

# THE MANSFIELD BREW

SUMMER 2025 ISSUE 7 .....

Featuring...

## THE MEN THAT MADE MANDORA

The two men behind the soft drink success story

## THE ST. CLEMENTS STORY

by Alan Moss

## TWO LIVES IN HOSPITALITY

Derek Mapp and his son, Chris

## THE END OF REGIONAL BREWING

by Colin Stump

ORANGE AND MORE SQUASH



 Baily Thomas  
PROVIDENT FUND  
A helping hand

Produced by  
**THE BENEFICIARY LIAISON GROUP**  
Funded by  
**THE BAILY THOMAS PROVIDENT FUND**



# WELCOME TO OUR SUMMER 2025 EDITION OF THE MANSFIELD BREW



## THOUGHT FOR THE DAY .....

### LAUGHTER & FRIENDS

In the Autumn of last year, I mentioned Gyles Brandreth's book *The 7 Secrets of Happiness* and wrote about his view of not to resist change and to live in the moment.

Another extract from Gyles's book is entitled "*Laughter and Friends*" where he makes reference to the 19<sup>th</sup> century Anglo-French writer and historian Hilaire-Belloc's Dedicatory Ode:

*From quiet homes and first beginning,  
Out to the undiscovered ends,  
There's nothing worth the wear of winning,  
But of laughter and the love of friends.*

That's what Mansfield Brewery gave me... lasting friendships forged by working hard and playing hard together. A great combination that my Dad said that if you get the balance right, you are well on the way to a fulfilled life.

Work should be fun and enjoyable. Job satisfaction comes from that and the recognition that you are doing a good job. With the fun comes the laughter and I remember there was plenty of that especially on the senior management team building training courses we held at Symonds Yat in Herefordshire and in the Langdales in the Lake District. They stick in my memory and

we talk about them to this day. The laughter usually came at someone's expense whether it was coping with the challenge of canoeing on the River Wye or waterskiing on Lake Windermere. All very funny until it was your turn to make a fool of yourself.

What interested me most recently, and I found significant, is that in many of the "*Recollections*" we received and were published in the 170<sup>th</sup> Special Edition of The Mansfield Brew, was the large number of mentions of long friendships prevailing with work colleagues after retiring from the Brewery and Mandora. It was a recurring theme and golden thread running through many of the stories.

We spend a great deal of our life at work. To have the benefit of enjoying that work and making lasting friendships along the way has to be very gratifying. That's what I say to my grandchildren when one or other is choosing a job or contemplating moving on. Being paid a commensurate wage for what you do is important but in my experience the satisfaction doesn't come from what you are paid.

*John Hings*

Managing Director, 1979 - 1988

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## EDITORIAL & CONTACT .....

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WITH THANKS	John Hings & Susan Walters

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](mailto:mansfieldbreweditor@gmail.com).

# TRUSTEE UPDATE

## A ROUND UP OF THE OPEN MEETING HELD ON 2<sup>ND</sup> APRIL 2025

On Wednesday 2<sup>nd</sup> April, the Baily Thomas Provident Fund hosted its Beneficiary Open Meeting at Mansfield Town Football Club - the proud home of The Stags. With an impressive turnout of 179 attendees, the event proved to be more than just an informative session; it was a reunion of ex-colleagues, friends and beneficiaries who took the opportunity to catch up and reminisce.

The morning began with refreshments on arrival, after which, attendees enjoyed a series of engaging and insightful presentations from the trustees and other representatives of the Baily Thomas Provident Fund as well as an update from the Baily Thomas Charitable Fund.

Wenna Thompson, trustee of the Baily Thomas Provident Fund, gave a warm introduction to the fund, its history and how it works today, before handing over to Ken Young, trustee of the Baily Thomas Charitable Fund. Ken gave us an overview of the charity and its recent work, highlighting the impact of its many initiatives.

Shelley Rowley, The Baily Thomas Provident Fund's Chief Operating Officer, provided an exciting update on the Fund's newest benefits including the launch of a health cash plan through Medicash, financial coaching through Maji and mental health support via counselling and therapy from Mynurva. All of these benefits are available at no cost to beneficiaries and are a further step forward in the fund's aim to provide more varied and holistic support. For those not yet opted in to the new benefits, application forms can be found on the fund's website.

Next, Iain Blatherwick, trustee of the Baily Thomas Provident Fund, shared insights into the fund's outreach efforts, particularly the work being done to trace more eligible beneficiaries. Iain emphasised the power of word of mouth and encouraged attendees to spread the word to anyone who might be eligible to benefit from the fund's support.

Iain also revealed some impressive figures, with the office having processed 4,559 grant applications for the 2024/25 financial year, a staggering increase from 1,492 the year prior. At the time of the meeting,

£1.4M in grants had been distributed in the financial year, a testament to the fund's growing reach and impact. The current value of the fund stands strong at £45,627,817 (as of December 2024).

Shelley returned to talk through more exciting developments, with updated and new grants for this year including:

- A hardship grant for those facing temporary hardship due to challenges such as job loss, ill health and relationship issues
- An enhanced companionship grant, now covering light domestic tasks like cooking and cleaning, as well as social interactions and outings
- An increased university grant now offering £4,500 per academic year, with added support for those from low-income families
- An intermediate/reablement care grant to help beneficiaries to go home and stay at home following a stay in hospital or short illness
- A neurodiversity grant to help fund private assessments where NHS wait lists are significant or the assessment is not offered under the NHS
- A funeral grant offering up to £2,500 towards the cost of funeral expenses for beneficiaries.

Looking ahead, Shelley spoke about the fund's future plans, including the development of a new online grant management system to simplify applications, an updated website, and increased communication with beneficiaries. Shelley also noted the fund's ongoing review of the tax advice provided to beneficiaries and efforts to make it clearer and more user-friendly.

The session concluded with an engaging Q&A, after which, attendees enjoyed lunch and continued conversations. A special highlight of the day was the 170<sup>th</sup> anniversary display of the Mansfield Brewery archives, kindly provided by the Beneficiary Liaison Group (BLG), with thanks going to Sue Walters for her dedication in bringing the exhibition to life. It was a joy to watch attendees engage with the display and reflect on the Brewery's rich history.

All in all, the open meeting was a great success - a blend of information, celebration and community. The feedback has been very positive, and the trustees look forward to building on this momentum in the year ahead.

Finally, by way of reminder, please be advised that all grants are discretionary and must be approved by trustees before any costs are incurred. Full grant details and application forms can be found at [www.bailythomasprovidentfund.org.uk](http://www.bailythomasprovidentfund.org.uk). You can also speak to a member of the Baily Thomas Provident Fund's office team on 01623 473 290 or [enquiries@bailythomasprovidentfund.org.uk](mailto:enquiries@bailythomasprovidentfund.org.uk).



Shelley Rowley



John Dopson (Transport) & Barry Crofts (Labour Pool)



Frank Pates, Stephan Randall and Mondora colleague



Joan & Walt Clarke



Iain Blatherwick, Wenna Thompson, Bill McCosh

The Baily Thomas Provident Fund is a grant giving trust and managed to benefit eligible 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<sup>nd</sup> October 2050 at which time all remaining funds will be passed to the trustees of the The Baily Thomas Charitable Fund, which is also a beneficiary of the Baily Thomas Provident Fund.

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.



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](mailto:enquiries@bailythomasprovidentfund.org.uk)

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





## THE MEN THAT MADE

# Mandora

There were many people who made Mandora a success and the leadership came from two of them: **Christopher Rainsford** (above left) & **Tony Morton** (above right). Tony was Managing Director of RL Jones & Co Ltd that became Mandora Soft Drinks Ltd succeeded by Chris. Both played a significant part in the Company's development.

.....

Tony joined RL Jones in 1970 when it was in serious trouble following the untimely death of Lisle Jones in 1968. RL Jones had purchased Burrows & Sturgess of Derby in the same year but none of the necessary rationalisation had been carried out.

Tony faced a loss-making business with three factories and three depots. The Company not only manufactured soft drinks but bottled Guinness and factored bottled beers, wines and spirits. RL Jones competed with its subsidiary Burrows & Sturgess in the local market supplying its own manufactured products in returnable bottles and cases to corner shops, pubs and off licences.

None of the products it owned were suitable for the manufacture and distribution of soft drinks. The equipment was in a poor state and the Company was nearly bankrupt. Tony was not fazed by the task ahead but could not have turned it round without the help of Chris Rainsford who joined the Company in 1971 as Finance Director. He eventually succeeded Tony as Managing Director in 1983.

They made a great team and embarked on a plan to reorganise the business by curtailing the bottling of Guinness and the factoring of bottled beer and wines and spirits. This reduced turnover by 50% but gave the Company a chance of being profitable. They consolidated the manufacturing of soft drinks onto one site in Mansfield and a depot in Cannock. Hence reducing six locations to two.



Luck was on their side when premises on Bellamy Road became available following closure of a cash & carry business on the site. The property was acquired following the sale proceeds of three factories and three depots plus the working capital created by curtailing around £1M of turnover. This investment created a flat floor adaptable building with the ability to handle and store returnable bottles and cases. Two new bottling and labelling machines, new fork lift trucks and pallet racking completed the reorganisation and by 1973 the Company was profitable.





The Mandora offices on Bellamy Road

The excellent summers of 1975 and 1976 enhanced profits at the time when the market was changing and the supply of private label non-returnable glass carbonated drinks was embraced and drove the business forward. This compensated for the decline in traditional returnable bottles and cases, trade to local corner shops, off licences and pubs.

Then around 1977 there was a move out of glass into PET bottles which at the time were bought in. This coincided with Schweppes deciding not to move into PET bottles for their Pepsi Cola franchise. The pair won the contract for the supply of Pepsi Cola for three years from 1979 to 1982. The contract required a dedicated bottling line and changes to water supply and syrup room procedures. As a result of the heavy investment required by the contract, the private shareholders of Mandora sold out to Mansfield Brewery and by 1979 Mandora Soft Drinks was 100% owned by Mansfield Brewery plc.

The Brewery wanted to broaden its base and reduce its dependence on beer and pubs. The result of which was the acquisition of TW Beach Ltd of Evesham from Cavenham Foods in 1980. Interestingly, Beach supplied soft drinks in cans and were stronger than Mandora in squashes. The canned food business of Beach was discontinued and the factory at Evesham was re-equipped with a new bottling line for carbonated drinks and their export squash business was merged with the very profitable export business of Mandora which at the time included supply of 1.5 litre bottles of Pepsi to Scandinavia.

Next came the development of the Mansfield factory to manufacture its own PET bottles. Initially the process was to buy in pre forms and blow them into a three litre freestanding bottles rather than buying in PET bottles with a black plastic base.

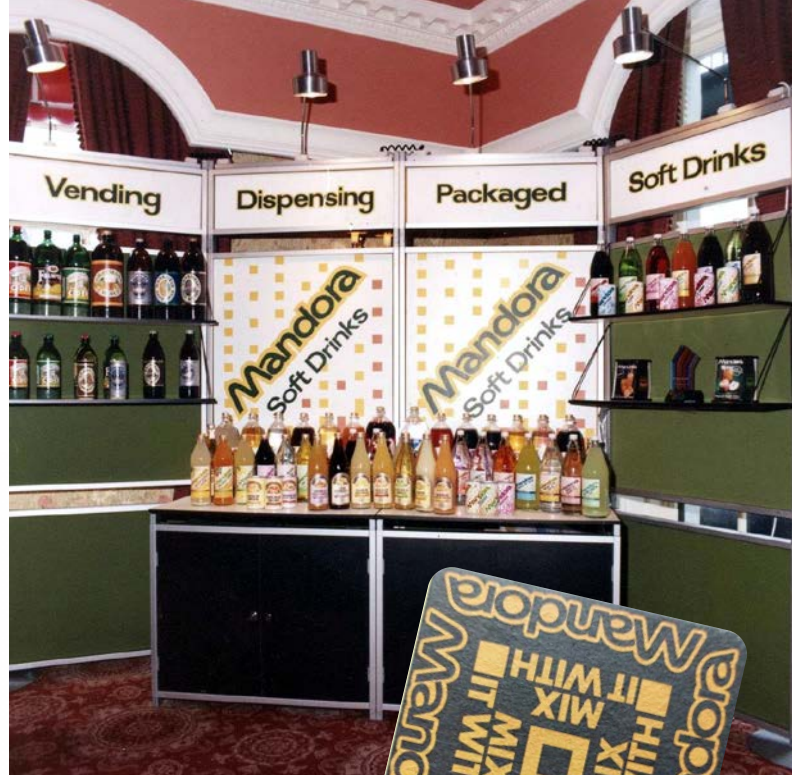
PET bottles were blown at a faster rate than the bottle filling lines, so Mandora developed a silo storage system whereby newly blown bottles were transferred into a silo and blown back from the silo on a track to the bottling line for filling.

The supermarkets were becoming increasingly greedy, demanding even lower prices for carbonated drinks. To counteract this and to restore some of the lost margins it was decided to move into making lightweight pre forms. These were blown into bottles and transferred in the normal way.

The further investment made Mandora more competitive in the private label carbonated drinks bottle market. It also enabled the Brewery to enter the grocery market by selling Mansfield beers in 2 litre amber PET bottles on a new bottling line at Littleworth.

From 1982 onwards Mandora suffered some setbacks with Schweppes taking back bottling of Pepsi Cola at the end of Mandora's three year contract. Also the supply contract with Cavenham Foods, who owned Safeway and we inherited when TW Beach was acquired, came to an end.

Throughout this period the supermarkets were demanding even lower prices for their private label products thereby denying Mandora the profit benefits of the lightweighting of PET bottles. It was at this point that Mandora decided to have its own branded product and introduced



the range of St Clements branded soft drinks. This brand was a total reformation of about four flavours, a premium product with no additives and no artificial sweeteners. Perfect timing as the market was ready for such innovation. The purpose of this strategy was that by having your own brand you could counter the greed of the supermarkets by giving them a product that was not in their portfolio and by TV advertising of St Clements, it was something they would have to stock. The St Clements story is told in this issue by Alan Moss who was Mandora's Marketing Director at the time.

The success of St Clements led AG Barr to make an offer for the whole Mandora business in Mansfield and Evesham with turnover of circa £40M. The offer of £24M was so attractive and competitive, it was preferred sadly to the Management Buy Out bid led by Chris and the Company was sold in 1988. Chris who had transferred from Mandora to head up MB's Finance function in 1980 only to return to Mandora in 1983 as MD, had been at the centre of things for 17 years. He left the Company following the takeover and Tony Morton who by then was on the Board of MB plc, retired. Tony died in Feb 2021 at the age of 89.

Tony and Chris had taken a loss-making business, transformed it to make it an attractive investment for Mansfield Brewery and hence developed it into an innovative and thriving operation dealing with changing market conditions by means of technological investment and sound marketing ingenuity. They always acknowledged the skills and hard work of their management colleagues and a work force second to none. We shall include some of them and their stories in future editions of The Mansfield Brew.



Robin Chadburn with AG Barr Director, Robin Barr

*John Hings*



# THE S! CLEMENTS STORY .....



**In autumn 1985, Alan Moss was contacted by a headhunter looking to recruit a Marketing Director for a soft drinks company he had never heard of...**

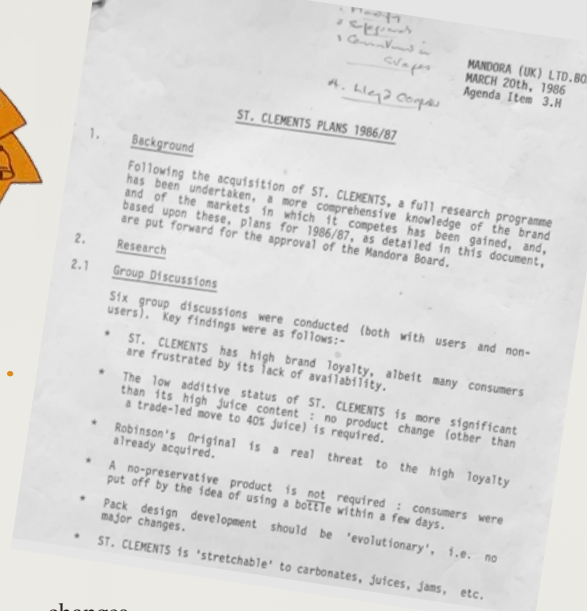
At that time, I had been marketing soft drinks for eight years, at Schweppes (*where I had completed the UK launch of Diet Pepsi*) and Britvic (*where I had launched Britvic 55 and Dr. Pepper*). I had never heard of Mandora which was a contract packing company for own-label and a supplier to local pubs and independent grocery shops.

The first interview with Chris Rainsford seemed to go well and I was invited back for dinner with partners to meet John Hings and Dennis Foster. My girlfriend of less than one year was apprehensive: should we pretend to be engaged (*we didn't*). I liked what I saw that evening and accepted the subsequent job offer of Marketing Director at Mandora. And so in freezing January 1986, we rented a chilly cottage in Whatstandwell, Derbyshire and I started a very exciting two years. Within a few days, I was told about an interesting opportunity. To buy from the receiver the business of a bankrupt company: Rimark Soft Drinks Ltd, another brand I had never heard of. But, having worked on squash for Britvic, I recognised the benefit of a more natural squash. So, after board discussions, Mandora bought the brand

and I started work with my colleagues and my small team to identify how we could develop and build it. At the same time, we were contacted by Sarah Dow, a PR lady, who had been helping the Hyperactive Children's Support Group, led by Sally Bunday, in their efforts to get Sainsbury and other retailers to stock safer food and drink for their children.

Sainsbury had been in and out of stock of St. Clements for a few months and this gave us an opportunity to commit to better stock control for Sainsbury. This helped us see the potential for drinks that were more than just "natural." We could take a much more "aggressive" approach to being additive-free. An approach that would work across a much broader market than squash. This extract from the paper presented to the Mandora Board Meeting in March 1986 (*above right*) highlights the research findings and opportunities presented by St. Clements.

Despite the historical out-of-stocks, St. Clements was seen to have significant brand loyalty and development potential. Packaging



changes should be evolutionary, not revolutionary. At this time, we presented to the Board our proposals to invest £1.2M in brand support (*primarily TV advertising*). This equates to about £5 million in today's costs. The advertising was to be developed by Cogent Elliott (*a Solihull based adverting agency*) who had developed the campaign in which it was claimed that Ronald Reagan "might be President of the most powerful nation on earth but he's never had a pint of Mansfield." Account Director Chris Morris helped develop the TV ads for St. Clements which were both groundbreaking and yet so much 'of the time' that they were even featured on the BBC Six o'clock news.

Visit these adverts online with this web address [bit.ly/StClementsonTV](http://bit.ly/StClementsonTV)



**LAPPING UP THE CREDITS**

- Sparkling ST. CLEMENTS high juice drinks up 320% year on year.
- Greatest brand loyalty for any carbonate (apart from one!).
- Excellent brand imagery - "high quality", "tastes good", "made from real fruit", "a good family drink".
- 29% higher weighted rate-of-sale than our nearest direct competitor in Total Multiples.
- Sales of SPARKLING ST. CLEMENTS Fruit Drinks over 84% higher than our nearest competitor in Multiples (May-Sept 87).
- THE LOW ADDITIVE soft drink.

**FLYING NEW COLOURS**

- New packaging designs to communicate ST. CLEMENTS as THE FIRST A-ICE soft drink.
- Re-positioned to broaden our consumer base and re-emphasize high juice taste and refreshment.
- Enhances current imagery.
- New look ST. CLEMENTS also available in 2L PET family size bottles.
- Improved perceived value.
- Now with pillar-proof closures.

**CREATING WAVES**

ST. CLEMENTS COLA already has excellent repeat purchase - 20% of purchasers say it is the brand they buy most often.

**NEW HORIZONS**

- New recipe ST. CLEMENTS COLA contains no artificial colourings, sweeteners, flavouring or preservative and now, flavoured on pack.
- NO CARAMEL.
- NO ADDED CAFFEINE.
- Redesigned to look even more natural.
- ST. CLEMENTS - a true low additive Cola - the only real ALTERNATIVE.

**ST. CLEMENTS**

**Ready to Drink Orange Squash**

- Ready to drink cartons are a major growth area of the soft drinks market.
- Our 250ml carton has the S! CLEMENTS promise and contains no preservatives.
- Over 10% fruit juice content.
- Available in singles and 3 packs.
- Supported by S! CLEMENTS TV advertising.

**Stock up on S! CLEMENTS Now!**

- the fastest growing brand in the fastest growing market sectors.

Mandora and S! CLEMENTS are trade marks of Mandora (UK) Ltd.

S! CLEMENTS. We promise no artificial colourings, sweeteners or flavouring in any of our soft drinks. For more details contact: Mandora (UK) Ltd, PO Box 2, Bellamy Road, Mansfield, Nottinghamshire, NG18 4LW. Tel: 0623 24661 Telex: 377054.



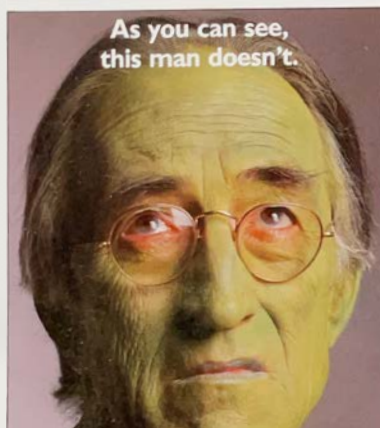
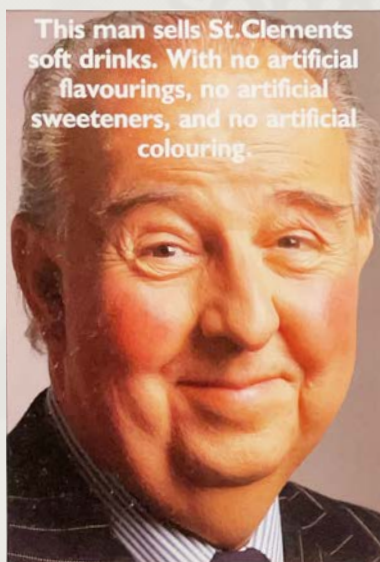
"The young gentlemen now contain sodium carboxy methyl cellulose, saccharin and sodium benzoate but the young ladies don't because they're drinking St. Clements. St. Clements: we promise no artificial colourings or flavouring in any of our soft drinks".

Direct, ground-breaking, highly impactful... and above all very effective. The advertisements also featured the changes in packaging.

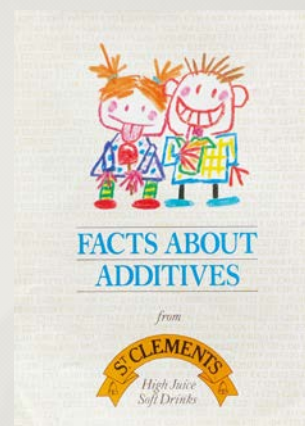
I love the way the child in the St. Clements Cola advertisement downs it in one and declares "don't taste any different to me". We couldn't necessarily claim to be making a better tasting cola than the big American cola companies: but telling children's mothers that they could buy a no additive cola which their children couldn't tell apart from the big brands was an amazing message. We were not surprised to get subtle messages from Coca-Cola that they didn't like our advertising! Especially after Chris Rainsford and I presented the brand at the Canadian soft drinks conference in November 1987 (just before the news broke about the proposed sale of the company).

Our overall strategy contained much more than TV advertising. PR was a key part: we commissioned a study highlighting the overall concern about additives and summarised it in a handy, deliberately colourful leaflet.

We ran a trade press campaign showing the difference between a retailer who stocked our brand and a very envious retailer who didn't.



We ran a promotion in conjunction with the World Wildlife Fund, appealing to both caring mums (our main target throughout these two years) and their children.



## EPILOGUE

In late 1987, Mansfield decided to sell the company, now known as Mandora St. Clements. The development of St. Clements had clearly made the company a much more attractive acquisition prospect. And so it proved with two potential buyers: A.G. Barr (the owners of Irn-Bru and Tizer) and the management team, led by Chris, Financial Director Paddy Emmerson and myself. I cannot remember all the details of what happened that autumn and winter, but sometimes I blame myself for not being bullish enough in the forecasts we presented to our potential backers, Candover. If we had added just 5 - 10% to our forecasts, we might have been able to outbid Barrs. Nevertheless we worked hard and played hard to the very end.

The last day of Mandora St. Clements being owned by Mansfield was also the first Red Nose charity day. Paddy and I decided to raise money by allowing staff to see the Directors (well, just the two of us) in their Red Nose branded underpants. I don't recall how much we collected that day either but it wouldn't have made any difference to the sale. In the following few months, I worked on a project for the Brewery in the USA, got married and eventually found a great job with Rémy-Cointreau, which took us to Asia for six years. Barrs still refer to the acquisition on their website but effectively killed the St. Clements

brand by adding "fun" to the proposition and sacrificing the main "no additives" story.

They launched different ranges of St. Clements soft drinks in 2005 and 2016 but seem to have withdrawn them too. Several other UK companies sell soft and alcoholic drinks using the same brand name, suggesting a trade mark problem. I don't believe we would have had that problem: St. Clements was much too important for us to have allowed that.

## AND THANK YOU!

I want to emphasise that none of this would have been remotely possible without the support of the Mandora and Mansfield Brewery Boards and in particular the very active support of our Chairman, John Hings, and our Managing Director, Chris Rainsford. Chris said to me that he didn't understand marketing or advertising but he also challenged me to refine and improve my proposals. Paddy Emmerson, our Finance Director, was both supportive and at times critical, which was just what was needed to get even more value for money from all our activity. My marketing and R & D teams were superb: Jo, John, Sheila, Graham and Philip all played their parts in building the brand. And my secretary, Lorna, was superb at managing me! I'd love to know what you've all been up to since we last met.

*Alan Moss*

## ACHIEVEMENTS .....

- St. Clements was the fastest growing concentrate in the UK in 1986/87, going **from 2.0% to 4.1% value share** and becoming the **5<sup>th</sup> biggest UK concentrate** (#2 in Sainsbury, #3 in Safeway). It became brand leader in high juice squashes in multiple grocers with significantly higher advertising awareness and brand loyalty than any other high juice squash.
- St. Clements was the fastest growing canned carbonate in the UK in 1986/87, going **from 1.5% to 4.3% share of non-cola sales**, marginally behind total Barr's and total Britvic carbonate sales. Highest brand loyalty for any carbonate (apart from one!) and higher rate-of-sale than our nearest competitor in multiple grocers.



# THE END OF REGIONAL BREWING AS WE KNEW IT

Picture the scene... a medium-sized fish consumes nearby fish of a similar size because it's hungry to grow bigger. It also eats a lot of tiddlers along the way too. And then a great big shark comes along and consumes the lot.



The Burton Union system as it originally was in the 19<sup>th</sup> Century, Burton and now, what's left in its new home producing ale at Thornbridge Brewery, Bakewell.

Sounds a bit like recent history in the world of regional brewing. Wolverhampton & Dudley Breweries (W&DB) bought Camerons of Hartlepool in 1992, then acquired Marston's, Thompson & Evershed in 1999, swiftly followed by Mansfield Brewery later that year. Then a lot of smaller brewers were consumed: by 2008 they had bought Ringwood, Wychwood and the Brakspear brand. In 2015 Jennings and Thwaites Beer Co, and Charles Wells in 2017.

W&DB, renamed Marston's PLC in 2007, then formed a joint venture with Carlsberg, the international lager behemoth, to create the Carlsberg Marston's Brewing Company (CMBC). And, finally, in July 2024, the shark swallowed the lot, Marston's selling their 40% stake to Carlsberg for £206M.

Now, it must be said that the amalgamation and closure of breweries is nothing new in the history of the British brewing industry. Demand for different types of beer changes over time, and new products rise to stimulate demand and satisfy emerging trends. And we have to remember that for larger entities growth and 'maximisation of shareholder value' is all that matters.

So, what happened to these companies after this feeding frenzy? Carlsberg rather set the tone, having bought Allied Breweries in 1992, later closing the iconic Tetley's brewery in Leeds in 2011.

W&DB sold off Camerons to Castle Eden in 2002. It's still trading as Camerons with their Strongarm brand, an American Pale Ale, Rödcrew, and a nano brewery craft ale project, but remain heavily dependent on contract brewing.

Marston's abandoned the Burton Union system of fermentation for Pedigree (*and contract brewed Draught Bass*) and gifted the plant to Thornbridge Brewery in Bakewell and one set to Epochal Barrel Fermented Ales in Glasgow. You will be amused to note an earlier claim from Marston's: (*the system*) 'gives Pedigree its one-of-a-kind taste. No Burton Union. No Pedigree. End of'. Nuff said.

As we all know, Mansfield Brewery was closed in 2002 and Mansfield Bitter and Mild brewing transferred to Wolverhampton. Riding Bitter, Old Baily Strong Bitter and Marksman quickly disappeared.

Jennings brewery closed in 2022, with Cumberland cask ale switched to Marston's in Burton. Wychwood, the brewery based in Witney, Oxfordshire, was closed in 2023. The company's Hobgoblin brands, Gold and IPA, continue to be brewed and supported by CMBC.

Ringwood, a Hampshire brewery, closed in 2024. Brewing for the cask variants of Razorback, Fortyniner and Boondoggle was moved to Banks's Brewery, whilst Old Thumper cask brewing transferred to Marston's Brewery.

In 2015 Blackburn based brewer Daniel Thwaites sold their Beer Co., free trade accounts and Wainwright and Lancaster Bomber brands to Marston's. Daniel Thwaites continues to operate a portfolio of inns and hotels and in 2019 started brewing again from new premises in the Ribble Valley, and a small brewing team produce Thwaites Original, Gold, IPS and Amber. The Wainwright brand, named in honour of Alfred Wainwright, the famous Lancastrian fell walker, author and illustrator, continues to be supported by CMBC and a new variant Wainwright Amber was added in 2022.



The end of the line for these nine classic ales under Carlsberg Marston's Brewing Company.



Well's Eagle Brewery in Bedford and beer brands were acquired by Marston's in 2017, with Charles Wells retaining its pub estate. Subsequently, the Eagle Brewery was sold by CMBC to the Spanish brewer SA Damm in 2022. As part of the agreement, the Eagle Brewery beers, Bombardier, Bombardier Gold, Waggledance and Eagle IPA, remained part of CMBC's portfolio.

And, to finish the story, the iconic Banks's Park Brewery in Wolverhampton, W&DB's 'mothership' site, is to close this year with CMBC confirming Marston's Brewery in Burton as their national centre for craft beer and traditional ale brewing in the UK. The Park Brewery currently produces Bank's Mild and Bitter, Tetley Bitter, Mansfield Cask Ale, and the Hobgoblin, Wainwright, Bombardier, Brakspear and Ringwood beers.

The latest news is that CMBC has axed keg Mansfield Original Bitter and Dark Smooth, keg Bombardier, Eagle IPA, Jennings Cumberland Ale, Marston's Old Empire and 61 Deep, cask Banks's Mild and Ringwood's Boondoggle and Old Thumper. Banks's Amber Bitter will be brewed in Burton alongside Marston's Pedigree. All pictured above.

As an aside, pictured below is Marston's re-purposed Mansfield Brewery's brewing kit. This picture shows one of the coppers that went into the new brewhouse in 84/85. The conical fermenting vessels were also used at Burton. At least they were put to good use especially while they were used to brew Mansfield beers.

We all know that nothing ever stays the same, and it's comforting to know that the likes of Timothy Taylor's (*annual production of 75,000 barrels a year, 80% of which is Landlord*), Theakston's, JW Lees, Robinsons, Everards, Shepherd Neame and St Austell continue to thrive alongside a buoyant microbrewery sector. Greene King have also announced a £40M investment in a new brewery too. But it's very sad to reflect on the end of so many fine brewing and pub companies up and down the country, and, in our case, the end of almost 150 years of brewing and the wonderful family of colleagues that we once were.

*Colin Stump*

Former Mansfield Brewery copper now repurposed at Marston's, Burton-on-Trent





# TWO LIVES IN HOSPITALITY

## DEREK MAPP AND HIS SON, CHRIS

**DEREK :** I started my career with Mansfield Brewery in 1981, as Retail Director, to manage and build the Managed House Division. Throughout my 10 years, I held responsibility for Managed and Tenanted Houses, Free Trade, Wines & Spirits and Take-Home Trade. I was made a Main Board director in 1988.

In 1991 Mansfield Brewery and I parted company, after which I invested my worldly wealth into establishing Tom Cobleigh. My desire was to develop the very best in pubs which catered for the whole family; children only recently being allowed into pubs. To build Tom Cobleigh required seven days a week total dedication including my travelling every Saturday and Sunday looking for new sites and in the evenings taking the family to eat at one of the pubs. Karen, my wife, rarely relaxed with me and progressively required me to face away from the bar, as I was constantly up and down if I saw a customer waiting.

Tom Cobleigh was a great success and after 3 ½ years floated on the London Stock Exchange and a year later was acquired by Rank PLC. The concept of Tom Cobleigh was to provide good pub food in very comfortable surroundings.

All four partners, Maggie, David, Ken and I all agreed we would not employ family in the business, so as to create a true meritocracy, not determined by family connections. There was briefly one exception in Chris meeting the manager of the Red Lion at Stanage and getting a position as a waiter, with the strict instructions that he was to be kicked out if he didn't do 200% better than others.

**CHRIS :** My first experience in the kitchen was whilst I was at University in Hull working for Tom Cobleigh at the Olde Grey Mare pub and I learned how, by adding a bit of butter and seasoning, it could transform the taste. My relaxing hours watching Ready, Steady, Cook and writing down the recipes, which I tested on my university housemates, made me very popular in the house we shared. After graduating I went to live in London working in telecoms and, following redundancy, I started as a commis chef in a large London hotel. My break came becoming assistant



pastry chef at Gordon Ramsay's Petrus restaurant under Head Chef Marcus Wareing and Sous Chef Paul Ainsworth. These were 18 hour days, six days a week, but exceptional experience as I progressed to be the pastry chef.

**DEREK :** After Rank acquired Tom Cobleigh in 1996, I agreed to stay on to integrate the business into their Leisure Division but soon realised that it was not for me and left in 1997 to further develop my career. I didn't want to be just a pub man; I wanted to take myself outside my comfort zone doing things that I had not done before. As a result, I :

- *Became a Non-Executive Director of Taylor and Francis (now Informa PLC) and Churchill China PLC*
- *Became the Chairman of the newly formed East Midlands Development Agency (created by the newly elected Labour Government)*
- *Established Imagesound, a music messaging business*
- *As Executive Chairman, founded Leapfrog Day Nurseries.*

All of these businesses were highly successful. Informa from a flotation value of £128M to when I left £8.9 billion (*not mine though!*), Leapfrog sold to Busy Bees and Imagesound becoming the second largest music provider to restaurants and hotels throughout the world - whichever McDonalds you are in eating a burger the

music is coming from Chesterfield! But it was not all fair sailing, I did have some failures too, which are character forming!

**CHRIS :** Paul Ainsworth and I, with two others, left Petrus to open a new restaurant in Chislehurst in 2004 - it was exciting, and we were a great team but the ownership of the business was - what can I say - not within our moral compass! I told Dad that we were each going to find another job. Dad was in Padstow for the weekend and looking at a restaurant that was up for sale when I called him. He offered to buy it for us and this culminated in the No.6 Restaurant in Padstow - we were all directors and shareholders of the business. Like all such things we each progressively pursued our own goals and independence, and I, with Dad's help, succeeded in buying a closed pub from Marston's, The Tickled Trout in Barlow, north of Chesterfield. The pub was re-opened after extensive alterations in 2014 and I have been there since, providing







modern British specialities. I use Mum and Dad's garden to provide seasonal and fresh produce and, in return, feed my vegetable peelings to their deer!

**DEREK :** In 2016, the Peacock, the other pub in the village, had also been closed for 12 months or more and I decided to buy it, technically opening in competition with Chris, as I still itched at creating the perfect pub. There is only so much advice you can give your son about his pub! I downloaded all of my experience and deliberately aimed away from Chris's style of offer by creating a traditional inn, together with a small micro-brewery.



I remembered my time at Mansfield Brewery when the Peacock was a thriving pub under ex Sheffield footballer Len Badger, but it had subsequently lost its glamour and had been closed for over 12 months. I knew I could make this my style of pub, alongside Chris's pub, which has resulted in our village having two great pubs offering different fayre. Between us we now employ over 200 people in the village treating every one of them well and with respect. We love our customers who come from the village and far away, many from Mansfield.

**CHRIS :** Naturally I was not over the moon when Dad, a pub professional, bought the other pub in the village, but we both offer different reasons for visiting Barlow, whether as a regular or visitor. I have learned from Dad that success and respect has to be earned and you are never perfect - there is always room to improve and do it better. Your team colleagues and your customers are like gold dust, cherish them.

**DEREK :** I am now heading into the twilight of my career. I currently Chair Mitie PLC, a £6 billion turnover business with 86,000 employees, Chair Eurocell PLC - a plastic extrusion business with 213 branches, based in South Normanton, Chair the Paul Ainsworth business in Padstow, which has grown from the original No.6 restaurant, to a collection of restaurants and hotels, as well as Chair of Woodall Homes, a local housebuilder of great quality houses and bungalows. In addition, I Chair Right Legal Group, a legal business specialising in Wills and Probate and recently acquired, with two great guys, Stoke Hall Quarry in Grindleford- the provider of artisan Derbyshire gritstone. I am often asked "When are you going to retire" - my answer is when I am of no value.

In 2013-14 I was honoured to be High Sheriff of Derbyshire and I am currently a Deputy Lieutenant.

**CHRIS :** Dad has taught me hard work, respect for people and what you get out of life is entirely linked to what you put in. This is a tough industry, but you meet some of your best friends, as I have, as the hospitality industry is one big fabulous family. I remember Dad reflecting on that is how he saw Mansfield Brewery when he was there.

**DEREK :** Successful Dads are hard for a son or daughter, who are always then measured in comparison. I only want my son and daughter to enjoy life and do what they enjoy, as long as they work hard to earn it! Chris recently won Pub Chef of the year at the Guild of Chef awards, at a glamorous event, held in Grosvenor House. I think I was prouder than him!

I have deep love and respect for my 10 years spent at Mansfield Brewery and often reflect on the many good and few less-good times I spent there. My exit in 1991, determined by the then Chair and Board as being surplus to future requirements, drove me to build my own pub company. In hindsight, I reflect on that as being good fate, in that it spurred me on to do what I love. But that event made me even more appreciative of the many good people and friends at Mansfield Brewery and should you call in at the Peacock at Barlow, remind me who you are (*as we all have a few more grey hairs - especially me*) and I will happily buy you a pint of Bob On, my Collyfobble pub brewed beer - the taste modelled on Mansfield Bitter, what else!



# LIFE BEHIND THE BAR

## JEAN BROWN RAYNERS, HULL

Jean worked behind the bar all her life from 1965 to 2011 before retiring at 65 with 22 years at Rayners in Hull. It is often the smiling face behind the bar that makes customers feel welcomed and at home. The long serving bar staff across the Hull and Mansfield estates were frequently the consistent face of the breweries to their customers.

Jean started at the Halfway and worked there three times - firstly after she sadly lost her daughter (*aged four*), then after her husband lost his job and then after she had her son. She once found a £50 note on the floor and handed it in. She received £25 reward for finding it.

In the late 1980s she was poached from the Halfway by Marilyn & Tony George who had taken on Rayners after the fire. Rayners was the *crème de la crème* of the Hull Breweries houses and it was here that she met with the “*big bosses*”. There were many happy memories here.

She has served a wide range of customers in that time:

- *Old ladies doing their Friday shop*
- *Intimidating group of lads, intent on stealing Basher Bell, the boxer*
- *Kenny Jones, who was in the Aberfan rescue. He was very strong and entertained the customers by eating lightbulbs and razor blades. Barley wine was his tippie*
- *A trawlerman, ordering a pint of “mud”, mild! At a karaoke night he broke his leg in the toilet and the ambulance staff had a heck of a job getting him out.*

Jean prided herself on never being late, rarely ill, always smart and never letting down the landlords and customers. She was a very popular barmaid, being the face of Rayners through many changes of tenancy. After 15 years service at the Brewery, Jean was presented with a watch and there was a great party afterwards. She remembers Rayners as a lovely place to work. She thoroughly enjoyed her working life and loved her customers...

*“it wasn’t like work - it was like going out”*

She lost her husband in 2013 and has two children and 10 grandchildren. She is still good friends with Ann Everson who worked at Rayners for eight years.

*To the right are a selection of pictures from Jean’s time at Rayners.*





# SOCIAL ACTIVITIES

## The MBMA Annual General Meeting for the year end December 2024 took place at Debdale Park Sports Club on Wednesday 9<sup>th</sup> April 2025.

It was decided to have the AGM at a normal monthly meeting instead of a separate Social evening, because over the years the numbers attending had been dwindling. It was hoped that more people would attend and that indeed was what happened with a total number present of 42.

The Chairmans report was given by Val Moss and this covered details of the MBMA activities for the year which are mostly subsidised by the Baily Thomas Provident Fund. A personal thanks was given to the other Committee members for their teamwork and dedication which helped to make 2024 a successful year.

Next on the Agenda was the Treasurers report given by Val which explained in simple terms, details of the income and outgoings of the Association. A summary of the Accounts was given to everyone present and she said that if anyone wanted to see the detailed accounts then they were always available. An explanation of the workings of how the grant money from BTPF had to be accounted for was also given.

Jenny Hall, Membership Secretary, reported that the number of verified MBMA members was in excess of 140 and was growing steadily. Our system for membership is working well, liaising with BTPF Office for verification.

The election of Officers then took place, but as there were no new candidates the present Committee were voted in en-bloc.

After a few questions from the floor the meeting was closed by the Chairman with thanks to everyone who had attended.

**Pictures right are of the annual MBMA Christmas Party held at Debdale Sports Club in December 2024 .....**



## THE MANSFIELD BREWERY MEMBERS ASSOCIATION

If you wish to join the MBMA please contact **Jenny Hall** on **07746 103 916**.

<b>ACTING CHAIRMAN/TREASURER</b>	<b>Val Moss</b> . 07800 651 901 & vfmoss@aol.com
<b>SECRETARY</b>	<b>Sharon England</b> . 07944 337 057
<b>MEMBERSHIP SECRETARY</b>	<b>Jenny Hall</b> . 07746 103 916 & 01623 557 074
<b>COMMITTEE</b>	<b>Eileen Spencer</b> . 07815 446526

## THE MANSFIELD BREWERY WALKING GROUP

Our walks commenced in 2025 with beautiful weather for March, April and May. The March and April walks, led by Alan Brown, were both around the same area, the very local Pleasley Vale. 21 and 20 people were in attendance, enjoying the unexpected warm sunshine.

Giving walkers a chance to observe the ongoing transformation of the former Pit Tips into wonderful woodland with ponds and wildlife in ever increasing numbers. The old Mill buildings down in the vale gave another glimpse of our past heritage and industry. This walk is a favourite of the walkers who bring their dogs, as they can enjoy extensive time off of their leads!

The May walk, led by Sue and Jeff Walters, began at The Teversal Visitors Centre. A lovely walk along disused railway lines and through fields, woodland and hamlets, was also blessed with dry, fine, sunny weather. 19 people turned out to enjoy the day. After the walk, a very tasty Sunday lunch was enjoyed at The Serenity restaurant in Mansfield, where we were joined by some former walkers and ex brewery colleagues.



Walking Group Outing  
painted by George Powell

## ALWAYS LOOKING FOR NEW WALKERS TO JOIN US...

The walks always take place on the 2<sup>nd</sup> Sunday in the month, from March to November. Normally in Nottinghamshire or Derbyshire and between 5-6 miles in length. We walk at a steady pace with at least one 15 minute rest stop enroute. Afterwards, a pub lunch is often organised by the leaders for those who wish to partake, but this is optional. Well behaved dogs are welcome too.

**Meet up time is 10am - walk starts at 10.30am - ends around 2.15pm**

Why not come along and make new friends or meet up with old work colleagues. For further information, please contact **Barbara Brown** on **01623 481 488**, **07762 083 542** or email **barbyali72@gmail.com**



# OBITUARIES

## **TED (ROSES) TAYLOR** **09.1930 - 11.2024**

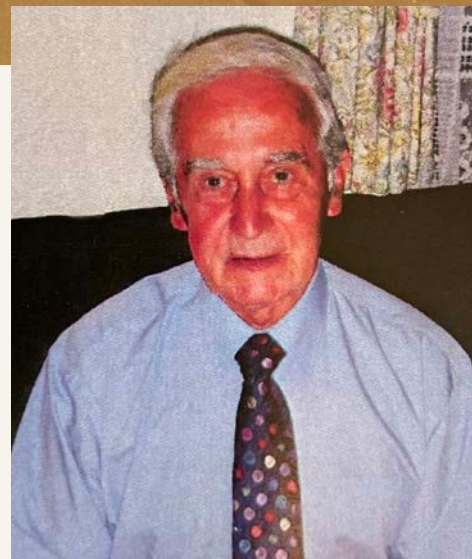
*Extract from the Eulogy  
by his grandson, Matt...*

Ted was born in September 1930 to Leslie and Nellie Taylor at 16 Thickley Bank, Shirebrook - their only child but as Grandi would say, why tinker with perfection? In July 1947 he passed seven subjects in the School Certificate, and gained then French and English in the Higher School Certificate.

It wasn't until July 1954 though that Grandi really hit his stride when he married nan after they met at the local dance hall in Shirebrook. He told me he got her free with 10 packets of Quaker Oats - the epitome of Grandi's humour. He later said that marrying nan was the best day's work he ever did in his life. And it showed - they were married for an extraordinary 70 years and received a congratulations card from the King and Queen on their Platinum Anniversary last year.

Grandi's job when they married was listed as 'Colliery Clerk' at Sherwood Colliery. This was before he went to work for Mansfield Brewery and became part of the family there until he retired in 1995 to spend more time annoying nan. At the brewery, his job was Taxation Accountant and he saved them thousands of pounds and was known for his tenacity in chasing down every VAT receipt.

When people heard that Grandi had passed away, there were so many comments on the Brewery Facebook page. We were touched to see how many people had fond memories of working with Ted at the brewery, sharing so many funny stories of the man they knew - stories that we had never heard. We often think that people only touch the lives of their closest



family members but Grandi clearly left such a mark on his brewery family as well.

He was obviously a character - always known for having a cigar in his mouth and being bathed in aftershave. He was passionately dedicated to the Brewery and always spoke of his time there with enormous affection and nostalgia. His dedication even extended to working on Saturdays - or so we thought. Reading one comment on the group, it transpired that Grandi simply came in to read the newspaper and have a cigar to avoid having to go shopping with nan.

It was at the Brewery where Grandi earned the affectionate title of 'Roses Ted', in part to distinguish between two Edward Taylors (*Dramatics Ted*). Grandi's first loves were always Nan and his family, but gardening (*and a special love for roses*) was not that far behind. Mum remembers how there was one particular yellow rose in the garden that was always in full bloom for their wedding anniversary.

One thing you can say for sure - and nan reminded us of this on numerous occasions - Grandi always did things "*his way*".



## **MARY GODFREY (NEE BROOKS)** **12.02.1947 - 28.11.2024**

Mary was a lifelong resident of Blidworth having been born in The Bird in Hand pub.

This pub had been kept by her Grandparents and latterly Parents, for over 54 years, from 1909 to 1963. Between 1966 and 1972, Mary worked in the accounts office on Weighbridge Road, under the supervision of Doris Watson. Mary married her childhood sweetheart, Clifford, in 1968 and left the Brewery in 1972 to have her first child, a daughter Jennifer. Doris and Ken Watson became Godparents to Jennifer, with the two families remaining lifelong friends. A son, John, later completed their family group. Mary loved cooking and baking and with Clifford by her side, very much enjoyed the company of their two Granddaughters and a Great Grandson.

Mary is fourth from left in black jumper, between Doris Watson and Barbara Brown.



## ERIC SHAW

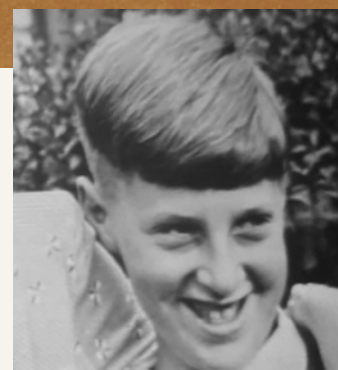
23.12.1937 - 9.12.2024

*Courtesy of his daughter, Lysanne Shaw...*

Eric was born in Annesley, Kirkby in Ashfield on 23/12/1937. He married his first wife, and they had three children together. Eric first started work as a child as a golf caddy before starting at the pit. Eric worked various jobs such as taxi driving, an ice cream man, working at a power station and was also an illustrator and writer of funny postcards for Blackpool postcards before starting work at Mansfield Brewery.

Eric remarried (to my mum) Ann and they also welcomed three children together. Eric was always so funny and found humour in everything even the darkest of times. Dad loved working at the Brewery, and I fondly remember the little white metro van, the bottle green overalls and yellow polo shirts. As a family some of our best memories were of the Brewery Christmas parties and day trips. Dad remained active and rode a bicycle up until very late just as he did to get to work. He and my mum took on guardianship in their sixties of four of their grandchildren and raised them as their own.

Dad was such a family man. My mum passed away in May 2021 and my dad remained active by travelling into Mansfield



Ray Guest, Tat Berry, Tommy Eaton, Ronnie Dent, Eric Shaw

and the shops almost daily although having hip and heart problems. He died peacefully on the 9<sup>th</sup> of December 2024 with family at his side. We had *"Always look on the bright side of life"* played as that was his mantra.



## JOHN O'HARA 19.11.1941 - 10.03.2025

*Neil Bircumshaw* - So very sad to get the call from Christine that John had passed away. John and Chris were great managers at the Blue Bell and Surrey and Fringe then John came to work as area manager with me in the North and was a massive part of the great team we had up in Hull. He was then promoted to acquisitions manager for the North again doing a great job. One of the nicest people you could meet, who cared for the people who worked for him and with him, doing the job in the right way. Simply one of the very best! Not only a colleague but along with Chris, Tracey and

I were proud to call him a good friend. Rest in Peace old friend thoughts are with Chris, the family and friends at this sad time

*Terry Wiseman* - A splendid publican and manager who set a superb work standard with the tremendous support of Chris. He was also a tremendous bloke. The world is a much poorer place for his passing. I'm proud to say he was a great colleague and friend - proud to say I knew John O'Hara. Many other similar comments on Mansfield Brewery Facebook page- c. March 17<sup>th</sup>.

## PAMELA JONES 12.07.1925 - 15.03.2025

Pam was born in Sheffield in 1925 and moved to Mansfield as a child. On leaving High Oakham School, she went to Millers Business College before getting her first job at Mansfield Brewery where, apart from a few years off to bring up her three children, she stayed until 1985.

Pam loved working at the Brewery, particularly as Mr Deakin's secretary, and she made many friends. She particularly enjoyed meeting with old colleagues and going on the brewery trips when she retired. Rest peacefully Pam.



## ANNETTE & BRIAN HARRISON

Annette died on the 24<sup>th</sup> August 2024 and her husband Brian in November 2024. Annette was Secretary to Dennis Foster from late 80's and latterly Secretary in the Commercial Department. Her husband, Brian Harrison, worked in the Bottling Department.



# A SERIES OF MANSFIELD PUBS REVISITED

## THE BONNY BOAT TRINITY LANE, HULL

In a seafaring town like Hull, one would expect to find pubs with nautically themed names and memorabilia. However, with the Bonny Boat, the vessel which gives its name to the pub is perhaps quite unexpected. It is not a trawler, a galleon, or even a Humber ferry which is alluded to - it is in fact a canoe.

The Bonny Boat is situated on Trinity Lane, named for Trinity House, an institution which has been associated with matters of the sea for centuries. Inside Trinity House, is a room called the Canoe Room, and hanging from the ceiling of the room is a 400-year-old Inuit canoe (pictured right).

The story goes that The Heartsease, a ship commanded by Hull mariner Captain Andrew Barker, was engaged in Arctic exploration near Greenland in 1613. Far out at sea, the ship encountered an exhausted Inuit in his canoe whom they brought onboard to care for. Sadly, the Inuit died, but the Heartsease brought his canoe back to Hull and presented it to Trinity House. At some time before 1841, the former Bank Hotel was renamed The Bonny Boat in commemoration.



The building that houses the pub is believed to date from the early 16<sup>th</sup> Century, though the attractive exterior glazed tiles are obviously a Victorian addition; the drinking area consists of a small one roomed bar.



Mansfield acquired the pub as part of the purchase of North Country Brewery in 1985 which included an estate of 240 pubs. After the purchase of Mansfield by Marston's Plc the pub was retained as part of Marston's tied estate which it remains today.

## THE TRAVELLER'S REST HUTHWAITE ROAD, SUTTON-IN-ASHFIELD



Hands up anyone who knows what happened on 26<sup>th</sup> February 1969?

I suspect that date is etched into the memories of many Mansfield people, as it was the night Mansfield Town beat West Ham United 3-0 in an FA Cup 5<sup>th</sup> Round tie at Field Mill. I also suspect more than a few of you may have been there amongst the 21,000 crowd and probably celebrated with a pint or two of Mansfield afterwards. The West Ham

team included England World Cup winners Bobby Moore, Geoff Hurst, and Martin Peters, as well as Trevor Brooking, Billy Bonds and Harry Redknapp. But more importantly, Mansfield Town's team included Sandy Pate.

Alexander Montgomerie (Sandy, pictured above) Pate joined Mansfield Town in 1967, and by the time he retired in 1978, he had played 479 times for The Stags; including a run of 366 consecutive appearances. So highly is he regarded by the club, that the bar at Field Mill is named in his honour.



Like many retired footballers in those days Sandy took on the role of a publican. In his case, it was at the Mansfield Brewery owned Traveller's Rest in Sutton-in-Ashfield. The Traveller's Rest was acquired by Mansfield Brewery in 1891, and prior to that it may have been a home-brew house.

Sadly, The Stag's (and Sandy's), Quarter Final meeting with Leicester City ended in a 0-1 defeat.