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The Concerto Group merges with caterer CH&Co

Firms hope union will help realise new growth potential, particularly in conference centres and large arenas

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Pictured: Bill Toner and Adam Elliott

The Concerto Group has merged with hospitality caterer CH&Co.

The companies hope the move will strengthen their reach and competitive edge and realise new growth potential, particularly in conference centres and large arenas.

The development increases CH&Co Group's turnover to £300m and it will now provide catering at over 750 sites across the UK and Ireland, employing more than 6,200 people.

CH&Co Group's CEO, Bill Toner, said: "CH&Co Group and Concerto Group are both well-known and respected players achieving great things in the events market so our union is a very positive development. Both companies bring a great mix of talent, expertise, creativity, resources and assets to the party, and together we create a really attractive proposition in this highly competitive arena. It also gives us an introduction into the hotel sector. This new territory for CH&Co Group is an area I know well and it's a very exciting prospect.

"This is great news for our clients too. We'll be able to offer additional services such as team building events and specialist party and event options in many locations around the country.

"CH&Co Group has grown rapidly in recent years through welcoming a number of businesses into the family. As well as making sure this always makes perfect business sense, we're committed to ensuring our people benefit from enhanced working practices and greater development opportunities that such growth offers. This is no different, and we look forward to welcoming the Concerto Group team to our extended family."

Adam Elliott, who will continue in his role as chief executive at Concerto Group, added: "For our clients and our teams it's very much business as usual. Looking forward, we will be working closely with our new colleagues to pool resources and expertise to maximise the strength of the partnership and capitalise on the new growth potential available to us. The year ahead is going to be very exciting."

Concerto Group made a pre-tax profit of £302k with sales of £31.2m for the year ended 29 February 2016, according to accounts filed at Companies House

And in the year ended 31 December 2016 CH & Co made a pre-tax profit of £150k on a turnover of £191m.

Non-executive chairman David Gilbertson and finance director Mark Greaves have both left the board of Concerto Group in the wake of the merger, while CH&Co Group's CEO Bill Toner has joined the board, along with the firm's chief financial officer Madeleine Musselwhite