



The Friends of Abingdon
Civic Society

**38 Mattock Way
Abingdon OX14 2PQ**

Greene King plc
Westgate Brewery
Bury St Edmunds
Suffolk IP33 1QT

4 July 2013

Dear Sirs

The Friends of Abingdon Civic Society is very concerned about your current policy of replacing picture pub signs with the 'Meet and Eat' corporate logo. Pub signs are an important part of our heritage. Many of them have been unchanged for centuries and often commemorate national or local events, or represent the coat of arms of a local landowner. Pubs should be celebrated for their individual characteristics and not turned into identikit fast-food establishments with bland signage.

We note that in the Abingdon conservation area you have a rather different policy of combining your corporate identity with the original pub sign and using a less obtrusive background colour. The design submitted for the Broad Face pub is an excellent example of this more acceptable approach. Why can't you do this for all the pubs in your estate, whether or not they are in a conservation area?

We look forward to a rethink of your current policy and a return of the traditional signs to the Boundary House in Oxford Road, the Midget in Preston Road, and the College Oak in the Peachcroft Centre (all in Abingdon).

Yours faithfully

Roberta Nichols
Executive Council member, Friends of Abingdon