



UK



## British Grand Prix Silverstone

### Case Study

The British Grand Prix is one of the best-loved and most iconic races in the calendar of the FIA Formula One World Championship, and attracts more than 300,000 visitors. GL events began its relationship with Silverstone Circuit in 1950,

when it supplied six beer tents to the British Grand Prix. For many years since, we have provided premium temporary hospitality suites at the three-day event.

In recent years, as part of our extended partnership deal with Silverstone, GL events has supplied more than 60 temporary structures every year which, together, span more than 17,000sqm.

Our structures include the three main hospitality areas built for Silverstone itself – Stowe, Silverstone Six and Club Silverstone, a VIP Club, and premium Drivers' Lounge. A further highlight is The British Racing Drivers Club's bespoke multi-storey temporary structure, which offers panoramic views from its covered spectator balcony. Throughout the site, GL events supplies a wide range of general admission catering and bar areas, administrative facilities, drivers' changing areas and media centres.

Our structures, along with expansive decked viewing terraces, are installed around Silverstone's busy year-round schedule of events. Provision of scaffolding bases across the site, as well as large loading platforms for the kitchens and toilets at Silverstone Six, allows GL events greater control over its high standards of quality event delivery.





*"We decided to use a double deck marquee at the British Grand Prix in order to maximise wet weather protection and improve viewing of the race. The result was a fantastic structure, which exceed my expectations and greatly enhanced our members' day. I was very impressed by the quality of the structure and the speed of the build, not to mention the dramatic positive effect it had upon everyone's enjoyment of the race."* Stuart Pringle, Club Secretary of the BRDC

*"We have enjoyed a long working relationship with GL events who are consistent in offering us the standard of service we require at competitive prices."* Richard Phillips, Managing Director of Silverstone Circuit

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