

Directions to the **BSIA**

- M5 - leave Motorway Junction 6.
- At roundabout, take A449 signposted Worcester/Kidderminster.
- Continue on A449 and branch left (signposted Blackpole and Worcester North Park and Ride).
- At the junction turn right onto the A4536 (signposted Fernhill Heath and Worcester North Park and Ride).
- At T-junction turn left onto Droitwich Road A38 (signposted Worcester and Worcester North Park and Ride).
- Continue forward on A38. At traffic signals turn left into John Comyn Drive.
- Continue forward through the gates. The BSIA can be found on the ground floor of the first building, Kirkham House.

