

## **WALSALL LANDLADIES ARE BUCKING THE TREND**

Two best friends, who took on a Bloxwich pub and more than doubled sales in six months, are encouraging others to think about crossing sides of the bar.

Dawn Waddell (43) and Kate Curtis (43) of the Spotted Cow on Wolverhampton Road have increased trade by over 100% since taking on the pub last November, and are being recognised by pub company Admiral Taverns as two of its best performing publicans.

Admiral hopes the landladies' achievements will inspire other people who are considering swapping sides of the bar, at an event in Willenhall on Tuesday 9 June.

Terry Constable, business development manager for Admiral Taverns, said: "Dawn and Kate are great role models for anyone who's ever wanted to run a pub. They've shown that pubs with potential can become booming businesses, even in the current economic climate.

"There are plenty of pubs like the Spotted Cow that are trading extremely well and many vacant venues that offer fantastic opportunities for landlords who are willing to adapt or try something new."

Dawn and Kate claim their success at the Spotted Cow is down to being themselves; gaining the respect of their customers and creating a warm, friendly atmosphere. The women have revamped the pub and continue to invest their takings in projects like the pub's new beer garden, which will be ready for summer trade.

Dawn, who has six years experience running pubs, said: "We are both bubbly, social people who enjoy working behind the bar. We look after our customers

and provide them with a variety of entertainment, giving them a reason to get out and socialise.

“We’re looking to boost trade further by opening a first floor function room which will give us plenty of space to host live bands and cater for parties.”

Kate added: “We love what we do; for us this isn’t work but a chance to earn a living whilst having fun.

“It can be challenging sometimes but if you do the basics well, you know what your customers want and you make the effort to keep things fresh and interesting, there’s no reason why you can’t do well in this industry.”

Admiral Taverns is hosting an event in Willenhall on Tuesday 9 June for anyone who’s ever fancied swapping sides of the bar. The company will be reopening The County pub on Walsall Street between 1pm and 4pm, to help people find out more about the industry and what it takes to be a landlord or lady.

To find out more, contact Admiral Taverns’ recruitment team on 0845 070 8950 or visit [www.admiraltaverns.com](http://www.admiraltaverns.com).

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