



# CONFERENCES

heart♥fengland  
EVENTS AND CONFERENCING

# Welcome to The Heart of England

where your expectations are exceeded in every way at our singular venue.

Discover modern and professional meeting rooms, adaptable indoor event spaces, extensive outdoor activity areas, a contemporary bar and grill, luxurious 4-star farmhouse bed and breakfast accommodations, and much more.

Conveniently located near major road, rail, and air connections, we stand out as one of the UK's most versatile and distinctive venues. Nestled in 160 acres of Warwickshire countryside, we're ideally suited for both corporate and private gatherings. As an independent establishment, we pride ourselves on delivering tailored, unforgettable events that go beyond expectations.

## What sets us apart

What sets us apart is our Creative Team, composed of highly skilled and talented individuals who collaborate closely with clients to infuse every event, conference, and team-building session with innovative and fresh ideas.

We customize each event to meet your specific goals and budget, and we don't stop until everything is perfect!

With our creative team...  
the possibilities are endless!



# Conferences

Creating conferences that have lasting impressions on delegates

Discover one of the UK's most spectacular, accessible, and versatile independent venues, perfect for bringing your conference to life. Our creative team is dedicated to ensuring your event leaves a lasting impression on every delegate.

With a variety of rooms and ample outdoor space, we can accommodate virtually any requirement. Our company motto, "Dream big, everything is possible," is more than just words – it's a principle we've consistently upheld over the years.

Heart of England offers extensive space, vehicle access if needed, exceptional AV and technical equipment, high-capacity Wi-Fi, and ample parking.

Conveniently located near major motorway and rail networks, yet set in stunning countryside surroundings, you can enjoy an out-of-town feel while remaining close to all modern conveniences.

To find out more please contact our creative sales team today by calling 01676 540333



# Exhibitions

## Versatile Spaces for Seamless Exhibitions

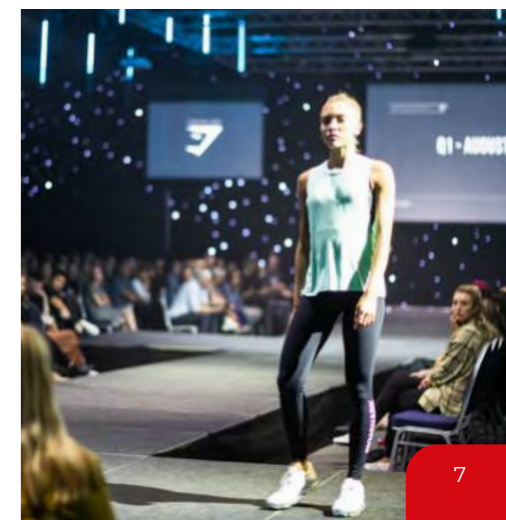
With a range of versatile spaces and a flexible, can-do attitude, we can create a truly seamless exhibition experience.

Our venue offers several indoor exhibiting rooms, as well as additional areas for external or combined exhibits, including giant inflatable domes and temporary structures that can be erected as needed.

For example, a major pharmaceutical exhibition utilized The Birchley Suite along with our giant marquee and outdoor areas. We also transformed our entire Chestnut Suite into a walk-around pub, complete with a bar area, snug, and toilets, to help a pub decor company realize their vision.

The National Portrait Show uses our venue annually, utilizing most of our available space to create a spacious and seamless exhibition experience.

To find out more please contact our creative sales team today by calling 01676 540333



# Product Launches

Giving your products & services the wow factor!

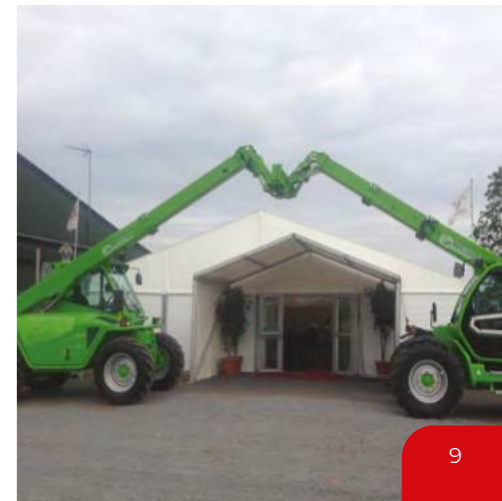
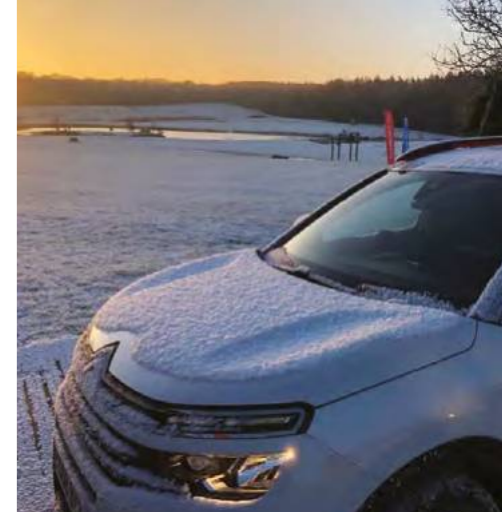
Choose Heart of England for your impactful product launch with complete confidence, thanks to our exceptional spaces both in and outdoors, skilled technicians equipped with the latest technology, talented creatives, and dedicated caterers.

We have extensive experience in managing product launches, ensuring your product and services take center stage while handling all the essential details with unobtrusive yet total efficiency.

By planning in advance, you can relax at the event, knowing that our support team is fully backing you.

Our recent product launches include Lamborghini in one of our giant inflatable domes, an international hot tub manufacturer, and Citroen with their latest SUV range, to name just a few.

To find out more please contact our creative sales team today by calling 01676 540333



# Rooms

## The Birchley Suite

Can be split into 3 zones or kept as 1 giant space. Our premier suite for meetings, conferences, exhibitions, product launches & events.



## The Willow Suite

The perfect room for smaller meetings, also ideal as breakout space or event office.

Interconnects with The Pine Suite and is located on the ground floor.



## The Chestnut Suite

Modern and airy with natural daylight.

Can be split into 3 areas including a breakout room. Our first-floor room accessed from two staircases or a small lift.



## The Pine Suite

Flexible space located on the ground floor. Connecting doors to The Willow Suite and Restaurant so extremely convenient. Natural light, Perfect for smaller meetings, a breakout space or private dining.

## The Marquee

Giant space perfect for catering options, break out areas and exhibitions. Can be divided into 2 zones. Lots of natural daylight, its own private outside space plus a separate licensed bar.



## The Cedar Suite


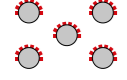
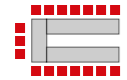

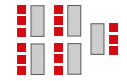
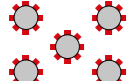
Quirky creative space located just off the restaurant terrace. Great for inside / outside events.

## The Loft

Located in our funky Boathouse & perfect for using when demonstrating outside equipment.



# Room Capacities

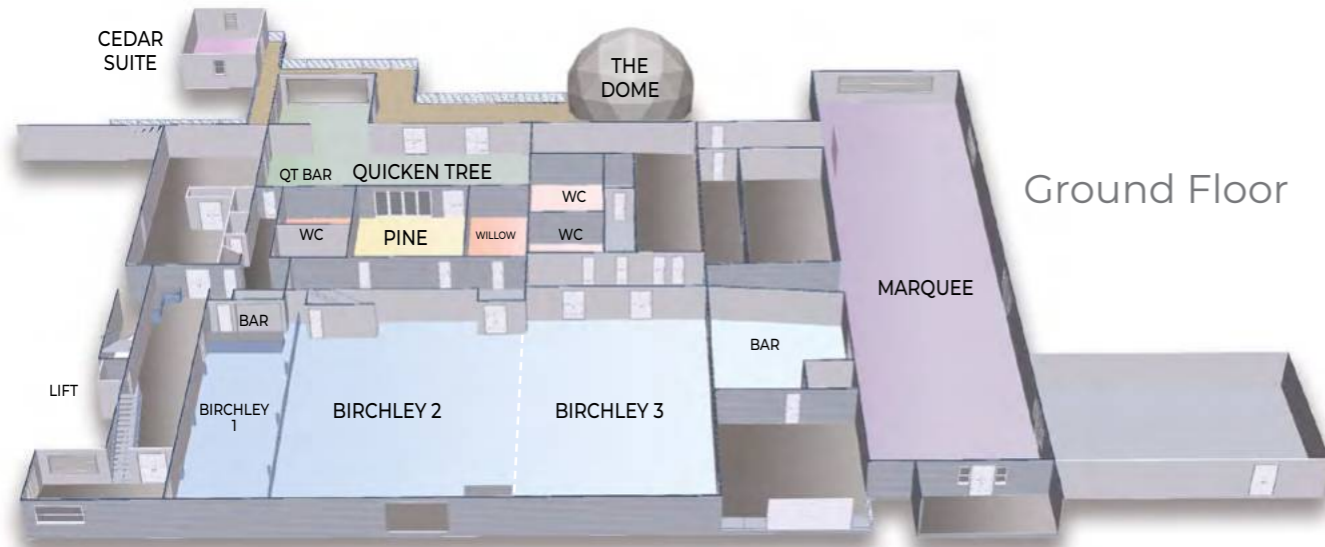
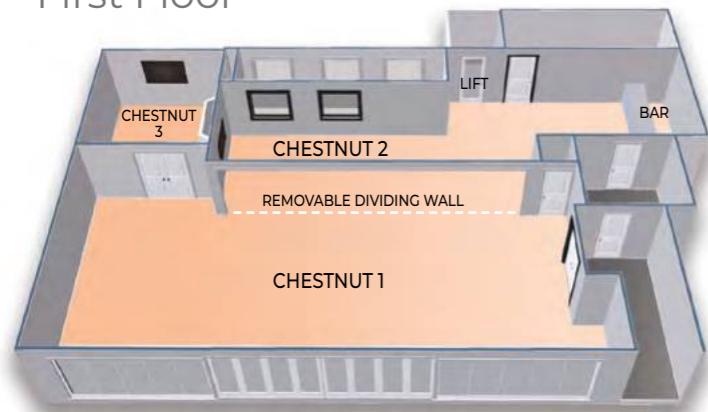
	BIRCHLEY SUITE 1, 2 & 3	BIRCHLEY SUITE 1 & 2	BIRCHLEY 1	BIRCHLEY 2	BIRCHLEY 3	CHESTNUT SUITE 1 & 2	CHESTNUT 1 BALCONY	CHESTNUT 2 BAR	CHESTNUT 3 BREAKOUT	MARQUEE	PINE	CEDAR	WILLOW	THE DOME	THE LOFT & CAFE
<b>THEATRE</b> 	700	450	66	280	200	80	60	20	10	500	60	40	28	60	108
<b>CABARET</b> 	350	250	28	150	160	72	48	16	N/A	380	32	25	N/A	30	64
<b>U-SHAPE</b> 	80	80	N/A	60	60	30	N/A	N/A	N/A	N/A	30	20	N/A	30	30
<b>BOARD ROOM</b> 	N/A	N/A	40	N/A	N/A	35	20	N/A	8	N/A	30	20	14	30	34
<b>CLASS ROOM</b> 	200	200	48	150	48	48	36	15	9	N/A	24	20	14	N/A	N/A
<b>DINNER SEATED</b> 	500	350	40	250	200	120	N/A	N/A	N/A	500	48	25	16	60	80

# Floor Plans

The main conference centre is split over two levels with a main entrance into the building at the front of the centre on the ground floor.

There are two staircases to access the first floor as well as a lift.

## First Floor



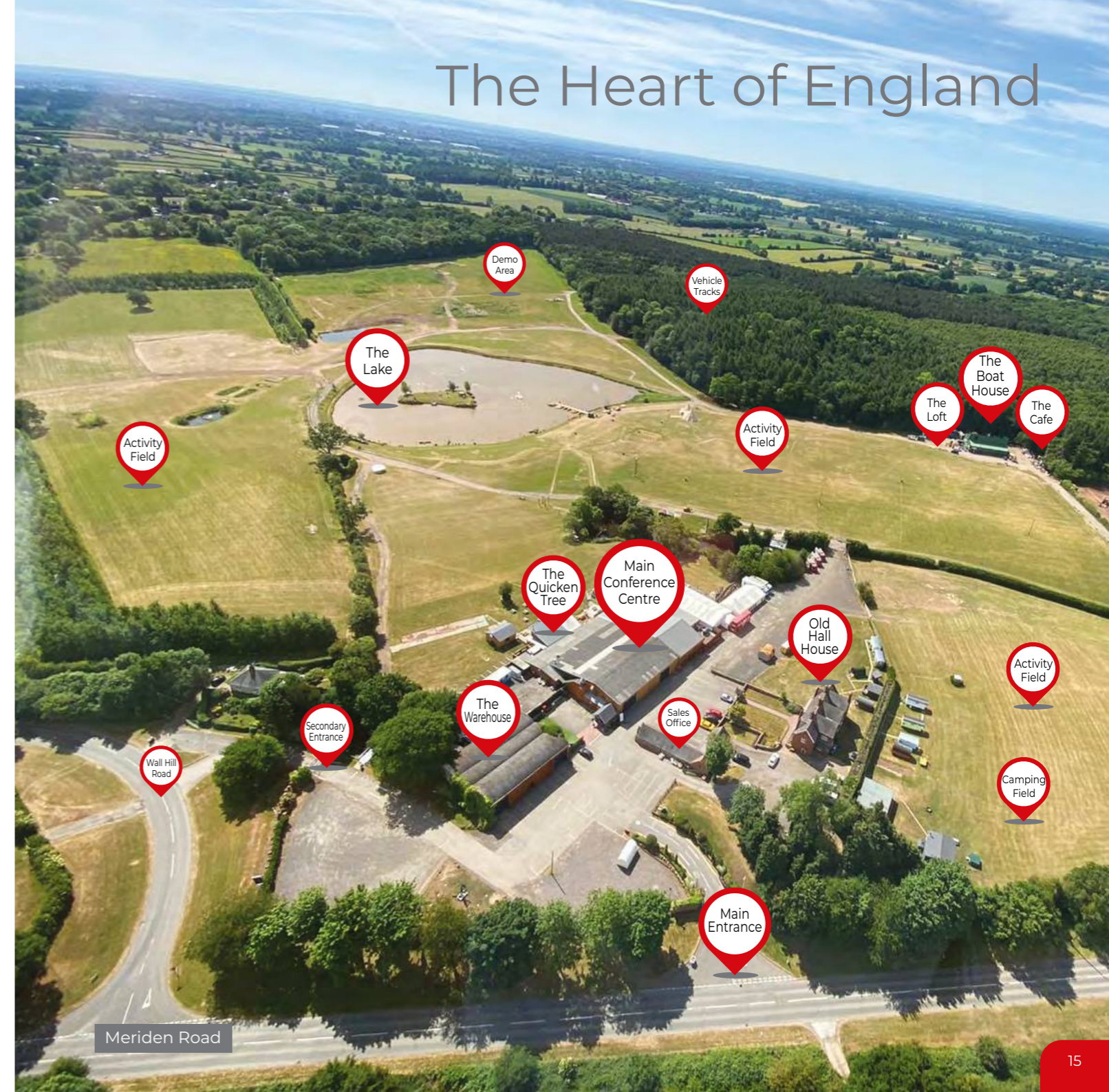
## Flexibility

Our customers come back time and time again because of our flexible can do approach to everything. If you can dream it and have the budget, we can deliver it. Our rooms are built to be flexible and can be combined together or used together with our outdoor spaces. We are the perfect solution for product launches as well as conferences, team building and fun days because we have the space to showcase products and services across our 160 acre site.

We have a vehicle track through the woods that car companies utilise in demonstrating their new models.

## Ground Floor

# The Heart of England



# THE BIRCHLEY SUITE

Premium conference and events space.



Holds up to 700 delegates | Dedicated High Capacity Wifi

# THE BIRCHLEY SUITE

As one of the largest multifunctional rooms in the Midlands, we can cater for larger conferences, product launches, exhibitions and banqueting.

This versatile space is pre-rigged with a vast array of audio visual and lighting equipment to ensure your event stands out. Combine that with our AV packages for instant WOW with minimum fuss.  
The room can be split into 3 sections, adapting the space to suit the numbers and occasion.

## Technical Data

Dimensions	33m x 18m
Ceiling Height	2.4m / 5m
Power	Single & 3 Phase
Lighting	LED, Discharge & Effects
Air Conditioning	Yes
AV	PA System & Multiple Screens
Blackout	Yes (no natural light)
Access	Ground Floor
Shutter Door	4.5m x 5m
Internet	Wired & wireless
Other	Full led star-cloth drape
Other	Own Bar



ROOM LAYOUTS	THEATRE	CABARET	DINNER	BOARDROOM	U-SHAPE	CLASSROOM
BIRCHLEY 1	66	28	60	40	N/A	48
BIRCHLEY 2	280	150	250	N/A	60	150
BIRCHLEY 3	200	160	200	N/A	60	48
BIRCHLEY 1 & 2	450	250	350	N/A	80	200
BIRCHLEY 1, 2 & 3	700	350	500	N/A	80	200

# The Marquee

Our Marquee is a permanent structure internally connected to our conference centre.

As such, it's a very bright, airy space. Draped in white, the room is a blank canvas for exhibitions and is generally used as the catering space for events taking place in the Birchley Suite.

The room has ground floor access directly from the car-park and it's own outside private terrace over-looking our 160 acres of grounds.

We have the facilities to adapt and extend the Marquee if required.



## Technical Data

Dimensions	39m x 12m
Ceiling Height	2.4m to 4m
Power	Single & 3 Phase
Lighting	Ceiling chandeliers
Heating	Yes
AV	PA System & Multiple Screens
Blackout	No (full natural light)
Access	Ground Floor
Door	Double Door
Internet	Wireless
Other	Own Bar



ROOM LAYOUTS	THEATRE	CABARET	DINNER	BOARDROOM	U-SHAPE	CLASSROOM
MARQUEE	500	380	500	N/A	N/A	N/A

# The Chestnut

The Chestnut Suite is a first floor room and has access from reception and direct access to the Birchley Suite.

The room also has a screened balcony overlooking the Birchley Suite.

The Chestnut Suite can be divided into 2 smaller rooms and also has a small syndicate room of its own. The Chestnut Suite incorporates its own bar and is equipped for conferences and events.



## The Chestnut Technical Data

Dimensions	5.8 x 14.5m   Ceiling Height 2.4m
Power	Single Phase
Lighting	Fluorescent & Led
Air Conditioning	Yes
AV	PA System, Screen & Projector
Blackout	No
Natural Daylight	Yes
Access	Staircase and small lift to First Floor Double Doors
Internet	Wireless
Other	Own Bar

ROOM LAYOUTS	TH	CAB	DIN	BOARD	U-SH	CLASS
CHESTNUT 1	60	48	N/A	20	N/A	36
CHESTNUT 2	20	16	N/A	N/A	N/A	15
CHESTNUT 3	10	N/A	N/A	8	N/A	9
CHESTNUT 1 & 2	80	72	120	20	30	48

# The Willow

The Willow Suite is our boardroom, specifically designed for smaller conferences. It comes fully equipped with all the AV you could need with both projector & screen and a high-definition plasma screen. An integrated PA system and full air-conditioning make this room ideal for your event.



## The Willow Technical Data

Dimensions	7.2 x 4.5m   Ceiling Height 2.6m
Power	Single Phase
Lighting	Fluorescent & Led
Air Conditioning	Yes
AV	PA System, Screen & Projector
Blackout	Yes
Natural Daylight	No
Access	Ground Floor Double Doors
Internet	Wireless

ROOM LAYOUTS	TH	CAB	DIN	BOARD	U-SH	CLASS
WILLOW	28	N/A	16	16	N/A	N/A

# The Pine

The Pine Suite is a ground floor room, suitable for a smaller conference, reception, dining, training and breakout sessions.

The Pine Suites position, adjacent to the Quicken Tree restaurant and incorporating direct access to the Willow Suite, offers great versatility.

THEATRE	CABARET	DINNER	BOARDROOM	U-SHAPE	CLASS
60	32	48	30	30	24

# The Cedar

This unusual room, located off the terrace to the rear of the restaurant has amazing views though its glass doors over rolling Warwickshire countryside. Ideal to bring the indoors outside and it is still fully equipped for conference and events. The really clever bit is that we can move this building anywhere on the site you like - perfect for creatives!



THEATRE	CABARET	DINNER	BOARDROOM	U-SHAPE	CLASS
40	25	25	20	20	20



# The Loft

The Loft is a unique space within our outdoor events building.

Designed for events where being close to the action is important, ideal for “muddy boots” training and team building.

The adjacent Café catering area makes the loft a perfect self-contained space.



THE LOFT

THEATRE	CABARET	DINNER	BOARDROOM	U-SHAPE	CLASS
108	64	80	34	30	N/A

## Technical Data

THE PINE	
Dimensions	7.2 X 9.6m
Ceiling Height	2.6m
Power	Single Phase
Lighting	Fluorescent & Led
Air Con	Yes
AV	PA System, Screen & HD Projector
Blackout	No
Nat Daylight	Yes
Access	Ground Floor with Double Doors
Internet	Wireless

THE CEDAR	
Dimensions	6 x 6m
Ceiling Height	2.4 x 3.5m
Power	Single Phase
Lighting	Chandelier
Air Con	Yes
AV	PA System, Plasma Screen
Blackout	Yes (curtains & blinds)
Nat Daylight	Yes
Access	Ground Floor with Double Doors
Internet	Wireless

THE LOFT	
Dimensions	13.5 x 8.5m
Ceiling Height	2.1m
Power	3 x double 13a sockets
Lighting	Fluorescent Tube
Air Con	Yes
AV	HD Projector & Screen
Blackout	No
Nat Daylight	Yes
Access	First Floor (equipment lift available)
Internet	Wireless

# The Dome

The Dome is a quirky space suitable for meetings of up to 60 people or a bright airy space for product demonstrations.

Available from late Spring to early Autumn, the Dome is often used as a flexible break out area. We can kit it out with conference chairs or more relaxed furniture including low level seats, bean bags and colourful poufs.

## Technical Data

Dimensions	9.5m
Ceiling Height	5m
Power	Single Phase
Lighting	Giant Mood Changing Sphere
Heating	Yes
AV	Various options available
Blackout	No
Nat Daylight	Yes
Access	Ground Floor through Restaurant
Internet	Wireless

# Outside Space

160 Acres of Warwickshire Countryside gives our customers plenty of outside space.

## OPEN AIR WELLNESS

A range of activities to suit all ages and abilities available in the woodland, out on the park and around the lake offering proven health & wellbeing benefits



THEATRE	CABARET	DINNER	BOARDROOM	U-SHAPE	CLASS
60	30	60	30	30	N/A



# Temporary Structures

We have a range of temporary structures, including;

- Clearspan marquees
- Traditional pole marquees
- Stretch tents & TiPi's
- Inflatable domes & cubes

These can be used for unique, flexible spaces bringing indoor events into the great outdoors. Call our team to discuss your requirements, we can help inspire your next event.



**IDEAL FILMING LOCATION**  
The site offers an abundance of space perfect for filming. Recent clients: Jacamo with some of the Invictus Team.

# DDR

There are two main ways that we quote on events & conferences:  
DDR (Day Delegate Rate)  
and Room Hire

In our DDR - we include:

On site parking, high capacity dedicated wifi  
3 servings of tea, coffee & biscuits, mineral  
water and mints on tables, pad & pen per  
delegate, flipchart & pens and a projector &  
screen or TV. The Pine, Chestnut, Birchley &  
Cedar also include basic sound.

If you need something more substantial and  
want that added peace of mind, take a look at  
our technical support options.

DDR also includes lunch. For 16 people and  
above - we have a selection of 2 course buffet  
lunches, less than 16 we offer a plated lunch in  
The Quicken Tree (on-site restaurant).

# Room Hire

We use this method of quoting for smaller  
groups and events and/or when there may  
be team building or fun day elements to add  
on to the quotation and it isn't a standard  
conference.

# Technical Support

Switch on to having that all  
important peace of mind.

For peace of mind and the occasions where  
you need a lot more... consider The Technical  
Package. It comes complete with our  
technician who can run everything for you.

It certainly helps takes any stress from you and  
means you don't have to organise separate AV  
companies.

Talk to our technician today who will be happy  
to send you over details on what is included  
in the technical support package as well as  
optional extras that you may have previously  
used a third party supplier for.

If you would like more information on our  
packages or to talk to our technician -  
please call 01676 540333 or  
email [sales@heartofengland.co.uk](mailto:sales@heartofengland.co.uk)



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EVENTS AND CONFERENCING

# Team Building

When it comes to team building and activity days,  
we really can't be beaten. We own a vast collection of  
indoor and outdoor activity equipment and have over  
30 years' experience in the events industry.

We pride ourselves on delivering the most  
inspirational team building and activity days in the  
UK.

Whether you're looking to energise, inspire, educate,  
integrate, reward or simply have fun, we have the  
team building activities to suit you.



# The Catering Options

## Breakfast

First thing is first, let's get you fed. We appreciate that delegates come from far and wide often travelling on the day of the event.

With that in mind we offer a flexible and varied breakfast option for either the organisers and / or the delegates. From a bacon bap to croissants and fruit, we offer something for everyone. Vegetarian & Vegan options also available on all of our menus.

## Finger Buffet

Want a quickly served lunch that your delegates can help themselves to?

Not a problem we offer a variety of buffet options. Our Finger Buffet offers cold food and can be served quickly and smoothly - all available and ready when you break for lunch.

## Fork Buffet

A hot buffet with plenty of options. Our Corporate Catering Pack has the full details of what is on offer including the favourites of lasagne and curries and also more modern dishes.

Something for everyone and a wide variety of options and additions.



## Bowl Food

Modern conference catering at it's best. A supply of bowl food is constantly replenished and gives guests the opportunity to try lots of different foods. Bowl food has become increasingly popular over the past couple of years.



## Street Food

Perfect accompaniment to outdoor events like Fun Days and Team Building. From a burger to a pulled pork batch or vegan specific stalls, we can offer you a variety of street food options. Ask for details.

## BBQ & Hog Roasts

A firm favourite at The Heart of England. Both are ideal for either indoor or outdoor events and are very popular with everyone. Vegans and Vegetarians are also catered for when ordering. We just need to know from you the ratio you require.





# Old Hall House

## Shepherd Huts, Pods & Log Cabin

Old Hall House is our stunningly beautiful 16th Century 4\* AA Guest Accommodation. It has 9 unique double bedrooms all finished to a very high standard and all with ensembles.

There is a large lounge area and breakfast room. It is located opposite the conference centre and sits within the 160 acre site.

As well as the main house, we also have glamping pods, shepherd huts and a log cabin available. Bottom right picture is the interior of one of the shepherd huts and they all too have ensembles.

One of our larger festival themed conferences recently opted to all stay on site & we brought in dozens of 4 berth Bell tents.



## Some of our clients



# Conferences at the heart

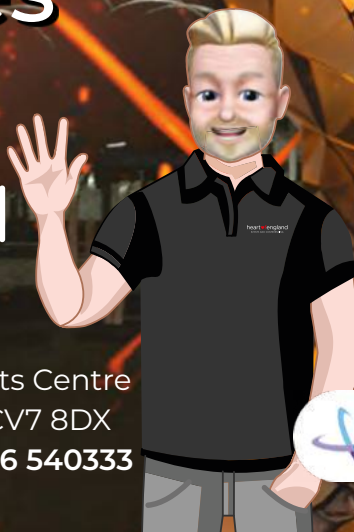
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[www.heartofengland.uk](http://www.heartofengland.uk)

Heart of England Conference & Events Centre  
Meriden Road, Fillongley, Coventry, CV7 8DX

[sales@heartofengland.co.uk](mailto:sales@heartofengland.co.uk) | 01676 540333



Excellence  
Quality  
Safety

