

HOSPITALITY EGUIDE

The practical and
financial benefits of
installing an outdoor canopy



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Space is a precious commodity within the hospitality industry. More space equals more guests and more guests equals more covers and profit.

Today's hospitality professionals see the value in using every single square inch of the space available to them, but they're often prevented from capitalising on their outdoor space all year round because of the weather.

That's where outdoor canopies come in. Not only are they a quick and easy way of instantly creating additional seating and dining space, they can be used in all seasons.

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Jason Eastwood

Managing Director, Canopies UK

There's a new dish on the menu...

We all know that staying on trend and ahead of the curve is key to generating new customers and encouraging existing customers to dine and drink with you again.

But what do you do if you become so busy that there's nowhere for your guests to go? The last thing you want to do is turn trade away.

However, it's not possible or that easy for you to magic up the extra space that you need, especially if your venue is more on the 'bijou' side.

But having said that... it's not impossible.

Over the next few pages, we talk you through how restaurant, pub, bar and hotel owners are managing to serve up more space and cater for more covers. We also share practical examples of some of our hospitality customers who've made that move and, more importantly, are seeing their popularity and profits soar in the process.



Hello to year-round profits (and extra space)

Admittedly, outdoor canopies won't guarantee that the great British weather will be 'great' all year round, but they can provide you with a guaranteed way to provide your customers with outdoor dining, whatever the weather.

Installing an outdoor canopy can actually help you overcome the age-old quandary of how to maximise your sales, irrespective of what the weather's doing.

And the beauty of outdoor canopies is that they:

- Can be tailored to meet your requirements – meaning even the smallest of patios or gardens can be transformed into trendy hotspots that are fit for purpose
- Mean you can use your outdoor space in the winter – no more having to pack it away every year
- Are a proven way of boosting your profits – because you have more space to cater for more customers

Think the same can be achieved with a marquee, gazebo or pergola?

- ✓ They will provide you with extra outdoor space.
- ✗ But they won't keep your customers warm, dry or fully protected from the elements.

“ Installing an outdoor canopy can actually help you overcome the age-old quandary of how to maximise your sales, irrespective of what the weather's doing. ”

Outdoor canopies are an investment that really does add up

So, you'll know from reading the last few pages, that installing an outdoor canopy really does pay off for many reasons.

You can:

- ✓ Increase the number of covers you serve.
- ✓ Maximise the use of under-utilised terrace/garden areas.
- ✓ Create a separate space for hosting special events.
- ✓ Give your venue the wow factor!

Our bespoke canopies can be fitted with LED lighting, heaters, and even, a retractable roof that's operated at the touch of a button! Made to suit any environment, our systems can be installed against your existing building or built as a free-standing dining space.

They also add up in the financial stakes too...

Install one of our new Cantabria canopies and create up to 184 additional covers and an additional weekly revenue of more than **£7,000.****

Turn to the next page for details about our hugely stylish and popular Cantabria canopy.



* Based on Friday and Saturday, 2 sittings per day.

** Based on £40 per cover = £7,360.



Introducing...

The Cantabria canopy

The Cantabria isn't the only outdoor canopy system that we offer. However, it is hugely popular among our hospitality customers for all sorts of reasons, including the fact the:

- Roof can be easily retracted at the touch of a button
- Durable aluminium frame, integrated guttering, waterproof roof and glass screens effortlessly combine to make a UV protected environment
- Glass screens easily transform an open space into a stylish, fully enclosed unit
- Extensive range of glass sides that are available include fixed, folding and sliding, balustrade and internal
- System offers 100 per cent protection in wind speeds of up to 60km/h when fully closed. In the finer months, the glass sides can be retracted, and come the cooler, wetter or more changeable weather, can be partially or fully closed
- Finished product looks incredibly stylish and is capable of instantly creating a focal point and giving venues that added wow factor
- Canopy is available in any length and projections of up to 10 metres for single units and 20 metres for twin units

The Cantabria canopy system is hugely popular with our hospitality customers, and can be fitted out with LED lighting, heaters, and a retractable roof, creating an inviting space for diners to eat al fresco come rain or shine.

CANTABRIA CASE STUDY 1

THE YELLOW BROOM RESTAURANT

The Yellow Broom Restaurant at Twemlow Green is one of Cheshire's best known landmarks and treasured restaurants.

Surrounded by lawns, a beautiful secluded south-facing garden and heated terrace, the venue boasts an idyllic, typical English setting, making it one of the most popular eateries in the area.

THE REQUIREMENT

The owners had set their sights on making more of their front terrace. They wanted to create a reception area for special events, where guests could meet and greet each other and casual diners could wait to be seated.

Their vision also included using this dedicated area to provide additional seating in the summer. Being such a popular venue, lack of space was a challenge they often had to contend with.

THE SOLUTION

The Yellow Broom is on green belt land, so one of the first things we did was to obtain planning permission on behalf of the restaurant. We then installed our Cantabria, which had to be tailored so that it incorporated an existing balcony into the design.

RESULTS

The restaurant now features a sleek Cantabria canopy that's been designed to specifically fit within the designated area and is a highly flexible space.

Featuring lights and heating, the canopy is used year-round by guests and casual diners, regardless of what the weather's doing.



CANTABRIA CASE STUDY 2

ALEC'S RESTAURANT BAR & GRILL

Alec's Restaurant Bar & Grill in Essex is one of the go-to venues in the area and aims to provide simple, quality fresh food.

Although predominantly a seafood restaurant serving the finest fish and shellfish, mouth-watering meat dishes add to the impressive menu.

THE REQUIREMENT

The venue is always full to capacity, with advanced bookings a must. The owner contacted Canopies UK to see if we could help extend his dining space and seat more guests by making more of the existing outdoor terrace balcony.

THE SOLUTION

We installed one of our Cantabria canopies and used our expertise to build a disabled access door at the side of the canopy as part of the integral structure.

Matching screen fabrics were also used so that the system blended with the main building.

RESULTS

Alec's Restaurant Bar & Grill now has an extra space that's fully covered and used all year round. The room itself is a place where people want to dine and book tables, specifically on the terrace.

What's more, guests get to enjoy the benefits of al fresco dining and beautiful views at the touch of a button, thanks to the retractable roof.



CANTABRIA CASE STUDY 3

THE GARRACK HOTEL & RESTAURANT

The Garrack is located high above St Ives in well-tended private gardens within easy reach of the town and beaches.

The hotel itself is situated in an elevated position above the town with far-reaching views of St Ives Bay and the Atlantic Ocean.

THE REQUIREMENT

The Garrack felt that its terrace area next to its leisure complex was underused. The owner wanted people to stay and have a drink after using the pool and sauna, but guests mainly went straight back to their rooms or the main hotel.

With wonderful views, the terrace was somewhere the owner felt could be made more inviting and was a missed opportunity to increase food and drink sales.

THE SOLUTION

We installed our Cantabria canopy. With accessories ranging from heating to interior lighting and the option of having windows and doors, the Cantabria was built specifically to the customer's requirements.

RESULTS

The canopy has been a huge success. The Garrack Hotel is now serving more food and drink than in the main restaurant. And customers are using the leisure facilities, moving on to the bar and outside terrace area, and having a meal while enjoying the beautiful views.





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The Cantabria means our customers stay longer as we can alter its configuration according to the conditions. We frequently close a couple of the wall panels to provide protection from the wind while opening the roof panels to varying extents to allow sunshine in some areas and shade in others.

Interestingly, the Cantabria has become a venue in its own right. Local people are using the canopy and we have hosted a few parties. We have groups lunching there and are serving more food than in the hotel restaurant.

People admire the quality of the structure and it is great for staff to be able to react to ensure customer comfort by opening or closing the canopy at the press of a button and controlling the heaters too.

- The Garrack Hotel, St Ives, Cornwall

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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 specification and unrivalled product quality.

canopies uk

The UK's leading canopy supplier

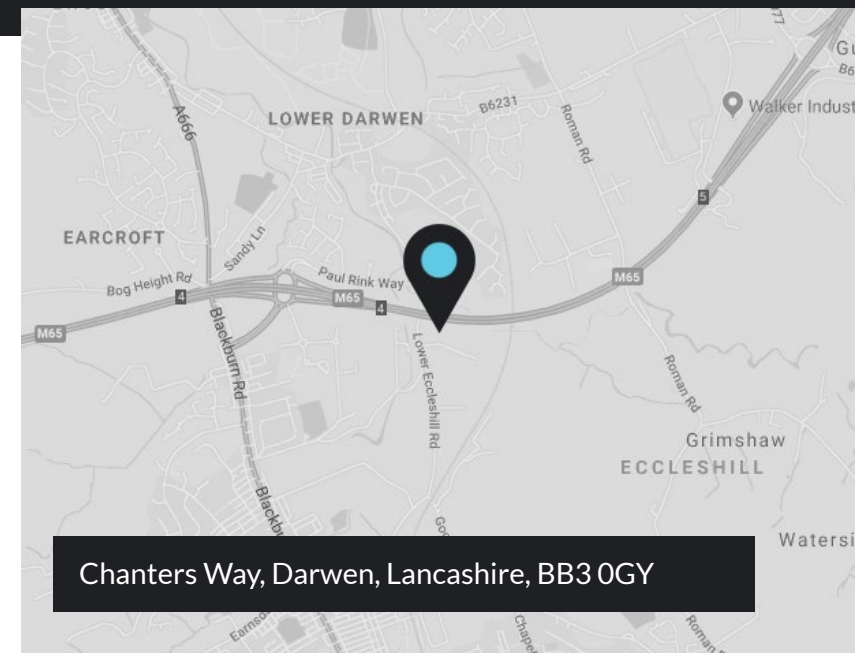
www.canopiesuk.co.uk

Wanting to follow in the footsteps of these venues?
Contact us today on:

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