

The
Delegate Wranglers®

June 2026

VENUE

INSIDER
SPECIAL



featuring...



MACDONALD
HOTELS & RESORTS



BMA HOUSE
LONDON



**NATIONAL
CONFERENCE
CENTRE
BIRMINGHAM**



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Welcome to the Staffing Insider Special!

In this edition, we explore three incredible UK destinations packed with distinct character, flexible event spaces, and exceptional hospitality.

We catch up with Peter Shrigley from Macdonald Hotels & Resorts, who shares their massive milestone—the Macdonald Burlington Hotel being named the UK's number one top meeting venue. Peter highlights their flexible, tailor-made client solutions and their commitment to sustainability, from ethical sourcing to zero-waste Scottish Fine Soaps partnerships.

Next, Ellie Low at BMA House London introduces their peaceful Bloomsbury venue, where history perfectly meets sustainability. Ellie explains how their Greengage carbon reporting tool takes the guesswork out of green planning, while their new partnership with Be In Your Element brings tailored wellness moments directly into busy event agendas.

Finally, Helen Davis showcases the National Conference Centre Birmingham, a purpose-built hub catering to up to 1,000 delegates. Helen breaks down their user-friendly new website and a sensational new banqueting menu curated by Executive Head Chef Darren King.

Dive in to discover how these premier venues can elevate your next event!



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Our hotels are run by experienced, passionate hoteliers who genuinely care about delivering exceptional service, dining, and accommodation.

Peter Shrigley

National Agency Account Manager

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Hi Peter, Give us a brief overview of your organisation and your role in particular please

Macdonald Hotels & Resorts is a leading UK hospitality group with a portfolio of four-star hotels and resorts across the UK and Spain, known for premium stays, spa facilities, golf courses, and event spaces catering to both leisure and corporate markets



In my role, I drive new business by identifying and converting opportunities across corporate and events segments, while building strong pipelines through proactive outreach and networking.

I also manage key client relationships, ensuring repeat business and high satisfaction. Acting as a trusted point of contact, I balance revenue generation with long-term partnership growth, directly contributing to overall commercial success.

What is the 'heart & soul' of your venue, and how does that atmosphere translate into a better experience for clients & delegates?

The heart and soul of Macdonald Hotels & Resorts lies in its individuality and authentic character. Each venue, whether in the countryside or city is unique, reflecting its local surroundings and offering a distinctive sense of place.



As a privately owned group, we're flexible and easy to work with, allowing us to tailor solutions to each client's needs.

Our hotels are run by experienced, passionate hoteliers who genuinely care about delivering exceptional service, dining, and accommodation. This combination creates a warm, personal atmosphere that enhances every event, ensuring clients and delegates feel valued, comfortable, and fully engaged throughout their experience.

Sustainability and innovation are huge for our community right now—what's a recent 'hidden gem' or new initiative you've launched that really makes life easier for planners?

At Macdonald Hotels & Resorts we continue to embed sustainability into everyday operations that genuinely supports event planners.

Ethical purchasing has long been part of our approach. From our long-standing relationship with Creative Foods Scotland, through to our use of Scotch Beef, this partnership delivers the highest-quality beef alongside the highest welfare standards in the UK.

Similarly, with Paddy & Scott's, we have jointly funded thousands of meals for children living in coffee-growing regions around the world through their "Lunch Box" programme.



We've introduced EV chargers in our car parks and recently agreed a new arrangement for the use of Scottish Fine Soaps via bulk refill options.

Not only are they local to our head office, but they boast strong sustainability credentials, including being carbon neutral since 2022, using 100% renewable energy, achieving zero waste to landfill, and using 100% Prevented Ocean Plastic in their packaging.

What's new? Anything exciting to tell us about?

At Macdonald Hotels & Resorts, we're absolutely thrilled to share some huge news. Macdonald Burlington Hotel has officially been named the Number 1 Top Meeting Venue in the UK on the Venue Directory platform!

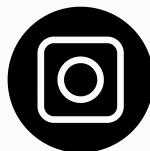


This outstanding achievement reflects the passion, dedication, and hard work of our incredible team, who consistently go above and beyond to deliver exceptional experiences for every guest, client, and event partner.

Being recognised as the UK's top meeting venue is a milestone we are immensely proud of, and we would like to thank all of our customers, partners, and supporters for their continued trust and loyalty.

Here's to celebrating this fantastic success and to many more achievements ahead!

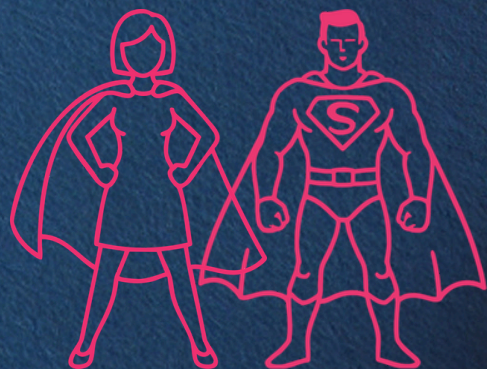
You can find out more about Macdonald Hotels & Resorts here:



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DW SUMMIT & SUMMER PARTY 2026



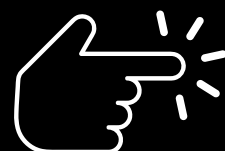
TUESDAY 25 AUGUST 2026

DE VERE

TORTWORTH COURT



FIND OUT MORE HERE



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The heart and soul of BMA House is the feeling people get when they step away from the pace of central London and into somewhere calm, welcoming and full of character.

Ellie Low

Senior Venue Sales & Events Planner

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Hi Ellie, Give us a brief overview of your organisation and your role in particular please

BMA House is a sustainable events venue in the heart of Bloomsbury, offering a rare mix of historic character, flexible event spaces, peaceful outdoor areas and modern event support.



A conference and events venue,
where history meets sustainability,
and service meets excellence



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As Senior Venue Sales and Events Planner, my role is to help clients shape events that feel effortless, memorable and purposeful, from the first enquiry through to delivery.

I work closely with organisers to understand their objectives, guide them through our spaces, suggest the best format and bring together the details that make the event work, whether that is a conference, reception, dinner, summer party or meeting.

What is the 'heart & soul' of your venue, and how does that atmosphere translate into a better experience for clients & delegates?

The heart and soul of BMA House is the feeling people get when they step away from the pace of central London and into somewhere calm, welcoming and full of character.



Our building has real heritage, but it is also a working venue with a warm, experienced team behind it. That combination creates an atmosphere clients remember. For delegates, it means arriving somewhere that feels special without being intimidating.

For planners, it means confidence. They know the setting will impress, the flow will work, and the team understands the pressure of delivering a successful event. From our Courtyard to our Great Hall, the venue gives people room to connect, focus and enjoy the experience.



Sustainability and innovation are huge for our community right now—what's a recent 'hidden gem' or new initiative you've launched that really makes life easier for planners?

One recent initiative that is making life easier for planners is our use of EVENTsmart by Greengage, which gives clients clearer carbon reporting and more practical sustainability guidance for their events



It means organisers can better understand the impact of their choices, while also accessing expert advice on where improvements can be made. Alongside our retained ECOsmart Platinum status, it helps sustainability feel less like a tick-box exercise and more like a useful planning tool. For clients, that clarity is incredibly valuable.

What's new? Anything exciting to tell us about?

BMA House has partnered with wellbeing events specialist Be In Your Element, bringing human sustainability into the event experience. Planners can now add tailored wellbeing moments into their programmes, from energising brain breaks and movement sessions to creative workshops and wellness lounges



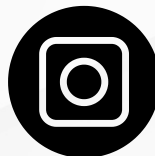
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Designed to fit naturally around busy agendas, the partnership helps delegates pause, reset and reconnect, while giving organisers another way to support attention, engagement and overall event impact.



It is a practical, people-first addition to BMA House's wider sustainability approach.

You can find out more about BMA House here:





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There's a real sense of history and character here, which creates a more memorable experience for delegates while still delivering everything organisers need from a modern conference destination

Helen Davis

Group Business Development Manager

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Hi Helen, Give us a brief overview of your organisation and your role in particular please

The **National Conference Centre** is a purpose-built venue designed to host conferences, meetings and events for up to 1,000 delegates. Ideally located in the heart of the UK, close to Birmingham Airport and with excellent transport connections, our venue combines accessibility with flexible event space for national and international clients.

A promotional banner for the National Conference Centre Birmingham. The background is a photograph of a large, modern conference hall with round tables and chairs. Overlaid on the left is a dark blue box containing the NCC logo and text. A red diagonal banner in the top right corner says 'CLICK HERE TO VISIT OUR NEW WEBSITE!'. A teal button with a right arrow and the text 'LEARN MORE' is in the bottom right corner.

NCC NATIONAL
CONFERENCE
CENTRE
BIRMINGHAM

THE PERFECT EVENTS VENUE.
FOR ALL OCCASIONS.

FLEXIBLE EVENT SPACE FOR UP TO 1000 GUESTS

CLICK HERE TO VISIT
OUR NEW WEBSITE!

> LEARN MORE

As Business Development Manager, I play a key role in raising the profile of the venue across the UK. My role involves building relationships with agents and corporate clients, attending industry events and showcasing the National Conference Centre as a leading destination for conferences, exhibitions and business events.

What is the 'heart & soul' of your venue, and how does that atmosphere translate into a better experience for clients & delegates?

I often get asked what the relationship is between the National Conference Centre and the National Motorcycle Museum, as we're based on the same site.



The answer is that we're all part of the same story. Our heritage is really the heart and soul of the venue. The conference centre was originally built more than 60 years ago alongside the museum, and everything we do today still supports its long-term sustainability.

Over the years, we've continued to grow, including adding two nearby hotels for delegates staying with us. Clients love that we can offer something different from a standard event venue.

There's a real sense of history and character here, which creates a more memorable experience for delegates while still delivering everything organisers need from a modern conference destination

Sustainability and innovation are huge for our community right now—what's a recent 'hidden gem' or new initiative you've launched that really makes life easier for planners?

One of our most recent initiatives has been the launch of the new National Conference Centre website, which has been designed very much with event planners in mind.

We wanted to make the enquiry process as simple and efficient as possible, so planners can quickly find the information they need without having to search through pages of content. The site allows users to explore our spaces through clear room specifications, capacities and layouts, but also by event category, whether that's conferences, exhibitions, meetings or awards dinners. It's all about making the planning journey smoother, faster and more user-friendly from the very first interaction



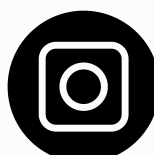
What's new? Anything exciting to tell us about?

Our new banqueting menu launch at the National Conference Centre marks an exciting step forward, led by our new Executive Head Chef, Darren King. This carefully curated collection showcases modern, seasonal dishes designed for both flavour and presentation.

From vibrant starters such as pesto and buffalo mozzarella arancini to standout mains including 24-hour braised Herefordshire beef and garden pea risotto, each dish reflects a refined dining experience.

A selection of indulgent desserts completes the offering, with flexibility to accommodate vegetarian and vegan guests, ensuring every event delivers a memorable and inclusive experience.

You can find out more about National Conference Centre here:





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Check out our Insider Specials Hub for everything you need to know about taking a space in one of our Insider Special Mailshots

You can be a part of our Insider Newsletter special editions

Exclusive emails

These one-off emails are in the form of a totally bespoke online magazine & are sent to thousands of event profs

Exclusive opportunity

Advertising in this special is limited to a maximum of four suppliers per newsletter

Tons of content inc short interview

You get to include a banner, promo photo, headshot, contact details, links to socials, as well as a short interview

You can post on your socials too

We give you the assets and a link to the online magazine for you to promote on your social media channels



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