

# RED LION MARQUEES

SPRING 2009 ISSUE 3

## New Group Structure

Chichester Canvas and Red Lion Marquees have now formally merged into one company under the umbrella name of Pridewatch Events. They will continue to carry their trading names, which have become so well established over the years. Mike Bottrill the Group Managing Director said, "that after many years of close co-operation, the time had arrived when a more formal arrangement made sense". Both will continue in their current premises; Red Lion Marquees in Luton primarily serving London & the North & West Home Counties, whilst Chichester Canvas, based in its namesake town, will cover Central Southern England. Together the divisions will service contracts small & large throughout Central Southern England, whilst the marriage value of their staff, stock and experience will enhance their ability to meet and exceed customer's requirements. Robert Callaway-Lewis will continue to be the Managing Director at Chichester and Martin Lloyd at Luton.

## Sensational Weddings!



Weddings still account for a large part of our business and we are proud to have played a part in the success of so many couples' special day. Noticeably, this year has seen the demand for wedding marquees keep us busy right into the Winter where our heaters have been running at full pace! Our starlight ceilings, manufactured in-house, are proving very popular in these later months where fewer hours of daylight requires a lighting scheme to play a vital role.





## Another Eventful Year

2008 has been the most successful year to date with our Pridewatch Events. With our regular contracted events the **Goodwood Festival of Speed** requiring us to provide more equipment than ever before, ranging from traditional marquees to aluminium framed pavilions and Losberger structures.

The **Revival Meeting** in September also had a record requirement for our tents, which included the debut of our newly manufactured 80ft x 140ft traditional pole marquee which has been added to our hire stock. This marquee is ideal for events of a larger nature, comfortably allowing room for over 1000 guests to be seated for dinner or for entertainment events. The marquee comprises of nearly 15000 ft<sup>2</sup> of natural cotton canvas, over 2 km of rope and if the varnished wooden poles were laid end to end they would cover a distance of nearly 500 yards.

We also fulfilled a number of new contracts including the **Austin Healey International Weekend** celebrating the 50th birthday of the Sprite, **Biggin Hill International Air Fair**, **Jaguar's XK60 Weekend** celebrating the 60th anniversary of the Jaguar XK and **World Scouts 2008** at Ardingly showground where thousands of scouts and guides from across the world enjoyed an action packed week of activities.



## Shouting from the Rooftops



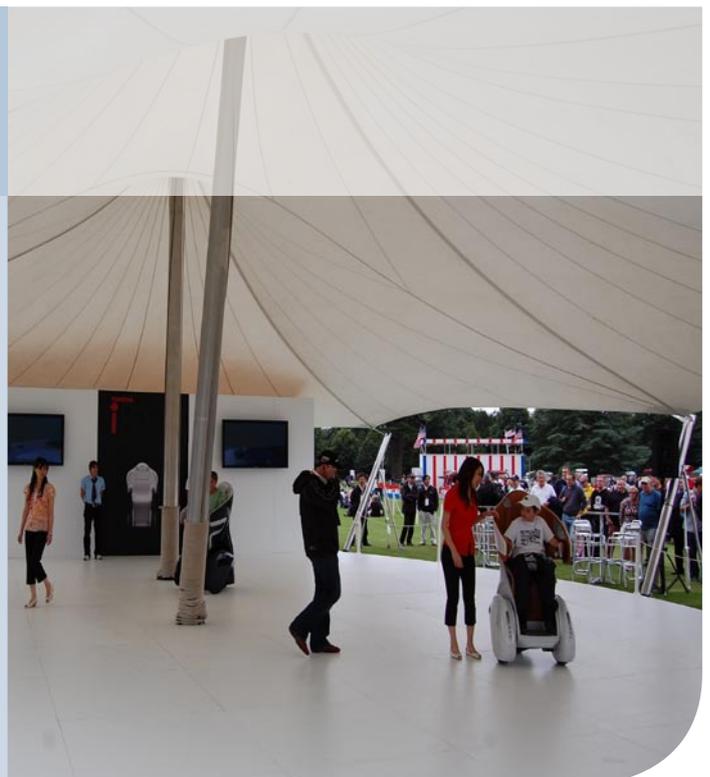
Interestingly this winter saw us provide a rooftop installation for one of our regular clients.

The brief was to provide a structure on a rooftop for a works Christmas party for 350 people. There were a number of concerns with erecting a marquee on the rooftop which needed to be addressed before beginning such a task. The roof structure was inspected to make absolutely certain it was capable of withstanding the load. The building was ex-ministry of defence which had been engineered to build a second storey if future expansion was necessary. Further calculations proved that the building could more than adequately withstand the loads. The uprights of the marquee were also "lined up" with the building supports to ensure there would be no question of whether it could cope. All of the heating was generated at ground level by 4 kerosene heaters to reduce the risk of fire from fuel being on the roof. These were linked to the marquee by 7m of insulated ducting from each heater. To ensure the marquee's structural strength (as using stakes was not an option) all the marquee uprights were wired under the flooring and were then strapped to ballast with 5 ton webbing straps.



## Toyota I-Real

We were proud to have been chosen by Toyota of Japan when they came to the U.K. to showcase their I.Real passenger transport concept vehicles. They wished a structure in keeping with their state of the art concept vehicles and we provided a twin peak tensioned canopy that would allow them to demonstrate their vehicles to the surrounding public whilst being a "centre piece structure".





## Trade Stands

Our custom exhibition marquees have been in demand more than ever this year and are the perfect solution for event organisers who wish to maximise their return when providing shop frontage for exhibitors attending their events. As we provide services for numerous showgrounds and exhibitions, we can give valuable advice on how to make the most of your budget. Where security is an issue for exhibitors, it is possible to incorporate features such as hard walling, lockable door units and exterior flood lighting. The versatility offered by our trade stands is one of their main selling points being available in dimensions of 3m, 6m, 9m and 12m deep with frontage available in any multiple of 3m. Our system is also able to incorporate banner rails for branding and advertising purposes. Our exhibition marquees are best suited to shows they consist of a robust aluminium skeleton and have been wind loaded to 80km/h ensuring the safety of visitors and exhibitors alike.

## Keep it Undercover

When a leading vegetable grower came to us in need of extra warehousing cover in order for his crops to be sorted and packaged, come rain or shine, we came up with the solution. We modified a number of our hire structures to a wall height of 4.5m to allow access for heavy goods vehicles providing much needed additional cover during the busy harvest.



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