

Levy UK+I Launches 'BUILT by Levy'

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[Levy UK+I](#) launches 'BUILT by Levy' and Strengthens Partnership with Design and Build Specialists, Benchmark

Sports and entertainment experience giant, Levy UK + Ireland, is launching BUILT by Levy - a multi-disciplined service solution that gives venues the advantage of experts under one umbrella to reimagine food and drink spaces. BUILT by Levy's expertise has been strengthened further with the formation of a new joint venture with long-term design and build associates, [Benchmark](#).

Levy UK+I team up with some of the most iconic sports and events venues in the UK. BUILT by Levy is a unique proposition which brings together expertise in every area necessary to craft the ultimate customer experience. Multi-disciplinary components include consultancy, project deployment, tech solutions, brand vision and development, design, build, data insight and analytics reporting.

BUILT by Levy creates two new positions which will see current Levy UK+I Commercial Director, Rak Kalidas, head up the division as MD; and Michail Fragkiadakis, who will take up the role of Creative + Technology Director. Over the last nine years, Rak has been instrumental in the fan experience revolution, resulting in breakthroughs including: [the first frictionless kiosk in Europe at Leicester City Football Club](#) (August 2022); and was part of a team which collaborated with National Theatre and KERB to reinvent the iconic venue to appeal to a wider audience through its food and drink offer and introduction of delicious and authentic street food.

Levy has become an authority in mapping the consumer experience within premium hospitality but has also engineered big change on the concourses for match-going fans, delegates, and gig-goers. Using marketing analysis, consumer insight and data to fully understand what drives unforgettable experiences in every area of a venue.

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."