

Birmingham Central Bull Ring – B5 4SG

PLEASE NOTE: *there is currently building work taking place around the Victoria Square/Paradise Circus area. The information provided was correct at time of writing, but please follow any diversions towards the ICC/Library/Symphony Hall if required.*

From hotel to venue (20-25mins/1.0miles):

- From entrance of hotel turn left onto Upper Dean Street and continue straight ahead
- At the end of Upper Dean Street, cross over the pedestrian crossing to your left, across Pershore Street
- Turn right on Pershore Street and follow the road around to the left, onto Ladywell Walk
- Continue along Ladywell Walk, following the road around to the right (keeping to the left-hand side of the road), onto Hurst Street
- Continue along Hurst Street until you come to the large cross-roads; go across the pedestrian crossing and continue straight ahead onto Hill Street
- Continue up Hill street, going straight ahead, over the zebra crossing
- At the next cross-roads, continue up Hill Street (staying on the left-hand side of the road) over the railway bridge
- At the top of Hill Street, cross over the pedestrian crossing towards the Town Hall, and turn left on Paradise Street
- Continue straight ahead along Paradise Street, crossing another pedestrian crossing, to enter Fletchers Walk
- At the end of Fletchers Walk, you have two routes available: **steps or ramp...**
 1. **To take the steps**, turn right at the end of Fletchers Walk and continue straight ahead, walking up the steps. Turn left at the top of the steps and continue ahead onto Centenary Square (walking past Baskerville House, The Library of Birmingham and The REP Theatre to your right). The ICC entrance is straight ahead (covered by a blue, triangular shelter)
 2. **To take the ramp**, continue straight ahead at the end of Fletchers Walk and take the ramp to the right, continuing up the ramp up to Broad Street. Continue straight ahead on Broad Street, crossing over at the second pedestrian crossing onto Centenary Square. Bear left and continue straight ahead towards the ICC entrance in the corner of Centenary Square (covered by a blue, triangular shelter)
- Once inside the venue, continue straight ahead, 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 then go straight ahead 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 needed, just ask.

From venue to hotel (20-25mins/1.0miles):

- Take the exit to your right from the main entrance (on Centenary Square)
- You now have two routes: **steps or ramp...**
 1. **To take the steps**, bear left onto Centenary Square and continue straight ahead (past The REP Theatre, The Library of Birmingham and Baskerville House to your left). Turn right and go down the steps, then continue straight ahead, turning right into Fletchers Walk.
 2. **To take the ramp**, bear right onto Centenary Square towards Broad Street, continuing towards the road. Cross over at the pedestrian crossing, turn left on Broad Street, and continue straight ahead until you get to the ramp. Go down the ramp and turn left at the bottom, continuing straight ahead into Fletchers Walk.
- Once on the other side of Fletchers Walk, continue straight ahead and over the pedestrian crossing onto Paradise Street, continuing straight ahead until you reach the pedestrian crossing to your right
- Cross the pedestrian crossing and continue straight ahead down Hill Street
- At the cross roads, continue straight ahead, down Hill Street
- Continue along Hill Street, past John Lewis to your left and over the zebra crossing on Station Street, until you come to the large cross roads. Go over the pedestrian crossing and continue straight ahead onto Hurst Street
- Follow Hurst Street around to the left onto Ladywell Walk (keeping to the right-hand side of the road), and continue along Ladywell Walk
- Keeping to the right-hand side of the road, follow Ladywell Walk around to the right onto Pershore Street
- Cross over on the pedestrian crossing to your left (on Pershore Street)
- Turn left on Pershore Street and take the immediate right onto Upper Dean Street
- The Travelodge entrance is a short way along Upper Dean Street on the right

More information:

Venue address:

The ICC Birmingham
Broad Street
Birmingham
B1 2EA

Hotel address:

Broadway Plaza
220 Ladywood Middleway
Birmingham
B16 8LP

Venue car park address:

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

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 Chads Queensway tunnel. On leaving the tunnel, move into the left hand lane and continue up to Paradise Circus Island. Continue straight 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.