

The collage consists of 15 individual images arranged in a grid-like fashion. The images depict various aspects of the 'The North Bar' branding and interior design. Key elements include: a man in a striped shirt, a bar sign reading 'ALCOHOL', a beer glass, a bar sign reading 'THIS MUST BE THE PLACE', a bar sign reading 'NORTH BAR', a large crowd of people, a bar sign reading 'BRING ON THE NIGHT', a bar sign reading 'BIENVENIDO SALUT WELKOM WILKOMEN BENVENUTA WELCOME IASHAWO BUREGASHI BUREGASHI', a bar sign reading 'PROPOSED BRANDING', a bar sign reading 'BAR', and a bar sign reading 'BRING ON THE NIGHT'.

Once mapped out, BUILT can deliver design and implementation from concept to operational delivery. Its

expert project managers look after every aspect of stakeholder relations and operations, from large-scale mobilisations to smaller projects. This is best illustrated with the complete transformation of the first floor of Newbury Racecourse's Berkshire Stand which creates tiered experiences within one space

Levy has an eye for emerging tech and innovation enablers and its network of cutting-edge tech specialists continually strive to improve the guest experience, through efficiencies, innovation, or both. Many of these connections are exclusive partnerships and entrepreneurial start-ups.

BUILT also offers an integrated team of experienced marketers and creative minds to help clients bring brand visions and developments to life. A continuous deep dive into data trends also ensures venue specific opportunities are maximised all-year round. BUILT by Levy is underpinned by business excellence expertise to drive venue teams and create a positive culture across all Levy sites.

The collaboration with design and build specialists, Benchmark, was an obvious choice and the perfect partner for the exciting full-service F&B experience solution, BUILT by Levy. Formed in 2008, Benchmark has worked closely with not only Levy, but other Compass Group UK & Ireland divisions, delivering beautiful and functional projects. Over this time, Levy UK+I has developed a trusted partnership with MD, Stephen Jefferies and his management team, who will continue to lead the business long-term.

Rak Kalidas, MD of BUILT by Levy says of the launch: "Our clients have seen us as much more than just a caterer for many years. Understanding and improving the experience is what we do. Our consumer first strategies and game-changing experiences, maximise fan wants with commercial needs.

"By bringing these complementary components and expertise under the BUILT by Levy banner, we can now offer sports and entertainment venues the ability to work with a single partner which innovates in technology, design, brand, and user experience. Our aim is to deliver unforgettable experiences, with increased customer satisfaction, solving solutions utilising state-of-the-art data and insight."

Benchmark MD, Stephen Jefferies comments: "Benchmark is at the forefront of an ever-changing interior design industry, so we're really thrilled to be part of BUILT by Levy, another forward-thinking business. We can't wait to transform more sports and entertainment venues, delivering award-winning facilities for Levy customers to enjoy."