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# Proposed Improvements to the Don Rogers Stand Swindon Town Football Club

Stakeholder Consultation Document - April 2025



# Foreword

Swindon Town Football Club has long been at the heart of our community, a source of pride, passion, and shared memories for generations of supporters. The Don Rogers stand, named in honour of one of the club’s greatest ever players, is more than just a structure - it represents a legacy and a commitment to the future.

As custodians of this proud tradition, we recognise the importance of evolving alongside the needs of our supporters, the ambitions of the club, and the opportunities available for growth and innovation. This proposed development is not just about bricks and mortar - it’s about creating a space that better serves our fans, enhances matchday and non-match day experiences, and secures long-term sustainability for Swindon Town Football Club.

This public consultation invites you to be part of that journey. We welcome your thoughts, your support, and your ideas as we look to shape a brighter future for the Nigel Eady County Ground together.

# Introduction

This presentation outlines the proposed redevelopment of The Don Rogers stand at the Nigel Eady County Ground - a major step in modernising Swindon Town Football Club’s facilities and creating a more dynamic and accessible environment for supporters, players, and the wider community.

The proposal forms part of the broader vision for the long-term regeneration of the Nigel Eady County Ground, following the historic acquisition of the stadium by the club and its supporters. The redevelopment of the Don Rogers stand represents the first phase of this vision, aiming to deliver:

- Enhanced matchday experience for all supporters
- Improved seating, hospitality, and accessible facilities
- Multi-use spaces for community and commercial use
- Environmentally sustainable and future-proof infrastructure

As a key stakeholder, your input is crucial. This consultation provides an opportunity to learn more about the plans, ask questions, and offer feedback that will help guide the final design and development process. Together, we can ensure that the new Don Rogers stand honours its legacy while meeting the needs of future generations.







SMITH  
10

WRIGHT  
5



## The Don Rogers Stand

Within this longer term vision, we realise that our fans deserve to see and experience short term improvements to their match day experience and so our proposals for next year will start to deliver a significant uplift in the quality of match day facilities within the Don Rogers Stand including the following:

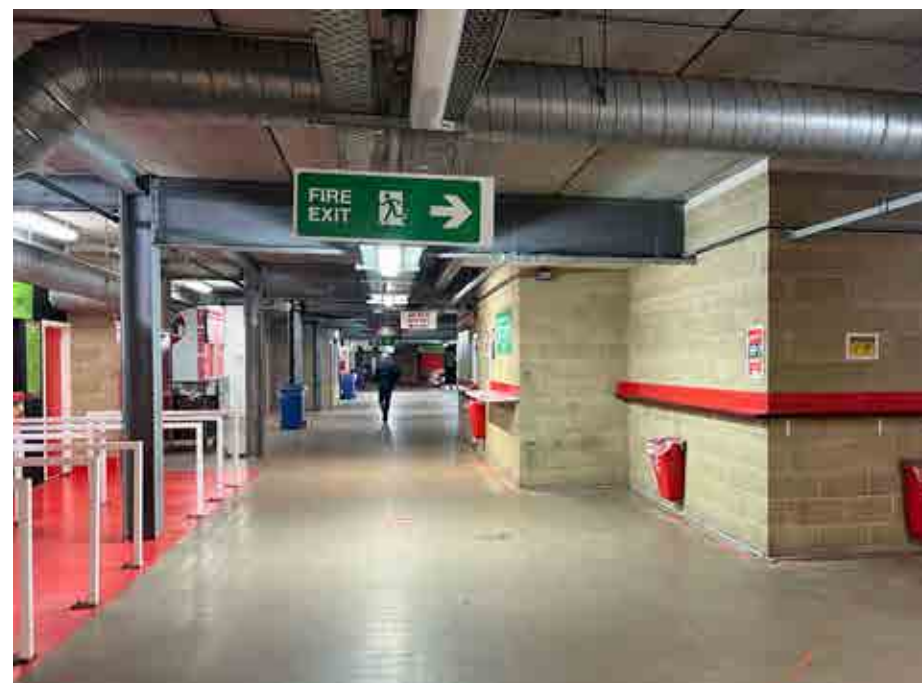
Improved and refurbished general access concourse at ground floor including:

- New WCs throughout.
- New food and beverage offer with improved range and availability.
- New glazing to introduce natural daylight and help lift the mood.
- Full redecoration of walls, floors and ceilings.
- A new memory wall where fans can “own” a piece of the ground.
- Improved facilities for wheelchair users.
- A sensory room for use by those with particular needs.
- New reception area with additional catering and WC provision with space for merchandising and access to match day hospitality.

At first floor level, the stadium was originally built with the possibility of utilising the space beneath the tiered seating for additional match day hospitality. Here we are proposing significant further improvements which will enhance revenue streams and help fund our longer term ambitions for the club. These include:

- New hospitality suite with provision to offer a range of match day catering options.
- New kitchen, servery and bars.
- Up to ten corporate boxes with pitch views.
- Flexibility to adapt for private functions and conferencing possibly linked to future hotel.

Externally an iconic new Reception Building housing new and expanded hospitality facilities will stand as an impressive new “front door” to Swindon Town FC with improved visibility from the Magic Roundabout and from Shrivenham Road. The appearance of the proposed building will become the new visual identity of the club, reflecting our ambitions and aspirations as a high quality sports and leisure destination.







# Existing Stadium & Site

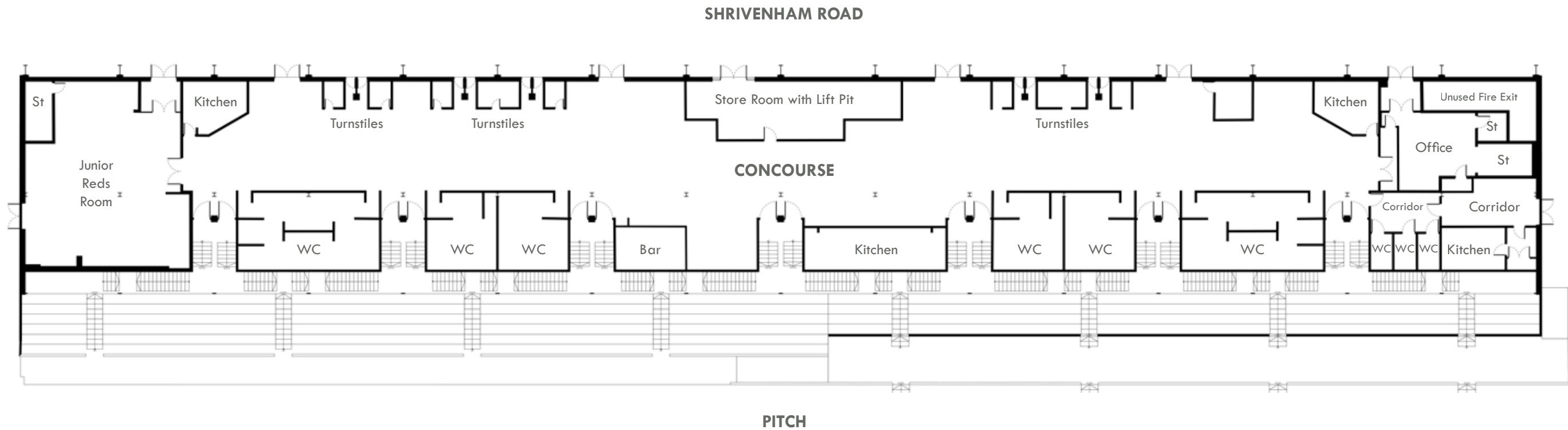




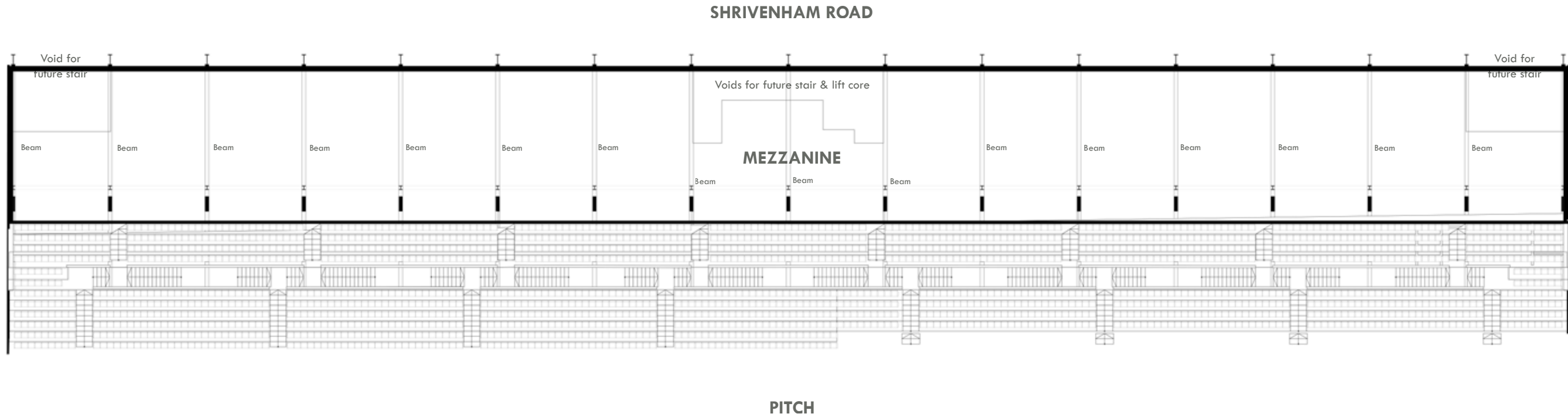
# Existing Layout



Existing Ground Floor Plan



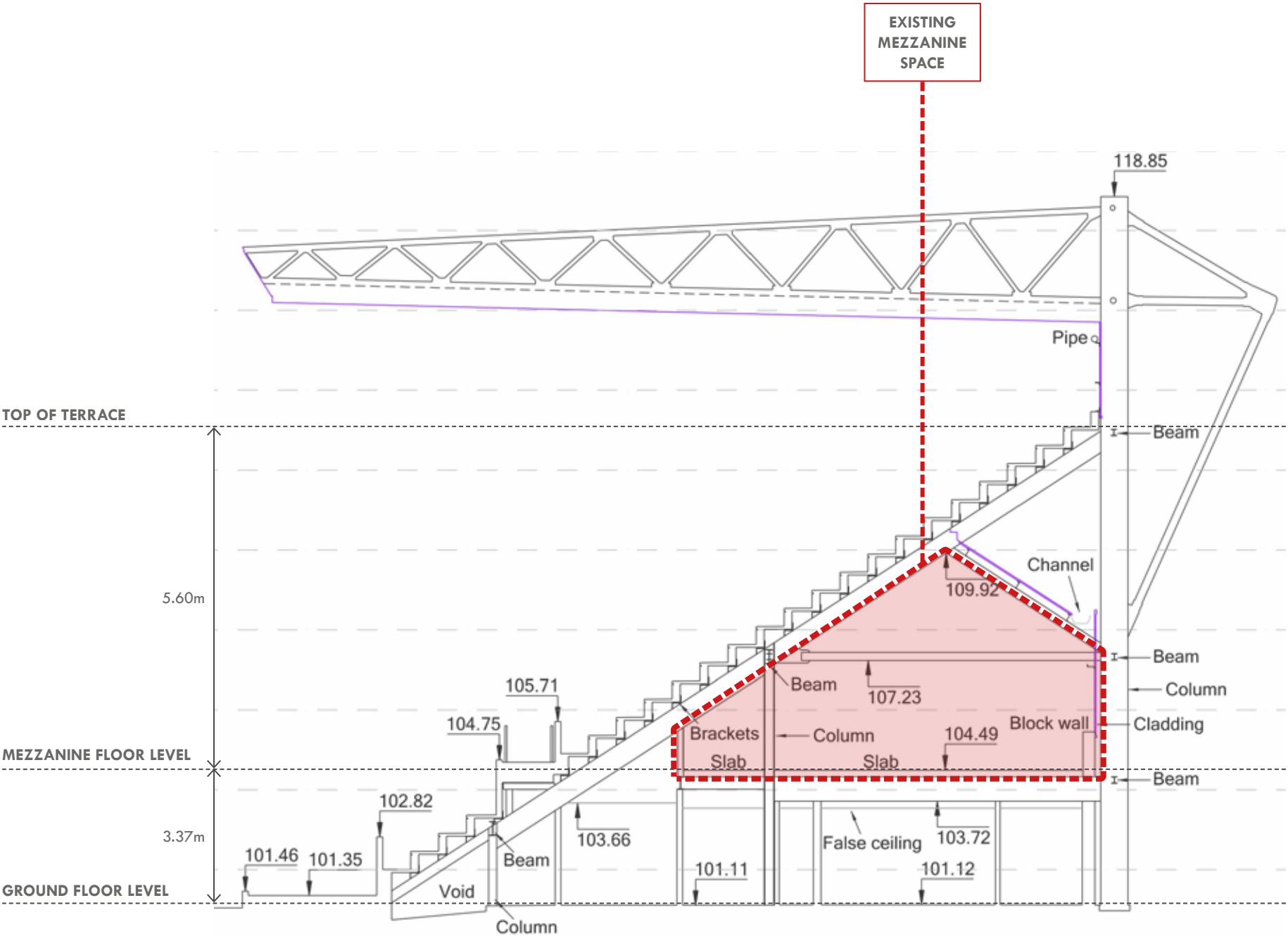
Existing Mezzanine Floor Plan





# Existing Section

Our intention is to repurpose the unused under structure void as much needed hospitality space to generate future income streams for the club both on match days and non match days. Currently this is a long narrow space with gaps at each end and in the middle for new stairs and lifts to be installed.

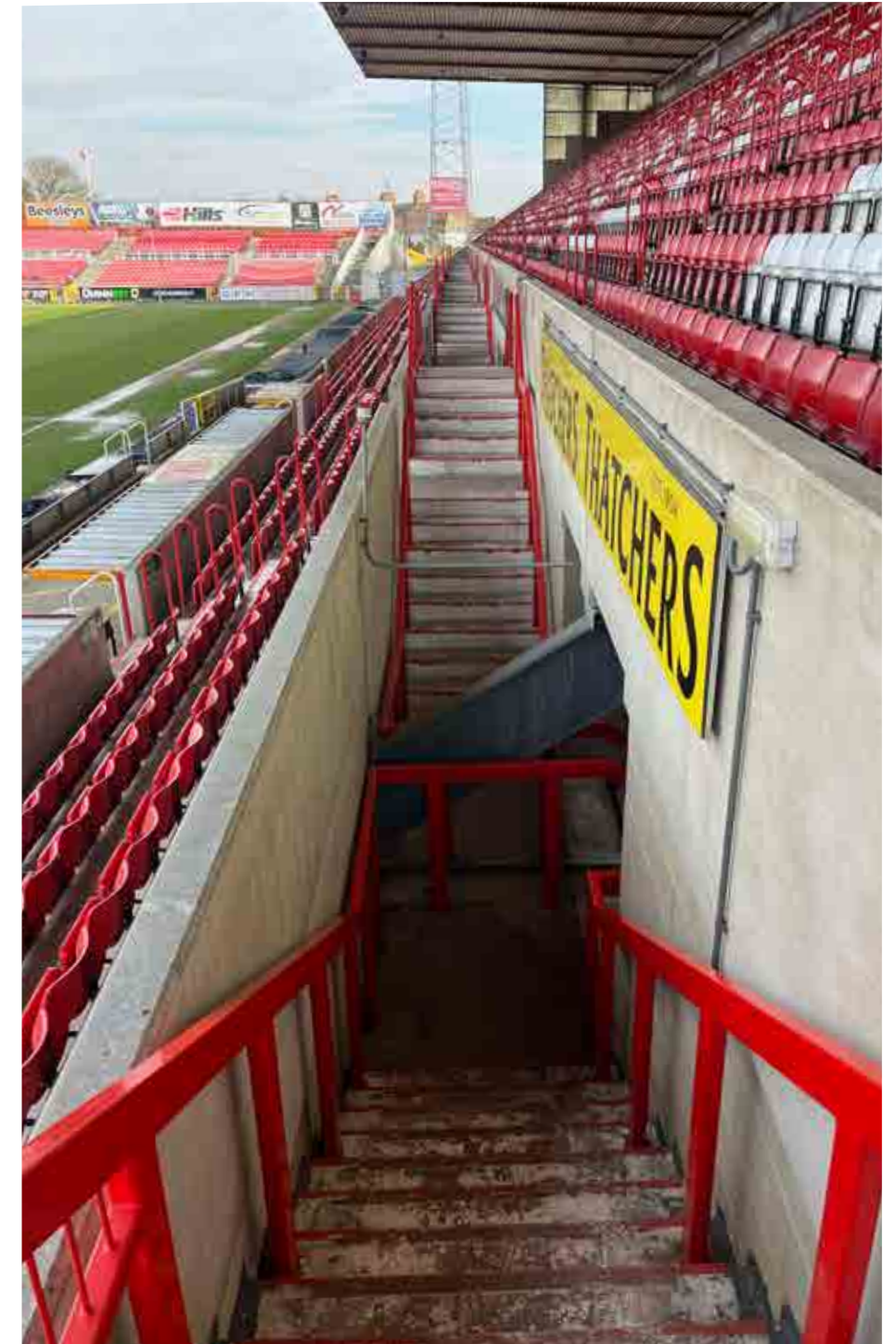


Existing Mezzanine Photos



## Existing GA Concourse & Facilities

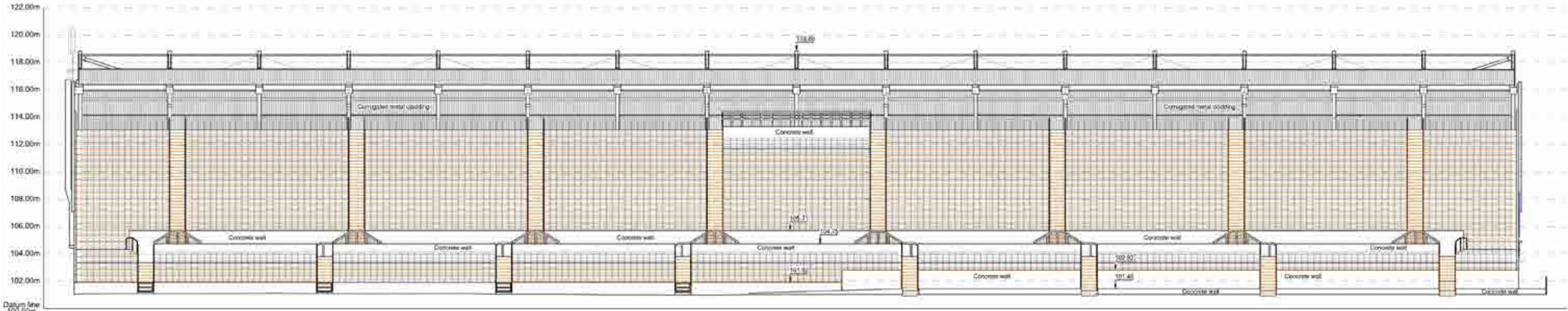
*Improvements to the general admission concourse, WCs, food and beverage offer are all high priorities for our fans and can be brought forward alongside the hospitality suites.*







# Existing Elevations



PITCH ELEVATION



SHRIVENHAM ROAD ELEVATION









# Design Proposal

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The Don Rogers stand offers the first glimpse of the Nigel Eady County Ground from the Magic Roundabout, one of the principle gateways to the town. This aspect is currently a blank façade with a tree screen planted to conceal the stadium.

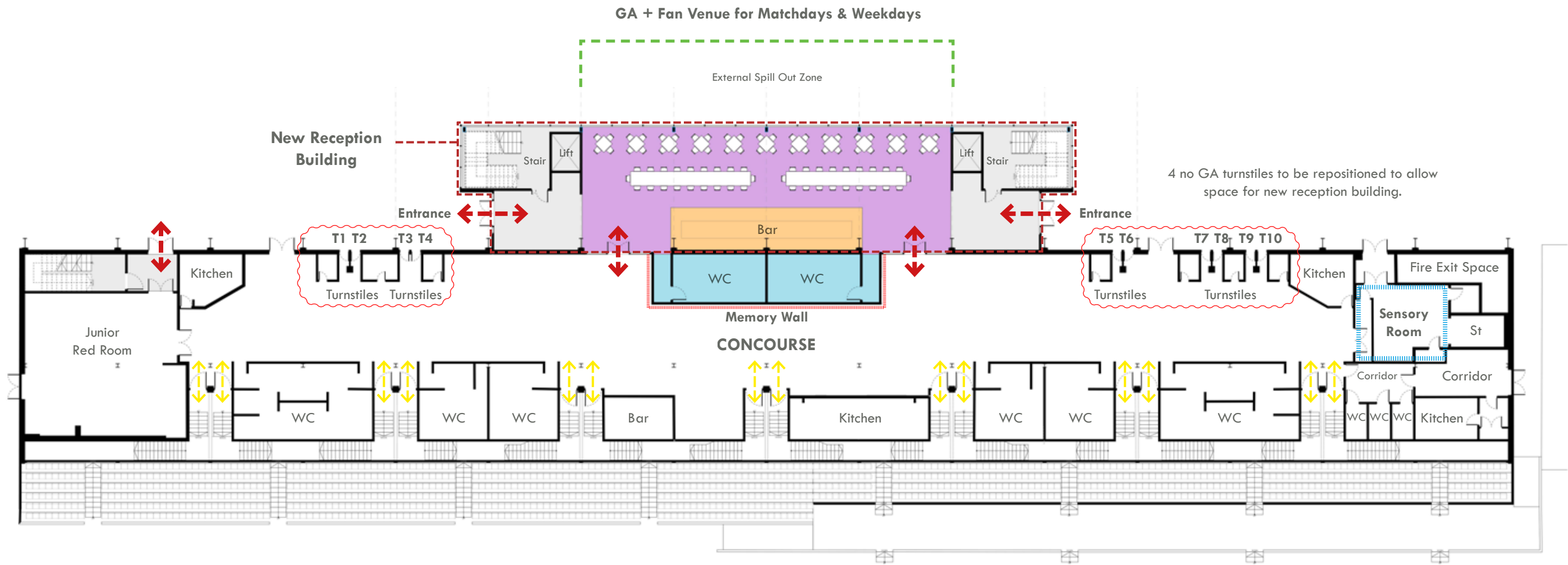
We propose an iconic new Reception Building positioned centrally along this façade which will provide a welcoming new arrival experience for general admission fans, season ticket holders and hospitality guests. The Reception Building will accommodate a new fully glazed café / bar with an external spill out area for all fans to enhance their match day experience as well as new WCs and stairs and lifts to the upper levels.

By opening up the ground floor in this way we are able to draw natural daylight into the concourse and significantly improve the pre and post match hospitality offer as well as the half time experience. At first floor level we are able to expand and configure the space available for hospitality into a more useable functional shape so that conferences and other functions can be catered for on match days and on non match days. Our future plans include a hotel sited in the south west corner which can connect directly into the hospitality suite to expand and improve the range of catering and conferencing offer we can provide.

Subject to structural adaptations, a number of pitch view corporate boxes are positioned along the north side just above the steps to the lower concourse. These boxes along with the hospitality suite are vital to creating future revenue streams for the club.



# Proposed Ground Floor Plan



## Key

- Corporate Boxes
- External Seating
- Hospitality Suite

- Bar & Suite Facilities
- Store
- Circulation / Stairs

- Kitchen Facilities
- Bathrooms
- Office / Function Room

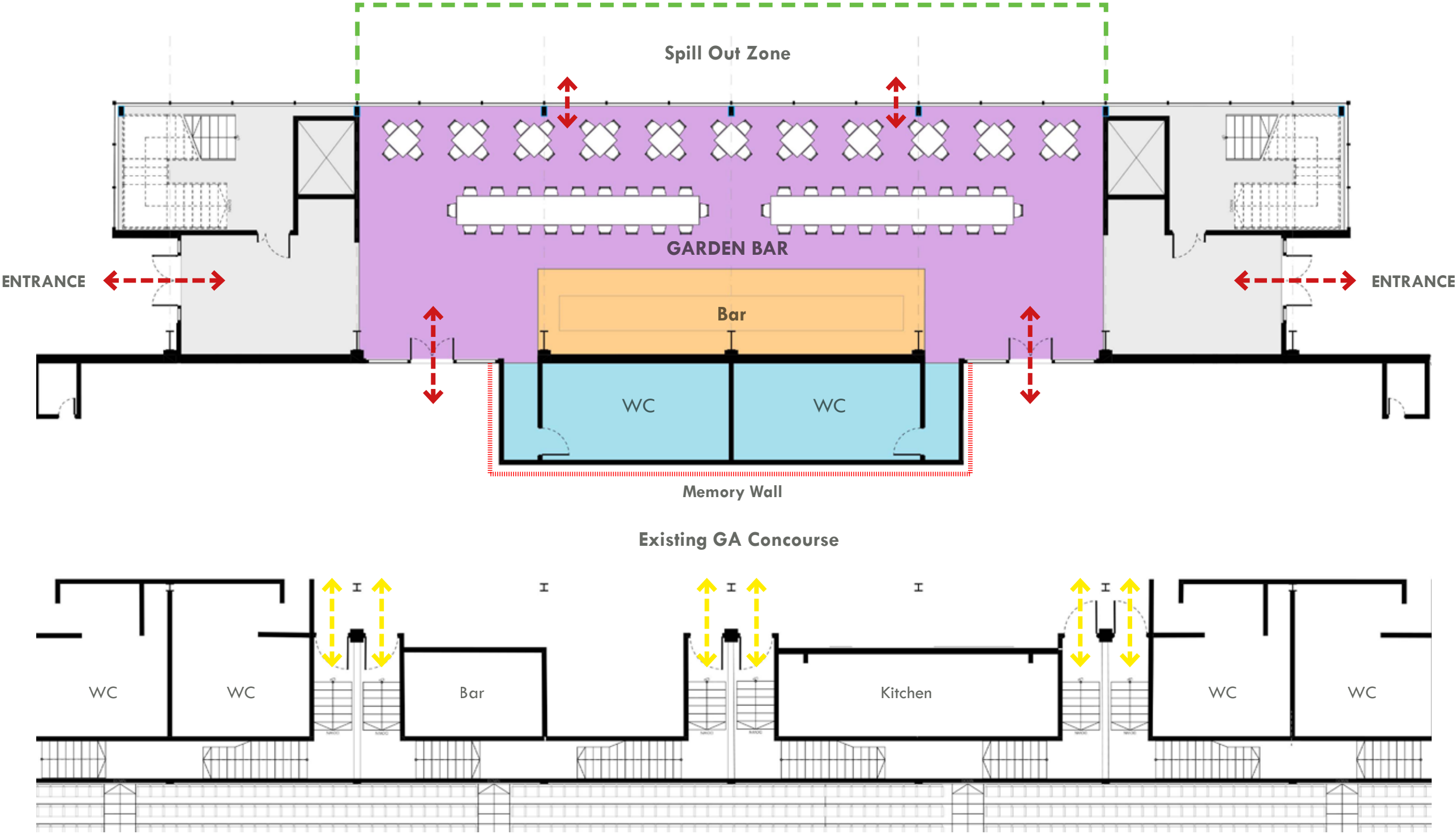
- Ground Floor Access
- Sensory Room
- Proposed Turnstile Location

- Access to DR Stand Seating
- New Reception Building





# Ground Floor Lounge - Illustrative Layout





## General Admission Garden Bar

### Concept Internal Perspective





# General Admission Concourse Improvements

## Concept Internal Perspective





## Improvements to the Concourse - *Precedents*







# Improvements to the WC Facilities - *Precedents*

