

PRODUCED BY THE
BENEFICIARY LIAISON
GROUP AND FUNDED
BY
THE
BAILY THOMAS
PROVIDENT FUND

The Mansfield Brew

SPRING
2024

ISSUE 2



IN THIS
ISSUE

The Grenadier Guards
Moving tribute
to JIM WAIN

More Memories
from
RON KIRK

SOCIAL ACTIVITIES AND EVEN
MORE MEMORIES ...



Ian Boucher & Graham Couling retired
from MBMA at the AGM on 26.1.2024

Now We're Talking!

Welcome to issue 2 of your all-new *Mansfield Brew*. Judging by the reaction our first edition has inspired, we're on the way to a more entertaining and informative newsletter. The good news is that you, the readers, are responding positively with your comments and even better, your ideas, submissions, and appreciation. It's heartening for your editor to see so many entries in the mailbox, so let's keep the momentum up – we welcome all your contributions.

The Baily Thomas Provident Fund is a grant giving trust and managed to benefit any former employees of Mansfield Brewery plc (and any subsidiary companies) their spouse and their dependents, although any person whose employment was of a purely casual nature is excluded.

The BTPF will continue until 2 October 2050 at which time all remaining funds will be passed to the trustees of the Charity.

Since Mansfield Brewery ceased to trade, the trustees have continued to expand the type of benefits available to our beneficiaries. This support includes help with health and wellbeing; to encourage and support an active lifestyle; to advance learning and education.

You can find all the information about the grants available for application on our website together with the application form for each of the grants. You can also contact the office for the forms and grant guidance to be posted to you.

If you would like further information, please do get in touch with the BTPF office at:

Tel: 01623 473290

Email: Enquiries@bailythomasprovidentfund.org.uk

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Mansfield Business Centre
Ashfield Avenue
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NG18 2AE

Office Opening hours: Monday to Thursday 9.30am to 4.30pm (Closed Bank Holidays)

Open Morning Tuesday 26 March 2024, 10.30am – 1pm

The trustees of the Baily Thomas Provident Fund are pleased to invite you to an open morning, which is being held on Tuesday 26 March 2024 at Mansfield Civic Centre, Civic Corner, Chesterfield Road South, Mansfield, NG19 7BH. The trustees will be there between 10.30am – 1pm and you are welcome to drop in at any time. It is an opportunity for you to meet with the trustees of the Baily Thomas Provident Fund and former colleagues over a coffee, and to have a chat should you have anything you wish to discuss or raise.

The Trustees are committed to being more accessible and to listen to beneficiaries about their concerns and suggestions in respect of benefit grants and the BTPF's administration procedure. This is an opportunity to do just that, and we encourage you to go along. Members of the BLG will be in attendance during the whole of the meeting and invite you to learn what the BLG is trying to achieve and how you might contribute if you feel so inclined to do so. The Trustees have said they will keep the regularity of meetings under review, but currently the plan is to alternate annually between formal and less formal meetings.



Baily Thomas Provident Fund's new staff member says Hello...

"Hi, I am Steph Eaglen and I have just started working with Denise and Pam at Baily Thomas Provident Fund. I am originally from Burnley but managed to escape 20 years ago and now live near Retford with my husband.

For the last 19 years I have worked as a PA at Wilko, but sadly I was made redundant when the company collapsed last year. Having made the most of being a lady of leisure for the last couple of months I am looking forward to a new role. I do have a little bit of experience in this area as there was a Trust at Wilko that provided similar support to its employees. Hopefully I will speak/meet some of you soon."



“TELLING AND LEADING”

My old boss, Peter Prior, Chairman of Bulmers in the 70’s said: **“good communications build up confidence”**.

The existence of a good communications system, from top to bottom and across an organisation is an area where a pinch of good practice is worth a pound of theory.

Communication between two human beings is much more a matter of atmosphere and emotional relationships than of word use or applied science. You will know this from your own family and social experiences.

How often do you hear: **“Nobody ever tells me anything”**? Just think back to your time at The Brewery or Mandora. I put it to you, given as much information as was necessary helped you understand what the objectives were and that, given the delegated authority, you were able to do your job with confidence that you were doing it correctly.

It became obvious to me that as well as communicating upwards and downwards, it was just as important to communicate in a sideways direction. And to understand it’s a two-way process. If we want to talk to other people, we must also be prepared to listen.

During my time at Bulmers I met the inspirational John Garnett of The Industrial Society who introduced the concept of **“Team Briefing”**, which is what I’ve described. When Joining Mansfield I introduced John Garnett to John Else and, as you may know having read Roy Bainton’s **“The Alternative Mansfield Brew”** page 45, John introduced Team Briefing very effectively in 1985. Perhaps the lessons of the miners’ strike the year before provided salutary lessons at the time, although that was so much more than proper communications.

Of course, there’s always the question of how much information should be passed upwards and downwards. I tend to think that erring on the side of passing too much information downwards than to pass too little was the better because of the vital psychological factor it brings. The feeling of trust and confidence count for a great deal. Then comes the question of the quality of information that is passed downwards. Good leadership shows up best when times are tough. It’s weak policy to pass down only the good news. The workforce – the team- should be treated as responsible people.

To pass bad news down the line requires courage but then **courage is almost the most essential quality of effective leadership.**

Another way managers shelter the rank and file from the facts of life is by maintaining a perpetual pretence that nothing ever goes wrong and that no mistakes are ever made. It is often said however that the person who has never made a mistake never made anything of any importance. We learn so much from our mistakes. It’s a fallacy to believe that an admission of an error undermines one’s authority. In some ways such an admission helps promote confidence within a team; there is a natural human inclination to admire people who are big enough to admit that they are not always right. The admission of imperfection is the beginning of mutual respect. Government ministers and Trade Union leaders take note.

Someone suggested to me recently that technology has enhanced communication, and we now have social media to help us. I replied that I considered social media on balance does more harm than good and is not a substitute for old fashioned face to face dialogue. The advent of working from home makes this more difficult but leaders should strive to overcome this phenomenon and those that do, tend to be the winners in having a happy working environment and high productivity.

John Hings

Managing Director 1979 – 1988.



Sue Walters reports:

At the MBMA AGM held in January, Val Moss was elected **“Acting” Chairman**. Pictured is Val with her gavel, bringing members to order.

Interestingly, the gavel and block were made by Peter Witham, Order Office Supervisor. The metal rim around the block is from a wooden barrel.





From an Ugly Duckling to a Beautiful Swan: John Hubbard reveals the colorful history of Mansfield's Swan Hotel

Most residents of the Mansfield areas will be very familiar with the Swan Hotel in Mansfield's town centre.

Since its early days as a coaching inn in the 19th century it enjoys its present status as a good meeting place for all age groups, where you can enjoy breakfast and lunch, and some vibrant entertainment in the evening.

However, for those of us old enough to remember the 1950s and 60s, the Swan offers many nostalgic memories. During the early to mid-60s the Swan accommodated many of the well-known celebrities who came to Mansfield to perform at the then Granada Cinema which once stood on Westgate before it's demolition to make way for the development of the Four Seasons Shopping centre.

As few of the famous names who appeared there and also stayed at the Swan included the Beatles, Cliff Richard and the Shadows, The Supremes, even Gene Vincent, Sam Cooke and many more chart-topping stars of the time.

As the restless age of rock'n'roll began to fade, fewer acts appearing at the Granada and the procession of famous people enjoying hospitality at the Swan began to dry up. However, the late 1960s and 70s saw the Swan enjoy a new lease of life with regular discos hosted in the Sherwood Room. These events were very popular with the then trendy young folk of Mansfield.

During the 1980s the Swan went progressively downhill and as the decade came to an end, the venue was becoming a major problem for the Brewery with constant fighting and drug abuse in the music venue the Sherwood Rooms. This unfortunately led to threats from the local constabulary to revoke the liquor licence.

What was to be done with the Swan?

Various suggestions were made, including closure, or the selling off the site for use a small shopping mall similar to the Flying Horse in Nottingham city centre, or to carry out a major investment to prepare it as the premier pub venue in Mansfield for the next 30 years. The major investment was decided upon and a working party set up to plan the best way forward. Fortunately, after a massive spend of hundreds of thousands of pounds, this turned out to be very successful and the unit was completely modernised.

The troublesome Sherwood Rooms were demolished making way for a new catering kitchen, surface beer cellar and a fifty space pay and display car park right in the centre of town.



The historical cosmetic effect of improvements throughout the Swan's history can be seen on these photos supplied by Susan Walters



The rest of the outlet was opened up, getting rid of the many small rooms and creating a major open plan unit with a very long single bar at the end of which became a hot food bar for serving the very popular daily lunchtime specials.

The site soon became a mega hit in Mansfield, serving all sections of the community from coffee and cakes in the morning to full food bar specials for lunch and in the evening turned into the number one entertainment venue in town.

The project continued to be successful, and the Swan remained the Brewery's most profitable outlet from its historic opening until the Brewery was sold to W&D at the end of the decade.

John Hubbard.

£1m Swan reopens



LOCAL council leaders and journalists were among the guests when the £1 million Swan re-opened in Mansfield market place.

And the next day local people crowded in as a town crier spread the word about the ugly duckling that has become the new Swan.

Inside the pub features brick, natural wood, and an attractive pink and turquoise colour scheme. Stained glass ceiling features hide some of the 45,000 neon lights that transform the atmosphere after dark.

There are daddos with old fashioned embossed wall coverings and customers are met by a giant golden statue and fun memorabilia that includes a toy car, a scrubbing board, old radio, telegram equipment and even a coracle style boat.



▶ The word's out... a town crier spreads the news about the Swan.

An example of the publicity on the £1 million refurbishment at the time.



We even had a trade exhibition in 1934!

Another gem (above) from Sue Walters' archive of pictures is the Mansfield Brewery stand at The Mansfield Trade Exhibition of 1934. Tommy Saxton was in charge (in photo). Who would have believed Mansfield had a Trade Exhibition fantastic.

Thank you to our contributors!

We requested suggestions for a new name for the Mansfield Brewery magazine (The Marksman) and received over 100 from 31 BLG supporters. After consideration the decision was made to go with

The Mansfield Brew

and this is now the second edition. We do hope you are enjoying the stories and articles from beneficiaries, groups and ex-employees. We are always on the lookout for more stories to make the next edition even more interesting. We would like to thank the following for their naming suggestions:

Sue Walters; Kevin Hall; Colin Stump; Tracey Stocks; Phil Haynes; Carolyn & Roger Walters; Linzi Jarvis, Barbara & Alan Brown; Lynn Palmer; Paul Handley; Colin Slaney; Yvonne Foster; Chris Rainsford; Claire Springthorpe; Ernie Newbury; Robert Booth; Deb Frost; John Brooks; Charles Hickling; John Dopson; Rosemary Mooney; Jenny Hall; Stuart Hicklin; Neil Halstead; Frank Smith; Val Moss; Steve Roswell; Simon Kasziba; Valerie McLean

Apologies to anyone we may have missed. Take a look at the image of some of the names suggested.



Talk about 'spoiled for choice'! The number of really good suggestions submitted by you, the readers, would impress any advertising agency. Working at Mansfield Brewery for all those years has certainly resulted in some sharp, creative brains. Thanks to you all for contributing.

GRANADA MANSFIELD STAGE
TUES OCT 9 ONE DAY ONLY
THE DYNAMIC
6.20 & 8.30

JET HARRIS WITH THE **JETBLACKS**
LITTLE RICHARD
SAM COOKE WITH **CLIFF WHITE** AND **AL GARDNER**

SOUNDS INCORPORATED **BREAKAWAYS** **THE GAG SLINGER**
BOOK NOW 5/6 6/6 8/6 **phone 926**



Don't forget we'd like to hear from you, too; those special occasions, family events, memories, pictures, either call me 01482 491125

Or e-mail roybainton@hotmail.com or by post to

ROY BAINTON

100 KIRKHAM DRIVE HULL HU5 2BT

SEND US YOUR STORIES, YOUR NEWS, PICTURES!

A NOTE AND A QUERY FROM YOUR EDITOR:

In the 1990s my wife Wendy and I became carers, and we moved her elderly incapacitated parents from Hull to live with us in Mansfield. Every Saturday morning, come rain or shine, Grandma would insist I took her in her wheelchair to the Swan for breakfast. She always showed her appreciation by buying me an extra sausage.

The mention of famous names visiting the town prompts me to mention a possible visit in the 1950s (or 60s?) of film star Jayne Mansfield. I know she went to Doncaster and Leeds, but I've never been able to prove she visited Mansfield. Can anyone put me out of my misery and confirm it really happened?

Did Jayne visit Mansfield?



❖ Obituary ❖

DAVID ALFRED BRADLEY

(1938-2023)

Warehouse Transport Supervisor, Mansfield Brewery

Helen, the celebrant at Dave's funeral, presented a full and fascinating picture of a well-remembered worker and family man, edited highlights of which we present here.

Dave was born in Hull and after school he worked in the newspaper kiosk know as 'The Blue Box, opposite the ABC Regal Cinema, a major Hull landmark now gone.

He met his future wife, Margaret outside the ABC where she was waiting for her date to arrive. Three weeks later, they were engaged. They married on September 6, 1958, at All Saints Church in Hessle. As newlyweds they lived in Dave's Mum's house in Celenso Street, off St. George's Road. They moved into a flat on Westbourne Avenue and in January 1964 their daughter Cheryl was born. In 1966 Margret gave birth to another girl, Claire, followed in 1968 by a son, David.

In 1972 they moved into a more spacious home in North Frodingham, which remains home to this day. His children adored their father, and he always put his family's needs before his own.

Dave gained employment with the Co-op selling soft drinks. He then worked for Larkspur, the first company of its type to compete with supermarkets by collaborating with local dairies to deliver lemonade to customers' doorsteps. When Mansfield Brewery took over the company, Dave's employment continued and at the age of 58, he became Warehouse Transport Supervisor.

In later life, Dave's love of his family extended to his grandchildren Amy, Kate, Jessica, Luke, Louise, and Faye. Then he was gifted with great grandchildren, Daisy, Nancy, Dougie, Albie, and Beatrice.

As well as his deep love for his family, he had other interests, especially his eclectic taste in music. He managed a band called The Rocky Road Four, securing them many gigs. He enjoyed sports, wrestling, horse racing, snooker and followed Hull's rugby league team Hull FC. He was good at DIY, a keen gardener who loved birds, a true animal lover. Their holidays included Cyprus, Egypt, the Caribbean, Italy, France and Spain.

After 64 happy years of marriage, cancer took its toll on Dave and he died on 21st March aged 84.

He will be fondly remembered with deep love as a father, grandfather, and Great grandad, and by all his colleagues at Mansfield Brewery.

A NOTE FROM YOUR EDITOR REGARDING OBITUARIES, DEATH NOTICES AND EULOGIES.

Wherever possible, when one of our members or associates passes away, we will make every effort to acknowledge this in the pages of the *Mansfield Brew*. However, often a death may occur between issues, and we may have to hold it over until the next edition. Sometimes, only the name, birth and death dates are available, but if we have these, we'll include them. If the bereaved have access to a eulogy given at a funeral, if they wish we'll include an edited version, as space in these 12 pages is at a premium. In every instance we'll offer genuine respect and dignity to the memory of our departed loved ones.



From the **BEER HUNTER'S** Archives...



Let's praise the inventive nature of breweries – it goes way back, as The Beer Hunter discovered in this 1920s clipping

BEER THROUGH A PIPE.

Perhaps you do not grumble at being turned off the pavement when beer barrels are being lowered into an hotel cellar; still, it is a nuisance, and a Hull brewery has shown that it is unnecessary. This brewery now delivers beer through a pipe. A big motor tank like those used for paraffin and kerosene is used. A flexible pipe is run from the tank to the empty barrels in the cellar, the tap is turned on, and the hotel supply is renewed in a quarter of the time and with a tenth of the labour required for the old process of lowering barrels into a cellar.

BEER AND LITERATURE

Inspiring the following from your editor, Roy Bainton.



The famous author Graham Greene was a great fan of his family's product from the Greene King Brewery. Many famous literary giants fuelled their creativity with a bottle alongside their inkwells. But in the main, it was spirits rather than hops which inspired the words. Ernest Hemingway liked his Scotch or rum, James Bond creator Ian Fleming (you guessed it) a Martini (shaken not stirred) and Edgar Allen Poe loved eggnog - his recipe was passed down through generations - seven eggs, sugar, milk, whipping cream, brandy and nutmeg, although he enjoyed his ale, too.

Other scribes fortified their spirits with copious amounts of beer. Dylan Thomas once claimed to have drunk 40 pints of Guinness in a night, although the barman later claimed it was only 4. In any case, it was Dylan's boast to have downed 29 straight whiskies in New York which killed him.

The most ardent champion of beer as a creative fuel seems to be horror aficionado Stephen King. Beer was his tipple from the start. "I always drank, from when it was legal for me to drink. And there was never a time for me when the goal wasn't to get as hammered as I could possibly afford to." But he always did it at home; "I didn't go out and drink in bars, because they were full of idiots like me,"

THE GRENADIERS PAY TRIBUTE TO THEIR COMRADE

JIM WAIN

(1923-2023)



Jim Wain, whose stirring life was featured in Marksman in 2019, worked for Mansfield Brewery for 50 years. He began in 1937 but in 1942, aged 19, he joined the Grenadiers. One of Mansfield's own D Day veterans, Jim was born in 1923, and celebrated his 100th birthday last year. After being conscripted from his job at Mansfield Brewery, Jim fought in Normandy and was awarded the highest French order of merit for military and civil achievement, the Légion d'Honneur. The medal has been awarded to all those WW2 veterans who were involved in liberating France from the Nazis. Many of you attended his funeral and memorial and we include brief extracts on page ten.

MANSFIELD BREWERY CO. LTD.
INCORPORATING THE CHESTERFIELD BREWERY CO. LIMITED
TELEPHONE
MANSFIELD 937 (2 LINES)
YELEGHAMS
BREWERY, MANSFIELD

DIRECTORS:
C. W. CHADWICK (MANAGING)
N. JARVIS
E. R. HURD, THOMAS
S. C. DEAN, E. S. DEAN
JAMES G. JONES, C.B. (SECRETARY)

The Brewery,
Mansfield.

10th April 1947..

Dear Wain,

We would like to take this opportunity to welcome you back to the Brewery.

You are to be congratulated upon your safe return home after five years in the Forces in the service of your Country.

For ourselves, and on behalf of everyone connected with the Firm, we express our grateful thanks to you for the splendid part you have played in helping to bring the War to a successful conclusion.

Yours sincerely,

Charles Chadwick
Harry Jones
S. H. Skinn



Jim celebrates his 100th birthday.

DIFFERENT DAYS: An example of loyalty, courtesy and respect.

Among the proud souvenirs of the well-spent life of Jim Wain is this letter, sent to him after the war by Mansfield's Directors. It may seem doubtful that such a corporate act of respect and appreciation would be common currency today, where perhaps the gulf between the Boardroom and the shop floor is much wider. It is noted too that the old employer/employee protocols are duly followed; Jim is addressed by his surname 'Dear Wain'. Yet this was the gateway through which Jim could carry on his working life, just as so many other Mansfield Brewery employees were able to do. As a family document, this letter is a tribute to a fine man who served his country well.

BRIEF EXTRACTS FROM JIM WAIN'S FUNERAL EULOGY

Such a dedicated life warranted full coverage by the funeral celebrant, Wayne Swiffin. As the original text spans over 2,500 words, we hope his family and our readers will understand that with our limited space, it isn't possible to include everything here. However, we've selected a few quotes from the eulogy, and we also thank John Else for his personal warm tribute to Jim at this moving ceremony.



When he returned to work at the Brewery it was there that he met lovely Maureen, who was in the order office. Do you know where their first date was? Was it dancing? Was it at a local pub, or the pictures? No, it was only Buckingham Palace! Jim jokingly asked if she fancied going to a garden party there and so he arranged it all. I think all in all there were four garden parties - legend has it that Her Majesty the Queen once saw him and said "Oh - it's you again"!

He looked after his family. He never swore. He was a gentleman, and he took pity on Helen when her mum "made" her eat healthy dinners. He was teetotal, wasn't a talkative man, but he was a little cheeky now and then. He had a dry sense of humour. He would often have the last line, the funniest line, making people smile. Even in the care home, he would amuse the young carers. Jim, it is your life that we honour today, and we celebrate. We must accept your departure, and we will cherish memories of our time with you. Although there is grief today as we say goodbye, there is gratitude for your life. We are truly grateful for the privilege of having shared life with you. Grateful for your devoted service to country, and your family. But rest now at the end of your days. Rest in the hearts and minds of all those who love you.

Obituaries



Roy Thorpe — 14.6.1938 – 9.12.2023.

Roy commenced with R.L. Jones on 15.5.1955, then worked at Mandora after the takeover. Roy was transferred to Mansfield Brewery on 1.9.1987 to help design the warehouse layout and held the roles of Warehouse Supervisor and Distribution Supervisor. In total, he worked for the company for some 41 years. His friends remember him as a loyal, conscientious, and dedicated colleague, always telling jokes and a great karaoke singer.

John Ross – 7.2.1953 –

31/12/2023 – John was employed at the Brewery as a Delivery Driver from 2006 – 2020 and stayed in touch with his colleagues after his retirement, his family said that John loved his job at Mansfield Brewery.



John Randall – Bottling Supervisor passed away 05/01/2024

Mansfield Brewery Company Limited

LONG SERVICE AWARDS 1970

Men who Made The Brew

Add their combined service together and it tops over 1,000 years of dedicated work.

		 Claude W. Chadburn 64 yrs.	 Edward Deakin 41 yrs.		
 Alf Ansell 38 yrs.	 Ron Allen 38 yrs.	 Freddie Burton 30 yrs.	 Ernest Chamberlain 30 yrs.	 Arthur Chapman 49 yrs.	 Bob Gilliat 44 yrs.
 Jim Halpin 45 yrs.	 Fred Hensleigh 33 yrs.	 Bill Holland 31 yrs.	 Percy Holmes 47 yrs.	 Doug Kemp 32 yrs.	 Merv Marriott 39 yrs.
 Ray Mellors 36 yrs.	 Les Pearson 37 yrs.	 Henry Peet 42 yrs.	 Ken Perry 32 yrs.	 Jack Revill 32 yrs.	 Percy Revill 44 yrs.
 Albert Rowley 50 yrs.	 Les Taylor 34 yrs.	 Sid Tyler 42 yrs.	 Jim Wain 32 yrs.	 Graham Wilson 34 yrs.	 Les Yates 34 yrs.

Programming The Pints...

I joined Mansfield Brewery on 17th April 1979 as a trainee computer programmer. Prior to that upon leaving school, I worked at Mansfield Standard Sand Company in the Labs, Pretty Polly the hosiery manufacturer in their computer department as a computer operator and the DHSS as a clerical officer in the civil service.

However, it was the 4 years I spent at Pretty Polly that kindled my interest in computer work back in the early 1970's. The computer room was filled with equipment that resembled scenes from old spy films like "Our Man Flint" with tape reels spinning back and forth and lights flashing – it was very geeky !! It's hard to imagine that room full of equipment operated through a processor the size of an inverted wardrobe using a paltry 32k of core storage – incredible to believe these days with even the least sophisticated of electrical items using many thousand times that computing power.

It was there where I hoped my career would develop from computer operations into computer programming which was where my real interest lay. There was a small programming team that managed systems development at Pretty Polly which was headed up by Val Moss, the Chief Programmer and head of systems development. With it being a relatively small team, vacancies rarely arose. Opportunities for a move didn't materialise so I took a position at the DHSS where I managed to wangle day release to study Computer Science at Trent Polytechnic at HNC level. Having left school with only a hand full of O-Levels it was essential I gained more qualifications to allow me to progress in the programming side of a career. During my last week at Pretty Polly, Alan Ogrizovic joined, and we very quickly hit it off as we were both keen footballers, swapping stories from articles we'd read about each other in the Mansfield Chad newspaper. As I left on the Friday, we lost touch for a couple of years. However, our paths were destined to cross again.

During the 1st year of my HNC studies the job of "Trainee Computer Programmer" at Mansfield Brewery was advertised in the Mansfield Chad. As I only lived up the road from the brewery at that time, and with further education in the computer field being progressed, I thought that would be a perfect place to kickstart my career. However, around 80+ other applicants had the same idea – obviously a plum job with a sought-after company – quite an opportunity for some lucky individual.

So, I sent in my application and, along with many others, was invited to attend an interview and take an aptitude test. And who should turn up at the same time, yes – my old colleague from Pretty Polly, Alan Ogrizovic. And as it turns out, the departmental manager of the computer department at Mansfield Brewery was now Val Moss. Alan and I only had time for a few pleasantries at the time I recall, and we and many others sat the test and then both went our separate ways again. Several weeks later we were both offered positions with Alan starting a few weeks after me in early May of that year. During the job offer process and discussions with Val, she told me I had actually only come second in the aptitude test (not to Alan I might add – that's an important point as people who know us know we were always very competitive with each other).

Clive Baxter's keystroke path to Mansfield Brewery



Department
of Health &
Social Care



PRETTY POLLY



But Val decided to offer the position to me as she knew me from our previous lives at Pretty Polly – "better the devil you know, eh !" I think were her words. Subsequent to both Val and I leaving Mansfield Brewery, I have spoken to her on more than one occasion and expressed my sincere gratitude at being given the opportunity to develop my career at the Brewery, right up until the point I took redundancy and left on 30th June, 2000 - 21 years later. And I'd like to thank her again now!

However, I was one of the lucky ones, as the business and IT experience I gained during those 21 years proved to be the catalyst for the Managing Director of Glenair UK Ltd, Tony Birks, to create a position for me there. Glenair was another major private industry employer in the town and was expanding rapidly. Both our sons played football together and I think he interviewed me for around 6 months on the touchline without me knowing it (shouting instructions to the boys like Dad's do!) before being convinced I was a perfect fit for the business. Another case of being in the right place at the right time.

With their head office in California (Glenair INC) and manufacturing plants and sales offices in North America and throughout Europe, my involvement in the business exposed me to all of those places, with frequent visits to many of them. I started there the following Monday on 3rd, July and had an amazing 2nd part of my career in manufacturing for the military and aerospace sector – quite a difference from brewing, but equally exciting!

I finally retired from there on 30th November, 2022 after 22 years and count my blessings having spent the majority of my working life employed by two fantastic companies.

I'm still in touch with many friends and colleagues from both companies. The major part of my contact with Mansfield Brewery colleagues is now through the Baily Thomas "Beneficiary Liaison Group" of which I am one of the founder members. Having made initial contact with the BTPF late in 2019 after attending an open night at Chadburn House, along with many other ex-employees and beneficiaries, we identified where many improvements could be made in the management of the fund.

I'm pleased to say that subsequent work and meetings between interested individuals have led to the formation of the Beneficiary Liaison Group (BLG) and we are now in regular contact with the BTPF working together for the benefit of all beneficiaries – a process that is now starting to bear fruit.

Long may it continue !!

CLIVE BAXTER

Our Man in Cancale



Mansfield Managing Director Ron Kirk is today living in France enjoying a career as a writer, and he has a fund of stories about his time running the Brewery. MBC's innovative advertising campaigns in the 1980s pulled off one of the greatest coups when they managed to get the most powerful man in the world, President Ronald Reagan, to enjoy a pint of Mansfield on the White House lawn. Over to you, Mr. Kirk.

The phenomenon of 'fake news' is not new. That is, in my definition, the inclination of the press to manufacture the news where there isn't any in order to attack an individual or company. In my days in working in Manchester, before I came to the Brewery, we were often asked to comment on business issues of the day by antagonistic journalists who were clearly very left-wing and anti-capitalists. The BBC were particularly prone to this bias, not because it was a deliberate policy but I believe because the best writers happened to be largely socialists!

Now our trading area had expanded well into Yorkshire it was important we stepped up our brand advertising to support the herculean sales effort. With Cogent Elliot we developed a brilliant poster campaign. The first featured Ronald Reagan, the then President of the United States, stating 'He maybe the most powerful man on earth but he has never had a pint of Mansfield'. The advertising campaign went viral and we were receiving newspaper clippings from around the globe including Asia and the Pacific regions.

You would have thought our media would have been delighted at our buccaneering antics and creativity. But they started to linger with the story believing that we had committed a colossal corporate error and may have in our cheek offended the USA. There had been no complaints from the UK or from the USA for that matter. No journalist came to check, and as the coverage intensified, the editorial became increasingly negative in tone. When we felt we had maximised the positive exposure we cut short the coverage. We eventually explained to the media that before the campaign I had rung the White House in advance to check whether we would infringe any sensitivities the President may have. The reply was that as long as he wasn't shown to actually endorse the product it would be fine.

The crowning achievement was that President Reagan invited John Hings and Denis Foster onto the lawns of the White House in Washington where they presented him with some cans of Mansfield Bitter. The President's response was to ask whether opening the cans would spoil our advert. The reply was, 'No Mr. President, we have now moved onto Gorbachev'. What a wonderful gesture to us Brits. He may have been a Hollywood actor engaged in the actors' guild but he was a class act.

Ron Kirk

A Letter from THE WHITE HOUSE



John Hings writes: "The main reason Denis and I were in the USA in 1987 was to launch Mansfield's product entry into the American market. With the aid of a couple of salesmen working out of an HQ in San Diego, we designed and brewed a special version of Marksman Lager – MARKSMAN EXPORT. Buoyed by the publicity for the Reagan ad, we needed more promotion and PR, so Marksman sponsored the USA Tour of The Band of The Royal Scots Dragoon Guards, the culmination of which was playing a specially composed piece of music, *Salute to The President*, on The White House Lawn. After the event The President's letter of thanks to Maj. Farquharson of The Royal Scots Dragoon Guards was gifted to The Brewery in appreciation of Marksman's sponsorship."

THE WHITE HOUSE
WASHINGTON

November 9, 1987

Dear Major Farquharson:

Thank you very much for your kind letter following the visit to the White House of The Royal Scots Dragoon Guards. It was a particular pleasure to share in the music of the Regimental Band and the Pipes and Drums prior to my departure for New Jersey. Please know that I truly appreciate this wonderful gesture.

The framed copy of the Regimental Tune which you composed in my honor is a most welcome addition to my collection of personal memorabilia. I am deeply grateful for this special tribute and shall treasure "Salute to the President" as a unique remembrance of your group's friendship.

Nancy joins me in sending you and the Guards our best wishes for the future.

Sincerely,

Major D. H. Farquharson
The Royal Scots Dragoon Guards
Bhurtpore Barracks
Tidworth
Hampshire SP9 7AS
England

Chris Rainsford recalls Mandora's entry into



Mansfield Brewery became 100% owner of Mandora in 1978. Since 1973 Mandora had become a very successful soft drinks company operating out of modern premises with new bottling machinery. It had adapted to changes in the market where the traditional trade in returnable bottles and cases to corner shops and licensed premises was in decline, being replaced by Supermarkets requiring own label non-returnable glass bottles, a sector which was showing substantial growth particularly in 2 litre carbonates. Mandora was supplying these carbonated own label products in non-returnable bottles to Sainsbury's, Safeway and Waitrose delivered centrally to their large depots for them to deliver onwards to their Supermarkets. At the time this was a revolutionary change to distribution channels and to the multiple grocery market.

By 1978 there was a move out of packaging in glass bottles into PET (PolyEthylene Terephthalate). This is a form of polyester which is high strength, lightweight and shatterproof. As of today, it packages 70% of carbonated drinks, concentrates and water. It is 100% recyclable and used bottles have a variety of onward uses not associated with the soft drinks industry. It was therefore far superior to glass on a number of fronts.

In 1978 Schweppes (franchisee of Pepsi Cola) decided not to move into 2 litre PET despite Pepsi needing to be in this new packaging development. Mandora won the contract for the supply of Pepsi in 2 litre PET bottles for three years. This new contract required a dedicated new bottling line plus substantial changes to the water supply and syrup room procedures. As a result of this need for substantial capital investment the shareholders decided to sell the company to the Brewery who had much longer pockets than the entrepreneurs who had invested in revitalising Mandora in 1973.

The multiple grocery customers also wanted to change their own label carbonated drinks from 2 litre glass into PET and therefore PET bottles were bought in, initially with black plastic bases which soon changed to the clear free-standing bottles we utilise to this day.

The Supermarkets were demanding even lower prices for supply of PET 2 litre carbonates. The way to combat their demands was to manufacture PET bottles in house. Buying in small preforms and blowing these into 2 litre freestanding bottles was cheaper than buying PET bottles in. But the move required further substantial capital investment funded by the Brewery.

As PET bottles were blown at a faster rate than the bottle filling lines, Mandora developed a separate bottle blowing unit away from the bottling hall where preforms were blown into a silo and transferred back from the silo on a track to the bottling line for filling in the adjacent bottling hall.

The Supermarkets were becoming increasingly greedy again and demanding even lower prices for 2 litre carbonates. To counteract this and to restore some of the lost profit margins taken by the Supermarkets it was decided to lightweight the in-house PET bottles. This process required the purchase of the crystals made into the preforms via a further manufacturing process whereby the crystals were made into lightweight preforms on site. A separate unit dedicated to this process was created which again required substantial capital investment. But it created a cost saving process whereby Mandora was able to lightweight the bottles to counteract the profit margin pressures created by the Supermarkets.

An additional benefit of making PET bottles in house at Mandora enabled Mansfield Brewery to enter the grocery market for Mansfield Bitter and Marksman Lager in 2 litre amber PET bottles. Amber preforms were made at Mandora, blown on the bottle blowing unit, which then coated the bottles in a clear solution to prevent air adversely affecting the flavour of the beer/lager contents. The bottles were transferred to Littleworth for filling and packaging on a dedicated PET bottling line.

Unfortunately, all of the PET bottle making did not give Mandora the profits that should have accrued for the considerable capital investment made;

- Pepsi Cola went back to Schweppes at the expiry of the bottling contract in 1982.
- The Supermarkets took the lions share of the increased profit margins created by the investment in PET bottle manufacture. However the Mandora operation in Mansfield was a thoroughly up to date facility. It provided a platform by which Mandora introduced St Clements by 1985 as a brand to counteract the company's dependence on private label for grocers own brands.
- By making amber PET bottles available to the Brewery only from 1986, it is unknown how the supply of bottles was affected by the sale of Mandora to AG Barr in early 1988. But I do not see Beers and Lagers for sale in PET in 2024, where the packaged beers in multiple grocers seem to be limited to cans and cluster packs of 4 in glass bottles.

As a postscript to PET bottle making, Mandora were one of the earliest to manufacture in house. At the time the Directors decided that bottle making should be separate from the bottling lines. An empty PET bottle is however very unstable and the silo system and the transfer of silo bottles overhead to the bottling lines did not really work and was eventually abandoned. Subsequently blown bottles were palletised and shrink wrapped as part of the bottle blowing process. This created its own problems of transportation to a hired warehouse to keep the new bottles and packaging dry. The PET bottles then had to be transported back to the bottling hall for filling. This was an expensive exercise.

It is interesting that the later entrants into PET bottle making by the likes of AG Barr and Carters chose to blow bottles from preforms in line with the bottling of the liquid. This proved to be the way to go, but the capital investment of a bottle blowing facility on each bottling line was considerable.



Marrianna Humphries of Mansfield, worked at the factory from 1974 until the late 1980s as a supervisor. She met her husband, Gordon there, marrying him in 1984. During a 15-year period she worked for R.L. Jones, Mansfield Brewery and then for a short while with AG Barr before retiring.



Social Activities



MANSFIELD BREWERY WALKING GROUP

Easy walks between 5 and 6 miles, always on the second Sunday of each month. Call Barbara Brown for more info on 01623 481488

Due to Covid, we had almost 2 years when we were unable to do any walks. Our numbers subsequently declined dramatically. I am delighted to say that in 2023, walkers have returned and some new people have joined the group.

Our walks take place on the Second Sunday of each month from March to November.

Meet Up time 10am - Walk Start time 10.30am - End 2.15pm

We try to keep the walks around 5 - 6 miles in length, usually we go for lunch at the end of the walk.

If you would like any further information please email Barbara Brown at barbyali72@gmail.com



WERE YOU THERE?
The MBMA's 2023 Yuletide Party at the Debdale Sports Club was, as usual, a popular and well-attended event with some truly splendid catering and a nice seasonal chance for many old friends and colleagues to get together

