

Extra Mile Award 2018

The winner of The Farnborough Society's *Extra Mile Award* for 2018 is The Snow Goose, nominated by Joy Cross in recognition both of its transformation into a wonderful community pub and its remarkable charitable contribution. Chairman Peter Hurst presented the award to licensee Kate Hayden with a number of TFS members along to show their appreciation for such a worthy winner.



Kate and her partner, Paul Warrener, took on the pub three years ago, when it was run down and had a bad reputation. Although Paul had misgivings, Kate says she could see its potential immediately and was determined to take on the challenge, confident that the gamble would pay off. Her confidence was based on strong local knowledge; she's a Farnborough girl through and through, who attended nearby Cove School.

The transformation of the pub began with a complete renovation, resulting in a very comfortable, attractive environment, plus a fabulous play area for children, complete with petting animals. Locally sourced, home-cooked food adds to the appeal, along with a wide and interesting range of wines, beers and spirits.

But it is the atmosphere primarily that attracts customers: warm, welcoming, relaxing and safe. This makes it particularly popular with families and women. Men, too, recognise that the pub has a particular ethos that makes inappropriate behaviour completely unacceptable. Kate tells of one group of workmen who used to visit the pub in their dirty work clothes,

oblivious of the fact that they were leaving a mess beneath their table. Once they realised (due to Kate's none-too-subtle work with dustpan and brush), they happily made it their habit to go home first and clean up, before coming in for their drinks. Similarly, Kate's zero-tolerance of drug-related activity has made The Snow Goose unattractive to unsavoury individuals and consequently more attractive to decent people. The standards set by Kate and Paul are very high and largely responsible for the success of their pub.

However, it was always Kate's dream that the Snow Goose would be much more than just a pub. It needed to be the centre of community life for the area and make a real difference to the lives of the less fortunate. They host live music, careful to maintain good relations with neighbours, host monthly ward councillor surgeries and sponsor two football teams and a girls' basketball team.

The day of the presentation, Kate and her team, supported by community volunteers, had served Christmas dinner to 90 seniors, free of charge. This incredibly generous gesture was open to all seniors regardless of their circumstances, with special effort made to encourage the lonely to come along for a little festive companionship and cheer.

Kate and Paul's pub, The Snow Goose, thoroughly deserves the recognition of the *Extra Mile Award*, but don't take our word for it. Go and visit it yourself at 135 Fernhill Road, or visit its website: <http://thesnowgoosepub.co.uk>.