



the
eastside
rooms.

Traditional. Yet contemporary.

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 confident and knowledgeable, we have a contemporary approach and years of experience, and we want to support you and your team to create something special.



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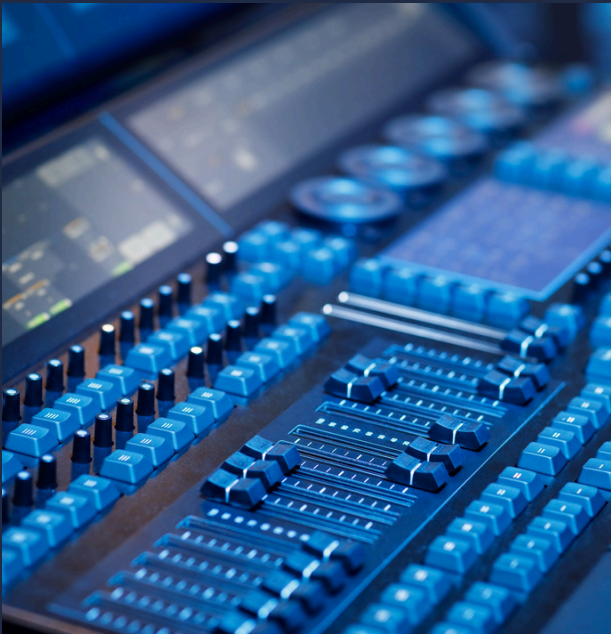
“The Affinity Suite offers the largest pillar-free event room in Birmingham, meaning no one will ever miss the ball through lack of vision.”



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.

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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 thought shower or a boardroom 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.



CONFERENCE CAPACITIES

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

Total Size sq m	 Cabaret	 Cabaret	 Cabaret	 Theatre	 Classroom	 Boardroom	 U Shape	 Hollow Square
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GROUND FLOOR									
Affinity Suite	888	300	400	500	1200	-	-	-	-
Affinity One	444	150	200	250	600	264	-	-	-
Affinity Two	444	150	200	250	600	264	-	-	-
Belmont Suite	277	84	112	140	316	120	54	54	-
Belmont One, Two & Three	229	72	96	120	270	100	52	52	66
Belmont Two, Three & Four	194	60	80	100	220	90	44	46	60
Belmont One & Two	167	48	64	80	180	80	34	40	48
Belmont Two & Three	153	48	64	80	180	80	34	40	48
Belmont Three & Four	120	36	48	60	130	48	26	30	42
Belmont One	80	24	32	-	90	40	28	27	32
Belmont Two	73	24	32	-	90	40	28	27	32
Belmont Three	76	24	32	-	90	40	28	27	32
Belmont Four	40	12	16	-	40	-	20	-	-
FIRST FLOOR									
Boardroom One	21	-	-	-	-	-	10	-	-
Boardroom Two	21	-	-	-	-	-	10	-	-
Meeting Room One	41	18	24	-	29	16	10	16	16
Meeting Room Two	61	24	32	-	58	26	22	25	25
Meeting Room Three	26	-	-	-	17	8	10	12	12
Tactic	41	18	24	-	29	16	10	14	14
Ashstead Suite	189	60	80	100	231	96	52	42	64
Ashstead One & Two	122	36	48	60	160	42	28	32	44
Ashstead Two & Three	115	36	48	60	150	39	28	32	44
Ashstead One	59	24	32	-	80	24	23	23	30
Ashstead Two	62	24	32	-	80	24	23	23	30
Ashstead Three	65	24	32	-	70	22	23	23	30
Meeting Room Four	68	24	32	-	58	26	22	25	30
SECOND FLOOR									
Meeting Room Five	44	18	24	-	34	14	12	17	-
Meeting Room Six	32	-	-	-	23	-	10	11	-
Meeting Room Seven	44	18	24	-	34	14	12	17	-
Meeting Room Eight	50	24	32	-	43	20	16	23	-
Meeting Room Nine	44	18	24	-	34	14	12	17	-
Meeting Room Ten	41	18	24	-	34	14	10	15	-
Meeting Room Eleven	44	18	24	-	34	14	12	15	-

Please note all capacities are subject to AV equipment requirements

Total Size
sq m



Banquet
10/table



Banquet
12/table



Banquet with Stage
10/table



Banquet with Stage
12/table



Banquet with DF
10/table



Banquet with DF
12/table



Banquet with Stage & DF
10/table



Banquet with Stage & DF
12/table

GROUND FLOOR

	Total Size sq m	Banquet 10/table	Banquet 12/table	Banquet with Stage 10/table	Banquet with Stage 12/table	Banquet with DF 10/table	Banquet with DF 12/table	Banquet with Stage & DF 10/table	Banquet with Stage & DF 12/table
Affinity Suite	888	700	840	500	600	560	672	380	456
Affinity One	444	350	420	250	300	240	288	190	228
Affinity Two	444	350	420	250	300	240	288	190	228
Belmont Suite	277	140	168	120	144	110	132	100	120
Belmont One, Two & Three	229	-	-	-	-	-	-	-	-
Belmont Two, Three & Four	194	100	120	-	-	-	-	-	-
Belmont One & Two	167	80	96	-	-	-	-	-	-
Belmont Two & Three	153	80	96	-	-	-	-	-	-
Belmont Three & Four	120	60	72	-	-	-	-	-	-
Belmont One	80	40	-	-	-	-	-	-	-
Belmont Two	73	40	-	-	-	-	-	-	-
Belmont Three	76	40	-	-	-	-	-	-	-
Belmont Four	40	20	-	-	-	-	-	-	-

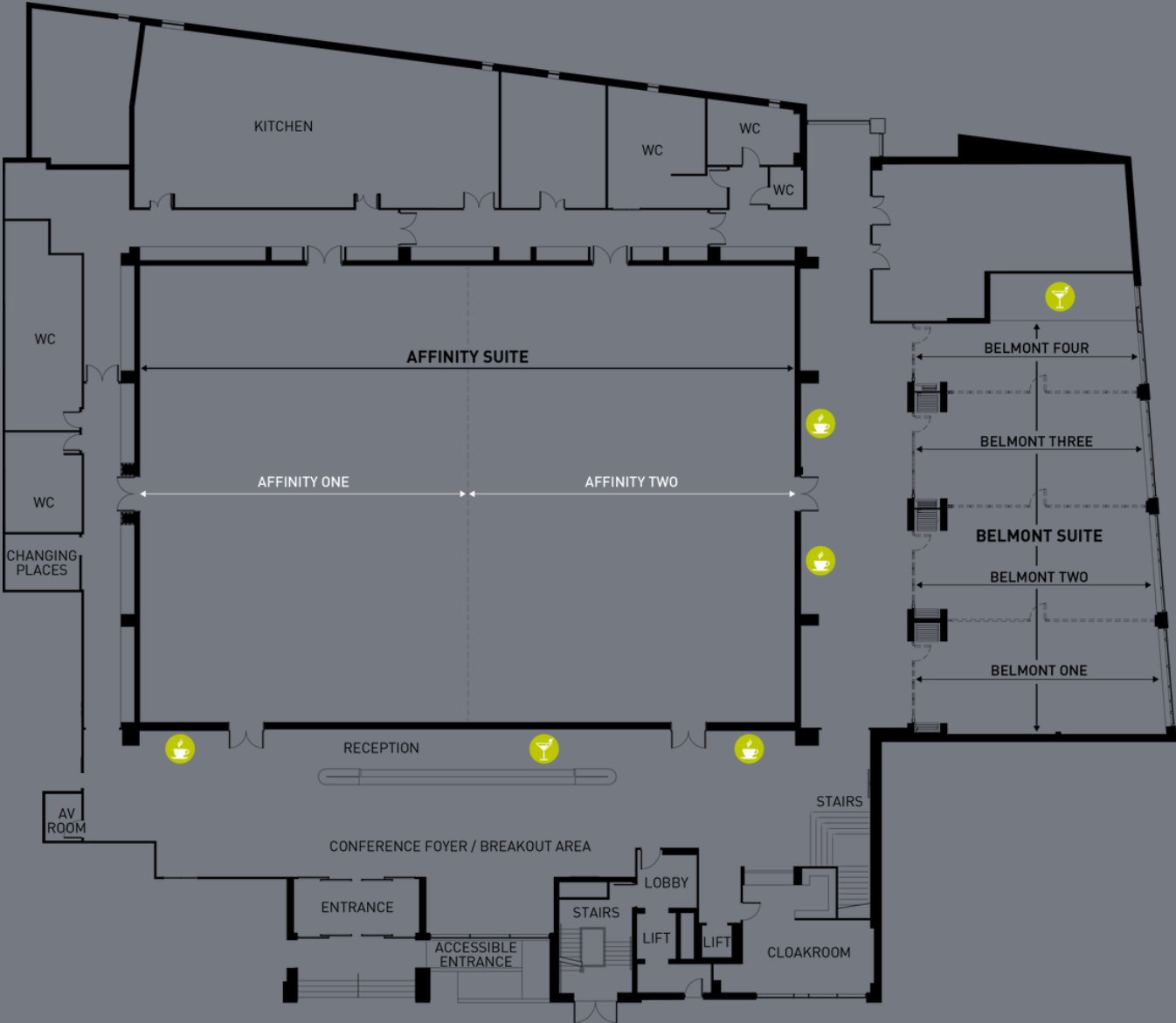
FIRST FLOOR

	Total Size sq m	Banquet 10/table	Banquet 12/table	Banquet with Stage 10/table	Banquet with Stage 12/table	Banquet with DF 10/table	Banquet with DF 12/table	Banquet with Stage & DF 10/table	Banquet with Stage & DF 12/table
Ashstead Suite	189	100	120	100	120	80	96	80	96
Ashstead One & Two	122	60	-	-	-	-	-	-	-
Ashstead Two & Three	115	60	-	-	-	-	-	-	-
Ashstead One	59	40	-	-	-	-	-	-	-
Ashstead Two	62	40	-	-	-	-	-	-	-
Ashstead Three	65	40	-	-	-	-	-	-	-
Meeting Room Four	68	40	-	-	-	-	-	-	-

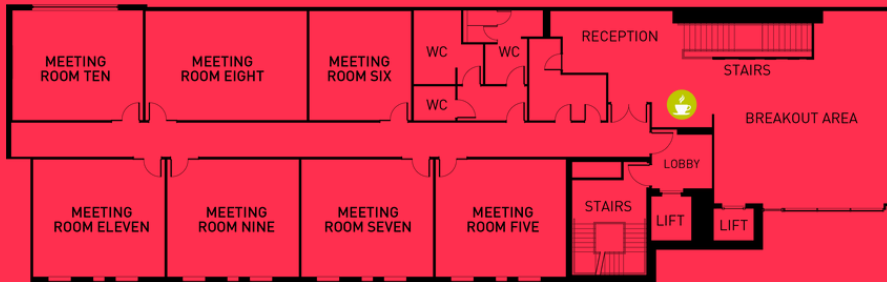
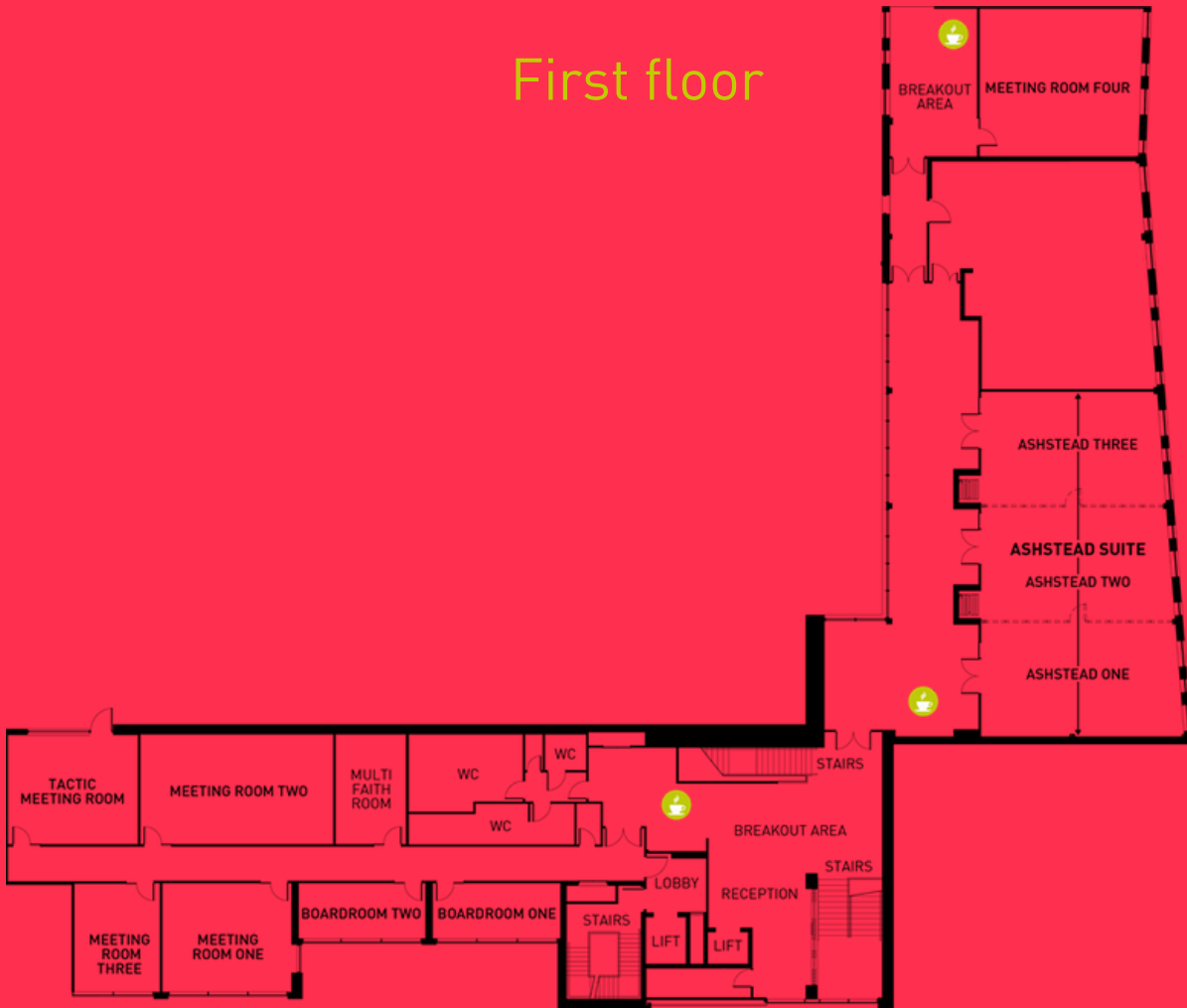
Please note all capacities are subject to AV equipment requirements



Ground floor



First floor



Second floor



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 a purpose built state of the art venue 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. Second only to the 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 diverse 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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