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## The Reporter

*Rupert Jones*

### **There's snow business like...**

The big freeze has kept insurance company call centre staff busy this week, with cars sliding into trees and lampposts, a flood of burst pipes, and thousands of people missing flights because the snow prevented them from getting to the airport. Meanwhile, the Reporter was hit with a blizzard of weather-related press releases - some more desperate than others. Young Group - specialising in providing "property portfolio management services" to private investors - claims the Siberian conditions underline the benefits of city living. *"It has been those lucky enough to live in city centres, close enough to walk to work, who have been left holding the economy together,"* insists the company, which took the opportunity to promote its developments in locations such as London's Canary Wharf.

### **....and warming to the theme**

Sticking with this, is it just me, or is there something slightly depressing about the fact that even this week's extreme weather wasn't enough to stop some people splashing the cash on stuff they probably don't need? Voucher code website, [everydaysale.co.uk](http://everydaysale.co.uk), reported that traffic was up 20% on Monday and Tuesday. "It seems a good proportion of the six million people who didn't go into work due to the weather, were using the time to shop online," it says.