

# ON COURSE FOR SUCCESS

**York Racecourse achieved a record season this year thanks to Pudsey-based software business, Logical Minds and help from Business Link (BL).**

Logical Minds revolutionised the racecourse's integrated computer systems linking their call centre and web-based ticket operation.

Company founder, David Weaver says: "We've had input from BL on the direction of the firm from day one and this has made all the difference. Together we decided to stop

designing websites and concentrate on the team's core strength - developing bespoke software. The results have been superb! Winning work from clients such as York Racecourse has been great and we couldn't have done it without BL. The strength of their team of advisers is that they have all run businesses themselves and their on-going advice and network of contacts has been invaluable."



**David Weaver and Project Director  
Andy Travis from Logical Minds**