



UNIVERSITY OF
BIRMINGHAM



The AHUA 2019 Conference

Tackling the challenges facing
today's senior HE leaders

1st - 2nd April 2019 | University of Birmingham





Conference Information



Download the conference app **prior to the event** to see all event details and up to date information on the conference! To download the app, please visit your app store and search for “Guidebook”. Once you have Guidebook installed on your device, please select **‘find guides’** in the bottom right hand corner, and then select **‘have a passphrase’** at the bottom of the page and search for **‘ahua2019’** or scan the QR code to the left, then click **‘download’**.

You are able to view the conference programme on the app as well as session synopses, speaker biographies and exhibitor information. You can also access venue information, make notes to email yourself, and share photos and tweets! Please aim to download the app before the conference so it is already stored on your device. Scan the QR code to download the app now!

Alternatively, to access a web version of the app please visit:

<https://guidebook.com/guide/157555/>

Important Contact Information

For safety and security reasons it is now a mandatory requirement that we have a mobile number from each delegate in case of emergency situations, such as:

- broadcasting an alert
- seeking to ensure that individuals are safe following an incident
- to offer assistance if an individual is suffering from sickness or injury

Please can you email ahua@assuredevents.com with the contact number you will be using for the event.

Your number will **not** be used for any promotional or advertising reasons, and will be deleted from our records once the event has finished.

Location

The AHUA Spring Conference 2019 will be hosted by the University of Birmingham. The majority of this year’s conference will be held at **Edgbaston Park Hotel and Conference Centre**, which is part of the University of Birmingham.

The drinks reception for the Networking Dinner will be held at the **Barber Institute of Fine Arts**, at the University of Birmingham.

The Gala Dinner will take place at **Hagley Hall**, which is 10.5 miles from the Edgbaston Park Hotel and Conference Centre, and is approximately a 25 – 35-minute drive. A transfer will be provided, more details on this below under Gala Dinner. See below for details on addresses for all locations mentioned.



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Conference Information

Getting There

We would encourage conference attendees to use the most sustainable mode(s) of transport where possible.

Edgbaston Park Hotel and Conference Centre - 53 Edgbaston Park Road, Birmingham, B15 2RS

Barber Institute of Fine Arts - University of Birmingham, Birmingham, B15 2TS

Hagley Hall - Hall Drive, Hagley, Stourbridge, DY9 9LG

Please note: all directions below are to Edgbaston Park Hotel and Conference Centre, where the majority of the conference will take place. Transfers will be offered to all other sites.

By Train

For all train journeys please check your train times and specific routes by visiting [National Rail Enquiries](#). Birmingham New Street Station is served by nine routes, which are as follows-

- [Anglia](#)
- [London North Eastern and East Midlands \(LNE&EM\)](#)
- [London North Western \(LNW\)](#)
- [Scotland](#)
- [South East](#)
- [Wales](#)
- [Wessex](#)
- [Western](#)

Please find the most suitable route for your journey.

Birmingham New Street Station

The conference centre is not within walking distance of this station. Please refer to the instructions below for either the University Station or a Taxi.

University Station

The University train station is a 15-minute walk to the Edgbaston Park Hotel and Conference Centre, and there is a frequent service running from Birmingham New Street. The journey from Birmingham New Street to the University Station takes approximately eight minutes. For all timetable information visit [National Rail Enquiries](#).

Taxi

Once leaving the train at Birmingham New Street the taxi rank is accessible from the exit by Hema or from the Bull Ring entrance side of the station. It's around a 2.5-mile drive from the station to the conference centre and should take around 15-20 minutes in a taxi. If you require a taxi you can use one of the following numbers:

Birmingham Taxis: 0121 702 2000

A2B Radio Cars Birmingham: 0121 744 1111

Roundabout Cars: 0121 453 1234 / 0800 783 5789

TOA Taxis: 0121 427 8888



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Conference Information

By Car

The postcode to Edgbaston Park Hotel and Conference Centre is B15 2RS and that will bring you directly there. The hotel entrance is on Edgbaston Park Road.

M6 South

Follow M6 heading south to Aston Express Way/A38(M) in Birmingham. Continue on A38 for 5.3 miles and then take a right onto Edgbaston Park Road, the hotel will be on the left.

M6 North

Follow M40 heading south to Alcester Road/A435. Take exit 3 from M42. Continue on A435. Then take Bells Lane to Edgbaston Park Road in Birmingham. The entrance is then on the left-hand side of the road.

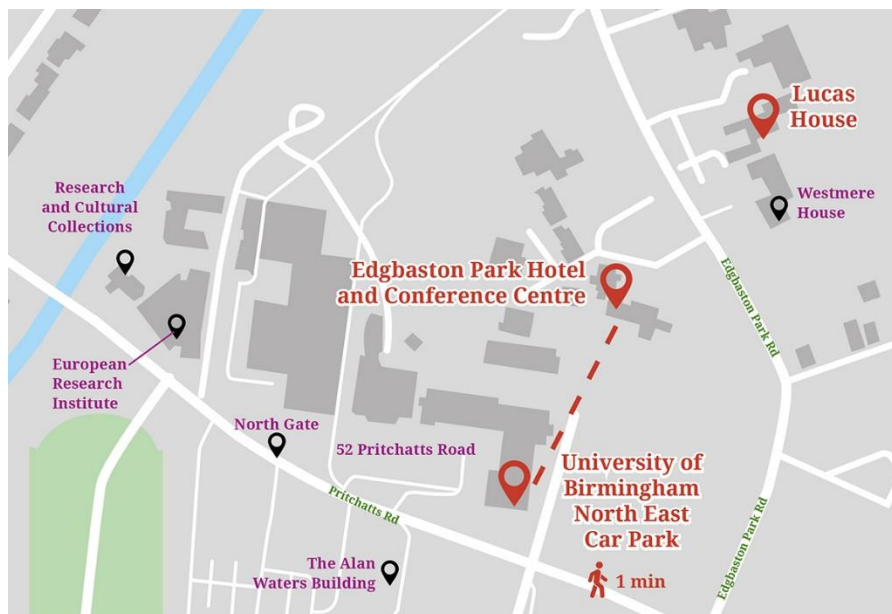
M5 North

Follow M5 to Quinton Expressway/A456 in Halesowen. Take exit 3 from M5. Continue on A456. Take Court Oak Road/A4123, A4040 and Somerset Road to Edgbaston Park Road in Birmingham. The entrance is then on the right-hand side of the road.

Parking

There are a few different options for free parking at the conference site, all of which will be allocated on a first come first served basis, and cannot be pre-booked. Parking options are as follows;

- Edgbaston Park Hotel and Conference Centre, located off Edgbaston Park Road (50 spaces)
- Lucas House, located off Edgbaston Park Road, directly across from Edgbaston Park Hotel and Conference Centre (10 spaces)
- North Gate Multi Storey Car Park, bottom floor only, located on Pritchatts Road, next to the hotel (40 spaces)



For all of the above car parks you will need to park up first, and then collect a parking pass from the reception at Edgbaston Park Hotel and Conference Centre. You will then need to go back to your car and make sure the pass is clearly displayed.





Conference Information

By Air

Birmingham International Airport is the closest airport to the conference centre.

Birmingham Airport has a free 'Air-Rail Link' monorail system that connects to Birmingham International Station. The Air-Rail Link takes two minutes to get to the train station and operates between 03:30am and 00:30am hours daily. From Birmingham International Station, Birmingham New Street is 10-minutes on a direct train, with seven services per hour.

Alternatively, licensed Black Cabs operate a 24-hour, 365-day service from directly outside the arrivals area of the terminal building.

You can download a copy of the campus map [here](#). Building code G23.

Accommodation

All delegate accommodation will be at Edgbaston Park Hotel and Conference Centre. You can check-in and collect your room keys from the reception. Please note it will be likely that rooms will not be ready for check-in upon arrival on Monday, however, you are able to store luggage until your room is available to occupy. Please arrive at the conference registration desk with your luggage, and you will be directed from here to the storage room.

Edgbaston Park Hotel and Conference Centre - 53 Edgbaston Park Road, Birmingham, B15 2RS

Check-in at the Edgbaston Park Hotel and Conference Centre is from 14:00, with check-out by 11:00 on the day of departure.

Breakfast is served between 07:00 and 09:30.

Delegate Registration

Conference registration is open from 11:00 on Monday 1st April in the main reception, situated in the main entrance foyer of the hotel. At registration, delegates will be issued with their badge and lanyard (please wear this at all times), as well as a delegate pack.

Please note: delegates are required to register before attending the conference and must wear their badge at all times.

Development Sessions

During the online registration process, delegates were asked to sign up for a preferred session. A reminder of this will be printed on your name badge which will be given upon arrival at the conference.

There are four development sessions available throughout the conference.

They are available on Tuesday 2nd April between 14:00 – 16:00:





Conference Information

Development Session 1: Shifting Stories – Leadership in ill-defined environments

Development Session 2: Resilience in challenging times

Development Session 3: Communicating and engaging effectively in rapidly changing environments

Development Session 4: Being IT – The challenges of the COO/Registrar role in smaller organisations during times of change (AHUA members only)

You may choose to attend different sessions from those which you have booked, but we ask that priority is given to those who have initially booked the session. If there are seats available once those who have booked are seated then you are free to join the session. If you wish to change your selection, please contact the events team (contact details at the end of document) who will be able to let you know which sessions are still available/make changes for you.

Sponsor Sessions

Delegates selected their sponsor session choices when registering online. A reminder of your chosen workshop will be on your name badge. Sponsors have been allocated rooms based on delegate choice. We therefore ask that you try to attend the session that you registered for. There are six sponsor sessions available throughout the conference.

There are three available on Monday 1st April at 16:50 – 17:45:

Sponsor Session 1: Brexit by Mills & Reeve, Anderson Strathern & Carson McDowell

Sponsor Session 2: How can universities most successfully serve their place in the 21st century? by University Partnerships Programme (UPP)

Sponsor Session 3: A whole university approach to mental health: What you should expect from your accommodation provider (and how to get it!) by UniteStudents

There are a further three available on Tuesday 2nd April at 09:40 – 10:30:

Sponsor Session 4: Equality, Diversity and Inclusion: strategic and governance issues for senior managers by Eversheds Sutherland

Sponsor Session 5: Debate: This house believes that students need to be at the heart of university governance by Halpin Partnerships

Sponsor Session 6: Mental health good practice framework in the education sector by Pinsent Masons

You may choose to attend different sessions from those which you have booked, but we ask that priority is given to those who have initially booked the session. If there are seats available once those who have booked are seated then you are free to join the session. If you wish to change your selection, please contact the events team (contact details at the end of the document) who will be able to let you know which sessions are still available/make changes for you.

Refreshments, Lunch and Networking

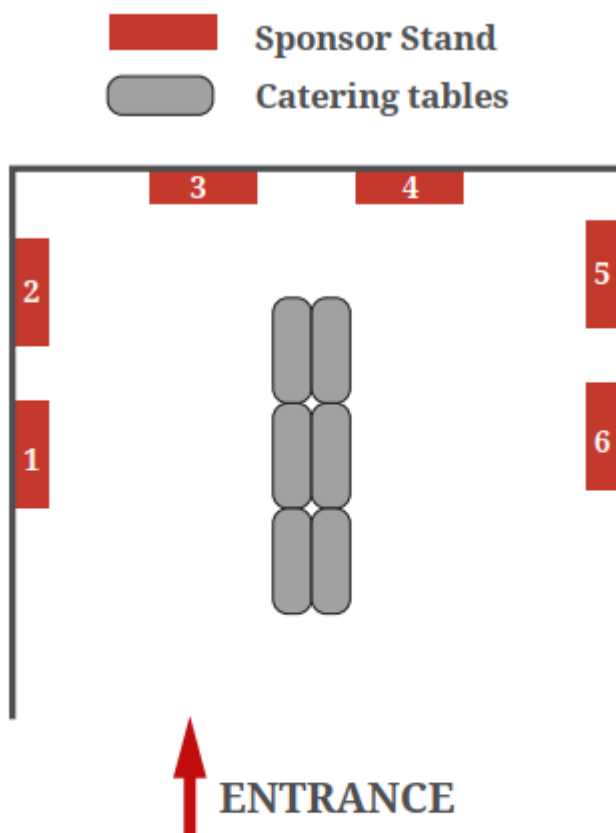
If you have any dietary/access requirements or needs that you have not yet informed us of, please do this as soon as possible so that the necessary arrangements can be put in place. For both days of conference lunch will be available within the networking area located outside of the Fry Room, where the main conference sessions will be held. Lunch will be served between 12:00 – 12:45 on Monday 1st April and on Tuesday 2nd April from 13:00 – 14:00. Refreshment breaks are scheduled on Monday from 15:00 – 15:30 and on Tuesday from 10:30 – 11:00 and 16:00 – 16:30. These will also be served within the networking area, located outside of the Fry Room.





Conference Information

Networking Area Plan



1. **Anderson Strathern, Carson McDowell and Mills and Reeve** (National Sponsors)

2. **Eversheds Sutherland** (Gold Sponsor)

3. **Halpin** (Gold Sponsor)

4. **VWV** (Silver Sponsor)

5. **EAB** (Silver Sponsor)

6. **Pinsent Masons** (Gold Sponsor)

Networking Dinner and Drinks Reception

The Networking Dinner will be held at **Edgbaston Park Hotel and Conference Centre** (this is the same venue as the accommodation and the main conference), on Monday 1st April in the Fry Room. The drinks reception will run from 19:00 – 19:45 at the **Barber Institute of Fine Arts**, at the University of Birmingham, B15 2TS. There will be a mini bus shuttle service available from 18:50 outside the hotel if required. However, it is approximately an 8-minute walk from the hotel to the Barber Institute of Fine Arts. The dress code for the evening is smart/casual.

There will be a quiz taking place after dinner for the evening's entertainment, which will be run by the National Sponsors, Mills and Reeve, Anderson Strathern and Carson McDowell. This will finish at approximately 22:30. The residents' bar within the hotel will remain open as long as there is a demand for it following the dinner.

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Conference Information

Gala Dinner and Drinks Reception

The Gala Dinner will be held at **Hagley Hall** (Hall Drive, Hagley, Stourbridge, DY9 9LG) on Tuesday 2nd April. Hagley Hall is a Grade I listed 18th-century house, the home of the Lyttelton family. It was the creation of George, 1st Lord Lyttelton, secretary to Frederick, Prince of Wales, poet and man of letters and briefly Chancellor of the Exchequer.

The drinks reception will run from 19:30 – 20:15, followed by dinner service which will run from 20:15 – 22:15 with the evening finishing at approximately 23:00. The dress code for the evening is smart. There will be a table plan, which will be available on the conference app. There will also be hard copies displayed on Tuesday during the lunch and refreshment breaks as well as at the drinks reception.

Transfers from Edgbaston Park Hotel and Conference Centre to Hagley Hall – 18:45

Transfers from Hagley Hall to Edgbaston Park Hotel and Conference Centre – 23:00

There will also be some special guests for after dinner entertainment who will be Samuel West, Actor and Director alongside Professor Michael Dobson, Director of The Shakespeare Institute.

Campus Tour

Within the programme there is an allocation of time that can be dedicated to further networking or to take part in the optional campus tour.

The campus tour will begin at 17:15 and end at approximately 18:00. If you have booked onto this tour and can no longer attend, please do get in touch by emailing ahua@assuredevents.com. Or if you would like to attend and haven't yet confirmed your attendance, again, please email Assured Events.

Conference App

You are able to view all event details on the app, including the conference programme, session synopses and speaker biographies. You can also share photos and tweets, remember we are **@AHUAUK** and the conference hashtag is **#ahua2019**. To download the app visit your app store and search for "Guidebook" (please see instructions on page 1). Once you have Guidebook installed on your device, please select '**have a passphrase**' and search for '**ahua2019**' or scan the QR code above, then click '**download**'. Please note the passphrase is case sensitive. We will continue to update the app in the lead up to the conference, so keep checking back for more details!

Wi-Fi

Eduroam should work with all users, we have been advised for delegates to ensure their Eduroam is working on all their devices prior to arriving at the conference. As each institution has their own IT departments, we do not have permission to configure devices from other education establishments. For any delegates that are not able to connect to Wi-Fi through Eduroam, there is complimentary Wi-Fi available by selecting Ask4, registering and filling in a small amount of information.





Conference Information

Programme

Please see attachment to see the full conference programme.

Any questions?

If you have any questions ahead of the conference, please contact the events team on 0161 428 1250 or by emailing ahua@assuredevents.com. From Sunday 31st March, you can contact the events team on the following numbers-

General Enquiries

Cheryl Donaldson: 07841 031 462

Sponsor Enquiries

Laura Graham: 07894 424 888

Delegate and Speaker Enquiries

Emily Tanasijević: 07808 771 887

Thank you and we look forward to welcoming you to The AHUA 2019 Conference!

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