



Mitchell leads the team

Press Release
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Key team members who will oversee the multi-million pound transformation of one of the Midlands' best-known venues have now been appointed.

The Southwater Event Group are on the verge of an ambitious redevelopment plan to create a third on-site hotel, a new 1,000 capacity flexible event suite, additional bars and restaurants, and new reception and public concourse areas at The International Centre in Telford.

They have applied for planning permission to carry out the work which will be the first phase of a £250 million masterplan to create a new convention quarter with their venue at its heart.

And now, Fergus Mitchell has been named as the new Project Director, who will be supported by Dawn Simpson, Project Administrator.

Tom Gray, CEO of Southwater Event Group, said: "These are key appointments for our company, and they strengthen our commitment to the development and to creating a true business visitor destination."

Tom said Fergus' background in the events industry combined with his recent involvement in a number of property projects including a mixed development in Leicester and projects in Oxford and London will be critical for the role.

"Fergus will now take over the day-to-day operation of running our development, liaising with contractors and suppliers, and ensuring the work goes hand in hand with events at the venue.

"He will play a crucial role in ensuring the redevelopment has a minimal impact on events taking place at The International Centre, and there will be an extended building programme in place so we can adjust construction times according to the needs of on-site events."

The venue already has 11,300sq m of event space, two on-site hotels and a third just two minutes' drive away. The new plans will take the total of on-site hotel bedrooms to 451, as well as creating more event space as a direct result of customer demand.

The convention quarter forms part of a masterplan in a joint development with Telford & Wrekin Council that will breathe new life into the heart of the town, creating a destination of regional and national importance.

Pic: Fergus Mitchell – Southwater Event Group's new Project Director

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