



Close Up

The Courtyard is a recently renovated bar and brasserie in Leith, a suburban area on the outskirts of Edinburgh. The business was very much geared toward food and the enclosed courtyard area though already well presented with integral lighting, hard landscaping and several bistro tables and chairs, was only really used in warm weather.

With the onset of the smoking ban in Scotland the owner, Steve Mudie, realized the courtyard area could be a great asset if it was usable all year round.

The Solution

To keep customers warm, freestanding gas heaters were installed and extra wooden tables with parasols introduced. Two large 16m² freestanding parasols were also added, close to the main

entrance to the bar – giving easy access in all weathers to outdoor shelter.

Additional wooden tables, chairs and umbrellas as well as an outdoor TV screen and sound system were added, just in time for the start of the Football World Cup.

The Results

Since the smoking ban, trade has risen dramatically at the Courtyard. Steve Mudie says, "During the World Cup the courtyard was absolutely packed and since the ban we've attracted lots of new customers who are still coming because they can sit outside in comfort. We invested a lot of money to make the area work but we now have a roaring bar trade as well as a successful restaurant business and overall we're up by 40%".

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STEVE MUDIE, OWNER



For guidance on creating an outdoor area visit:

www.airinitiative.com



Description of Equipment

Initial investment in landscaping, lighting and furniture	2,500.00
2 x square parasols (4m x 4m)	4,000.00
6 x gas powered 'mushroom' heaters	1,000.00
Sanyo Weatherproof Outdoor LCD Panel	5,500.00
6 x 8 seater wooden garden table and chairs with parasols	1,000.00

Cost £

Total Cost **14,000.00**

Contact Details

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 Muirhead
 Glasgow, G69 9AY
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Solutions Focus

By using non-fixed parasols and umbrellas the layout of the area is flexible and can be changed to suit the weather and any events, such as live bands or barbecues.

The addition of a permanent outdoor TV screen and sound system means customers can watch sport events when available or music videos later in the evening, changing the 'feel' of the

premises immediately and appealing to different audiences at different times of day.

The hard landscaping provides durable, well lit and safe accommodation and can be secured at night to prevent theft or vandalism. The parasols and heaters are also branded which helped to keep down the overall cost of purchase.

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