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# In conversation with The Tamworth Tap



Music and beer gardens go hand-in-hand - especially when the sun is shining! George Greenaway from the Great British Pub Awards Best Pub Beer Garden 2022, and Best Beer Pub 2024, The Tamworth Tap, shares his thoughts on what makes a good beer garden – including how music can enhance your customers' experience this summer!



**Q. What makes an outdoor space/beer garden a success?**

A. The sun is an obvious one, but a good layout, interesting focal points, comfortable clean seating/tables, background music and separate smoking areas.

**Q. What does your beer garden feature?**

A. Outdoor bar, food hatch, outside loos and heaters.

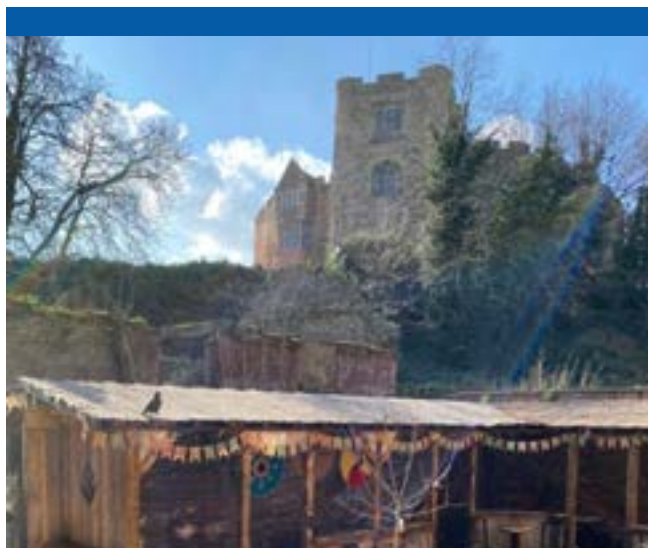
**Q. You had a stage, was that pre-existing or part of the garden design? How important is live music to your garden space at The Tamworth Tap?**

A. We built it about 5 years ago to utilise the space for live music which is a huge draw on a Sunday afternoon. We also host live music on some Friday nights and special bank holiday gigs.



**Q. How important is it that your customers enjoy the atmosphere outside as much as inside? What role does music play in this?**

A. It sets a level. Not too loud that customers have to shout and not too quiet that you strain to hear it. It's a vital component in creating an enjoyable setting.



**Q. What events are you hosting in your garden this year? Does music play a role in these? Does the music reflect the events?**

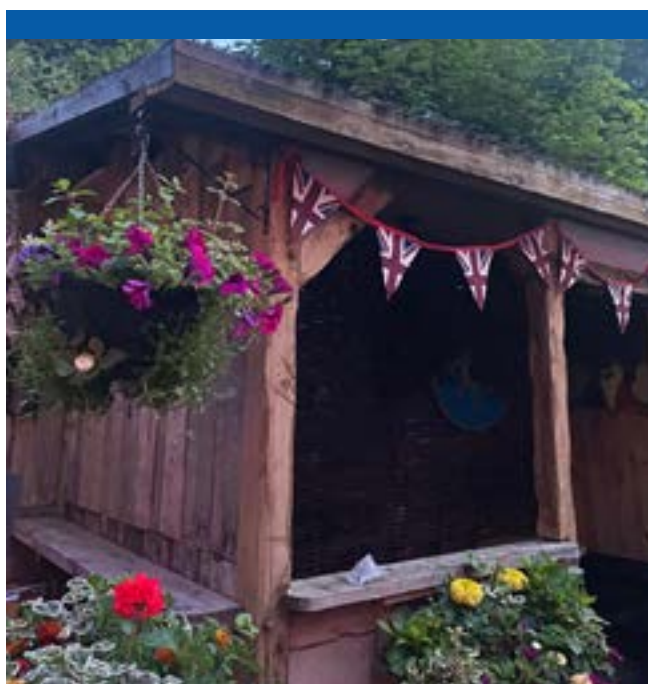
A. Yes, over the August bank holiday we host an Elton John tribute which is the highlight of the year and very popular. We also host numerous other more diverse events such as beer festivals, bar watch evenings, honey bee apiary demonstrations, morris dancing and a sausage and cider festival.

**Q. What about background music? Is this important, and how is it used?**

A. We use a business streaming service and play our own playlists to suit the time of day, weather, special events such as VE Day.

**Q. Is the music you use the same inside as it is out?**

A. It's different from inside. We're a traditional ale house. The outside music reflects the weather and appeals to a different demographic.







These are just some hints and tips on how to enhance your outdoor space this summer and how using music can help you to get the most out of the months ahead.

To find out more and to try out music for yourself, visit [pplprs.co.uk/get-themusiclicence/](https://pplprs.co.uk/get-themusiclicence/)