

Midlands' Rock and Roll Heritage at Risk

The UK's longest-established Rock & Roll venue based in Dudley may soon be facing closure unless a buyer can be found, according to Insolvency Practitioner John Travers of John D Travers & Co.

JB's Promotions Ltd are now in Administration and John is actively seeking buyers for the business and the freehold premises from which it trades. There is a groundswell of local support for a 'Save JB's campaign' amongst those who have been regulars at the club.

JB's have been the champions of Rock & Roll in the Black Country for 41 years, and have been promoting live music longer than any other venue in the region. From famous names like Robert Plant, U2, Dire Straits and The Sex Pistols, through to touring bands and budding rock stars, JB's have nurtured talent and provided the platform for some legendary gigs.

But finally, unless a buyer can be found for the business, the rock & roll lifestyle may be drawing to a close.

John Travers explains: "The directors of JB's Promotions have been supporting the business with their own money for several years now. They have had to pledge the company's premises at Castle Hill in Dudley to the bank, but still the business was trading at a loss. They believed that their longevity and the iconic status of their venue would see them through the hard times but, finally, they have had to appoint an Administrator to help try and save the business."

John Travers was appointed Administrator of the company on the 2nd September and he is now supervising the trading of the business and is hoping that local music fans will come to the party, and help save the venue.

"In a world where music promoters come and go," says John, "These guys have been consistent and dedicated in their approach to live music. Whilst they have had to face the fact that their tenure has run its course, there is still the nucleus of a vibrant business with an amazing heritage in place, and the right people with funding, enthusiasm and passion could take it on to its next level. It would be a shame to see it simply fade away."

John D Travers & Co will be handling the Administration from their offices in Stourbridge, and any further enquiries regarding JB's Promotions Ltd should be directed to that office.

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