

PRS Case Study: Riff's Bar

26 Greatfield, Nr. Hook, Swindon, SN4 8EQ



2005 Winners of The Publican Music Pub of the Year Award sponsored by PRS

'Where music matters' – Andy and Theresa, Riff's Bar

Here at Riff's we are music mad! We run a varied programme of music throughout the year. We specialise in quality live music and this is how we have grown our reputation.



Andy and Theresa

We try to keep to certain themes for certain nights, that way regular customers get to know what style of music is on what night and will come out feeling pretty confident they will like what is going on.

Diversify - to keep things fresh we don't have the same bands back too often as even the most popular bands can get boring if they are over booked. Our advice is to try different styles of music and see what works best. We do this by covering all genres of music from rock to blues, folk to country, reggae to jazz.

As we are a destination type of pub, people need to make an effort to get to us albeit by car or cab, because of this we have to use our judgement in picking the acts we hire.

We have found that theme evenings such as a seventies nights go down really well with our customers. It is really simple all you need to do is employ a good 70s cover band, dress the staff up and offer prizes for the best fancy dressed customers. Remember to fill in between the band with plenty of disco music played over the house system to keep up the atmosphere as well as the customers entertained.



Janis Joplin - a mural at Riff's Bar

Local original bands are crying out for places to play, why not try putting on two acts on a quiet night but limit the set times. This is what we do on our Wednesday night 'Half Hour Sessions'. Use the night like an audition and get bands back that are really good and pull in a crowd.

Our stage area is brought alive by murals of music legends such as Jimmy Hendrix, Queen and Janis Joplin. It may pay to theme certain areas with music memorabilia to create the correct atmosphere.

Advertise - we find our website is very helpful and a good point of reference for people to check out 'what's on'. We also have a large mailing list that you can sign up for on the website.

And a key point...'We pride ourselves on providing a warm friendly atmosphere for both the audience and the performing artists'.