

## NEC Group appoints General Manager to lead exciting new events venue

2 years ago



NEC Group has appointed Darren Moore as General Manager of Bradford Live, the Group's latest venue.

This strategic appointment is a significant milestone in the NEC Group's commitment to delivering exceptional entertainment experiences to the Bradford community.

The Group currently owns and operates NEC Birmingham, ICC Birmingham, Vox Conference Venue, Utilita Arena Birmingham and Resorts World Arena. It also operates service brands; national ticketing agency, The Ticket Factory; Amadeus catering and Amplify hospitality.

Darren brings a wealth of expertise in venue management and event operations. With an impressive track record of successful leadership in the entertainment industry at venues including The Bonus Arena Hull, York Barbican and First Direct Arena Leeds, Darren is poised to lead Bradford Live to new heights.

As General Manager, Darren will oversee all aspects of the venue's operations, including event planning, client relations, staff management, ensuring the highest standards of customer service. With a passion for creating unforgettable experiences, Darren will be instrumental in curating a diverse range of live events.

Regarding his appointment, Darren said: "I am honoured to be appointed as the General Manager of Bradford Live. This is such an exciting opportunity to bring this historic venue back to life and attract even more events to the region, I am eager to build and lead a team dedicated to delivering amazing experiences for our guests and the wider Bradford community, who can expect top music acts from the British, Asian and international music scenes, comedians and family entertainment with catering to suit everyone – a la carte dining through to street food, vegan to halal. NEC Group's hospitality arm, Amplify, will also host a variety of options to upgrade event experiences to include VIP seating areas and pre-show

hospitality.

“The venue will boast the renaissance of the beautiful 1930s ballroom, which will become a 500-person capacity space for conferencing and banqueting, whilst the impressive double height main auditorium will be reinstated as a 4000-capacity live events venue.

Our vision to be a destination events venue with a unique heritage, combining this with fantastic service to curate unforgettable memories, I look forward to collaborating with our talented team and industry partners to bring the vision of this venue to life that will entertain and inspire our guests for years to come.”

Bradford Live is set to revolutionise West Yorkshire’s local entertainment scene, boasting unique and versatile event spaces, high-quality catering solutions, and a commitment to delivering unparalleled guest experiences.

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“We are so excited to welcome Darren as the General Manager for Bradford Live,” said Daniel Boulger, Head of Venue Developments at the NEC Group. “With his proven leadership and in-depth knowledge of both the industry and community, we are confident that Darren will drive the success of Bradford Live, positioning Bradford as a premier destination for exceptional entertainment.”

Lee Craven, Managing Director and Chair said: “Bradford Live welcomes Darren to this new role. He will lead what will be the most exciting live events venue in the country, run by one of the world’s best operators in The NEC Group. Bradford Live, and Bradford as a City, could not ask for more.”

The development represents a significant investment in the Bradford, contributing to its vibrant cultural landscape and providing a platform for both established and emerging talent to showcase their craft. With Bradford as the UK City of Culture for 2025, the venue will serve as a hub for creativity, entertainment, and community engagement, fostering connections and leaving a lasting impact on all who attend.

Councillor Ross Shaw added: “I’m delighted Darren has joined the NEC Group as General Manager for Bradford Live and welcome him to Team Bradford! This is a big step forward for Bradford Live and really emphasises how far we’ve come with this iconic project. I’m looking forward to working with Darren as Bradford Live moves forward and becomes part of the fabric of the city centre for many years to come.”

The venue’s grand opening is scheduled for Spring/Summer 2024, and anticipation is already building within the community. For more information, please visit [www.necgroup.co.uk](http://www.necgroup.co.uk).