



# Sports & Stadia

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## PROJECTS PORTFOLIO



# SPORTS & STADIA

Tricon Foodservice Consultants has built a reputation over the last 40 years for creating some of the most inspiring and successful arena and stadia hospitality operations. Every project we undertake is unique; we understand the intricacies and nuances of the market's particular demands and aspirations; our creative thinking and analytical approach provides the stimulus and cohesion that links the allotted space to the people, food and bottom line. We understand how the operational requirements change from a concert to, say, a football game and the challenges of adapting venues to the requirements for international competitions, such as the World Cup™.

# FC BARCELONA NOU CAMP STADIUM

Tricon collaborated on the project Futur Camp Nou in the FC Barcelona Espai Barça project, as Food & Beverage Consultant. We advised on the development of the strategy for hospitality services and those to general admissions, then developed the designs in Revit and in a BIM environment.

The Espai Barça is the transformation project of all the facilities that FC Barcelona has in the district of Les Corts in Barcelona and the Johan Cruyff Stadium in the Joan Gamper Training facilities in Sant Joan Despí. The project will give value to a real estate treasure of more than 35 hectares, 19.4 in the centre of Barcelona and 16.2 in the Ciutat Esportiva, 8.5 km away from the Camp Nou.

Beyond the buildings and architectural projects, the Espai Barça will be a welcoming Campus for all members, fans and visitors.



-  Client  
FC Barcelona
-  Location  
Barcelona, Spain
-  Capacity  
99,354

# EVERTON FOOTBALL CLUB



Everton Football Club plans to build a new stadium at Bramley-Moore Dock on the bank of the River Mersey. The historic dock-site in North Liverpool has been semi-derelict and its regeneration is regarded as a gateway to the city.

Tricon is working alongside Pattern Design, under Everton's contractor Laing O'Rourke, to develop and refine

the designs for catering facilities at the new stadium, having previously worked alongside the Club on designs ahead of its successful public consultation.

The stadium's F&B facilities will include several hospitality lounges, varied concessions and a 'home-end' destination. The stunning brick, steel and glass stadium design takes its

inspiration from the historic maritime and warehouse buildings nearby.

Everton has received widespread support for its plans from local residents, business leaders as well as local and national politicians. The Club's stadium development is expected to have a transformational impact on the Liverpool City Region and the Northern Powerhouse by delivering a £1bn boost to the economy, creating up to 15,000 jobs, attracting 1.4m visitors annually and generating £237m of societal value.



-  Client  
Everton Football Club/  
Liverpool Council
-  Location  
Liverpool, UK
-  Capacity  
52,888

# 2022 FIFA WORLD CUP QATAR™

Tricon worked on the designs for six of the eight 2022 FIFA World Cup Qatar™ stadiums. All projects have been delivered in BIM and Revit.

## RAS ABU ABOUTD STADIUM

This stadium will be the world's first 40,000-seat demountable stadium. It will provide a FIFA/Supreme Committee compliant stadium for the 2022 FIFA World Cup Qatar™ and then can be fully demounted to be donated to a nation lacking such facilities. The design uses shipping containers to house the main components - all sited within a steel framework. Tricon's scope covers waste management strategy, food & beverage strategy and kitchen design. A significant challenge was adapting the design strategy for kitchens and concessions to work within a standard shipping container with its restrictions in width and height, plus creating demountability through keeping fixed elements off the joins between containers.

## AL RAYYAN

The new 40,000-seat stadium will be a venue for the 2022 FIFA World Cup Qatar™. Following the Tournament, the stadium will reduce its capacity to 21,000 and will become the new home of the Al Rayyan Sports Club. Tricon



was part of the initial design team alongside Pattern Design and Ramboll, developing the designs of concessions and all kitchen and hospitality support areas. Tricon continued then with the construction team, which was awarded the stadium on a design & build basis.

## AL THUMAMA STADIUM

The new 40,000-seat stadium will be a venue for the 2022 FIFA World Cup Qatar™. Following the Tournament, the stadium will reduce to a capacity of 21,000 and will become the new home for two of Qatar's football teams as well as housing a hotel, office and training facilities for the two clubs and an Aspetar Clinic. Tricon's scope covered waste management strategy, food & beverage strategy and kitchen design. Tricon was a part of the initial team with FIA (in Spain) and AEB (in Doha) developing the design strategy and then was appointed by Heerim Architects (from South Korea) to work with the JV team in delivering under a design & build contract.

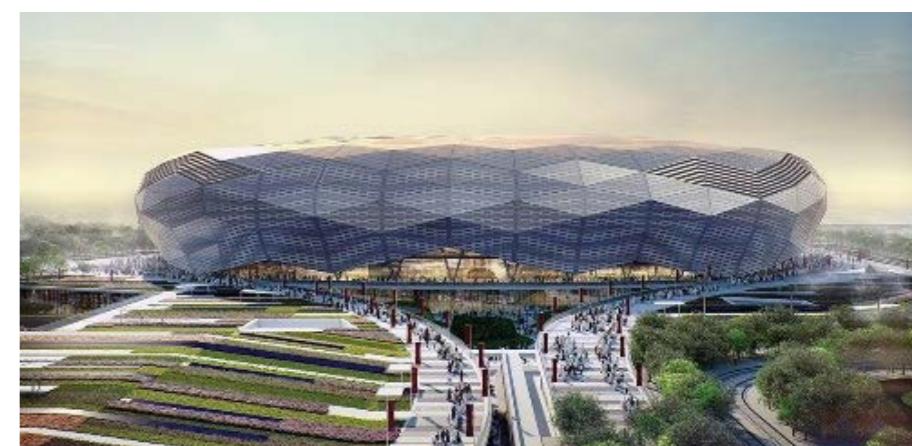


## AL JANOUB

Following the 2022 FIFA World Cup Qatar™, this iconic 40,000-seat stadium will reduce to around 20,000 capacity and accommodate the Al Wakrah Sports Club. On non-match days, the facilities will serve as a social hub for residents and visitors. Tricon has been part of a design team with Zaha Hadid and AECOM, developing the designs of all kitchen and hospitality support areas. The stadium has opened already and accommodated its first events.

## LUSAIL STADIUM

Possibly the most impressive of the eight, this 95,000-seat stadium will host the opening ceremony, certain group games, the semi-finals and the final. After the 2022 FIFA World Cup Qatar™ the stadium will be converted to accommodate three schools as well as two clinics in its Legacy mode. Tricon's scope covers the waste management strategy, food & beverage strategy and kitchen design. Tricon worked with Foster + Partners in developing the initial design strategy, then with the KEO team in Doha and latterly with Aurecon under the JV constructing the stadium. The stadium will be the centrepiece of the Lusail district during the Tournament.



## QATAR FOUNDATION STADIUM

This 40,000-seat stadium for the 2022 FIFA World Cup Qatar™ will, in its Legacy mode, become the stadium for Education City - which accommodates the campuses for several universities in Doha. Tricon's scope with Pattern

**Client**  
AEB, AECOM, Aurecon, FIA, Foster + Partners, KEO, Pattern Design

**Location**  
Qatar

**Capacity**  
V40,000 - 95,000 in Tournament, reducing in Legacy.

Design covered the waste management strategy, food & beverage strategy and kitchen design. The stadium has been completed and is the first of the stadia for the 2022 FIFA World Cup Qatar™ to achieve a four-stars rating for sustainability under GSAS.



# BRENTFORD FOOTBALL CLUB

The state of the art, 17,250 seat community stadium was part of a bigger development that plays an important role in the wider regeneration of the local area. With the stadium at its heart, the site houses 910 new homes, a public square with retail and hospitality outlets and a new purpose-built campus for the Brentford FC Community Sports Trust. The stadium will also be home to London Irish RFC.

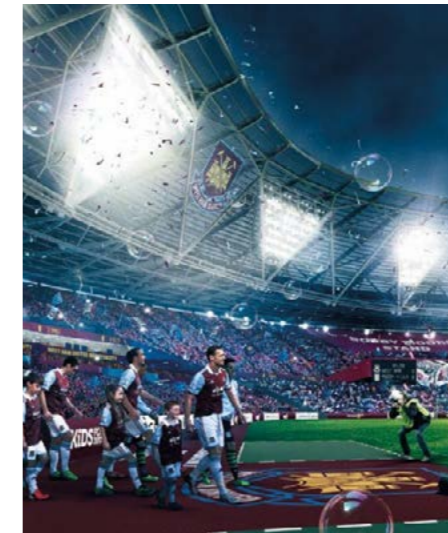
With the Club's ambitions to deliver a Premier League ready facility and a campus that can provide community activities 365 days a year, the food & beverage strategy for the stadium needed to meet the needs of this multi-purpose site.

Tricon worked with AFL Architects to develop the initial F&B strategy for the stadium and then progressed the detailed designs for its onsite kitchens. This included supporting five hospitality lounges, a premium GA bar and varied concessions. From the off-set the design process at Brentford proved extremely tricky. The physical site is triangular in shape, and that needed to house a stadium as well as wider regeneration facilities! This made the external footprint very constrained and space was always at a premium. Partly to alleviate this, the catering facilities at the stadium were unusual in that the main onsite kitchen had been designed as a receiving kitchen, to be supported by an offsite commissary.



-  Client  
Brentford FC Community Sports Trust
-  Location  
London, UK
-  Capacity  
17,500

# LONDON STADIUM



Post Olympic Games of 2012, Tricon was appointed by the London Legacy Development Corporation (LLDC) to develop the Food and Beverage Operational Design Brief for the planned conversion of the Olympic Stadium to the new Legacy Stadium (The stadium). Initially this involved assisting the LLDC to review specifically the catering strategy and associated business plan for the Stadium, which had been developed by PWC. We put forward a series of recommendations and enhancements for the future hospitality services that considered the multiple modes of operation the Stadium was planned to accommodate. Whilst West Ham were going to be the principal tenant, we also consulted with the British Athletics Association to understand their needs.

Ongoing, Tricon worked and supported LLDC in their consultations with West Ham to develop a more detailed understanding of their future requirements for the hospitality packages within the Stadium and calculated the matchday hospitality and F&B concessions revenue. We then provided specific advice to LLDC and Populous in the design of the hospitality and concession areas to accommodate and support the above.



-  Client  
London Legacy Development Corporation
-  Location  
London, UK
-  Capacity  
54,000

# MANCHESTER UNITED FOOTBALL CLUB



Tricon has a long-standing relationship with the Club and has been involved in the detailed planning of a number of the Club's facilities. This includes the creation of the new directors' and VIP restaurants together with all the relevant support areas, as well as the Quadrant

development which involved creating new foodservice facilities supported by four production kitchens and two finishing kitchens. Full detailed design support was provided on all of Tricon's projects for the Club.

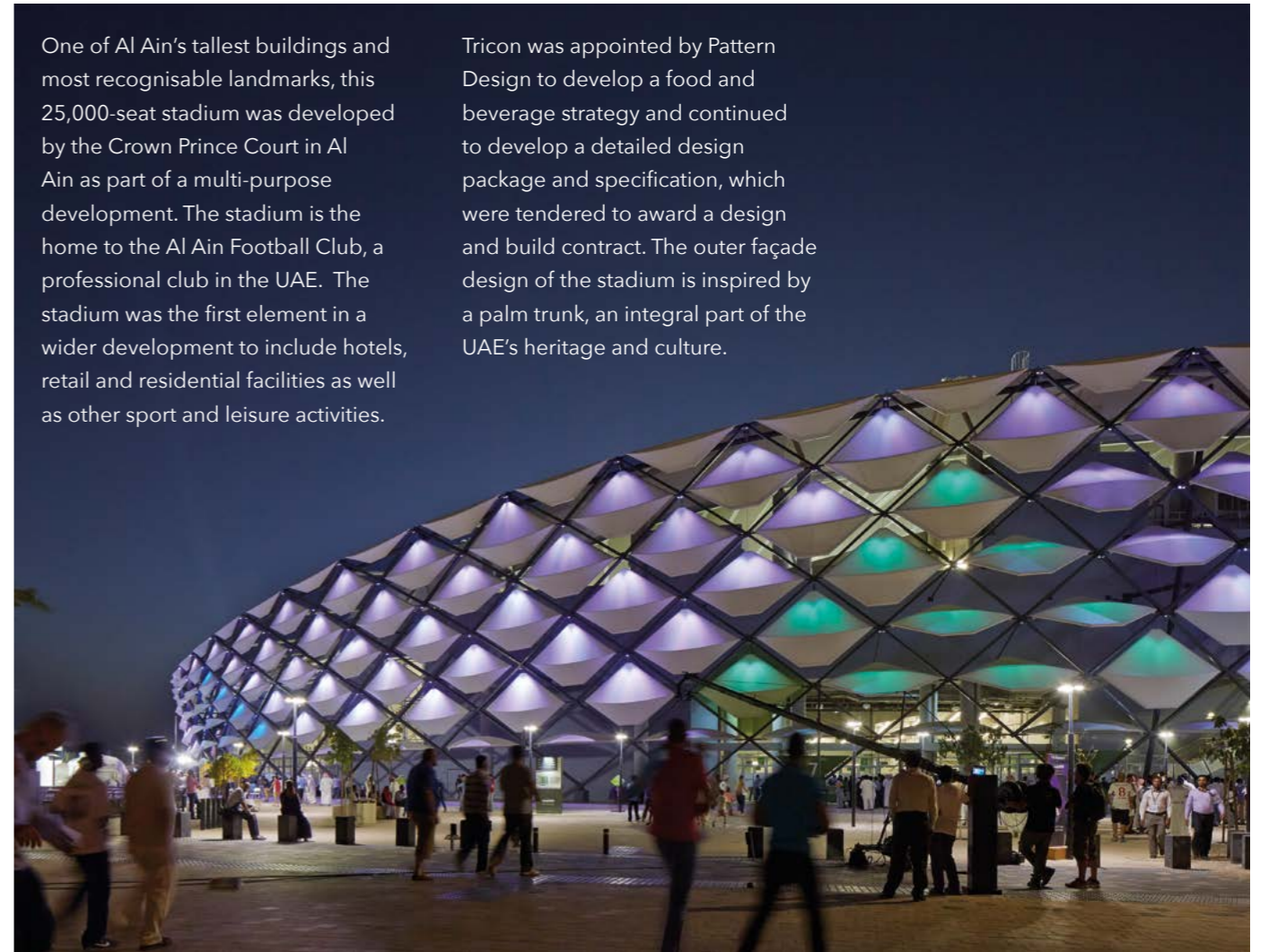
-  **Client**  
Manchester United Football Club
-  **Location**  
Manchester, UK
-  **Capacity**  
77,000



# HAZZA BIN ZAYED STADIUM, ALAIN

One of Al Ain's tallest buildings and most recognisable landmarks, this 25,000-seat stadium was developed by the Crown Prince Court in Al Ain as part of a multi-purpose development. The stadium is the home to the Al Ain Football Club, a professional club in the UAE. The stadium was the first element in a wider development to include hotels, retail and residential facilities as well as other sport and leisure activities.


Tricon was appointed by Pattern Design to develop a food and beverage strategy and continued to develop a detailed design package and specification, which were tendered to award a design and build contract. The outer façade design of the stadium is inspired by a palm trunk, an integral part of the UAE's heritage and culture.



-  **Client**  
Pattern Design
-  **Location**  
Al Ain, UAE
-  **Capacity**  
25,000

# WEMBLEY STADIUM

For two-and-a-half years Tricon provided project management services to Wembley Stadium, overseeing the fit-out and equipping of the catering areas throughout the stadium. Tricon also provided advice to Wembley National Stadium Ltd on the financial potential of the catering and hospitality operations, informing its negotiations with Delaware North, and on the operation of hospitality in the boxes. Tricon's role was as an expert advisor directly to Wembley National Stadium Ltd, assisting them in finding the best food and beverage solution for the stadium.

-  **Client**  
Wembley National Stadium Ltd
-  **Location**  
London, UK
-  **Capacity**  
90,000





# ASCOT RACECOURSE



The multi-million-pound catering contract at Ascot's world-famous racecourse, encompasses race days as well as their non-race day conference and banqueting activities. Royal Ascot alone welcomes over 300,000 visitors who are served more than 50,000 bottles of champagne across the annual five-day meeting attended by the Queen.

Tricon developed the contracting strategy for Ascot. With the sheer scale of the operations and the wide breadth of offers available at Ascot, our independent assessment concluded that no single operator could deliver the exceptionally high standards expected at Ascot.

As the lead consultant and link between bidders and the Ascot team, Tricon then led the tendering process for the catering contract, preparing tender documentation, including an initial prospectus. Key tasks involved facilitating initial briefing sessions, mid-bid interviews, reference site visits and final presentations.

-  **Client**  
Ascot Racecourse
-  **Location**  
Berkshire, UK
-  **Capacity**  
70,000



# CURRAGH RACECOURSE



Home to Ireland's Five Classics and steeped in history and tradition, Curragh Racecourse is a premier flat racing venue located in the heart of Kildare, Ireland. Tricon was appointed to provide full design for the new grand stand at the racecourse which houses a main production kitchen that services the fast food outlets, café bar and the on-floor regeneration kitchens adjoining the hospitality areas. The new facilities are intended to compete with some of the best in the world bringing regeneration to the area and racecourse.



-  Client  
The Turf Club Ltd
-  Location  
County Kildare, Ireland
-  Capacity  
30,000





# JOCKEY CLUB RACECOURSES



Tricon was appointed by the UK's largest racecourse group, Jockey Club Racecourses ('JCR') to work with Peter Webber Associates in developing a foodservice strategy for the fifteen racecourses it manages in the UK. We worked subsequently with JCR in the re-tender of nine of the racecourse contracts and in the preparation of detailed service level agreements to ensure that its objectives would be realised in the future. This resulted in a new joint venture structure and multi-million-pound investment in the facilities.



-  Client  
Jockey Club Racecourse
-  Location  
London, UK
-  Capacity  
15 Racecourses







# EPSOM DOWNS RACECOURSE



Whilst Epsom Downs has only a few days of racing in a year, event business and concerts are a major source of income. The new stand at Epsom Downs Racecourse houses a main production kitchen that services the fast food outlets, café bar and on-floor regeneration kitchens adjoining the hospitality areas. The hospitality provision is extensive and can accommodate up to 700 people across 14 rooms with the largest suite being able to host 200 guests. Tricon was appointed to provide full design and construction support.

-  **Client**  
Epsom Downs Racecourse
-  **Location**  
Surrey, UK
-  **Capacity**  
11,000



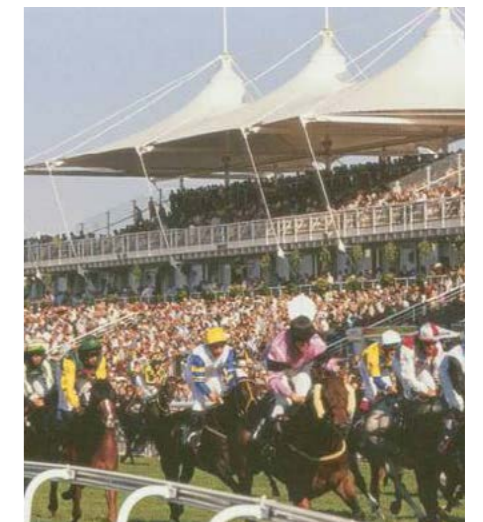
# GOODWOOD ESTATE

Steeped in British history, the Goodwood Estate has been home to horse racing for over 200 years and motor racing since 1993. Tricon has been involved with the Goodwood Estate since 1995 and during this time has advised on a range of foodservice issues. Tricon's first project was to review the banqueting operation within the House to establish whether it could be contracted out. Tricon's involvement extended then to developing a foodservice strategy, and plans for monitoring foodservice standards at the

racecourse, for The Festival of Speed and Goodwood Revival.

When the golf course was enlarged, Tricon provided specialist design services for the new restaurant to be open to members and the general public. Recently, Tricon assisted the Goodwood Estate with tendering of all the foodservice activities which resulted in a single contract and an international operator which made a multi-million pound investment in the facilities.

-  **Client**  
Goodwood Estate
-  **Location**  
West Sussex, UK
-  **Capacity**  
100,000 for events





# EDGBASTON CRICKET GROUND

As part of the proposed development of a new Pavilion stand, Warwickshire County Cricket Club appointed Tricon to conduct a market feasibility study to establish the market potential for hospitality, conference and banqueting facilities. The project involved research into the current and future market trends within the West Midlands area, formulation of the optimum mix of type

and size for new spaces and financial projections for the use of the facilities as multi-functional space for both cricket and non-cricket activities. Tricon then was selected to work with the architects to provide both design and construction support. Facilities include main production kitchen, members' restaurant, hospitality areas, media facilities and concessions.

The development is due for completion in June 2011.

-  **Client**  
Warwickshire Cricket Club
-  **Location**  
Birmingham, UK
-  **Capacity**  
7,500



# THE OVAL CRICKET GROUND

Tricon was responsible for reviewing the architect's plans for the new stadium with regard to optimising revenue income and maximising efficient use of space. Tricon developed the plans for food & beverage areas to a schematic level of design. All of the facilities at the Kia Oval boast pitch facing views and include packages inclusive of food and drinks. There are up to 3,500 hospitality spaces available across private dining restaurants, executive boxes, shared lounges and terraces.



-  **Client**  
The KIA Oval
-  **Location**  
Surrey, UK
-  **Capacity**  
23,500

# LORDS CRICKET GROUND

As part of a ground-wide review Tricon carried out a business case review study of the existing catering operations with the focus on how the MCC's catering team could best improve the quality and variety of stand catering to increase uptake and revenue earning potential. This culminated in the recommendation for redeveloping the stands' kitchen infrastructure and identifying new methods of food production and delivery. In turn, this business case review was used to substantiate a significant investment. On approval of the funding a full project team was assembled involving Michael Hopkins & Partners Architects, who as original designer of the stand was aware of the sensitive nature of how to treat the structure. Tricon was employed by the MCC as kitchen designer and worked closely with Hopkins in the detail of the design.

Facilities onsite included VIP hospitality plus a la carte and buffet dining areas, champagne bars and a roasted sandwich bar.



Had the business case study not been carried out, the MCC's operating committee would never have signed off the development funding and even after only two key events the stand experienced significantly higher food and beverage revenue spends and the new kitchen designs are bringing improved labour efficiencies and costs.

-  **Client**  
Lord's Cricket Ground
-  **Location**  
St John's Wood, London
-  **Capacity**  
30,000



# DOHA ASIAN GAMES



Tricon was engaged to assist with developing the foodservice and contracting strategies for the games' services. The first of these was the Athletes' Village where we developed a foodservice strategy in terms of menu structure, service delivery and contracting of the services. We created a matrix of projected demand from opening, through to lock down and build up as well as Games time and decommissioning. Our input continued

with the hospitality services for the temporary accommodation for Games' family, officials and broadcast, requiring a foodservice overlay in a number of buildings and the specification for the temporary dining facility in the Athletes' Village. The Athletes' dining facility had a capacity in excess of 20,000 meals per day, including meeting dietary requirement of competitors. These frameworks were used then by Games Services to extend into other areas of

smaller contracts. We were involved with developing a contracting strategy and specifications for the Games' cleaning and waste management contracts, including all venues and accommodation, outside competition areas such as The Bay of Doha, a section of the desert and other temporary facilities.



-  **Client**  
Doha Asian Games Organising Committee
-  **Location**  
Doha, UAE
-  **Capacity**  
Various



# GABALA FOOTBALL CLUB



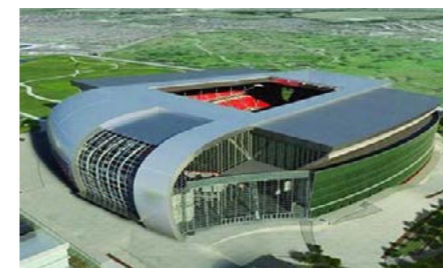
Tricon was employed to design facilities for the new stadium, incorporating a hotel and a new training academy. We were employed to develop the catering strategy, including schematic design of all the facilities. Following this, we developed the detailed design and prepared drawings and specifications for inclusion within the tender package documents.

Facilities included main production kitchen, media facilities, hotel services area, support kitchens and concessions.

-  **Client**  
Gabala Football Club
-  **Location**  
Gabala, Azerbaijan
-  **Capacity**  
12,500



# ANFIELD STADIUM LIVERPOOL FOOTBALL CLUB



The reconstruction of the Anfield Stadium marked a milestone in the regeneration of the area, with a capacity of almost 60,000 the stadium is one of the largest in the UK. Tricon was appointed to develop a foodservice strategy for the stadium. This included financial revenue modelling and initial spatial and logistics planning. Tricon was subsequently employed to work as part of the design team to prepare a scheme design for planning submissions. We developed initially a business plan to identify the potential revenue the catering outlets could generate, followed by development of the scheme design for all catering areas to support the planning application.



-  **Client**  
Liverpool Football Club
-  **Location**  
Liverpool, UK
-  **Capacity**  
60,000





# CLIENT LIST SPORTS&STADIA

## **ATHLETICS**

Baku Gymnastics Stadium

## **CRICKET**

Edgbaston Cricket Ground

The Oval

Lord's

## **EQUESTRIAN**

Curragh Racecourse

Epsom Downs Racecourse

Goodwood Racecourse

Great Leigh's Racecourse

Jockey Club Racecourses

Leopardstown Racecourse

York Racecourse

## **FOOTBALL**

Arsenal FC

Birmingham City FC

Bretford FC

Everton FC

FC Barcelona

Fulham FC

Gabala FC

Liverpool FC

Manchester United FC

Southend FC

Stade De France

West Ham United FC

## **GAMES**

Doha Asian Games

Dubai Sports City

Manchester Commonwealth Games

2022 FIFA World Cup Qatar™

## **GOLF**

Goodwood Estate

Victory Heights Golf Club

## **MOTORSPORT**

Goodwood Festival of Speed

Goodwood Revival Meeting

Mercedes F1

Renault F1

## **MULTI STADIUMS**

Al Ain Stadium

City of Salford Stadium

Khalifa National Stadium

London Arena

Wembley Stadium

# HOW WE WORK



## BUILDING THE BUSINESS CASE

Our management and design consultants guide, inform and advise on all strategic and operational issues.



- Market & Economy
- Feasibility
- Concept Development
- Base Build Assessment
- Operational Review
- Financial Modelling
- Options Appraisal
- Business Planning



## CREATING THE PHYSICAL ENVIRONMENT

Our design consultants interpret the client brief with creative designs and in depth technical expertise.

- Block Planning
- Flow & Logistics Planning
- Concept Design
- Scheme Design
- Detailed Design
- Sustainability Study
- Construction Supervision

**Tricon** is able to deliver a comprehensive range of food and beverage, kitchen, laundry and waste management consultancy services. From initial strategic planning and financial modelling to concept development and detailed design we can support our clients and projects from concept to completion.

In all aspects of our work we attempt to be objective and innovative with the design solutions that we provide. Our designers are some of the most experienced and creative individuals in the food and beverage industry as we look to constantly evolve and develop foodservice design within the marketplace.

## IMPLEMENTING CHANGE

Through a team approach we bring the vision to life.

- Implementation Planning
- Client Coaching
- Operational Manual
- Staff Training
- Performance Management
- Menu Engineering
- Operational Audit



# OUR PEOPLE

Our people are the core of our business and the best in their chosen fields, attracted to Tricon by the quality of our project work. This in turn fosters a virtuous spiral of improvement that drives the company's growth.



# OUR LOCATIONS

## LONDON OFFICE

Located on the outskirts of East London and the Essex border, our London office is ideally placed to manage and support all UK and European projects.

Tricon Foodservice Consultants Ltd  
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## DUBAI OFFICE

Located prominently on the Sheikh Zayed Road, our Dubai office operates as a hub to support our work throughout the Middle East and Africa.

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