

FEB/MAR 2017

ISSUE 15

  
**Courier**  
STORIES OF MODERN BUSINESS



**Street food**  
*grows up*



---

PLUS: Rapha - Crowdfunding - Rebranding - Berlin winter - Robin Klein - Hanoi - Road trips



# The art and science of restaurant design

CREATING A SPACE

Decent food isn't enough to make a successful restaurant. Interiors firms **David Collins Studio** and **B3 Designers** explain the detail in the decor.



Sakagura restaurant and bar in Mayfair, by B3 Designers

### Favourite London restaurant designs

#### B3 Designers:

1. Sakagura, Mayfair
2. The Riding House Cafe, Fitzrovia
3. Hoi Polloi, Ace Hotel, Shoreditch

#### David Collins Studio:

1. Smokestack, Shoreditch
2. Chiltern Firehouse, Marylebone
3. Rules, Covent Garden

special, and the huge numbers of staff could move through the room effortlessly.

#### What trends are you noticing in restaurants?

**B3:** A leaning towards transparency in food and drink provenance. Chefs and mixologists have put the process of creation, preparation and infusion of foods and beverages on display, often designing the restaurant around it. Bars and open kitchens with seating are getting bigger.

#### Why are acoustics and lighting frequently so bad?

**DC:** These are never given enough attention. Because they cannot be physically touched, operators sometimes feel they can get away with the bare minimum, or nothing at all.

#### Which smaller aspects of design can have a big impact?

**B3:** All the 'invisible elements': the grain of the paper, the feel of a material, a subtle change in lighting level, scent, the behaviour and friendliness of the waiting staff.

#### Courier: Why does layout matter?

**B3:** Getting the layout right is one of the most important tasks. Never sacrifice comfort for covers; a less-than-comfortable dining experience stays with patrons.

#### What factors contribute to how you design a layout?

**DC:** Entrance, kitchen and the flow of customers versus staff. You want

to avoid too many clashes.

#### How can the design encourage customers to spend more money?

**B3:** If a space is inviting and comfortable, people may choose to stay longer and order more food and drinks. Seating selection is another great strategy to ensure a restaurant is always filled and lively. Different seating options or zones will ensure all types of

parties can be accommodated.

#### What constitutes clever design in a restaurant?

**DC:** A clever restaurant design is one which operates seamlessly, and works in a room that feels like it shouldn't. The Wolseley took a lot of careful planning and collaboration to ensure the food arrived efficiently from the lower ground, each seat felt

## How to get a government loan

SECURING FINANCE

More than £260m in government loans has been granted to small businesses since 2012. But many founders are intimidated by the application process.

**What do the founders of Pip and Nut, City Pantry and Electric Star Pubs have in common?**

They've each borrowed money through the government's startup loan scheme to get their ventures off the ground.

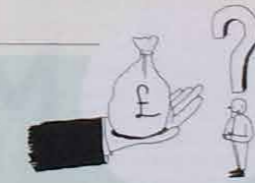
Many founders, however, are sceptical of government loans, believing the process to be convoluted, time-consuming and unlikely to yield a positive result.

The government's business department issued 7,365 startup loans in 2016, each decided on the back of a face-to-face meeting.

Jeff Gilbert, adviser at the London Small Business Centre, says a prospective business needs to demonstrate it has a grip of its accounts to land the loan. 'We get a lot of people who are creative but not great with finances,' he explains. 'Not understanding the difference between profit and loss and cash flow [for example].'

Businesses undertake the loan application cautiously, but Gilbert insists the process is worth the effort (and is also a useful crash course in the basics of managing business finances).

## The lowdown on the government's loans



#### Who can apply?

Any UK business, two years old or younger. Businesses in areas such as property investment, money transfer and weapons sales aren't allowed.

#### How do I apply?

Provide a one-page business summary, three months' worth of bank statements, and a cashflow forecast. A credit check is followed by a face-to-face meeting to agree the size of the loan and how it will be spent.

#### How much can I borrow?

Up to £25,000 as an individual. Companies with four directors or more can borrow up to £100,000.

#### What are the fees?

Interest is charged at 6% per year for a period of up to five years.

#### What if I can't pay it back?

It's possible to negotiate a payment 'holiday', but as the loan is made against individuals, not businesses, a court summons could follow to settle the debt.