



# **Staging outdoor events at Queen Elizabeth Olympic Park**

## **Application guidelines**

**Updated August 2016**

## Introduction

Queen Elizabeth Olympic Park is one of the most talked-about areas of London – and the largest new urban park to be built in the UK for over 100 years. As a living legacy of the London 2012 Olympic and Paralympic Games, seen by billions all around the world as part of one of the most successful Games of recent years, the Park has already transformed into one of the capital's most vibrant creative, cultural and sporting hubs.

The Park is a sensational destination for organisers and audiences of events of all types and scales. Since opening the North Park in 2013 and the South Park in 2014, we've hosted music festivals, concerts, sporting events, charity challenges, corporate away days, community celebrations, markets and more - and welcomed over four million visitors. Since the Games, we've played host to Wireless Festival, Hard Rock Calling, The Invictus Games, Sainsbury's Anniversary Games, Prudential RideLondon, and the Rugby World Cup. In 2015, the park was home to Beach East, Europe's largest urban beach, and there is a busy programme of major, national, international and community events already planned for 2016 and beyond.

Grab your chance to make use of London's most spectacular new public space. Have a look at our [brochure](#) to give you an idea of the huge range and variety of spaces and locations available, and the stunning views on offer.

The London Legacy Development Corporation is the mayoral development corporation responsible for the long-term planning, development, management and maintenance of Queen Elizabeth Olympic Park and its facilities after the London 2012 Games. We are also the organization responsible for managing the booking process for events on the Park. You can contact the events team by emailing [events@londonlegacy.co.uk](mailto:events@londonlegacy.co.uk) or call 020 3288 1800.

## What type of event can I apply for?

### Outdoor Events

To hold an event or activity of any type at the park, you must complete an application form, which you can find within this application pack. There are a variety of spaces from small to large scale in Queen Elizabeth Olympic Park, licences for events up to 30,000 capacity, with broad paths suitable for runs and walks.

We welcome applications for events of all sorts, including

- Arts and cultural
- Charitable and not-for-profit
- Commercial and brand-led activity
- Community
- Private
- Sporting
- Educational

Mass participation events are programmed by invitation to tender. The last tender exercise looked at events up to and including 2018 so there are no more opportunities within this timescale. The LLDC definition of a mass participation event for this tender was over 2000 participants **and** requiring road closures. If your event does not require road closures we will be happy to consider your application.

Applications and general event enquiries should be sent to [events@londonlegacy.co.uk](mailto:events@londonlegacy.co.uk).

### **Filming and Photography**

As London's newest visitor destination and the site of some of sports most memorable moments, Queen Elizabeth Olympic Park is a popular destination for filming and photographic shoots.

We welcome enquiries to film, take photos or record audio within the parklands and will attempt to accommodate requests where possible. However, anyone wishing to film or photograph the Park needs to obtain permission by emailing [film@queenelizabetholympicpark.co.uk](mailto:film@queenelizabetholympicpark.co.uk) or calling +44 (0)20 3288 8891.

All filming and photographic enquiries will be dealt with on an individual basis and require at least 10 working days' notice. While we will endeavor to accommodate as many requests as possible, approval of filming and photography enquiries is subject to the Park's existing events schedule. Fees may apply for use of the Park. Separate Filming & Photography guidelines can be found [here<add hyperlink>](#).

Note: **News crews** wishing to film at the Park will need to apply for a news filming permit by emailing [press@queenelizabetholympicpark.co.uk](mailto:press@queenelizabetholympicpark.co.uk) or calling +44 (0)20 3734 9010.

### **Picnics**

Queen Elizabeth Olympic Park is a wonderful space to enjoy with friends and family. You are very welcome to picnic here, and we aim to ensure that all our visitors enjoy their time at the Park.

The Park and venues are often very busy during the summer months, with a huge programme of events and activities, as well as people enjoying the playgrounds and Parkland, so it's always good to check our website for details of what's happening when and where, and for details of closures of outdoor spaces, paths, roads or venues.

The best areas for picnics are the north areas of the Park and the South Park Lawn. We do encourage people with picnics of 10 or more to go to these areas as there is more space. In order that all our visitors can enjoy the Fountains, the South Park Plaza and the Beach, we encourage you to picnic away from these areas.

If you want to hold a bigger picnic of more than 30 people, reserve a separate area, put up structures, host a small event, or would like to book an area of the Park, you must contact the Events team to discuss locations, terms and conditions. More info and guidelines can be found at <http://queenelizabetholympicpark.co.uk/guidance-note-for-picnics-on-queen-elizabeth-olympic-park>

### **Indoor Events**

The transformed former Olympic venues now have individual operators who run them. Events and activities within the venues on the Park are managed by these individual operators and their details are at the end of this document. LLDC will pass across booking requests to the applicable operator at the London Stadium, London Aquatics Centre, ArcelorMittal Orbit & Podium Café, Copper Box Arena, Timber Lodge, HereEast, Lee Valley Velopark and Lee Valley Hockey & Tennis Centre.

## Where on Queen Elizabeth Olympic Park can I apply to hold an event?

This information is correct as of September 2016, but please note that the Park is in a state of transformation until 2020, so all information and availability is subject to change:

- The north of the Park - including the Hopkins' Field, Alfred's Meadow, North Park Crescent – 10,000 sqm (location guide [here](#))
- The north areas of the park
- South Park Lawn – 25,000s sqm (location guide [here](#))
- South Park – including Mandeville Place, Carpenter's Lock, the South Park Plaza, the outdoor Event Rooms and Sun Lawn, which are all suitable for smaller events
- The waterways

The open green spaces on the banks of the River Lea is home to our two northern event lawns, framed by the Copper Box Arena, Here East, and Lee Valley VeloPark. Hopkin's Field is large and flat – perfect for concerts, runs and event villages. At the edges it tapers into species-rich meadow, landscaped banks and a small paddlesports hub. Alfred's Meadow is a natural amphitheatre in a secluded, tranquil setting. With a backdrop of the river, wetlands and waterglades, Olympic Rings, iconic venues, and a sunset behind the London skyline, the north of the Park really is the Great Outdoors.

At the heart of the Park, next to the Stadium, with an elevated view across the entire Park and London skyline Mandeville Place is a vast thoroughfare with interesting planting and bags of room. It looks over Carpenters Lock, an amphitheatre straddling old lock where the park's three waterways.

London Stadium 185 manages and operates the London Stadium at Queen Elizabeth Olympic Park and the photogenic South Park Lawn and Stratford Waterfront. The backdrop of the Stadium and London Aquatics Centre and proximity to Stratford stations make these the ideal venues for musical, mass participation and corporate events.

Please refer to our [Outdoor Events Brochure](#) for more information and images.

## When can I hold an event?

The park is open to the public 24 hours a day, 7 days a week, every day of the year. You will find events at the park taking place every week throughout the year, and every day in the summer months. Many events are booked many months – and often, years – in advance, so available dates for speculative enquiries can be limited. We are currently taking bookings through December 2017.

You can apply at any time, and you will be contacted by a member of the events team within 10 working days.

Events require a certain amount of time to plan, depending on scale and complexity. As a rule of thumb, we require the following minimum lead-in times for prospective events:

- Events under 1000: 6 weeks
- Events 1000-4999: 8-10 weeks
- Events 5000-10,000: 3 months
- Events 10,000+: 4-6 months

## **How are applications for events assessed?**

In order to deliver on the ambition of a broad ranging, varied and inspirational programme, LLDC will assess applications on the below criteria. Our ambition is to ensure that events on the Park deliver on the vision of an inspiring, creative and welcoming Park, which embodies and celebrates the diversity and energy of London and its communities. The programming and choice of events that take place on the Park is therefore key to achieving this.

As the Park transforms with the development of its neighbourhoods and residential communities, the LLDC will update these guidelines to reflect the changing Park. We aim for a programme as diverse as the community of which the Park is a part. Your event should reach out to local residents, Londoners, visitors to the Capital and, Approval will not be given to any activity which the LLDC considers may be prejudicial to the Park's interest or endanger public safety.

All applications will be assessed by the following criteria:

- **Is the event suitable for the Park?**
  - Is the event open to all, despite the purpose of the event, encouraging social and community cohesion, diversity and inclusion?
  - Is the event distinctive, creative and a quality experience that varies the content of the Park?
  - Is the event in line with the Park's brand values – vibrant and imaginative, inviting and inspiring?
  - Will the event create local, regional, national or international interest?
  - Is the time, place and condition of the Park conducive to the holding of the event?
  - Is there enough time to plan the event?
  - Is the event likely to clash with another, or unduly restrict the use of the Park by the public?
  - How does the event and the cumulative impact of events on the Park affect local communities and businesses?
  - How will the event generate visitors to the Park?
  - Will the event generate revenue?
    - Is it ticketed? If so, is there a fair ticket price structure?
    - Are the ticket prices reasonable?

- **How does the event assist in meeting our Priority Themes?**
  - Benefitting local residents and encouraging community participation
    - Queen Elizabeth Olympic Park should be fully accessible for local people. This means ensuring that local residents are involved in how the Park develops; that economic opportunities are accessible to local people, businesses and social enterprises; and that sporting, cultural and leisure facilities and events in the Park can be used and enjoyed by local people at all income levels.
  - Championing equalities and inclusion
    - Will the event be inclusive, accessible and participatory? We have produced a simple guide that we expect all event organisers to work with and deliver against, in terms of meeting the requirements of deaf and disabled customers. This guide is available [here](#).
  - Ensuring high quality design
    - Architectural, urban and landscape design will be essential elements for creating a place that is engaging, safe, usable and beautiful, and which creates and maintains value over the long term. We would expect events to meet these same high standards.
  - Ensuring environmental sustainability
    - Is the event sustainable? Check out our simple [guide](#) which outlines the event organiser responsibilities towards sustainability.
  
- **Does the event organiser have the experience and capability to deliver the event?**
  - Has the event organiser successfully previously held events of a similar scale and type?
  - Will the event be safe and secure?
  - Is the event organiser able to meet the conditions of any relevant Park licences?
  - Is the event organiser financially sound, with the capability to deliver the event?
  - Are the proposed management arrangements satisfactory?
  - Will the event minimise temporary disruption and any lasting physical impact?

LLDC will review your application against these criteria to decide the suitability of the event for the Park. As a primary objective is to ensure a varied programme the LLDC will actively look at a variety of content and therefore it is unlikely that several events of the same type will be given permission in a close time period.

Subject to its obligations under the Freedom of Information Act 2000, LLDC will maintain the confidentiality of applications as many events may be commercially confidential in nature.

## **How much does it cost to put on an outdoor event on Queen Elizabeth Olympic Park?**

### **Fees**

We have a comprehensive rate card for determining fees for events and this can be downloaded [here <update link>](#). However, all fees will be discussed and agreed on a case-by-case basis.

Events in the Park will be subject the following charges:

- Event fee
- Bond – this money is held in case any damage occurs to the Park as a result of your event. If there is no damage to the Park or no remedial work is required after your event the money will be returned to you in full. For larger events, the bond may also be used to cover wear and tear to the Park
- Any services or utilities provided or work carried out to facilitate your event
- Compensation to any service or facility impacted by your event.

Once a date is confirmed and a fee agreed the contract and 25% of the overall fee must be signed and received within 28 days. Full payment is required in advance of delivery of all events on the park. All organisations are finance checked and examples and references from previous events may be requested.

## How do I apply to put on an event?

### Application form – what information is required

Once you have read these guidelines, you should be ready to complete our application form. The application form has been designed to give us the information we need to assess your proposal it is important that you include as much details as possible for each section of the form.

## Other useful key information

Safety is paramount at events. Everyone organising or running an event of any kind has a legal duty of care to their employees, contractors and members of the public. We require that a named person takes responsibility for the proposed event and this individual will be the point of contact for the safe planning and execution of the event.

Recommended reading: [Health & Safety Executive website events guidance](#)

All event organisers will be expected to provide evidence that you hold the appropriate level of public liability insurance for the proposed event.

LLDC hold the licences for regulated entertainment for the majority of the spaces and venues within the Park. These should cover the events taking place in the Park, but we will let you know if you are required to apply for a licence. Our licences have a number of conditions on them to which you must adhere in delivering your event. We will let you have a copy of these conditions on approval of your event application.

There may be other licences and permissions that you need to consider in order to deliver your event. LLDC can advise on what these may be once we have a good understanding of the nature of your event. These may need to be applied for through the relevant local authority for the space your event is taking place in.

You will need to coordinate consultation with local stakeholders and businesses that may be effected by events in the Park. Other organisations that you may need to consult include local authorities, Metropolitan Police, London Fire Brigade, London Ambulance Service, Transport for London and we can help with facilitating this, if your application is successful.

If you have any queries please contact the team on the details below;

## Next steps

1. Once an application has been received it is assessed by the Events & Programming team.
2. If deemed necessary, you will be contacted by a member of the team to discuss your application and fees. If the event seems it may be appropriate, we may meet you to further discuss the event.
3. If your event is approved, a Quotation Letter will be issued outlining the basic event details, payment schedule, documentation required before your event takes place and the next steps in the planning process.
4. If your event does not meet our criteria for holding events, you will be sent a Rejection Letter. A rejection will not affect your right to submit alternative applications.
5. Once your event has been approved you will be assigned an Event Manager as your point of contact. You will have to sign the LLDC hire agreement.
6. Under no circumstances should you publicise your event as taking place at Queen Elizabeth Olympic Park until you have signed a contract with LLDC or the venue operator, and made a deposit payment.

## Contact Details

### OUTDOOR EVENTS AND FILMING

#### Events Team for Queen Elizabeth Olympic Park

London Legacy Development Corporation  
Level 10, 1 Stratford Place  
Montfichet Road  
London, E20 1EJ

[events@londonlegacy.co.uk](mailto:events@londonlegacy.co.uk)

0203 288 1800

#### Filming & Photography

[film@queenelizabetholympicpark.co.uk](mailto:film@queenelizabetholympicpark.co.uk)

0203 288 1800

### QUEEN ELIZABETH OLYMPIC PARK VENUES

Venue	Operator	Contact
London Stadium	London Stadium 185	<a href="mailto:eventenquiries@londonstadium185.com">eventenquiries@londonstadium185.com</a>
ArcelorMittal Orbit & the Podium	Engie	Retail & Events Catering Manager <a href="mailto:kathryn.clements@arcelormittalorbit.com">kathryn.clements@arcelormittalorbit.com</a> ; ArcelorMittal Orbit Event Sales Executive <a href="mailto:amy.spargo@arcelormittalorbit.com">amy.spargo@arcelormittalorbit.com</a> ; ArcelorMittal Orbit Event Sales Executive <a href="mailto:zoe.mandement@engie.com">zoe.mandement@engie.com</a>
Copper Box Arena	GLL	<a href="mailto:copperboxarena@gll.org">copperboxarena@gll.org</a>
London Aquatics Centre	GLL	<a href="mailto:legacy.venues@gll.org">legacy.venues@gll.org</a>
Lee Valley VeloPark including the Velodrome and Lee Valley Hockey & Tennis Centre	Lee Valley Regional Park Authority	<a href="mailto:events@leevalleypark.org.uk">events@leevalleypark.org.uk</a>



Timber Lodge	Camden Society	Kaliopi Carras – General Manager <a href="mailto:Kaliopi.carras@unitykitchen.co.uk">Kaliopi.carras@unitykitchen.co.uk</a>
HereEast	HereEast	Lucy Bawden - Events & Creative Programme Manager <a href="mailto:lucy.bawden@hereeast.com">lucy.bawden@hereeast.com</a>