

GLL appoint OVG to provide elevated food and drink at London's Copper Box Arena

3 September, London: GLL, the charitable social enterprise and worker-owned cooperative that operates Copper Box Arena, has partnered with Oak View Group (OVG), a global leader in venue development and management, to deliver all food and beverage operations at London's third largest arena and one of the most versatile in the country.

From 29 August, when GORILLAZ returned triumphantly to the capital with 4 sold out shows, OVG has introduced an elevated food and drink experience at Copper Box Arena, delivering a tailored hospitality offering and reimagining the fan experience. OVG ensured over 6,500 fans each night were well fed and watered, with fast-pour beer pumps and a street food scene to complement the experience.

OVG has quickly built a reputation for transforming the traditional approach to food and drink provision at live entertainment venues, including at the UK's largest arena Co-op Live, the Etihad Stadium in Manchester, and at St Mary's for Southampton F.C.

OVG is proud to partner with GLL to enhance the arena's hospitality, supporting efforts to attract an even wider range of events to the venue, and build on the legacy it established as the home of handball during the 2012 Olympic Games.

The partnership with GLL means OVG is overseeing all food and beverage operations within the venue, including general concessions, VIP lounges, suites, and bespoke dining experiences. It will also see the introduction of new food and drink concepts, investment into kiosks and mobile units that create a smoother experience for fans.

OVG is also partnered with multiple iconic UK venues and sports clubs to deliver venue services including Aston Villa, Wembley Stadium, Anfield Stadium, and Murrayfield Stadium, following a proven model established at leading U.S. venues like Chaifetz Arena, Citizens Bank Park, and the Cotton Bowl.

Rebecca Kane Burton, Executive Vice President at Oak View Group, commented: "OVG are thrilled that GLL chose us to partner with them to elevate the offering at the iconic Copper Box Arena. Over the autumn we will invest nearly a million pounds in the facilities which will enable us to bring premium catering experiences to Copper Box Arena for the first time as well as vastly improving the concession options. GORILLAZ demonstrated just what a great venue London has in Copper Box Arena. A true Olympic legacy."

Daniel Le Grange, Head of Events at GLL, which operates Copper Box Arena, said: "We're delighted to have partnered with OVG to deliver a new level of fan experience at Copper Box Arena. As one of London's most versatile venues, it's vital we continue to evolve what we offer and this partnership will help us ensure every visitor enjoys a world-class experience. The success of the recent GORILLAZ shows highlights the huge potential of Copper Box Arena and we're excited for what's to come."

GLL has managed the Copper Box Arena on behalf of the LLDC (Queen Elizabeth Olympic Park) for over a decade, establishing the venue as a premier destination

for both sporting and non-sporting international events, attracting more than 400,000 visitors annually.

Winner of a bronze award for Most Versatile Venue at the Conference & Events Awards 2024, it has hosted major competitions including boxing, netball, basketball, tennis (Billie Jean King Cup, Ultimate Tennis Showdown) and high-profile esports (*League of Legends*, *Rocket League*). The Arena has also staged flagship launches and events for Bauer Media, Mace Awards, GT7, Fiat 500X and H&M, with more major events ahead such as the Ultimate Tennis Showdown and the World Table Tennis Championships.

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About Oak View Group (OVG)

Oak View Group (OVG) is the global leader in live experience venue development, management, premium hospitality services, and 360-degree solutions for a collection of world-class owned venues and a client roster of arenas, stadiums, convention centers, music festivals, performing arts centers, and cultural institutions. Founded in 2015, OVG is the leading developer of major new venues either open or under development across four continents. Visit OakViewGroup.com, and follow OVG on [Facebook](#), [Instagram](#), [LinkedIn](#), and [X](#).

About GLL

GLL is a not-for-profit social enterprise committed to providing affordable leisure, fitness, and cultural activities to communities across the UK. Operating under the brand "Better," GLL manages over 240 leisure centres, libraries, and community services in partnership with local councils and organisations. GLL's mission is to improve lives through accessible and high-quality sports and leisure services, reinvesting its profits to further its social objectives.