

**Directions to Social Media Academy@ at Riddel Hall,
185 Stranmillis Road, Belfast BT9 5EE**

By car

Approaching from Belfast city centre via University Road, pass Queen's University main building and turn onto the Stranmillis Road at Botanic Gardens/Methodist College, pass the Ulster Museum on your left and continue past all the shops. You will pass Ridgeway Street on your left (Lyric Theatre) and almost immediately on the right you will see red brick gateposts and a gate lodge with black gates – this is the entrance to Riddel Hall.

Approaching from the River Lagan or Malone Road/Ulster Independent Clinic/Stranmillis Road (M1/Westlink) direction, you will come to a roundabout at Stranmillis College. Turn uphill (College to your left, car park to your right) towards the city centre. Riddel Hall will be the first entrance on your left.

Go up the driveway and when you come to the front of the old red brick building turn right for the car park. If that one is full, return down the drive to the car park halfway along it.

The IoD offices are on the first floor of the old building – room 01-029 for Lorraine, 01-030 for Linda.

By bus

Riddel Hall is on Metro bus route 8A which departs from Donegall Square East beside the City Hall and runs via Great Victoria Street, Bradbury Place, University Road and Stranmillis Road. Get off at the first stop after Ridgeway Street, which is on the left just after St Bartholomew's Church (on right) and walk back uphill to the Riddel Hall entrance on the other side of the road.