

East Anglia Cutter Inn, Ely, Cambridgeshire

Despite being new to the trade two and a half years ago, Jo and Steve Haslam have turned an under-performing pub into one going from strength to strength.

Last year, food turnover grew 56%, drinks sales rose 12%, and even machine income nearly doubled at the Enterprise Inns outlet. Plus, net profitability improved by 75% without any compromise to standards as indicated by the 24% of budgeted turnover allocated to wages for the 48 full and part-time employees.

One of Steve and Jo's priorities is to ensure that the Cutter remains in top condition. Every three months, tradesmen arrive to repair any wear and tear. They even spent £8,000 on new furniture, replacing items that were only a year old, but didn't meet their exacting standards.

Additionally, they are constantly looking to include new features or revamp the offering. For example, they replaced the menu, even though the previous one had netted annual sales in excess of £830,000. Since the menu revamp, sales have risen by 10%. They are also planning to install a pontoon over the River Ouse, which runs beside the Cutter, to enhance al-fresco wining and dining.

Steve says: "I believe we have proved that it's possible to be successful in what has become a monumentally tough industry."

