

We'll help deliver
your audience...



A-Z GUIDE OF BIRMINGHAM



Here at the ICC, we know that we can help you to deliver your audience and attract those all important delegate numbers. Much of this is thanks to the fantastic city that surrounds us. We've pulled together a helpful A-Z guide of Birmingham, showing you all the best bits of our amazing city.

A THLETICS

Birmingham has proudly hosted more world championships than anywhere else in Europe.

Each year Alexander Stadium welcomes world-class athletes for Diamond league events. In 2022 the city will welcome the world for the Commonwealth Games 2022.

B ALTI

Created by Indian and Pakistani immigrants in the city during the 1970s, the Balti has now become a dish synonymous with Birmingham.

Now with its own area called the 'Balti Triangle' you'll find hundreds of restaurants to sample the famous dish.

C ADBURY WORLD

One of Birmingham's most famous creations is Cadbury's chocolate, invented by John Cadbury who first sold it as drinking cocoa in his Bull Street shop in the 1820s. Now, you can visit Cadbury World, discover the history of the brand and see how it's made for yourself.

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DIGBETH

Birmingham's creative and digital district, Digbeth, has fast-become a sought-after area of the city, regularly hosting music and food festivals, including the award-winning Digbeth Dining Club.

It was also recently named as one of the four most creative places to live in the UK by Stylist Magazine.

ELECTRIC CINEMA

The Electric Cinema in Birmingham is the UK's oldest working cinema.

The art deco building has two screens showing mainstream, independent, foreign and classic films, as well as sofas and waiter service!

FORWARD

Forward is the official motto of the city of Birmingham.

It truly represents the city's ambition and spirit when it comes to always leading the way and continuing to develop as a world-class destination for business and tourism.

GOLDEN BOYS

A key landmark in Birmingham is the 'Golden Boys' statue.

It depicts Matthew Boulton, James Watt and William Murdoch, key thinkers and inventors during Birmingham's Industrial Revolution, most famous for developing the steam engine.

HIPPODROME

Birmingham Hippodrome is the UK's most popular single theatre, with on average more than **500,000 visitors** each year.

The theatre is home to the Birmingham Royal Ballet and welcomes everything from comedians and plays to West End tours.

INDUSTRIAL REVOLUTION

Once known as the 'workshop of the world' Birmingham was at the heart of the Industrial Revolution during the 18th century.

Significant developments in science, philosophy, technology, medicine and social and economic reform, saw the city develop inventions and ideas that would change the world, all stemming from Birmingham and its industrialist thinkers.

JEWELLERY QUARTER

Birmingham's Jewellery Quarter is beautiful historic area of the city, home to hundreds of stores and workshops, which sell and make jewellery from scratch, and incredible heritage museums.

The Quarter is steeped in history and produces **over 40% of the UK's jewellery.**

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KNOWLEDGE



The city is recognised for many strengths however it excels in the key knowledge economies of advanced engineering, life sciences, food & drink, tech & digital and business and professional services. Supporting this is the research and academic output of the city's five universities, Aston University, Birmingham City University, University of Birmingham, University College Birmingham and Newman University College.

L

LIBRARY OF BIRMINGHAM



In 2013, the brand new Library of Birmingham opened to critical acclaim as one of the largest in the world. It houses books, music, maps, archives and photography as well as the Shakespeare Memorial Room, a room originally created in 1882 and restored and rebuilt into the new Library.

M

MICHELIN STARS



Birmingham's culinary scene is outstanding and the city is the proud home to 4 Michelin starred restaurants, more than any other English city outside of London – Adam's, Purnells, Carters and Simpsons.

N

NATURE IN THE CITY



With over 8,000 acres of parks and open spaces, Birmingham is one of the greenest cities in the UK. There's plenty to keep you happy outdoors, and that's before we mention those famous canals that you can spend hours strolling along. It all adds to why Birmingham was voted as having the best quality of life of any English city outside of London in 2018.

O

OZZY OSBOURNE



Infamous rocker and Black Sabbath frontman Ozzy Osbourne is one of the city's most well-known musicians, having started his career with his bandmates in the late 1960s.

P

PEAKY BLINDERS



Part of Birmingham's history has come to life over recent years thanks to the hit TV show 'Peaky Blinders' about gangster families in the 1920s. The show stars Cillian Murphy, Sam Neill and Tom Hardy.

Q

QUEEN ELIZABETH II



On 12th June 1991, Her Majesty Queen Elizabeth II officially opened the International Convention Centre.

R

REDEVELOPMENT



In the spirit of the city's 'Forward' motto, Birmingham is known for its continuous evolution. From the developments of the early 1990s such as Brindleyplace, next to the ICC, to the current Paradise redevelopment that will regenerate an entire area by 2026, the city knows how to make changes for the better.

S

TART UPS



It's not just tourists and events that come to Birmingham in their **droves**, the city has become a hot-spot for start-up businesses thanks to its infrastructure, talent pool and sheer ambition as a city, being named as the most entrepreneurial city with more start-ups than any other UK core city.

T

OLKIEN



As a young child, J.R.R Tolkien moved to Birmingham with his **family**. It is widely thought that several areas around the city inspired Tolkien and the places he wrote of in the Lord of the Rings series, including the village of Sarehole, said to have inspired the Hobbiton and the Shire.

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NRIVALLED
CONNECTIVITY



Birmingham is located at the heart of the UK, making it easy to get to **no matter how you're travelling here**. The city has 3 train stations, with New Street Station being the UK's busiest outside of London. Birmingham Airport flies to over 150 worldwide destinations and driving in is just as easy, with the city connected to the M6, M5 and M42.

V

ISITOR NUMBERS



Birmingham attracted millions of visitors each year, from the UK and **across the world**. During 2017, a record 41.8m visitors took a trip to Birmingham, with over 1m from overseas.

W

ILLIAM MCGREGOR



William McGregor is regarded as the **founder of the Football League**. This was the world's first organised association football league in the world, created during McGregor's time serving at Aston Villa Football Club in Birmingham.

X

- RAYS



The city has been home to many important inventions and discoveries, but one of the most significant was the **use of radiation as x-rays**. In 1896 John Hall-Edwards was the first to use radiation to take an X-ray image. Later that year he also used it for the first time to support a surgical operation.

Y

OUNGEST
POPULATION IN EUROPE



Thanks in part to its large student population of over **75,000 students**, Birmingham has the **youngest population of any major city in Europe**. 40% of the population is under 25 years old which makes the city a strong talent pool for employers.

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Among the many things that Birmingham has plenty of (as we've shown in A – Y), there's also have a **world of choice when you need to get some beauty sleep**. Birmingham city centre has over 7,000 bedrooms to choose from, so whether you're looking for a luxurious chain, a cosy independent, here for a quick overnight or a longer stay, there's always somewhere to get a good night's rest.