



Loftus Road Stadium

In response to QPR's "Secure R Future" document, which set out the football club's view that there was no opportunity to suitably improve its stadium at Loftus Road we collaborated (speculatively) with Michael Drain Architects (MDA) throughout summer 2019 to undertake a feasibility study and explore what could be provided within the tight site.

Using existing studies which had been undertaken by MDA while the club was under its former ownership as a starting point, calfordseaden provided project management, surveying, cost consultancy; structural, M&E and party wall, rights to light and sunlight & daylight services, while MDA developed its design proposals with some surprising results:

The study identified the potential for an increase in capacity between 30% and 50%, more than doubling the existing concourse area and tripling the existing hospitality provision, supported by 500 car parking spaces. A more detailed summary is as follows:

- An increased capacity of 23,700 (scheme 1) potentially rising to over 28,000 (scheme 2).
- All new and replacement seats being provided to modern day space standards.
- The replacement of the existing roof to all four stands.
- The rationalisation of supporter distribution and the relocation of the family stand.
- Over double the area of concourse provision, which improves circulation and affords opportunity for bars and restaurants.
- Triple the linear frontage of concourse serving areas, improving the speed of service and vending potential.
- The rationalisation of the main stand entrances and circulation area, including the expansion of the player entrance, changing and treatment rooms.
- The relocation, expansion and improvement of the club shop.
- The relocation and modernisation of the on-site staff offices.
- The potential to provide a players and members spa.
- 1,500 - 2,500 hospitality covers which could provide:
 - Large conference halls doubling up as restaurants for match-day hospitality.
 - Smaller conference rooms to provide additional restaurants, lounges and bars for match day use.
 - 26 executive boxes at 25m² and 12 executive boxes at 54m².
 - The provision of a roof terrace bar.
- Improved vertical movement between floors.
- The provision of larger, modern catering kitchens to support the vast increase in hospitality covers.
- An allowance for the replacement of the M&E installations in support of the increased facilities and stadium expansion.
- A new and improved facade to the north and west elevations, with feature lighting and media advertising potential.
- The provision of on-site renewable energy technologies.

We provided a project programme and our cost team identified that the project could be delivered for a construction cost in the order of £75m - £93m depending upon which options were implemented.

We further explored the potential for safe standing / rail seating in the stadium outside of our main study.