

## **Birmingham Central Travelodge – B15 1AY**

### From hotel to venue (approx. 5mins/0.3miles):

- From entrance of hotel turn right onto Broad Street (towards Granville Street) and continue straight ahead
- Cross over the road at the first pedestrian crossing you come to and continue, in the same direction as before, along Broad Street
- Shortly after the blue bridge overhead, 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 straight ahead along 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 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, please just ask.*

### From venue to hotel (approx. 5mins/0.3miles):

- Take the exit to your right from the main entrance (on Centenary Square) and bear right towards Broad Street, continuing towards the road
- Turn right onto Broad Street (towards the blue bridge) and continue straight ahead
- Cross over the road at the first pedestrian crossing you come to and continue, in the same direction as before, along Broad Street
- Continue, past Jury's Inn, and shortly afterwards you should see the Travelodge straight ahead, on the corner of Granville Street/Broad Street, with the entrance on Broad Street, to your left

### **More information:**

#### **Venue address:**

The ICC Birmingham  
Broad Street  
Birmingham  
B1 2EA

#### **Hotel address:**

230 Broad Street  
Birmingham  
B15 1AY

#### **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:**

Five Ways Euro Car Parks  
60 Shopgates Street  
Birmingham  
B15 1DB

**£6.60 / 24 hours**

### ***Driving to the hotel:***

*Follow M6 to junction 6. Follow A38M for Birmingham Central. Go under first tunnel (St. Chads Queensway) then come off A38M and take route for Great Charles Queensway. Follow the ring road and take the 2nd exit which is the A456 Kidderminster. Travelodge is situated on the left hand side just past O'Neil's on the corner of Granville Street and Broad Street.*