



Close Up

The Pembroke is a modern style bar, owned by Managed House Chain Barracuda Group, and located in the trendy, Pimlico area of Central London. It appeals mostly to younger customers who enjoy socialising outside. There were large areas of wasted space outside being used as a bin and barrel storage area.

The Solution

As part of their national plan to create outdoor areas – to extend the selling space, and prepare for a smoking ban – Barracuda Group decided to upgrade the unused space to create comfortable seating areas for customers.

The Pembroke site consists of two heated parasols, a telescopic arm awning, furniture, and other

finishing touches such as decking, pot bars and planters. The parasols were sign written with the Smith & Jones brand helping to further promote their company. The teak tables sit perfectly alongside the decking and pot bars, creating a stylish and modern look, complemented by the aluminium and rattan chairs and bar stools.

The Results

The whole package works perfectly together to provide an outdoor smoking solution, whilst also creating comfortable extra space for dining and drinking.

Overall, the Pembroke's forward planning has been very successful. The look is a complete transformation and a hit with both the customers and employees.

The outside area has made us strongly positioned to pick up trade when the smoking ban is implemented, and as a bonus our trade has already increased two-fold.

JASON KING, MANAGER



For guidance on creating an outdoor area visit:

www.airinitiative.com



Solutions Focus

The substantial awnings and parasols provide more than adequate space for customers to keep off any rain and sun.

The parasols are on movable concrete bases, ensuring they were classed as a temporary structure with regards to planning.

The mains electric-run heaters gently warm the customers instantly at the touch of a switch and save on power by heating only people, not the surrounding air.

Description of Equipment

Cost £

Area 1

- 1 x awning (5m x 2.5m)
- Indigo Ideal, manually operated folding arm.
- Teflon coated acrylic fabric cover and valance
- 2 x 1.3kW quartz electric heaters
- 6 x bistro furniture sets (6 tables and 24 chairs)

2612.00

Area 2

- 2 x square parasols (3.5m)
- Indigo Castello M4
- Teflon coated acrylic covers and valances fixed on ground sockets
- 8 x 1.3kW quartz electric heaters incorporated, four per parasol
- 8 x bistro furniture sets (8 tables and 32 chairs)

6284.00

Total cost

8896.00

Contact Details



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All materials were supplied and installed by Indigo Shading Solutions.

Prices are subject to a site survey by Indigo and exclude VAT and installation.

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