



Purpose-built venue

for a new generation of events



Midlands venue

The International Centre is part of the Southwater Event Group and home to over 11,600 square metres of flexible event space including modern purpose-built conference suites, three exhibition halls and 13 syndicate rooms.

We want to ensure that our venue is first choice for all event organisers and have exciting expansion plans which will ensure that The International Centre cements its position as one of the largest and most flexible conference and events venues in the UK.

We're planning:

- New event suite for up to 1,500 delegates
- New syndicate/meeting rooms
- New public concourse and gallery area
- New entrances and additional car parking

These are the first steps in the creation of a brand new convention quarter for Telford including a selection of bars, restaurants and a new 200-bedroom hotel.

The Ludlow Suite

Coming June 2011

Artist's impression



Artist's impression



Named after the Shropshire town, renowned for its award-winning Michelin star restaurants, the Ludlow Suite will be a 1,300 square metre flexible event space for up to 1,500 delegates, ideal for gala dinners, conferences, exhibitions and product launches.

The suite has been designed as a modern purpose-built event space, which is fully carpeted with pull out tiered seating, transforming the room into an auditorium. The floor to ceiling glass wall means the natural day light can be the perfect lighting for your event or can easily be draped off to create a black box scenario.

Situated on the ground floor of The International Centre for easy loading, the new suite will have its own public concourse area, kitchens and catering areas, and adjacent to new syndicate rooms, making this suite so versatile it is suitable for any type of event.

Over 15,000 square metres of flexible event space
in the heart of the UK

Artist's impression



Ground Floor Plan

June 2011



Room specifications

Room Name	Dimensions	Size	Height	Theatre	Arena	Banqueting	Cabaret
Hall 1	90m x 38m	3420m ²	12m	4500	4354	2500	2000
Hall 2	90m x 38m	3420m ²	12m	4500	4354	2500	2000
Hall 3	60m x 43.5m - 55.5m	3000m ²	12m	3500	4293	1800	1440

Room Name	Dimensions	Size	Height	Theatre	Classroom	Boardroom	Reception	Banqueting	Cabaret
Ludlow Suite	32.5m x 40m	1300m ²	6m	1480	648		1500	1000	640
Ludlow 1	32.5m x 13.4m	436m ²	6m	501	270		500	300	192
Ludlow 2	32.5m x 13m	423m ²	6m	477	195		500	300	192
Ludlow 3	32.5m x 13.4m	436m ²	6m	501	270		500	300	192
Newport Suite	12.1m x 19.4m	235m ²	3m	260	114		300	180	120
Newport 1	12.1m x 10m	121m ²	3m	160	72	32	180	72	72
Newport 2	12.1m x 9.2m	111m ²	3m	140	72	28	160	72	72
Beckbury Suite	25m x 8.3m	208m ²	3.25m	240	120		280	160	104
Beckbury 1,2,3 & 4	6.25m x 8.3m	52m ²	3.25m	60	30	24	70	40	32
Pattingham Suite	13.4m x 9.9m	132m ²	3.2m	160	72		180	110	72
Pattingham 1 & 2	6.7m x 9.9m	66m ²	3.2m	84	45	24	90	50	32
Jackfield Boardroom	7m x 4.2m - 6.0m	60m ²	3.2m				18		
Ryton Suite	6.4m x 8.3m	53m ²	2.7m	50	21	16	60	24	16

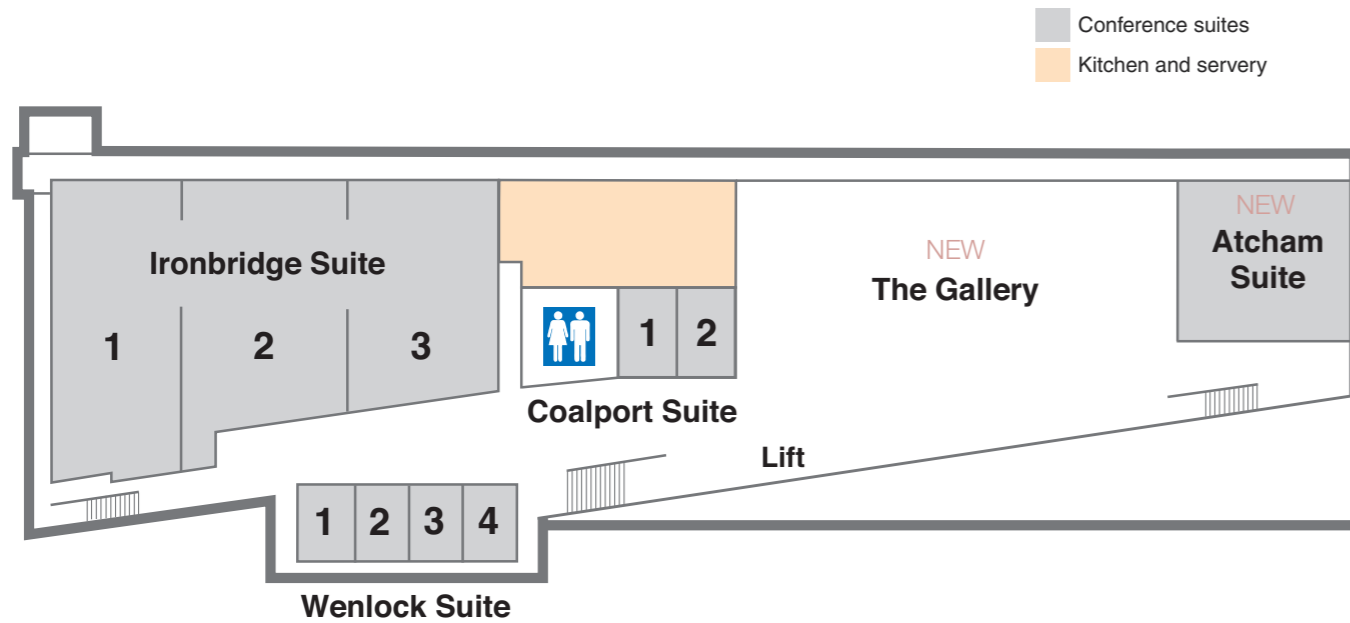
All capacities are based on front projection and are subject to stage and set requirements. All areas have WiFi.

Future development

Brand new syndicate rooms will be located in close proximity to the Ludlow Suite providing valuable breakout space for reception areas, meeting space, organisers office or even as catering areas for events in the new Ludlow Suite. The Newport will be able to accommodate approximately 250 people and the glass-fronted Ryton Suite up to 50 delegates.

First Floor Plan

June 2011



Room specifications

Room Name	Dimensions	Size	Height	Theatre	Classroom	Boardroom	Reception	Banqueting	Cabaret
Ironbridge Suite	50.2m x 22.25m - 31.0m	1296m ²	6m	1600	650		1300	1100	776
Ironbridge 1	16.25m x 31.0m	503m ²	6m	610	320		700	440	312
Ironbridge 2	18.35m x 24.2m	444m ²	6m	525	260		590	350	240
Ironbridge 3	15.6m x 22.25m	347m ²	6m	410	205		465	250	168
Wenlock Suite	25m x 8.3m	208m ²	3.1m	240	120		280	160	104
Wenlock 1, 2, 3 & 4	6.25m x 8.3m	52m ²	3.1m	60	30	24	70	40	32
Coalport Suite	12.7m x 9.7m	123m ²	3.5m	140	70		165	100	72
Coalport 1 & 2	6.35m x 9.7m	61m ²	3.5m	70	35	24	80	50	32
Atcham Suite	19.5m x 11.9m	232m ²	3.5m	260	114		300	180	120
Gallery	30m x 19.5m	585m ²	2.4m +						

All capacities are based on front projection and are subject to stage and set requirements. All areas have WiFi.

Future development

We are extending our Gallery area to approximately 600 square metres overlooking the ground floor concourse. This open space will be ideal for exhibitions, catering, drinks receptions or even registration areas for events being held in either the Ironbridge Suite or the new Atcham Suite – a purpose-built function room for up to 260 people.



Southwater Event Group

Here at the Southwater Event Group, we are uniquely placed to offer clients all the facilities and services they require to produce a successful event.



hotel and conference centre



Telford | Ironbridge



The International Centre will have over 15,000 square metres of versatile event space and all catering is managed and produced in-house by our experienced team of chefs and catering professionals.

The Group also includes a stage and production management company, Stagecraftuk, which has over 20 years experience of the live events industry. Whether it is dry hire of equipment or full event production and management, we have the skills and experience to deliver your event.

The Holiday Inn and The International Hotel provide 251 bedrooms next door to The International Centre and our third hotel Grays, is just two minutes' drive away and provides an additional 90 bedrooms.

Our on-site check-in service means delegates can register for your event and their accommodation at the same time – we'll even deliver their luggage to their room. Delegates travelling from London can check-in to their bedroom whilst at Marylebone station and relax, and we will do the rest.

Telford & Shropshire

The perfect event destination

Telford, already a popular destination with event organisers situated at the heart of the national motorway network, with direct trains from London Marylebone and over 3,000 bedrooms within a 20 minute radius of the centre, is about to further improve its infrastructure for attracting national and international events.

The £250 million masterplan between Telford & Wrekin Council and Southwater Event Group will create a vibrant heart for the town where event delegates and visitors can meet and socialise.

With new bars, restaurants, cafes and shops, the development will also include leisure facilities such as a new swimming pool, multiscreen cinema, tenpin bowling and ice rink as well as a new 200-bedroom hotel making Telford the complete destination for all your delegate needs.





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