

# Edgbaston Stadium and Levy UK + Ireland Announce Historic Long-Term Partnership Extension

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Edgbaston Stadium and [Levy](#), the visionary venue partner and market-leading sports and entertainment provider, are proud to announce a landmark long-term extension of their successful Joint Venture.

This renewal represents the longest contract ever signed by Levy UK + Ireland, marking a significant milestone in a partnership dedicated to world-class matchday experiences, community-led growth, and elite culinary standards.

The partnership extension comes at a pivotal time as the Edgbaston Masterplan continues its momentum into phase three. With the demolition of older stands paving the way for a new world-class stand, Radisson RED hotel, and expanded concourses, the Joint Venture will play a critical role in the stadium's transformation. This redevelopment is central to the shared aim of using sport to drive positive change, creating long-term employment opportunities for local people and bringing diverse communities together to deliver regional economic growth.

A cornerstone of this social mission is Xcelerate with Edgbaston. To date, this dedicated hospitality skills and training hub has seen over five and a half thousand people pass through its doors and hosted training and development for the local community leading to long lasting careers in the wider hospitality sector.

Another key focus of the extension is the continued elevation of the stadium's food culture. This will be led by the Levy team at Edgbaston, whose elite kitchen talent took the top prize for Chef Team of the Year at the prestigious Stadium Events & Hospitality Awards. This recognition underscores the dedication to

delivering restaurant-quality dining at scale, prioritising local sourcing and sustainable-first ingredients.

Jon Davies, CEO of Levy, commented: “We are delighted to extend our stay at Edgbaston through our established Joint Venture. This is a close and trusted working partnership built on a shared ambition to be the best in the business, and it is a proud moment for us to sign the longest contract in the history of Levy UK + Ireland.

“Moving forward, we are focused on working together to maximise community involvement and building on the incredible impact of Xcelerate with Edgbaston. Our teams are hungry for continued innovation, and we look forward to continuing to showcase high culinary standards, underpinned by our award-winning chef teams. As the Edgbaston Masterplan comes to life, we are committed to ensuring this venue remains at the heart of the community, driving employment and excellence for years to come.”

Craig Flindall, Strategy Director at Edgbaston, said: “We’re pleased to continue our partnership with Levy, as we strive to provide our guests with a first-class hospitality and matchday experience. Through signing the contract extension, we’re also continuing to facilitate the next generation of talent through the “Xcelerate with Edgbaston” training facility – maximising local community involvement and assisting with regional economic growth.

“With the next stage of our stadium Masterplan well underway, we’re excited to be able to deliver our new hotel, redeveloped stands, and enhanced spectator facilities in time for the Men’s Ashes in summer 2027.”

This extension follows the announcement of the [UK-first automated cup return system at the stadium](#). This initiative further demonstrates the partners’ shared dedication to using cutting-edge innovation to enhance fan experience while significantly reducing single-use plastic waste.