

WHAT'S YOUR GOAL?



Case Study : Molineux Conference & Events

Client Profile:

Tony Osborne, Staffordshire and West Midlands Community Rehabilitation Company Ltd

SWMCRC have responsibility for the supervision of offenders in the community, along with their partners in the Reducing Reoffending Partnership. They work with offenders from the North of Staffordshire down to the South Midlands area. Previously known as the Probation Service, they are working to deliver the changes created by the recent Transforming Rehabilitation Agenda and are responsible for the supervision of medium to low risk offenders at the end of their custodial sentences and in the community.

The Challenge

SWMCRC are unable to accommodate 90+ managers on their own site for their Leadership Development Events which are regular day-long senior management conferences. This led them on search for a venue that could accommodate their staff meetings in a comfortable and professional environment in a convenient location.



The Solution

Molineux Conference & Events
Molineux Stadium is centrally located in Wolverhampton city centre, in the heart of the West Midlands. Conveniently positioned for transport networks near a west coast main line train station, just a few minutes from the M6 and M54 motorways and less than an hour away from Birmingham International Airport.

“For Staffordshire and West Midlands Community Rehabilitation Company this means Molineux provides an ideal location almost halfway within our geographical boundaries providing equal travel times and good transport links for staff members attending the meetings.” Says Tony Osborne, Organisational Development Manager at SWMCRC.

With many staff opting to drive to the venue, Molineux’s offering of hundreds of free car parking spaces for delegates was a key factor when selecting the stadium to host the meetings. With a variety of rooms available to accommodate all sizes of meetings, Molineux offers clients a wide choice of facilities to meet the needs of their event.



The rooms themselves are flexible and can be configured to the most appropriate layout for the event. With such a wide selection of rooms SWMCRC have the opportunity to utilise breakout rooms as required.

“The dedicated events team are always on hand to help with last minute changes that inevitably arise when planning events of this size and style.”

Continued overleaf...

WHAT'S YOUR GOAL?



Case Study : Molineux Conference & Events continued...

Results

SWMCRC have held several events at Molineux Stadium in the past two years and staff were asked to rate their experiences of the venue. Over 80% rated the venue as good or better and in excess of 90% felt that the event itself was good or excellent.

As a result SWMCRC are booked in for more events for the future and are one of Molineux's most regular clients.

80%

of delegates rated Molineux as good or better

90%

of delegates rated their event as good or excellent

“Molineux is rapidly becoming our ‘venue of choice’ for a variety of events for staff across Staffordshire and the West Midlands. A combination of the professionalism of Molineux staff and the geographical location make this venue our first port of call in our planning”

Tony Osborne

