



RETAIL STORE REFURBISHMENT 2016

MANCHESTER CITY FOOTBALL CLUB



City Build have recently completed their 2nd substantial refurbishment project of the Manchester City's Retail Store at the Etihad Stadium in the past five years. This challenging 6-week project was delivered in partnership with the Football Club and their clothing provider Nike over the recent close season. The project brief was to significantly alter and refurbish the existing store and 1st floor ticket offices prior to the new kit launch for 2016 / 2017 season to increase selling space and match day foot traffic capacity.

Market Sectors:

- Office
- Commercial
- Industrial
- Residential
- Educational
- Healthcare
- Leisure
- Retail
- Public Sector

The alterations on the ground floor involved the removal of bulky electronic display walls and the relocation of the stores changing room facility's creating a larger open plan layout.



On the 1st floor the existing store room was reduced in size and the considerable existing customer toilet facilities removed completely to provide an additional storage facility all of which increased the sales floor area by some 30%.

An exciting part of the store redevelopment project was to develop a new home for the Club's popular Stadium Tour, which the Club wanted to integrate with the new look Store. The new tour now starts on the 1st floor and finishes on the ground floor of the store. CityBuild constructed the new Tour Space within the recently vacated sales office space at the rear of the building. The existing tour space including the trophy cabinets, display boards and interactive media content was dismantled from within the main stadium and re-erected within the store. In addition, new graphics and soft finishes were introduced to improve the space whilst telling the story of the club's history from inception upto date.

Client:	Manchester City Football Club
Architect:	INK Associates Ltd
Structural Engineer:	N/A
Quantity Surveyor:	N/A
Value:	£136,000.00