

Birmingham Central Broadway Plaza – B16 8LP

From hotel to venue (15-20mins/0.7miles):

- From entrance of hotel turn left and walk down the steps (or take the lift to your right to the ground floor and then turn right, continuing straight ahead towards the steps)
- Follow the path around to the right (down the ramp) onto Ladywood Middleway
- Cross over the road at the first pedestrian crossing you come to
- Turn left and then take the first right onto Friston Avenue
- At the end of Friston Avenue, turn right onto Ruston Street and follow the road around to the left onto Grosvenor Street West (or cut through the small green to your left)
- Take the first right onto Ryland Street
- At the end of Ryland Street, turn left onto Broad Street
- Continue along Broad Street, crossing the road towards Novotel and past another Travelodge to your right (on the other side of the road)
- After a few minutes you will see a blue bridge ahead
- Shortly after the blue bridge, take the first left
- Follow the path onto Centenary Square and straight ahead you will see the ICC entrance (covered by a blue, triangular shelter)
- Once inside the venue, continue down the mall, until coming to the escalators on your right where there should be ICC staff to greet you
- Take the escalators, stairs or lift* to Level 4 and proceed to PMG registration
- * Directions for lift: from the escalators, take the ramp to your left, travelling down towards the Oak Kitchen café; go through the Oak Kitchen café (towards the counter) and turn left just before the counter. The lift will be on your left and you should take it to Level 4. Once on Level 4, turn right out of the lift, and the PMG registration desk will be straight ahead of you.

Please note: ICC staff will be available to help those requiring the lift if, please just ask.

From venue to hotel (15-20mins/0.7miles):

- Take the exit to your right from the main entrance (on Centenary Square) and bear right towards Broad Street, continuing to the road
- Turn right onto Broad Street (towards the blue bridge) and continue onwards for a few minutes
- After about 5 minutes, you will go past another Travelodge to your left on the other side of the road (this is not the hotel you are staying at, so keep on past it)
- Turn right onto Ryland Street (opposite Cineworld IMAX) and continue along the street
- At the crossroads turn left onto Grosvenor Street West and follow the road around to the right onto Ruston Street (or cut through the small green on the right)
- Take the first left onto Friston Avenue
- At the end of Friston Avenue, turn left into Ladywood Middleway
- Cross over the pedestrian crossing and then turn right, continuing up the ramp to Broadway Plaza
- Follow the path around to the left, where you will see blue steps leading up to the Travelodge entrance. Take the steps and go straight ahead; the entrance is on the right.
- For lift access, continue straight ahead, past the blue steps. The lift is to the right, at Frankie & Benny's. Go up to the first floor; on leaving the lift, turn left and the entrance is on the left

More information:**Venue address:**

The ICC Birmingham
Broad Street
Birmingham
B1 2EA

Venue car park address:

The Barclaycard Arena (North, West or South)
King Edward's Road
Birmingham
B1 2AA
£8 / 24 hours

Hotel address:

Broadway Plaza
220 Ladywood Middleway
Birmingham
B16 8LP

Closest car park to hotel:

APCOA Car Park
220 Ladywood Middleway
Birmingham
B16 8LP
£10 / 24 hours

Driving to the hotel:

From M6 (North and South): Leave the M6 at junction 6 and follow signs for A38M Birmingham Central. Stay on the A38M in the second lane for approximately 2 miles, following signs for Birmingham City Centre. Pass over the flyover above Lancaster Circus (Aston University is on the left). Proceed through St Chad's Queensway tunnel. On leaving the tunnel, move into the left hand lane and continue up to Paradise Circus Island. Proceed down Broad Street (A456) to Five Ways roundabout - first slip road off A456. Turn right at the roundabout down Ladywood Middleway (A4540) and the car park entrance is on the left past the first set of traffic lights.