



# Stadia and arena

# Goal keepers

## Your business comes first

Our approach is totally client focused. We apply best practice and innovation to deliver real value for money. Your success is our success.

With 20 years experience of working in the sport and leisure sector our team have an unrivalled reputation for providing professional cost and commercial management consultancy services to a global customer base.

We are currently working on some of the world's most high profile projects including England's new Wembley Stadium, the Lansdowne Road Stadium in Ireland and the New National Indoor Sports Arena and Velodrome in Scotland. Our portfolio of Clients is equally as impressive having worked with both local, national and international sporting organisations including Fulham FC (UK), FC Internazionale (Italy), Galatasaray FC (Turkey) and the City of Warsaw on their proposals for a new Polish National Stadium.

We were appointed by the London 2012 bid team to provide cost consultancy advice and prepare budgets for all the proposed sports venues, as well as the athletes village and 1.2 million sqft media centre as part of London's successful bid.

Our core business is to provide timely, accurate and professional stadia and arena cost consultancy advice. What makes us different is that we do this in the context of the overall business equation. Put simply

we ensure our Clients invest capital in a business efficient manner so that the end product represents an optimum solution in terms of development costs, revenue generated and the efficiency of operation.

Our sports and leisure experience is complemented by our Group's Economic Research Unit (ERU) who are one of the largest publisher of construction cost data in the world.

The Group's offices, in over 100 countries, combined with the ERU's extensive database of international construction cost data ensures that we are able to translate our specialist expertise to any sport or leisure complex in the world.

A new stadium or arena will often represent a once in a lifetime opportunity to deliver a facility that an owner, operator or community can be proud of. Short term gains can lead to long term problems. The employment of experienced professionals mitigates the risk of delivering a product that is operationally inefficient, fails to meet the aspirations of the customer and does not maximise the commercial opportunities that exist.

**Our aim... be the difference**

*"Franklin + Andrews worked closely with us from the start of the project, managing corporate budgets with tenacity and thoroughness, even where these lay outside their construction brief. Their advice on contractual matters and strategy was always logical, commercial and pragmatic. Thank you!"*  
**Head of real estate**  
**Global Leisure Company**



# What we do for you

We recognise that every project is unique and that one size does not fit all. We believe that any proposal should be based upon the sound foundation of a robust brief and business plan that have been developed to reflect the requirements of the customer and the wider opportunities that may exist (commercial and social). Only by undertaking the appropriate level of market research, and analysing the information obtained, can a Client be sure that the product being developed matches these requirements and opportunities.

With our skills and expertise we ensure that the brief and business plan are developed and co-ordinated before any significant design work is undertaken. This allows a design team to be appointed with a clear understanding of the project objectives leading to:

- A reduction in abortive work
- A design that matches a client's aspirations
- A product that reflects the end user's requirements
- A reduction in the risk of expensive changes
- An optimum business solution

## Case study 1

We successfully secured a £5.2 million grant application to the Sports Council National Lottery Unit. Working on this innovative project from the inception, we formulated a procurement route which enabled the Client to introduce a greater scope of works and enhanced quality as funding became available. With appropriate constraints in place we ensured that the Client achieved best value at all times. This 'all sports' facility is now seen as a true 'blueprint' for others to follow.

## Case study 2

As testimony to our innovative and forward thinking approach we were invited to join a team developing a £1 billion mixed use 'lifestyle' project which would deliver 4,000 new homes in the south of England. The scheme centred around the delivery of a new 1.5 km rowing lake and sports network on the 215 ha site. However, because of the location and nature of the site the infrastructure costs were having an adverse affect on the economic viability of the scheme.

We reviewed the proposals and helped develop a phasing strategy that not only increased the rate of residential and commercial sales but also had a positive impact on the infrastructure cashflow which has had a major influence on the schemes viability.

## Case study 3

The sale of drinks represented a critical part of the Stadium Business Plan and our Client needed to provide for efficient distribution and serving to ensure the greatest return was achieved from sales.

In conjunction with the design team we reviewed two options for different drinks distribution systems and assessed the financial and operational implications of each. The first option involved a localised keg system with canned drinks at points of sale which required a number of design enhancements including 'bulking up' floor slabs and increasing the capacity of lifts. The second option involved the reticulation of beer around the stadium from centrally located cool rooms with the provision of a soft drinks post mix system.

We reviewed the two options in terms of initial capital outlay and life cycle/operational costs. Whilst the second option represented a more expensive solution in terms of initial capital outlay we identified that it was a more operationally efficient system allowing faster service of drinks, maximising the sales opportunities.

The Client was able to make an informed decision on the solution to his requirement, taking into account initial capital outlay, life cycle/operational implications and revenue generation. The Client proceeded with option two.



*"Franklin + Andrews shared our dream. Through their desire to fully understand our project goals, professional application and imagination, they were a major driving force in securing a £5.2 million grant towards the final phase of the development, turning this dream into reality."*

**K Collinge, former chief executive  
Kirklees Stadium Development Limited**

## Why Franklin Sports Business?

As one of the world's leading publishers of Construction Cost Data, our ability to benchmark costs and to provide assurance that value for money is being achieved is exceptional.

Timely, accurate and professional cost advice.	Industry leaders.
Active managers of cost – not reporters of it.	A firm commitment to achieving your objectives in the timescales required.
First class track record.	Accurate advice and information to suit your business.
Unrivalled project experience.	Accountability and transparency in all that we do.
A reputation for excellence.	Highly experienced people committed to your success.
Continually striving to exceed your expectations.	Successful delivery of your projects on time and within budget.
A passion for all that we do.	Specialist advice on IT, communications and building services.
A team approach to finding innovative solutions.	Innovation and excellence.
Leading edge capability in benchmarking of capital projects and whole life costs.	

### Some of our sport and leisure clients/projects

Brighton Arena  
Bristol Arena  
British Airways  
City of Warsaw  
Coventry City FC Academy  
Everton Football Club  
FC Internazionale  
Fulham Football Club  
Galatasaray Football Club  
Galpharm Stadium  
Harlow Town Football Club  
Harlow Leisure Centre  
Lansdowne Road Stadium  
Llanelli Rugby Football Club  
London Borough of Southwark  
LOCOG  
Manchester City Football Club  
Onslow Developments  
Orion Land and Leisure Limited  
Rugby Football Union  
Scottish National Indoor Arena  
Surrey County Cricket Club  
The Football Association  
Vicenza Football Club  
Waterfront Stadium & Arena Limited  
Wembley National Stadium Limited  
York Racecourse

## Delivering optimum solutions

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