

The Class of 2011



ACCOMMODATION PUB OF THE YEAR

FINALIST FACTS

- Type of outlet: Freehouse
- Wet/dry/accommodation split: 25/65/10
- Number of rooms: 5
- Website: www.nagsheadbucks.com

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NAGS HEAD INN

Great Missenden, Buckinghamshire

Owner: Adam Michaels

A traditional country inn, the Nags Head is steeped in history. It's now a popular eating destination for many locals, being food led, but has a solid drinking trade as well.

The interior was refurbished when it changed hands, and the freehouse has received recognition for its Anglo-French styled menu with an AA Rosette for culinary excellence. The emphasis is on local produce, with the pub offering local ales as well.

Describe the pub's letting accommodation, its design and facilities.

The 15th century inn just outside the Buckinghamshire village of Great Missenden was taken over by Adam in 2009. Since then it has been refurbished, with the five bedrooms styled with a contemporary look, while retaining many of the original features, such as the exposed oak beams and the inglenook fireplace in the pub itself. Low doorways and high ceilings add to the inn's traditional charm, "It's a contemporary twist on a 15th century inn," says Adam.

Each room is brought up to this century with contemporary stylings. Mirrored surfaces on the wardrobes and tables give it a fresh look, and there are digital flat screen TVs, hairdryers and ironing boards and irons available to guests. There is also free WiFi throughout to cater for the business guests who often stay during the week.

Residents can also take part in clay

pigeon shooting, visit the nearby tennis club or the Roald Dahl museum, which can be arranged by the Nags Head.

Describe how you have grown your accommodation business this year and outline any future plans for growth.

The pub has seen a 20 per cent increase on sales of accommodation this year. By introducing comment cards and responding to customers' feedback, it's been able to grow and improve the service.

Adam says he's started discounting late bookings to make sure capacity is increased, and has full control of the discount structure to ensure the utmost flexibility for customers. "It's been extremely successful. I would rather have full rooms and that a customer may decide to have a meal rather than empty rooms," says Adam.

And he hasn't stopped there. Plans are being put together for a further six rooms to be added on, as Adam sees the potential for further growth, as the demand is there.

Why should you win this award?

Adam sees the pub's attention to detail as essential in giving customers an experience, not just somewhere to stay. "It begins with a welcoming greeting by a knowledgeable member of staff, to offering fresh fruit in the rooms," explains Adam. "I believe we offer an exceptional service where customers will want to return time and time again."

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