

# Eastcote Conservation Panel

## Save our History

**There is no legal requirement for this company, City Inns, to keep the name 'The Case is Altered', a name that goes back 250 years or more. Obviously a firm like City Inns are only a money-making machine and not at all interested in local history or the people of Eastcote. It is my opinion that the email reproduced below sent to a resident is condescending, trite, smug and facetious. I have written to them saying just that.**

**It is down to people power to try to stop this city firm from changing the name. Please sign the petition below and inform your friends, family, colleagues, groups of the need to make a big noise.**

Please find attached a link to the petition created by Greg Tanner to retain the name of The Case is Altered - the new owners are hell bent on changing it.

It has also been posted on Facebook and it appears to be gaining momentum, so if you value the area we live in and what to keep the name please sign:

[https://www.petitions24.com/the\\_case\\_is\\_altered\\_should\\_not\\_be\\_renamed#form](https://www.petitions24.com/the_case_is_altered_should_not_be_renamed#form)

## The Proposed renaming of 'The Case is Altered' in Pinner

'The Case' as many will know is currently closed for an extension and renovation by its current owners. The inevitability of such changes isn't being challenged and, indeed, the owners City Inns Ltd have many properties (some of which I've been in) that have retained their original character as much as possible. However, they are planning to change the name of this unusually named pub that is almost 200 years old. If you feel like so many others on Next Door and in the area generally that the name should remain, then please sign the petition here to support its retention:

[https://www.petitions24.com/the\\_case\\_is\\_altered\\_should\\_not\\_be\\_renamed#form](https://www.petitions24.com/the_case_is_altered_should_not_be_renamed#form)

In the past 35 years I've travelled all over the world on business and holidays and been surprised how many people who, when I say I'm from Pinner, ask me if I know 'The Case is Altered'? Even once only visitors remember both its character and charm but mostly its name. People as far away as New Zealand and Chicago. Neither I, nor anyone one else I've spoken with about this is against change - it's not about stick in the mud traditionalists - the renovation is inevitable to ensure the pub remains viable as a part of our community - but the name change adds nothing, it rather detracts from what embodies the character and charm, heritage and history of this old Coaching Inn. It will lose something of its 'brand value' by changing to the rumours of 'The Cricketers' or 'The Barn Owl'.

If you agree, please support the petition before it's too late. Thank you!

They are changing the name but haven't said what to. Below is an email received from [hello@mosaicpubanddining.com](mailto:hello@mosaicpubanddining.com)

"Thank you for your email and please know the views of the local community are incredibly important to us. I wanted to write to each of you to assure you we will continue to be a local, community pub which we are confident you will continue to love. We understand the apprehension about any changes being made and acknowledge the role The Case is Altered has played in the community over the years. In that time it has changed hands through various companies and has encountered a mix of reactions, some very positive and some mistakes have been made.

We did choose to change the name to start fresh. So many people have come in over the years and kept the name but changed the experience. We want to maintain the positive experience but simply add to it.

This does not mean anything that you have loved in the past will be gone. We will still be a pub at heart, the features of the building will remain in place, there will a large garden in the summer months welcoming you in and fires burning in the winter. I can promise changing the name does not change what you love about the atmosphere and experience and we hope to be able to provide the best service, food and drink to date.

Our goal is to continue on with all aspects that have made the pub a favourite over the last few years, continue to be a hub of the community, maintain the integrity and provide the classic pub experience. In addition we aim to deliver exceptional food and dining experiences alongside a focus on quality local ale and keg product.

We hope you all still see it as your second home as we very much look to welcoming you back in once we re open. "

Maybe if enough people tell them that changing the pub and retaining the character is only a part of the issue, they may think again:

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Best Regards

Greg Tanner