



## CASE STUDY

### BLACKPOOL PLEASURE BEACH



Unit 15, Orchard Place Business Centre, Seven Mile Lane, Borough Green, Kent TN15 8QU  
tel 00 44 1732 884030 email [info@thelapacompany.co.uk](mailto:info@thelapacompany.co.uk) web [thelapacompany.co.uk](http://thelapacompany.co.uk)

**Designer and Contractor:** The Lapa Company UK Ltd  
**Project Completed;** Bespoke BBQ Catering Outlet

**Approach...**

In late 2015 Blackpool Pleasure Beach approached The Lapa Company for design and installation of a bespoke BBQ catering unit ready for their 2016 season. This new facility would need to encompass a fully equipped barbecue cooking and preparation area within an open sided bespoke oak framed building.

With extensive experience in designing and supplying outdoor kitchens to their customers, and an onsite workshop producing handcrafted timber buildings, The Lapa Company were uniquely positioned to provide this bespoke outlet.

**Requirements....**

To be sited under the Revolution rollercoaster, this new commercial catering outlet would need to provide a tasty menu of freshly cooked barbecue food that was quick to produce and easy to access for this high traffic route.

Premium outdoor kitchen equipment was essential to Blackpool Pleasure Beach, and the Fire Magic brand, exclusively distributed throughout Europe by The Lapa Company, was the perfect partner. All Fire Magic equipment is manufactured from 304 grade stainless steel – ideal for outdoor environments and benefiting from a lifetime warranty. The equipment’s precision engineered design maximises cooking space and makes Fire Magic the ideal choice for barbecuing.

**Building Details....**

The final structure is an 8m x 4m oak framed building with a cedar shingle roof. Initially crafted at The Lapa Company’s Kent workshop and then installed on site, the building benefits from internal cedar clad cabinetry and an internal timber roof. Granite work surfaces and stainless steel splashbacks ensure it is suitable for regular cleaning in a professional working environment.

On the exterior the lower panels have a brick finish and the building features a long open serving counter. Blackpool Pleasure Beach requested the incorporation of ‘heart’ theming to compliment other outlets in the vicinity and this was achieved by installing the hearts at the eave of the building.



Unit 15, Orchard Place Business Centre, Seven Mile Lane, Borough Green, Kent TN15 8QU  
tel 00 44 1732 884030 email [info@thelapacompany.co.uk](mailto:info@thelapacompany.co.uk) web [thelapacompany.co.uk](http://thelapacompany.co.uk)

### Outdoor Kitchen Details...

To cater for thousands each day a wide variety of equipment was required for the new outlet. Blackpool Pleasure Beach selected from the extensive Fire Magic range to ensure a range of barbecue foods could be produced reliably for their guests each day.

2 x Fire Magic Echelon 1060i barbecues with rotisseries and back burners

2 x Fire Magic Echelon Double Side Burners

3 x Blastcool Double Fridges

2 x Stainless Steel Food Fridges

2 x Fire Magic Warming Drawers

A bespoke Oak Preparation Table with Granite Surfaces

A Preparation Sink

A Hand Washing Sink

Extraction units suitable for commercial level cooking

Plus integrating into the design existing equipment such as a salad bar



### Construction...

The building was initially crafted at The Lapa Company workshop in Kent. It was constructed in full within the workshop to ensure every detail was accounted for, then dismantled and transferred to Blackpool Pleasure Beach where a team of 3 from The Lapa Company were ready for the installation.

Construction took two weeks on site, under the eye of the Revolution rollercoaster and battling some cold and windy weather! The construction of the building proceeded without issue and the new Outdoor Kitchen Area was built and fully functioning in time for the opening week of the 2016 season.



**Into the future...**

The initial response to the outlet has been excellent. Only a month after build work was completed thousands of customers have already enjoyed freshly cooked food from the new BBQ menu.

The Lapa Company have already returned to site to enhance the BBQ area with additional seating and bespoke shutters, and look forward to working with Blackpool Pleasure Beach again in the future.



Unit 15, Orchard Place Business Centre, Seven Mile Lane, Borough Green, Kent TN15 8QU  
tel 00 44 1732 884030 email [info@thelapacompany.co.uk](mailto:info@thelapacompany.co.uk) web [thelapacompany.co.uk](http://thelapacompany.co.uk)