

Mike Balbini

From: Barrie Aspinall <BarrieAspinall@greeneking.co.uk>
Sent: 20 January 2021 10:13
To: susan.parsonage@wokingham.gov.uk; charlotte.haithamtaylor@wokingham.gov.uk; barrie.patman@wokingham.gov.uk
Cc: jim.frewin@wokingham.gov.uk; parry.pathe@wokingham.gov.uk; clerk; Chris Shimwell; Barrie Aspinall
Subject: FW: Consultation introduction
Attachments: News Release - Greene King to ask for community help in choosing new name for The Black Boy in Shinfield.pdf

Hi All

Following my email on Monday, I wondered if I might follow-up to establish if there is any further feedback regarding our proposed change of name at the Black Boy, Shinfield and the associated press release attached once again for your information.

I have very kindly had feedback from Jim Frewin from his and his constituents perspective but I am keen to establish the broadest possible perspective of the Council and establish a consensus if at all possible.

We are due to publish a short-list of potential new names shortly and really would appreciate the Council's participation in the process if at all possible.

Kind regards & stay safe

Barrie Aspinall

Business Development Manager Pub Partners
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From: Barrie Aspinall

Sent: Monday, 18 January 2021 10:28

To: susan.parsonage@wokingham.gov.uk; jim.frewin@wokingham.gov.uk;
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Cc: Clive Price (clive.price@baronspubs.com) <clive.price@baronspubs.com>; helen.pillinger@baronspubs.com; Chris Shimwell <ChrisShimwell@greeneking.co.uk>

Subject: FW: Consultation introduction

Good morning all,

I do hope you're well. I'm getting in touch as I was hoping it might be possible to speak to someone from Wokingham Council this week about our plans to rename the Black Boy pub in Shinfield.

We recently issued the attached press release about our plans to rename the pub, but are keen to seek your views on possible new name options before we hold an online community vote to choose a new name.

We already have a few potential names suggested and we would be grateful for the opportunity to speak to you about them at some point this week. We can do this over the phone or alternatively would be more than happy to set up a video call through Microsoft Teams.

Apologies for the group nature of the email, I would be more than happy to establish a main point of contact at the Council in this regard if that would be easier should you wish to nominate one. I look forward to hearing from you and thank you in advance for your time.

Kind regards & stay safe

Barrie Aspinall

Business Development Manager Pub Partners

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- New bid to rename Shinfield's The Black Boy pub four years after locals reject plan

New bid to rename Shinfield's The Black Boy pub four years after locals reject plan

by [Phil Creighton](#) Thursday, January 14, 2021 5:29 pm

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The Black Boy pub in Shinfield - Greene King wants to rename it

A FRESH bid to change the name of a 500-year-old pub has been launched four years after a previous attempt was rejected by locals.

Greene King says it will hold a vote a new name for The Black Boy pub in Shinfield, as it believes the name has racist connotations. The poll will offer a range of suggestions and the brewer says that 'global issues' mean the change is now imperative.

Back in 2017, Barons Pub Company – which runs the refurbished pub – wanted to change the name to The Shinfield Arms. However, at the time, managing director Clive Price said that locals did not want this.

However, things have changed and he now said: "We appreciate Greene King's proactive move to change a number of Black Boy pub names across the country.

"We hope a name change will add to an even friendlier, inclusive and welcoming environment for our customers and we look forward to this positive move."

This view was echoed by Nick Mackenzie, the CEO of Greene King.

"It is important to acknowledge our history but just as important to work proactively to eradicate racism in our society today," he said.

"While the origins of these pub names are obscure what is clear is that there is a perception that they are linked with racism today and we want to make this positive change for the better."

And the company said that the decision was made after extensive discussions, particularly noting the heritage of the pub, while wanting to be a champion of equality and diversity, increasing support for people from Black, Asian and minority ethnic backgrounds.

He also said that Shinfield residents will be consulted.

"We're keen to involve local people in this project and look forward to working with them to choose a new and inclusive name for these pubs so they remain at the heart of communities," he said.

Greene King wants to rename two other Black Boy pubs, in Bury St Edmunds and Sudbury, as well as a pub called The Black's Head in Wirksworth.

There is no consensus as to how the name came to be in usage.