



ELLIOTT'S FIELD, RUGBY EUROBOND LAMINATES LIMITED



Elliott's Field is a high end retail park at the forefront of design, located on the outskirts of Rugby and the primary shopping destination in the catchment area.

The scheme comprising over 300,000 square feet of prime retail and restaurant accommodation is anchored by a 60,000 square feet Debenhams department store and a 50,000 square feet M&S general merchandise store and has achieved BREEAM 'Excellent' rating and BREEAM interim 'Outstanding' rating.

The fashion focused shopping park has undergone a major redesign and expansion initiative; due to its success, a second phase has been approved and is now in construction with the same contemporary design principles continued throughout the extension.

The main objective was to create a '4th generation fashion led retail park' with the design concept proposed refurbishing 20% of the existing space and re-developing the remainder and the configuration of unit sizes to meet modern day retailer needs. The client also aimed to achieve a BREEAM "Excellent" rating, to be one of the few retail parks in the country to achieve the criteria.

The client's vision was to intensify the site density through refurbishment, reconfiguration and new construction to breathe new life and to invigorate this strategic site on the approach to Rugby town centre from the M6.

The scheme will act as a catalyst for the future growth of the area and as a key retail destination in the region therefore an efficient building programme was needed to limit disruption to trading.

The entire scheme is drawn together by a simple but dramatic canopy covering a walkway curving around the shop frontages with a high end specification of material allowing retailers to maximise brand presence.



Europanel has been vertically installed on the sides of the buildings which utilises the secret fix joint, architectural flatness and 1mm modular flexibility creating a visually pleasing façade. From an aesthetic point of view, the Eurobond non-combustible panels are extremely flat and maximize the impact of the colour scheme.



Eurobond Europanel non-combustible composite panels have been designed to be integrated with a variety of building components skilfully utilised at Elliott's Field, specified in a variety of brown and beige colours and an array of different module thicknesses with the vertically striped panels helping to create the high end fashion focused design.

Client	Hammerson UK Properties plc
Architect	Piper Whitlock Architecture Limited
Main contractor	McLaughlin & Harvey head office
Specialist contractor	Q9
System	Europanel, Rockspan
Colour	Colorcoat Prisma® various

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