

News Release



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PUTTING 'FLESH ON THE BONES' OF THE NEW LEEDS ARENA

4000 square metres of public and retail space, 24 executive boxes, two seating 'bowls', five 'star' dressing rooms and a 100 seat restaurant.

Those are just some of the facilities which will be inside the new multi million pound Leeds Arena when it opens in 2012.

It will be operated by SMG Europe – which earlier this year successfully won the contract to manage the 12,500 seat venue.

Last month, senior councillors approved a location – Clay Pit Lane in the city centre – and decided the council will build the arena itself, rather than signing-up a developer.

Most recently, the council completed the purchase of the Brunswick building from Leeds Metropolitan University. It is intended that work to demolish the building will commence in spring next year to make way for the new entertainment facility.

Now, the process to 'put flesh on the bones' and consider the arena plans in more detail is getting underway. It will feature:

- Two seating 'bowls' – and upper of 7000 and a lower of 5300
- 24 executive boxes which will contain an average of 12 seats
- Flexible accommodation to host music, family entertainment and sporting events

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INVESTOR IN PEOPLE

- Suitability for events with an audience as small as 1500
- Clear views of the centre of the stage from every seat
- Three kitchens – one main and two smaller
- A restaurant for 100 diners and a hospitality lounge for 150 guests
- Reserved parking for disabled visitors and VIPs
- Over 100 concession/merchandise stands and retail outlets
- Five ‘star’ dressing rooms – the biggest being over 40 square metres
- Sound proofing to minimise disturbance to the arena’s neighbours
- An anticipated minimum of 110 event days every year

John Sutherland, managing director of SMG Europe said:

“Nothing is being overlooked in the quest to create a venue which not only attracts the biggest names in world entertainment, but which the people of Leeds and the region can feel justifiably proud of.

Leeds has waited a long time for its arena – all parties concerned are determined to take the opportunity of creating something really special.“

Cllr Andrew Carter, leader and executive board member with responsibility for the arena project said:

“The planned specification for the new arena is first class – it truly is going to be Britain’s – if not Europe’s – best entertainment venue.

It is going to be a fantastic addition to Leeds and I think the residents of our city are going to be genuinely excited by the level of detail and facilities the arena will provide.

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2012 might be a few years off – but I promise it will be well worth the wait.”

Once completed, the arena will bring significant benefits to the city of Leeds.

It is estimated that up to an extra £28m will be contributed each year to the local economy as visitors coming to the arena take part in other activities and spend money while they are in the city.

It is also expected to create over 300 new jobs.

ENDS

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