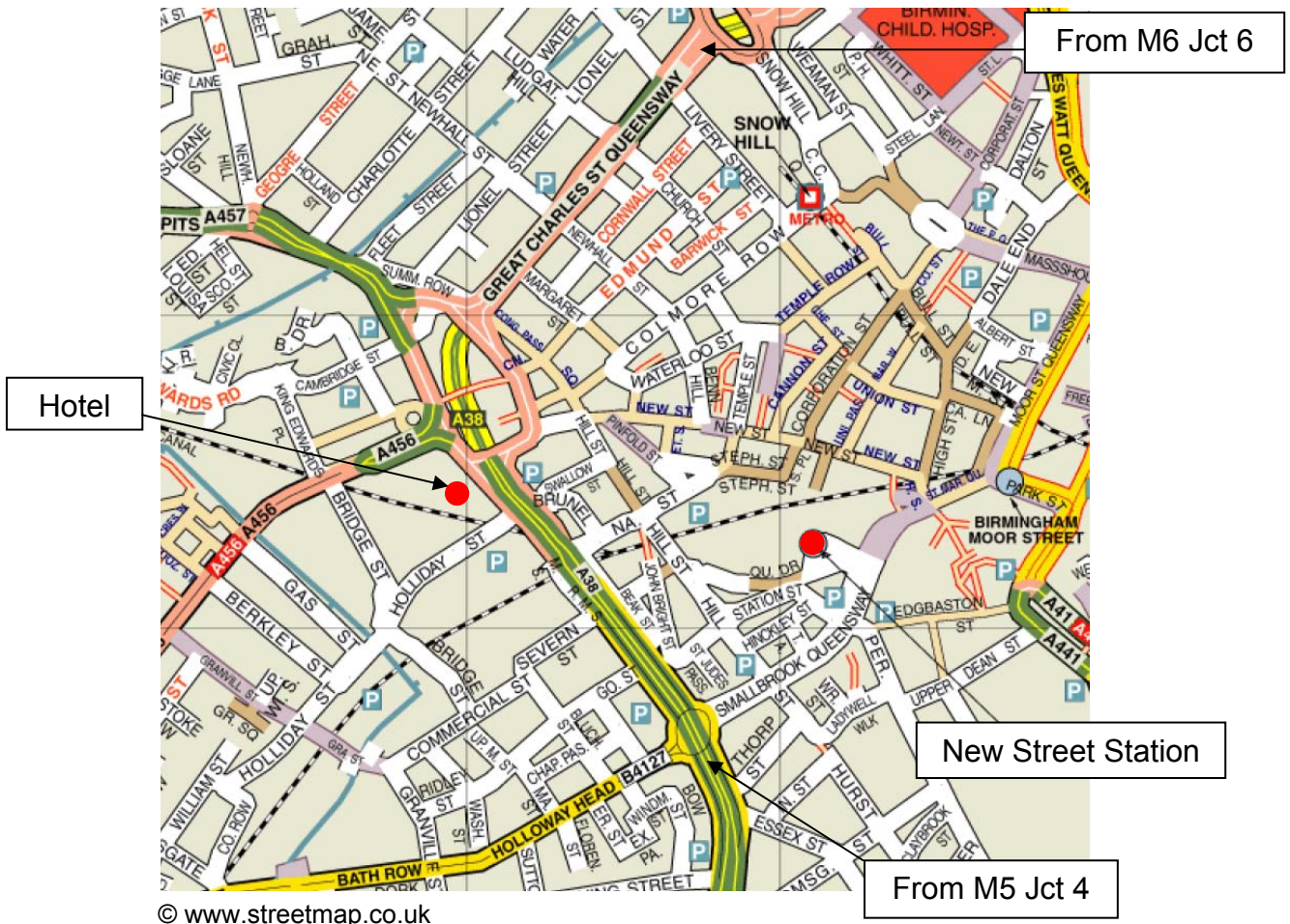


Location Map:



Venue Contact:
 Crowne Plaza Hotel
 Holliday Street
 Birmingham B1 1HH
 Tel: 0870 400 9150
 Fax: 0121 224 5119
 Website: www.crowneplazabirmingham.com

Alternative Hotels:
 nitenite (Holliday Street)
 (From £39.95 room only) Tel: 0845 890 9099
www.nitenite.com
 Premier Inn Birmingham Broad Street
 (£69.00 room only) Tel: 0870 990 6404
www.premierinn.com

By Bus:
 Travel West Midlands bus nos: 120, 126 & 128 operate from Corporation St (adjacent to New Street Station) to Broad St. Further info from www.traveline.co.uk.

By Train:
 The nearest station is Birmingham New Street. Further information from National Rail Enquiries (Tel: 08457 48 49 50) or www.thetrainline.com. Taxi rank outside the station entrance.

By Air:
 The venue is approximately 20 minutes by car from Birmingham International Airport. Website: www.bhx.co.uk

By Taxi:
 Local taxi operators include:
 Atlas Cars Tel: 0121 643 8888
 Bestway Tel: 0121 356 0000

By Car:
From the M6 – leave at Junction 6 and take A38(M) (signed *City Centre*). Go over the flyover and keep in the left-hand lane of the subsequent tunnel. Take the slip road to Paradise Circus. Take the third exit off Paradise Circus Queensway onto Broad Street. Turn left onto Bridge Street. At the end of Bridge Street turn left onto Holliday Street. The hotel car park entrance is on your left.

By Car:

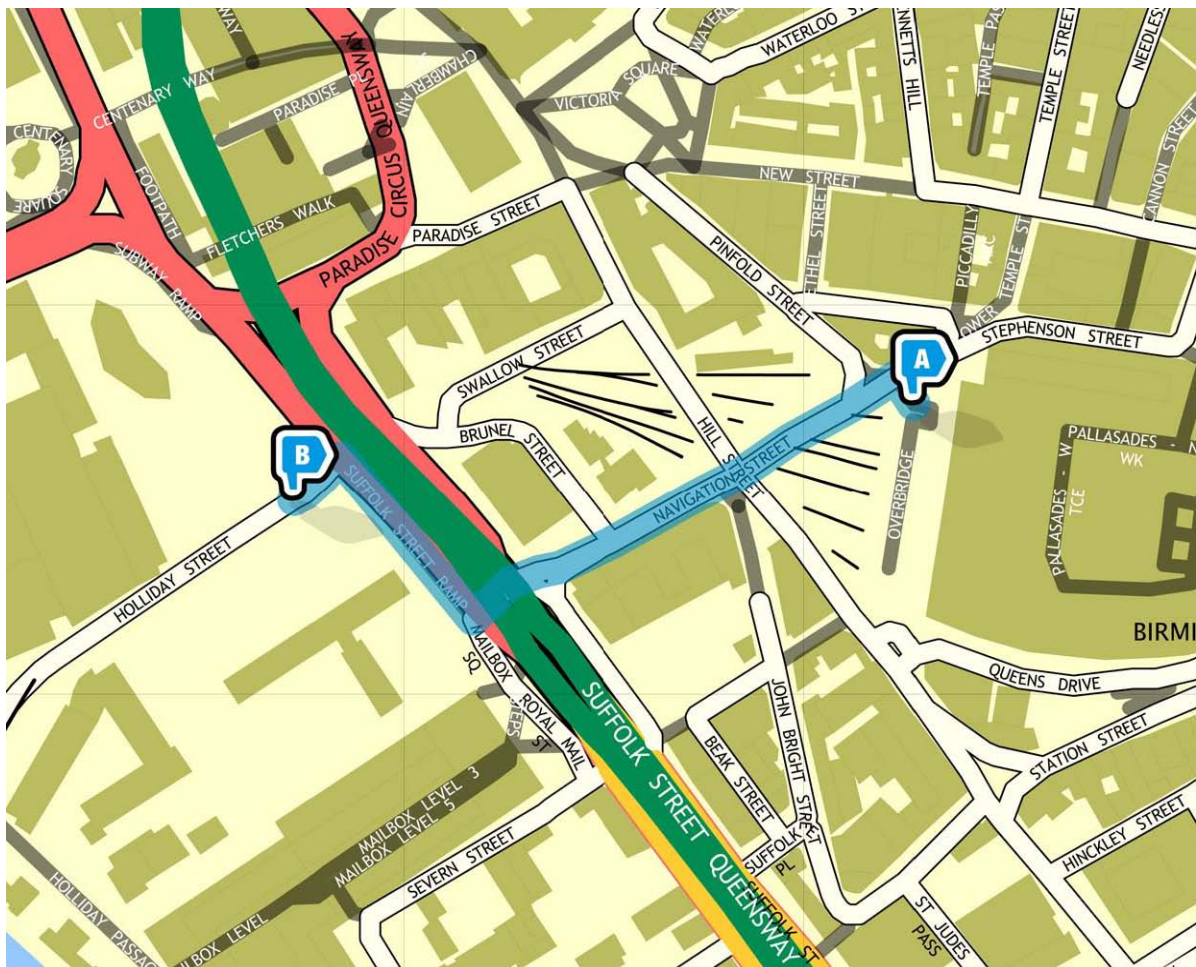
From the M5 – leave at Junction 4 and follow the A38 (signed *City Centre*). After about nine miles, continue forward at Belgrave Interchange (Junction 3). Keep in the right hand lane, then continue forward onto Suffolk Street Queensway. Keep in the left hand lane then branch left, then turn left onto Holliday Street. The hotel car park entrance is on your right.

The hotel has on-site parking at a cost of £9.50 for up to 9 hours or £14.00 for 24-hours.

On Foot:

The hotel is 10 minutes' walk from Birmingham New Street Station:

- Leave New Street Station by the Victoria Square exit (A on the map).
- Turn left (looking up you will be able to see the Crowne Plaza sign in front of you).
- Walk along Navigation Street.
- Go under Suffolk Street Queensway.
- Turn right and it brings you to Holliday Street.
- The Crowne Plaza hotel is behind The Alpha Tower on the corner of Holliday Street (B on the map).



© www.walkit.com

The walking route is shown in blue above. Alternative routes and maps can be downloaded from www.walkit.com.

By cycle:

The hotel can store bicycles on site for the day by prior arrangement.

AlderCross Training & Events

Border House
High Street
Farndon
Chester CH3 6PT

Tel: 01829 270530
Fax: 01829 271072
E-mail: info@aldercross.com
Website: www.aldercross.com