

Book your event direct

Host your event, conference or meeting at **first direct arena**, Leeds.



first direct arena



Putting on a performance

You probably know us for hosting some of the biggest stars and events in the world. We can put your event, conference or meeting on one of the UK's most iconic stages, with your guests as the stars of the show.

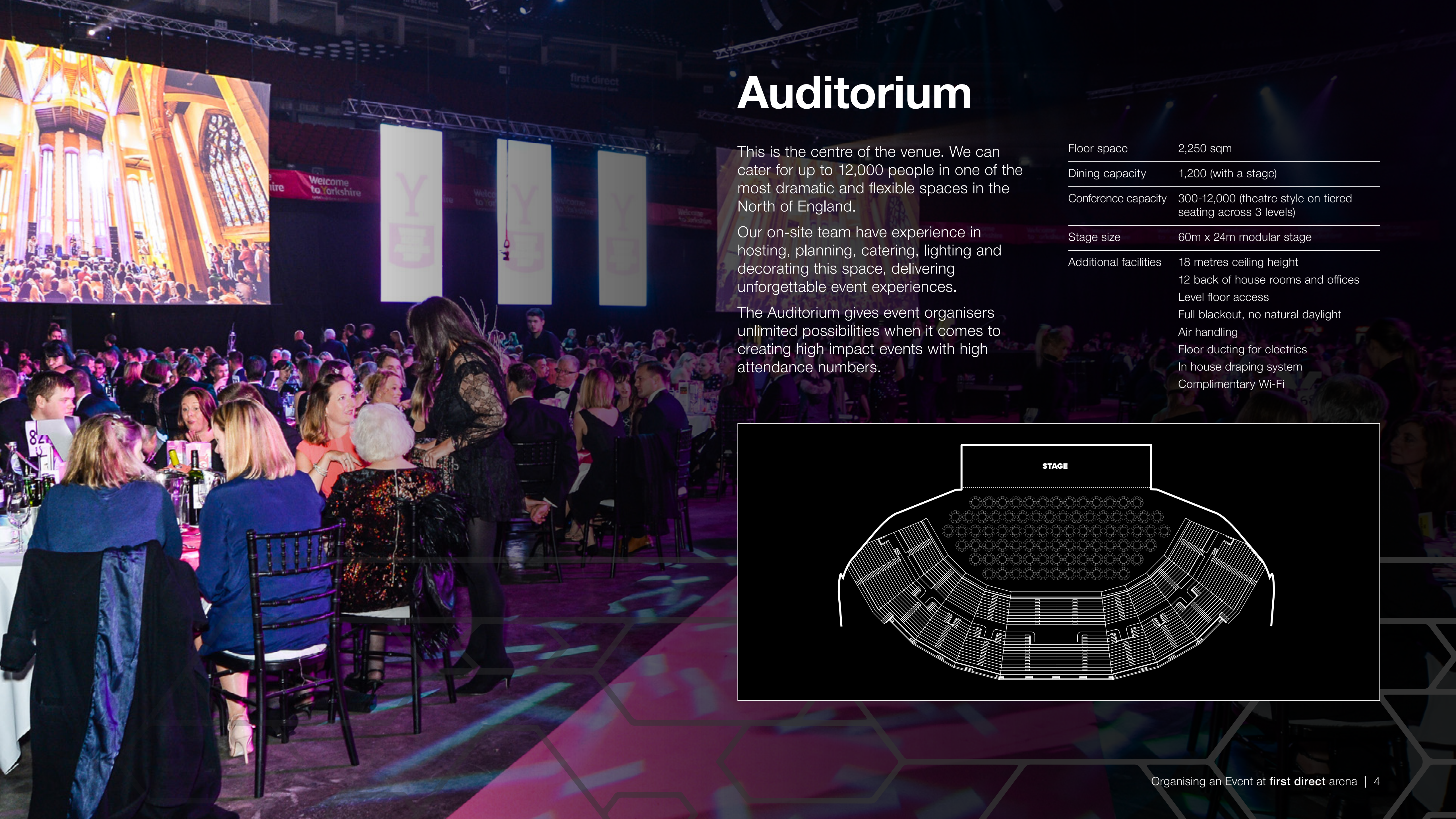
Our venue features a number of flexible spaces all of which are available to hire for an evening, a day, a weekend or even longer!

Let us take you through some of the spaces and facilities available. We recognise that every event is unique, so please reach out to our team to discuss your individual vision and needs. Whether it's a dinner, conference, party or product launch, it's our venue, your vision.



Our venue, your vision





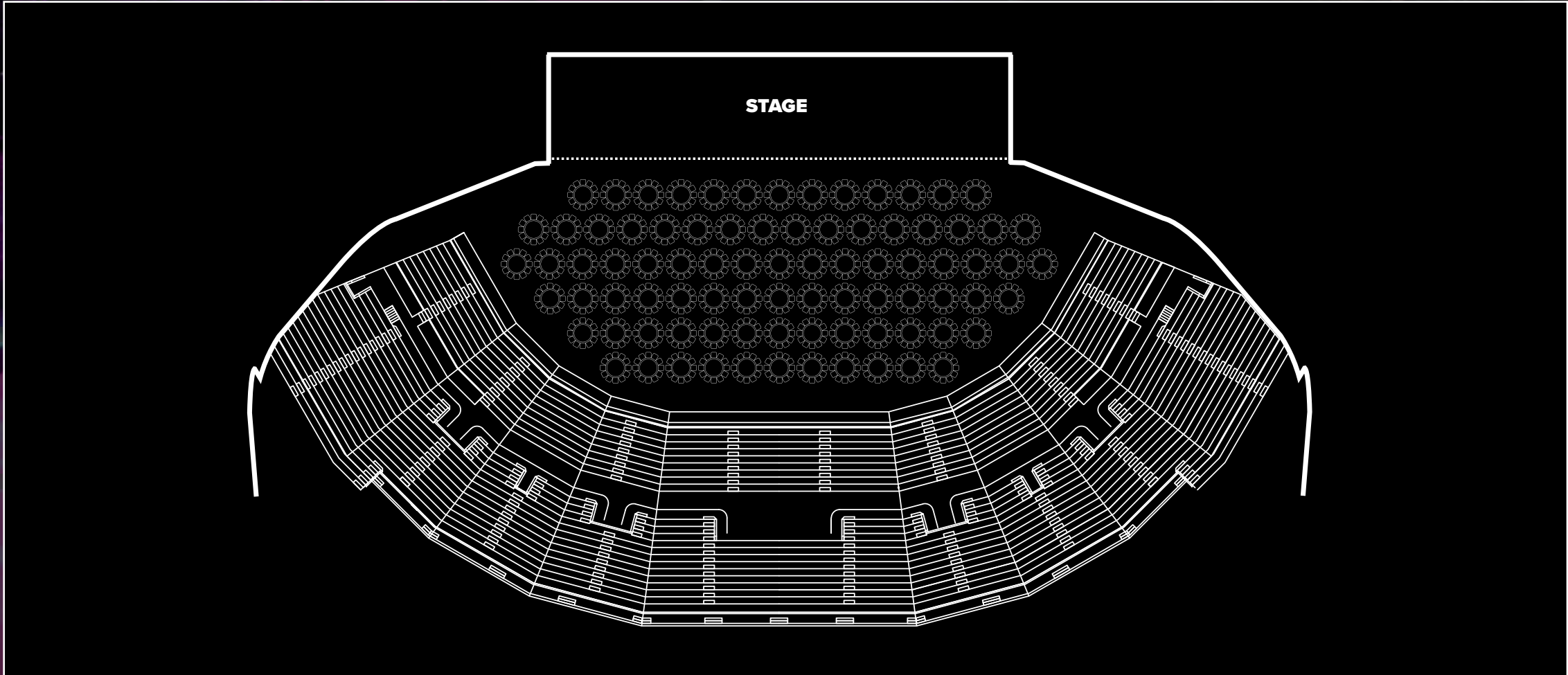
Auditorium

This is the centre of the venue. We can cater for up to 12,000 people in one of the most dramatic and flexible spaces in the North of England.

Our on-site team have experience in hosting, planning, catering, lighting and decorating this space, delivering unforgettable event experiences.

The Auditorium gives event organisers unlimited possibilities when it comes to creating high impact events with high attendance numbers.

Floor space	2,250 sqm
Dining capacity	1,200 (with a stage)
Conference capacity	300-12,000 (theatre style on tiered seating across 3 levels)
Stage size	60m x 24m modular stage
Additional facilities	18 metres ceiling height 12 back of house rooms and offices Level floor access Full blackout, no natural daylight Air handling Floor ducting for electrics In house draping system Complimentary Wi-Fi

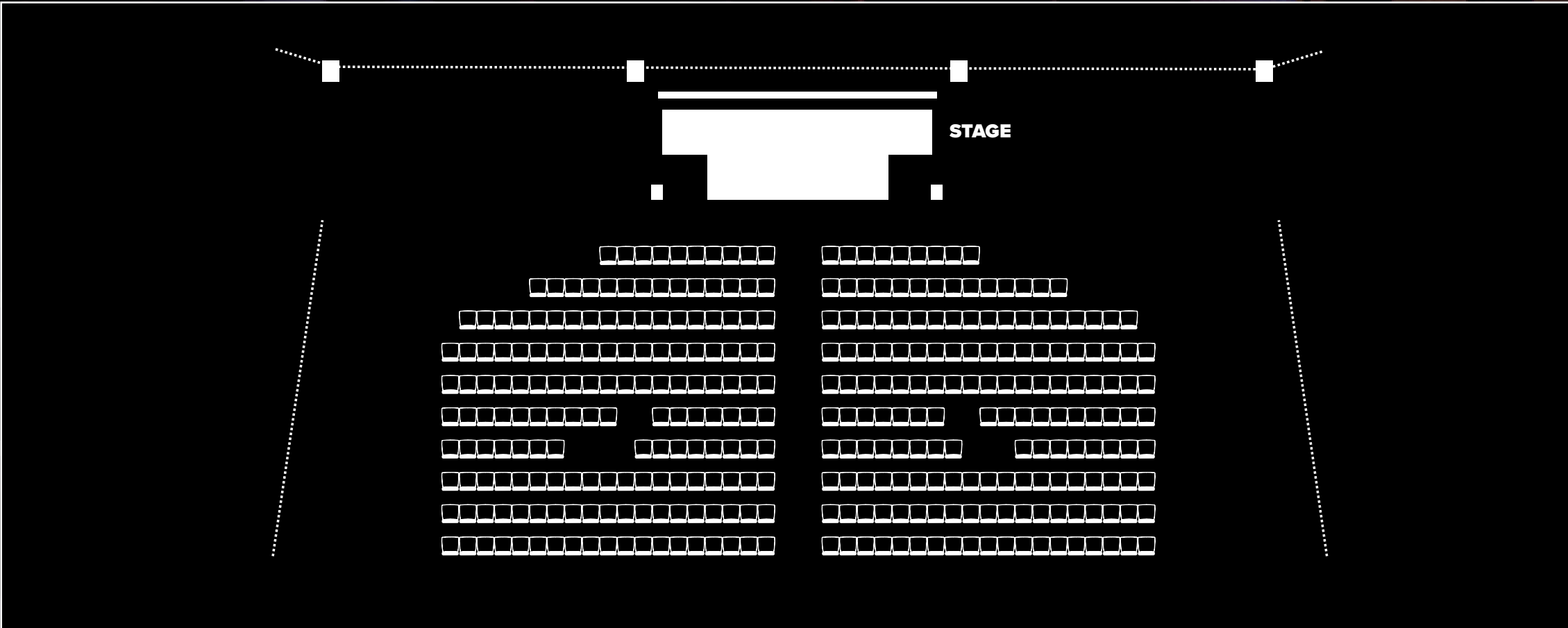


L1 Concourse

This is a more intimate space which is perfect for meetings and presentations.

We have managed and hosted many high impact events in this space, including corporate get-togethers and private parties. With great access to the front of house areas, this location is unique, flexible and accessible.

Capacities:	
Theatre style	320
Cabaret style	100
Standing room	500
Stand space	35 table top exhibition stands (6ft trestle)
Floor space	438 sqm
Additional facilities	2 metre ceiling height
	Level floor access
	Full blackout, no natural daylight
	Air handling
	Complimentary Wi-Fi





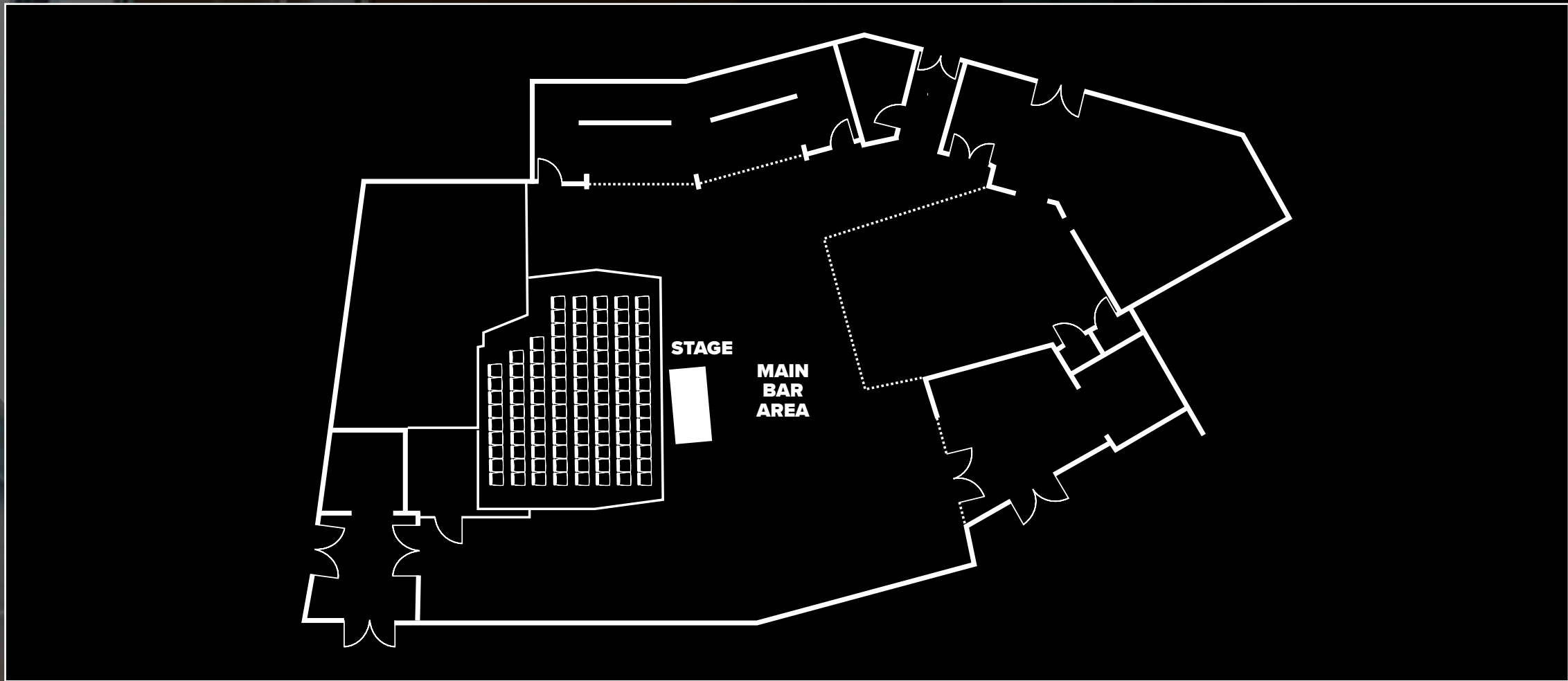
Black & White Lounge

This is one of our most popular locations, as it looks out across the Plaza through floor to ceiling windows.

This flexible space has its own reception, bar, restaurant and presentation space. It's equally used for corporate events and private parties due to its flexible nature and high street access. This is a well-known location and a place to be seen.

Capacities:

Theatre style	120
Cabaret style	60
Banqueting style	80
Standing room	360
Floor space	400 sqm
Additional facilities	2.5 metre ceiling height Private entrance with built in reception Screen, digital projector, and PA system Natural daylight Air conditioning Level floor access Complimentary Wi-Fi 13amp power



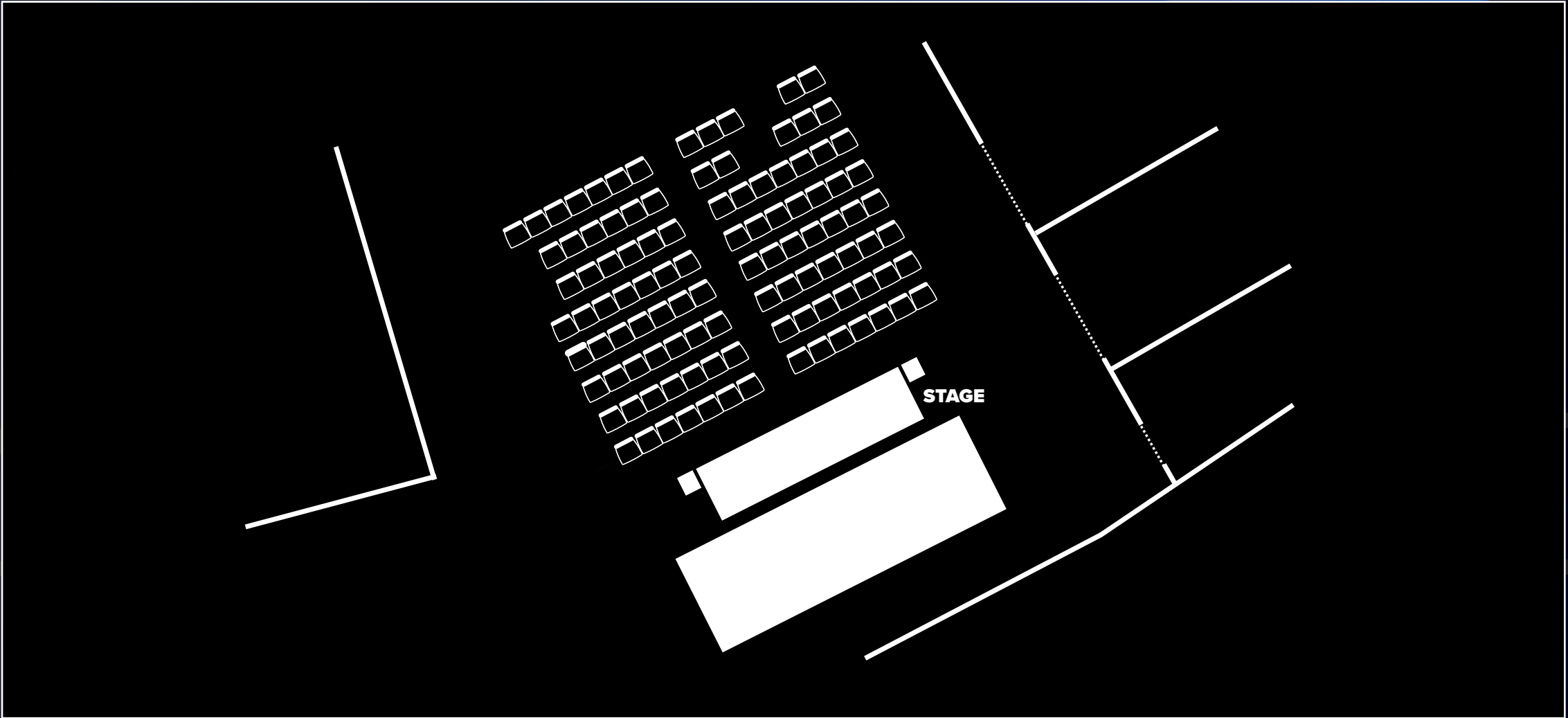
L2 Concourse

Similar to the Level 1 Concourse, this is a highly flexible space that features great views across the city.

The space can be expanded and contracted as required with ease of access from reception. Our event organisers can support with AV, furniture, catering and delegate management.

Capacities:

Theatre style	150
Cabaret style	60
Floor space	1,462 sqm
Additional facilities	10 metre ceiling height Level floor access Natural daylight Air handling Complimentary Wi-Fi



Food and beverage

We know how important food and beverage is when it comes to conferences, events and private parties. Our Head Chef and her on-site team offer a variety of menus, tailored to suit a range of audiences, budgets and dietary requirements.

The team can support all aspects of the event from breakfast and lunches, to sit-down banquets. We also take pride in sourcing locally and celebrating ingredients from Yorkshire.

Prior to your event, we will host a tasting to ensure that the menus exceed your expectations. We can also then make sure the menus are supported by appropriate cutlery, crockery and glassware.

Collaborating with the first direct arena to organise a customer-facing event was truly exceptional. The catering services provided were nothing short of fantastic, offering a delectable variety of food and snacks. The bar service operated smoothly, with regular updates on the bar tab's status, ensuring a stress-free experience for all attendees.

Mykaila Wilson,
boxxe



**Our highly skilled culinary team
are ready to bring your vision to life**





Food for thought

Here is one of our exciting new menus. We take pride in our menu design and test them regularly with consumers and event goers.

It's important to note that although this is an example, we would be delighted to develop bespoke food and beverage menus for your special event.

Our team are equally experienced in delivering informal, casual dining menus as well as formal event menus. We also offer a dedicated sommelier and mixologist, who would be delighted to pair the food and drinks menu together.

DINNER MENU

Please select one starter, main and dessert

STARTERS

- Smoked salmon, pickled beetroots and dill crème fraîche
- Fine Fettle and leek tart with micro herb salad (v)
- Garlic mushrooms, roasted smoked garlic, button mushrooms, chive crème fraîche (gf)
- Pulled ham and baby vegetable terrine, pickled sweet cucumber, sweet pepper gel

MAIN DISHES

- Slow cooked daube of beef, smoked butter mash, roasted carrots, bone marrow and parsley crumb (gf)
- Slow cooked pork belly, cider gravy, roasted shallots, roasted roots and crackling
- Chicken breast, Tuscan tomatoes, baby basil and cannellini beans with pancetta shard (gf)
- Gnocchi, green peas, mint, asparagus and parmesan

DESSERTS

- Sticky toffee pudding, salted caramel sauce, vanilla cream
- Baked vanilla cheesecake with black cherries
- Warm chocolate brownie with vanilla ice cream
- Yorkshire cheese plate, Mrs Bell's Blue, Wensleydale and apricot, Fine Fettle

Sustainability

We are a part of ASM Global, the world's leading venue management company. ASM Global have launched ASM Global Acts, which has nine specific sustainability goals (shown here) for all of its venue clients.

This means the company is throwing its weight into the environmental movement and first direct arena, Leeds are aiming to achieve Greener Arena accreditation.

We can provide a specific sustainability expert who will access your plans and provide suggestions of how you can lower your carbon footprint, whilst maintaining your event's impact. This service is primarily for large scale events.

We have a plan to reduce energy consumption by **25%** by **2030**

We will divert more than **50%** of our overall waste by **2025**

We will reduce our water consumption by **25%** by **2030**

We will achieve **20%** of all energy consumed through renewable energy sources by **2025**

We will award **50%** of our spend to suppliers adhering to our Environmental Policy by **2030**

We are proud to have increased plant-based menu options by **35%**, this year

We will eliminate single-use plastic in all front of house operations by **2027**

We will decrease food waste by **75%** by **2026** through our Guardians of Grub initiative

We will become **carbon neutral** by **2050**, with a **25%** carbon reduction by **2030**

In the heart of the city

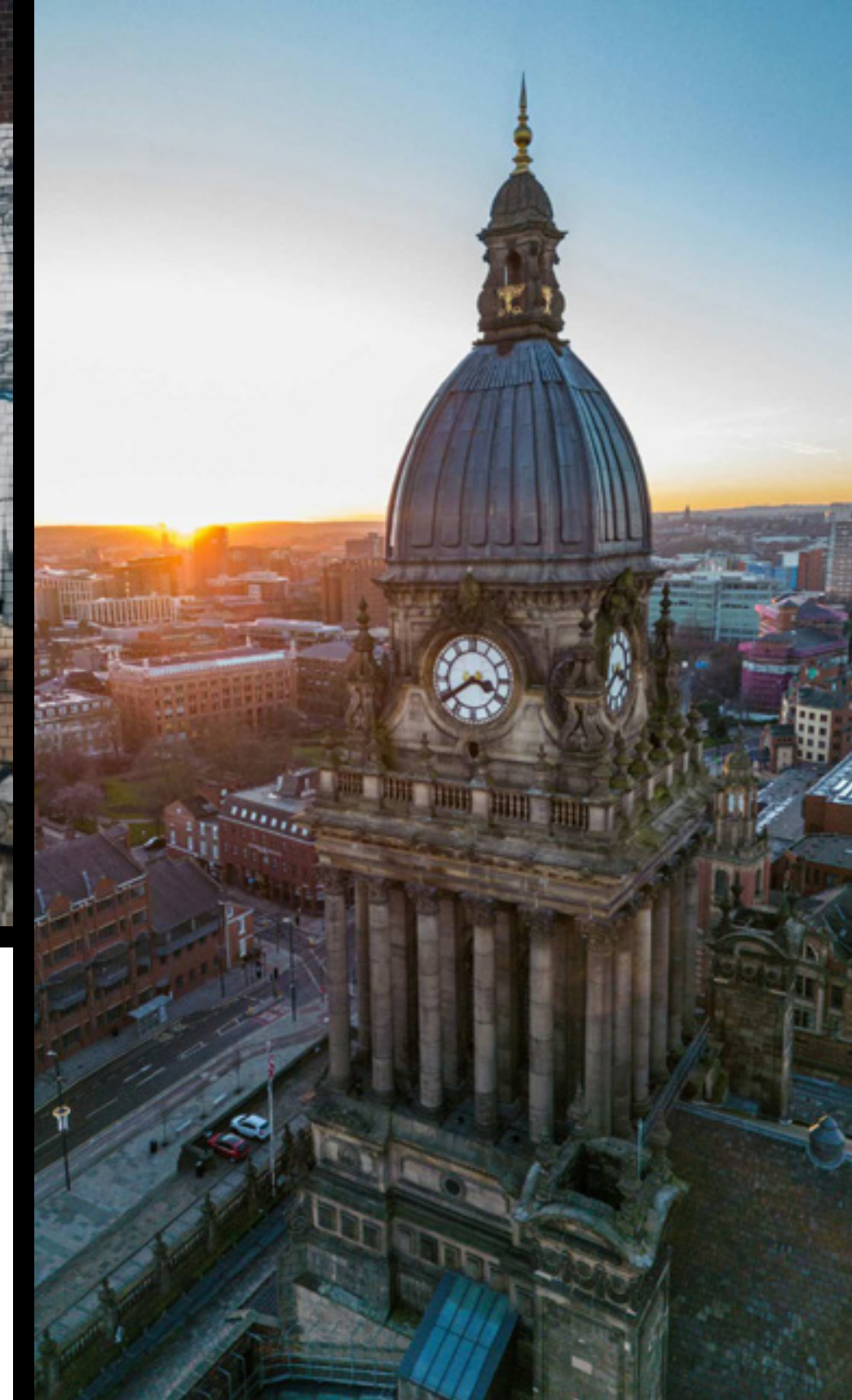
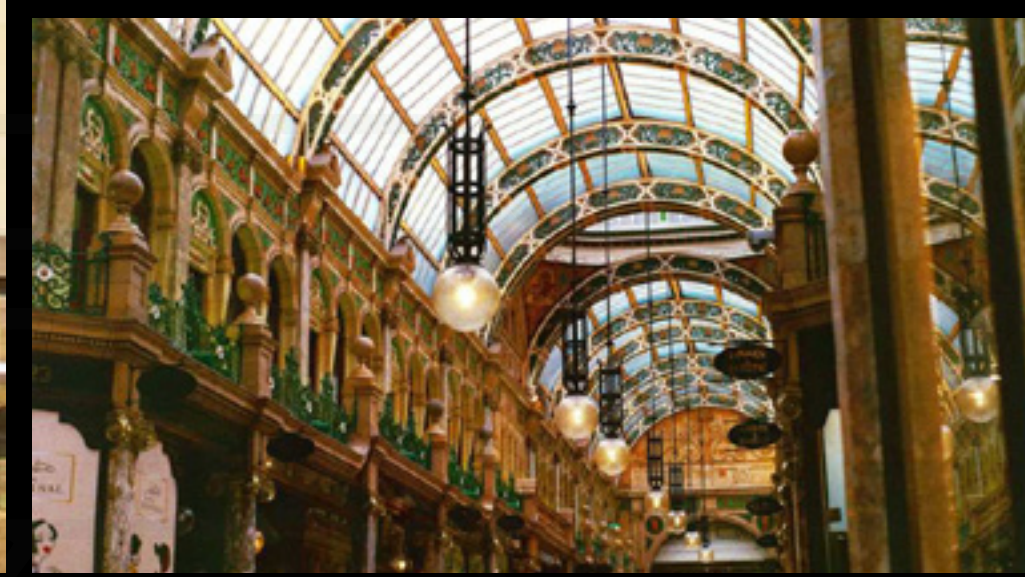
With millions of visitors welcomed annually, Leeds offers an unforgettable experience for conference organisers and delegates alike.

With 79 hotels already adorning its skyline and an additional 2,525 rooms set to grace 22 new hotel developments soon, accommodation options are as diverse as the city itself. From luxurious retreats to cosy boutiques, Leeds promises a stay that is as comfortable as it is memorable.

In Leeds, the convergence of culture, convenience, and hospitality creates an experience that lingers long after the visit ends. This is a testament to its status as a destination that transcends expectations and leaves an indelible mark on all who venture within its vibrant embrace.

Leeds Arena has consistently proven to be an exceptional choice for our annual Apprenticeship Fair. This year alone, we saw over 11,000 attendees and 110 exhibitors, which the arena handled with ease. The arena's central location is another major advantage. The venue embodies the spirit of accessibility and inclusivity that is at the heart of our event.

**Dave Myers,
Employment and Skills Leeds**



‘Leeds, the City that loves to entertain’



Well connected

Leeds is one of the most connected and easily accessible cities in the UK. It's easily migratable from Scotland, the North West, the Midlands and London.

We're located next to the A58(M) Inner Ring Road, connecting to the east joining the A64 York Road, and to the south and west connecting to the M621 and other destinations within Leeds. We are also connected to the wide network via the M62 and the M1.

Car: A short walk to over 7,500 parking spaces.

Train: 15 minute walk from Leeds Train station

Bus: 10 minute walk from Leeds Bus station

Plane: 30 minute drive to Leeds Bradford Airport

To Leeds Bradford Airport
7.5 miles away

first direct arena

Leeds Bus Station

Leeds Train Station



CONNEXIN LIVE, HULL



AO ARENA, MANCHESTER



FIRST DIRECT ARENA, LEEDS



BECKETWELL LIVE, DERBY
(OPENING 2025)

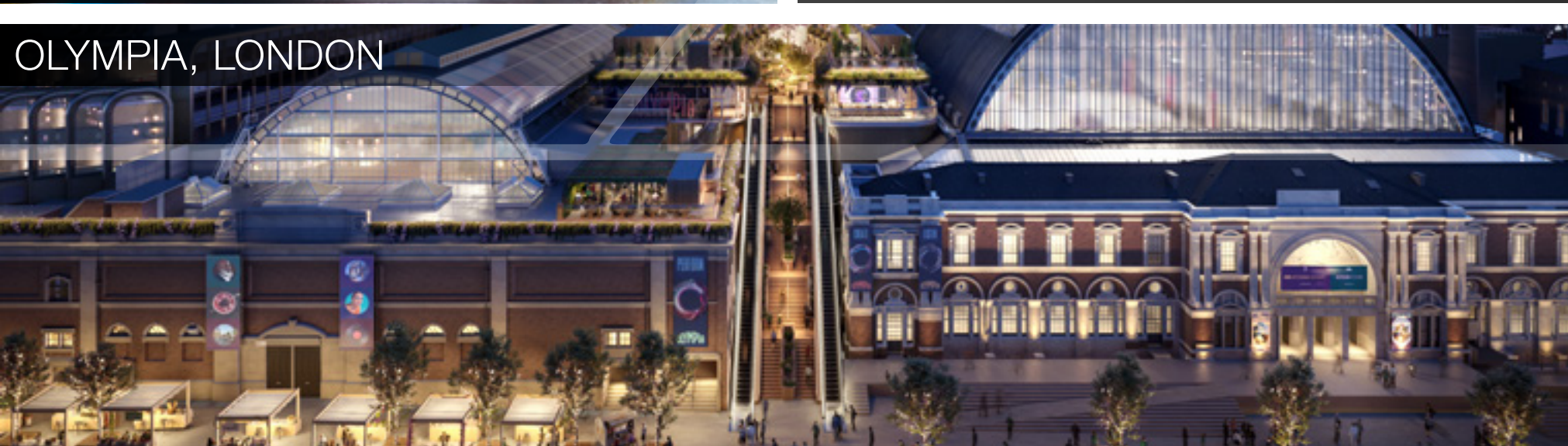


OVO ARENA WEMBLEY, LONDON



BRIDGEWATER HALL, MANCHESTER

Welcome to the UK's most extensive, world-class event venue portfolio



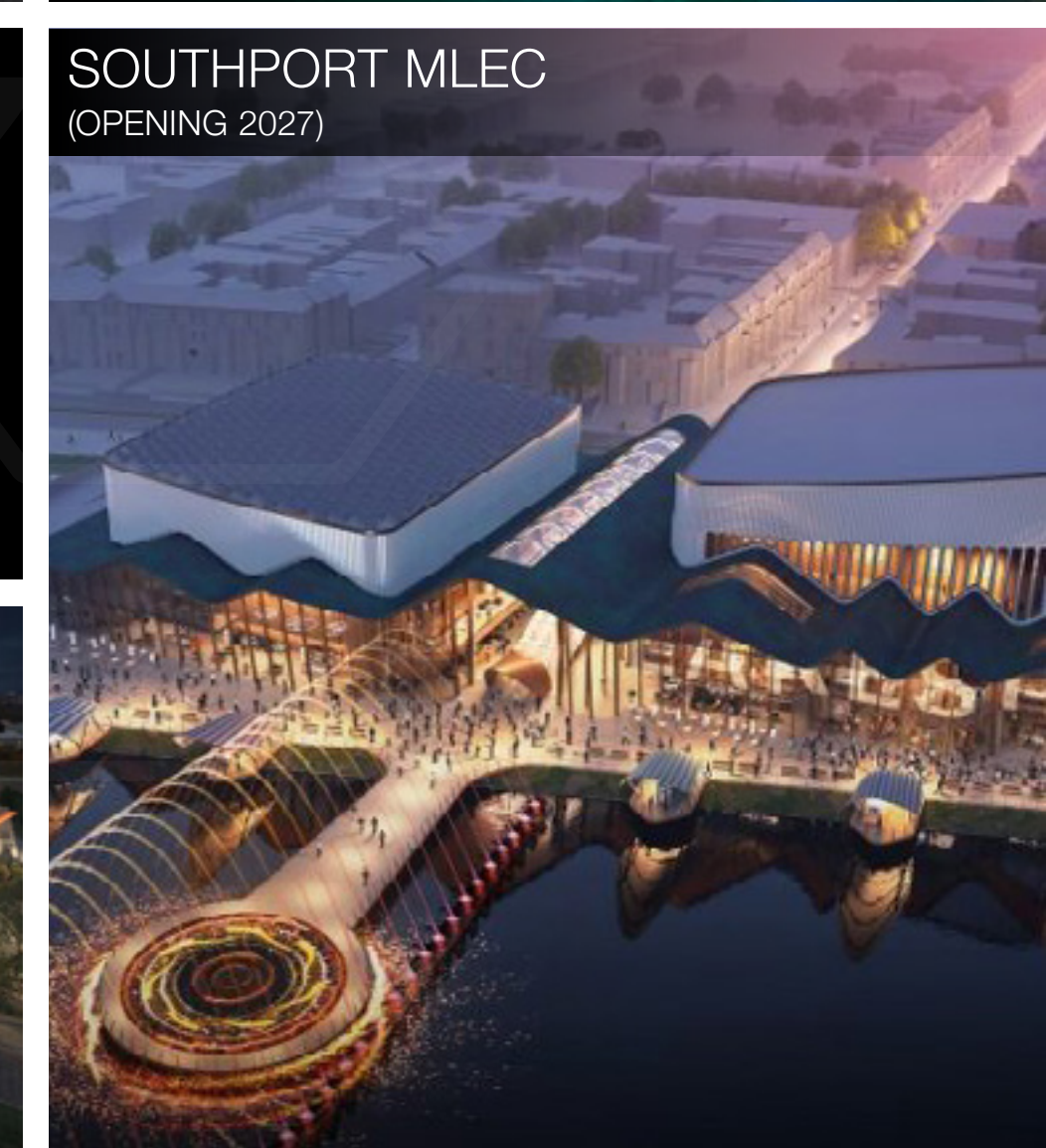
OLYMPIA, LONDON



YORK BARBICAN, YORK



THE SAGE, NEWCASTLE GATESHEAD
(OPENING 2026)



SOUTHPORT MLEC
(OPENING 2027)



THE HALLS, WOLVERHAMPTON



UTILITA ARENA, NEWCASTLE



P&J LIVE, ABERDEEN

Take your event on tour

As part of ASM Global, it's not just the iconic artists that we work with to tour our venues, we can support hosting your events across the UK too.

From London to Aberdeen and everywhere in between, let our team become an extension to yours and provide event solutions, large or small, across key destinations within our iconic venue portfolio.

If you're looking to take your event internationally, we can help there too. Just get in touch and we'll do the rest.





The Beautiful North, AO Arena



The Black & White Lounge, First Direct Arena



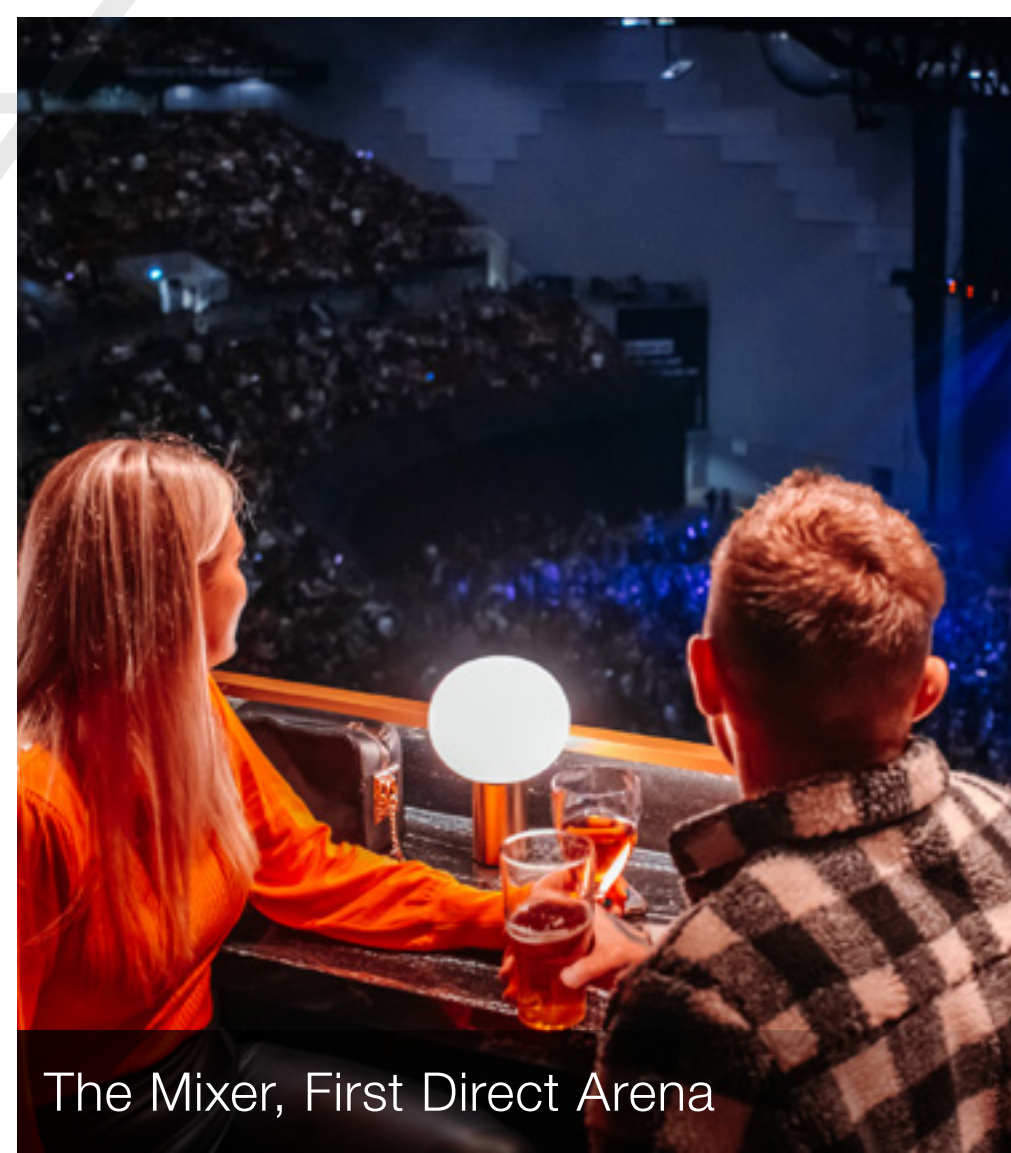
The Mezz Restaurant, AO Arena



The Electric Lounge, AO Arena

Elevating your event

We also provide opportunities to host clients and colleagues on live show days, within one of our stunning premium bars and lounges. Our team can help you achieve your objectives through activations and advertising opportunities.



The Mixer, First Direct Arena



The Mezz Bar, AO Arena



VIP Suites, First Direct Arena

Get in touch

We would love to find out more about your event, conference, party or celebration. To tell us more and to find out more, please get in touch with our sales team on any of the contact details shown.

firstdirectarena.com

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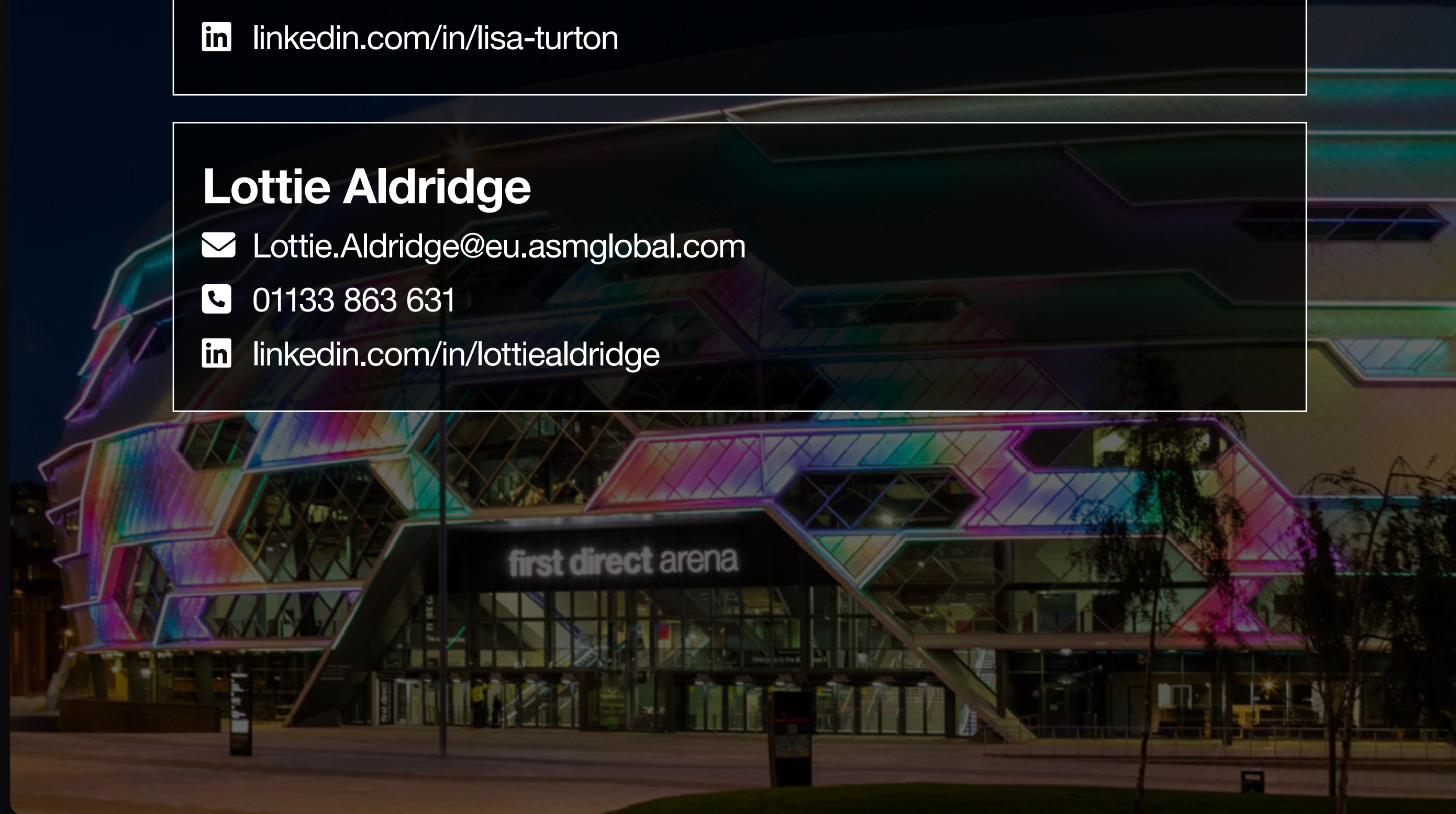
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