



The Eastside Rooms
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Diverse & Inclusive



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The Eastside Rooms is built on two main pillars...

01

Ethical Business

From conception through to creation, to operation, everything in the venue was designed and built to promote ethical business.

02

Relationship First

From infrastructure to people. We promote a people first approach which values the way we do business ahead of the short-term result.

Diversity, Equity, and Inclusion

This approach has led to our involvement and advocacy for better outcomes around DE&I within the meetings and events industry. It is something incredibly important to our staff, our customers, and our leadership team.

We're talking about it, but we're also listening. Nobody's perfect, we want to be the best we can be.

The following are the areas we have developed, we have much more to do ...



Our People

We believe in the maxim 'See me, be me' and look to hire, promote, and encourage people from disadvantaged and marginalised communities to succeed here at The Eastside Rooms. We want delegates and organisers to see the full range of society reflected in the staff of The Eastside Rooms.

At the same time, we have adopted a 'local-first' approach to recruitment, so we support the communities on our doorstep. We are heavily engaged with the government's apprenticeship scheme to offer training and development to everyone in our business, at every level, top downwards.

Our Facilities

The Eastside Rooms was built with accessibility in mind. We are one of a handful of venues with full Changing Places facilities, wider corridors and entry points to allow for easy wheelchair access aiming to make accessibility visible and convenient.

We can also facilitate gender neutral toilet facilities, wellness provisions at events and are increasingly working with companies who provide creche facilities around events. We're dedicated to knocking down all social barriers to events at The Eastside Rooms.

Our 'Welcome' Campaign

We want to start a conversation within the meetings and events industry that moves accessibility up the industry agenda and sits next to sustainability and DE&I as an ethical trinity that improves the industries approach to people.

The campaign is split into five key areas where we feel the industry could be doing better as it looks to 'welcome' its guests: Entry, Accessibility, Inclusion, Equity and Culture. It includes everything from venue access to food, sensory provisions, and technology in events, to ensuring multi-cultural on the conference stage.

Our campaign is about raising awareness, but it's also about listening to others in the industry and sharing success.

Knocking Down Barriers to Entry

As a venue within the meetings and events industry, we're clearly fans of face-to-face communication. However, we know it doesn't work for everyone. That is why we're committed to knocking down barriers that stop people coming to events.

This could be because of disability, mental health concerns or even family life. We believe that we can support these concerns by providing creche's, wellness areas and better access. We can encourage diverse audiences by promoting diverse content.

The hybrid revolution taught us how many people our events could really reach, but also why many had abstained in the past. We want people to access event content digitally, but only because they want to, not because they have to.

