

## 42 The Calls Hotel receives a new lease of life; a new owner is confirmed.....

Once the most desirable destination in Leeds, the hotel, 42 The Calls entered administration in February this year. Fast forward; April 2018, it's time for new beginnings. We are delighted to announce that 42 The Calls has been rescued by a local, Leeds investor with a fresh, ambitious, vision. Introducing Simon Pollard, a 42-year-old entrepreneur from Leeds, Simon has spent the last 23 years building several highly successful businesses. The new owner has a true passion for ensuring the experience of his customers is unrivalled.

Simon was chosen as one of the Yorkshire's stand out business leaders by the top business journals, the Insider. The Insider's "42 Under 42" programme recognises Yorkshire's most dynamic and inspirational young entrepreneurs and celebrates their success in helping grow the regional economy. According to the Insider it's a "showcase of the region's brightest business talent, the next generation of leaders" the "ones-to-watch" are listed in the annual "42 Under 42" list.

As part of a multimillion pound investment, Simon's vision is to reignite the brand, rebuild and develop a 5-star luxurious experience which will surpass expectations that were synonymous with 42 The Calls some 27 years ago. The investment and dynamic, forward-thinking vision will create opulent 5-star luxury accommodation set on the beautiful backdrop of the River Aire. The hotel refit will blend high-end contemporary suites into the footprint of the 18th century corn mill whilst ensuring it celebrates the building's unique architectural heritage. An exquisite champagne bar and glorious riverside dining will create the most desirable, unique hospitality destination in the city. Put simply, it will be an outstanding, exclusive, 5-star hotel in a truly unique setting.

It has been a difficult time for present staff at 42 The Calls, many of whom have significant years of service. Their loyalty will be rewarded with opportunities to progress under Simon's leadership as the hotel is revitalised from the once destination brand whilst operating under a stable financial platform. 42 The Calls will remain fully operational as customers and future guests continue to be welcomed, any bookings made prior to new management will be honoured. Further plans are yet to be unveiled, however if past ventures of Simon's are anything to go by, Leeds can prepare itself for a breath-taking new hotel.

**Simon commented:** *"I am extremely excited about the future and huge potential of this hotel and look forward to creating something special in support of our long-standing customers. I am of firm belief that I have the ability to reset the vision whilst reigniting the fundamental, core values of 42 The Calls Hotel. This comes from having the right capability and balance of ambition to help rescue what has been a diminishing local brand in desperate need of significant investment for some years. I have the vision, foresight and renewed ambition to invest in what will be a very exciting venture. I plan to transform and redevelop 42 The Calls into breath-taking accommodation that will take the hotel back to its roots of being in the Premier League. Embracing the 18th century converted corn mill's unique setting, provenance and potential, we will promote 42 The Calls Hotel into a luxury experience for the people of Leeds to treasure and enjoy. I believe my track record, ambition and continuous enthusiasm will put 42 The Calls Hotel firmly back on the map as the best luxury hotel in Leeds." Please visit the new website; [www.42thecallshotel.com](http://www.42thecallshotel.com)*