

Cheshire PR Consultancy Wins Launch of New City of London Venue

Tuesday 2 June, 2015

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Cheadle Hulme based **Perception Sales & Marketing Ltd** has been appointed to handle the media launch of **Farmers & Fletchers In the City**.

Home to two City Livery Companies: The Worshipful Company of Farmers and The Worshipful Company of Fletchers, **Farmers & Fletchers In the City** is located at 3 Cloth Street, London EC1A 7LD.

In 2013 a substantial renovation programme was agreed to develop the existing building into a contemporary events space and following a £1.8M investment, the new venue, **Farmers & Fletchers In the City** will re-open on 1st September 2015.

Established in 2004, Perception specialises in providing PR and sales representation services to event venues and hospitality clients. Clients include the CCIB in Barcelona, Abbey Road Studios in London and Le Saint James Hotel, Bordeaux.

Cath Couzens commented, "This is a very exciting launch to be involved in; a new contemporary event venue, with a range of attractive event spaces right in the heart of the City of London. The contemporary design incorporating quirky and imaginative details blends perfectly with the proud history of the Farmers and Fletchers Livery companies and yet delivers something completely new and exciting for the meetings market. Interest from event organisers is already extremely keen."

For further information contact Emma Simmons on T: 0845 293 2552 E: info@perception-uk.com

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Notes to Editors:

Farmers & Fletchers In the City will re-open in September 2015, following a £1.8M investment to develop the building into a contemporary and distinctive events space.

The building is home to two City Livery Companies: The Worshipful Company of Farmers and The Worshipful Company of Fletchers.

Farmers & Fletchers In the City is located at 3 Cloth Street, London EC1A 7LD.

Established in 2004 by Cath Couzens, Perception provides PR and sales representation to luxury hotels and unique event venues worldwide.

The Cheadle Hulme based business has recently been reappointed by Fishmore Hall in Ludlow and won a pitch to represent Osea Island in Essex.

Company Contact:

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