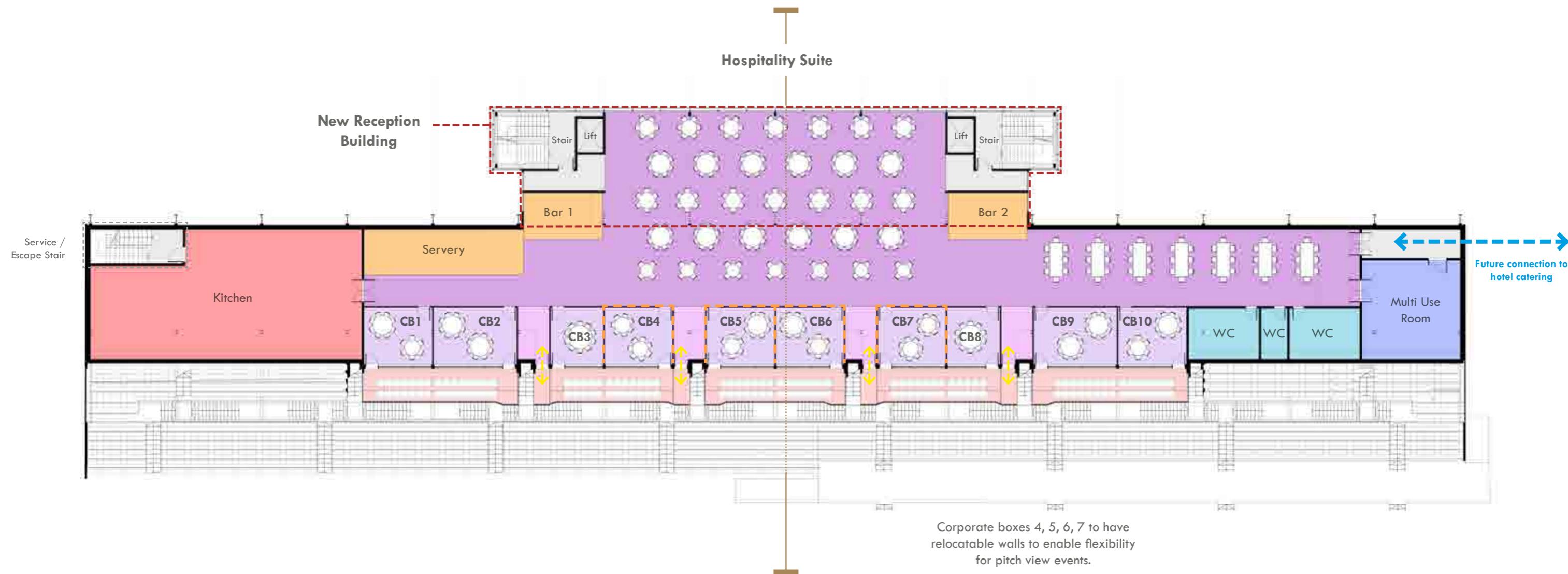


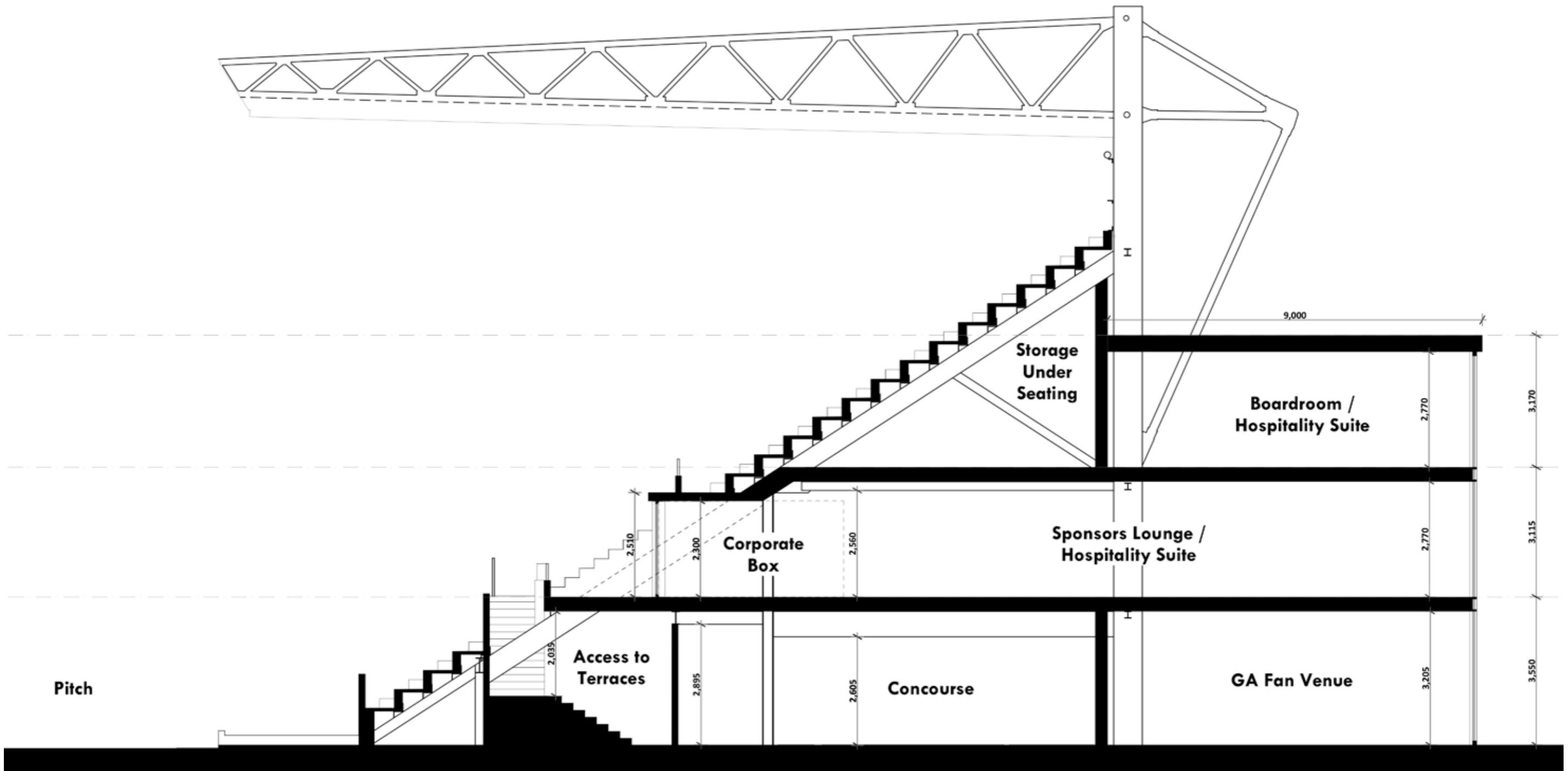
# Proposed First Floor Plan



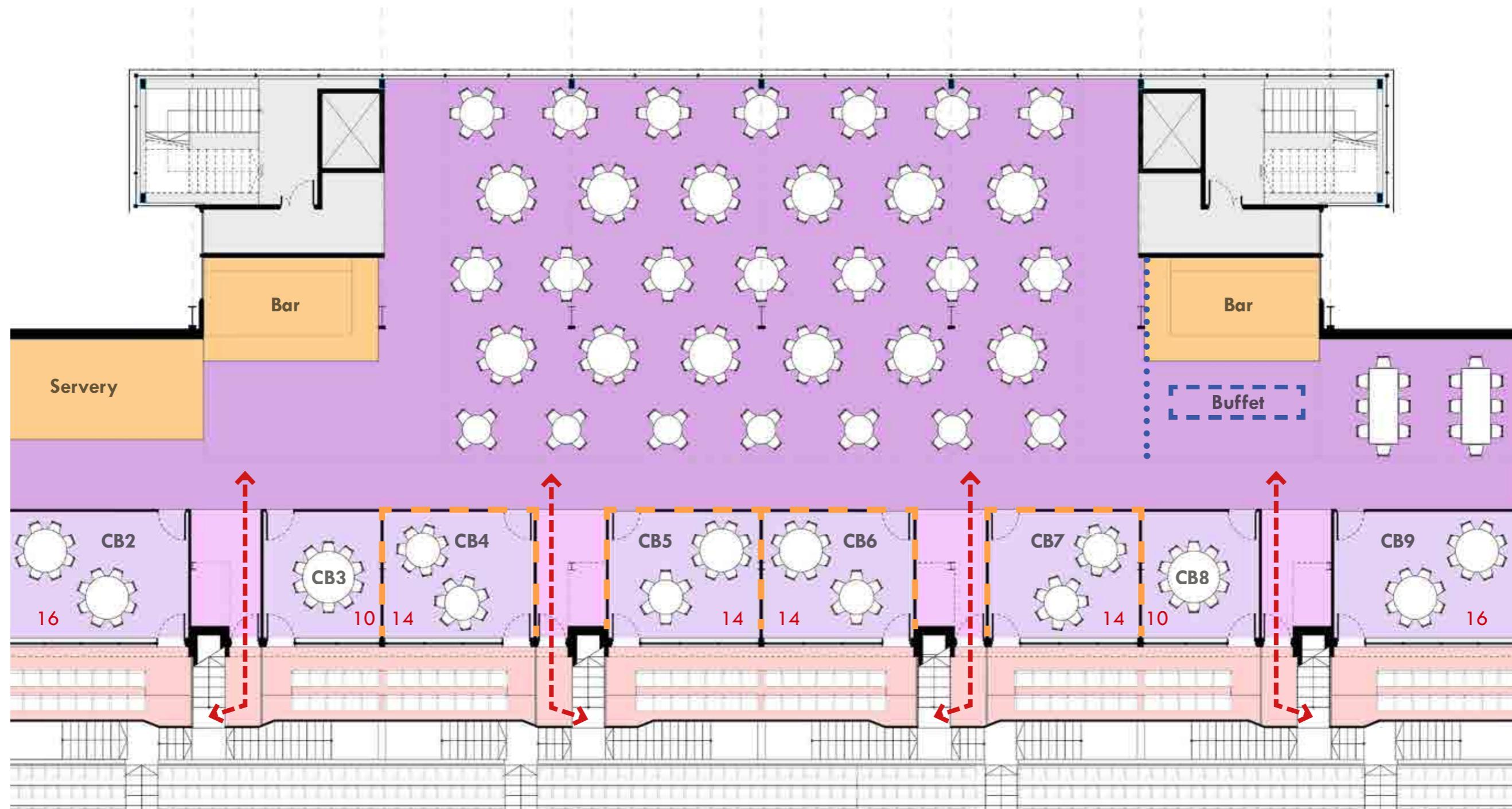
## Key

Corporate Boxes	Bar & Suite Facilities	Kitchen Facilities	Relocatable Walls	New Reception Building Outline
External Seating	Store	Bathrooms	↔	Future Hotel Access
Hospitality Suite	Circulation / Stairs	Office / Function Room	↔	Access to DR Stand Seating

## Proposed Section A-A - Through Corporate Box



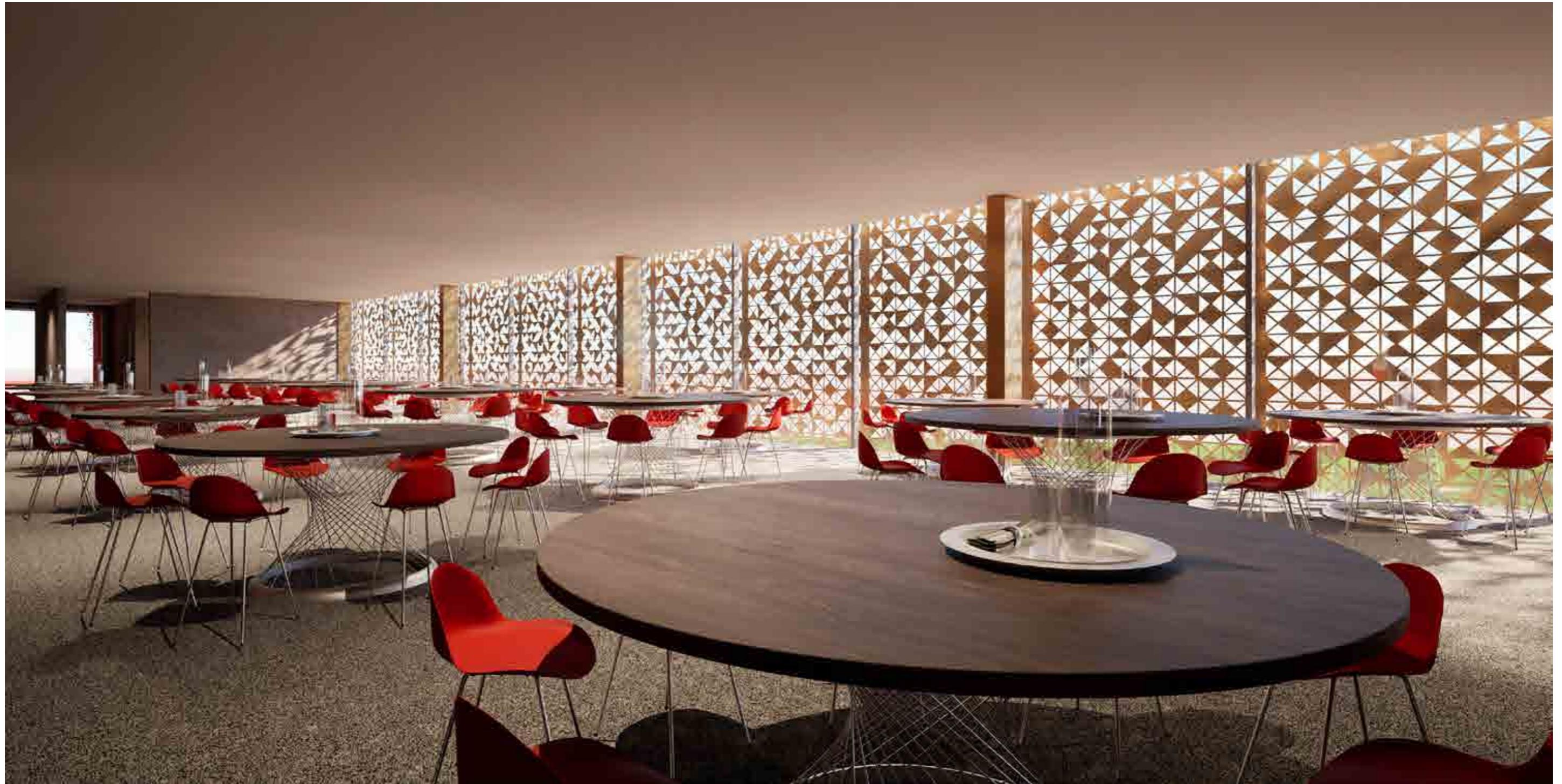
## Hospitality Suite - Illustrative Layout (Table Service)



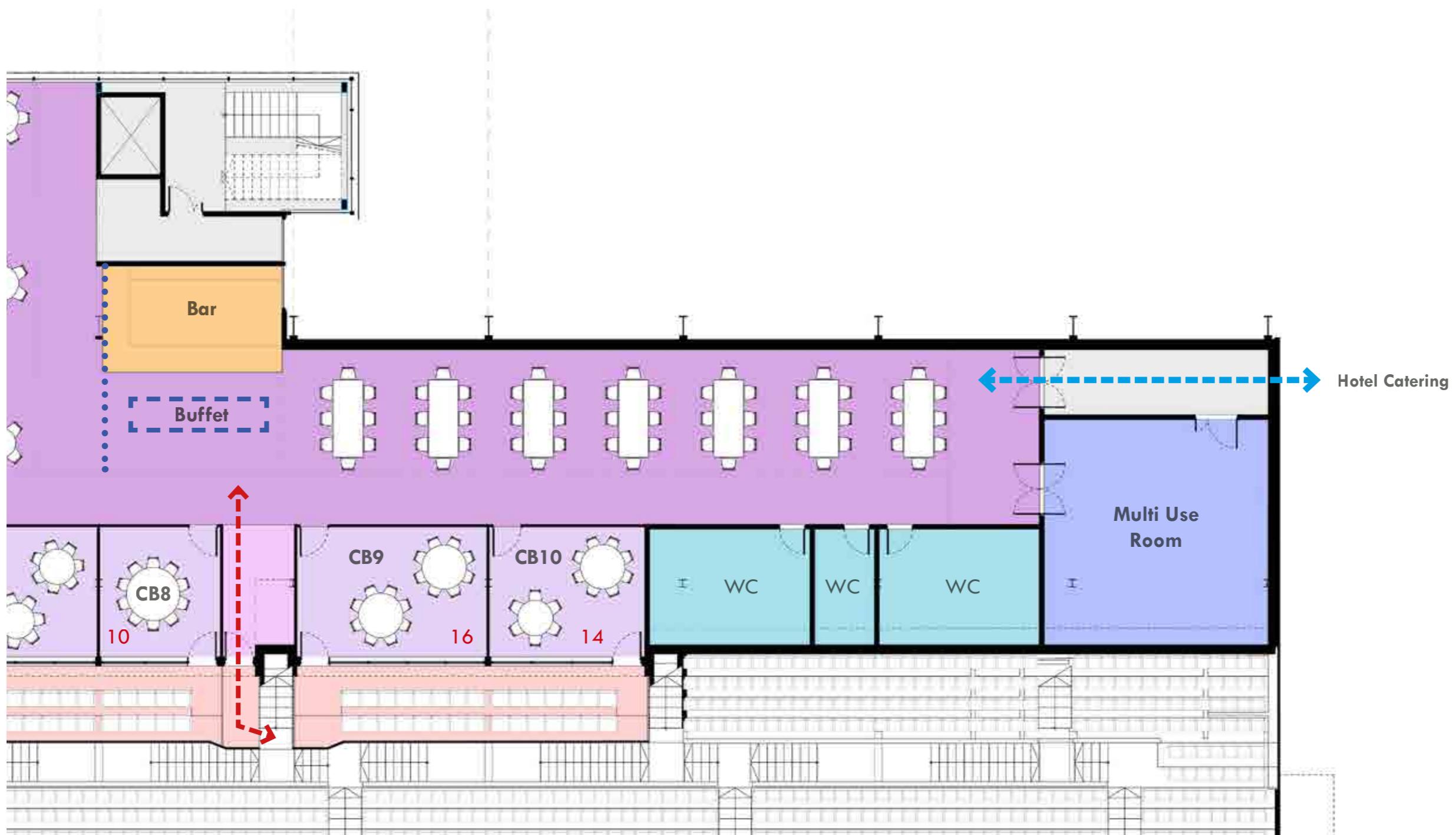
— — — CB 4, 5, 6, 7 to have relocatable walls to enable flexibility for pitch view events

## Hospitality Suite - *Artistic Impression*

Concept Internal Perspective - View out towards Stadium Village

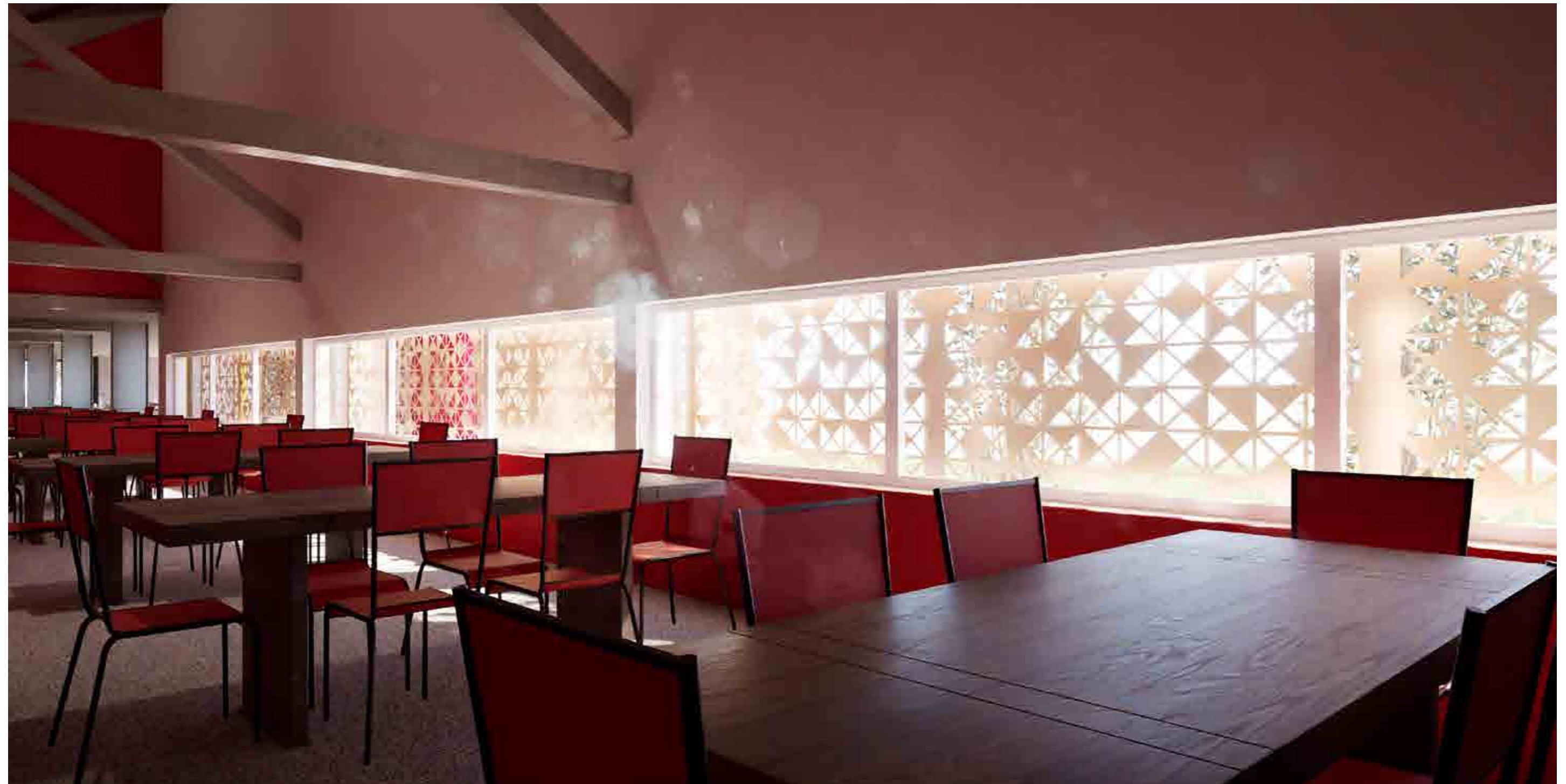


## Buffet Suite - Illustrative Layout

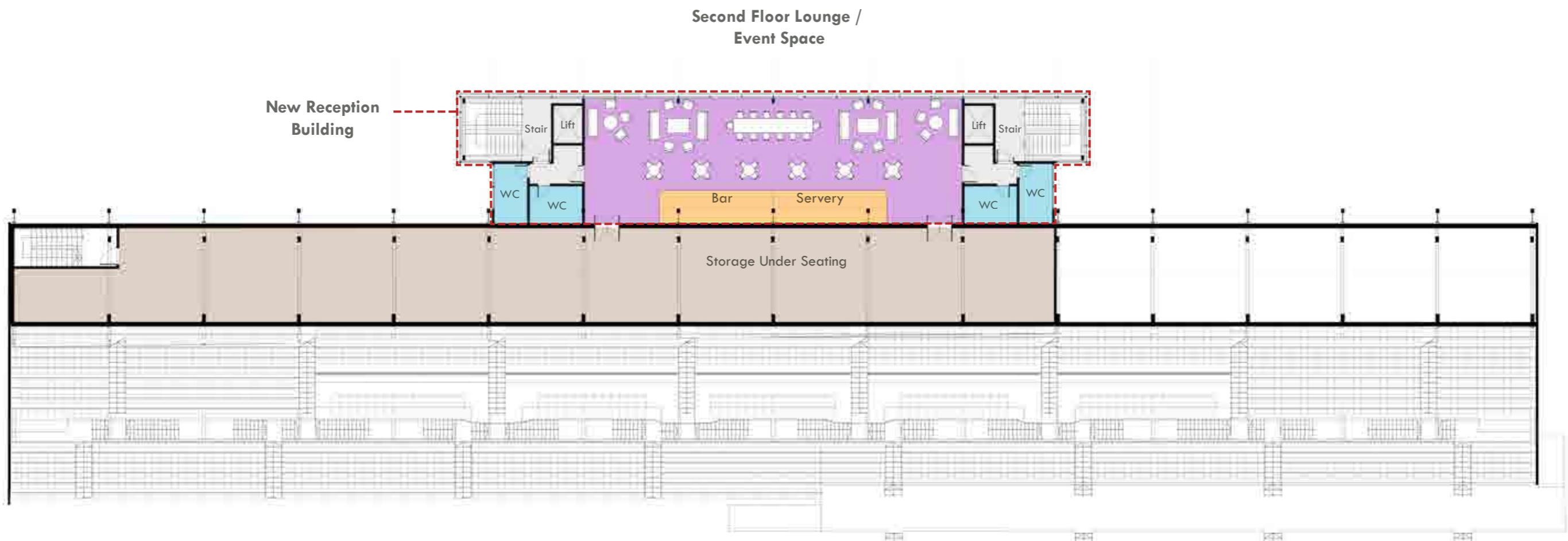


## Buffet Suite - Artistic Impression

Concept Internal Perspective



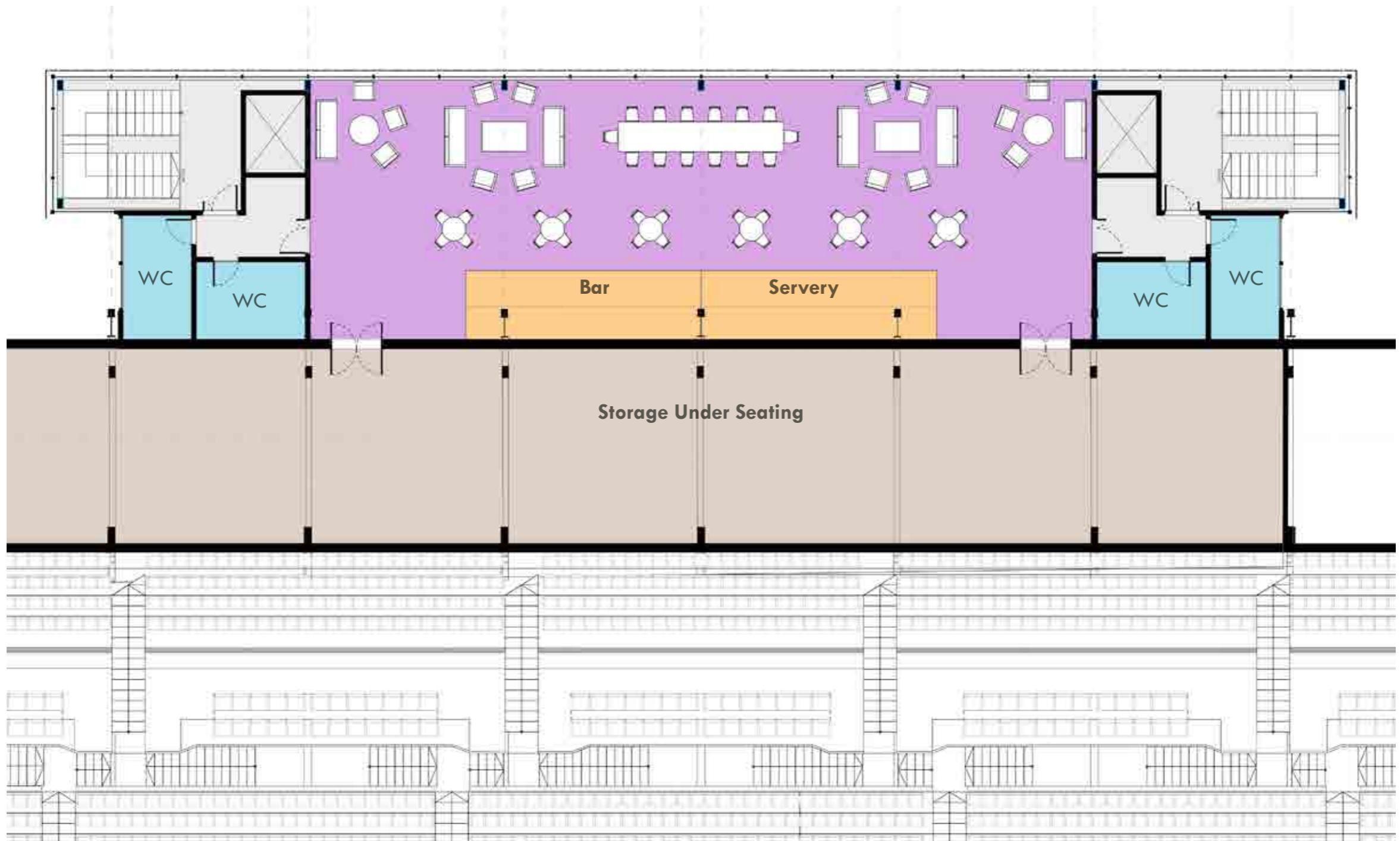
## Proposed Second Floor Plan



### Key

<span style="background-color: #a0a0ff; border: 1px solid black; display: inline-block; width: 15px; height: 15px;"></span>	Corporate Boxes	<span style="background-color: #ffcc00; border: 1px solid black; display: inline-block; width: 15px; height: 15px;"></span>	Bar & Suite Facilities	<span style="background-color: #ff0000; border: 1px solid black; display: inline-block; width: 15px; height: 15px;"></span>	Kitchen Facilities
<span style="background-color: #ff9999; border: 1px solid black; display: inline-block; width: 15px; height: 15px;"></span>	External Seating	<span style="background-color: #a0a0a0; border: 1px solid black; display: inline-block; width: 15px; height: 15px;"></span>	Store	<span style="background-color: #a0c0ff; border: 1px solid black; display: inline-block; width: 15px; height: 15px;"></span>	Bathrooms
<span style="background-color: #a0a0ff; border: 1px solid black; display: inline-block; width: 15px; height: 15px;"></span>	Hospitality Suite	<span style="background-color: #cccccc; border: 1px solid black; display: inline-block; width: 15px; height: 15px;"></span>	Circulation / Stairs	<span style="background-color: #6495ed; border: 1px solid black; display: inline-block; width: 15px; height: 15px;"></span>	Office / Function Room

## 2nd Floor Lounge - Illustrative Layout



## 2nd Floor Lounge: *Artistic Impression*



*Elevated view of Don Rogers stand from pitch illustrating corporate boxes*





*View of iconic Don Rogers Stand from pitch*



## External Concept

Externally, we propose a glazed façade with a laser cut metal cladding sun screen to the first and second floors. We will need to remove a number of the trees to make space for the Reception Building and to reveal the impressive structure of the DR Stand itself.

The laser cut pattern within the cladding is inspired by the retained tree foliage either side. From the Swindon Town FC colour palette we have selected gold as the cladding colour and this will help identify the new venue as a place of quality and competitive success.

The new façade faces south and the gold surfaces will reflect the sun in an eye catching way, significantly enhancing the currently bland blank façade in the important gateway location. At night time and when winter evening matches are scheduled the interior surfaces which are predominantly red in colour will glow through the façade acting as a warm and welcoming invitation to fans and guests. Along the top of the façade, small red feature lights which can be set to different timing patterns animate and activate the façade and as the cladding pattern reflect the trees, these light represent "Robins" in the trees.

The new Reception Building will act as a landmark for the club and help to significantly improve accessibility and connectivity with the fans and the local community. By replacing the blank featureless facade with a permeable glazed frontage we will invite neighbours into the heart of the club both on match days and just as importantly on non match days.

The Reception Building stand as phase 1 of our ambitious masterplan for the whole stadium and sets a benchmark for the quality and design direction of the redevelopment of the Nigel Eady County Ground as we take the club into a new era as a premier residential sport and leisure destination.





*View of Don Rogers Stand Reception Building from Shrivenham Road*



Proposed entrance to Reception Building

# Cladding Design

Robins in the Trees



Cladding Pattern



Precedents





*Day time view of Reception Building*





*Night time view of Reception Building*



