

THE MANSFIELD BREW

170TH
**ANNIVERSARY
SPECIAL 2025**



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WELCOME TO OUR 170TH ANNIVERSARY SPECIAL THE MANSFIELD BREW



INTRODUCTION

Its 170 years, or some would say 171 years, since the founding of Mansfield Brewery.

The Articles of Agreement between the three founding partners, William Baily, Samuel Hage and John Watson was "registered" on 21st April 1854 and subsequently signed and sealed on 7th June 1855.

For 145 years of the 170, Mansfield Brewery was an independent company and although from 1999 there were pensioners and those who were employed by the acquisition company Wolverhampton & Dudley Breweries, now trading as Marstons, who were interested in the fortunes of the business, for many such interest has waned for the last 25 years and through this Special Edition we hope your interest will be rekindled.

Although the 145 years was commemorated at the time and two books have been published on the history of the Company until that point, we wanted to mark this Anniversary with a Special Edition of The Mansfield Brew to

celebrate a great company and those that made it such. In the pages that follow, we have traced some of the history by means of illustrations and text covering, in particular, the periods in time that many of you will recall. It is by no means an exhaustive account of all that happened and although there are names of employees of the Company that played a part, there are many more who are not mentioned. However, we intend to capture as many as possible in forthcoming issues of The Mansfield Brew.

We make no apology for the nostalgic reminiscing that forms a great deal of this Special Edition and we hope you will forgive such self-indulgence. We are grateful to those who have contributed to this publication and hope you consider it a worthwhile effort and something to savour.

BLG Editorial Team

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If you have any stories, tales and anecdotes from your time spent working for Mansfield Brewery we'd love to hear from you. Get in touch at mansfieldbreweditor@gmail.com.

EARLY DAYS

It is now 170 years since Mansfield Brewery was founded at Littleworth by three local entrepreneurs **William Baily, Samuel Hage and John Watson**.

.....



Weighbridge Road, looking towards Brunt Street on the righthand side

By 1863 Bilsthorpe farmer William Hage had become a partner and Hage & Baily Maltsters was also formed. Development at the Littleworth premises moved fast; offices and stables were built around the yard, forming a compact and efficient unit.

When the Brewery was founded, it was 'the norm' for innkeepers to brew their own beer but times were changing fast. The steam machines of the industrial revolution had already secured domination. Part of the working man's wages were paid in kind - a daily allowance of beer - and when a new law enforced a half-day holiday each week, extra leisure time created a demand for more amusement.



1855 brewery cask yard



Pre 1907 Brewery beer-off, Littleworth

Mansfield proved to be an ideal location for a brewery because of its proximity to good malt and hop producing farmland. Another 'plus' was the suitability of its water (*Mansfield products were brewed throughout with water from the same boreholes it used in 1855*).

Industrialised and mining communities grew, but it was some years before brewers bought outlets to sell their products and the tied house emerged. The first recorded pub bought by The Mansfield Brewery Company was The Railway Inn, Mansfield. It was bought for £800 in 1867, and sold to Camerons in 1986. It became a Batemans pub in 2000 and is now a Free House. Compare that to the major acquisition of seven Morland public houses in August 2000 at a cost of £10.5M.

Tied houses were the future market for beer and in 1877 Mansfield Brewery expanded by purchasing and leasing pubs. William Baily's sister married Francis Chadburn and their son William Jackson Chadburn was destined to feature largely in the Brewery. By 1885 the strong tradition of the Baily and Chadburn family involvement was forged.





1907 Brewhouse with Stovin Bradford (architect) signature decorative railed parapet

A POTTED HISTORY 1899 - 1995

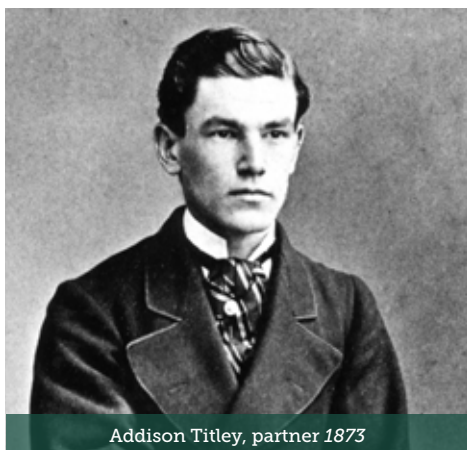
In 1899, when elected Mayor of Mansfield, William Jackson Chadburn was the major active partner. In 1903, after the death of W. E. Baily, Edward Addison Titley, son of Addison Titley, became a hands-on partner of Mansfield Brewery.

.....

Into the 20th century, buildings were added, including a bottling store, output increased from 500 barrels to 800 barrels per week. By 1906, the existing premises had become obsolete and a completely new brewery was built next door.

Sydney Deakin was the first qualified brewer appointed in 1918, followed by his son Edward in 1947.

The company prospered and in 1925 was incorporated as a limited company, with Claude Chadburn in charge. That year the fermenting room expanded to cope with increased trade. In 1933, shares were listed on the London stock exchange and in 1935, despite the great depression, major expansion took place with the purchase of Chesterfield Brewery. This added 100 pubs to the estate.



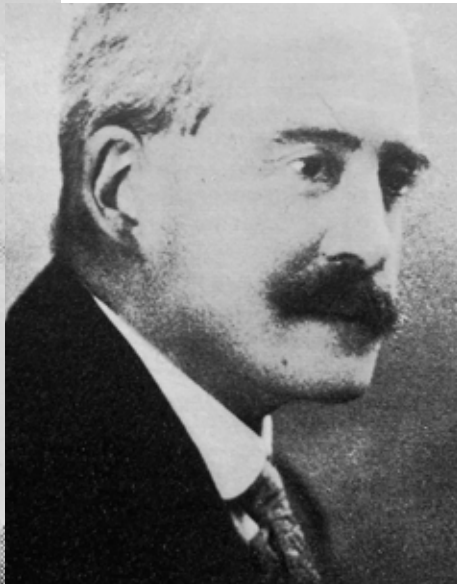
Addison Titley, partner 1873



William Jackson Chadburn, partner 1885



Claude Chadburn, Chairman 1923 - 1963



Sydney Deakin, Head Brewer 1918 - 1947

Over the years, pubs were bought and sold and the company continued to expand. In 1950 the old boiler house gave way to a new integrated brewhouse. In 1952 the purchase of five acres on Great Central Road provided space for new bottling stores. In 1958 the whole system of cask handling was modernised and palletisation was introduced.

In 1977 Mandora soft drinks was bought and developed before being sold to Scottish soft drink giants, AG Barr in 1988. More of the Mandora story will be in our next edition.

In the late 1970s/early 1980s investment concentrated on improving brewing methods. To cope with the increase in sales and with a vision for the future, 1983 saw the total redevelopment of new brewing facilities.

The 1985 purchase of North Country Breweries added 240 pubs. In 1991, 28 managed houses were bought from Courage, followed by 88 tenanted pubs in 1992.

Mansfield Brewery was on the map and competing against the nationals for a top

place in the brewing industry ladder as the seventh largest brewer.

Investment over the next eight years brought record profits in 1993.

1994 brought four top awards to add to three for Marksman Lager in the 80s and a further seven for other beers in the range in the 90s.

The company landed a major contract to produce and export beer to Russia. New contracts were constantly being sought and gained, business was booming and good vision spurred more investment.

In July 1991 the new head office building had opened and in November 1995, a warehouse and distribution centre opened at Oakham Business Park in Mansfield.

Since its creation, Mansfield Brewery had been expanded by directors and staff dedicated to producing the finest quality brands for discerning customers.

Every member of staff was always aware of the need to provide high quality in both production and service.



Edward Deakin, Head Brewer, 1947 - 1956

Redeveloping brewing facilities to cope with the increased demand, 1983





BARLEY, MALT & HOPS

It is likely that Baily & Hage's formation of the Mansfield Brewery partnership was based on their agricultural interests.



Midworth Street circa 1880

Mansfield was a malting centre of considerable importance – up to the 1850s there were twenty six malt houses. Most were small one man businesses, often next door to pubs and drawing on the local barley supplies, which although of poor quality, were used locally into the turn of the 19th century. The most recognisable of the malthouse buildings still exists on Midworth Street (*above*) and was used until Mansfield Brewery ceased malting in 1974.

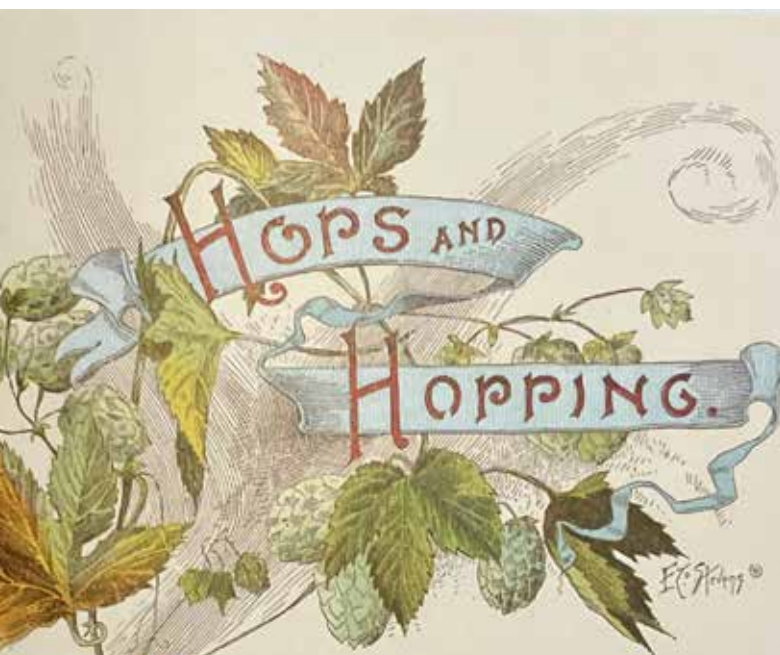
Barley used in the Brewery was sourced from Lincolnshire, Suffolk and Norfolk. The picture (*right*) shows the Brewery Director, Claude Chadburn (*in hat*) and Sydney Deakin (*4th from left*), inspecting the barley.



Hops were grown in Nottinghamshire and it was big business – in 1832 over 60 hop growers existed. However they were not of good quality and difficult to cultivate so that by 1855, when Mansfield Brewery commenced operations, hops were brought in from Kent, Herefordshire, Sussex and Worcestershire. As beer tastes evolved, European hops were also brought in.



Malt kilns, Midworth Street



TRANSPORT

Before WWI, beer was delivered by horse-drawn drays, with breweries like Mansfield and Hull using a fleet of horses. However, the war led to the shift towards mechanised transport, and over the years, both breweries adapted their fleets, introducing various types of lorries and trucks.



Requisitioned horses during WWI, Hull Brewery



In common with all breweries pre-WWI, beer was originally delivered by horse drawn wagons (*drays*) Mansfield Brewery had stabling for 25 horses, and Hull Brewery had a similar number. During WWI many of these horses were requisitioned and this brought about the move to mechanised transport. Mansfield Brewery sold the last five horses in 1939.

Mansfield Brewery and Hull Brewery developed their delivery fleets over the ensuing years - tarpaulin covered trucks, flat bed lorries, curtain sided wagons. A complete new fleet of 25 drays replaced the old 29 Mansfield vehicle fleet in 1998.

In Hull in the early 20s a fleet of Thorneycroft bulk beer tankers were deployed and Mansfield soon embraced bulk beer delivery, installing bulk tanks in the larger pubs and clubs. As demand for beer in cans increased, Mansfield also sent bulk beer to other breweries (*for example, Thwaites*), in their "road train".

As with all fleets, the operation would not have run smoothly without the behind the scenes efforts of the fitters and mechanics.

The dray men had regular delivery routes which were pulled together by the sales office, consolidating the beer casks, crates, wines & spirits into loads for the day.



L - R: John Ruskin, Ian Boucher, Jim Wayne & Brian Rose



Leslie Revill, Transport

CHANGES IN BREWING THROUGH THE YEARS

Over the years, brewing at Mansfield Brewery evolved significantly, adapting to changing tastes and advancements in technology. Initially known for its traditional methods and classic ales, the brewery embraced modern techniques, investing in new equipment and more efficient production processes.



FERMENTATION

The 1855 brewery initially used rough stone (pictured right top) fermentation vessels, which were functional but difficult to clean and lacked precise temperature control. In 1905, these were replaced by smooth, impervious slate vessels, offering better hygiene and improved beer quality.



By the 1950s, as brewing technology advanced, the brewery upgraded to stainless steel fermentation vessels (right), which provided better temperature regulation and easier cleaning. Along with this upgrade, the fermentation rooms were extended to accommodate the new equipment, greater production capacity and paved the way for modern brewing practices.



CASKS & BARRELS

Until the outbreak of the First World War, beer was traditionally stored in wooden barrels, a practice that had been in place for centuries. Mansfield Brewery operated its own cooperage section, where skilled craftsmen, known as coopers, would create new 36-gallon barrels from carefully sourced timber. These barrels were essential for both the storage and transportation of beer, ensuring its quality and freshness as it was distributed.

In addition to crafting the barrels, breweries also carried out regular maintenance on empty casks, which involved washing them by hand. The coopers would carefully clean and inspect the barrels to ensure they were free from residue or defects before being refilled. This meticulous work was critical, as any lingering contaminants could affect the flavour and quality of the beer.



Coopers workshop

Cask washing line

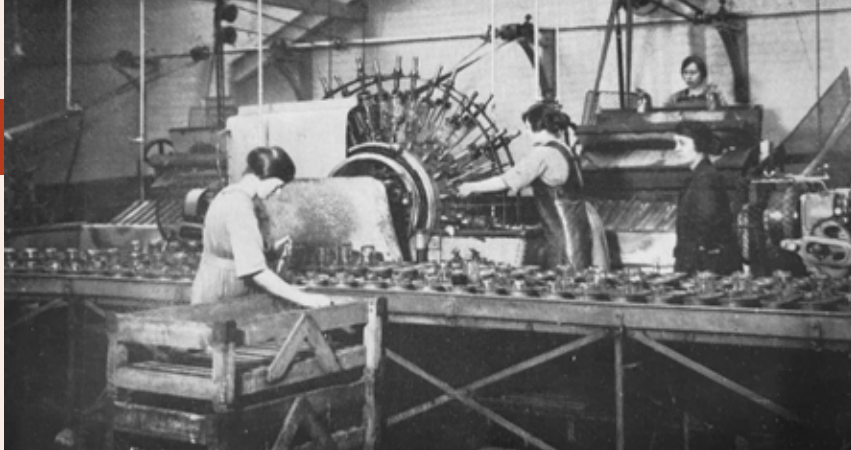




BOTTLING & CANNING

As the demand for these products increased, both Mansfield and Hull (*pictured right*) set up glass bottling plants to meet the growing needs of the market. Over time, these glass bottling plants were eventually superseded by more modern PET bottling plants, with Mansfield also introducing the innovative 7-pint cans for larger-scale distribution in 1963 (*right*).

Beer was not only bottled on-site but also transported in bulk tankers to other breweries' units for bottling and labelling, ensuring efficiency and a wider reach. This allowed the breweries to expand their distribution networks and maintain a steady supply to retailers across the region. The transition to more cost-effective and durable packaging helped streamline production and reduce costs, marking a significant shift in the industry.



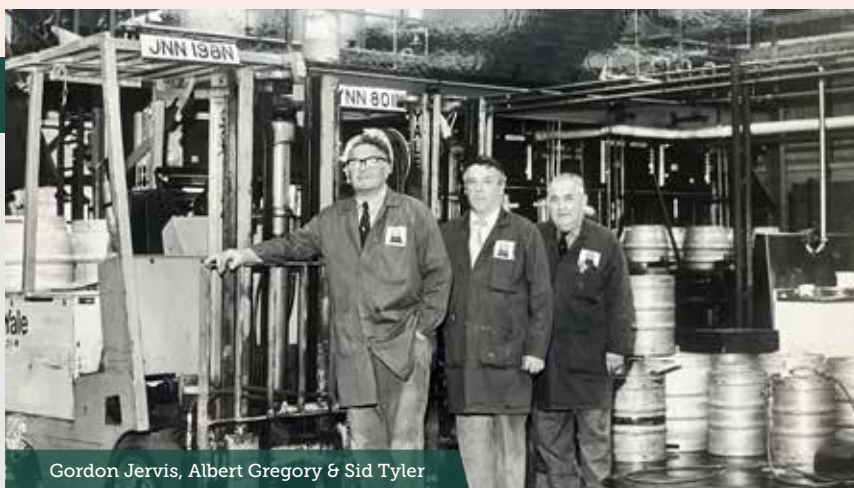
7 pint canning line, John Peach & John Ruskin



Cellar tank



PET bottling line



Gordon Jervis, Albert Gregory & Sid Tyler

The cellar at Bilsthorpe Miners' Welfare, 1964



TANK & KEG BEER

Wooden barrels gave way to 22-gallon metal casks, which made mechanisation of the filling and handling much easier. The introduction of fork lift trucks also took the back-ache out of filling, moving, storing and loading casks. These innovations significantly improved the efficiency of beer production and distribution. As well as transporting beer for bottling, Mansfield and Hull also invested in bulk beer wagons, which made frequent deliveries to pubs and clubs that had tanks in their cellars. This allowed for a more consistent and cost-effective supply of beer, reducing the need for manual handling.

The first tank installation in the Mansfield area was at Bilsthorpe Miners' Welfare in 1964, marking a significant milestone in the industry. Over time, the use of tankers expanded across the region, with many more establishments benefitting from the improved delivery system. This shift to bulk distribution also played a part in the growing trend of localised breweries supplying regional areas with fresher beer.

BEER



WHAT IT WAS ALL ABOUT 145 YEARS OF BREWING QUALITY BRANDS

For 145 years Mansfield was 'the name' both on and at the lips of local people. From Mansfield Bitter to Mansfield Millennium Ale, to the customer, Mansfield brands were synonymous with quality and style for which numerous awards were won.

.....

Since the first barrel came off the rack in 1855, the company kept abreast of market changes by brewing new products, selling them in different ways – draught, glass bottles, PET bottles and cans – with innovative and award-winning packaging and label designs. Though new products in the portfolio did not always carry the Mansfield name and logo, customer association with Mansfield Brewery remained strong and supportive. Pioneering brewers like Sydney & Edward Deakin, Philip Baker and Michael Parson were legends in their day.

Through the years some brands came and went. Mansfield Bitter and Mansfield Mild were the first and they were still the flagships backed by heavyweight advertising campaigns.

When glass bottling became the trend in the 1950s, Mansfield Bitter, Nut Brown and Pale Ale were big sellers. Golden Drop produced by head brewer Sydney Deakin was considered a special treat.

Trends changed again in the 1970s and Mansfield had a new head brewer, Robert Burton (*top right*). By 2000 he had been at the helm for 24 years.

One of Robert's first tasks was to make Marksman Lager more compatible with the market. Lagers were the new "in" drink. He reformatted the product and by using different yeast and brewing techniques it quickly became an award winner, envied by other brewers. Draught Marksman was one of the company's best sellers. Sadly the new brewing contracts (*Scottish & Newcastle*) and aggressive marketing of national products dictated Marksman's demise and market leaders replaced it throughout the estate.



Brands that continued to be sold in PET and cans were Drayman's Bitter, Drayman's Dark Mild, Drayman's Draught Premium Bitter, Mansfield Bitter, Marksman Lager and Jorvik Lager.

In the 1970s bright beer took over from cask ales and Mansfield did not brew any cask for 10 years, until it became in 1982 one of the first brewers in the country to re-launch cask ale with Four XXXX, renamed, Old Baily, which was an instant hit with CAMRA.

With the acquisition of North Country Breweries in 1985 the team created the Ridings products to satisfy the Yorkshire palate. These were brewed in Yorkshire Squares and became an instant success across the estate. Robert's new methods and research instigated by him and Richard Meadows (*bottom left*), Director of Production, earned Mansfield an almost unprecedented catalogue of accolades at the 1994 Brewing Industry International Awards.



Michael Parsons & Richard Meadows receiving the Brewex 1983 Award for Marksman

The resurgence of new brews and "specials" for bottling proved to be money spinners. The brewing team relished the challenge and developed their skills – Princess Anne's Ale, Celebration Ale and Silver Jubilee. The seasonal Deakin's range continued in bottles with award winning labels. Then came five draught cask sports beers - Wicket & Willow, Birdie, Top Jockey, Oddball and Goalpost.

In November 1998 Redeye, a unique premium smooth beer was developed to appeal to both lager and bitter drinkers and it scooped another award.

AWARDS



1983 INTERNATIONAL BREWING, BOTTLING & ALLIED TRADES MARKSMAN LAGER INTERNATIONAL DRAUGHT LAGER 1ST

1983 BREWING INDUSTRY INTERNATIONAL AWARDS MARKSMAN LAGER INTERNATIONAL DRAUGHT LAGER 1ST MARKSMAN LAGER CHAMPION TROPHY

1990 BREWING INDUSTRY INTERNATIONAL AWARDS MARKSMAN LAGER INTERNATIONAL DRAUGHT LAGER 2ND RIDING BITTER 2ND

1994 BREWING INDUSTRY INTERNATIONAL AWARDS RIDING BITTER CHAMPION OF CHAMPIONS RIDING BITTER GOLD MEDAL MANSFIELD BITTER GOLD MEDAL MANSFIELD MILD (KEG) BRONZE MEDAL

1996 PUBLICAN TRADE PRESS CAMPAIGN OLD BAILY ADVERTISING HIGHLY RECOMMENDED

1997 LABOLOGISTS SOCIETY WHITE RABBIT, RED ADMIRAL, ROYAL STAG & WILD BOAR BEST SET OF LABELS 1ST

1998 BREWING INDUSTRY INTERNATIONAL AWARDS RED EYE INTERNATIONAL DRAUGHT LAGER, SILVER MEDAL

1999 LABOLOGISTS SOCIETY GOLDEN DROP LABEL OF THE YEAR

MPMA

MILLENNIUM CAN BEST IN METAL AWARDS, SILVER MEDAL



MANAGED HOUSES, FRANCHISES & RETAIL GROWTH

Mansfield Brewery built its public house estate on both large and small acquisitions over the years - from the initial purchase of The Railway Inn in Mansfield through to brewery takeovers bringing in hundreds of new pubs. These pubs were mainly tenanted with a rental lease and an agreement to purchase product from the Brewery.

As with any property estate, the Brewery reviewed the profitability of the establishment against the need to undertake modernisation and essential repairs. During the 1960s and 1970s the trend in public houses was to make them more open, more female and family friendly with increasing food offerings - pub grub. This necessitated significant investment for internal work and kitchen development.

Mansfield also set out to purchase and build new pubs in areas not previously covered by the historical estate. This drove a change in estate management principles whereby the pubs became managed houses, with directly employed managers and staff (*The Rufford* and *The Sir John Cockle*). **Punch Bowl Entertainments** was set up in the late 1960s to manage and support this trend. In August 1977 **Mansfield Inns Ltd** was formed to consolidate all the managed houses and hotels, with an ambitious new build programme eg: *the Master Brewer, Bramley*.



FRANCHISING

This was a diversification initiative for the Brewery in the 1980s. **Rainbow Carpet Cleaning & Dyeing** was set up in 1987 in Mansfield and **Bonanza Restaurants** was set up in 1988. The first Bonanza was located in London's Bayswater. Other franchise agreements were established with **Berni Inns** and **Landlord's Table**.



BONANZA

RETAIL DEVELOPMENT

Developing the leisure and food focus and building on the franchise work, Mansfield Brewery further diversified in the mid 1990s into other ventures allowing it to set up in new regional locations – **Lock Stock & Barrel**, **Lloyds No 1**, **TP Woods**, **Trading Post**, **Brownes** and **Friar Tucks**.



GROWTH IN PUB NUMBERS:

- > The first Mansfield Brewery pub on record is *The Railway Inn (above)*, bought for £800 in 1867.
- > **By 1900** there was steady growth through acquisition with now 82 pubs in the estate.
- > **1935** - Mansfield Brewery purchased *Chesterfield Brewery* and this added 100 pubs to the estate. A number of these were later sold off.
- > **1955** - Purchase of *Hornby's* soft drinks business brought in more pubs.
- > **By 1977** (listed in *The Mansfield Brew book*), the estate stood at 181.
- > **1986** - Purchase of *North Country Breweries* added 240 premises to the estate, although many were sold on to *Camerons*.
- > **Early 1990s** - Over 130 pubs added such that by 2000 the estate stood at over 500 pubs. In the early 1990s there were 240 tenanted houses and 40 managed houses.



PROMOTIONAL MATERIAL OVER THE YEARS





The Retired Tenants' Lunch at the Cellars, 1982

TENANTS, FREE TRADE & TELESALES

Mansfield Brewery had strong ties with miners' welfare clubs and supported them with bulk beer tanks, community initiatives, and Free Trade loans. It also assisted tenants in developing their businesses across its public houses.

TENANTED TRADE

Tenants made up the majority of the Brewery's estate and many had long-standing ties. Although self employed, the tenants were supported by the Brewery to develop their businesses and beer sales. Many tenants moved around the estate, taking on challenging pubs to turn them around and also to develop the successful ones. The picture (*above*) demonstrates over 200 years of association with the Brewery. Surprisingly, John Bartle isn't present. During his 38 years service John was a tenanted trade manager amongst other roles.

FREE TRADE

As well as the tenanted and managed public houses, Mansfield Brewery also had a strong free trade presence. Much of this was based on the traditional welfare clubs that had long been part of the Nottinghamshire industrial background. The miners' welfare clubs were particularly loyal to Mansfield beers and these led the innovation of bulk beer tanks in the cellars amounting to 50% of the volume sold.

Backrow: Carol Aldridge, Sheila Morrell, Dennis Foster, Maggie Godfrey (RIP), Lorna Gregory & Dawn Brown
Frontrow: Helen Thorman, Margot Till & Brenda Schofield



The Free Trade team

Some of the miners' welfares, notably Clipstone, Blidworth and Forest Town, had between 20 and 30 pumps - all selling Mansfield Bitter. Mansfield Brewery repaid this loyalty in many ways - supporting brass bands, vegetable competitions, pensioners and children's parties and sports clubs. The Free Trade salesmen frequently worked evenings and weekends, visiting the pubs and clubs and attending committee meetings. They would often take their wives with them. 50% of beer volume was through free trade.

FREE TRADE LOANS

Free Trade loans were part and parcel of the Free Trade business - available to pubs and clubs alike. They were used to encourage new Free Trade customers and deepen the ties with long standing customers. They typically covered refurbishment, extensions, kitchen and cellar revamping.

TELESALES

To support the salesmen the Brewery set up a telesales system whereby the staff (*pictured left*) rang the pubs and clubs to get their orders, which were then entered into the computer ordering system, and subsequently onto the drays.

CHANGING FACES OF PUBLIC HOUSES

Mansfield Brewery continually invested in its public house estate. They would purchase pubs (for example *The Pheasant Inn, Mansfield, pictured*), sometimes as very run down establishments, with a view to renovate and modernise them, making them the focal point of the local community once again.



The Pheasant Inn - pre renovation

The Brewery's Estates Department had a joiners' shop, an electrical department, painters and bricklayers to service the brewery and local pub estate premises.

The Estates Department organised four yearly planned maintenance programmes, working with the clubs in Free Trade and planning and running refurbishments to properties in the tenanted estate. These refurbishments proved very successful - upon completion trade increased much to the delight of both the tenants and the Brewery Board.

An example of this is **The Pheasant Inn on Chesterfield Road, Mansfield**. It was a traditional beer pub acquired in 1879 and in need of some care, as the picture above shows. The cottages adjacent were being demolished and The Pheasant Inn was extended into this space.

Ongoing improvements resulted in much larger premises with car parking and a beer garden, recognising that many customers would wish to travel to visit. This picture from 1971 shows the scale of the changes. It was part of one of the earlier improvement schemes.

The Brewery continued to invest in The Pheasant Inn, which was further refurbished in the 1980s, including a new lounge and kitchen extension. Mansfield Brewery plans melded the traditional (*beamed ceilings, oak-style panelling, open fireplaces*) with the new (*games room, dining section, spacious kitchen, modern toilets*). The improvements allowed The Pheasant Inn to offer food at lunch time and evenings, with a wider range of menu options, reflecting further changes in taste.



...and in 1971

The tenants at The Pheasant Inn (*Arthur & Jean Horner, pictured right*) were at the helm for many years and saw these many changes and later received their 25 year long service award in 1990.



The refurbishments at The Pheasant Inn reflected the evolving pub scene, shifting from a focus on Mansfield Bitter to a more diverse offering for the varied clientele. With welcoming bar staff, great food, cosy fireside drinks, a juke box, pool table, and a beer garden. It aimed to serve the entire community. Sadly, the pub closed in 2019 and fell into disrepair, with plans for housing on the site. However, in October 2024, it was sold to a private company with plans to reopen once again as a public house.

In 2024, having been closed since 2019



CELLAR SERVICES & TECHNOLOGY

Mansfield Brewery's success stemmed from dedicated teams and technological innovation. The Cellar Services team handled repairs and introduced bulk beer tankers, boosting efficiency. In 1984, the Brewery adopted automation, including cask washing and a new Brewhouse. The Fitting Shop moved from manual to electronic equipment, while the laboratory focused on quality control and new beer development, ensuring consistency and innovation.



1950s fitters workshop



Steve Jackman (right) and Mick Clark working on the new controllers for the bulk beer tank cleaning systems.



Jackie Harris



Dennis Knight, beer tank cleaning

CELLAR SERVICES

This team were often the unsung heroes of the trade. They both provided on-call services for urgent repair, keeping the beer flowing, and longer term improvements in line with changes in dispense methods and storage of beers. Who remembers the push button half pint pressure dispensers on bars in the 1970s? One aspect of the changes was the introduction of the bulk beer tankers in the larger clubs and pubs. This was a game changer enabling less effort for the staff and consistent and continued beer on the bar.

TECHNOLOGY

Mansfield was never a slouch at adopting new technology in its brewing processes. Introduction of automated cask washing and racking lines sped up the beer production times. The use of fork lift trucks meant casks could be moved more efficiently around the cellaring areas. The epitome of all of this was the opening of the new Brewhouse in 1984 with state of the art technology for beer production, a brave move when there was over capacity in the brewing industry.

FITTING SHOP

The changes here were huge - from manual jigs creating bespoke kit to full electronic units that required extensive electrical skills.

LABORATORY

Beer production is not magic - it is a science in its own right. Mansfield Brewery had a modern laboratory to ensure quality control and clean production. Samples of the brews were taken and analysed to support this. Protection of the yeasts used in the brews was sacrosanct to prevent any contamination. New beer development was also undertaken and supervised here. The laboratory staff worked closely with the Head Brewer and team at all times.



Chris Keen

THE OFFICES

What happened behind the scenes was as important to Mansfield's success as the brewing and pub estate arms. The offices were originally based on Weighbridge Road, moving to the new offices on Littleworth in 1991. Estates & Properties were located in Dame Flogan Street. Who could forget Madge Branfield greeting visitors to the Brewery.

BARBARA BROWN OFFICE ADMINISTRATOR 1982 - 2000

Barbara (right) started working at the Brewery in 1970, for four years in the Accounts Department followed by a nine year stint in Wines & Spirits. Then going on to be appointed the first Administration Officer in 1982. She remained in this role until 2000.



If anyone can recall office life, it's Barbara...

- Tom Purdham, concierge at reception with a very smart uniform vetting everyone coming and going
- Pearl Guy, the tea trolley lady doing her rounds of the office at designated "tea-break" times
- Ladies were not allowed to be bare legged and could not wear trousers, the rule existed right through to Mr Robin's retirement
- Mr Robin sent all the ladies a "Happy Birthday" letter and six glasses of sherry to share
- The men got a beer allowance and the ladies had a soft drink allowance
- At the annual bonfire night the Directors cooked the food on the BBQ and the brewers gave a helping hand
- Harvey Johnson gave all the office staff a stick of brussel sprouts at Christmas
- Barn Dances in the Cellar, George & Mavis Powell provided all the catering
- The employees' Christmas parties with Mr Robin carving the turkey
- Children's Christmas parties.

During Barbara's early days as office administrator (1982) she moved into the wooden hut on the roof of the offices on Weighbridge Road. Barbara was solo at first and then the Brewery joined the Youth Opportunity Scheme (YOPs) – her first recruit was Alison Crawley (RIP) then Suzanne Green



Carl Rawson
& David Hoyland
Training Managers 1996



Mavis Leverton &
Richard Chadburn



Alison Tasker
Serving Quality
Co-ordinator



L - R : Jo Wise, Richard Chadburn, April Spiby, Liz Clarke, Esther Knight
Carol Pickering, Graham Cooling - RC's Farewell Party June 1997

and Sue Smith. In the early 1990s now in the new offices on Littleworth, came the Youth Training Scheme (YTS). Many young people passed through Barbara's office on their way to great careers with the Brewery and elsewhere. Barbara recalls Joanne Foster, Alison Bennett, Andrea Hicks, Alison Waites, Karen Richards, Lee, Sam, Jane Perry, Craig Weldon, Shane Wise, Hazel Eyley, Steve Lane and many more.

The move to the new office block in 1991 was a military operation assisted by Barbara. It started many months before people moved over. She co-ordinated all ordering, ensuring the right size, type and colour furniture for all six wings of the building. There was the new MITEL telephone system "it was like spaghetti junction for weeks". Pickfords were brought in - there were hundreds of colour coded & labelled packing cases stacked up everywhere. Dates were given to individual departments for their particular "move" day.

Barbara has seen changes to technology, the likes of which could not be imagined when she joined the Brewery in 1970 – from Gestetner duplicating machines to computer-to-printer facilities and emails.

When Barbara was told she was being made redundant in 2000 she was very disappointed – her future plans had been spoilt. She has seen her training scheme students grow up and have their own families and good careers. She has, like many of the ex employees, made life-long friendships along the way and has fabulous memories of her 30 years at Mansfield Brewery.



Joe Crosby, George Powell & Peter Witham



Sandra & Bev,
Customer Helpdesk 1996



L - R : Pauline Robinson, Vicki Philips, Isabell
Cooling & Carol Bagshaw - Receptionists



Leon Thornton
Catering Development
Manager

From top left : Sandra, Sue, Graham, Ann,
Betty, Joanne, Trish, Pat, Vicky & Cath
Credit Control & Investment Team 1996



CELEBRATIONS

Mansfield Brewery was always keen to celebrate, whether that be long service awards, retirements, Christmas parties, or sports awards.



Mr Robin and Madge Branfield at her retirement

LONG SERVICE

A significant aspect of the Brewery was the loyalty of the staff, with many working there for their entire career. In 1970 when the Board introduced long service awards 24 veterans were recognised. Their long service history ranged from 31 years to 50 years - in total 908 years.

PARTIES & SPORTS

Pictured here are Mansfield Inns staff enjoying a Christmas event and the Queen's Hotel, Bakewell celebrating their darts win and Tenants celebrating VE Day in 1995.

MR ROBIN'S RETIREMENT

In 1989 Mr Robin retired after 32 years service as Chairman of the Board, having started in 1957. There were many events celebrating his dedication to the Brewery. A civic banquet was held at Mansfield Civic Centre attended by local dignitaries, members of the Brewers' Society and representatives of most UK breweries.

It was organised without his knowledge and the secret project was named "Golden Eagle" comprising John Else, Cheryl Higginbotham, Tracey Stocks and Terry Wiseman, who became 'Michael Aspel' for the evening's "This Is Your Life" spot. Many other farewell parties were organised attended by all the workforce and their families and pensioners



Long service awards of (L - R):
Dick Stevenson, Jack Heathcote, Colin Bennet
& Albert Pugh with Richard & Robin Chadburn



Len Musgrove (2nd left) retirement
with wife Irene Musgrove



Tenants celebrating VE Day 1995



Queens Hotel, Bakewell darts team



Mr Robin presenting long service award to Colin Alais and Muriel Ferguson



Retired Members' Association at Mr Robin's retirement

ALL CHANGE CAPITAL INVESTMENTS

In 1981, the Brewery announced a major investment in a new brewhouse, replacing the old facility. Production began in 1984, and new office premises were opened in 1991. The Brewery's growth also led to the opening of the Oakham Distribution Centre in 1995 to meet increasing storage needs.



NEW BREWHOUSE

The announcement of this major investment was made in 1981. This state of the art brewhouse would replace the old brewhouse which dated from 1906 - 1950. The development was rapid with the topping out ceremony in October 1983 and production starting in July 1984. Open days for employees and their families took place alongside a special opening for local dignitaries and shareholders. The official opening ceremony was in August.

NEW OFFICES

The growth of the Brewery meant that office employees were squeezed into the original offices on Weighbridge Road, Rosemary Street and Dame Flogan Street. It was decided to develop a new large office building on Littleworth. The premises were opened in 1991 and a mass move was coordinated by Barbara Brown. Satellite offices and temporary accommodation were used until all 100 plus staff relocated there.

It received the accolade in 1992 of a prestigious award - East Midlands Architecture Surveyors & Builders Joint Consultative Committee - New HQ Building Testimonial in "*Outstanding Example of Craftmanship*". This was the time of Hugh Wilson (*Properties Director*) who commissioned the design and oversaw the building of the new offices (*below*).



OAKHAM DISTRIBUTION CENTRE

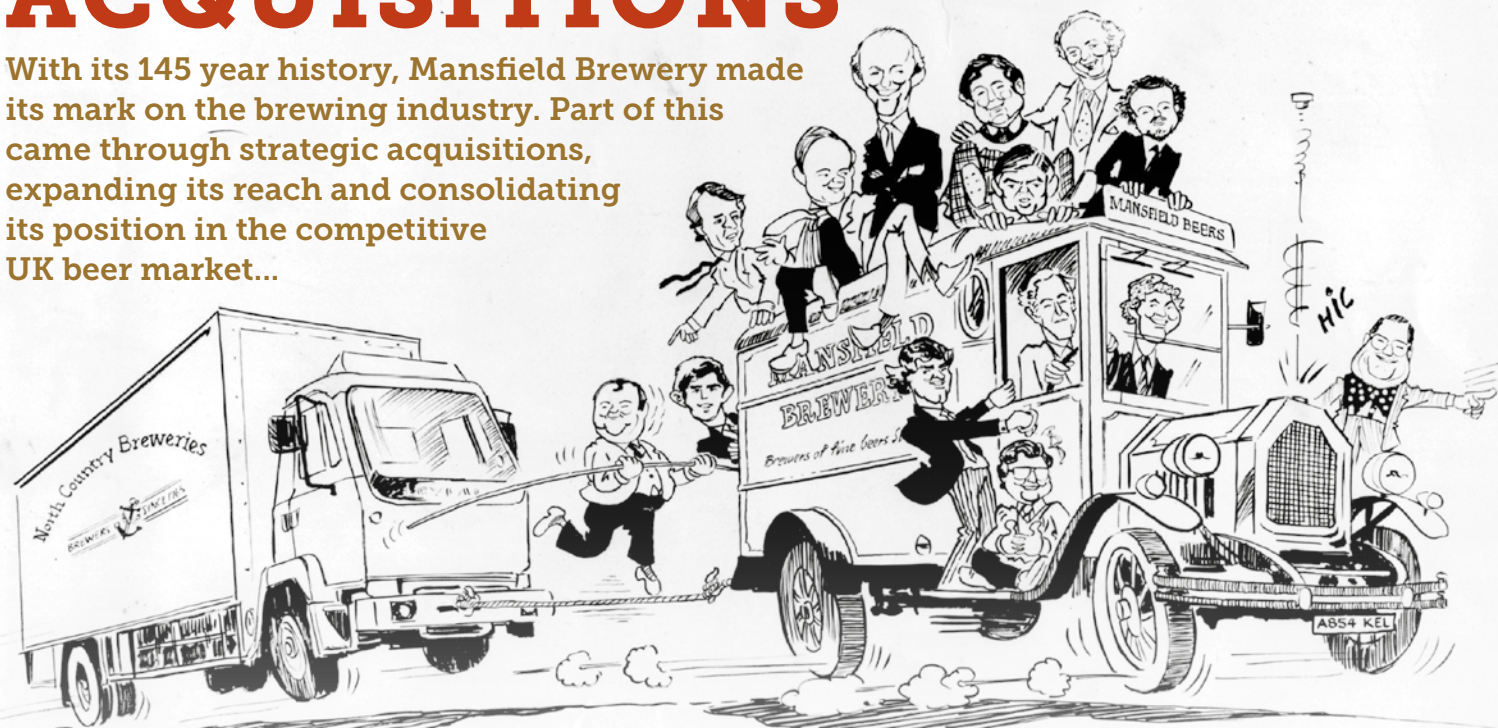
As the Brewery expanded its trade with key acquisitions through the eighties and nineties, the requirement for more physical storage space for stock became ever more critical - and with that more sophisticated IT systems to manage it.

The Littleworth site was bursting at the seams. A modern upgradeable Distribution Centre was required and a site identified on Oakham Business Park two miles from the Brewery. The Centre cost £3.5M and was open six days a week, with warehousing staff working two shifts (6:00am to 10:00pm on weekdays and 6:00am to noon on Saturdays). All 90 distribution staff (60 transport workers, 15 warehouse staff and 15 admin staff) transferred from Littleworth to the new facility in September 1995.



ACQUISITIONS

With its 145 year history, Mansfield Brewery made its mark on the brewing industry. Part of this came through strategic acquisitions, expanding its reach and consolidating its position in the competitive UK beer market...



CHESTERFIELD BREWERY CO LTD

Founded and registered in 1853. It acquired the wine, spirit and mineral water business of TP Woods (and producer of a locally famous almanac) in 1911. But the end of the 1920s and into the early 1930s saw a decline in the company. This was despite 1920s investment in some grandiose public house schemes. In late 1934 the Mansfield Brewery Company took over the Chesterfield Brewery and closed it down in January 1935. This purchase added around 100 houses to the Mansfield Estate, including the Punch Bowl, Chesterfield (below).



Following the First World War, the company continued to expand and invested heavily in chilled, filtered and carbonated products, mainly on Thornycroft bulk beer tankers and Royal Doulton glazed earthenware jars (pictured below left) for installation in the pubs.

Geographical expansion continued with further purchases into Lincolnshire and the West Riding. Further innovations in 1949 saw, reportedly, Hull Brewery being the first brewery to put beer, into screw top cans, Anchor Export, resembling Brasso tins. The flat top cans for export were developed in 1954 with Metal Box Co. and they were the first brewery to supply Marks & Spencers with canned beer.

By the end of the 60s the trading area stretched from Whitby, across Sheffield, down to Grimsby and back up the coast - 250 tied houses, 500 free trade outlets with depots in Cowick, Scarborough and Brigg and annual barrelage up to 140,000.

In 1972 Northern Dairies made a successful take over bid and the value of the company was set around £12M. Northern Dairies became Northern Foods and Hull Brewery became North Country Breweries. Major expansion followed into Worksop and South Yorkshire. Following the early 1980s nationwide barrelage decline, Northern Foods reviewed its policies and in 1985 the company was put up for sale, whereupon it was purchased by Mansfield Brewery plc for £42M. The last brew took place in 1985 so after 100 years on the same site, brewing in Hull ceased. This purchase further increased Mansfield's estate by 240 tied pubs although a disposal of some NCB pubs was made to Camerons in 1986.

The Mandora acquisitions will be a featured story in issue seven. Other notable acquisitions were Frampton Village Cider, TW Beech and William G. Boaler & Son.



NORTH COUNTRY BREWERIES

Hull Brewery's origins began in 1782 when Thomas Ward built brewery premises on the corner of Posterngate and Dagger Lane. Through many marriages and ownership changes, Gleadow, Dibb & Co. developed the Silvester Street site, laying the foundations in 1866. It was incorporated as the Hull Brewery Company Limited in 1887.

By 1893 this was a fully developed brewery with four ranges of impressive buildings around a central courtyard. It contained offices, malt house, brew house, 24 fermenting squares of 1000 gallons each and a very fine beer cellar (200ft long by 60ft wide). It also comprised cooper's, fitting and joinery shops, stables and harness rooms. Growth was primarily achieved through acquisition of public houses, breweries and wine & spirit merchants. By 1897 the barrelage increased to just short of 100,000.

REFLECTIONS THROUGH THE 1980s

JOHN HINGS MD, 1979 to 1988

The mid 1980s were heady days for MBC. Joining the Brewery in 1979 with beer throughput per pub being twice the national average, it was always going to be a challenge to make profitable improvements. We did just that with a number of strategic initiatives that took all parts of the business forward...

I was lucky to have a Chairman in Robin Chadburn who had the vision and insight to understand the importance of creating an environment in which we could succeed. He did this for me and I like to think I did this for my team.

My team were all self-starters in any event - indeed I could not have wished for better. I remember them with fond memories and the greatest of respect. There was Michael Parsons and Richard Meadows - brilliant brewers who were commercially aware of the market's needs. There was Dennis Foster, the best salesman and sales manager I have ever worked with. Chris Rainsford, a finance man of the first order who

had managerial skills that made him a successful managing director of Mandora. We were lucky that Ron Kirk was there to succeed him as Group Finance Director. Then there was the legendary Hugh Wilson whose eye for building a pub that was both beautiful and operationally practical, was unique. His enthusiasm and hard work were infectious. Those characteristics were exemplified by Derek Mapp, underwritten by leadership skills that have been the hallmark of his career. Just look at what Derek has achieved and it all started at MBC. There were others that contributed to the effort, Mark Phillips, although a bit of a maverick, provided the glue between the Brewery and our tenants to mutual benefit. And

lastly there was Chris Downton whose sound level headed wise counsel was of great value to us all.

It was a happy band with other members like Richard Lewis and Alec Welham playing their respective parts. All these guys had tremendous support from their own departments. Standout people like Arthur Tomlinson and George Powell are just two examples but there are many I could mention across the Brewery and Mandora. It was people like Madge Branfield, Ian Boucher and Teds Taylor (*there were two, Dramatics and Roses*) who personify everything that was good about the Company. Indeed when I experienced a "*get together*" at the Prior's Well site at Littleworth, organised by stalwart Barbara



Brown, I was reminded by the presence of old friends like Bill and Alice Donbavand, Terry Johnson, Sue Walters and others, that the legacy of the 80s lives on.

I learnt a lot on my way to Mansfield. As a brewer turned marketing man, I came to understand that you needed to be aware of what the consumer wants and what he thinks.

Mansfield was famous for its beers and its pubs. I learnt about the need for this combination as a young pupil brewer at Wilsons Brewery in Manchester which I joined in 1960. On completion of my Pupillage, my Certificate was signed by Edward Deakin, President of The Incorporated Brewers Guild at the time. Little did I realise that one day I would find myself at Mansfield Brewery.

The take over of Wilsons by Watney Mann gave me the opportunity to be at the centre of product and brand development. Remember the Red Revolution? But it was my time at Bulmers that taught me the importance of teamwork. It was Bulmers' Chairman



Senior Management team on a training event, 1985

Peter Prior, who made me aware that *"Leadership was not a Bowler Hat"*. He persuaded me to undertake a unique military/industry exchange in 1977 when I served with the Sixth Field Force as a Major. This instilled in me the reliance of your mates and colleagues to win through. I brought this philosophy to Mansfield in 1979 and observed throughout the Brewery and Mandora that this way of working was both enjoyable and effective. Its not rocket

science but how many companies really live it that way today?

They were happy days in a great company of which I was proud to be a member.

I left Mansfield in 1988 when there were changes afoot believing that I experienced some of the best years in the Company's history. We increased turnover four times and our net worth, as measured by shareholders' funds, by three times.

THE HIGHLIGHTS OF OUR ACHIEVEMENTS DURING THAT TIME WERE AS FOLLOWS:



- Quality products - Mansfield Bitter and Marksman Lager were great products. Our success in the free trade was down to this, underwritten by great salesmanship and effective advertising.
- Quality pubs with good tenants and strong estate management enhanced by a modernisation of our corporate logo, making Mansfield pubs stand out from the crowd (above left).
- Managed house professionalism transformed retail profits.
- Upgrade of computer and IT systems.
- Courage to take on the big boys. Beating off stiff competition to acquire the North Country Brewery (Hull Brewery products pictured, above far right) from Northern Foods. Perfectly timed to deal with the demise of the North Derbyshire/ Nottinghamshire and South Yorkshire coal fields, to fill our new brewhouse, the building of which was one of the bravest decisions we made. The acquisition and investment were aided by the £50M Multi-Option Facility fixed by Ron Kirk through Samuel Montagu.
- Acquiring TW Beech in Evesham to add squash and fruit juices to the carbonated business of Mandora in Mansfield.
- Development of PET bottling and the creation of the St Clements brand (pictured above).
- Venturing into America with a premium bottled version of Marksman on the back of the Ronald Regan advertising in the UK - *He might be President of the most powerful nation on Earth... but he's never had a pint of Mansfield!* (above).
- Returning from the USA with Rainbow carpet cleaning and Bonanza big steak franchises to broaden our base.
- Entering the cider market by acquiring Frampton Village Cider Co in a joint venture with Hazlewood Foods.
- Running the infamous *Passport Promotion* which blew the marketing budget but put North Country's and Mansfield's pubs on the map which was the aim.
- Growing a senior management team second to none (pictured top), which set the pace and example for all levels of management at the Brewery and Mandora. It was this teamwork and leadership, exemplified by the Brewery supervisors and those at Mandora, that was the main ingredient for our success. It bred a spirit of enthusiasm and determination that was hard to match by any of our competitors.

REFLECTIONS THROUGH THE 1990s

with COLIN STUMP, PAUL HANDLEY & BILL McCOSH

This year will mark a quarter of a century since we lost Mansfield Brewery in the takeover by Wolverhampton & Dudley Breweries, now known as the Carlsberg Marston's Brewing Company. Even after all this time, memories of the last decade of the company's life are still very strong for many, and continue to raise a contented smile as we think of the great times we all enjoyed as employees of this outstanding business.

COLIN STUMP COMMERCIAL DIRECTOR ME, MANSFIELD AND THE 90s

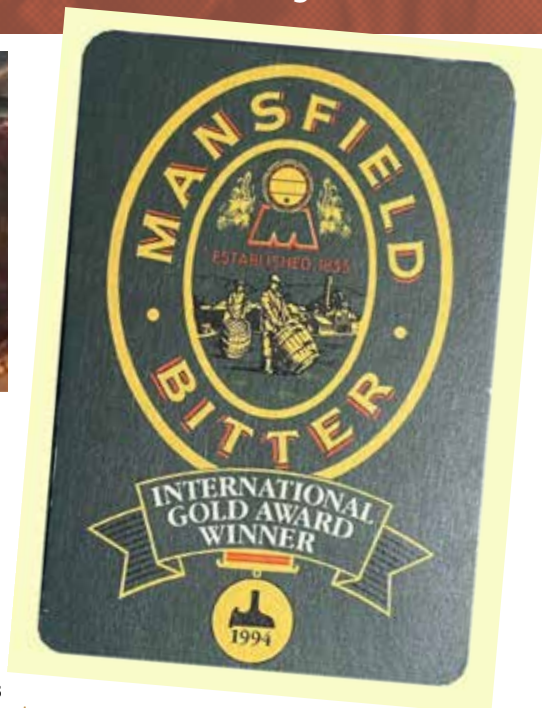
In 1990, the company's sales were £91M, rising to £176M by 1999. Operating profit grew from £12M to £28M, fueled by the expansion of our pub base from 343 to 500 units and resilience in free trade and the take-home sector. The opening of a new distribution centre in 1995 and new brewing contracts, including some Russian business, helped us utilise over 80% of brewing capacity by the decade's end, making us the seventh-largest UK brewer.

Throughout the 90s, our brands were refreshed and gained exposure on TV in Yorkshire and the East Midlands. Riding Bitter, first introduced in 1987, won silver at the Brewing Industry International Awards in 1990. That year, we invested in a new cask racking line and launched



Riding Best Bitter with commercials shot by David Bailey in North Yorkshire. Although filming was a bit chaotic, the ads boosted our business across Yorkshire. Cask volumes increased by 16% in 1991, and we expanded the TV campaign to the East Midlands in 1992 with a new ad featuring three lads racing bikes to the pub, set to a Madness soundtrack (*bottom far right*).

In 1994, Riding Bitter won the BII Supreme Champion Cask Bitter award, and sales continued to rise. Meanwhile,



Mansfield Bitter saw a fresh look with new counter mounts introduced in 1989, and in 1994, we launched a cask-conditioned version, Mansfield Cask Bitter, which won a Best In Class Gold medal at the BII awards. We also put the brand back on TV for the first time since 1986. In 1995, "Mansfield Bitter – The Perfect Head on the Perfect Body" – launched with Jeremy Clarkson in commercials filmed over barley fields in the Scottish Borders. Despite rain ruining filming one day, we spent the time reminiscing with Clarkson about progressive rock, creating a memorable and somewhat boozy day.

In 1996, another ad featured Clarkson at an over-the-top fashion show, continuing to build momentum for Mansfield Bitter. In 1997, we launched Mansfield Smooth, a nitro keg beer aimed at competing with John Smith's Smooth. In 1998, the brand got a new look with a modern font and pump clip design. We later embraced a new "Man's World, Man's Pint, Mansfield" campaign, though its laddish tone may not fly today. These were exciting times for the company, with new products like Redeye, Deakin's Seasonal beers, and Mansfield Dark Smooth Ale.





Paul Handley & Bill McCosh on the cover of Finance Midlands, Nov/Dec 94

PAUL HANDLEY FINANCE DIRECTOR MANSFIELD BREWERY CO AND ME

I joined in December 1989 as Finance Director after 18 years with Bass, including being part of their beer Flavour Profile Panel. Geoffrey Kent, Chairman of Mansfield Brewery, recruited me for the role during a challenging period after the North Country Breweries acquisition.

The company was facing a trading profit downturn of 5.9% to £8M, and the focus was therefore on reorganising and eliminating distractions from peripheral operations. Despite a rough start, including catching flu on my induction day, we eventually gained financial stability through reorganisation, expansion, and a focused marketing approach.

Expansion required cash, and with the company's refocused efforts, we attracted more bank support. The "Serving Quality" mantra became central to our company culture, with staff engagement and strong communication. Our "Business in the Community" initiative also had a positive regional impact.

In 1999, the Trusts announced they would sell their shares, leading to a management buy-out bid. The news was leaked to the press, and I rushed back from holiday in France for a crisis meeting. Despite our efforts, our bid failed, and in early 2000, I was made redundant. While the sale was disappointing, I'll always value the friendships and respect formed during my time at Mansfield Brewery.

BILL MCCOSH CBE CHIEF EXECUTIVE HARD WORKING AND TALENTED PEOPLE

Bill McCosh became CEO in 1991, after a successful tenure at Home Brewery. Under his leadership, the company's value grew from £100M to £365M by 2000.

Although the management buy-out bid failed, Bill's leadership gave employees hope, and he played a key role in navigating the company through uncertainty during the transition.

Bill's words at the time were as follows:

"Whatever the future holds, remember that Mansfield Brewery will still exist although part of another company. It's important to remember that most of our employees will be doing the same job. The strength of the Brewery and its biggest asset has always been its people with a wealth of talent. Hard working and talented people created the Brewery and have been responsible for its successful development over the years.

Today we have as talented a team as at any time in its development. And together



we've created a vibrant and successful company that gives consumers the products they want. We've had to manage change. And we've shown ourselves good at doing that. During my time at the helm, we've concentrated increasingly on skills development and training.

The Investment in People undertaking was designed to help people develop themselves. And our staff have done extraordinarily well, making it one of the most successful initiatives during my time. The results have been outstanding. We're all going into the Millennium with a level of skills and training that I believe makes us the best in the business. I am truly proud of the Company I lead and all we've achieved together. Thank you."



Bill receiving his CBE, 1998

It should be noted that during Bill's time, the Brewery achieved the following awards:

- **1995** Employers in the Community East Midlands, Private Sector (large) Mansfield Brewery - Winner for Outstanding Contribution to Employee Involvement in the Community.
- **1997** British Association of Communications in Business Independent Staff newsletter - Winner, Best Newsletter.
- **In 1998** Bill was awarded the CBE for his Services to Training.
- **1999** North Nottinghamshire Training and Enterprise Council Investor in People Award.



BEGINNING OF THE END... TO THE LAST PINT

The timeline that resulted in Mansfield Brewery's take over by Wolverhampton & Dudley (Marston's) was short and brutal.

BACKGROUND TO THE BAILY THOMAS TRUST FUND

Upon the death of his father, Captain Munro Thomas in 1970, there was a question mark as to how Frank Baily Thomas's inheritance should be administered. At the time this would have meant that, due to Frank's mental and legal incapacity, the estate would have passed to the Crown. A recent change in the law meant that the Court of Protection approved of making a Will by a person previously considered incapable of such. In 1970 the Chancery Division Judge approved a scheme that allowed for most of his inheritance to be divided into a fund for the benefit of employees - **The Baily Thomas Provident Fund** and **The Baily Thomas Charitable Fund** for research into mental illness.

All proceeded well until Frank Baily Thomas's death in 1997, not long after which the Trusts decided to sell their shares to Wolverhampton & Dudley Breweries in Summer 1999. This was a massive shock to the management team and to all employees.

THE LEGAL CHALLENGE

The management team decided to challenge the Trustees and so embarked on a campaign to ensure Mansfield Brewery remained independent. There were emotional presentations to staff explaining that the Trust Deed stipulated the Brewery keeping its independence except in exceptional circumstances which would enable the Trustees to sell the Baily Thomas Fund shares. There was huge local interest with MPs and other supportive groups engaged and a management buy out considered.

Group Financial Controller, Paul Cooper, played a valiant part and marshalled the case to retain the Brewery's independence. What transpired was a battle that was dependent on the outcome of a High Court Case which the employees lost. The Company had been one of the Midlands's most successful and sophisticated independent businesses with some of the finest properties in the industry, but by December 1999 it was the end of the line. A century and a half of brewing at Littleworth had come to an end.

THE END

The office staff went first in 2000, with production staff in 2002. The Trustees managed to ensure that 75% of the workforce would be kept on for at least 2 years. The state-of-the-art brewing equipment in the brewhouse was eventually transferred to Marston's in Burton.

THE LAST PINT

Almost 300,000 gallons of beer a week were brewed at the Brewery at its peak. The final pint of beer was brewed in December 2001 with production moving to Wolverhampton.



Chris Keen, John Edgar & Malcolm Jennings

MALCOLM JEWKES

The longest serving production controller, with 31 years:

"It's a very sad time because we've been like one big happy family and we've all grown up here together. I've had brothers work at the Brewery, brothers-in-law work at the Brewery, so it's been a family concern."

ROBERT BURTON

Mansfield head brewer paid tribute to the employees:

"The guys have done a fantastic job over the last two years. We'll take no less pride in this last brew here than we have in any in the past 145 years. We won't let our standards drop to the very last pint."

NO MORE MANSFIELD

In December 2024 Carlsberg Marston's Brewing Company announced the withdrawal of 11 beers including Mansfield Original Bitter (keg) and Mansfield Dark Smooth (keg).

A spokesperson for Carlsberg Marston's said:

"We continue to invest in and launch new cask ales as well as support popular traditional cask ales ranging from Banks's Amber Bitter to Marston's Pedigree."

Ironic considering both Original Bitter and Dark Smooth were cask beers before being converted over to keg by Marston's. Truly the end of the line.



THE END.

Mansfield Brewery finally closed its doors in 2002 and most of the site was cleared by demolition contractors in 2008.

Many local residents felt a sense of loss as the Brewery's brick chimney was brought down by twelve explosive charges. For many, this marked the sad end of a part of Mansfield's cultural heritage and the official conclusion of the town's brewing history. A Councillor at the time, however, expressed little nostalgia, stating, *"I have to say I was pleased to see the chimney finally come down. It's been an eyesore for such a long time."*

Soon after, the land that once hosted the Brewery was put up for sale. In 2008, Mansfield District Council unveiled plans to redevelop the area into a mixed-use space, with offices, leisure facilities, and residential buildings. For a brief time in 2015, the site served as a trailer park, but by October that same year, the planning department rejected any further proposals.

The brownfield site remained undeveloped for years, quietly marketed for commercial use, until work finally began in 2019 to create a residential development, which was completed by 2021. Yet, there's an undeniable sense that what once thrived there is now gone, replaced by something entirely different.



Dilapidated fermenting rooms due for demolition in 2025



The newly developed Great Central Road





RECOLLECTIONS FROM MANSFIELD BREWERY EMPLOYEES

VAL MOSS I.T. MANAGER

I started at Mansfield Brewery working for David Tyne (*Finance Director*) as the Data Processing Manager in 1978. This was a big step forward for me, not least as I was the first woman to hold a management position. Over the next eight years the department expanded into a fantastic team of enthusiastic young people, introducing computing into lots of areas in the Brewery. It was an exciting time when computing was really taking off and I was very grateful to have had that opportunity.

DEREK MAPP MANSFIELD INNS MD

My halcyon 10 years at Mansfield Brewery provided me with friendship, skills and invaluable personal values. Despite being deliberately structured, to uniquely create benevolent values to the benefit of its employees. It was tragically sold to others who had much to learn and who destroyed the very essence of what made Mansfield Brewery unique. Wherever I have subsequently worked, I reflect with admiration on what made Mansfield Brewery so special and always try to mirror it.

ANN WOOLLEY FREE TRADE LOANS

After a tough interview with Mark Philips, I reapplied and was successfully hired by John Else as Richard Umbers' secretary. By March, Richard had left, and I was working for Mark Phillips as secretary to the Tenanted Trade Director - quite ironic! I spent five great years working with Mark, Paul Fisher, and Austin O'Donoghue. In 1987, I moved to Free Trade as Dennis Foster's secretary and Loan Finance Administrator, later passing the

secretarial role to Annette Harrison to focus on the Loan Finance side. One of my favorite memories was working with Dennis Tasker and Trish Price in the "black hole", managing a £30M loan book. Despite the serious work, we had a lot of laughs, and once, Colin Stump even asked us to keep the noise down during a board meeting! That fun, positive atmosphere was a highlight of my time at the Brewery.

RON KIRK FINANCIAL DIRECTOR & MD

During my long career I worked around the world in small to global enterprises. Mansfield Brewery stood out uniquely from all of them. It was operated as a family business, run by a professional executive supported by a highly committed, and loyal workforce. In reality the shareholding comprised four broadly equal quarters, family, public, employees and a national mental health charity. It was perhaps the model for all UK enterprises. I will never come to terms with how it lost its independence.

TRANSPORT TEAM

They remember with much amusement when the manager, after a number of pub tenant/manager comments, sent a couple of the draymen to get a haircut, giving them £5 each. They immediately nipped into the Ram and spent it on a couple of pints.

ELAINE CHADWICK I.T. DEPARTMENT

My first weeks with MBC were on induction. A tremendous introduction to the Brewery that ensured I understood my role there. Starting in the Mash Room then following the beer through coppering, fermenting, cooling and casking. Another early start to go out with the draymen into north Derbyshire; pub visits with Cellar Services. I met so many that obviously loved their jobs and the company. Mansfield Brewery was a family and that induction ensured I immediately felt part of it.

DAVID LOWE CELLAR SERVICES

A couple of photography memories - I was at Derby's new Pride Park Stadium for bar and cellar fit out and I managed to go out through the tunnel onto the pitch. I also managed to get permission to climb up to the top of the new Brewhouse and took photos all over Mansfield.

BOB MARSHALL TRANSPORT

In the 1990s, one of our drops was The Barge at Newark. Sharing a pint with the manager, he told us that some weeks earlier a crew were making a delivery on The Barge, which over water was not easy. Anyway, a 22gl got free and went for a swim in the Trent. The manager said that the local SCUBA club was contacted and told if their club got the barrel back to Mansfield Brewery, they could have its contents. Gear on lads everybody in the river!

CLIVE BAXTER I.T. DEPARTMENT

The business introduced a delivery load and route-planning computer system. It was meant to plan trade deliveries in the most efficient and cost-effective way using a complex algorithm. Using pub post codes, distances and factors eg restricted access times, the system would crunch all the data and come out with the delivery plan - ta dah!

It was implemented but abandoned after a few weeks as it became "unworkable". What the business failed to recognise was that the draymen always made the first delivery to the pub providing the best breakfast with midday delivery generally where the landlord provided the best lunch - irrespective of post code location. The moral of the story is never underestimate the will of the workforce!

IAN BOUCHER TECHNICAL MANAGER & EDITOR OF BREWERY MAGAZINES

After completing an NCB electrical apprenticeship at Shirebrook Colliery, I realised the job had no future. Seeking better opportunities, I applied for an Electrician & Instrument Technician role at Mansfield Brewery. I started on 4th August 1969, interviewed by Edward Deakin and Philip Baker.

A month later, I received operational training at Negretti and Zambra, followed by courses at Yale Fork Lift trucks and Hamworthy Oil Boilers. In 1970, the Brewery began a major investment, but that's another story...

NEIL BIRCUMSHAW TENANTED TRADE

From days behind the bar at the Rufford Arms:

Talking to the old boys about the new product - *Marksman Lager* - *'that'll never work lad it's a drink for girls!!'*. Brewery passport promotion - people turning up in car/bus loads from all over and draymen taking out many passports every day!

From days in Marketing

After NCB purchase refurbishing three pubs and launching them on the same day. A challenge to arrange the openings but one we managed. They were impressive.

Quiz Nights

Dave and Yvonne in the Alverly, Doncaster after the Sunnydale, Mansfield Woodhouse. The area management team was invited to an Alverly quiz night on a wet Wednesday in February. In this massive pub, there were no seats to be had! Just incredible - Dave and Yvonne were great innovators in building trade and certainly landed on something here. The birth of Quiz Nights in Mansfield pubs across the region.

The Annual Cricket match, Managed v Tenanted, at the Burnt Stump

What occasions these were. Everyone invited from both estates.

As well as the cricket, there was an all day buffet, free drink, fashion show, prize draws and many side shows. One most memorable was fortune telling by Gypsy Johnny Bartle who, complete with drinks cabinet, set up in the back of the Criterion.

As Head of Trade Partnerships

So many - a fantastic team. Purchasing 88 pubs from Courage, transferring 100 managed pubs to tenanted trade, major investment into tenancies. The opposite to what other companies were doing. They saw our success and followed suit.

- Change of culture in tenancies moving to trade partnerships.
- Moving from a mash tun filling mentality focus.
- Business partners focussing on retailing and tenants making profit.
- Replacing old tenanted trade meetings to a serving quality group.
- Introducing the revolutionary Partnership Plus agreement.
- Awarded Brewery Company of the Year and being at the ceremony.
- The pub side of the introduction of the Distribution Centre, an absolute nightmare for three months, deliveries not being made.
- Amazing New Year Parties in Mansfield and Hull - the brewery event of the year. All tenants plus support centre colleagues. Bill McCosh couldn't believe he'd come to a tenant function and thoroughly enjoyed the evening without complaints all night from trade partners. Bill loved them and so did we all!

HUGH WILSON PROPERTIES DIRECTOR

I have always felt incredibly lucky to have joined MBC Properties Department in 1973. There was a brilliant team in place, led by Arthur Tomlinson and Alice Donbavand, who took me under their wing. In the following 25 years Properties played a pivotal role in the expansion and management of the pub estate. This included growing the estate from 150 to over 500 pubs in 1999, making the betrayal of the Mansfield family and all it stood for so iniquitous.

SUE WALTERS P.A. TO CHAIRMAN & MANAGING DIRECTOR

At my interview for the position of Secretary to Finance Director in 1982, I was asked "are you planning to start a family"? I answered "no - I am not married", (it mattered in those days)! I spent 16 happy years with Mansfield Brewery (with short breaks for three children) - I look back on those days with so much affection, there was every opportunity and encouragement to train and develop yourself and I made lots of life-long friendships.

BILL McCOSH CHIEF EXECUTIVE

I recall at my first AGM following my appointment as CEO in 1991, Tony Scruby who had been sole MD from 1971 to 1979, making the point that profits were no greater now than when he left the company and that at that time we owed the bank nothing. Now we are making the same amount and owe the bank a lot of money... I trust you will do better! You can only achieve that by having a great team throughout the company. The results we achieved were the result of the investment in our people. That's critical to success.

CHRIS RAINSFORD MANAGING DIRECTOR, MANDORA

Between 1971 - 1987 Mandora went from loss making on a turnover of £2M to success with turnover of £40M. However the private label market was not profitable. Moving to branded St Clements made Mandora attractive for sale to AG Barr for circa

JOHN HUBBARD MANSFIELD INNS / TENANTED TRADE

My wife and I trained at the Little John. I ran the pub while Clive went on holiday and enjoyed it that much I applied for a managed house. Our first interview did not go well. Someone else thought otherwise and gave us our first pub.

Over the next few years, I had several roles all of which I enjoyed. but my two favourites were:

Acquisitions Manager - With John O'Hara managing to increase the estate by 100+ outlets. My main achievement was convincing the board to invest in Northampton. It was equidistant to Hull but we could get 20p a pint more.

Regional Manager North - It was underachieving but helped by all Area Managers & Pub Managers we managed to turn it around to be the most profitable area in the company.

I can honestly say my time at Mansfield Brewery was the best in my career - the working atmosphere and camaraderie were wonderful all the way through from top to bottom.

LESLIE REVILL TRANSPORT

I left school in 1962 (aged 16) and didn't have a job. Dad was a farmer and didn't want me to go into farming. He had heard that there were some jobs going at Mansfield Brewery so he took me down one Monday morning (I didn't really have a say in the matter). We spoke to Percy Holmes in Bottling and he agreed to give me a job only until I was 19 and then he might set me on or let me go. He said "start tomorrow at 7am prompt" - I was there and worked at the Brewery until I retired in 2006.

£24M in 1988. With hindsight a correct decision; without the Mandora distraction the Brewery business was transformed. It is ironic that the shareholding structure created to protect the Brewery from sale ultimately caused its destruction.

THE BAILY THOMAS PROVIDENT FUND

There is, of course, an ongoing legacy of the Brewery though the work of the Baily Thomas Provident Fund (BTPF), providing support to former employees and their dependants.

The Baily Thomas Provident Fund is a grant-making trust which was established on 2nd October 1970 on behalf of Frank Bruce Baily Thomas, whose great grandfather, the late William Baily, was one of the co-founders of Mansfield Brewery in 1855.

The BTPF provides grants and benefits to eligible former employees of Mansfield Brewery PLC and its subsidiary companies, as well as their spouses/partners and dependents. In 2050 any remaining funds will be passed over to the Baily Thomas Charitable Fund, which is also a beneficiary of the BTPF.

The type of support provided ranges from help with health and wellbeing, to encouraging beneficiaries to stay fit and active, to helping further their education and learning. Whether it's providing financial assistance to support a health issue or funding opportunities for educational advancement, the BTPF plays an important role in supporting the lives of beneficiaries.

The Trustees of the BTPF are deeply committed to expanding the impact of the fund and are passionate about ensuring the fund reaches as many eligible beneficiaries as possible. To further this mission, the

Trustees have recently appointed Shelley Rowley as Chief Operating Officer. One of Shelley's main priorities will be to assess the current benefits provided by the fund, explore how they can be expanded in the future, and work to make the application process as straightforward and accessible as possible.

This vision has already started to take place with the introduction of several new benefits including a health cash plan, financial coaching and mental health support, which have been well received by beneficiaries.

The office team, alongside the Trustees, work hard to ensure the BTPF continues to serve its purpose. Their commitment to enhancing the lives of former employees and their families ensures the legacy of Mansfield Brewery, now 170 years strong, lives on through the ongoing support of the BTPF.

The BTPF works collaboratively with the Beneficiary Liaison Group (BLG) to help identify and reach more eligible beneficiaries, with the BLG playing an important role in helping to ensure that beneficiaries continue to receive relevant grants and ongoing support.

..... THE TRUSTEES



IAIN BLATHERWICK

Iain is a partner at Browne Jacobson Solicitors in Nottingham, where he has worked since 1993. He was managing partner between 2009 and 2020. He now works with a range of businesses and trust clients, although none quite like the Baily Thomas Provident Fund!



WENNA THOMPSON

Wenna has worked at Browne Jacobson Solicitors in Nottingham for over 35 years, the majority of which have been spent as a partner. Wenna works with a range of clients, specialising in trusts. Wenna is a member of the Society of Trust & Estate Practitioners (STEP) and brings deep expertise and a wealth of knowledge.



LEE HARRISON

Lee has a strong connection to Mansfield Brewery's history and values. He is the son of former employees of Mansfield Brewery. His parents ran two well-known pubs, The Spital (*Chesterfield*) and The Coopers (*Mansfield Woodhouse*), before transitioning into roles at Mansfield Brewery. His father worked as an area manager, whilst his mother took on stocktaking duties, both contributing to the operations for over 15 years. Lee works as a Commercial Director for Morrison Data Services.



GLENN LONGDEN

Glenn is the son of former Mansfield Brewery employees, with his father serving as an electrician and his mother working in trade services. Between them, they dedicated over 17 years of service to the brewery. Glenn himself had a distinguished career, retiring as Chief Inspector of Nottinghamshire Police after many years' service.

..... THE OFFICE TEAM



STEPHANIE EAGLEN

Steph joined the BTPF administration office in February 2024 following the closure of Wilkos, where she worked as a PA for the Wilkinson family. She has enjoyed meeting and getting to know some of the beneficiaries over the last year and helping to roll out the new benefits and grants.



SHELLEY ROWLEY

Shelley joined the BTPF in January this year, after working with the fund as a consultant to help launch a series of new benefits. Shelley has many years' experience working within the health and wellbeing sector providing meaningful benefits to employees. Shelley is passionate about positively impacting the lives of others and is looking forward to meeting more beneficiaries and supporting the fund to expand the benefits and support it offers.



PAM TOOTH

Pam joined the BTPF administration office in May 2019. She is a former employee of Mansfield Brewery, having joined the company in 1996 to work in the Brewing Office. She worked as Secretary to Richard Meadows, Director of Production until closure of the Brewery in March 2002.

All the information about grants available for application are on the BTPF website together with the application forms for each of the grants. The office can also be contacted for the forms and grant guidance to be posted. If you would like further information, please do get in touch with the BTPF office at:

Baily Thomas Administration Office, Mansfield Business Centre, Ashfield Avenue, Mansfield NG18 2AE

Telephone **01623 473 290** and Email **enquiries@bailythomasprovidentfund.org.uk**

The opening days/times of the BTPF office are: **Monday to Thursday 0900 - 1630 & Friday 0900 - 1230**

