



Guidelines for Holding Events

Queen Elizabeth Olympic Park

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 five million visitors. Since the Games, we've played host to UK Black Pride, Major League Baseball activations, Run Through regular series of 5k/10k runs, High Performance London Half Marathon & 10K, Supernova and a programme of commercial activations and corporate away days.

There is a busy programme of major, national, international and community events already planned for the next couple of years. It is advised to apply in good time as peak dates are in high demand.

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. We are also the organisation responsible for managing the booking process for events on the Park. You can contact the events team by emailing events@londonlegacy.co.uk.

What type of event can I apply for?

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 licenced spaces from small to large scale, the largest capacity being up to 10,000 (Hopkins Fields only), 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

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.

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.

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 to discuss your ideas.

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 for filming, photography or audio recording within the parklands, and will attempt to accommodate requests where possible. Anyone wishing to film or photograph the Park needs to obtain permission by emailing film@londonlegacy.co.uk.

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

Note: **News crews** wishing to film at the Park will need to apply for permission by emailing press@queenelizabetholympicpark.co.uk.

Unit Base

The Park is also a great location for unit bases. Our Multi-Storey Car Park is within close proximity to the A12. Northwall Road is a private road closed to traffic that runs adjacent to the A12. In addition to these, there are other suitable locations for large unit bases subject to availability. Please contact the filming team for further information by emailing film@londonlegacy.co.uk.

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.

We do encourage people with picnics of 10 or more to go to north area of the Park as there is more space. In order that all our visitors can enjoy the Fountains and the southern areas of the park, we encourage you to picnic away from these areas.

If you want to hold a bigger picnic of more than 60 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: events@londonlegacy.co.uk. For any activity which would restrict access to other Park users, you must gain permission from the Events team first.

For general picnicking – here are our guidance notes.

- Please take your litter home with you or use the bins provided.
- No gazebos, tents, large parasols or umbrellas or any other structures. You are not allowed to stake equipment into the Park without a permit.
- If hosting a charity picnic, you will need permission. You will not be allowed to collect or solicit for money or display branding or banners without formal approval.
- Likewise no corporate or commercial advertising, banners or flyering is permitted. If this is a staff picnic you are not allowed to display any corporate banners.
- No cooking, barbeques or fires on Queen Elizabeth Olympic Park.
- Responsible drinking you may bring alcoholic drinks to the Park, but they should only be for you or your guests. You may not sell alcohol on the Park and we do not tolerate alcohol related anti-social behaviour.
- Please use plastic. Broken glass is a hazard to public and wildlife alike.
- Smoking – We don't restrict smoking on the Park, but please be mindful of others enjoyment of the open spaces and take your rubbish with you
- Playing ball games – please read byelaws and play sports activities in the more open spaces. Please also check out our website for the variety of sporting activity you can engage with as part of the Active People Active Park programme.
- Playing music – please be considerate of other Park users.
- Balloons - If you are bringing balloons into the Park, please do not release them as they are a hazard to wildlife. Mass balloon releases are not permitted in the Park.

Indoor Events

The transformed former Olympic venues 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, Here East, Lee Valley Velo Park and Lee Valley Hockey & Tennis Centre.

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.

North Park

- Hopkins' Field
- Alfred's Meadow

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)
- Sun Lawn (adjacent to the ArcelorMittal Orbit – suitable for smaller events)
- 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)

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 Velo Park. Hopkins' Field has been used for concerts, runs and event villages. As of Autumn 2023, one side of Hopkins Field will be available for similar usage on a case-by-case basis. The other side is undergoing development for residential housing. At the edges, it tapers into species-rich meadow, landscaped banks and a small paddle sports hub.

Alfreds Meadow is a natural amphitheater 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.

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

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 - 10,000: 3 Months
- Events of 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 construction of its neighborhoods 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 of. Your event should reach out to local 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 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 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 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 timeframe.

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, 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 return with 25% deposit of the overall fee within 28 days. Full payment is required no later than 28 days before the event date. 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 an application form. It 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.

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](#)

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 hold the licences for regulated entertainment for most of the spaces and venues on 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 conditions on them to which you must adhere to when delivering your event. You will receive a copy on approval of your event application.

There may be other licences and 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.

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.

Contact Details

OUTDOOR EVENTS AND FILMING

events@londonlegacy.co.uk

Events Team for Queen Elizabeth Olympic Park

Level 9, 5 Endeavour Square

Stratford London E20 1JN

Filming, Photography and Unit Base

film@londonlegacy.co.uk

QUEEN ELIZABETH OLYMPIC PARK VENUES

Venue	Operator	Contact
Copper Box Arena	GLL	copperboxarena@gll.org
Here East	Here East	events@hereeast.com
Lee Valley Hockey and Tennis	GLL	info@leevalleyfilmoffice.co.uk
Lee Valley Velo Park		LVVeloParkEvents@GLL.ORG
London Aquatics Centre	Everyone Active	londonaquaticscentrevents@everyoneactive.com
London Stadium	London Stadium	eventenquiries@londonstadium185.com
University College London East	University College London East	ucleast@ucl.ac.uk

Please contact events@londonlegacy.co.uk for introductions to the team at the Podium, ArcelorMittal Orbit, London College of Fashion, Sadler's Wells, Timber Lodge and other contacts not stated in the above list. Some venues are under refurbishment or construction, and we can advise accordingly.

These guidelines are reviewed annually with the last review as of January 2024.

events@londonlegacy.co.uk