

Full text of letter from the General Manager at The Plough, concerning the event on Saturday 24th June 2017

FAO of Fen Ditton Parish Council.

I thought I would take a few minutes to contact you all in regards the recent event at the Plough on the 24th June 2017.

First of all it would be wrong not to offer a genuine apology to those affected by the continuous music or repetitive style beats that caused displeasure to some.

On the day The Plough was attended by many families and groups varying in age from 25 to 50 alongside their children who played in the grounds on the day and took in the Disney themed, entertainment centre, the “glitterbus” and other focused entertainment. Prior to the event, I was assured by the organisers that the event was not the feared “rave” and offered up full descriptions of activities and attractions, to which some were accepted and some were deemed not in keeping with the business or area. I am conscious however, that music will always be a contentious issue. Those that took in the delights of the jazz and ragtime bands the week before at BuMpS may have enjoyed those light, Summer sounds whilst sipping Pimms by the river... others of course maybe as “anti-Jazz” as the undesirable thud of the bass at a modern music event. In either situation those apologies apply to anyone affected by the noise that interrupted their enjoyment of their day. The intention of the business is never to annoy or interrupt our local residents or their day to day lives, the reputation of a business is built and supported by those who live around it and we believe this to be paramount in our ongoing attempts to re-juvenate and improve The Plough.

The Plough management and specifically myself took on a tired business in need of investment, time and love. Our aim is to look at the offer again, focus the demographic, target service and food times and work with the local community to bring to Fen Ditton something that is a positive draw for those who visit the city nearby and the village alike. As new management we also inherited some events that are not in keeping with our business objectives or long term focus. This event is one such situation which in principle was not what the business wants to be known for, or indeed judged on. On that note, we can confirm that the business was honouring a legacy booking and has no further legacy bookings that will cause similar issues on such an invasive scale. In the future, we will of course use our beautiful grounds to boost the business in a manner that appropriate to the needs of the area or the business as a partnership. To that end, I have resolved to work further with the Parish council around those larger events. We hope that these planned, future adjustments can help raise further revenues for the community, protect the nature and expectations of local life and boost the businesses reputation and trade for the benefit of all.

Our intention this year is to invest in The Plough at a significant level, we will be looking at the kitchens, the facilities, the décor, the gardens, the layout, the offer and the team to get the best return on a significant investment. Where we find flaws in the business we will aim to rectify them and where we can add value we will attempt to do so. The historic issues that the business has suffered from will be investigated with a view to remedying them. We hope that the final result will provide all our guests with something that is long overdue and source of pride for this historic village.

Please do not assume that this is the direction the business is going, it isn't, it won't and you will appreciate the efforts made over the next few months and hopefully years as The Plough moves forward and up.

Once again, I offer my sincere apologies to those affected by our recent events and we hope that you can forgive these indiscretions as we clear down, start afresh and move the business forward.

With thanks

Jason Cooper
General Manager
The Plough