b>Client Event</b>                               | Full-day conference                                       | £35,000                          |
|   | Half-day conference                                       | £25,000                          |
|   | Breakfast events  | £12,000 - £15,000                |
|   | Drinks reception  | £10,000 - £15,000                |
| <b>MIPIM/Industry Event Editorial Sponsorship</b> | Online and offline MIPIM-related profile-raising activity | £5,000 - £20,000                 |
| <b>Event Listing</b>                              | Your event featured on our events listing calendar        | £200                             |
| <b>Product Seat-Drop</b>                          | Flyer or merchandise given out to delegates               | £750                             |
| <b>Exhibition</b>                                 | Exhibition stand at a conference                          | £1,750                           |
| <b>Event Chairing</b>                             | <i>Place</i> will chair your event or panel               | From £1,000                      |
| <b>12-Month Partnership</b>                       | Tailored online and offline package                       | From £15,000; £20,000; & £25,000 |
| <b>Filmed Roundtable</b>                          | Dedicated video, chairing, and event coordination         | £6,000 (+ room hire)             |



| <b>OPPORTUNITY</b>                 | <b>PACKAGE SPECIFICS</b>   | <b>COST</b>                            |
|------------------------------------|--|--|
| <b>Website Advertising</b>         | Web banner on any of our publications  | From £1,450 per month                  |
| <b>Newsletter Advertising</b>      | Banner on our <i>Place</i> Bulletins   | From £1,750 per month                  |
| <b>Web and Newsletter Bundle</b>   | Newsletter banner and website banner   | From £2,560 per month                  |
| <b>Ad Combo</b>                    | Ads across the website and all bulletins including news briefings, The Subplot, Insight and Jobs<br>4 social media promotions in a month | £5,000 per month                       |
| <b>Bulletin Advertising Bundle</b> | Events, Jobs, Insight bulletins  | £500 per month                         |
| <b>Email Marketing</b>             | Mailshot to <i>Place's</i> database with your own marketing content  | £2,500 per email<br>£2,900 with design |
| <b>Insight Contributor</b>         | 6 months/12 months   | £4,000/£6,000                          |
|                                    | Including copywriting  | £7,000/£9,000                          |
| <b>Comment Piece</b>               | Online comment piece   | £1,250                                 |
|                                    | Copywriting per comment piece  | £500                                   |
|                                    | Video commentary/filmed comment  | £2,250                                 |

| <b>OPPORTUNITY</b>                                | <b>PACKAGE SPECIFICS</b>   | <b>COST</b>        |
|---|--|--------------------|
| <b>Market Research</b>                            | Prices vary based on research requirements   | From £10,000       |
| <b>Podcast</b>                                    | Sponsor and speak on a podcast   | £2,500             |
| <b>Filmed Podcast</b>                             | Edited video footage as well as audio  | £3,750             |
| <b>Job Listing</b>                                | One job listing/three job listings<br><br><i>Special recruitment agency rates available for block bookings</i>             | £595/£1,400        |
| <b>Graphic Design</b>                             | Banner ad, programme ad, pull-up banner, email marketing campaign  | From £400 per item |
| <b>Consultancy Advice &amp; Campaign Planning</b> | Editorial/marketing/commercial advice  | On enquiry         |
| <b>Editorial Link</b>                             | Embedded link in a story/editorial piece   | £150               |
| <b>Video Fireside Chat</b>                        | Chaired video interview with up to two guests  | £3,000             |
| <b>Video Site Tour</b>                            | An energetic and eye-catching video of your scheme with a senior journalist joining on-site as a presenter and interviewer | £4,950             |

# Contact us

To discuss or book any activity with us, contact

[sales@placenorth.co.uk](mailto:sales@placenorth.co.uk)

07803 988112

**Place** NORTH

 Place North

 PlaceNorthNews

 @PlaceNorth\_


**Place** NORTH WEST

 Place North West

 PlaceNorthWest

 @PlaceNorthWest

**Place** YORKSHIRE

 Place Yorkshire

 PlaceYorkshire\_

 @PlaceYorkshire\_

**Place** NORTH EAST

 Place North East

 PlaceNorthEast\_

 @PlaceNorthEast



# NORTH Place

NORTH WEST    YORKSHIRE    NORTH EAST

For more information on *Place* opportunities and activities head to our marketing pages on:

[placenorthwest.co.uk](http://placenorthwest.co.uk)

[placeyorkshire.co.uk](http://placeyorkshire.co.uk)

[placenortheast.co.uk](http://placenortheast.co.uk)