



### **Unique Venues Birmingham welcomes Alexander Stadium into the portfolio**

Unique Venues Birmingham (UVB) has been awarded the contract to deliver interim sales and marketing services for Alexander Stadium, in Perry Barr, Birmingham.

The Alexander Stadium is an international-standard athletics venue located in the heart of the city, that hosts major events, and has undergone a £72 million redevelopment. The stadium will offer a range of conference, meeting and event spaces that will be available for hire from November 2022. There will be 6 hospitality boxes suited to smaller meetings and a main function room, all with great views over the athletic track. There will also be a separate board room for meetings and the South Lounge will be available for private hire during the evening to host events and enjoy a unique customer experience.

UVB is a wholly owned subsidiary of Birmingham Repertory Theatre Ltd, jointly governed by Birmingham Repertory Theatre and Birmingham City Council and was created in 2017 to exploit the excellent conferencing and hospitality opportunities offered within the shared buildings. UVB has grown exponentially since its inception and has won over 10 hospitality awards. The success of this



venture led to Suzanna Reid Barreiro da Silva, Commercial Director of the Rep to tender and win the contract at Alexander Stadium which will now be welcomed into the UVB's commercial portfolio.

Suzanna commented: "Here at UVB we are dedicated to working with clients looking to host events in iconic venues within Birmingham. Tendering for the Alexander Stadium contract to manage their sales and marketing service was a natural progression for UVB to be able to increase our iconic range of venues. We specialise in taking the ordinary to the extraordinary and creating bespoke events with clients. We are very excited to have Alexander Stadium's conference, meeting and event spaces become part of our portfolio. Whilst events will not start taking place before November 2022, under our contract, we are already speaking to a range of new clients nationwide about the great facilities on offer."

Cllr Ian Ward, Leader of Birmingham City Council, said: "The new-look Alexander Stadium is a venue Birmingham can be truly proud of.

"It's already been hailed as the best athletics stadium in the country, and we are now aiming for the Alexander Stadium to be a flagship venue to host conferences, meetings and events.

"I am delighted Unique Venue Birmingham have added another bold Birmingham venue to their already impressive roster and for them to proudly showcase the stadium to new clients both locally and nationally."

UVB will be showcasing Alexander Stadium at The Meetings Show as ExCeL, London, 29<sup>th</sup> & 30<sup>th</sup> June with the Birmingham and the West Midlands Conference Bureau (B41).

#### **ENDS**

For further information please contact Suzanna Reid Barreiro da Silva on 0121 245 2076 or email [suzanna.reid@uniquevenuesbirmingham.com](mailto:suzanna.reid@uniquevenuesbirmingham.com)

#### **NOTES TO EDITORS**

Unique Venues Birmingham is a commercial venture between two nationally renowned venues; The REP and The Library of Birmingham. UVB is a wholly owned subsidiary of Birmingham Repertory Theatre Ltd, jointly governed by The REP and Birmingham City Council.

Launched in October 2017, Unique Venues Birmingham have hosted 2,681 events and welcomed 42,924 delegates to the venue.