

Birmingham Central Newhall Street – B3 1PW

From hotel to venue (approx. 10mins/0.5miles):

- From entrance turn left onto Charlotte Street and continue straight ahead
- At the end of Charlotte Street, turn left onto the Parade/A457/Summer Row, crossing to the other side of the road when safe, and continuing over the canal bridge
- Continue up the Parade/A547/Summer Row around to the right (keep to the right hand side of the road)
- Take the first right onto Cambridge Street, crossing the road when safe and continue along Cambridge Street, until you come to a roundabout
- At the roundabout you should see an ICC sign above you, to the left
- Turn left at the roundabout and walk along the path at the side of the ICC building; the entrance will be on your right (under the 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 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, please just ask.

From venue to hotel (approx. 10mins/0.5miles)

- Take the exit to your left from the main entrance (on Centenary Square) and turn left; continue straight ahead (towards the roundabout)
- Turn right at the roundabout, onto Cambridge Street and continue straight ahead (past the back of The REP Theatre and The Library of Birmingham)
- At the end of Cambridge Street, turn left onto the Parade/A547
- Continue along the Parade/A547/Summer Row, following it around to the left (keep to the left-hand side of the road) and continue over the canal bridge
- When safe, cross the road and turn right onto Charlotte Street
- Continue along Charlotte Street, past University College Birmingham (UCB) on your left. You will see the Travelodge sign straight ahead, and the hotel entrance is to the right

More information:

Venue address:

The ICC Birmingham
Broad Street
Birmingham
B1 2EA

Hotel address:

Charlotte Street, off Newhall Street
Birmingham
B3 1PW

Venue car park address:

The Barclaycard Arena (North, West or South)
King Edward's Road
Birmingham
B1 2AA

Closest car park to hotel:

Newhall Street MSCP
Birmingham
B3 1SW

£8 / 24 hours

£20 / 24 hours (£14 with Travelodge discount)

Driving to the hotel:

Follow A41, to the roundabout with the A4540. Take A4540 exit. Turn right onto Bristol Street (A38) and continue onto Royal Mail Street (A41). Exit onto Navigation Street and continue onto Suffolk Street Queensway. Continue onto Paradise Circus Queensway and bear left onto Parade (A457). At the roundabout, take the fourth exit onto Parade (A457) and then turn left onto Charlotte Street. Please note that although the hotel is called Travelodge Birmingham Central Newhall Street the hotel is actually on Charlotte Street.