

# Newcastle United Football Club enhances fans' experience with Stannah escalators

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[Newcastle United Football Club](#), a cherished home for generations of fans since 1892, has introduced two new [escalators](#) as part of a refurbishment of its on-site merchandising outlet.

Through close collaboration with Newcastle United Football Club, the Stannah Major Projects team designed and delivered a bespoke escalator system, offering seamless transportation and significantly enhancing user experience.

Open seven days a week, the club's refurbishment plans aim to celebrate and preserve its rich history and heritage while showcasing its widest range of football kits and merchandise, introduced as part of its £30 million partnership with Adidas.

## The works

The project entailed a full refurbishment of the club's shop following a £30m deal with [Adidas](#) as NUFC's official kit supplier. This included removing the existing escalator, and designing and installing two new escalators to integrate with the updated layout.

Stannah Lift Services worked alongside [442 Design](#), a leading interior design company, to ensure the new escalators would seamlessly integrate into the architectural framework. Together, they identified necessary structural changes, including adjustments to the pit area to address conflicts between the stadiums' structural supports and the original layout.

Stannah also carried out a detailed evaluation of the existing escalator and its surrounding infrastructure to find the best and safest removal solution. While the client liaised and initiated the removal with the

demolition company, Stannah removed key components, such as the steps and drive unit, to facilitate easier manoeuvring of the escalator sections.

### The challenge

The client set a tight budget and a strict timescale in order for the work to be completed in a timely manner and offer value to NUFC fans. To address this, Stannah provided detailed guidance on an escalator solution that met the building and shop layout requirements while balancing cost and efficiency.

Stannah faced other challenges as logistics were disrupted due to conflicts impacting the Suez Canal, which made it unsafe and inaccessible for ships to pass through. As a result, logistic companies were forced to reroute deliveries around the Cape of Good Hope, causing significant delays in the delivery of materials. To mitigate further delays and to meet the store opening deadline, Stannah increased on-site labour resources to ensure the installation, commissioning and testing proceeded as planned.

The integration of the new escalators also demanded technical precision to address structural modifications to ensure the installation aligned seamlessly with the architectural framework and complied with rigorous safety standards. Extensive testing was conducted by Stannah's engineers to confirm the escalators' safety and performance, ensuring they met the BS115 standard.

Stannah provided comprehensive training on escalator operation, maintenance and safety to the building management team and store staff, providing all the skills and knowledge needed to manage and operate the systems efficiently.

### The escalator solution

Stannah proposed the installation of two new A2C escalators to improve traffic flow between the ground and shop's mezzanine levels, ensuring seamless access and greater convenience for users.

With a high-quality design, the escalators' design focused on minimising friction, vibration and noise, delivering a smooth and quiet ride capable of efficiently managing increased foot traffic during peak periods.

To maximise energy efficiency and to provide flexibility on how the client would like to use the escalators, Stannah provided features such as stop-and-start technology and reduced speed operation so they can choose the correct operational philosophy to suit their current or future requirements. Star/delta bypass was also provided which provides redundancy in case of VVVF inverter failure.

Stannah's A2C escalator package is a reliable solution for commercial, retail, hotel and office environments. With a rise of 3.0 to 15.8 metres and speeds ranging from 0.5 to 0.75 metres per second, these escalators are finished with a glass balustrade and natural anodised aluminium handrail guide frames for a modern and durable design.

Ryan Robson, Head of Projects, at Newcastle United Football Club, said: *"The new escalators are a step forward to improving the efficiency of foot traffic around the NUFC. Stannah's expertise and attention to detail throughout the process, from design to installation, were incredible. Their ability to deliver a solution tailored to our needs and manage challenges swiftly has been beneficial to the completion of this project."*

John Metcalfe, Project Delivery Manager at Stannah Lifts, said: *"This project was an exciting opportunity to showcase our expertise in delivering tailored escalator solutions that seamlessly integrate into unique architectural environments. By collaborating closely with the client, we were able to address their specific requirements for increased foot traffic, while incorporating energy-saving features like the VVVF drive system."*

All of Stannah's escalators are fully compliant with the latest British Standards, including BS5656 and BS115, and are equipped with the latest passenger safety features.

Find out more information on [escalators and moving walkways](#) or contact Stannah for a range of lift products and services at [www.stannahlifts.co.uk](http://www.stannahlifts.co.uk).