



WINTER 16/17

arenanews

Global Events. Designed and Delivered.



When I last wrote to you which was less than a year ago, Arena was en route to Rio and since then, we have of course successfully completed our Olympic projects there and now look ahead to exciting projects at home and globally, such as Commonwealth Games in Australia, Rugby World Cup and Olympic opportunities in Japan.

The past 12 months have seen Arena UK & Europe perform well financially, invest in major projects and continue organisational growth despite challenging economic conditions. Our clients want the very best value for money while benefitting from our expertise and inventory. In these days of BREXIT uncertainty, we are looking at opportunities abroad that benefit from our cheaper currency position, while fighting inflationary pricing pressures at home.

The hard work of our fantastic event professionals has been rewarded with some exciting new long-term contracts, which underpins future

Investment: A new Jockey Club deal covers events at Aintree, Cheltenham, Newmarket and Epsom for three years. Our ties with golf set us on course for a busy few years. The R&A has extended our contact to supply The Open for the rest of the decade, a new £10million contract with the PGA European Tour covers all UK, Spain and Portugal events, and we will be a major partner of the 2018 Ryder Cup in Paris as well as being contracted to supply IMG golf events across the UK, Middle East and Asia.

Tennis has also served up a winner, having been entrusted to supply the ATP Finals at the O2 Arena for the next three years. When Andy Murray crowned his incredible year by winning the ATP Tour title to add to his fifth Aegon Championship, second Wimbledon Championship and Olympic Gold at Rio, Arena was proud to have been involved in the provision of the necessary event infrastructure. Like the recently knighted Sir Andy Murray, we have demonstrated similar strength, resilience and the same winning ethos.

We continue to invest, with more than £2million capital expenditure in 2016 and have moved into a new £3.5million Arena UK hub in Cambridgeshire. This purpose built facility will make us more efficient and provide a springboard for future growth, as well as housing our extensive range of events stock. We continue to develop and improve a range of our products. In particular, our Clearview seating range is something our global partners are benefiting from in their own marketplace. In addition the new I-Novation spaceframe structure has been a great success, offering clients greater scope within a higher-quality building.

We look back at 2016 as an interesting year with unexpected twists and turns on many fronts and would like to thank you for your support. We look forward to supporting our clients in meeting a whole new set of exciting challenges in 2017 as we continue our approach to improve efficiency and give value for money to deliver memorable events. Please follow the year on our website or social media channels to stay abreast of our latest news and offerings.

Grahame Muir, CEO Arena UK & Europe



Bath Rugby

A leading Aviva Premiership club with a passionate fan base, Bath Rugby's city centre Recreation Ground stadium is an environmentally sensitive site in a UNESCO World Heritage city, which made modernising the facilities a challenge.

The club's operations manager Alex Cohen consulted with Arena Seating to develop new grandstands incorporating catering, bars and toilets in their undercroft. The resulting structures comply with the stringent planning restrictions the club faces while giving fans a great experience.

The 4,195-capacity West Stand was the biggest change for Bath, with all the work completed outside of the rugby season. A permanent-feeling breeze block undercroft with a solid steel frame was installed, supporting a roof which covered 60% of Arena's demountable grandstand system.

The stand will remain in place for at least three years while the club works on moving to a new permanent stadium. The new stand incorporates media desks, studio and rooftop camera platform enabling the all-important live broadcasts and match footage.

Three other stands, all temporary systems, were installed at the Recreation Ground by Arena. The East Stand has 6,397 tiered tip-up seats on a steel understructure with toilets and flooring in the undercroft.

The North Stand combines a 1,508-tiered terrace with a 621-capacity tiered grandstand while the South Stand now has 124 tiered tip-up seats on Ringside 1 Stand and 63 tiered tip-up seats on Ringside 2 Stand.





Crabbie's Grand National Aintree Racecourse

Arena Group was pivotal in helping The Jockey Club transform Aintree for the world-famous Grand National in April.

The team expanded facilities for riders, owners, sponsors and corporate guests, including constructing a Moët & Chandon Champagne pavilion and an Amberleigh House double decker structure, which was considerably bigger than previous years, in addition to the clearview™ grandstands.

All the temporary structures were fitted out with bespoke interiors, meaning they did not look out of place among the permanent Aintree buildings. Spaceworks and Well Dressed Tables were responsible for the high-quality feel of the interior spaces.

"I VIEW ARENA AS A PARTNER RATHER THAN A CONTRACTOR. THEY ARE PROACTIVE IN SUGGESTING IDEAS AND HELPING US OVERCOME PROBLEMS, ALWAYS IN TUNE WITH OUR OWN BRAND VALUES."

Carl Pastor, Jockey Club operations director

Three more years at the races

In October, Arena Group secured a new three-year contract with The Jockey Club to supply temporary event infrastructure at some of the UK's biggest racecourses.

The contract, which extends a 26-year relationship between Arena Group and The Jockey Club, involves Cheltenham, Aintree, Epsom Downs and Newmarket.

Ian Sidgwick, group purchasing director at the Jockey Club, said:

"ARENA GROUP HAS WORKED CLOSELY WITH JOCKEY CLUB RACECOURSES OVER SEVERAL YEARS, ADVISING ON AND DELIVERING TEMPORARY ENVIRONMENTS. THEY SUPPORT US IN CONTINUOUSLY RAISING THE BAR WITH NEW IDEAS TO GET THE BEST VALUE FROM OUR BUDGETS, WITH FLEXIBILITY TO CHANGE THEIR INFRASTRUCTURE TO BEST SUIT OUR NEEDS. I'M CONFIDENT THEY WILL CONTINUE TO HELP US EXCEED THE HOSPITALITY EXPECTATIONS OF BOTH OUR BRAND SPONSORS AND EVENT GUESTS ALIKE."

7,750 SQM

TEMPORARY STRUCTURES

5,468

CLEARVIEW™ SEATS INSTALLED IN WEST TIP, CHAIR PAVILION AND STEEPLECHASE STANDS

World's longest triple deck hospitality for Cheltenham Festival

In March Arena Group expanded its provision to the Cheltenham Festival, extending on-site facilities in line with increased demand for tickets in 2016.

A record 125m-long triple-decker structure was built alongside the home straight and contained a range of private suites along with VIP clearview™ seats and guest restaurants Silks and Chez Rous. Tote betting booths, phone charge points and cash machines were also housed in the stand.

Also at Cheltenham, working for the first time with event agency 'The Black Stuff', Arena gave a new look to an iconic Festival venue - The Guinness Pavilion. Overlooking the ever-popular Guinness Village, the new two-storey venue had clearview™ seats in the upper deck ensuring ticket holders had a great view of the finish line.

An exclusive hospitality suite with Arena Deck viewing platform for sponsors Betway was on the ground level.

Spaceworks, Arena's furniture hire specialists, fitted out 22 venues across the Cheltenham Festival site.

125 METRE

TRIPLE DECKER HOSPITALITY

12,400 SQM

TEMPORARY STRUCTURES





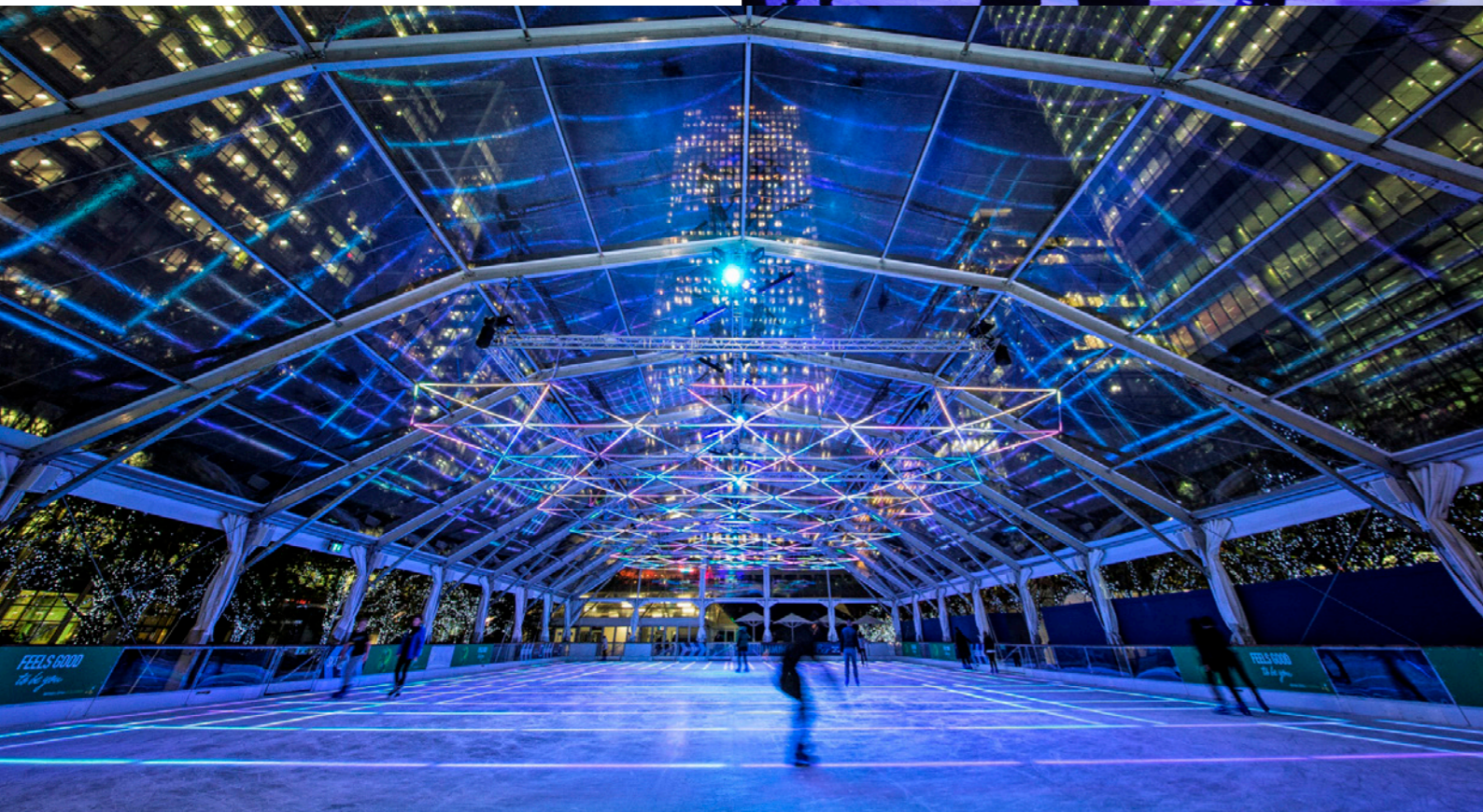
Arena Ice fourth year of growth

Tower of London, Hampton Court Palace and Liverpool Christmas Ice Festival were a selection of the new venues among the 17,000 sqm of temporary turnkey ice rinks Arena Ice supplied from the UK to Hong Kong.

Arena Group's extensive resources mean that all of the ancillary structures and support services are offered to create fully operational skating venues, including rental skates, customer lockers, maintenance and resurfacing machines and staff.

Along with Arena's aluminium rink technology, which gives improved freezing properties to keep ice intact through milder weather, the under-ice LED technology developed by Arena Ice in 2015 continues to be a popular visual feature. Arena Group's creative Interiors team working with Spaceworks Furniture Hire mean that event branding and sponsor requirements are also incorporated into the overall experience.

Throughout the busy 2016 festive period, 27 rinks were installed including at Canary Wharf, Westfield, Hyde Park Winter Wonderland and as far north as Aberdeen.



Edinburgh Fringe

The world-famous Edinburgh Fringe is one of the most logistically challenging projects Arena Seating undertakes every summer.

For more than 30 years the company has been supplying multiple promoters, which this year included key festival players Pleasance, Underbelly, Edinburgh International Book Festival and Gilded Balloon.

Arena's challenge is to provide seating for up to 40 venues, ranging from churches to basketball courts and classrooms, none of which are designed for live entertainment.

Each site, with its own logistical and access challenges, has to be transformed into a high-quality entertainment venue with great views for the audience.

This year Arena supplied more than 4,500 temporary seats in August but the company's involvement began months before that, liaising with the promoters to assess the feasibility of each venue and develop ideas around capacity and revenue possibilities.

"EVERY YEAR ARENA SEATING HAVE COME BACK AND FOUND SOME BRILLIANT SOLUTIONS TO CHALLENGING ROOMS...EVERY SINGLE SEAT HAS A GREAT RELATIONSHIP WITH THE STAGE, IT'S BEEN A GREAT RELATIONSHIP WITH ARENA AND EACH YEAR BRINGS VENUE CHALLENGES WHICH TOGETHER WE OVERCOME."

Anthony Alderson, director of Pleasance

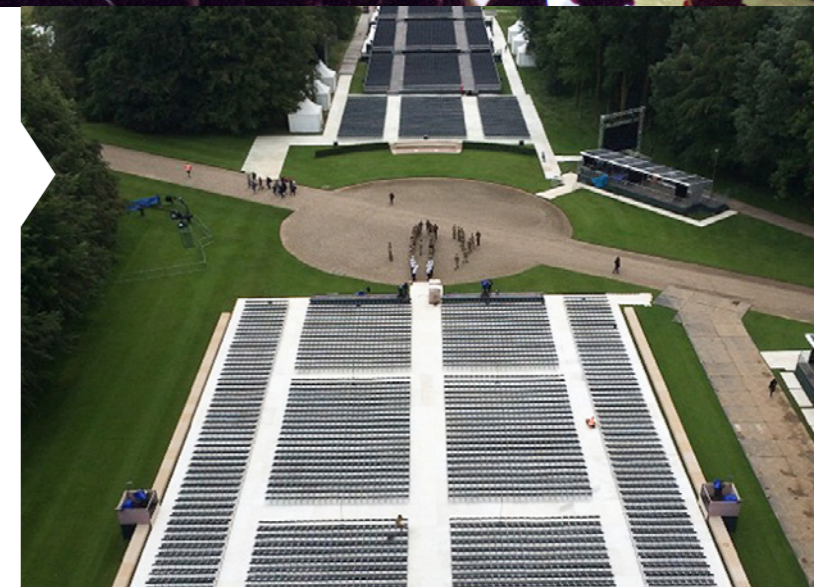


100 year Somme Commemoration

Continuing its heritage of working on momentous British occasions, July saw Arena Group supply temporary seating and structures for the Centenary of the Battle of the Somme commemoration at the Thiepval Memorial in Northern France.

Working with event organisers HPower, Arena Seating installed 13,000 temporary seats across the memorial grounds. Arena Structures supplied all of the temporary structures across the site, including a welcome tent, VIP dining area, performance stage, media centre and green rooms.

As well as thousands of members of the public, members of the Royal Family, including the Prince of Wales and Duchess of Cornwall, the Duke and Duchess of Cambridge and Prince Harry, joined French President Francois Hollande to pay their respects.



**12,500
FLAT SEATS**

**700 VIP
PADDED CHAIRS**

**10,000 SQM
TEMPORARY STRUCTURES**

I-NOVATION

“Arena brought a new temporary building solution, I-Novation, to the market in 2016. Designed to give a more permanent feel, greater height and more internal flexibility, I-Novation comes with improved thermal and acoustic properties and made quite an impact over the year.

Leg heights of 8m or 13m and greater roof-loading capacity mean I-Novation provides designers more scope when designing temporary venues and offers more options to clients.”

Loren Johnson, MD Arena Structures



Farnborough International Air Show

Arena Group project managed the Leonardo exhibition pavilion at the Farnborough International Airshow in July.

The group's in-house designers began by creating 3D CAD concepts of the contemporary interior fit out of the hospitality and meeting area.

An interior balcony overlooked the main exhibition hall featuring curved walls and multimedia delivered content tailored to the client's needs by Arena Group. Exterior balconies provided unparalleled views of the outdoor exhibition area and the runway from which aircraft took off for the famous flying displays.



Open Space

Arena Group team was also on Scotland's Royal Troon golf course installing 27,000sqm of temporary structures at The Open. The new I-Novation structure came into play as the 1,775sqm temporary merchandise hall featuring an expansive retail space, where the event's 200,000+ visitors could shop for souvenirs, golfing clothing and equipment.



ATP World Tour Finals

London's O2 Arena, November, hosted the Barclaycard ATP World Finals, where the Murray brothers captured the number one rankings in singles and doubles.

Arena Group installed more than 8,500sqm of bespoke temporary event structures at an occasion that will go down in UK sporting history.

AEG and the Barclaycard ATP World Tour Finals decided to redesign the event's footprint, moving the players and sponsors facilities to a temporary facility adjacent to the main arena and relocate the Fan Zone inside.

Responding to the brief to create temporary venues in keeping with the environment, Arena Group installed its new I-Novation system with a new flat-roof structure for the VIP reception and security area.

The 40m x 50m I-Novation structure delivered a more permanent-feeling venue, offering the extra headroom the client had requested, containing the players and sponsors two storey facilities inside the outer skin.

The skill of Arena Interiors staff came to the fore, showing their creativity by producing beautifully appointed players' lounges and bespoke sponsors' suites with event furniture from sister company Spaceworks.

Within the O2's public area Arena Structures installed a Fan Zone and media facilities, while Arena Seating designed and installed three broadcast studios overlooking the main court.

Best Supporting Role for Arena Group

I-Novation transforms London's Victoria Embankment Gardens into pop-up cinema for the 60th BFI London Film Festival.

Luxury upholstered Diplomat seats were used inside a permanent-feeling, fully carpeted structure.

The cinema building measured 35mx35m with 10m legs and solid 40mm walls resulting in superb temperature control and sound insulation.

“WE CHOSE THE RIGHT SUPPLIERS TO HELP DELIVER OUR VISION OF A CINEMA THAT WOULDN'T FEEL TEMPORARY. FROM LUXURY SEATING TO DOLBY 7.1 SURROUND SOUND, 4K DIGITAL PROJECTION ONTO A 16 METRE WIDE SCREEN WERE ALL ELEMENTS THAT HELPED TO SURPASS THE VIEWING EXPERIENCE EVEN FROM THE UK'S PERMANENT CINEMAS.

Claudia Connelly, People Creative project director





Joy of the Rovers

Two temporary grandstands increased the capacity of Bristol Rovers' Memorial Stadium to more than 12,000.

Arena Seating designed and installed the 1,416 new seats at the League One club, which has enjoyed two successive promotions and faces growing demand for tickets, refurbishing the stands in the process.

"I HAVE DEALT WITH ARENA SEATING FOR 18 YEARS, SO THERE IS A LOT OF TRUST AND UNDERSTANDING BETWEEN US. THEIR PROJECT DIRECTOR BRADLEY MERCHANT IS ABSOLUTELY SUPERB FOR THIS FOOTBALL CLUB, HE HAS ALWAYS LOOKED AFTER US. ARENA HAVE ALWAYS MADE THEMSELVES AVAILABLE, GIVEN FANTASTIC SERVICE AND BEEN A PROFESSIONAL COMPANY FROM START TO FINISH."

Ian Holtby, Bristol Rovers stadium general manager



Special Projects

Arena Group worked with Losberger at The Olympics in Rio, providing temporary structures at 11 different venues at Deodoro, one of the largest venues at the games.

Hockey, modern pentathlon and basketball were among the sports played at Deodoro, where Arena worked on 536 different structures.

The company's ability to produce high-quality eye-catching buildings was also demonstrated at the Farnborough International Air Show.

Arena's Special Projects team delivered the Leonardo exhibition pavilion, a project that encompassed complete development of a fully constructed temporary venue.

Internal fitout, branding, messaging development, theming and graphics and display production materials – including interactive onscreen video content – was part of the delivery.

Arena's project management team managed to find budgetary savings and take ownership of the contract to such an extent that the client could focus on their own commercial goals.

Arena Interiors

Creatively designed interiors are an integral element in the delivery of Arena's temporary events environments. Now our dedicated Arena Interiors team is combining the latest technology with our increasingly sophisticated temporary structures.

We have developed an Arena app that allows clients to get an accurate idea of how their finished project will look thanks to a virtual 3D walkthrough at the design stage. Combining gaming software with 3DS Max allows clients to 'walk through' the design from outside to inside the venue and make decisions before they get on site, saving valuable time and money.

At the forefront of market trends, our temporary interiors are advancing to set the highest standards in contemporary design. From temporary cinemas to immersive exhibition spaces, global product launches to bespoke brand experiences we design and deliver truly engaging environments.

Arena Group on the Virgin Money at London Marathon

Arena Group had a presence along the entire length of the 26.2 mile Virgin London Marathon in April, supplying temporary gantry towers and thousands of covered seats along The Mall and at the start line.

From the start line gantry on Blackheath Common Arena installed 59 mile and kilometre markers. Cladded with Virgin Money-branded marker boards the towers connected across the road with helium balloon-filled arches above the runners.

Two covered grandstands containing 579 seats lined each side of the start line and a further 1,452 seats – spread across 12 grandstands – offered views of the runners coming to the end of the race. Arena also constructed a temporary stage at Tower Hill where bands entertained runners and spectators.

Two separate Arena crews worked over the course of four days overcoming logistical challenges, including night work to install the equipment with minimal disruption to capital city traffic.



New Hub

SIX ACRE SITE
3,700SQM WAREHOUSE
870 SQM OFFICE – (2 STOREYS)



Spaceworks & Well Dressed Tables safety accreditation

This year Spaceworks Furniture and Well Dressed Tables have transformed a range of interiors as wide as our clients' imaginations.

From our London offices we have supplied thousands of events from small business meetings to gala dinners for hundreds of people. We have also supported group projects with high-quality interiors at some of the country's most iconic sporting events, often using bespoke furniture to match the clients' demands. Our stock range gives customers a choice of styles from elegant Chesterfields to more modern furniture. The Brit Awards, Crabbie's Aintree Grand National, The Queen's 90th Birthday Patrons Lunch and BMW PGA Championships are just some of the events we have worked on.

Both Spaceworks and Well Dressed Tables earned accreditation from Safecontractor, the leading third party accreditation scheme which rewards high standards in health and safety management, underlining the company's commitment to our staff.

INTERNATIONAL NEWS



Award-winning 'tent city' constructed at July's US Open

Arena Americas delivered the second of a four year contract, supplying tents and structures at the US Open, this time held at the Oakmont Country Club in Pennsylvania.

Arena America's staff spent five months on site installing and removing what amounted to a "tent city" for the United States Golf Association, winning the 2016 Special Event Gala Award for Best Achievement in Event Rental Support for their work.

The install included 310 separate tents and temporary structures totalling more than 34,000 m² across the course, as well as 47,000 m² of flooring, stairs and ramps.

The tents and structures contained corporate hospitality, merchandise, sponsor area, media zone concessions, admissions and security area. Arena Americas also supplied customised windows and glass walls, single and double glass doors, carpets and other floor coverings, plus lights and furniture. A double decker corporate hospitality structure with special portal bracing ensured guests had an unobstructed view of the action.

Arena Hong Kong

Arena Group extended its Asian influence with the acquisition of Hong Kong-based production company Ironmonger Marquees, thus creating Arena Hong Kong.

Arena and Ironmonger first worked together on the Art Central project in 2015, a partnership that proved to be a great success. Operating as Arena Hong Kong the new companies first event was the Formula E Grand Prix in Hong Kong.



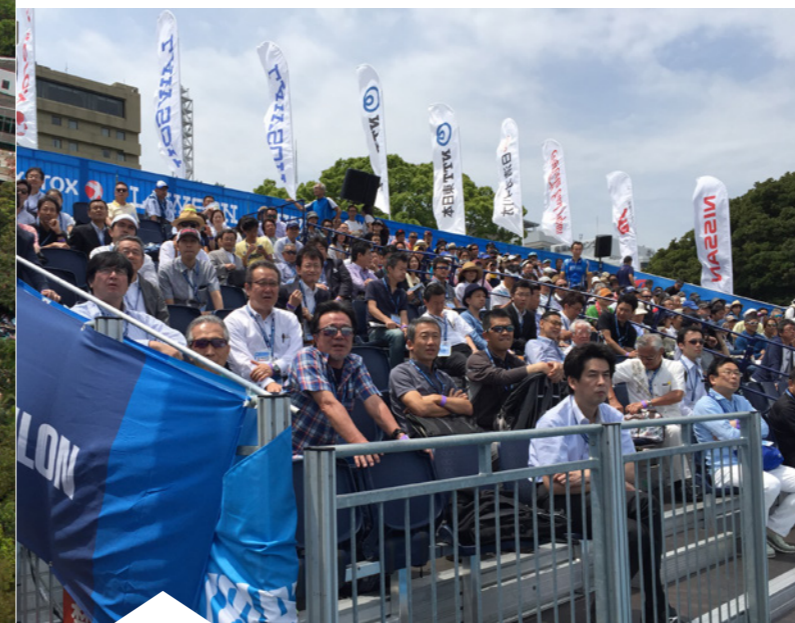
Arena Trackside in Hong Kong

When Formula E, the world's first fully electric series and the biggest ever motor racing event held in Hong Kong got underway in October, Arena Group was heavily involved.

Arena Trackside, the group's specialist automotive activation division, created the opportunity for Renault's guests to experience the action close up and they are now preparing for further Formula E events beginning in Buenos Aires in February 2017.

Also from the group, Arena Hong Kong and Asia Tents built temporary structures overlooking the track at the Central Harbourfront and clearspan structures for the pit lane garages, TV compounds and sponsor zones.

Each structure installed by Arena came with state-of-the-art flooring, glass walls, lighting, high-end fittings and air conditioning.



clearview™ in Japan

Arena's clearview™ Olympic legacy is set to continue following the movement of seats to Arena's partner in Japan, pictured here on their first use at the ITU World Triathlon series in Yokohama.

A cut above at Abu Dhabi Golf Championships

For the eighth year in a row Harlequin Arena provided event infrastructure at the Abu Dhabi HSBC Golf Championships, an event that requires a five-star standard of design and build.

With the main focus being on the Arcus Championship Pavilion, the Dubai-based team once again worked closely with the client to ensure completed structures featured some of their finest creative design and interior fitout work and made sure the VIP guests enjoyed the golf while relaxing in stylish surroundings.



Maybank Championships first with Asia Tents Arena

The inaugural Maybank Championship Malaysia (MCM) golf event was held at the Royal Selangor Golf Club, one of the oldest in the country.

Kuala Lumpur-based Asia Tents Arena provided a double-deck hospitality structure for main sponsor Maybank, along with a single-deck hospitality marquee for co-sponsors, public village and grandstand.

The Arena crew were particularly attentive to make sure they respected the course as much of the work took place close to the putting greens.



Dave Withey 40th Anniversary

One of the most respected figures in the UK production industry, Dave has been installing Arena seats at events for forty years.

A hugely successful career has seen Dave progress into the role of sales and marketing director for Arena UK & Europe, over which time he has been an integral part in the growth of the company from six employees in 1977 to a global player with 250 plus specialist events professionals.

Arena Group UK & Europe CEO Grahame Muir comments:

“A TALENTED CRICKETER AND LIFELONG DEVOTEE OF SQUEEZE, DAVE’S FANTASTIC EXPERIENCE, ABILITIES, LOYALTY AND HUMOUR HAVE UNDERPINNED IMPRESSIVE PROFESSIONAL GROWTH. FROM HUMBLE BEGINNINGS AS SITE CREW HIS RESPONSIBILITIES HAVE EXPANDED DRAMATICALLY BEYOND INTERNATIONAL EXPERIENCE OF RENTAL AND SALES OF TEMPORARY AND PERMANENT SEATING SYSTEMS TO HELP STEER THE YEAR-ON-YEAR INTERNATIONAL GROWTH ACHIEVED BY THE GROUP. I AM AMONG MANY PEOPLE AT ARENA AND THROUGHOUT OUR INDUSTRY WHO ARE PROUD TO KNOW AND WORK WITH DAVE.”

Dave has worked on countless amazing events, including the memorable Aida Opera production on the Banks of the Nile, 2012 London Olympics, 2014 Glasgow Commonwealth Games, multiple Ryder Cups and the annual tennis tournament at Queen’s club since it started 30 years ago.



Arena Group Expands International Team

Following the acquisition of Ironmonger Marquees, the international events team welcomed Rob Derry as Arena Hong Kong managing director, overseeing the opening of a new Asian office to launch as Hong Kong’s number one event design and delivery business.

Chris James joined as managing director of Arena Trackside, having set up the new division to supply temporary event infrastructure to global automotive events. James’ recent projects have included delivering a number of automotive activations for Renault at Hong Kong’s Formula E.



Team Expands

This year Arena UK & Europe continued to grow with the appointments of Phillip Bish and Neil Munn to their temporary structures division.

With more than 25 years in the industry running his own marquee and event business Phillip brings a wealth of experience to the role of project manager having worked on prestigious projects. Known for his expertise in creative interior design and fit out, his appointment reflects Arena Structure’s commitment to ensuring clients get the best possible event interiors.

Neil Munn has been appointed Arena Group operations director. Working out of the new purpose-built Cambridgeshire hub Neil, who brings a great deal of logistics experience in addition to being a fully-qualified chartered mechanical engineer, will focus on optimising efficiency at the new site and implementing quality managements systems.



Fond Farewell

After 23 years as project director at Arena Structures Ron Smith has retired. Ron has been a key constituent in the success of the business. He will not become a stranger to Arena and we hope Ron continues to be involved in other projects from time to time, between the numerous holidays he is now able to enjoy !

CEO Grahame Muir states:

“I AM NOT ALONE IN WISHING RON A LONG AND HAPPY RETIREMENT. I HAVE LEARNED A LOT FROM RON THROUGHOUT HIS TIME WITH ARENA AND THROUGH HIS STEADYING INFLUENCE, HE LEAVES THE ORGANISATION WITH A LEGACY THAT WE WILL ENDURE, DEVELOPING THE PROJECT TEAM INTO THE FUTURE.”



RIM Scaffolding

Arena Group acquired the equipment, management and operational teams of Leeds-based RIM Scaffolding in October. The purchase extends Arena Group’s global events infrastructure offering to sporting and live event clients.

The acquisition adds a significant amount of scaffold systems, glass handrails, viewing decks and sub platforms for temporary structures and ice rinks, along with camera platforms and carpentry services to Arena Group’s inventory.

The company has a 25-year history designing and building scaffold structures in the live events industry such as the Ryder Cup, Wimbledon and Open Golf Championship. In 2008 RIM expanded into the Middle East and China, a move which led to them working on the Dubai World Championships and the HSBC Men’s Championships in Shanghai.

Now known as Arena RIM Scaffolding, the business will continue to work with their existing clients while developing new opportunities with the financial and operational backing of the Arena Group.

“RIM SCAFFOLDING IS A BUSINESS THAT WE HAVE LONG ADMIRER, HAVING FIRST STARTED WORKING WITH THEM MANY YEARS AGO AS OUR LABOUR CONTRACTORS. BOTH BUSINESSES SHARE THE VISION FOR QUALITY AND PROFESSIONALISM. WE BELIEVE RIM, AS PART OF ARENA GROUP, HAS A BRIGHT FUTURE AHEAD.”

Grahame Muir, CEO of Arena Group UK & Europe



New Contract Wins



“EVERYONE AT THE R & A IS COMMITTED TO CONTINUOUSLY IMPROVING THE FACILITIES AND EXPERIENCE WE OFFER OUR PLAYERS, PARTNERS AND SPECTATORS AT THE OPEN. ARENA GROUP HAS PROVEN TO BE A GREAT PART OF OUR TEAM HELPING US TO ACHIEVE THIS OVER RECENT YEARS AND WE ARE CONFIDENT THAT THIS NEW CONTRACT WILL ENABLE US TO PLAN EFFECTIVELY FOR FUTURE PROGRESSION IN THE COMING THREE YEARS, BEGINNING WITH OUR 2017 CHAMPIONSHIP AT ROYAL BIRKDALE THIS JULY.”

Michael Wells, R & A director, Championship Staging

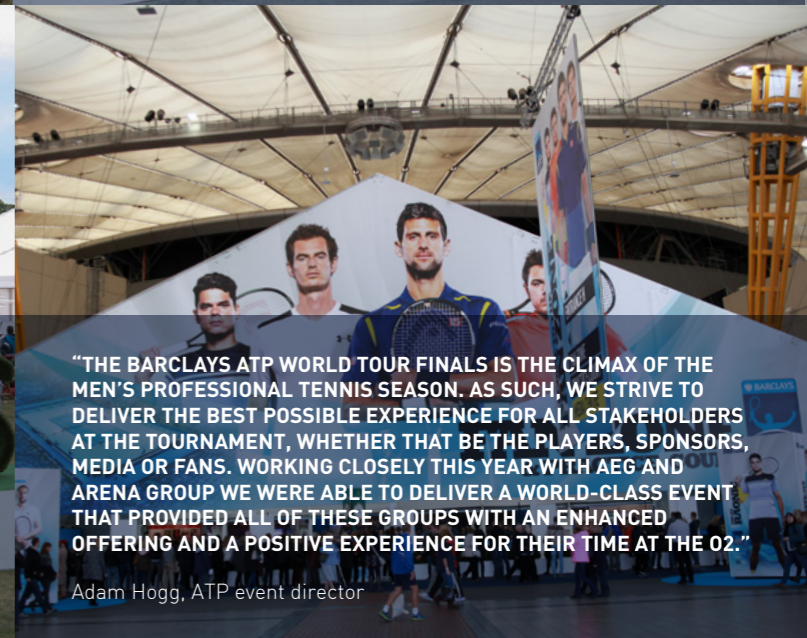


“ARENA GROUP HAS AMASSED A WEALTH OF EXPERIENCE OVER THE YEARS UNDERSTANDING THE REQUIREMENTS OF THE EUROPEAN TOUR, WHICH UNDERPINNED THEM BEING SELECTED THROUGH A COMPETITIVE TENDER PROCESS TO SUPPLY TEMPORARY INFRASTRUCTURE ACROSS THE UK, SPAIN, PORTUGAL AND TO THE 2018 RYDER CUP IN PARIS. WE ARE CONFIDENT THEY WILL HELP US DELIVER A SERIES OF OUTSTANDING, MEMORABLE TOURNAMENTS.”

Michael Whitfield, head of group procurement, The European Tour



“IMG HAS AWARDED ARENA GROUP A NEW MULTI-YEAR CONTRACT FOR GOLF TOURNAMENTS IN THE UK, MIDDLE EAST AND ASIA. EXTENDING AN ALREADY STRONG RELATIONSHIP WHICH CROSSES INTO ICE RINKS, ARENA GROUP IS BEING ENTRUSTED TO UPHOLD THE HIGH STANDARDS THAT IMG ARE RENOWNED FOR DELIVERING ON COURSES ALL OVER THE WORLD. ARENA WILL BE SUPPORTING IMG AT TOURNAMENTS SUCH AS THE RICOH WOMEN’S BRITISH OPEN, THE ALFRED DUNHILL LINKS CHAMPIONSHIP AND THE ABU DHABI HSBC CHAMPIONSHIPS.”



“THE BARCLAYS ATP WORLD TOUR FINALS IS THE CLIMAX OF THE MEN’S PROFESSIONAL TENNIS SEASON. AS SUCH, WE STRIVE TO DELIVER THE BEST POSSIBLE EXPERIENCE FOR ALL STAKEHOLDERS AT THE TOURNAMENT, WHETHER THAT BE THE PLAYERS, SPONSORS, MEDIA OR FANS. WORKING CLOSELY THIS YEAR WITH AEG AND ARENA GROUP WE WERE ABLE TO DELIVER A WORLD-CLASS EVENT THAT PROVIDED ALL OF THESE GROUPS WITH AN ENHANCED OFFERING AND A POSITIVE EXPERIENCE FOR THEIR TIME AT THE O2.”

Adam Hogg, ATP event director

Happy 90th Birthday Celebrations



3,800 SQM | **5,500** | **1,239**
TEMPORARY STRUCTURES | **SEATS** | **CLEARVIEW™**

Arena Group extended its proud 250-year history of working on royal occasions, playing a key role in the Queen's 90th Birthday celebrations across multiple dates and venues.

Commissioned by HPower Group, Arena supplied and installed everything needed for the Royal Windsor Horse Show and Birthday Extravaganza at Windsor Castle plus seating and structures for the spectacular Patron's Lunch on The Mall.

For five days in May Windsor Castle hosted a huge equestrian spectacle and the historic venue doubled up as the place for the Queen's Birthday celebrations in the evening.

Arena Seating's project director Bradley Merchant and a 20-strong team played a pivotal role in delivering a hugely complex contract. Arena's 11-house CAD designers and structural engineers worked hard to deliver a design-led installation which featured tiered grandstands, a Royal Box and VIP and sponsor seating.

On top of the logistical challenges, torrential rain caused the first day of the celebrations to be cancelled. Despite the downpours, all of the Arena installations remained unaffected, including the new Arcus grandstand roof which offered extra rain protection.

"THE QUEEN'S 90TH BIRTHDAY CELEBRATIONS BROUGHT A PARTICULAR FOCUS ON BRINGING THE HIGHEST POSSIBLE QUALITY TO ALL ELEMENTS OF THE PRODUCTION. THAT IS WHY WE TURNED TO A TRUSTED SUPPLIER LIKE ARENA GROUP FOR SEATING AND STRUCTURES. THE COMBINED COMFORT AND WEATHER PROTECTION OFFERED BY THE COVERED GRANDSTANDS, THE PRISTINE INTERIORS OF THE STRUCTURES, ALONGSIDE THE INCREDIBLE LEVEL OF FINISH THE ARENA TEAM ACHIEVED ACROSS THE WHOLE PROJECT WAS EXEMPLARY."

Nick Brooks-Ward, project director



Patron's Lunch

Arena Group's key role in the 2016 Royal celebrations included the Patron's Lunch on The Mall on June 12th.

A company-wide effort saw the famous avenue transformed into the largest street party the capital has ever seen. Within an almost impossible timeframe, this represented an unbelievable achievement of planning and logistics on this sensitive site. Spaceworks were exemplary in ensuring the 1,500 tables and 10,000 chairs looked their best for the representatives of the 600 charities the Queen is patron of.

Once the prestigious event was finished, Arena staff worked quickly and efficiently to return The Mall to being open to traffic, demonstrating once again the company's expertise in operating quickly and professionally in logistically-challenging locations.

In April the celebrations began in Windsor with a bandstand opening.

Arena Structures installed a 6x3m lined pagoda roof and an extended red carpet walkway to a bandstand and Spaceworks supplied seating for Her Majesty and VIP guests.

