

East Anglia

White Horse, Ramsden Heath, Essex

Jo and Steve Haslam know only too well that doing a good job takes time. The multi award-winning duo took on the Enterprise Inns leasehold in September 2007 and planned to spend £350,000 together with a further £150,000 from the pubco to rejuvenate the White Horse.

Within weeks of starting the renovation, the true extent of the project started to dawn – the pub needed a lot of work. There then followed a 14-month reconstruction programme that saw expenditure leap threefold to £1.5m with Enterprise contributing £1m.

“It’s testament to both sides that we remained committed, especially when we were spending £20,000 per week on the building work,” notes Steve.

It is to both sides’ credit that no attempt was made to skimp on finishes and standards. The end

result is a sumptuous interior and an equally impressive outdoor area that cost around £150,000 to develop. There is a mix of furniture – stylish tables and chairs for those dining alfresco as well as more familiar wooden benches for the drinking community. The outdoor area has its own bar and toilets to cater for the seating capacity of 300.

Needless to say, the children’s play equipment is top notch and there is a marquee for weddings and party functions. Flower and plant displays cost the couple another £10,000.



The Haslams: outdoor project