

# East & West Midlands

## Pheasant Inn

Newport, Shropshire

**THE PEOPLE:** Paul Quinn, known as Quinnie to local sports fans, has been licensee of the pub for 18 years. A self-confessed football fanatic, who reckons he has played in 2,500 games, the Enterprise Inns tenant also works as a professional photographer for a local newspaper and was Leicester Tigers RFC's official photographer for many years.

**THE OFFER:** He says: "We're a sports bar with 11 big screens both inside and out and we can show as many as four different events, some in HD or 3D, at the same time. We show televised events in the beer garden, too. I'm the dearest pub among

10 on the high street, but that doesn't stop us doing more than 600 barrels a year."

**THE STAFF:** "They have to be polite and efficient, but work quickly. We've had eight behind the bar at busy times, plus a back-pack beer dispenser in use. They have to be able to change TV channels as well as barrels in here."

**FOOD:** All the sports teams based at the pub – covering football, cricket, tennis, badminton, rugby, golf, darts, cycling and hockey among others – get free chip butties or sausage sandwiches plus free meeting facilities.

**BEST BUSINESS IDEA:** "Giving the customers free food at big events. I get through 60 kilos of chips each week but that's probably worth about 200 barrels a year. If you look after your customers they'll keep coming back," Paul says.

