

The Hawthorns

One Venue *For Every Occasion.*

26
27

CONFERENCES, MEETINGS & EVENTS





WHY *The Hawthorns*

-  Award-winning catering with bespoke menu options
-  300 complimentary on-site parking spaces for guests and delegates
-  Excellent motorway access - just 1 mile from M5 Junction 1 and M6 Junction 1
-  Convenient public transport links via The Hawthorns tram and train stations
-  Only 4 miles from Birmingham City Centre
-  Wide choice of nearby hotel accommodation from just 1 mile away
-  27 executive boxes ideal for meetings, interviews, training and breakout spaces
-  A versatile selection of event spaces suitable for conferences, exhibitions, dinners, networking events and celebrations
-  Iconic venue setting with memorable views and atmosphere
-  Experienced events team dedicated to delivering seamless events
-  Easy access for local, regional and national attendees



Award Winning Catering



We are committed to providing inclusive catering options for all guests, with a wide range of dietary requirements and preferences catered for, including vegan, vegetarian, gluten-free, halal and dairy-free choices.

Sustainability and local sourcing remain at the heart of our catering approach. We continue to source produce from suppliers within a 40-mile radius of the club, with more than 80% of ingredients supplied from within just 14 miles of the stadium. In addition, 95% of menu items are freshly prepared in-house.



GETTING TO *The Hawthorns*



Travel Plans & Transport Links

	The Hawthorns Tram & Train Stations Direct lines into Birmingham City Centre & Worcester
	Bus Route 74



Distance From (Approx)
Manchester 84 Miles
Liverpool 90 Miles
London 130 Miles

Whether you know us for our football or our place at the centre of the Black Country, The Hawthorns offers a unique and memorable setting for any event.

But it's only when you visit for yourself that you truly experience the character of the venue and the warmth of its surroundings. A place built on tradition, community and ambition, The Hawthorns offers a unique setting for conferences, events and occasions of all sizes.

Ideally located in the centre of the Midlands, The Hawthorns benefits from excellent transport connections by road, rail and tram. Situated just minutes from the M5 motorway, the venue is easily accessible from Birmingham and across the UK, while nearby train and Metro links provide convenient travel options for delegates and guests alike.

By Car:

Located 0.4 miles from Junction 1 of the M5 motorway, offering excellent road links from Birmingham, the wider Midlands and beyond. The venue is easily accessible for delegates travelling by car, with on-site parking and nearby parking options available.

By Rail:

The Hawthorns train station provides direct services from Birmingham and surrounding areas. Birmingham New Street is just a short journey away, making The Hawthorns an accessible destination for those travelling across the UK and beyond with transport links to Birmingham International.

By Tram:

Services running regularly between Birmingham and Wolverhampton. The Hawthorns tram stop is located within easy walking distance of the stadium.



**300 Free
Complimentary
Onsite Parking
Spaces**

East Stand Car Park
Located on
Birmingham Road



**Local
Hotels**

1 mile from
the stadium



**Cashless Bar
Service
Card Only**



**Wi-Fi
Open Network
WBAWIFI**
(No Password Required)

We would kindly ask that any specific accessibility, dietary or allergen requirements to be shared with your event coordinator **as soon as possible.**



Dietary or
Allergen
requirements



Accessibility
Wheelchair

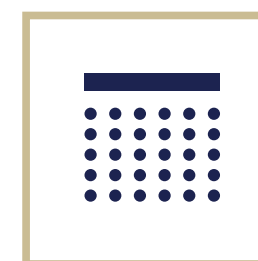


No food and
drink to be
brought on-site

The Richardson

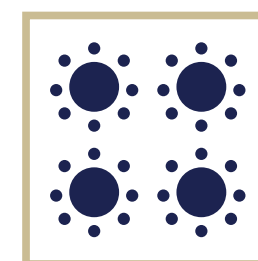


-  **AV Equipment** (Refer to technical specification)
-  **Lift Access**
-  **Wheelchair Accessibility**
-  **Accessible Toilets**
-  **Air Conditioning**
-  **Complimentary Wi-Fi**
-  **Bar Facilities**
-  **Modern Design**
-  **Natural daylight, blackout blinds and dimmer controlled lighting**



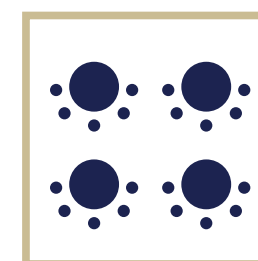
Theatre

300



Dinner Dance & Banquet

290 300
(With Dance Floor) (Without)



Cabaret

280



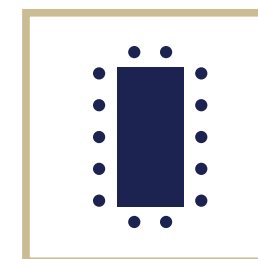
Classroom

80



U-Shape

50



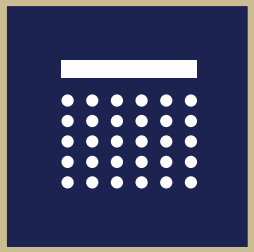
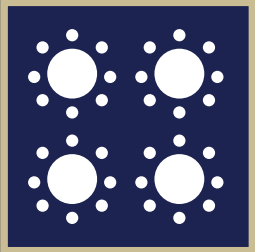
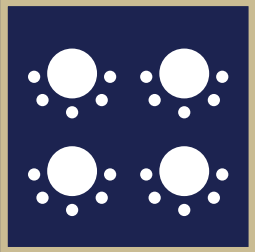
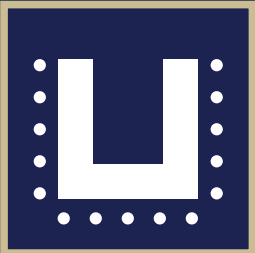
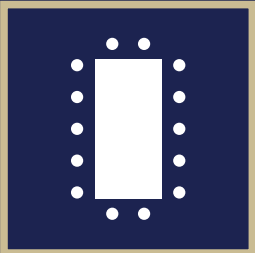
Boardroom

42

The Millichip

- AV Equipment (Refer to technical specification)
- Lift Access
- Wheelchair Accessibility
- Air Conditioning
- Complimentary Wi-Fi
- Bar Facilities
- Natural daylight, blackout blinds and dimmer controlled lighting



		
Theatre	Dinner Dance & Banquet	Cabaret
125	96 (With Dance Floor) 120 (Without)	80
		
Classroom	U-Shape	Boardroom
28	24	24



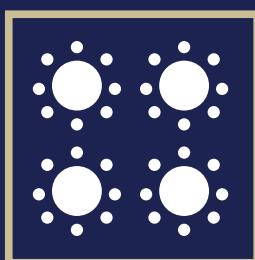
The Bassett

-  **AV Equipment** (Refer to technical specification)
-  **Lift Access**
-  **Wheelchair Accessibility**
-  **Air Conditioning**
-  **Complimentary Wi-Fi**
-  **Bar Facilities**
-  **Natural daylight, blackout blinds and dimmer controlled lighting**



Theatre

100



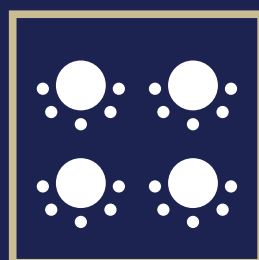
Dinner Dance & Banquet

80

(With Dance Floor)

90

(Without)



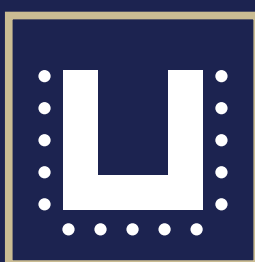
Cabaret

60



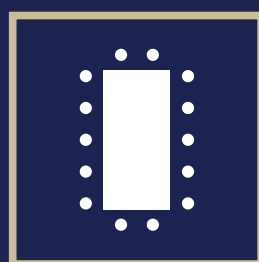
Classroom

25



U-Shape

24



Boardroom

30



The Pennington

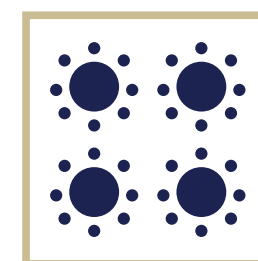


-  **AV Equipment** (Refer to technical specification)
-  **Lift Access**
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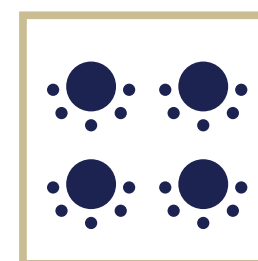
Theatre

100



Dinner Dance & Banquet

80 **90**
(With Dance Floor) (Without)



Cabaret

60



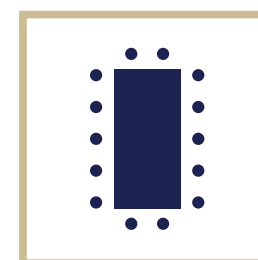
Classroom

25



U-Shape

24



Boardroom

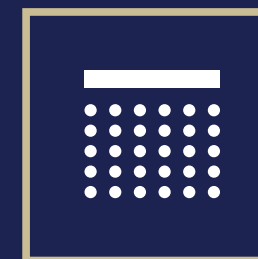
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The Allen

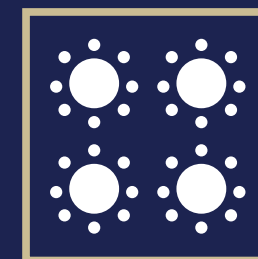


-  HD TV
-  Panoramic Stadium Views
-  Lift Access
-  Wheelchair Accessibility
-  Complimentary Wi-Fi
-  Modern Design
-  Natural daylight, blackout blinds and dimmer controlled lighting



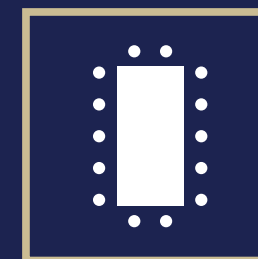
Theatre

25



Banquet

12



Boardroom

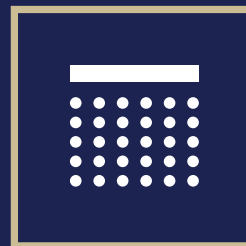
12

The Executive Boxes

Range in size and can seat between 6-30.

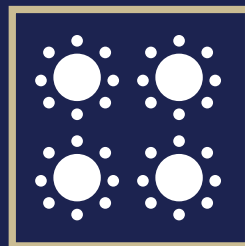
-  HD TV
-  Panoramic Stadium Views
-  Lift Access
-  Wheelchair Accessibility
-  Complimentary Wi-Fi
-  Modern Design
-  Natural daylight, blackout blinds and dimmer controlled lighting

The Executive Boxes



Theatre

15



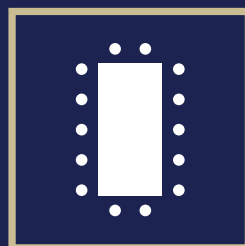
Banquet

10



Classroom

6



Boardroom

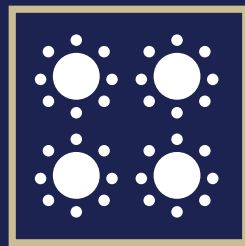
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The Player's Boxes 2 & 3



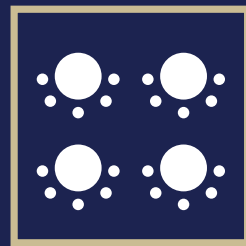
Theatre

30



Banquet

24



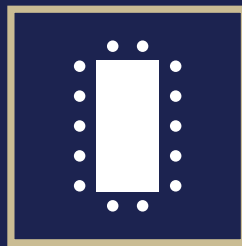
Cabaret

26



U-Shape

16



Boardroom

20



The Place **TO MEET**

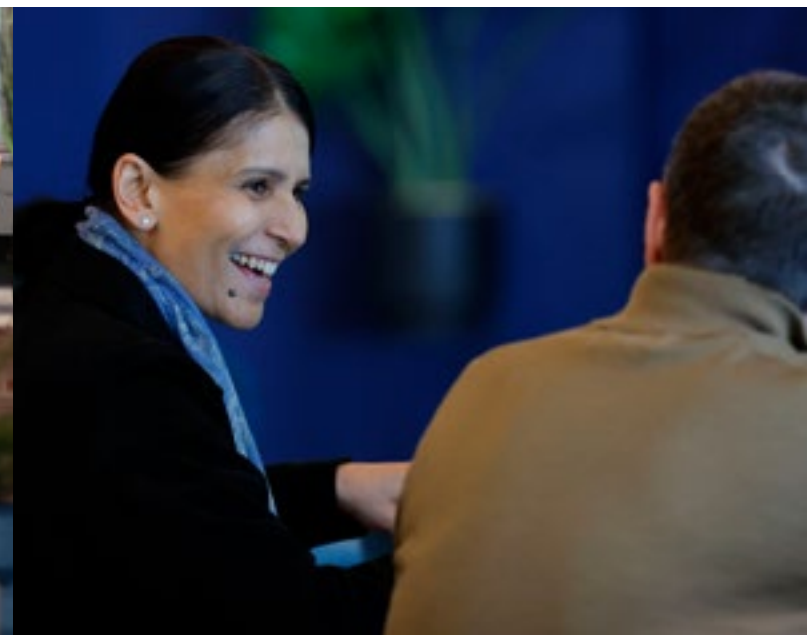
Discover Day Delegate rates at The Hawthorns where meetings are made simple. Designed to provide you with everything you need for a productive and effortless event.

Tea, coffee, Granola pots and Danish pastries will be available upon your arrival to The Hawthorns with further refreshments available throughout the day.

Example Day Delegate package includes:

- Main Meeting Room Hire (8am-6pm)
- A Dedicated Event Coordinator and Duty Manager
- Arrival Tea, Coffee, Granola Pots & Danish Pastries
- Mid-Morning Tea, Coffee & Biscuits
- 2 course finger or Fork Buffet or Street Food menu
- Afternoon Tea, Coffee & Cakes
- Iced Water
- Conference Sweets
- Conference Pads & Pens
- A Flipchart with Pad & Pens
- LCD Projector, and Drop-Down Screen

Minimum numbers apply



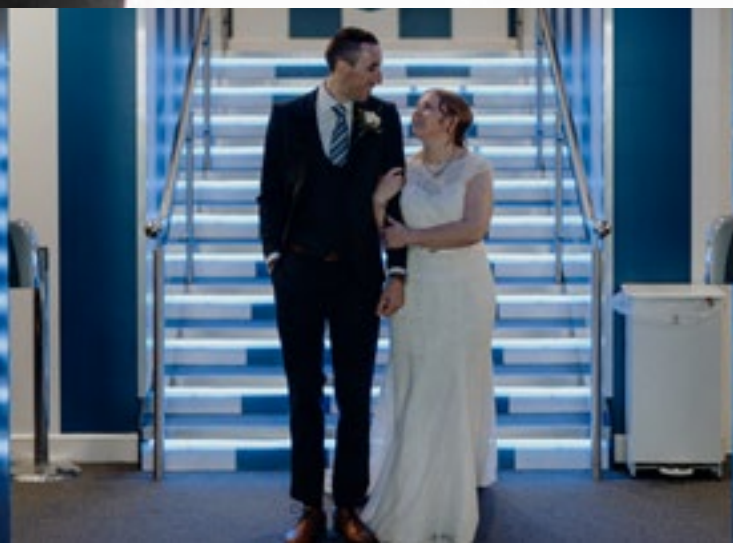


Say “I Do” In Style

We understand that no two weddings are the same. That’s why our experienced events team will work closely with you to bring your vision to life, ensuring every detail is carefully considered and flawlessly delivered.

From room styling and décor to bespoke catering and evening entertainment, every element can be tailored to suit your individual style and celebration. Whether you’re planning an intimate gathering or a lavish reception, our versatile spaces provide the perfect backdrop for your special day.

From your first visit to the final dance, our dedicated team will be on hand to create a seamless and memorable experience, allowing you to relax, celebrate and enjoy every moment of your day.



PLAY ON THE PITCH

Go behind the scenes and experience the full build-up to your very own big game. Deliver your team talk from the Home and Away Dressing Rooms, feel the anticipation as you walk down the players' tunnel, and enjoy the adrenaline rush of running out onto the pitch beneath your team's name and logo displayed on the stadium screens.





THE HAWTHORNS CHRISTMAS PARTIES

2026



Festive Nights.

Unforgettable Memories.

Celebrate the festive season at a unique venue guaranteed to make your Christmas party one to remember. Choose from a shared party night, if your group has limited numbers or hire our venue out for your own private festive celebration.



STADIUM TOURS

THE HAWTHORNS



YOUR EXCLUSIVE
BEHIND THE SCENES PASS



ONE OF THE MOST HISTORIC
FOOTBALL CLUBS IN ENGLAND

Take your event to the next level with the option to include a Stadium Tour for your delegates.

From the players' tunnel to the dressing rooms, from pitchside to the executive boxes, every corner of our iconic stadium tells a story. Whether you're a lifelong supporter or a curious newcomer, our tours provide an unforgettable experience, offering insight into the inner workings of the club and the moments that have shaped its legacy.

- Tour Guide Led Stadium Tour
- Official Stadium Tour Certificate and Treasure Map (Juniors)
- 10% Discount on certain items excluding The Macron Range and sale items in the Club Shop for One Day Only (Subject to WBA Retail T&C's)
- Complimentary On-Site Car Parking (East Stand - on a first come first served basis)
- Souvenir VIP Pass and Lanyard for each guest

BOOK YOUR PLACE NOW



PUTTING SUSTAINABILITY *FIRST*

FROM OUR SECR 2024/25 REPORT

Total carbon emissions
(TC02E mean 'tonnes of carbon dioxide equivalent')

1,380
TC02E

This reporting period
(Jul 2023 - Jun 2024)

2,294
TC02E

Prior reporting period
(Jul 2022 - Jun 2023)

A reduction of
914
TC02

Sponsorship advertising boards are produced using recycled materials and are fully recycled at the end of their lifecycle.

Digital initiatives, including the removal of printed team sheets and welcome packs, help reduce paper waste and lower our carbon footprint.

Over 70% of venue lighting has been upgraded to energy efficient LED systems, reducing energy consumption and improving sustainability.

The Hawthorns is committed to meeting UK sustainability standards through ongoing SECR and ESOS compliance, supporting energy efficiency and carbon reduction.

Sustainability forms part of our supplier and contractor review process, ensuring environmental responsibility is considered across all services and operations.

We have been 'zero to landfill' for 3 years.



SILVER

We have had hand dryers in all toilets across all concourses, remaining Stadium areas, and at the Training Ground for a number of years. Whilst still functioning well, we wanted a solution that used less electricity whilst still offering longevity.

In 2025, we will be replacing approximately 175 hand dryers across all concourses, Stadium toilet facilities, and the Training Ground. The advantage of switching to the latest models is that they provide approximately 3,000 dries per £1 spent on electricity, compared to 143 dries per £1 spent on paper towels. The new versions use between 0.3kW and 0.7kW, compared to the old versions which used between 0.5kW and 0.9kW.

Energy savings (05 Dec 2023 – 05 Dec 2027): 1,841 kWh

To reduce mains water usage and the processing of mains water, we have drilled a borehole and installed a pump to harvest water for pitch irrigation, usually paired with mains-fed storage tanks. This reduces mains water usage by replacing water that would otherwise have been used on the pitch, as well as for kiosks and toilets, before ultimately going to waste through the drainage system.

Energy savings (go-live 05 Dec 2027): 7,739 kWh

We previously had waste collected twice per week by a service provider using Heavy Goods Vehicles. We have now installed two waste compactors at the Stadium, allowing waste to be loaded directly into the compactors on-site. This has reduced Heavy Goods Vehicle visits from twice per week, with a 9.2-mile round trip per collection, to one collection every three months.

Annual carbon savings: 5.4892 tCO₂e per year

We have also replaced all toilet roll dispensers with North Shore Green Loop dispensers. Any dispensers reaching the end of their service life are replaced through a system where dispensers are separated, granulated, and recycled back into raw materials for new products, preserving virgin raw materials. Old dispensers and plastic inserts are recycled into new washroom products. Used stub roll waste is collected and recycled via Northwood tissue mills, where it is converted back into recycled parent reels.

Energy savings (go-live 05 Dec 2027): 626,024 kWh reduction



CONFERENCES, MEETINGS & EVENTS



For more information or to view our facilities
please call **0121 524 3455** or email **events@wbafc.co.uk**

The Hawthorns, West Bromwich, West Midlands, B71 4LF



WBA.CO.UK/EVENTS



WEST BROMWICH ALBION FOOTBALL CLUB