



The Smiddy Inn

Balloch, Cumbernauld



Our smokers don't feel isolated and we can accommodate far more people.

JIM SMITH, FREEHOLDER

Close Up

The Smiddy Inn is a community pub in a large housing estate. The majority of regular customers were local men, many of whom were smokers, and liked to watch the sport over a few pints. The existing beer garden was only used in warm weather.

Jim Smith has owned the Smiddy Inn for 21 years and realised that a smoking ban could be a real challenge to his business unless he took action.

The Solution

To keep the regulars happy Jim decided to create a bar outside where they could still watch the sport but not feel separated from the rest of the pub.

Local builders paved the garden and constructed a brick 'public bar'. Electric heaters and light make the space comfortable in all weathers and Jim commissioned the local blacksmith to create two steel boxes in which the TVs would be secure at night. A pot shelf, high stools and tables were added and the walls brightened up with traditional pub décor, similar to the inside.

A 'lounge bar' was created using waterproof bistro tables and chairs under a heated and lit canopy. Evergreen plants in pots soften the hard landscaping and give the area colour all year round while railings were installed to improve security while still allowing potential customers to see what's on offer.

The Results

Since the ban Jim still sees his regulars and the garden is proving popular with brand new customers, particularly families, which has helped food sales rise considerably.

Jim says, "Everyone likes the outside spaces so our smokers don't feel isolated and we can accommodate far more people. The garden is like a new room so when we have Karaoke nights or other events inside, customers still have somewhere to go for a quiet chat".

Jim is so pleased with the way the garden is used he's thinking about replacing the fabric canopy with a decked area with a solid roof that can be used in all weathers.



For guidance on creating an outdoor area visit:

www.airinitiative.com



Description of Equipment

Description of Equipment	Cost £
Paving	4,000.00
Brick 'bar'	8,000.00
Canopy	3,200.00
12 x tables @ £80	960.00
50 x chairs @ £20	1,000.00
2 x TVs	160.00
2 x TV security boxes	300.00
Heating and lighting (inc install)	1,800.00
Railings	500.00

Total Cost 19,920.00

Contact Details

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Solutions focus

Jim scoured the internet to find what he wanted at the best possible price and employed locally recommended tradesmen to keep the costs under control but still get a good quality result. Even the smallest things were given the weather proof test – the plants are evergreen and the pictures made from tin rather than glass – so that Jim doesn't need to worry about damage or replacement for some time to come.

Jim wanted somewhere safe, secure and weather proof so that maintenance and security were not an issue and by using quality fixtures and solid materials he has succeeded in creating a year round extension to his premises.

This is one of several solutions which may be applicable to your premises. For further examples please visit www.airinitiative.com