



## Why Darlington? August 2007

Martin Littleton and his partners, Peter Atkinson and David Carter, decided to move their fledgling business from Bedale to Darlington in 1988. They did so because they thought that the attraction of Darlington as a growing regional business centre and its developing labour pool were both going to expand substantially over the course of the forthcoming years, which was exactly in line with their plans for the company.

They were not wrong and, having arrived with 20 staff, they now employ over 100 based in two modern offices in the centre of town working both regionally, through their insurance brokerage, and nationally, through their specialist insurance underwriting agency.

When asked what the attraction was all those years ago Martin said “Exactly what the attraction is now really. Geographically Darlington is perfectly placed between Newcastle and Leeds and provides business with the almost unique ability to efficiently service both centres and all towns in between. Access to the Darlington is generally first class and we can move about the UK freely by road, rail or air with little fuss”

“Staff, their interest in training and their availability are among the key issues for business generally and this is no different to BIB. We have a highly motivated team of people here at BIB, many of who have been trained by us to professional qualification level, which is a great credit to them. It also reflects well on the support agencies as we have been lucky enough to have Darlington Borough Council and Business Link work with us in our development program throughout our time here.”

“Our experience has been excellent in every way and the passion that exists in the region for its own success is the thing that sets Darlington apart from its competitors. As we continue to grow our business on a regional and national basis we plan to look no further than Darlington as it is just as much key to our success in the past as it will be in the future”.

Martin believes that there is little to be experienced in business that has not already been experienced by others, the difficulty sometimes is finding out about them. Anyone interested in moving or expanding their business in the area is invited to ring Martin on 01325 343888 when he would be happy to exchange his experiences with them.

