

Dear Sirs,

My name is Philip Ryder and I am writing in support of the Black Horse public house and the continuing of its license to sell alcohol. I have recently become a regular of the pub, due to local recommendations and the improvements made since Beverley has been the manager.

Over this period and since the last license review, Beverley and her team have worked hard to change the image, character and atmosphere of the pub. Most of these were highlighted in my last correspondence to yourselves, but I have listed these below again to refresh your memory.

- Implementation of 24 hour CCTV surveillance system, which i must say does not seem corroborate the issues raised recently by Thames Policing
- Regular Sunday afternoon meat raffle, including complimentary finger snacks and roast potatoes - always well attended, followed by acoustic artist.
- Regular pool and darts leagues teams for which Beverley again provides food and end -of-season awards and fund -raising events.
- Special events and themed evenings including Christmas, New Year and a Royal Wedding party.
- Regular bank holiday specials to encourage families to enjoy the garden, with games and bouncy castle for the kids.
- Occasional live music evenings which showcase local artists.
- Implementation of delicious home cooked food with a can-do attitude Irrespective of time of day.

These changes have been great for her regulars, which include some residents of St Johns road, as well as the newly formed darts, pool and football teams. I have listed below a few other activities that Beverley had instigated to encourage and establish a true village pub atmosphere.

The initiatives above are just a snapshot of what Beverley and her team have introduced to drive positive improvements right across the whole environment and atmosphere of the pub.

There is a really diverse mix of customers covering all sorts of trades and professional people, as well as a good representation of families and people of the third age, which really reflects the demographics of the town, and they are all warmly welcomed and greeted by Beverley and her team. I believe this encourages a real village pub environment right in the heart of Thatcham, which is sadly missing elsewhere at similar establishments within the town.

Unfortunately in these times there are always a minority who spoil it for the majority. Since Beverley has been managing the Black Horse, she has worked tirelessly to identify and ban these undesirable individuals from the pub, and works closely with other licensees in support of the pub-watch initiative and alert system. It would be a shame for the Black Horse to have its license withdrawn due to the minority of customers who think only of themselves and their needs and not of the enjoyment and environments of others. Since becoming a regular, I have not witnessed any adverse incidents as 99.9% of the time it is a fun and family-friendly environment in which to relax, unwind and meet friends.

I do hope that given the positive results Beverley has achieved already in the short time she has been in charge of the Black Horse, and the on-going support of her regulars, you will grant a continuation of the Black Horse licensee. By doing so, Beverley can continue to work toward her goal of making the Black

Horse the best local village pub in town, known by the locals as a family-friendly, welcoming and warm place to go.

Finally I have also copied below a letter sent to all residents of St Johns road inviting them to a coffee morning/gathering at the Black Horse with the hope of trying to understand some of the issues that have been raised since the last review, again these do not seem to be supported by CCTV in the main.

Best regards

Phil Ryder

Copied below is the original invitation to all St John's Residents to join Beverley and her team for a Christmas gathering. There was a change of date on the one posted as this was changed by hand I do not have a copy.

## "TIS THE SEASON TO BE JOLLY"

### SEASONS GREETINGS FROM THE BLACK HORSE

Dear Resident of St John's Road

As we move closer to the festive season, I would like to extend an invitation to all of you to join me and some of my team for a Christmas coffee morning and nibbles, both on Tuesday 20th and Wednesday 21<sup>st</sup> of December at 10:30 am.

I do hope you can make it as I am committed to working with you to ensure that everyone enjoys the festivities with minimum impact and with due respect for each other. Through this informal gathering, and by combining our collective experience, we can develop a solution with the aim of establishing a closer understanding and involvement between all residents of St Johns Road.

To start, I would like to give a little information about myself. I used to live in St Johns Road for a few years and so have experience of both living in the road, and also working for the previous manager. Since taking on the managers' role, the whole team has worked hard to change the image, character and atmosphere of the pub.

Some of the improvements include the redecoration of the toilets, providing a better garden area for families and outside enjoyment, and passing the relevant environmental requirements so we can now serve delicious home-cooked food. These changes have been great to encourage new regulars. We have also tackled some of the anti-social activities that used to dog the area by installing a CCTV system. This provides 24 hour surveillance both within the pub and on the road outside. The system has already identified anti-social behaviour in the road, which had nothing to do with the Black Horse, and also identified a team of men who were scamming the fruit machines in a number of public houses in Thatcham.

I will continue to make changes, and would like to use our informal coffee mornings to ask for your ideas, advice, support and suggestions to continue to improve the Black Horse going forward.

We have a really diverse mix of customers covering all sorts of trades and professional people, as well as a good representation of families and people of the third age, which really reflects the demographics of the town. I

believe this encourages a real village pub environment right in the heart of Thatcham, one which has been in existence for over 150 years.

Unfortunately in these times there are always a minority who spoil it for the majority. As manager of the Black Horse, I am committed to identifying and banning these undesirable individuals from the pub. I'm also working closely with other licensees in Thatcham, supporting the pub-watch initiative and alert system.

I do hope you will be able to pop along for a chat and coffee. By sharing ideas, the result can only be positive and help move us all in the right direction. I look forward to seeing you and listening to your suggestions.

Let's all work together to make this a Very Merry Christmas for one and all.

Best regards,

Beverly,  
Manager Black Horse.