



First Birthday Celebrations for Unique Venues Birmingham

Unique Venues Birmingham (UVB), the commercial venture between two nationally-renowned venues; Birmingham Repertory Theatre and the Library of Birmingham celebrates its first birthday this October.

At its launch in October 2017, Unique Venues Birmingham's aim was to consolidate the existing operations in each venue to provide one unique conferencing and events offering to both corporate and private clients.

Twelve months on from its launch, UVB has hosted over 1000 events and welcomed over 42,000 delegates to the venue in the heart of Birmingham City Centre.

Heading up UVB is Commercial Director, Suzanna Reid Barreiro da Silva with a team of 42 hospitality professionals committed to delivering hospitality excellence. Reflecting on the past 12 months, Suzanna said;

"Twelve months ago, was an exciting time to launch this new venture with the potential to grow the business through its 'one stop shop' for clients.

As with any new business there are always challenges, but the team at UVB have 100% committed to delivering a first class service for our customers – a commitment that has been recognised in the awards that we have won, including most recently the Hospitality Venue of the year for West Midlands by LUX Magazine.

Membership to consortiums such as Venues of Excellence, Academic Venue Solutions and MIA have enabled us to align with marketing consortiums who can help us deliver our key business strategies and increase our brand awareness in the MICE markets. Dedicated support from local businesses across a range of products and services also ensure we consistently deliver to the highest standards for our clients.

In the next 12 months we anticipate announcing new business partnerships to underpin our core services, bringing their expertise into the business to attract previously untapped markets to choose UVB to host their events and celebrations.

Success of course, is also identified by the growth in revenue from this commercial venture and after our first year of trading, we are pleased to be in line with our initial predictions. This in turn, enables UVB through its commercial business to contribute to the core businesses of Birmingham Repertory Theatre and the Library of Birmingham.

On behalf of UVB, we would like to thank all our clients for their support over the past 12 months. We look forward to continuing to grow our brand awareness in the international conference and events arena, showcasing UVB as an exceptional venue here in the heart of Birmingham.”

Unique Venues Birmingham is a wholly owned subsidiary of Birmingham Repertory Theatre Ltd jointly governed by The REP and Birmingham City Council. The UVB portfolio includes three theatrical auditoria presenting huge dramatic and creative possibilities a spectacular book rotunda, and a beautiful roof terrace with stunning panoramic views across the city plus the historic Shakespeare Memorial Room. A range of function suites and meeting rooms, complete with audio-visual technology, are also on offer across the venue.