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SPORTS CASE STUDY: TERRACE VIEW, ASTON VILLA

DETAILS

Project: Terrace View, Aston Villa FC
Location: Aston, Birmingham
Duration: 13 weeks
Value: £3.3M
Client: Aston Villa FC

OVERVIEW

Guildprime Specialist Contracts was awarded the prestigious opportunity to undertake this impressive hospitality suite located in the heart of the Holte End at Aston Villa Football Club.

OBJECTIVE

To redevelop the hospitality facilities within the Holte End stand, providing an enhanced matchday experience for Aston Villa fans with extended access, exclusive outdoor terraces available before, during and after matches, new bars and kiosks with self-service food and drink ordering, enhanced Wi-Fi connectivity and HD screens showing match highlights.

WORKS INCLUDED

- Demolition of the existing hospitality facilities, masonry walls, creating openings in existing facade
- Strip-out of all floor finishes, wall finishes, partitioning, services, WCs, catering equipment and bars
- Decoration including vinyl wall graphics, signage and wayfinding
- Installation of brise-soleil sun-shading devices
- Full mechanical, plumbing, and electrical works
- Tiered Seating arrangements
- Wheelchair platform and balustrade

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CASE STUDY GALLERY



The Terrace View won **'Best Concourse Activation Project'** at the **'Stadium Business Awards 2023'**.





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What the client said

"We have created a great experience for the fans, which is a real testament to the team involved."

James Lamb - Head of Estates Development, AVFC

THE CHALLENGES

- The accelerated programme was a challenge in order to complete the project in time for the start of the new season with no disruption to fans.
- Works were delivered within an existing stand containing systems supporting adjacent concourses which had to be left undisturbed.

THE SOLUTION

Guildprime delivered the project through meticulous pre-construction planning and efficient resource allocation. Working within an existing stand, the team carefully coordinated all activities to protect and maintain the integrity of live systems, ensuring they remained fully operational throughout. Close collaboration with engineers and stakeholders, combined with a disciplined on-site approach ensured the works were completed ahead of the new season with zero disruption to fans.

CONCLUSION

The completed Terrace View has transformed the Holte End hospitality experience, providing extended access, new bars and kiosks, varied seating and HD screens within one of football's most recognisable stands. Delivered within a demanding 13-week programme, the project demonstrates Guildprime's ability to deliver complex stadium refurbishment works within a live sporting environment.

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.

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