

Arena Group at Aintree's £1 million Crabbie's Grand National

Arena Group was pivotal in supporting The Jockey Club's transformation of the World-famous Aintree Racecourse for the 2016 Crabbie's Grand National with temporary event seating and structures. David Mullins trained Rule the World won everyone's hearts and the £1million prize money when The Grand National became the nine year olds first steeplechase victory.

Carl Pastor, The Jockey Club's operations director, states:

"I view Arena as a partner, rather than a contractor: they are pro-active in suggesting ideas and helping us overcome problems, always in tune with our own brand values. The introduction of new features such as the Arena Deck viewing area in front of The Chair Pavilion and the double decker Owners and Trainers hospitality facility this year were great examples of the fantastic advances in the experience we were able to offer our guests."

Arena Group's Aintree installation came hot on the heels of a record breaking installation at Cheltenham Festival for The Jockey Club, extending improvements in the facilities at both courses.

Arena Structures installed 7,750 sqm of temporary structures to create diverse event venues with bespoke interior designs and fit out to compliment the permanent venues. The Jockey Club's double decker Amberleigh House benefitted from an interior make-over with a range of high quality hospitality suites, while a new curved roof double decker increased the Owners and Trainers Pavilion capacity and was a great success, with guests over-looking the parade ring. Other facilities included the stylish Moet & Chandon Champagne pavilion, a welcoming sight to the public as they arrived.

Arena Seating installed the West Tip Grandstand, with 2,750 capacity clearview™ tiered seats under a curved roof, offering great views over the home straight with protection from the weather. The Chair Pavilion, situated to the right of the West Tip Grandstand, offered a further 1,206 clearview™ seats alongside a new Arena Deck hospitality platform. A further 1,512 clearview™ seats were installed to create an Embankment/Steeplechase viewing facility to watch the horses come over the Melling Road, alongside a new temporary access staircase.

Spaceworks and Well Dressed Tables were also entrusted to supply a wide range of furniture and crockery across the racecourses' hospitality venues. Products supplied include chairs from the Tolix range, Samsonite black folding chairs and Saturn Cocktail tables.

Dave Withey, Arena Group UK and Europe sales and marketing director adds:

"The Grand National is a stand out event, with a special heritage in everyone's hearts, as well as being one of the few races that truly attracts a global audience. It has been a pleasure working with Carl and The Jockey Club to significantly improve the facilities across the course for the benefit of everyone."

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