

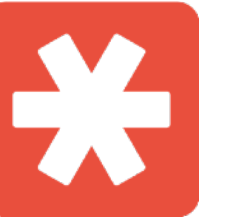


starlive

Butlin's Studio 36, a multi-site, multi-phased project.
Case study.



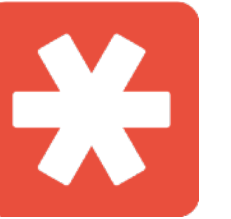
Butlin's Studio 36.



Client	Butlin's
Date	Multi-phased from 2020 onwards
Sector	Entertainment
Services	Design & Build, Modular Structures



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Project summary

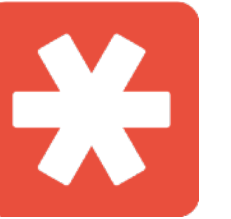
Originally developed in 2020 as socially distanced entertainment venues across Butlin's UK resorts, the Studio 36 programme evolved into a long-term, multi-phase entertainment infrastructure project.

Following the success of the initial venues, Butlin's appointed Star Live to progressively transform the structures from temporary buildings into permanent-standard entertainment environments while retaining the core flexibility and sustainability benefits of modular construction.

Delivered across Minehead, Bognor Regis and Skegness, the project demonstrates how modular entertainment infrastructure can evolve alongside operational and commercial requirements.



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The challenge

The project required Star Live to develop large-scale entertainment venues capable of transitioning from temporary use into permanent-standard facilities without losing their adaptability or future relocatability.

The venues needed to support major live productions, conferences and guest experiences while operating within active resort environments and minimising disruption during phased upgrade works.

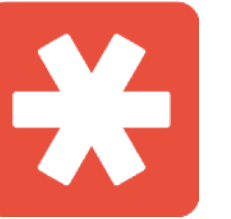
Additional challenges included improving thermal and acoustic performance, integrating new guest and back-of-house facilities, and maintaining the structural rigging capabilities required for large-scale entertainment production.

Each Studio 36 venue accommodates up to:

- 1,600 delegates theatre style
- 1,100 cabaret style
- 1,370 gala dinner style



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Our approach

Star Live delivered a phased design and build strategy that combined modular engineering with permanent-standard building performance.

The original Studio 36 venues were delivered as fully integrated turnkey entertainment environments spanning more than 8,200m² across Butlin's three resorts.

As the project evolved into Phase 3, the focus shifted toward enhancing environmental performance and long-term usability while preserving the modular advantages of the structures.

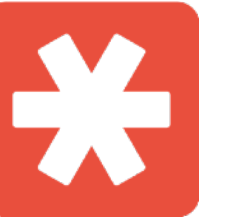
Key upgrades included:

- enhanced wall and roof insulation with improved U-values
- improved acoustic performance through higher Rw ratings
- additional linked facilities including bars and toilets
- upgraded back-of-house performer and crew spaces
- retained demountable and relocatable capability

A major engineering innovation was the development of a retrofittable roof liner system capable of meeting Building Regulations without compromising rigging capacity. Star Live achieved this using a bespoke combination of flame-retardant PVC foam sheeting and natural sheep's wool insulation.



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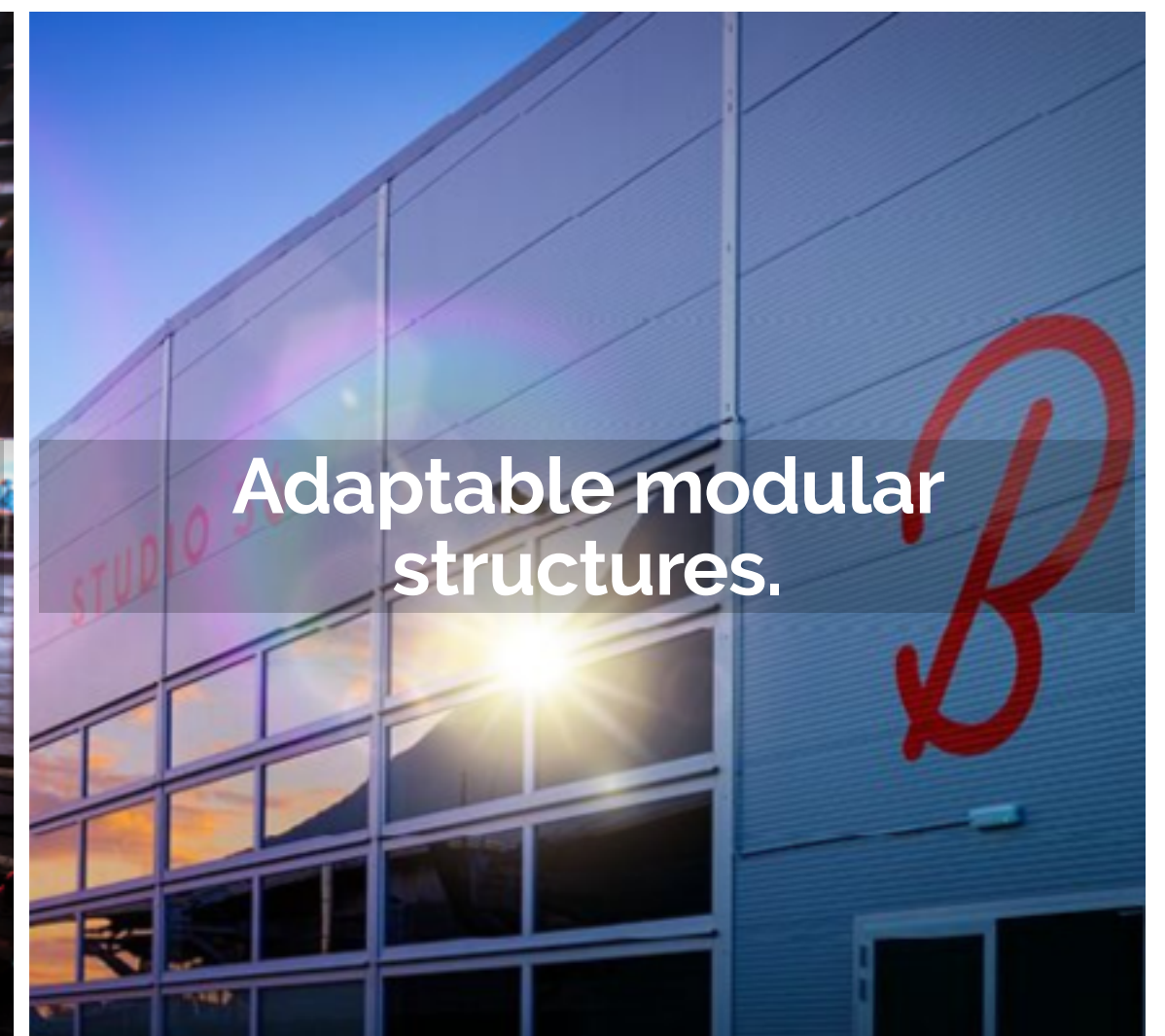
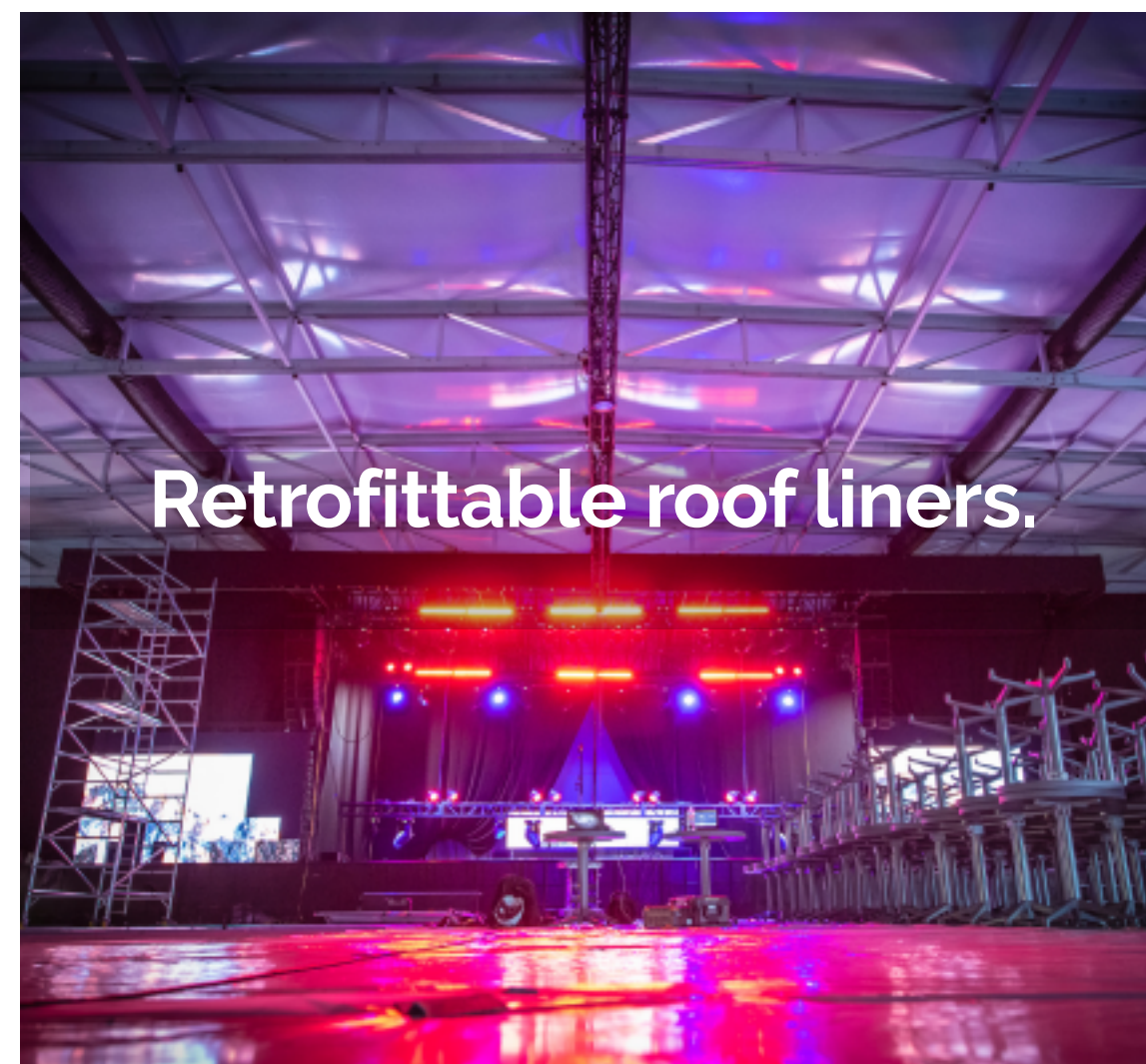
Delivery

Star Live acted as Principal Contractor across the multi-phase programme, delivering technical design, engineering, fabrication, fit out and venue integration.

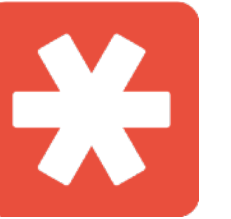
Works were carefully phased to support ongoing resort operations while improving the venues incrementally over time.

The project combined modular construction principles with live-event engineering expertise, enabling rapid deployment, reduced disruption and highly adaptable entertainment infrastructure.

The phased approach also allowed Butlin's to continue evolving the venues in response to operational requirements and guest demand without requiring full demolition or rebuild.



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Outcome

The Studio 36 programme now stands as a strong example of how modular construction can deliver permanent-standard entertainment infrastructure with long-term flexibility built in.

By evolving the structures rather than replacing them, Butlin's was able to:

- extend asset lifespan
- reduce material waste
- maintain operational continuity
- improve environmental performance
- retain future adaptability and relocatability

The project demonstrates how live-event engineering principles can reshape modern construction — combining speed, technical performance and operational flexibility within a commercially sustainable venue strategy.



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Butlin's
CONFERENCE 2023

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