

Traditional. Yet contemporary.

the eastside rooms.



Welcome to The Eastside Rooms

Centrally located in Birmingham, The Eastside Rooms is a unique environment that combines the innovation of the future with Birmingham's iconic industrial heritage.

Think stylish with a touch of cool.
Professionalism with a touch of fun.
We're all about creating exceptional experiences, so whatever your event, we've got the perfect set up ready to go.



Traditional. Yet contemporary.

It's often said the success of any event lies in the detail. Not only will you appreciate the exceptional design and architecture throughout our rooms, but our team focuses on all the smaller things that make your event even more perfect. Couple our attention to detail with our committed? attitude to creating spectacular memories, and you have the perfect combination of skills to enhance your occasion. We're confidence and knowledgeable, we have a contemporary approach and years of experience, and we want to support you and your team to create something special.



A truly exceptional space.

“The Eastside Rooms can accommodate up to 1,200 delegates while offering complete flexibility.”

There’s a benefit to being Birmingham’s newest events venue: we can deliver events both large and small, as well as everything in between, with effortless ease.

We have masses of breakout space and our 23 meeting rooms mean unlimited flexibility, space for the unexpected, and the ability to create a flawless environment to exceed your expectations.

For the biggest events, where impression is everything, look no further than our main suite. Affinity, an incredible 880m² space, that offers you the perfect backdrop. Need more flexibility? Affinity can be divided with state-of-the-art Skyfold walls to create two exceptional spaces.

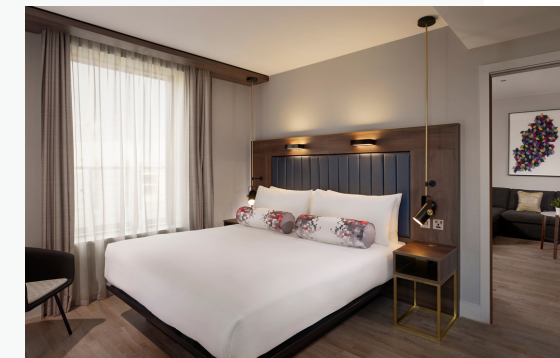
We also have two further areas that offer similarly flexible options. Whilst each level at The Eastside Rooms contains a dedicated reception desk to welcome and guide all guests. Should they get lost in the opulence, digital way-finding will ensure they’ll never miss their meeting.



“The Affinity Suite offers the largest pillar-free event room in Birmingham, meaning no one will ever miss the ball through lack of vision.”



With our dedicated support team, 23 event spaces over three floors, ample breakout areas, bar and dining facilities, as well as a 195 bedroom Aloft Hotel connected to us, we have everything you need to create a phenomenal event right here on our doorstep.



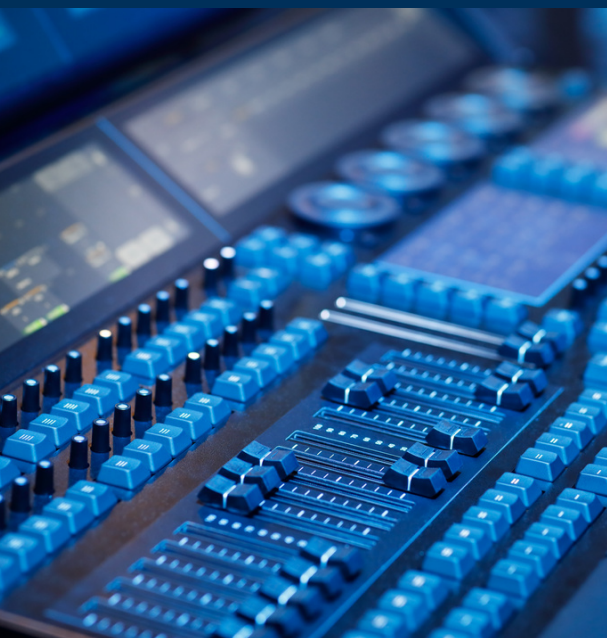
Bring your event to life.

Our meeting spaces have been designed to offer you ultimate flexibility when it comes to your audio visual requirements. We have the right infrastructure to turn your visions into reality – any way you like.

Our events team can offer advice as well as work in tandem with our onsite production team, whose own event creatives can offer another vision of what your event could be. If you dream it, they can deliver.

Our sleek and modern spaces are the ultimate blank canvas, ready and waiting for you to put your mark on, but we also have digital signage throughout the venue, for both way-finding, information and branding.

The venue has been kitted out to ensure those not in the room can still feel a part of it. We've invested in hybrid event and streaming technology that means your content can be streamed across all screens on the ground floor, and then out to anywhere else in the world.



“We can turn your ideas and concepts into reality, personalising your event specifically to you.”



What event did you have in mind?

“Our two executive boardrooms offer intimate, high tech and luxury accommodation for those all-important meetings. Whether a creative brainstorm or a board room style meeting, we’ve taken care of the room, so you can focus on content.”

At The Eastside Rooms we cater for anything and everything.

Think plug and play technology, hot fresh coffee and catering, comfy chairs and opulent furnishings; your meeting matters, so we’re giving it the full treatment.

We want to make your experience with us as uncomplicated as possible, so whether it’s a board meeting for five or a conference for 500, we can offer you the ideal room and layout quickly and easily with absolutely no fuss. It’s simplicity at its best.

Time for a break? You can be assured the time between meetings is just as comfortable and productive as the meetings themselves, with each floor featuring an extensive breakout area with top of the range bean to cup coffee machines to give you that added pick me up.

All of our meeting spaces can be adapted to suit your needs and guest numbers. Just let us know what you have in mind and our experienced team will offer you the right space.



“We have a variety of rooms equipped with skyfold walls that offer you a wide range of options.”



	Cabaret	Theatre	Classroom	Banquet*	Boardroom	Hollow Square	U Shape	Total Size sq m
Ground Floor								
Affinity Suite	480	1200	528	840	-	-	-	888
Affinity One	240	608	264	420	-	-	-	444
Affinity Two	240	608	264	420	-	-	-	444
Belmont Suite	132	316	120	216	58	58	49	277
Belmont One	36	90	40	45	28	34	29	80
Belmont Two	36	90	40	36	22	32	27	73
Belmont Three	36	90	35	36	22	32	27	76
Belmont Four	18	40	20	24	22	-	-	40
First Floor								
Boardroom One	-	-	-	-	10	-	-	21
Boardroom Two	-	-	-	-	10	-	-	21
Meeting Room One	24	29	16	-	10	-	16	41
Meeting Room Two	32	58	26	-	22	-	25	61
Meeting Room Three	-	17	8	-	10	-	-	26
Tactic	24	29	16	-	10	14	14	41
Ashstead Suite	90	231	96	140	48	64	56	189
Ashstead One	32	80	24	40	22	34	29	59
Ashstead Two	32	80	24	40	20	32	27	62
Ashstead Three	32	70	21	40	20	30	25	65
Meeting Room Four	32	58	26	-	22	30	25	68
Second Floor								
Meeting Room Five	24	34	14	-	12	-	17	44
Meeting Room Six	-	23	-	-	10	-	11	32
Meeting Room Seven	24	34	14	-	12	-	17	44
Meeting Room Eight	32	43	20	-	16	-	23	50
Meeting Room Nine	24	34	14	-	12	-	17	44
Meeting Room Ten	24	34	14	-	10	-	15	41
Meeting Room Eleven	24	34	14	-	12	-	15	44

*Banquet capacities are based on tables and chairs without staging and dancefloor, please enquire with the team for capacities for a dinner dance.

Ground floor



KEY:

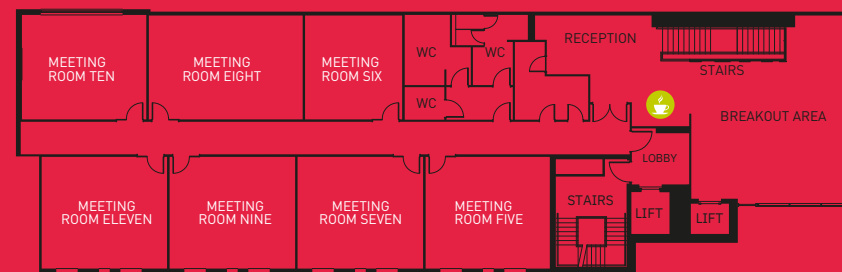
COFFEE STATION

BAR

First floor



Second floor



the
eastside
rooms.

Whatever
you want.
It's your event,
not ours.

We just don't feel it's right to
tell you what you can have!
We think it's much better that
you tell us what you'd like.

It may be an exhibition or an awards ceremony,
or perhaps a product launch or an important
conference. Whatever it is you're planning, count
us in.

If it's a case where size really does matter,
then look no further for some of the largest
multifunctional spaces in Birmingham.

Whilst beautiful in their own way, with minimalist
decor and muted tones, all of our rooms provide
the perfect backdrop for you to transform with
your very own brand identity or personal style.
Whichever option suits your needs best.

"Whether you're inviting 40 or 400, we
believe in giving you what you want,
not telling you what you can have."



Don't forget either that we're not just a
venue, we're a campus, and we're located in
one of the most up and coming parts of
Birmingham.

So, if you want to work in an incentive
option, let us know and we'll open up
Birmingham for you.

You want to combine exhibitions and
conferences with local industry hubs
and experts? We can take care of that
and plug you into the city's Knowledge
Quarter, right here on our doorstep.

If you want your event to represent
creative, sporting, or cultural
Birmingham, we have the reach and
the partnerships to bring our city into
your meeting.



Events are ultimately about hospitality.

“ Everyone loves old favourites. Our rhubarb and custard dessert is a treat beyond measure and our steak pies not only must be seen, but they definitely have to be tasted.”



A meal isn't just a meal; it's an opportunity to bring people together.

We love fresh ingredients and showcasing the very best of British and European produce through inspirational flavours from across the world.

As you'd expect, we're very big on choice. We can cater for all tastes, including any lifestyle and dietary requirements, giving you complete peace of mind that your guests will only have wonderful memories of your event.

Want to create that WOW factor? Well, we can do just that. Whether it's a wedding or gala dinner, our chefs offer a unique dining experience that will generate excitement and conversation, for even the most dedicated foodie.

Or maybe you're planning a corporate event where simple, fast food throughout the day is of paramount importance to keep energy and productivity levels up. Don't worry, it'll still be delicious, but we'll make sure that those who prefer to graze will be able to do so in a healthy manner.



“Food is so often what people remember most about an event. Our team of development chefs ensure that our guests' memories are always positive ones.”



Birmingham. The UK's events capital.

“ We're now about to witness the regeneration of Birmingham's Eastside, which includes a vast new creative district; a home for media companies and artists that will continue growing Birmingham's great creative economy.”

Any successful event relies on many key factors, but there's one that sits above everything else. Quite simply, you need to get it right.

Birmingham is fast reclaiming its mantra as the UK's events capital. So what better location for hosting an event than in a city that's buzzing with investment, activity and culture?

With the youngest population of any major city in Europe, Birmingham is quickly becoming an important business centre and investment hotspot. The city has one of the youngest, most highly qualified, and most diverse workforces in the UK, and a development policy that seeks to work with, rather than against, business.

Today, Birmingham is the most culturally mixed city in the UK, meaning it's a city transforming like no other. Birmingham has invested heavily in its arts and culture for decades – more than £3 billion over the last 25 years and now more than £80 million annually. When you step outside The Eastside Rooms, get ready to explore a world of possibilities.

“A stone's throw from The Eastside Rooms, the new HS2 station on Curzon Street means the area will become one of the most connected business locations in the country.”

We are totally connected.

Centrally located, The Eastside Rooms is easily accessible from all forms of transport.

By Air.

The Eastside Rooms is located 10 miles from Birmingham International Airport. There is a direct train from Birmingham International Station to New Street Station, which is just a 10 to 15-minute walk or a short taxi ride from the venue.

By Rail.

The nearest train station is Birmingham Moor Street, located around a 12-minute walk away. Upon leaving the station, turn right and follow the road along Moor Street Queensway. At the crossroads, continue straight on Jennens Road and the venue is located on Woodcock Street, which is left off Jennens Road.

From New Street Station, follow the exit signs for Moor Street Station (approximately a five-minute walk) then follow the above directions.

By Bus.

The closest bus stops for routes into the city are located along Moor Street Queensway, a short walk from The Eastside Rooms.

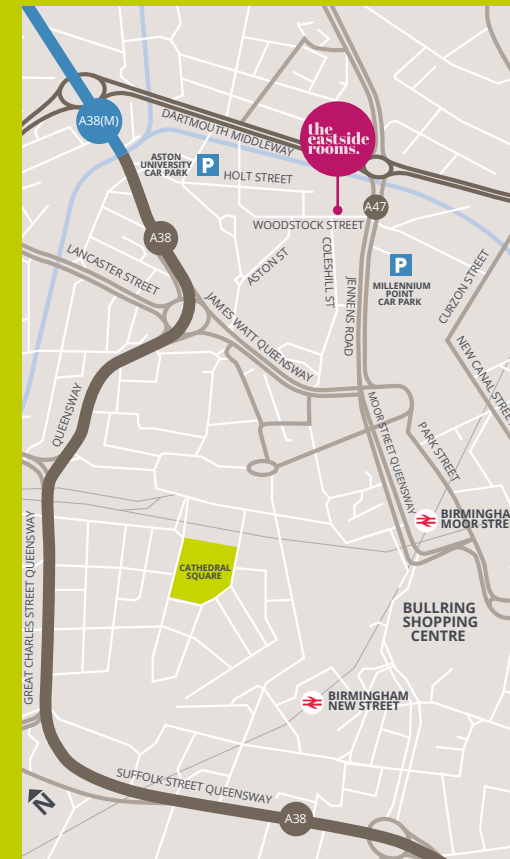
By Car.

Located in the heart of Eastside, the venue is closely linked to the Midlands motorway network, with the M6, M42 and M5 all in close proximity. Sat Nav postcode is B7 4BL.

Car Parking.

The nearest car park to the venue is Millennium Point Multi Storey, located off Howe Street, B4 7AP. The car park is open seven days a week from 6am to midnight, with the option to leave cars overnight. See car park website for up to date charges.

Alternatively, parking can also be found at Aston University. The car park is located off Holt Street, B7 4BH, and is open seven days a week from 6am to 10pm with gates locked overnight. See car park website for up to date charges.



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