

arena news



SEE PG 6 & 7

I am reflecting upon our involvement in the biggest and without doubt, best Rugby World Cup (RWC) tournament. Arena Group worked across 54 venues as the official design and build partner. The passion, professionalism, determination and team spirit present at the core of the RWC 2015 was clearly visible within the winning New Zealand side, and these are characteristics we hold dear at Arena Group. Our project management and fulfilment of this wide scoping contract is highlighted inside this issue.

We continue to invest in our people and innovate with new products and ranges across all UK & Europe divisions. In particular, the high leg Arcus seating canopy and unique clearview™ seating system used by Arena Seating, the innovative BMW Drivers Lounge concept, our new Spaceframe which has been such a success

at Goodwood Festival of Speed for Renault and our continuing development of our interiors divisions, including a huge range of exciting new furniture. Our pioneering Arena Ice business is also continuing to grow, with new projects in Hong Kong & the UAE this coming winter.

In the marketplace, we recognise that price is key. However this must be set against consistency of product, service and continually providing innovative design solutions. Despite pricing pressure, Arena continues to provide a number of added value benefits within our offer. This can be seen in our in-house structural engineers, Health & Safety and environmental managers, quality management systems and interior design service, to name but a few.

As I write this piece, I am sitting on a plane bound for Rio, where we have already been successful in gaining contracts for the 2016

Olympic Games. We expect our special projects division, including overlay, to be very busy with significant wins to be announced in the coming weeks. These wins would not have been possible without the superb team of individuals at Arena Group, who share a passion for this most dynamic of industries. There is no doubt that through them we have leveraged from our success during London 2012, through to the Commonwealth Games and most recently the Rugby World Cup 2015.

Thank you again for your continued support throughout 2015 and if you are new to Arena Group, then please give our team the opportunity to demonstrate the value we can provide to your event.

Grahame Muir
CEO, Arena UK & Europe



STADIUM TRANSFORMED

This year's Unibet EuroHockey Championships witnessed a historic win for England's Women and Arena Seating was on hand to help transform the Lee Valley stadium where this year's event took place.

The stadium has a permanent seating capacity of 3,000, which was increased with the addition of 1,864 clearview™ seats. Hosting an international event of this nature also required additional equipment from the Arena inventory including commentary studios, assisted viewing platforms, broadcast camera and photographer platforms and a Unibet sponsor platform which overlooked the stadium. This stadium transformation was part of a four year contract with England Hockey, which will culminate at the Women's Hockey World Cup in July 2018.

EuroHockey Championship director Sue Catton explained: "Arena Seating's track record impressed us and we have really valued the people at Arena. The quality of their work has shone through. They have been enthusiastic and very thorough in working with us, from surveying the venue to installing the equipment. It has felt like a true partnership."

ARENA ICE NEW PROJECTS FOR 2015

2015 has seen Arena Group's ice rink division, Arena Ice, grow for the third consecutive year with new contract wins across the UK, Middle East, Hong Kong and America.

Arena Ice has recently announced a number of new contracts, supplying a full turnkey temporary ice rink with supporting temporary structures, including skate exchange, changing rooms, restaurant and reception areas, thus allowing for the increased footfall. The division has delivered over 15,000sqm of ice to 24 UK locations, invested in 4,000 new pairs of skates and developed new under-ice LED technology, first seen at Van Hage in December 2015. At Van Hage, Spaceworks introduced its new range of café furniture and soft furnishings.

Ian Moynes, Arena Ice general manager commented: "We've developed new LED technology which will help illuminate the ice and enhance the rink aesthetics. We're really looking forward to the launch of this technology and we're sure it will add an element of magic to the whole experience."



ARENA ACES A YEAR OF TENNIS



THE BESPOKE NATURE OF ARENA GROUP'S SUPPORT FOR ORGANISERS WAS HIGHLIGHTED BY FOUR DISTINCTIVE TENNIS EVENTS THIS SUMMER.

The Wimbledon Championships: Arena Structures provided the Championships with its bespoke event infrastructure, which included all the temporary hospitality chalets within the grounds, the Baseline restaurant, retail outlets, a media complex and fan zones. Arena Seating installed the venue's custom green temporary seats across nine of the outside courts, commentary boxes and viewing platforms, as well as a temporary grandstand that gave Murray Mound fans unrivalled views.



ARENA GROUP AT THE CRABBIE'S GRAND NATIONAL FESTIVAL



This year saw Arena Seating win a three year contract with The Jockey Club to be the sole supplier of 5,750 temporary seats and six tiered standing terraces to Aintree Racecourse for the annual Crabbie's Grand National Festival.

For the 2015 event, Arena Seating launched two new products; an Arcus curved-roof covered grandstand which will be rolled out at the Cheltenham Festival 2016 and a code-compliant tiered standing terrace with intermediate barriers.

Arena Structures extended its relationship with the festival for yet another year, with the installation of 17 custom designed temporary structures. These ranged from the double decker Amberleigh House hospitality structure overlooking the racecourse to the new gold peak roofed Moet & Chandon Champagne pavilion and the prestigious owners' and trainers' facility.

This new seating canopy structure will be rolled out at the Cheltenham Festival 2016.

ARENA GROUP DELIVERS PGA BMW CHAMPIONSHIP INFRASTRUCTURE

Arena Group supported the PGA in creating incredible spectator experiences for the PGA BMW Championship at golf's prestigious Wentworth Club. Within the 7,000sqm of event structures was a bespoke 2,600sqm BMW Drivers' Lounge, produced for the first time by Arena as part of a new four year contract with TRO agency. Additional structures included the newly appointed prestigious double decker hospitality structure, a Moet & Chandon Bar & Brasserie and a selection of exhibition structures and official's offices within the public village.

All of the course grandstands used the Arena Seating clearview™ system, offering comfort and unparalleled views of the course. This included the installation of 2,222 clearview™ seats and 228 clearview™ padded seats for VIP's around the 18th green, which was linked by a bridge to the top floor of the hospitality structure.

Spaceworks Furniture Hire also invested in new ranges to complement the unique interior designs on the 18th hole hospitality, which included new grey Atlanta modular sofas and Aurora stools in a bespoke 'BMW blue'.



AEGON Tennis Championships: Arena transformed The Queen's Club for this year's tournament, through the installation of the temporary grandstands, hospitality suites, commentary boxes and scaffold platforms to host BBC Sport. Arena Structures' impressive 30m x 75m double decker structure, housed the Club Lounge, roof gardens and hosted sponsors. 8,000 seats were installed around two courts, giving optimum capacity and viewing.

The Davis Cup Semi-Final: The Queen's Club experienced a new atmosphere and new configuration following the reconfiguration of Arena Seating's grandstands, from the AEGON Championships to accommodate two additional media studios and 287 extra seats to the rear of the 'North Block'. The 7,000 temporary spectator seats included luxury hospitality boxes, and were designed to give optimum comfort and views of centre court.

ATP Tour Finals: Arena continued its long-standing relationship with the ATP through the transformation of The O2 in London ahead of the tournament in November, which saw Arena provide over 8,000m² of structures for this year's event. This included 26 commentary boxes, four studios, 162 Milano chairs for press and fully upholstered Individual Arena 'In-Style' tip-up seats.



ARENA SEATING CELEBRATES VE DAY 70TH ANNIVERSARY

ARENA SEATING SUPPLIED **7,800 AUDIENCE SEATS AND A COVERED TIERED GRANDSTAND** FOR THE VETERANS ATTENDING A SPECTACULAR **'PARTY TO REMEMBER'** CONCERT ON HORSE GUARDS PARADE AS PART OF THE VE DAY SERIES OF COMMEMORATIVE EVENTS.

Carrying on from its rich history of royal and ceremonial work, Arena is looking forward to the Queen's 90th birthday celebrations in 2016. For VE Day, Arena's team positioned 7,800 seats on the parade square to create the best camera angles and give the live audience good views of the performances. While only having a capacity of 90, the tiered VIP covered stand positioned at the rear of the audience required a late redesign to accommodate more wheelchair users.

Martin Clark, Arena Seating project director explained: "Our CAD team was called into action to create new working drawings of the veteran's pavilion just days before the event to accommodate ten wheelchairs. It was finished with red carpet – befitting the status of the guests and ended up on TV when Chris Evans went in to interview some of the war heroes."



ARENA STRUCTURES IN FULL SWING AT **THE OPEN 2015**

Arena Group tee'd off its new four year contract with The Open at St. Andrews supplying all temporary structures for this year's event.

Arena Group UK and Europe was entrusted to provide around 30,000sqm of on-course temporary structures, notably several levels of hospitality facilities to the 144th Open at St Andrews. The prestigious double decker Patrons' Pavilion gave unrivalled views of the 16th hole to the VIP guests, while The Champions Club offered a popular mid-level hospitality experience. Other notable structures were the international media centre along with multiple facilities for public, players, retailers and officials.



ARENA GROUP RANKED IN THE **TOP THREE** OF THE **SUNDAY TIMES HSBC INTERNATIONAL TRACK 200**

Arena Group's rapid growth, both internationally and in the UK, has resulted in a second place ranking in this year's prestigious Sunday Times HSBC International Track 200.

This is the sixth annual league table, which ranks Britain's private companies with the fastest-growing international sales. Arena Group featured in the list for the first time last year, ranked at 58th after its work at the Olympic Games sparked impressive international expansion and growth.

Arena's notable progression to second place follows its international sales reaching £46.7m in 2014 representing a 59.8% growth on last year.

Greg Lawless, CEO of Arena Group, comments: "We have made acquisitions across the globe to position us as the go-to provider for temporary structures, seating and interiors at major sporting and cultural events. We are extremely proud to be ranked so highly in this year's table and have no doubt that our growth will continue."

NEW LOOK HENLEY ROYAL REGATTA WITH ARENA GROUP

Both Arena Structures and Arena Seating continued to build upon their long-standing relationships with Henley Royal Regatta through the provision of improved seating and structures to both the Henley Royal Regatta and the Festival that followed.

Arena Structures designed and installed a new look bespoke BMW Drivers Lounge at this year's esteemed Henley Festival. Spaceworks was on hand to provide stunning interiors which matched an impressive exterior in line with BMW's brand aspirations. Arena Structures also

provided bars, restaurants and shops, all with a royal blue and white striped design, in-line with the Henley Royal Regatta's branding.

This year Henley Festival introduced a new audience seating area in-between the main stage and Arena Seating's covered grandstand, which utilised Arena's Tip-Up seats, enhancing the experience of guests by offering somewhere they could sit and enjoy artists including Lionel Ritchie and Gregory Porter.



AND THE CREW
TRIED TO TELL US IT
WAS A TOUGH JOB!



TRINIDAD CONFERENCE SEATING

Arena Seating has been contracted to provide earthquake proof seating in a new purpose built Government building for the Ministry of Legal Affairs in the Port of Spain, Trinidad.

NH International (Caribbean) Limited called upon Arena to provide 280 Tiered Arena Congress seats specifically designed by the in-house design team to fit within this new building. The new system required substantial planning and designing to earthquake proof the seating, as well as the building.

Christopher J Mayhew, NH International (Caribbean) Limited's senior project manager commented: "Arena was well organised and knowledgeable with regards to the erection procedure and the team's interaction with the onsite Trinidadian work crew worked well. Before departure the crew ensured that all relevant information was passed to our team and all outstanding operations were run through thoroughly, to allow us to complete the installation."

DESIGN & BUILD DELIVERY PARTNER RUGBY WORLD CUP 2015

The numbers stacked up as Arena Group, England 2015's official supplier of temporary overlay at this year's Rugby World Cup 2015, supplied 54 venues around the UK.

Arena Group was a turnkey design and build delivery partner, providing a wide range of temporary overlay to upgrade all 54 venues, including 13 stadium venues and 41 team bases. Each venue required additional elements, often behind the scenes, to cope with the surge in players, media, officials and visitor numbers experienced throughout the games. There were substantial amounts delivered across England and Wales, here's the RWC by numbers.



**BROADCAST
DESKS**



**TEMPORARY
STRUCTURES**

TEMPORARY ROADWAYS



HOSPITALITY STRUCTURES



BESPOKE MEDIA FACILITIES



£5M CONTRACT OVER
54 VENUES

3,000m²
OF BESPOKE MEDIA FACILITIES

16km
OF SECURITY AND PERIMETER FENCING

10,000m²
OF TEMPORARY ROADWAYS

2,500m³
OF STORAGE SPACE

100m
OF TEMPORARY BRIDGES

3 STOREY VENUE
MEDIA CENTRE HOUSING
600 MEDIA PERSONNEL

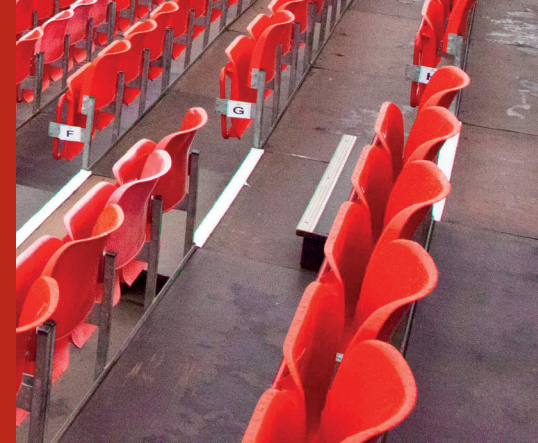
FANS TAKE A SEAT FOR SIR ELTON JOHN



Arena Seating created a stadium style temporary seating bowl for Elton John's 2015 tour, when it kicked off at Kent County Showground in May 2015.

Contracted by concert promoter Marshall Arts, for all tour seating, Arena supplied 10,891 flat seats and 3,440 tiered Tip-Up seats for the first outdoor summer concert from Elton John and his band. As well as the temporary concert seating, Arena Seating designed and built assisted viewing platforms, to ensure the whole crowd could benefit from excellent sight lines at the show.

Dave Withey, Arena Group UK & Europe sales and marketing director, explained: "Kent County Showground and all the other outdoor venues on the tour promote very different challenges. At Kent we created a stadium style configuration with three grandstands surrounding the flat seats. Sir Elton John likes to take his music to venues and locations that are stereotypically off the main touring circuit, which is fantastic for his fans and it's down to us to help create the environment for a great concert atmosphere."



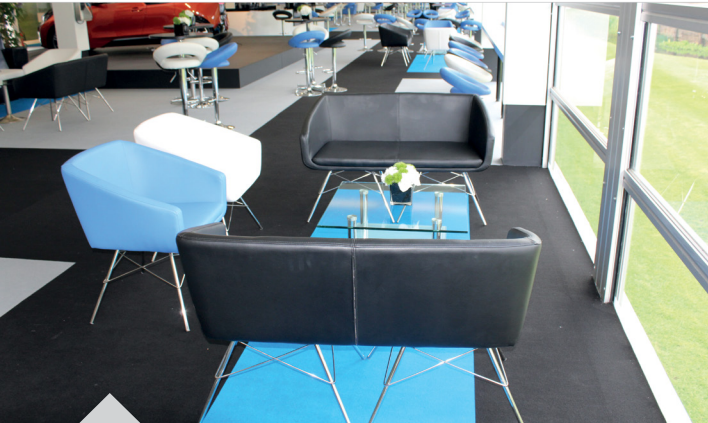
CHELTENHAM FESTIVAL GROWTH

The Arena Structures team delivered two VIP hospitality temporary venues at this year's Cheltenham Festival, with stunning interiors and balconies overlooking the course.

This year's Festival witnessed a surge in demand compared to previous years, which led to increased corporate hospitality requirements from the course. Arena was flexible in accommodating the extra capacity, enabling the festival to extend its facilities for additional race goers.

Project director David Moynes and project manager Stuart Woods' thoroughbred status shone through as they raised standards, delivering 20m x 105m, 15m x 65m triple deck structures, with a range of interiors suited to different occupants.





SPACEWORKS & WELL DRESSED TABLES: DID YOU KNOW?

Did you know that this year Spaceworks and Well Dressed Tables have...

- Launched a brand new fully comprehensive brochure to showcase its expanded product range
- Introduced a new premium range of glassware for high-end caterers
- Designed a new range of speciality plates, cutlery and stoneware to meet ever-changing trends in catering
- Invested in new outdoor rattan garden furniture, which was showcased in hospitality areas at The Wimbledon Championships, which welcomed 38,000 spectators a day
- Provided ranges of indoor and outdoor event furniture to complement Aintree venues
- Supplied a bespoke furniture range aligned to BMW branded colours at PGA BMW Championships
- Invested in multiple new ranges of furniture, including modular soft furnishings, first used at the AEGON Tennis Championships and the PGA BWM Championship
- Supplied furniture to accommodate 1,200 covers a night, six nights a week for six weeks across eight venues for Best Parties Ever
- Further developed its customer focused online ordering system for clients in 2015



ARENA STRUCTURES IMPRESS AT GOODWOOD FESTIVAL OF SPEED

Arena Structures was contracted by Rapiergroup to construct the Renault structure at Goodwood Festival of Speed 2015, which was used to showcase a selection of motorsport models within the main grid of the Festival. The engineering within this new structure offers expanded creative possibilities for event designers.

Arena account director Simon Marsh took the client's designs and produced the structure which featured a 4m high, 150sqm mezzanine on cladded 4m legs, with split levels and giant screens built into the walls, all to stunning effect. The Spaceframe structure topped with a PVC Thermorooft, spanned 20m x 20m on 8.2m high legs, featured two staircases, a combination of sandwich cladding and glazing panels to the perimeter of the building, as well as 3m x 10m storage extensions at the rear. With cars placed inside the structure on multiple levels the floor loadings and ramps played a vital part in its functionality.

INCREASED DEMAND FOR ENGLAND CRICKET INTERNATIONAL TICKETS AROUND ASHES VICTORY

Arena Seating has applied ingenious seating configurations at several grounds hosting England Cricket Internationals to increase capacities and thereby revenue streams throughout the summer of 2015.

At Lords there is very little space around the permanent infrastructure so in 2015 Arena Seating added 336 tiered white seats on a temporary stand beneath the iconic media facility behind and above the Compton Stand linked by temporary staircases.

Similarly, at Edgbaston in Birmingham, Arena's blue clearview™ matched the adjacent permanent seats to increase capacity by 858 per day.

To accommodate the increased capacity at The Ageas Bowl, Southampton, Arena Seating added 8,312 tiered A-Frame grandstand seats and 696 clearview™. Arena also designed and manufactured bespoke two row seating blocks which enabled an extra 240 VIP upholstered seats to be fitted onto the Hilton Hotel balconies, which transformed into match day hospitality suites overlooking the ground. With rising interest in the women's games, 598 tiered seats were also installed at Taunton's County Ground to accommodate interest for the first of their Ashes matches, which then remained in place for the rest of Somerset's season.





ASIA TENTS ARENA FIRST WITH PRESIDENTS CUP KOREA 2015

Asia Tents Arena supplied \$5 million of temporary infrastructure to the President's Cup, which was played for the first time in Asia, at the Jack Nicklaus Golf Club, Korea, October 2015.

With no permanent office in Korea, Asia Tents Arena's global logistical skills were evident in creating world class sporting infrastructure. 90 containers were imported from Arena's Dubai and Kuala Lumpur facilities for the in-house project management team to deliver extensive on course overlay. A three month build incorporated 16,500m² of temporary structures benefiting bespoke internal fit-out with 2.5km of walls, 5,000 items of bespoke furniture and 6,000 spectator seats across 18 grandstands, along with temperature control, power, ground protection and cladding.

Matt Kamienski, vice president, PGA Tour stated: "This has been the best infrastructure I have ever seen on a Presidents Cup tournament, which is all the more incredible given that it is our first tournament in Asia. From the design and planning stage, installation and throughout the tournament, the team at Asia Tents Arena has responded incredibly well, whenever we've asked, they have delivered."



ARENA AMERICA'S FOUR YEAR CONTRACT WITH THE U.S OPEN

Arena Americas entered into a four year agreement with the United States Golf Association to provide tenting, flooring and rental equipment to the U.S Open Championship.

The exclusive agreement began with the 2015 U.S Open, supplying over 400,000 square feet of tenting structures and 500,000 square feet of levelled elevated flooring. Arena also installed the first double decker structure of its kind to be installed in the U.S, which provided over 28,000 square feet of interior space and 600 feet of unobstructed viewing.

Reg Jones, senior director of The U.S Open Championships commented: "Throughout the planning and construction process for the 2015 U.S Open, our team was very impressed with the resources and capabilities of Arena. We were very pleased with our temporary structures for the championship and look forward to continuing our relationship with Arena for the next three years."



RIO 2016 OLYMPIC TEST EVENTS

Arena Group supplied both design and build for the Rio 2016 Test Events across seven venues for Equestrian, Triathlon, Para-Triathlon, Cycling, Swimming, Rowing, Canoeing, Sailing and BMX. This included the entire required infrastructure for a turnkey solution, including design, tents, cabins, ramps, fencing, scaffolding, power, water and waste, lighting, fire-fighting solutions and project and site management.

Arena also surveyed the Copacabana Beach site and developed a preliminary design and performance specification for the Triathlon Deck, which the Organising Committee used to tender for potential suppliers prior to the 2015 Test Events.



ARENA MIDDLE EAST & ASIA GET CREATIVE FOR HONG KONG'S ART CENTRAL

Arena Middle East & Asia undertook its first ever project in Hong Kong to install a 7,000sqm temporary structure to house Art Central, the Hong Kong art fair, in March 2015. Asia Tents Arena was contracted by Tim Etchells from Single Market Events to deliver the large tented gallery with full interior fit out, flooring and 24 air conditioning units, on Hong Kong's harbour front.

Tom Evans at Arena Middle East & Asia commented: "This has been a hugely successful installation for Asia Tents Arena, proving once again the highly skilled nature of our team and premium quality of our structures. It's been great to be delivering Arena's temporary structures to Hong Kong and marks our expanding footprint in Asia with the first of many Hong Kong events this year."



FIFA BEACH SOCCER WORLD CUP 2015 AFC QUALIFIER

Arena Middle East & Asia was commissioned to design, install and manage the construction of a 2,500 seat temporary demountable stadium for the FIFA Beach Soccer World Cup 2015 AFC Qualifier.

This fully appointed stadium was configured into four grandstands, which surrounded the carefully laid and measured pitch, meeting all of FIFA's beach soccer specifications. Arena Middle East & Asia's team, led by project manager Tanya Niemand, provided full overlay management, encompassing every temporary element to deliver a fully working stadium. Over 7,000sqm of branding was installed to cover all grandstands, towers, fencing and ablution units.

A RECORD BREAKING ADIPEC

Following the installation of the longest ever temporary structure to be built in the UAE, Arena Middle East & Asia was once again entrusted to support the growth of The Abu Dhabi International Petroleum Exhibition and Conference (ADIPEC) which took place in November 2015.

For the fourth consecutive year, Arena was called upon to provide a range of structures to support the growth of exhibition space which could not be accommodated within The Abu Dhabi National Exhibition Centre, where the event takes place. Arena provided an additional 5,000sqm of exhibition space, along with a 1,600sqm VIP hospitality space and a new area for a café style set up of around 1,600sqm of structures and furniture. The client brief requested a design that maximised branding opportunities and disguised the structure's PVC.



NEW PEOPLE



This year has seen Arena Group bolster its team with a series of new staff throughout all of its divisions.

James Anderson joins as commercial director for its UK and Europe division, which will see him take the strategic lead on all one-off major events internationally.

Spaceworks & Well Dressed Tables appointed a new venue relationship manager, Gemma Fisk, to work alongside key London venues including Tobacco Dock, The Bloomsbury Ballroom and Old Billingsgate.

JOE'S LEGACY: A FOND FAREWELL

This year we celebrated 21 years working with Joe O'Neill as he retired from Arena Group. Joe joined the company in 1994 as managing director of Arena Seating and more recently became Arena Group's international business development director in 2011.

Joe developed innovative temporary seating systems, including Arena Group's patented clearview™ system. This award winning system was crucial in Arena's recurring work on events including the London 2012 Olympics, Sochi 2014 Winter Olympics, the FIFA World Cup in Brazil and Glasgow 2014 Commonwealth Games, and Joe's leadership was key in winning these global contracts, and has opened up opportunities in Rio and beyond.

We wish Joe the best of luck for the future!



GREEN TO THE FORE WITH ARENA GROUP AND GREEN ELEMENT



William Richardson, managing director of Green Element talks all things green with Arena Group:

"I joined Arena Group as a consultant helping to implement an Environmental Management System incorporating a bespoke sustainable events standard for the Olympics of 2012, requiring all suppliers to adhere to a new standard, enforcing a high stakeholder assurance across the supply chain.

"Arena has really embraced sustainability and as a result it has reduced its carbon footprint, ensuring legal compliance across

its temporary structures around the UK. We focussed on managing the environmental impact for the Ryder Cup 2014 to start; 71% of the AstroTurf, Carpet and Lino was reused and given to local charities and causes, followed by ATP World Tour Tennis Finals 2014, 2015 Wentworth BMW PGA and the 2015 AEGON Championships. We want to roll out a program benefitting local charities and the neighbours in the coming year on many more of our sites.



ARENA GROUP SUPPORTS **TOUR AID**

Grahame Muir, CEO Arena UK & Europe, raised an impressive £9,000 for TourAid, presented to the charity by John Inverdale (Patron of TourAid) and Chester Williams (South Africa's first black player) in October 2015.

Grahame's family also hosted two young boys from Botswana's Thamelo Project for two weeks. Part of a group of 10 boys, they travelled to the UK to take part in the Festival of Rugby, playing matches at Henley RFC and Esher RFC.

Grahame Muir comments: "Seeing the spirit of these children and the difference this opportunity can make to their lives has been uplifting but also a humbling experience.

I'm thankful to all who contributed, in particular our valued supply partners for supporting a great charity making a real difference to these kids."

Supplying contributors included: Event-Tech, Global Event Specialists (GES), Salima Ltd, RJ Hewett, RIM Scaffolding, Custom Covers, PRB Services, MTD (UK Ireland), Smith, Bailey & Anderson Ltd, Seating Contracts, Burgess & Walker, Plaster Creative Communications, Mil-Tu-Fit-Engineering, PS Fixings, PKL Group, Pitman's People, Fathom Communications, Veldeman Structure Solutions, Tildenet Ltd, Trane Rental Services, Arena Group, Charles Wilson Engineering, Qdos Event Hire, Satellite Ice and Liri.

