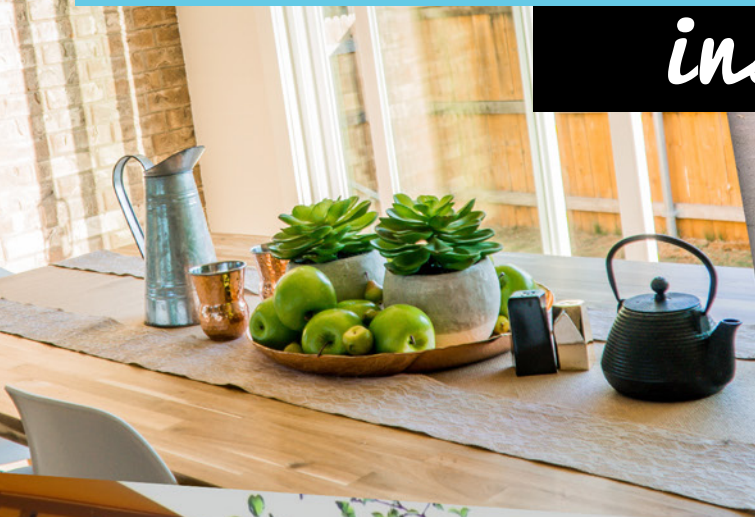


THE ULTIMATE GARDEN SPRING/SUMMER 2019

inspiration guide





*Sunny days are meant
for outside...*



WHEN THE MERCURY RISES, WE ALL LOVE GETTING OUTSIDE AND SOAKING UP THE SUN.

In the heat of the summer, pub/bar/restaurant/hotel gardens are constantly packed full of guests, all looking to savour the good weather with a spot of al fresco wining and dining.

Summer-time is one of the busiest times of the year for the hospitality sector weather-permitting, yet long, hot summers aren't always guaranteed in the UK. Interestingly, sales tend to fluctuate widely across the industry too.

It's widely reported that while last year's heatwave was good news for Britain's pubs, it put more pressure on the country's restaurant chains. Managed pub and bar groups saw collective like-for-like sales rise by 2.7% compared to the previous year, while sales across restaurant groups plummeted by 4.8% (Coffer Peach Business Tracker). This may well could have been caused by the fact people wanted to spend more of their time outdoors in the good weather.

Bucking the trend isn't easy, but it isn't impossible, not when more-and-more hospitality managers are seeing there's so much more to be gained from their outdoor space.

Large or small, outdoor areas can provide comfortable, memorable wining and dining experiences, not to mention, help boost revenues all-year round.

Over the next few pages, we share some outdoor design ideas for small outdoor spaces. We also focus on other types of areas too, such as generously-sized gardens, front-facing patio areas and private, more courtyard-style settings. We hope you find them interesting and a useful source of inspiration.

“ **LARGE OR SMALL, OUTDOOR AREAS CAN PROVIDE COMFORTABLE, MEMORABLE WINING AND DINING EXPERIENCES, NOT TO MENTION, HELP BOOST REVENUE ALL-YEAR ROUND.** ”



IDEA: Providing the best of both worlds.

DETAILS: This outdoor space offers something for everyone. Exposed seating for when the weather's good, as well as an area where guests can shelter from the bad weather and the heat of the midday sun.

KEY DESIGN FACTORS: Large outdoor space, garden area, sheltered zone and plenty of seating.

DID YOU KNOW?

That outdoor canopies provide the best of both worlds too? Certain industry-leading models even feature a retractable roof that can be opened and closed at the touch of a button as the weather changes.



IDEA: Offering blanket shelter from the sun.

DETAILS: Not everybody's a fan of sitting in the searing sun, especially when it's at its peak. We love this sheltered area, which doesn't just provide sanctuary from the weather here and there, but across a significant section of the garden.

KEY DESIGN FACTORS: Medium-sized outdoor space, multiple parasols and plenty of outdoor furniture to put underneath.





IDEA: Using window boxes and hanging baskets to brighten things up.

DETAILS: If space is tight and you haven't got any flower beds or borders, window boxes and hanging boxes are a hugely effective way of adding a splash of colour to small gardens. They take up minimal space, can be used front and back and be changed with the seasons. They're low maintenance too.

KEY DESIGN FACTORS: Small outdoor space, wall/window/hanging space.



IDEA: Creating sheltered look-out points.

DETAILS: Terraced areas are great for turning into dedicated seating zones, but what's even better, is turning them into sheltered seating areas that can be used in the spring, summer, autumn and winter. They can easily be created within existing garden space, or even, car parking areas, like in this picture.

KEY DESIGN FACTORS: Medium to large-sized outdoor space, contemporary planters and garden views (optional).

IDEA: Attracting passers-by with an al fresco pit stop.

DETAILS: While we may not benefit from Mediterranean temperatures, al fresco dining is still big business in the UK. Provide passers-by with a pit stop, where they can refuel with a coffee and a snack, and regular and new guests with a place they can pass the time while watching the world go by...

KEY DESIGN FACTORS: Small to medium-sized outdoor space, tables and chairs (sheltered and unsheltered), paved area.



Think sun protection just involves applying sun tan lotion?

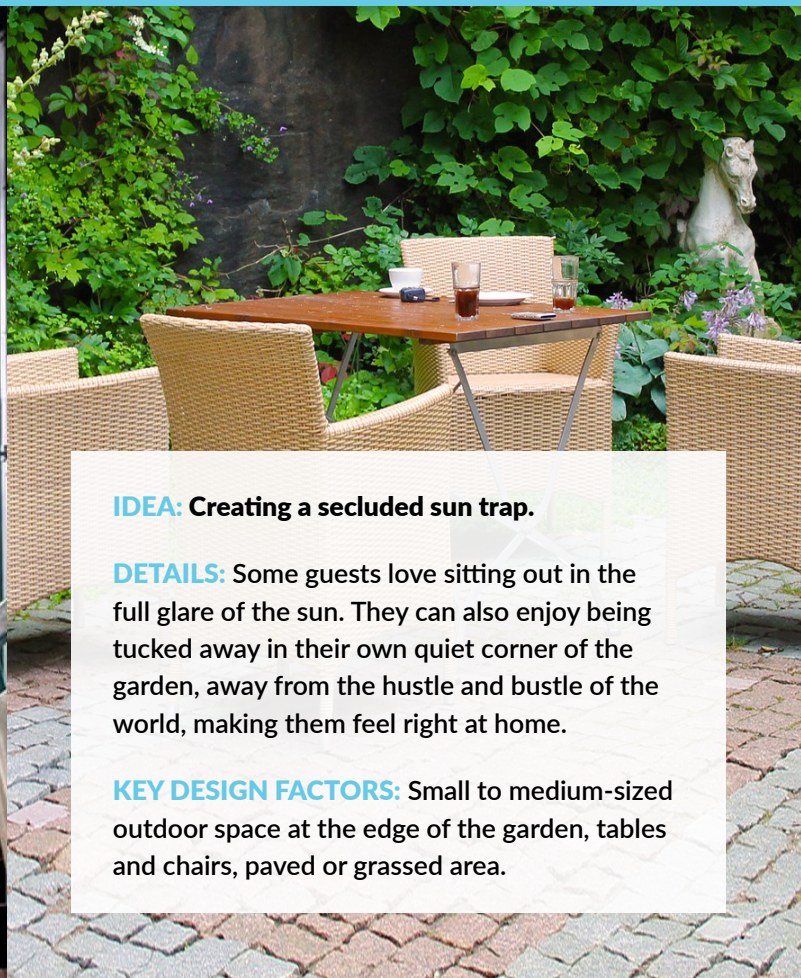
You'd be wrong. In addition to guests applying their SPF, some outdoor canopy roofs are made from materials, such as Melinex, that provide protection from the sun's harmful UV rays.



IDEA: Bringing the outside in.

DETAILS: On bright sunny days, nothing puts a smile on people's faces more than the sun beaming down on them. Glass sliding and bi-fold doors are a great way of welcoming in the warmth and sun, as well as effectively blurring the lines between the indoors and outdoors.

KEY DESIGN FACTORS: Small, medium or large spaces, outdoor garden/terrace area.



IDEA: Creating a secluded sun trap.

DETAILS: Some guests love sitting out in the full glare of the sun. They can also enjoy being tucked away in their own quiet corner of the garden, away from the hustle and bustle of the world, making them feel right at home.

KEY DESIGN FACTORS: Small to medium-sized outdoor space at the edge of the garden, tables and chairs, paved or grassed area.



WHAT HAPPENS IF YOU HAVEN'T GOT AN OUTDOOR GARDEN AREA?

IDEA: Create an indoor outdoor space, just like the DoubleTree Hilton at Tower Bridge recently did at their trendy new rooftop bar, Wildside @ Savage Garden.

DETAILS: Blurring the lines between interior and exterior is a popular trend, especially among bars and restaurants. Whether extending the outdoor experience indoors with plants and glass walls, or recreating the indoors in outdoor spaces with comfy furniture, it's all about creating an area that defies the boundaries of the space.

KEY DESIGN FACTORS: Small to large spaces, glass walls, arched roofs, artificial or real plants, feature lighting and minimal furniture.





Got any questions or want to find out more about a canopy idea within this guide that may have caught your eye? Get in touch with us today on **01254 777 002** or **info@canopiesuk.co.uk** or visit **www.canopiesuk.co.uk/hospitality**

ABOUT CANOPIES UK

Canopies UK is the country's leading designer, manufacturer and installer of high quality canopies. Established for more than 25 years, the company employs over 50 staff at its Lancashire headquarters, which incorporates offices, production space and warehousing.

Serving a multitude of sectors, including hospitality, education, healthcare and construction, Canopies UK delivers excellence through site-specific calculations and unrivalled product quality.