

est. 1985 guildprime specialist contracts
construction | fitout | manufacture

SPORTS CASE STUDY: WESTVIEW CONCOURSE

DETAILS

Project: Westview Concourse
Location: Stamford Bridge, Fulham
Duration: 19 weeks
Value: £4.4M
Client: Chelsea FC

OVERVIEW

At the height of the pandemic, Guildprime was tasked with the complete refurbishment of Chelsea FC's flagship premier stand. This space now offers some of the most impressive seats in the stadium, with panoramic views across London.

OBJECTIVE

To improve the matchday experience of fans by providing a host of state-of-the-art new facilities, increasing the available floorspace and bringing natural light in to the area. The creation of two new 360 degree bars to provide faster service, and four destinations within a dedicated food hall to provide a high quality menu. The top floor consolidated into one large area with panoramic windows, with a capacity of up to 1000. The stand also made fully accessible with a new wheelchair-accessible platform.

WORKS INCLUDED

- Strip out existing lounges, concessions, bars, toilets and back of house areas
- Upgrade six existing staircases serving to level 5 with varying levels of finish
- Creation of a new wheelchair platform
- Create and install two 360-degree island bars (North and South), as well as a central food emporium
- Installation of modernised seating areas
- New finishes including graphic treatment and bespoke wayfinding signage
- Renewed services and lighting throughout the Upper Stand

Guildprime Specialist Contracts Ltd
info@guildprime.com
+44 (0)1277 637888
www.guildprime.com

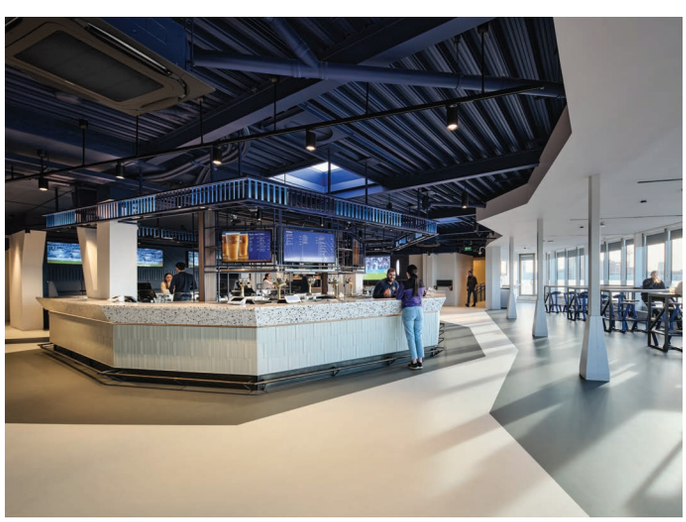
est. 1985
guildprime
specialist contracts
construction | fitout | manufacture

Guildprime Specialist Contracts,
Unit 1 Guildprime Business Centre, Southend Road
Great Burstead, Essex, CM11 2PZ

CASE STUDY GALLERY



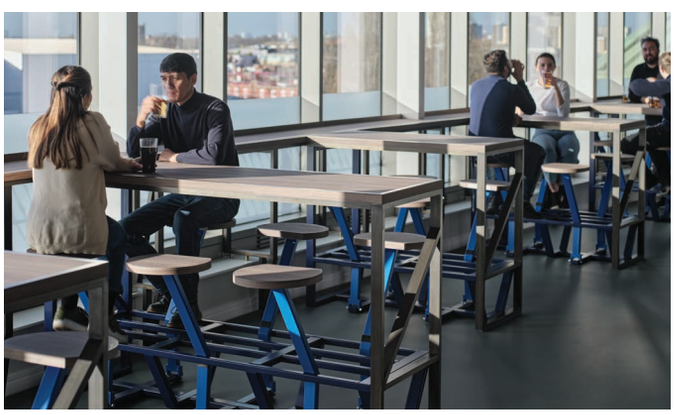
As a testament to the quality of our work, **Guildprime** was shortlisted as a finalist for the **2022 London Construction Awards** for **"Contractor of the Year"** and **"Fit Out Project of the Year"** for our outstanding work delivered at the **Westview Concourse**.





Guildprime Specialist Contracts,
Unit 1 Guildprime Business Centre, Southend Road
Great Burstead, Essex, CM11 2PZ





What the architect said

"The project has received fantastic feedback from the fans so far. The project was a pleasure to carry out and its success has been deeply rewarding."

Debbie Power, Associate Director, KSS Architects

THE CHALLENGES

- Overcoming the technicalities of merging two small hospitality restaurants with an upper concourse area into one single wide open plan space.
- Working during the pandemic delayed the procurement of materials due to the wide-spread disruption of supply chains across the construction sector.

THE SOLUTION

Despite widespread supply chain disruption during the pandemic, Guildprime mitigated delays through proactive procurement and agile project management.

Through strategic planning, technical expertise and a resilient supply chain approach, Guildprime successfully delivered a complex refurbishment within one of the UK's most high-profile sporting venues during an unprecedented period of disruption.

CONCLUSION

Despite the extra challenges caused by the pandemic, the finished project was a huge success, enhancing the guest journey from initial arrival onwards, and the refurbishment has been hailed a triumph by enthusiastic club supporters.

THE COMPANY

Guildprime is a high-end construction and fit-out contractor that has been delivering quality projects, from it's base in Essex, since 1985. With a focus on quality, innovation and meticulous attention to detail, the company manages complex projects from conception to completion.

Office Address:
Unit 1 Guildprime Business Centre,
Southend Road, Great Burstead,
Essex, CM11 2PZ