

Case Study

Greyfriars Bobby, Edinburgh

Client: Mitchell's & Butlers
Location: Edinburgh
Value: £300,000
Timescale: 10 weeks
Handover: March 23, 2018



Challenge

Pacific had to complete to an extremely tight deadline a massive makeover of one of Scotland's most iconic bars. The project was so extensive that the business had to close for the duration of works, putting extra pressure on Pacific to complete it in good time.

The clients were Mitchells Butlers plc, the UK's leading operators of pubs and restaurants, whose extensive stable of brand names include All Bar One, O'Neill's, Browns and Harvester, and whose annual turnover from 1600 outlets runs to nearly £2billion. They demand the highest standards from contractors and invoke strict deadlines.

Approach

Experience and liaison with partner agencies were key as Pacific drew on their vast knowledge of delivering to deadline and to budget in commercially critical environments. The project was commenced right at the start of 2018 and was handed over to the clients in March.

Pacific were acutely conscious of the fact that Greyfriars Bobby is one of Edinburgh and Scotland's top tourist attractions and that it had to be finished to a high standard and true to the original format while at the same time offering a new and better customer experience.

Results

Greyfriars Bobby – named after the Skye terrier who remained loyal to his master even after his death – has now reopened and is continuing to draw legions of customers who are touched by the story of his life. Set in one of the most historic parts of Edinburgh, the pub continues to strike the correct period-relevant tone and attracts visitors looking for a drink and a bite to eat after completing the tour of the adjacent Greyfriars Kirkyard.