



Guidelines for Holding Events

Queen Elizabeth Olympic Park

1. General Guidance for Holding Events at Queen Elizabeth Olympic Park

1.1 Introduction

The purpose of this document is to act as a guide for those undertaking planning an event or brand activation in Queen Elizabeth Olympic Park (QEOP).

Any further advice can be provided by contacting the LLDC Events and Filming Team referred to in this document as the Event Team

1.2 About Queen Elizabeth Olympic Park

QEOP 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 is transforming east London into one of the capital's most vibrant hotspots.

The London Legacy Development Corporation (LLDC) 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 the organization responsible for managing the booking process for all events and brand activations which take place in the park.

2. What type of event can I apply for?

2.1 Outdoor Events

To hold an event or activity of any type in the park you must complete an application form, which you can find within this application pack. There are a variety of licensed spaces from small to medium scale, with broad paths suitable for runs and walks.

We welcome applications for all types of events, including:

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

2.2 Mass Participation Events

Mass Participation events are considered on an application basis and those that need to close roads must have at least 2,000-person attendance.

2.3 Runs/Walks

Taking into consideration the ongoing construction works, and to ensure that we are hosting a diverse range of events and supporting our growing community of residents, businesses and regular park users, we are happy to consider runs/walks of distances of 5k, 10k or shorter or with imaginative themes.

2.4 Brand Activations

The Park is a great location for brand activations to capture the perfect shot against the backdrop of iconic venues from the Games. Bring brands to life to engage consumers with exciting experientials or demonstrations that work well in the event rooms or other areas of the South and North Park. Please contact the events team by emailing events@londonlegacy.co.uk.

2.5 Filming and Photography

We welcome enquiries for filming, photography and or audio recording. For more information please see our dedicated filming guidelines which can be found [here](#), or contact film@londonlegacy.co.uk.

2.6 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.

Please see our guidelines on picnics [here](#) for more information.

2.7 Indoor Events

All the **indoor venues** within the park are managed or owned by separate operators. Enquiries received directly by the LLDC will be passed on to the relevant venue, or a full list of contact details can be found at the end of this document. The Park venues are:

- ArcelorMittal Orbit
- Copper Box Arena
- Here East
- Lee Valley VeloPark
- Lee Valley Hockey and Tennis Centre
- London Aquatics Centre
- London College of Fashion (UAL)
- Riverside East
- Sadler's Wells East
- The London Stadium at QEOP
- The waterways – the team will advise which are managed by LLDC or Canal & River Trust
- Timber Lodge
- University College of London East (UCLE)

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

All information and availability is subject to change. The following event spaces are available.

3.1 North Park

- Hopkins' Field
 - Due to ongoing development, available spaces change year on year. Please contact the events team for more information.
- Alfred's Meadow
 - Alfred's Meadow is a natural amphitheater in a secluded, tranquil setting. With a backdrop of the river, wetlands and water glades, Olympic Rings, iconic venues, and a sunset behind the London skyline, the north of the park really is the Great Outdoors.
- Other Spaces
 - The open green spaces on the banks of the River Lea are , framed by the Copper Box Arena, Here East, and Lee Valley Velo Park.

3.2 South Park

- Stratford Walk (suitable for brand activations)
- Carpenter's Lock (suitable for community events, outdoor cinema, brand activations)
- South Park Plaza (includes the event rooms – suitable for smaller events, brand activations)
- The Waterways (operated by the Canal and River Trust)
- Mandeville Place (Centre of the Park with great view of East Bank and Stadium – great for Brand Activations)

4. 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. Many events are booked months – and often, years – in advance, so available dates for speculative enquiries can be limited.

The park programme is closely linked with the London Stadium. Football fixtures, Mass Participation Concerts and Sporting Events must be given consideration when agreeing dates.

You can apply at any time, and you will be contacted by a member of the events team within 3 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 between 1000 - 4999: 8 - 10 Weeks
- Events between 5000 - 9999: 3 Months
- Events of 10,000+: 4 – 6 Months

5. How are applications for events assessed?

Our ambition is to ensure events in the park are inspiring, creative and welcoming. This embodies and celebrates the diversity and energy of London and its communities.

These guidelines are reviewed annually with the last review as of March 2025.
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Where appropriate, your event should reach out to residents, Londoners and visitors to the Capital. 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 residents and encouraging community participation:**
 - Queen Elizabeth Olympic Park should be fully accessible for local people. This means ensuring that 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 equality 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 customers with a disability. A copy can be found alongside this document in the [hire pack](#).
 - **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?
 - See our simple [hire pack guide](#) which outlines the event organiser's 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 the relevant Park

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Premises licenses?

- 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?

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.

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

6.1 Fees

We have a comprehensive rate card for determining fees for events, which can be downloaded from this hire pack. However, all fees will be discussed and agreed on a case-by-case basis.

Events in the Park will be subject to the following charges:

- Event fee for hire of space.
- Reinstatement bond – this money is held in case any damage occurs to the park from your event.
 - If there is no damage or remedial work required after the event, the money will be returned in.
 - With larger events, the bond may also be used to cover wear and tear to the park.
- A fee for services or utilities provided or work carried out to facilitate the event.
- Compensation to any service or facility impacted by the event.

Once a date is confirmed and a fee agreed, a contract will be issued. This must be signed and returned. Full payment is required no later than 28 days before the event date and must be shown as cleared funds in our accounts. All organisations are finance checked and examples and references from previous events may be requested.

7. 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 an application form.
- The 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.

8. Other useful key information

Health and Safety

- Safety is paramount at events. Event organisers and organisations have a legal duty of care to their employees, contractors and members of the public.
- We require a named individual to take responsibility for the 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](#)

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- Event organisers will be expected to provide evidence that they hold the appropriate level of public liability insurance that covers the event in its entirety. LLDC requires a minimum coverage of £5 million in public liability insurance.
- LLDC hold the Premises Licenses for regulated entertainment across the park.
 - The Licences should cover the proposed activities, but we will inform you know if you are required to apply for any additional licences.
 - Our Premise Licenses have conditions on them to which you must adhere when delivering your event. You will receive a copy on approval of your event application.
- There may be other permissions that you need to consider. LLDC can advise further on this once we have a good understanding of the event. These may need to be applied for through the relevant local authority for the space your event is taking place in such as the London Borough of Hackney, The London Borough of Newham or The London Borough of Tower Hamlets. You will need to consult local stakeholders and businesses that may be affected by your event. Other organisations that you may need to consult include local authorities, Metropolitan Police, London Fire Brigade, London Ambulance Service and Transport for London; we can help facilitate this.

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

9. Next steps:

1. Once an application has been received it is assessed by the Events team.
2. If necessary, you will be contacted by a member of the team to discuss your application and fees. We will carry out a site visit with you if appropriate to discuss the event in more detail.
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 explaining why. 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 and pay a 25% deposit.
6. Under no circumstances can events be advertised as taking place at Queen Elizabeth Olympic Park until you have signed a contract with LLDC or the venue operator and paid a deposit.

QUEEN ELIZABETH OLYMPIC PARK VENUES

Venue	Operator	Contact
Copper Box Arena	GLL	copperboxarena@gll.org
Hackney Bridge	Hackney Bridge	events@hackneybridge.org
Here East	Here East	events@hereeast.com
Lee Valley Hockey and Tennis	Lee Valley	info@leevalleyfilmoffice.co.uk
Lee Valley Velo Park	GLL	LVVeloparkEvents@GLL.ORG
London Aquatics Centre	Everyone Active	londonaquaticscentreevents@everyoneactive.com
London Stadium	London Stadium	eventenquiries@londonstadium185.com
Riverside East	Peppermint	hello@riverside-east.co.uk
Timber Lodge	Five Star Caterers	Events@fivestarcaterers.co.uk
University College London East	University College London East	ucleast@ucl.ac.uk

Please contact events@londonlegacy.co.uk for introductions to any other venues that are not on this list.