

CASE STUDY

West Ham United:

A Bar Fit for the Chairmans' Lounge



The Stadium: An Olympic Legacy

Transforming one of the most iconic stadiums in the UK, if not the world, was a significant undertaking. Works on the conversion started in 2013 and were completed in time for West Ham United to begin playing fixtures at the stadium in 2016. Despite attracting controversy, the project was completed within the budget set aside for its conversion from the former Olympic Stadium into the multi-use arena we see today.

The London Stadium boasts some impressive statistics. The stadium's roof is the longest of its type in the world, covering 45,000 sq metres. It can hold up to 80,000 people for concerts, over 60,000 for football and 57,000 in athletics mode. The stadium is one of the most disability-friendly in the world, with 428 wheelchair spaces, and has more disabled seats than any other Premier League ground.

It is one of the most well-served stadiums, with approximately 58 trains an hour, and is also located on 20 bus routes.

Inside the stadium, it accommodates 35 catering outlets, three bars, two premium dining rooms and two platinum experience rooms. Each of the restaurants, lounges and bars has been designed and inspired by the rich heritage of West Ham United.

Tradition in a Contemporary Setting

KCM Catering Equipment was employed by West Ham United to design, supply and install the modular bar system and back-bar refrigeration within the Chairman's Lounge. Working with the Principal Designer, MacAusland Design, the aim was to deliver a flexible bar capable of serving a wide range of drinks, while ensuring busier periods could be easily accommodated.

KCM designed the bar using the IMC Bartender stainless-steel underbar system. This provided a highly functional, good-looking solution that suited the environment while creating an efficient workspace for West Ham United staff serving the club's board and guests. The run of bar equipment included an ice chest, condiment preparation station, tiered spirit rack and perforated worktop, alongside extensive shelving and sink units. To complement the bar system, KCM also supplied back-bar refrigeration from the IMC Ventus range, using frameless glass doors and specially selected low-intensity LED lighting to deliver a subtle yet high-quality finish.

Supporting the bar operation and located beneath the front bar is a Scotsman ice machine with integral waste pump, alongside a Meiko glasswasher with integral reverse osmosis water treatment, ensuring sparkling glassware with minimal manual intervention.

Invisible Induction Buffet

In addition to the bar, KCM supplied equipment for the buffet area within the lounge. This included a Marco undercounter hot water boiler with stylish counter front tap, filter coffee machines from Bravilor and plate dispensers from Counterline.

To hold food at the correct temperature, KCM also supplied multiple CookTek Incognito buffet holding units. Using state-of-the-art induction technology, these operate through the countertop, offering a minimal appearance, high efficiency and the flexibility to be removed when required, allowing the surface to remain multi-purpose.



“ It was a real privilege to be involved with the scheme at The London Stadium, and especially in such a prestigious part of the project. There was a lot of work involved in what was actually not a large bar, however getting everything right before installing is always critical.

Working on such a large construction site was interesting and required us to adapt to the stringent site requirements. Health and Safety was a key consideration, but we rose to the challenge to complete the job to the satisfaction of all concerned. The bar will serve the club for many years to come, and we are very proud of the scheme.

Alistair White, Director – KCM



About KCM

KCM are specialists in the design, installation and refurbishment of all types of foodservice and bar premises offering a complete set of building and shopfitting services alongside equipment to provide a true, in-house, one-stop solution.

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