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Arena Group Expands Infrastructure at Cheltenham Festival 2016

Arena Group added Guinness to its Cheltenham Festival offering for the first time, delivering the new look 1,300sqm Guinness Pavilion alongside the 12,400sqm World's longest triple decker hospitality venue overlooking the course, March 15 – 18, 2016.

The Festival has grown to attract 250,000 visitors to the four day highlight of the jump racing calendar, with £4.1 million prize money contested across 28 races culminating in the Gold Cup. Arena Group supported Cheltenham Racecourse, a Jockey Club Racecourse, with the expansion of facilities to accommodate the increase in hospitality tickets.

The 125m long triple decker was the largest ever installed alongside the home-straight, including the 55m Arcus Long Run facility with cantilever balcony. This venue hosted a range of bespoke private suites along with Silks and Chez Rous restaurants, for clients and guests of The Jockey Club, Needham and Needham's, Keith Prowse, Front Runners. The structure incorporated full kitchen, bathroom and rear access facilities on all levels, along with Tote betting booths, phone charge points and cash machines.

The new two storey Guinness Pavilion combined a public bar with a VIP hospitality area overlooking the famous Guinness village, which incorporated a 756 capacity tiered clearview™ seating grandstand in the upper level to give great views over the finish line. Also facing the course on the ground level was an exclusive VIP hospitality sponsors' suite for Betway, complete with Arena Deck viewing platform and tiered standings.



Arena UK and Europe CEO Grahame Muir states:

“The flexibility of our equipment allowed our creative designers and engineers to deliver distinctive temporary event venues and facilities best suited to our clients' needs. At Cheltenham this has encompassed the construction of our largest triple decker hospitality unit to date, running 125m alongside the course, with a focus on its creative interior design and fit out.

“It was a pleasure to continue our strong tradition working at Cheltenham Festival collaborating with The Jockey Club and this year with Guinness for the first time. Our team produced venues customised to meet the aspirations of each of the stakeholders, giving guests an incredible range of event environments to cheer their particular favourites down the home straight.”

Spaceworks, Arena Group's furniture hire specialists, provided a wide range of furniture across 22 areas of the Cheltenham Festival site, including The Jockey Club Chalet, Final Fence Restaurant and the Chez Roux Boxes. The array of furniture supplied from the company's extensive inventory, included Bravo dining tables, white Olympus chairs and Chesterfield sofas.