

SHEFFIELD LANDLORDS ARE BUCKING THE TREND

The landlords of a popular community pub in Sheffield, who have continually increased takings over the past four years, are encouraging others to think about crossing sides of the bar.

Darren and Joanne Bellamy took on the Jack in a Box – an Admiral Taverns owned pub in Frecheville – in August 2005 and have increased sales six percent year on year, despite the credit crunch.

Darren, who used to run a painting and decorating company, and Joanne, a former hairdresser, took on a pub to spend more time together and build up a business between them. The couple have given it a complete revamp and turned it into the hub of the community by introducing charity events, sports teams and a range of entertainment.

“All of our time, money and energy goes into running this pub but we get a lot of satisfaction out of watching the business grow and getting involved in the community,” said Darren.

“We regularly organise road trips for families in the area and charity events for local causes and we get a lot of support from our customers.

“The main housing estate near our pub is being redeveloped and there are fewer families in the area. Despite this, we’re continuing to trade well and attract customers from further afield. We’d encourage anyone who thinks they’ve got the right skills to look at taking on a pub – if we can do it, so can they.”

Admiral Taverns is hosting an event at the Don Valley Stadium on Thursday 23 April to help people in the area find out more about the pub industry and what it takes to be a landlord.

The open day will take place in the VIP grandstand at the stadium on Worksop Road between 11.30am and 5.30pm. Sheffield pub-goers who've always fancied swapping sides of the bar, or existing landlords interested in taking on an Admiral pub, are more than welcome.

For more information about the event, or to find out what pubs are available in Sheffield, visit www.admiraltaverns.com.

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